



ARCHITECTURAL REVIEW COMMITTEE MEMORANDUM

DATE: APRIL 19, 2022

CONSENT

SUBJECT: ATLAS SIGN FOR BEYOND HELLO DISPENSARY AND DELIVERY REQUESTING APPROVAL OF A SIGN PERMIT FOR TWO SIGNS, APPROXIMATELY FORTY-NINE SQUARE FEET IN SIGN AREA PLACED ON THE TWO STREET FAÇADES OF AN EXISTING COMMERCIAL BUILDING, ON A CORNER LOT, LOCATED AT 4765 EAST RAMON ROAD, ZONE M-1. (CASE 22-021 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 proposed signs for an existing building located at 4765 East Ramon Road. The proposed signs will be approximately forty-nine square feet in sign area placed on the two street facades, on a corner lot, 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>	
1945	Building constructed.
08/18/2021	Special Programs Department and the City Manager's Office approved the regulatory permit for operations of a cannabis dispensary and distribution facility.
11/23/2021	Building Department issued permits for tenant improvements.

STAFF ANALYSIS:

<i>Site Area</i>	
Net Acres	.48 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 and 93.20.10(C)(5) multiple frontage lot as part of the sign application (22-018 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
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).	Sign request at 49.2 sq ft	Yes
Multiple frontage lots/ corner lot. All sign areas allowed in this section shall be allowed on each frontage of a multiple frontage lot; provided that, the same use of the property extends through from street to street.	Additional sign at 49.2 sq. ft	

SIGN DESIGN:

The proposed signs will have a maximum size of 49.2 square feet and will be illuminated, channel letters with black returns and trim caps. The new signs will be located on the north and west façades 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 signs comply with the PSZC and are appropriate sizes. The proposed location on the north elevation and west facing facade provide proper wayfinding for customers locating the site.</p>	Y

CONCLUSION:

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

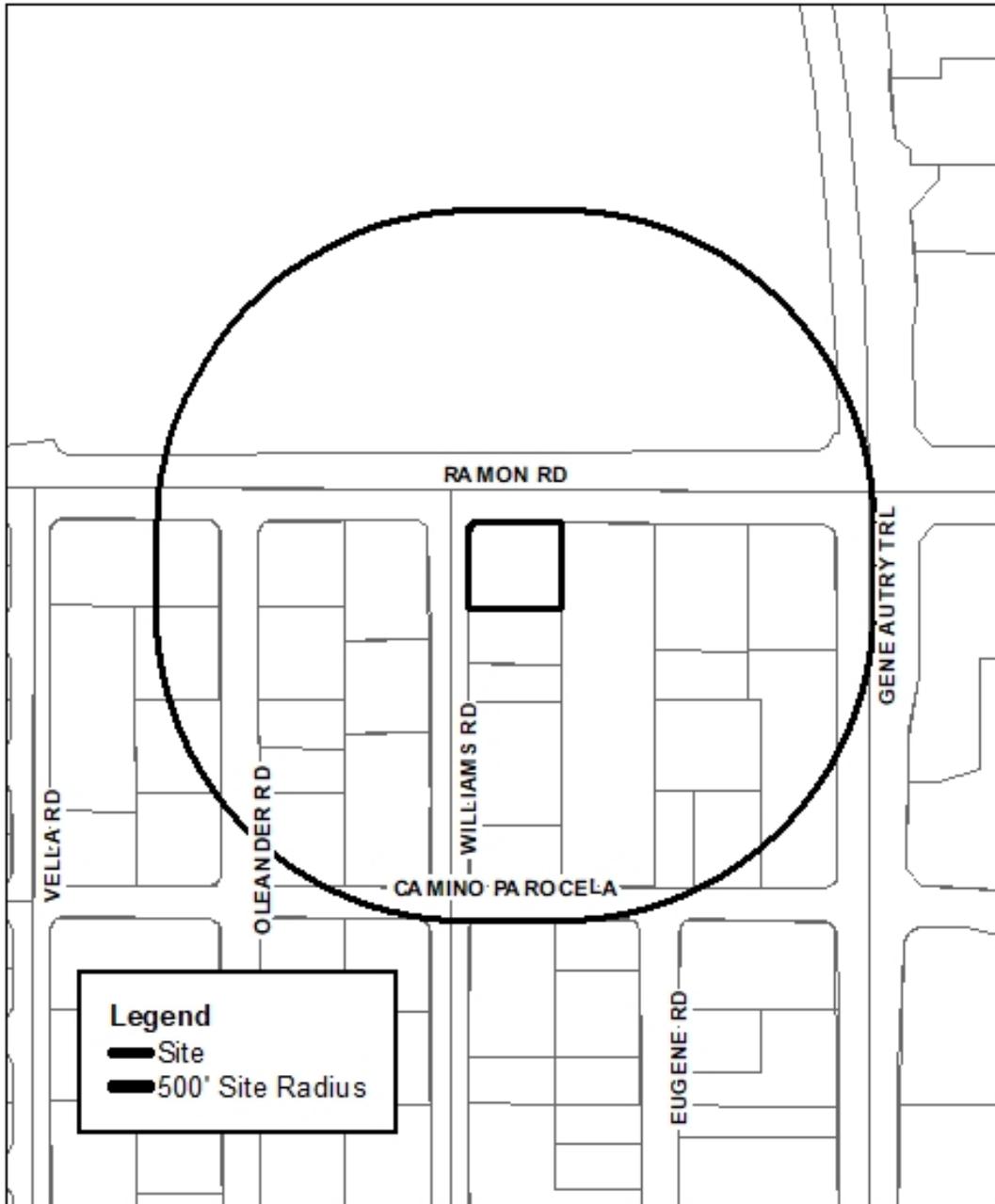
PREPARED BY:	Richard Bruno, Planning Technician
REVIEWED BY:	David Newell, AICP, Assistant Planning Director

ATTACHMENTS:

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



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS
4765 East Ramon Road
Beyond Hello Cannabis Dispensary



PUBLIC INTEGRITY DISCLOSURE APPLICANT DISCLOSURE FORM

1.	Name of Entity	Organic Solutions of the Desert, LLC
2.	Address of Entity (Principle Place of Business)	4765 E Ramon Road Palm Springs, CA 92264
3.	Local or California Address (if different than #2)	n/a
4.	State where Entity is Registered with Secretary of State	California
<i>If other than California, is the Entity also registered in California?</i> <input type="checkbox"/> Yes <input type="checkbox"/> No		
5.	Type of Entity	<input type="checkbox"/> Corporation <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Partnership <input type="checkbox"/> Trust <input type="checkbox"/> Other (please specify)
6.	Officers, Directors, Members, Managers, Trustees, Other Fiduciaries (please specify) <i>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</i>	<p>Jushi Holdings, Inc. _____ <input type="checkbox"/> Officer <input type="checkbox"/> Director <input type="checkbox"/> Member <input type="checkbox"/> Manager</p> <p style="margin-left: 100px;">[name]</p> <p style="margin-left: 100px;"><input type="checkbox"/> General Partner <input type="checkbox"/> Limited Partner</p> <p style="margin-left: 100px;"><input checked="" type="checkbox"/> Other <u>Parent Company</u></p> <hr/> <p>James Cacioppo _____ <input type="checkbox"/> Officer <input type="checkbox"/> Director <input type="checkbox"/> Member <input type="checkbox"/> Manager</p> <p style="margin-left: 100px;">[name]</p> <p style="margin-left: 100px;"><input type="checkbox"/> General Partner <input type="checkbox"/> Limited Partner</p> <p style="margin-left: 100px;"><input checked="" type="checkbox"/> Other <u>Parent Co CEO, Chairman</u></p> <hr/> <p>Louis Jonathan Barack _____ <input type="checkbox"/> Officer <input type="checkbox"/> Director <input type="checkbox"/> Member <input type="checkbox"/> Manager</p> <p style="margin-left: 100px;">[name]</p> <p style="margin-left: 100px;"><input type="checkbox"/> General Partner <input type="checkbox"/> Limited Partner</p> <p style="margin-left: 100px;"><input checked="" type="checkbox"/> Other <u>Parent Co President</u></p>

7. Owners/Investors with a 5% beneficial interest in the Applicant Entity or a related entity	
<p>EXAMPLE</p> <p><i>JANE DOE</i> James Cacioppo</p> <hr/> <p>[name of owner/investor]</p>	<p>50%, ABC COMPANY, Inc. Approx. 8.5%</p> <hr/> <p>[percentage of beneficial interest in entity and name of entity]</p>
<p>A.</p> <p>[public market owners]</p> <hr/> <p>[name of owner/investor]</p>	<p>[no other >5% owners]</p> <hr/> <p>[percentage of beneficial interest in entity and name of entity]</p>
<p>B.</p> <hr/> <p>[name of owner/investor]</p>	<hr/> <p>[percentage of beneficial interest in entity and name of entity]</p>
<p>C.</p> <hr/> <p>[name of owner/investor]</p>	<hr/> <p>[percentage of beneficial interest in entity and name of entity]</p>
<p>D.</p> <hr/> <p>[name of owner/investor]</p>	<hr/> <p>[percentage of beneficial interest in entity and name of entity]</p>
<p>E.</p> <hr/> <p>[name of owner/investor]</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>DocuSigned by: <i>Matthew Leeth</i> A3909BC35D0F455... Matthew Leeth Attorney for Applicant</p>	<p>Date</p> <p>9/3/21</p>
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Palm Springs, CA

4765 East Ramon Rd
Palm Springs, CA

SO#: 134372

Creation Date: 01.12.2022

Last Revised: 03.15.2022



National Headquarters: 1077 West Blue Heron Blvd.
West Palm Beach, Florida 33404
800.772.7932
www.atlasbtw.com

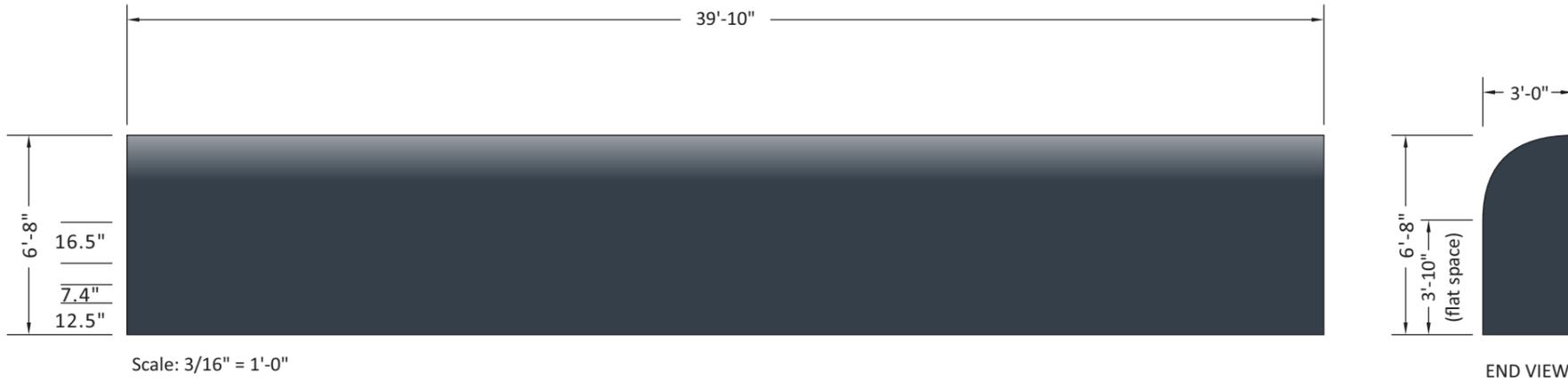
- E01** New Awning Cover for existing frame
- E02** Illuminated Wall Sign (Above Awning)
- E03** Illuminated Wall Sign



Revisions:	
PP 02.01.2022 Updated	...
...	...
...	...
...	...
...	...



PM: KS	Address: 4765 E Ramon Rd
Drawn By: MB	City State: Palm Springs, CA
Date: 03.15.2022	Drawing Number: 134372-Site Page: 2



Existing Condition



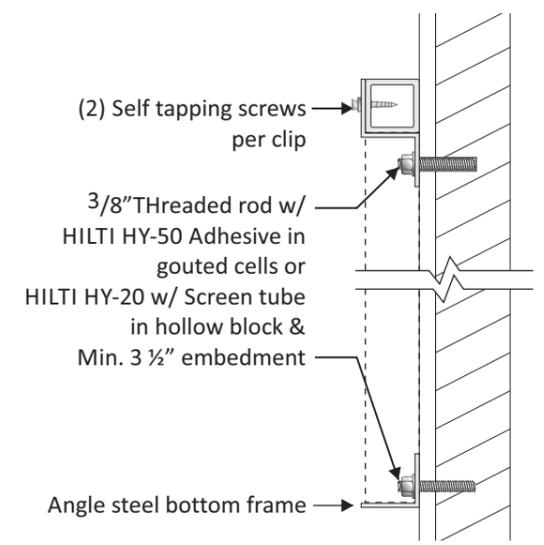
Proposed

ACTION

- Manufacture Awning cover to be installed over exiting metal awning frame
- New cover to match corporate dark gray

COLOR SCHEDULE

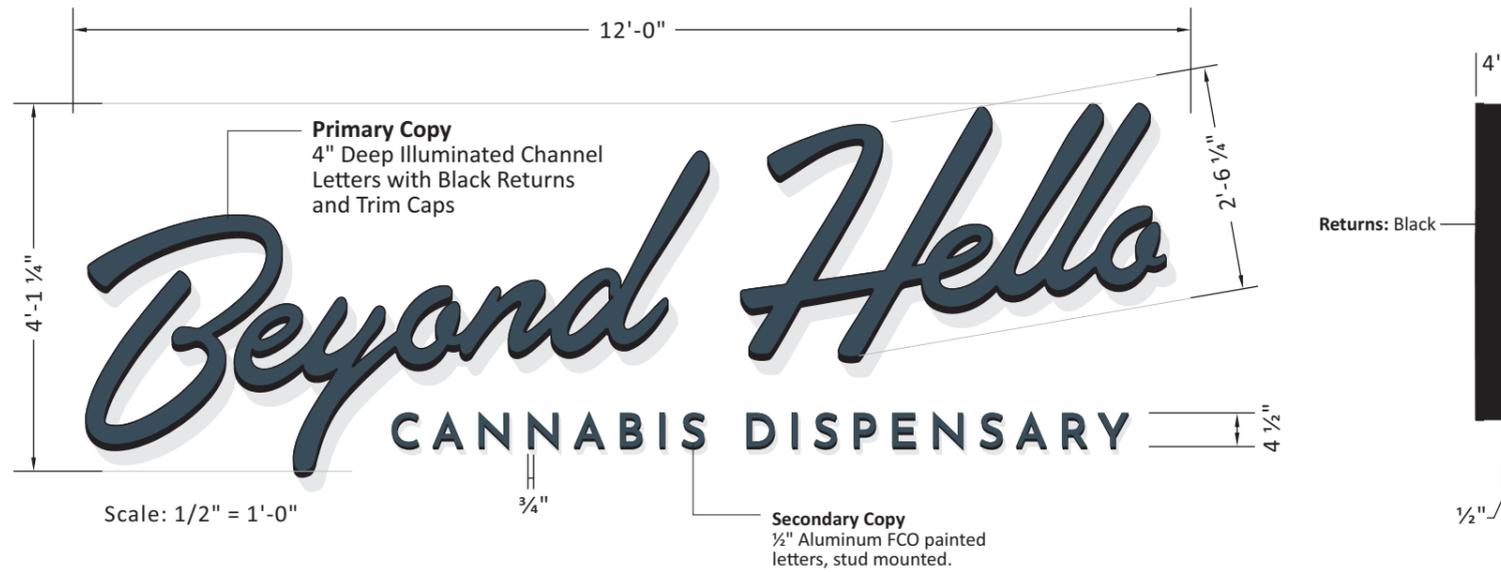
■ Awning Cover: to Match 2062-10 (Polo Blue)



Awning attachment detail- Spacing: 4'-0" N.T.S.

Revisions:	
PP 03.15.2022 Attachment detail added	...
...	...
...	...
...	...
...	...





Existing Condition

ACTION

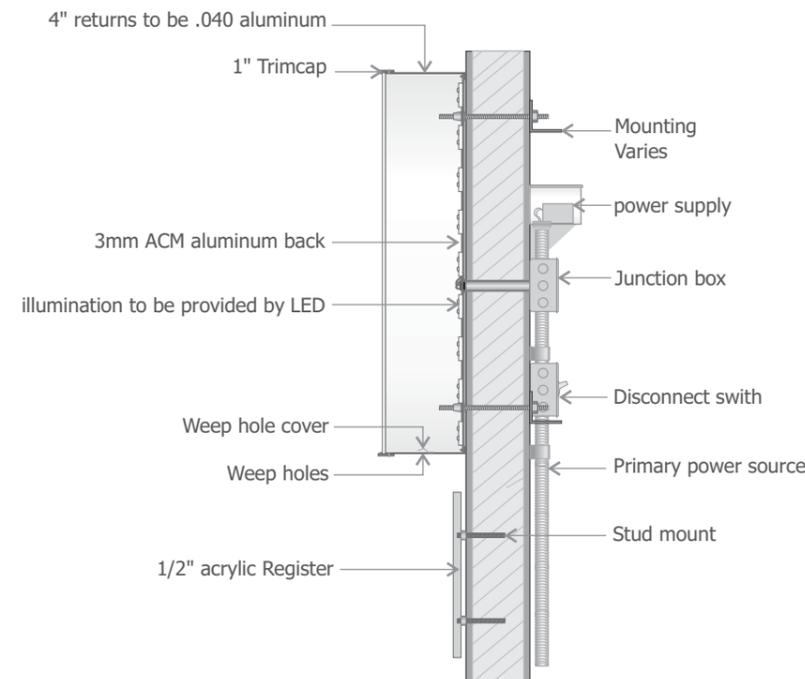
- Manufacture & Install (1) Wall Sign featuring Channel (primary) Letters, with aluminum FCO Secondary copy.

GENERAL DESCRIPTION

- Channel letters constructed of aluminum in pre-finished black. Primary letter faces of .177 white (7328) acrylic and are held with 1" trimcaps
- Secondary Copy of .5" FCO aluminum. finished in satin 2062-10 (Polo Blue)
- Internal illumination of Primary letters letters by white LED modules.
- Disconnect switch installed on right/ bottom side of channel letters.

COLOR SCHEDULE

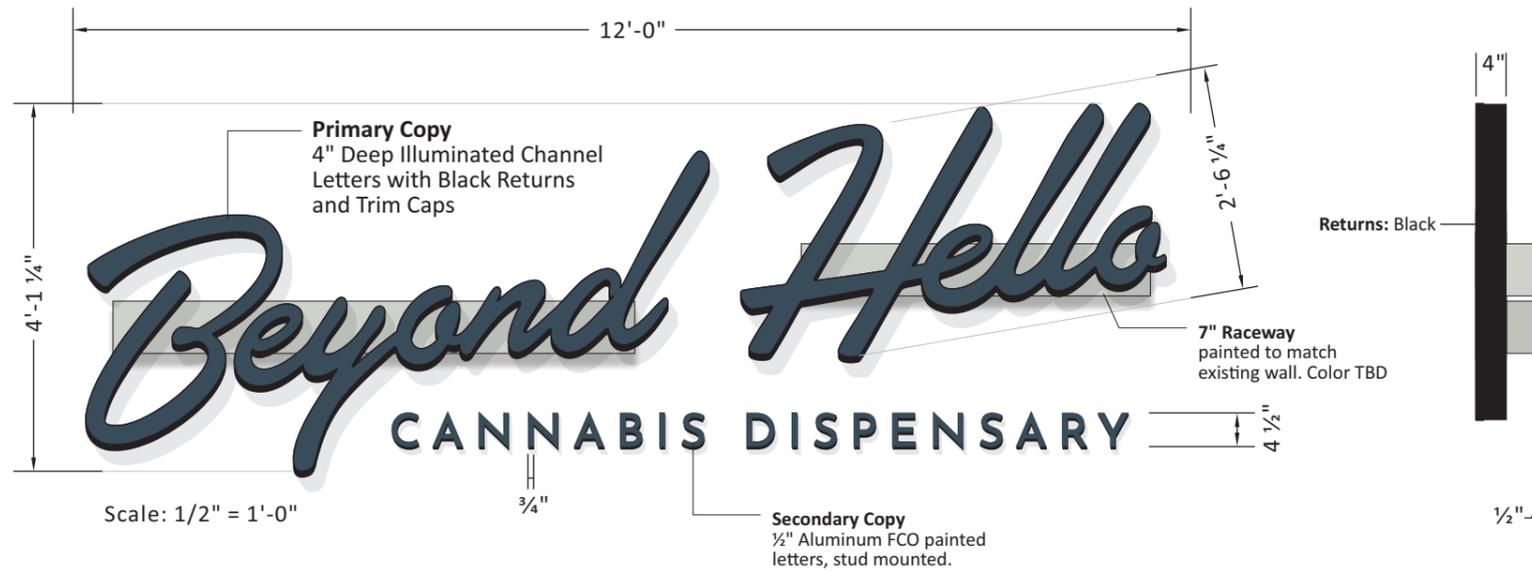
- Primary Letters Trimcaps: Pre-finished Black
- Primary Letters Returns: Pre-finished Black
- Primary Letter Faces: 2406 Milky White Acrylic
- ▨ Primary Letter Vinyl: Perforated vinyl printed to match 2062-10 (Polo Blue)
- Secondary Copy: Painted to Match 2062-10 (Polo Blue)



Proposed

Revisions:	
PP 02.01.2022 Capsule changed to FCO letters	...
...	...
...	...
...	...
...	...





Existing Condition

ACTION

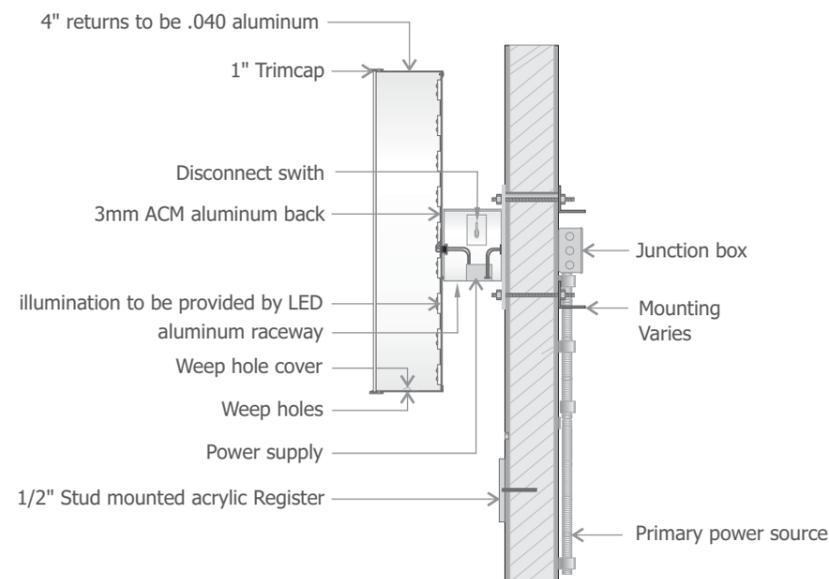
- Manufacture & Install (1) Wall Sign featuring Channel (primary) Letters on Raceway, with aluminum FCO Secondary copy.

GENERAL DESCRIPTION

- 4" Channel letters constructed of aluminum in pre-finished black. Primary letter faces of .177 white (7328) acrylic and are held with 1" trimcaps. Mounted to 7" Raceway.
- Secondary Copy of .5" FCO aluminum. finished in satin 2062-10 (Polo Blue)
- Internal illumination of Primary letters by white LED modules.
- Disconnect switch installed on right/ bottom side of raceway.

COLOR SCHEDULE

- **Primary Letters Trimcaps:** Pre-finished Black
- **Primary Letters Returns:** Pre-finished Black
- **Primary Letter Faces:** 2406 Milky White Acrylic
- **Primary Letter Vinyl:** Perforated vinyl printed to match 2062-10 (Polo Blue)
- **Secondary Copy:** Painted to Match 2062-10 (Polo Blue)
- **Raceway:** Painted to Match wall. Color TBD



Proposed

Revisions:	
PP 02.01.2022 Capsule changed to FCO letters	...
PP 02.04.2022 Raceway added	...
PP 03.15.2022 Section details added	...
...	...
...	...



PM: KS	Address: 4765 E Ramon Rd
Drawn By: MB	City State: Palm Springs, CA
Date: 03.15.2022	Drawing Number: 134372-E05 Page: 5