



# ARCHITECTURAL REVIEW COMMITTEE MEMORANDUM

DATE: November 6, 2023 CONSENT

SUBJECT: A REQUEST BY CANNABIS DISPENSARY VIBE FOR APPROVAL OF A SIGN PERMIT FOR TWO WALL SIGNS ON AN EXISTING BUILDING LOCATED AT 19486 NEWHALL STREET, ZONE M-2. (CASE SNP-2023-0074) (AR).

FROM: Department of Planning Services

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## PROJECT DESCRIPTION:

Review the design of two proposed wall signs for a new cannabis business, located at 19486 Newhall Street. The proposed signs will be 45.3-square feet in size located on the west and south elevation of the 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.

## BACKGROUND INFORMATION:

<i>Related Relevant City Actions by Planning, Fire, Building, etc...</i>	
2007	Building constructed.

## STAFF ANALYSIS:

<i>Site Area</i>	
Net Acres	.55 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-2023-0074).

**ZONING CODE REQUIREMENTS:**

Pursuant to Palm Springs Zoning Code Section 92.17.1.01(A)(5) cannabis dispensaries and cannabis lounges are permitted in the M-2 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.

<b>Main Identification Signs</b>		
<b>Allowed</b>	<b>Proposed</b>	<b>Meet Code?</b>
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).	45.3- Square Feet  Building frontage – 50 Square Feet.	Yes

**SIGN DESIGN:**

As mentioned above, the two proposed signs will be 45.3-square feet in size and will read “CANNABIS DISPENSARY VIBE”. The signs will be located on the south and west elevations of the building and will not be internally illuminated.

**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 signs comply with the PSZC and is the appropriate size. The proposed location on the east elevation, will provide proper wayfinding for customers locating the site.	

**CONCLUSION:**

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

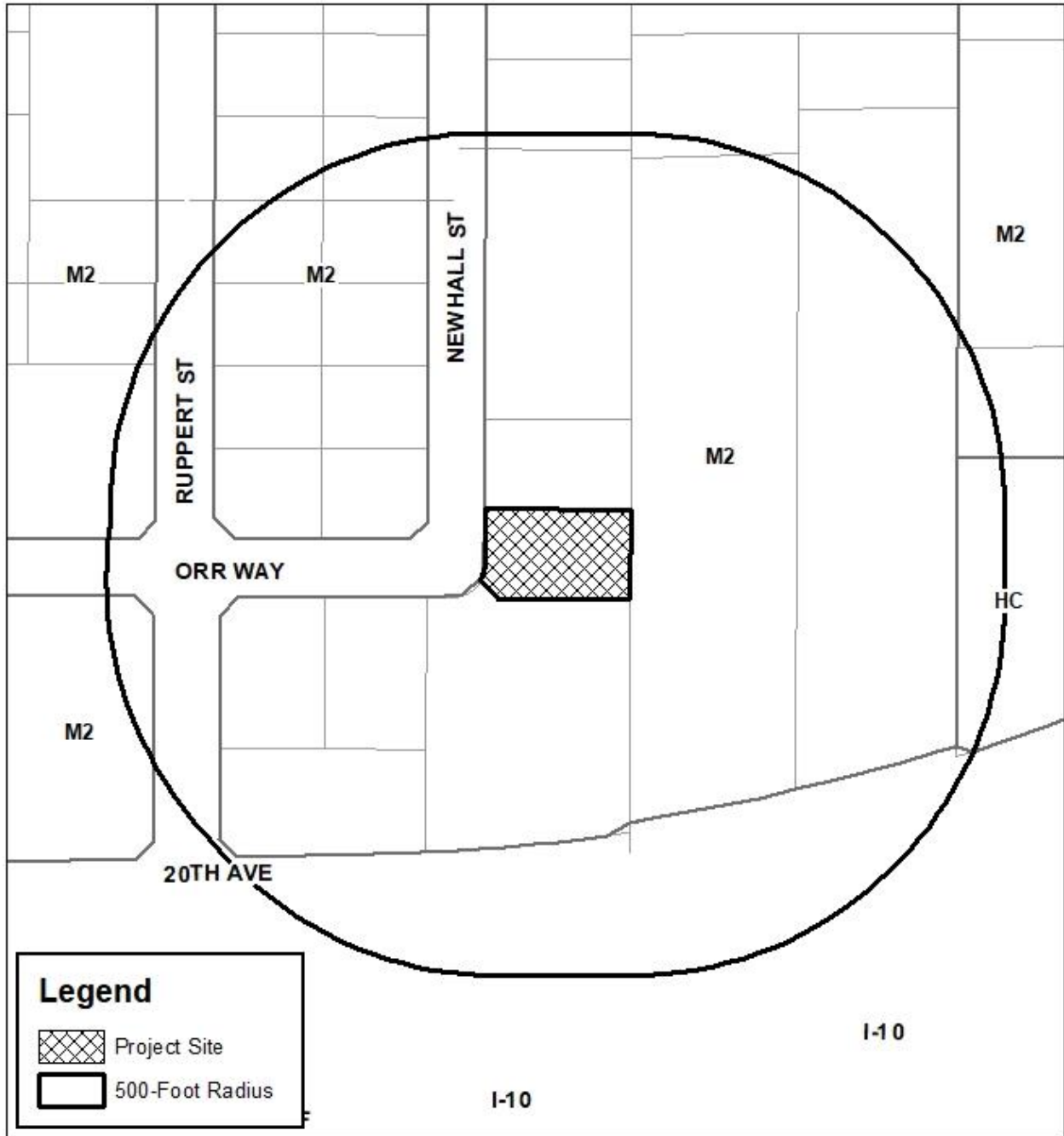
PREPARED BY:	Alex Rubalcava, Assistant Planner
REVIEWED BY:	David Newell, Assistant Director
REVIEWED BY:	Christopher Hadwin, Planning Director

ATTACHMENTS:

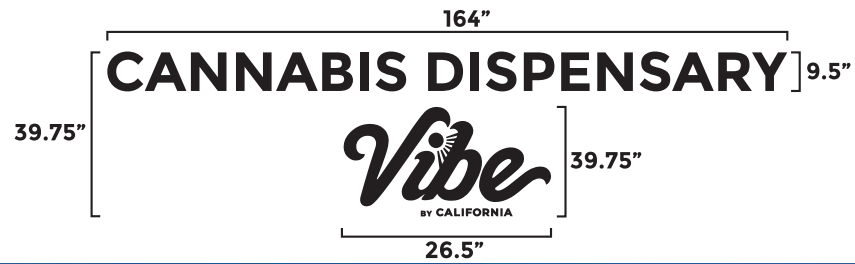
1. Vicinity Map
2. Sign Plans



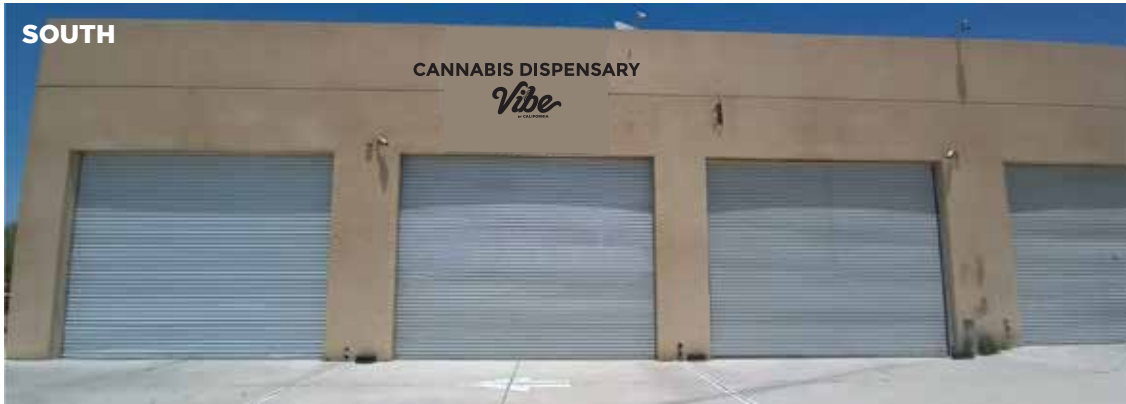
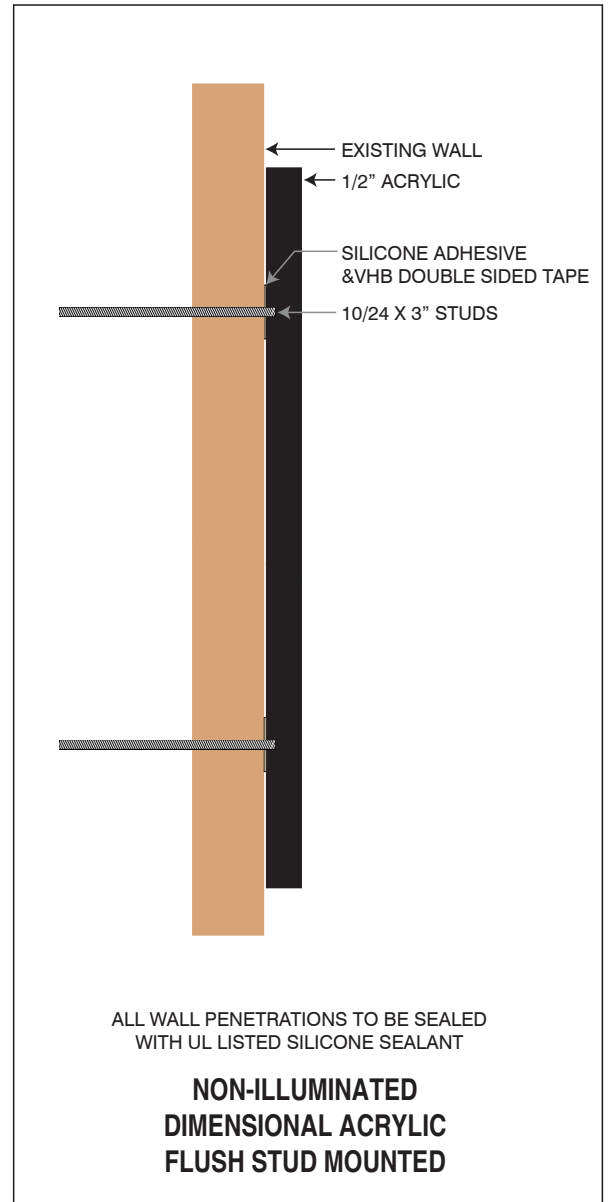
# Department of Planning Services Vicinity Map




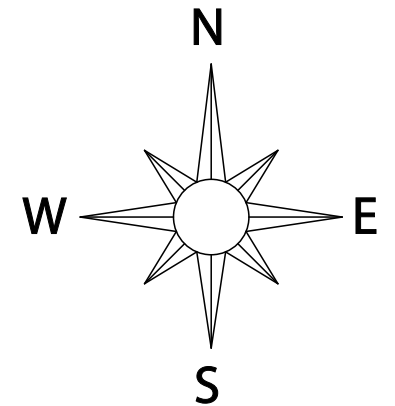
CITY OF PALM SPRINGS  
19486 Newhall Street



Non-Illuminated  
 Dimensional Acrylic Letters  
 Acrylic Thickness: 1/2"  
 Face Color: Black  
 Return Color: Black  
 Mounting: Back  
 Standoff: Flush



 <b>Signarama</b> The way to grow your business. 41945 BOARDWALK, SUITE L PALM DESERT, CA 92211 PH 760.776.9907 / FX 760.776.9844	Frontage: 50 Linear Feet  Total Signage 45.3 S.F.	<b>Customer:</b> Vibe by California <b>Address:</b> 19486 Newhall St., Ste. 102-103 Palm Springs, CA 92258  <b>Telephone:</b> 760-xxx-xxxx <b>Fax:</b> 760-xxx-xxxx	<b>Jobsite:</b> Same	<b>Customer Approval:</b> _____ <b>Landlord Approval:</b> _____
	<b>Contractor's Lic #</b> 830131 C45, C61/D42 <b>Workers Comp. #</b> 1938807 <b>City Lic. #</b> 97005491	<b>Dwg. No.:</b> 113320 <b>Rev.:</b> 1 <b>Date:</b> 10/13/2023 <b>Designer:</b> JT <b>Salesperson:</b> B.Sisk	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.	



41945 BOARDWALK, SUITE L  
 PALM DESERT, CA 92211  
 PH 760.776.9907 / FX 760.776.9844

Frontage: 50 Linear Feet

Total Signage 45.3 S.F.

**Customer:**  
 Vibe by California  
**Address:**  
 19486 Newhall St., Ste. 102-103  
 Palm Springs, CA 92258

**Telephone:** 760-xxx-xxxx  
**Fax:** 760-xxx-xxxx

**Jobsite:**  
 Same

**Customer Approval:**

**Landlord Approval:**

**Contractor's Lic #** 830131 C45, C61/D42

**Workers Comp. #** 1938807

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**Dwg. No.:** 113320 **Rev.:** 1

**Date:** 10/13/2023

**Designer:** JT

**Salesperson:** B.Sisk

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