



# ARCHITECTURAL REVIEW COMMITTEE MEMORANDUM

DATE: JANUARY 3, 2022 CONSENT

SUBJECT: THE ROW HOUSE REQUESTING APPROVAL OF A SIGN PERMIT FOR TWO MAIN SIGNS AT 14.97-SQUARE FEET EACH AND A SIGN PLACED ON AN EXISTING MONUMENT SIGN LOCATED AT 2500 NORTH PALM CANYON DRIVE, ZONE PD. (CASE SI 21-101) (AP)

FROM: Development Services Department – Planning Division

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## PROJECT DESCRIPTION:

This is a request for approval of an Architectural Review Application to review size and design of two proposed main signs for the existing building located at 2500 North Palm Canyon Drive within the Racquet Club Center. The proposed signs are 14.97-square feet in size; the first sign will be placed above the main entrance of the building facing the parking lot and the second main sign will be placed facing North Palm Canyon Drive. The third sign will be located on the existing monument.

## RECOMMENDATION:

That the Architectural Review Committee approve the application, as submitted.

## BACKGROUND INFORMATION:

<i>Related Relevant City Actions</i>	
1984	Building constructed.
3/24/2020	Regulatory permit was issued.

## STAFF ANALYSIS:

<i>Site Area</i>	
Net Acres	.66 Acres

<i>Conformance to Development Standards</i>	
Conformance to Development Standards	The project was analyzed for conformance to development standards as listed the Racquet Club Center sign program, as part of the sign application (21-101 SI).

**ZONING CODE REQUIREMENTS:**

Pursuant to Palm Springs Zoning Code Section 92.12.01(A)(17), cannabis dispensaries and cannabis lounges are permitted in the C-1 Zone subject to the development standards stated in Palm Springs Zoning Code Section 93.23.15. Section 93.23.15(F)(3)(a) of the PSZC states that any signage for a cannabis facility must be reviewed by the Architectural Review Committee and shall conduct final review for design, size, placement, and materials.

<b>Main Identification Signs</b>		
<b>Allowed</b>	<b>Proposed</b>	<b>Meet Code?</b>
One square foot of signage per lineal foot of each building street frontage.	(2) Sign requests at 14.97-sq ft each. (1'-8" x 16'-0"). (1) Sign added to the existing monument sign panel.  Building frontage (East) – 23 Feet. Building frontage (West) – 59'-9"	Yes

**SIGN DESIGN:**

The proposed sign will have a maximum size of 14.97 square feet and will be placed in front of a painted white aluminum face, with ¼" flat cut out acrylic letters with digital print. The proposed sign is not illuminated and does not include any logos. The proposed sign on the existing monument sign will only utilize one sign panel and read "The Row House Cannabis Retail Shoppe & Lounge". The proposed sign complies with the Racquet Club Center Sign Program and is consistent with other main signs within the shopping center.



Proposed Sign

Architectural Review Criteria and Findings:

PSZC Section 94.04.00(E) requires the approval authority to evaluate the application and make findings for conformance to the following criteria:

	<i>Criteria and Findings [PSZC 94.04.00(E)]</i>	<i>Compliance</i>
11.	<i>Appropriateness of signage locations and dimensions relative to the building façade(s), or appropriateness of the site location for any freestanding signage, as may be warranted for the development type;</i>	Y
	Per the Sign Program, tenants are allowed 1-square foot of signage per lineal foot of each building street frontage. The proposed signs comply with the Racquet Club Center Sign Program and are the appropriate size.	

CONCLUSION:

Based upon the above criteria, Staff believes that the proposed signage is a simple design placed appropriately on the building and existing monument sign. Additionally, the signs conform to the standards of the Racquet Club Center Sign Program. Staff recommends approval, as submitted.

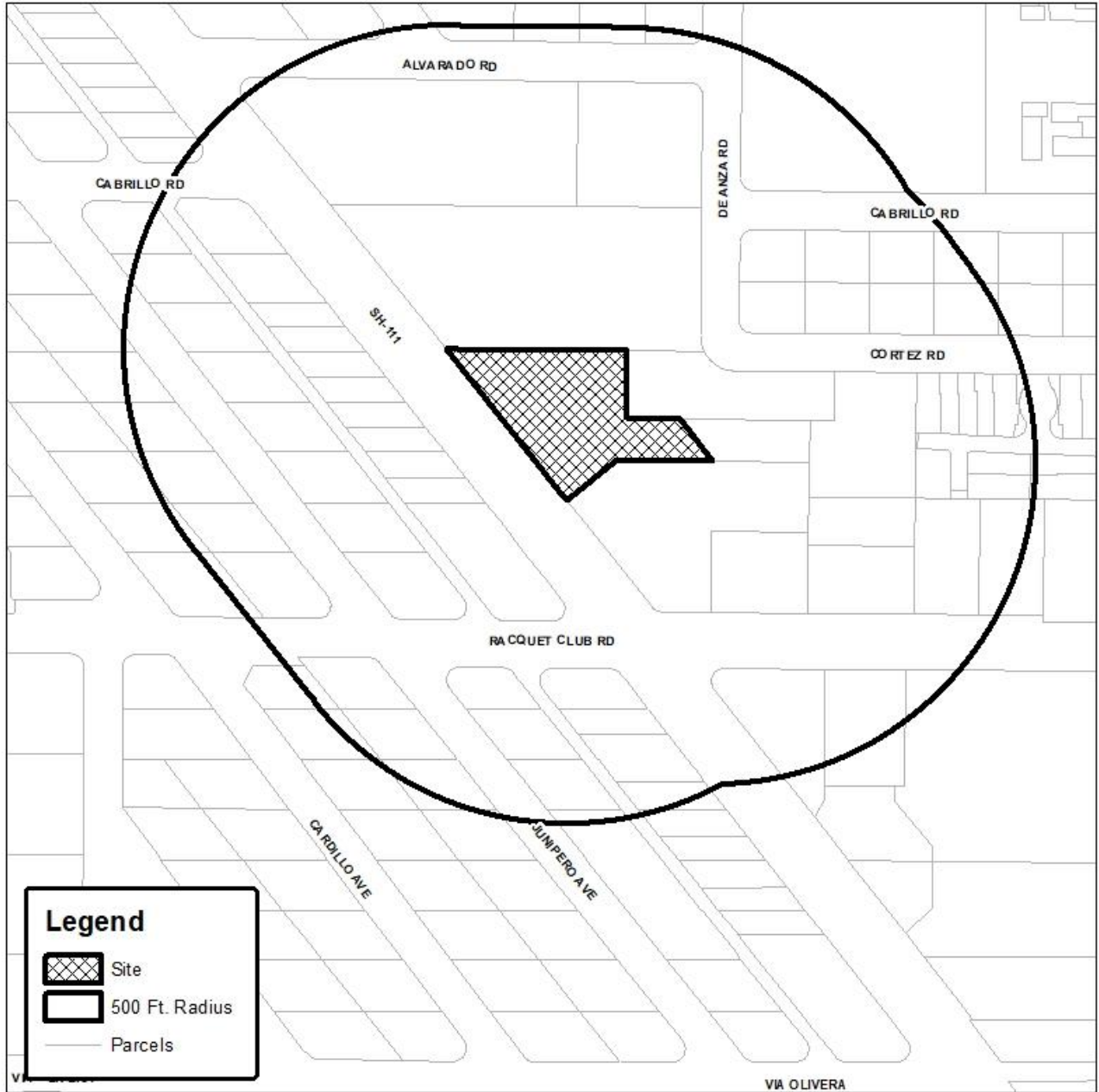
PREPARED BY:	Alex Perez, Assistant Planner
REVIEWED BY:	

ATTACHMENTS:

1. Vicinity Map
2. Sign Plans
3. Racquet Club Center Sign Program



# Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS  
2500 North Palm Canyon Drive

THE ROW HOUSE  
— A CANNABIS RETAIL SHOPPE & LOUNGE —

**Row House**

2500 N Palm Canyon Dr. unit D1  
Palm Springs, CA

**ORIGINALLY SUBMITTED:** October 13, 2021

NATIONAL SIGN FABRICATION,  
PROJECT MANAGEMENT AND DESIGN  
LICENSE# 745555 TYPE C-45 EXP: 07/31/2020

9736 Eton Avenue, Chatsworth, CA 91311  
T 818.787.0477 Fax 818.787.0415 [www.visiblegraphics.com](http://www.visiblegraphics.com)



**THE ROW HOUSE**  
 - A CANNABIS RETAIL SHOPPE & LOUNGE -

# SITE PLAN



Vicinity Map (Not To Scale)

## V I S I B L E G R A P H I C S

**W** 9736 ETON AVENUE  
 CHATSWORTH, CA 91311  
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PROJECT NAME:  
 ROW HOUSE  
 PROJECT ADDRESS:  
 2500 N Palm Canyon Dr. unit D1  
 Palm Springs, CA

DATE: 10 13 2021  
 PAGE SIZE: 11 X 17  
 SR ACCT MNGR: CHRISTINA GARCIA  
 COORDINATOR:  
 DESIGNER: LANCE ROUSSEAU

**THE ROW HOUSE**  
 - A CANNABIS RETAIL SHOPPE & LOUNGE -

CLIENT APPROVAL  
 COPY · COLORS · SIZES  
 VISIBLE GRAPHICS does NOT provide primary electrical  
 power to sign locations - responsibility of others.  
 Client Signature \_\_\_\_\_ Date \_\_\_\_\_

LANDLORD APPROVAL  
 Landlord Signature \_\_\_\_\_ Date \_\_\_\_\_

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 JOB NUMBER  
**00000**

SHEET  
**1**





**COLOR KEY**

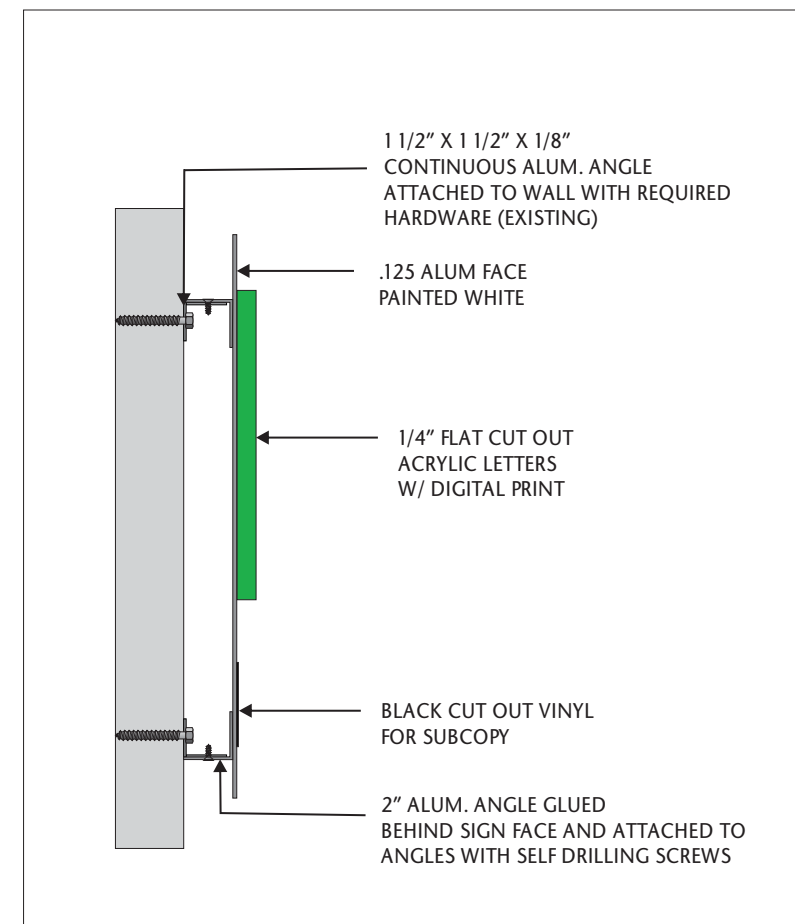
- DIGITAL PRINT
- BLACK

**SIGN**  
1 Measurements

Proposed Square Footage = 14.97 Sq. Ft.

Scale 1/2"=1'-0"

**EXISTING**



NON ILLUMINATED SIGN  
SIDE VIEW DETAILS (NTS)

Elevation

Scale 3/16"=1'-0"

**V I S I B L E G R A P H I C S**

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**2**



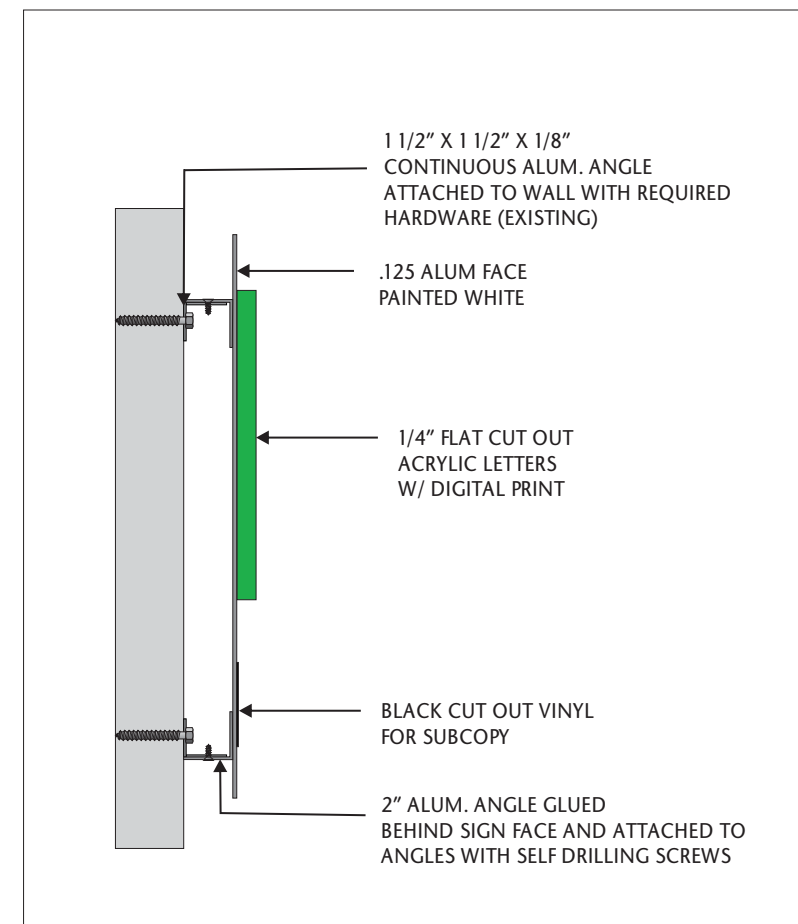
**COLOR KEY**

- DIGITAL PRINT
- BLACK

**SIGN**  
2 Measurements

Proposed Square Footage = 14.97 Sq. Ft.

Scale 1/2"=1'-0"



NON ILLUMINATED SIGN  
SIDE VIEW DETAILS (NTS)

Elevation Scale 1/4"=1'-0"

**V I S I B L E G R A P H I C S**

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Landlord Signature \_\_\_\_\_ Date \_\_\_\_\_

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**00000**


SHEET  
**3**



# SPECIFICATIONS

DESCRIPTION: MONUMENT PANEL  
 DIMENSIONS: 12 1/2"H x 51 1/4"W  
 MATERIAL: .125" ALUM. PANELS ROUTED OUT WITH BACK UP AND PERFORATED BLACK VINYL  
 FONT: GRAVITAS  
 CORNERS: SQUARE  
 BRAILLE:  
 MOUNTING: ADHESIVE  
 QTY: 1 ea. (ONE SIDE ONLY)  
 NOTES:

**COLOR KEY**



BLACK PERFORATED VINYL



MONUMENT 1

Elevation Scale 1:16

MEASUREMENTS Scale 1:8

## V I S I B L E G R A P H I C S

 9736 ETON AVENUE CHATSWORTH, CA 91311 t 818.787.0477 f 818.477.5123 www.visiblegraphics.com	PROJECT NAME: ROW HOUSE	DATE: 10 13 2021 PAGE SIZE: 11 X 17 SR ACCT MNGR: CHRISTINA GARCIA COORDINATOR: DESIGNER: LANCE ROUSSEAU	 THE ROW HOUSE - A CANNABIS RETAIL SHOPPE & LOUNGE -	CLIENT APPROVAL COPY · COLORS · SIZES VISIBLE GRAPHICS does NOT provide primary electrical power to sign locations - responsibility of others.	LANDLORD APPROVAL	This design is an exclusive property of VISIBLE GRAPHICS and cannot be reproduced in whole or in part, without prior written approval. JOB NUMBER <b>00000</b>	SHEET <b>4</b>
	PROJECT ADDRESS: 2500 N Palm Canyon Dr. unit D1 Palm Springs, CA	Client Signature _____ Date _____		Landlord Signature _____ Date _____			

# RACQUET CLUB CENTER

2500 NORTH PALM CANYON DR.



## EXTERIOR SIGN PROGRAM



RACQUETCLUB CENTER  
EXTERIOR SIGN PROGRAM

INTRODUCTION:

The purpose of this sign program is to establish guidelines and criteria for the design, implementation, and regulation of tenant signage for the Racquetclub Center located at 2500 N. Palm Canyon Drive, Palm Springs, California (the "Retail Center"). The purpose of this sign program is to assure coordination and compatibility between all signs within the Retail Center and compliance with the codes and ordinances of the City of Palm Springs. Tenant signage shall be designed, fabricated and installed by a reputable state licensed sign contractor at Tenant's own expense. Tenant signage must be constructed from quality durable materials and shall be maintained by the respective Tenant. Each proposed sign will be evaluated on the design's excellence and compatibility with neighboring signs and the overall characters of the Retail Center's signage/graphics. The Racquetclub Center sign program encompasses the following sign types:

- Entrance Monument Signs
- Tenant Main Identification Signs

GENERAL PROVISIONS:

1. Requests to establish signs that vary from the provisions of this plan shall be submitted to the Owner/Landlord for approval and then submitted to the City of Palm Springs Planning Department. The Planning Department may approve signs that depart from the specific provisions and constraints of this Sign Program in order to:
    - Encourage exceptional sign design.
    - Accommodate imaginative, unique, and otherwise tasteful signage that is deemed to be within the spirit and intent of the sign program.
    - Mitigate problems in the application of the sign program.
  2. The Tenant shall pay for all signs, City of Palm Springs required sign permits, their installation and all other labor, materials and future maintenance.
  3. The Tenant shall be ultimately responsible for the fulfillment of all requirements and specifications, including all applicable building and electrical codes. Fabrication and installation of all signs shall be performed in accordance with the standards and specification outlined in these guidelines and in the final approved plans and working drawings. Signs shall be inspected upon installation to assure conformance. Any work deemed unacceptable shall be rejected and shall be corrected or modified at the Tenant's expense as required by the Owner/Landlord.
  4. The Owner/Landlord may, at his sole discretion and at the Tenant's expense, correct, replace, or remove any sign that is installed without written approval, without proper planning and building permits or that is deemed not to be in conformance with this Sign Program. No temporary or permanent signs may be added to, changed, or altered without review and approval by the Owner/Landlord and the City of Palm Springs.
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RACQUET CLUB CENTER  
EXTERIOR SIGN PROGRAM

5. Signage approval that incorporates logos, business identity, and/or images denoting the Tenant's type of business shall be at the discretion of the Owner/Landlord and the City of Palm Springs.
6. Notwithstanding the maximum square footages specified for copy area allowances, signs and typography in all cases shall appear balanced and in scale within the context of the sign space and the building as a whole. Thickness, height and color of sign lettering shall be visually balanced and in proportion to other signs on the building.
7. Each Tenant shall be responsible for removal of its sign within ten (10) days after vacating the Retail Center. Removal of the sign shall include the repair of the wall surface as close to its original condition as possible. If Tenant does not repair wall surface to Owner/Landlord's satisfaction, Owner/Landlord will perform repairs at Tenant's expense.
8. Each Tenant shall be responsible for the installation and maintenance of its sign. Should the Tenant's sign require maintenance or repair, Owner/Landlord shall give the Tenant fifteen (15) days written notice to affect said maintenance or repair. Should Tenant fail to do so Owner/Landlord may undertake said maintenance or repair and Tenant shall reimburse Owner/Landlord within ten (10) days of receipt of invoice.

APPROVAL PROCESS:

Tenant shall provide the following information to Owner /Landlord for review:

1. Tenant shall submit for approval, two (2) sets of complete and fully specified sign drawings. Fully specified plans will include Tenant's entire building façade elevation, showing the proposed sign, in color drawing and scale. Sign drawings must also indicate construction and attachment methods. Sign drawings are to be prepared by a reputable State Licensed Sign Contractor or as required to be licensed by the State of California.
2. Landlord/Owner will approve, as noted or disapprove with comments within thirty (30) days. Approval or disapproval of sign submittals based on aesthetics of design shall remain the right of the Owner/Landlord and the City of Palm Springs. Tenant must respond to Owner's comments and re-submit within fourteen (14) calendar days, and repeat this process until all sign design, fabrication and installation issues are resolved.
3. Upon receipt of final sign approval, Tenant shall submit three (3) sets of colored drawings of the proposed sign to the City of Palm Springs with the City's sign permit application form. Owner/Landlord approval does not guarantee approval by the City of Palm Springs. Tenant shall be responsible for securing and paying for all applicable sign permits required.

INSTALLATION:

The Tenant's sign contractor is responsible for the following: Provide Owner with an original certificate of insurance naming the Owner as an additional insured for liability coverage in an amount required by the Owner, obtain all required sign permits from the City of Palm Springs, and deliver copies to the Owner before installing, and warrant against latent defect in materials and workmanship for a minimum of one (1) year.

RACQUET CLUB CENTER  
EXTERIOR SIGN PROGRAM

All electrical work, equipment, materials and wiring shall comply with codes and ordinances of governmental agencies having jurisdiction. (A class C-45 license is required on ALL electrical signs.) All work must be performed by a Licensed Contractor in accordance with all electrical codes. State of California Title 24 energy requirements shall be met.

WORDMARKS & LOGOS:

The use of logos and distinctive font styles is encouraged for all Tenant's signs. Tenants shall display only their established trade name or their generic product name, or combination thereof. All sign names are subject to the prior approval by Owner at their discretion.

TENANT MAIN IDENTIFICATION SIGN:

1. Minor Tenants: 7,999 Square feet or less:

Tenants under 8,000 square feet shall be manufactured 2" deep aluminum plaques with oversized panel faces without internal illumination. Plaque height to be 22", letter heights a max of 18" and widths not to exceed 16". Illumination of panels to be indirect by landlords existing provided spotlights. Color of cabinet and faces to be Matthews Acrylic Polyurethane manufacturer, with color to be Matthews "Natural White", LRV 89.3, 422025P. Tenant copy is to be 1/8" thick pin mounted letters painted colors may vary, and pin mounted off background 1/4". Sub copy to be vinyl if too small to manufacture pin mount letters. (see exhibit). Logos will be allowed on a case by case basis, and can incorporate colors, not to exceed 25% of sign area.

*Min. Sign Spacing: 6'-4" (Building A) / 10' (Building B & D)*

2. Major Tenants: 8,000 Square feet or greater: (Building B1 & B5 only)

Tenants over 8,000 square feet have the option of installing manufactured 2" deep aluminum plaques with oversized panel faces without internal illumination, as noted for Minor Tenants, or channel letters with acrylic faces and aluminum backs and returns. If sign is to be illuminated, said signs and their installation must comply with all local building and electrical codes and bear a UL Label placed in an inconspicuous location. Individual letters non-illuminated to be fabricated of 1/4" aluminum, 1/2" or 3/4" cast acrylic only. (No foam or formed plastic letters.) A maximum letter height of 36" shall be used a guideline for Major Tenant signage. If Major Tenant design required two rows of signage, overall sign height from bottom row to top row may not exceed 48" and subject to approve based on location and height of building fascia. At a minimum, guideline for Major Tenant will require blank wall space on both the top and bottom of any signage. Major Tenant may also be allowed one separate logo cabinet at a maximum of (9) square feet.

*Min. Sign Spacing: 10 feet*

3. Tenants with a corner unit may be permitted additional signage providing secondary signage does not exceed size of primary sign and the total does not exceed the maximum allowed by the Sign Program and Owner grants approval.



RACQUET CLUB CENTER  
EXTERIOR SIGN PROGRAM

4. Tenant allowed one (1) square foot of signage per lineal foot of each building street frontage. Exceptions or deviations to the maximum square foot or letter height guidelines can be submitted for review, but must gain the approval of the Owner and the City of Palm Springs Planning Department.

FABRICATION:

Sign must be fabricated of durable appropriate weather resistant materials per the sign criteria. Colors, materials, finishes shall exactly match those submitted to and approved by the Owner. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition. No fasteners, rivets, screws or other attachment devise shall be visible from any public vantage point. Threaded rods or anchor bolts shall be used to mount sign letters, which are spaced out from background panel. The Sign Contractor is responsible for removing all debris and cleaning the work area after installation is complete. Finished surfaces of metal shall be free from canning and warping. All sign finished shall be free of dust and orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry. Joining of materials (e.g., seams) shall be finished in such a way as to be unnoticeable. Visible welds shall be continuous and ground smooth. All fabrication and installation shall comply with underwriter's Laboratories requirements and specific state and local codes.

WINDOW SIGNAGE

1. Any graphics applied to the glass shall conform with the Palm Springs Zoning Ordinance. Any window sign displaying hours of operation, credit cards accepted and other such items shall not exceed a cumulative square footage of nine (9) square feet. Window signs may not be handwritten, painted or illuminated. Placement of window signage may only be on the front entry door and not on storefront windows.

MONUMENT SIGN:

The Racquetclub Center will feature two Main Entrance Monument Signs for project identification and tenant identity. The monument signs will be located at the entrances located on North Palm Canyon Drive and Racquet Club Drive. Main Entry Monument Signs not to exceed seventy (70) square feet of signage area excluding base and monument rock detail, twenty (20) square feet of which is to identify the project name and address. Monument height not to exceed 10'0" tall.

PROHIBITED SIGNS:

Following types of signs and elements are prohibited: (1) a sign that consists of only an unadorned rectangular cabinet sign with translucent or opaque faces; (2) temporary wall sign, banners unless with specific prior approval from the City of Palm Springs; (3) balloons or other inflatables; (4)

RACQUETCLUB CENTER  
EXTERIOR SIGN PROGRAM

chalkboards or A-frame signs; (5) pre-manufactured signs that do not conform to the Sign Program; (6) any light bulb string, exposed wire or wire housing, except when utilized in association with a recognized holiday; (7) rooftop signs or signs projecting above roof line; (8) painted signs; (9) exposed neon; (10) signs emitting audible sounds, odor or visible matter.

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