



ARCHITECTURAL REVIEW COMMITTEE MEMORANDUM

DATE: February 7, 2022

CONSENT

SUBJECT: HITS STUDIO DISPENSARY REQUESTING APPROVAL FOR THE USE OF PORTABLE OPEN SIGN TO BE PLACED ON THE SIDEWALK APPROXIMATELY SIX FEET FROM THE FRONT ENTRY TO THE BUSINESS LOCATED AT 155 SOUTH PALM CANYON DRIVE SUITE A1, ZONE: CBD (CASE 22-001 SI; 22-005 LUP) (RB)

FROM: Development Services Department – Planning Division

PROJECT DESCRIPTION:

The Architectural Review Committee to review the design of the proposed portable sign for the existing cannabis business located at 155 South Palm Canyon Drive, Suite A1. The proposed sign will be six square feet in size. Business signage for a cannabis dispensary is subject to Section 93.23.15(F)(3)(a) for architectural review.

RECOMMENDATION:

That the Architectural Review Committee approve the application, subject to revising the sign frame to be black.

BUSINESS PRINCIPAL DISCLOSURE:

The Public Integrity Disclosure form is an attachment to this report.

BACKGROUND INFORMATION:

<i>Related Relevant City Actions</i>	
05/01/2019	Administrative Minor Modification application to City Council to request relief from distance separation requirements from other cannabis businesses.
08/20/2020	Conditional permit issued by Special Programs (C 2019-077)
10/05/2020	ARC reviewed exterior modifications to the tenant suite
11/12/2020	City Council reviewed exterior modifications to the tenant suite
12/09/2021	Reissue of conditional regulatory permit (C 2019-077)

<i>Site Area</i>	
Net Acres	0.89 Acres

STAFF ANALYSIS:

Section 93.23.15(F)(3)(a) of the Palm Springs Zoning Code (PSZC) states that signage for a cannabis facility shall be reviewed by the Architectural Review Committee, which shall evaluate such signage under the Architectural Review criteria found in Section 94.04.00(E) of the PSZC.

The proposed sign is 36 inches high by 24 inches wide, totaling 5 sq. ft. in area. This is consistent with the criteria outlined in PSZC Section 93.20.05(D), which limits portable signs to 42 inches high and 32 inches wide. The proposed sign will be double-sided and placed in front of the business on the sidewalk. The color of the sign frame is proposed to be red, which is inconsistent with the administrative design guidelines that identify black as the preferred color. Staff proposes a condition of approval that the frame be changed to black to be consistent with the design guidelines.

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>
1.	<i>The architectural treatment is consistent on all four sides of the proposed building(s), unless otherwise approved by the ARC;</i> The cannabis dispensary is an existing business located in a suite within the Mercado Plaza. No architectural changes to the exterior of the suite are being proposed.	Y
2.	<i>The design of accessory structures, such as carports, cabanas, and similar accessory structures, shall be consistent with the form, materials and colors of the principal building(s), unless otherwise approved by the ARC;</i> Project involves signage.	N/A
3.	<i>The façade elements and fenestration are composed in a harmonious manner;</i> Project involves signage.	N/A
4.	<i>The proposed materials are consistent with the context of the site, adjacent buildings, and the desert environment;</i> The proposed sign materials will be consistent with the size and placement of other signage in the surrounding pedestrian area.	Y
5.	<i>The proposed color scheme is appropriate to the desert environment and consistent with the site context;</i> The sign frame is proposed to be black and will conform to the portable open sign ordinance PSZC 93.20.06 (D)	Y

	<i>Criteria and Findings [PSZC 94.04.00(E)]</i>	<i>Compliance</i>
6.	<i>Shading devices and sun control elements, excluding landscape materials, are provided to address environmental conditions and solar orientation;</i> Project involves signage.	N/A
7.	<i>The proposed landscape plan is consistent with the requirements of PSMC Chapter 8.60;</i> Project involves signage.	N/A
8.	<i>The proposed landscape plan is consistent with all applicable zoning requirements, including any streetscape requirements, landscape buffer requirements, and screening requirements;</i> Project involves signage.	N/A
9.	<i>The shading for pedestrian facilities on the subject site or abutting public right(s)-of-way is adequate;</i> Project involves signage.	N/A
10.	<i>The proposed lighting plan is consistent with the requirements of PSZC Section 93.21.00, and the proposed lighting will not materially impact adjacent properties;</i> No lighting is proposed.	N/A
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> The portable sign location will be placed appropriately in front of the business to allow for safe pedestrian traffic flow, per the attached site plan reviewed by the Engineering Department.	Y
12.	<i>Screening is provided for mechanical equipment and service yards, so as to screen such facilities from view from public rights-of-way and abutting properties;</i> Project involves signage.	N/A
13.	<i>The proposed application is consistent with any adopted design standards of an applicable specific plan, planned development district, or other applicable adopted design standards and regulations.</i> Project involves signage.	N/A

CONCLUSION:

Based on the content of this report, Staff believes that the proposed portable sign is a simple design for the purpose of the pedestrian setting and location for safe passage of sidewalk traffic and conforms the standards of the Palm Springs Zoning Code. Staff recommends approval, subject to revising the sign frame to be black.

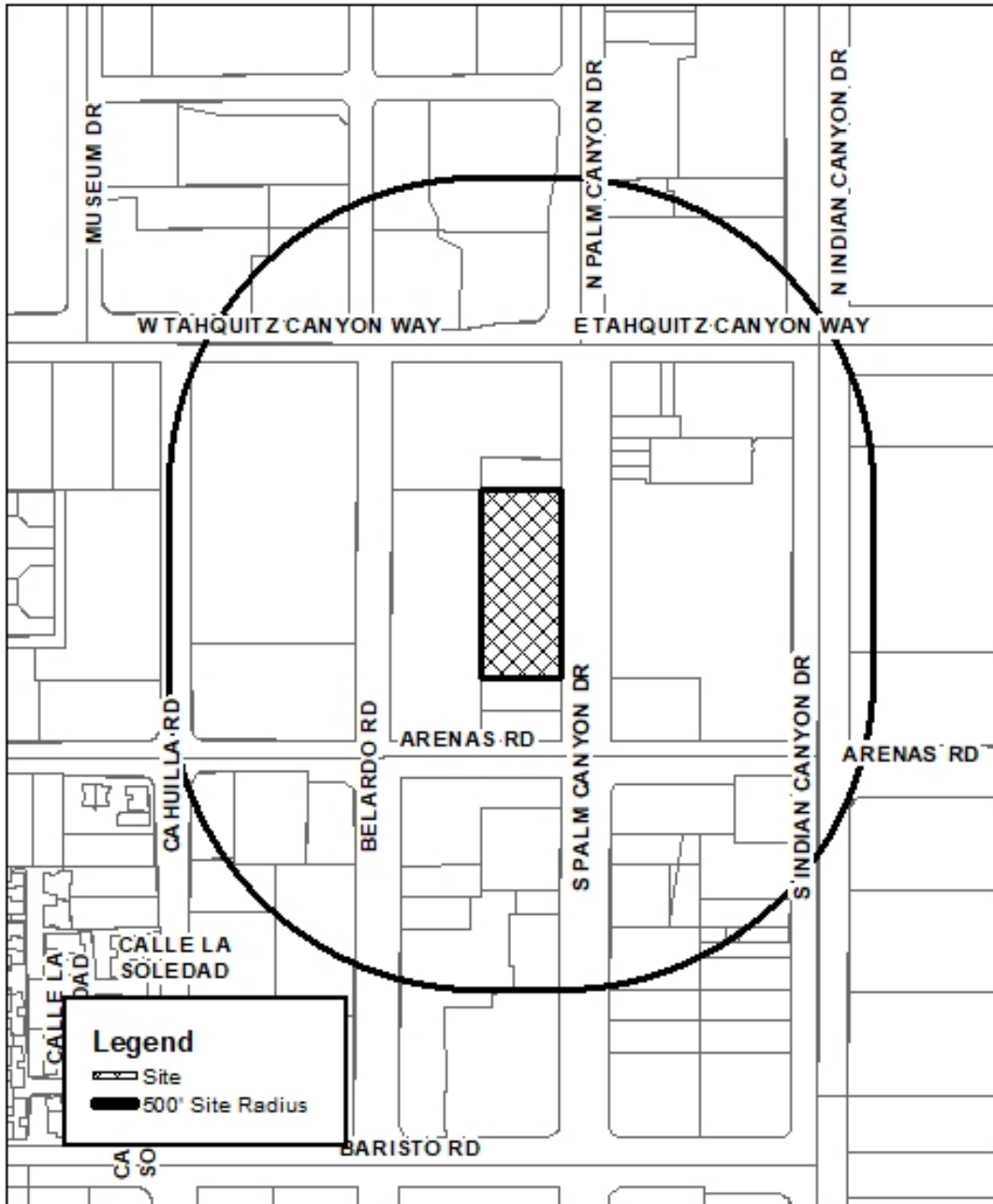
PREPARED BY:	Richard Bruno, Planning Technician
REVIEWED BY:	David Newell, Assistant Director of Planning

ATTACHMENTS:

1. Vicinity Map
2. Public Integrity Disclosure Form
3. Sign graphics
4. Site Plan



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS
155 South Palm Canyon Drive Suite A1
Hits Studio Cannabis Dispensary



PUBLIC INTEGRITY DISCLOSURE
APPLICANT DISCLOSURE FORM

RECEIVED

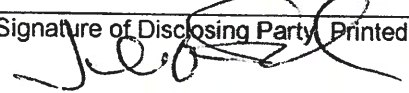
SEP 09 2020

PLANNING SERVICES
DEPARTMENT

1. Name of Entity: Greensheepers, LLC DBA Hits Studio
2. Address of Entity (Principle Place of Business): 155 S. Palm Canyon Dr. Ste. A1 Palm Springs, CA 92262
3. Local or California Address (if different than #2)
4. State where Entity is Registered with Secretary of State: CA
If other than California, is the Entity also registered in California? [] Yes [] No
5. Type of Entity: [] Corporation [X] Limited Liability Company [] Partnership [] Trust [] Other (please specify)
6. Officers, Directors, Members, Managers, Trustees, Other Fiduciaries (please specify)
Note: If any response is not a natural person, please identify all officers, directors, members, managers and other fiduciaries for the member, manager, trust or other entity
John Oswald [] Officer [] Director [] Member [X] Manager [] General Partner [] Limited Partner [] Other
Craig Bouman [] Officer [] Director [] Member [X] Manager [] General Partner [] Limited Partner [] Other
Ben Hynes [] Officer [] Director [] Member [X] Manager [] General Partner [] Limited Partner [] Other

7. Owners/Investors with a 5% beneficial interest in the Applicant Entity or a related entity	
<p>EXAMPLE</p> <p>JANE DOE</p> <hr/> <p>[name of owner/investor]</p>	<p>50%, ABC COMPANY, Inc.</p> <hr/> <p>[percentage of beneficial interest in entity and name of entity]</p>
<p>A.</p> <p>Greenscape Engineering, Inc.</p> <hr/> <p>[name of owner/investor]</p>	<p>100%</p> <hr/> <p>[percentage of beneficial interest in entity and name of entity]</p>
<p>B.</p> <p>John Oswald</p> <hr/> <p>[name of owner/investor]</p>	<p>50% Greenscape Engineering, Inc.</p> <hr/> <p>[percentage of beneficial interest in entity and name of entity]</p>
<p>C.</p> <p>Craig Bouman</p> <hr/> <p>[name of owner/investor]</p>	<p>19% - Greenscape Engineering, Inc.</p> <hr/> <p>[percentage of beneficial interest in entity and name of entity]</p>
<p>D.</p> <p>Noelle Bouman</p> <hr/> <p>[name of owner/investor]</p>	<p>19% - Greenscape Engineering, Inc.</p> <hr/> <p>[percentage of beneficial interest in entity and name of entity]</p>
<p>E.</p> <p>Chuck Bouman</p> <hr/> <p>[name of owner/investor]</p>	<p>12% - Greenscape Engineering, Inc.</p> <hr/> <p>[percentage of beneficial interest in entity and name of entity]</p>

I DECLARE UNDER PENALTY OF PERJURY UNDER THE LAWS OF THE STATE OF CALIFORNIA THAT THE FOREGOING IS TRUE AND CORRECT.

<p>Signature of Disclosing Party, Printed Name, Title</p>  <p>John Oswald - manager</p>	<p>Date</p> <p>8/27/20</p>
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PENALTIES

Falsification of information or failure to report information required to be reported may subject you to administrative action by the City.

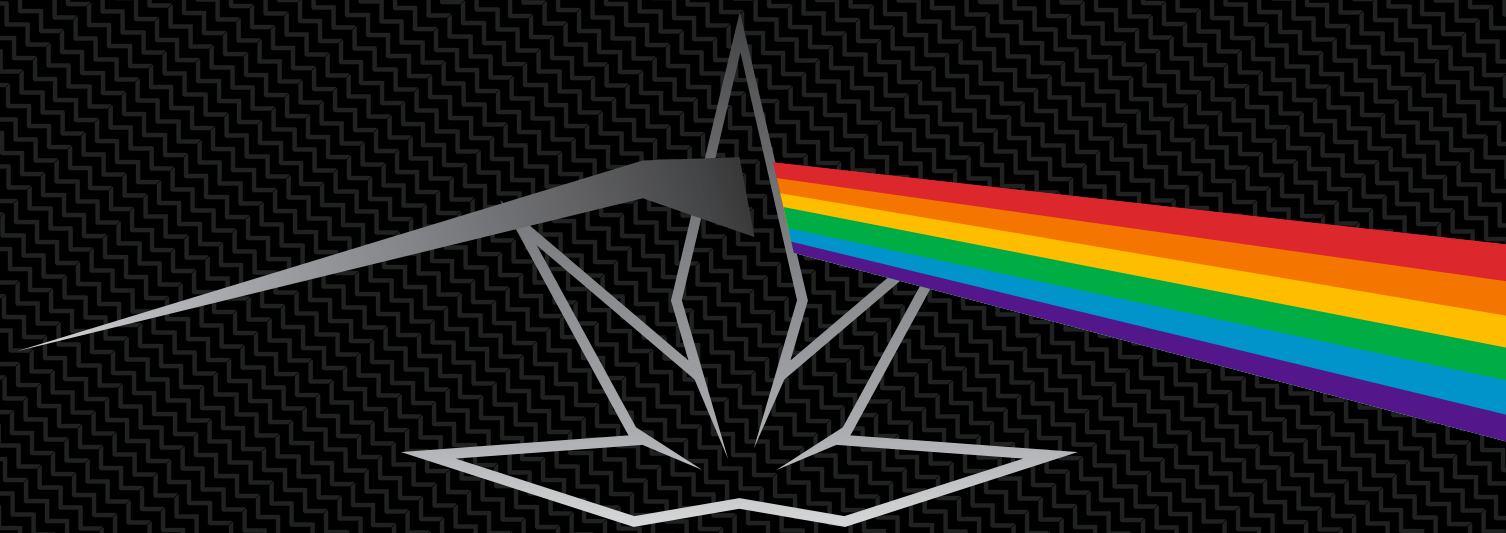
Hits
S T U D I O

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**CITY OF PALM SPRINGS
PLANNING DEPARTMENT APPLICATION
PORTABLE SIGN**

SIGN MUST BE PLACED:

- BETWEEN THE PUBLIC ENTRY INTO TENANT SPACE AND NEAREST STREET
- AS CLOSE TO BUILDING INCORPORATING THE TENANT SPACE AS POSSIBLE
- MAINTAIN A 72" INCH WIDE CLEAR PATHWAY FOR ADA ACCESS

ALTERNATIVE OPTION MAY BE AVAILABLE (SEE GRAPHIC ON NEXT PAGE)

DRAW IN REQUIRED DIMENSIONS AND PLACEMENT OF PORTABLE SIGN

