



Planning Commission Staff Report

Date: April 28, 2010

Case No.: SP 10-001

Type: Sign Program

Applicant: Lyle Commercial

Location: 101-121 South Palm Canyon Drive

APN: 513-143-009

General Plan: CBD (Central Business District)

Zone: CBD (Central Business District)

From: Craig A. Ewing, AICP, Director of Planning Services

Project Planner: David A. Newell, Associate Planner

PROJECT DESCRIPTION:

The applicant is seeking approval of a sign program for an existing commercial building known as the Oasis Commercial Building (Historic Class 1 Site # 55) located at 101-121 South Palm Canyon Drive. The proposed sign program will establish guidelines for all future signage for the complex and individual tenants.

RECOMMENDATION:

That the Planning Commission approve Case No. SP 10-001 to allow the implementation of a sign program for the Oasis Commercial Building located at 101-121 South Palm Canyon Drive, subject to the attached conditions of approval.

PRIOR ACTIONS:

On April 12, 2010, the proposed sign program was reviewed by the Architectural Advisory Committee (AAC) and restudied with the following comments:

1. Palm Canyon Drive main sign letters should be back-lit cutout letters, uniform in size;
2. Prohibit blade / arcade signs;
3. Prohibit awning / umbrella signs;
4. Second level signage should be permitted for individual tenants as long as it isn't seen from any streets.

On April 13, 2010, the proposed sign program was reviewed by the Historic Sign Preservation Board (HSPB) and a certificate of approval was issued for the sign program, subject to the following amendments:

1. Blade, awning, umbrella and arcade signs are prohibited;
2. Main signs fronting Tahquitz Canyon Way shall be pin-mounted;
3. Main signs fronting Palm Canyon Drive:
 - a. Individual bold font letters shall be mounted on the raceway; and
 - b. Cursive signs and logos shall be pin-mounted on the metal face, respecting the metal fins;
4. All signs shall be opaque with only back-lit illumination allowed; and
5. Main Sign heights shall not exceed 14 inches on Tahquitz Canyon Way and no more than 16 inches on Palm Canyon Drive.

On April 26, 2010, the attached sign program will be reviewed by the AAC and staff will present the results to the Commission.

BACKGROUND:

The site is a 1.35-acre parcel in the Central Business District located at the southwest corner of South Palm Canyon Drive and Tahquitz Canyon Drive in downtown Palm Springs. To the south is the Oasis Hotel Tower and commercial storefront that were integral parts of the Oasis Hotel designed by Lloyd Wright in 1923. To the east is the historic Wellwood Murray Library. To the north is the vacant Bank of America building (corner of the Fashion Plaza site). There is a parking lot on the western portion of the site and smaller boutique hotels to the west. The property is surrounded by the following uses:

Table 1: General Plan, Zone and Surrounding Land Uses:

	General Plan Designation	Zone	Surrounding Land Use
North	CBD (Central Business District)	CBD (Central Business District)	Vacant Commercial Building
South	CBD (Central Business District)	CBD (Central Business District)	Commercial
East	CBD (Central Business District)	CBD (Central Business District)	Wellwood Murray Library
West	CBD (Central Business District)	R-3 (Multiple-family Residential & Hotel)	Hotel

The Oasis Commercial Building at 101-121 South Palm Canyon Drive, completed in 1953, was designed in the International Style by the architectural firm of Williams, Williams & Williams, Architects. E. Stewart Williams, FAIA, was the partner-in-charge of its design. The building was constructed as a retail and office block for the Western Hotels, Inc., then owners of the Oasis Hotel. The building is a steel frame structure with extensive use of glass, native stone, aluminum and cement plaster stucco.

There are presently signs in various locations on the building with a majority facing South Palm Canyon Drive and Tahquitz Canyon Way. The tenants on the second floor are identified by a tenant directory which is located on the first floor. The tenants on the first floor have signage that faces the street and includes freestanding channel letters on a raceway facing South Palm Canyon Drive and / or flush-mounted channel letters facing Tahquitz Canyon Way. Menu boards are also used by the restaurants on the first floor.

ANALYSIS:

Sign programs are required for all buildings with more than one (1) tenant. According to Section 93.20.10(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. The applicant has submitted a sign program that has the following types of signage:

1. Main Signs

a. Projecting Signs

- i. Individual Letters on Raceway** (Limited to Palm Canyon Drive frontage)
- ii. Individual Signs Pinned to 18 Gage Metal Deck Guardrail** (Limited to Palm Canyon Drive frontage)

b. Flush-mounted Signs

- i. Individual Letters** (Limited to Tahquitz Canyon Way frontage)

2. Accessory Main Signs (Convenience)

a. Flush-Mounted Signs

- i. Signs on Glazing**
- ii. Individual Letters**

3. Pedestrian Directory

4. Attraction Boards by Nightclubs, Cabarets and Theaters

5. Customer Convenience Signs (Hours of Operation, Menu Boards, etc.)

6. Temporary Signs / Banners

7. Tenant Identification for Businesses on the Second Floor

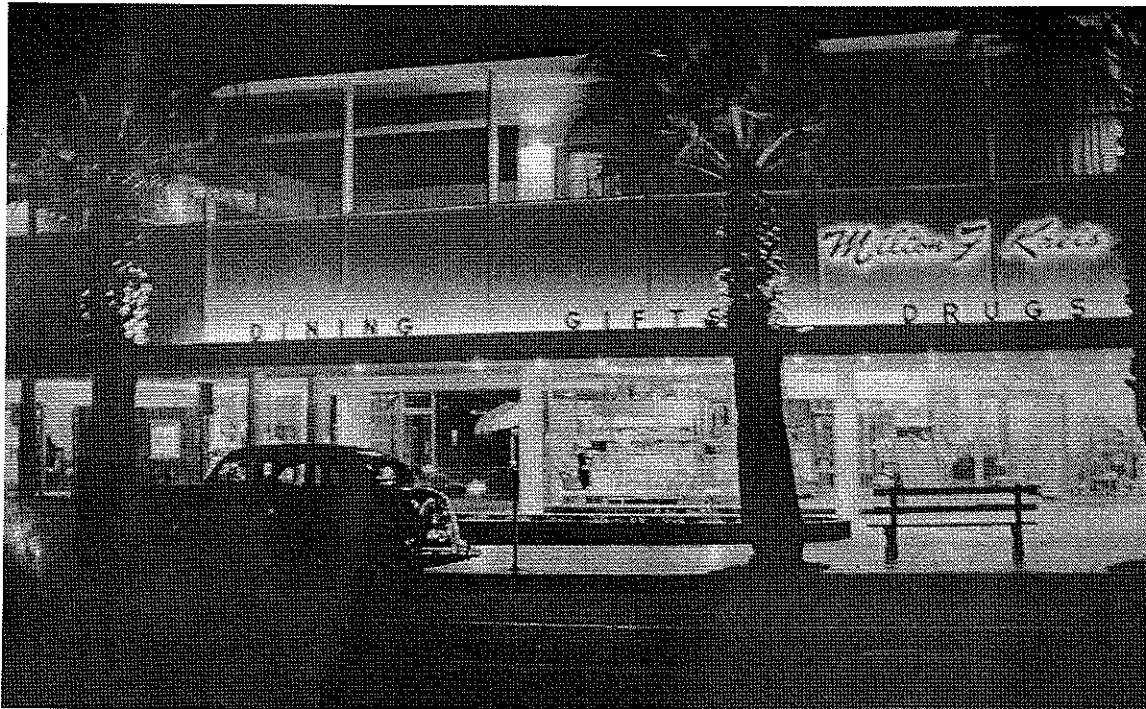
Overall, the sign program allows signage that is consistent with the Zoning Code. However, the bold signage types above deviate from the Zoning Code. These deviations are discussed below.

Main Signs

The proposed sign program only allows first floor tenants Main Signs that are visible from streets. These signs may face Palm Canyon Drive and / or Tahqutiz Canyon Drive, depending on a tenant's street frontage.

Palm Canyon Drive Frontage

The sign program limits main signage fronting Palm Canyon Drive to either Individual Letters on Raceway or Individual Signs Pinned to 18 Gage Metal Deck Guardrail. Examples of these sign types are best seen below:



The free-standing letters sitting on the overhang fascia is similar to the category "Individual Letters on Raceway" by the Sign Program, and the sign mounted above on the vertical metal element is categorized as an "Individual Signs Pinned to 18 Gage Metal Deck Guardrail" by the Sign Program.

The Individual Letters on Raceway Sign is not a permitted sign type by the Zoning Code; however, staff believes that the architectural elements of the building warrant this type of signage. The sign program requires tenants use Individual Letters on Raceway if bold capital letters are used, or Individual Signs Pinned to 18 Gage Metal Deck Guardrail if cursive letters are used for the main sign. In either case, the tenant's sign must meet the following criteria:

1. Individual letters shall not exceed sixteen (16) inches in height.
2. Signs using individual letters shall not exceed in length two thirds (2/3) the overall length of the storefront.
3. Signs shall not exceed a maximum sign area of one (1) square foot per linear foot of building frontage with a maximum of area of fifty (50) square feet.

4. A logo may be incorporated in the sign, with additional sign area allowed; provided that the logo does not extend more than 24" above the highest individual letter.
5. Signs faces shall be opaque. Only back lit illumination shall be allowed.

All of the above signage is consistent with the Zoning Code, except number 1 (letter heights) and 4 (logos). The Zoning Code permits Individual Letters at fourteen inches in height, with the first letter capitals allowed at a maximum of sixteen inches, and no additional height is granted above the letters for logos.

Tahquitz Canyon Way Frontage

The sign program limits main signage fronting Tahquitz Canyon Way to flush-mounted Individual Letters. A tenant's sign must meet the same criteria noted above in items one through five except the maximum letter heights may be fourteen inches which is consistent with the Zoning Code.

Current Conformance

The sign program proposes main sign criteria that will make the existing signs non-conforming if the sign program is approved as proposed. This is because the Starbucks and Okura signs are not opaque, back-lit letters. Any new sign, by these tenants or new tenants, will be required to conform to the approved sign program.

Accessory Main Signs (Convenience)

Each tenant on the first floor is also allowed an accessory main sign by this proposed program. The sign program allows the tenant to choose either flush-mounted signage on the glazing, or individual letters. However, Section 93.20.09(B)(1) of the PSZC states, "*all businesses within a single building or complex of buildings shall use the same type.*" Staff recommends that the sign program limit this sign type to signage on glazing for all first floor tenants (see Condition of Approval No. PSP 1). This will provide functional identification to pedestrians, minimize the signs' impact on the building architecture, and allow uniformity of the Accessory Main Signs.

REQUIRED FINDINGS:

Section 93.20.05(C)(6) stipulates three findings that are required for a sign program to be approved that deviates from the strict provisions of the Sign Ordinance. Staff has analyzed the required findings in order below:

- 1) *Due to the physical characteristics of the property and the orientation and design of the structures on the property, strict application of the regulations of the sign ordinance will not give adequate visibility to the signage.*

The commercial building is oriented towards Palm Canyon Drive and Tahquitz Canyon Way in the downtown district. The building is a flat-roofed rectangular volume approximately 154 feet wide by 128 feet deep and about 30 feet high. The first floor retail area is very transparent with large, butt-glazed, frameless glass panels. The

second floor office area is a solid block-like volume with horizontal strip windows. The building design lends itself to having freestanding letters on a raceway or pin-mounted letters on the metal deck guardrail for main signs that face Palm Canyon Drive. A two inch increase in letter heights will give better visibility of main signs that may be partially screened by the extended overhang. Therefore, strict application of the Sign Ordinance may not provide for adequate and/or appropriate signage.

- 2) *The approved program will be compatible with the design of the property and will represent the least departure from the standards of the sign ordinance necessary for the effectiveness of the program.*

The sign program allows for architectural compatibility with the existing structure as it will use similar signage types have commonly been used in the past on the building and will provide a uniform design for tenant signage. The proposed deviations from the Sign Ordinance, namely, allowance of freestanding letters on a raceway and a two inch increase in main sign letter height, will allow for adequate visibility in a uniform design, and represent only a minor departure from the ordinance; this will provide an effective sign program for the multi-tenanted building.

- 3) *The approved program is compatible with the surrounding property and not contrary to the purpose of the sign ordinance.*

The stated purpose of the sign ordinance as provided by Section 93.20.02(B) *"is to provide standards to safeguard life, health, property and the public welfare and to provide the means for adequate identification of business and other sign users by regulating and controlling the design, location and maintenance of all signs in the city"*.

The sign program limits the amount and type of signage that may be approved. Main signage has very specific design criteria, and the proposal, as conditioned, will provide tenants of the Oasis Commercial Building adequate signage that is compatible with not only the building, but the surrounding properties. The proposed deviations from the Sign Ordinance would also allow signage that has been commonly used on the building in the past, and the approved sign program will not be contrary to the purpose of the sign ordinance.

CONCLUSION:

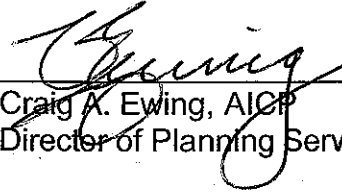
Staff has evaluated the application and the scope of work of the proposed sign program against the Zoning Code's Sign Ordinance and finds that the proposed signage conforms to the Sign Ordinance, with the Planning Commission's approval of the sign program. Staff recommends that the Planning Commission approve the sign program subject to the attached conditions of approval.

ENVIRONMENTAL ASSESSMENT:

Pursuant to the California Environmental Quality Act (CEQA), the project is Categorically Exempt under Section 15311(a).



David A. Newell
Associate Planner



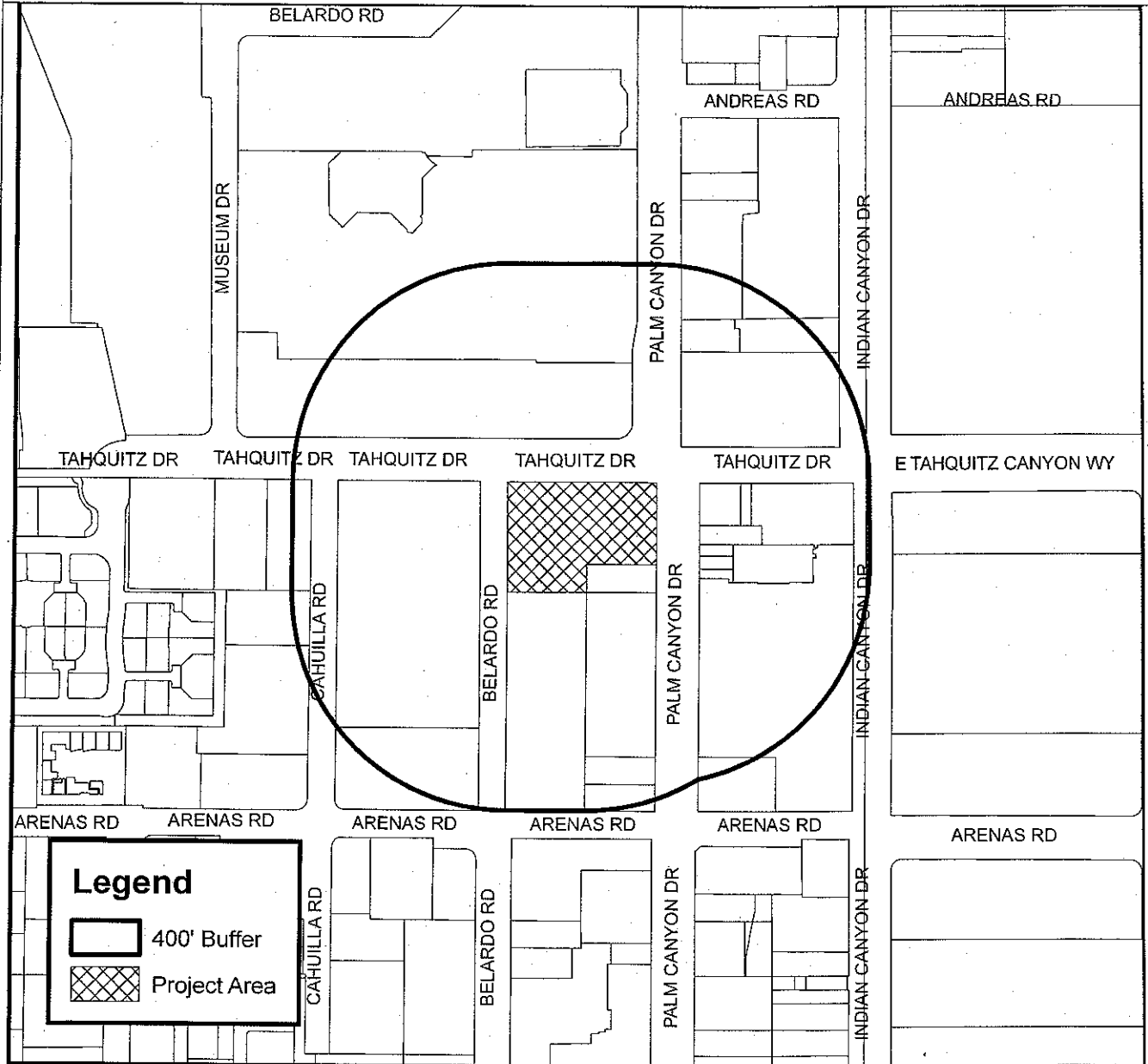
Craig A. Ewing, AICP
Director of Planning Services

ATTACHMENTS:



- 1) 400' Radius Map
- 2) Draft Resolution with Conditions of Approval
- 3) Proposed Sign Program



Department of Planning Services Vicinity Map



Legend

-  400' Buffer
-  Project Area

CITY OF PALM SPRINGS

CASE NO: SP 10-001 / HSPB #55

APPLICANT: Lyle Commercial

DESCRIPTION: Request to implement a sign program for the Oasis Commercial Building located at 101-121 South Palm Canyon Drive, Historic Site #55, Zone CBD, Section 15.

RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING CASE SP 10-001, ALLOWING THE IMPLEMENTATION OF A SIGN PROGRAM FOR THE PROPERTY LOCATED AT 101-121 SOUTH PALM CANYON DRIVE, ZONE CBD, SECTION 15.

WHEREAS, Lyle Commercial (the "Applicant"), has filed an application with the City pursuant to Section 93.20.09 of the Sign Ordinance for a sign program located at 101-121 South Palm Canyon Drive, APN: 513-143-009, Zone CBD, Section 15; and

WHEREAS, notice of public meeting of the Planning Commission of the City of Palm Springs to consider Case No. SP 10-001 was given in accordance with applicable law; and

WHEREAS, on April 12, 2010, and April 26, 2010, a public meeting on the application for an architectural recommendation was held by the Architectural Advisory Committee in accordance with applicable law; and

WHEREAS, on April 28, 2010, a public meeting on the application for architectural approval was held by the Planning Commission in accordance with applicable law; and

WHEREAS, the proposed project is considered a "project" pursuant to the terms of the California Environmental Quality Act ("CEQA"), and has been determined to be Categorically Exempt as a Class 11 exemption (accessory structures) pursuant to Section 15311(a) of the CEQA Guidelines; and

WHEREAS, the Planning Commission has carefully reviewed and considered all of the evidence presented in connection with the hearing on the project, including, but not limited to, the staff report, and all written and oral testimony presented.

THE PLANNING COMMISSION HEREBY FINDS AS FOLLOWS:

Section 1: Pursuant to the California Environmental Quality Act (CEQA), the project is Categorically Exempt under Section 15311(a)(Accessory Structures).

Section 2: Section 93.20.09 stipulates three findings that are required for a sign program to be approved that deviates from the strict provisions of the Sign Ordinance. The Planning Commission finds that:

- 1) *Due to the physical characteristics of the property and the orientation and*

design of the structures on the property, strict application of the regulations of the sign ordinance will not give adequate visibility to the signage.

The commercial building is oriented towards Palm Canyon Drive and Tahquitz Canyon Way in the downtown district. The building is a flat-roofed rectangular volume approximately 154 feet wide by 128 feet deep and about 30 feet high. The first floor retail area is very transparent with large, butt-glazed, frameless glass panels. The second floor office area is a solid block-like volume with horizontal strip windows. The building design lends itself to having freestanding letters on a raceway or pin-mounted letters on the metal deck guardrail for main signs that face Palm Canyon Drive. A two inch increase in letter heights will give better visibility of main signs that may be partially screened by the extended overhang. Therefore, strict application of the Sign Ordinance may not provide for adequate and/or appropriate signage.

- 2) *The approved program will be compatible with the design of the property and will represent the least departure from the standards of the sign ordinance necessary for the effectiveness of the program.*

The sign program allows for architectural compatibility with the existing structure as it will use similar signage types have commonly been used in the past on the building and will provide a uniform design for tenant signage. The proposed deviations from the Sign Ordinance, namely, allowance of freestanding letters on a raceway and a two inch increase in main sign letter height, will allow for adequate visibility in a uniform design, and represent only a minor departure from the ordinance; this will provide an effective sign program for the multi-tenanted building.

- 3) *The approved program is compatible with the surrounding property and not contrary to the purpose of the sign ordinance.*

The stated purpose of the sign ordinance as provided by Section 93.20.02(B) *"is to provide standards to safeguard life, health, property and the public welfare and to provide the means for adequate identification of business and other sign users by regulating and controlling the design, location and maintenance of all signs in the city".*

The sign program limits the amount and type of signage that may be approved. Main signage has very specific design criteria, and the proposal, as conditioned, will provide tenants of the Oasis Commercial Building adequate signage that is compatible with not only the building, but the surrounding properties. The proposed deviations from the Sign Ordinance would also allow signage that has been commonly used on the building in the past, and the approved sign program will not be contrary to the purpose of the sign ordinance.

NOW, THEREFORE, BE IT RESOLVED that, based upon the foregoing, the Planning Commission hereby approves Case No. SP 10-001, subject to those conditions set forth in Exhibit A.

ADOPTED this 28th day of April, 2010.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

Craig A. Ewing, AICP
Director of Planning Services

Exhibit A

Case No. SP 10-001

Sign Program

Oasis Commercial Building
Southwest corner of Tahquitz Canyon Way and Palm Canyon Drive
101-121 South Palm Canyon Drive

April 28, 2010

CONDITIONS OF APPROVAL

Before final acceptance of the project, all conditions listed below shall be completed to the satisfaction of the City Engineer, the Director of Planning Services, the Chief of Police, the Fire Chief or their designee, depending on which department recommended the condition.

Any agreements, easements or covenants required to be entered into shall be in a form approved by the City Attorney.

PROJECT SPECIFIC CONDITIONS

- PSP 1. Prior to issuance of any sign permits, the applicant shall do the following:
 - a. Eliminate sub-section B.1.b "Individual Letters" of the Sign Program, and
 - b. Submit the revised sign program to the Planning Department for final approval.

- PSP 2. It shall be the sole responsibility of the owner of the property and/or tenant or agent to restore all mounting surfaces (i.e. walls, facades, windows, railings, etc.) to a condition closest to the original condition upon removal of any sign from the premises.

- PSP 3. Approval shall be valid based on the sign amortization schedule in section 93.20.11 of the Palm Springs Zoning Ordinance.

- PSP 4. All signs shall comply with the Uniform Building Code regulations.

- PSP 5. All non-approved signage must be removed as part of this approval.

- PSP 6. The Planning Services Department may require the reduction of light intensity and glare from any signage, or the removal of such signage, that poses a nuisance or harm.

- PSP 7. The applicant shall provide all tenants with a copy of the sign program and all Conditions of Approval for this project.

- PSP 8. Any portable free-standing signs shall comply with Palm Springs Zoning Code Section 93.20.09(B)(5).

ADMINISTRATIVE

- ADM 1. The proposed development of the premises shall conform to all applicable regulations of the Palm Springs Zoning Ordinance, Municipal Code, or any other City Codes, ordinances and resolutions which supplement the zoning district regulations.
- ADM 2. The owner shall defend, indemnify, and hold harmless the City of Palm Springs, its agents, officers, and employees from any claim, action, or proceeding against the City of Palm Springs or its agents, officers or employees to attach, set aside, void or annul, an approval of the City of Palm Springs, its legislative body, advisory agencies, or administrative officers concerning Case SP 10-001. The City of Palm Springs will promptly notify the applicant of any such claim, action, or proceeding against the City of Palm Springs and the applicant will either undertake defense of the matter and pay the City's associated legal costs or will advance funds to pay for defense of the matter by the City Attorney. If the City of Palm Springs fails to promptly notify the applicant of any such claim, action or proceeding or fails to cooperate fully in the defense, the applicant shall not, thereafter, be responsible to defend, indemnify, or hold harmless the City of Palm Springs. Notwithstanding the foregoing, the City retains the right to settle or abandon the matter without the applicant's consent but should it do so, the City shall waive the indemnification herein, except, the City's decision to settle or abandon a matter following an adverse judgment or failure to appeal, shall not cause a waiver of the indemnification rights herein.
- ADM 3. The decision of the Planning Commission may be appealed to the City Council pursuant to Chapter 2.05 of the Palm Springs Municipal Code.

BUILDING DEPARTMENT

- BLD 1. Prior to any construction on-site, all appropriate permits must be secured.

END OF CONDITIONS

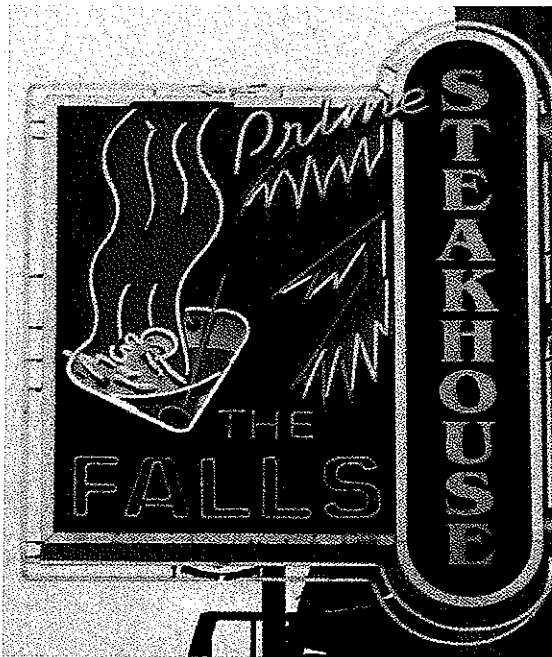
OASIS BUILDING SIGN PROGRAM



Oasis Building Sign Program
121 South Palm Canyon Drive
Palm Springs, CA 92262

Prepared by Escalante Architects
www.EscalanteArchitects.com
760.323.1935

Located in the City of Palm Springs Redevelopment Project Area, the Oasis Building is located at the center of the City's historic downtown. The area is well known as one of the region hub for tourism. The downtown is known for a diverse range of high



Example of Blade Sign

Oasis Building Sign Program

quality restaurants, boutiques and retail establishments found no where else in the world.

The area is accessible to pedestrians, cyclists and vehicles. As a result of this unique location; building signage which must be visible to bicyclists, vehicles and pedestrians, many of whom are first time visitors to the City. Because the signage must assist our visitors in orienting themselves during their short visits, the building's signage must be easy to read, well lit, and of ample size to be visible to drivers and pedestrians unfamiliar with the area

Implicit in this sign program is the fact that signage for the Oasis Building will be of the highest quality.

Objective: The Oasis Building sign program will provide a system of way finding for pedestrian and vehicular traffic, while complimenting the architecture of the Oasis Building.

The Oasis Building Sign Program consists of the following elements:

A. Main Sign

Each business shall be limited to one (1) Main Sign type from the following signage types.

1. Projecting Signs

a. Individual Letter on Raceway (Limited to Palm Canyon Drive Street frontage)

The following criteria shall apply when individual letters are used:

i. Individual letters shall not exceed sixteen (16) inches in height.

ii. Signs using individual letters shall not exceed in length two thirds (2/3) the overall length of

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February 3, 2010 (Revised 04-19-10) APR 20 2010

OASIS BUILDING SIGN PROGRAM

the storefront.

iii. Signs shall not exceed a maximum sign area of one (1) square foot per linear foot of building frontage with a maximum of area of fifty (50) square feet.

iv. A logo may be incorporated in the sign, with additional sign area allowed; provided that the logo does not extend more than 24" above the highest individual letter.

v. Signs faces shall be opaque. Only back lit illumination shall be allowed.

vi. Font style shall be in bold, capital letters.

vii. Individual bold font letters shall be mounted on the raceway.

b. Individual Signs pinned to 18 Gage Metal Deck Guardrail (Limited to Palm Canyon Drive Street frontage).

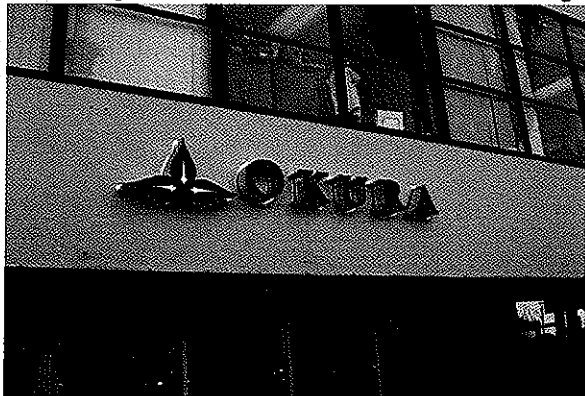
i. Cursive signs and logos shall be pin-mounted on the metal face, respecting the metal fins.

The following criteria shall apply when individual letters are used:

i. Individual letters shall not exceed sixteen (16) inches in height.

ii. Signs using individual letters shall not exceed in length two thirds (2/3) the overall length of the storefront.

iii. Signs shall not exceed a maximum sign



Existing Sign #1

area of one (1) square foot per linear foot of building frontage with a maximum of area of fifty (50) square feet.

iv. A logo may be incorporated in the sign, with additional sign area allowed; provided that the logo does not extend more than 24" above the highest individual letter.

v. Signs shall be back lit for shadow illumination.

2. Flush-Mounted Signs

a. Individual letters (Limited to Tahquitz Canyon Drive)

i. The following criteria shall apply when individual letters are used:

i. Individual letters shall not exceed fourteen (14) inches in height.

ii. Signs using individual letters shall not exceed in length two thirds (2/3) the overall length of the storefront.

iii. Signs shall not exceed a maximum sign area of one (1) square foot per linear foot of building frontage with a maximum of area of fifty (50) square feet.

iv. A logo may be incorporated in the sign, with additional sign area allowed; provided that the logo does not extend more than 24" above the highest individual letter.

v. Signs shall be back lit for shadow illumination.

Height

The top of the sign shall not project above the building roof line.

OASIS BUILDING SIGN PROGRAM

B. Accessory and Convenience Signs

Each separate type of business may select one (1) type of accessory sign from the following types of signage types.

1. Flush-mounted signs

a. Signs on Glazing.

Letters and logos may be applied directly onto glazed areas, which do not also contain a main sign, according to the following requirements

i. Signs on glazing shall be limited to the first floors of buildings.

ii. Letters are to be a maximum height of ten (10) inches.

iii. The total sign area shall be no greater than six (6) square feet.

iv. Acceptable sign techniques are sandblasted or etched glass, professionally and custom fabricated and applied metal leaf and stained glass.

v. Each glazed area on either side of a customer entrance may contain an identical sign. The combination of such signs shall be deemed as one (1) sign for the purposed of this section.

b. Individual Letters

The following criteria will apply when individual letters are used.

i. When used as accessory/convenience signs, such signs shall be limited to the first floors

of the buildings.

ii. Letters are to be a maximum height of twelve (12) inches.

iii. The total sign area shall be no greater than six (6) square feet.

C. Pedestrian Directory

The directory will identify the businesses located within the building. The directory will not exceed six square feet. (See Existing Signs below)

D. Attraction Boards by Nightclubs, Cabarets and Theaters

In addition to other signs usage, businesses which offer entertainment shall be allowed one (1) attraction board to advertise such entertainment. The maximum size of the board for a nightclub or cabaret shall not exceed twenty (10) square feet.

E. Customer Convenience Signs

1. Open/Closed signs: One square feet per street entrance

2. Service Signs: One sign not more than two (2) square feet

3. Menu Boards: Maximum display size of six (6) square feet per face shall be allowed; such signs shall be professionally designed and constructed.

4. Hours/Day: Two inch letter height per line.

F. Temporary Signs/ Banners

Temporary signs and banners may be approved pursuant to the provisions of the Sign Ordinance.

G. Businesses on the Second Floor

Businesses located on the second floor may have



Existing Sign #2

OASIS BUILDING SIGN PROGRAM

signage which is visible to the interior of the building. Such signage shall not be visible from the surrounding streets.

Summary of Existing Signs

1) Okura

Location: Facing Tahquitz Canyon Drive (North)
 Sign Type: Individual Letters, Internally Illuminated acrylic faced channel letters standoff pin mounted to wall.
 Sign Area: 9.24 square feet
 Dimensions: 12" x 9.1"

2) Starbucks

Location: Facing Tahquitz Canyon Drive (North)
 Sign Type: Individual Letters, Internally Illuminated acrylic faced channel letters standoff pin mounted to wall.
 Sign Area: 20 square feet
 Dimensions: 12" x 20'

3) Starbucks

Location: Facing Palm Canyon Drive (East)
 Sign Type: Individual Letters on Raceway, Internally Illuminated acrylic faced channel letters standoff mounted on bottom raceway.
 Sign Area: 32 square feet
 Dimensions: 16" x 24'

4) Okura

Location: Facing Palm Canyon Drive (East)
 Sign Type: Individual Letters on Raceway, Internally Illuminated acrylic faced channel letters standoff mounted on bottom raceway.
 Sign Area: 9.24 square feet
 Dimensions: 12" x 9.1'

5) Pedestrian Directory

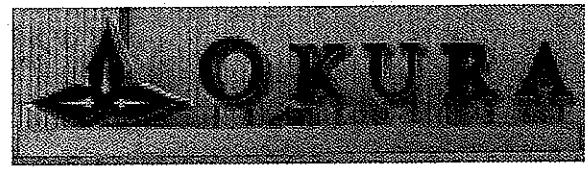
Location: Facing South
 Sign Type: Pedestrian Directory
 Sign Area: 6 square feet
 Dimensions: 2' x 3'

Procedure for Sign Approval

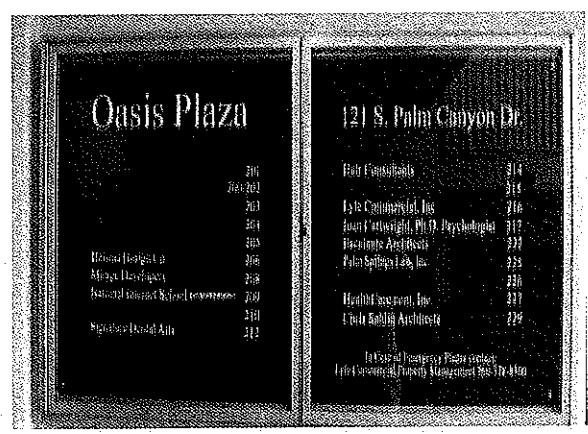
1. Meet with City staff to submit sign application.
2. City staff review of proposed sign for consistency with Oasis Building Sign Program.
3. Approval by City staff.



Existing Sign #3



Existing Sign #4



Existing Sign #5 (Pedestrian Directory)