



Planning Commission Staff Report

Date: September 14, 2011

Case No.: SP 09-002 AMEND

Type: Sign Program Amendment

Applicant: Censource

Location: 4733 East Palm Canyon Drive

APN: 681-170-021, 681-170-040, 681-170-042, 681-170-048,
681-170-052, 681-170-056, 681-170-057, 681-170-058,
681-170-059

General Plan: NCC (Neighborhood Community Commercial)

Zone: W-C-D-N (Designed Neighborhood Shopping Center with
Watercourse Overlay)

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

Project Planner: David A. Newell, Associate Planner

PROJECT DESCRIPTION:

The applicant is seeking approval of a sign program amendment for the shopping center known as "Rimrock Plaza" located at the southeast corner of Gene Autry Trail and East Palm Canyon Drive (Highway 111). The proposed amendment is to allow signage for the future "Vons" gas station at the northwesterly corner of the "Rimrock Plaza" shopping center.

RECOMMENDATION:

That the Planning Commission approve Case No. SP 09-002 AMEND to allow signage for the future fuel station at the northwesterly corner of the existing shopping center, subject to the attached conditions of approval.

PRIOR ACTIONS:

On September 9, 2009, the Planning Commission reviewed and approved the original sign program for the shopping center.

On August 22, 2011, the Architectural Advisory Committee (AAC) reviewed the proposed sign program amendment and voted to restudy the proposal based on the following comments:

- 5.a Reduce size of directional signs to no more than five square feet in size (Page 2 of 5);
- 5.b Reduce size of "Clearance" signs to no more than five square feet and place on canopy fascia (Page 2 of 5);
- 5.c The letters of the main sign on the east elevation of the building shall be reduced to twenty inches in height and the remainder of the sign shall be reduced a proportional amount (Page 3 of 5);
- 5.d Ensure LED for gas price display may be adjusted to lessen intensity (Page 4 of 5);
- 5.e Monument sign advertisement ("Less 3¢ per gallon...") shall be revised to include white text and a black background (Page 4 of 5);
- 5.f The gasoline pumps shall include only the pump numbers (Page 5 of 5);
- 5.g Direct staff to provide information on gas price display requirements for the California Weights and Measures.

The applicant revised the sign program to satisfy most of the requests above. Discussion on the applicant's response to the above comments is found below in the Analysis portion of this report.

On September 12, 2011, the AAC will review the revised sign program amendment. Staff will provide a summary of the AAC's action to the Planning Commission at the meeting on September 14, 2011.

BACKGROUND:

On November 7, 1979, the City Council approved the Conditional Use Permit (CUP) to allow construction of the shopping center, which consisted of a 103,815-square foot center that included a supermarket as a major anchor. The proposal also included assorted multi-tenanted retail stores attached to the major anchor and located on separate building pad sites. Approximately 85,532 square feet of the shopping center was constructed between 1980 and 1981 and this consisted of the buildings towards the rear of the property; parking and landscaping for the entire center was also constructed at that time.

One of the two remaining building pads was developed in 2009. The final building pad located at the northwesterly corner of the center will be developed with a gas station, and the applicant has submitted an amendment to the sign program to include this project's signage as part of the shopping center's master sign program.

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

| | Land Use | General Plan | Zoning |
|-------|--------------------------|--------------------------|-----------------------------------|
| North | Multi-family Residential | High Density Residential | R-3 (Multi-family and Hotel Zone) |
| East | Vacant | Mixed Use / Multi Use | W-M-1 (Service Manufacturing) |
| South | Mountain | Regional Commercial | W-M-1 (Service Manufacturing) |
| West | Vacant | Mixed Use / Multi Use | W-M-1 (Service Manufacturing) |

ANALYSIS:

The proposed amendment by Censource will provide the future gas station with permitted signage. The proposal includes a mix of main signage, directional signage and a gas price sign. The sign program exhibits and site plan reference each of the signs as follows:

1. Sign A – Main sign on canopy fascia, north elevation
2. Sign B – Main sign on canopy fascia, east elevation
3. Sign C – Main sign on kiosk building facing fueling pumps (east elevation)
4. Sign D – Gasoline price monument sign
5. Directional signs
6. Canopy clearance sign
7. Valance Topper

The table below briefly describes the above-mentioned signage and its consistency with the Palm Springs Zoning Code (PSZC):

| Signage Reference and Type | Proposed Size | Allowed by PSZC (Quantity & Size) | Consistent w/ PSZC |
|--|---------------------------|---|--------------------|
| Sign A – Main Sign | 16 square feet | One double-faced sign not to exceed 36 square feet per side; plus one additional sign fixed flat to the surface of the building that is no more than 10 square feet in size. (Section 93.20.05.C.1 of PSZC) | No |
| Sign B – Main Sign | 16 square feet | | No |
| Sign C – Main Sign | 18 square feet | | No |
| Sign D – Main Sign, Advertisement and Gas Price Sign | 35.8 square feet per side | | Yes |
| Directional Signs (4 total) | 4.5 square feet each | When deemed necessary, the Planning Director may authorize any number of signs that are 5 square feet in size. | Yes |
| Canopy Clearance Sign – Directional Signs (2 total) | 5 square feet each | | Yes |
| Valance Topper – Directional / Pump Identification Signs (8 total) | 5.24 square feet each | | No |

As noted above, the proposal does not conform to all requirements of the Zoning Code; however, pursuant to Section 93.20.05(C)(6) of the PSZC, a sign program may be approved which varies from the specific limitations of the sign ordinance. A summary of each deviation is provided below.

Main Signs: The PSZC limits gas stations to one double-faced monument sign that is thirty-six square feet in size per side and one building sign that is ten square feet in size (both allowed on each street frontage). In addition to a monument sign, there are a total of three main signs proposed on the kiosk building and canopy structure.

Directional Signs: All directional signage is consistent with the PSZC with the exception of the signage at the top of each fuel pump. The applicant would like to include the "Vons" name and pump number at the top of each fueling pump; each sign would be approximately 5.24 square feet in size.

The applicant is requesting that these deviations be approved as part of the sign program. Staff believes the proposed signs are not uncommon for fuel stations and businesses within shopping centers; therefore, staff has prepared recommended findings for the proposed deviations from the sign ordinance below and in the draft resolution.

Architectural Advisory Committee Review:

At its meeting of August 22, 2011, the AAC reviewed the project and unanimously voted to restudy the proposal. A summary of the AAC's restudy comments and the applicant's response to each are provided below:

1. *Reduce size of directional signs to no more than five square feet in size (Page 2 of 5);*

The directional signs have all been reduced to 4½ square feet maximum.

2. *Reduce size of "Clearance" signs to no more than five square feet and place on canopy fascia (Page 2 of 5);*

The "Clearance" signs are five square feet in size and will be installed on the canopy fascia.

3. *The letters of the main sign on the east elevation of the building shall be reduced to twenty inches in height and the remainder of the sign shall be reduced a proportional amount (Page 3 of 5);*

The proposed main sign on the east elevation of the building has been reduced in overall size, including a maximum letter height of twenty inches.

4. *Ensure LED for gas price display may be adjusted to lessen intensity (Page 4 of 5);*

The gas price LED display will automatically reduce light intensity by fifty percent at night.

5. *Monument sign advertisement (“Less 3¢ per gallon...”) shall be revised to include white text and a black background (Page 4 of 5);*

The monument sign advertisement on the monument sign has been changed to a black background with red lettering.

6. *The gasoline pumps shall include only the pump numbers (Page 5 of 5);*

The applicant has provided an exhibit showing the fuel pump without the “Vons” identity; however, the applicant is requesting that these be approved and states that this is common practice in all gas stations.

The revised sign program will be reviewed by the AAC on September 12, 2011. Staff will provide a summary of the AAC’s action to the Planning Commission at the meeting on September 14, 2011.

REQUIRED FINDINGS:

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

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

The Rimrock Plaza fronts East Palm Canyon Drive, Matthew Drive and Palm Hills Drive. The proposed amendment is to allow signage for the future fuel station that will be constructed at the northwest corner of the shopping center. The fuel station does not have direct access to any street frontage; all access to the site is from within the shopping center. The additional signage will provide adequate identity while off-site and within the shopping center, whereas strict application of the sign ordinance regulations will not give adequate visibility to the signage.

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

Due to its street corner location, the fueling station would be permitted two monument signs and two main wall signs. The sign program amendment allows the one monument sign and a canopy main sign directed towards the major thoroughfare (Highway 111) and two main signs directed towards the shopping center. The proposed signage will provide the fueling station with effective identification off-site and within the shopping center without excessive amounts of signage. Therefore, the approved sign 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.

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".

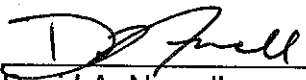
The sign ordinance encourages adoption of sign programs to provide consistency and ease of permitting for multi-tenant signage. The deviations from the ordinance are for the purpose of providing adequate identification for businesses and sign users; therefore, the proposed sign program is not contrary 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:

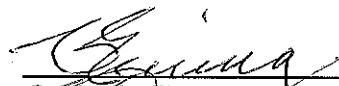
Staff is able to provide a favorable recommendation for the required findings and is, therefore, recommending approval of the proposed sign program amendment, Case SP 09-002 AMEND, subject to the attached conditions of approval.

ENVIRONMENTAL ASSESSMENT:

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



David A. Newell
Associate Planner



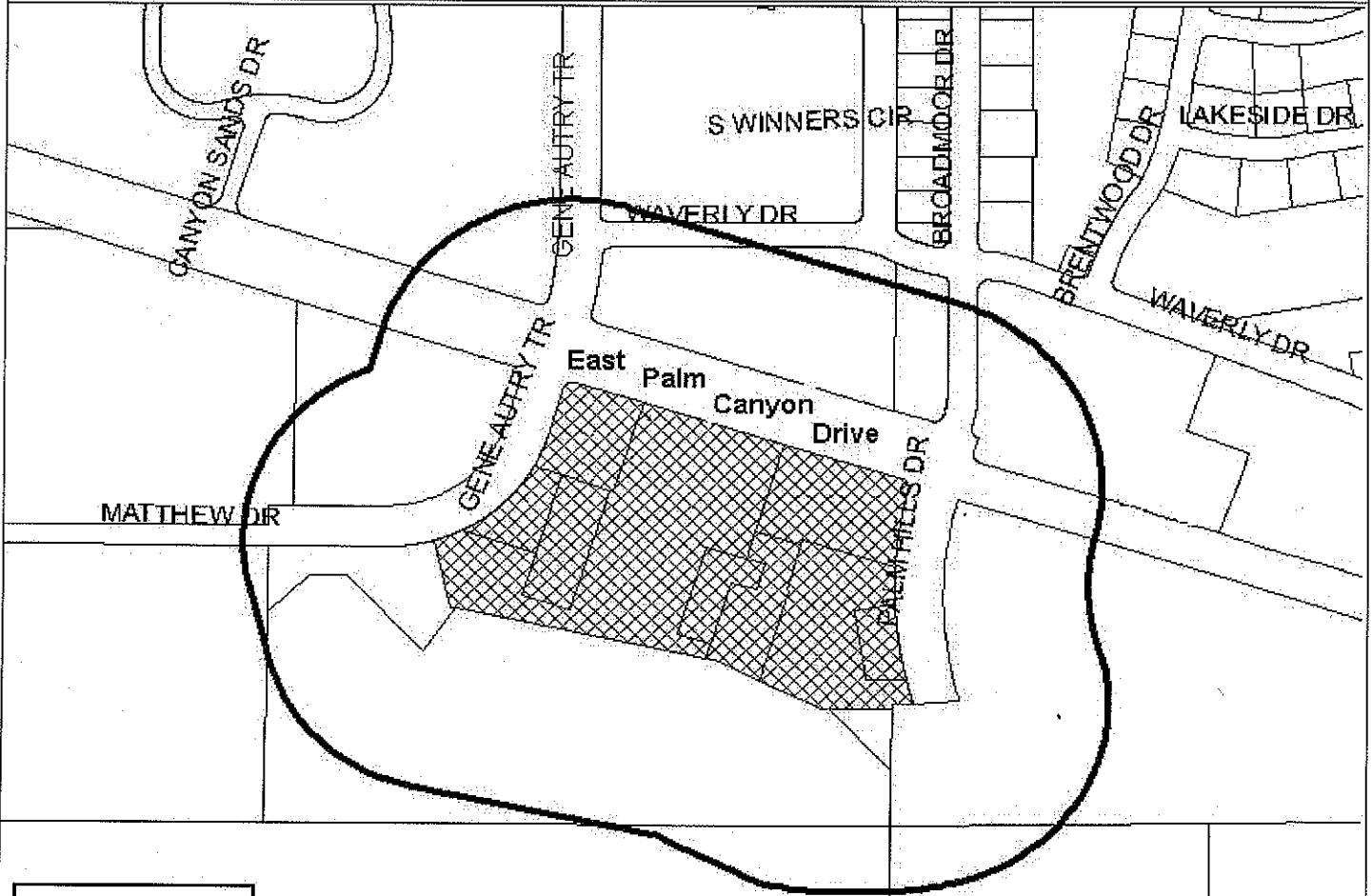
Craig A. Ewing, AICP
Director of Planning Services

ATTACHMENTS:



- 1) 400' Radius Map
- 2) Draft Resolution
- 3) Planning Commission Resolution 7233
- 4) Approved Sign Program and Proposed Amendment



Department of Planning Services Vicinity Map



Legend

-  400' Buffer
-  Site

CITY OF PALM SPRINGS

CASE NO: SP 09-002 AMEND

APPLICANT: Censource

DESCRIPTION: A request by Censource to amend an existing sign program at the Rimrock Plaza shopping center located at the southeast corner of East Palm Canyon Drive and Mathew Drive, Zoned W-C-D-N, Section 30.

RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING CASE SP 09-002 AMEND, AN AMENDMENT TO THE APPROVED SIGN PROGRAM FOR RIMROCK PLAZA SHOPPING CENTER LOCATED AT 4733 EAST PALM CANYON DRIVE.

WHEREAS, Censource (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 signage for the fuel station at the northwest corner of the Rimrock Plaza shopping center located at 4733 East Palm Canyon Drive, Zone W-C-D-N, Section 30; 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 09-002 AMEND, was given in accordance with applicable law; and

WHEREAS, on September 14, 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 Rimrock Plaza fronts East Palm Canyon Drive, Matthew Drive and Palm Hills Drive. The proposed amendment is to allow signage for the future fuel station that will be constructed at the northwest corner of the shopping center. The fuel station does not have direct access to any street frontage; all access to the site is from within the shopping center. The additional signage will provide adequate identity while off-site and within the shopping center, whereas strict application of the sign ordinance regulations will not give adequate visibility to the signage.

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

Due its street corner location, the fueling station would be permitted two monument signs and two main wall signs. The sign program amendment allows the one monument sign and a canopy main sign directed towards the major thoroughfare (Highway 111) and two main signs directed towards the shopping center. The proposed signage will provide the fueling station with effective identification off-site and within the shopping center without excessive amounts of signage. Therefore, the approved sign 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.

- 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 09-002 AMEND, a sign program amendment to allow signage for the fueling station at the northwest corner of the Rimrock Plaza shopping center located at 4733 East Palm Canyon Drive, subject to the conditions set forth in Planning Commission Resolution 7233.

ADOPTED this 14th day of September, 2011.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

Craig A. Ewing, AICP
Director of Planning Services

RESOLUTION NO. 7233

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING CASE SP 09-002, ALLOWING THE IMPLEMENTATION OF A SIGN PROGRAM FOR THE RIMROCK PLAZA LOCATED AT THE SOUTHEAST CORNER OF EAST PALM CANYON DRIVE AND MATTHEW DRIVE.

WHEREAS, Best Signs, Inc. ("Applicant"), has filed an application with the City pursuant to Section 93.20.05(C)(6) of the Sign Ordinance for a sign program for the Rimrock Plaza located at the southeast corner of East Palm Canyon Drive and Matthew Drive - 4733 East Palm Canyon Drive, APN(s): 681-170-021, 681-170-040, 681-170-042, 681-170-048, 681-170-052, 681-170-056, 681-170-057, 681-170-058, 681-170-059, Zone W-C-D-N, Section 30; and

WHEREAS, notice of public meeting of the Planning Commission of the City of Palm Springs to consider Case No. SP 09-002 was given in accordance with applicable law; and

WHEREAS, on June 22, 2009, and July 6, 2009, a public meeting on the application for an architectural recommendation was held by the Architectural Advisory Committee in accordance with applicable law; and

WHEREAS, on September 9, 2009, 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 93.20.05(C)(6) stipulates three findings that are required for a sign program to be approved that deviates from the strict provisions of the Sign Ordinance. 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 Rimrock Plaza fronts East Palm Canyon Drive, Matthew Drive and Palm Hills Drive. Due to the distance (more than 250 feet) of tenant spaces from East palm Canyon Drive, strict application of the Zoning Code may not provide for adequate and/or appropriate signage. The proposed multiple monument signs would allow for appropriate identification for the Center and would allow the anchor store to have identification near the primary street frontage. The increased size of main sign and further identification of subtenants and services would allow for higher visibility from the parking lot areas.

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

The sign program allows tenants the opportunity to use an existing sign cabinet or individual letters for their main sign. Architectural elements and colors of the existing shopping center are incorporated into the design of the monument signs. This allows an effective sign program that provides adequate signage for the businesses within the Rimrock Plaza and is mostly consistent with the sign ordinance with some minor deviations.

- 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 09-002, subject to those conditions set forth in Exhibit A.

ADOPTED this 9th day of September, 2009.

JAYES: 5, Conrad, Caffery, Hudson, Scott and Cohen

NOES: 1, Donenfeld

ABSENT: 1, Munger

ABSTAIN: None.

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA



Craig A. Ewing, AICP
Director of Planning Services

Exhibit A

Case No. SP 09-002

Sign Program

Rimrock Plaza
Southeast Corner of East Palm Canyon Drive and
(4733 East Palm Canyon Drive)

September 9, 2009

CITY OF PALM SPRINGS

APPROVED BY PLANNING COMMISSION

Case # SP 09-002 Date 9-09-2009 Initial DN

APPROVED BY CITY COUNCIL

Case # _____ Date _____ Initial _____

Resolution # _____ Ordinance # _____
Matthew Drive

APPROVAL SUBJECT TO ALL REQUIRED

CONDITIONS BY ABOVE BODIES

CONDITIONS OF APPROVAL

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

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

PROJECT SPECIFIC CONDITIONS

- PSP 1. Prior to final inspection of the monument signs, the landscaping, which includes gravel, shall be installed within five feet of the monument's base. The irrigation system shall be installed such that it will demonstrate that the monument signs will not be affected by water damage.
- PSP 2. Approval shall be valid based on the sign amortization schedule in section 93.20.11 of the Palm Springs Zoning Ordinance.
- PSP 3. All signs shall comply with the Uniform Building Code regulations.
- PSP 4. All non-approved signage must be removed as part of this approval.
- PSP 5. The Planning Services Department may require the reduction of light intensity and glare from any signage, or the removal of such signage, that poses a nuisance or harm.
- PSP 6. The decision of the Planning Commission may be appealed to the City Council pursuant to Chapter 2.05 of the Palm Springs Municipal Code.
- PSP 7. The applicant shall provide all tenants with a copy of the sign program and all Conditions of Approval for this project.

ADMINISTRATIVE

- ADM 1. The proposed development of the premises shall conform to all applicable regulations of the Palm Springs Zoning Ordinance, Municipal Code, or any other City Codes, ordinances and resolutions which supplement the zoning district regulations.
- ADM 2. The owner shall defend, indemnify, and hold harmless the City of Palm Springs, its agents, officers, and employees from any claim, action, or proceeding against the City of Palm Springs or its agents, officers or employees to attach, set aside, void or annul, an approval of the City of Palm Springs, its legislative body, advisory agencies, or administrative officers concerning Case SP 09-002. The City of Palm Springs will promptly notify the applicant of any such claim, action, or proceeding against the City of Palm Springs and the applicant will either undertake defense of the matter and pay the City's associated legal costs or will advance funds to pay for defense of the matter by the City Attorney. If the City of Palm Springs fails to promptly notify the applicant of any such claim, action or proceeding or fails to cooperate fully in the defense, the applicant shall not, thereafter, be responsible to defend, indemnify, or hold harmless the City of Palm Springs. Notwithstanding the foregoing, the City retains the right to settle or abandon the matter without the applicant's consent but should it do so, the City shall waive the indemnification herein, except, the City's decision to settle or abandon a matter following an adverse judgment or failure to appeal, shall not cause a waiver of the indemnification rights herein.

BUILDING DEPARTMENT

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

END OF CONDITIONS

Amendment 08.03.2011
Vons Fuel Station
Exterior Sign Package
Pages 33-37

RIMROCK PLAZA

SHOPPING CENTER

09-002

PALM SPRINGS, CA.

RECEIVED

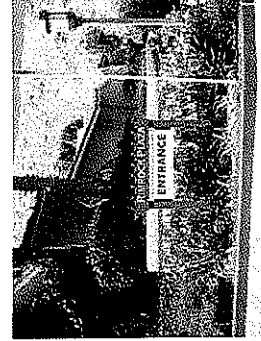
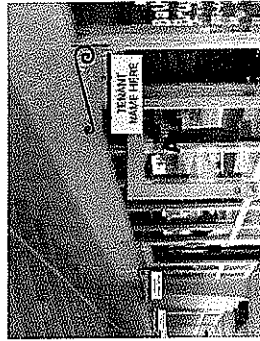
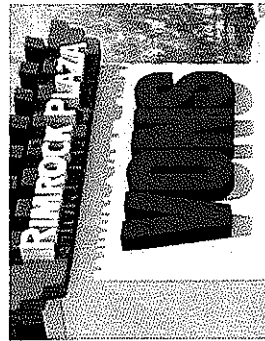
AUG 08 2011

SIGN PROGRAM
FOR:

PLANNING SERVICES
DEPARTMENT

Sachar Realty Company, Inc.

August 26, 2009



INTRODUCTION

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

The objectives of the Sign Program are:

- To provide signage that is functional and that effectively services the identification needs of the Shopping Center and its Tenants.
- To generate tasteful signage that enhances the Shopping Center's image and that complements 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 Shopping 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 Shopping Center. Each proposed sign will be evaluated on the design's excellence and compatibility with neighboring signs and the overall character of the Shopping Center's signage/graphics. The *Rimrock Plaza* Shopping Center Sign Program encompasses the following sign types:

- Main Monument Sign
- Entry Monument Signs
- Anchor Tenant Identification Sign
- Anchor Tenant Ancillary Signs
- Tenant Main Identification Sign
- Secondary Tenant Signs

GENERAL SIGN REQUIREMENTS

General Provisions

1. Requests to establish signs that vary from the provisions of this plan shall be submitted to the Owner/Landlord for approval and then submitted to the City of Palm Springs Planning Department. The Planning Department may approve signs that depart from the specific provisions and constraints of this Sign Program in order to:

- Encourage exceptional sign design.
- Accommodate imaginative, unique, and otherwise tasteful signage that is deemed to be within the spirit and intent of the Sign Program.

BEST SIGNS INCORPORATE

2. The Tenant shall pay for all signs, their 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/Landlord.

6. The Owner/Landlord may, at his sole 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/Landlord and the City of Palm Springs.
7. Signage approval that incorporates logos, business identity, and/or images denoting the Tenant's type of business shall be at the sole discretion of the Owner/Landlord.
8. Letter heights, where specified, shall be determined by measuring the normal capital letter of a type font exclusive of swashes, ascenders, descenders and logos.
9. Notwithstanding the maximum square footages specified for copy area allowances, signs and typography in all cases shall appear balanced and in scale within the context of the sign space and the building as a whole. Thickness, height, and color of sign lettering shall be visually balanced and in proportion to other signs on the building.
10. Wall signs shall be affixed without visible means of attachment. Wall signs need not be attached directly to the lease space to which they refer.

11. All sign fabrication work shall be of excellent quality. All logo images and typestyles shall be accurately reproduced. Lettering that approximates typestyles shall not be acceptable. The Owner/Landlord reserves the right to reject any fabrication work deemed to be below standard.
12. Each Tenant shall be responsible for removal of its sign within ten (10) days after vacating site. Removal of the sign shall include the repair of the wall surface as close to its original condition as possible. If Tenant does not repair wall surface to Owner/Landlord's and the City of Palm Springs satisfaction, Owner/Landlord will perform repairs at Tenant's expense.

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

Review and Approval Process

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

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

SACHAR REALTY COMPANY
RIMROCK PLAZA SHOPPING CENTER
7920 COUNTRY CLUB DRIVE
SACHSE, TX 75048
PHONE: (602) 214-7508

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

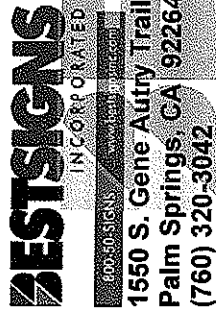
- Sign drawings must also include sign elevations and indicate construction and attachment methods and illumination details.
 - Letters must be accurately dimensioned and spaced.
 - Sign colors, paint finishes, types of materials and actual samples must be submitted with the sign drawings.
 - Include photo showing location of existing and proposed signing on the building.
5. All Tenant sign submittals shall be reviewed by the Owner/Landlord for conformance with the sign program criteria and with the concept design provided by the Owner/Landlord. Unless the Owner/Landlord has received the above described drawings and information set forth above, the Owner/Landlord will not approve the Tenant's exterior sign(s).
6. All signs shall be reviewed for conformance with this Sign Program and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of the Owner/Landlord or his authorized representative.
7. Within ten (10) working days after receipt of Tenant's working drawings, Owner/Landlord shall either approve the submittal contingent upon any required modifications or disapprove Tenant's sign submittal, which approval or disapproval shall remain the sole right and discretion of the Owner/Landlord. The Tenant must continue to resubmit rejected plans until approval is obtained. A full set of final plans must be approved by the Owner/Landlord prior to permit application or sign fabrication.
8. Following Owner/Landlord's approval of proposed signage, Tenant shall submit to the City of Palm Springs sign plans signed by the Owner/Landlord and applications for all permits for fabrication and installation by a State Licensed Sign Contractor.

Tenant shall furnish Owner/Landlord with a copy of said permits prior to installation of Tenant's sign(s).

- 9.
- Only after all drawings and samples have been marked "Approved" may the Sign Contractor proceed with fabrication per approved drawings and samples. The Tenant and State Licensed Sign Contractor will not be permitted to commence installation of the exterior signs unless all of the following conditions have occurred:
- A stamped set of final drawings reflecting the Owner/Landlord's approval shall be on file in the Owner/Landlord's office.
 - Sign Contractor/Tenant shall be responsible for the securing of all applicable sign permits/building permits required by the City of Palm Springs prior to fabrication of the signs. The Owner/Landlord's stamped approvals required on all sign plans prior to application for permits.
 - The Sign Contractor must provide to the Owner/Landlord a copy of the City of Palm Springs issued sign permit/building permit and a stamped set of drawings reflecting both the Owner/Landlord's and the City of Palm Springs approvals prior to sign installation.
 - **No Owner/Builder acquired permits allowed for any signage.**
 - The Owner/Landlord must receive:
 - Sign Contractor's Certificate of Insurance
 - Copy of the Contractor's License Card
 - Copy of Contractor's Palm Springs Business License.

- 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:



BESTSIGNS
INCORPORATED
600-806-SIGNS
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. All signs must be illuminated; however, on smaller letter sizes, as specified, illumination is not required.
2. The fabrication and installation of all signs shall be subject to the following restrictions:
 - All reverse channel letter backs and returns are to be fabricated of sheet aluminum. (Face .090/Return .063)
 - U.L. approved housings will be used for all lighting systems.
 - All sign letters shall be secured by concealed fasteners. Fasteners are to be stainless steel, nickel or cadmium plated steel, and pegged out from wall a minimum 1 1/2" to allow water runoff and halo illumination.
 - No exposed lamps will be permitted.

- All penetrations of the building structure required for sign installation shall be sealed in a watertight condition.
- No sign company labels will be permitted on the exposed surfaces of the signs except those required by Underwriters Laboratories, which shall be placed in an inconspicuous location.
- All pan channel letters and reverse halo channel letters must have a minimum of 2 1/4" diameter drain holes at bottom of every letter. All signs shall be fabricated and installed in compliance with all applicable building and electrical codes. All signage shall be manufactured and installed in accordance with U.L. regulations. **All signage shall bear U.L. labels.**
- All signs shall conceal all necessary wiring, conduits, transformers, ballasts, starters, and other necessary equipment within their individual letters or behind storefront construction.
- It is the responsibility of Tenant's Sign Contractor to verify all conduit and transformer locations and service prior to fabrication.

3. **Tenant shall be required to review the exact rules pertaining to its space with the Owner/Landlord. Owner/Landlord's approval of Tenant's sign does not guaranty City of Palm Springs approval.**

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/Landlord'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/Landlord a copy of the City of Palm Springs issued sign permit/building permit and a stamped set of drawings reflecting both the Landlord's and the City of Palm Springs approvals prior to sign installation.

6. The Owner/Landlord 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. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and patched to match adjacent finish. Spacers must be painted to match building color. No PK housings allowed.
9. Threaded rods or anchor bolts shall be used to mount sign letters, which are spaced out from background panel. Angle clips attached to letter sides will be permitted.
10. 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.
11. 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.
12. Individual reverse channel letters shall be pinned a minimum of 1 1/2" and a maximum 2 1/2" off building wall.
13. Brightness of signs is subject to approval by Owner/Landlord. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted.
14. 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.
15. The Sign Contractor is responsible for removing all debris and cleaning the work area after installation is complete.
16. The Sign Contractor must check sign to ensure proper illumination, prior to leaving the site, where applicable.
17. No field installation changes are permitted without first notifying Owner/Landlord in writing. If any sign is changed as to placement, location and/or size which differs from approved sign plan, Tenant and/or Sign Contractor will be responsible for repair, change, and/or relocation of sign to proper placement at their expense.
18. Any sign that is installed by Tenant which is not in conformance to the approved drawings or does not have required City of Palm Springs Planning and Building permits must be corrected by Tenant within fifteen (15) days after written notice by Owner/Landlord. In the event Tenant's sign is not brought into conformance within said fifteen (15) day period, then Owner/Landlord shall have the option to correct or remove non-conforming sign at Tenant's expense.
19. Each Tenant shall be responsible for the performance of its Sign Contractor.

MAIN MONUMENT SIGN

The *Rimrock Plaza* Shopping Center will feature a Main Monument Sign for Center and Tenant identification only. The Main Monument sign will be located at the existing location on East Palm Canyon Drive. The Main Monument Sign is not to exceed fifty (50) square feet per face of signage area excluding monument base and structural detail. (See Attached, Drawing 3 and Site Plan, Drawing 1)

ENTRY MONUMENT SIGNS

Entry Monument Signs will be allowed at the entrance located on East Matthew Drive and the entrance located at Palm Hills Drive. Entrance Monument Signs are not to exceed thirty (30) square feet of signage area excluding monument base and structural detail. (See Attached, Drawing 4 and Site Plan, Drawing 1)

- Individual letters must be back-lit or "halo" illuminated.
- Individual letters non-illuminated 10" or less in height may be fabricated of 1/4" aluminum, 1/2" or 3/4" cast acrylic only. (No formed plastic or foam letters.) Signs of this type must be stud mounted a minimum of 1/4" from wall surface.
- Letter styles are subject to Owner/Landlord approval.

ANCHOR TENANT IDENTIFICATION SIGN

Anchor Tenant will be allowed one Anchor Tenant Identification Sign not to exceed one hundred and ten (110) square feet. Anchor Tenant Identification Sign may consist of Internally Illuminated Individual Aluminum Channel Letters with Plexiglass faces. (See Attached, Drawings "Anchor Tenant") Exceptions or deviations to the maximum square foot or maximum letter height guidelines can be submitted for review, but must gain the approval of Owner/Landlord and the City of Palm Springs Planning Department. Tenant submittal may be subject to review and approval by the City of Palm Springs Architectural Advisory Committee at the direction of the Palm Springs Planning Department.

ANCHOR TENANT ANCILLARY SIGNS

Anchor Tenant will be allowed four (4) Anchor Tenant Ancillary Signs. Anchor Tenant Ancillary Signs not to exceed thirty-eight (38) square feet each. (Existing "Wells Fargo" Sign Cabinet to be allowed as per current size, colors and placement.) (See Attached, Drawings "Anchor Tenant") Exceptions or deviations to the maximum square foot or maximum letter height guidelines can be submitted for review, but must gain the approval of Owner/Landlord and the City of Palm Springs Planning Department. Tenant submittal may be subject to review and approval by the City of Palm Springs Architectural Advisory Committee at the direction of the Palm Springs Planning Department.

- All Tenant signage may consist of Internally Illuminated Individual Aluminum Channel Letters with Plexiglass faces.

TENANT MAIN IDENTIFICATION SIGN

Tenant allowed one (1) square foot of signage per lineal foot of each building street frontage or frontage facing the main parking area. (West facing East Matthew Drive, North facing East Palm Canyon Drive and East facing Palm Hills Drive.) A maximum letter height of 24" shall be used as a guideline for Tenant signage. (With exceptions to the Major Anchor Tenants.) (See Attached Drawings "Anchor Tenant"). Linear frontage as well as natural sign areas created by architectural features shall be considered in determining both maximum and minimum letter height, sign area and dimensions. Exceptions or deviations to the maximum square foot or maximum letter height guidelines can be submitted for review, but must gain the approval of Owner/Landlord and the City of Palm Springs Planning Department. Tenant submittal may be subject to review and approval by the City of Palm Springs Architectural Advisory Committee at the direction of the Palm Springs Planning Department.

- All Tenant signage may consist of Internally Illuminated Individual Aluminum Channel Letters with Plexiglass faces. Recommended colors are: Red, Blue, Yellow, White Black or other color with Owner/Landlord approval.
- Individual letters must be back-lit or "halo" illuminated.

4. Individual letters non-illuminated 10" or less in height may be fabricated of 1/4" aluminum, 1/2" or 3/4" cast acrylic only. (No formed plastic or foam letters.)
5. Letter styles are subject to Owner/Landlord approval.
6. Existing established sign cabinets (See Attached, Drawing 9)
7. Logo's to be approved at the sole discretion of Owner/Landlord.
8. Exposed neon/neon tubing is permitted subject to approval of Owner/Landlord and the City of Palm Springs
9. Tenants with a corner unit may be permitted additional signage providing secondary signage does not exceed size of primary sign, the total does not exceed the maximum allowed by the Sign Program and Owner/Landlord grants approval.
10. All signs must be pre-approved in writing by Owner/Landlord prior to submittal to the City of Palm Springs for sign/building permit, and prior to sign fabrication.
11. Tenant is responsible to field verify that Tenant's proposed signage will fit attractively on Tenant's sign band area prior to fabrication of signage.
12. Typestyles of all signs shall be subject to Owner/Landlord approval. In the event Tenant does not have an established exterior sign identity, Owner/Landlord recommend that the lettering style be designed by the Sign Contractor to reflect a visually appealing look. Established corporate and trade logos/signage shall be permitted providing they conform to the criteria described herein.
13. 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.**

Sign Color/Design

1. The project and individual building façade will consist of limited colors and materials. The Owner/Landlord encourages the Tenant to make early color submission for review and approval by the Owner/Landlord.
2. Typestyles of all signs shall be subject to Owner/Landlord approval. In the event Tenant does not have an established exterior sign identity, Owner/Landlord recommends that the lettering style be designed by the Sign Contractor to reflect a visually appealing look. Established corporate or trade logos/signage shall be permitted providing they conform to the criteria described herein.
3. Signs may incorporate regionally and nationally recognized logo. Logo colors and sign colors should be selected to provide sufficient contrast against the building background color.
~~However, all exterior signs/logos must be individual aluminum channel letters/logo boxes with Plexiglas faces.~~

Lighting Guidelines

1. Tenant Main Identity signage shall consist of internally illuminated individual channel letters with Plexiglas faces. Individual letters may be reverse or "halo" illuminated.
2. The following lighting techniques shall be considered acceptable for illumination of Tenant Main Identity Signage at the Rimrock Plaza Shopping Center:
 - Internally illuminated channel letters
 - Reverse channel letters with "halo" illumination
 - Exposed neon
 - 15 mm white neon illumination /L.E.D. lighting systems
 - Existing fluorescent illuminated sign cabinets
3. Electrical will be provided by Owner/Landlord to the Tenant sign location only.

4. All signs must be fabricated, installed, and comply with national/local building and electrical codes and shall bear the U.L. label.

SECONDARY TENANT SIGNS

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

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

Tenant Secondary signs may be wall-mounted. Maximum copy area for secondary site signs shall be limited to 15 square feet.

Window Signage

1. Any graphics applied to the glass of Pad or Shop buildings, unless otherwise noted in this Sign Program, shall conform with the Palm Springs Zoning Ordinance. Any window sign displaying hours of operation, credit cards accepted, and other such items shall not exceed a cumulative square footage of nine (9) square.
2. Illuminated signs will be permitted with the express written approval of the Owner/Landlord when in compliance with city regulations.
3. Open, closed, hours of operation, phone numbers, etc. may be applied.

Blade/Projecting Signs

1. Should a Blade/Projecting Sign be used as a main sign, it may be a maximum of twelve (12) square feet, either single or double faced and no other main sign will be permitted on the same building elevation for that tenant.
2. Should a Blade/Projecting Sign be used in addition to a main sign, it may be a maximum of six (6) square feet single faced or a maximum four (4) square feet double faced.
3. The lowest point of any Blade/Projecting Sign must be seven (7) feet above any pedestrian walkway.
4. In any case where a Blade/Projecting Sign is used, a common frame and color shall be used. (See Attached, Drawings 7 & 8)

Service/Delivery Entrance Signage

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

Suite Identification Signs

Suite identification signs shall be the responsibility of the Owner/Landlord. Signs shall be placed on the window panel above or adjacent to the primary entrance door. Numerals shall not exceed eight (8) inches in height.

Banners/Temporary Identification Signs

1. Grand Opening Banners advertising a new business or Temporary Identification Signs are permitted for a maximum of 30 days.
2. All Banners and Temporary Identification Signs are subject to City of Palm Springs Sign Ordinance guidelines.

PROHIBITED SIGNS

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

1. Any sign not in compliance with the provisions of the Master Sign Program
2. Abandoned signs and sign structures
3. Animated, blinking, flashing, moving, reflection, and similar signs
4. Balloons or other inflatable signs
5. Banners or pennant signs, except for temporary banners for new businesses, limited to 30 days
6. Beacons
7. Bench and bus shelter signs
8. 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 roofs
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/Landlord; unless, previous arrangements have been agreed upon, in writing, by Owner/Landlord and Tenant. After said date, Owner/Landlord shall have no liability whatsoever to Tenant for the sign(s), its disposition of value.

EXCEPTIONS

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

DEFINITIONS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Copy: The words or message displayed on a sign.

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

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

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

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

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

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

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

Electric Sign: Any sign containing or using electrical wiring.

Electronic Message Center: A variable message sign that utilizes computer-generated messages or some other electronic means of

changing copy. These signs include displays using incandescent lamps, LEDs, LCDs or a flipper matrix.

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

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

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

Facia Sign: A building mounted sign.

Flag: A piece of fabric attached to a staff.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Maximum Height: The maximum height of a sign shall be measured from the elevation of the point nearest the sign on the center line of the public street or highway nearest the sign upward to the elevation of the highest part of the sign or its supporting structure, whichever is higher. Notwithstanding the foregoing, unless otherwise specified in this chapter, all signs may have a height of eight (8) feet measured from the ground location of the sign to the highest part of the sign or its supporting structure, whichever is higher.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Return: The sides of a channel letter.

Reveal: An indented detail on a sign.

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

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

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

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

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

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

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

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

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

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

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

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

structure, the area of the basic geometric shape that encloses the message is the surface area of the sign.

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

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

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

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

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

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

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

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

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

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

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

BEST SIGNS INCORPORATED

CLIENT:
RimRock Plaza

PROJECT:
Sign Program

DESCRIPTION:
Tenant Signs

ACCOUNT REP:
Jeff Cross

FILE NAME:
RimRock Plaza
Sign Program.cdr

DRAWN BY:
Art Ruiz

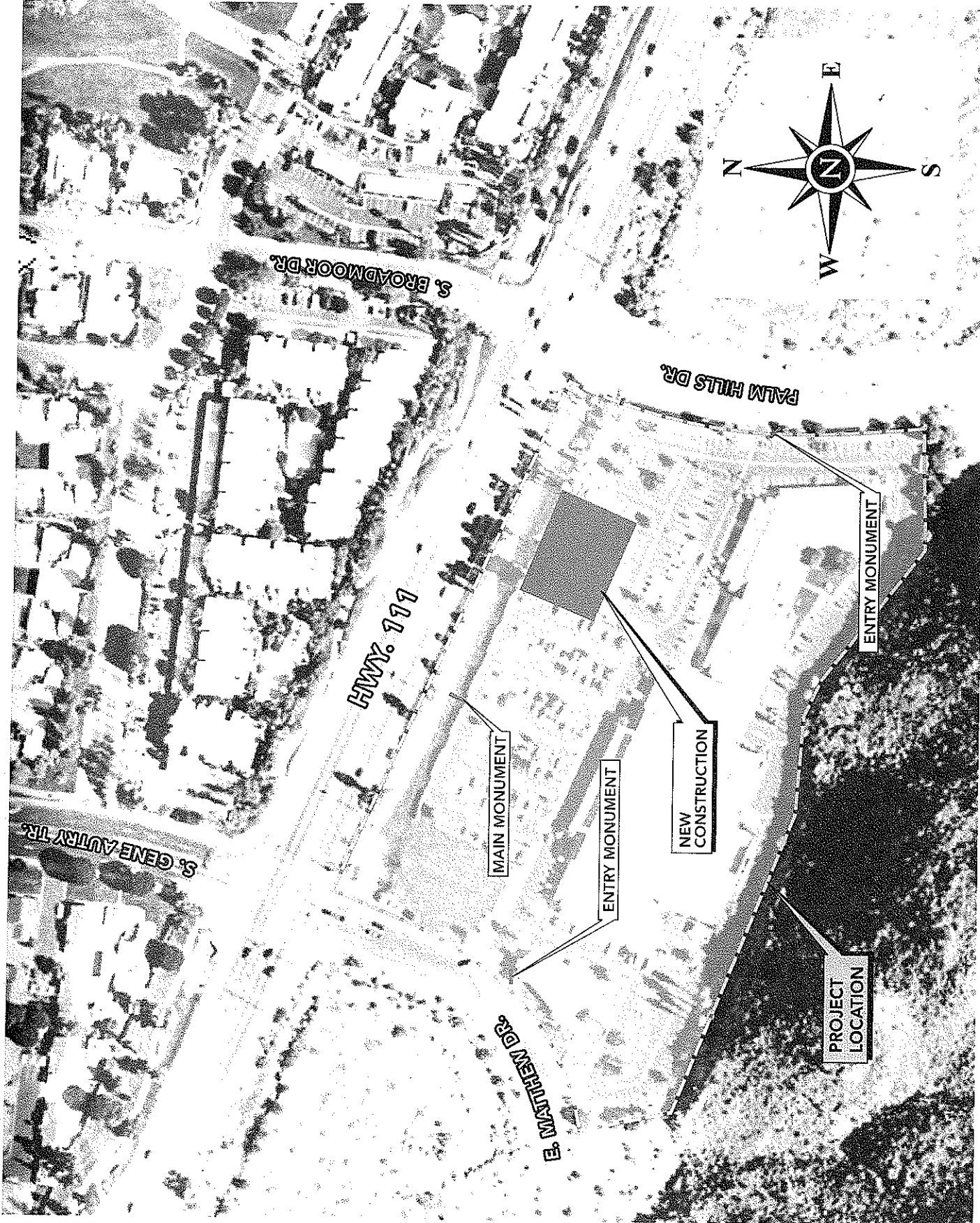
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DATE:
05-19-09

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SCALE:
Not to Scale

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05-19-09

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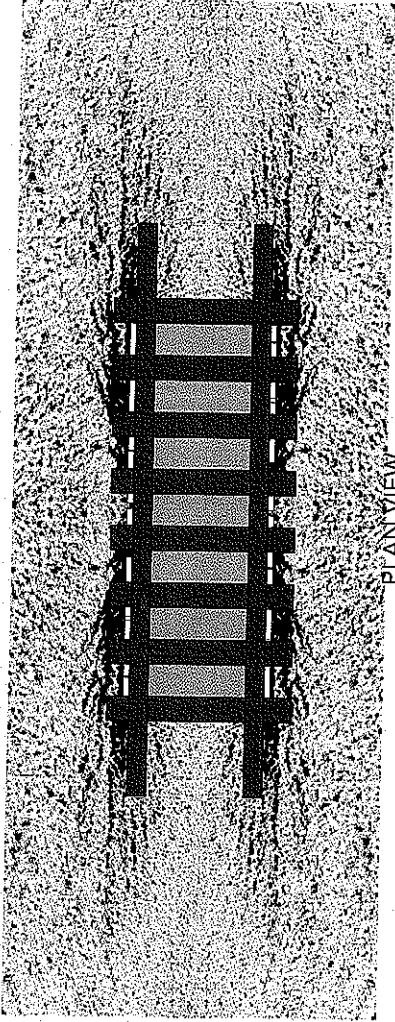
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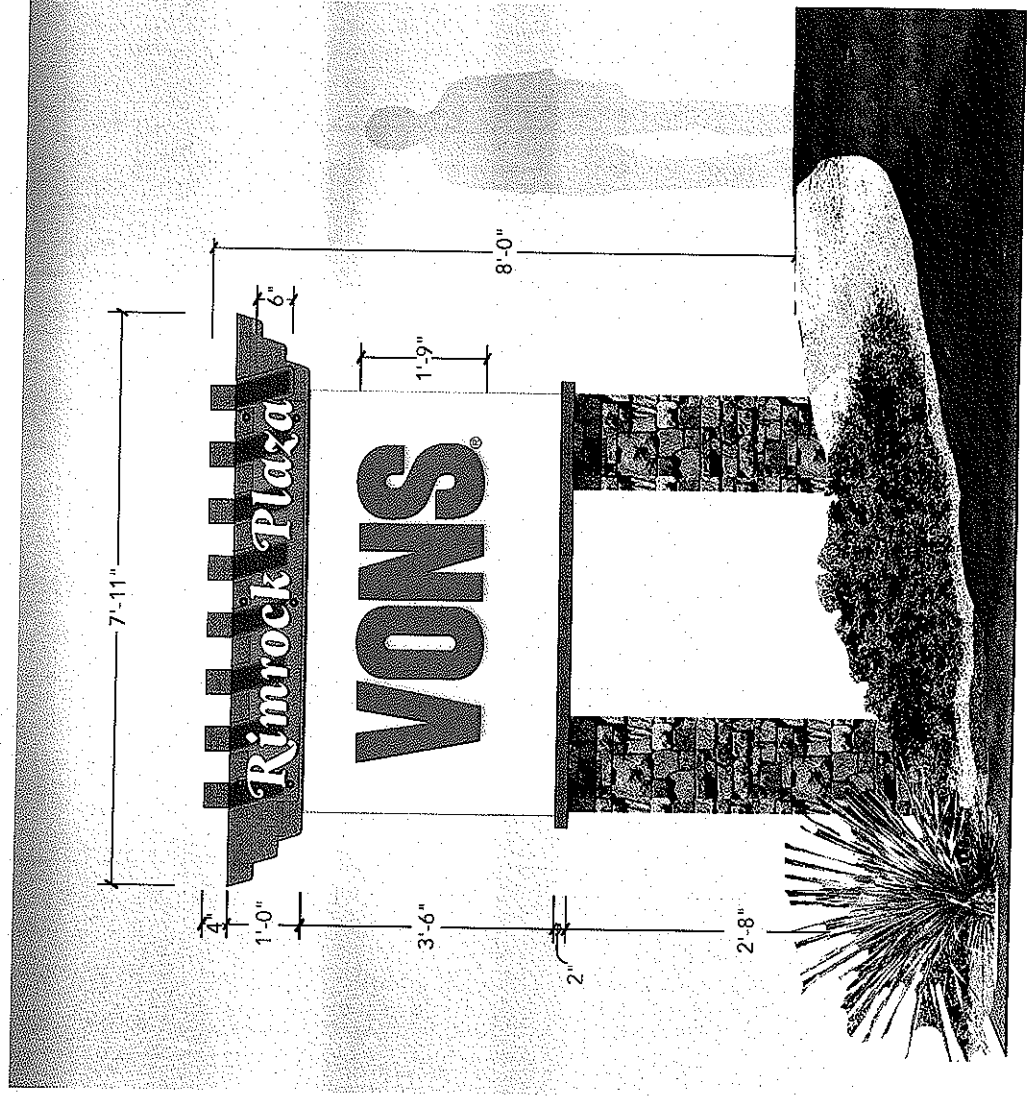
REVISIONS:
06-25-09
07-07-09
09-15-09

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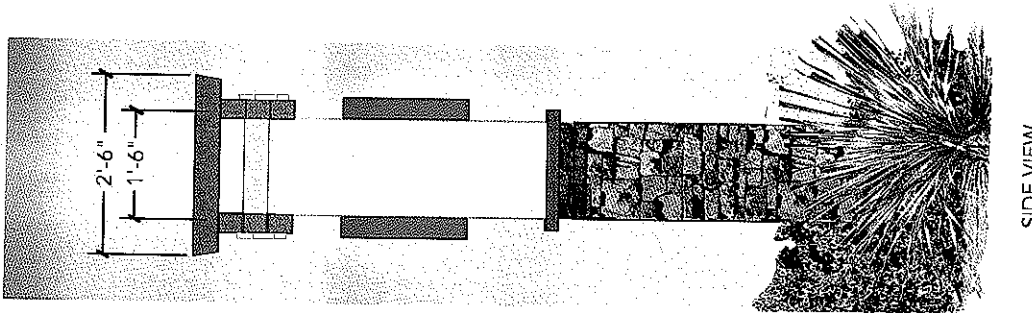
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PLAN VIEW



ELEVATION



SIDE VIEW



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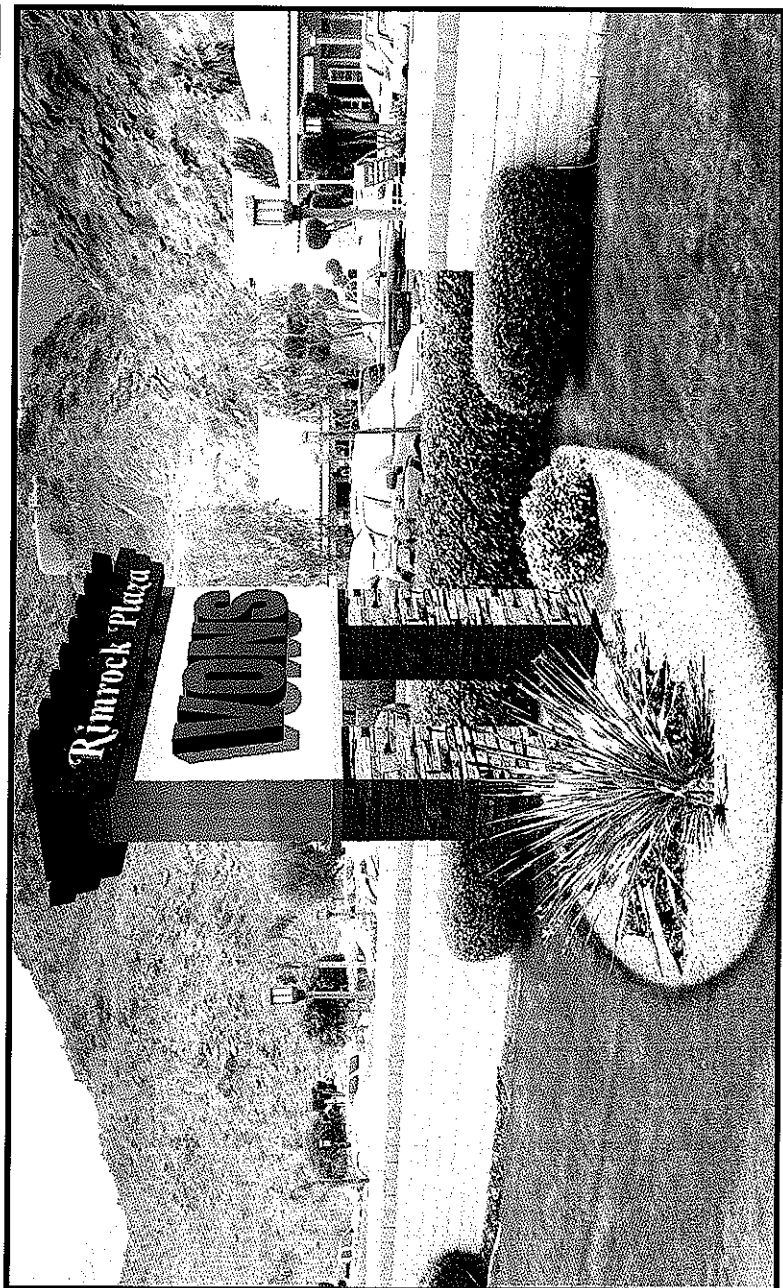
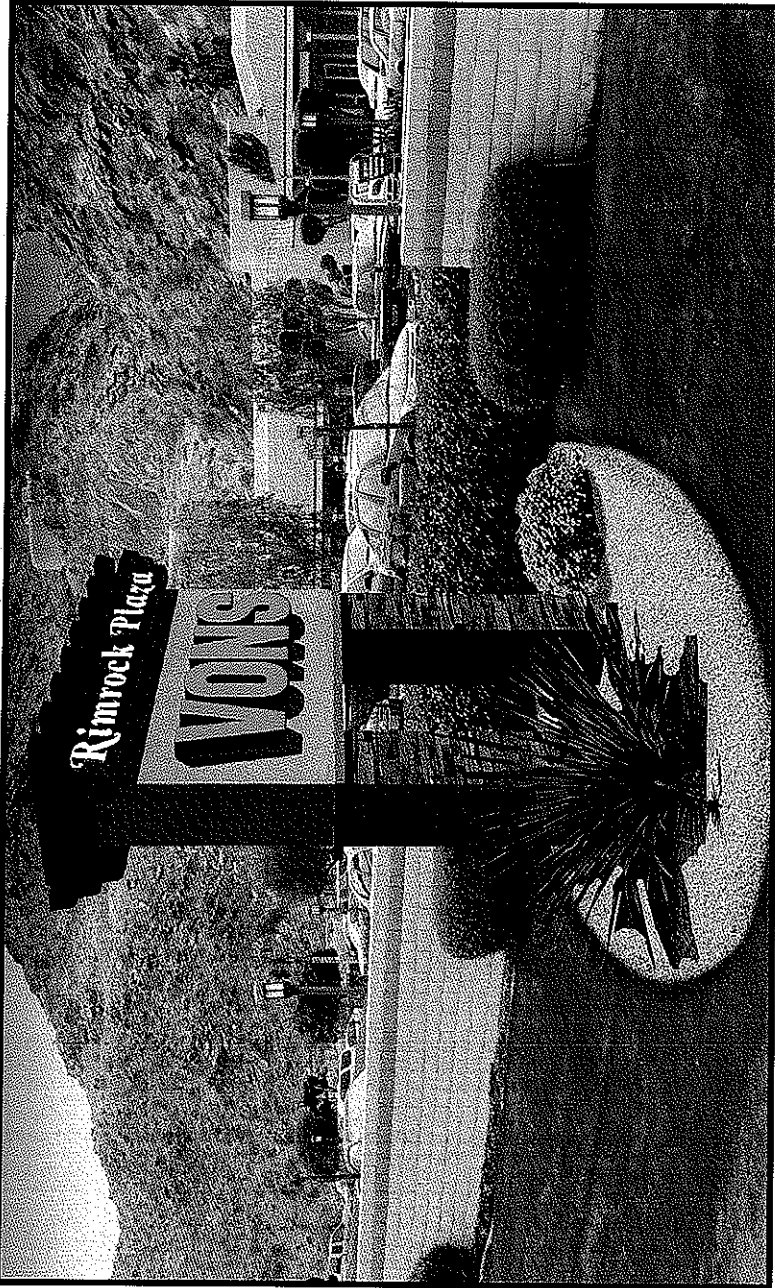
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DATE:
05-19-09

REVISIONS:
06-25-09
07-07-09
09-15-09

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Contractors Lic. No. 524483

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DRAWN BY:
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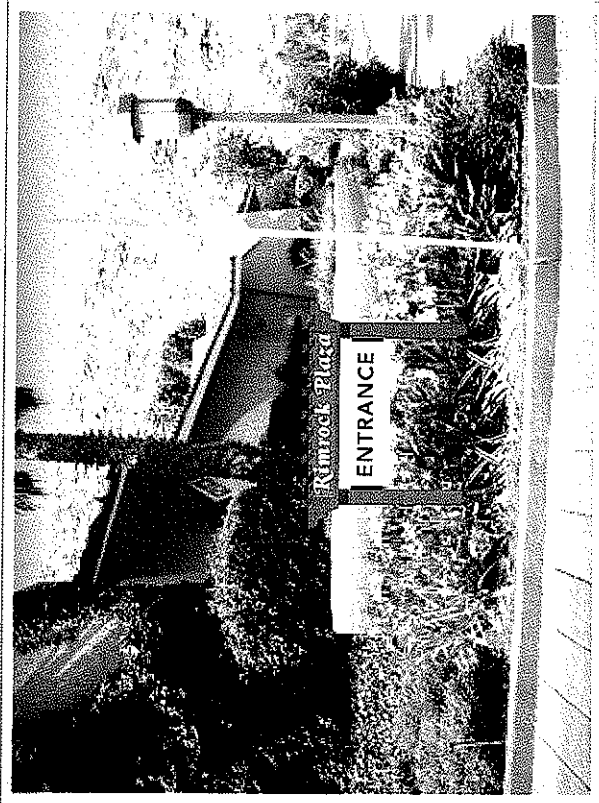
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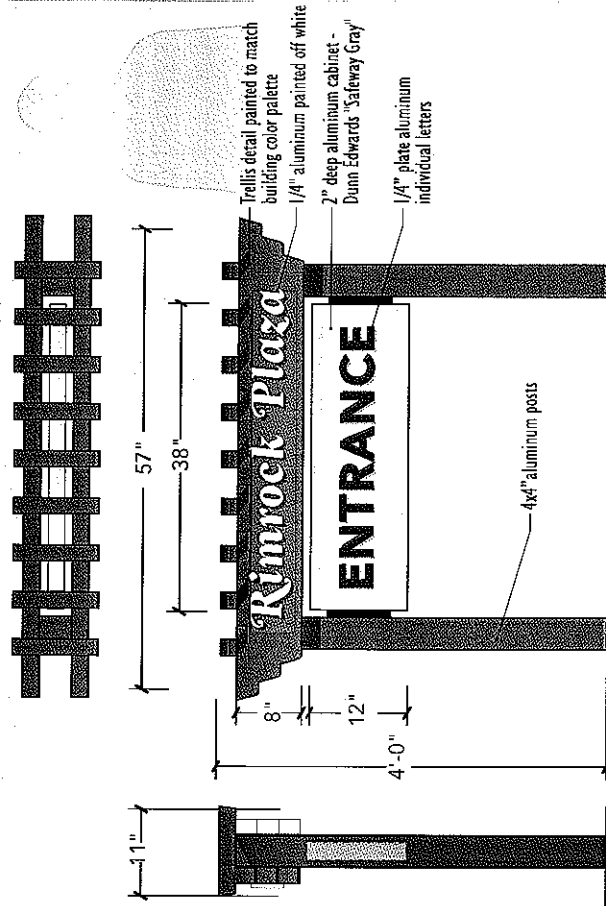
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EXISTING ENTRY MONUMENT @ EAST MATTHEW DRIVE
NON-ILLUMINATED, ALL ALUMINUM CONSTRUCTION



EXISTING ENTRY MONUMENT @ EAST MATTHEW DRIVE



ENTRY MONUMENT @ PALM HILLS DRIVE
NON-ILLUMINATED, ALL ALUMINUM CONSTRUCTION



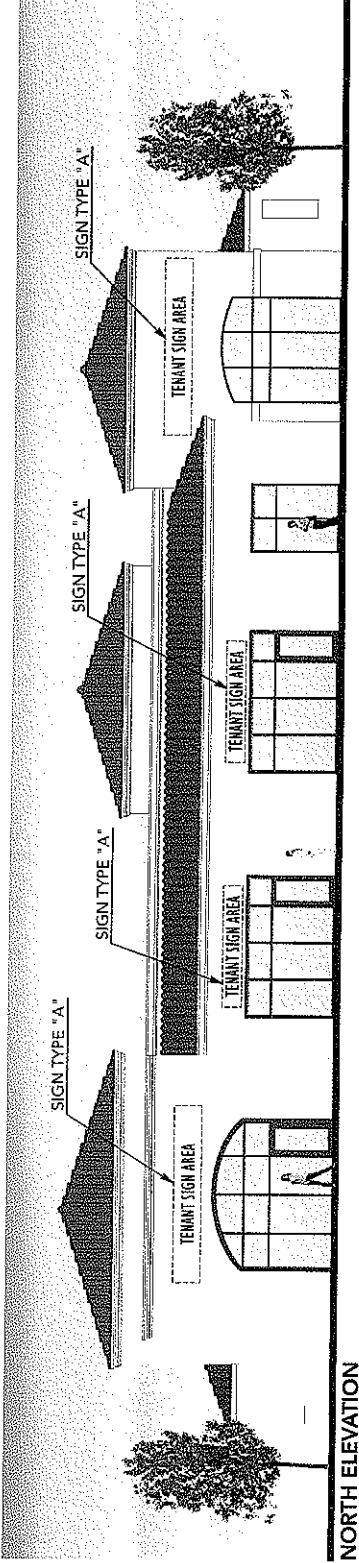


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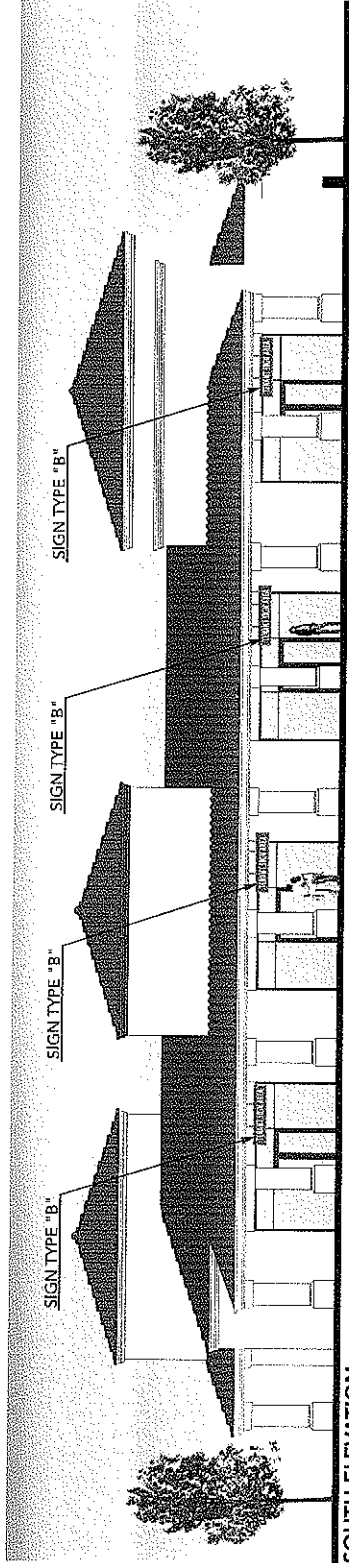
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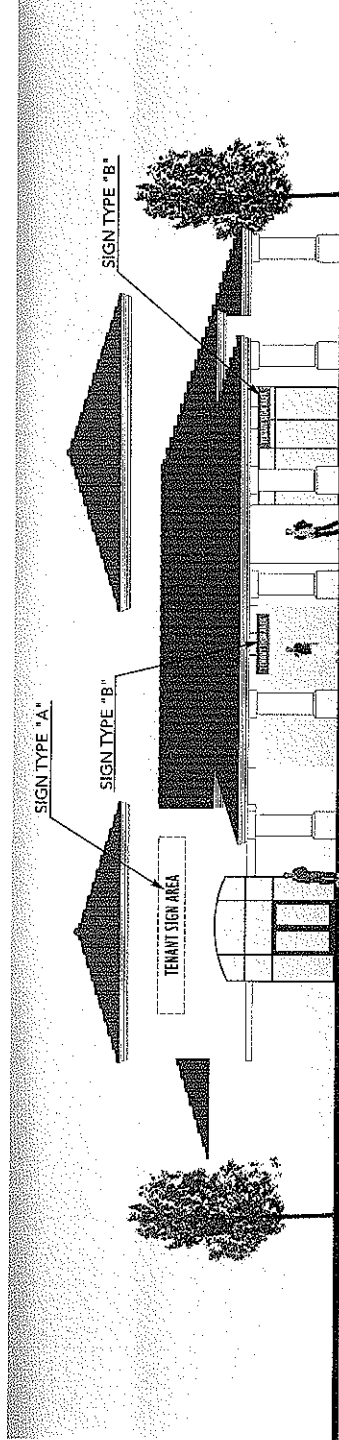
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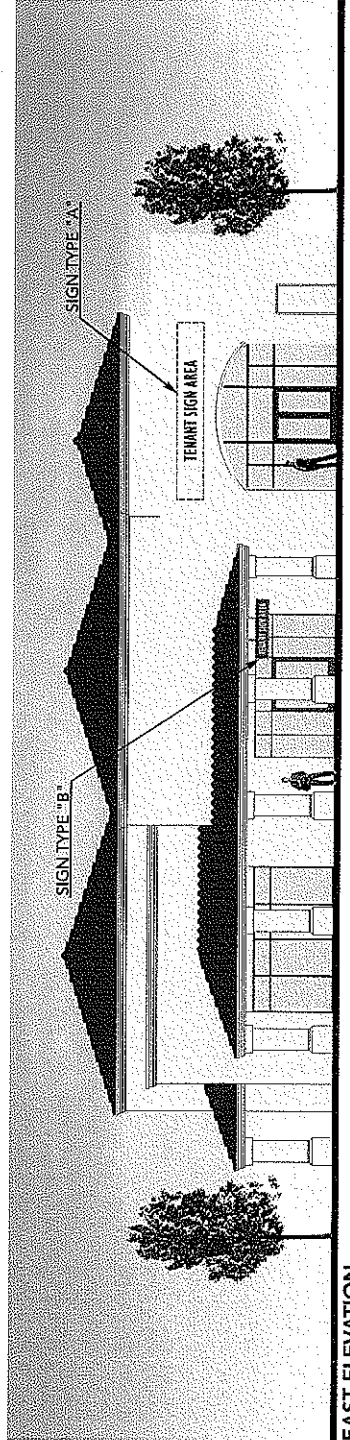
NORTH ELEVATION



SOUTH ELEVATION



WEST ELEVATION



EAST ELEVATION



Contractors Lic. No. 524483

CLIENT:
RimRock Plaza

PROJECT:
Sign Program

DESCRIPTION:
Tenant Signs

ACCOUNT REP:
Jeff Cross

FILE NAME:
RimRock Plaza
Sign Program.cdr

DRAWN BY:
Art Ruiz

SCALE:
Not to Scale

DATE:
05-19-09

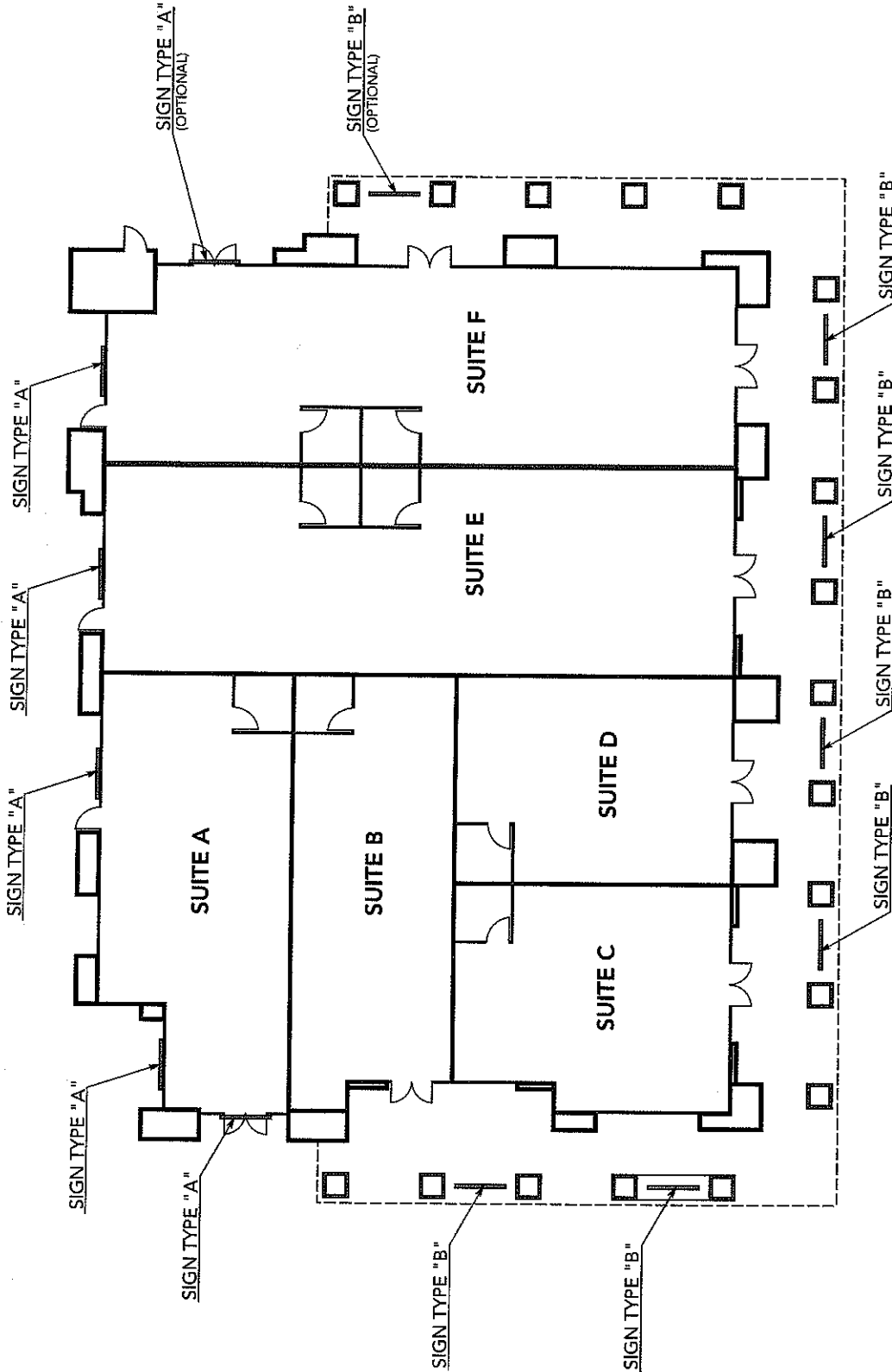
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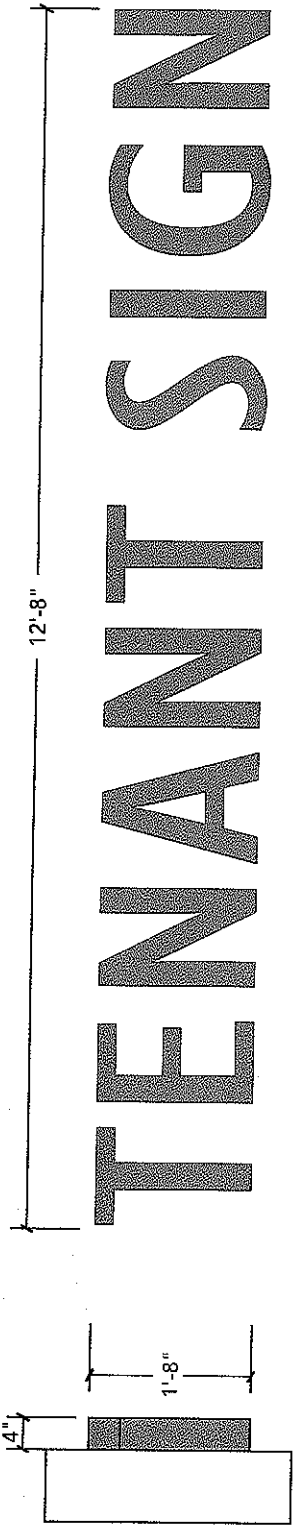
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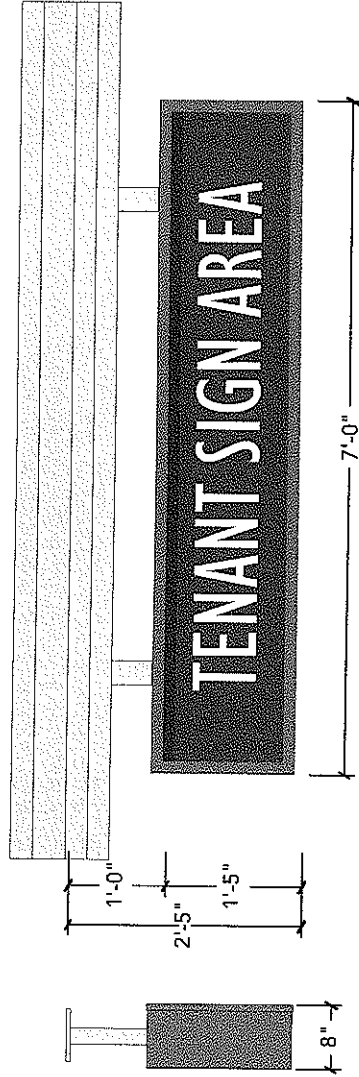
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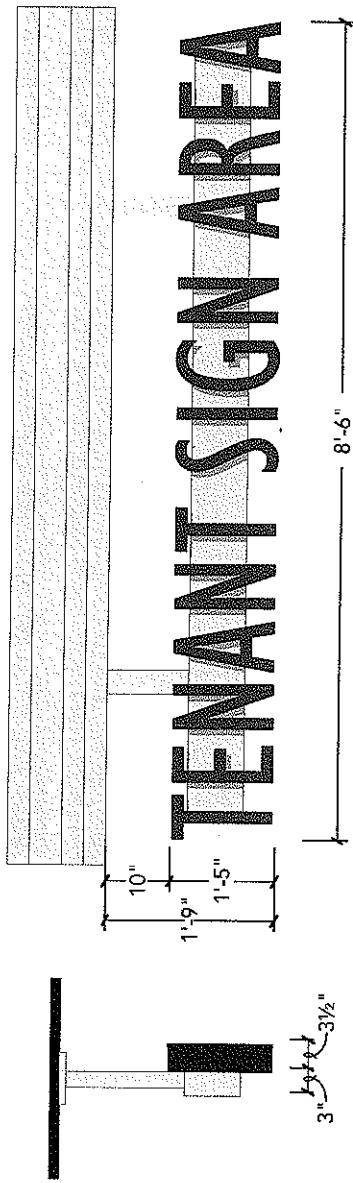
SIGN TYPE "A"

Internally Illuminated Pan Channel Letters



SIGN TYPE "B" ~ OPTION 1

Internally Illuminated Aluminum Cabinet with Vinyl Graphics



SIGN TYPE "B" ~ OPTION 2

Internally Illuminated Pan Channel Letters on Wireway

NESTSIGNS
INCORPORATED
1550 S. Gene Aubrey Trail
Palm Springs, CA 92264
Tel: 760.320.3042
Fax: 760.320.2090



Contractors Lic. No. 524483

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Sign Program

DESCRIPTION:
Tenant Signs

ACCOUNT REF:
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Sign Program.cdr

DRAWN BY:
Art Ruiz

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

DATE:
05-19-09

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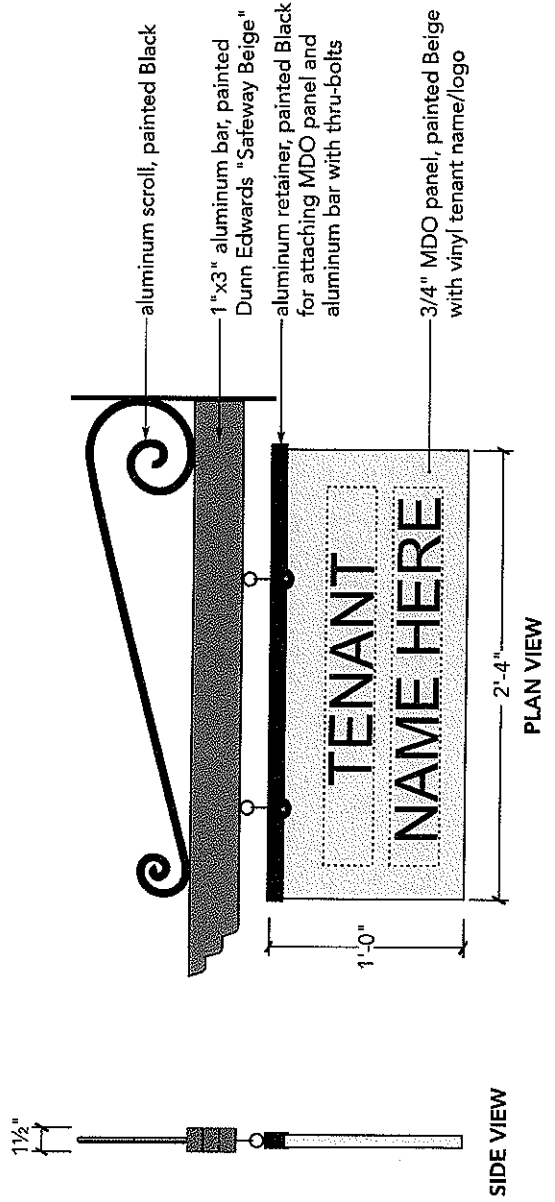
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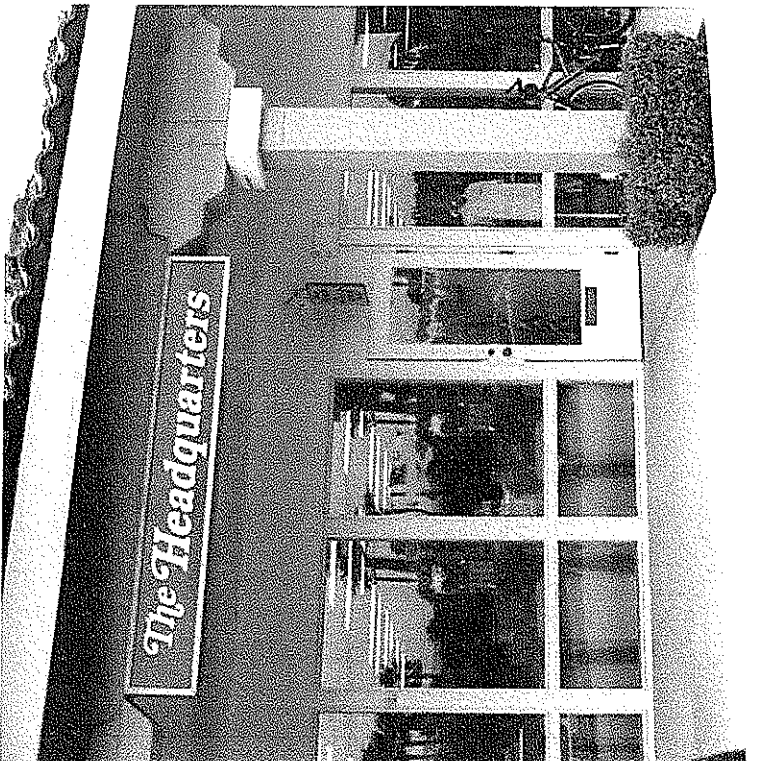
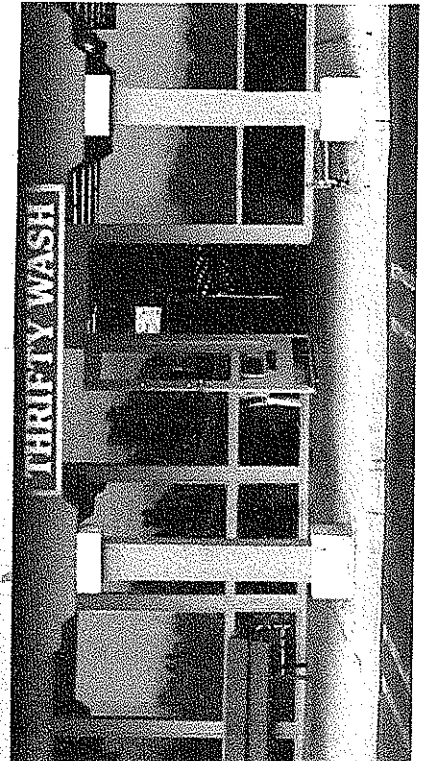
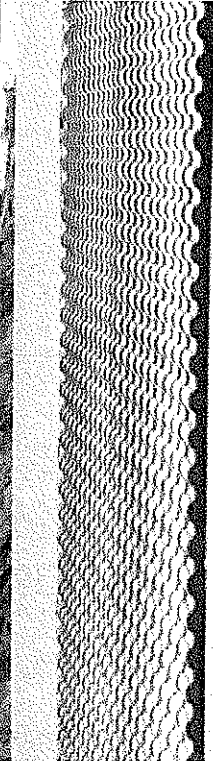
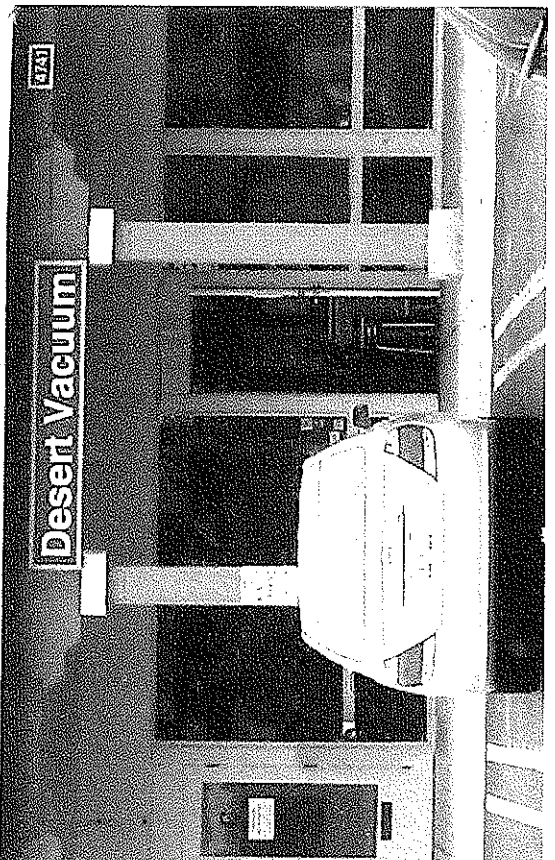
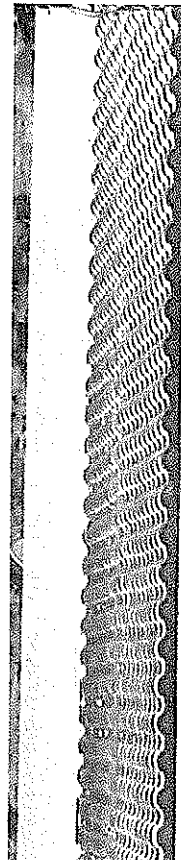
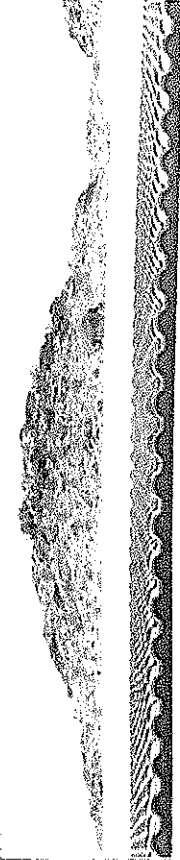
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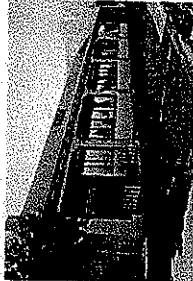
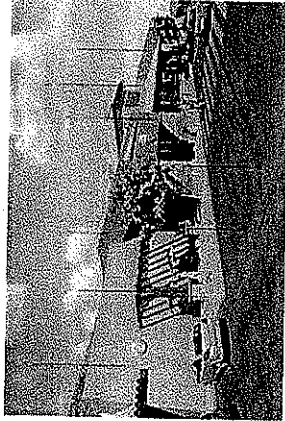
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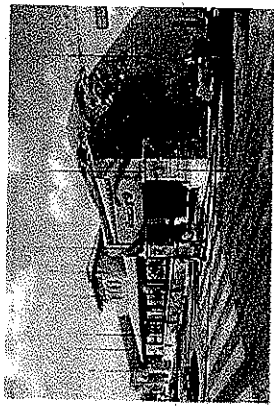
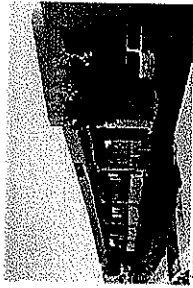
SCOPE OF WORK:

1. REMOVE EXISTING 'VONS' LETTERS
2. REMOVE EXISTING 'PHARMACY' LETTERS
3. MANUFACTURE AND INSTALL NEW 'VONS' LETTERS.
4. MANUFACTURE AND INSTALL NEW 'STARBUCKS' LOGO.
5. MANUFACTURE AND INSTALL NEW 'SIGNATURE CAFE' LOGO.
6. MANUFACTURE AND INSTALL NEW 'PHARMACY' LETTERS.



New Color Codes

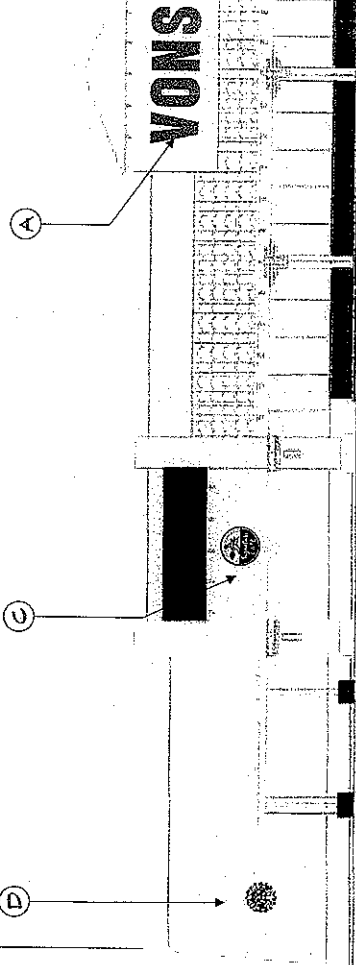
| | |
|---------------------|---------------------|
| Starbucks Logo | Starbucks Logo |
| Signature Cafe Logo | Signature Cafe Logo |
| Vons Logo | Vons Logo |
| Pharmacy Logo | Pharmacy Logo |



7th Street

LITTLE

228'-11"



NORTH ELEVATION

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

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17'-8"

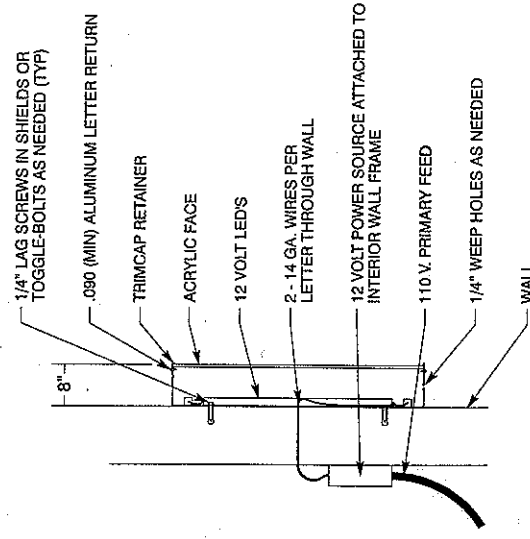
VONS

6'-0"

VONS CHANNEL LETTERS - A

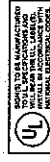
FACES: #2793 RED PLEXIGLAS W/ RED TRIMCAP
 BACKS & RETURNS: HUNTER RED PRECOATED ALUMINUM.
 LIGHTING: INTERNAL LED ILLUMINATION

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



TYPICAL REMOTE 12 VOLT LED LETTER SECTION

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



1790 N. Case Street
 Orange, CA 92865
 Phone: (714) 637-5551
 Fax: (714) 637-5552
 Contractor's License: #762424

Rev. 1: 04.30.09/JM/NEW ELEVATION
 Rev. 2:
 Rev. 3:
 Rev. 4:

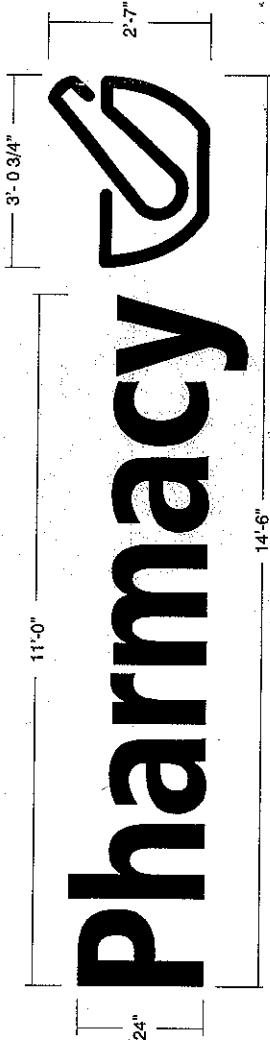
Project: VONS #2384
 Address: 4183 E. PALM CANYON DR.
 City / State: PALM SPRINGS, CA
 PO #:

Design No.: 08.1097
 Job No.:
 Scale: NOTED
 Date: 04.01.09

Revision No.: 1
 Sales: PITTS
 Design: JIM
 Page: 2 OF 6

ANCHOR TENANT

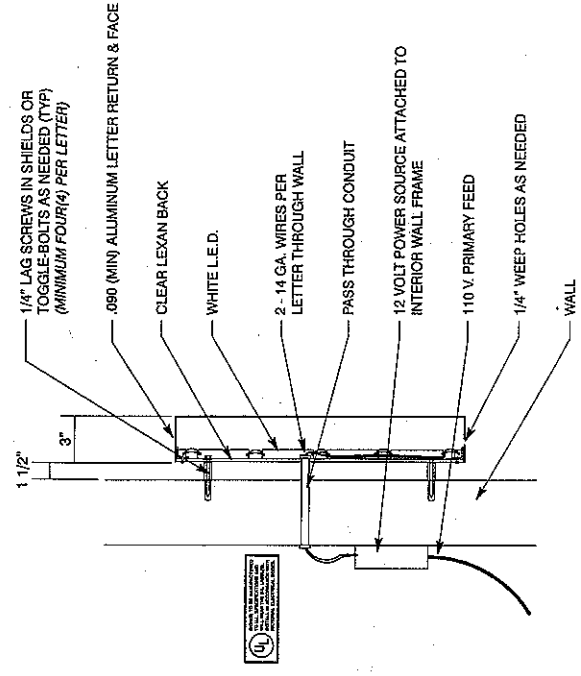
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"PHARMACY" HALO ILLUMINATED LETTERS & LOGO - B
COLOR & MATERIAL SCHEDULE

3" DEEP FABRICATED ALUMINUM REVERSE CHANNEL LETTERS PAINTED POLISHED BLACK.
 BACKS: CLEAR LEXAN
 ILLUMINATION: WHITE L.E.D. HALO ILLUMINATION.
 ATTACHMENT: MOUNTED TO FASCIA USING 1 1/2" STAND-OFFS.

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



TYPICAL 12 VOLT LED REVERSE ILLUMINATED LETTER SECTION SCALE: 1" = 1'-0"



5'-0"

"SIGNATURE CAFE" DIRECT ILLUMINATED CABINET - C

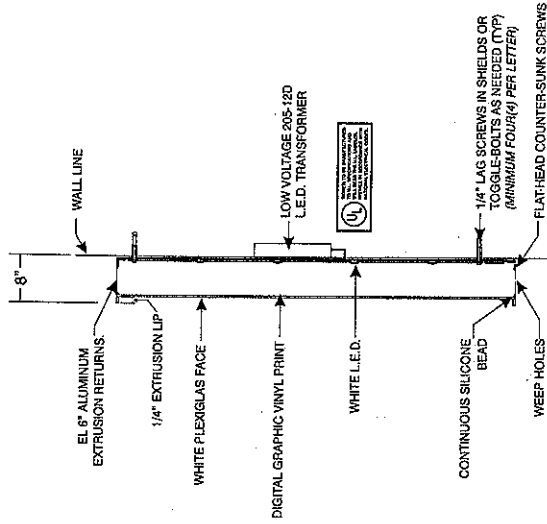
COLOR & MATERIAL SCHEDULE

CABINET: 8" DEEP FABRICATED EXTRUSION CABINET PAINTED TO MATCH PANTONE BLACK 5C.
FACE: WHITE ACRYLIC FACE WITH TRANSLUCENT DIGITAL VINYL PRINT.

ILLUMINATION: WHITE L.E.D. DIRECT ILLUMINATION.
ATTACHMENT: MOUNTED FLUSH TO FASCIA.

ALWAYS VERIFY BEFORE MFG.

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



"SAFEBWAY" TYPICAL LED DIRECT ILLUMINATED LOGO SECTION SCALE: 3/4" = 1'-0"



1790 N. Case Street
Orange, CA 92865
Phone: (714) 637-5551
Fax: (714) 637-5552
Contractor's License: #762424

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Rev. 2:
Rev. 3:
Rev. 4:

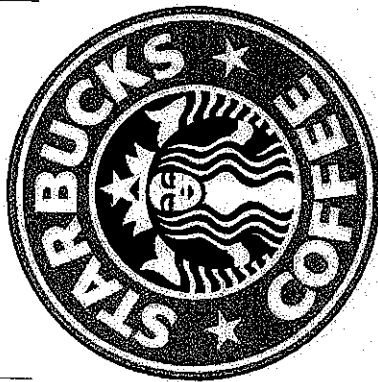
Project: VONS #2384
Address: 4133 E. PALM CANYON DR.
City / State: PALM SPRINGS, CA
PO #:

Design No.: 09.1097
Job No.: NOTED
Scale: 04-01.09
Date:

Revision No.: 1
Sales: PITTS
Design: JM
Page: 4 OF 6

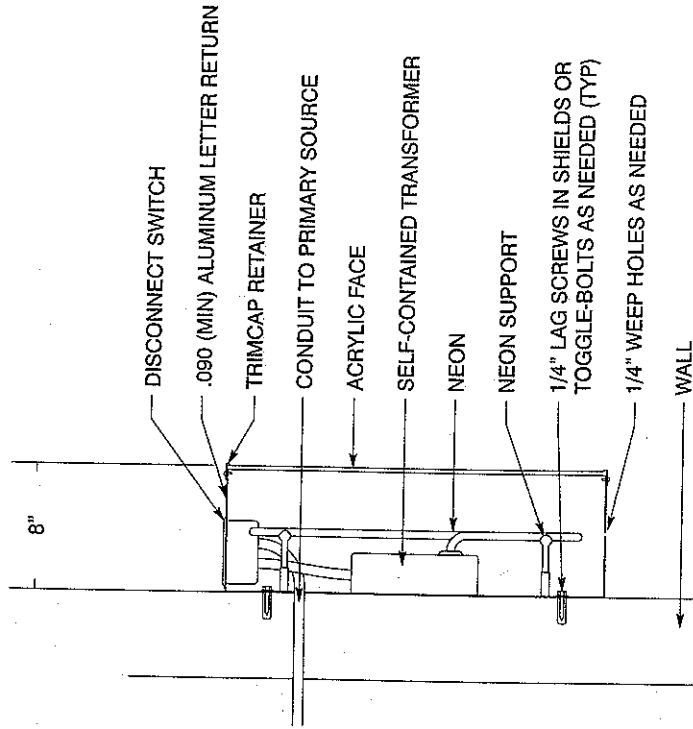
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4'-0"



STARBUCKS SELF-CONTAINED LOGO - D SCALE: 3/4" = 1'-0"

CABINET: ALUMINUM PAINTED GLOSS BLACK.
FACE: WHITE ACRYLIC W/ BLACK TRIMCAP RETAINER & VINYL
GRAPHICS AS FOLLOWS:
SIREN: 3M #230-22 BLACK.
OTHER GRAPHICS: 3M #230-76 HOLLY GREEN TRANSLUCENT.
LIGHTING: INTERNAL FLUORESCENT SELF-CONTAINED U-LAMPS.



TYPICAL SELF-CONTAINED LETTER SECTION

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

Rev. 1: 04.30.09/JM/NEW ELEVATION
Rev. 2:
Rev. 3:
Rev. 4:

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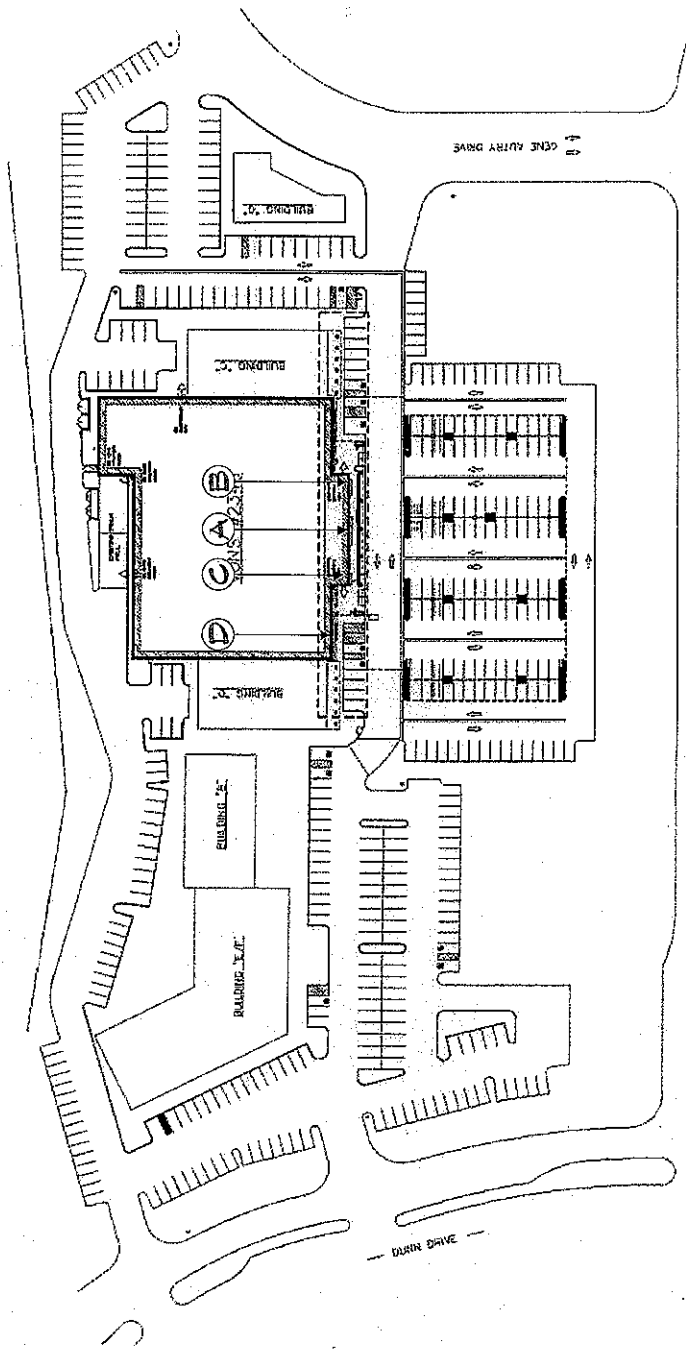
Project: VONS #2384
Address: 4133 E. PALM CANYON DR.
City / State: PALM SPRINGS, CA
PO #:

Design No.: 09.1097
Job No.:
Scale: NOTED
Date: 04.01.09

Revision No.: 1
Revised: PITTS
Sales: JM
Design: JM
Page: 5 OF 6

ANCHOR TENANT

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SCALE: NTS

SITE PLAN

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 Rev. 2:
 Rev. 3:
 Rev. 4:

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Design No.: 09.1097
 Job No.: NOTED
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 Date:

Revision No.: 1
 Sales: PITTS
 Design: JIM
 Page: 6 OF 6

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ANCHOR TENANT

SI 11-069

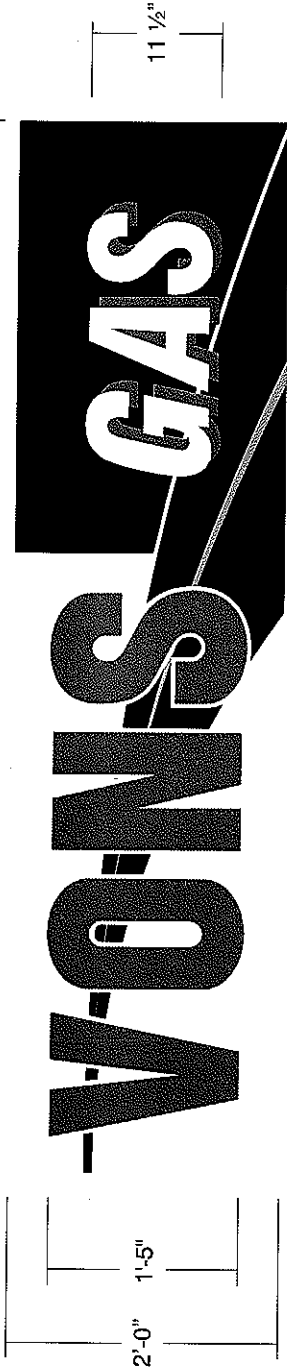
RECEIVED

P. 31.11

PLANNINGSERVICES
DEPARTMENT

SQUARE FOOTAGE: 16 SQ. FT.

A & B



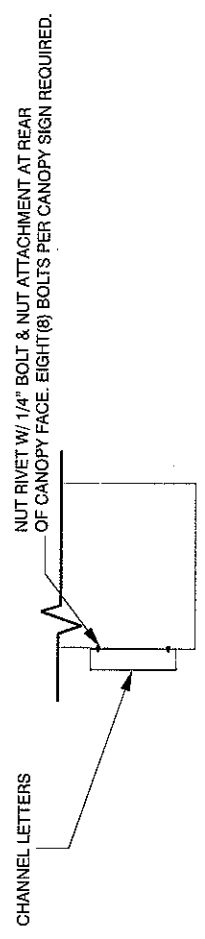
SCALE: 3/4" = 1'-0"

PROPOSED "VONS GAS" CANOPY - SIGNS A & B

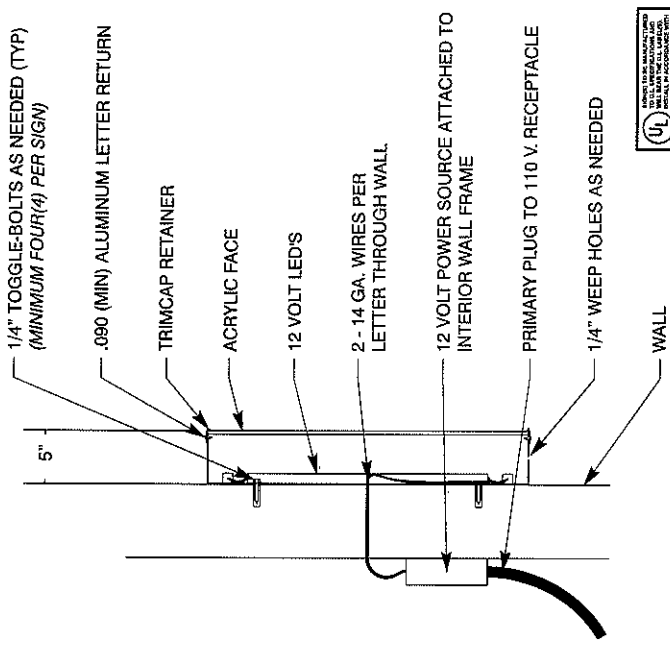
COLOR & MATERIAL SCHEDULE

- "VONS" LETTERS: TO BE REMOTE CHANNEL LETTERS #2793 RED PLEXIGLAS FACES
RED TRIM CAP AND RED RETURNS PAINTED TO MATCH #2793
- ILLUMINATION: RED LED ILLUMINATION.
- "GAS" LETTERS: TO BE REMOTE CHANNEL LETTERS #7328 WHITE PLEX FACES W/ RED
DETAILS TO BE 3M 230-53 CARDINAL RED VINYL OVERLAY.
- TRIM CAP AND LETTER RETURNS TO BE BLACK.
- ILLUMINATION: WHITE LED ILLUMINATION.
- BACKGROUND "ROAD" DETAIL: TO BE FLAT 1/8" ALUMINUM PAINTED WHITE WITH BLACK VINYL OVERLAY AND
3M SCOTCHLITE 3271 YELLOW CENTER LINE DETAIL.
- ATTACHMENT: TO BE MOUNTED FLUSH TO CANOPY.

ALWAYS VERIFY BEFORE MFG.



TYPICAL "VONS GAS" CANOPY SIGN MOUNTING CROSS SECTION SCALE: 3/8" = 1'-0"



TYPICAL 12 VOLT LED LETTER SECTION

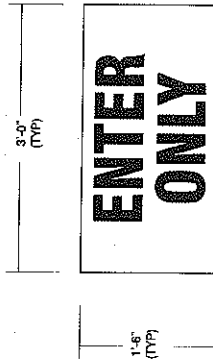


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Rev. 1: 02.08.10/JM/VAR/CLS
Rev. 2: 06.10.10/ND/INCREASE SIZE OF BUILDING & CANOPY SIGNS
Rev. 3: 09.04.11/JM/RECD/UPDATED PLANS
Rev. 4: 05.18.11/JM/VAR/CLS

| | | | |
|---------------|-------------------------|-------------|----------|
| Project: | VONS FUEL STATION #2384 | Design No.: | 08.1286 |
| Address: | 4701 E. PALM CANYON DR. | Job No.: | |
| City / State: | PALM SPRINGS, CA | Scale: | NOTED |
| Approval: | | Date: | 10.08.09 |
| Revision No.: | 4 | Designer: | JM |
| Sales: | PJTS | Checker: | JM |
| Page: | 1 OF 5 | | |





4 1/2 Sq. Ft.

PROPOSED DIRECTIONAL SIGN
SCALE: 1/2" = 1'-0"

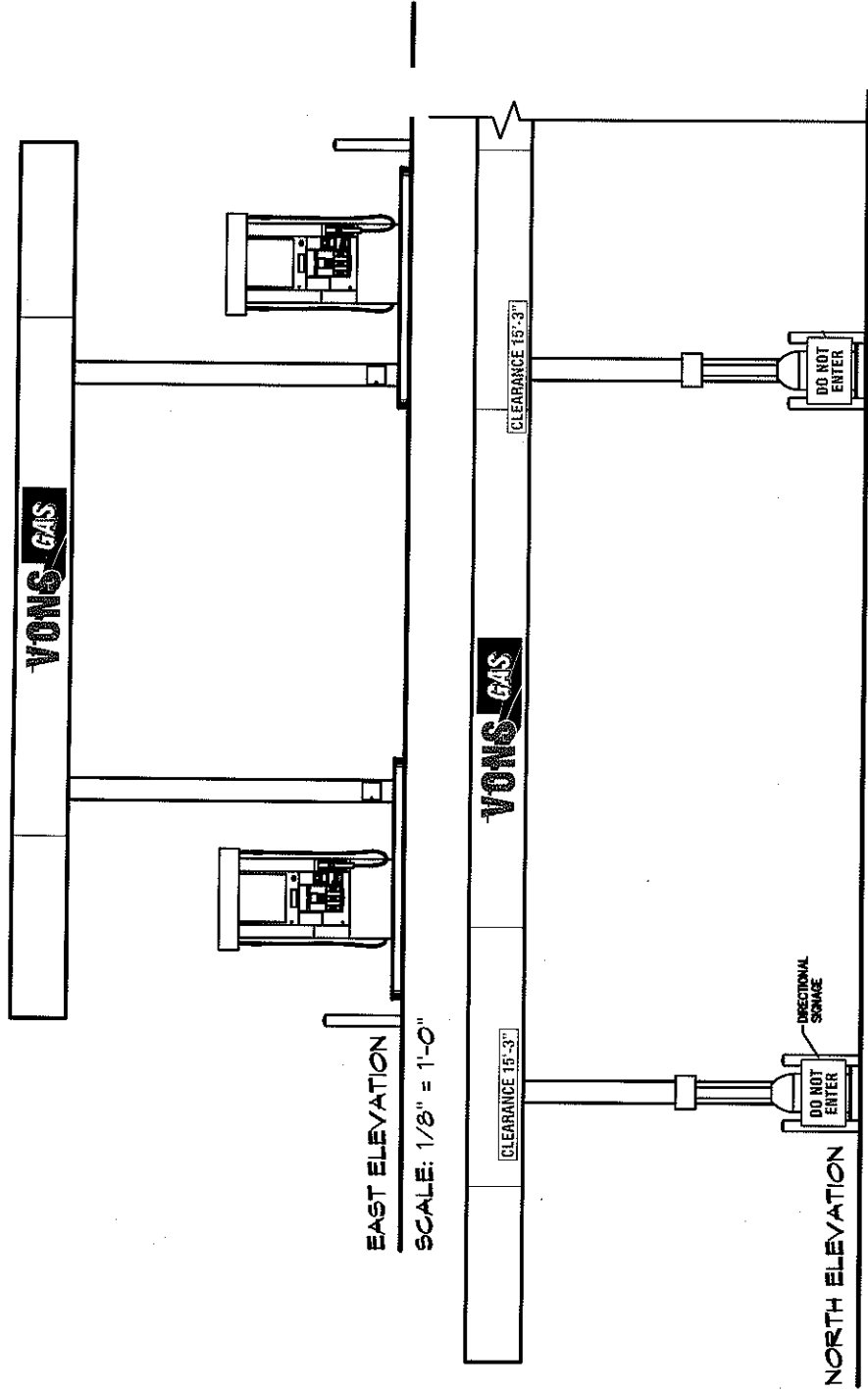
COLOR & MATERIAL SCHEDULE
CANOPY CLEARANCE SIGN: .080 ALUMINUM,
PAINTED SEMI-GLOSS WHITE WITH #3850-53 RED OPAQUE HIGH
PERFORMANCE VINYL OVERLAY.
ATTACHMENT: FOUR(4) ATTACHMENT SCREWS MINIMUM PER SIGN.



4 1/2 Sq. Ft.

PROPOSED CANOPY CLEARANCE SIGN
SCALE: 1/2" = 1'-0"

COLOR & MATERIAL SCHEDULE
CANOPY CLEARANCE SIGN: 6'-0" x 10' .080 ALUMINUM,
PAINTED SEMI-GLOSS WHITE WITH #3850-53 CARDINAL RED OPAQUE
HIGH PERFORMANCE VINYL OVERLAY.
ATTACHMENT: EIGHT(8) ATTACHMENT SCREWS MINIMUM PER SIGN.



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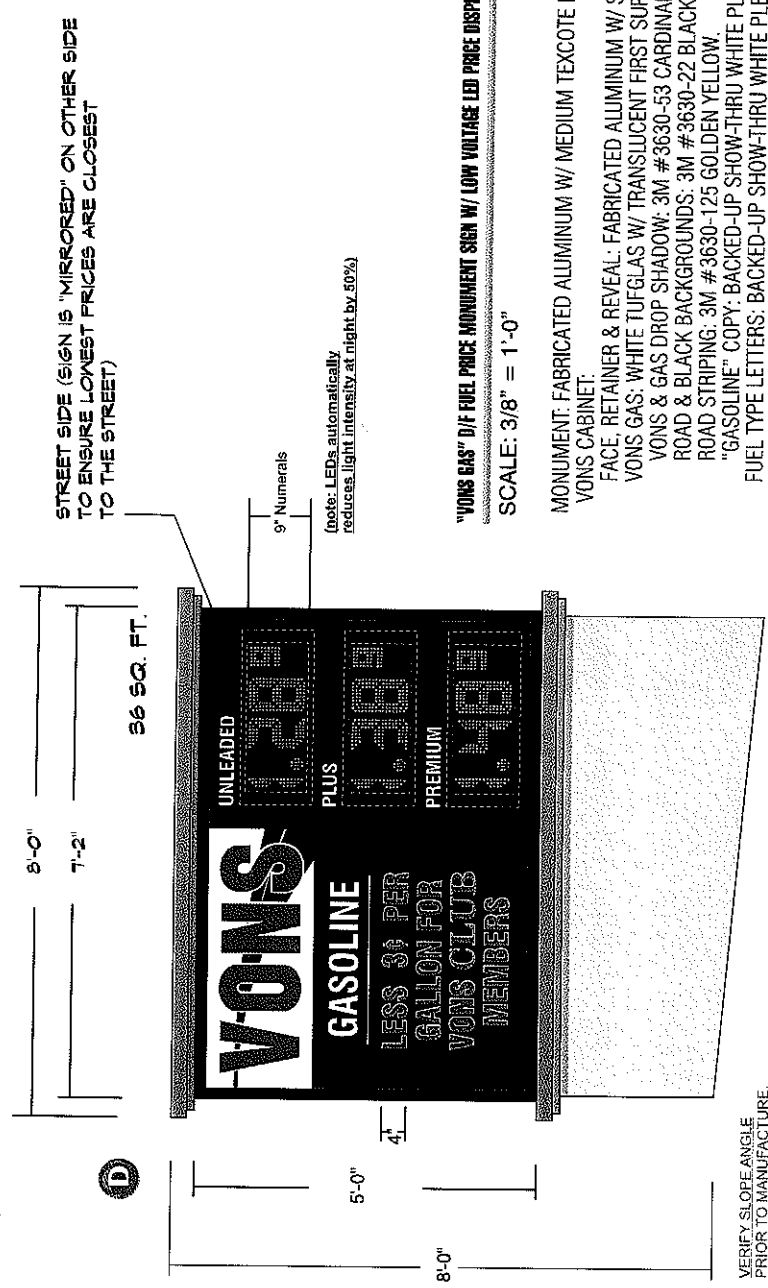
Rev. 1: 02.09.10/JM/VARIOUS
Rev. 2: 06.10.10/RD/INCREASE SIZE OF BUILDING & CANOPY SIGNS
Rev. 3: 05.04.11/JM/RECD UPDATED PLANS
Rev. 4: 05.16.11/JM/VARIOUS

Project: VONS FUEL STATION #2884
Address: 4701 E. PALM CANYON DR.
City / State: PALM SPRINGS, CA

Design No.: 09.1286
Job No.:
Scale:
Date: 10.08.09

Revision No.: 4
PITTS
Salts: JM
Design: JM
Page: 2 OF 5

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STREET SIDE (SIGN IS "MIRRORED" ON OTHER SIDE TO ENSURE LOWEST PRICES ARE CLOSEST TO THE STREET)

9" Numerals
(note: LEDs automatically reduces light intensity at night by 50%)

36 SQ. FT.

VERIFY SLOPE ANGLE PRIOR TO MANUFACTURE.

"VONS GAS" D/F FUEL PRICE MONUMENT SIGN W/ LOW VOLTAGE LED PRICE DISPLAYS - SIGN 0
SCALE: 3/8" = 1'-0"

MONUMENT: FABRICATED ALUMINUM W/ MEDIUM TEXTCOTE FINISH
VONS CABINET:
FACE, RETAINER & REVEAL: FABRICATED ALUMINUM W/ SMOOTH FINISH, PAINTED SEMI-GLOSS BLACK.
VONS GAS: WHITE TUFGLAS W/ TRANSLUCENT FIRST SURFACE VINYL OVERLAY AS FOLLOWS:
VONS & GAS DROP SHADOW: 3M #3630-53 CARDINAL RED.
ROAD & BLACK BACKGROUNDS: 3M #3630-22 BLACK.
ROAD STRIPING: 3M #3630-125 GOLDEN YELLOW
"GASOLINE" COPY: BACKED-UP SHOW-THRU WHITE PLEX.
FUEL TYPE LETTERS: BACKED-UP SHOW-THRU WHITE PLEX.
"LESS 3 CENTS..." PANEL & COPY: WHITE PLEX W/ 3M #3630-53 CARDINAL RED VINYL COPY.
CABINET ILLUMINATION: INTERNAL 800 M. A. HIGH-OUTPUT FLUORESCENT LAMPS.
FUEL PRICE DISPLAYS: LED DIGITAL PRICE DISPLAYS WITH 9" CHARACTERS.
GAS PRICE CHANGER IS ELECTRICALLY OPERATED VIA P.O.S. OR KEY PAD AT REMOTE LOCATION.
ALL LED'S TO BE SUPPLIED BY FUTURE MEDIA. 120V - 2.5 AMPS.

ELECTRICAL SPECIFICATIONS: VOLTS: 120 V, AMP'S: 11.5 AMP'S, NUMBER OF CIRCUITS: 1.

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Rev. 2: 06-10-10/RD/INCREASE SIZE OF BUILDING & CANOPY SIGNS
Rev. 3: 05-04-11/JM/REC'D UPDATED PLANS
Rev. 4: 05-18-11/JM/VARLOS

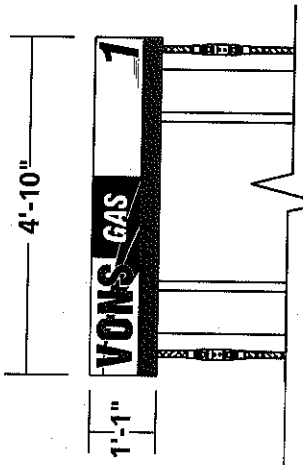
Project: VONS FUEL STATION #2384
Address: 4701 E. PALM CANYON DR.
City / State: PALM SPRINGS, CA

Approval:

Design No.: 09-1286
Job No.:
Scale: NOTED
Date: 10.08.09

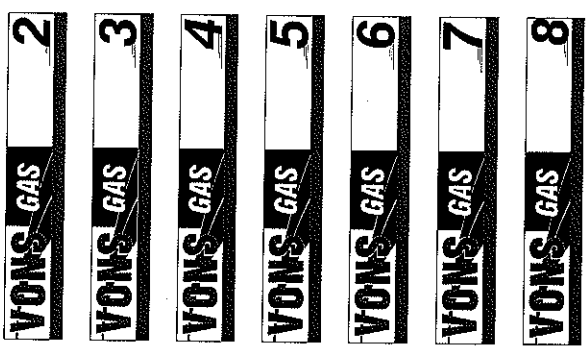
Revision No.: 4
Sales: PITTS
Design: JIM
Page: 4 OF 5

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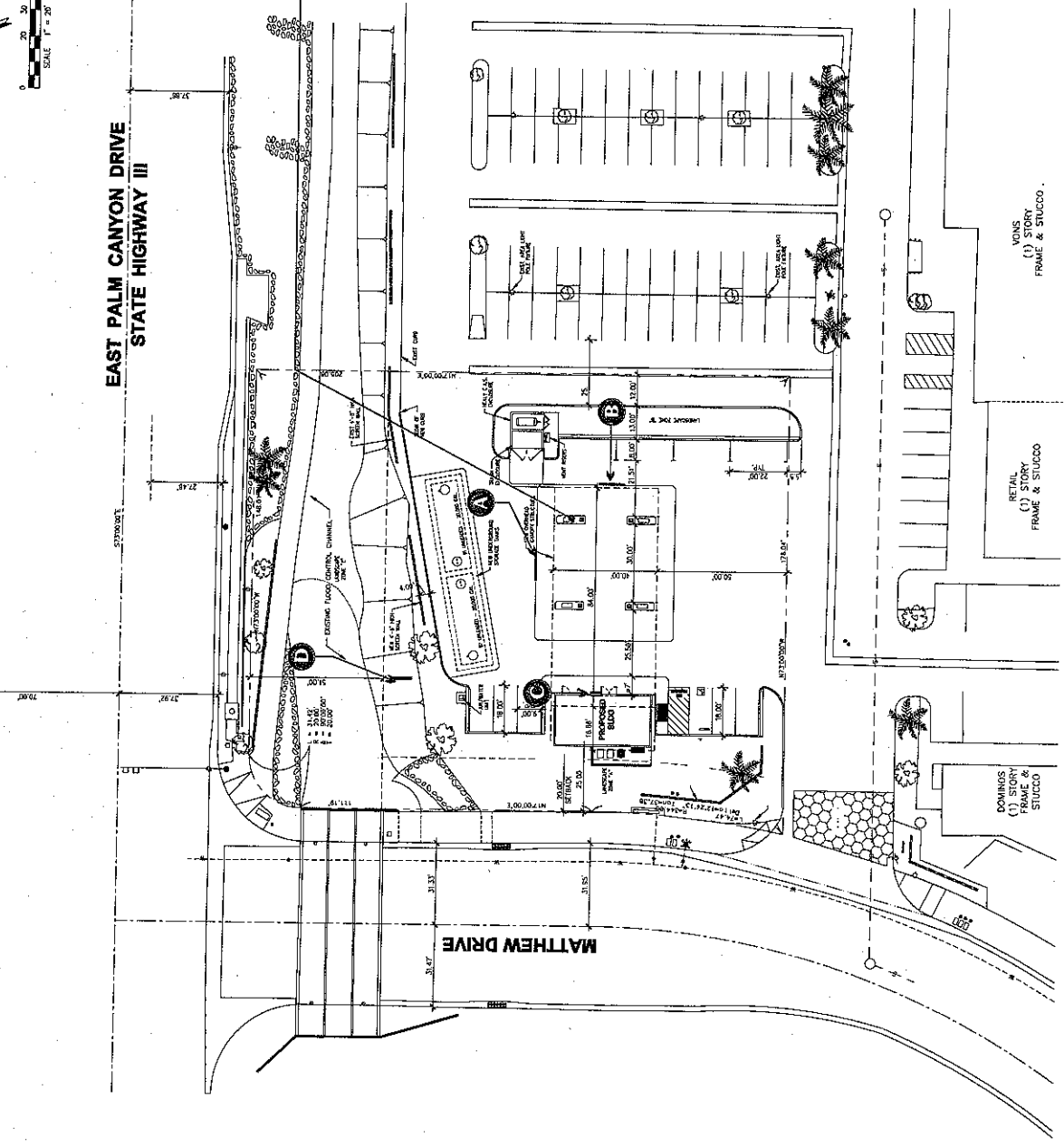
VALANCE (TOPPER) SUPPLIED,
INSTALLED BY VONS.

CENSOURCE TO APPLY VINYL
GRAPHICS AS SHOWN. (BOTH SIDES)



EAST PALM CANYON DRIVE
STATE HIGHWAY III

MATTHEW DRIVE



SITE PLAN

SCALE: 1/64" = 1'-0"

| | |
|-------------|---------|
| Design No.: | 09.1286 |
| Job No.: | PITTS |
| Scale: | NOTED |
| Designer: | JM |
| Page: | 5 OF 5 |

Revision No.: 4
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Project: VONS FUEL STATION #2384
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