



## ARCHITECTURAL ADVISORY COMMITTEE STAFF MEMORANDUM

DATE: MAY 12, 2014

SUBJECT: TIMBERLAKE HOLDINGS LTD. FOR A SIGN PROGRAM AT THE INDIAN CANYON CENTER ESTABLISHING WALL SIGN CRITERIA FOR SEVEN RETAIL STORES AND ONE INTERNALLY ILLUMINATED DOUBLE SIDED MONUMENT SIGN LOCATED AT 350-364 SOUTH INDIAN CANYON DRIVE, ZONE LSC, SECTION 14 (CASE SP 14-003). (GM)

FROM: Department of Planning Services

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### SUMMARY

The Architectural Advisory Committee (AAC) to review a sign program request to establish sign criteria for seven retail stores including one double sided internally illuminated monument sign located at 350-364 South Indian Canyon Drive.

### RECOMMENDATION:

To recommend approval to the Planning Commission

### ISSUES:

- Proposed freestanding sign will replace existing Comfort Inn directional sign.
- Freestanding sign is located on Timberlake Holdings property.

### BACKGROUND:

<u>Related Relevant City Actions by Planning, Fire, Building, etc.</u>	
9/19/1960	City issues building permit for construction of center
7/10/1996	The Planning Commission approves a sign package for Comfort Inn including a freestanding hotel directory sign.
4/13/2005	City Staff approves a re-facing of freestanding 5-square foot hotel directory sign.

<u>Neighborhood Meeting</u>	
None	



SUBJECT SITE: Indian Canyon Center

Freestanding Sign Location

**ANALYSIS:**

General Plan	
Land Use Designation	F.A.R. / Density
Local Servicing Commercial	0.38 FAR

The property is located within the Section 14 Specific Plan Area with a land use designation of Local Servicing Commercial (LSC). The existing stores within the retail shopping center are consistent with permitted uses within the LSC designation. The proposed sign program will be compatible with the Section 14 Specific Plan and allow greater visibility.

**Zoning**

Sign programs are required for all shopping, professional or industrial complexes with more than one tenant. According to Section 93.20.05(C)(6) of the Palm Springs Zoning Code (PSZC), "Sign programs shall integrate with the architecture of the building

complex, including such elements as size, color, location and construction material.” A sign program may be approved which varies from the specific limitations of the sign ordinance if strict application of the regulations will not give adequate visibility.

The proposed sign program provides criteria for identifying the complex and individual tenants via wall signs and one monument sign. The proposed sign program allows building signage to seven (7) recessed illuminated sign cabinets in the upper fascia; and one double sided internally illuminated freestanding sign located at the entry driveway. Staff summarized the request and evaluated its conformance to zoning code requirements below.

Existing and Proposed Signs		
Allowed	Proposed	Meet Code?
- 1 <sup>st</sup> floor tenants allowed one sign per street front elevation. Size of sign based on lineal frontage: 1 square foot of sign area per lineal foot of frontage (up to 50 s.f).	<b>Sign B – Rio Azul Restaurant:</b> Vacant fascia sign – 20-square feet max	Yes
	<b>Sign C – Rio Azul Restaurant:</b> Existing fascia sign 20-square feet max	No – Business only permitted one sign
	<b>Sign D - Vacant:</b> Proposed fascia sign 20-square feet max	Yes
	<b>Sign E – Café Scandia Restaurant:</b> Existing fascia sign 18-square feet max	Yes
	<b>Sign F – Acupuncture:</b> Existing fascia sign 9.6-square feet max	Yes
	<b>Sign G – Vacant:</b> Proposed fascia sign 20-square feet max	Yes
	<b>Sign H – Cleaners:</b> Proposed fascia sign 20-square feet max (Existing Cleaner’s sign to be removed)	Yes
Freestanding Sign		
Allowed with Sign Program	Proposed	Meet Code?
One sign with height no greater than 8 feet. (1)	<b>Sign A - Freestanding Sign:</b> Proposed sign 23.25-square feet Max height – 6.3 feet Five lines of text and one line for address	Yes – freestanding sign permitted with sign program based upon frontage formula - Sec 93.20.05(C)(7) – frontage of center = 165’, max sign size of 50-sq ft

<sup>1</sup> Section 93.20.05(C)(7) of PSZC: In addition to main identification signs allowed under this chapter for individual businesses, a separate sign identifying a building or complex of businesses may be allowed as part of an approved sign program (see Section 93.20.05(C)(6)). This sign shall not exceed twenty (20) square feet unless no individual tenant signs are included in the sign program, in which case the sign area may be based on the frontage formula. Such a sign may be freestanding.

The proposed fascia wall signs consist of an illuminated recessed sign cabinet. The internally illuminated double sided monument sign will be fabricated from aluminum with main portion painted beige and header painted blue, both with a fine stucco finish. Proposed letters will be cast acrylic color satin white or ivory. Sign insert panels will be 9" or 6" depending on tenant requirements and lit at night. Both sides contain the same tenant sign with no corporate logos permitted. The monument sign will be attached to an existing concrete base. A blue awing with text is present at the entrance to Rio Azul Restaurant which will become non-conforming and is not part of this sign program.

*D. Planning Commission Architectural Advisory Committee Review Guidelines.*

*The planning commission architectural advisory committee shall examine the material submitted with the architectural approval application and specific aspects of design shall be examined to determine whether the proposed development will provide desirable environment for its occupants as well as being compatible with the character of adjacent and surrounding developments, and whether aesthetically it is of good composition, materials, textures and colors. Conformance will be evaluated, based on consideration of the following:*

Item	Guideline	Conforms?	Staff Evaluation
1	Does the proposed development provide a desirable environment for its occupants?	N/a	New signage will allow greater visibility of businesses within the shopping center.
2	Is the proposed development compatible with the character of adjacent and surrounding developments?	N/a	Location of the shopping center adjacent to an existing hotel and across the street from a retail center is compatible with surrounding land uses.
3	Is the proposed development of good composition, materials, textures, and colors?	Yes	Proposed signage will be constructed of quality materials consisting of aluminum, with stucco finish, thick cast letters; and uniform fonts.
4	Site layout, orientation, location of structures and relationship to one another and to open spaces and topography. Definition of pedestrian and vehicular areas; i.e., sidewalks as distinct from parking lot areas	N/a	The limitation of sign sizes on the building fascia will reduce possible sign clutter. Location of signs is consistent and compatible with one another.
5	Harmonious relationship with existing and proposed adjoining developments and in the context of the immediate neighborhood/community, avoiding both excessive variety and monotonous repetition, but allowing similarity of style, if warranted	Yes	Use of recessed sign cabinet boxes; proposed monument will utilize consistent fonts and color with no corporate logos permitted.

6	Harmony of materials, colors and composition of those elements of a structure, including overhangs, roofs, and substructures which are visible simultaneously	Yes	Materials, colors and composition proposed in similar manor throughout.
7	Consistency of composition and treatment	Yes	Signage applied above each retail store in a consistent manner.
8	Signs and graphics, as understood in architectural design including materials and colors;	Yes	Materials used will be consistent with style of architecture. Quality materials are proposed for durability.

  
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M. Margo Wheeler, FAICP  
Director of Planning Services

Attachments:

1. Vicinity Map
2. Proposed Sign Program
3. Site Photos