

ARCHITECTURAL REVIEW COMMISSION

CITY OF PALM DESERT

MEETING AGENDA

Tuesday, June 24, 2025

12:30 p.m.

Development Services Conference Room, City Hall

73-510 Fred Waring Drive

Palm Desert, CA 92260

Pursuant to Assembly Bill 2449, this meeting may be conducted as a hybrid meeting allowing public access via teleconference or in person, and up to two Commissioners may attend remotely.

- To participate via Zoom, use the following link: <https://palmdesert.zoom.us/j/83648797515> or call (213) 338-8477, Zoom Meeting ID: 836 4879 7515
- Written public comment may also be submitted to planning@palmdesert.gov. E-mails received by 9:30 a.m. prior to the meeting will be distributed to the Commission. Any correspondence received during or after the meeting will be distributed to the Commission as soon as practicable and retained for the official record. **Emails will not be read aloud** except as an ADA accommodation.

Pages

1. CALL TO ORDER

2. ROLL CALL

3. NON-AGENDA PUBLIC COMMENT

This time has been set aside for the public to address the Architectural Review Commission on issues that are not on the agenda for up to three minutes. Because the Brown Act does not allow the Commission to act on items not listed on the agenda, members may briefly respond or refer the matter to staff for a report and recommendation at a future meeting.

4. CONSENT CALENDAR

All matters listed on the Consent Calendar are considered routine and may be approved by one motion. The public may comment on any items on the Consent Calendar within the three-minute time limit. Individual items may be removed by the Architectural Review Commission for a separate discussion.

RECOMMENDATION:

To approve the consent calendar as presented.

4.a APPROVAL OF MINUTES

5

RECOMMENDATION:

Approve the Minutes of May 27, 2025.

5. CONSENT ITEMS HELD OVER

Items removed from the Consent Calendar for separate discussion are considered at this time.

6. BUSINESS ITEMS

Items listed in this section are presented for the Commission's review and action. Public comment is allowed on each item, with a three-minute time limit for each speaker. The Commission may provide direction, request additional information, or take action as appropriate.

6.a CONSIDERATION TO APPROVE A SIGN PROGRAM FOR AN EXISTING, MULTITENANT COMMERCIAL BUILDING AT 72-171 HIGHWAY 111

9

RECOMMENDATION:

Staff recommends the ARC approve the request for a comprehensive sign program approval, determining the requirements of the findings have been met.

6.b PROVIDE FEEDBACK ON CITYWIDE LANDSCAPE MASTER PLAN

31

RECOMMENDATION:

Provide feedback on proposed Citywide Landscape Master Plan.

7. INFORMATIONAL REPORTS

7.a COMMITTEE MEETING UPDATES

7.a.1 Cultural Arts Committee

Liaisons provide updates to facilitate communication between the Cultural Arts Committee and the Architectural Review Commission. These are informational items with no formal action.

7.b CITY STAFF

City staff will provide updates on relevant projects, activities, and other matters within the Commission's scope. These are informational items with no formal action.

7.c ATTENDANCE REPORT

33

8. REQUESTS FOR ACTION

Commissioners may propose future agenda items within the Commission's scope. Items that receive support from at least one other Commissioner may be placed on a future agenda for discussion and possible action. No formal action may be taken at this time.

9. ADJOURNMENT

The next Regular Meeting will be held on July 8, 2025, at 12:30 p.m.

10. PUBLIC NOTICES

Agenda Related Materials: Pursuant to Government Code §54957.5(b)(2) the designated office for inspection of records in connection with this meeting is the Office of the City Clerk, Palm Desert Civic Center, 73-510 Fred Waring Drive, Palm Desert. Staff reports for all agenda items considered in open session, and documents provided to a majority of the legislative bodies are available for public inspection at City Hall and on the City's website at www.palmdesert.gov.

Americans with Disabilities Act: It is the intention of the City of Palm Desert to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, or in meetings on a regular basis, you will need special assistance beyond what is normally provided, the City will attempt to accommodate you in every reasonable manner. Please contact the Office of the City Clerk, (760) 346-0611, at least 48 hours prior to the meeting to inform us of your needs and to determine if accommodation is feasible.

AFFIDAVIT OF POSTING

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda for the Architectural Review Commission was posted on the City Hall bulletin board and City website not less than 72 hours prior to the meeting.

/S/ Melinda Gonzalez

Executive Administrative Assistant

**ARCHITECTURAL REVIEW COMMISSION
CITY OF PALM DESERT
REGULAR MEETING MINUTES**

May 27, 2025, 12:30 p.m.

Present: Commissioner James Blakeley, Commissioner Dean Wallace Colvard, Commissioner Nicholas Latkovic, Commissioner Michael McAuliffe, Commissioner James McIntosh, Commissioner Francisco Sanchez

Absent: Chair John Vuksic

Staff Present: Interim Director of Development Services Carlos Flores, Assistant Planner Kayleen Aguirre

1. CALL TO ORDER

A Regular Meeting of the Architectural Review Commission was called to order by Vice Chair McIntosh on May 27, 2025, at 12:31 p.m. in the Development Services Conference Room, City Hall, located at 73-510 Fred Waring Drive, Palm Desert, California.

2. ROLL CALL

3. NON-AGENDA PUBLIC COMMENT

Vice Chair McIntosh opened and closed the public comment period for Non-Agenda public comment. No public comments were provided.

4. CONSENT CALENDAR

Motion by: Commissioner McAuliffe

Seconded by: Commissioner Sanchez

The Consent Calendar was approved as presented.

Motion Carried (6 to 0)

4.a APPROVAL OF MINUTES

Motion by: Commissioner McAuliffe

Seconded by: Commissioner Sanchez

The Architectural Review Commission (ARC) regular meeting minutes of May 13, 2025, were approved as presented.

Motion Carried (6 to 0)

5. CONSENT ITEMS HELD OVER

None

6. ACTION CALENDAR

6.a CONSIDERATION TO APPROVE A DESIGN REVIEW FOR A 7,583 SQUARE FOOT CLUBHOUSE FOR STONE EAGLE DEVELOPMENT AT 72425 STONE EAGLE DRIVE

Deputy Director Flores narrated a PowerPoint presentation on the item and responded to Commission inquiries. Steve Platt, Applicant and Architect, was present via Zoom.

Vice Chair McIntosh opened the public comment period and invited the applicant to speak. Steve Platt, Applicant and Architect, introduced himself and answered questions from the Commission.

With no other members of the public wishing to comment, Vice Chair McIntosh closed the public comment period. Discussion on the item ensued with Commissioners providing comments on the project.

Motion by: Commissioner McIntosh

Seconded by: Commissioner Latkovic

Motion carried to approve Case No. MISC25-0007, as presented.

Motion Carried (6 to 0)

6.b CONSIDERATION TO APPROVE A COMPREHENSIVE SIGN PROGRAM FOR 72750 DINAH SHORE DRIVE, UNIT 107 FOR PALM SPRINGS MOTORSPORTS

Deputy Director Flores narrated a PowerPoint presentation on the item and responded to Commission inquiries. Jeff Grady with Signarama, Applicant, was present in person and Paul Antle, Business Owner, was present via Zoom.

Vice Chair McIntosh opened the public comment period and invited the applicant to speak. Jeff Grady with Signarama, Applicant, and Paul Antle, Business Owner, introduced themselves and answered questions from the Commission.

With no other members of the public wishing to comment, Vice Chair McIntosh closed the public comment period. Discussion on the item ensued with Commissioners providing comments on the project.

Motion by: Commissioner Latkovic

Seconded by: Commissioner Blakeley

Motion carried to approve Case No. SARC25-0001, as presented with the following conditions:

1. The signage approved herein is only for "Palm Springs Motorsports". If a new business moves into the tenant space and proposes new signage, it would have to comply with the Palm Desert Municipal Code and would not

be allowed the number, location, or square footage of signs approved through SARC25-0001.

2. The “Suzuki” sign may be moved to the east of the Yamaha sign on the northeast elevation; to be reviewed by staff.
3. The “Palm Springs Motorsports” signs may be increased; to be reviewed by staff review.

Motion Carried (6 to 0)

6.c CONSIDERATION FOR DESIGN REVIEW APPROVAL FOR CONSTRUCTION OF A 4,944 SQUARE FOOT CONDOMINIUM COMPLEX AT 73815 SHADOW MOUNTAIN DRIVE

Commissioner McAuliffe advised the Commission that Vice Chair McIntosh had left for the remainder of the meeting because he needed to recuse himself for this item due to proximity to the project.

Assistant Planner, Kayleen Aguirre, narrated a PowerPoint presentation on the item and responded to Commission inquiries. Octavio Rocha with O2 Architects, Applicant Representative, and Robert Johnson, Applicant and Owner, were present in person.

Commissioner McAuliffe opened the public comment period and invited the applicant to speak. Octavio Rocha with O2 Architects, Applicant Representative, and Robert Johnson, Applicant and Owner, introduced themselves and answered questions from the Commission.

With no other members of the public wishing to comment, Commissioner McAuliffe closed the public comment period. Discussion on the item ensued with Commissioners providing comments on the project.

Motion by: Commissioner Latkovic

Seconded by: Commissioner McAuliffe

Motion carried to approve Case No. PP/CUP/EA23-0009, as presented with the following conditions:

1. Applicant shall place a block wall between the pool area and the dining section for the northeast unit to create privacy.
2. Applicant shall provide identification signage for the rear units.

RECUSED (1): Commissioner McIntosh

Motion Carried (5 to 0)

7. REPORTS & REMARKS

7.a ARCHITECTURAL REVIEW COMMISSIONERS

None

7.b CITY STAFF

Deputy Director Flores provided the following updates:

- At the last City Council meeting, the proposed new City wayfinding signs which the ARC previously provided input on, were approved.
- Staff will provide updates during upcoming ARC meetings regarding City CIP projects reviewed by ARC including the library and three Fire Stations.
- Upon inquiry, Deputy Director Flores advised he would be posting the City's Historical Survey document to the City's website.
- A new Commissioner has been selected by City Council for the ARC to fill the one vacancy, effective July 1, 2025.

7.c ATTENDANCE REPORT

The attendance report was provided with the agenda materials. The Commission took no action on this item.

8. ADJOURNMENT

The Architectural Review Commission adjourned at 2:00 p.m.

Respectfully submitted,

Melinda Gonzalez, Executive Administrative Assistant
Recording Secretary

ATTEST:

Carlos Flores, Interim Deputy Director of Development Services
Secretary

APPROVED BY ARC: __/__/2025

**ARCHITECTURAL REVIEW COMMISSION
CITY OF PALM DESERT
STAFF REPORT**

MEETING DATE: June 24, 2025

PREPARED BY: Carlos Flores, AICP, Interim Deputy Director of Development Services

SUBJECT: CONSIDERATION TO APPROVE A SIGN PROGRAM FOR AN EXISTING,
MULTITENANT COMMERCIAL BUILDING AT 72-171 HIGHWAY 111

RECOMMENDATION:

Staff recommends the ARC approve the request for a comprehensive sign program approval, determining the requirements of the findings have been met.

BACKGROUND/ANALYSIS:

The Applicant, Signarama, is requesting approval of a Sign Program for an existing, multitenant commercial building (Building) at 72171 Highway 111 (Property), located on the northwest corner of Highway 111 and Painters Path (Assessor's Parcel Number: 640020024).

The proposal would establish a Sign Program (Program) and would set guidelines for sign criteria, including size, location, construction, height, length, and illumination for all building and monument signage for the Building.

Executive Summary:

- **Case No.: SARC24-0009**

Project Summary:

A. Property Description

The Property is a 1.18-acre, fully improved property that takes vehicular access off Painter's Path. The Building is approximated to have been constructed in 1988 and has existed without a Sign Program. All signage was subject to review against the City of Palm Desert Municipal Code (PDMC). On July 12, 2007, the City Council approved SA 07-63 for a new freestanding sign for the Property, for "First Team Real Estate", as shown in Exhibit 1 on the next page.

Exhibit 1 – SA 07-63 Approval



This sign was constructed but has subsequently been removed, with exception to the base which currently remains, as shown in Exhibit 2 below.

Exhibit 2 – Monument Sign Base



B. Zoning, General Plan and Adjacent Uses

Table 1 – Adjacent Land Use and Designations

	Existing Uses	General Plan	Zoning
Project Site	Multitenant Commercial	Employment	District Commercial Center (P.C.-2)
North	Vacant	Open Space	Hillside Planned Residential (HPR)
South	Existing Commercial	Suburban Retail Center	District Commercial Center (P.C.-2)
West	Vacant	Open Space	Hillside Planned Residential (HPR)
East	Existing Commercial	Regional Retail	District Commercial Center (P.C.-2)

C. Project Description

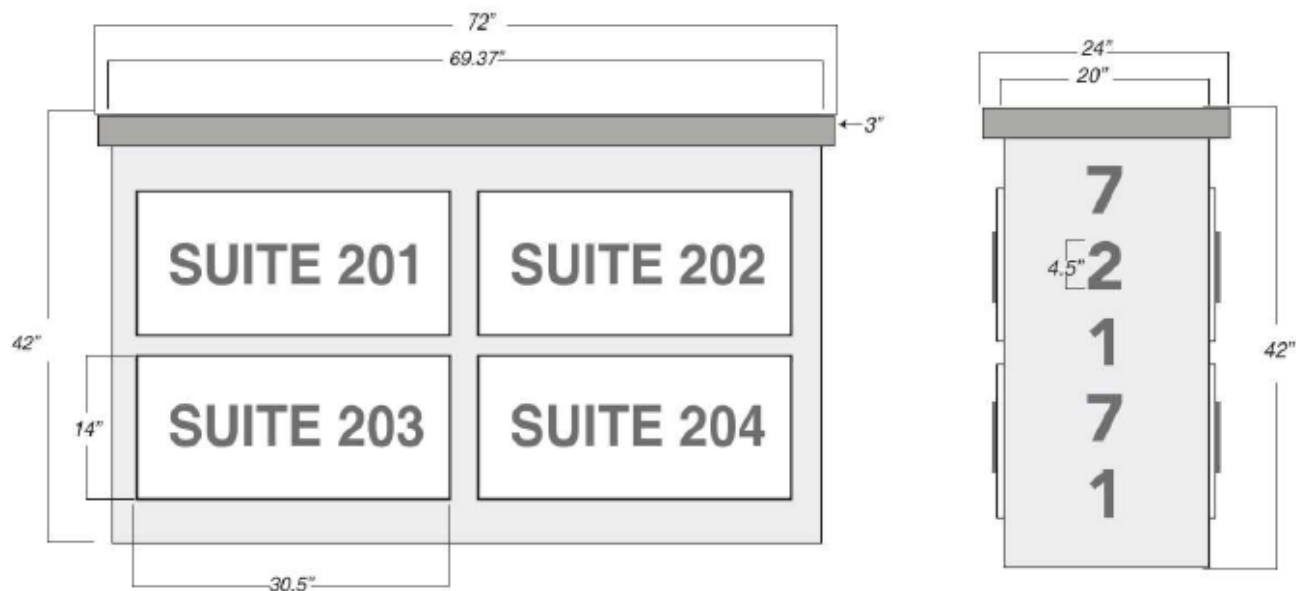
The proposed Program would set guidelines for sign criteria, including size, location, construction, height, length, and illumination for one (1) multitenant building, and for one (1) standalone monument sign.

The Program outlines the standards and requirements for Building signs on the existing Building. Any existing signs on the Building will be allowed to remain as legal nonconforming but upon new application submittal, would need to conform with the updated Program, if approved.

The Program provides objectives, general requirements, prohibited signs, maintenance, and standards for tenant identification signs and the one (1) multitenant monument sign. The Program also provides a clear site plan providing locations for all signs, elevations, and nighttime renderings. The Program would allow signage on all four (4) elevations, including nine (9) on the east elevation facing Highway 111, one (1) on the west elevation, one (1) on the south elevation, and one (1) on the north elevation. The signage would be internally illuminated, front/face-lit, individual channel letter signs attached to the building fascia.

The Program proposes one (1) multitenant monument sign along Highway 111. Details for the proposed monument sign (Monument) are found on Pages 14 and 15 of the Program. The Monument would be installed on top of the existing planter and measure 42" in height, 24" in depth, and 72" in width. The Monument would use a Dunn-Edward Igloo and Baby Seal color palette to match the Building. The tenant panels would be non-illuminated, measuring 14" x 30.5" and would face the north and south elevation. The top of the Monument would include a 3" tall cap.

Exhibit 3 – Monument Sign



Per Palm Desert Municipal Code (PDMC) Section 25.56.100, the purpose of a comprehensive sign program is to “integrate all of a nonresidential project’s signs with the overall site design and the structures’ design into a unified architectural statement. A comprehensive sign program provides a means for the flexible application of sign regulations in order to provide incentive and latitude in the design and display of multiple signs...”

Table 3 below provides a summary of proposed development standards for the Program as compared to the City’s sign ordinance under PDMC Section 25.56.070 and guidelines from the existing Program for reference.

Table 2 – PDMC Summary

Standard	PDMC Allowance	Proposed
Size (max sign area)	1 sf per lineal foot of tenant frontage to a maximum of 50 sf per elevation	24" height x 88" wide (First Floor). 15" height x 60" wide (Second Floor)
Sign Height	Maximum height of 20 ft. from ground floor	20 feet
Letter Height	N/A	• N/A

Number of Signs	1 per building frontage	1 sign per tenant leased frontage. An additional sign is allowed if the unit is an end or corner unit.
Illumination Allowed	Yes	Yes
Length	N/A	88" (First Floor) 60" (Second Floor)
Secondary Signs	Permitted per standards listed in PDMC §25.56.080C.	No mention – PDMC will apply but only in specific sign locations
Monument sign	50 sf of sign area. 6 ft of height but may be higher if necessary. Height shall not exceed 10 ft.	21 sf of sign area 42" of height (3.5 feet)

ZONING ORDINANCE SUMMARY:

Proposed comprehensive sign programs require Design Review approval by the Architectural Review Commission pursuant to PDMC Section 25.68.050(C)(3).

Findings for the ARC decisions of comprehensive sign program applications are listed under PDMC Section 25.56.100(E) as follows.

1. The comprehensive sign program complies with the purpose of this chapter, including the design criteria.

The intent of PDMC Chapter 25.56 Signs is to provide regulations that allow each sign user an opportunity for adequate identification while protecting against excessive advertising and the confusing proliferation of signs. It ensures signs are in harmony with the building, the neighborhood, other signs in the area, and protects the safety of motorists and pedestrians by minimizing the distraction of excessive and intrusive signs.

Everything proposed within the Program is in line with the intent mentioned above. The Program provides its tenants with adequate identification. The signs are designed to be harmonious with the building and surrounding commercial uses and are designed in a way to not cause distractions to motorists that drive by. The Program creates strict criteria to ensure that signage on the building is attractive and enhances the visual aspects of the City.

2. Proposed signs enhance the overall development and are in harmony with other signs included in the plan with the structures they identify and with surrounding development.

The proposed Program creates a uniform look for the building and provides criteria to ensure this consistency. The signs are designed to be in harmony with the building and all signs on the building. The Program has clear and detailed criteria relating to development standards, construction, sign criteria, and location. The signs are compatible with the surrounding commercial buildings. The monument sign is smaller in scale than the previously approved version and provides a compatible color palette and design.

3. The comprehensive sign program contains provisions to accommodate future revisions that may be required because of changes in use or tenants.

The Program is broad enough to provide standards for a change of tenants, meanwhile still providing clear criteria for any future use or tenants in the building. Future tenants will be required to submit plans for building signage to the City of Palm Desert for compliance with the sign program and Palm Desert Municipal Code.

4. The comprehensive sign program complies with the standards of this chapter, except that flexibility is allowed with regard to sign area, number, location, and/or height to the extent that the signs proposed under the comprehensive sign program will enhance the overall development, achieve superior quality design, and will more fully accomplish the purposes of this chapter.

Table 2 in the staff report provides a comparison of the proposed Program to the Palm Desert Municipal Code. The Program complies with the standards and intent of the chapter. The proposed Program is appropriate for the Building and surrounding area. The Program provides strict locations for second-story tenants to establish clear locations and sign designs for the two-story Building.

ATTACHMENTS:

1. Sign Program



BEATY PACIFIC INVESTMENTS

72171 HIGHWAY 111
PALM DESERT, CA. 92211

SIGN PROGRAM
APRIL 30, 2025

SIGN PROGRAM CASE # SARC 24-0009
DOCUMENT AUTHOR: SIGNARAMA (Glenn Davis/Jim Thomas)
DOCUMENT OWNER: THOMAS BEATY

SIGN PROGRAM FOR 72171 HWY 111

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SIGN PROGRAM FOR 72171 HWY 111

Objective and Overview

This Sign Program is produced to inform Tenants and Signage Contractors of Property Owner signage requirements for 72171 Highway 111. The objective of the Sign Program is to ensure building signage is designed effectively in compliance with applicable Municipal Code, and is complimentary in appearance with the building architecture and the surrounding community. This Sign Program shall be strictly enforced.

General Requirements

Written Owner Approval and City Sign Permit are both required for all signage. All signage proposals are subject to Landlord approval and shall comply with Chapter 25.56 of the City of Palm Desert Municipal Code (PDMC) and all permitting requirements.

Use of Registered Logos:

Regionally and/or Federally registered marks and logos may be approved by Landlord subject to Municipal Code and permitting requirements.

Terms & Conditions:

Tenant signage shall be placed only in the locations described on **Pages 8 thru 12**.

Signage design, color, materials, size and illumination requirements are defined in the **Detail Requirements** section of this document.

Prior to sign fabrication or installation of any signage, Tenant shall submit a signage plan(s) of the proposed signage, for Landlord approval. Signage plan(s) shall be drawn to scale and in full color. Signage plans shall include a site map that illustrates the proposed sign location, complete dimensions, and color specification(s).

Upon Landlord written approval, Tenant shall obtain all applicable permits from the City of Palm Desert, prior to sign installation.

All costs for planning, sign products, installation, and permits shall be at the sole expense of the tenant. The tenant is responsible for compliance to all requirements of this Sign Program and Municipal Code.

Upon removal of any sign, the building or wall surface shall be patched, textured, sealed, and painted to match its original condition, at tenant's sole expense.

SIGN PROGRAM FOR 72171 HWY 111

Detail Requirements

All signage proposals are subject to Landlord approval and compliance with applicable Municipal Code and permitting requirements.

Wall Mounted Signage

Design:

Shall be internally illuminated, front/face-lit, individual channel letters attached flush/flat on the wall.

Color:

Faces: White translucent acrylic (Factory white gloss finish).

LEDs: White (Cool/7000K)

Trim Cap: Black (Factory black semi-gloss finish)

Returns: Dunn Edwards DEA 002 Black Semi-gloss Finish

Size:

Tenant signage is limited to the maximum sign envelope of (First Floor) 24" high by 88" wide & (Second Floor) 15" high x 60" wide as illustrated on **Pages 8 & 10**. Depth of letters shall be 5".

Illumination:

Wall signs shall be internally illuminated and face lit using LEDs.

Installation:

Shall be attached flush to the wall surface using typical mechanical attachments. Attachment method and hardware specification(s) shall be illustrated on plan submittal. All penetrations to the building wall shall be sealed and made water tight.

Location:

Individual tenant locations are defined on **Pages 8 & 10**. All signage shall be centered left to right on the subject column/wall.

Tenant Panel Signage (Proposed Monument Signage)

Design:

Shall be externally illuminated by existing landscape lighting, flat cut out letters consisting of flat cut out acrylic or aluminum.

Color:

Dunn Edwards DEA 002 Black Semi-gloss Finish

Size:

Tenant signage is restricted to the maximum sign envelope of 14" high by 30.5" wide as illustrated on **Page 12**. Thickness/depth of letters shall be minimum of 1/8" and maximum of 1/2"

Illumination:

Tenant panels shall be illuminated by existing landscape lighting (up-lights).

Installation:

Shall be attached flush to the individual tenant panel surface using construction grade adhesive. Specific attachment method and adhesive shall be specified on plan submittal. No drilling/penetration of tenant panels shall be allowed.

Location:

Individual tenant locations are defined on **Pages 12**. All signage shall be centered left to right and top to bottom on the subject panel.

SIGN PROGRAM FOR 72171 HWY 111

Detail Requirements

All signage proposals are subject to Landlord approval and compliance with applicable Municipal Code and permitting requirements.

Window Signage

Design:

Cut vinyl or printed vinyl signage.

Size:

The aggregate area of all window signs shall not exceed 25 percent of the total window area of a storefront per PDMC §25.56.080.

Illumination:

Illuminated (LED, etc.) window signs shall be allowed as permanent window signs per PDMC §25.56.080 Section D, and shall not exceed 15 square feet in size. The area covered by the illuminated sign(s) shall count towards the maximum 25 percent window coverage limitation as described above. These signs shall not rotate, move, flash, blink, or appear to do any of the foregoing.

Entrance Glass Door Signage

Design:

Cut vinyl or printed vinyl signage identifying typical business information (i.e. business name, hours of operation, business phone, and business website).

Size:

Shall be limited to 75% of the width of the glass door pane. Door sign area shall be restricted to 2.0 sq ft

D. Window signs—Permanent.

Figure 25.56-12: Window Signs (Permanent)



1. The aggregate area of all window signs shall not exceed 25 percent of the total window area of a storefront.
2. Signs shall be permanently painted, etched, or mounted on the inside of windows.
3. Illuminated (LED, neon, etc.) window signs shall be allowed as permanent window signs, and shall not exceed 15 square feet in size. The area covered by the illuminated sign(s) shall count towards the maximum 25 percent window coverage limitation as described above. These signs shall not be allowed in windows fronting on El Paseo and shall not rotate, move, flash, blink, or appear to do any of the foregoing.
4. Window signs shall be allowed in addition to the aggregate sign area allowed for wall and projecting signs.
5. Signs within 5 feet of a storefront window shall be counted as window signs.

SIGN PROGRAM FOR 72171 HWY 111

Prohibited Signage

In compliance with Palm Desert Municipal Code §25.56.050, the following signs, displays, and devices, as defined in Chapter 25.99 are prohibited:

1. Advertising devices.
2. Awnings that are back-lit (internally illuminated) so that the awning radiates light.
3. Business and identification signs that mention more than two goods or services sold or available on the premises.
4. Cabinet or can signs that are internally illuminated with translucent panels that allow the entire sign background to be illuminated. Signs with internal illumination are permitted only if the sign background is opaque and the only portion of the sign that appears illuminated is the lettering and/or a registered trademark or logo.
5. Electronic changeable copy signs.
6. Commercial mascots.
7. Neon signs, except those placed in windows.
8. Off-site outdoor advertising signs (billboards).
9. Pole signs.
10. Roof signs.
11. Signs that rotate, move, flash, blink, or appear to do any of the foregoing with the exception of approved time and temperature displays.
12. Signs on public property, in the public right-of-way, or on public utility poles unless otherwise authorized by this chapter. Signs shall include, but not be limited to, realtor, open house, and garage sale signs. This prohibition shall include all portable signs including those placed on vehicles with the exception of vehicle identification signs, and permitted signs on taxicabs.
13. Temporary or portable freestanding signs, except as otherwise provided in this chapter.
14. Vehicle signs.

SIGN PROGRAM FOR 72171 HWY 111

Maintenance

1. For the public health, safety, and welfare all signs shall be maintained in a safe, presentable, and good structural condition at all times, including the replacement of defective parts, wiring, ballast, painting, repainting, cleaning, and other acts required for the maintenance of the sign. If the sign is not made to comply with safety standards, the Property Owner shall require its immediate repair or removal.
2. Signs illuminated either internally or externally shall be capable of being fully illuminated and legible with the face(s) intact (without holes or other exterior damage). Any illuminated sign not in compliance with these and other maintenance standards in this section shall be notified by the Property Owner and shall be brought into compliance with applicable standards or proof of a contract for repair and maintenance shall be approved within 30 days. Illuminated signs that, because of expired or damaged lighting elements, become non-legible shall be ordered to remain unlighted until repaired.
3. When a sign is removed or replaced, all brackets, poles, and other structural elements that supported the sign shall also be removed. Affected building surfaces shall be restored to match the adjacent portion of the structure.
4. In the case of abandoned signs, the identification, name, and copy pertaining to the abandoned business shall be removed and replaced with a blank panel or white space within 30 days of vacating the business.
5. When it is determined by the Property Owner that a sign may cause imminent danger to the public safety and contact cannot be made with a sign owner, no written notice shall be required. In this situation, the Property Owner may correct the danger. The Property Owner shall cause to have removed any sign that endangers the public safety, including abandoned, materially dangerous, electrically, or structurally defective signs.
6. Notices of violation shall be sent to the tenant by the Property Owner. Time periods provided in this section shall be deemed to commence on the date of the notice. Any person having an interest in the sign or the property may appeal the notice by filing a written notice of appeal with the Property Owner within 30 days after the date of sending of the notice, or 30 days after receipt if the notice was not mailed.
7. Signs removed by the Property Owner shall become the property of the Property Owner and may be disposed of in any matter deemed appropriate by the Property Owner. The cost of the removal of any sign by the Property Owner shall be considered a debt owed by the owner of the sign to the owner of the property and may be recovered in an appropriate court action by the Property Owner. The cost of removal shall include any incidental expenses incurred by the Property Owner in connection with the sign's removal.

Site Plan





SIGN PROGRAM FOR 72171 HWY 111

Allowed Sign Locations



SIGN PROGRAM FOR 72171 HWY 111

Night Views

EAST ELEVATION



WEST ELEVATION



SIGN PROGRAM FOR 72171 HWY 111

Allowed Sign Locations

SOUTH ELEVATION



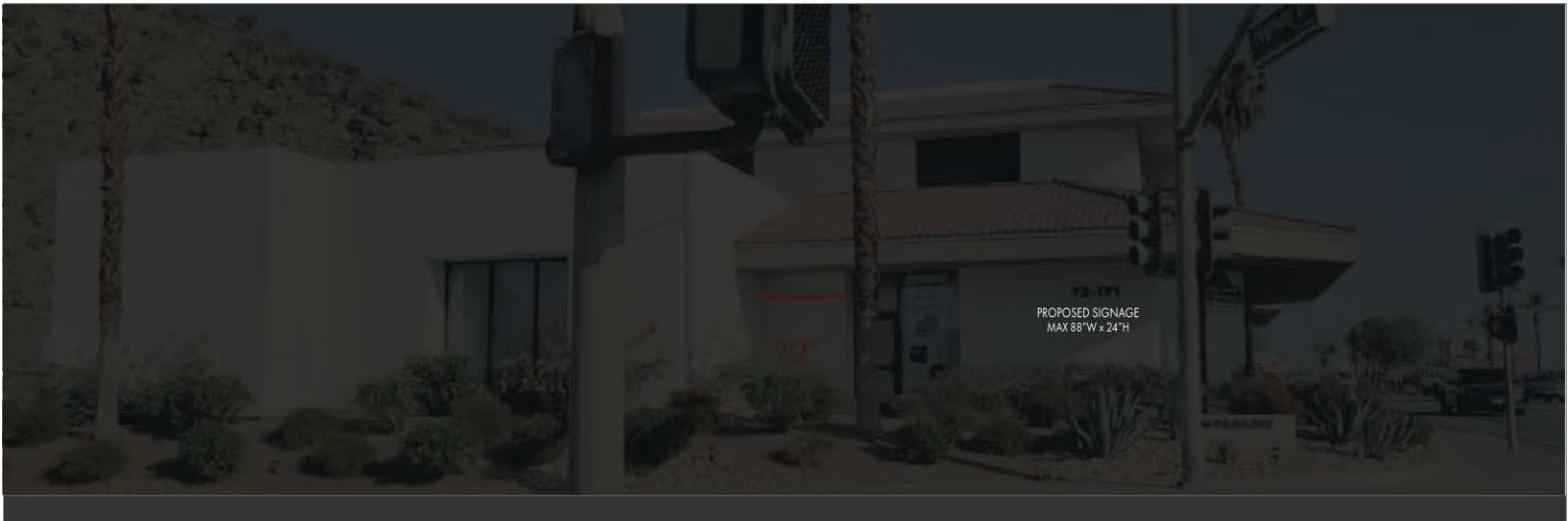
NORTH ELEVATION



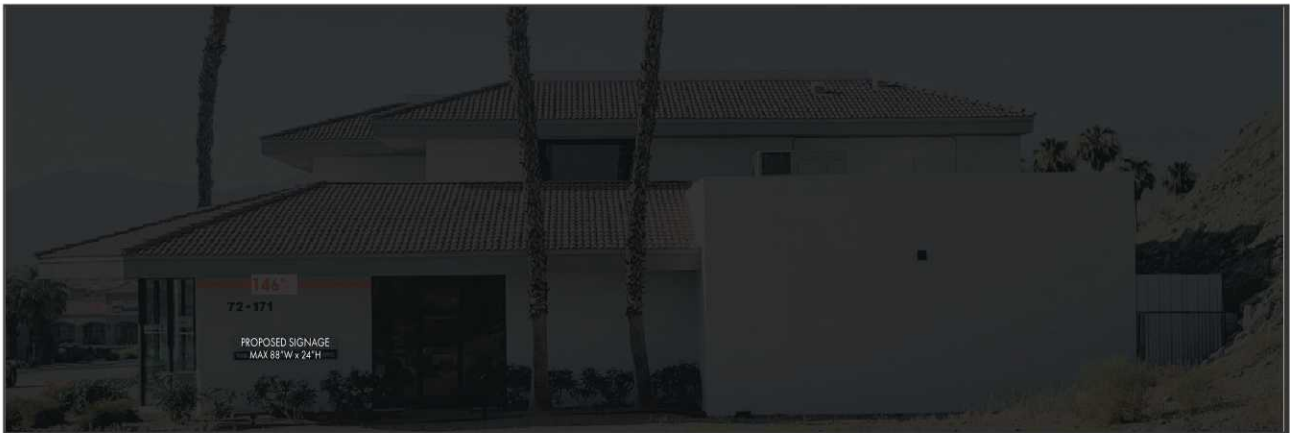
SIGN PROGRAM FOR 72171 HWY 111

Night Views

SOUTH ELEVATION



NORTH ELEVATION



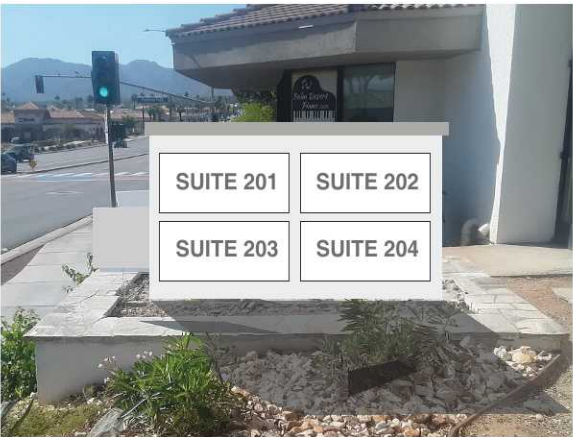
SIGN PROGRAM FOR 72171 HWY 111

Proposed Monument Sign

*Non illuminated Monument Sign with removable
 Tenant Panels. Address numbers are 1/4" Aluminum*

Colors to match building colors
DEW 379-Igloo & DE 6361-Baby Seal

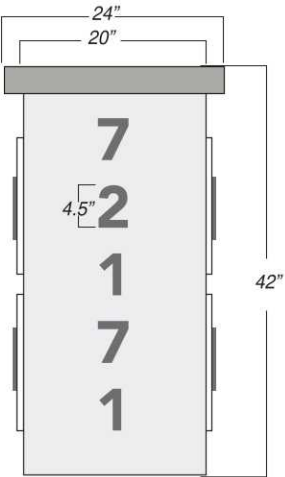
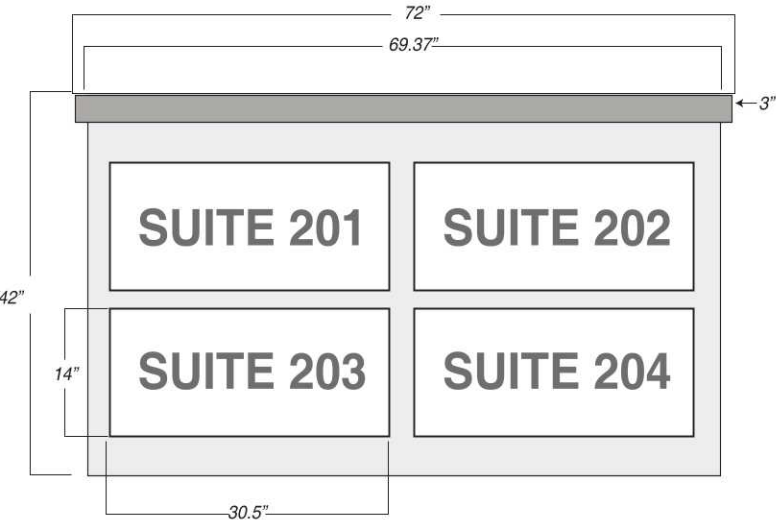
Existing landscaping to remain in place



North Elevation



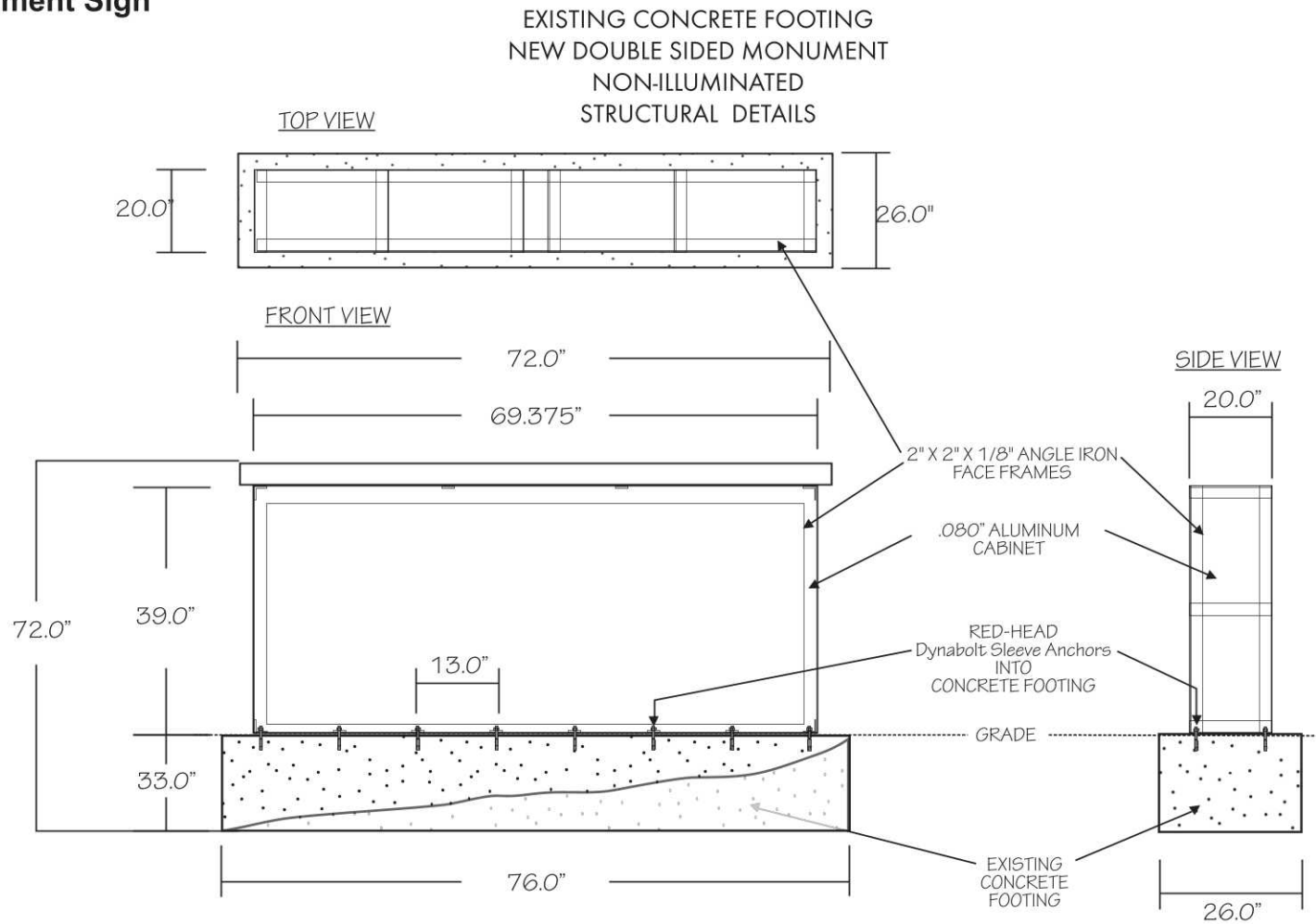
Profile Elevation



South Elevation

SIGN PROGRAM FOR 72171 HWY 111

Proposed Monument Sign



**ARCHITECTURAL REVIEW COMMISSION
CITY OF PALM DESERT
STAFF REPORT**

MEETING DATE: June 24, 2025

PREPARED BY: Carlos Flores, AICP, Interim Deputy Director of Development Services

SUBJECT: PROVIDE FEEDBACK ON CITYWIDE LANDSCAPE MASTER PLAN

RECOMMENDATION:

Provide feedback on proposed Citywide Landscape Master Plan.

BACKGROUND/ANALYSIS:

On November 14, 2024, the City Council awarded a contract (C48620) to Hermann Design Group (Consultant) for development of a Landscape Master Plan. City staff and the Consultant are seeking feedback from the Architectural Review Commission on the proposed plan. The Consultant will be providing a presentation during the meeting.

**CITY OF PALM DESERT
ATTENDANCE REPORT**

Advisory Body: Architectural Review Commission

Prepared By: M. Gonzalez

Year	2025		2025		2025		2025		2025		2024		2024		2024		2024		2024		2024		2024		Total Absences	Total Unexcused Absences
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec														
Date	14-Jan	28-Jan	11-Feb	25-Feb	11-Mar	25-Mar	8-Apr	22-Apr	13-May	27-May	10-Jun	25-Jun	9-Jul	23-Jul	13-Aug	27-Aug	10-Sep	24-Sep	8-Oct	22-Oct	12-Nov	26-Nov	10-Dec	24-Dec		
Blakeley, James Edward	-	P	P	-	P	P	P	-	P	P	-	P	-	E	-	P	-	P	P	P	P	-	P	-	1	0
Colvard, Dean Wallace	-	P	P	-	P	P	P	-	P	P	-	P	-	P	-	P	-	E	A	P	P	-	P	-	2	1
Latkovic, Nicholas	-	P	P	-	P	E	E	-	P	P	-	P	-	P	-	P	-	P	P	P	P	-	E	-	3	0
McAuliffe, Michael	-	P	P	-	P	P	P	-	P	P	-	E	-	P	-	P	-	P	P	E	P	-	P	-	2	0
McIntosh, James	-	E	P	-	P	P	E	-	P	P	-	P	-	P	-	A	-	P	P	E	E	-	P	-	5	1
Sanchez, Francisco	-	P	P	-	P	P	P	-	P	P	-	P	-	P	-	P	-	E	P	P	P	-	P	-	1	0
Vuksic, John	-	P	P	-	P	P	E	-	P	E	-	P	-	P	-	E	-	P	P	P	P	-	P	-	3	0

Palm Desert Municipal Code 2.34.010:

Twice Monthly: Six unexcused absences from regular meetings in any twelve-month period shall constitute an automatic resignation of members holding office on boards that meet twice monthly.

- P Present
- A Absent
- E Excused
- No meeting