

**STAFF REPORT  
PLANNING COMMISSION**

**DATE:** JUNE 26, 2007

**CASE NO:** SIGN APPLICATION 2007-1129

**APPLICANT:** JAMES AND SHARI PAUL

**PROPERTY OWNER:** JAMES PAUL

**REQUEST:** CONSIDERATION OF A REQUEST FOR A SIGN PROGRAM TO SERVE J&S PAUL PROFESSIONAL PLAZA

**LOCATION:** NORTHSIDE OF THE INTERSECTION FOR CORPORATE CENTRE DRIVE AND COMMERCE COURT (ATTACHMENT 1)

**ENVIRONMENTAL CONSIDERATION:** ON-PREMISE SIGNS ARE CATEGORICALLY EXEMPT UNDER CEQA GUIDELINES SECTION 15311(a)

**GENERAL PLAN DESIGNATION:** CP (COMMERCIAL PARK)

**ZONING:** CP (COMMERCIAL PARK)

**BACKGROUND:**

Site History

The J&S Paul Professional Plaza is located in Planning Area 1 of the La Quinta Corporate Centre Specific Plan (SP 1999-036), which was approved by the City Council on September 7, 1999. The Plaza, which was approved through Site Development Permit 2004-804, is comprised of three independent commercial buildings that have a combined total square footage of 29,360. Building exteriors are clad in stucco and accented by irregularly-shaped cultured stone veneer around various windows. Building colors consist of off-white, yellow, light brown salmon, and maroon. All buildings are complete and are ready for tenant occupancy.

**SIGN PROGRAM PROPOSAL:**

The applicant requests a Sign Program be approved for J&S Paul Professional Plaza (Attachment 2). The proposed Sign Program provides specifications for building mounted signs, specifications for up to three monument signs, definitive sign locations, and general standards and provisions for sign construction, installation

and maintenance. However, all tenants have yet to be secured, so the program is designed to be flexible while providing for some optional approaches for signing.

### Building-mounted Signs

The program identifies building-mounted sign locations for all approved building elevations. Sign locations have been limited to the south-facing elevations of the three buildings. No building-mounted signs are proposed on the north-facing elevation, which face onto the Coachella Valley Water District Channel. The sign program further identifies all sign lettering to be illuminated Channel Letters, type style Block, and shall be Black-White/Day-Night, with a Gold Trim and a Bronze return. Sign illumination must be 6500 neon with 30 MA transformers.

The sign program provides guidelines for lettering square footage, stating that the all signs are limited to single line copy and shall be confined to the designated sign locations. Sign lettering and logos shall not exceed the designated sign location area (Attachment 3).

### Monument Signs

The monument sign provisions states that said signs shall not exceed a total area of forty (40) square feet, and shall be limited to six (6) feet in height, measured from finished grade. These signs shall be situated parallel to Corporate Centre Drive, and shall be single sided and externally illuminated with landscape lighting. The sign program allows for one monument at the front of each buildings main entry driveway, for a total of three monument signs, along Corporate Centre Drive. The monument sign will be consistent with the architecture of the buildings (Attachment 4).

The monument signs will have a maximum of six (6) tenants per sign with each sign face sign not exceeding 2 sq. ft. Letter type for the monument sign shall be block, or as approved by the City. All monument sign lettering shall be Plexiglas with bronze opaque back ground and ivory copy.

### Window Signs

Generally, this type of incidental accessory signing is exempt under the sign code, but is addressed here for continuity. Each tenant with entry window facings is allowed one 18 x 18 inch (2.25 square feet) sign panel area in vinyl letters, which will identify the tenant by name and logo, and the tenant's business hours. Lettering is to be at least 1 inch in height, color shall be eggshell, and shall be face or reverse/second surface mounted.

### **ANALYSIS:**

1. The proposed sign program allows for a maximum of one sign per tenant facing Corporate Centre Drive, with the maximum sign area not to exceed

the designated sign areas A and B. Although the sign program is more restrictive than the City's Sign Code, it is believed that the smaller sign size will be better preserved the architectural design of the building. Additionally, under a Sign Program, there is more opportunity for flexibility due to the opportunity to review sign size, location and design as part of the total building design, and incorporate that design into the overall program.

2. The architecture of the buildings is rather unique, with a varied color scheme and architectural accents; box-type illuminated Channel lettering, trim and return color, and illumination impacts on the buildings may be incompatible with the buildings overall architectural style.
3. Building mounted signs facing Corporate Centre Drive are proposed to be illuminated. Signs facing Corporate Centre Drive would be suitable due to current vehicular traffic patterns. Due to the need for energy conservation, the types of businesses proposed, and business operating hours, sign illumination is not warranted 24 hours a day.
4. The office building signs as proposed generally are more restrictive than the standards contained in the City's Sign Code provisions. Individual tenant signs are limited to four (4) s.f. for 'A' designated sign locations, and 10 s.f. for 'B' designated sign locations. All logos are restricted to the designated sign locations and location sizes.
5. Adequate review periods for sign permits are necessary for Staff's review for compatibility with the sign program and applicable City Sign Codes. Future signs for each tenant will be submitted under the general sign permit process as they are identified, and reviewed against the parameters of this Sign Program.
6. The proposed monument sign locations are along Corporate Centre Drive. Sign locations are approximate; however City's Sign Code states that monument signs are to be located at least five (5) feet from the edge of the public right-of-way. The public right-of-way extends twelve (12) feet from the top of curb. In addition, the proposed sign program measures the height of the sign from finished grade, rather than top-of-curb, as specified in the La Quinta Municipal Codes.
7. The office building signs as proposed generally meet the standards contained in the City's Sign Code provisions, as individual tenant signs are limited to predetermined sign locations and area.

## **FINDINGS:**

The following findings can be made in support of Sign Application 2007-1129:

- A. Sign Application 2007-1129, as recommended, is consistent with the purpose and intent of Chapter 9.160, in that it does not conflict with the standards as set forth in said Chapter.
- B. Sign Application 2007-1129, as recommended, is harmonious with and visually related to all signs as proposed under the Sign Program, due to the common use of letter type and size, color and location of signs.
- C. Sign Application 2007-1129, as recommended, is harmonious with and visually related to the subject buildings as the scale of the signs and letter sizes used accentuate the building design.
- D. Sign Application 2007-1129, as recommended, is harmonious with and visually related to surrounding development, as it will not adversely affect surrounding land uses or obscure other adjacent conforming signs.

**RECOMMENDATION:**

Adopt Minute Motion No. 2007 - \_\_\_\_\_, approving Sign Application 2007-1129 as submitted:

1. The provisions contained in the Sign Program for "over-the-counter" permit approvals for signs by either the Community Development Department or the Building and Safety Department, shall be removed. All signs shall be submitted to the Community Development Department for approval prior to issuance of a building permit.
2. The amendment provision shall be re-worded to read "Minor amendments to the sign program (i.e. Sign location, letter type, sign color, etc.) may be approved administratively by the Planning Director. All other amendments to the Sign Program will require approval by the Planning Commission."
3. Only signs which face onto Corporate Centre Drive are permitted. Wall signs along the north elevation of the three buildings, shall be prohibited.
4. Lettering for all building-mounted signs shall be reverse-channel, 'back-lit', lettering with 4500 neon. Lettering color is limited to black, with black returns, and black trim.
5. All building-mounted signs shall be turned off no later than 12:00 pm.
6. Monument Signs: Monument signs are limited to one per building. Each monument sign is allowed a maximum of three (3) tenant signs. All monument signs are limited to five (5) feet in height measure from the top of curb. Monument sign size shall be limited to forty (40) square feet, and a

maximum height o five (5) feet measured from top-of-curb. All monument signs shall be located a minimum of seventeen (17) feet from the face of curb along Corporate Centre Drive.

7. Prior to installation of the monument signs, the applicant shall submit a sign permit to the Community Development Department for review of final sign location. In addition, the applicant shall work with the Community Development Department to discuss landscape and lighting options for the monument signs.
8. No signs shall be permitted that are prohibited by the La Quinta Municipal Codes.
9. Prior to the sign program being effective, the applicant must revise and resubmit the sign program to the Community Development Department.

Prepared by:

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Eric Ceja, Assistant Planner

Attachments:

1. Location Map
2. Sign Program
3. Building-mounted Sign locations
4. Monument Sign Design