




CITY OF PALM SPRINGS


DEPARTMENT OF PLANNING SERVICES

MEMORANDUM

Date: July 27, 2011

To: Planning Commission

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

Project Planner: David A. Newell, Associate Planner 

Subject: Case No. SP 11-003 Sign Program Amendment – Smoke Tree Village
1775 East Palm Canyon Drive

On July 13, 2011, the Planning Commission reviewed a proposed amendment to the Smoke Tree Village shopping center sign program to allow additional tenant signage on the existing monument signs. The Commission unanimously voted to continue the item with directions to the applicant to provide an exhibit with the following:

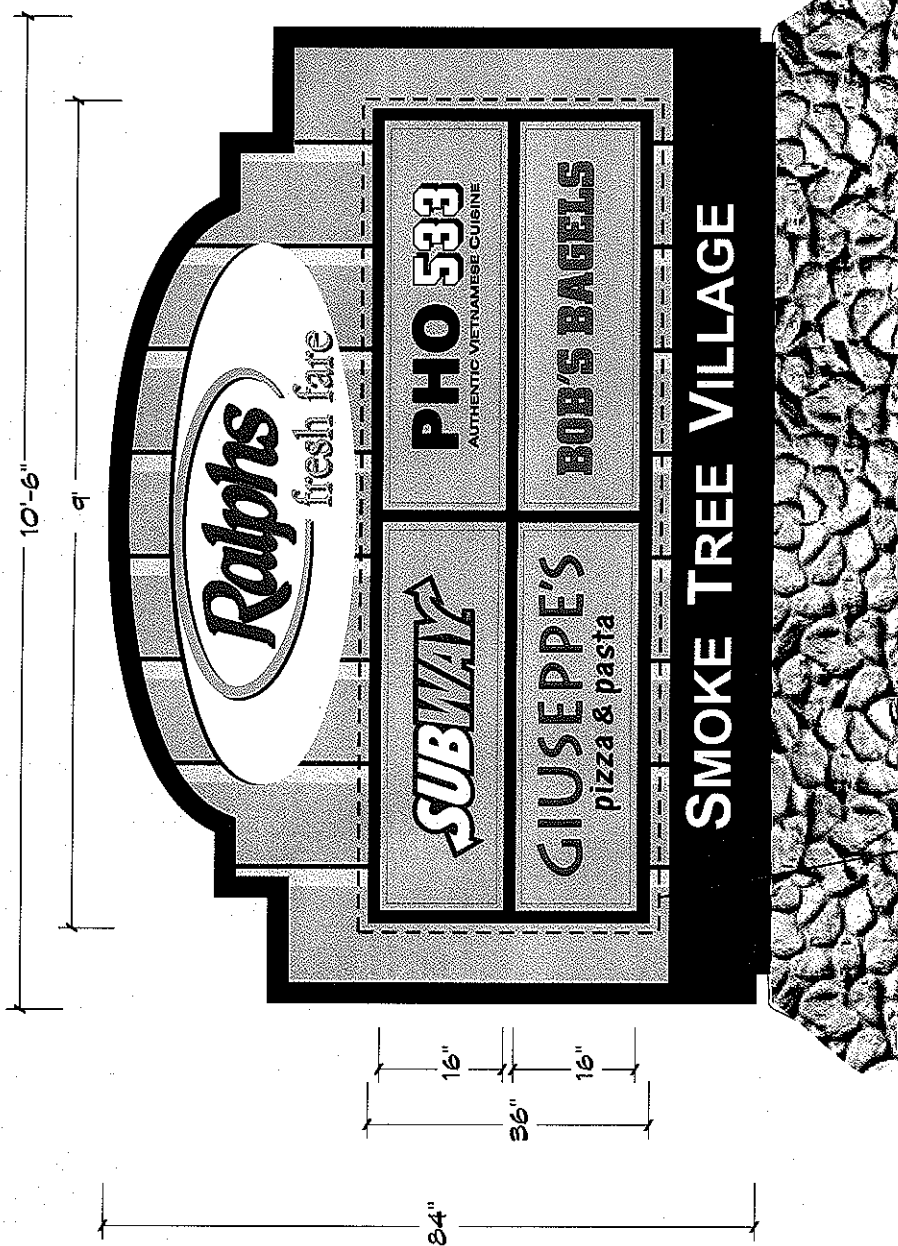
1. Up to five tenants on the monument sign;
2. Exclude logos from tenant signage and use only business name;
3. Consistent font sizes on the monument sign with the exception of the anchor tenant.

The applicant has provided an example of a retrofitted monument sign with four additional tenant signs below the anchor tenant. The signs include each tenants name and font on a tan background that is surrounded by a brown border. Staff believes that the proposed exhibit meets the Planning Commission's requests and has revised the draft resolution to include the following conditions:

1. No more than five tenants shall be identified on each monument sign;
2. Tenants identified on the monument sign must have a minimum of 2,000 square feet of lease area within the Smoke Tree Village Shopping Center;
3. Logos shall not be permitted on the monument signs;
4. A tenant's font size on the monument sign shall be similar to other tenant's that are identified on the monument sign, subject to staff approval;
5. The applicant complies with all other conditions set forth in Planning Commission Resolution 7104.

Attachments:

- 1) Revised Monument Sign Exhibit
- 2) Draft Resolution
- 3) Staff Report dated July 13, 2011
- 4) Site Plan



— This area retrofitted for 4 tenant panels

RETRO FIT EXISTING D/F SIGN FOR ADDITIONAL TENANT PANELS Scale: 1/2"=1'-0"

TENANT PANELS ROUTED FROM 3/16" CLEAR CAST ACRYLIC. PANELS ARE PAINTED ON FACE OPAQUE BACKGROUND COLOR AND BACKED-UP WITH TRANSLUCENT VINYLs ON BACKSIDE.

Client: **SMOKE TREE VILLAGE**
 Project: **RETRO FIT EXISTING D/F MONUMENT INTO A MULTI TENANT SIGN**
 Project Address: **PALM SPRINGS**

Account Representative: **JESSE CROSS**
 Designer: **JAYAR FLORES**

Date: **JUNE 12, 2011**
 Designer Signature

Scale: **AS SHOWN**

File name: **Graphics/S/Smoke Tree Village/main Mon Retro/Retro Sketch 061011.cdrX5**
 Revisions:

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 THE ACTUAL PRODUCT. FURTHER COLOR CALIBRATION IS REQUIRED FOR A MATCH AT SCALE OF PRODUCT.

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RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING CASE SP 11-003, AMENDING THE APPROVED SIGN PROGRAM FOR SMOKE TREE VILLAGE SHOPPING CENTER LOCATED AT 1775 EAST PALM CANYON DRIVE.

WHEREAS, Donahue Schriber (the "Applicant") has filed an application with the City pursuant to Section 93.20.00 of the Sign Ordinance for a sign program amendment to allow additional tenant identification on the two existing monument signs at the Smoke Tree Village shopping center located at 1775 East Palm Canyon Drive, Zone C-S-C, Section 25; and

WHEREAS, notice of public meeting of the Planning Commission of the City of Palm Springs to consider a sign program amendment, Case No. SP 11-003, was given in accordance with applicable law; and

WHEREAS, on June 20, 2011, a public meeting on the application for an architectural recommendation was held by the Architectural Advisory Committee (AAC) in accordance with applicable law at which meeting the AAC recommended approval of the proposal, subject that each monument sign be limited to three tenant identification signs (including any anchor tenant); and

WHEREAS, on July 13, 2011, 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 site has a courtyard separating four buildings, with parking spaces on the periphery. If strict application of the Zoning Code is followed, there would be limited or no signage to identify the location of individual tenants and assist users within the complex who are not familiar with Smoke Tree Village.

- 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 proposes signage adjacent to the Major and Secondary Thoroughfares (East Palm Canyon Drive and South Sunrise Way, respectively). This allows easy identification of various tenants to vehicular traffic. The Architectural Advisory Committee has reviewed the program and had a favorable recommendation of the proposed amendment. Therefore, the sign program will be effective as well as compatible with the design of the property, while representing the least departure from the standards of 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 ordinance encourages adoption of sign programs to provide consistency and ease of permitting for multi-tenant signage. The deviations from the ordinance are for the purpose of providing adequate identification for businesses and sign users; 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 11-003, a sign program amendment to allow additional tenant identification on the two existing monuments located within the Smoke Tree Village shopping center at 1775 East Palm Canyon Drive, subject that:

1. No more than five tenants shall be identified on each monument sign.
2. Tenants identified on the monument sign must have a minimum of 2,000 square feet of lease area within the Smoke Tree Village Shopping Center.
3. Logos shall not be permitted on the monument signs.
4. A tenant's font size on the monument sign shall be similar to other tenant's that are identified on the monument sign, subject to staff approval.
5. The applicant complies with all other conditions set forth in Planning Commission Resolution 7104.

ADOPTED this 27th day of July 2011.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

Craig A. Ewing, AICP
Director of Planning Services



Planning Commission Staff Report

Date: July 13, 2011

Case No.: SP 11-003

Type: Sign Program

Applicant: Donahue Schriber

Location: 1775 East Palm Canyon Drive

APN: 510-020-012, 510-020-001, 510-020-003, 510-020-061

General Plan: MU / MU (Mixed Use / Multi-Use)

Zone: C-S-C (Community Shopping Center)

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

Project Planner: David A. Newell, Associate Planner

PROJECT DESCRIPTION:

The proposed project is an amendment to a previously approved sign program for the Smoke Tree Village shopping center located at the southeast corner of East Palm Canyon Drive and Sunrise Way. The proposed amendment includes a revised application to reduce the tenant minimum square footage requirement for identification on the existing monument signs. The current sign program requires a tenant to be at least 20,000 square feet in size to be identified on the existing monument signs and the applicant would like to allow identification of tenants that are at least 2,000 square feet in size.

RECOMMENDATION:

That the Planning Commission approve Case No. SP 11-003 to allow an amendment of the approved sign program for the Smoke Tree Village shopping center located at 1775 East Palm Canyon Drive, subject to the conditions contained in the attached draft resolution of approval.

PRIOR ACTIONS:

On February 13, 2008, the Planning Commission approved the sign program for the center.

On June 6, 2011, the Architectural Advisory Committee (AAC) reviewed a proposed amendment to the sign program and unanimously recommended denial of the project. The applicant has revised the amendment request.

On June 20, 2011, the AAC reviewed the revised sign program amendment and by a vote of 7-0 recommended approval to the Planning Commission, subject that each monument sign be limited to three tenant identification signs (including any anchor tenant).

BACKGROUND AND SETTING:

The subject property, known as the Smoke Tree Village, is an approximately 15.5-acre shopping center bounded by Sunrise Road to the west, East Palm Canyon Drive to the north, a vacant lot and Bank to the east and residential uses to the south.

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

	Land Use	Zone	General Plan
North	Hotel	R-3	Tourist Resort Commercial
South	Low Density Residential	R-G-A (6)	Low Density Residential
East	Bank and Hardware Store	CSC	Mixed Use / Multi-Use
West	Bank & Medium Density Residential	PD 69A & I.L.	Tourist Resort Commercial



SHOPPING CENTER SITE

ANALYSIS:

The approved sign program allows two monument signs that identify the shopping center and two anchor tenants. No other tenant signs were allowed on the monument signs per the approved program.

The applicant would like to allow numerous in-line tenants with a minimum of 2,000 square feet of lease area to be identified on the existing monument signs (see attached site plan). This would allow the anchor tenant and multiple in-line tenants within the center to be identified on the two monument signs.

Section 93.20.05(C)(3) of the Zoning Code allows additional signage in large commercial centers as follows:

In addition to the sign area allowed for individual businesses, commercial and industrial centers in excess of three and one-half (3 1/2) acres of land shall be allowed one (1) identification sign on each street frontage. Such signs shall not extend beyond the property or into the right-of-way and shall be used solely to identify the center. The allowable sign area shall be ten (10) square feet of sign per acre to a maximum area of fifty (50) square feet per face. Signs shall not exceed a maximum height of eight (8) feet. One (1) additional sign may be permitted if the street frontage is greater than, and the signs are separated by a distance of no less than, four hundred fifty (450) feet; if multiple signs are allowed, they shall be located at street intersections or access drives.

Staff is concerned with the number of smaller tenants that might be eligible for the monument signs. The monument signs would no longer be a center identification but potentially a mishmash of small fonts, colors and logos. Staff agrees with the AAC's recommendation to limit the tenant signage on the monument signs to no more than three tenant signs and has included this as a condition of approval in the draft resolution.

REQUIRED FINDINGS:

A sign program may be approved which varies from the specific limitations of the sign ordinance. Based on the above analysis, one deviation would be approved as part of this sign program:

1. Allow identification of tenants on center identification monument signs

Section 93.20.05 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.

The site has a courtyard separating four buildings, with parking spaces on the periphery. If strict application of the Zoning Code is followed, there would be limited or no signage to identify the location of individual tenants and assist users within the complex who are not familiar with Smoke Tree Village.

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 proposes signage adjacent to the Major and Secondary Thoroughfares (East Palm Canyon Drive and South Sunrise Way, respectively). This allows easy identification of various tenants to vehicular traffic. The Architectural Advisory Committee has reviewed the program and had a favorable recommendation of the proposed amendment. Therefore, the sign program will be effective as well as compatible with the design of the property, while representing the least departure from the standards of 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 ordinance encourages adoption of sign programs to provide consistency and ease of permitting for multi-tenant signage. The deviations from the ordinance are for the purpose of providing adequate identification for businesses and sign users; 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:

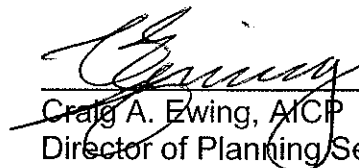
Staff is able to provide a favorable recommendation for the required findings and the Architectural Advisory Committee recommended approval of the project. Therefore, staff is recommending approval of the proposed sign program, Case SP 11-003, subject that each monument sign be limited to three tenant identification signs 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



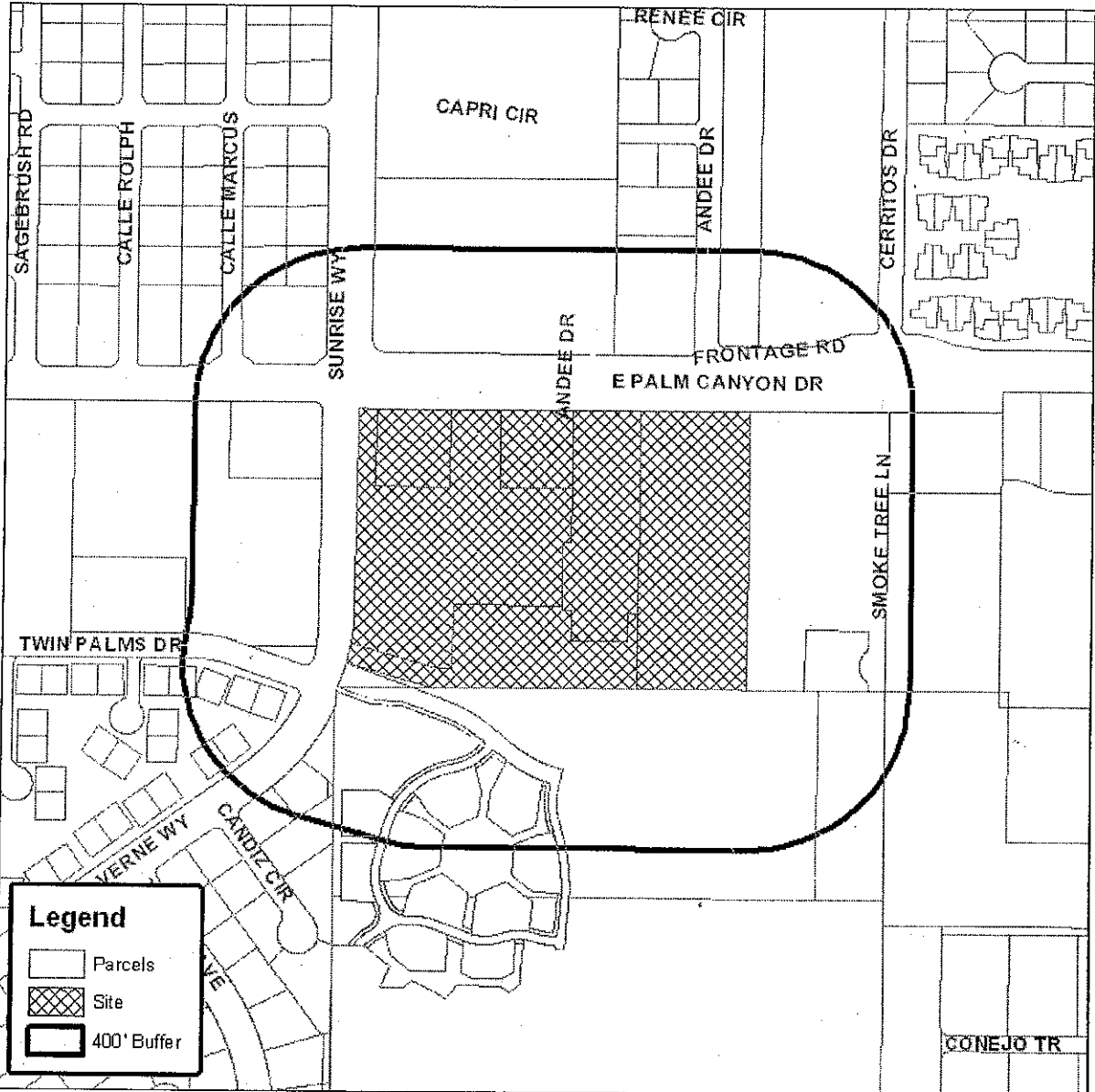
Craig A. Ewing, AICP
Director of Planning Services

ATTACHMENTS:

- 1) 400' Radius Map
- 2) ~~Draft Resolution with Conditions of Approval~~
- 3) Shopping Center Site Plan
- 4) Approved Sign Program



Department of Planning Services Vicinity Map

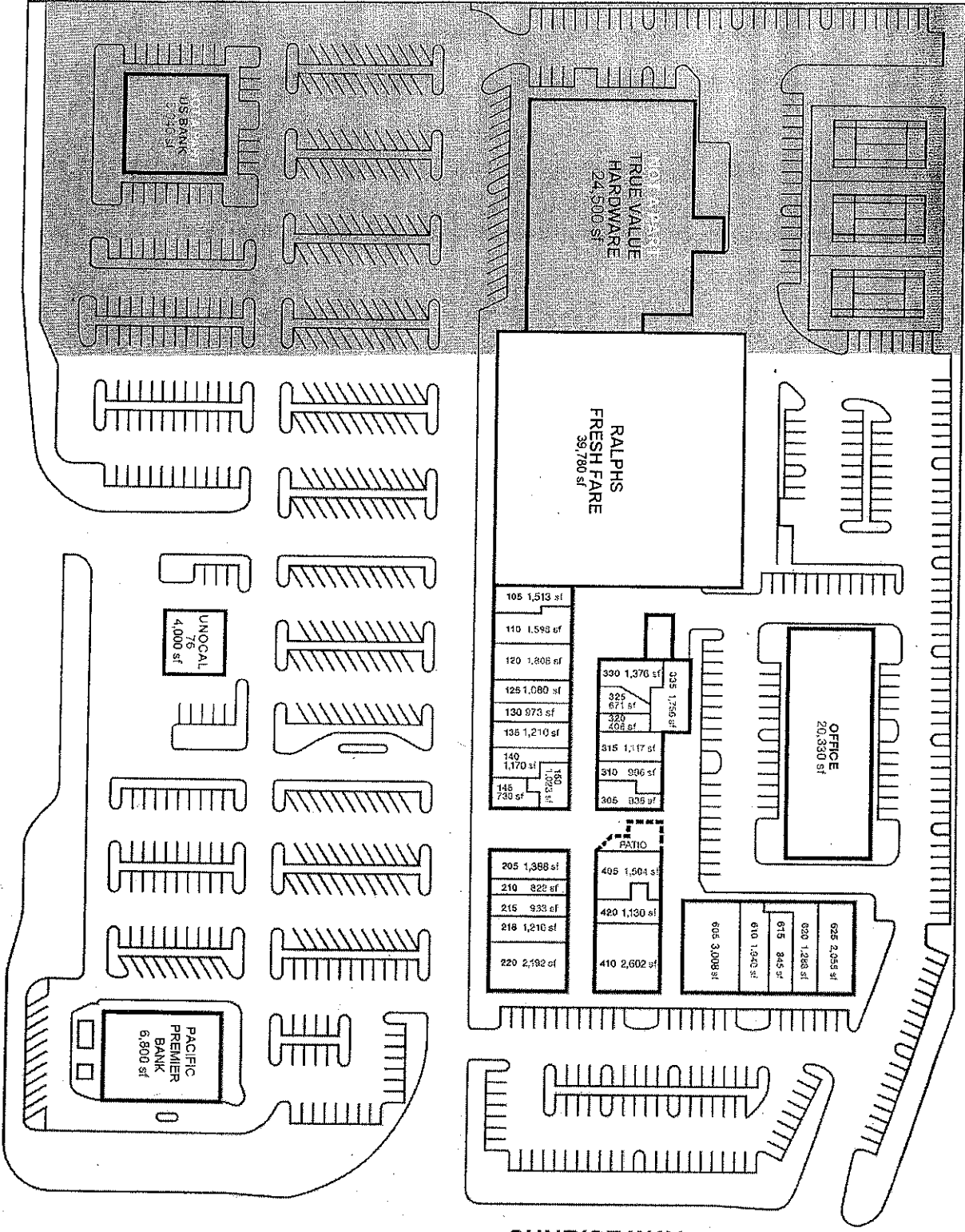


CITY OF PALM SPRINGS

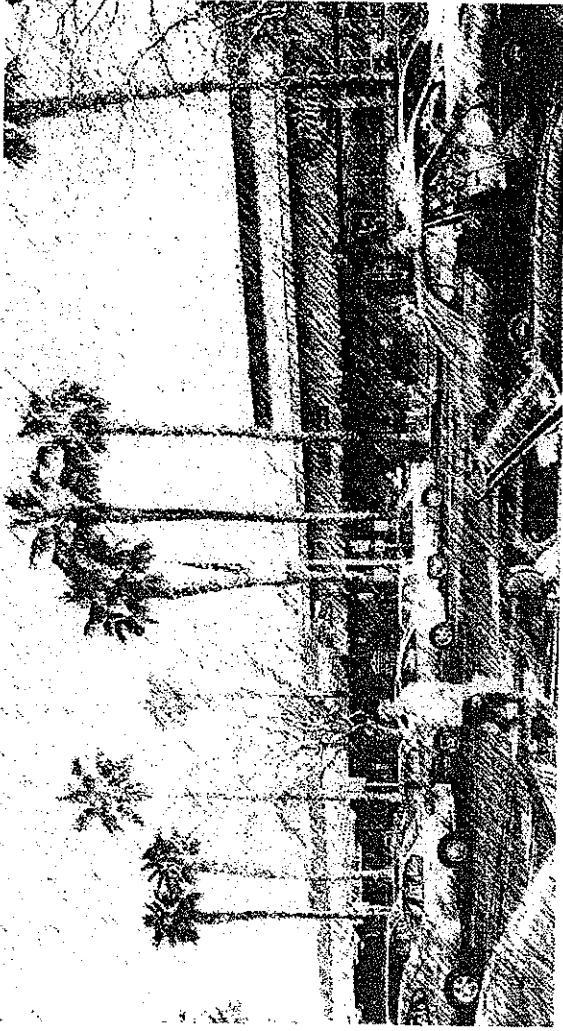
CASE NO: SP 11-003

APPLICANT: Donahue Schriber

DESCRIPTION: Request to amend an approved sign program for the Smoke Tree Village shopping center located at 1775 East Palm Canyon Drive, Zone CSC, Section 25.



SUNRISE WAY



SMOKE TREE VILLAGE

P A L M S P R I N G S

Comprehensive Sign Development Program

CITY OF PALM SPRINGS

APPROVED BY PLANNING COMMISSION

February 06, 2008

Case # 02-115 Date 02-13-2008 Initial [initials]

APPROVED BY CITY COUNCIL

Case # _____ Date _____ Initial _____

Resolution # _____ Ordinance # _____

APPROVAL SUBJECT TO ALL REQUIRED
CONDITIONS BY ABOVE BODIES



INTRODUCTION

This document establishes guidelines and criteria for the design, implementation, and regulation of project and Tenant signage for *Smoke Tree Village Shopping Center*. The purpose of this sign program is to assure coordination and compatibility between all signs within the Plaza. 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's signage/graphics. The *Smoke Tree Village Shopping Center* Sign Program encompasses the following sign types:

- Illuminated Main Monument Signs
- Non-Illuminated Double Faced Tenant Directory Signs
- Non-Illuminated Double Faced Office Entry Sign
- Major Anchor Tenant Signs
- Tenant Main Identification Sign
- Tenant Under Canopy Sign

GENERAL SIGN REQUIREMENTS

General Provisions

1. Requests to establish signs that vary from the provisions of this plan shall be submitted to the Owner/Property Management 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, sign permits, there installation 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/Property Management.

6. The Owner/Property Management may, at his discretion and 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/Property Management 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 discretion of the Owner/Property Management and the City of Palm Springs.
8. Notwithstanding the maximum square footages specified for copy, area allowances, signs and typography in all cases shall appear in a consistent scale within the context of the sign space.
9. 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/Property Management reserves the right to reject any fabrication work deemed to be below standard.
10. Each Tenant shall be responsible for removal of its sign within ten (10) Days after vacating their space. Removal of the sign shall include the restoring of the Owner/Property Management furnished Sign Frame back to its original condition. If Tenant does not repair Owner/Property Management furnished Sign Frame to Owner/Property Management's satisfaction, Owner/Property Management will perform repairs at Tenant's expense.
11. Each Tenant shall be responsible for the installation and maintenance of its sign. Should the Tenant's sign require maintenance or repair, Owner/Property Management shall give the Tenant fifteen (15) days written notice to affect said maintenance or repair. Should Tenant fail to do so, Owner/Property Management shall affect said maintenance or repair and Tenant shall reimburse Owner Property Management within ten (10) days of receipt of invoice.

Review and Approval Process

All Tenant signage is subject to Owner/Property Management's written approval. The Owner/Property Management'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/Property Management's approval two (2) complete sets of drawings reflecting the concept and design of signage to:

DONAHUE SCHRIBER
200 E. BAKER ST.
SUITE 100

GOSTA MESA CALIFORNIA 92626
PHONE: (714) 545-1400

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/Property Management 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 Tenant Main Identification Sign/Tenant Under Canopy Sign.
(See Attached Pages D4-A/D4-B and D5-A/D5-B)

Smoke Tree Village Sign Program

- Sign drawings must also include sign elevations and indicate construction and attachment methods and illumination details.
 - Sign copy/logos must be accurately dimensioned and spaced.
 - Sign colors, paint finishes, types of materials and actual samples must be submitted with the sign drawings.
 - Include photo showing location of existing and proposed signing on the building.
5. All Tenant sign submittals shall be reviewed by the Owner/Property Management for conformance with the sign program criteria, with the concept design provided by the Owner/Property Management. Unless the Owner/Property Management has received the above described drawings and information set forth above, the Owner/Property Management 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 right of the Owner/Property Management or his authorized representative.
7. Within ten (10) working days after receipt of Tenant's working drawings, Owner/Property Management shall either approve the submittal contingent upon any required modifications or disapprove Tenant's sign submittal, which approval or disapproval shall remain the right and discretion of the Owner/Property Management. The Tenant must continue to resubmit rejected plans until approval is obtained. A full set of final plans must be approved by the Owner/Property Management prior to permit application or sign fabrication.
8. Following Owner/Property Management's approval of proposed signage, Tenant shall submit to the City of Palm Springs sign plans signed by the Owner/Property Management and applications for all permits for fabrication and installation by a State Licensed Sign Contractor. Tenant shall furnish
- Owner/Property Management 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/Property Management approval shall be on file in the Owner/Property Management'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/Property Management's stamped approval is required on all sign plans prior to application for permits.
 - The Sign Contractor must provide to the Owner/Property Management a copy of the City of Palm Springs issued sign permit/building permit and a stamped set of drawings reflecting both the Owner/Property Management's and the City of Palm Springs' approvals prior to sign installation.
 - No Owner/Builder acquired permits allowed for any signage.
 - The Owner/Property Management must receive:
 - Sign Contractor's Certificate of Insurance
 - Copy of the Contractor's License Card
 - Copy of Contractor's City of Palm Springs Business License.

INCORPORATED



- All electrical work, equipment, materials and wiring shall comply with codes and ordinances of governmental agencies having jurisdiction. (A class C-45 license is required on ALL electrical signs.) All work must be performed by a Licensed Contractor in accordance with all electrical codes. State of California Title 24 energy requirements shall be met.

Approved Sign Contractor:



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

Fabrication & Installation Requirements

1. All signs and their installation must comply with all local building and electrical codes and bear a U.L. Label placed in an inconspicuous location. Internally Illuminated Main Monument Signs (Existing) to be illuminated. (See Attached Pages D1-A/D1-B)
2. The fabrication and installation of all signs shall be subject to the following restrictions:
 - Fabrication, materials, and colors must comply with the Colors and Materials List. (See Attached Page II)
 - U.L. approved housings will be used for all lighting systems. (Existing and provided by Owner/Property Management)

3. Tenant shall be required to review the exact rules pertaining to its space with the Owner/Property Management. Owner/Management's approval of Tenant's sign does not guarantee City of Palm Springs approval.
4. 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/Property Management's signature of approval is required on all sign plans prior to the application for permits.
5. The Sign Contractor must provide to the Owner/Property Management a copy of the City of Palm Springs issued sign permit/building permit and a stamped set of drawings reflecting both the Owner/Property Management's and the City of Palm Springs approvals prior to sign installation.

6. The Owner/Property Management must receive the Sign Contractor's Certificate of Insurance and a copy of the Contractor's License Card. All electrical work, equipment, materials and wiring shall comply with codes and ordinances of governmental agencies having jurisdiction. (A class C-45 license is required on ALL electrical signs.) All work must be performed by a licensed contractor in accordance with all electrical codes.
7. 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.



8. 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.
9. Finished surfaces of metal shall be free from canning and warping. All sign finishes shall be free of dust and orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
10. 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.
11. The Sign Contractor is responsible for removing all debris and cleaning the work area after installation is complete.
12. The Sign Contractor must check sign to ensure proper illumination, prior to leaving the site, where applicable.
13. No field installation changes are permitted without first notifying Owner/Property Management 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.
14. 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/Property Management. In the event Tenant's sign is not brought into conformance within said fifteen (15) day period, then Owner/Property Management shall have the option to correct or remove non-conforming sign at Tenant's expense.
15. Each Tenant shall be responsible for the performance of its Sign Contractor.

ILLUMINATED MAIN MONUMENT SIGNS

The *Smoke Tree Village Shopping Center* will feature an Illuminated Main Monument Sign at each street frontage. One illuminated Main Monument Sign will be located on Palm Canyon Drive. The second illuminated Main Monument Sign will be located on Sunrise Way. The illuminated Main Monument signs are not to exceed fifty square feet each of signage area excluding base and monument rock border detail.
(See Attached Pages D1)

NON-ILLUMINATED DOUBLE FACED TENANT DIRECTORY SIGNS

Non-Illuminated Double-Faced Tenant Directory Signs will be placed at strategic points throughout the center as noted on the attached map. All Tenants will be featured on directories in a uniform format basis as established by Owner/Property Management.
(See Attached Pages D2)

NON-ILLUMINATED DOUBLE FACED OFFICE ENTRY SIGN

The *Smoke Tree Village Shopping Center* will feature a Non-Illuminated Double Faced Office Entry Sign. The Non-Illuminated Double Faced Office Entry Sign will be located at the rear entrance on Sunrise Way as noted on the attached map. The Non-Illuminated Double Faced Office Entry Sign is not to exceed twenty square feet of signage area excluding base and monument rock border detail.
(See Attached Pages D3)

MAJOR ANCHOR TENANT SIGNS

The total area for a Major Anchor Tenant Sign (Tenant's having a minimum of 20,000 sq. ft. area) shall be the equivalent of one and one-half (1 1/2) square feet of sign area per lineal foot of frontage which the building has facing on a right-of-way or parking lot not to exceed seventy-five (75) square feet of sign area. Major Anchor Tenant Signs shall be no closer than ten (10) feet from any other permitted sign. It must be located adjacent to the right-of-way or on the building

or parking lot from which its maximum allowable size is determined. A single business having over fifty (50) feet of frontage may be allowed additional sign area. An additional one (1) square foot of sign area of each four (4) feet of frontage in excess of fifty (50) feet up to one hundred (100) feet, and an additional one (1) square foot of sign area for each eight (8) feet of frontage in excess of one hundred (100) feet. (See Attached Page AT1)

TENANT MAIN IDENTITY SIGN/TENANT UNDER CANOPY SIGN

1. Tenant allowed a maximum of (1) one Tenant Main Identification Sign and (1) one Tenant Under Canopy Sign as detailed in the *Smoke Tree Village Sign Program*. Exceptions or deviations to the *Smoke Tree Village Sign Program* can be submitted for review, but must gain the approval of Owner/Property Management 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 City of Palm Springs Planning Department. (See Attached Pages D4-D5)

2. Sign copy/logos are subject to Owner/Property Management approval.

3. The following construction methods are not permitted:

- Box Channel Letter Forms with Acrylic Face
- Vacuum Formed Plastic Letters
- Paper, Cardboard, Styrofoam, Gator Foam, Foam of Any Composite
- Exposed Neon

4. All signs must be pre-approved in writing by Owner/Property Management prior to submittal to the City of Palm Springs for sign/building permit, and prior to sign fabrication.

5. Tenant is responsible to field verify that Tenant's proposed signage will fit attractively on Tenant's sign area prior to fabrication of signage.

6. When installed, Tenant Main Identification Sign and Tenant Under Canopy Sign must maintain a clearance height of 84" from finished floor.
7. Tenant shall pay for all signs, their installation (including final connection, transformers and all other labor and materials) 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 SIGNAGE

Secondary Tenant signs are to be visible from the public right-of-way. All secondary Tenant 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 office buildings, unless otherwise noted in this Sign Program, shall conform with the Palm Springs Sign Ordinance. Any window sign displaying hours of operation, credit cards accepted, and other such items shall not exceed a cumulative square footage of three (3) square.
2. Illuminated signs will be permitted with the express written approval of the Owner/Property Management 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 consist of white high performance vinyl letters/numbers in Helvetica style font and be affixed to the Tenant's rear door. Service/Delivery Entrance Signage shall not exceed two square feet in sign face area.

Suite Identification Signs

Suite identification signs shall be the responsibility of the Owner/Property Management. Suite Identification Signs shall consist of white high performance vinyl letters/numbers in Helvetica style font and shall be placed on the window panel above or adjacent to the primary entrance door. Letters/numbers shall not exceed four inches in height.

Banners

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

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/Property Management 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. Chalkboards, blackboards, sandwich boards, or A-Frame signs
9. Changeable copy signs either electronically or manually controlled
10. Light bulb strings
11. Painted signs on fences or joists
12. Portable signs
13. Roof signs
14. Signs on public property, except for traffic regulatory, informational signs, or signs required by governmental agency
15. Signs emitting audible sounds, odors, or visible matter
16. 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
17. Signs painted on any surface except windows and glass doors, except as part of Sign Program



18. 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

19. 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/Property Management; unless, previous arrangements have been agreed upon, in writing, by Owner/Property Management and Tenant. After said date, Owner/Property Management 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/Property Management 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 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.

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.

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.

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, similar to the goodwill of an enterprise. 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 Fascia: 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 Frontage: The linear length of a building facing a public street or pedestrian mall.

Building Mounted Sign: 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.

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.

Fascia 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.

Fluorescent 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.

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 a 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 sign centric 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.

Smoke Tree Village Sign Program

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.

Way Finding: 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.

BEST INCORPORATED

DESIGN DRAWINGS

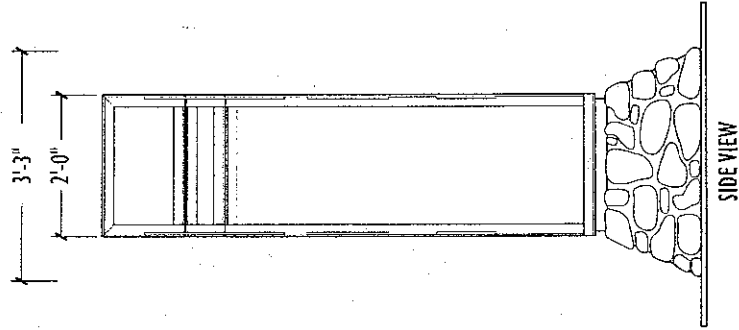
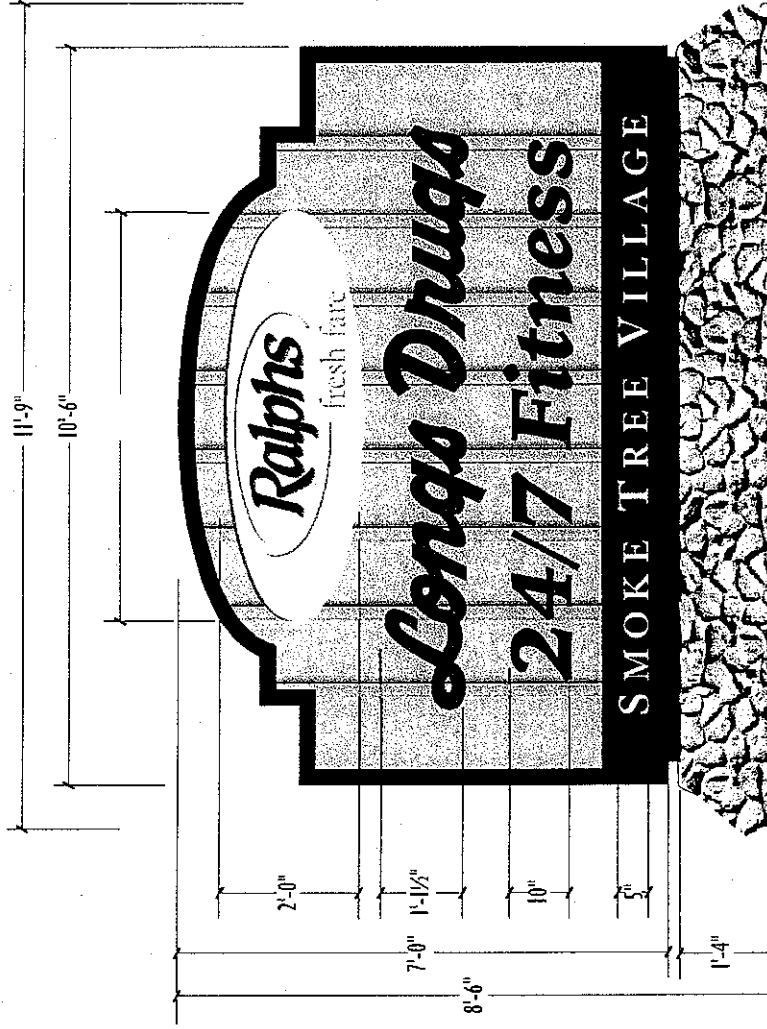
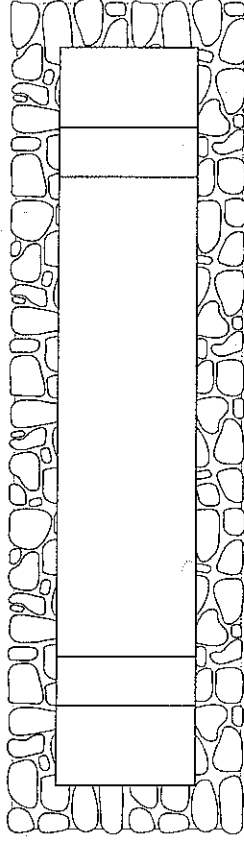
SIGN TYPE LIST	I
COLORS AND MATERIAL LIST	II
DESIGN DRAWINGS	D1A - D6
SIGN LOCATION MAP	SLM1

SIGN TYPE LIST

SIGN TYPE	DESCRIPTION
T1	Internally Illuminated Main Monument
T2	Non-illuminated Double-faced Tenant Directory
T3	Non-illuminated Double-faced Office Entry Sign
T4	Tenant main Identification Sign
T5	Tenant Under Canopy Sign

FABRICATION MATERIALS and COLORS

- (A) .080 aluminum cabinet, painted Dunn Edwards DE6126 "Stock Horse"
- (B) .250 aluminum face with routed-out letters and shapes, painted Light Tan
- (C) 1" wide x 1/8" thick aluminum strips, painted Medium Tan
- (D) 3/16" thick White acrylic with vinyl graphics
- (E) 3/16" thick Red acrylic routed letters
- (F) 3/16" thick White acrylic routed letters
- (G) .080 aluminum reveal painted Dunn Edwards DE6126 "Stock Horse"
- (H) Concrete base with river rock stone accent
- (I) 1/2" thick White Acrylic shape, painted with Dunn Edwards DE6126 "Stock Horse"
- (J) .250 aluminum panel, painted Dunn Edwards DE6126 "Stock Horse"
- (K) .250 aluminum panel, painted Dunn Edwards DE6122 "Dry Creek"
- (L) 2" aluminum square tube, painted Dunn Edwards DE6126 "Stock Horse"
- (M) 1" aluminum square tube, painted Dunn Edwards DE6126 "Stock Horse"
- (N) .250 aluminum panel, painted Dunn Edwards DE6122 "Dry Creek"
- (O) 6" x 6" aluminum posts, painted Dunn Edwards DE6126 "Stock Horse"
- (P) 1 1/2" aluminum square tube, painted Dunn Edwards DE6126 "Stock Horse"
- (Q) Brown vinyl graphics
- (R) Vinyl tenants logo and name (colors to match tenant's logo)
- (S) .090 aluminum panel, painted Dunn Edwards DE6122 "Dry Creek"
- (T) .250 acrylic shape, painted Dunn Edwards DE6126 "Stock Horse"
- (U) .250 acrylic shape, painted Dunn Edwards DE6122 "Dry Creek"
- (V) 1"x1"x3/16" aluminum angle
- (W) 2"x2"x3/16" aluminum frame
- (X) 4"x4" aluminum posts, painted Dunn Edwards De6123 "Stock Horse"



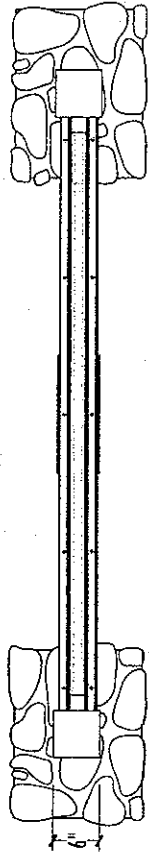
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SIGN TYPE: T1 PAGE NUMBER: D1

SHEET TITLE: Internally Illuminated Main Monument

DATE: 02-05-08

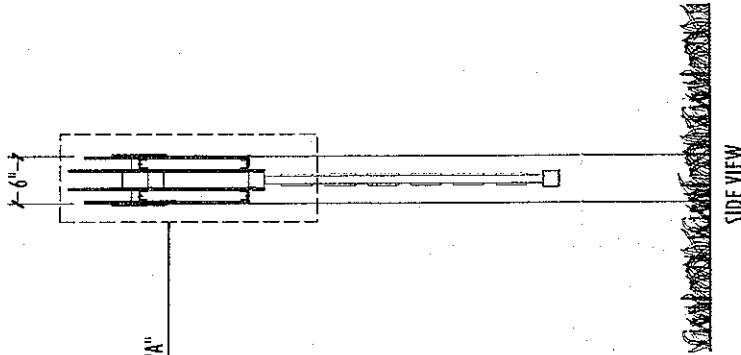
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TOP VIEW



ELEVATION



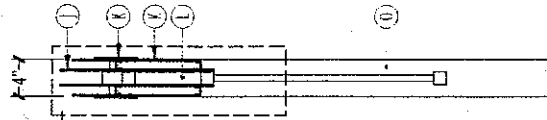
SIDE VIEW

SEE DETAIL "A"
SHEET D6

Sign Area Total
5.675' x 1.054' = 6.00 Sq. Ft.

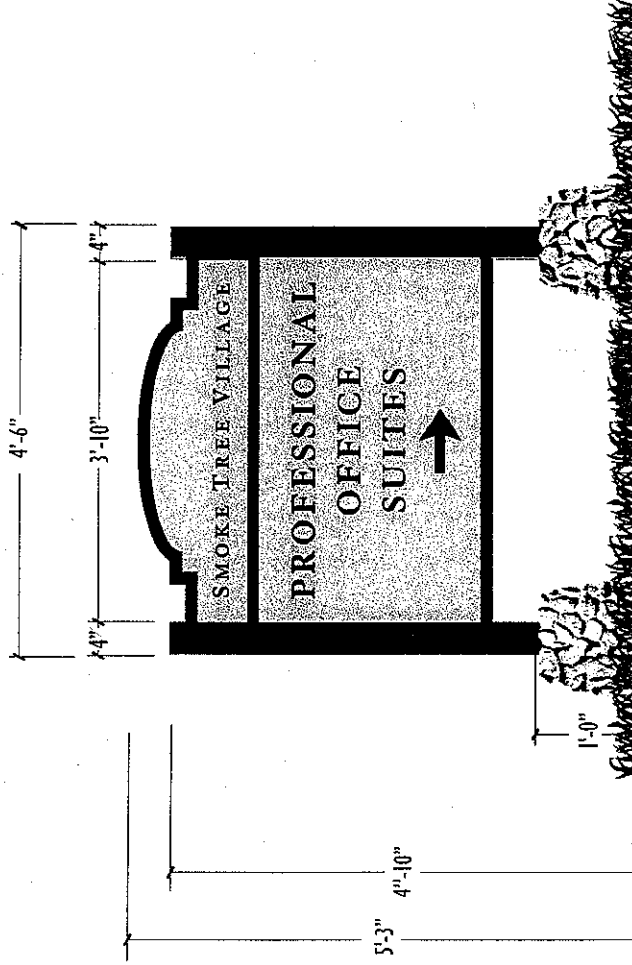


TOP VIEW



SIDE VIEW

SEE DETAIL "B"
SHEET D6



ELEVATION

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

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

SIGN TYPE: T3

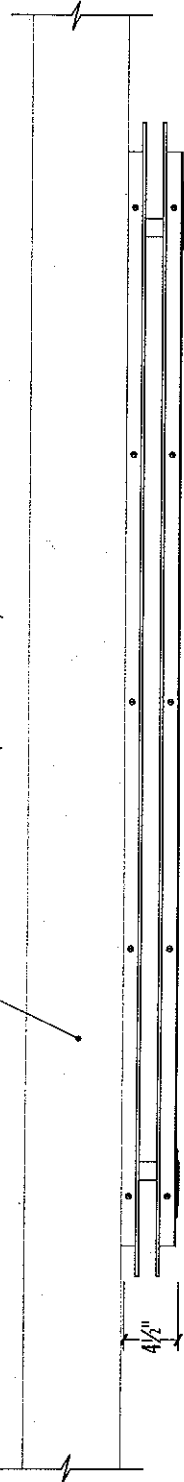
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PROJECT: Smoke Tree Village

DATE: 02-05-08

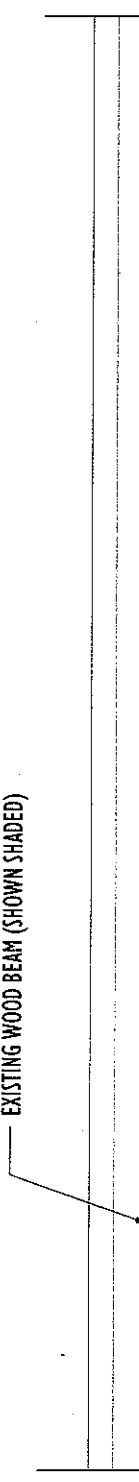
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EXISTING WOOD BEAM (SHOWN SHADED)

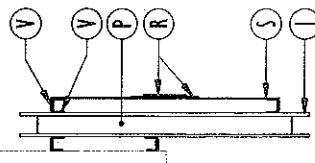


TOP VIEW

EXISTING WOOD BEAM (SHOWN SHADED)

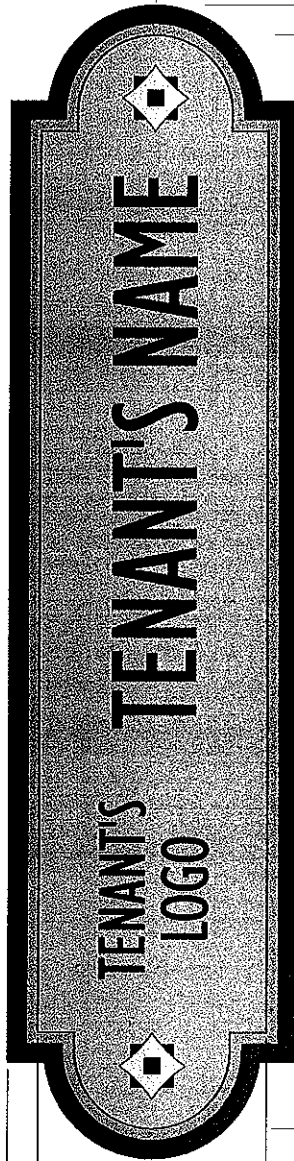


4 1/2"



SIDE VIEW

SEE DETAIL "C"
SHEET D6



7'-9"

8'-0"

ELEVATION

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

SIGN TYPE: **T4**
PAGE NUMBER: **D4**

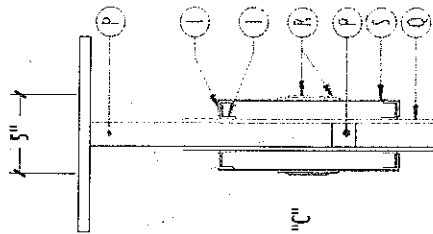
SHEET TITLE
Tenant Main Identification Sign

DATE:
02-05-08

PROJECT:
Smoke Tree Village

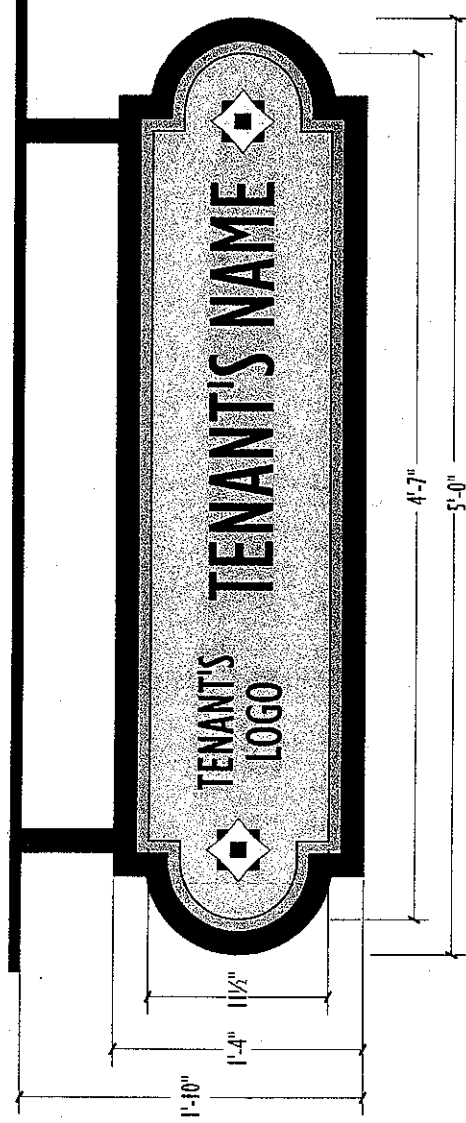


TOP VIEW



SIDE VIEW

SEE DETAIL "C"
SHEET D6



ELEVATION

Scale: 1" = 1'-0"

PAGE NUMBER:

D5

SIGN TYPE:

T5

SHEET TITLE

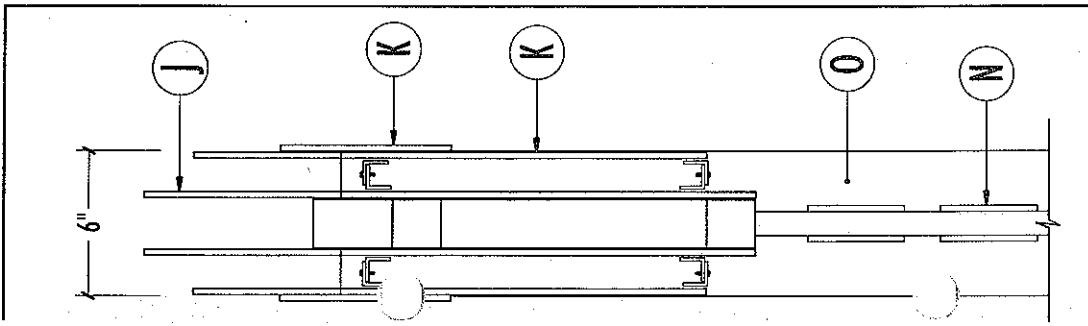
Tenant Under Canopy Sign

DATE:

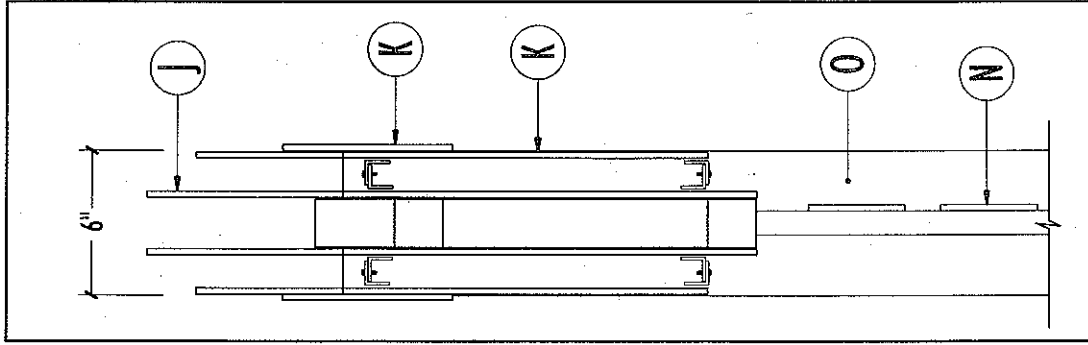
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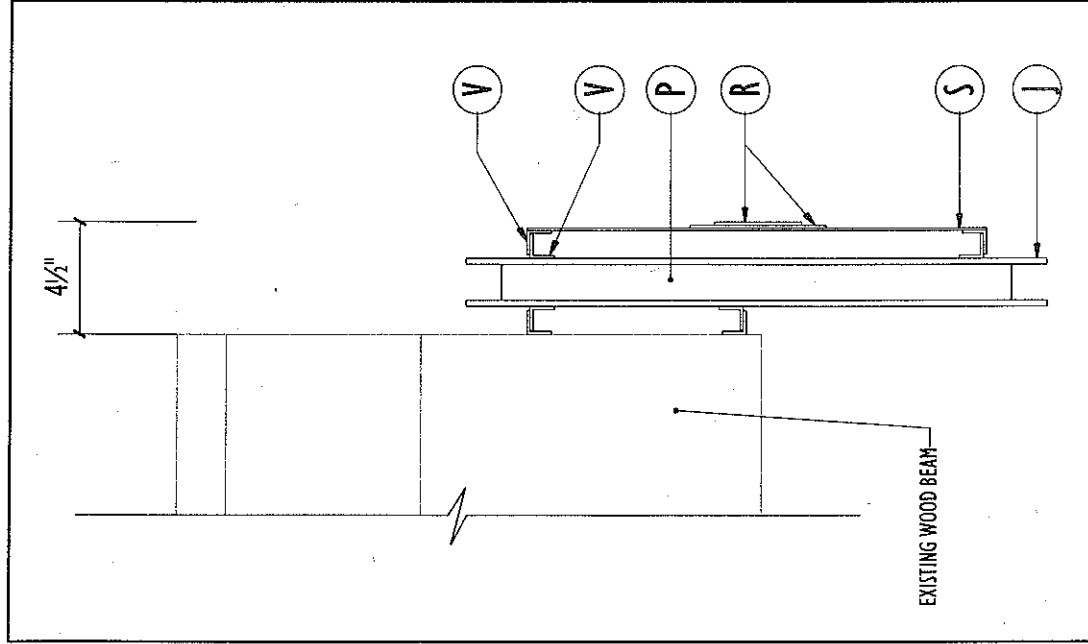
Smoke Tree Village



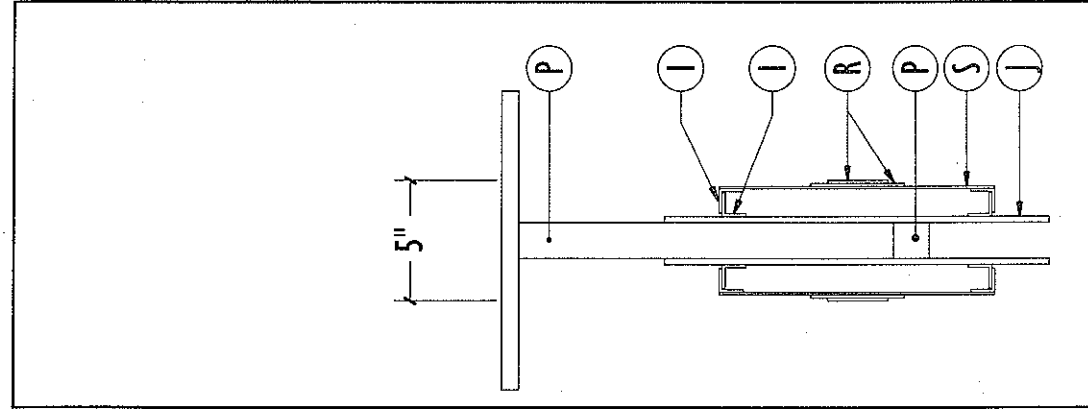
DETAIL "A"



DETAIL "B"



DETAIL "C"



DETAIL "D"

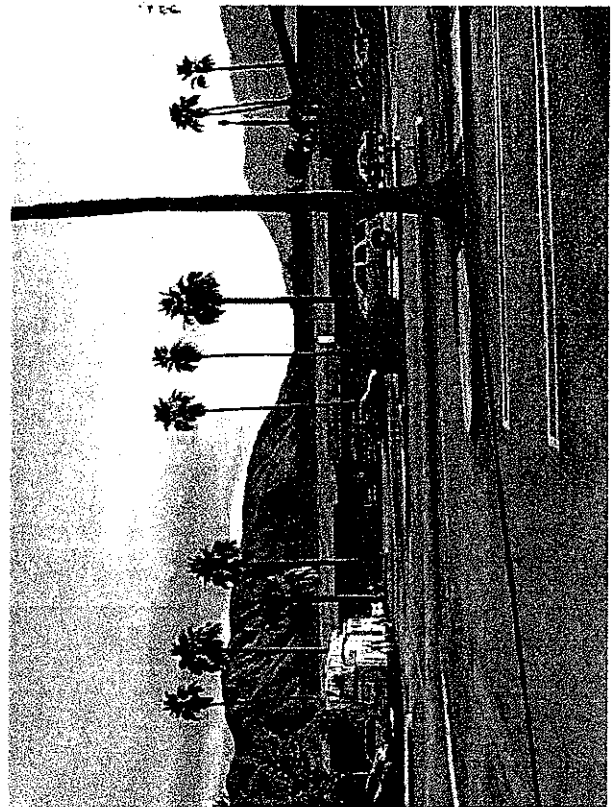
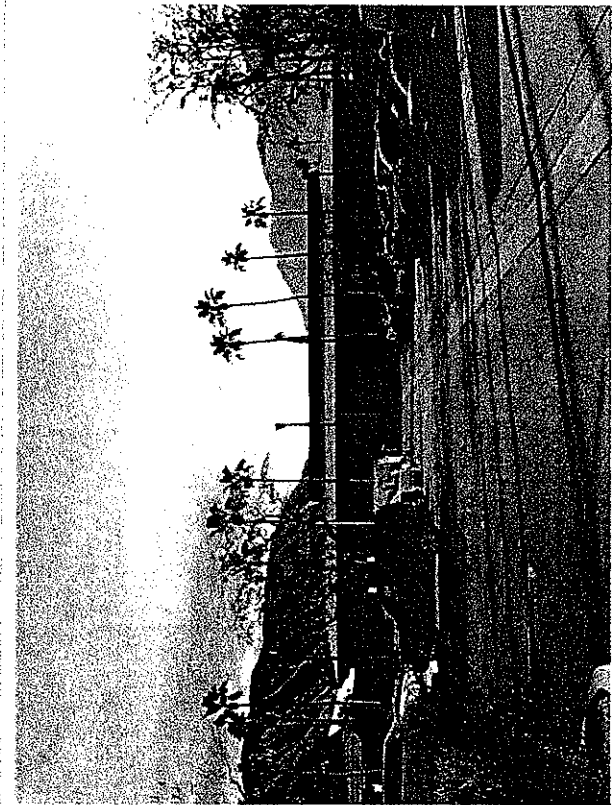
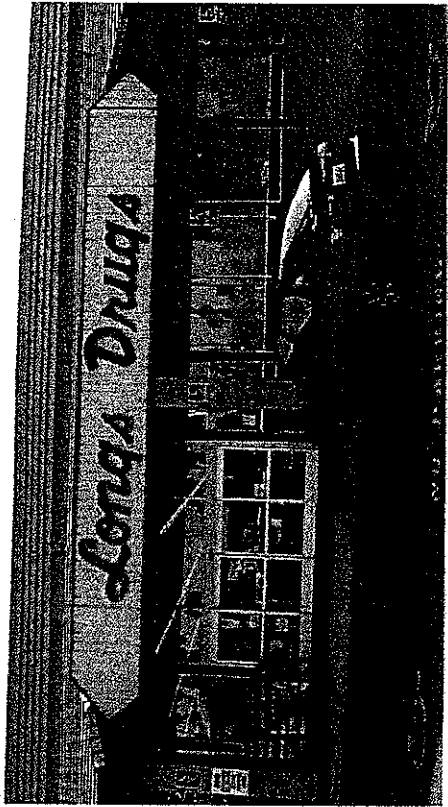
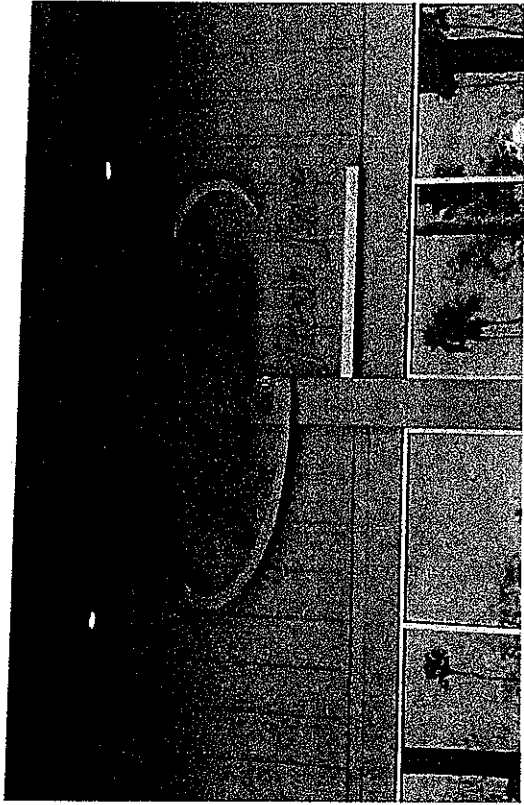
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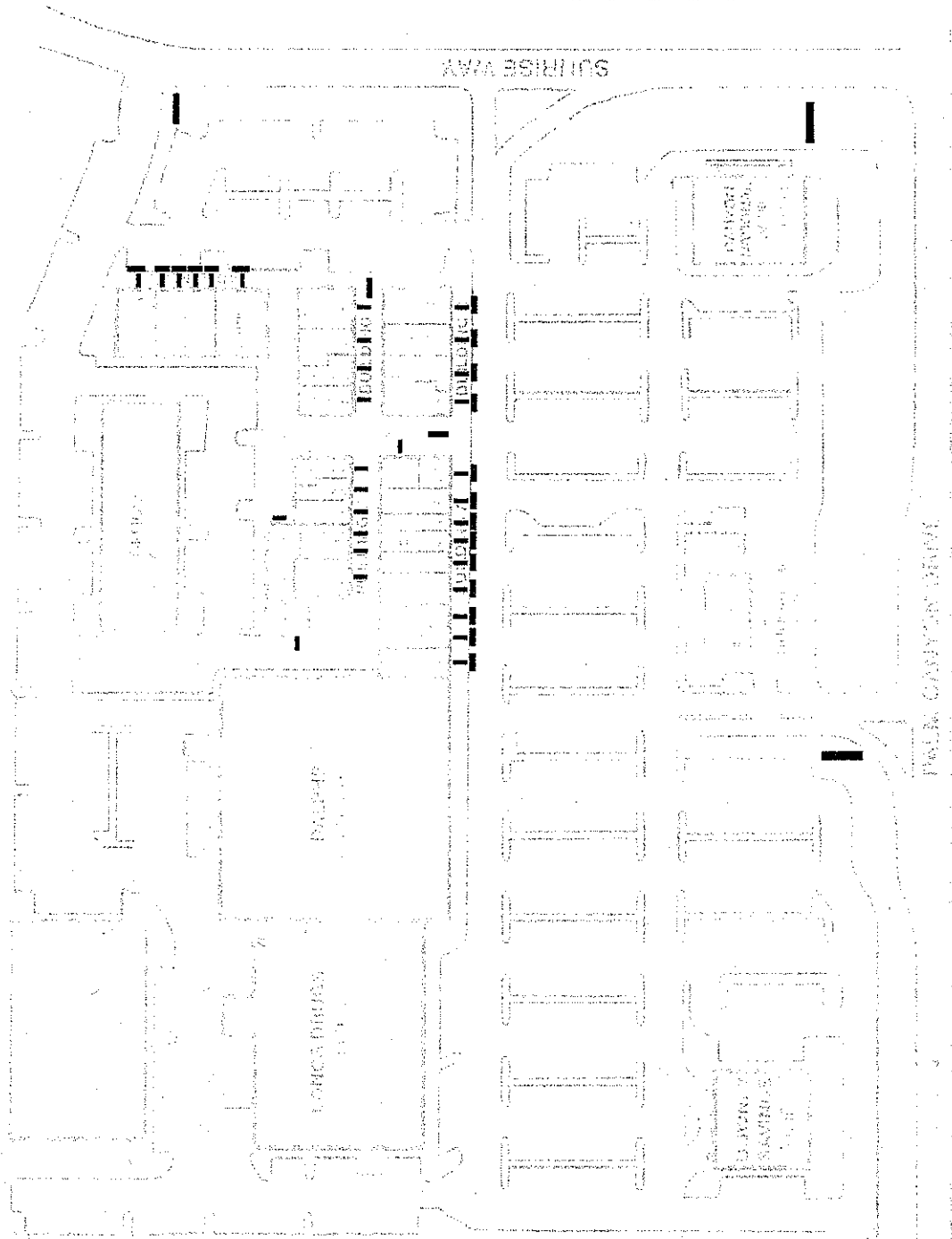
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SHEET TITLE: MISCELLANEOUS SIGN DETAILS

DATE: 02-05-08

PROJECT: Smoke Tree Village





SIGN SCHEDULE

- D/F Internally Illuminated Main Monument
- D/F Non-Illuminated Tenant Directory
- S/F Tenant Main Identification Sign Panel
- D/F Tenant Under Canopy Sign Panel
- D/F Non-Illuminated Office Entry Sign

Not to Scale

SIGN SCHEDULE

- D/F Internally Illuminated Main Monument
- D/F Non-Illuminated Tenant Directory
- S/F Non-Illuminated Tenant Directory
- Tenant Main Identification Sign Panel
- Tenant Under Canopy Sign Panel

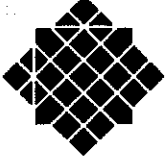
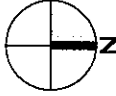
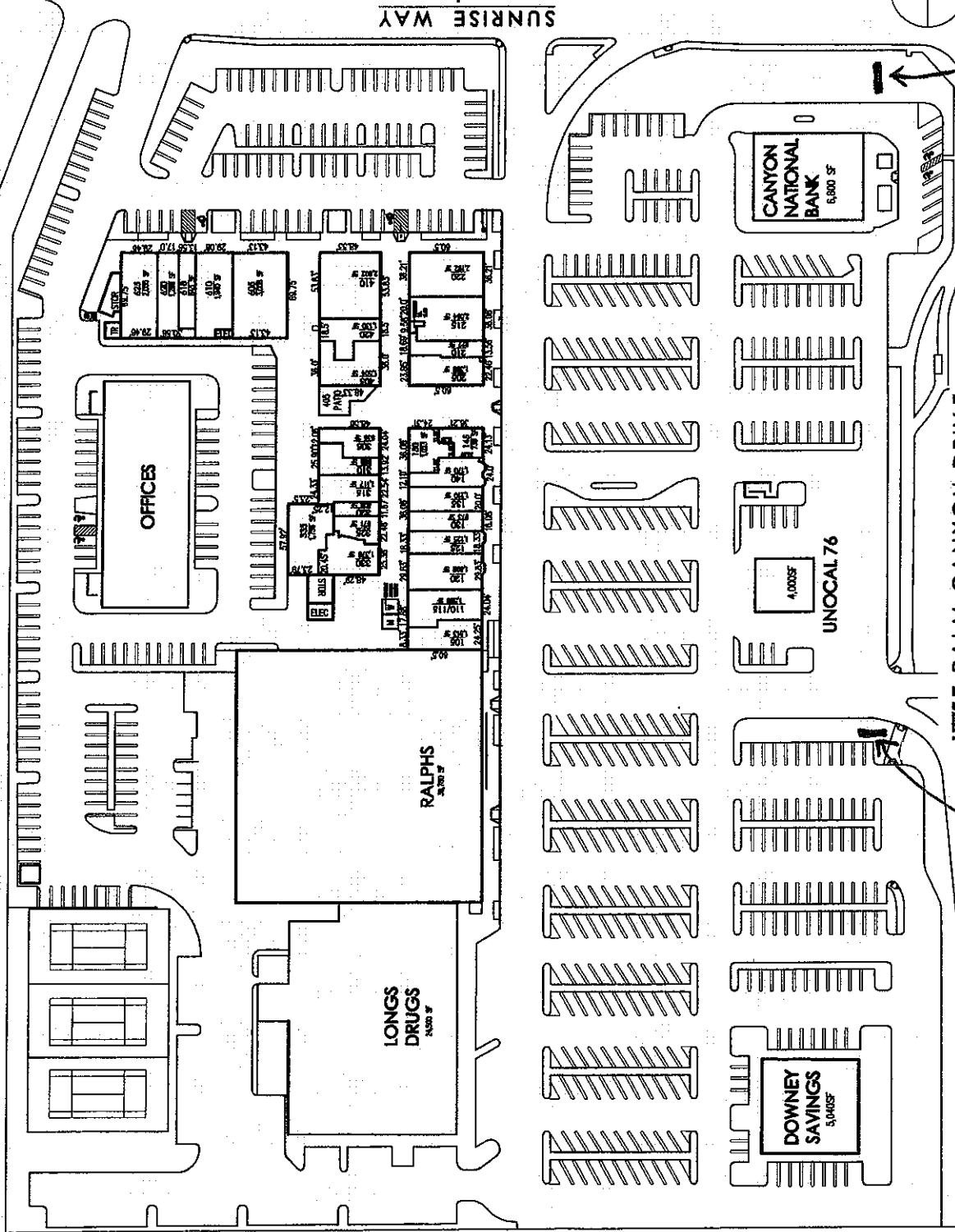
Not to Scale

SIGN TYPE:

N/A

PAGE NUMBER:

S M O K E T R E E V I L L A G E



**DONAHUE
SCHRIBER**

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1775E PALM CANYON DRIVE
PALM SPRINGS, CALIFORNIA 92264

Existing Monument Signs (2)