



ARCHITECTURAL REVIEW COMMITTEE MEMORANDUM

DATE: September 18, 2023

CONSENT

SUBJECT: A REQUEST BY THE PALM SPRINGS FOR A SIGN PERMIT TO REPLACE TWO EXISTING SIGNS WITH TWO NEW WALL SIGNS ON AN EXISTING BUILDING AND MODIFY AN EXISTING MONUMENT SIGN LOCATED AT 690 GARNET AVENUE, ZONE M-1-P. (CASE SNP-2023-0040) (AR)

FROM: Department of Planning Services

PROJECT DESCRIPTION:

Review of the design of two proposed wall signs and an existing monument sign for an existing cannabis business located at 690 Garnet Avenue. The proposed signs will vary in size; Sign 1 will be 23.2-Square feet, Sign 2 will be 20.4-square feet and the monument sign will remain at 26.4-square feet. 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.

BACKGROUND INFORMATION:

<i>Related Relevant City Actions by Planning, Fire, Building, etc...</i>	
1992	Building constructed.
06/14/2023	Cannabis Permit transferred to minority owner and name changed to Palm Springs Dispensary.
07/05/2023	Unpermitted sign painting was removed from the building and repainted original color.

STAFF ANALYSIS:

<i>Site Area</i>	
Net Acres	1.81 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 (SNP-2023-0040).

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-P 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	Meet Code?
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 1 – 23.2 SF Sign 2 – 20.4 SF Sign 3 – 26.4 SF	Yes
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.	Building frontage – 60 Feet.	

SIGN DESIGN:

As proposed, signs will vary in size. Sign 1 will be 23.2-Square feet and be located on the north elevation facing the I-10 Freeway. Sign 2 will be 20.4-square feet in size and will be located on the west elevation of the building. Lastly, the monument sign will remain at 26.4-square feet in size. Signs No. 1 and 2 are internally illuminated, acrylic faced channel letters with a depth of 5-inches. Sign No. 2 will be accompanied by a logo, that is also internally illuminated. The monument sign will have galvanized corrugated metal on all sides, painted a semi-glossed green, to match the business. The lettering will read “WELCOME TO PALM SPRINGS DISPENSARY” with non-illuminated, orange letters.

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 east elevation, will provide proper wayfinding for customers locating the site, which is accessed from North Indian Canyon Drive.</p>	Y

CONCLUSION:

Based upon the above criteria, Staff believes that the proposed signs are placed in an appropriate location and conform to the standards of the PSZC. Staff recommends approval.

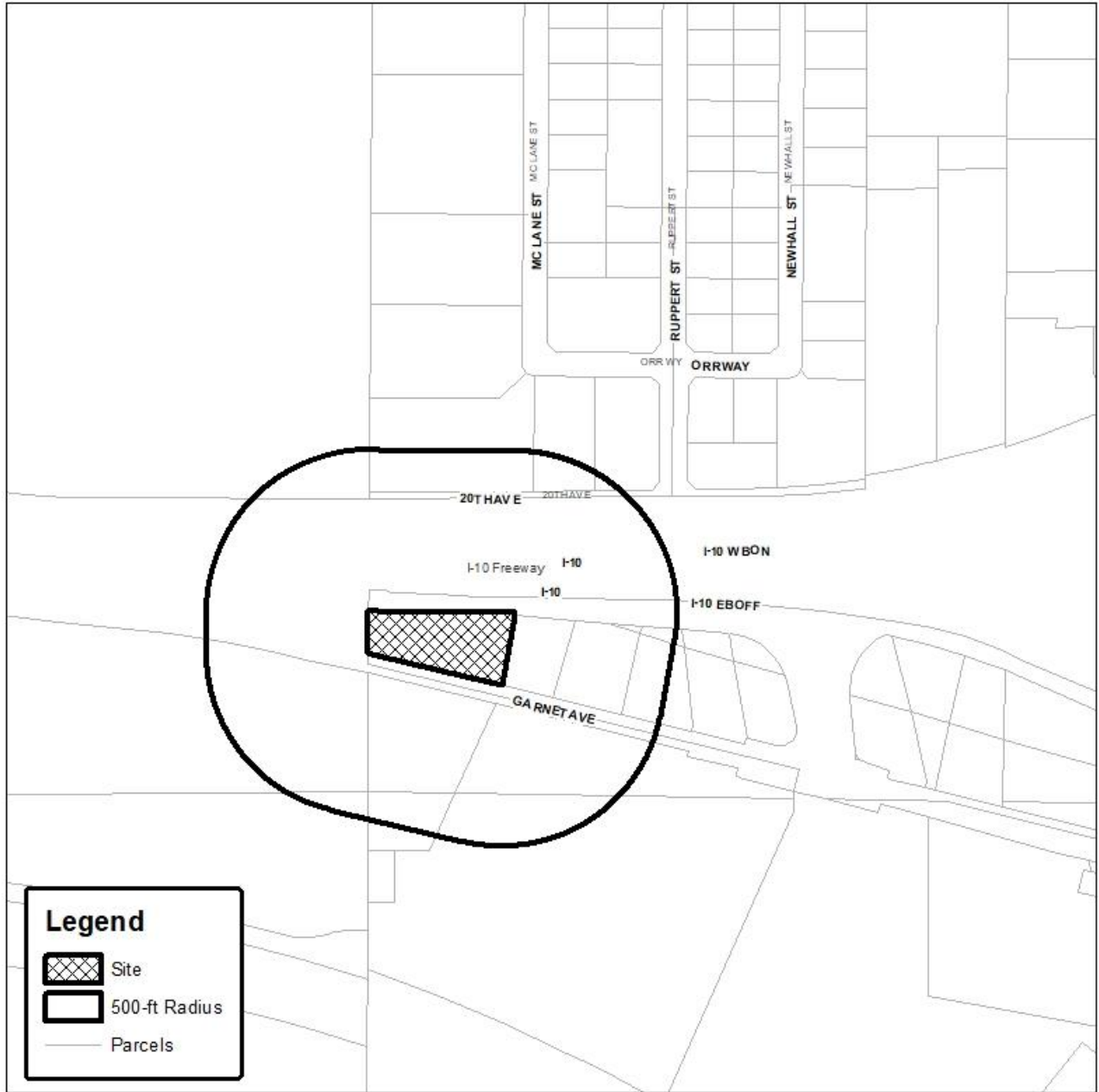
PREPARED BY:	Alex Rubalcava, Assistant Planner
REVIEWED BY:	Edward Robertson, Principal Planner
REVIEWED BY:	Christopher Hadwin, Planning Director

ATTACHMENTS:

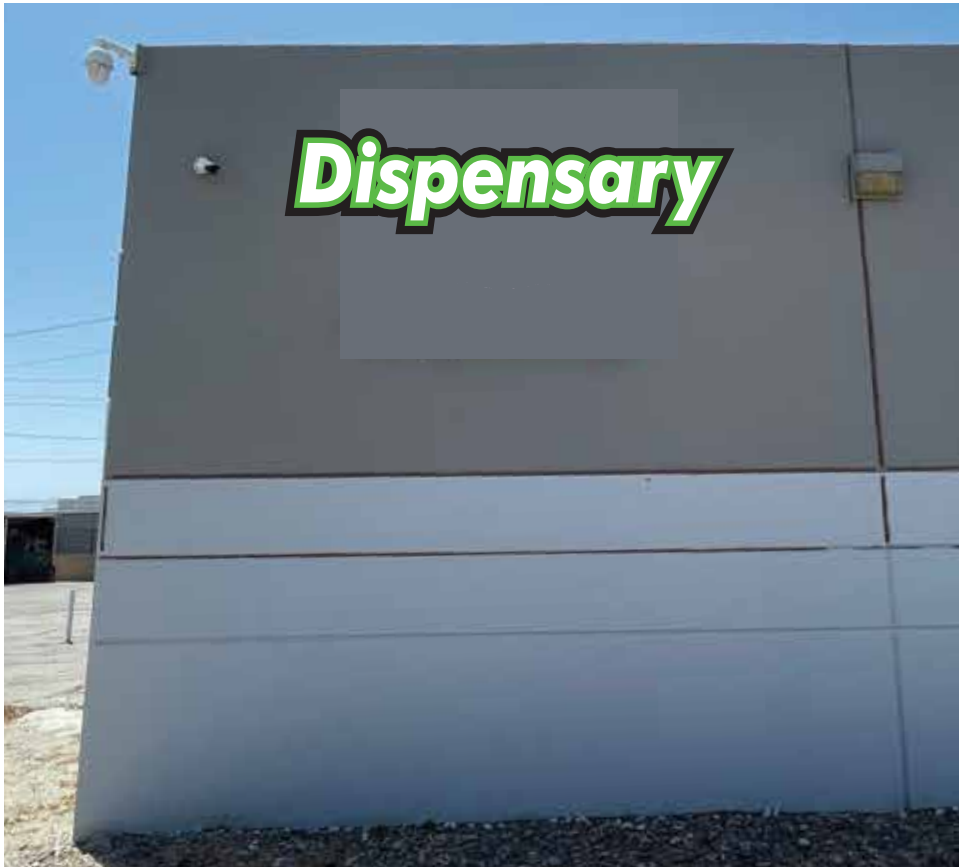
1. Vicinity Map
2. Sign Plans



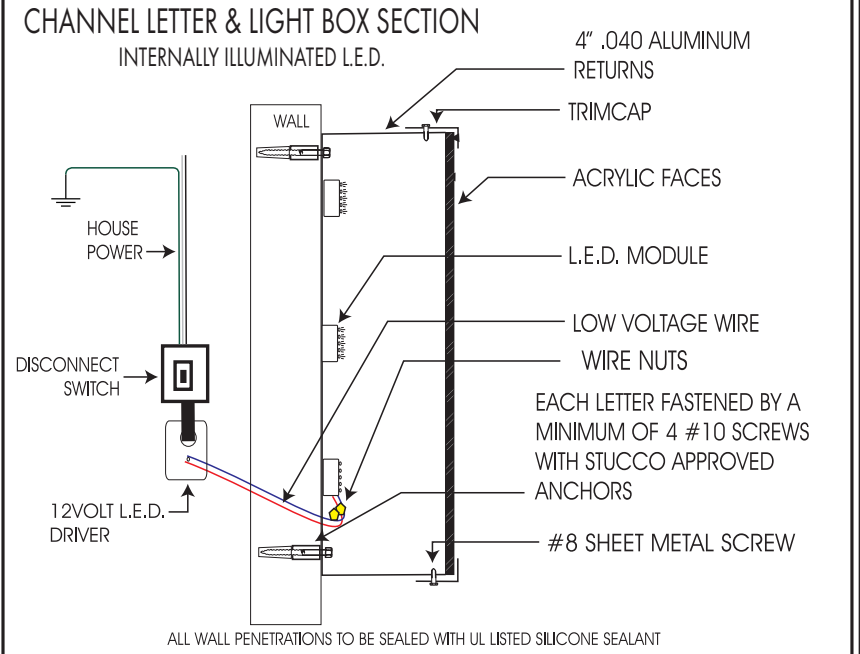
Department of Planning Services Vicinity Map



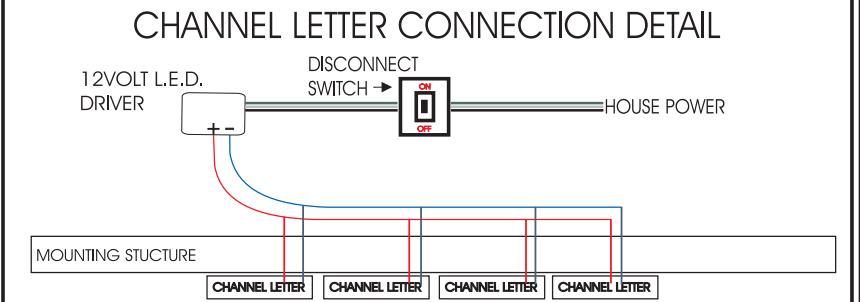
CITY OF PALM SPRINGS
690 Garnet Avenue



Internally Illuminated
 Acrylic Faced Channel Letters
 Depth: 5"
 Acrylic Thickness: 3/16"
 Face Color: White Acrylic
 Black PG-502 Vinyl Face
 Kelly Green PG-520 Vinyl Face
 Return Color: Black
 Trim Cap Color: 1.0" Black
 Mounting: Back
 Standoff: Flush
 L.E.D. Color: White



U.L. 48
 NEC ELECTRICAL CODE 2014
 THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH REQUIREMENTS OF ARTICLE 600 ON THE NATIONAL ELECTRIC CODE AND OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.



U.L. LISTED AND LABELED
 COMPLIES WITH 2016 CA ELECTRIC CODE, ARTICLE 600

Signarama
 The way to grow your business.
 41945 BOARDWALK, SUITE L
 PALM DESERT, CA 92211
 PH 760.776.9907 / FX 760.776.9844

Frontage: 100 Linear Feet
 Total Signage 23.2 S.F.

Contractor's Lic # 830131 C45, C61/D42
 Workers Comp. # 1938807
 City Lic. # 97005491

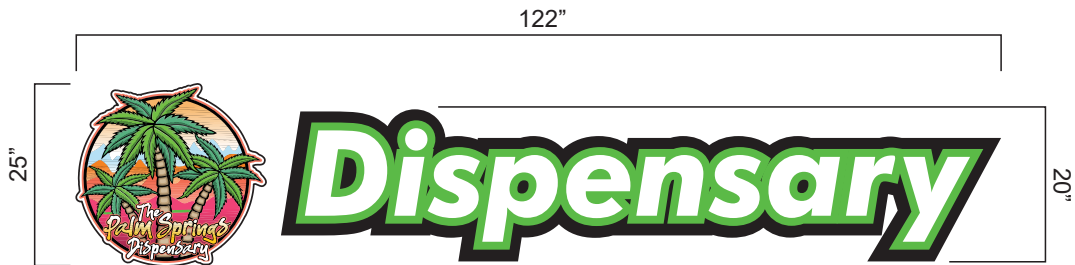
Customer: The Palm Springs Dispensary
Address: 690 Garnet Ave. Palm Springs, CA 92262
Telephone: 818-219-3572
Fax: 760-xxx-xxxx
 NORTH ELEVATION

Dwg. No.: 118118 **Rev.:** 3
Date: 07/26/2023
Designer: LH/JT
Salesperson: B.SISK

Jobsite: Same
Customer Approval:
Landlord Approval:

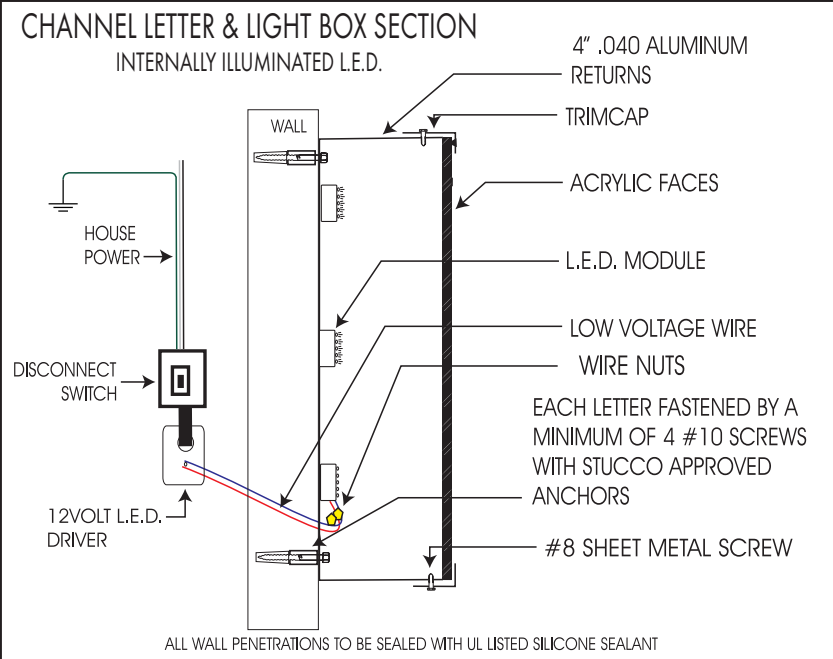
*YOUR SIGNATURE ACKNOWLEDGES FULL APPROVAL OF DESIGN CONTENT AND LAYOUT, RELEASING SIGN*A*RAMA FROM RESPONSIBILITY IN REGARD TO INCORRECT DESIGN AND INFORMATION. THE COLORS SHOWN ARE ONLY REPRESENTATIVE OF ACTUAL PMS COLOR CALL OUTS. FINAL COLOR WILL BE MATCHED AS CLOSE AS POSSIBLE, COMMENSURATE WITH MATERIALS USED. THIS DESIGN IS PROPRIETARY PROPERTY AND MAY NOT BE USED WITHOUT THE EXPRESSED WRITTEN CONSENT OF SIGN*A*RAMA.*

A1

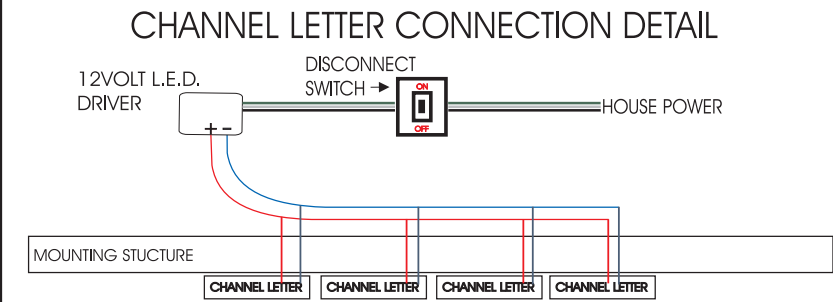


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 Acrylic Thickness: 3/16"
 Face Color: White Acrylic
 Black PG-502 Vinyl Face
 Kelly Green PG-502 Vinyl Face
 Return Color: Black
 Trim Cap Color: 1.0" Black
 Mounting: Back
 Standoff: Flush
 L.E.D. Color: White

Internally Illuminated
 Acrylic Faced Logo
 Depth: 5"
 Acrylic Thickness: 3/16"
 Face Color: White Acrylic
 Printed Permagloss Face
 Return Color: Black
 Trim Cap Color: 1.0" Black
 Mounting: Back
 Standoff: Flush
 L.E.D. Color: White



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 COMPLIES WITH 2016 CA ELECTRIC CODE, ARTICLE 600

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Frontage: 100 Linear Feet
 Total Signage 20.4 S.F.

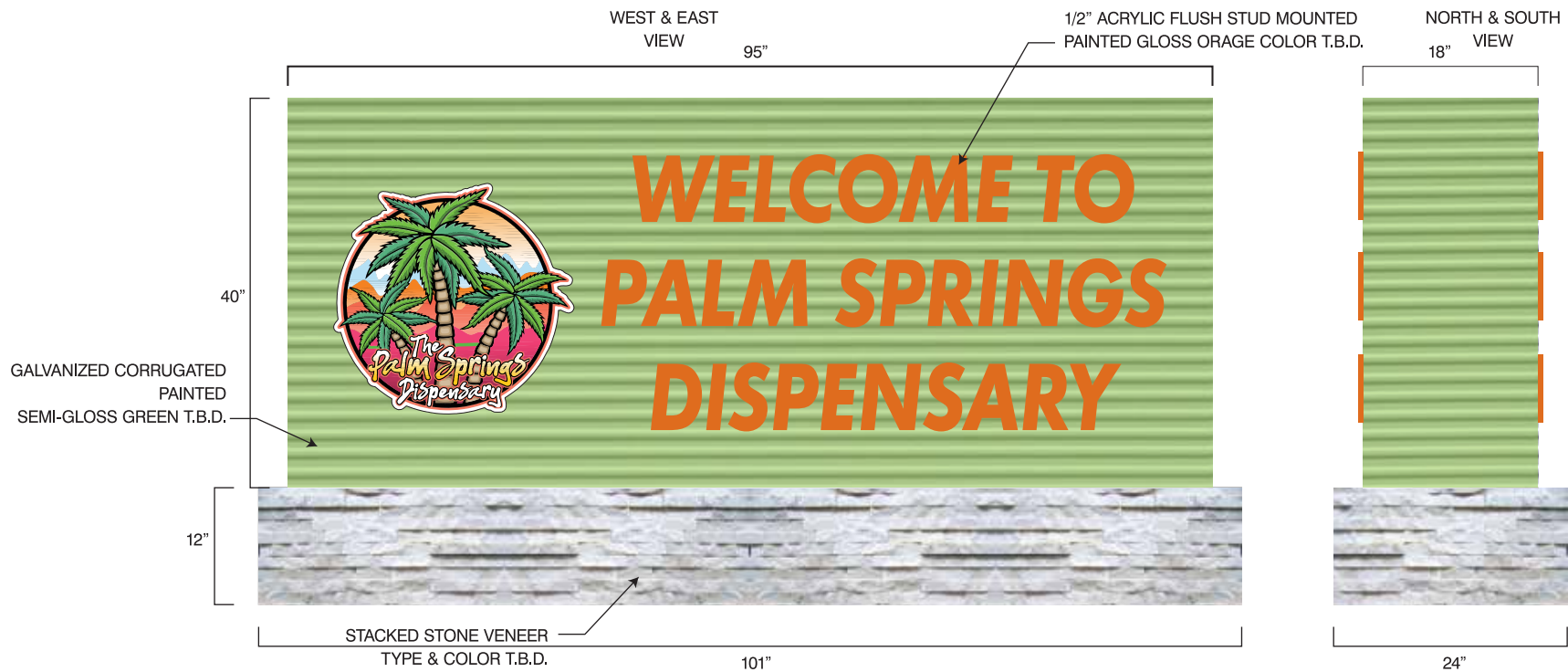
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WEST ELEVATION

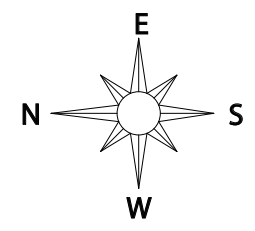
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Jobsite: Same
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Non-Illuminated
Double Sided Monument
Aluminum Skin & Frame



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SOUTH ELEVATION

Dwg. No.: 118118 Rev.: 3

Date: 07/26/2023

Designer: LH/JT

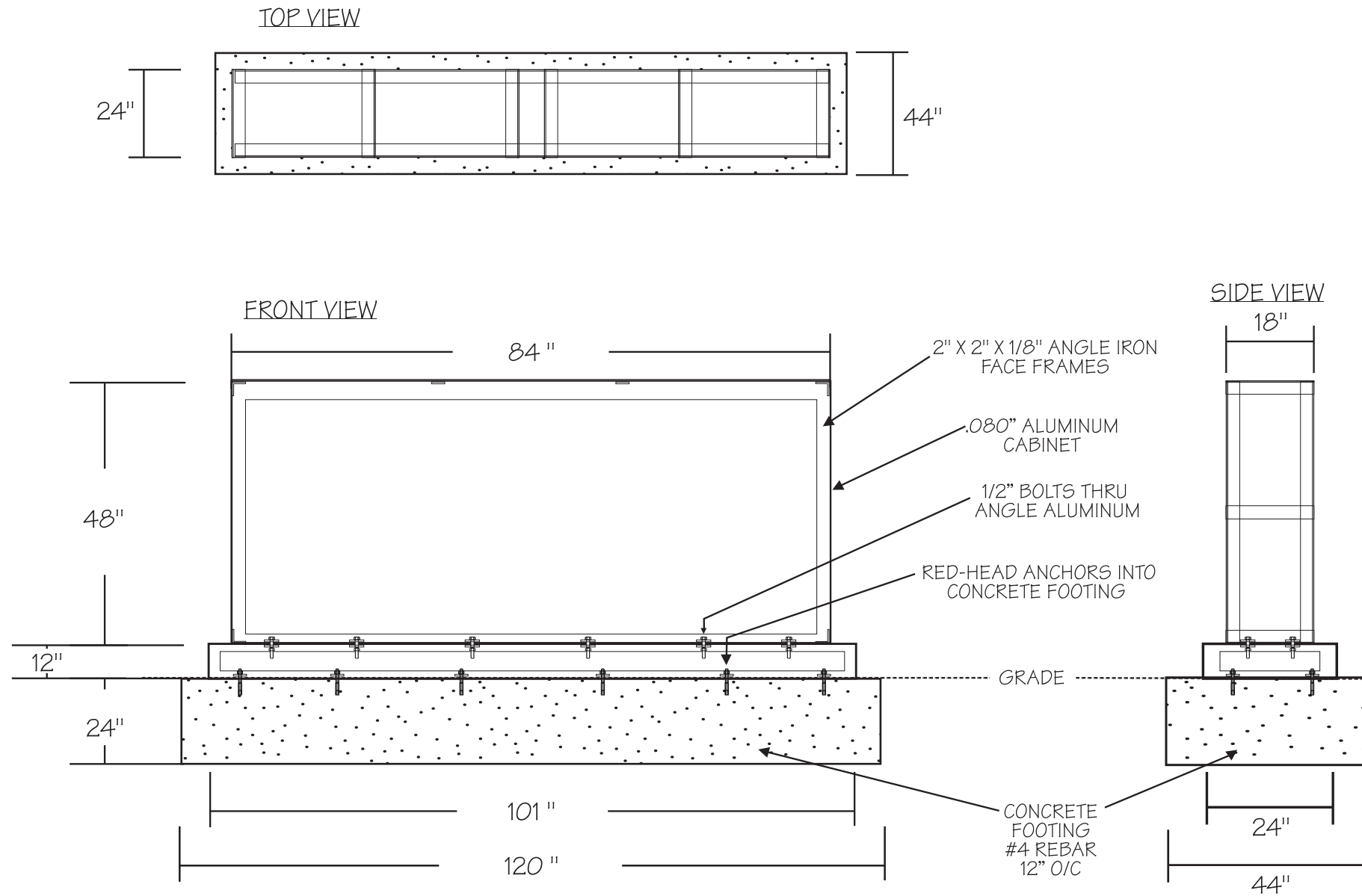
Salesperson: B.SISK

Jobsite: Same

Customer Approval:

Landlord Approval:

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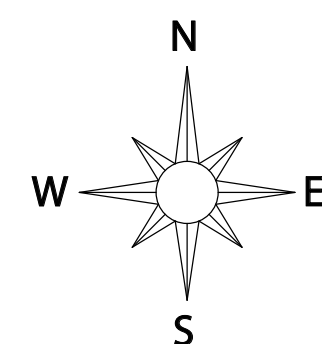
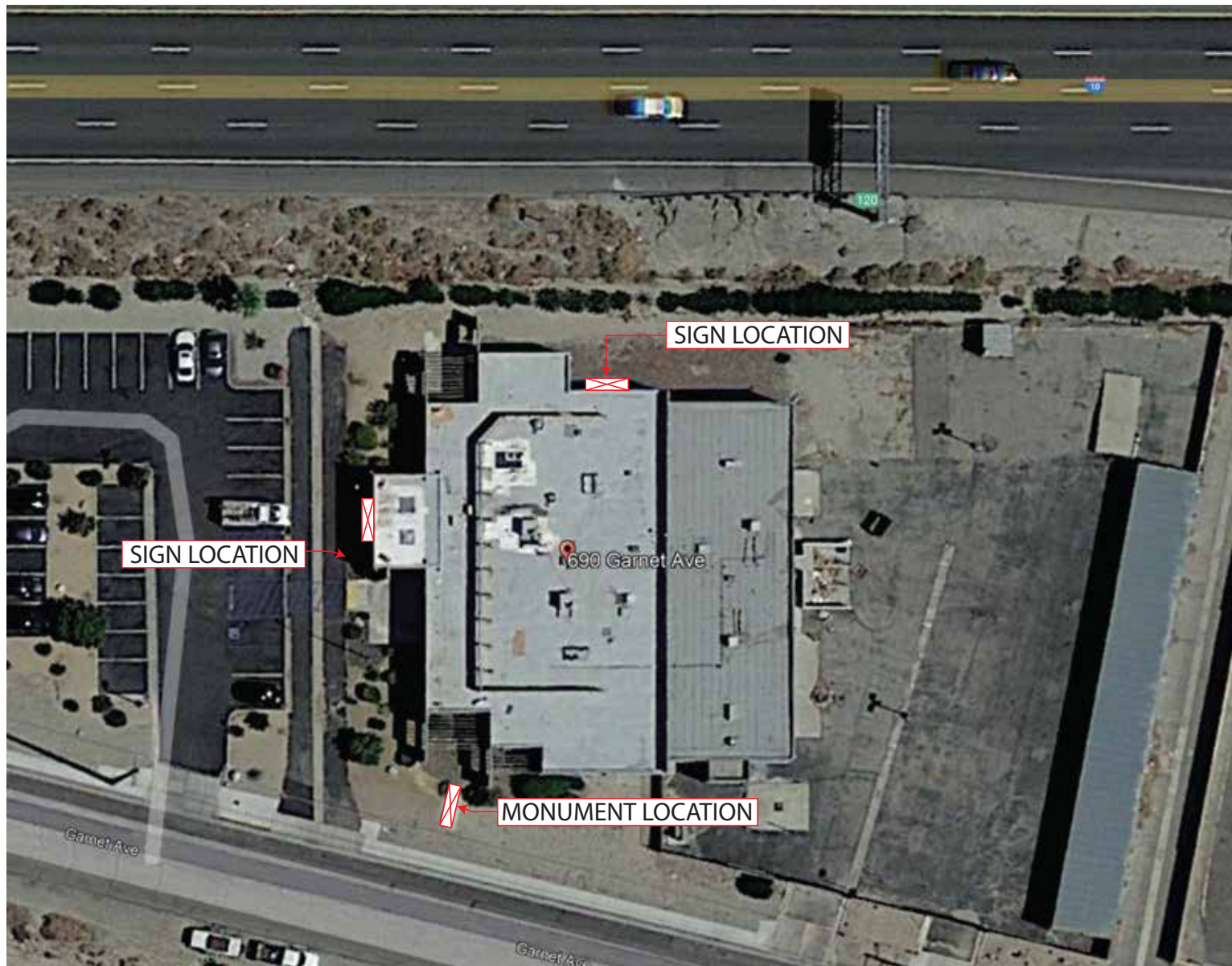
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