



ARCHITECTURAL REVIEW COMMITTEE MEMORANDUM

DATE: MARCH 18, 2024 UNFINISHED BUSINESS

SUBJECT: A REQUEST BY 818 BRANDS DISPENSARY AND LOUNGE FOR A REPAINT OF AN EXISTING STRUCTURE AND ONE SIGN AT SEVENTEEN (17) SQUARE FEET PLACED ON THE BUILDING FRONT FAÇADE LOCATED AT 560 SOUTH WILLIAMS ROAD, M-1 ZONE (CASE AR 2023-0143)(GM)

FROM: Department of Planning Services

SUMMARY

The Architectural Review Committee to review the exterior repaint of a cannabis dispensary and lounge and design of proposed signage for the structure located at 560 South Williams Road. The proposal is to repaint the exterior a white color with red accents and the placement of a new seventeen (17) square foot sign on the front façade. Business signage for a cannabis dispensary and lounge is subject to Section 93.23.15(F)(3)(a) for architectural review. The subject building has been operating as a cannabis dispensary and lounge for several years and the applicant has taken over the business location.

RECOMMENDATION:

That the Architectural Review Committee approve the application as re-submitted.

PREVIOUS ARC REVIEW:

The Architectural Review Committee examined the building repaint proposal and a request of one (1) new sign at the February 5, 2024, meeting. The ARC generally agreed upon the building color scheme with the recommendation that the main body color of white be a flat finish. Other elements of the proposal as described below were to be re-studied. Additional exhibits were requested to better analyze the remaining elements. Items requested are listed below with the action from the applicant:

1. Front Façade – Remove door and window.
Per the revised building elevations, the front door and window will be removed and patched with material that matches existing stucco walls.

2. Consider a different color of building top fascia.

The proposal will repaint the top fascia a dark trim color to match other elements of the building. Below is a comparison of the new versus previous proposal.



New Proposal



Previous Proposal

3. Remove the yellow truncated dome walking path; remove the handicap parking space stripping; and add landscaping against the building.

The applicant has discussed this request with the property owner, and they would like to keep the handicapped space, and the truncated domes in its current condition. The applicant will add artificial turf in the area between the sidewalk and the building wall.

4. Re-evaluate the design of the canopy over the north front entry door.

The applicant would like to keep the half barrel canopy over the entry door.

5. Sign to be re-designed.

The applicant worked with Canyon Signs to design a new sign that is seventeen (17) square feet in size placed in the upper left of the front façade with individual channel letters front and back LED illuminated with a halo effect affixed to the building. Letters to be four (4") inches thick in a red color.



signs specs

Internally Illuminated
Lexan thickness: 3/16"
1/8" acrylic
Aluminum Thickness: .040
Face Color: Red
Return Color: Black
Mounting: Back
Standoff: Standoff
LED Color: White
w/ Photocell

Building Linear Footage
486 Sqft

Sign SqFt
17.5 Sqft



Proposed sign design and location

CONCLUSION:

As a result of the previous ARC review, the applicant consulted with the property owner and revised the front façade to comply with the recommendations by eliminating the front door and window; revised the color of the top fascia to match the proposed trim color; added artificial turf between the front sidewalk and building wall and agrees that the main body to be painted white in a flat finish. The horizontal band will be painted red to include the underside. The proposed sign has been redesigned to individual channel letters affixed to the upper left building wall at seventeen (17) square feet in size which is smaller than the originally proposed. Items that will remain the same include the ADA handicap parking space, truncated domes, and the design of the canopy over the parking lot entry.

Staff believes that the change to the front façade is an improvement from the original submission along with the design of the new sign to individual channel letters affixed to the upper left portion of the building. These are all elements that are part of the structure that is most visible from the street and the scope of the review should focus on the design of the building in this industrial area and Staff recommends approval.

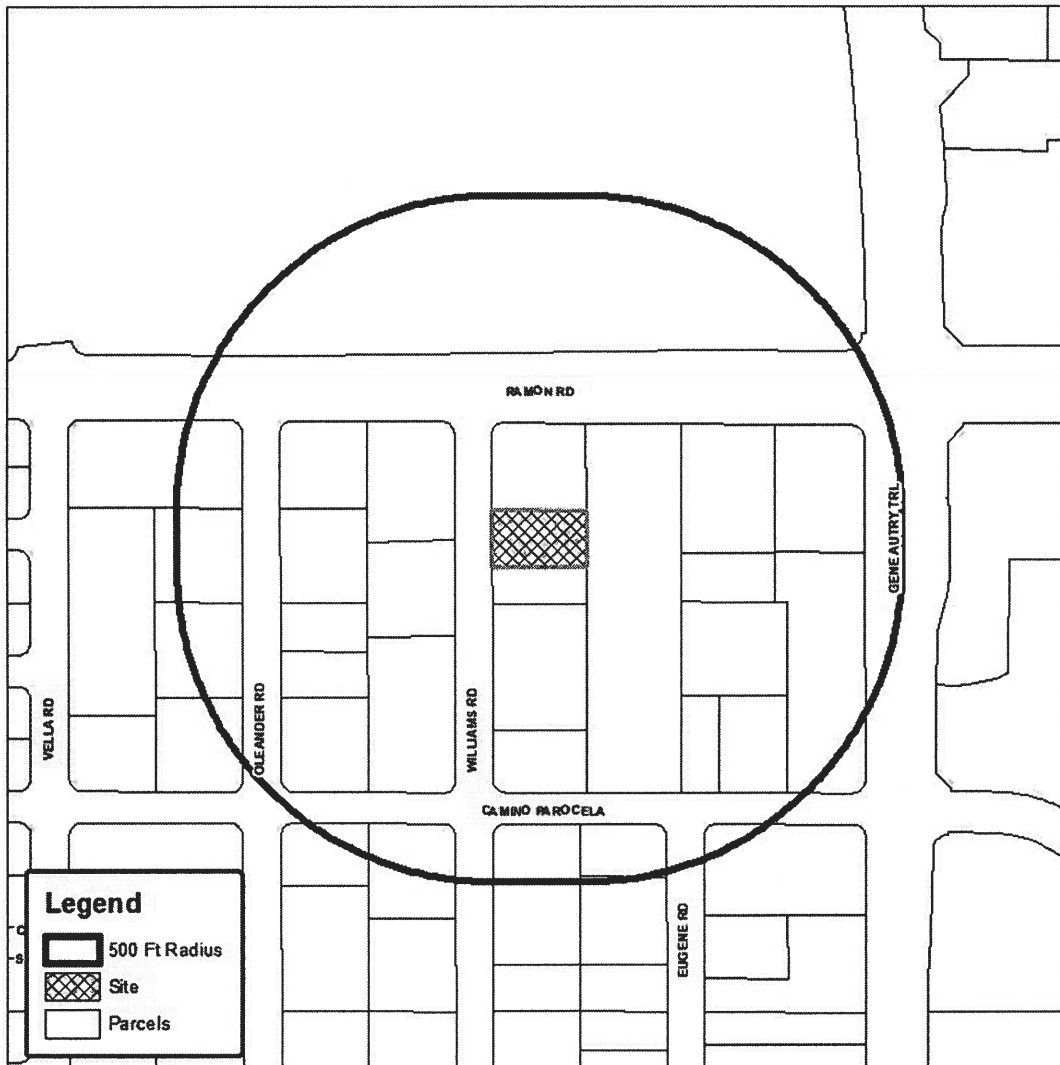
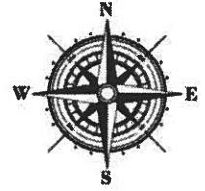
PREPARED BY:	Glenn Mlaker, AICP – Associate Planner
REVIEWED BY:	Edward Robertson – Principal Planner
REVIEWED BY:	Chris Hadwin – Planning Director

Attachments:

1. Vicinity Map
2. Resolution
3. Excerpt of Minutes ARC 2-5-24
4. Justification Letter
5. Site Photo
6. New Front Elevation Repaint
7. New Sign Proposal
8. Previous Elevation and Sign



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS

Case #AR 2023-0143
560 S. Williams Road

RESOLUTION NO.

A RESOLUTION OF THE ARCHITECTURAL REVIEW COMMITTEE OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING A MINOR ARCHITECTURAL (MAA) APPLICATION TO REPAINT OF AN EXISTING CANNABIS DISPENSARY AND LOUNGE AND APPROVAL OF A SEVENTEEN (17) SQUARE FOOT SIGN LOCATED AT 560 SOUTH WILLIAMS ROAD, M-1 (CASE #AR 2023-0143)

THE ARCHITECTURAL REVIEW COMMITTEE FINDS AND DETERMINES AS FOLLOWS:

- A. 818 Brands, (“Applicant”), requesting a Minor Architectural (MAA) application for a building repaint for a cannabis dispensary and lounge and approval of a sign pursuant to the Palm Springs Zoning Code (PSZC) Section 94.04.00 (Architectural Review) and 93.23.015(F)(3)(a) (Special Standards for Cannabis Facilities), located at 560 South Williams Road, M-1 (Case AR 2023-0143) (“the Project”).
- B. On April 8, 2021, the City Council adopted Ordinance No. 2042, amending Section 94.04.00 of the PSZC to reassign review of Major Architectural Review (MAJ) applications from the City’s Planning Commission to the City’s Architectural Review Committee.
- C. On February 5, 2024, the City’s Architectural Review Committee held a public meeting in accordance with applicable public law and voted unanimous to continue the discussion to allow the applicant time to re-evaluate the proposal based upon the ARC’s recommendations.
- D. On March 18, 2024, the City’s Architectural Review Committee held a public meeting in accordance with applicable public law. At said meeting, the Architectural Review Committee carefully reviewed and considered all of the evidence presented in connection with the Project, including, but not limited to, the staff report, and all written and oral testimony presented.

THE ARCHITECTURAL REVIEW COMMITTEE RESOLVES:

Section 1: The proposed building repaint and sign are considered a project pursuant to the California Environmental Quality Act (CEQA). The Architectural Review Committee has evaluated the Project pursuant to CEQA and determined it to be Categorically Exempt from further analysis under CEQA Guidelines Section 15301(e) (Class 1, Existing Facilities).

Section 2: As demonstrated in the staff report, the Project conforms to the Architectural Guidelines of PSZC Section 94.04.00 (“Architectural Review”); and 93.23.15(F)(3)(a) (“Special Standards for Cannabis Facilities”).

Section 3: Based upon the foregoing, the Architectural Review Committee hereby approves Case AR 2023-0143 MAA for a building repaint and new sign on an existing building for a cannabis dispensary and lounge located at 560 South Williams Road.

ADOPTED this 13th day of March, 2024.

MOTION:

AYES:
ABSENT:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

Christopher Hadwin
Director of Planning Services

EXCERPT OF MINUTES

At the Architectural Review Committee meeting of the City of Palm Springs held on February 5, 2024, the Architectural Review Committee took the following action:

B. A REQUEST BY 818 BRANDS DISPENSARY AND LOUNGE FOR A REPAINT OF AN EXISTING STRUCTURE AND ONE SIGN AT THIRTY-TWO (32) SQUARE FEET PLACED ON THE BUILDING FRONT FAÇADE LOCATED AT 560 SOUTH WILLIAMS ROAD, ZONE M-1 (CASE AR-2-23-0143) (GM)

Staff member Mlaker summarized the staff report.

Member O'Donnell asked about the lack of landscape on the project site.

Chair Doczi asked if the sign and the repaint were two separate motions or one (Lyon replied it could be acted upon as one motion.)

The committee discussed possible removal of the front door and small window on the south part of the front façade, the appropriateness of the red accent color, (concern that it has the appearance of a fast-food restaurant), whether the larger front window would be transparent or translucent, concern about high-sheen paint accentuating imperfections in the stucco, organizing the sign dimensions to fit better on the architectural detail of the front façade, to remove the yellow truncated dome walking surface to enable landscape to soften the front façade, to consider a possible blade or bayonet type sign, and to revise the design of the half cylindrical canopy over the side door to a horizontal eave that would tie in more effectively with the front horizontal eave element.

Motion by THOMPSON seconded by THOMAS to continue the item with direction to the applicant to:

- Revise the sign type to better fit on the front of the building.
- Revise the canopy over the north side entry door to integrate with the horizontal eave on the front of the building.
- Remove the yellow truncated dome walking surface at the front and provide landscape to soften the appearance of the building (remove blue pavement striping for the ADA space on the front of the building and relocate the ADA space to near the primary entrance on the north side of the building.)
- Reconsider a different color than red at the fascia at the top of the wall and use flat paint.
- Remove the pedestrian door and small window on the north portion of the front façade and stucco over the surface to match existing.

ACTION: Thompson, seconded by Thomas to continue the discussion allowing the applicant to re-evaluate the proposal per ARC comments.

AYES:

NOES: (none.)

I, GLENN MLAKER, Associate Planner for the City of Palm Springs, hereby certify that the above action was taken by Architectural Review Committee of the City of Palm Springs on the 5th day of February, 2024, by the following vote:

AYES: THOMPSON, THOMAS, DOCZI, WALSH, POEHLEIN,
O'DONNELL, FREDRICKS.

NOES: NONE

ABSENT: MCCOY

Glenn Mlaker, AICP
Associate Planer



Cultivation - Distribution - Retail

Dear City of Palm Springs,

I am writing to request approval for repainting our building located at 560 S. Williams Road, Palm Springs, to predominantly white with red and black trim. This request is motivated by our commitment to maintaining the quality and appearance of the building in the community, and we believe it aligns with the following justifications:

Enhancing Aesthetics: The proposed color scheme will enhance the visual appeal of the building, contributing to the overall aesthetic quality of the neighborhood.

Preservation of Historic Design: The red and black trim accents are historically significant to the architectural style of the building, and maintaining these elements is essential in preserving its historical integrity.

Community Harmony: The new color scheme will complement the surrounding buildings and contribute to a cohesive and harmonious visual landscape within the community.

We are committed to ensuring that the repainting process adheres to all relevant regulations and guidelines set forth by the city. We appreciate your consideration of this request and look forward to contributing to the continued enhancement of our community.

Sincerely,

Rami Vardi & Gilbert Meltcher







OPEN ENTRANCE
←



510

NO PARKING
IN THIS ZONE
EXCEPT FOR
EMERGENCY VEHICLES
OR VEHICLES
OF THE
POLICE
OR FIRE DEPARTMENT

NO PARKING





PROPOSED FRONT REPAINT



PROPOSED NEW SIGN



signs specs

Internally Illuminated
 Lexan thickness: 3/16"
 1/8" acrylic
 Aluminum Thickness: .040
 Face Color: Red
 Return Color: Black
 Mounting: Back
 Standoff: Standoff
 LED Color: White
 w/ Photocell

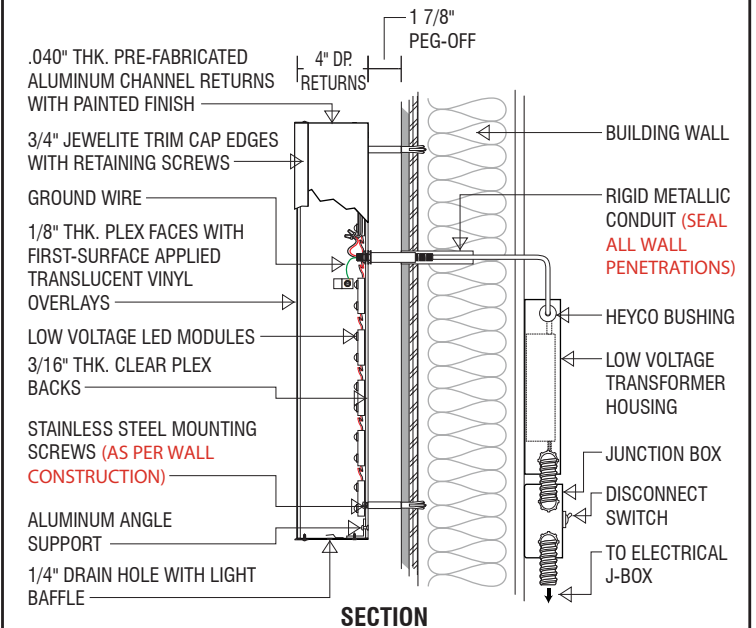
Building Linear Footage

486 Sqft

Sign SqFt

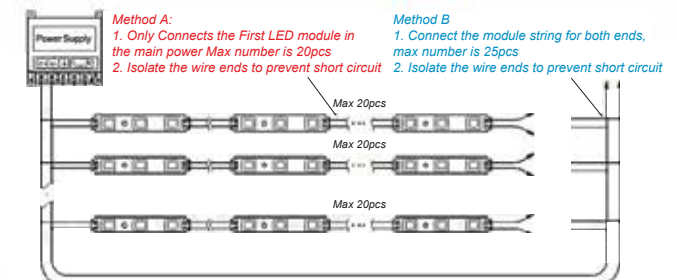
17.5 Sqft

**Dual Lit Channel Letters
 (Front and Back Illuminated)**



SIGN TO BE UL APPROVED AND BEAR UL LABEL

LED Illuminated Diagram



UI Approval Components Consisting Of Low Voltage(12v) LED Modules, With Minimum Light Output Of 120 Lumens/ft.



CANYON
 PRINT & SIGNS
 67990 E. Palm Canyon Drive
 Cathedral City, CA 92234

Business Name:
 818 Brands Cannabis

Business Address:
 560 S. Williams Road
 Palm Springs, CA

Designer:
 GA

Phone :
 xxx-xxx-xxxx

Fax:
 xxx-xxx-xxxx

Date: 3-6-2024

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Client Approval

Landlord Approval

PREVIOUS PROPOSAL

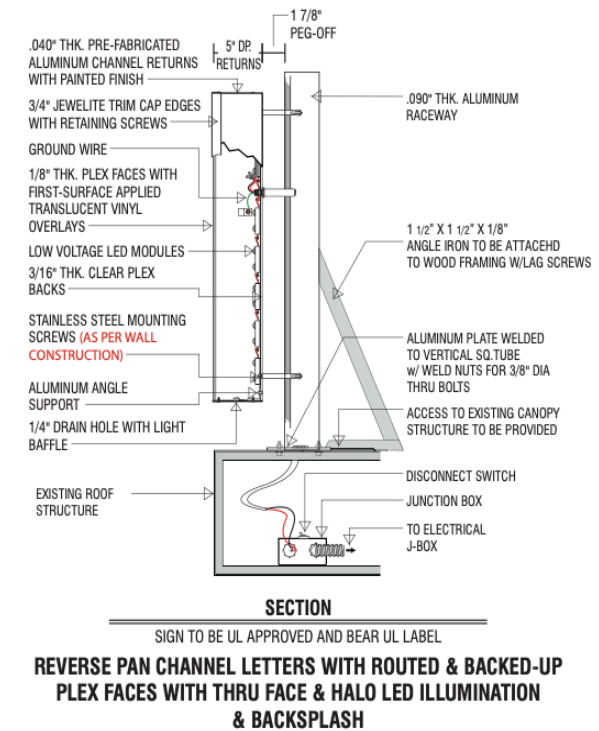
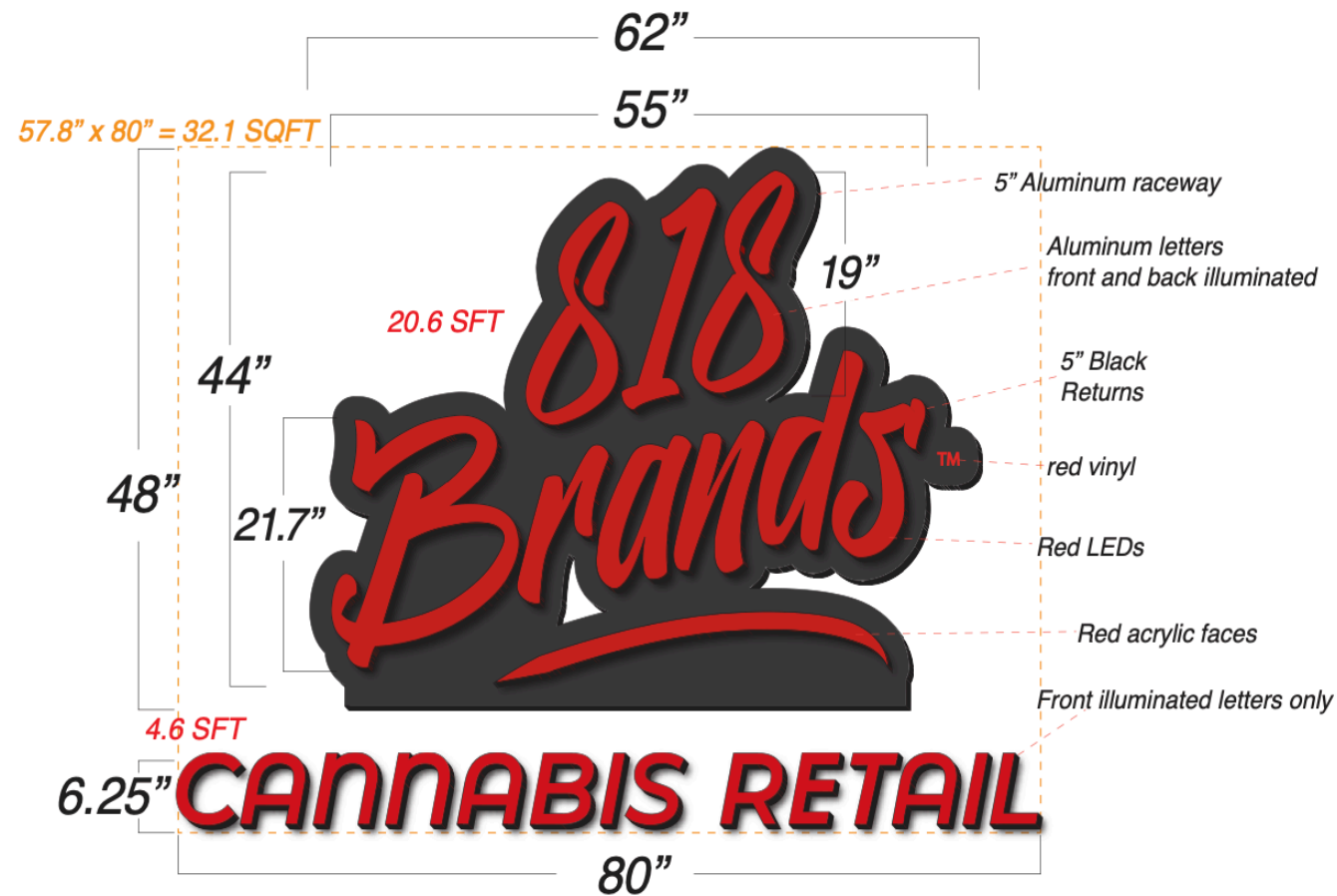


EXIT

EXIT

ENTRY

ENTRY



CANYON
PRINT & SIGNS

67990 E. Palm Canyon Drive
Cathedral City, CA 92234
760.832.8433

Job Information:
818 Brands
Building sign

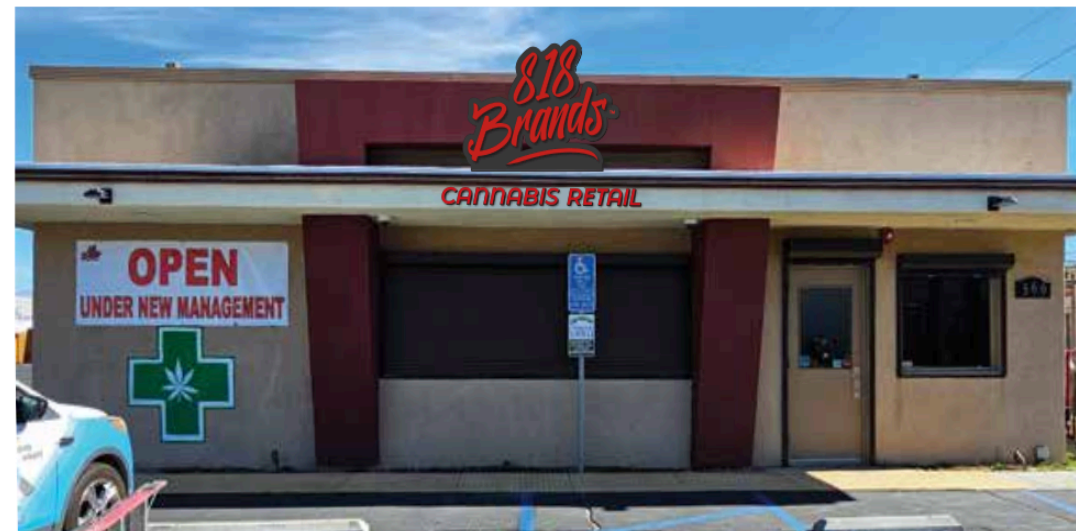
Date:
1-30-2024

Designer
GA

Materials
Dual lit channel letters

Size
as noted

Color Code
as noted



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CLIENT APPROVAL

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