



ARCHITECTURAL REVIEW COMMITTEE MEMORANDUM

DATE: MAY 16, 2022

CONSENT

SUBJECT: OG ARABIAN NIGHTS CANNABIS LOUNGE REQUESTING APPROVAL OF A SIGN PERMIT FOR ONE MAIN SIGN AT SIXTEEN (16) SQUARE FEET PLACED ON THE FRONT OF AN EXISTING CLASS 2 HISTORIC BUILDING LOCATED AT 232 NORTH PALM CANYON DRIVE, ZONE CBD. (CASE 22-011 SI) (AP)

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 232 North Palm Canyon Drive. Proposed sign to be sixteen (16) square feet placed on the front of an existing building. Business signage for a cannabis dispensary and lounge is subject to architectural review as required by Section 93.23.15(F)(3)(a) of the PSZC.

RECOMMENDATION:

That the Architectural Review Committee approve the application as submitted.

BACKGROUND INFORMATION:

<i>Related Relevant City Actions by Planning, Fire, Building, etc...</i>	
1929	Building constructed.
1985	Building was designated a Class 2 Historic Structure (HSPB 16)
2015	Building shutters, window and door frames were repainted existing colors (red).
2019	City administrative permit for cannabis lounge issued.

The building was erected in 1929 and is considered the oldest retail building in the City of Palm Springs. Originally constructed using brick, over time the building was significantly modified. Because of this, the building has lost most of its historic integrity, leaving it a Class II Historic structure, rather than a Class I.



STAFF ANALYSIS:

<i>Site Area</i>	
Net Acres	.17 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 93.20.06 as part of the sign application (22-011 SI).

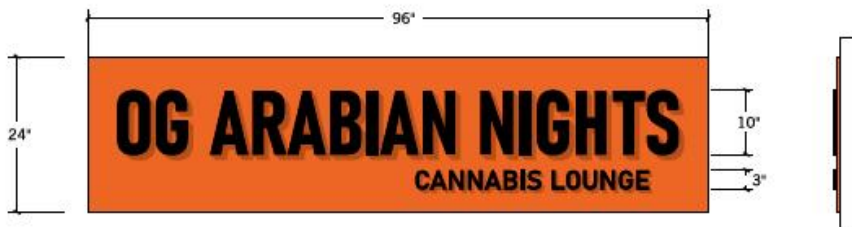
ZONING CODE REQUIREMENTS:

Pursuant to Palm Springs Zoning Code Section 92.09.01(A)(4), cannabis dispensaries and cannabis lounges are permitted in the CBD 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 (Section 93.20.06)	Proposed	Meet Code?
Fascia Panel/Plaque Sign: The length of the fascia panel/plaque sign shall be limited to a maximum of 2/3 the width of the storefront, and the sign area shall be limited to a maximum of one square foot per lineal foot of building frontage, not to exceed a maximum of 50 square feet. The height of individual letters shall not exceed 14 inches, with the first letter capitals allowed at 16 inches.	Sign request at 16-sq ft with individual letter height of 10-inches. Building frontage – 40 Feet.	Yes

SIGN DESIGN:

The proposed sign will have a maximum size of sixteen (16) square feet and will be a nonilluminated sign with exterior wall mounted individual flat cut out letters. The new sign will be located on the front of the main building to provide greatest visibility for customers.



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
	The proposed sign complies with the PSZC and is the appropriate size. The proposed location on the east elevation, will provide proper wayfinding for customers locating the site, which is accessed from North Palm Canyon.	

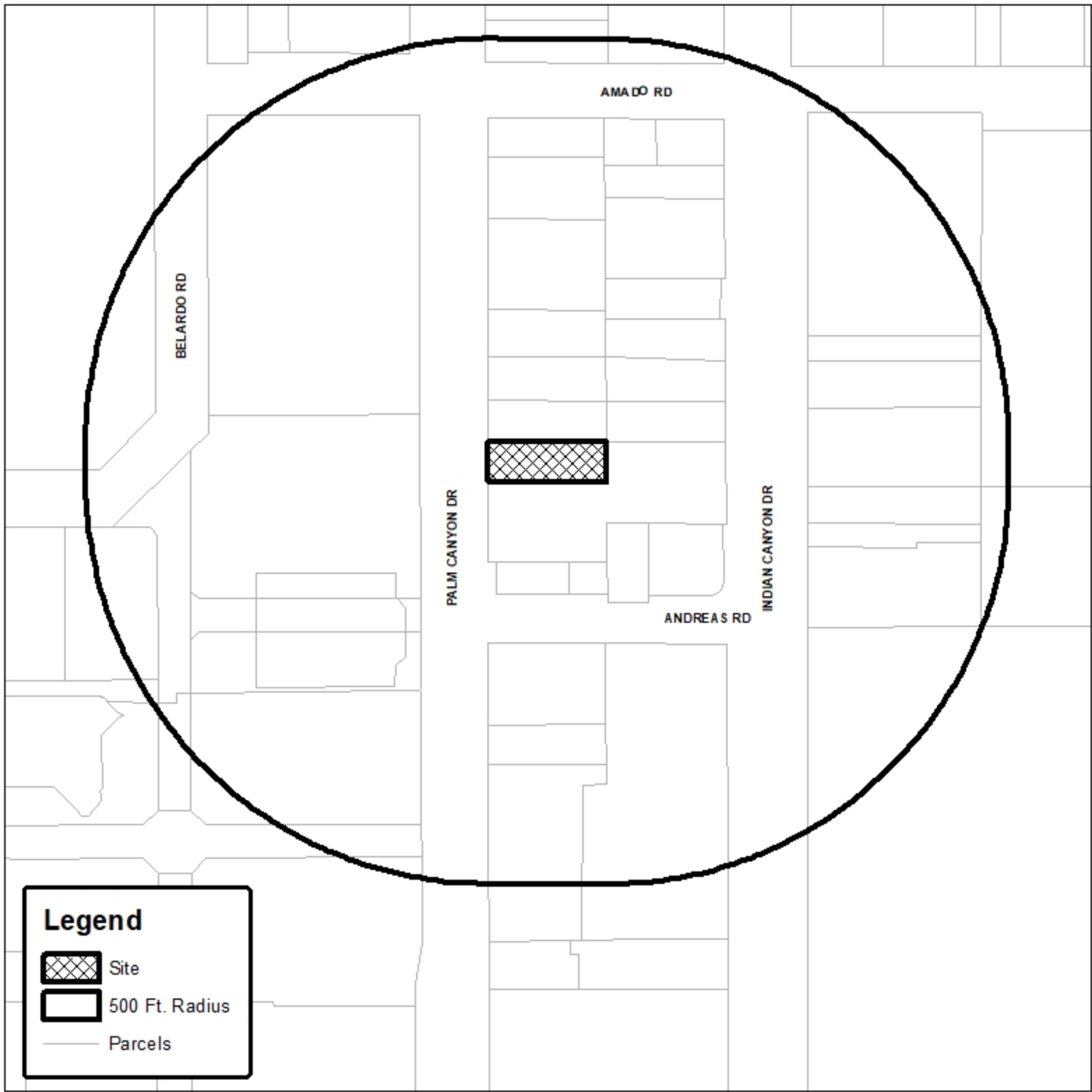
CONCLUSION:

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:	Alex Perez, Assistant Planner
REVIEWED BY:	David Newell AICP, Assistant Planning Director

ATTACHMENTS:

1. Vicinity Map
2. Sign Plans



AMADO RD

BELARDO RD




PALM CANYON DR

INDIAN CANYON DR

ANDREAS RD



Legend

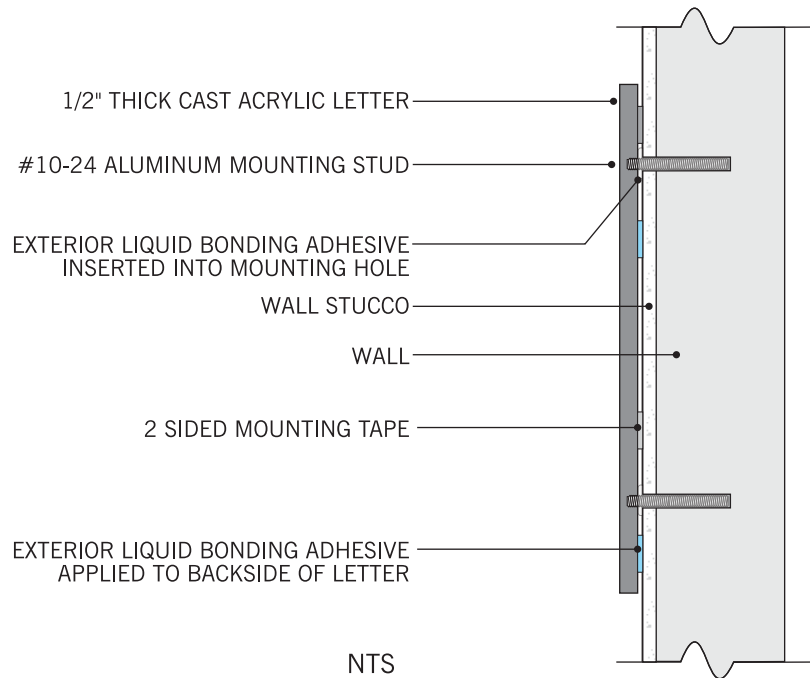
-  Site
-  500 Ft. Radius
-  Parcels



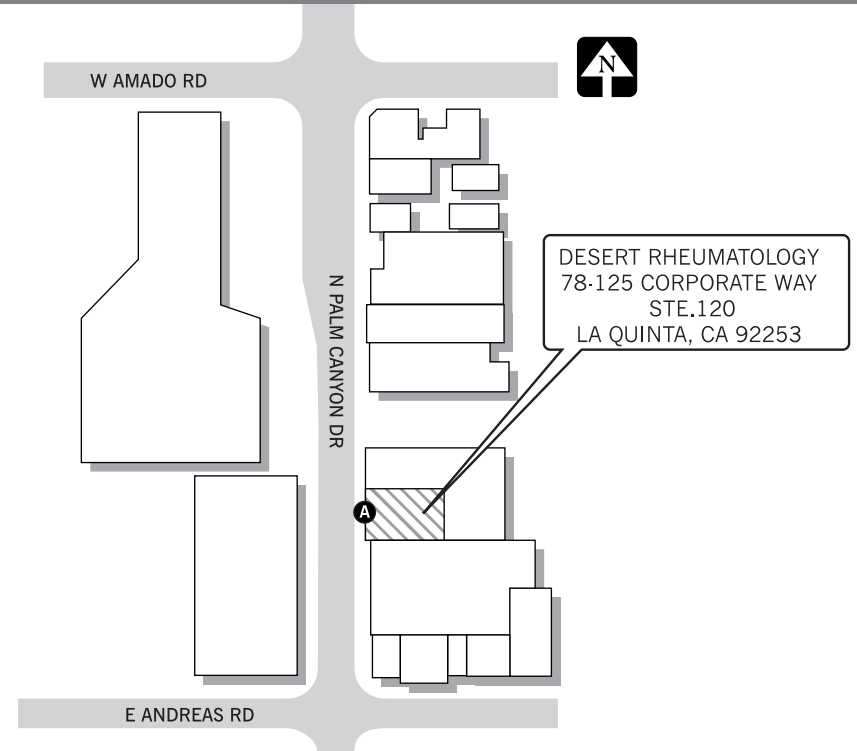
1 QTY (1 SET) FABRICATE AND INSTALL - EXTERIOR WALL MOUNTED INDIVIDUAL FLAT CUT OUT LETTERS

- INDIVIDUAL LETTERS CNC ROUTED FROM 1/2" THICK CAST ACRYLIC, LETTERS PAINTED WITH AUTOMOTIVE GRADE URETHANE COATING. SMOOTH BLACK SATIN FINISH TO MATCH .
- LETTERS MOUNTED FLUSH TO EXISTING SIGN PANEL ON BUILDING WALL WITH #10-24 BLIND MOUNT STUDS AND RTV SILICONE SEALANT BONDING ADHESIVE.
- 8.96 SQ. FT. OF TOTAL SIGN AREA. ■ 40.64 LINEAL FEET

INDIVIDUAL LETTER MOUNTING DETAL



SITE PLAN / NTS



A EXTERIOR WALL MOUNTED INDIVIDUAL FLAT CUT OUT LETTERS
49.00 SQ. FT. OF TOTAL SIGN AREA.