



Planning Commission Staff Report

Date: May 26, 2010

Case No.: SP 10-004 – Escena

Type: Sign Program - Amendment

Applicant: Temeka Sign Company for Escena Golf Club

Location: 1100 Clubhouse View Drive

APN: 677-260-025

General Plan: High Density Residential; Medium Density Residential; Very Low Density Residential; Open Space

Zone: PD-231

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

Project Planner: Glenn Mlaker, AICP, Assistant Planner

PROJECT DESCRIPTION:

The applicant is seeking approval of a sign program amendment to place four (4) new, twenty-three (23) square foot signs at the three entrances to the development at Escena Way, Artisan Way and Clubhouse View Drive.

RECOMMENDATION:

That the Planning Commission approve an amendment to the previously approved sign program for the placement of four (4) new, twenty-three (23) square foot signs at the three entrances to the development at Escena Way, Artisan Way and Clubhouse View Drive.

PRIOR ACTIONS:

In April 2007, the Planning Commission approved a sign program for three (3) main entry monument signs.

On May 10, 2010, the proposed sign program amendment was reviewed by the Architectural Advisory Committee (AAC) and by a vote of 6-0-1, recommended approval to the Planning Commission.

BACKGROUND:

Currently there exist three (3) monument signs located at the main entrances to the Escena development. The Planning Commission approved these signs in 2007 as part of an overall sign program. The original sign program did not contain any provision for the addition of directional or real estate signs.

Over the past year several changes have occurred. The Escena Golf Club and Club House have been completed and are now open to the public. In addition, new sales of existing homes and lots have once again begun at Escena. The proposed sign program amendment will consolidate all signs into one clear concise sign package. Currently there are several development identification signs as well as real estate signs located on the perimeter of the development. These signs were reviewed and approved by the City under separate applications. The table below shows existing permitted signs.

Table 1: Existing and Permitted Signs

	Sign Type	Size	Total Square Footage
Escena Way	Monument; Free Standing Real Estate	1 - 30 Square Feet; 1 - 23 Square Foot	53 Square Feet
Artisan Way	Monument	30 Square Feet	30 Square Feet
Clubhouse View Drive / Vista Chino	Monument; Free Standing Real Estate	1 - 30 Square Feet; 1 - 23 Square Foot	53 Square Feet

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 Escena Golf Club is seeking an amendment to the sign program to place two (2) directional signs, and two (2) real estate signs at the development entrances to direct the public to the golf course and sales offices. Each of these signs will be twenty-three (23) square feet in size and 7'-8" tall. The design of the sign is an orange face, white lettering with the Escena logo at the top of the free standing sign. The overall design is consistent with other Escena signs throughout the development.

The following is a tabulation of all signs existing and proposed:

Escena Way

- One existing 30 square foot monument sign.
- One 23 square foot Golf Club directional sign.
- One 23 square foot Escena resident's directional sign.
- One 23 square foot real estate sign.

Artisan Way

- One existing 30 square foot monument sign.
- One 23 square foot Golf Club directional sign.
- One 23 square foot real estate sign.

Clubhouse View Drive / Vista Chino

- One existing 30 square foot monument sign.
- One 23 square foot Golf Club directional sign.
- One 23 square foot real estate sign.

Table 1: Existing and Proposed Signs

	Sign Type	Size	Total Square Footage
Escena Way	Monument, Free Standing	1 - 30 Square Feet; 3 - 23 Square Feet	99 Square Feet
Artisan Way	Monument, Free Standing	1 - 30 Square Feet; 2 - 23 Square Feet	76 Square Feet
Clubhouse View Drive / Vista Chino	Monument, Free Standing	1 - 30 Square Feet; 2 - 23 Square Feet	76 Square Feet

The total additional square footage proposed will be 92 square feet. The signs which are located at the development entrances will be evenly spaced throughout the entrance area. Clustering of the signs will not be permitted.

The existing or proposed signs that are located within the public right-of-way will require an encroachment agreement from the City. This agreement could limit the amount of time that the signs are erected. According to the Public Works Department, the encroachment agreement could also require that once the common areas of the Escena development are assumed by the Homeowners Association, the real estate signs must be removed.

REQUIRED FINDINGS:

Section 93.20.05(C)(6) stipulates three findings that are required for a sign program amendment 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 Escena development is a large planned development with 1,450 residential units; a 450 unit resort hotel; an 18-hole golf course on a 460 acre site. The golf club has recently been completed and is open to the general public. The location of the public golf course is at the rear of the development; there is no direct access to the main highways of Vista Chino and Gene Autry Trail. According to the applicant, this is limiting visibility of the golf course. The proposed placement of directional signs for the public golf course will provide increased visibility. The original sign program does not address the need for directional signage. 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 architecturally compatible signs as the existing monument signage marks the entrances to the development. The proposed amendment to the sign program, namely, freestanding directional and real estate signs will allow for adequate visibility in a uniform design, and will represent only a minor departure from the sign ordinance.

- 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"*.

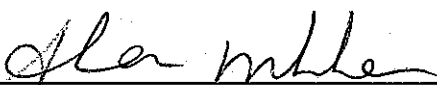
The sign program amendment is limited to four (4) new freestanding signs located at the entrances to the development. The original sign program was for three (3) monument signs and did not address future directional or real estate signage. The design of the new signs will be compatible with existing signs located within the development and will contain the Escena logo. The sign program amendment 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 amendment against the Zoning Code's Sign Ordinance and finds that the proposed sign program amendment conforms to the Sign Ordinance. Staff recommends that the Planning Commission approve sign program amendment 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).



Glenn Mlaker, AICP
Assistant Planner



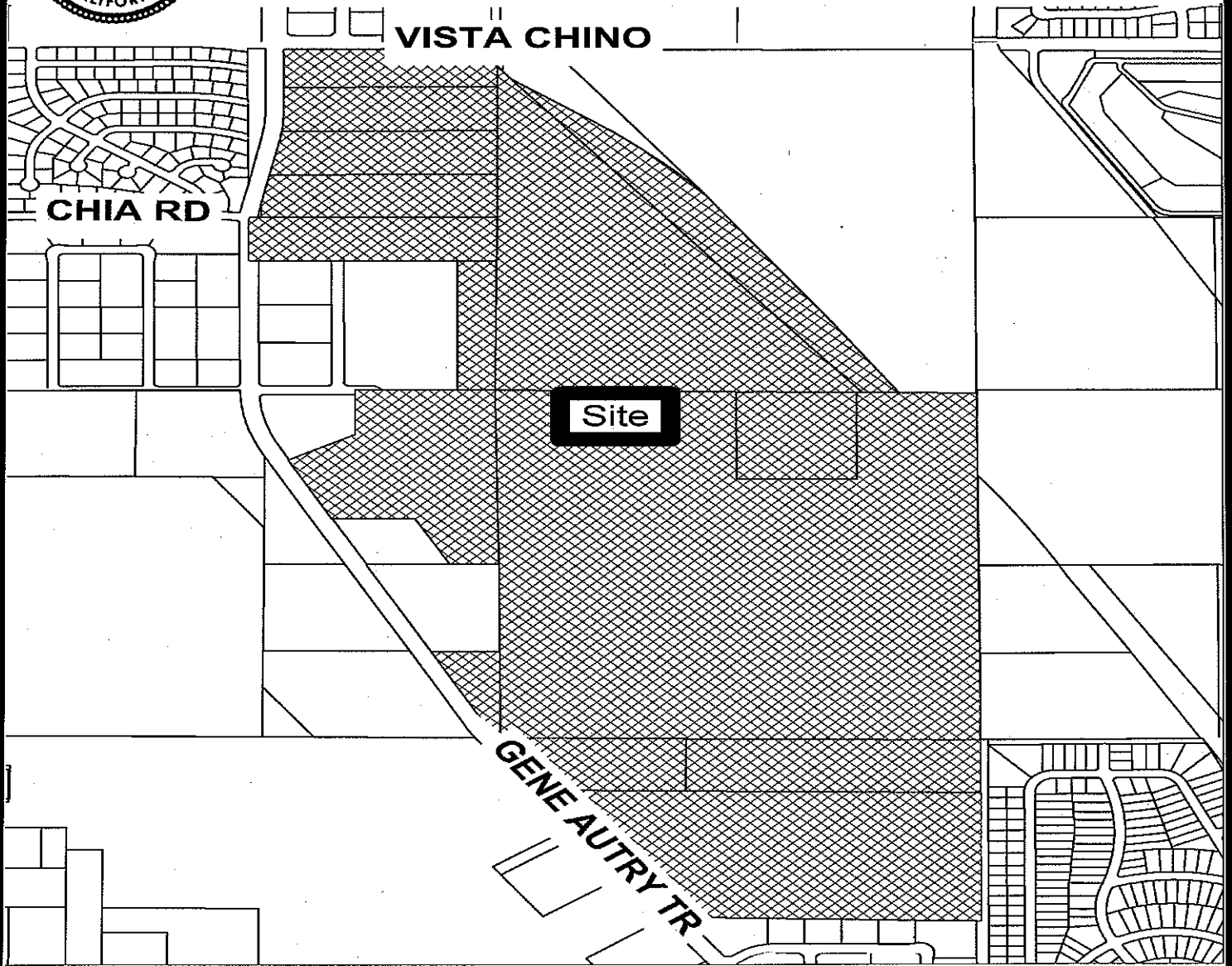
Craig A. Ewing, AICP
Director of Planning Services

ATTACHMENTS:

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



Department of Planning and Zoning Vicinity Map



CITY OF PALM SPRINGS

CASE NO.: SP 10-004

APPLICANT: ESCENA GOLF CLUB

DESCRIPTION: A SIGN PROGRAM FOR
ESCENA DEVELOPMENT, ZONE PD 231

RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING CASE SP 10-004, ALLOWING THE IMPLEMENTATION OF A SIGN PROGRAM AMENDMENT FOR THE ESCENA DEVELOPMENT LOCATED AT 1100 CLUBHOUSE VIEW DRIVE, ZONE PD 231, SECTIONS 7 & 18, APN 677-260-025

WHEREAS, Temeka Sign Company for the Escena Golf Club (the "Applicant"), has filed an application with the City pursuant to Section 93.20.09 of the Sign Ordinance for a sign program amendment located at 1100 Clubhouse View Drive, APN: 677-260-025 , Zone PD 231, Sections 7 & 18; and

WHEREAS, notice of public meeting of the Planning Commission of the City of Palm Springs to consider an amendment to Case No. SP 10-004 was given in accordance with applicable law; and

WHEREAS, on May 10, 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 May 26, 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 Escena development is a large planned development with 1,450 residential units; a 450 unit resort hotel; an 18-hole golf course on a 460 acre site. The golf club has recently been completed and is open to the general public. The location of the public golf course is at the rear of the development; there is no direct access to the main highways of Vista Chino and Gene Autry Trail. According to the applicant, this is limiting visibility of the golf course. The proposed placement of directional signs for the public golf course will provide increased visibility. The original sign program does not address the need for directional signage. Therefore, strict application of the Sign Ordinance may not provide for adequate and/or appropriate signage.

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The sign program allows for architecturally compatible signs as the existing monument signage marks the entrances to the development. The proposed amendment to the sign program, namely, freestanding directional and real estate signs will allow for adequate visibility in a uniform design, and will represent only a minor departure from the sign ordinance.

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The sign program amendment is limited to four (4) new freestanding signs located at the entrances to the development. The original sign program was for three (3) monument signs and did not address future directional or real estate signage. The design of the new signs will be compatible with existing signs located within the development and will contain the Escena logo. The sign program amendment 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 10-004 sign program amendment, subject to those conditions set forth in Exhibit A.

ADOPTED this 26th day of May, 2010.

AYES:
NOES:
ABSENT:
ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

Craig A. Ewing, AICP
Director of Planning Services

Exhibit A

Case No. SP 10-004

Amendment to Sign Program

Escena
1100 Clubhouse View Drive

May 26, 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. The sign program amendment is for two (2) directional signs equaling twenty-three (23) square feet, and 7'-8" tall.
- PSP 2. The sign program amendment is for two (2) real estate signs equaling twenty-three (23) square feet, and 7'-8" tall.
- PSP 3. The location of the signs to be at Escena Way, Artisan Way, and Clubhouse View Drive / Vista Chino.
- PSP 4. Signs must be evenly spaced at the entrances and not clustered together.
- PSP 5. Any sign placed within the public right-of-way must obtain an encroachment agreement with the City.
- PSP 6. All signs shall comply with the Uniform Building Code regulations.
- PSP 7. All non-approved signage must be removed as part of this approval.
- PSP 8. Any portable free-standing signs shall comply with Palm Springs Zoning Code Section 93.20.09(B)(5).

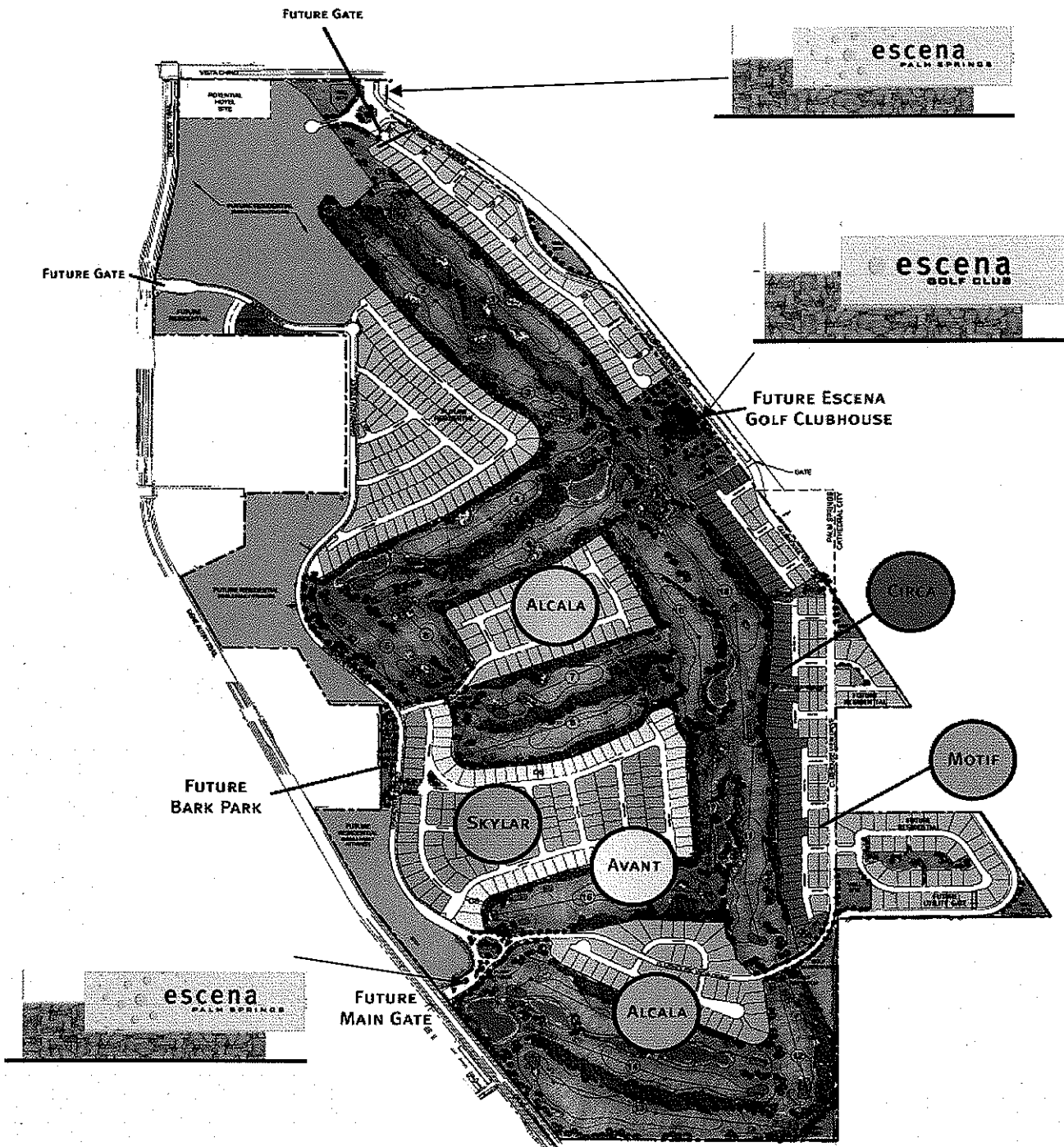
ADMINISTRATIVE

- 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 sign program amendment Case SP 10-004. 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.

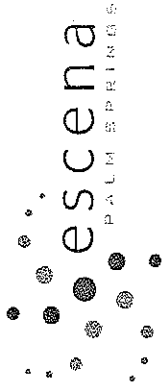
BUILDING DEPARTMENT

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

END OF CONDITIONS



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 PLANNING SERVICES



SITE ADDRESS

529 SORIANO WAY
PALM SPRINGS, CA 92262

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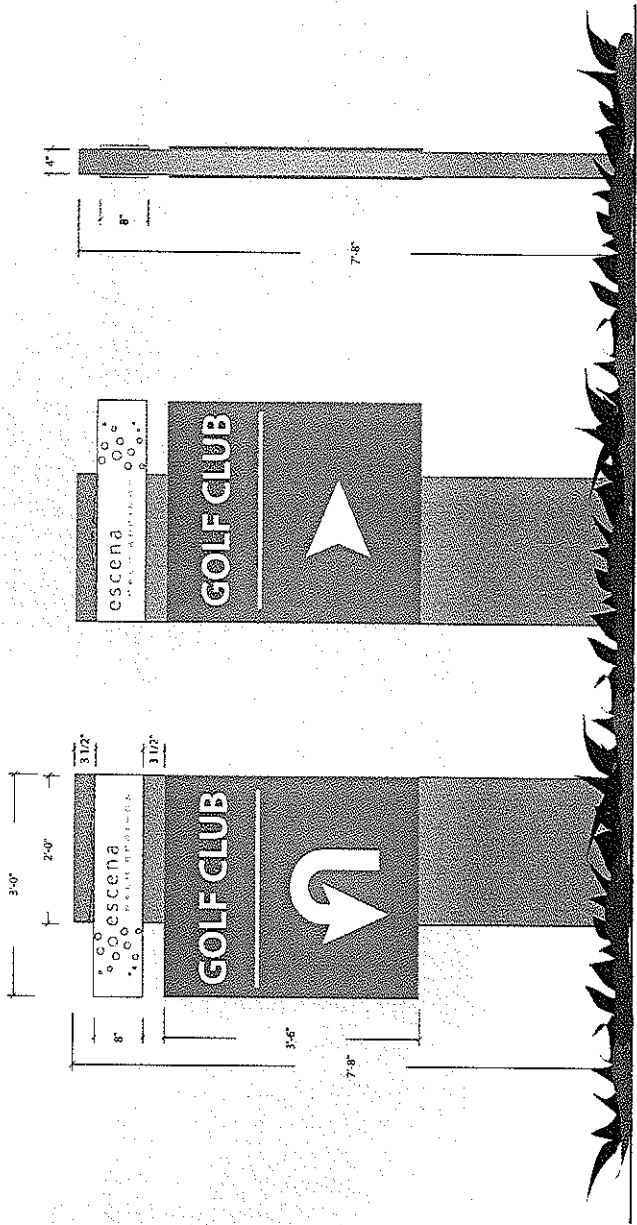
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SIGN #1 - D/F
18' FROM CURB LINE /
12' FROM WALL

- = PANTONE SOLID COATED 404 C
- = PANTONE SOLID COATED 404 C @ 50%
- = PANTONE SOLID COATED WARM GRAY 1 C
- = PANTONE SOLID COATED 1665 C
- = PANTONE SOLID COATED 5465 C
- = PANTONE SOLID COATED 549 C
- = PANTONE SOLID COATED 556 C



SCALE: 1/2" = 1'-0"

SEE MAP FOR LOCATION
SQUARE FOOTAGE: 23 SF

- D/F 7'-8" X 3'-0" GOLF CLUB SIGN**
- SUB - 1/2" MDO BOX SPRAYED WITH STUCCO FINISH (TO MATCH EXISTING) / PAINTED TO MATCH PANTONE SOLID COATED 404 C**
- TOP PANEL - 1/2" MDO W/ FULL COLOR DIRECT PRINT TO MATCH PANTONE COLORS / HOLES ROUTED OUT OF SUB / APPLIED FLUSH TO POST**
- BOTTOM PANEL - 1/2" MDO W/ FULL COLOR DIRECT PRINT TO MATCH PMS 1665 COPY & ARROW - WHITE VCO**

***NEEDS TO BE PERMITTED**

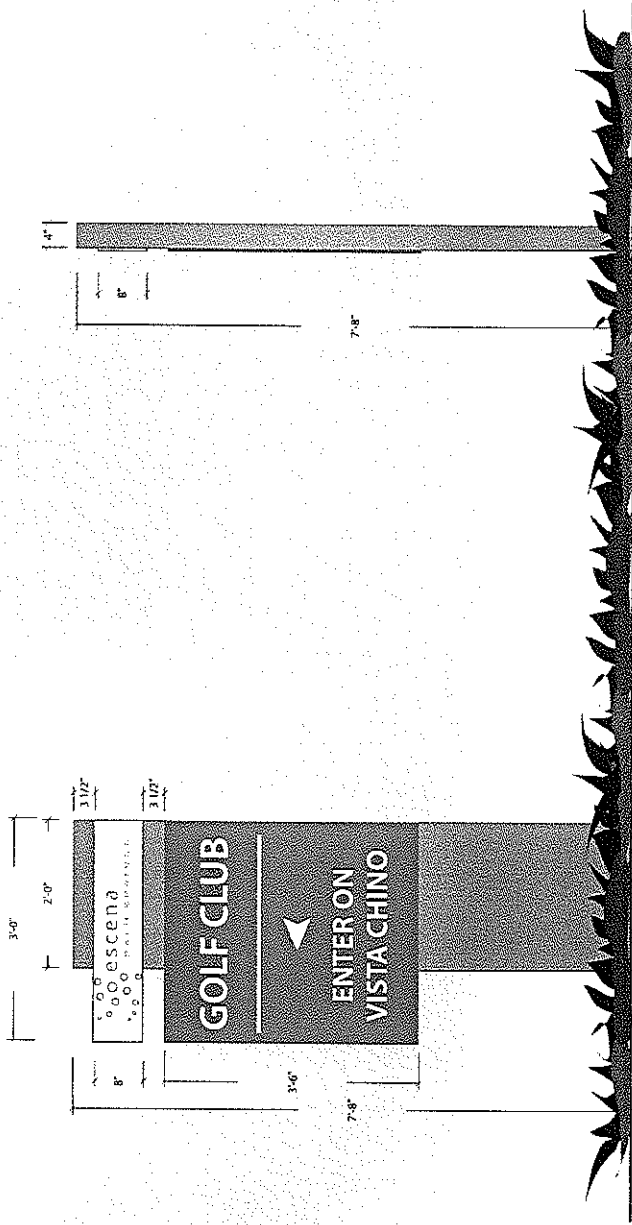
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**SIGN #2 - S/F
25' FROM CURB LINE**

- = PANTONE SOLID COATED 404 C
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- = PANTONE SOLID COATED WARM GRAY 1 C
- = PANTONE SOLID COATED 1665 C
- = PANTONE SOLID COATED 5405 C
- = PANTONE SOLID COATED 549 C
- = PANTONE SOLID COATED 556 C



SCALE: 1/2" = 1'-0"

- S/F 7'-8" X 3'-0" GOLF CLUB SIGN**
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- BOTTOM PANEL - 1/2" MDO W/ FULL COLOR DIRECT PRINT TO MATCH PMS 1665**
- COPY & ARROW - WHITE VCO**

**SEE MAP FOR LOCATION
SQUARE FOOTAGE: 23 SF**

*** NEEDS TO BE PERMITTED**

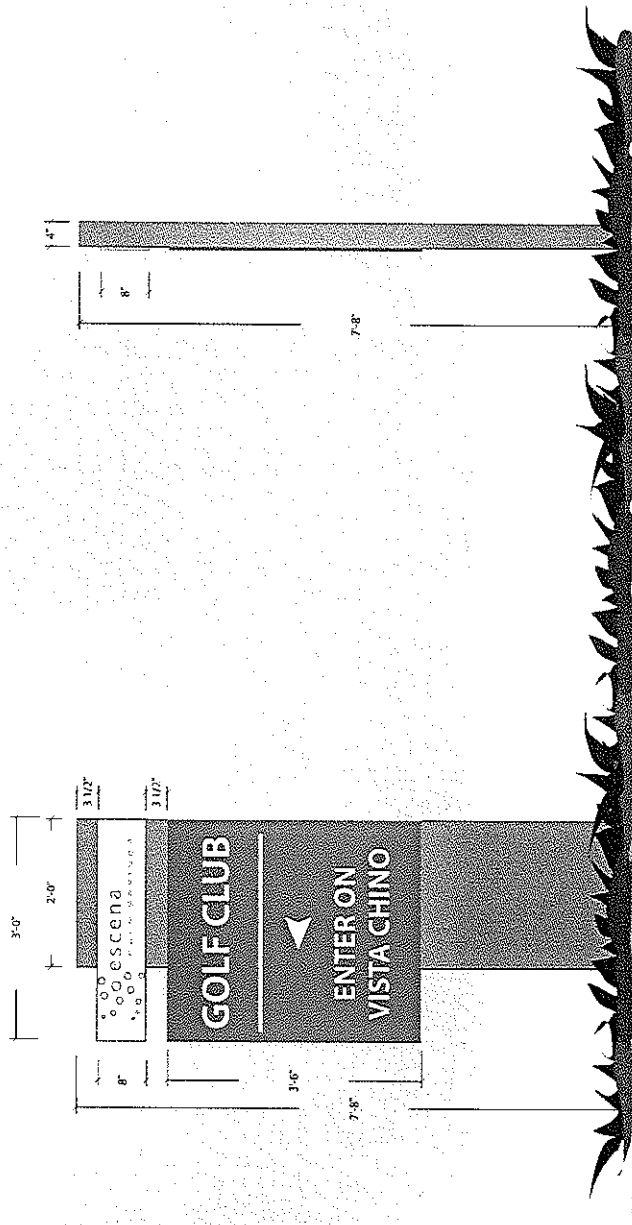
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SIGN #3 - S/F
18' FROM "ESCENA WAY
CURB LINE /
30' FROM "N. GENE AUTRY"
CURB LINE

- = PANTONE SOLID COATED 404 C
- = PANTONE SOLID COATED 404 C @ 50%
- = PANTONE SOLID COATED WARM GRAY 1 C
- = PANTONE SOLID COATED 1665 C
- = PANTONE SOLID COATED 5405 C
- = PANTONE SOLID COATED 549 C
- = PANTONE SOLID COATED 556 C



SCALE: 1/2" = 1'-0"

S/F 7'-8" X 3'-0" GOLF CLUB SIGN
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PANTONE SOLID COATED 404 C
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BOTTOM PANEL - 1/2" MDO W/ FULL COLOR DIRECT PRINT TO MATCH PMS 1665
COPY & ARROW - WHITE VCO

SEE MAP FOR LOCATION
SQUARE FOOTAGE: 23 SF

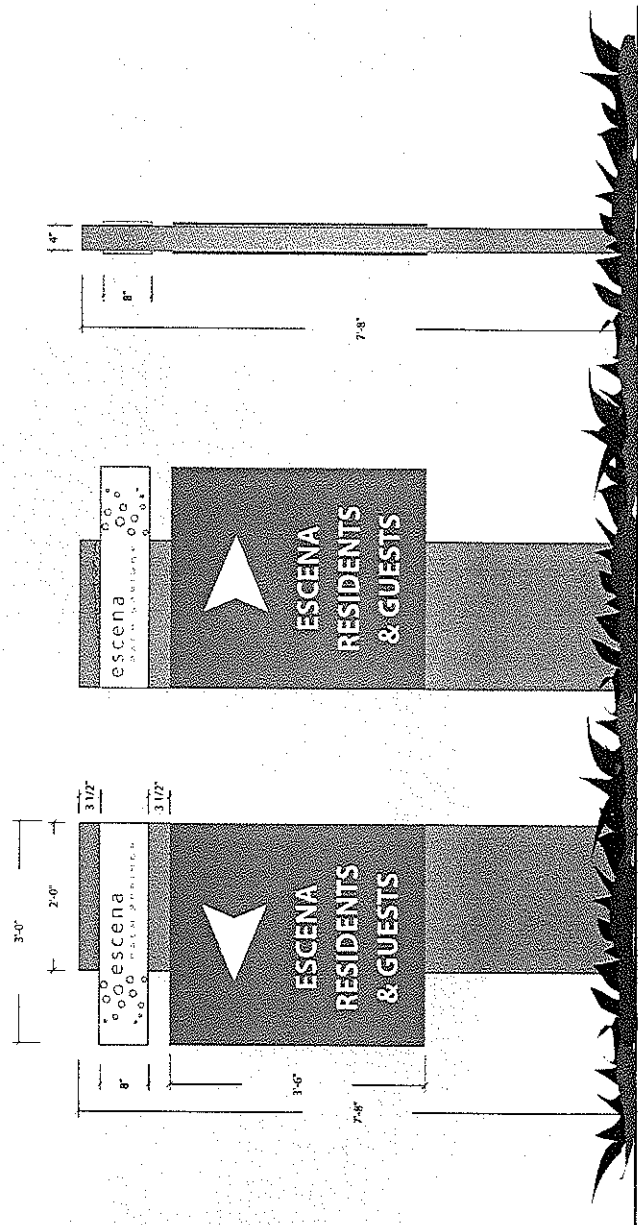
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"ESCENA WAY AND GENE AUTRY"

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- = PANTONE SOLID COATED 404 C @ 50%
- = PANTONE SOLID COATED WARM GRAY 3 C
- = PANTONE SOLID COATED 1665 C
- = PANTONE SOLID COATED 5405 C
- = PANTONE SOLID COATED 549 C
- = PANTONE SOLID COATED 556 C



SCALE: 1/2" = 1'-0"

- (1) D/F 7'-8" X 3'-0" GOLF CLUB SIGN
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SEE MAP FOR LOCATION
SQUARE FOOTAGE: 23 SF

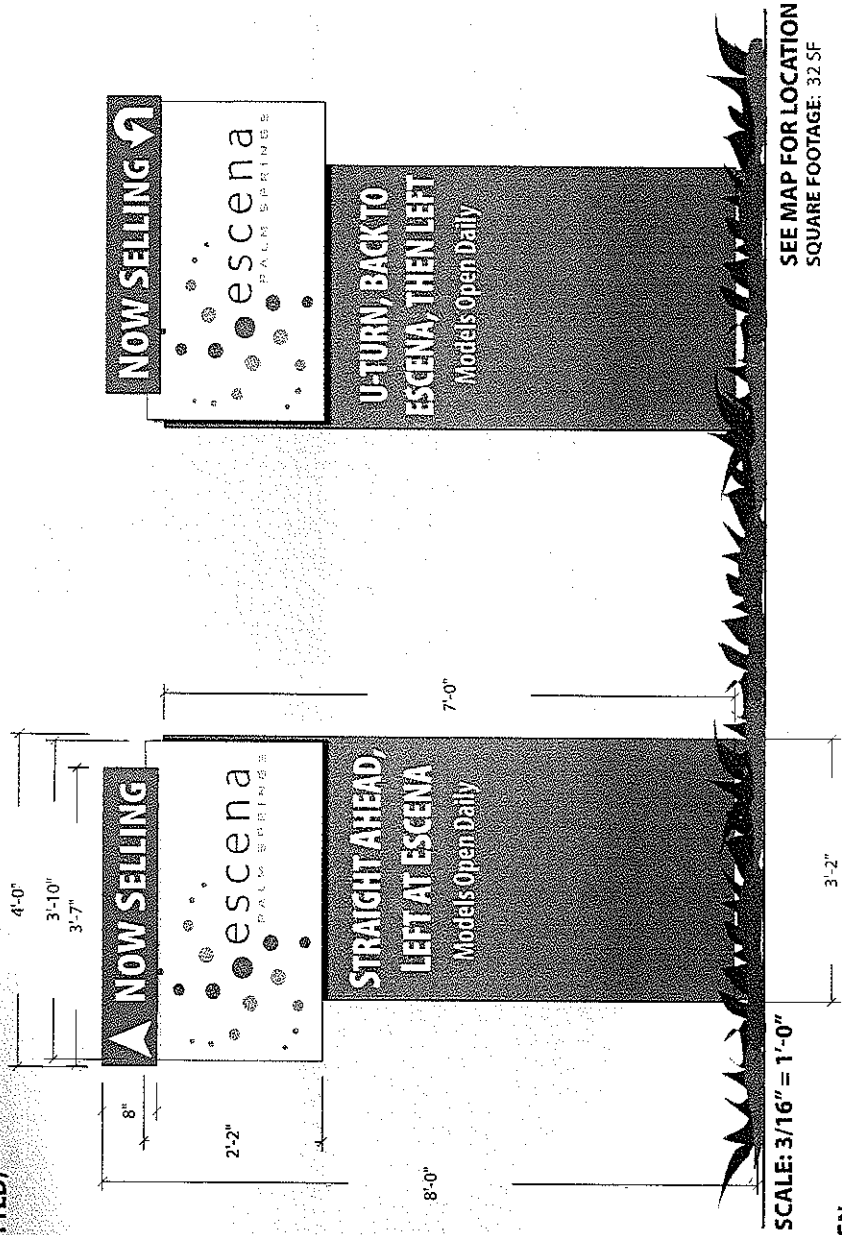
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* NEEDS TO BE PERMITTED

5 SIGN #5 - D/F
8' X 4' OFF-SITE SIGN
(ALREADY PERMITTED)

- = PANTONE SOLID COATED 404 C
- = PANTONE SOLID COATED 404 C @ 50%
- = PANTONE SOLID COATED WARM GRAY 1 C
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- = PANTONE SOLID COATED 556 C



- (1) D/F 8' X 4' OFF-SITE SIGN
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- TOP PANEL FACE - FULL COLOR DIRECT PRINT TO MATCH PANTONE COLORS
- BOTTOM VERTICAL FACE - FULL COLOR DIRECT PRINT TO MATCH PANTONE COLORS
- DIRECTIONAL COPY - WHITE VCO
- OPEN DAILY COPY - VCO TO MATCH PMS 404 @50%
- SNIPES - 1/2" MDO TO MATCH PMS 1665 AND WHITE COPY
- POSTS - 4X4 WOOD POSTS PAINTED PMS 5405

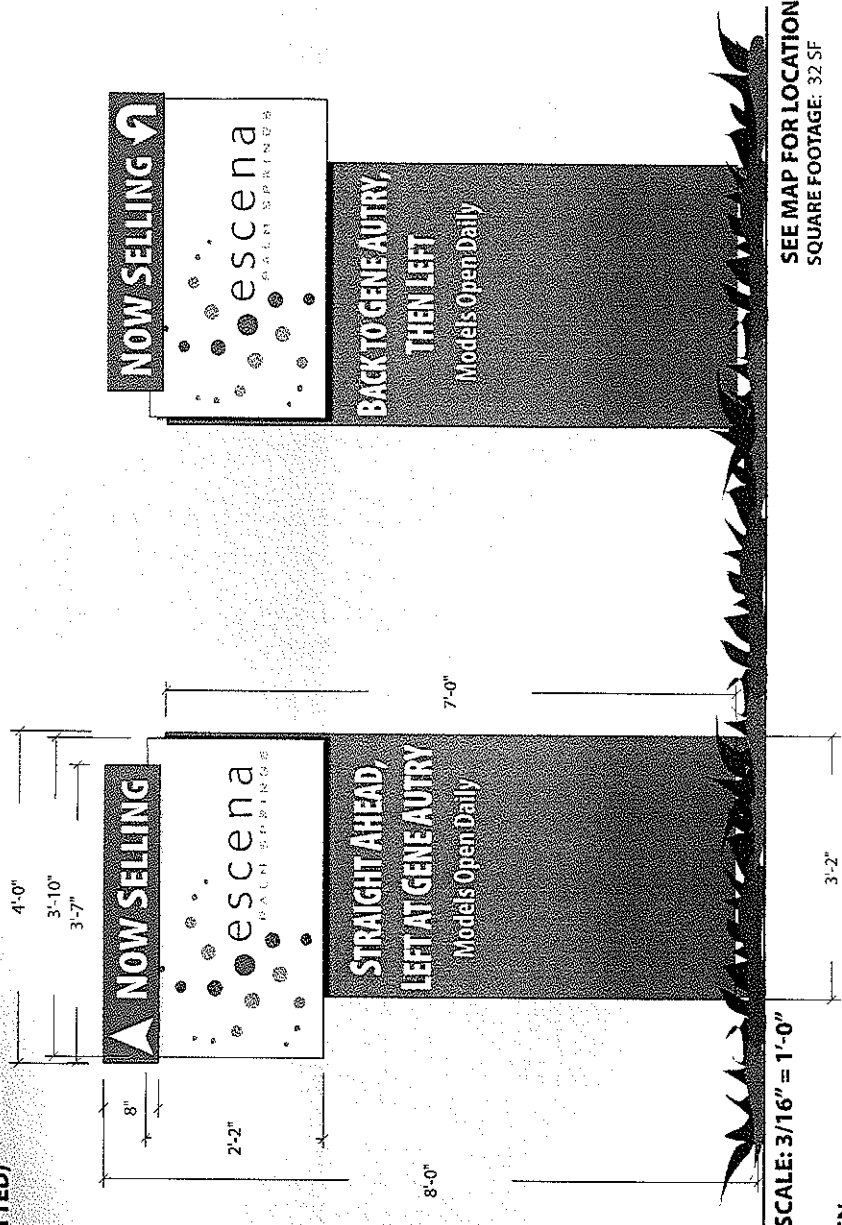
SEE MAP FOR LOCATION
SQUARE FOOTAGE: 32 SF

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SIGN #6 - D/F
8' X 4' OFF-SITE SIGN
(ALREADY PERMITTED)

- = PANTONE SOLID COATED 404 C
- = PANTONE SOLID COATED 409 C @ 50%
- = PANTONE SOLID COATED WARM GRAY 1 C
- = PANTONE SOLID COATED 1665 C
- = PANTONE SOLID COATED 5405 C
- = PANTONE SOLID COATED 549 C
- = PANTONE SOLID COATED 556 C



SEE MAP FOR LOCATION
SQUARE FOOTAGE: 32 SF

SCALE: 3/16" = 1'-0"

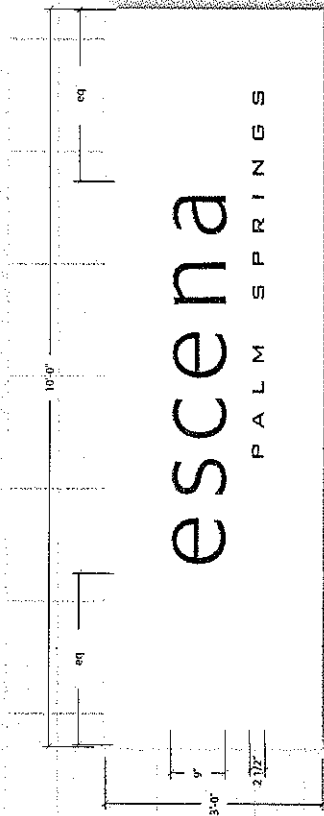
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- OPEN DAILY COPY - VCO TO MATCH PMS 404 @50%
- SNIPES - 1/2" MDO TO MATCH PMS 1665 AND WHITE COPY
- POSTS - 4X4 WOOD POSTS PAINTED PMS 5405

TEMEKA
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THE ARTISTIC WORKS DEPICTED
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PHOTOCOPYING, RECORDING,
OR BY ANY INFORMATION
STORAGE AND RETRIEVAL
SYSTEM, WITHOUT THE
WRITTEN PERMISSION OF
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OR TRANSMITTED IN ANY
FORM OR BY ANY MEANS
WITHOUT OUR PRIOR WRITTEN
CONSENT.

7

**SIGN #7 - S/F
MONUMENT SIGN
(EXISTING WALL)**



SCALE: 1/2" = 1'-0"

(1) S/F MONUMENT FACE

MAIN SUB- 1/2" THICK 18"X18" LIMESTONE TILES WITH CIRCLES SANDBLASTED OUT/ MOUNTED TO ALUMINUM BACKER/

BACKER AND TILES MOUNTED TO EXISTING BLOCK WALL

CIRCLES - SANDBLASTED 1/4" DEEP WITH CLEAN SHARP EDGES AND ROUGH CENTER

ESCENA COPY - 1" CAST ACRYLIC MINNESOTA LETTERS /DURANOTIC BRONZE 3130 FINISH/ PIN MOUNTED FLUSH INTO LIMESTONE

PALM SPRINGS COPY - 1/2" CAST ACRYLIC MINNESOTA LETTERS /DURANOTIC BRONZE 3130 FINISH / PIN MOUNTED FLUSH INTO LIMESTONE

WALL - EXISTING BLOCK WALL

**SEE MAP FOR LOCATION
SQUARE FOOTAGE: 30 SF**

***PLANNING APPROVED -
PERMIT NEEDED**



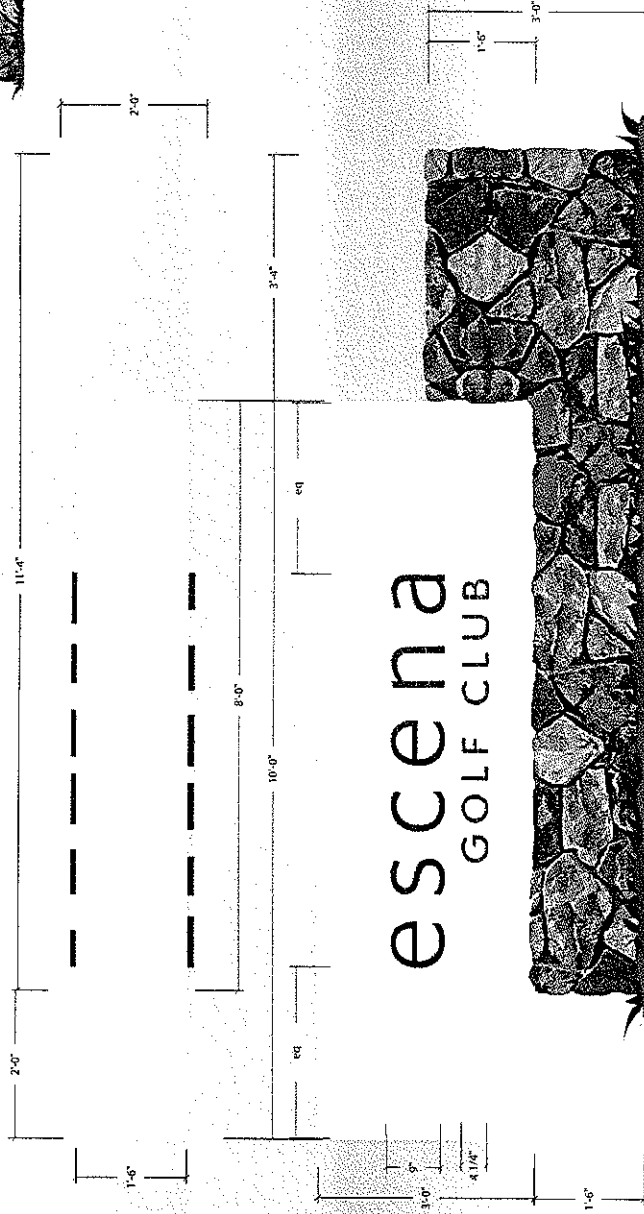
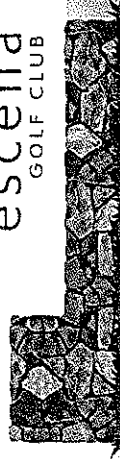
150 W. WALKUT ST.
PERRIS, CA 92469
P. 951.296.3570 F. 951.296.3576

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8

SIGN #8 - D/F
MONUMENT SIGN

escena
GOLF CLUB



SCALE: 3/16" = 1'-0"

SEE MAP FOR LOCATION
SQUARE FOOTAGE: 51 SF

(1) D/F MONUMENT SIGN

- WHITE STONE SUB - 1/2" THICK 18"x18" LIMESTONE TILES WITH CIRCLES SANDBLASTED OUT MOUNTED TO TOP STRUCTURE
- CIRCLES - SANDBLASTED 1/4" DEEP WITH CLEAN SHARP EDGES AND ROUGH CENTER
- ESCENA COPY - 1" CAST ACRYLIC MINNESOTA LETTERS /DURANOTIC BRONZE 3130 FINISH/ PIN MOUNTED FLUSH INTO LIMESTONE
- GOLF CLUB COPY - 1/2" CAST ACRYLIC MINNESOTA LETTERS /DURANOTIC BRONZE 3130 FINISH / PIN MOUNTED FLUSH INTO LIMESTONE
- STONE WALL - EL DORADO COUNTRY RUBBLE STONE (COGNAC) MOUNTED TO BOTTOM PART OF STRUCTURE
- STRUCTURE - ALUMINUM STRUCTURE WITH 2"x2" ALUMINUM TUBE FRAME / TILE AND STONE TO MOUNT TO STRUCTURE

***PLANNING APPROVED -
PERMIT NEEDED**

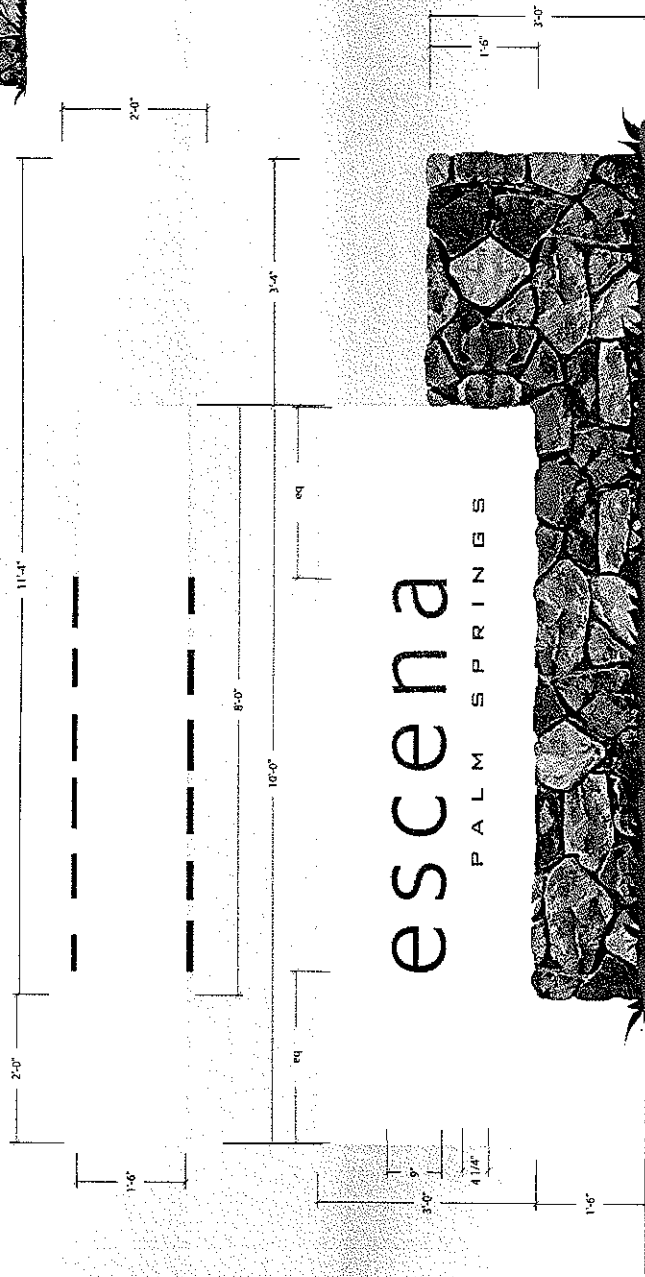


TE MEKA
DESIGN AND CONSTRUCTION INC. (LLC)
181 W. WALNUT ST.
BERKELEY, CA 94701
P: 951.246.3576 F: 951.246.3576

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9 SIGN #9 - 2 D/F
MONUMENT SIGNS

escena
PALM SPRINGS



SCALE: 3/16" = 1'-0"

SEE MAP FOR LOCATION
SQUARE FOOTAGE: 51 SF

(2) D/F MONUMENT SIGN

- WHITE STONE SUB- 1/2" THICK 18"X18" LIMESTONE TILES WITH CIRCLES SANDBLASTED OUT MOUNTED TO TOP STRUCTURE
- CIRCLES - SANDBLASTED 1/4" DEEP WITH CLEAN SHARP EDGES AND ROUGH CENTER
- ESCENA COPY - 1" CAST ACRYLIC MINNESOTA LETTERS / DURANOTIC BRONZE 3130 FINISH/ PIN MOUNTED FLUSH INTO LIMESTONE
- PALM SPRINGS COPY - 1/2" CAST ACRYLIC MINNESOTA LETTERS / DURANOTIC BRONZE 3130 FINISH / PIN MOUNTED FLUSH INTO LIMESTONE
- STONE WALL - EL DORADO COUNTRY RUBBLE STONE (COGNAC) MOUNTED TO BOTTOM PART OF STRUCTURE
- STRUCTURE - ALUMINUM STRUCTURE WITH 2"X2" ALUMINUM TUBE FRAME / TILE AND STONE TO MOUNT TO STRUCTURE

***PLANNING APPROVED -
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TEMEKA
150 W. WALNUT ST.
PERRIS, CA 92571
P. 951.296.3570 F. 951.296.3576

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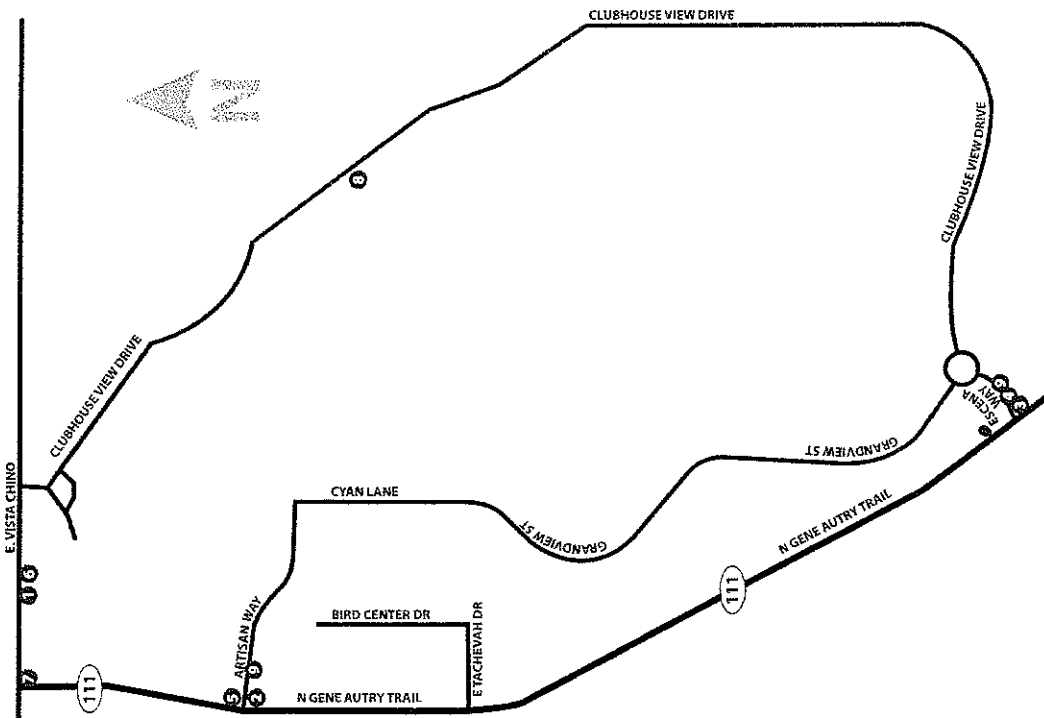
escena

PALM SPRINGS



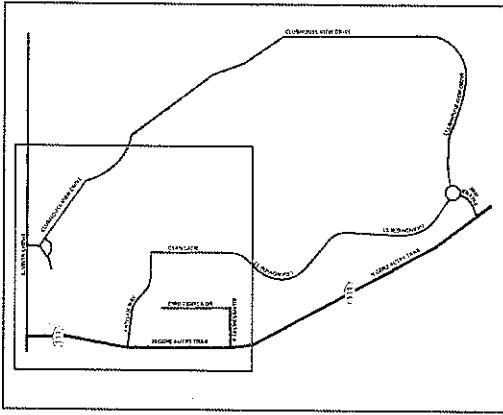
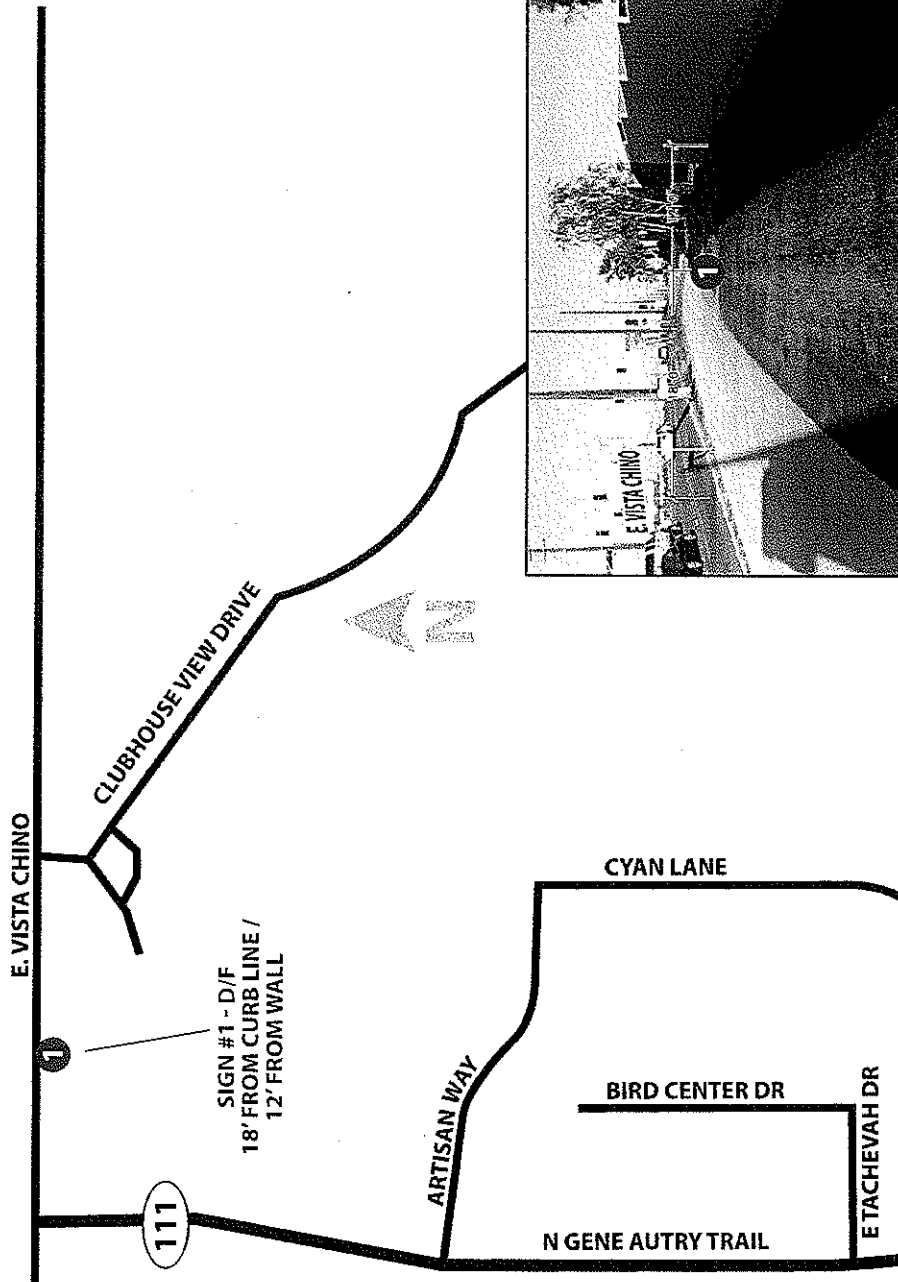
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 TERRIS, CA 92571
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NEW VALLEY PS LLC ESCENA SIGN PROGRAM

1

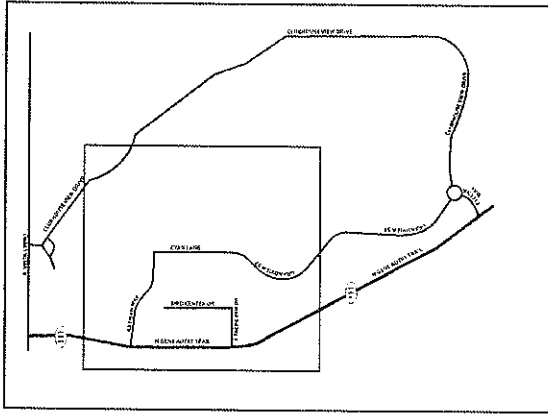
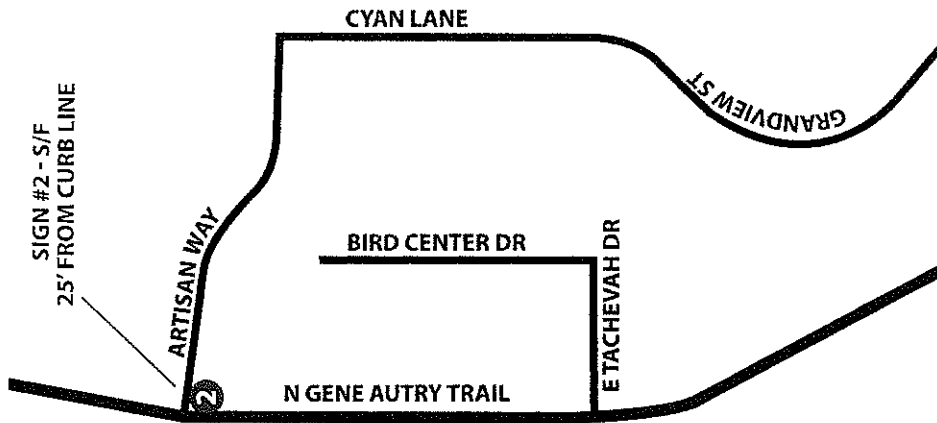


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TEMEKA
 RESTAURANT AND BAKERY (INC.)
 1700 N. VALLEY BLVD.
 TULSA, OK 74107
 P. 918.296.3570 F. 918.296.3576

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2

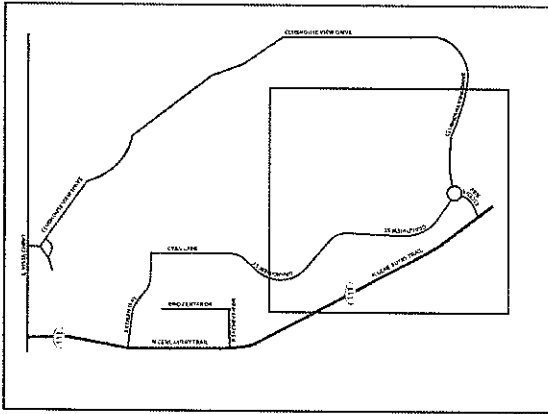


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150 W. WALNUT ST.
TAMPA, FL 33604
P. 951.296.3570 F. 951.296.3574

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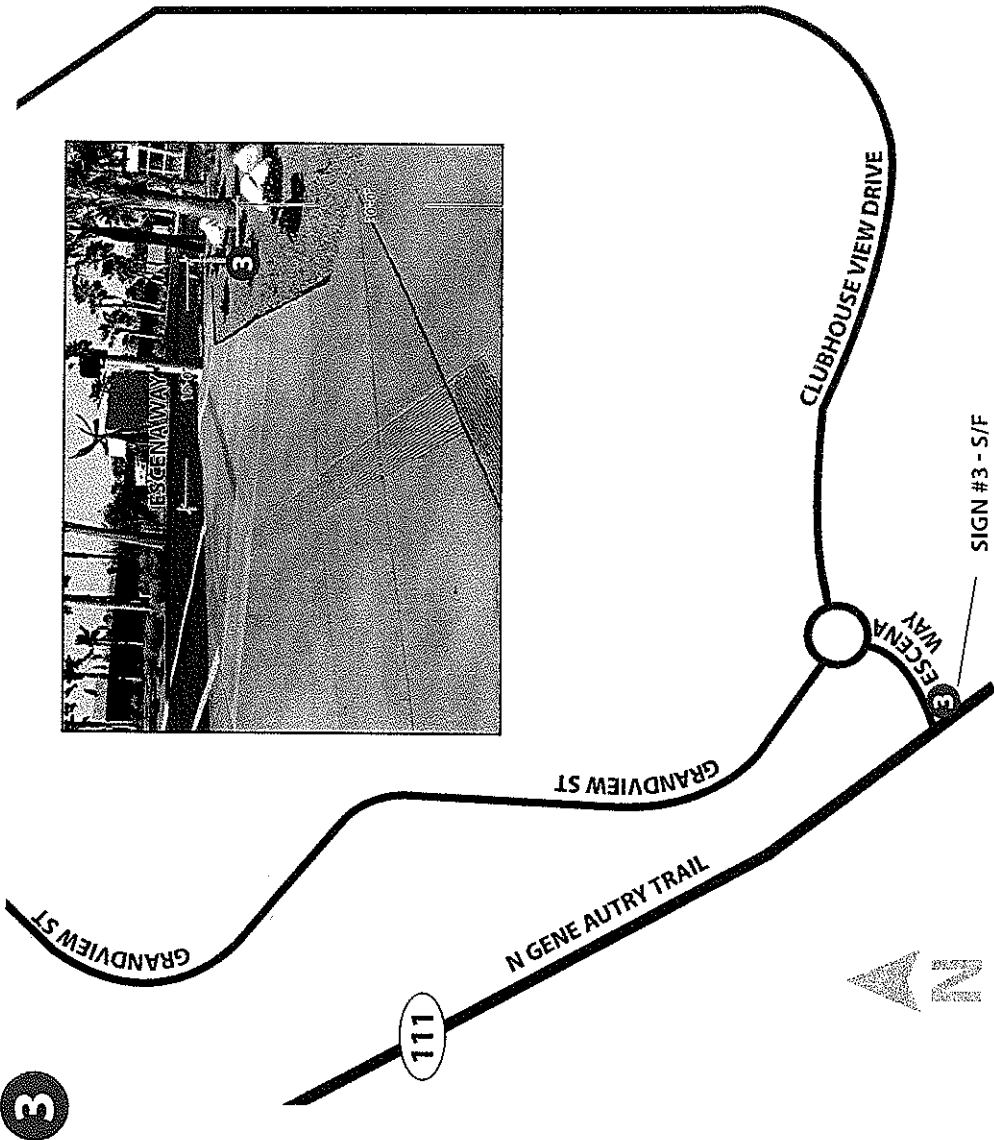
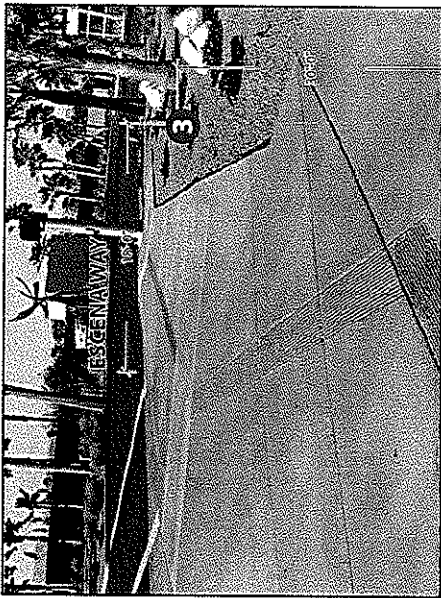


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TEMEKA
 REAL ESTATE SERVICES, INC.
 180 W. WALNUT ST.
 MENLO PARK, CA 94025
 P 650.296.3520 F 650.296.3576

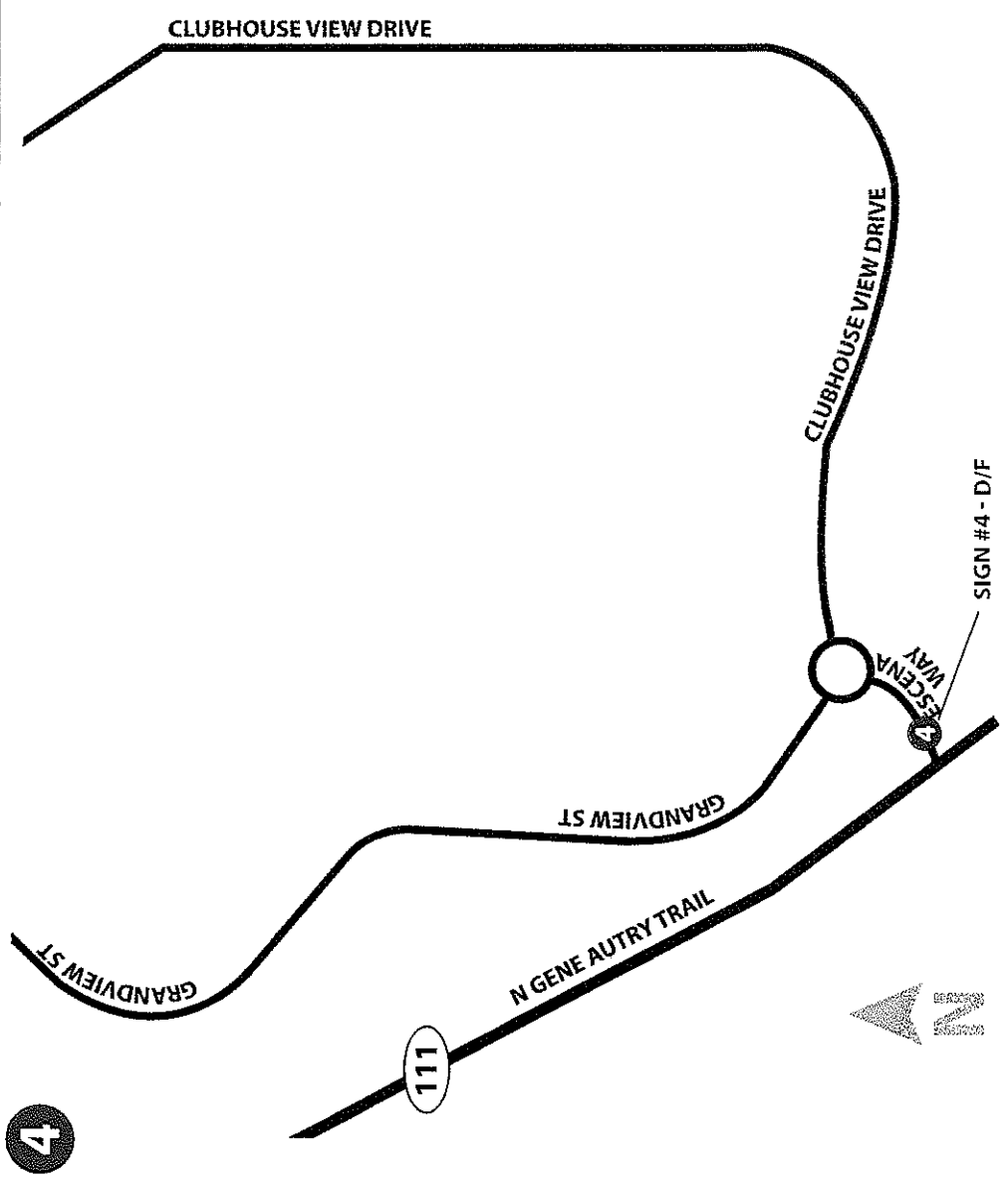
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CLUBHOUSE VIEW DRIVE



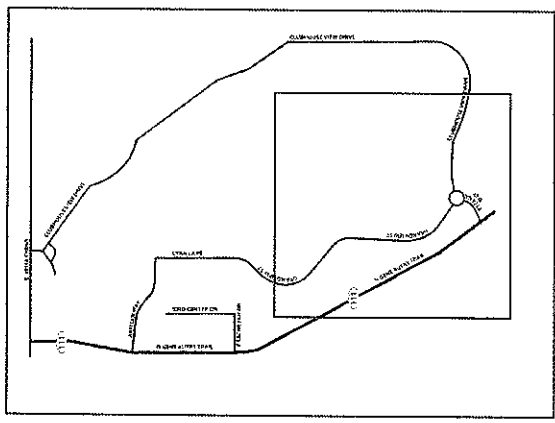
SIGN #3 - S/F
 18' FROM "ESCENA WAY
 CURB LINE /
 30' FROM "N. GENE AUTRY"
 CURB LINE

NEW VALLEY PS LLC ESCENA SIGN PROGRAM



4

111

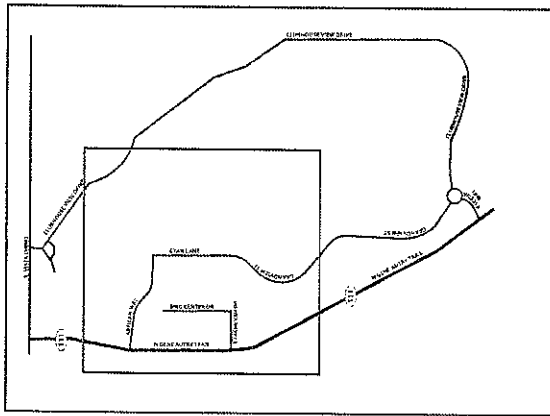


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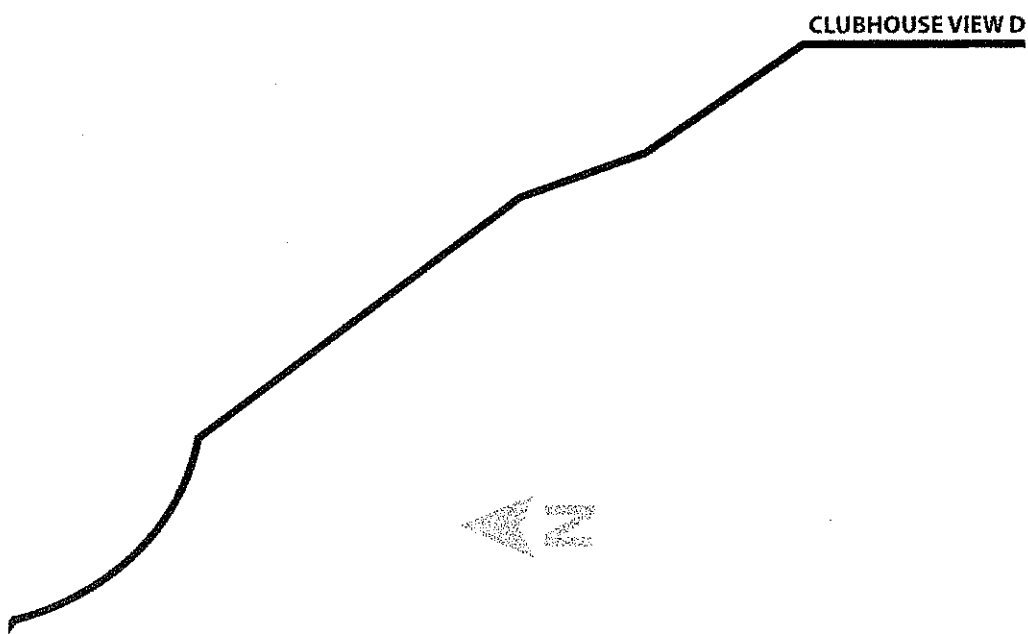
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 PERRIS, CA 92571
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TEMEKA
 SIGNAGE & GRAPHICS, INC.
 180 W. WALNUT ST.
 BERKELEY, CA 94704
 P. 925.236.3576 F. 925.236.3575

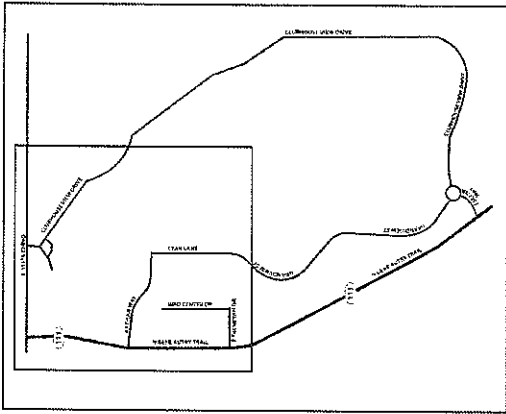
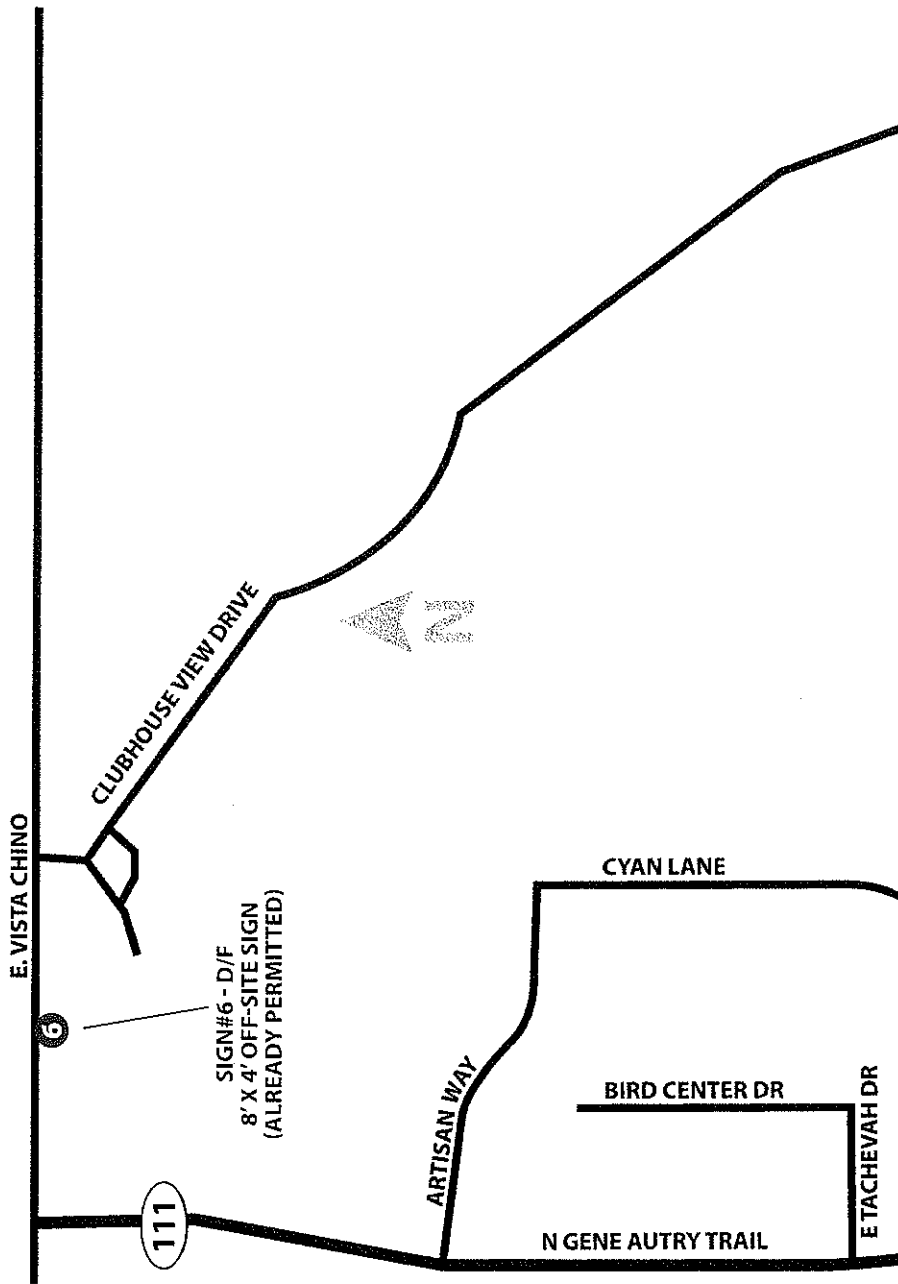
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SIGN #5 - D/F
 8' X 4' OFF-SITE SIGN
 (ALREADY PERMITTED)

5

6



TEMEKA
 150 W. WALLNUT ST.
 TEMPE, AZ 85283
 P. 481.296.3570 F. 481.296.3576

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7

E. VISTA CHINO

CLUBHOUSE VIEW DRIVE

SIGN #7 - S/F
MONUMENT SIGN
(EXISTING WALL)

111

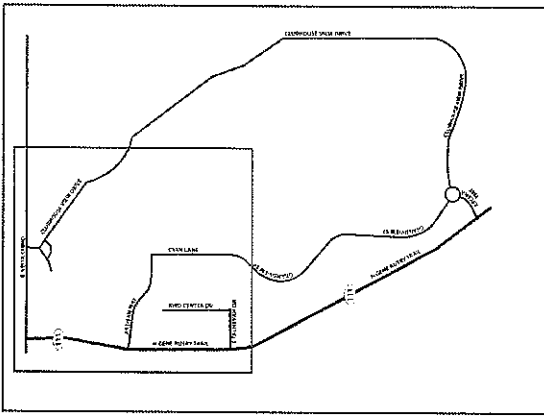
ARTISAN WAY

CYAN LANE

BIRD CENTER DR

N GENE AUTRY TRAIL

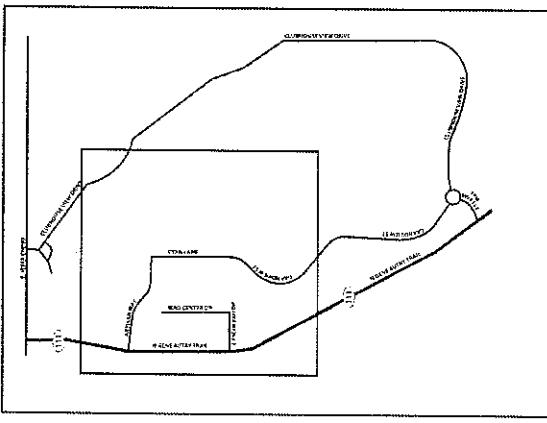
E TACHEVAH DR



*PLANNING APPROVED -
PERMIT NEEDED

TE MEKA
SIGNAGE & GRAPHICS
150 W. WALNUT ST.
PERRIS, CA 92571
P. 951.296.3570 F. 951.296.3576

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SIGN #8 - D/F
MONUMENT SIGN

8

CLUBHOUSE VIEW D



CYAN LANE

GRANDVIEW ST

ARTISAN WAY

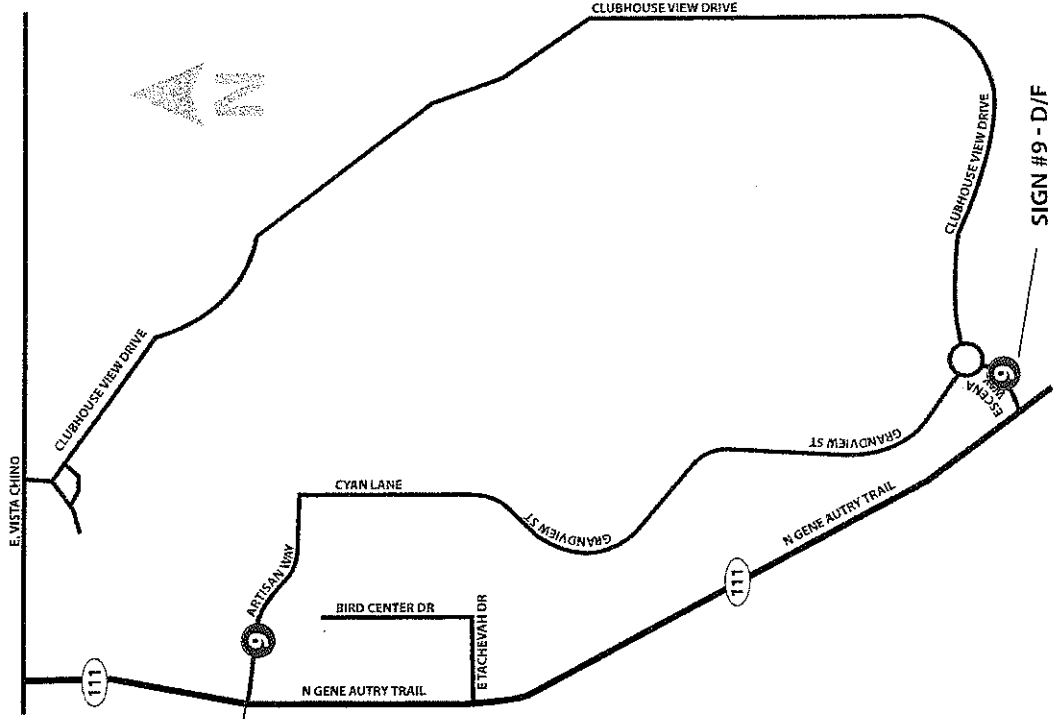
BIRD CENTER DR

ETACHEVAH DR

N GENE AUTRY TRAIL

8

9



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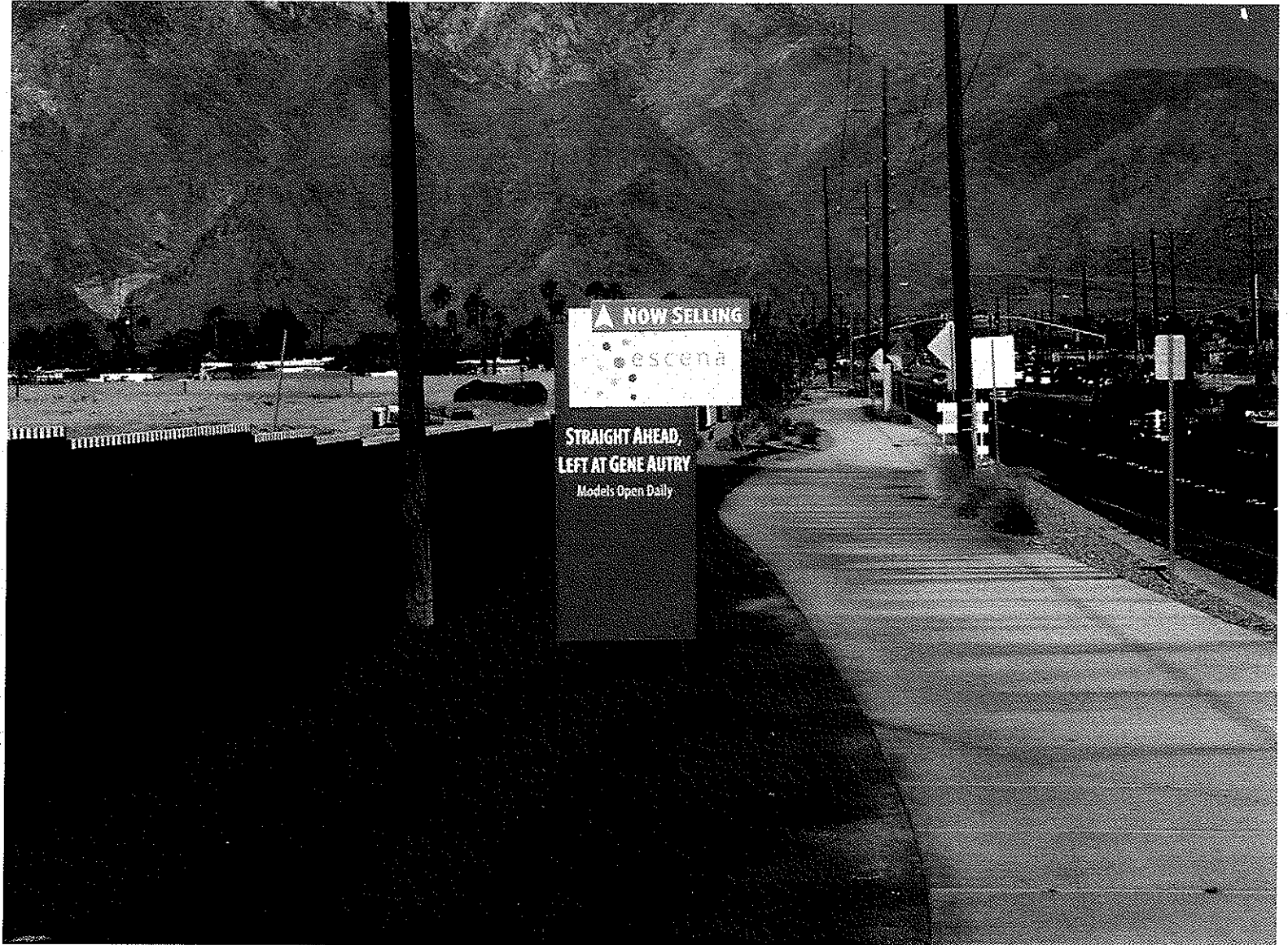
SIGN #9 - D/F MONUMENT

NEW VALLEY DESIGN ESCENA SIGN PROGRAM

20

TE MEKA
 SIGNAGE & GRAPHICS
 150 W. WALNUT ST.
 PERRIS, CA 92471
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NOW SELLING
escena

**STRAIGHT AHEAD,
LEFT AT GENE AUTRY**
Models Open Daily



