



ARCHITECTURAL REVIEW COMMITTEE MEMORANDUM

DATE: APRIL 1, 2024 CONSENT

SUBJECT: A REQUEST BY VICTORIA ROMEROON WITH SIGNARAMA FOR A SIGN APPLICATION FOR OHANA CANNABIS LOCATED AT 395 NORTH PALM CANYON DRIVE (APN: 513-082-042), ZONE CBD (CASE SNP-2024-0029). (AR)

FROM: Department of Planning Services

PROJECT DESCRIPTION:

This is a request for the Architectural Review Committee (ARC) to review and approve a sign application for the new Ohana Cannabis dispensary and lounge, previously occupied by Lighthouse Dispensary and Lounge. The original Sign Program (SP 05-081) was approved by the Department of Planning Services on October 24, 2019, and was revised on February 12, 2024 to incorporate a larger main sign for the new cannabis business. Business signage for a cannabis dispensary and lounge 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 owner of the property is Hall Palm Springs, LLC. Public Integrity Disclosure Form is attached to this memorandum (Attachment 2).

BACKGROUND INFORMATION:

<i>Neighborhood Meeting/Neighborhood Notice</i>	
03/28/2024	The surrounding neighborhood organizations within a mile of the site were sent notice that the proposed project would be reviewed by the Architectural Review Committee on April 1, 2024.

<i>Site Area</i>	
Net Acres	.29 Acres

<i>Related Relevant City Actions by Planning, Fire, Building, etc...</i>	
2019	Sign Program approved for Lighthouse Dispensary and Lounge
2024	Sign Program amended and approved by Staff.

Pursuant to PSZC Section 93.20.08(H)(1), the implementation of a Sign Program is required for any multi-tenant building or development which consists of more than one (1) tenant. PSZC Section 93.20.08(H)(3) further states that a Sign Program, which fully conforms to the Zoning Code requirements, may be approved by the Director of Planning Services. In 2019, a Sign Program was finalized for the existing multi-tenant building. In 2024, the Sign Program was amended and approved, administratively.

STAFF ANALYSIS:

The applicant is proposing new signage for Ohana Cannabis. The project site is fully developed on a .29-acre lot, located on the west side of North Palm Canyon Drive, within the Downtown boundary identified in PSZC Section 91.00.10(B), the proposed signage is subject to the design guidelines in the approved sign program (Attachment 3). The temporary sandwich board signs that are currently placed at the front entrance of the business are not part of this review and the applicant will be required to obtain proper approval by the Department of Planning Services to continue the use of that signage.

Surrounding land uses for property at 395 North Palm Canyon Drive

<i>Surrounding Property</i>	<i>Existing Land Use Per Chapter 92</i>	<i>Existing General Plan Designation</i>	<i>Existing Zoning Designation</i>
Subject Property	Commercial	CBD (Central Business District)	CBD (Central Business District)
North	Salon / Restaurant	CBD	CBD
South	Restaurant	CBD	CU (Civic Uses)
East	Restaurant/Retail	CBD	CBD
West	Parking Lot	CBD	CBD

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	Proposed	Meet Code?
One sign per street frontage at 1 sq ft per lineal frontage.	- Sign request at 31- SF	Yes

SIGN DESIGN:

The dispensary has a lineal frontage of 95 feet. The proposed signage will be a maximum size of thirty-one (31) square feet and will be internally illuminated cabinets with 1/2” Acrylic Push-thru letters. Two (2) smaller 1/2” Acrylic Push Thru cabinets will be located underneath the main sign. One sign will read “Cannabis”, and another will be a directional arrow. All new signage will be located on an existing monument sign and will comply with the sign program.

ENVIRONMENTAL ANALYSIS:

This project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) per Section 15311 (Accessory Structures) for on-premise signs.

CONCLUSION:

Based upon the above criteria, the proposed signage will be placed in an appropriate location and conforms to the standards of the PSZC and the approved Sign Program SP-2024-0090. Staff recommends approval of Case SNP-2024-0029, subject to the business obtaining approval for any future signage by the Department of Planning Services.

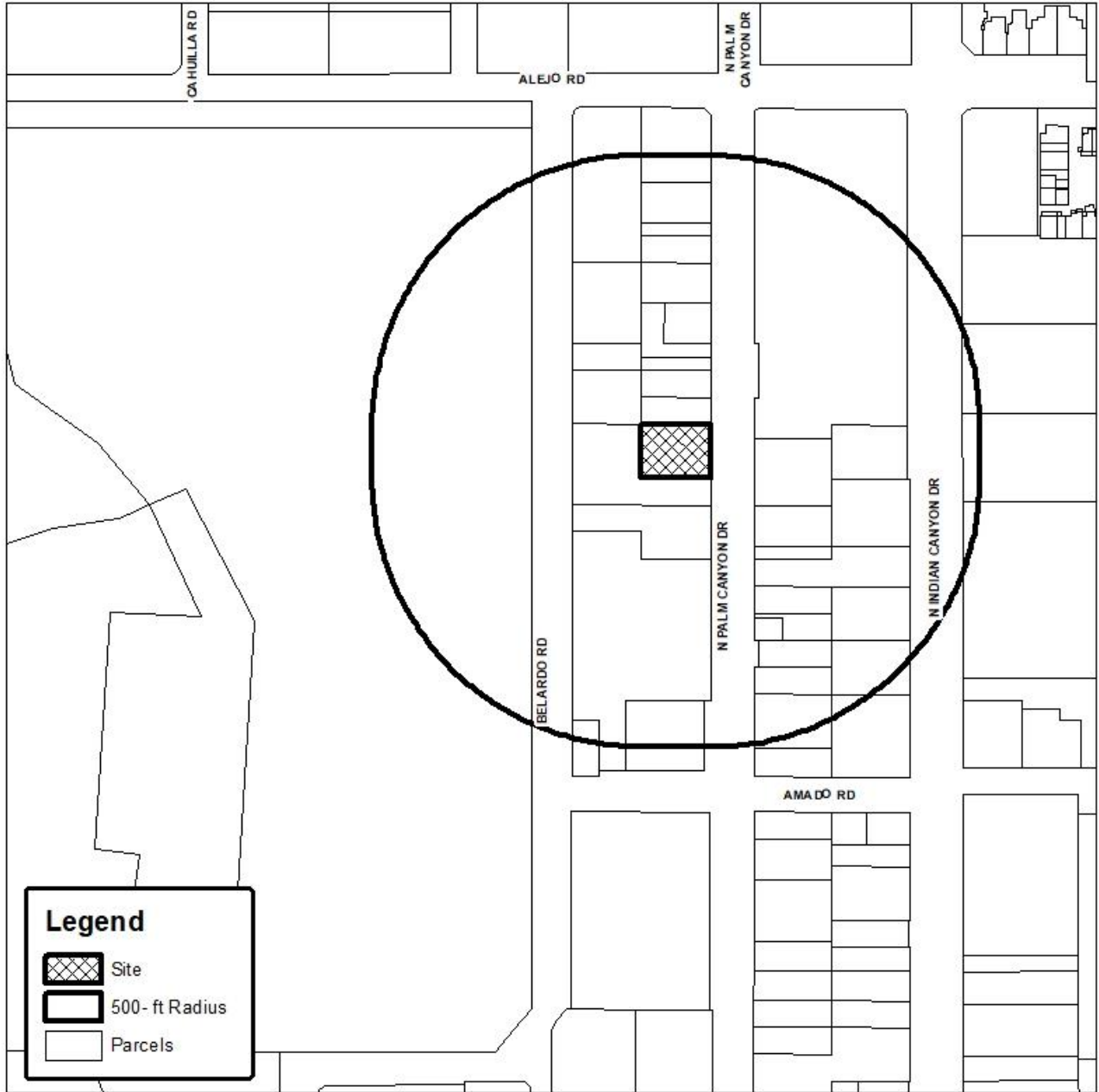
PREPARED BY:	Alex Rubalcava, Assistant Planner
REVIEWED BY:	Edward Robertson, Principal Planner
REVIEWED BY:	Christopher Hadwin, Director of Planning Services

ATTACHMENTS:




1. Vicinity Map
2. Public Integrity Disclosure Form
3. Sign Program SNP-2023-0090
4. Sign Plans



Department of Planning Services Vicinity Map



Legend

-  Site
-  500- ft Radius
-  Parcels

CITY OF PALM SPRINGS
395 North Palm Canyon Drive



PUBLIC INTEGRITY DISCLOSURE
APPLICANT DISCLOSURE FORM

1. Name of Entity
Teranonic, LLC

2. Address of Entity (Principle Place of Business)
395 N. Palm Canyon Drive, Palm Springs, CA 92262

3. Local or California Address (if different than #2)

4. State where Entity is Registered with Secretary of State
California
If other than California, is the Entity also registered in California? [] Yes [] No

5. Type of Entity
[] Corporation [x] Limited Liability Company [] Partnership [] Trust [] Other (please specify)

6. Officers, Directors, Members, Managers, Trustees, Other Fiduciaries (please specify)
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

Nasser Azimi, Manager [] Officer [] Director [] Member [x] Manager
[name] [] General Partner [] Limited Partner
[] Other

[] Officer [] Director [] Member [] Manager
[name] [] General Partner [] Limited Partner
[] Other

[] Officer [] Director [] Member [] Manager
[name] [] General Partner [] Limited Partner
[] Other

7. Owners/Investors with a 5% beneficial interest in the Applicant Entity or a related entity	
EXAMPLE <i>JANE DOE</i> <hr/> [name of owner/investor]	<i>50%, ABC COMPANY, Inc.</i> <hr/> [percentage of beneficial interest in entity and name of entity]
A. Nasser Azimi <hr/> [name of owner/investor]	100% <hr/> [percentage of beneficial interest in entity and name of entity]
B. <hr/> [name of owner/investor]	<hr/> [percentage of beneficial interest in entity and name of entity]
C. <hr/> [name of owner/investor]	<hr/> [percentage of beneficial interest in entity and name of entity]
D. <hr/> [name of owner/investor]	<hr/> [percentage of beneficial interest in entity and name of entity]
E. <hr/> [name of owner/investor]	<hr/> [percentage of beneficial interest in entity and name of entity]

I DECLARE UNDER PENALTY OF PERJURY UNDER THE LAWS OF THE STATE OF CALIFORNIA THAT THE FOREGOING IS TRUE AND CORRECT.

Signature of Disclosing Party, Printed Name, Title	Date
<i>Nasser Azimi</i>	03/12/2024

PENALTIES
 Falsification of information or failure to report information required to be reported may subject you to administrative action by the City.

395 North Palm Canyon Drive Palm Springs, CA 92262

PERMIT DRAWINGS

Exterior Signs

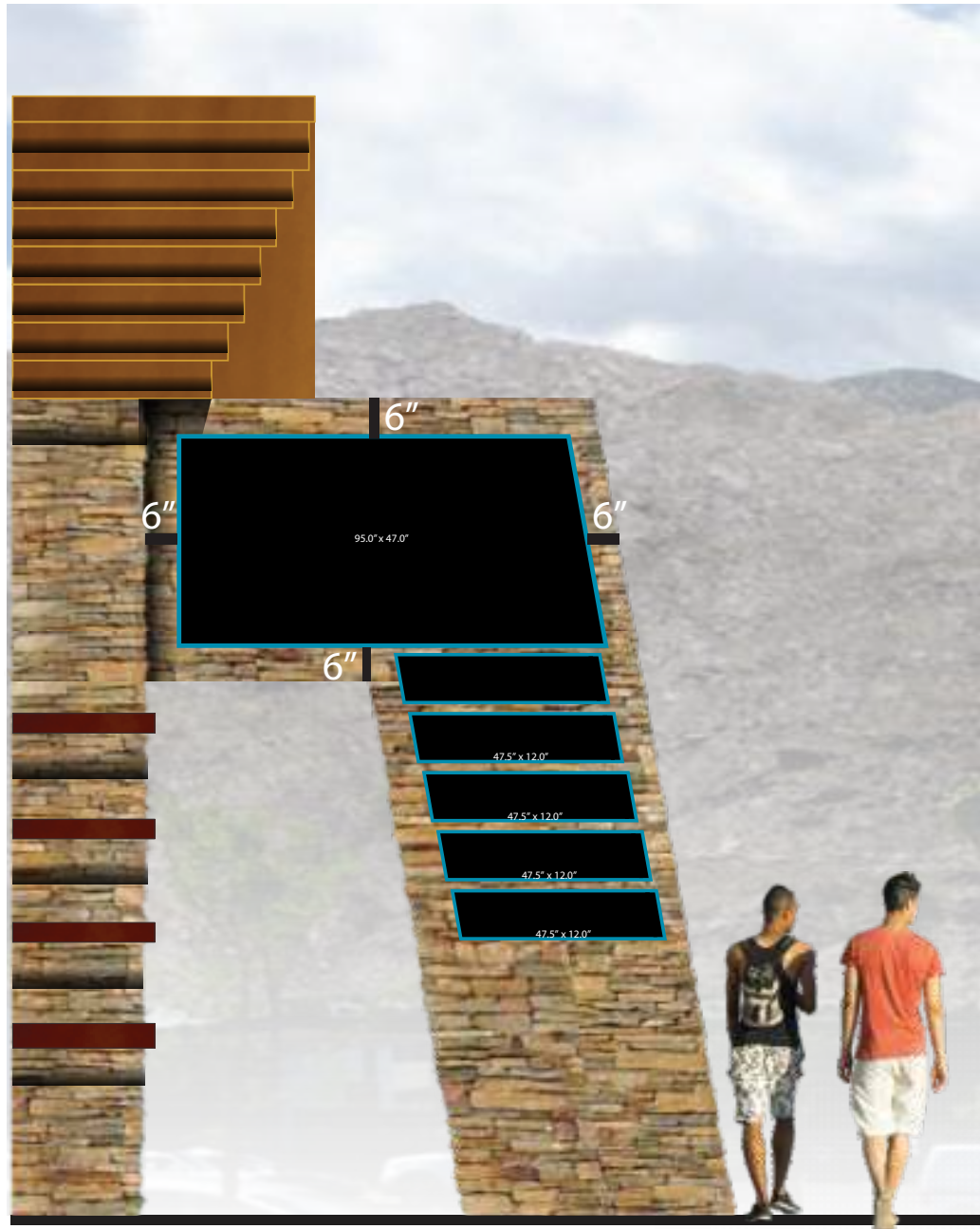
Internally Illuminated Channel Letters and Sign Cabinets

February 12, 2024

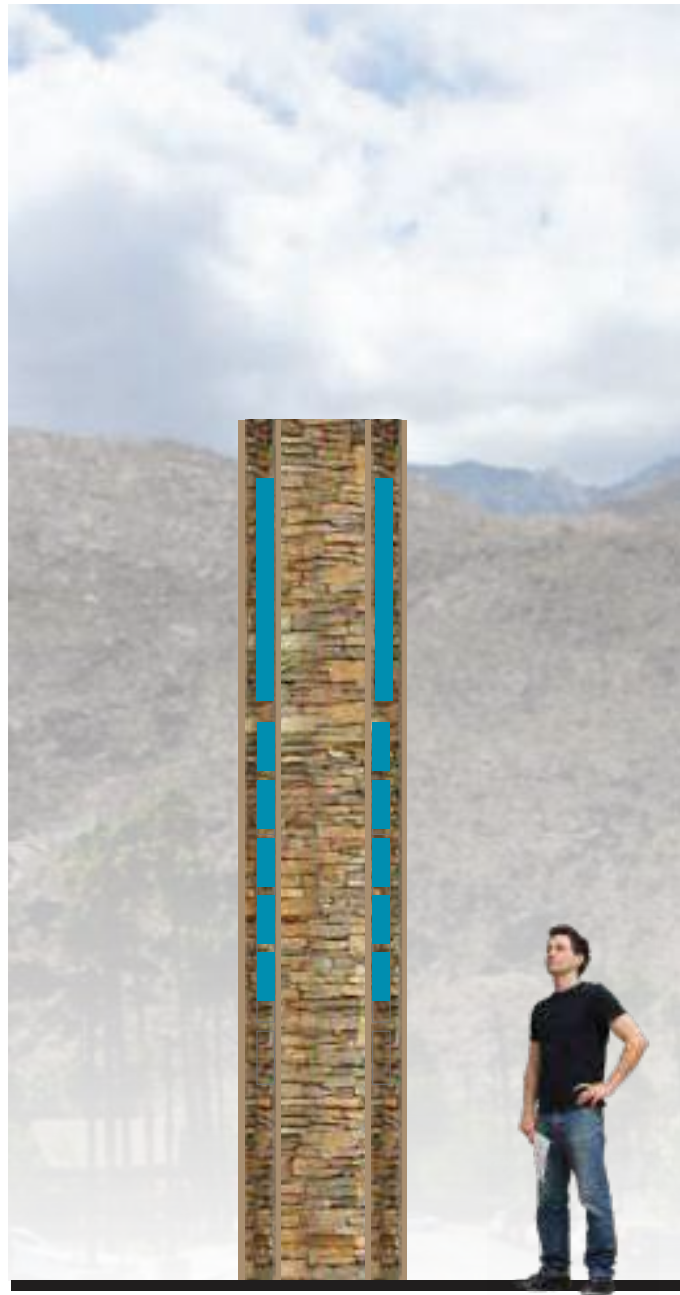


"Pre-existing design / layout to remain per original sign program SP05-081 as proposed"

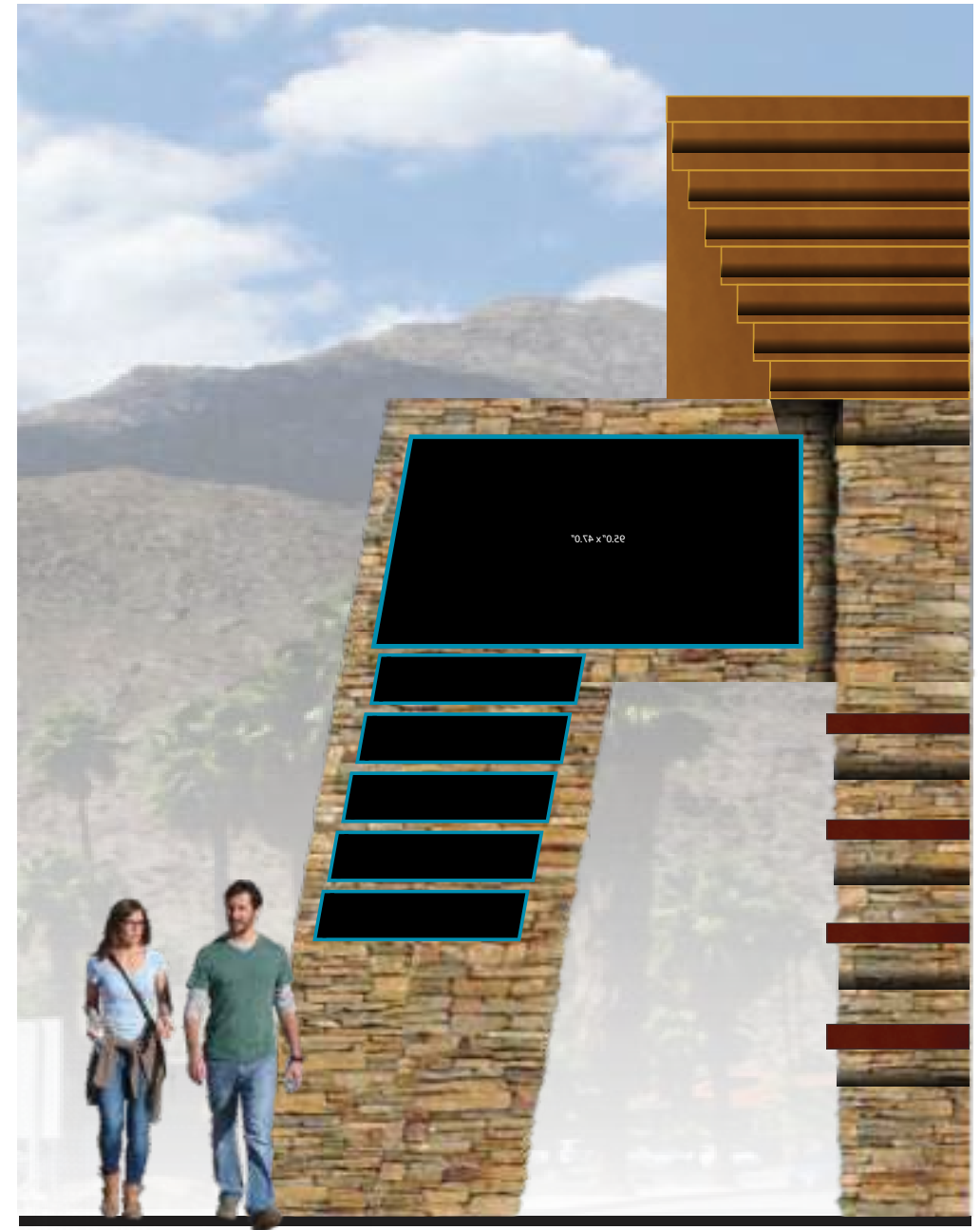
CITY OF PALM SPRINGS, CALIFORNIA PLANNING DEPARTMENT
STAFF APPROVAL
CASE # SNP-2024-0090 AlexR 02/12/2024
CONDITIONS AS FOLLOWS:
Revised Sign Program, SP 05-081



SOUTH ELEVATION

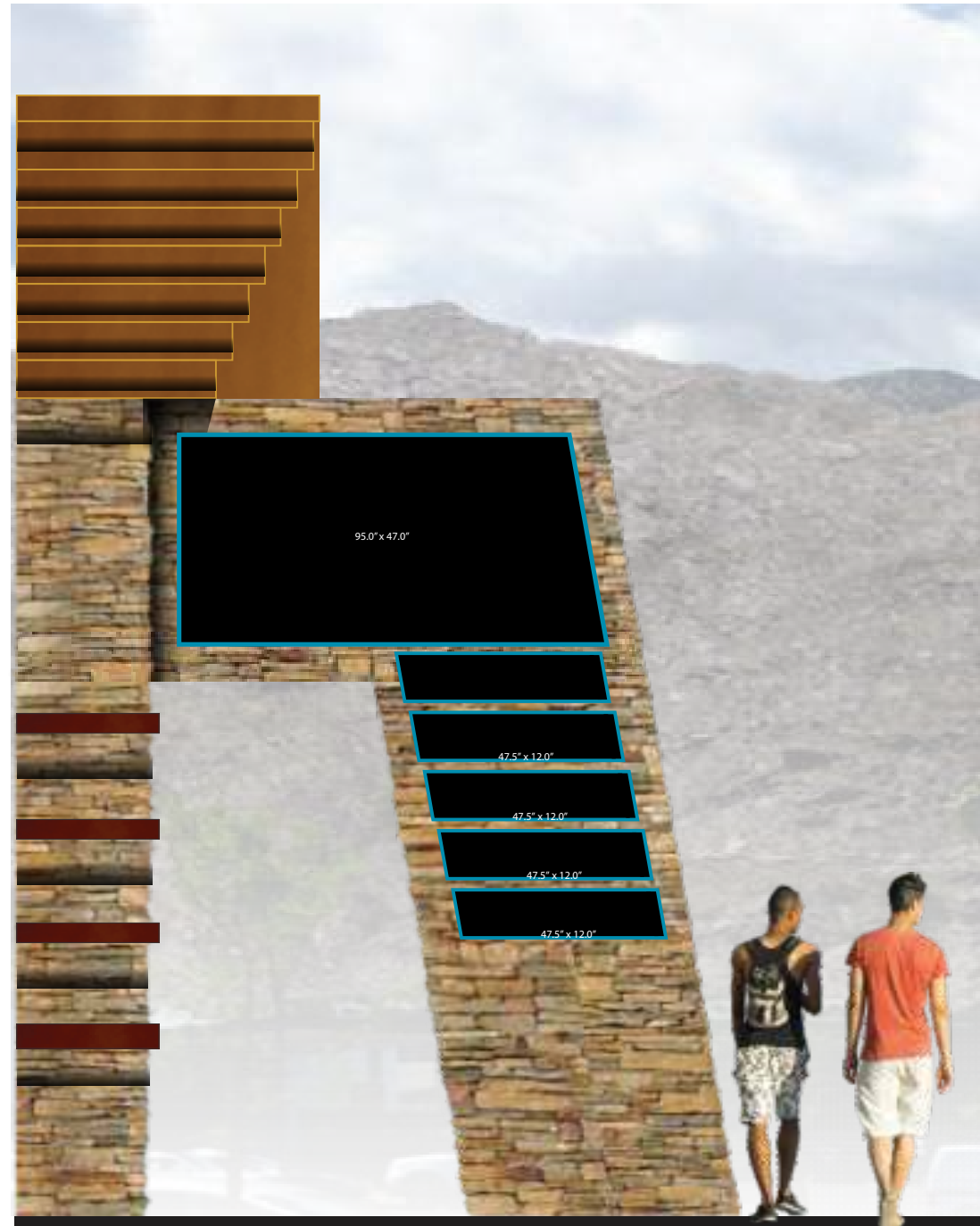


EAST ELEVATION

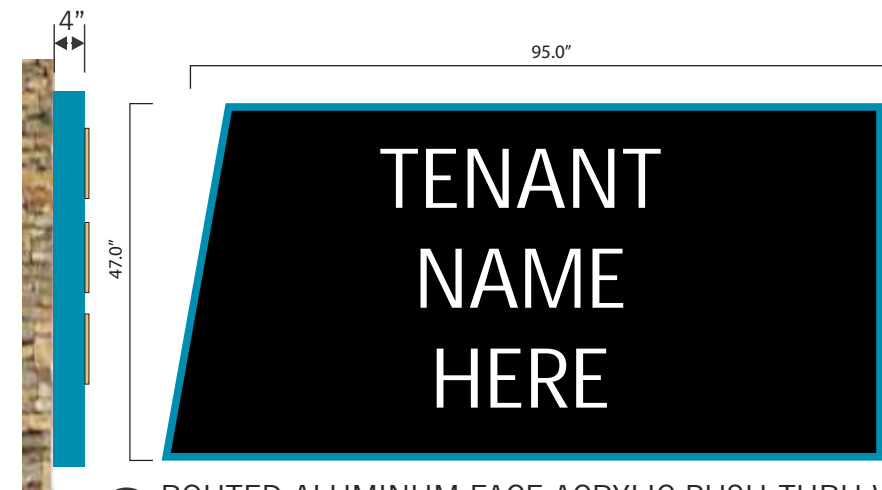


NORTH ELEVATION

① ONE (1) SET INTERNALLY ILLUMINATED ROUTED ALUMINUM FACE ACRYLIC PUSH-THRU WALL SIGN CABINETS
 SIGN AREA TOTAL = 54.3 S.F. / TENANT FRONTAGE 95 S.F.

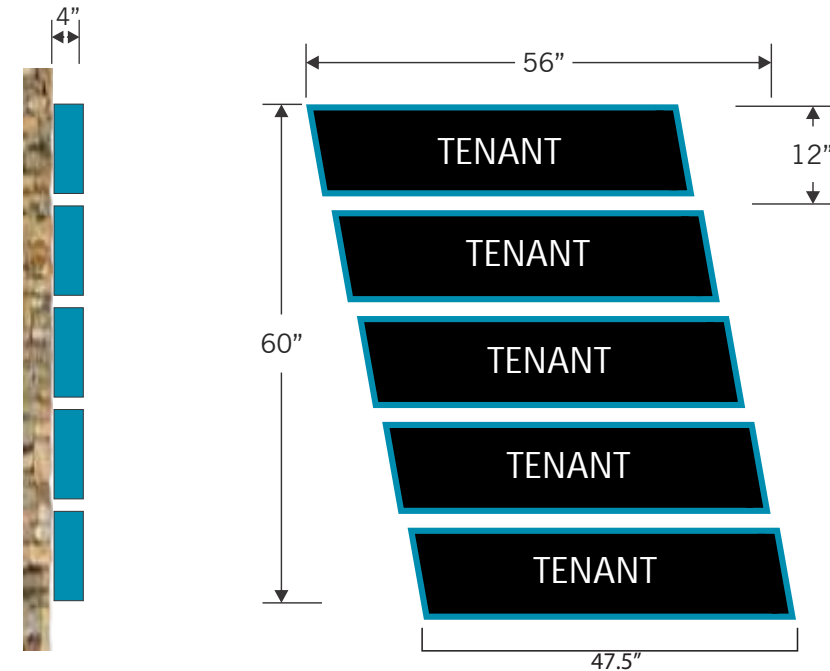


SOUTH ELEVATION



① Routed Aluminum Face Acrylic Push-Thru Wall Sign
31 SQ FT

- .080 ROUT-OUT ALUMINUM FACE, PAINTED "AUTOMOTIVE BLACK"
- 1/2" WHITE CAST ACRYLIC PUSH-THRU LETTERS WITH BEIGE FACES (ORACAL 8500) 805 IVORY VINYL / 054 TURQUOISE VINYL
- .040 ALUMINUM RETURNS, PAINTED "AUTOMOTIVE BLACK"
- ILLUMINATE WITH BRIGHT WHITE 7000K LED MODULES



② Routed Aluminum Face Acrylic Push-Thru Wall Sign
23.4 SQ FT

- .063 ROUT-OUT ALUMINUM FACE, PAINTED "AUTOMOTIVE BLACK"
- 1/2" WHITE CAST ACRYLIC PUSH-THRU LETTERS WITH BEIGE FACES (ORACAL 8500) 805 IVORY VINYL / 054 TURQUOISE VINYL
- .040 ALUMINUM RETURNS, PAINTED "AUTOMOTIVE BLACK"
- ILLUMINATE WITH BRIGHT WHITE 7000K LED MODULES



SOUTH ELEVATION

③ ONE (1) SET INTERNALLY ILLUMINATED ACRYLIC FACED CHANNEL LETTERS OR REVERSE CHANNEL LETTERS
SIGN AREA TOTAL = 18.3 S.F. / TENANT FRONTAGE 95 S.F.



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

"Pre-existing design / layout to remain per original sign program SP05-081 as proposed"



SOUTH ELEVATION

② ONE (1) SET INTERNALLY ILLUMINATED ACRYLIC FACED CHANNEL LETTERS OR REVERSE CHANNEL LETTERS
SIGN AREA TOTAL = 20.8 S.F. / TENANT FRONTAGE 95 S.F.


Signarama
The way to grow your business.
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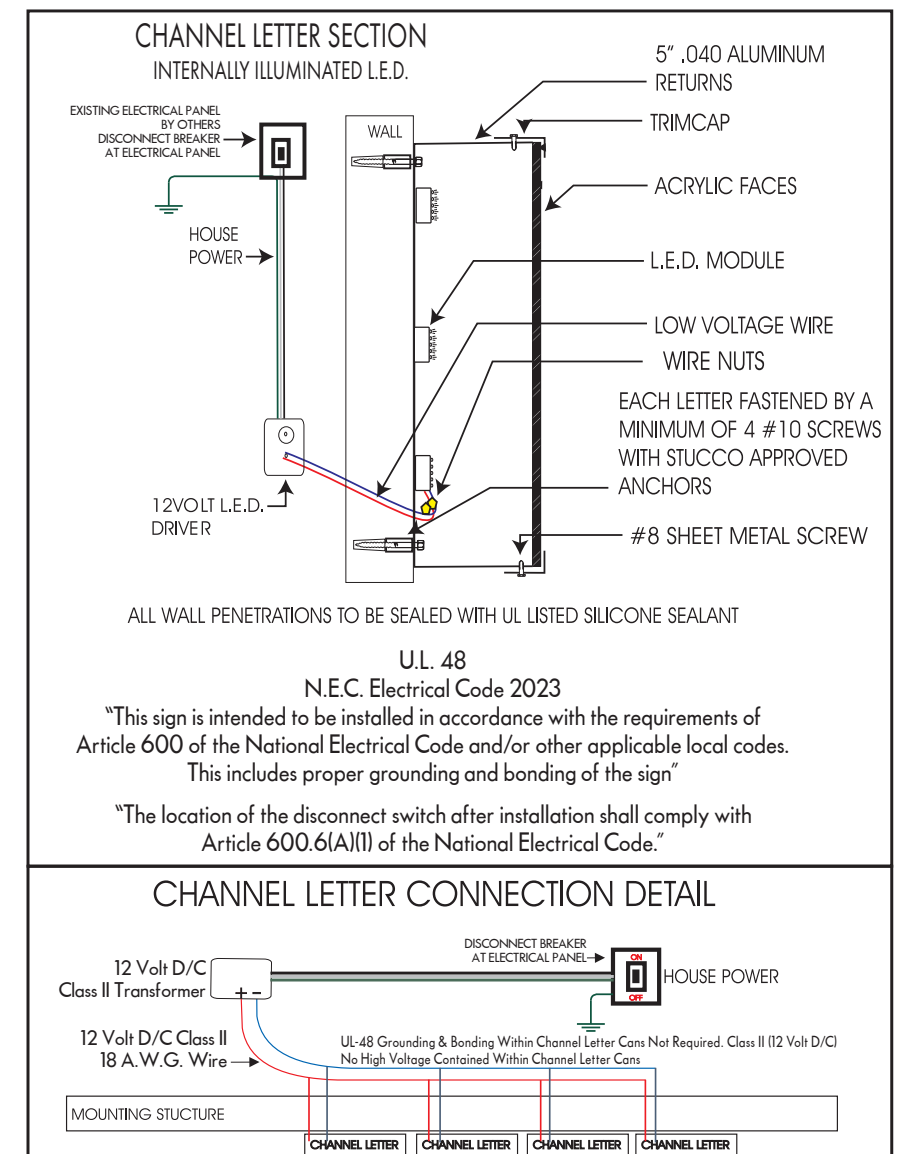
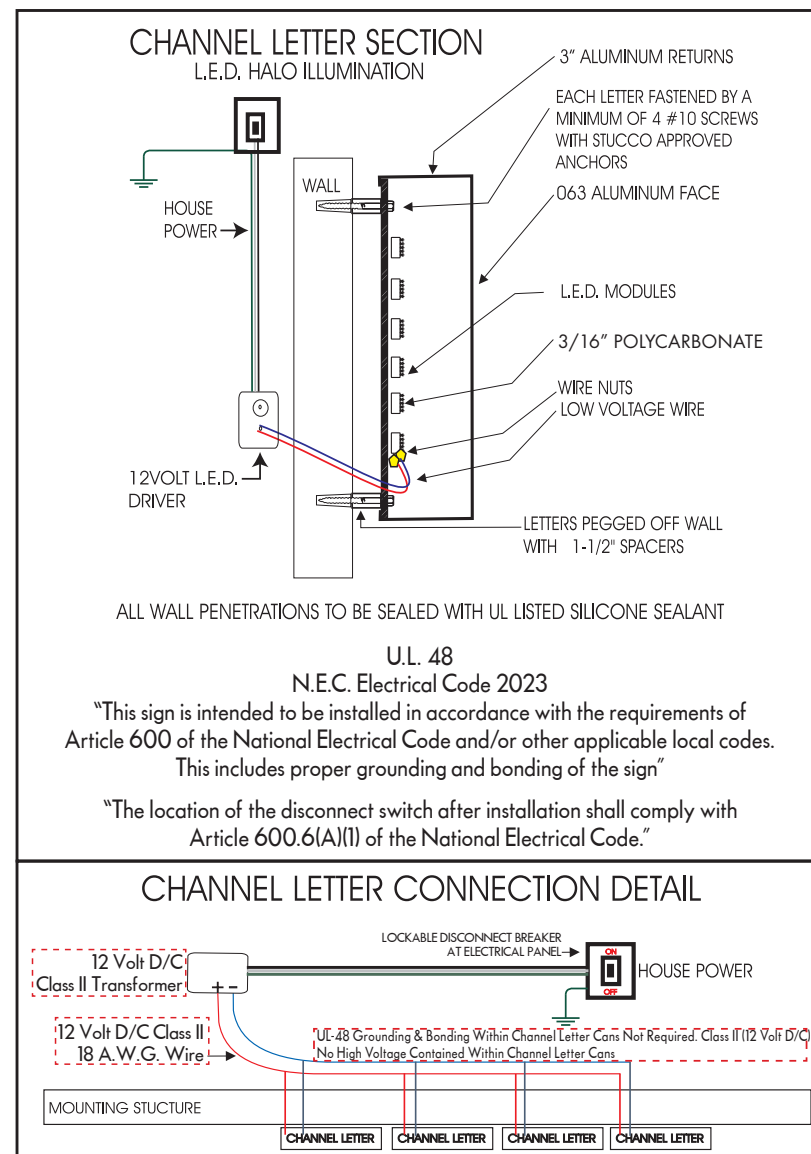
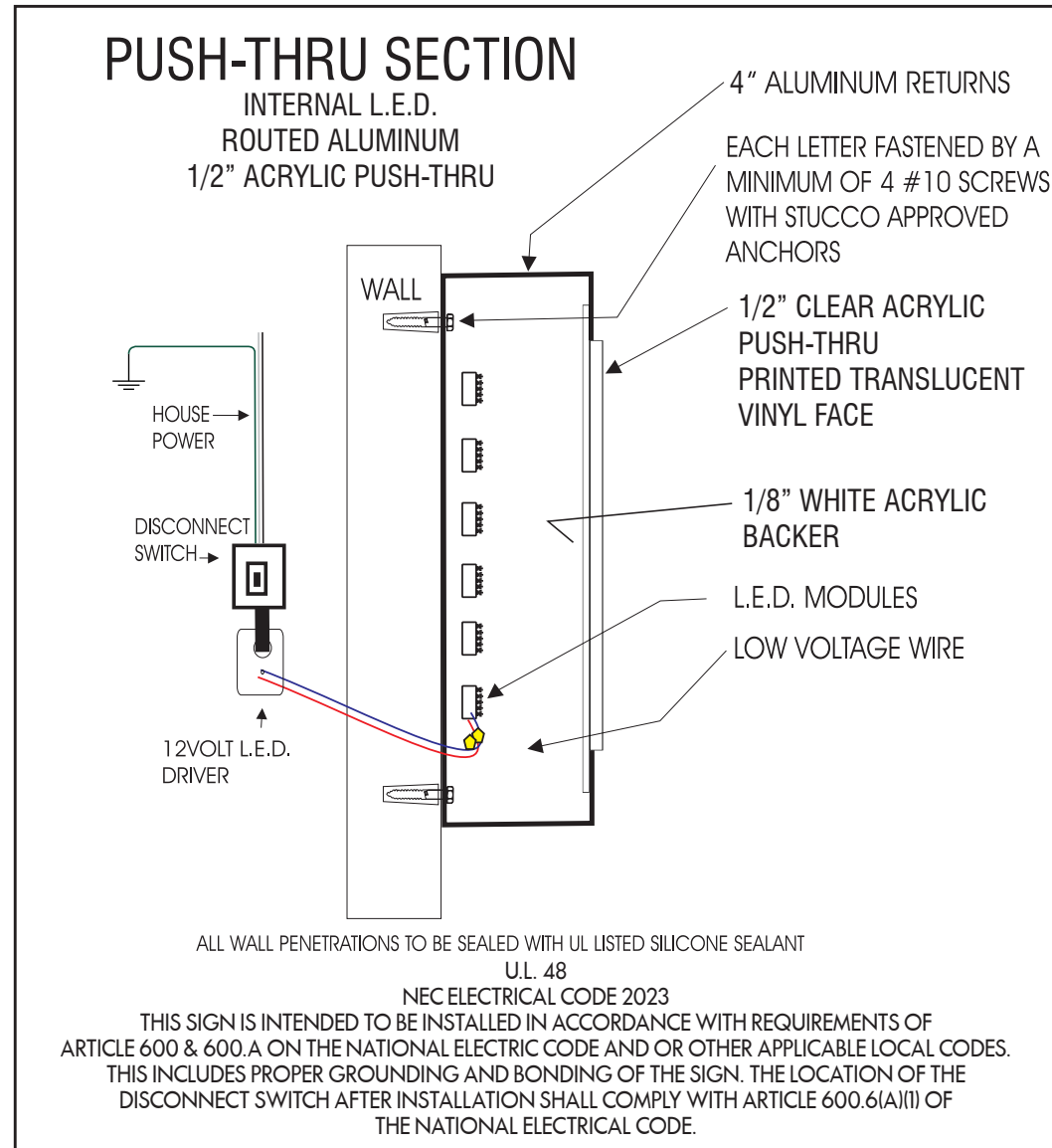
EAST ELEVATION

- ④ ONE (1) SET INTERNALLY ILLUMINATED ACRYLIC FACED CHANNEL LETTERS OR REVERSE CHANNEL LETTERS
SIGN AREA TOTAL = 22.9 S.F. / TENANT FRONTAGE 95 S.F.



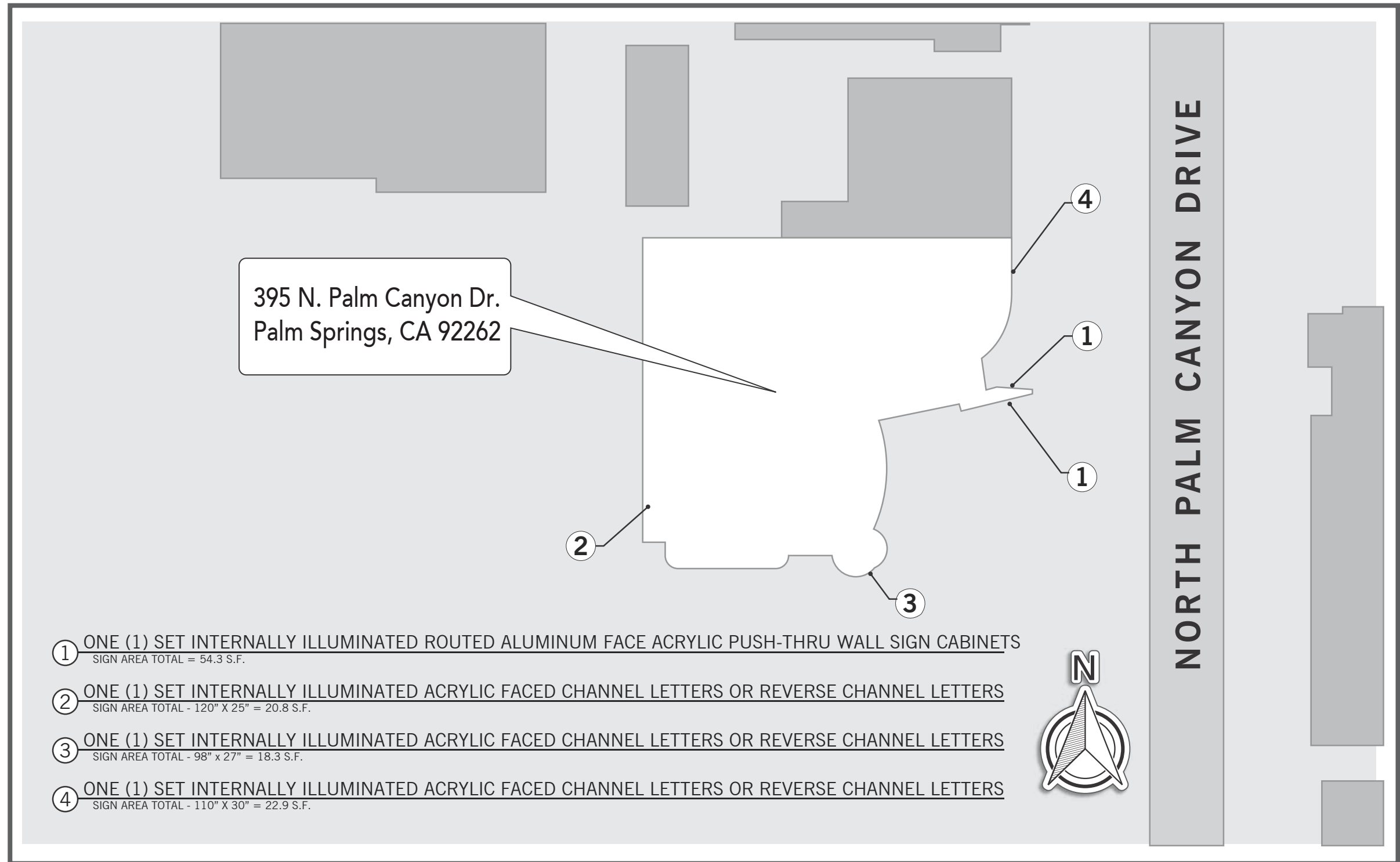
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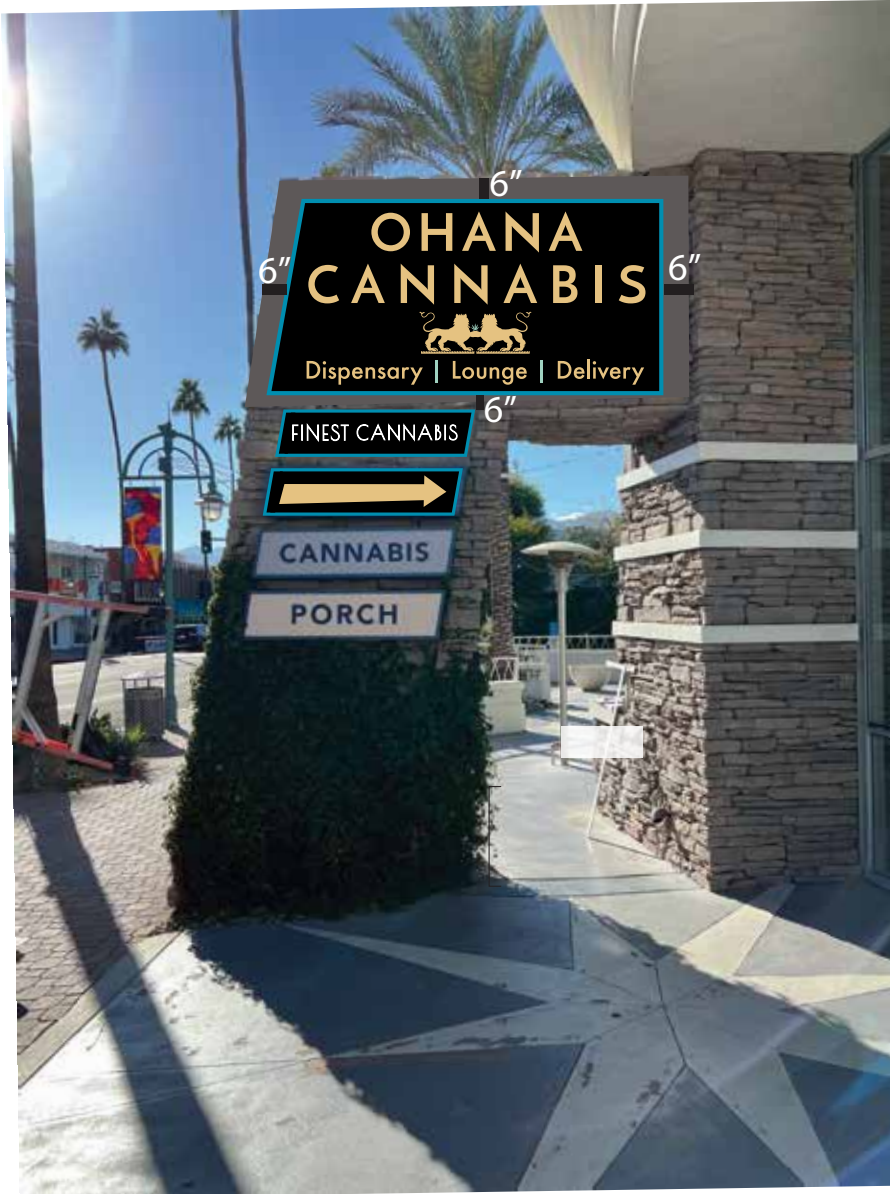
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New Total North Signage 31.1 S.F.
 New Total South Signage 31.1 S.F.

Contractor's Lic # 830131 C45, C61/D42

Workers Comp. # 1938807

City Lic. # 97005491

Customer:
 Ivy Dispensary Palm Springs
 Address:
 395 N. Palm Canyon Dr.
 Palm Springs, CA 92262

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

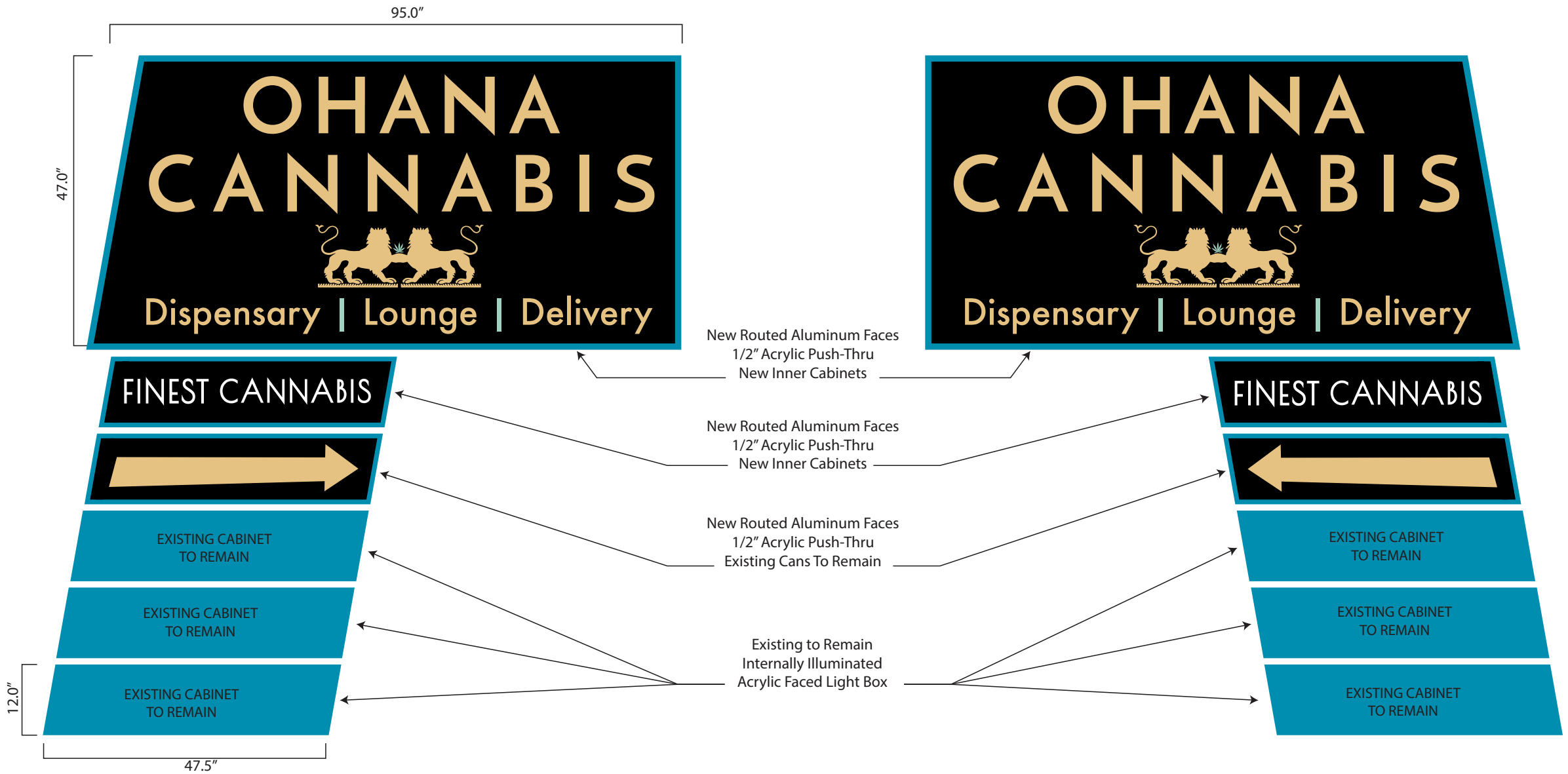
Jobsite:
 Same

Customer Approval:

Landlord Approval:

Dwg. No.: 115196 Rev.: 8
 Date: 02/23/24
 Designer: JT
 Salesperson: VR

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The way to grow your business.

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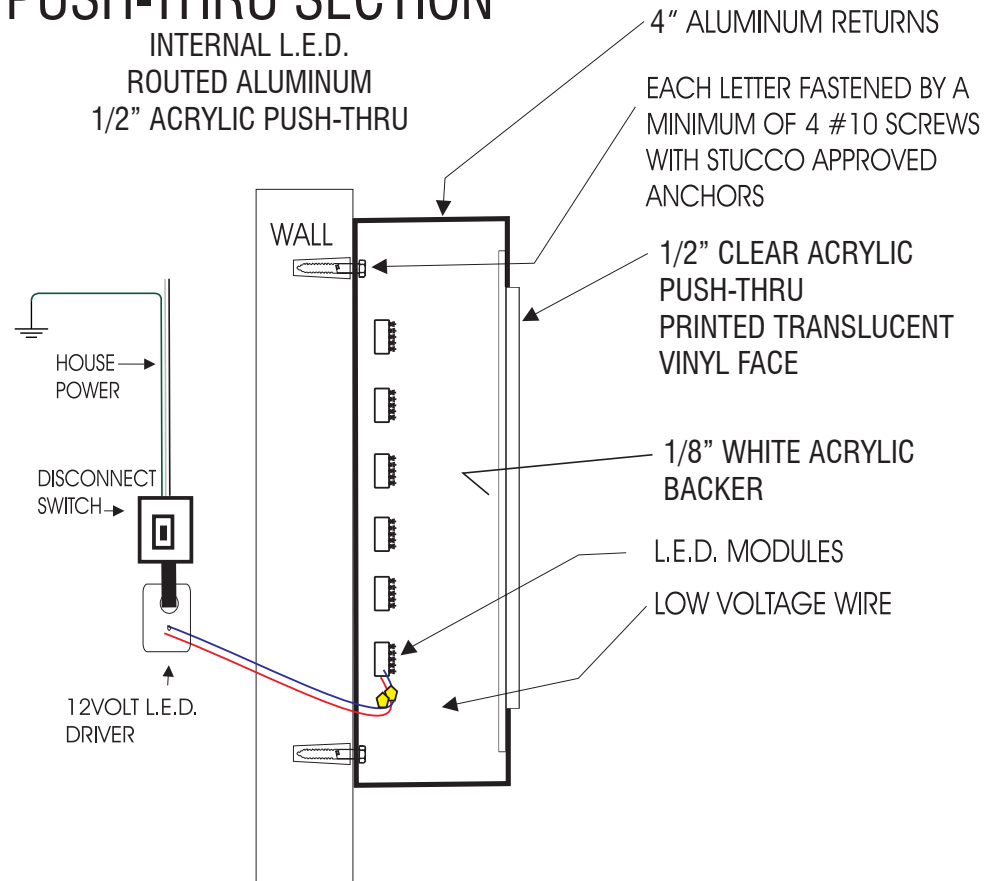
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PUSH-THRU SECTION

INTERNAL L.E.D.
ROUTED ALUMINUM
1/2" ACRYLIC PUSH-THRU



ALL WALL PENETRATIONS TO BE SEALED WITH UL LISTED SILICONE SEALANT
U.L. 48

NEC ELECTRICAL CODE 2023
THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH REQUIREMENTS OF
ARTICLE 600 & 600.A ON THE NATIONAL ELECTRIC CODE AND OR OTHER APPLICABLE LOCAL CODES.
THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN. THE LOCATION OF THE
DISCONNECT SWITCH AFTER INSTALLATION SHALL COMPLY WITH ARTICLE 600.6(A)(1) OF
THE NATIONAL ELECTRICAL CODE.



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Jobsite:
Same

Customer Approval:

Landlord Approval:

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