



## Planning Commission Staff Report

Date: August 10, 2011

Case No.: Case SP 11-007 Sign Program AMEND & 5.1050 PD-312 AMEND

Type: Sign Program Amendment & Minor Amendment to Planned Development District (PD-312)

Location: 2465 East Palm Canyon Drive (Smoke Tree Commons)

APN: 510-020-081

Applicant: Donhue Schriber Realty Group

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

Zone: PD-312 (Planned Development District 312)

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

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

Project Planner: David A. Newell, Associate Planner

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### **PROJECT DESCRIPTION:**

The applicant is requesting an amendment to an approved sign program and a minor amendment to the Final Development Plan for the Smoke Tree Commons shopping center located at 2465 East Palm Canyon Drive. The proposed applications include three components:

1. Sign Program Amendment. An amendment to the sign program to allow the following on Building D:
  - a. Rooftop signage on a parapet.
  - b. A main sign on the south elevation for the northerly tenant who does not have building frontage on the south side of the building.
2. Minor Change to the Final Development Plan for PD-312. The applicant

- proposes to install a rooftop parapet on the northerly portion of Building D.
3. Sign Application. The tenant proposes to install three main signs and two ATM signs.

Numbers 1 and 2 above require Planning Commission approval. If they are approved, number 3 would be a staff level approval.

**RECOMMENDATION:**

That the Planning Commission deny the requests without prejudice.

**BACKGROUND AND SETING:**

The subject property, known as the Smoke Tree Commons, is an approximately 18-acre shopping center located at the southeast corner of East Palm Canyon Drive and Barona Road. The shopping center was constructed in 2007 and contains approximately 170,265 square feet of commercial floor space. The original sign program was approved by the Planning Commission on December 13, 2006.

	<b>Land Use</b>	<b>General Plan</b>	<b>Zoning</b>
North	Multiple-Family Residential	HDR (High Density Residential)	PD-73 & PD-16
East	Timeshare Property	TRC (Tourist Resort Commercial)	PD-107
South	Open Area (Smoke Tree Ranch)	MU / MU (Mixed Use / Multi-Use)	RGA-6 (Residential Garden Apartments)
West	Standalone Restaurant & Apartment Complex	MU / MU	CSC (Community Shopping Center)

**ANALYSIS:**

The applicant, Donahue Schriber Realty Group, has submitted applications to allow signage for a future "Chase" bank location within Building D of the Smoke Tree Commons shopping center. The bank will occupy the northerly half of the building, or approximately 4,070 square feet of the 7,219-square foot building.

The requests include the following:

1. Sign Program Amendment. An amendment to the sign program to allow the following on Building D:
  - a. Rooftop signage on a parapet.
  - b. A main sign on the south elevation for the northerly tenant who does not have building frontage on the south side of the building.
2. Minor Change to the Final Development Plan for PD-312. The applicant proposes to install a rooftop parapet on the northerly portion of Building D. The parapet will be constructed solely to provide a background for two main signs

that would be located above the roof.

3. Sign Application. The tenant proposes to install three main signs and two ATM signs.

Staff has provided an analysis of each of the above requests below.

#### Sign Program Amendment

The applicant is proposing to amend the sign program to allow rooftop signage on Building D. The approved sign program lists a number of prohibited signs and elements, including *“Rooftop signs or signs projecting above roof lines or parapets.”* The applicant proposes the following amendment, *“Rooftops signs or signs projecting above roof lines or parapets, excluding signage approved by the landlord and City of Palm Springs on Building D.”*

In order to install the signs, a parapet solely used to provide a sign background will have to be installed which would modify the building architecture. The proposed sign background will exceed the existing roof lines and be contrary to the sign program. Staff recommends the Planning Commission deny this request.

The second amendment to the sign program includes a request to allow a business an additional main sign on a building elevation whereby that business does not have frontage. Specifically, the applicant would like to allow a main sign on the south elevation of Building D for the northerly tenant, which does not have any business frontage facing south. The proposed sign is approximately 57.7 square feet in size.

Staff does not recommend approving this deviation from the sign program since it may set precedence and trigger more requests to allow additional signage on buildings within the shopping center. Based on this, staff recommends that the Planning Commission deny this request.

#### Minor Change to Final Development Plan for PD-312

Section 94.03.00(G) of the Zoning Code allows minor architectural changes to be approved by the Planning Commission which do not affect the intent of the PD. The applicant is requesting that the installation of the rooftop parapet on Building D be approved as a minor change to the final development plan.

Staff does not recommend approving this minor change since the purpose of the parapet is to provide a background or mounting face for signage. It serves no other purpose and would compromise the architectural design of the building by eliminating the angled roof-plane element and “squaring-off” the building. Based on this, staff recommends that the Planning Commission deny this request.

#### Sign Application

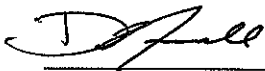
The amendments and minor change mentioned above are proposed to allow signage for the northerly tenant – “Chase” bank – in Building D. The sign proposal includes three main signs and two ATM signs. The three main signs consist of 30-inch high white channel letters and a 39½-inch high blue logo. The total square footage for each

of the three signs is approximately 57.6 square feet. If the applicant's proposed amendments are approved, the proposed sign area would be consistent with the allowances of the sign program.

**CONCLUSION:**

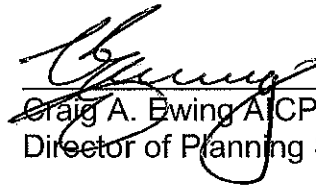
The proposed sign program amendments are inconsistent with the approved sign program for the Smoke Tree Commons shopping center and do not justify the introduction of roof signs at the center. Staff believes that the proposed parapet will compromise the design integrity of the existing building. Other measures to provide tenant identification should be explored, such as additional multi-tenant monument signs, as has been approved elsewhere.

Staff recommends denial, without prejudice, of the proposed amendments – sign program, Case SP 11-007 AMEND and minor amendment to the Final Development Plan for Case 5.1050 PD-312 AMEND. A draft resolution has been attached to this report based on this recommendation.



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David A. Newell  
Associate Planner



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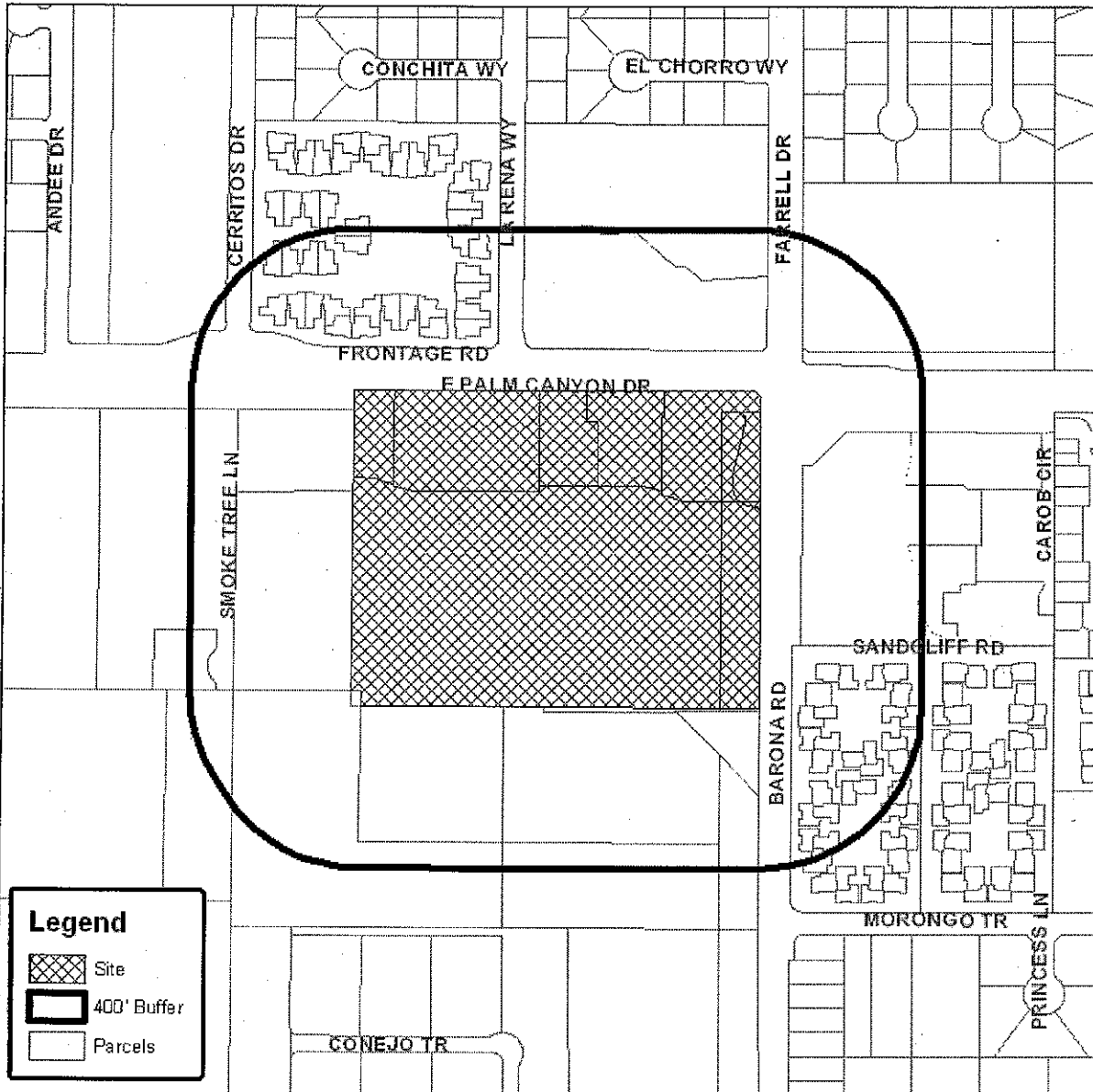
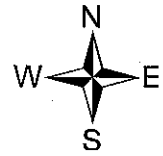
Craig A. Ewing AICP  
Director of Planning Services

Attachments:




- 400' Radius Map
- Draft Resolution
- Applicant's Letter of Request
- Approved Sign Program
- Sign and Parapet Exhibits



# Department of Planning Services Vicinity Map



**Legend**

-  Site
-  400' Buffer
-  Parcels

## CITY OF PALM SPRINGS

**CASE NO:** SP 11-007 Sign Program Amendment / 5.1050 PD-312 AMEND

**APPLICANT:** Donahue Schriber Realty Group

**DESCRIPTION:** Request for an amendment to an approved sign program and a minor amendment to the Final Development Plan for the Smoke Tree Commons shopping center located at 2465 East Palm Canyon Drive., Zone CSC, Section 25.

RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, DENYING CASE SP 11-007, A REQUEST TO INSTALL ROOFTOP SIGNAGE AND ADDITIONAL SIGNAGE ON THE SOUTH ELEVATION OF BUILDING D; AND CASE 5.1050 PD-312 AMEND, A REQUEST TO INSTALL A ROOFTOP PARAPET ON THE NORTHERLY PORTION OF BUILDING D WITHIN THE SMOKE TREE COMMONS SHOPPING CENTER LOCATED AT 2465 EAST PALM CANYON DRIVE.

WHEREAS, Donahue Schriber Realty Group (the "Applicant") has filed an application with the City pursuant to Section 93.20.05 of the Sign Ordinance for an amendment to an approved sign program to allow rooftop signage and additional signage on the south elevation for the northerly tenant of building D and pursuant to Section 94.03.00 of the Zoning Code to construct a parapet on the northerly roof of building D at the Smoke Tree Commons Shopping Center located at 2465 East Palm Canyon Drive, APN: 510-020-082, Zone PD-312, Section 25; and

WHEREAS, notice of public meeting of the Planning Commission of the City of Palm Springs to consider Case No. SP 11-007 and 5.1050 PD-312 AMEND was given in accordance with applicable law; and

WHEREAS, on August 8, 2011, 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 August 10, 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: The approved sign program lists a number of prohibited signs and elements, including "*Rooftop signs or signs projecting above roof lines or parapets.*"

Section 2: The proposed rooftop signage would be installed on a parapet on the northerly portion of the subject building. The parapet would be installed solely to provide a background for rooftop signage and would compromise the building design.

NOW, THEREFORE, BE IT RESOLVED that, based upon the foregoing, the Planning Commission hereby denies Case No. SP 11-007 Sign Program Amendment and 5.1050 PD-312 AMEND.

ADOPTED this 10<sup>th</sup> day of August 2011.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

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Craig A. Ewing, AICP  
Director of Planning Services



**DONAHUE  
SCHRIBER**

Date: July 25, 2011

From: Michael Osborne

To: City of Palm Springs  
Department of Planning Services  
David Newell  
3200 East Tahquitz Canyon Way  
Palm Springs, CA. 92262

Subject: Sign Program Modification  
Smoketree Commons  
1775 East Palm Canyon Drive  
Palm Springs, CA. 92262

To whom it may concern:

Donahue Schriber, the property owner for Smoketree Commons, respectfully requests a modification to the existing sign program for the shopping center. We are requesting approval to install roof top signage on building D at Smoketree Commons as well as building signage on the exterior south end of the building. Along with the Sign Permit application, I have attached paperwork recently submitted by Chase for this location. We also request that this application be placed on the August 8<sup>th</sup> agenda for the AAC meeting and the August 10<sup>th</sup> agenda for the Planning Commission hearing. Should you have any questions, please contact me at 714/966-6475. Thank you.

Sincerely,

DONAHUE SCHRIBER

Michael A. Osborne

**DONAHUE SCHRIBER**

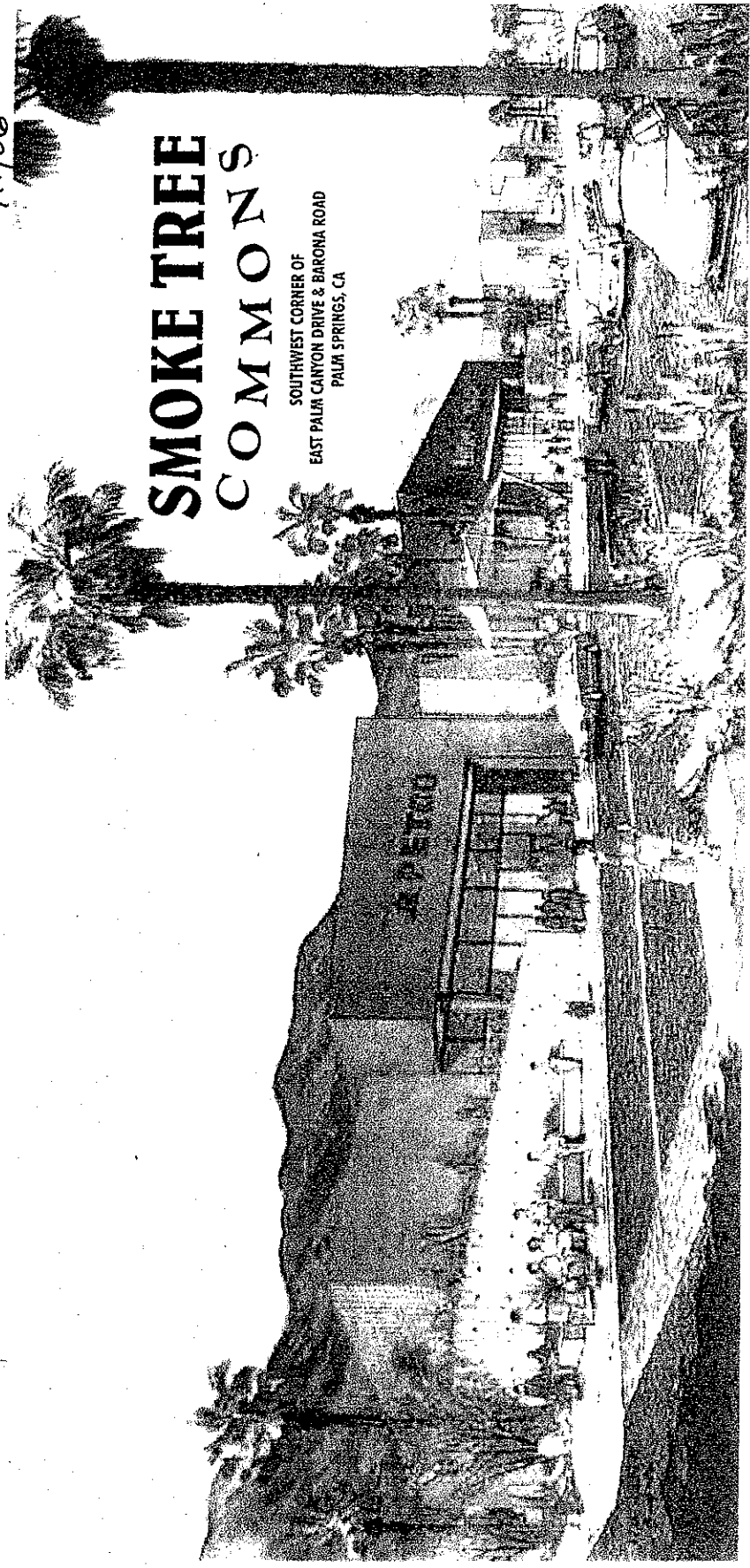
200 E. Baker Street, Suite 100  
Costa Mesa, CA 92626

PH: 714.545.4400 FAX: 714.950.4400



SP 06-118  
RECEIVED

DEC 11 2006  
PLANNING SERVICES  
REVISED PLANS  
RECEIVED VIA EMAIL  
12/11/06



# SMOKE TREE COMMONS

SOUTHWEST CORNER OF  
EAST PALMA CANYON DRIVE & BARONA ROAD  
PALM SPRINGS, CA



Prepared by Architectural Design & Signs



DONAHUE  
SCHRIBER

## SIGN GUIDELINES

December 6th, 2006

# SMOKETREE COMMONS

## OPERATOR

### Doehue Scriber Realty Group

200 E. Baker Street, Suite 100  
Costa Mesa, California 92626  
Tel. 714.946.6436 Fax. 714.966.6568

## AD/S ARCHITECTURAL DESIGN & SIGNS

Architectural Design & Signs  
2950 Palmdale Drive,  
Corona, California 92880  
Tel. 951.278.0680 Fax. 951.270.2005

## SIGN CONSULTANT

## ARCHITECT

### James Cloffi Architect

2121 E. Tahquitz Canyon Way #3  
Palm Springs, California 92262  
Tel. 760.325.1557 Fax. 760.325.8214

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## O B J E C T I V E

The objective of the following sign criteria is to provide standards and specifications that assure consistent quality, size variety and placement for Tenant signs throughout this project. These criteria are also intended to stimulate creative invention and achieve the highest standard of excellence in environmental graphic communication. Such excellence is best achieved through open and frequent dialogue between Tenant, Landlord, and the project's graphic design consultant. Signage at SmokeTree Commons, Palm Springs, California is an integral part of the center's image and appeal, so signs must be thoughtfully designed, placed and proportioned to the individual architectural facade on which they are placed. Care in the design and installation of store signs will enhance customer's appreciation.

### OVERVIEW

The overview of this criteria is to assist the Landlord/Tenant and city relationship. The Landlord will be responsible to:

- a. Provide base building design and construction information requested by Tenant's sign design consultant
- b. Review, comment and approve tenant sign submission.

In return, the Tenant will be responsible for:

Design, fabrication, permitting and installation of signs, including any structural support and electrical service and any special installation requiring addition or modification to the shell building approved by the Landlord.

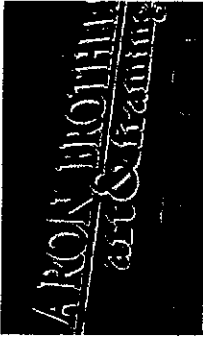
### Maintenance of the Sign.

The tenant shall employ professional sign fabricators and installers approved by the Landlord who are well qualified in the techniques and procedures required to implement the sign design concept. The Tenant will abide by all provisions, guidelines and criteria contained within this SmokeTree Commons Sign Criteria.

Only those sign types provided for and specifically approved by the Landlord in Tenant's sign submission documents will be allowed. The Landlord may, at his discretion and at the Tenant's expense and after proper notice to Tenant, replace or remove any sign that is installed without Landlord's written consent, or that is not executed in conformance with the approved submission. Tenant shall furnish the Landlord with a copy of all sign fabrication and installation permits prior to installation.

Note: It will be the responsibility of the Tenant to repair and patch holes of their storefront sign area should the Tenant vacate these premises.

Graphic Examples



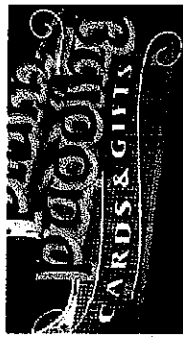
Halo Illumination



Standard Channel Letters



Front and Halo lit Channel Letters



Mixed Media: Halo letters on white mesh background and exposed neon accents

SIGN STYLES

A. Buildings Thirty (30) Feet or More From the Right-of-way with a Store Frontage of Fifty (50) Feet or Less.

The total aggregate area for a main sign for any business in a building located thirty (30) feet or more from any right-of-way upon which it faces shall be equivalent of one and one-half (1½) square feet of sign area per linear foot of frontage which the building has facing one a right-of-way or parking lot. Except as provided herein, such signs shall have a surface area no greater than seventy-five (75) square feet.

B. Buildings Thirty (30) Feet or More From the Right-of-way with a Store Frontage Greater Than Fifty (50) Feet.

A single business having a linear frontage on any right-of-way in excess of fifty (50) feet shall be entitled to an additional one (1) square foot of sign area for 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.

The maximum letter height for Tenants may not exceed forty-eight inches (48") high.

The maximum sign height for stacked letters may not exceed forty-eight inches (48") high

The maximum width of any tenant's storefront sign may not exceed seventy-five percent (75%) of the Tenant's leased storefront.

C. Buildings Thirty (30) Feet or More From the Right-of-way with a Square Footage of Greater Than Fifteen-Thousand (15,000) Square Feet.

The maximum letter height for Tenants may not exceed forty-eight inches (48") high

The maximum sign height for Tenants with stacked letters may not exceed forty-eight (48") high

The maximum allowable area for all signs shall not exceed one-hundred and twenty-five (125) square feet per page 4 measurement calculations

Example:

50 feet of store frontage = a maximum allowable sign area of 75 square feet.

75 feet of store frontage = 75 + 6 = a maximum allowable sign area of 81 square feet.

100 feet of store frontage = 75 + 12 = a maximum allowable sign area of 87 square feet.

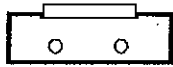
125 feet of store frontage = 75 + 15 = a maximum allowable sign area of 90 square feet.

150 feet of store frontage = 75 + 18 = a maximum allowable sign area of 93 square feet.

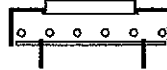
175 feet of store frontage = 75 + 21 = a maximum allowable sign area of 96 square feet.

**Note: Maximum allowable area for any sign may not exceed a total of 125 square feet.**

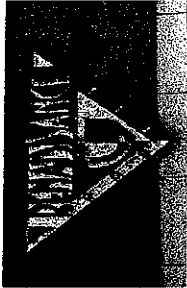
**Note: See page 4 for sign area measurement calculations.**



Graphic Examples



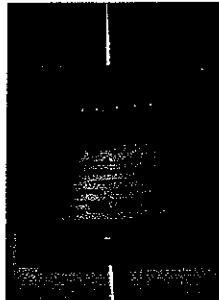
Routed Pushed Through Copy



Metal Cut Out Panel with Halo Illumination



Cove lighting effect for free standing letters



A combination of routed and backed up copy out of a halo illuminated panel

Tenants with building elevations facing multiple exposures such as a parking lot or street, may incorporate one (1) additional sign per elevation. Area of sign on additional elevations must be calculated using the same formula as per front elevation.

Note:

Tenants may be allowed an extra 15% of sign area to enhance the graphic and/or architectural balance. However, this option will be at the sole discretion of the Landlord and the City Planning Director.  
All Signs shall be measured by drawing a rectangle around each element of the individual signs. For example, measure the area of letters and area of icon and / or logo separately.

There are many acceptable sign treatments, however a **Mixed Media** \* three-dimensional approach combining several different fabrication and lighting techniques is preferred. Tenants are strongly encouraged to consider the specific architectural style of their facade, the overall concept of the project, the scale of the proposed sign and the critical viewing angles and sight lines when designing appropriate graphics and signs for the storefront. Note that specific locations and surrounding architectural treatments can limit the maximum sign height and length, which may differ from the general guidelines proposed above. The Landlord reserves the right to approve or reject any proposed sign on the basis of the size and placement.

Acceptable sign styles include:

It is the intention of this Criteria, to permit:

1. Creative use of standard illuminated channel letters
2. Front and halo illuminated channel letters.
3. Mixed media/dimensional signs using images, icons, logos, etc.
4. Mixed media, 3-dimensional signs painted gold, silver or copper leaf.
5. Halo illuminated letters, 3" deep minimum.
6. Dimensional geometric shapes.
7. Sandblasted, textured, and/or burnished metal-leaf faced letters, pin mounted from facade.
8. Exposed neon if used as an accent, subject to approval by the Operator.

\* **Mixed Media** signs are signs employing two or more illumination and fabrication methods.

For example: Halo lit reverse channel letters with exposed neon accents.

Also, although simple rectangular cabinet signs are not allowed, mixed media signs may be composed of elements, one of which may be a panel or cabinet. However, the panel / cabinet sign should not exceed 50% of the total a sign area.

With the Landlord approval, complex shaped (i.e Polyhedron) sign cabinets which is part of a national logo, may be used alone if they incorporate dimensional elements such as push-through letters.

**SIGN AREA MEASUREMENT**

The following exhibits illustrate the methods of determining maximum square footages for letterform/logo area allowances. Sign area is calculated by multiplying (x) times (y), or by outlining the sign with straight lines and calculating the area contained within. More specific methods depending on individual circumstances are described below.

**EXHIBIT "A"**



Area of sign is calculated by overall length of sign (x) times average letter height (y). Letterforms initial cap, ascenders or descenders are not calculated in sign area, only if they do not exceed 50% of (y).

**EXHIBIT "D"**



Area of signs with straight text and varied shapes shall be measured by outlining all of sign with straight lines and calculating area contained within.

**EXHIBIT "B"**

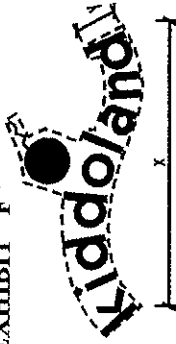


**EXHIBIT "C"**



Area of signs with two lines of text shall be measured by outlining all of sign with straight lines and calculating area contained within.

**EXHIBIT "F"**



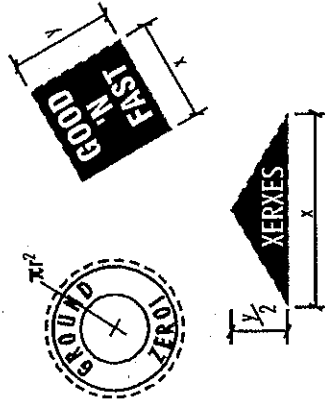
Area of signs with curving text and varied shapes shall be measured by outlining all of sign with straight lines and calculating area contained within.

**EXHIBIT "E"**



Signs with backgrounds integral with their identity shall be included in total sign area.

**EXHIBIT "G"**



Area of odd shape logos arc to be measured by their dictating geometry

### TYPE STYLES & LOGOS

The use of logos and distinctive type styles is encouraged for all Tenants signs. Sign lettering may be combined with other graphics and or dimensional elements denoting the type of business. The tenant may adapt established styles, logos and/or images that are in use on similar buildings operated by the tenant in California, provided that these images are architecturally compatible and approved by the Landlord. The typeface may be arranged in one (1) or two (2) lines of copy and may consist of upper and/or lower case letters. The Tenant should identify trademark protected type and marks in their sign submission to assist the Landlord in the review process.

### LIGHTING

Tenant signs should be creatively illuminated using a variety of lighting techniques. One or more of the following are allowed:

1. Neon or fluorescent contained in letters and panel cabinets
2. Light Emitting Diodes (LED's)
3. Fiber Optics
4. Cove Lighting (Indirect Illumination)
5. Exposed neon accents
6. Incandescent light bulb

If it is determined by Landlord that the primary lighting of Tenants wall sign or blade sign is too intense, the Landlord may require at Tenants expense to install a dimmer switch.

### COLORS

The following guidelines are for selecting colors of Tenants signing. The project and the individual building facade will consist of a variety of colors and materials. The Landlord encourages the tenant to consider these colors when choosing his sign colors from the attached list of common colors.

Sign colors should be selected to provide sufficient contrast against building background colors.

Sign colors should be compatible with and complement building background colors.

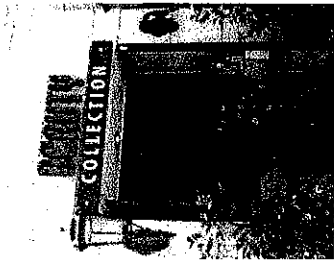
Sign colors should provide variety, sophistication and excitement.

Color of letter returns shall be a contrasting color to the face of the letter.

Neon accent colors should complement related signing elements.

Bright colors such as "Hot Pink" will not be allowed.

Tenants that are not regional or nationally recognized may only utilize three colors in their sign chosen from the approved color palette below.



**SMOKE TREE**  
COMMONS

## APPROVAL PROCESS

At least thirty (30) days prior to the Landlord's scheduled delivery of the premises, Tenant shall provide the following information to the Landlord for review.

Note: This information is separate from sign approval submission and store design and drawing submissions, and will be used to begin the sign design process.

- Store Name;
- Store Logo (in color with colors identified);
- Store interior materials, colors and finishes.

Allowing reasonable time for Landlord's review and Tenant's revision of submission in advance of sign fabrication, tenant shall submit for Landlord's approval, one (1) set of complete and fully dimensioned shop drawings of the Tenant's sign to the Landlord's Tenant coordinator (via Adobe Acrobat (.pdf)).

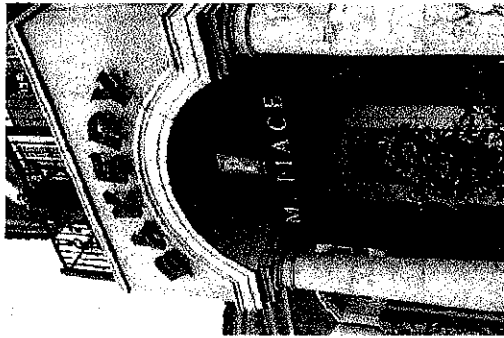
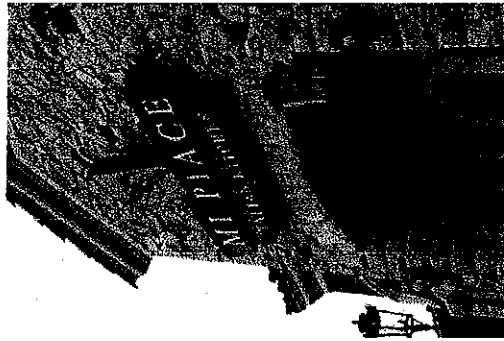
Shop drawings shall include at least the following: Tenant's entire building facade elevation, showing the proposed sign, in color drawing to scale of 1/4" = 1'-0".

Storefront (partial building) elevation showing the location, size, color, construction and installation details of the Tenant's proposed sign. Typical "section-through" letter and/or sign panel showing the dimensioned projection of the letter or panel face and the illumination method.

Color and material samples together with a photograph (if possible) of a similar installation.

Within ten (10) days of receipt of the sign submission, the Landlord will approve, as noted, or disapprove with comments the Tenant's sign design. Tenant must respond to the Landlord's comments and re-submit within fourteen calendar days, and repeat this process until all sign design, fabrication and installation issues are resolved to the Landlord's satisfaction.

Upon receipt of final sign approval from the Landlord, Tenant shall submit one set of colored drawings of the proposed sign to the City of Palm Springs, CA for fabrication and installation permits. Tenants are required to provide one (1) set of the City approved drawings to the Landlord prior to commencing any installation.





## THE FOLLOWING SIGNS AND ELEMENTS ARE PROHIBITED.

1. Unadorned rectangular cabinet signs with translucent or opaque faces.
2. Temporary wall signs, pennants, banners, inflatable displays or sandwich boards.
3. Signs blocking doors or fire escapes, unless approved by the Landlord.  
(Note: Box signs hanging in display windows are not allowed).
4. Gold leaf treatments on windows, box signs and exposed neon window displays without Landlord's written approval.  
Note: Approval is at Landlord's discretion. Off the shelf signs are discouraged.
5. Exposed junction boxes, wires, plug in wires on window signs, transformers, lamps, tubing, conduits, raceways or neon crossovers of any type.
6. Signs using trim-cap retainers that do not match the color of the letter and logo returns (polished gold, silver or bronze trim caps are NOT permitted).
7. Pre-manufactured signs, such as franchise signs that have not been modified to meet these criteria.
8. Paper, cardboard, or Styrofoam signs, stickers, or decals hung around or behind storefronts.
9. Exposed fasteners, unless decorative fasteners are essential to the sign design concept.
10. Simulated materials such as wood grained plastic laminates or wall coverings.
11. Flashing, oscillating, animated lights or other moving sign components.
12. Rooftop signs or signs projecting above roof lines or parapets.
13. Signs on mansard roofs or equipment screens.
14. Advertising or promotional signs on parked vehicles.
15. Sign company decals in full view (limit to one placement only).
16. Hand painted signs.
17. Portable and A-frame signs.
18. Wind-activated and balloon signs.
19. Changeable copy signs.
20. Outdoor advertising structures (billboards).

Any such items installed by Tenant or Tenant's agents without Landlord's express written consent may be removed by Landlord without prior notice to Tenant and any cost incurred for such removal shall be paid by Tenant to Landlord as additional rent.

## FABRICATION

The Tenant must insure that his sign fabricator and installer understand their responsibilities before they begin the sign fabrication.

The Tenants sign contractor is responsible for the following:

1. Signs must be fabricated of durable appropriate weather resistant materials complementary to the base building materials.
2. Dissimilar metals used in sign fabrication shall be separated with non-conductive gaskets to avoid electrolysis. Additionally stainless steel fasteners shall be used to attach dissimilar metals.
3. Threaded rods or anchor bolts shall be used to mount sign letters which are held off the background panel. Angle clips attached to letter sides will NOT be permitted.
4. Colors, materials, finishes shall exactly match those submitted to and approved by the Landlord.
5. Visible welds and seams shall be ground smooth and filled with auto body compound before painting.
6. No fasteners, rivets, screws or other attachment device shall be visible from any public vantage point.
7. Finished metal surfaces shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips and runs and shall have a uniform surface conforming to the highest industry standards.
8. Reverse channel letters shall be pinned two (2") inches from the wall. The letter return depth shall be minimum three (3") inches and letters shall have a clear Lexan backing.
9. Double neon tube shall be used where the width of the letter stroke exceed 2-1/2 inches.
10. All Signs to be pegged a minimum of 1/2" from wall or facade onto which the letters are attached.

## INSTALLATION

The Tenants sign installer will provide the following:

1. Provide the Landlord with an original certificate of insurance naming the Landlord as an additional insured for liability coverage in the amount of One Million Dollars (\$1,000,000) prior to beginning fabrication.
2. Obtain all required sign permits from the City of Palm Springs, California and deliver copies to the Landlord before installing the sign/s.
3. Keep a Landlord approved set of sign drawings on site when install the sign.
4. Warrant the sign against latent defects in materials and workmanship for a minimum of one (1) year.

## BLADE / UNDER CANOPY SIGNS

Each tenant is permitted one (1) blade / under canopy sign per street front. The blade sign program requires that each Tenant's graphic identity be transformed into a 3-dimensional double-faced sign. The Landlord encourages the tenant to propose blade / under canopy sign design, which will enrich the pedestrian environment with creativity with a strong name identification.

Note: The standard attachment bracket onto which the blade sign is attached will be manufactured by the Landlord's sign contractor.

Proposals for blade / under canopy sign designs will be reviewed at the time of the Tenant's overall sign design submission. It is the responsibility of the Tenant to ensure that his fabrication and installation contractor includes adequate supports for the blade sign. Manufacture and installation of said blade / under canopy sign will be at Tenant's sole expense. Tenant to provide camera ready art work with primary sign approval request to Landlord.

The blade sign may not be the primary store identification sign and will not be included in the calculation for the overall area permitted.

Note: Landlord is not responsible for structural backing that may be required to support the blade sign. This must be coordinated with Tenant's Improvement Contractor prior to installation.

### Configuration:

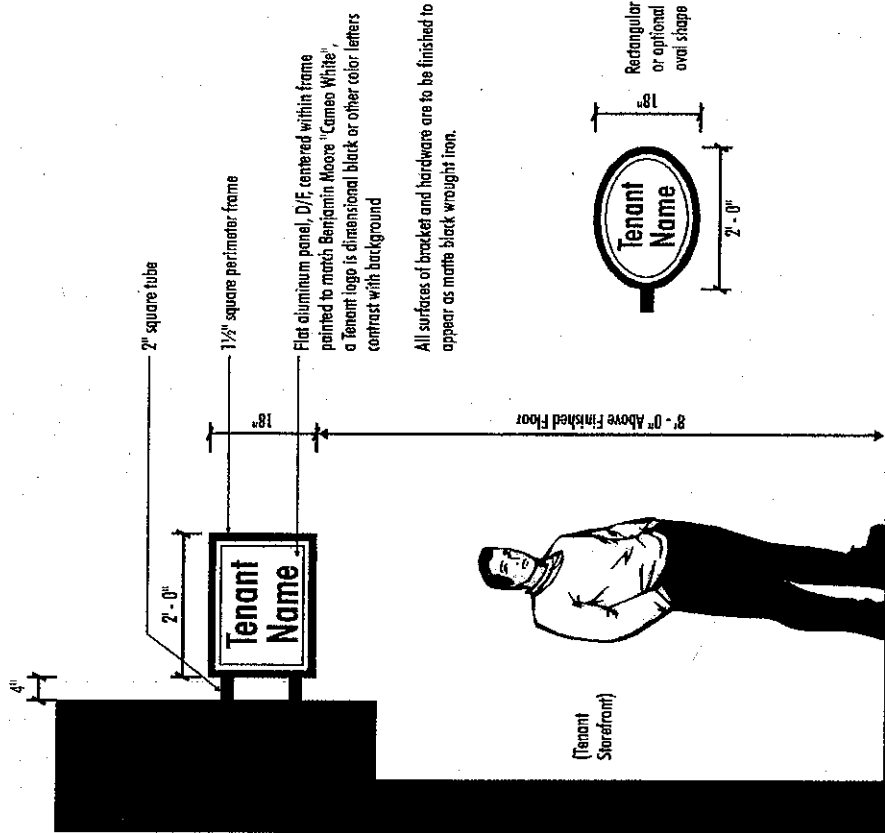
Double-sided, painted aluminum sign panel set in frame. All signs to be 8'-0" from bottom of sign to sidewalk in all cases and centered so as not to interfere with fire sprinklers or light fixtures.

### Allowable Sign Area:

- 3.0 sq. ft. of sign area (each face)
- 1.5 sq. ft. of copy area (each face)
- Logo area must be held in minimum 3" from inside edge of frame.
- Tenant logo to be dimensional, thickness which shall not exceed 3"

### Lighting:

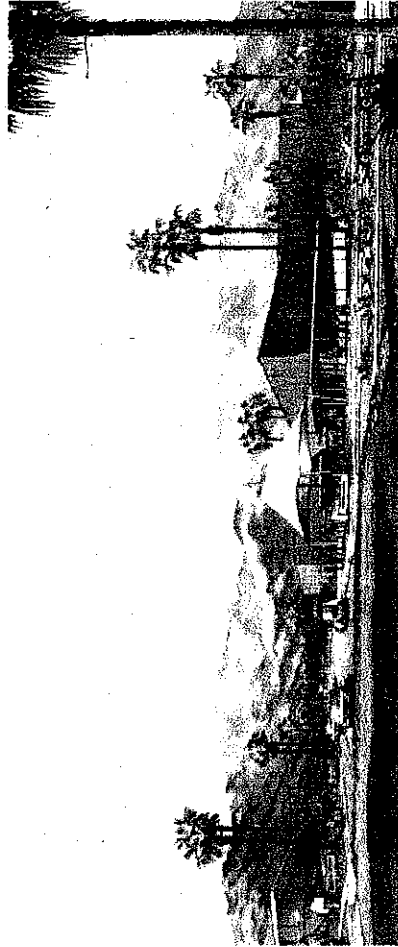
None (ambient).

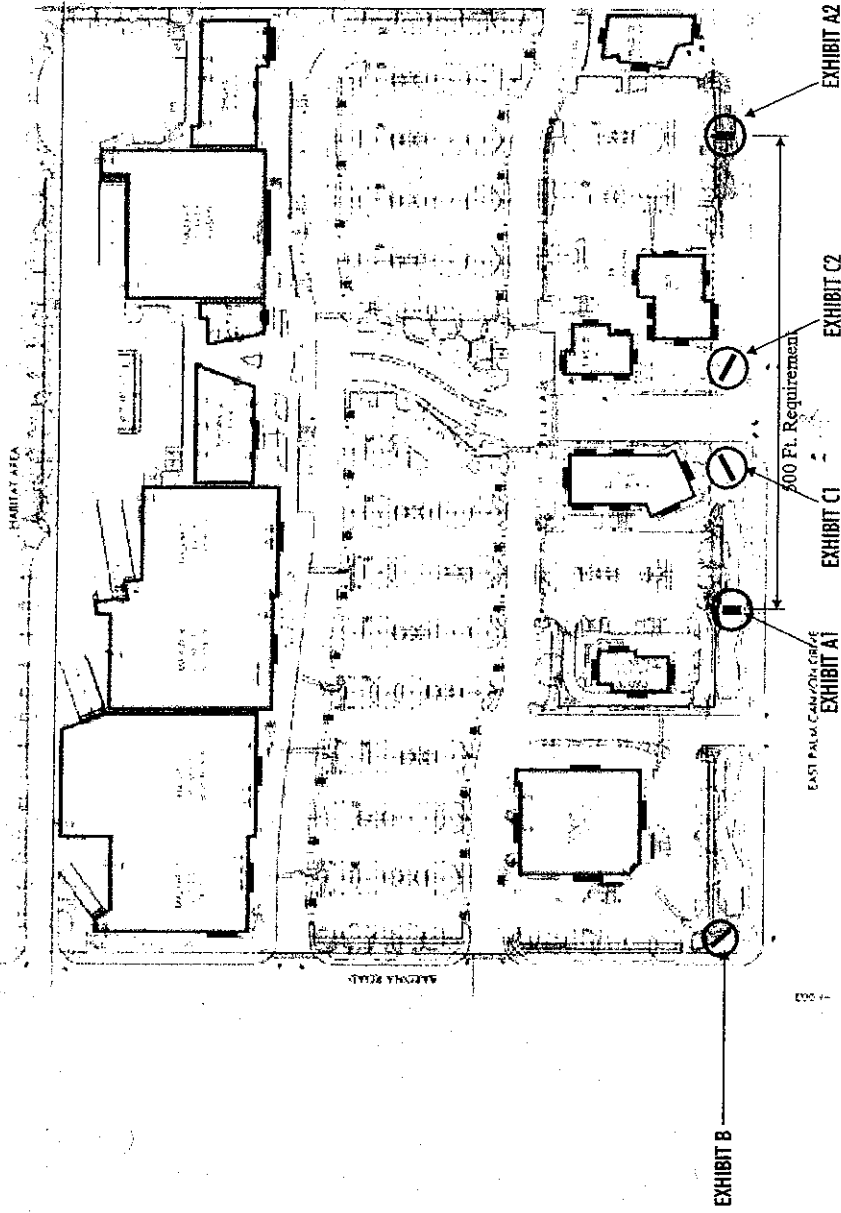


**SMOKE TREE**  
COMMONS

## ENTRY DOOR / STOREFRONT WINDOW SIGNAGE

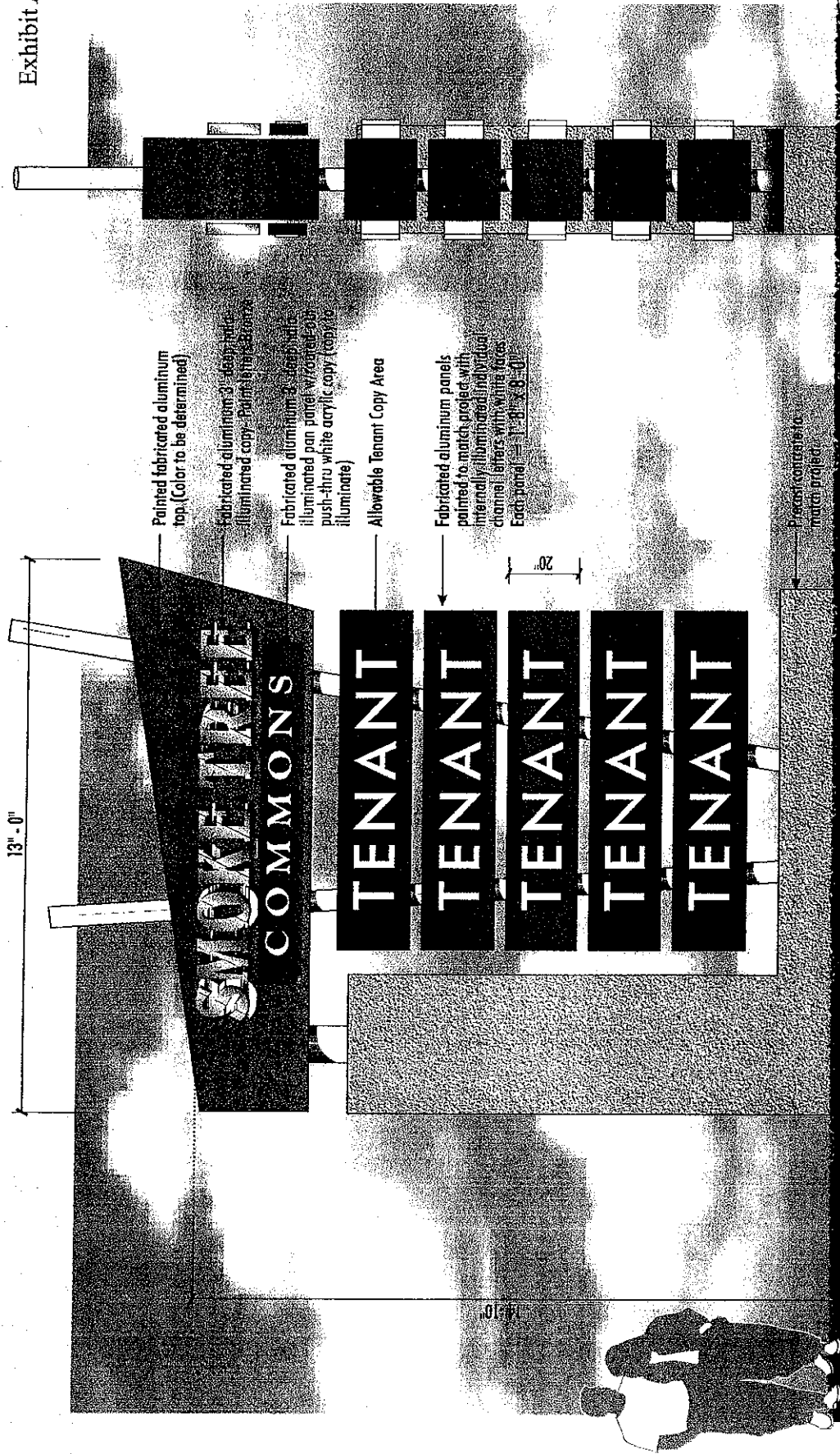
1. For the purpose of store identification, the Tenant may propose to the Landlord a design layout of Tenant name and/or registered trademark in white or black vinyl die-cut graphics for placement on the inside of entry doors. Each door is permitted 1 square foot of vinyl die-cut sign area. The area must be centered approximately 5'-0" from grade.
2. For the purpose of additional store or brand/logo identification, the Tenant may also propose to the Landlord a design layout of store name or brand/logo in white or black vinyl die-cut graphics for placement on the inside of every other (alternating) display windows. The maximum permitted are measured a minimum of 8" inward toward the window's center from the vertical edge of the window and may not exceed 42" above grade.
3. "Help Wanted" and other standard information signs as deemed necessary by Landlord, shall be affixed to the left edge of the window immediately adjacent to the right of entry doors and no higher than 48" above grade. Such signage shall on it be permitted to be affixed with clear suction cups.
4. Other than as provided in section 3 above, no signage of any type is permitted to be placed in or affixed to storefront windows or doors.
5. Signs painted on glass shall NOT be permitted. Temporary seasonal signs and graphics painted on storefront glass may be permitted only at Property Manager's discretion.
6. Credit card or check acceptance signs or logos placed on storefront display windows or doors are prohibited.
7. Alarm company stickers shall be limited to one per entry door and be located only at the extreme lower right corner of the glass area on the door.
8. Handicap access stickers are permitted and shall be placed according to ADA or local jurisdiction under the supervision and approval of the Landlord.
9. The Landlord reserves the right to require a Tenant, at its expense, to remove any storefront signage it considers to be non-complying or unprofessional.
10. No security alarm boxes, horns, sirens and doorbells shall be installed on or above storefronts. All alarm boxes are to be placed on the rear facade of the building only.
11. All signage must be professionally made. Absolutely no hand lettered signs will be allowed.

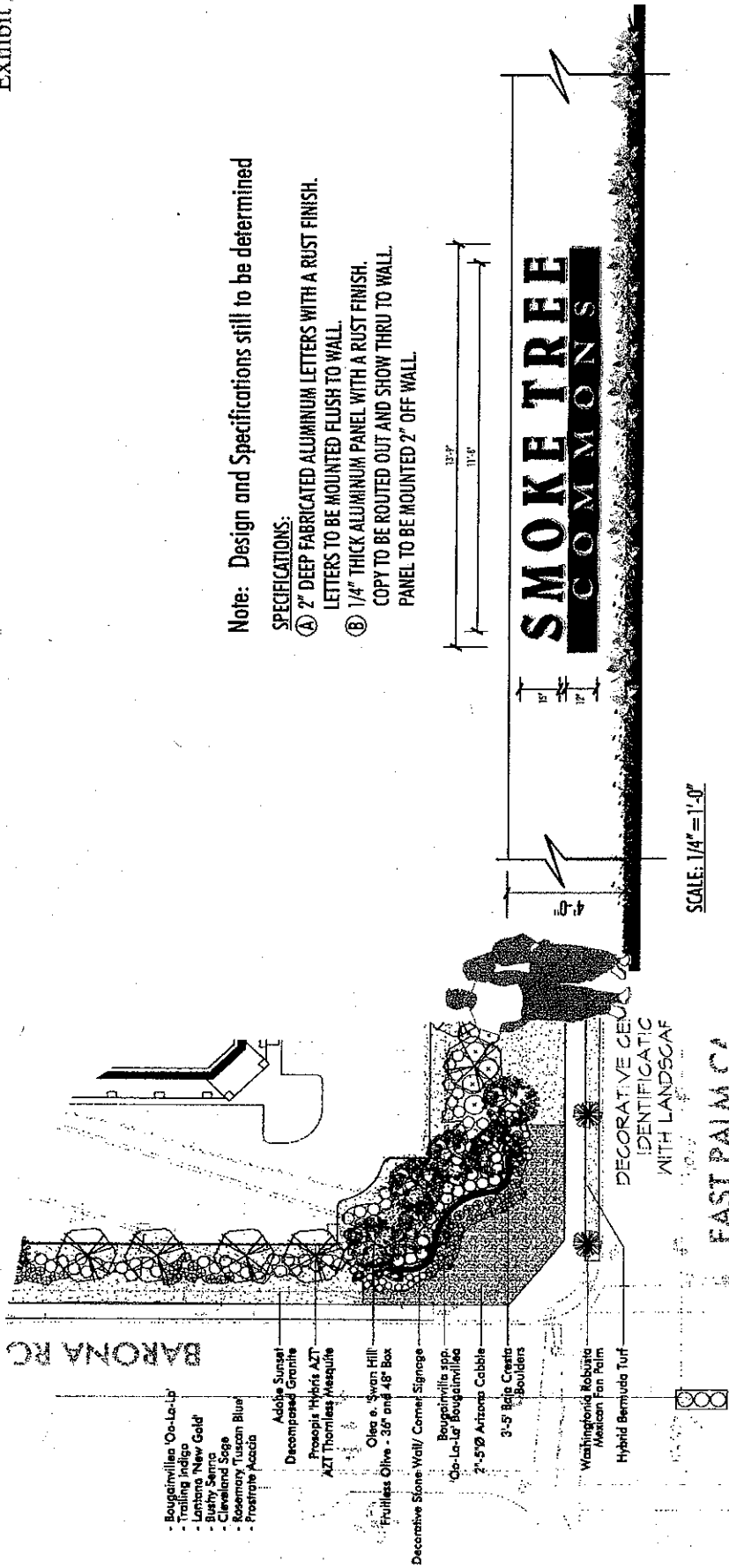




- Building Wall Signage
- Exhibit "A" - Tenant Monument Sign
- Exhibit "B" - Corner Center ID Sign
- Exhibit "C" - Entrance Center ID Sign

All Sign locations shown here were picked at Random. Final locations will be chosen by the Tenant and Landlord, subject to approval based on tenancy and architecture.





- Bougainvillea 'Co-La-Up'
- Trailing Indigo
- Lantana 'New Gold'
- Lusty Serrano
- Cleveland Sage
- Rosemary Tuscan Blue
- Prostrate Nueces

- Adobe Sunset
- Decomposed Granite
- Prosopis Hybrids AZT
- AZT Thornless Mesquite

- Olea e. Swan Hill
- Fruitless Olive - 36" and 48" Box

- Decorative Stone Wall/ Corner Signage
- Bougainvillea spp.
- 'Co-La-Up' Bougainvillea
- 2"-5" Arizona Cabbie
- 3-5" Baja Crests
- 3-5" Baja Crests
- 3-5" Baja Crests

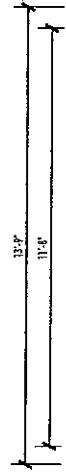
- Washingtonia Robusta
- Mexican Fan Palm
- Hybrid Bermuda Turf

E. Palm Canyon and Barona Corner  
EXHIBIT B

Note: Design and Specifications still to be determined

SPECIFICATIONS:

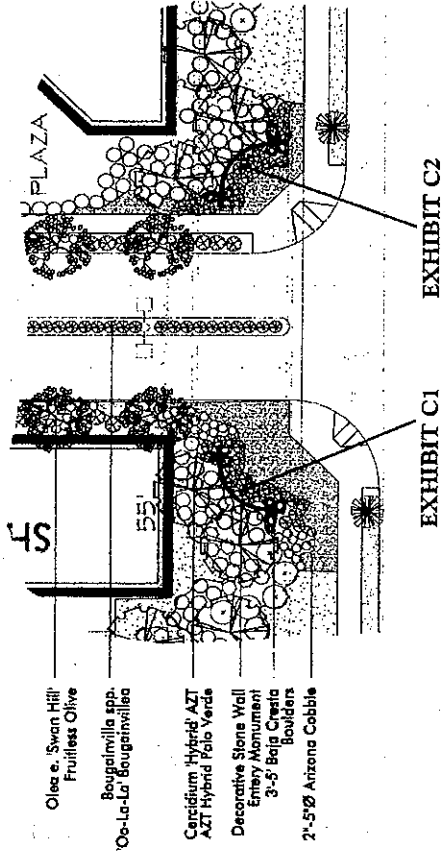
- Ⓐ 2" DEEP FABRICATED ALUMINUM LETTERS WITH A RUST FINISH. LETTERS TO BE MOUNTED FLUSH TO WALL.
- Ⓑ 7/4" THICK ALUMINUM PANEL WITH A RUST FINISH. COPY TO BE ROUTED OUT AND SHOW THRU TO WALL. PANEL TO BE MOUNTED 2" OFF WALL.



SMOKE TREE  
COMMONS

SCALE: 1/4" = 1'-0"

SMOKE TREE  
COMMONS



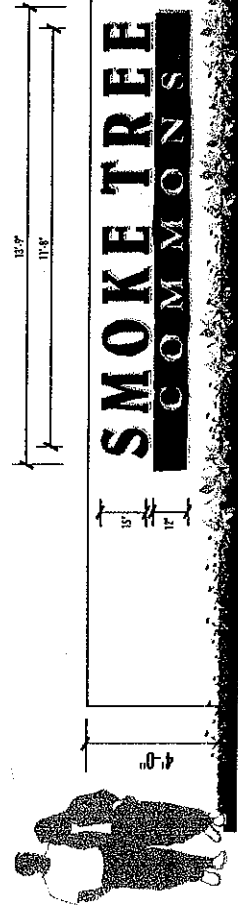
- Olea e. Swan Hill  
Fruitless Olive
- Bougainvillea spp.  
'Oo-La-La' Bougainvillea
- Cardium Hybrid AZI  
AZI Hybrid Palo Verde
- Decorative Stone Wall  
Emery Monument  
3-5' Baja Cresta  
Monument
- 2'-5" Arizona Cobble

E. Palm Canyon Entrance

Note: Design and Specifications still to be determined

SPECIFICATIONS:

- A 2" DEEP FABRICATED ALUMINUM LETTERS WITH A RUST FINISH. LETTERS TO BE MOUNTED FLUSH TO WALL.
- B 1/4" THICK ALUMINUM PANEL WITH A RUST FINISH. COPY TO BE ROUTED OUT AND SHOW THRU TO WALL. PANEL TO BE MOUNTED 2" OFF WALL.

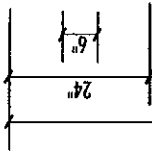
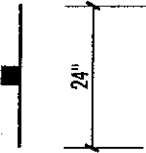


SCALE: 1/4" = 1'-0"

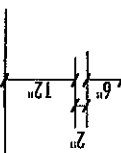
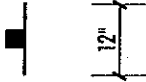
Stop and Handicap Signs

**SPECIFICATIONS (STOP SIGN):**

- 3" SQ. POST PAINT COLOR TO BE DETERMINED.
- FACE TO BE 1/2" ALUMINUM PAINTED WHITE WITH RED REFLECTIVE (280-72) VINYL OVERLAY AND WHITE REFLECTIVE (280-10) VINYL COPY.



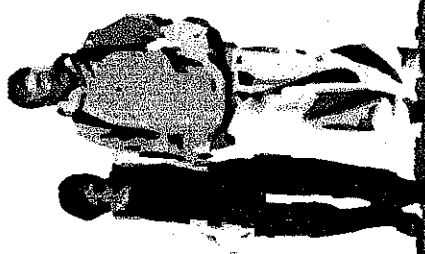
8'-8" 6'-8" A.F.F.



8'-4" 6'-8" A.F.F.

**SPECIFICATIONS (HANDICAP):**

- 3" SQ. POST PAINT COLOR TO BE DETERMINED.
- FACE TO BE 1/2" ALUMINUM PAINTED WHITE WITH LIGHT BLUE REFLECTIVE (280-76) VINYL BACKGROUND WITH WHITE REFLECTIVE (280-10) VINYL COPY/GRAPHIC & BORDER.

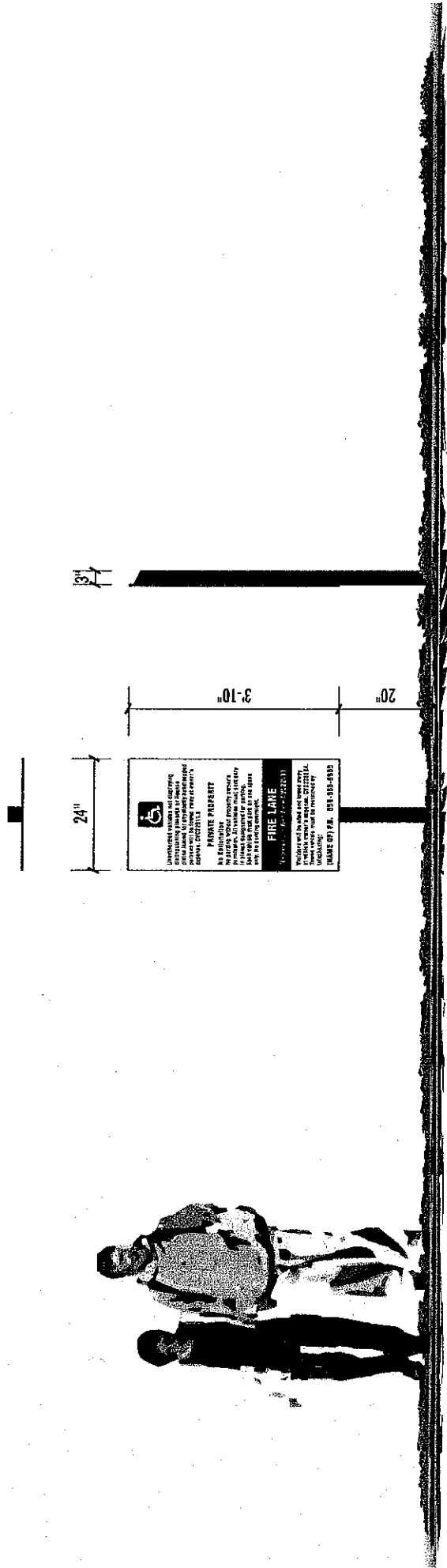


SCALE: 1/2" = 1'-0"



**SPECIFICATIONS:**

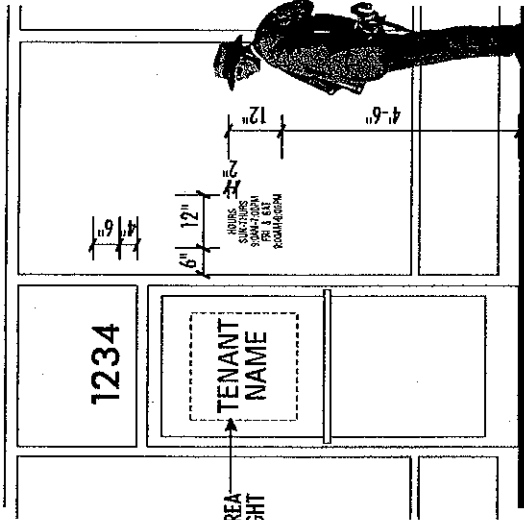
- 3" SQ. POST PAINT COLOR TO BE DETERMINED.
- FACE TO BE 1/4" ALUMINUM PAINTED WHITE.
- COPY TO BE BLACK (220-12) VINYL.
- "HANDICAP" LOGO TO BE REFLECTIVE LIGHT BLUE (280-76) WITH WHITE SHOW THRU.
- "FIRE LANE" TO BE REFLECTIVE RED (280-72) VINYL WITH WHITE SHOW THRU COPY.



# Window Graphics and Rear Entry Signs

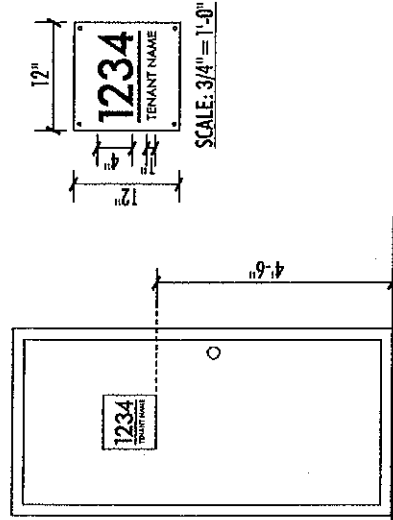
**SPECIFICATIONS:**

- EACH TENANT SHALL BE PERMITTED TO PLACE UPON OR ADJACENT TO THEIR ENTRANCE, NO MORE THAN 144 SQUARE INCHES OF VINYL #3680-20 WHITE LETTERING. LETTERING STYLE TO BE HELVETICA. COPY HEIGHT NOT TO EXCEED 2" IN HEIGHT. INDICATION HOURS OF BUSINESS, EMERGENCY TELEPHONE NUMBERS, ETC.
- TENANT MAY INSTALL ONE (1) SIGN IDENTIFYING THE BUSINESS ON THE FRONT DOOR OR DIRECTLY ADJACENT TO THE DOOR WITH A MAXIMUM COPY HEIGHT OF 8". MAXIMUM AREA OF COMBINED SIGN TYPE 5 SHALL BE FOUR (4) SQ. FT.
- 6" HIGH #3680-20 WHITE VINYL NUMBERS/LETTERS ON ENTRY GLASS ABOVE DOOR.
- ALL VINYL TO BE APPLIED SECOND SURFACE.



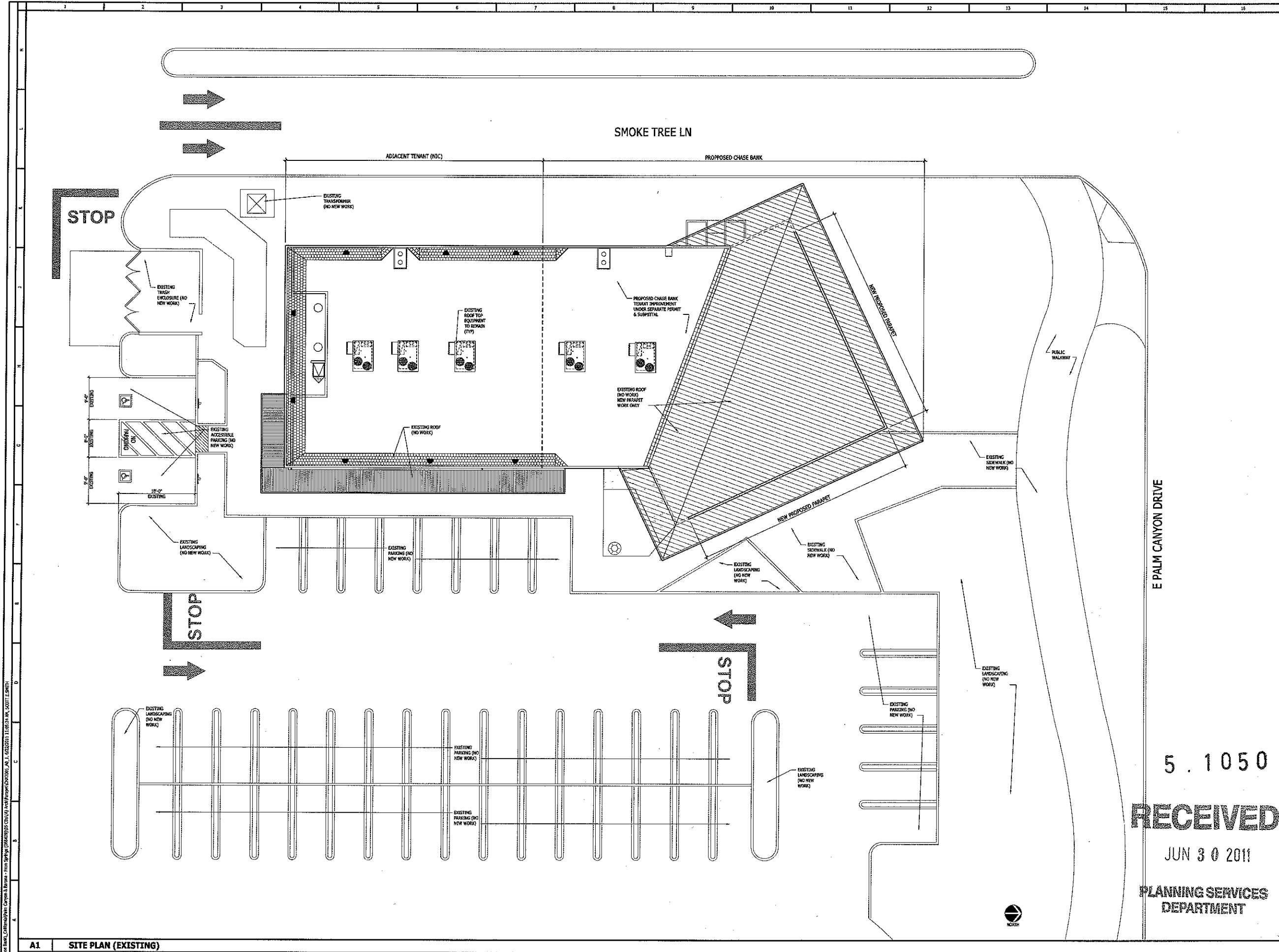
**SPECIFICATIONS:**

- TENANT SHALL INSTALL SERVICE DOOR SIGNAGE. THE PURPOSE OF THIS SIGNAGE IS TO IDENTIFY SERVICE DOOR FOR DELIVERY AND EMERGENCY PURPOSE ONLY.
- SIGN TO BE 12" HIGH BY 12" LONG SHEET ALUMINUM PLAQUE AFFIXED TO THE REAR DOOR WITH A MINIMUM OF 4 SELF-TAPPING SHEET METAL SCREWS.
- PLAQUE SHALL BE PAINTED TO MATCH DOOR COLOR
- LETTERS OF CONTRASTING COLOR MAY BE MAXIMUM 4" HIGH
- PLAQUE TO BE CENTERED ON THE DOOR WITH BOTTOM EDGE LOCATED 4'-6" FROM FLOOR



- SPECIFICATIONS:**
- 1/2" THICK SINTRA NUMBERS.
  - PAINT COLOR TO MATCH PROJECT (CONTRASTING TO BUILDING FASCIA COLOR).
  - NUMBERS TO BE STUD MOUNTED TO BUILDING FASCIA.

12" **11234**



**CHASEO**  
 PALM CANYON & BARONA  
 PALM SPRINGS CANYON DR., BLDG. D  
 2465 E. PALM SPRINGS CANYON DR., PALM SPRINGS, CA 92264

No.	REVISION	DATE
1	ISSUED FOR PERMIT	06.20.11

**design-forum.**  
 architects, Inc.  
 Donald J. Reisman, Architect in Charge  
 7215 Progress Blvd., Irvine, CA 92618 Telephone: (949) 439-4100  
 Donald J. Reisman, Architect License: C 24644

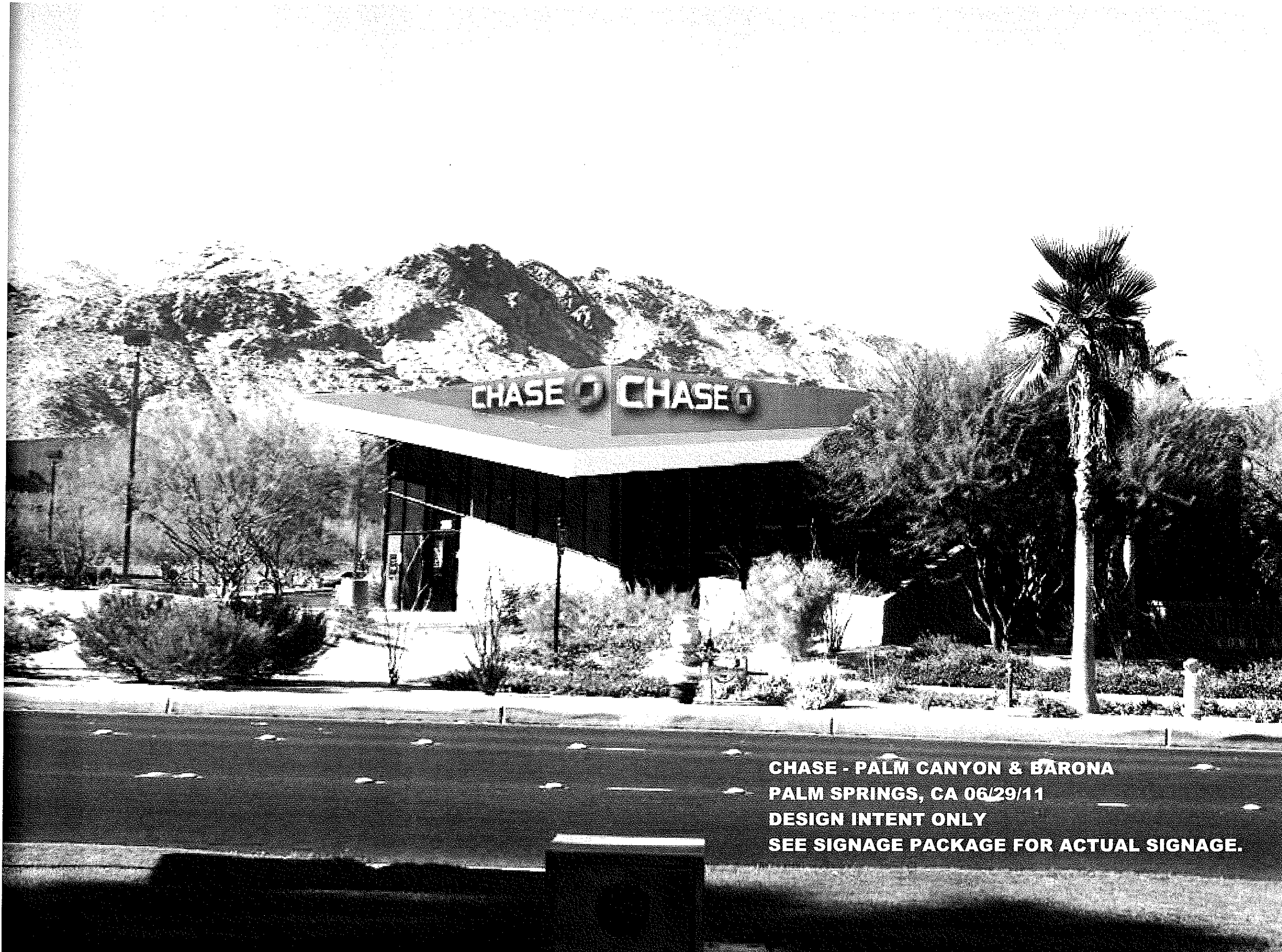
© 2011 DESIGN FORUM ARCHITECTS

**5.1050**  
**RECEIVED**  
 JUN 30 2011  
 PLANNING SERVICES  
 DEPARTMENT

Project No. CHA3005.00  
 Scale: AS NOTED  
 Drawn: DF  
 Checked: DFA  
 Date: 06.20.11  
 Drawing No. **A0.1**

**A1 SITE PLAN (EXISTING)**  
 1/8" = 1'-0"

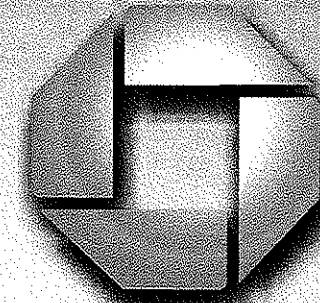




**CHASE - PALM CANYON & BARONA  
PALM SPRINGS, CA 06/29/11  
DESIGN INTENT ONLY  
SEE SIGNAGE PACKAGE FOR ACTUAL SIGNAGE.**

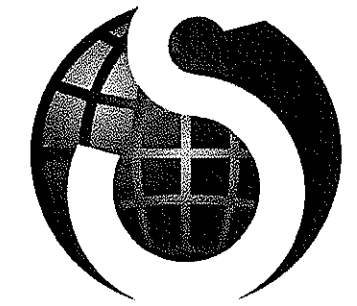
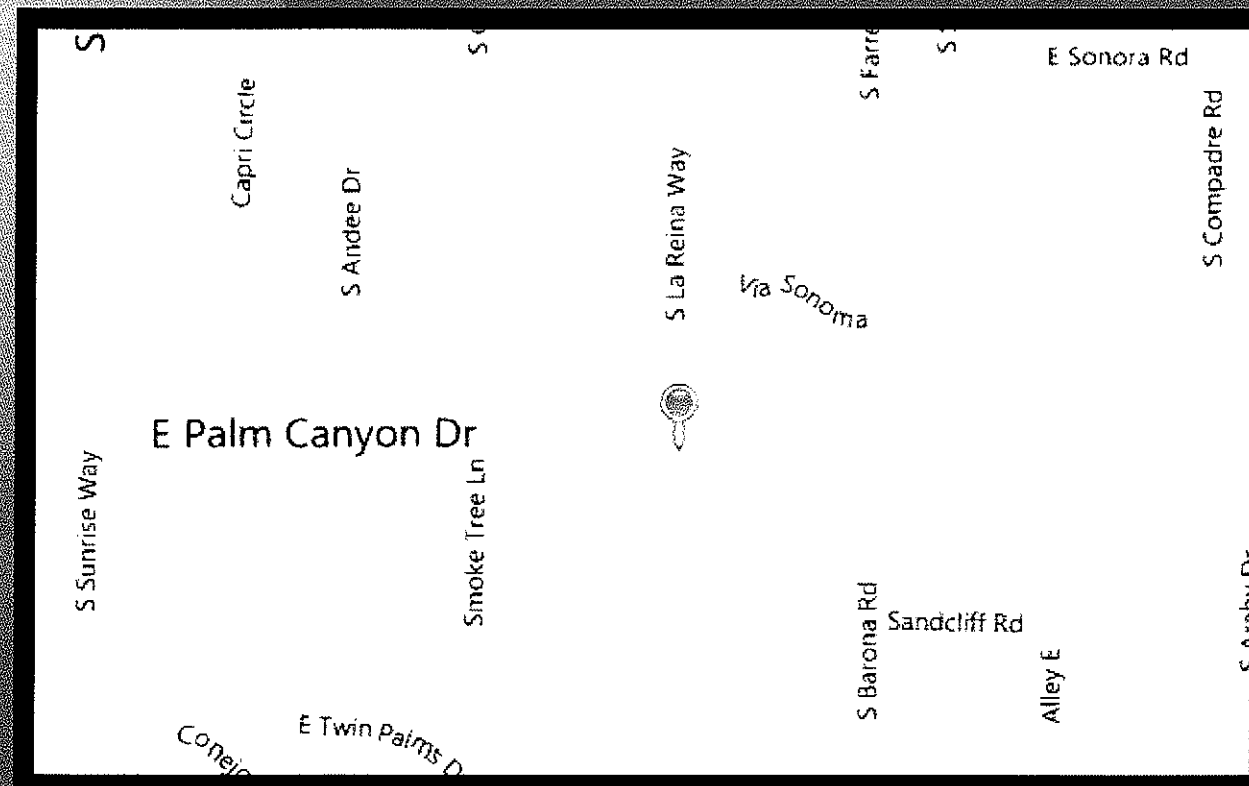


# CHASE



#20425

**Palm Canyon and Barona**  
**2465 E. Palm Canyon Drive**  
**Suite #1205**  
**Palm Springs, CA. 92264**



## Signtech™

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Phone: (619) 527-6100 / Fax: (619) 527-6111  
www.signtechUSA.com



**JP Morgan Chase Bank**  
**#20425**

Palm Canyon and Barona  
2465 E. Palm Canyon Drive  
Suite #1205  
Palm Springs, CA. 92264

Date: 06/20/11  
Salesperson: Arthur Navarro  
Coordinator: Aaron Turkeltaub  
Designer: kendra pickett  
Scale: As noted

### Revisions

△	△
△	△
△	△
△	△
△	△

### CUSTOMER APPROVAL

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_  
**COPY, COLORS & SIZES**

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Customer Signature \_\_\_\_\_ Date \_\_\_\_\_

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Drawing Number: 11-00548

Work Order Number: 53019

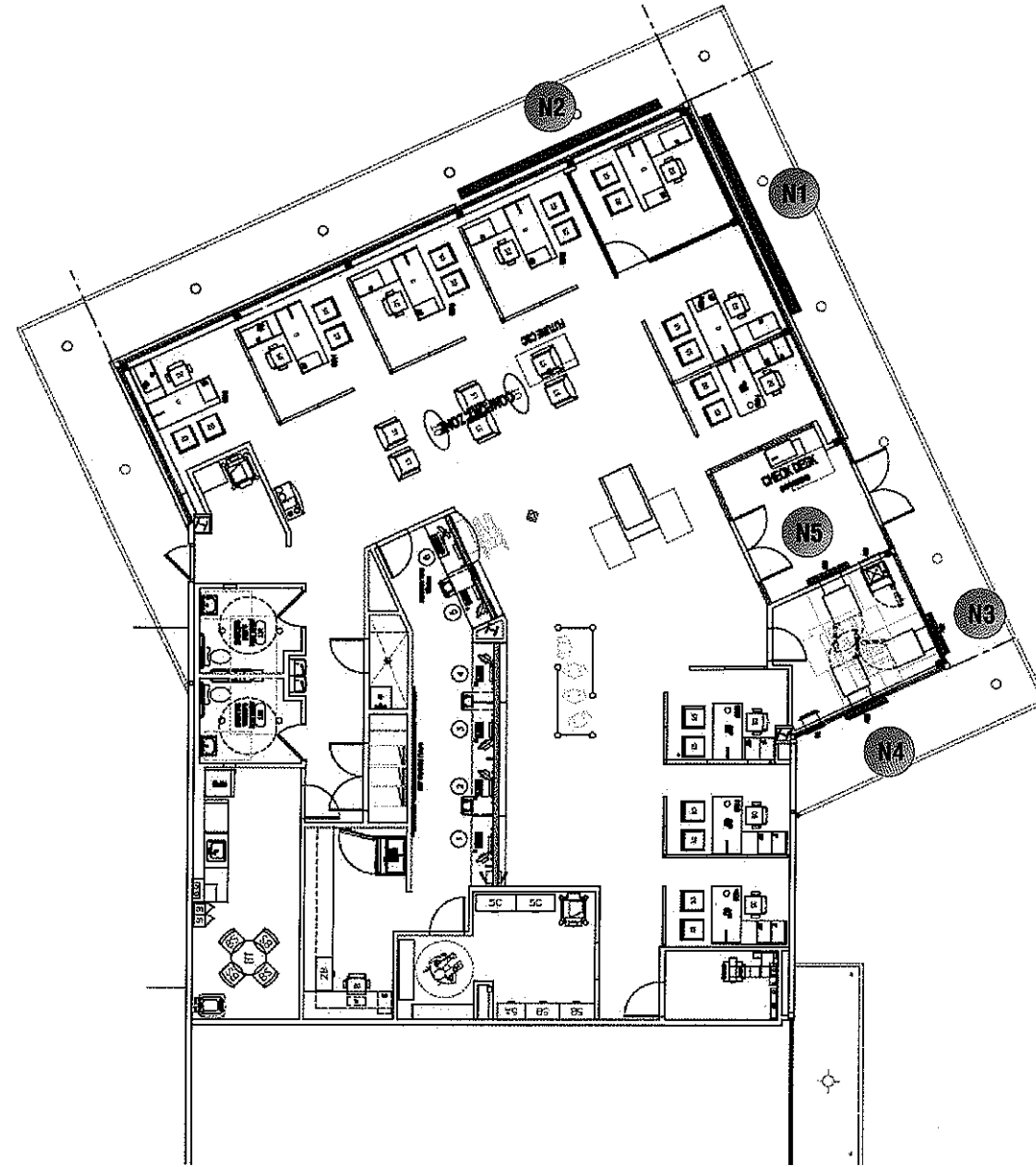
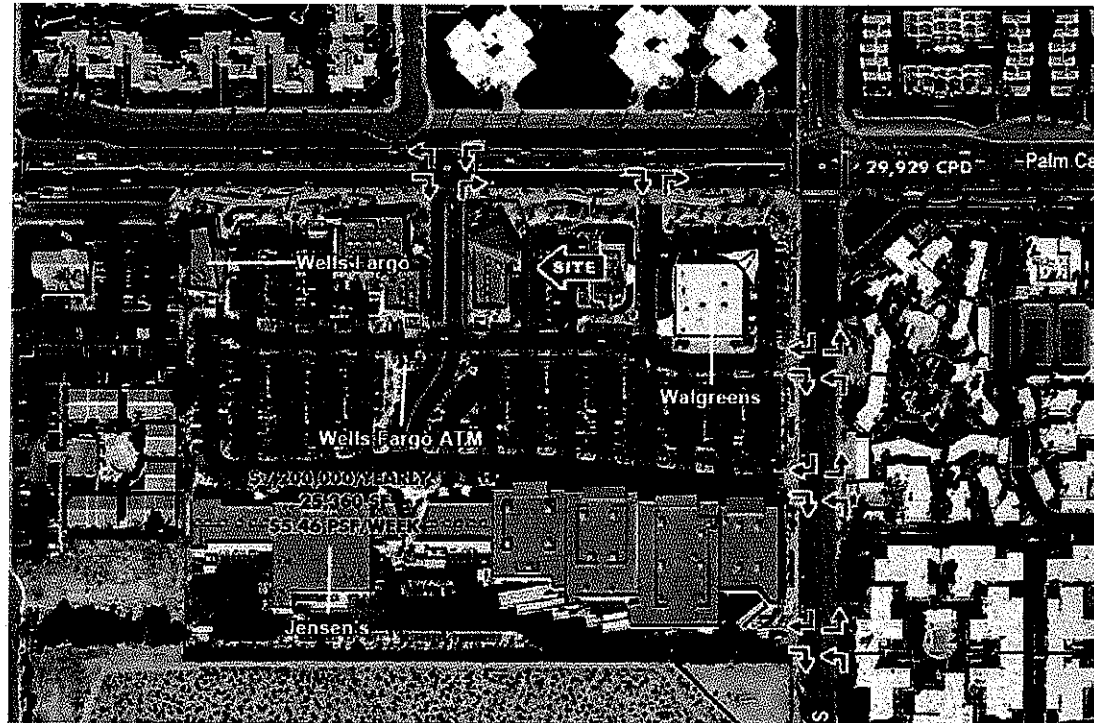
### Title Page



### SIGN LEGEND - ALLOWED

Elevation	No.	Sign Type	Description	Sq.Ft.
East	N1	LIF-WBO-30	30" White Channel Letters and Logo	57.6
North	N2	LIF-WBO-30	30" White Channel Letters and Logo	57.6
	N3	SUR-TTW-U	Universal ATM Surround	
	N4	SUR-TTW-U	Universal ATM Surround	
	N5	SUR-TTW-U	Universal ATM Surround	
	N6	ADDITIONAL APPROVAL NEEDED		
	N7	ADDITIONAL APPROVAL NEEDED		

Total Proposed Sq Ft	115.2
Total Allowable Sq Ft	175
Difference	59.8



SITE PLAN

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



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 Scale: As noted

### Revisions

△	△
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△	△
△	△
△	△

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**COPY, COLORS & SIZES**

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Customer Signature \_\_\_\_\_ Date \_\_\_\_\_

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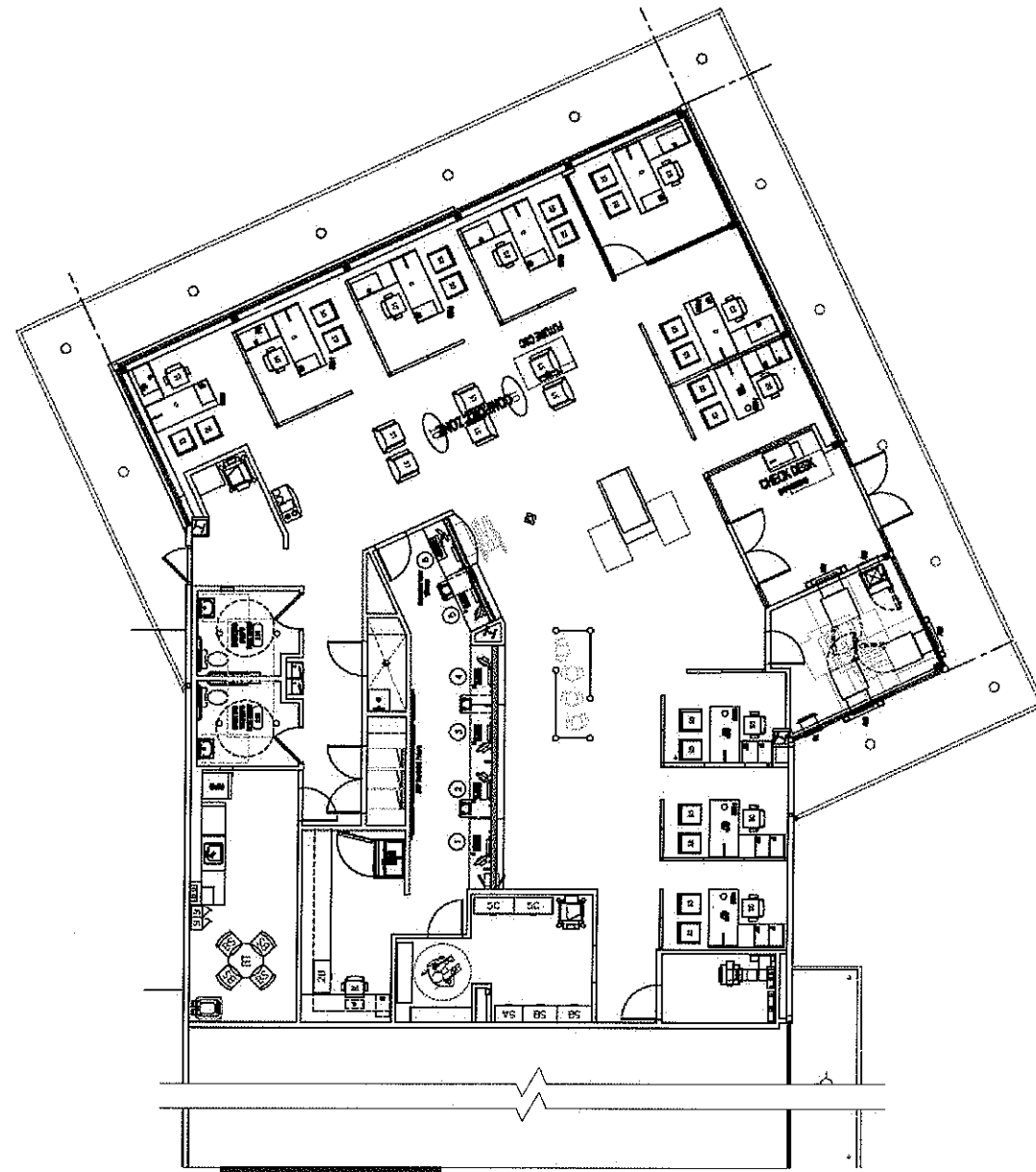
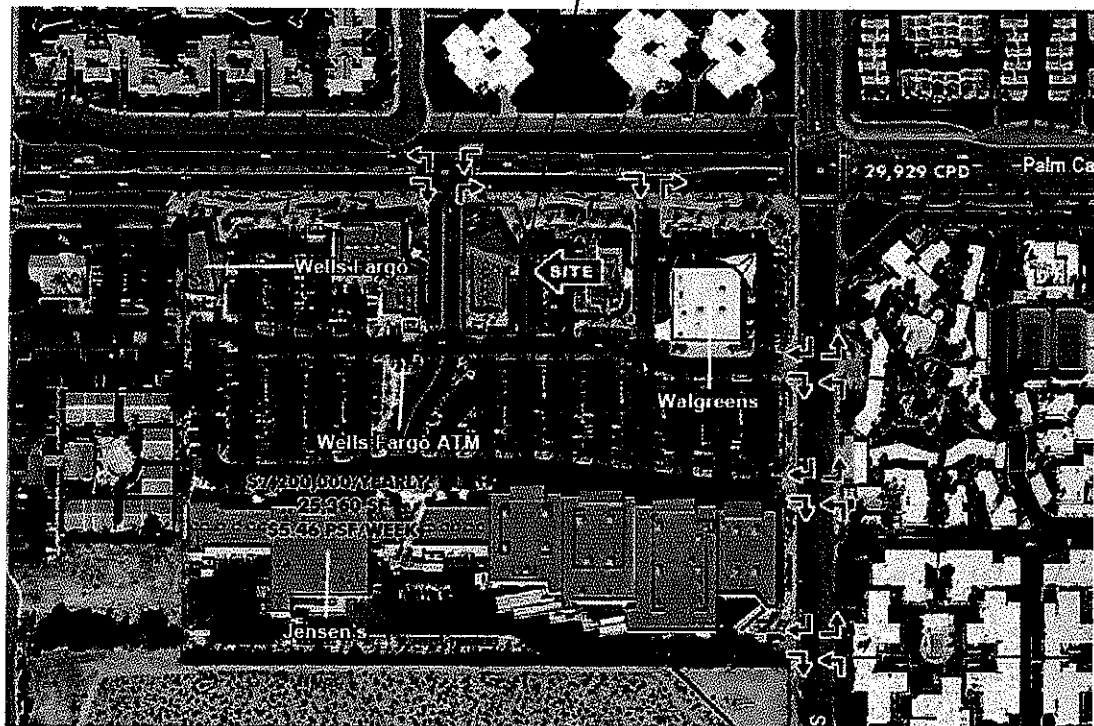
Work Order Number: 53019

### Site Plan and Sign Legend



**SIGN LEGEND - ADDITIONAL APPROVAL NEEDED**

Elevation	No.	Sign Type	Description	Sq.Ft.
	N6	D-5	Non-Illuminated Directional Sign	
South	N7	LIF-WBO-30	30" White Channel Letters and Logo	57.6
<b>REQUIRES MSP AMENDMENT</b>				
Total Proposed Sq Ft				172.8
Total Allowable Sq Ft				175
Difference				2.2



**SITE PLAN**

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



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 Designer: kendra pickett  
 Scale: As noted

**Revisions**

△	△
△	△
△	△
△	△
△	△

**CUSTOMER APPROVAL**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_  
**COPY, COLORS & SIZES**

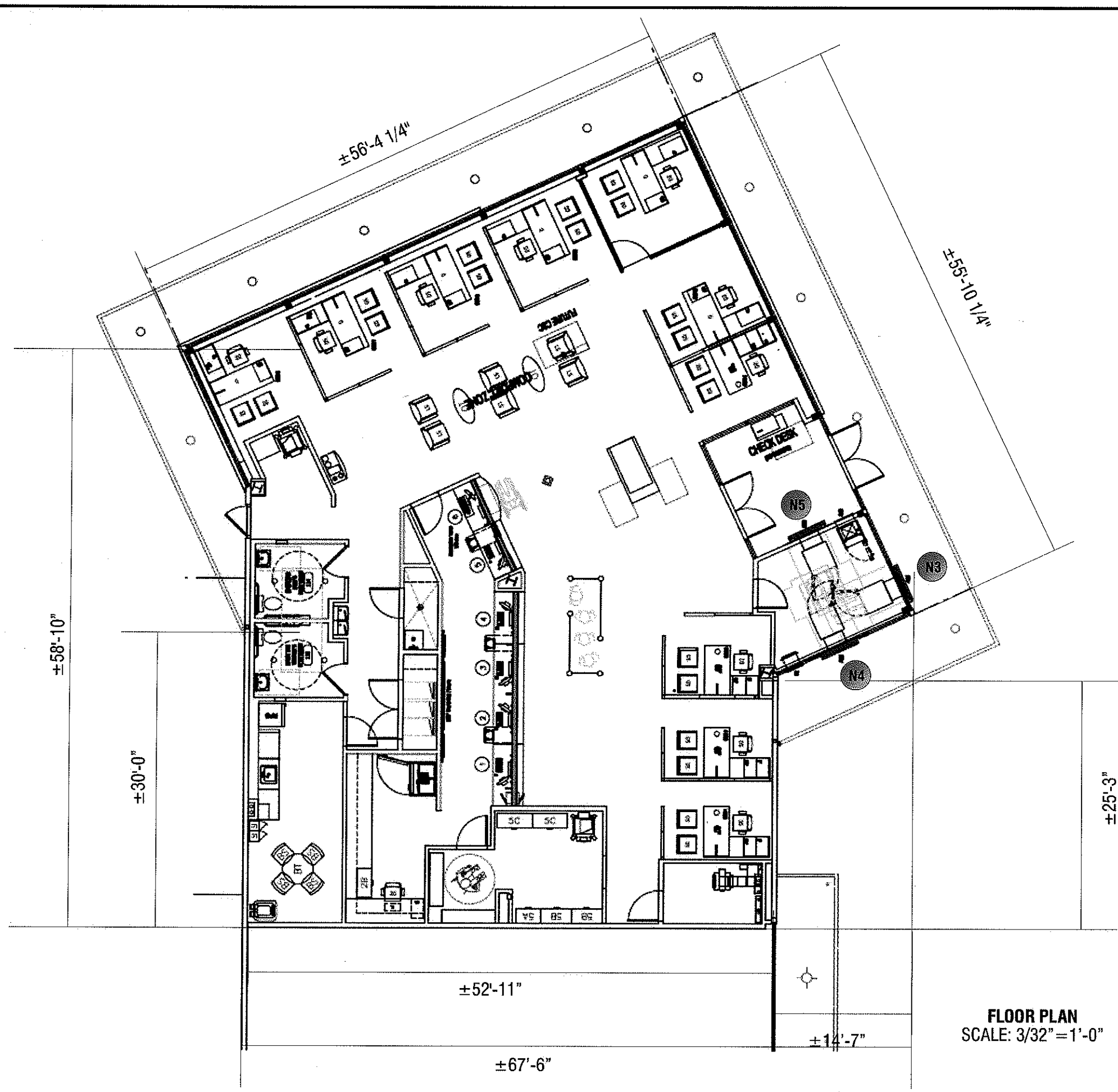
Signtech does NOT provide primary electrical to sign location - **RESPONSIBILITY OF OTHERS!**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_

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Drawing Number: 11-00548

Work Order Number: 53019



**FLOOR PLAN**  
SCALE: 3/32" = 1'-0"



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Date: 06/20/11  
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Designer: kendra pickett  
Scale: As noted

**Revisions**

△	△
△	△
△	△
△	△
△	△

**CUSTOMER APPROVAL**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_  
**COPY, COLORS & SIZES**

Signtech does NOT provide primary electrical to sign location - **RESPONSIBILITY OF OTHERS!**

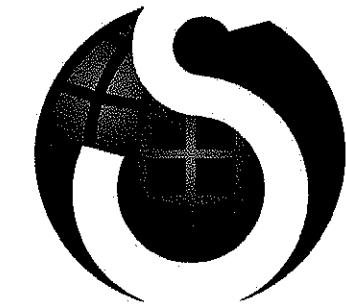
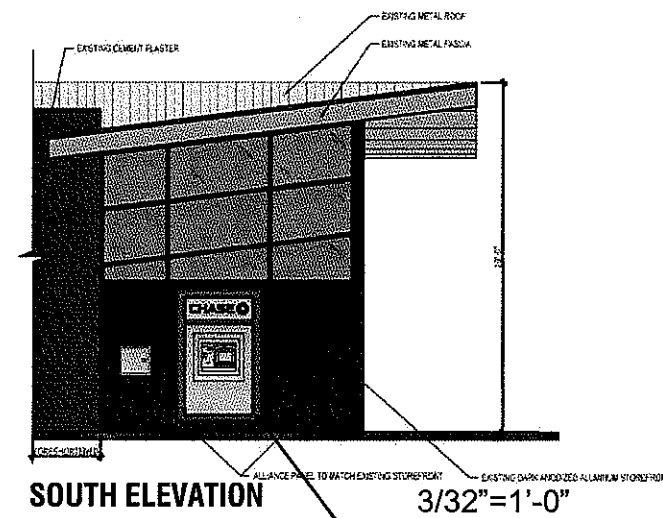
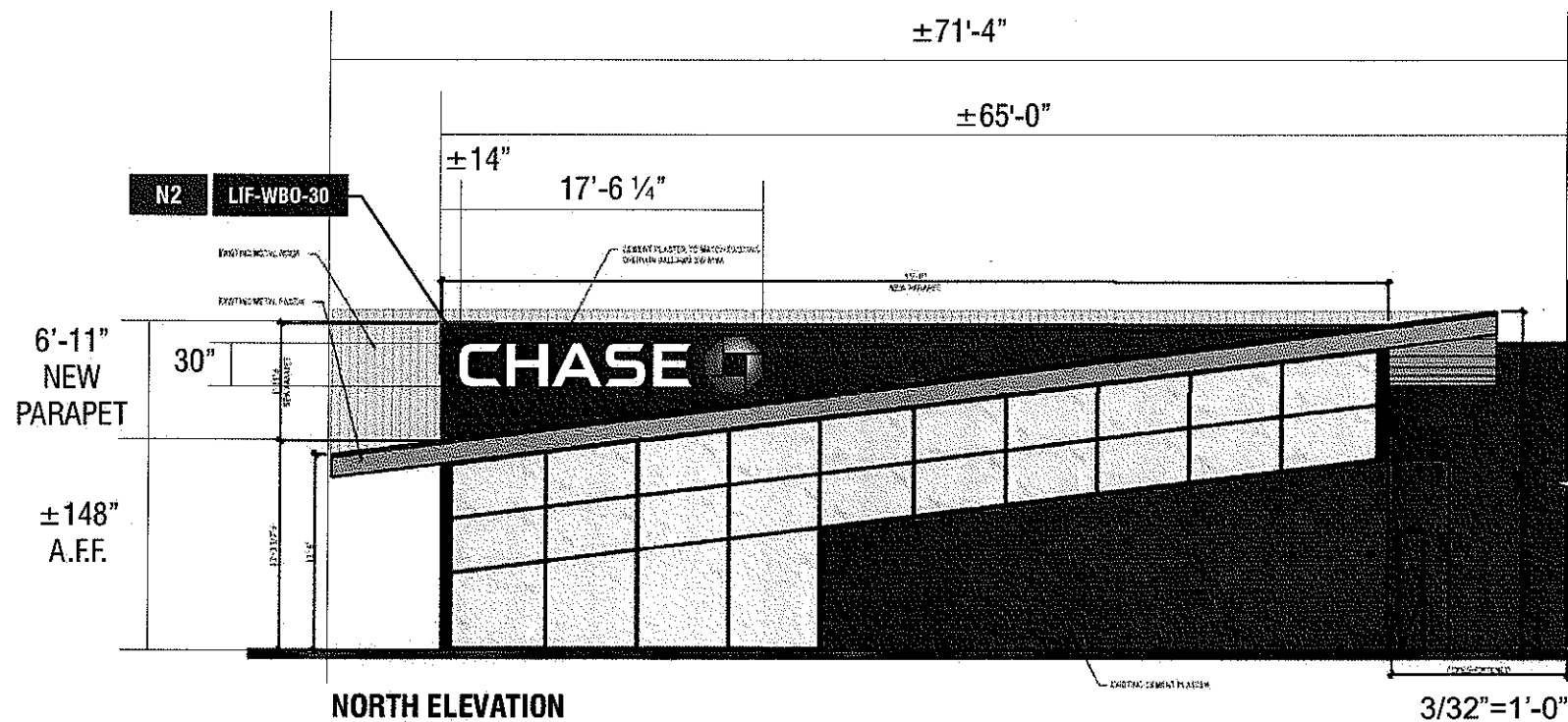
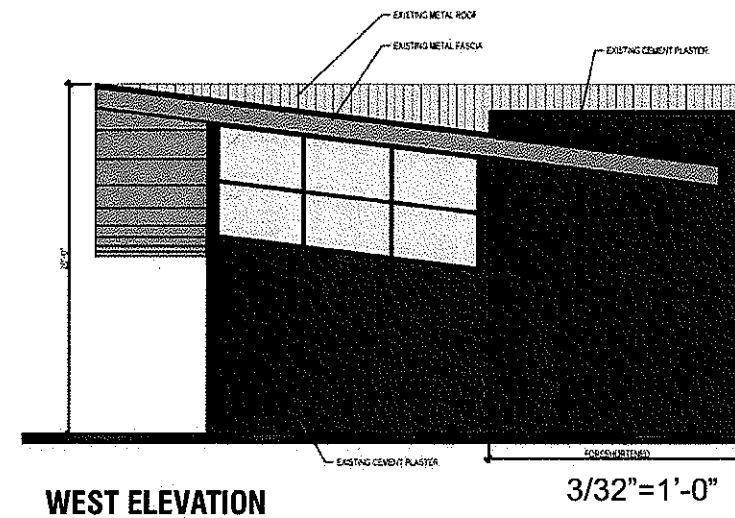
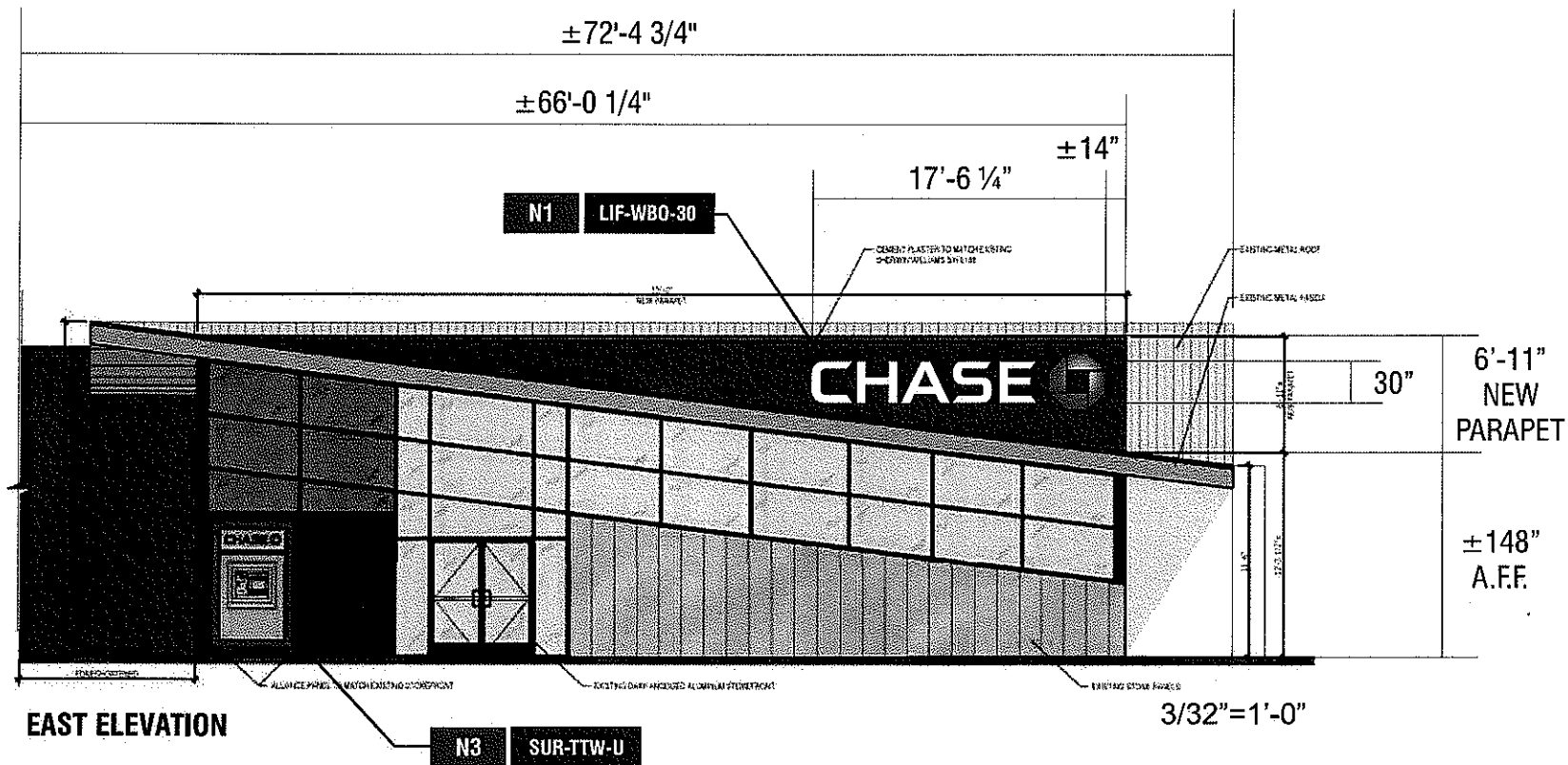
Customer Signature \_\_\_\_\_ Date \_\_\_\_\_

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Drawing Number: 11-00548  
Work Order Number: 53019

# SIGNAGE OVERVIEW - ALLOWED

PARAPET SIGNAGE ONLY ALLOWED PENDING  
MODIFICATION TO FINAL PLANNED DEVELOPMENT



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Scale: As noted

### Revisions

△	△
△	△
△	△
△	△
△	△

### CUSTOMER APPROVAL

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_  
**COPY, COLORS & SIZES**

Signtech does NOT provide primary  
electrical to sign location -  
**RESPONSIBILITY OF OTHERS!**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_

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Drawing Number: 11-00548

Work Order Number: 53019

# SIGNAGE OVERVIEW - ADDITIONAL APPROVAL NEEDED

REQUIRES MSP AMENDMENT



SOUTH ELEVATION

3/32"=1'-0"



## Signtech™

4444 Federal Blvd. San Diego CA 92102  
 Phone: (619) 527-6100 / Fax: (619) 527-6111  
 www.signtechUSA.com



### JP Morgan Chase Bank #20425

Palm Canyon and Barona  
 2465 E. Palm Canyon Drive  
 Suite #1205  
 Palm Springs, CA. 92264

Date: 06/20/11

Salesperson: Arthur Navarro

Coordinator: Aaron Turkeltaub

Designer: kendra pickett

Scale: As noted

#### Revisions

△	△
△	△
△	△
△	△
△	△

#### CUSTOMER APPROVAL

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_  
**COPY, COLORS & SIZES**

Signtech does NOT provide primary  
 electrical to sign location -  
**RESPONSIBILITY OF OTHERS!**

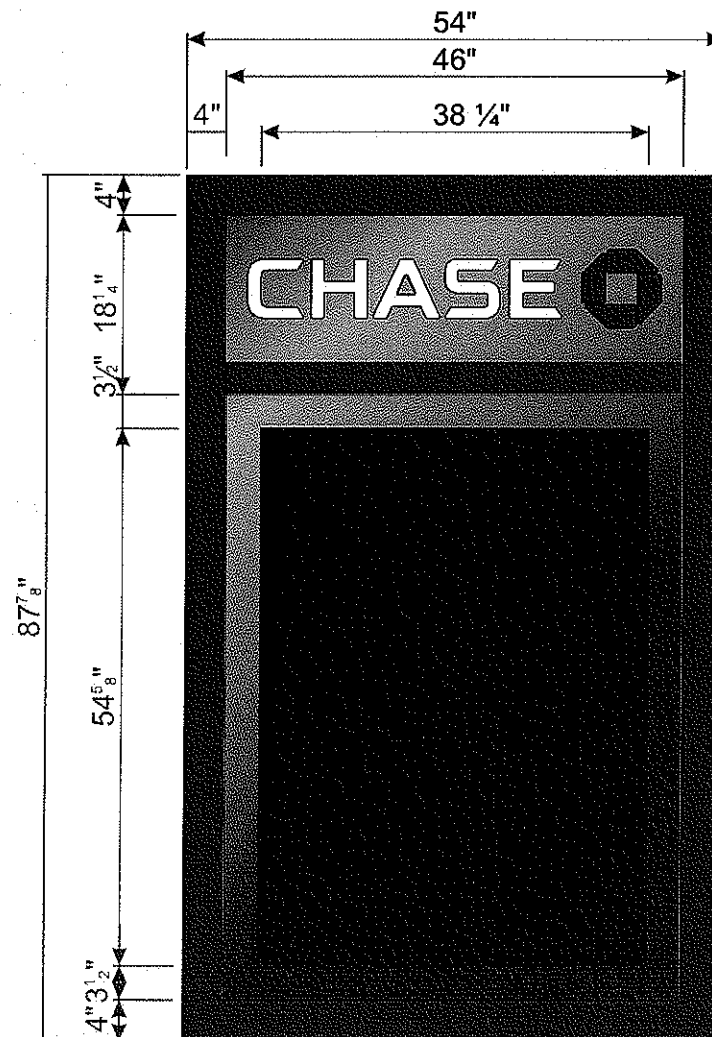
Customer Signature \_\_\_\_\_ Date \_\_\_\_\_

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Drawing Number: 11-00548

Work Order Number: 53019

# SIGNAGE OVERVIEW - ALLOWED



FRONT VIEW SUR-TTW-U SCALE: 3/4" = 1'-0"

N3 N4 N5  
SIGN TYPE SUR-TTW-U



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Designer: kendra pickett  
Scale: As noted

#### Revisions

△	△
△	△
△	△
△	△
△	△

#### CUSTOMER APPROVAL

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_  
**COPY, COLORS & SIZES**

Signtech does NOT provide primary electrical to sign location - **RESPONSIBILITY OF OTHERS!**

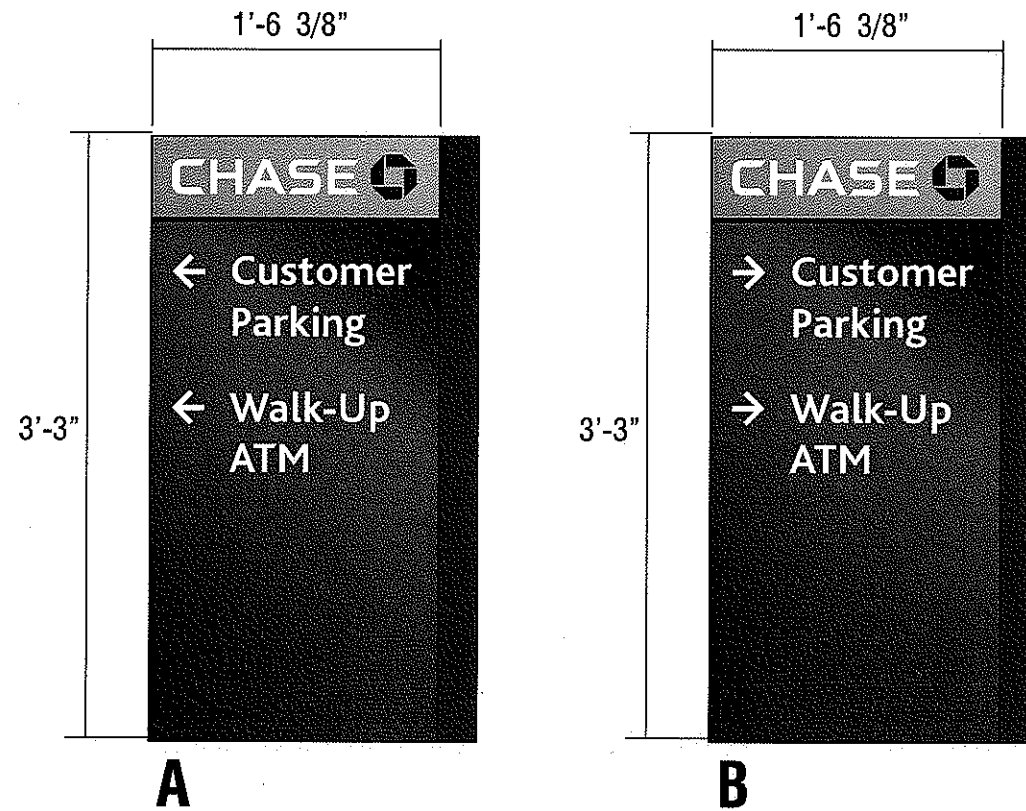
Customer Signature \_\_\_\_\_ Date \_\_\_\_\_

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Drawing Number: 11-00548

Work Order Number: 53019

# SIGNAGE OVERVIEW - ADDITIONAL APPROVAL NEEDED



FRONT VIEW SCALE: 1"=1'-0"

N6 SIGN TYPE D-5



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 Designer: kendra pickett  
 Scale: As noted

**Revisions**

△	△
△	△
△	△
△	△
△	△

**CUSTOMER APPROVAL**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_  
**COPY, COLORS & SIZES**

Signtech does NOT provide primary electrical to sign location - **RESPONSIBILITY OF OTHERS!**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_

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