



ARCHITECTURAL REVIEW COMMITTEE MEMORANDUM

DATE: March 21, 2022

CONSENT

SUBJECT: PREMIER GREENS LLC FOR EXTRAX DISPENSARY AND DELIVERY REQUESTING APPROVAL OF A SIGN PERMIT FOR ONE MAIN SIGN, APPROXIMATELY THIRTY-THREE SQUARE FEET IN SIGN AREA PLACED ON THE FAÇADE OF AN EXISTING COMMERCIAL BUILDING LOCATED AT 1231 SOUTH GENE AUTRY TRAIL, ZONE M-1. (CASE 22-016 SI) (RB)

FROM: Development Services Department – Planning Division

PROJECT DESCRIPTION:

This is a request for approval of an Architectural Review Application to review size and design of a proposed sign for an existing building located at 1231 South Gene Autry Trail. The proposed sign will be approximately thirty-three square feet in sign area placed on the facade of an existing building. 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 as submitted.

BUSINESS PRINCIPAL DISCLOSURE:

The applicant has filed a Public Integrity Disclosure form that is attached at the end of this report.

BACKGROUND INFORMATION:

<i>Related Relevant City Actions by Planning, Fire, Building, etc...</i>	
1991	Building constructed.
01/06/2021	Special Programs Department and the City Manager's Office approved the regulatory permit for operations of a cannabis dispensary and distribution facility.
12/2/2021	Building Department issued permits for tenant improvements.

STAFF ANALYSIS:

<i>Site Area</i>	
Net Acres	.36 Acres

<i>Conformance to Development Standards</i>	
Conformance to Development Standards	The project was analyzed for conformance to development standards as listed in PSZC Section 93.20.05 as part of the sign application (22-016 SI).

ZONING CODE REQUIREMENTS:

Pursuant to Palm Springs Zoning Code Section 92.09.01(A)(4), cannabis dispensaries and cannabis lounges are permitted in the M-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.

Main Identification Signs		
Allowed	Proposed	Compliance
<p>One main sign per street frontage. Within 100 Ft. of R.O.W.: 1 sq ft per lineal foot of frontage (not to exceed 50 SF).</p> <p>Over 50 feet of lineal frontage: an additional 1 square feet of sign area for each 4 feet of frontage in excess of 50 lineal feet.</p>	<p>Sign request at 33.00 sq ft</p> <p>Building frontage – 56 Feet.</p>	<p>Yes</p>

SIGN DESIGN:

The proposed sign will have a maximum size of 33.00 square feet and will be an illuminated, cast acrylic letters, green in color. The new sign will be located on the south side of the building above the tenant suite providing visibility for customers patronizing the business.

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.	<p><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></p> <p>The proposed sign complies with the PSZC and is the appropriate size. The proposed location on the south elevation, will provide proper wayfinding for customers locating the site. Other buildings in the industrial park include a main sign in a similar location as the proposed sign, which faces the internal driveway.</p>	Y

CONCLUSION:

Based upon the above criteria, Staff believes that the proposed sign is a simple design placed in an appropriate location and conforms to the standards of the PSZC. Staff recommends approval.

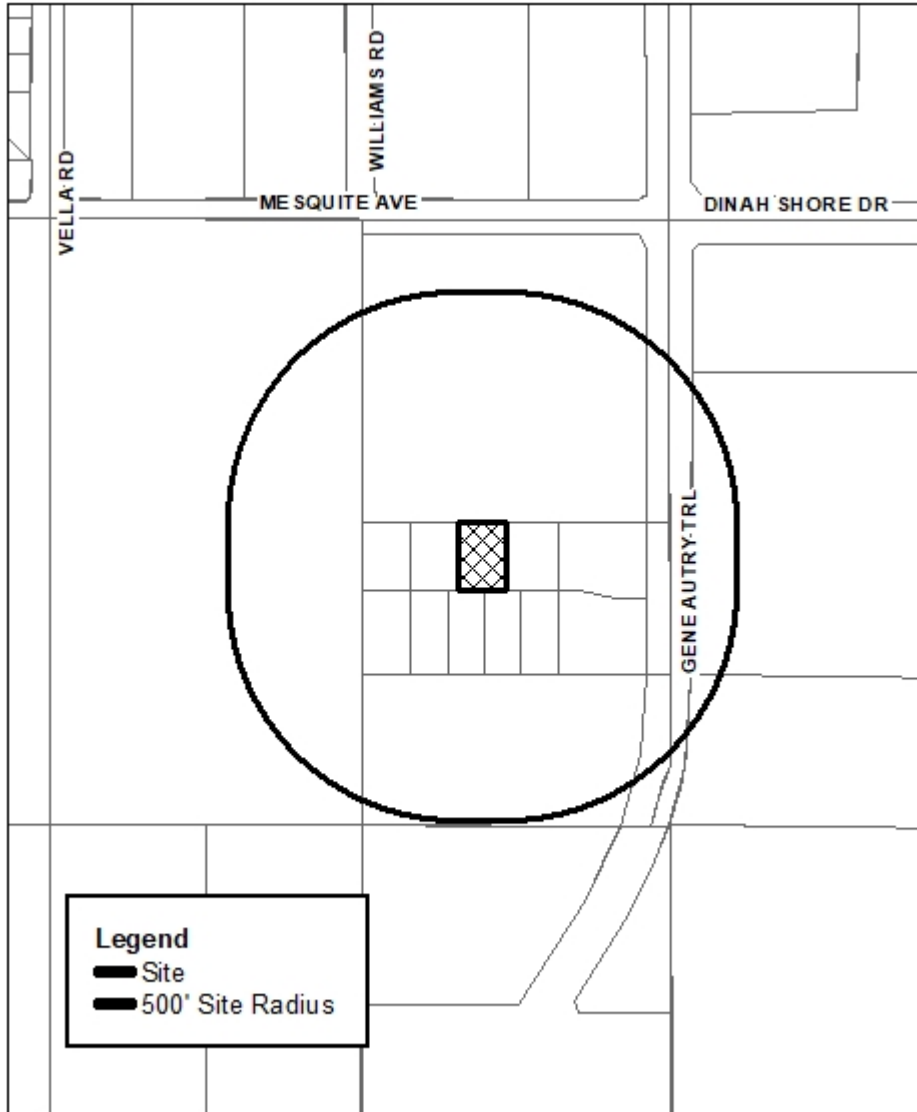
PREPARED BY:	Richard Bruno, Planning Technician
REVIEWED BY:	David Newell, AICP, Assistant Planning Director

ATTACHMENTS:

1. Vicinity Map
2. Public Integrity Disclosure Form
3. Sign Plans



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS
1231 South Gene Autry Trail
Extrax Cannabis Dispensary and Delivery

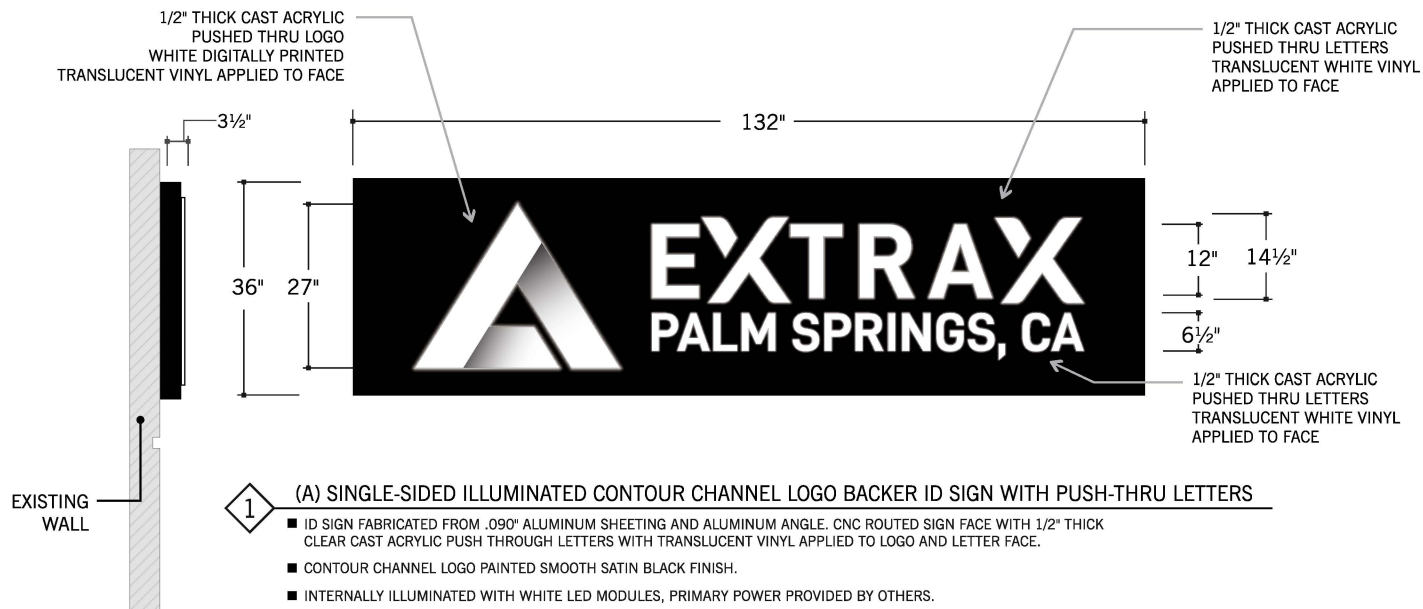
7. Owners/Investors with a 5% beneficial interest in the Applicant Entity or a related entity	
EXAMPLE	
<i>JANE DOE</i>	<i>50%, ABC COMPANY, Inc.</i>
<hr/> [name of owner/investor]	<hr/> [percentage of beneficial interest in entity and name of entity]
A.	
Matt Winters	50%, Premier Greens
<hr/> [name of owner/investor]	<hr/> [percentage of beneficial interest in entity and name of entity]
B.	
Christopher Wheeler	50%, Premier Greens
<hr/> [name of owner/investor]	<hr/> [percentage of beneficial interest in entity and name of entity]
C.	
<hr/> [name of owner/investor]	<hr/> [percentage of beneficial interest in entity and name of entity]
D.	
<hr/> [name of owner/investor]	<hr/> [percentage of beneficial interest in entity and name of entity]
E.	
<hr/> [name of owner/investor]	<hr/> [percentage of beneficial interest in entity and name of entity]

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

Signature of Disclosing Party, Printed Name, Title Kathryn Montgomery, Product Marketing Manager <i>Kathryn Montgomery</i>	Date 2/10/2022
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ELEVATION VIEW

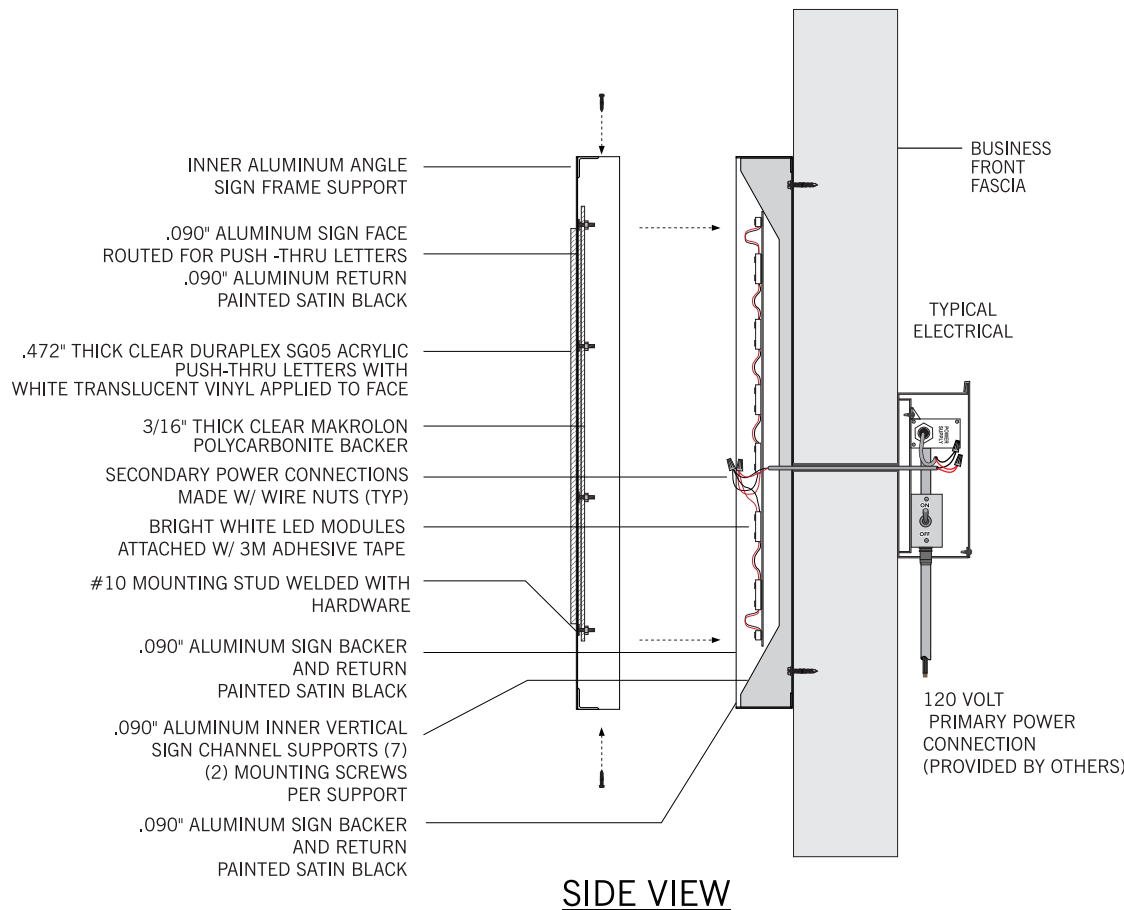


SCALE: 1/8" = 1'-0" / 3/8" = 1'-0"

FILE NAME: Extract Palm Springs/Extract ID Sign_021722

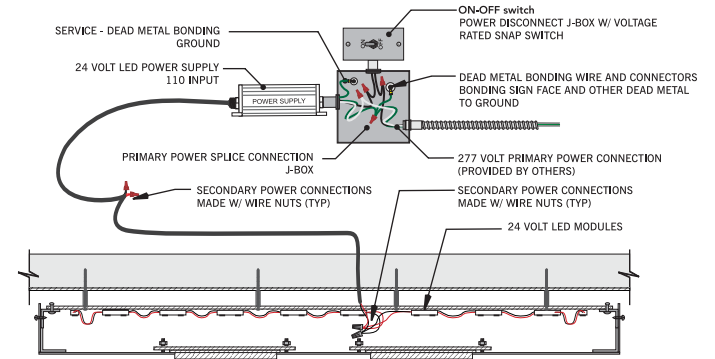
BEST SIGNS
INCORPORATED
800-50-SIGNS www.bestsignsinc.com

REVISED:



METHOD OF ATTACHMENT/STUCCO WALL WITH PLYWOOD NTS

UL LISTING SUBSCRIBER - E237484



ELECTRICAL WIRING INSTALLATION DETAILS

LIGHTING DESIGNER

Jay Jones

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE 2019 NATIONAL ELECTRICAL CODE, 2019 CEC AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF SIGN. TITLE-24 COMPLIANT 2019 ENERGY STANDARDS SECTION 6.8.

SIGN COMPLIES WITH SECTION 140.8 OF THE 2019 CA ENERGY CODE.

