



Planning Commission Staff Report

Date: September 8, 2010

Case No.: SP 10-005

Type: Sign Program

Applicant: Best Signs, Inc.

Location: 901 North Palm Canyon Drive

APN: 505-263-006

General Plan: NCC (Neighborhood Community Commercial)

Zone: C-1 (Retail Business Zone) & "R" (Resort Overlay Zone)

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

Project Planner: David A. Newell, Associate Planner

PROJECT DESCRIPTION:

The proposed project is a sign program for the recently constructed mixed-use building known as the "Prescott Place" located at 901 North 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 as submitted Case No. SP 10-005 to allow the implementation of a sign program for mixed-use building known as the "Prescott Place" located at 901 North Palm Canyon Drive, subject to the attached conditions of approval.

PRIOR ACTIONS:

On July 23, 2010, the sign program was reviewed by the Architectural Advisory Committee (AAC) and by a vote of 6-0-1 (Parker absent) recommended approval of the proposal subject to the following recommendations:

1. Remove the two main tenant signs facing interior corridor area from the sign program, and
2. Bring back the complex identification sign to the AAC for a restudy.

The applicant has complied with the above recommendations.

On August 23, 2010, the AAC reviewed the revised complex identification sign and by a vote of 5-0-2 (King & Parker absent) recommended approval of the sign as submitted.

BACKGROUND:

On September 17, 2008, the City Council approved Planned Development District, PD 327, to allow construction of the mixed-use project at 901 North Palm Canyon Drive. The project is approximately 14,835 square feet in size and includes four commercial / retail units on the first floor and three residential units and one office unit on the second floor. Off-street parking, landscaping, balconies, a shaded public gathering space and other open spaces are also part of the project.

Surrounding land uses, Zoning, and General Plan designations are detailed below:

	Land Use	General Plan	Zoning
North	Commercial	NCC (Neighborhood Community Commercial)	C-1 (Central Retail Business Zone)
South	Commercial	NCC (Neighborhood Community Commercial)	C-1 (Central Retail Business Zone)
East	Commercial Hotel / Restaurant	NCC (Neighborhood Community Commercial)	C-1 (Central Retail Business Zone)
West	Multi-family Residential	ER (Estate Residential, 0 – 2.0 d.u. / acre)	R-2 (Limited Multi-family Residential)

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 allows the following types of signage:

1. Center Identification Monument Sign (see page 4 of sign program)

2. Tenant Main Identification Signs (see page 5 of sign program)
3. Secondary Tenant Signs (see page 5 & 6 of sign program)
 - a. Window Signage
 - b. Service / Delivery Entrance Signage
 - c. Suite Identification Signs
 - d. Banners / Temporary Identification Signs

Overall, the sign program allows signage that is consistent with the Zoning Code. However, the Center Identification Monument Sign deviates from the Zoning Code.

Center Identification Monument Sign

This type of signage is not a specifically permitted type by the Zoning Code in the downtown / uptown areas of the City. The downtown / uptown areas of the City are regulated by Section 93.20.09 of the Palm Springs Zoning Code (PSZC). Other areas of the City may have a complex identification sign pursuant to Section 93.20.05(C)(7) of the PSZC.

REQUIRED FINDINGS:

Section 93.20.09 of the PSZC 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.*

Strict application of the sign ordinance will not give adequate visibility to the signage. The project is a two-story mixed-use site with commercial retail on the first floor and residential and office on the second floor. Access to the parking area is located on the westerly portion of the property and away from Palm Canyon Drive, a major thoroughfare. A complex identification sign along Palm Canyon Drive will allow both the commercial and residential users to quickly identify the property and navigate to the parking area at the rear of the site.

- 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 will allow one deviation from the sign program. The deviation is the allowance of one monument sign to identify the multi-tenanted mixed-use property. No signage is proposed above the first floor of the two-story building. The complex identification sign will utilize the same design and materials as the main tenant signs. Architectural elements and colors of the project are

incorporated into the sign's design; this allows an effective sign program that provides adequate signage for the complex and individual tenants.

- 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".

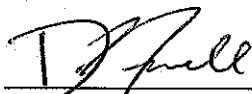
The sign ordinance encourages adoption of sign programs to provide consistency and ease of permitting for multi-tenant signage. The deviation from the ordinance is for the purpose of providing adequate identification for businesses and sign users of this mixed-use property; therefore, the proposed sign program is not contrary to the purpose of the sign ordinance, and represents the least departure from the standards of the sign ordinance necessary for the effectiveness of the program.

CONCLUSION:

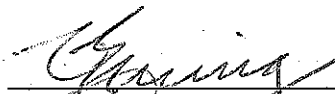
The program has received a recommendation of approval from the Architectural Advisory Committee, and staff is able to make the required findings for the sign program. Therefore, staff is recommending approval of the proposed sign program, Case SP 10-005, as conditioned in the draft resolution.

ENVIRONMENTAL ASSESSMENT:

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



David A. Newell
Associate Planner



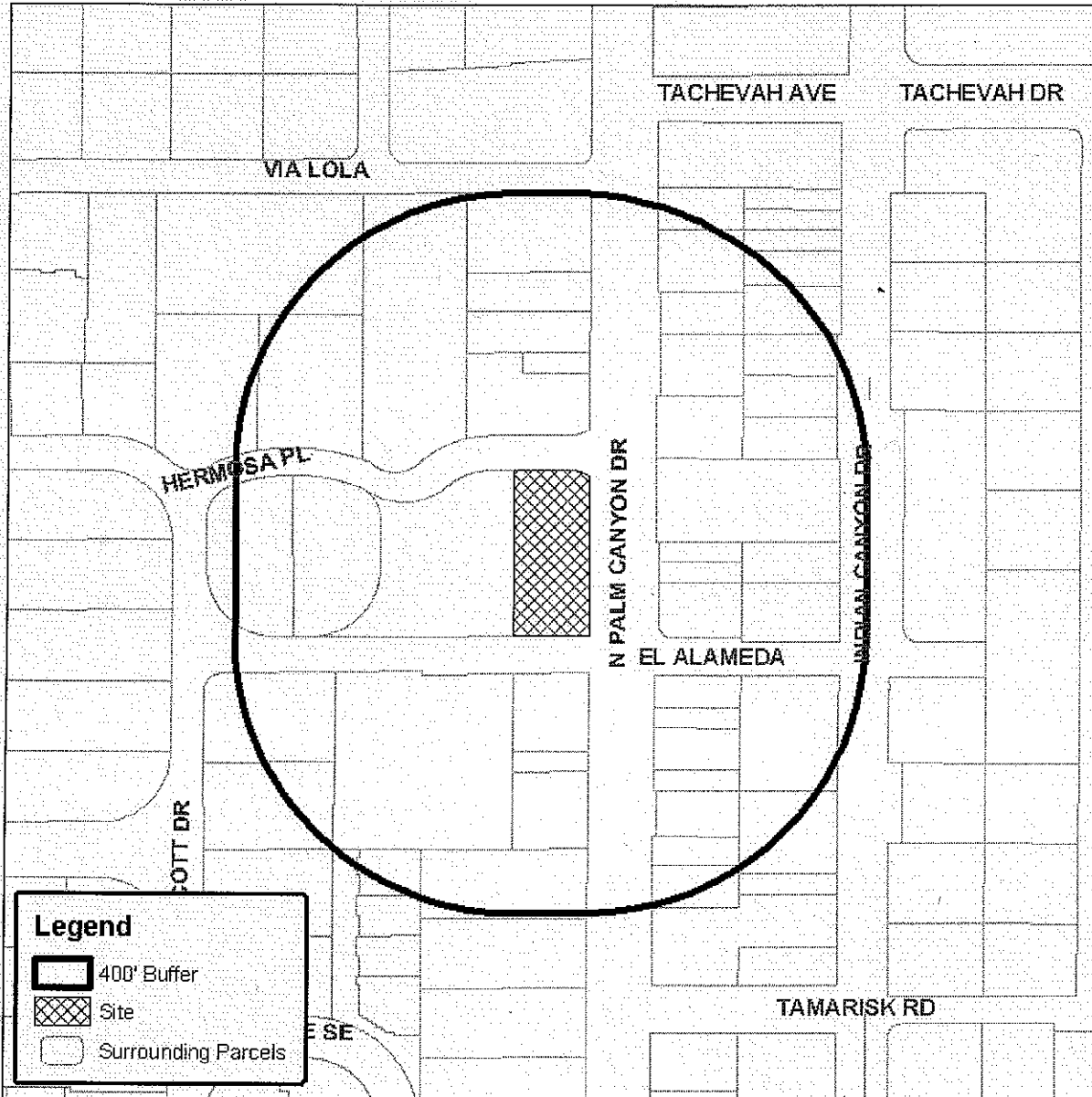
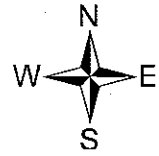
Craig A. Ewing, AICP
Director of Planning Services

ATTACHMENTS:

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



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS

CASE NO: SP 10-005

APPLICANT: Best Signs, Inc.

DESCRIPTION: Request to implement a sign program for the Prescott Place mixed-use project located at 901 North Palm Canyon Drive, Zone C-1, Section 10.

RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING CASE SP 10-005, ALLOWING THE IMPLEMENTATION OF A SIGN PROGRAM FOR THE PROPERTY LOCATED AT 901 NORTH PALM CANYON DRIVE.

WHEREAS, Best Signs, Inc. (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 901 North Palm Canyon Drive, APN: 505-263-010 , Zone C-1, Section 15; and

WHEREAS, notice of public meeting of the Planning Commission of the City of Palm Springs to consider Case No. SP 10-005 was given in accordance with applicable law; and

WHEREAS, on July 26, 2010, and August 23, 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 September 8, 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.

Strict application of the sign ordinance will not give adequate visibility to the signage. The project is a two-story mixed-use site with commercial retail on the first floor and residential and office on the second floor. Access to the parking area is located on the westerly portion of the property and away from Palm Canyon Drive, a major thoroughfare. A complex identification sign along Palm Canyon Drive will allow both the commercial and residential users to quickly identify the property and navigate to the parking area at the rear of the site.

- 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 will allow one deviation from the sign program. The deviation is the allowance of one monument sign to identify the multi-tenanted mixed-use property. No signage is proposed above the first floor of the two-story building. The complex identification sign will utilize the same design and materials as the main tenant signs. Architectural elements and colors of the project are incorporated into the sign's design; this allows an effective sign program that provides adequate signage for the complex and individual tenants.

- 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 ordinance encourages adoption of sign programs to provide consistency and ease of permitting for multi-tenant signage. The deviation from the ordinance is for the purpose of providing adequate identification for businesses and sign users of this mixed-use property; therefore, the proposed sign program is not contrary to the purpose of the sign ordinance, and represents the least departure from the standards of the sign ordinance necessary for the effectiveness of the program.

NOW, THEREFORE, BE IT RESOLVED that, based upon the foregoing, the Planning Commission hereby approves Case No. SP 10-005, subject to those conditions set forth in Exhibit A.

ADOPTED this 8th day of September, 2010.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

Craig A. Ewing, AICP
Director of Planning Services

Exhibit A

Case No. SP.10-005

Sign Program

Prescott Place
901 North Palm Canyon Drive
APN: 505-263-006

September 8, 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. 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 2. Approval shall be valid based on the sign amortization schedule in section 93.20.11 of the Palm Springs Zoning Ordinance.
- PSP 3. All signs shall comply with the Uniform Building Code regulations.
- PSP 4. All non-approved signage must be removed as part of this approval.
- PSP 5. 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 6. The applicant shall provide all tenants with a copy of the sign program and all Conditions of Approval for this project.
- PSP 7. 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 10-005. 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



PRESCOTT PLACE

901 North Palm Canyon, Palm Springs

TENANT SIGNAGE PROGRAM

Submitted by:



INTRODUCTION

This document establishes guidelines and criteria for the design, implementation, and regulation of project and Tenant signage for *Prescott Place*. The purpose of this sign program is to assure coordination and compatibility between all signs within the center. Tenant Signage shall be designed, fabricated and installed by a reputable state licensed sign contractor at Tenant's own expense. Tenant signage must be constructed from quality durable materials and shall be maintained by the Tenant.

The objectives of the Sign Program are:

- To provide signage that is functional and that effectively services the identification needs of the center and its Tenants.
- To generate tasteful signage that enhances the center's image and that compliments architectural and landscape elements.
- To facilitate the review and approval process for signage by providing guidelines and criteria that constitute standards of acceptability for signs at the center.

These criteria have been developed to guide each Tenant to a practical signage solution. The guidelines established herein will ensure that Tenant identification is of consistent quality and is compatible with the architectural character of the center. Each proposed sign will be evaluated on the design's excellence and compatibility with neighboring signs and the overall character of the center. The *Prescott Place* Sign Program encompasses the following sign types:

- Center Identification Monument Sign
- Tenant Main Identification Signs
- Secondary Tenant Signs

GENERAL SIGN REQUIREMENTS

General Provisions

1. Requests to establish signs that vary from the provisions of this plan shall be submitted to the Owner/Landlord for approval and then submitted to the City of Palm Springs Planning Department. The Planning Department may approve signs that depart from the specific provisions and constraints of this Sign Program in order to:
 - Encourage exceptional sign design.
 - Accommodate imaginative, unique, and otherwise tasteful signage that is deemed to be within the spirit and intent of the Sign Program.
 - Mitigate problems in the application of the Sign Program.
2. The Tenant shall pay for all signs, their installation, permits and all other labor, materials and future maintenance.
3. The Tenant and their Licensed Sign Contractor are responsible for understanding this Sign Program and conforming to its requirements.
4. The Tenant shall be ultimately responsible for the fulfillment of all requirements and specifications, including all applicable building and electrical codes.
5. Fabrication and installation of all signs shall be performed in accordance with the standards and specifications outlined in these guidelines and in the final approved plans and working drawings. Signs shall be inspected upon installation to assure conformance. Any work deemed unacceptable shall be rejected and shall be corrected or modified at the Tenant's expense as required by the Owner/Landlord.

6. The Owner/Landlord may, at the Tenant's expense, correct, replace, or remove any sign that is installed without written approval, without proper planning and building permits or that is deemed not to be in conformance with the approved Sign Program. No temporary or permanent signs may be added to, changed, or altered without review and approval by the Owner/Landlord and the City of Palm Springs.
7. Signage approval that incorporates logos, business identity, and/or images denoting the Tenant's type of business shall be at the sole discretion of the Owner/Landlord and the City of Palm Springs.
8. Letter heights, where specified, shall be determined by measuring the normal capital letter of a type font exclusive of swatches, ascenders, descenders and logos.
9. Notwithstanding the maximum square footages specified for copy area allowances, signs and typography in all cases shall appear balanced and in scale within the context of the sign space and the building as a whole. Thickness, height, and color of sign lettering shall be visually balanced and in proportion to other signs on the building.
10. All signs shall be affixed without visible means of attachment. All signs need to be attached directly to the lease space to which they refer.
11. All sign fabrication work shall be of excellent quality. All logo images and typestyles shall be accurately reproduced. Lettering that approximates typestyles shall not be acceptable. The Owner/Landlord reserves the right to reject any fabrication work deemed to be below standard.
12. Each Tenant shall be responsible for removal of its sign within ten (10) days after vacating site. Removal of the sign shall include the restoring of the Owner/Landlord furnished Sign Attachment Bar back to its original condition. If Tenant does not repair Owner/Landlord furnished Sign Attachment Bar to

Owner/Landlord's satisfaction, Owner/Landlord will perform repairs at Tenant's expense.

13. Each Tenant shall be responsible for the installation and maintenance of its sign. Should the Tenant's sign require maintenance or repair, Owner/Landlord shall give the Tenant fifteen (15) days written notice to affect said maintenance or repair. Should Tenant fail to do so Owner/Landlord shall affect said maintenance or repair and Tenant shall reimburse Owner/Landlord within ten (10) days of receipt of invoice.

Review and Approval Process

All Tenant signage is subject to Owner/Landlord's written approval. The Owner/Landlord's approval shall be based on the following criteria:

1. Design, fabrication and method of installation of all signs shall conform to this Sign Program.
2. Prior to sign fabrication, Tenant shall submit for Owner/Landlord approval two (2) complete sets of drawings reflecting the concept and design of signage to:

PRESCOTT PLACE SIGN APPROVAL
ATTN: STEVE NICHOLS
879 N. PALM CANYON DRIVE
PALM SPRINGS, CA 92262
PHONE: (760) 323-2222

3. Sign drawings are to be prepared by a reputable State Licensed Sign Contractor or as required to be licensed by the State of California.
4. All signage documents submitted for Owner/Landlord approval must also conform to requirements of the City of Palm Springs. Such submissions shall include:
 - Sign drawings must include a scaled drawing illustrating the proposed sign design and all

- dimensions as they relate to the elevation of the Tenant's premises.
- Sign drawings must also include sign elevations and indicate construction and attachment methods.
 - Letters must be accurately dimensioned and spaced.
 - Include photo showing location of existing and proposed signing on the building.
5. All Tenant sign submittals shall be reviewed by the Owner/Landlord for conformance with the sign program criteria and with the concept design provided by the Owner/Landlord. Unless the Owner/Landlord has received the above described drawings and information set forth above, the Owner/Landlord will not approve the Tenant's exterior sign(s).
6. All signs shall be reviewed for conformance with this Sign Program and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of the Owner/Landlord or his authorized representative.
7. Within ten (10) working days after receipt of Tenant's working drawings, Owner/Landlord shall either approve the submittal contingent upon any required modifications or disapprove Tenant's sign submittal, which approval or disapproval shall remain the sole right and discretion of the Owner/Landlord. The Tenant must continue to resubmit rejected plans until approval is obtained. A full set of final plans must be approved by the Owner/Landlord prior to permit application or sign fabrication.
8. Following Owner/Landlord's approval of proposed signage, Tenant shall submit to the City of Palm Springs sign plans signed by the Owner/Landlord and applications for all permits for fabrication and installation by a State Licensed Sign Contractor. Tenant shall furnish Owner/Landlord with a copy of said permits prior to installation of Tenant's sign(s).
9. Only after all drawings and samples have been marked "Approved" may the Sign Contractor proceed with fabrication per approved drawings and samples. The Tenant and State Licensed Sign Contractor will not be permitted to commence installation of the exterior signs unless all of the following conditions have occurred:
- A stamped set of final drawings reflecting the Owner/Landlord's approval shall be on file in the Owner/Landlord's office.
 - Sign Contractor/Tenant shall be responsible for the securing of all applicable sign permits/building permits required by the City of Palm Springs prior to fabrication of the signs. The Owner/Landlord's stamped approval is required on all sign plans prior to application for permits.
 - The Sign Contractor must provide to the Owner/Landlord a copy of the City of Palm Springs issued sign permit/building permit and a stamped set of drawings reflecting both the Owner/Landlord's and the City of Palm Springs approvals prior to sign installation.
 - **No Owner/Builder acquired permits allowed for any signage.**
 - The Owner/Landlord must receive:
 - Sign Contractor's Certificate of Insurance
 - Copy of the Contractor's License Card
 - Copy of Contractor's Palm Springs Business License.

Approved Sign Contractor:



Fabrication & Installation Requirements

1. Design, fabrication and method of installation of all signs shall conform to this Sign Program.
2. Tenant shall be required to review the exact rules pertaining to its space with the Owner/Landlord. Owner/Landlord's approval of Tenant's sign does not guaranty City of Palm Springs approval.
3. Sign Contractor/Tenant shall be responsible for the securing of all applicable sign permits required by the City of Palm Springs prior to fabrication of the signs. Owner/Landlord's signature of approval is required on all sign plans prior to the application for permits.
4. The Sign Contractor must provide to the Owner/Landlord a copy of the City of Palm Springs issued sign permit/building permit and a stamped set of drawings reflecting both the Landlord's and the City of Palm Springs approvals prior to sign installation.
5. All signs shall be professionally constructed of high-quality, durable material. Signs must be made of durable rust-inhibited materials that are appropriate and complementary to the building.
6. Joining of materials (e.g., seams) shall be finished in such a way as to be unnoticeable. Visible welds shall be continuous and ground smooth.
7. Installation crews are responsible for establishing a safety zone around their work area. Crews must possess caution tape and safety cones and utilize these safety devices to secure walkways and doors.
8. The Sign Contractor is responsible for removing all debris and cleaning the work area after installation is complete.
9. No field installation changes are permitted without first notifying Owner/Landlord in writing. If any sign is changed as to placement, location and/or size which differs from approved sign plan, Tenant and/or Sign Contractor will be responsible for repair, change, and/or relocation of sign to proper placement at their expense.
10. Any sign that is installed by Tenant which is not in conformance to the approved drawings or does not have required City of Palm Springs Planning and Building permits must be corrected by Tenant within fifteen (15) days after written notice by Owner/Landlord. In the event Tenant's sign is not brought into conformance within said fifteen (15) day period, then Owner/Landlord shall have the option to correct or remove non-conforming sign at Tenant's expense.
11. Each Tenant shall be responsible for the performance of its Sign Contractor.

CENTER IDENTIFICATION MONUMENT SIGN

Prescott Place will feature a Center Identification Monument Sign for project identification only. The monument sign will be located on North Palm Canyon Drive. The Center Identification Monument Sign is not to exceed fifty square feet of signage area excluding base and monument detail. (See Attached Drawing No. 1, Drawing No. 2 and Drawing No. 3)

TENANT MAIN IDENTIFICATION SIGN

1. Tenant allowed 1 (one) Tenant Main Identification Sign per Tenant assigned sign area. Corner units with street frontage located on North Palm Canyon and El Alameda and street frontage located on North Palm Canyon and Hermosa Place will be allowed a maximum of 2 (Two) Tenant Main Identification Signs. (See Attached Drawing No. 6 & Drawing No. 9). Tenant submittal may be subject to review and approval by the City of Palm Springs Architectural Advisory Committee at the direction of the City of Palm Springs Planning Department.
2. Tenant signage must consist of a 3" deep aluminum sign cabinet with LED illuminated push thru acrylic letters (logo colors) and translucent white edges to glow white. Panel painted to match "Sinocore" aluminum architectural panels. Cabinet to halo back to wall white or teal LED lighting. (See Attached Drawing No. 7 & Drawing No. 8)
3. Tenant allowed 1 (One) Tenant Main Identification Sign per Tenant assigned sign area. Corner units with street frontage located on North Palm Canyon and El Alameda and street frontage located on North Palm Canyon and Hermosa Place will be allowed a maximum of 2 (Two) Tenant Main Identification Signs. Sizes are predetermined. (See Attached Drawings No. 7 for specifications and Drawings No. 6 & Drawing No. 9 for assigned locations.) A maximum logo/letter height of 15" shall be used as a guideline for Tenant Primary Identification Signage. Tenant submittal may be subject to review and approval by the City of Palm Springs Architectural Advisory Committee at the direction of the Palm Springs Planning Department.
4. The use of logos/corporate branding must gain the approval of Owner/Landlord and the City of Palm Springs.
5. Tenant logo/corporate branding may consist of Digital Printed Materials. Tenant logos/corporate branding consisting of Digital Printed Materials must gain the approval of Owner/Landlord and

the City of Palm Springs. Dimensions to match above specifications and must be applied to a push thru panel.

6. All signs must be pre-approved in writing by Owner/Landlord prior to submittal to the City of Palm Springs for sign/building permit, and prior to sign fabrication.
7. Tenant is responsible to field verify that Tenant's proposed signage will fit attractively Tenant's assigned sign area prior to fabrication of signage. Sign area shall be centered on the panel area horizontally.
8. Tenant shall pay for all signs, their installation and maintenance. Tenant's Sign Contractor must file, pay for and obtain any licenses, building and planning permits and variances as required for sign installation. **No Owner/Builder acquired permits allowed.**

SECONDARY TENANT SIGN

Secondary site signs are to be visible from the public right-of-way. All secondary site signs shall be designed as a family of signs. Selected elements such as typestyle, layout, form, detail, colors and materials, shall remain consistent within each "family".

A strong connection shall be maintained between secondary site signs and the project architecture and landscaping. Elements of color, materials, scale, form and detail shall be reflected in the signage. Signs shall fit comfortably, never crowding the architectural and landscape elements in the immediate vicinity.

Window Signage

1. Any graphics applied to the glass of Pad or Shop buildings, unless otherwise noted in this Sign Program, shall conform with the City of Palm Springs Zoning Ordinance. Any window sign displaying hours of operation, credit cards accepted, and other such items shall not exceed a cumulative square footage of nine (9) square.

2. Illuminated signs will be permitted with the express written approval of the Owner/Landlord when in compliance with city regulations.
3. Open, closed, hours of operation, phone numbers, etc. may be applied.

Service/Delivery Entrance Signage

Tenants shall be required to identify their rear service door for delivery and emergency purposes only. Such signs shall be affixed to the Tenant's rear door and shall not exceed two square feet in sign face area. Sign configuration, dimensions, colors, materials, typestyle, and placement shall be consistent for all Tenants and shall be as specified by the Owner/Landlord. Copy shall be limited to identification of the Tenant service or building operation.

Suite Identification Signs

Suite identification signs shall be the responsibility of the Owner/Landlord. Signs shall be placed on the window panel above or adjacent to the primary entrance door. Numerals shall not exceed six inches in height.

Banners

1. Banners advertising a new business opening are permitted for a maximum of 30 days.
2. The banner shall include a date visibly noted on the sign and must be removed within 30 days of the posted date.
3. All banners are subject to the City of Palm Springs Sign Ordinance guidelines.

Portable Signs

Tenants are allowed 1 (one) Portable Sign. Portable sign must comply with section 93.20.09.B.5 of the Palm Springs Zoning Ordinance.

PROHIBITED SIGNS

The following types of signs are inconsistent with the purpose of the Master Sign Program and are therefore prohibited without written approval of Owner/Landlord and the City of Palm Springs:

1. Any sign not in compliance with the provisions of the Master Sign Program
2. Abandoned signs and sign structures
3. Animated, blinking, flashing, moving, reflection, and similar signs
4. Balloons or other inflatable signs
5. Banners or pennant signs, except for temporary banners for new businesses, limited to 30 days
6. Beacons
7. Bench and bus shelter signs
8. Changeable copy signs either electronically or manually controlled
9. Light bulb strings
10. Painted signs on fences or roofs
11. Roof signs
12. Signs on public property, except for traffic regulatory, informational signs, or signs required by governmental agency
13. Signs emitting audible sounds, odors, or visible matter
14. Signs erected in a manner that any portion of its surface or supports interfere in any way with the free use of any fire escape, exit, or standpipe or obstructs any door, stairway, or window

15. Signs painted on any surface except windows and glass doors, except as part of Sign Program
16. Signs which simulate in color or design a traffic sign or signal, or which uses characters, symbols, or works in a manner that may interfere with, mislead or confuse pedestrian or vehicular traffic
17. Signs which exceed the maximum number or dimensional requirements identified in this Sign program

ABANDONMENT OF SIGN

Any Tenant sign left after thirty (30) days of Tenant's vacating premises shall be deemed abandoned by Tenant and immediately become property of the Owner/Landlord; unless, previous arrangements have been agreed upon, in writing, by Owner/Landlord and Tenant. After said date, Owner/Landlord shall have no liability whatsoever to Tenant for the sign(s), its disposition of value.

EXCEPTIONS

Exceptions or deviations to the maximum square foot or maximum letter height guidelines can be submitted for review, but must gain the approval of Owner/Landlord and the City of Palm Springs Planning Department. Tenant submittal may be subject to review and approval by the City of Palm Springs Architectural Advisory Committee at the direction of the Palm Springs Planning Department.

DEFINITIONS

Abandoned sign: A sign which no longer directs, advertises or identifies a legal business establishment, product or activity on the premises where such sign is displayed.

Abatement: Elimination and removal of any sign in violation of the City of Palm Springs sign ordinance.

Aesthetics: A term dealing with form, design, and/or quality of construction of a particular sign, building, site or structure, that presents a judgmental statement concerning the level of beauty or artistic value.

Affixed: To be attached in any manner, including, but not limited to, adhesive substances, suction, or to be touching in any way.

Animated Sign: A sign depicting action, motion, light or color changes through electrical or mechanical means. Although technologically similar to flashing signs, the animated sign emphasizes graphics and artistic display.

Attraction board: Any sign which provides for changeable copy/letters, numbers or symbols.

Awning: A roof-like cover, made of fabric, over a door or window and attached to a building.

Awning Sign: A building mounted sign that provides additional functionality as shelter.

Banner : A sign composed of lightweight material. Promotional banners include those used to announce open houses and grand openings, make special announcements, or communicate events.

Building frontage: The linear length of a building facing a public street or pedestrian mall.

Back Lighted Letter: An illuminated reverse channel letter (open or translucent back) so light from the letter is directed against the surface behind the letter producing a halo lighting effect around the letter. Also referred to as Silhouette lighted or halo lighted.

Brand Equity (Branding): The intangible, but real, value of words, graphics or symbols that are associated with the products or services offered by a business. Developing branding of a site includes the presentation of signage and architecture to create a unique awareness and memory by the potential customer of the products or services offered at that site.

Brand equity for a particular business is similar to the goodwill of an enterprise.

Building Code: State and/or local regulations governing public health, welfare and safety of construction and maintenance.

Building Facia: That portion of any elevation of a building extending vertically from the grade to the top parapet wall or eaves, and horizontally across the entire width of the building elevation, including slanted wall surfaces sometimes referred to as a mansard.

Building Mounted Sign: A sign that is applied or attached to a building.

Cabinet Sign: A sign structure consisting of the frame and face(s), not including the internal components, embellishments or support structure.

Canopy: A permanent roof-like shelter extending from part or all of a building face and constructed of some durable material which may or may not project over a public right-of-way.

Canopy Sign: A building-mounted sign functioning as a marquee. A sign mounted on a marquee or canopy.

Center Identification Sign: A sign identifying a center or complex. For purposes of this section, a "center" or "complex" shall be defined as a group of three (3) or more retail, wholesale, industrial or professional uses utilizing common facilities including off-street parking, access and landscaping, not necessarily under single ownership.

Changeable Panel Copy: A section of a sign that functions like a changeable copy sign.

Changeable Copy Sign: A variable message sign composed of individual letters panel-mounted in or on a track system.

Channel Letter: Fabricated or formed three-dimensional letter that may accommodate a light source.

Coated Tubing: Clear glass tubing, coated on the interior surface with phosphorus powder. Coated tubing produces a variety of different light colors, dependent upon the specific mixture of phosphorus powders utilized. (Neon)

Cold Cathode: Electric discharge lighting, which uses an electrode with a large metal mass to emit electrons. Neon tubing is a cold cathode type. 2.) Generic term employed to specify custom interior lighting produced through the use of larger diameter cold cathode tubing. (Neon)

Colored Tubing: Transparent glass tubing manufactured with color pigments, typically color examples include ruby red, canary yellow, green, and midnight blue. (Neon)

Conforming Sign: A sign that is legally installed in accordance with federal, state, and local laws and ordinances.

Conspicuity: The characteristics of the sign that enable an observer to differentiate the sign from its surrounding environment.

Contrast: The difference or degree of difference between things having similar or comparable natures, such as light and dark areas, colors, or typefaces.

Copy: The words or message displayed on a sign.

Copy Area: The area of a sign computed by surrounding each graphic element with a regular geometric shape (e.g., circle, rectangle, trapezoid, triangle), calculating the area contained within the shapes, and then computing the sum of the areas. Any "shape" which is readily recognizable as a product or service sold or offered upon the premises shall be counted as copy area. However, minor elements such as swatches, simply drawn lines, or other decorative touches that might extend beyond the limits of the geometric shape shall not be included as part of the copy area. Sign copy area is calculated exclusive of display surfaces, backings, architectural elements, or mounting devices.

Custom Sign: A sign designed, manufactured and installed to meet the requirements of a specific location.

Dimensional Letter: A specification description of a letter, logo or symbol, either cut out, cast, molded or fabricated in material such as metal or plastic to create a raised condition.

Directional Sign: Signs designed to provide direction to pedestrian and vehicular traffic.

Directory Sign: Means a sign identifying and locating residential, business or industrial uses within a building, subdivision, planned development, center or complex.

Display sign: A structure that is arranged, intended, designed or used as an advertisement, announcement or direction; and includes a sign, screen billboard, poster panel and advertising devices of every kind. Display sign includes electronically operated changing alpha-numeric message signs. Display sign does not include animated signs or signs placed on the inside of display cases or show windows fronted with glass which do not protrude more than six (6) inches from the outside surface of the building wall.

Double-Faced Sign: A sign with two parallel opposing (back-to-back) faces.

Electric Sign: Any sign containing or using electrical wiring.

Electronic Message Center: A variable message sign that utilizes computer-generated messages or some other electronic means of changing copy. These signs include displays using incandescent lamps, LEDs, LCDs or a flipper matrix.

Entertainment board: Any assemblage of verbiage, designed to advertise current or coming entertainment scheduled to occur on the premises. Also "attraction board."

Exterior Illuminated Sign: A sign that is illuminated by a light source that is directed towards, and shines on the face of a sign. Also called direct illumination.

Face: The surface area on a sign where advertising copy is displayed.

Facia Sign: A building mounted sign.

Flag: A piece of fabric attached to a staff.

Flashing Sign: A sign with an intermittent or flashing light source. Generally, the sign's message is constantly repeated, and the sign is most often used as a primary attention-getting device. Government highway departments frequently use flashing signs to improve highway safety.

Flat Cutout Letter: A dimensional letter cut from sheet or plate stock.

Florescent Lamp Or Tube: Electric-discharge lighting utilizing glass tubing manufactured to standard lengths.

Font: A set of letters, numerals, and shapes, which conform to a specific set of design criteria.

Freestanding Sign: A sign that is not attached to a building or any sign supported by structures or supports that are placed on, or anchored in, the ground, and that are independent from any building or any other structure.

Frequency: The average number of times an individual has the opportunity to see an advertising message during a defined period of time. Typically measured over a four-week period.

Front Lighted Letter: An illuminated channel letter with translucent face.

Full Service Sign Companies: Sign companies that complete the entire signage project, including surveying, designing, engineering, permitting, manufacturing, installing, and maintaining signs.

Ground Sign: A freestanding sign with no visible support structure.

Height of sign: The distance measured from the top of the street curb to the highest projection of the sign structure, including architectural design features.

Illuminated sign: A sign that is artificially lighted either internally or externally from a source of light connected with such sign.

Internally Illuminated Sign: A sign that is illuminated by a light source that is contained inside the sign.

Interior Signs: Signs that are located inside a building or other facility.

Kiosk: A small, freestanding station in a public place, for displaying information on products, events, locations, etc.

L.E.D. Lighting System: Light Emitting Diode

Legibility: The characteristics of letters, numbers, graphics, or symbols that make it possible to differentiate one from the other.

Listed Sign: A sign labeled to indicate that the manufacturer of the sign is identified in a list published by a National Recognized Testing Laboratory as producing signs in conformance with the applicable American National Standard.

Logo: A design that represents goods, identity or service.

Main Sign: Means the largest single permitted sign on a property.

Marquee: A roofed structure projecting from and supported by a building, or free-standing when such roofed structure extends beyond the building line, building wall or street lot line.

Marquee Sign: A display sign attached to or hung from a marquee.

Maximum Height: The maximum height of a sign shall be measured from the elevation of the point nearest the sign on the center line of the public street or highway nearest the sign upward to the elevation of the highest part of the sign or its supporting structure, whichever is higher. Notwithstanding the foregoing, unless otherwise specified in this chapter, all signs may have a height of eight (10) feet measured from the ground location of the sign to the highest part of the sign or its supporting structure, whichever is higher.

Menu Board: Any assemblage of verbiage designed to advertise currently available food and/or beverage offerings.

Message Area: The area within the sign panel describing the limits of the message.

Monument Sign: A freestanding sign of which the entire bottom of the sign is generally in contact with or in close proximity to the ground, other than a pylon sign. Usually has a low overall height.

Multi-Tenanted Building: Means a building containing more than one (1) individual business within a shopping, professional or industrial complex.

Neon Sign: A sign manufactured utilizing neon tubing, which is visible to the viewer.

Neon Tubing: Electric discharge, cold cathode tubing manufactured into shapes that form letters, parts of letters, skeleton tubing, outline lighting, and other decorative elements or art forms, in various colors and diameters and filled with inert gases.

Nonconforming Sign: a sign lawfully erected but which does not conform to the current provisions of the sign ordinance.

Off-Premise Sign: Any sign that is not appurtenant to the use of the property, a product sold, or the sale or lease of the property on which it is displayed, and that does not identify the place of business as purveyor of the merchandise, services, etc., advertised upon the sign. Also known as Outdoor Advertising.

On-Premise Sign: A communication device whose message and design relates to a business, an event, goods, profession or service being conducted, sold or offered on the same property as there the sign is erected.

Open Channel Letter: A dimensional letter that has no face and, if illuminated with the light source visible. A clear face for physical protection of internal components may be used.

Painted wall surface sign: A sign painted directly on the surface of buildings, walls or fences.

Pan Channel Letter: A dimensional letter that is constructed with side walls, back and a face making the letter a solid integral unit with the side walls and back having a pan-shaped cross section.

Pan Face: A plastic sign face molded into a three dimensional shape. Also called molded face, molded and embossed face, molded and debossed face.

Permanent Sign: A sign attached to a building, structure, or the ground in a manner that enables the sign to resist environmental loads, such as wind, and precludes ready removal or movement of the sign.

Point-Of-Purchase Sign: Signage that advertises a product at its point of sale, or "point of purchase" location.

Political Sign: Any sign, other than an election sign, which is intended to address a political, religious, civic, social or other issue, event or occurrence.

Portable Sign: A sign which is not designed or manufactured to be permanently anchored or affixed to the ground, building or other structure, but rather is designed or primarily used as a sign which is movable from place to place and which includes but is not limited to signs affixed to a trailer or other portable structure and "A" frame or sandwich signs.

Projecting Sign: A display sign which is attached directly to the building wall and which extends more than twenty-four (24) inches from the face of the wall.

Push-Through: A letter or logo cut out of a backing material that is as thick or thicker than the sign face material, and mounted on the inside of the sign face so that the backing material's thickness extends flush with or through and beyond the front plane of the sign face.

Raceway: An electrical enclosure that may also serve as a mounting structure for the sign.

Readability: The quality that enables the observer to correctly perceive the message. In transportation engineering, this word is being replaced by conspicuity.

Recall: In signage, this refers to the ability of a viewer to remember the message even when they are not viewing it.

Recognition: Refers to the ability of a viewer to identify the message.

Regulatory Sign: A sign having the primary purpose of conveying information concerning rules, ordinances or laws.

Retainer: A framing member mounted around the perimeter of a sign face, and attached to the sign cabinet structure. It is designed to attach the face to the cabinet and/or intended to provide a decorating trim piece.

Return: The sides of a channel letter.

Reveal: An indented detail on a sign.

Reverse Channel Letter: A fabricated dimensional letter with opaque face and side walls.

Roof Sign: A building mounted sign erected on the roof of a building.

Sale sign: Any sign, graphic or collage that indicates a sale, by virtue of a special reduction, or percentage reduction, in price of merchandise, including, but not limited to, a close-out of merchandise quitting business sale, lost lease sale, moving sale or overstocked sale.

Service sign: Any assemblage of verbiage designed to advertise currently available services or products offered by a business.

Sidewalk/Sandwich Sign: A moveable sign not secured or attached to the ground or surface upon which it is located, but supported by its own frame and most often forming the cross-sectional shape of an A.

Sign: Any identification, description, illustration or device illuminated or non-illuminated, which is visible from any public place or is located on private property and exposed to the public and which directs attention to a product, place, activity, person, institution, business or solicitation with the exception of window display. Any emblem, painting, banner, pennant, placard, lighting or other item, designed to advertise, identify or convey information shall be considered a sign. National flags or flags of political subdivisions shall not be construed as signs.

Sign Area: The area of a sign without a border placed on the wall of a building shall be computed by enclosing the entire sign within sets of parallel lines touching the outer limits of the sign message and computing the area thus enclosed. The area of other signs shall be calculated by adding the outer dimensions of all faces capable of presenting a sign message including the standard and the frame.

Sign Band: A horizontal area above a multi-tenants' building's entrances, architecturally designed to accommodate signage in a signcentric manner.

Sign Face: The area of a sign on which copy is intended to be placed.

Sign program: Design criteria established to guide the design of all signs on a building or complex; sign programs can, but need not mandate specific elements such as material, color, size, location, lighting and uniformity.

Single-Face Sign: A sign with only one face plane.

Surface Area: Total area of that part of a sign structure that carries any sort of written or graphic materials or in any way conveys a message as seen from any one direction at any one time; except when cut-out letters and/or graphics only are used for wall signs or only lettering and/or graphics are used on awning signs in which cases the surface area is measured as the area of the basic geometric shape that would enclose the

message and/or graphics. When individual cut out letters or graphics are installed on a wall, whether that wall be a part of a building or other structure, the area of the basic geometric shape that encloses the message is the surface area of the sign.

Temporary Sign: Any sign not intended for permanent installation, such as banners and signs at construction sites. They may be incidental or miscellaneous in nature, such as political and real estate signs.

Trademark: Used by a business to distinguish itself and its products from the competition. A trademark may include a name, symbol, word or combination of those. Protected by the federal government and considered to have financial value. The circled "R" or "Reg. T.M." printed with the mark indicates that it is a registered trademark.

Transformer: Electrical equipment that converts input voltage and current to a different output voltage and current.

U.L.: An abbreviation for Underwriters Laboratories, Inc., a Nationally Recognized Testing Laboratory.

Under-Canopy Sign: A sign designed to be mounted underneath a canopy.

Variable Message Sign: A sign that includes provisions for message changes. Also called changeable copy panel, changeable copy sign, time and temperature sign, electronic message center, menu board.

Variance: Special administrative procedure by which one may obtain an exception to zoning rules such as height, setback and type of use.

Visibility: The quality of a letter, number, graphic, or symbol, which enables the observer to distinguish it from its surrounds or background.

Wall Sign: A sign attached to the wall of a building with the exposed face of the sign in a plane parallel to the face of said wall, not extending more than twenty-five (25) per cent above the roof line or parapet of the building, nor more than twenty-four (24) inches from the wall surface.

Wayfinding: Enabling a person to find his or her way to a given destination thru the use of effective signage.

Window Sign: A sign that is displayed in a window.



Client:
PRESCOTT PLACE

Project:
**TENANT SIGNAGE
PROGRAM**

Project Address:
PALM SPRINGS

Account Representative:
GILLIAN CROSS

Designer:
CRISTINA FLORES

Date:
MARCH 15, 2010

Scale:
1/4" = 1'.0"

File name:
**PRESCOTT PLACE/SIGN_
PROGRAM.CDR**

Revisions:
MAY 05, 2010
JULY 7, 2010
AUGUST 12, 2010
Client Approval:



1550 S. Gene Autry Trail
Palm Springs, CA 92264

TEL: (760) 320-3042
FAX: 760-320-2090



CONTRACTORS LIC. NO. 524483

COLORS REPRESENTED IN THIS DRAWING
ARE FOR PRESENTATION PURPOSES ONLY.
THEY WILL NOT MATCH YOUR FINISHED

ALL IDEAS, DESIGNS, ARRANGEMENTS AND
PLANS INDICATED OR REPRESENTED BY THIS
DRAWING ARE OWNED BY AND PROPERTY OF
BEST SIGNS, INC. AND WERE CREATED,
EVOLVED, AND DEVELOPED FOR USE ON
AND IN CONNECTION WITH THE SPECIFIED
PROJECT. NONE OF SUCH IDEAS, DESIGNS,
ARRANGEMENTS OR PLANS SHALL BE USED
BY OR DISCLOSED TO ANY PERSON, FIRM OR

Drawing No. 1

Day View



Night View



Client:
PRESCOTT PLACE

Project:
**TENANT SIGNAGE
PROGRAM**

Project Address:
PALM SPRINGS

Account Representative:
GILLIAN CROSS

Designer:
CRISTINA FLORES

Date:
MARCH 15, 2010

Scale:
AS SHOWN

File name:
**PRESCOTT PLACE/SIGN_
PROGRAM.CDR**

Revisions:
MAY 05, 2010
JULY 7, 2010
AUGUST 12, 2010
Client Approval:



1550 S. Gene Autry Trail
Palm Springs, CA 92264

TEL: (760) 320-3042
FAX: 760-320-2090

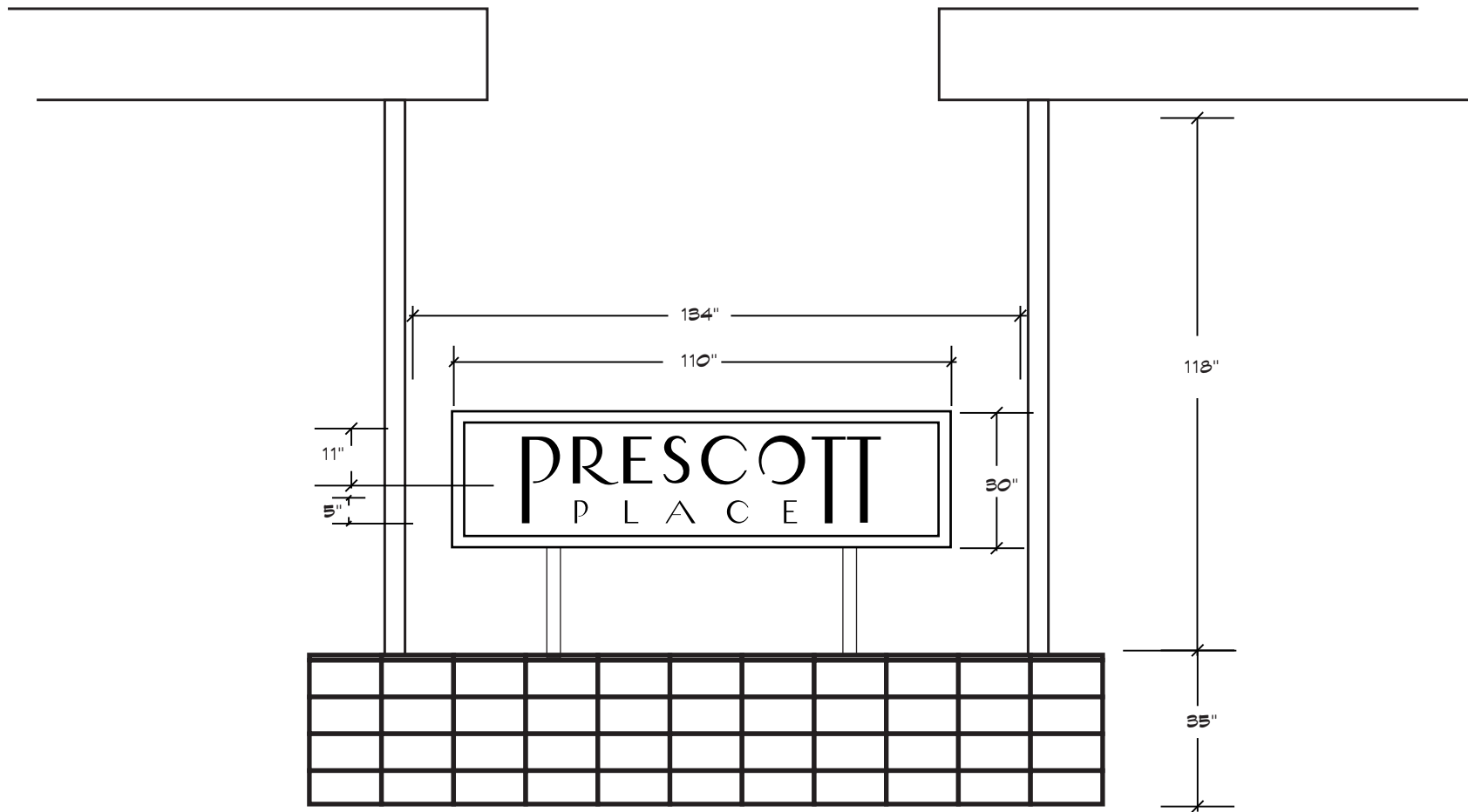


CONTRACTORS LIC. NO. 524483

COLORS REPRESENTED IN THIS DRAWING
ARE FOR PRESENTATION PURPOSES ONLY
THEY WILL NOT MATCH YOUR FINISHED

ALL IDEAS, DESIGNS, ARRANGEMENTS AND
PLANS INDICATED OR REPRESENTED BY THIS
DRAWING ARE OWNED BY AND PROPERTY OF
BEST SIGNS, INC. AND WERE CREATED,
EVOLVED AND DEVELOPED FOR USE ON
AND IN CONNECTION WITH THE SPECIFIED
PROJECT. NONE OF SUCH IDEAS, DESIGNS,
ARRANGEMENTS OR PLANS SHALL BE USED
BY OR DISCLOSED TO ANY PERSON, FIRM OR

Drawing No. 2



Client:
PRESCOTT PLACE

Project:
TENANT SIGNAGE PROGRAM

Project Address:
PALM SPRINGS

Account Representative:
GILLIAN CROSS

Designer:
CRISTINA FLORES

Date:
MARCH 15, 2010

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

File name:
PRESCOTT PLACE/SIGN_PROGRAM.CDR

Revisions:
MAY 05, 2010
JULY 7, 2010
AUGUST 12, 2010

Client Approval:



1550 S. Gene Autry Trail
Palm Springs, CA 92264
TEL: (760) 320-3042
FAX: 760-320-2090



CONTRACTORS LIC. NO. 524483

COLORS REPRESENTED IN THIS DRAWING ARE FOR PRESENTATION PURPOSES ONLY. THEY WILL NOT MATCH YOUR FINISHED.

ALL IDEAS, DESIGNS, ARRANGEMENTS AND PLANS INDICATED OR REPRESENTED BY THIS DRAWING ARE OWNED BY AND PROPERTY OF BEST SIGNS, INC. AND WERE CREATED, EVOLVED AND DEVELOPED FOR USE ON AND IN CONNECTION WITH THE SPECIFIED PROJECT. NONE OF SUCH IDEAS, DESIGNS, ARRANGEMENTS OR PLANS SHALL BE USED BY OR DISCLOSED TO ANY PERSON, FIRM OR

Drawing No. 3



Proposed Day View

Client:
PRESCOTT PLACE

Project:
TENANT SIGNAGE PROGRAM

Project Address:
PALM SPRINGS

Account Representative:
GILLIAN CROSS

Designer:
CRISTINA FLORES

Date:
MARCH 15, 2010

Scale:
NOT TO SCALE

File name:
PRESCOTT PLACE/SIGN_PROGRAM.CDR

Revisions:
MAY 05, 2010
JULY 7, 2010

Client Approval:



1550 S. Gene Autry Trail
Palm Springs, CA 92264

TEL: (760) 320-3042
FAX: 760-320-2090



CONTRACTORS LIC. NO. 524483

COLORS REPRESENTED IN THIS DRAWING ARE FOR PRESENTATION PURPOSES ONLY THEY WILL NOT MATCH YOUR FINISHED

ALL IDEAS, DESIGNS, ARRANGEMENTS AND PLANS INDICATED OR REPRESENTED BY THIS DRAWING ARE OWNED BY AND PROPERTY OF BEST SIGNS, INC. AND WERE CREATED, EVOLVED AND DEVELOPED FOR USE ON AND IN CONNECTION WITH THE SPECIFIED PROJECT. NONE OF SUCH IDEAS, DESIGNS, ARRANGEMENTS OR PLANS SHALL BE USED BY OR DISCLOSED TO ANY PERSON, FIRM OR

Drawing No. 4

East Elevation



Scale: 1/8" = 1'-0" Internally Illuminated Cabinets with push-thru copy.

*Logo placement for layout purposes only. Not actual tenants.

Client:
PRESCOTT PLACE

Project:
TENANT SIGNAGE PROGRAM

Project Address:
PALM SPRINGS

Account Representative:
GILLIAN CROSS

Designer:
CRISTINA FLORES

Date:
MARCH 15, 2010

Scale:
1/8" = 1'-0"

File name:
PRESCOTT PLACE/SIGN_PROGRAM.CDR

Revisions:
MAY 05, 2010
JULY 7, 2010

Client Approval:



1550 S. Gene Autry Trail
Palm Springs, CA 92264

TEL: (760) 320-3042
FAX: 760-320-2090

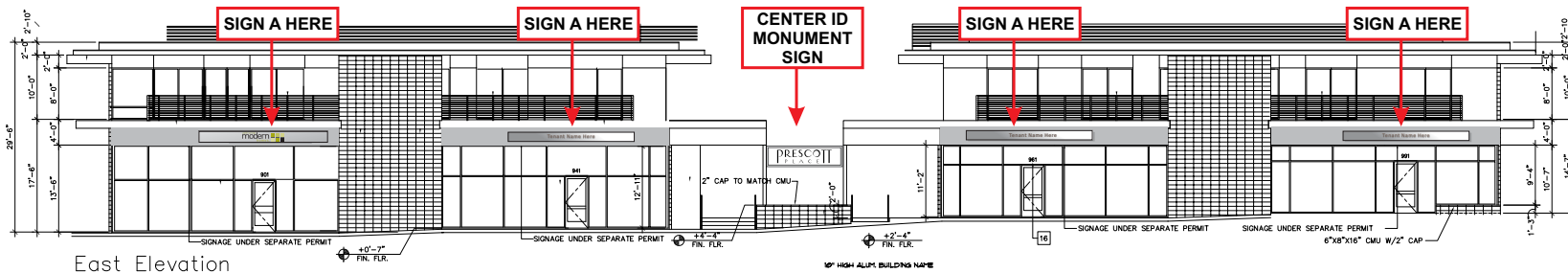


CONTRACTORS LIC. NO. 524483

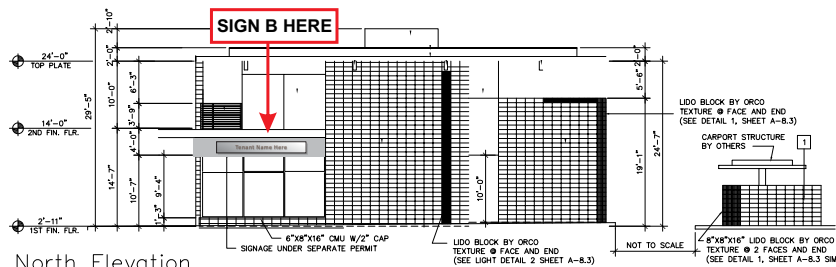
COLORS REPRESENTED IN THIS DRAWING ARE FOR PRESENTATION PURPOSES ONLY. THEY WILL NOT MATCH YOUR FINISHED

ALL IDEAS, DESIGNS, ARRANGEMENTS AND PLANS INDICATED OR REPRESENTED BY THIS DRAWING ARE OWNED BY AND PROPERTY OF BEST SIGNS, INC. AND WERE CREATED, EVOLVED AND DEVELOPED FOR USE ON AND IN CONNECTION WITH THE SPECIFIED PROJECT. NONE OF SUCH IDEAS, DESIGNS, ARRANGEMENTS OR PLANS SHALL BE USED BY OR DISCLOSED TO ANY PERSON, FIRM OR

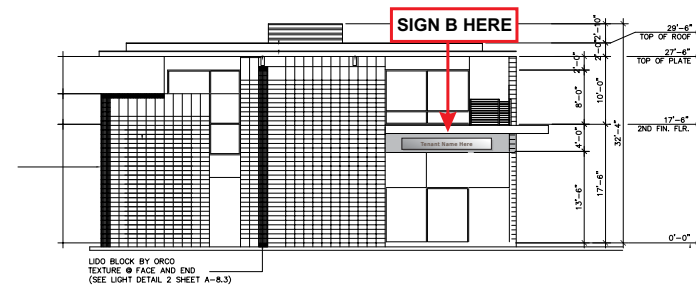
Drawing No. 5



East Elevation
Scale: 1/16" = 1'-0"



North Elevation
Scale: 1/16" = 1'-0"



South Elevation
Scale: 1/16" = 1'-0"

Client:
PRESCOTT PLACE

Project:
TENANT SIGNAGE PROGRAM

Project Address:
PALM SPRINGS

Account Representative:
GILLIAN CROSS

Designer:
CRISTINA FLORES

Date:
MARCH 15, 2010

Scale:
1/8" = 1'-0"

File name:
PRESCOTT PLACE/SIGN PROGRAM.CDR

Revisions:
MAY 05, 2010
JULY 7, 2010
AUGUST 12, 2010

Client Approval:



1550 S. Gene Autry Trail
Palm Springs, CA 92264

TEL: (760) 320-3042
FAX: 760-320-2090



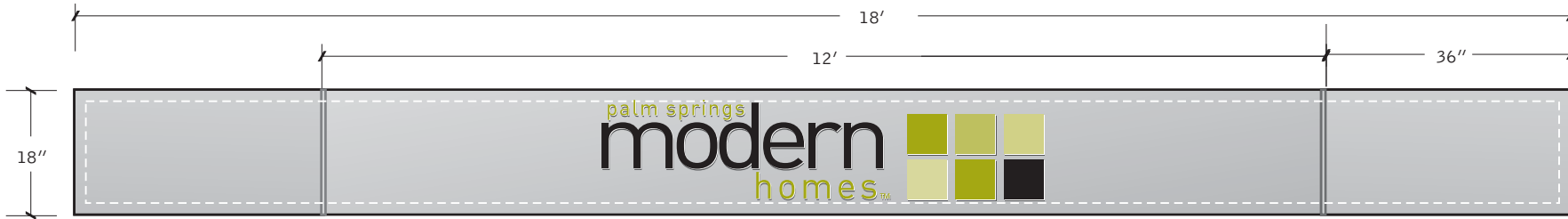
CONTRACTORS LIC. NO. 524483

COLORS REPRESENTED IN THIS DRAWING ARE FOR PRESENTATION PURPOSES ONLY. THEY WILL NOT MATCH YOUR FINISHED.

ALL IDEAS, DESIGNS, ARRANGEMENTS AND PLANS INDICATED OR REPRESENTED BY THIS DRAWING ARE OWNED BY AND PROPERTY OF BEST SIGNS, INC. AND WERE CREATED, EVOLVED AND DEVELOPED FOR USE ON AND IN CONNECTION WITH THE SPECIFIED PROJECT. NONE OF SUCH IDEAS, DESIGNS, ARRANGEMENTS OR PLANS SHALL BE USED BY OR DISCLOSED TO ANY PERSON, FIRM OR

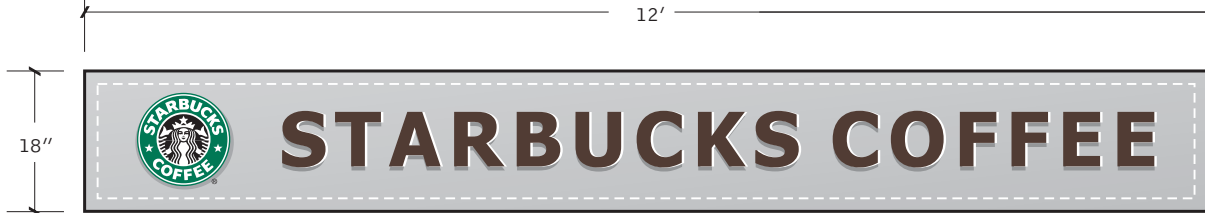
Drawing No. 6

Sign A) East Elevation

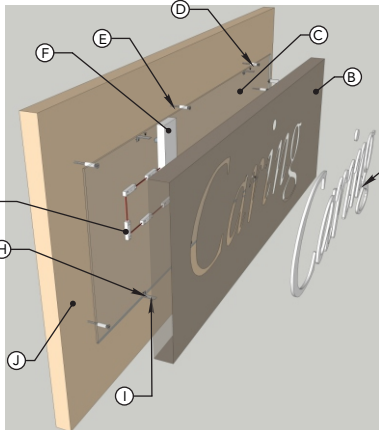


Scale: 3/4" = 1'-0"

Sign B)



FABRICATE 3" DEEP ALUMINUM CABINET WITH LED ILLUMINATED PUSH THRU ACRYLIC LETTERS (LOGO COLORS) AND TRANSLUCENT WHITE EDGES TO GLOW WHITE - PANEL PAINTED TO MATCH "SINOCORE" ALUMINUM ARCHITECTURAL PANELS. CABINET TO HALO BACK TO WALL WHITE OR TEAL LED LIGHTING.

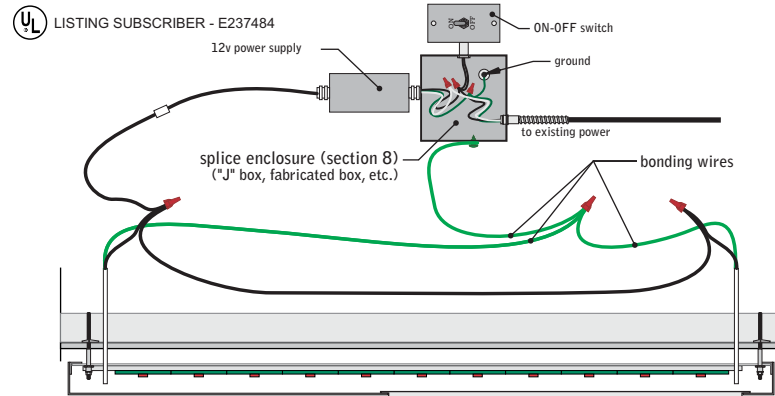


- A 1/2" thick White acrylic push-through letters
- B .090 aluminum face with routed-out letters
- C 3/16" clear polycarbonate backs
- D 3/8" diameter (1 1/2" tall) aluminum spacers
- E Flat head partial thread "SPAX" multiple material stainless steel screws
- F ON-OFF switch and aluminum

NOTES:

1. "CRL" RTV silicone caulking applied wherever building perforations occur for water-proofing.

ILLUMINATED CABINET WITH PUSH-THRU LETTERS - FLUSH MOUNT



NOTES:

1. All electronics and primary connections to be rated for "WET LOCATION"
2. Power supplies and secondary connections (LED modules included) rated for "WET LOCATION"

Electrical Wiring Installation

Electrical shall comply with Article 600 of the 2007 CA Electrical Code

Client:
PRESCOTT PLACE

Project:
TENANT SIGNAGE PROGRAM

Project Address:
PALM SPRINGS

Account Representative:
GILLIAN CROSS

Designer:
CRISTINA FLORES

Date:
MARCH 15, 2010

Scale:
AS SHOWN

File name:
PRESCOTT PLACE/SIGN PROGRAM.CDR

Revisions:
MAY 05, 2010
JULY 7, 2010

Client Approval:



1550 S. Gene Autry Trail
Palm Springs, CA 92264
TEL: (760) 320-3042
FAX: 760-320-2090



CONTRACTORS LIC. NO. 524483

COLORS REPRESENTED IN THIS DRAWING ARE FOR PRESENTATION PURPOSES ONLY. THEY WILL NOT MATCH YOUR FINISHED SIGN.

ALL IDEAS, DESIGNS, ARRANGEMENTS AND PLANS INDICATED OR REPRESENTED BY THIS DRAWING ARE OWNED BY AND PROPERTY OF BEST SIGNS, INC. AND WERE CREATED, EVOLVED AND DEVELOPED FOR USE ON AND IN CONNECTION WITH THE SPECIFIED PROJECT. NONE OF SUCH IDEAS, DESIGNS, ARRANGEMENTS OR PLANS SHALL BE USED BY OR DISCLOSED TO ANY PERSON, FIRM OR

Drawing No. 7

NIGHT VIEW



White Edge Lit Letters with Teal Halo

Client:
PRESCOTT PLACE

Project:
**TENANT SIGNAGE
PROGRAM**

Project Address:
PALM SPRINGS

Account Representative:
GILLIAN CROSS

Designer:
CRISTINA FLORES

Date:
MARCH 15, 2010

Scale:
AS SHOWN

File name:
**PRESCOTT PLACE/SIGN_
PROGRAM.CDR**

Revisions:
MAY 05, 2010
JULY 7, 2010

Client Approval:



1550 S. Gene Autry Trail
Palm Springs, CA 92264

TEL: (760) 320-3042
FAX: 760-320-2090



CONTRACTORS LIC. NO. 524483

COLORS REPRESENTED IN THIS DRAWING
ARE FOR PRESENTATION PURPOSES ONLY
THEY WILL NOT MATCH YOUR FINISHED

ALL IDEAS, DESIGNS, ARRANGEMENTS AND
PLANS INDICATED OR REPRESENTED BY THIS
DRAWING ARE OWNED BY AND PROPERTY OF
BEST SIGNS, INC. AND WERE CREATED,
EVOLVED AND DEVELOPED FOR USE ON
AND IN CONNECTION WITH THE SPECIFIED
PROJECT. NONE OF SUCH IDEAS, DESIGNS,
ARRANGEMENTS OR PLANS SHALL BE USED
BY OR DISCLOSED TO ANY PERSON, FIRM OR

Drawing No. 8

Representative Projects

Eisenhower's George and Julia Argyros Health Center
La Quinta, Ca



Day View



Night View

Lompoc Valley Medical Center
Lompoc, Ca



Day View



Night View



Client:
PRESCOTT PLACE

Project:
TENANT SIGNAGE PROGRAM

Project Address:
PALM SPRINGS

Account Representative:
GILLIAN CROSS

Designer:
CRISTINA FLORES

Date:
MARCH 15, 2010

Scale:

File name:
PRESCOTT PLACE/SIGN_PROGRAM.CDR

Revisions:
MAY 05, 2010
JULY 7, 2010

Client Approval:



1550 S. Gene Autry Trail
Palm Springs, CA 92264
TEL: (760) 320-3042
FAX: 760-320-2090



CONTRACTORS LIC. NO. 524483

COLORS REPRESENTED IN THIS DRAWING ARE FOR PRESENTATION PURPOSES ONLY. THEY WILL NOT MATCH YOUR FINISHED PROJECT.

ALL IDEAS, DESIGNS, ARRANGEMENTS AND PLANS INDICATED OR REPRESENTED BY THIS DRAWING ARE OWNED BY AND PROPERTY OF BEST SIGNS, INC. AND WERE CREATED, EVOLVED AND DEVELOPED FOR USE ON AND IN CONNECTION WITH THE SPECIFIED PROJECT. NONE OF SUCH IDEAS, DESIGNS, ARRANGEMENTS OR PLANS SHALL BE USED BY OR DISCLOSED TO ANY PERSON, FIRM OR

Drawing No. 10