



CITY COUNCIL STAFF REPORT

DATE: April 18, 2012

CONSENT CALENDAR

SUBJECT: VIP MOTORCARS REQUESTING APPROVAL OF A SPECIAL SIGN DISTRICT TO FACILITATE EXISTING AND FUTURE SIGNAGE FOR THE FOUR AUTOMOBILE DEALERSHIPS LOCATED AT THE SOUTHWEST CORNER OF EAST PALM CANYON DRIVE AND CHEROKEE WAY, CASE NO. SP 10-007 SIGN DISTRICT.

FROM: David H. Ready, City Manager

BY: Department of Planning Services

SUMMARY

The City Council will consider a request by VIP Motorcars LTD. to establish a Special Sign District under Section 93.20.05(C)(8) of the Palm Springs Zoning Code (PSZC). The Sign District is proposed for the four automobile dealerships to facilitate existing and proposed signage for all four automobile dealerships located at 3737, 3919, 4057 and 4095 East Palm Canyon Drive.

RECOMMENDATION:

Adopt Resolution No. ____ "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING A SPECIAL SIGN DISTRICT TO FACILITATE EXISTING AND PROPOSED SIGNAGE FOR THE FOUR AUTOMOBILE DEALERSHIPS LOCATED AT 3737, 3919, 4057 AND 4095 EAST PALM CANYON DRIVE."

PRIOR ACTIONS:

On April 9, 2012, the Architectural Advisory Committee (AAC) reviewed the proposed sign district and voted 6-1 (Harlan opposed) to recommend approval of the proposal, subject to the following:

1. Hyundai blue box to be reduced to a size of 9'-6" by 9'-6" and modified as follows:
 - a. Reduce logo and text proportionally;

ITEM NO. 20

- b. Move box away from corner of building;
 - c. Align lower portion of sign with transom glass;
 - d. Engage box over top of fascia approximately two feet;
2. Remove existing vinyl lettering on glazing.
 3. An Architectural Advisory Committee subcommittee to review and recommend approval of final details on recommendation No. 1 above.

STAFF ANALYSIS:

There are four automobile dealerships located east of Cherokee Way along the south side of East Palm Canyon Drive. From east to west, the dealerships include Mercedes Benz of Palm Springs, Palm Springs Infinity, Palm Springs Hyundai and BMW of Palm Springs. The applicant has submitted a sign district to incorporate all dealerships within a sign package submittal.

The proposed Special Sign District is similar to that of a Sign Program; it will allow all dealerships to identify the number, size, and design of signs with the aim of complimenting the architecture of the complex. Section 93.20.05(C)(8) of the Zoning Code states the following regarding Special Sign Districts:

Nothing in this section shall prohibit the city council from adopting special sign districts as part of a specific plan, redevelopment plan, planned development district or the like when special sign provisions are necessary or appropriate to implement general plan provisions and goals.



The proposal includes new and previously approved signage. Signage that has previously been approved includes:

1. All Mercedes Benz of Palm Springs signage, except the existing "Service Reception" sign located on the north elevation and a proposed dealer logo sign on the north side of the rotunda;
2. All Palm Springs Infinity signage; and
3. All BMW of Palm Springs signage.

Signage that has not been approved includes the Mercedes Benz signs noted above, and all signage on the newest automobile dealership – Palm Springs Hyundai. A summary of all signage approved and requested is provided below:

Dealership	Sign Type	Square Footage	Approved or Requesting
BMW	Monument Sign	28.5 per side	Approved
	Brand Sign	75.2	Approved
	Service Sign	23	Approved
	Directional Sign	3 per side	Approved
Infiniti	Monument Sign	54 per side	Approved
	Brand Sign	28	Approved
	Dealer Name	19.5	Approved
	Service Sign	7	Approved
	Directional Sign	4 per side	Approved
Mercedes Benz	Monument Sign	19.5 per side	Approved on Palm Canyon
	Star Element	31.3	Approved facing Cherokee
	Star Element	31.3	Requesting facing Palm Canyon
	Certified Pre-Own	12.8	Approved facing Cherokee
	Wholesale Parts	10.3	Approved facing Cherokee
	Service Reception	11.2	Requesting facing Palm Canyon
	Dealer Name Sign	70.5	Approved facing Palm Canyon
Hyundai	Monument Sign	32 per side	Requesting
	Blue Box (Brand Name)	90.5	Requesting
	Service Sign	23.7	Requesting
	Directional Sign	8.9 per side	Requesting
	Dealer Name	30.6	Requesting
	Gateway / Pedestrian Entrance	3	Requesting

An analysis of the requested signage is provided below.

Mercedes Benz:

The dealership has two street frontages which allow a main sign and accessory signage on both frontages under Section 93.20.05 and 93.20.10 of the Zoning Code. The total area allowed for main signs is determined by a formula provided in Section 93.20.05(A)(2)(a), 93.20.05(A)(2)(c) and 93.20.05(C)(10) of the Zoning Code. The table below provides an analysis of signage permitted:

Street	Business Frontage	Sign Area Permitted
E. Palm Canyon Drive	164 feet	1-50 = 50 sq. ft. 50-100 = 12.5 sq. ft. 100-164 = 8 sq. ft. Total = 70.5 sq. ft.
Cherokee Way	320 feet	1-50 = 50 sq. ft. 50-100 = 12.5 sq. ft. 100-320 = 27.5 sq. ft. Total = 90 sq. ft.

Additionally, automobile dealerships are allotted an additional forty square feet of sign area for the use of logos, and corresponding names, representing the makes of automobiles sold by the dealership, but only on one street frontage. Therefore, the building may have an additional forty square feet of sign area for either street frontage.

Based on the total sign area permitted for each frontage, Staff has analyzed the proposed signage in the table below:

Street	Sign Area Permitted	Sign	Sign Area Proposed	Conforms
E. Palm Canyon Drive	70.5 sq. ft.	"Mercedes Benz of Palm Springs" Wall Sign	70.5 sq. ft.	Yes
		Star Element on Rotunda	31.3	No
		"Service Reception" (existing)	22 sq. ft.	No
	40 sq. ft.	Double-sided Pylon Sign	25.5 sq. ft. (each side)	Yes
Cherokee Way	90 sq. ft.	Star Element on Rotunda	31.3 sq. ft.	Yes
		"Wholesale Parts"	22 sq. ft.	Yes
		"Certified Pre-Owned"	22 sq. ft.	Yes

The proposed star element / logo will be located on the rotunda and visible from eastbound traffic. The existing star element / logo is visible to westbound traffic. The service reception sign provides directional assistance to users of the facility. Staff does

not believe that the addition of these signs with the existing signage is excessive. Further, the AAC reviewed the proposed signage for this dealer and recommended approval as proposed.

Hyundai

Based on the business' lineal frontage of approximately 105 feet, the total sign area permitted is 62.5 square feet. As noted above an additional forty square feet of sign area for the use of logos, and corresponding names, representing the makes of automobiles sold by the dealership is permitted. Thus, 102.5 square feet of sign area is allotted for main and accessory signage. The total proposed sign area is 156.7 square feet (not including additional sign area on second side of monument and direction signs).

Staff notes that the majority of overall sign area is due to the sign area calculation including the blue background of the box appended to the front of the building. The background is 90.5 square feet in area while the Hyundai logo and text contained within are approximately 23.4 square feet in area.

Staff does not believe that the logo and text alone are excessive when reviewed as a part of the overall dealership streetscape. It should be noted, however, that the blue box surrounding the Hyundai logo and text is defined as a "sign." Further, the blue box projects above the roof of the building which is not permitted by the sign ordinance. Section 93.20.05 of the Zoning Code states, "Except as otherwise regulated, the top of any sign shall not be higher than the building on which it is located..."

The AAC reviewed the proposed blue box and recommended a reduction in overall area and better integration onto the building façade. Staff believes that a reduced sign area can be integrated harmoniously to the building and, therefore, would not be detrimental to the building's appearance. The applicant has indicated a willingness to reduce the blue sign area and will present some revisions at the meeting.

Required Findings:

Pursuant to Section 93.20.05(C)(8) of the Zoning Code, when approving a Special Sign District the City Council must make the following finding:

1. Special sign provisions are necessary or appropriate to implement general plan provisions and goals.

The subject properties have a General Plan Land Use Designation of Regional Commercial which is described as follows:

Regional Commercial areas are intended to provide for large-scale commercial uses that serve an area larger than the City boundaries.

Allowable uses include department stores, theatres, and restaurants. Uses such as automobile dealerships that have a regional draw are also included in this land use designation. These uses are generally located in areas that will benefit from a higher level of exposure to residents located outside of the City, such as properties located on Ramon Road adjacent to the City limits and selected properties adjacent to the I-10.

The Special Sign District is for automobile dealerships that have a regional draw but are not located adjacent to I-10 or the City limits. The proposed Sign District would enable some deviations that will enable better exposure to these large-scale commercial uses. This would further implement the General Plan Goal LU1.5 which states, “Allow for flexible development standards provided that the potential benefits and merit of projects can be balanced with potential impacts.”

CONCLUSION:

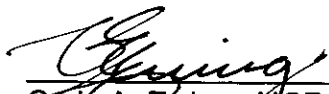
The applicant is requesting deviations beyond what the Palm Springs Zoning Code allows, but staff believes that the deviations are warranted as the sign district will assist in implementing the General Plan provisions and goals. The AAC recommended approval subject to certain conditions which would be reviewed by an AAC subcommittee. Based on this, staff recommends approval of the proposal, subject to the conditions contained in the draft resolution.

Environmental Determination

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

FISCAL IMPACT:

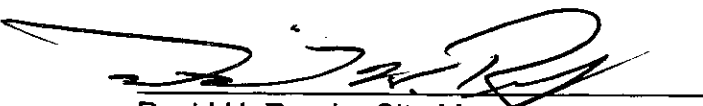
No fiscal impact.



Craig A. Ewing, AICP
Director of Planning Services



Thomas J. Wilson, Assistant City Manager



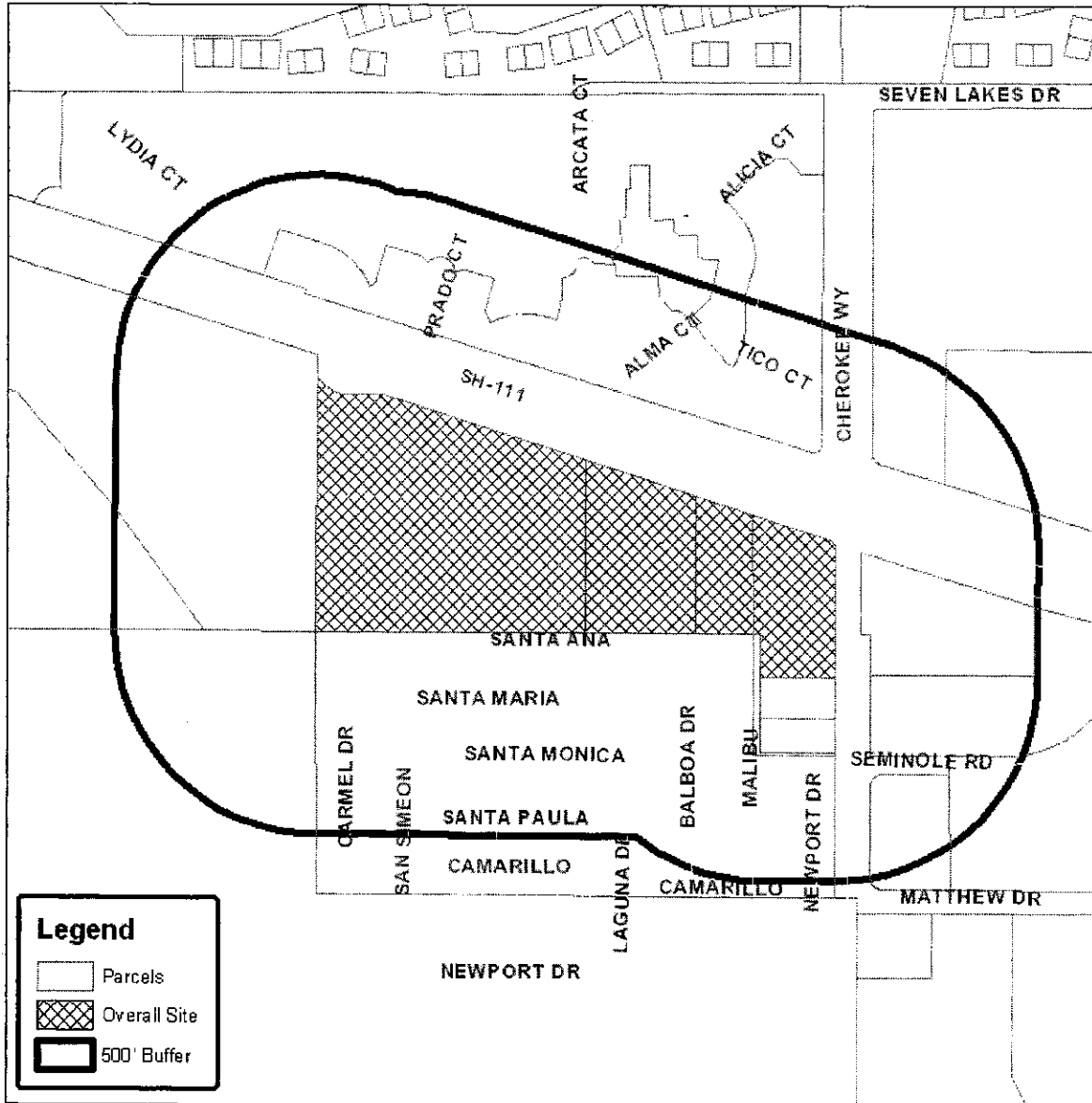
David H. Ready, City Manager

Attachments:

1. Vicinity Map
2. Draft Resolution
3. Exhibits



Department of Planning Services
Vicinity Map



CITY OF PALM SPRINGS

CASE NO: SP 10-007

APPLICANT: VIP Motor Cars LTD

DESCRIPTION: Request to implement a sign program for four automobile dealerships at the southwest corner of East Palm Canyon Drive and Cherokee Way at 3737, 3719, 4057 and 4095 East Palm Canyon Drive, Zone C-2, Section 30.

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING A SPECIAL SIGN DISTRICT TO FACILITATE EXISTING AND PROPOSED SIGNAGE FOR THE FOUR AUTOMOBILE DEALERSHIPS LOCATED AT 3737, 3919, 4057 AND 4095 EAST PALM CANYON DRIVE.

WHEREAS, according to Palm Springs Zoning Code 93.20.5.C.8, "special sign districts" may be established by the City Council for commercial and industrial projects, "...as part of a specific plan, redevelopment plan, planned development district or the like when special sign provisions are necessary or appropriate to implement general plan provisions and goals"; and

WHEREAS, VIP Motorcars LTD. (the "Applicant") has filed an application (Case No. SP 10-007) with the City pursuant to Section 93.20.05(C)(8) of the Palm Springs Zoning Code, for the establishment of a Special Sign District for the four automobile dealerships located at 3737, 3919, 4057 and 4095 East Palm Canyon Drive; and

WHEREAS, on April 11, 2012, the Architectural Advisory Committee (AAC) reviewed the proposed project and recommended conditional approval to the City Council; and

WHEREAS, on April 18, 2012, a public meeting on the application was held by the City Council in accordance with applicable law; and

WHEREAS, the City Council has carefully reviewed and considered all of the evidence presented in connection with the meeting on the project, including but not limited to the staff report, and all written and oral testimony presented.

THE CITY COUNCIL OF THE CITY OF PALM SPRINGS DOES HEREBY RESOLVE 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: Pursuant to Section 93.20.5.C.8 of the Palm Springs Zoning Code, the City Council finds that the proposed Special Sign District includes special sign provisions that are necessary or appropriate to implement general plan provisions and goals, as follows:

The subject properties have a General Plan Land Use Designation of Regional Commercial which is described as follows:

Regional Commercial areas are intended to provide for large-scale commercial uses that serve an area larger than the City boundaries. Allowable uses include department stores, theatres, and restaurants. Uses such as automobile dealerships that have a regional draw are also included in this land use designation. These uses are generally located in areas that will benefit from a higher level of exposure to residents located outside of the City, such as properties located on Ramon Road adjacent to the City limits and selected properties adjacent to the I-10.

The Special Sign District is for automobile dealerships that have a regional draw but are not located adjacent to I-10 or the City limits. The proposed Sign District would enable some deviations that will enable better exposure to these large-scale commercial uses. This would further implement the General Plan Goal LU1.5 which states, "Allow for flexible development standards provided that the potential benefits and merit of projects can be balanced with potential impacts."

Section 3: The City Council approves, Case No. SP 10-007, to establish a Special Sign District for existing and proposed signage for the four automobile dealerships located at 3737, 3919, 4057 and 4095 East Palm Canyon Drive, subject to the Conditions of Approval attached hereto as Exhibit A.

ADOPTED THIS 18th day of April, 2012.

David H. Ready, City Manager

ATTEST:

James Thompson, City Clerk

CERTIFICATION

STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) ss.
CITY OF PALM SPRINGS)

I, JAMES THOMPSON, City Clerk of the City of Palm Springs, hereby certify that Resolution No. ____ is a full, true and correct copy, and was duly adopted at a regular meeting of the City Council of the City of Palm Springs on March 7, 2007, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

James Thompson, City Clerk
City of Palm Springs, California

EXHIBIT A

Case No. SP 10-007

VIP Motorcars Sign District
3737, 3919, 4057 and 4095 East Palm Canyon Drive

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.

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 No. SP 10-007. 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.

Planning Department

- PLN 1. The Hyundai blue box shall be revised and reviewed by an Architectural Advisory Committee subcommittee. The subcommittee shall make a recommendation to the Director of Planning Services for final action.
- PLN 2. Each dealership may be allowed window signage at each pedestrian entrance that is consistent with Section 93.20.05(B)(2) of the Palm Springs Zoning Code.
- PLN 3. Each dealership may be allowed temporary signage consistent with Section 93.20.08 of the Palm Springs Zoning Code.
- PLN 4. Any modifications to signage shall be reviewed by the Director of Planning Services. Should the Director determine the modifications are significant, an amendment to this sign district shall be required.

Building Department

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

END OF CONDITIONS

RECEIVED

APR 03 2012

**PLANNING SERVICES
DEPARTMENT**

**SIGN DISTRICT
VIP MOTORCARS**

BMW PALM SPRINGS

1	Monument Sign	28.5 s.f.	Approved
1	Brand Sign	77.3 s.f.	Approved
1	Service Sign	20.9 s.f.	Approved

INFINITI

1	Monument Sign	54 s.f.	Approved
1	Brand Sign	28 s.f.	Approved
1	Dealer Name	19.5 s.f.	Approved
1	Service Sign	7 s.f.	Approved
1	Directional Sign	4 s.f.	Approved

MBZ

1	Monument Sign	19.5 s.f.	Approved	
1	Star Element	28.6 s.f.	Approved	Facing Cherokee
1	Service Reception	11.25 s.f.	Requesting	
1	Certified Pre-Owned	12 s.f.	Approved	Facing Cherokee
1	Wholesale Parts	10 s.f.	Approved	Facing Cherokee
1	Star Element	28.6 s.f.	Requesting	Facing E. Palm Canyon
1	Dealer Name Sign	73.5 s.f.	Approved	

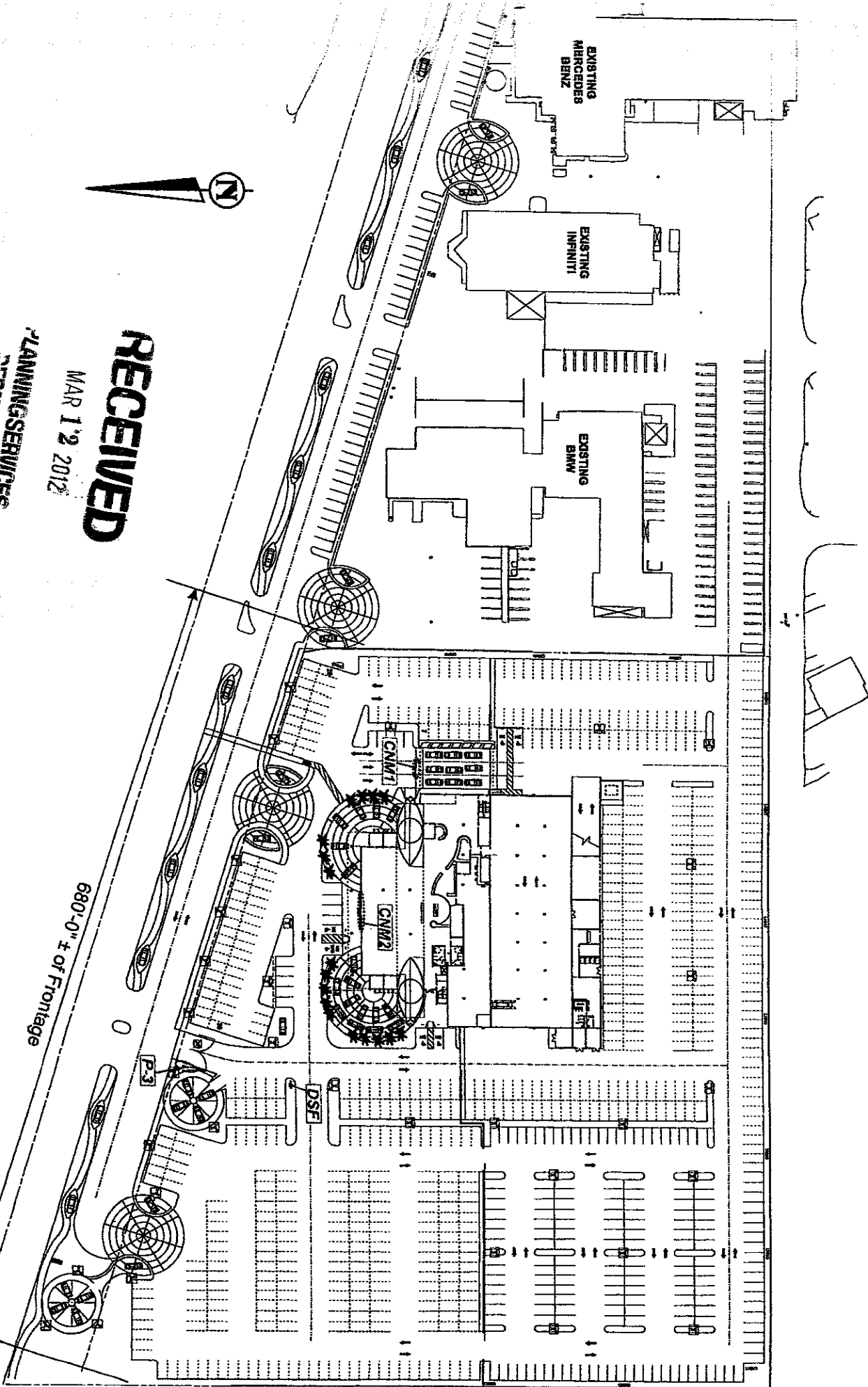
HYUNDAI

1	Monument Sign	32 s.f.	Requesting
1	Blue Box (Brand Name)	23.4 s.f.	Requesting
1	Service Sign	23.7 s.f.	Requesting
1	Directional Sign	8.9 s.f.	Requesting
1	Dealer Name	30.6 s.f.	Requesting
1	Gateway	3 s.f.	Requesting

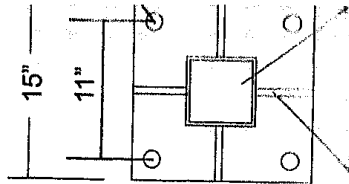
RECEIVED
 MAR 12 2012
 PLANNING SERVICES
 NORTHAVEN, MS



680'-0" ± of Frontage



CLIENT:	BMW
LOCATION:	BMW
DATE:	BMW
REV:	BMW
BY:	BMW



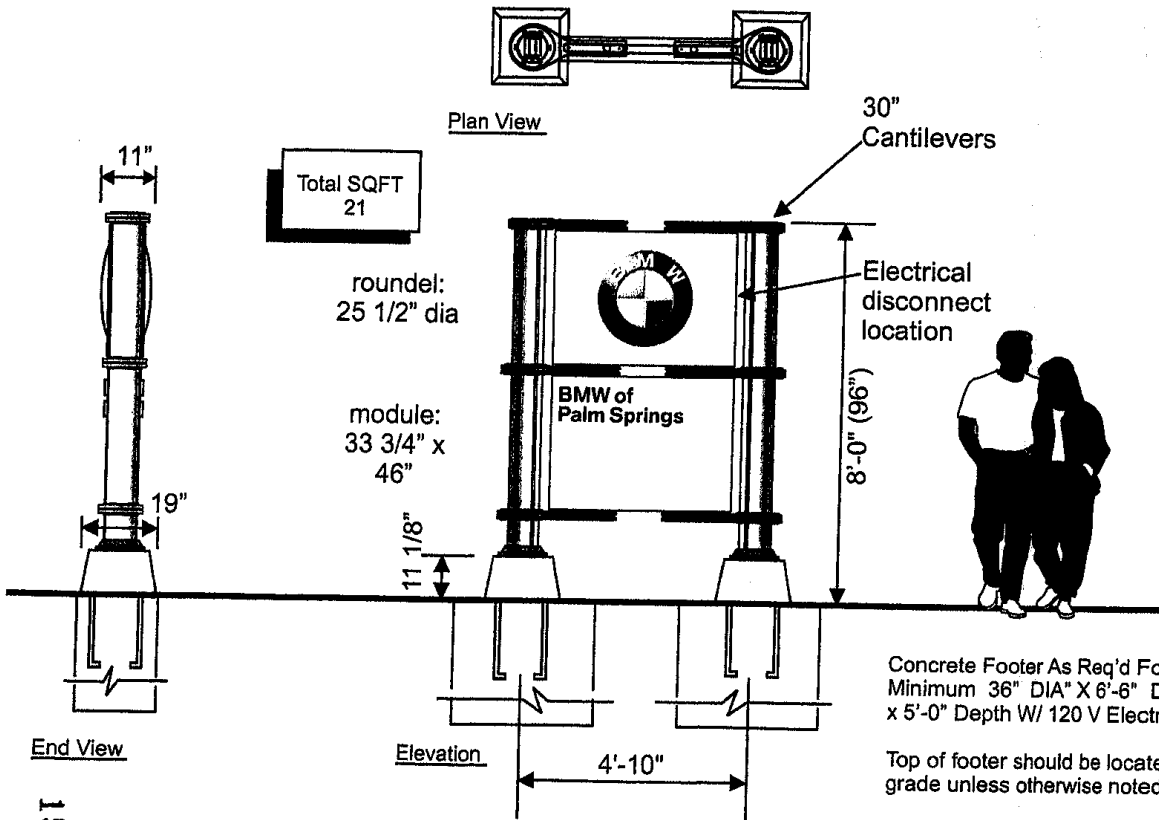
BASE PLATE DETAIL
Scale: 3/4" = 1'-0"

5" x 5" x 1/2"
steel gussets

20 gauge Polished steel

Illumination:
High output White fluorescent

Electrical Requirement:
One 120v. Circuit, App.



Total SQFT
21

roundel:
25 1/2" dia

module:
33 3/4" x
46"

30"
Cantilevers

Electrical
disconnect
location

RECEIVED

MAR 12 2012

PLANNING SERVICE
DEPARTMENT

Concrete Footer As Req'd For Local Codes:
Minimum 36" DIA" X 6'-6" Depth OR 48" x 48"
x 5'-0" Depth W/ 120 V Electric Feed

Top of footer should be located 1/2" below
grade unless otherwise noted.

End View

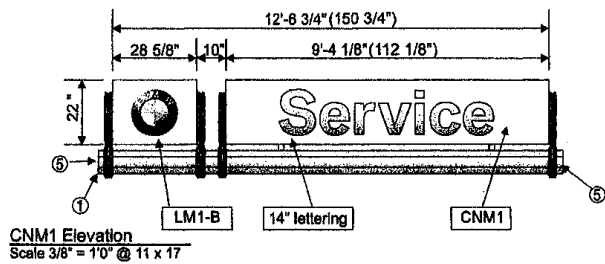
Elevation

15

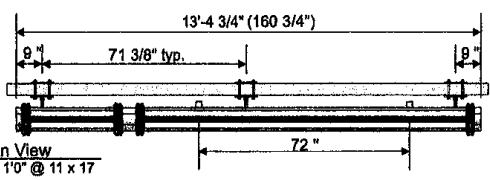
P3-Custom



17.1



CNM1 Elevation
Scale 3/8" = 1'0" @ 11 x 17



CNM1 Plan View
Scale 3/8" = 1'0" @ 11 x 17

Customer Approval: _____
 Signature: _____
 Date: / /
 Approval Received by United: / /

IMPORTANT:
 Permanent access to the back side of the wall is required for installation and wiring of the sign. If it is NOT available it must be provided by the customer before installation.

GRAPHIC COLORS

BMW F1 CHARCOAL
 BMW WHITE
 CLEAR ANODIZED ALUMINUM

ELECTRICAL SPECIFICATIONS

BALLASTS TRANSFORMERS

QTY	DESCRIPTION
1	ABB-0020-24 @ 2.5 AMP
1	ABB-0112-12 @ 1.5 AMP
1	LED Transformer @ 1.5 AMP
1	LED Transformer @ 1.5 AMP

NEON LAMPS

SYNOPTIC	QTY	DESCRIPTION
1	FLUO LAMPS	
2	FLUO LAMPS	

VOLTAGE: 120V 277V

SPECIAL REQUIREMENTS

DATE: _____
 PROJECT: CA
 CLIENT: BMW of Palm Springs
 ADDRESS: _____
 CITY: Palm Springs
 STATE: CA
 ZIP: _____
 SCALE: 1 of 1
 SHEET: _____
 TITLE: CNM1-SERVICE
 DRAWN BY: _____
 CHECKED BY: _____
 DATE: _____

208 Tower Drive
 Oldsmar, FL 34677
 PH. 888-704-1516

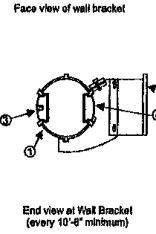
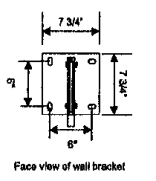
United Sign Systems
 A Division of United Advertising Sign Companies, Inc.

BMW-Palm Springs
 CNM1-SERVICE

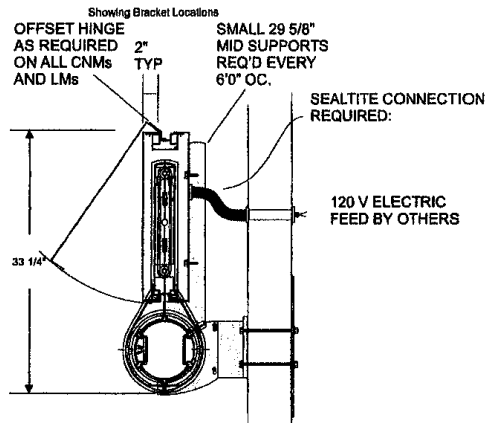
FABRICATION / ASSEMBLY NOTES

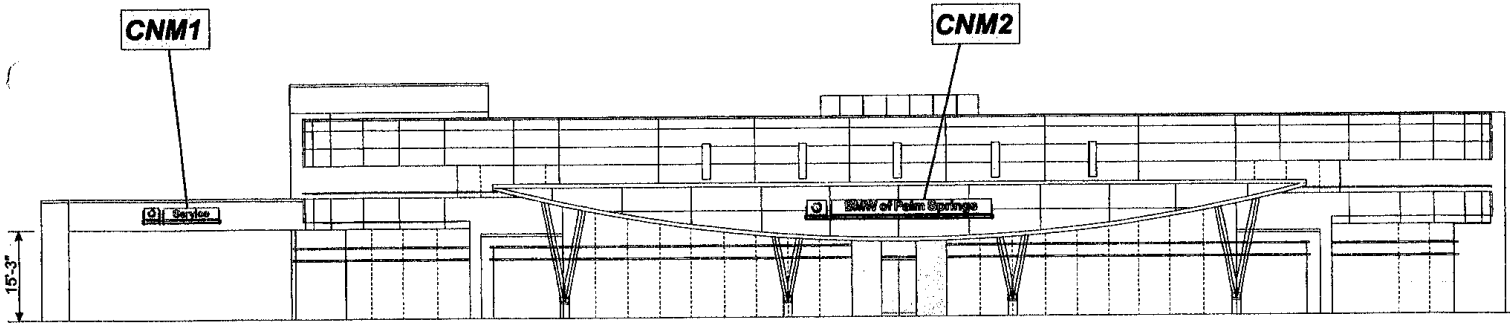
Sign modules are fabricated from .090 aluminum faces painted BMW approved white. Internally illuminated routed faces. Lettering is routed acrylic push-through lettering with stainless steel faces. Logo modules are identical to pylon modules.

- ① 200 mm pole - bearing structure. Length as required (2" past outside of cantilevers, typ.)
- ② Cantilever supports at each end of facade module (29" ±)
- ③ LED insert strip on front of bearing structure (typ)
- ④ Blank insert strip on building side of bearing structure (typ)
- ⑤ End cap (typ)
- ⑥ Wall brackets: spaced no further than 10'-6" as required for overall length. Minimum three required per bearing structure.
- ⑦ Middle support brackets: on facade modules longer than 10 feet, brackets add stability to sign structure. Spaced 6'-0" on center



Wall Bracket: Scale 1" = 1'0"





Front North Elevation

Scale: 1/16"=1'-0" (@ 11 x 17)



PH. 888-704-1516
A Division of United Advantage
Sign Companies, Inc.

PROJECT	BMW of Palm Springs
LOCATION	Palm Springs, CA
DATE	09/01/06
QUANTITY	BMW-PS-E1
DESIGNED BY	
CHECKED BY	CB

THIS DESIGN IS SUBMITTED AS PART OF OUR PROPOSAL AND IS TO REMAIN OUR PROPERTY EXCLUSIVELY UNTIL ACCEPTED AND APPROVED BY PURCHASER.

INFINITI DIVISION, Nissan North America, Inc.

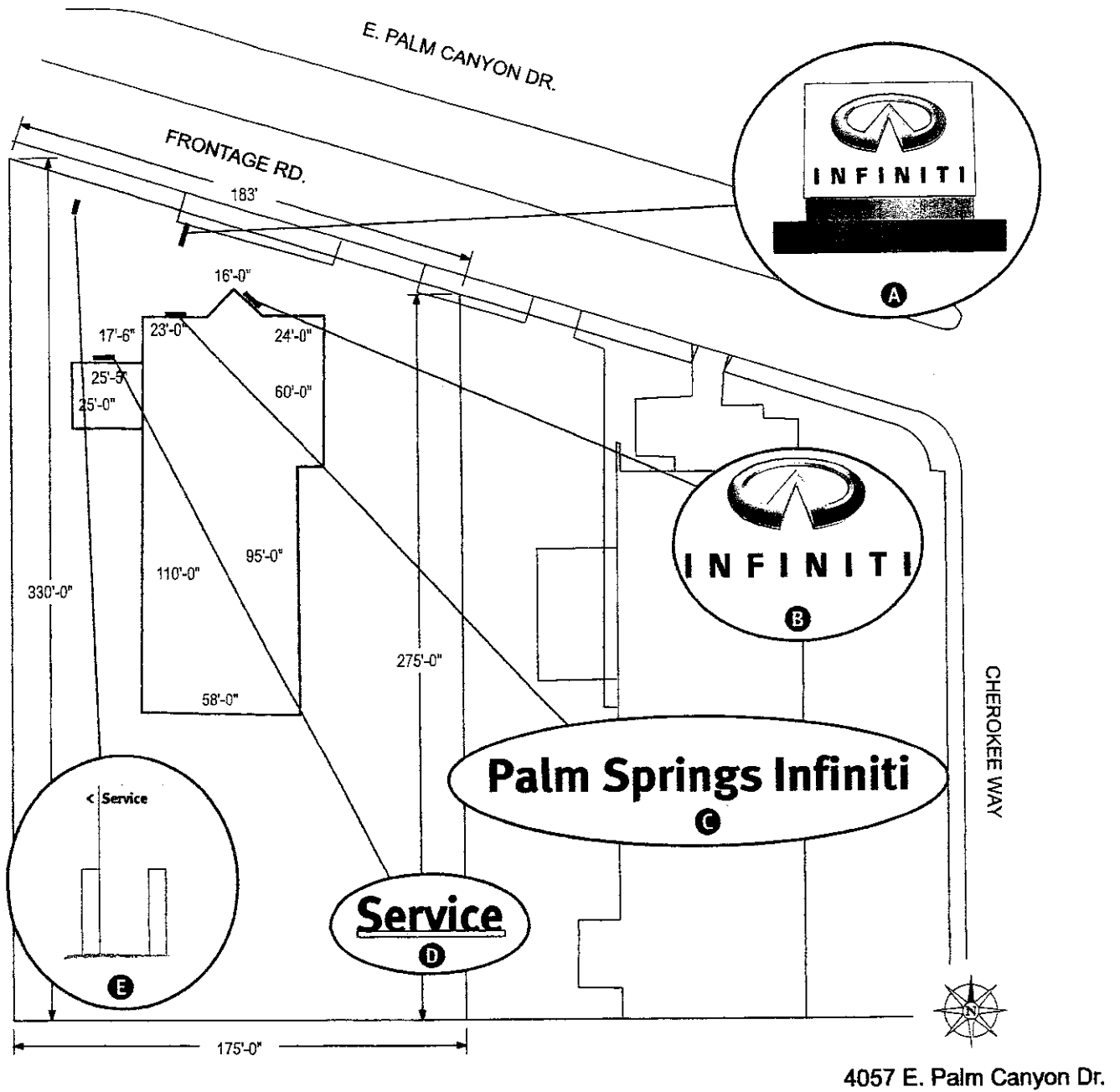
Infiniti Retail Environment Design Initiative

Sign Program



II. SITE PLAN AND COLOR RENDERINGS

The following provide a visual representation of the prepared solution.



INFINITI DIVISION, Nissan North America, Inc.

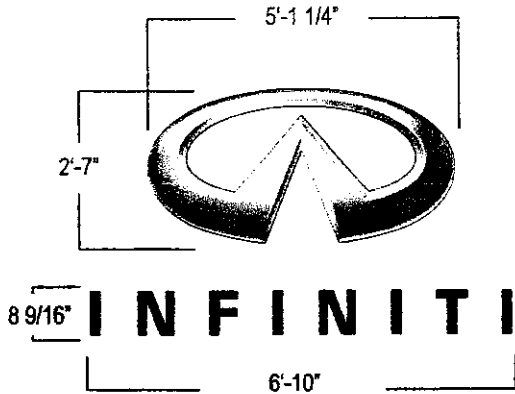
Infiniti Retail Environment Design Initiative

Sign Program



II. SCHEDULE OF SIGNS

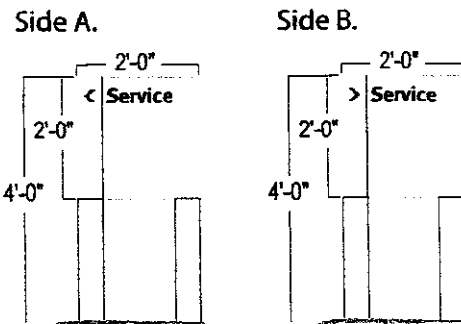
The following signs have been included in the solution.



B Custom Main Brand Building Sign
28 Sq. Ft. (Total of 1)



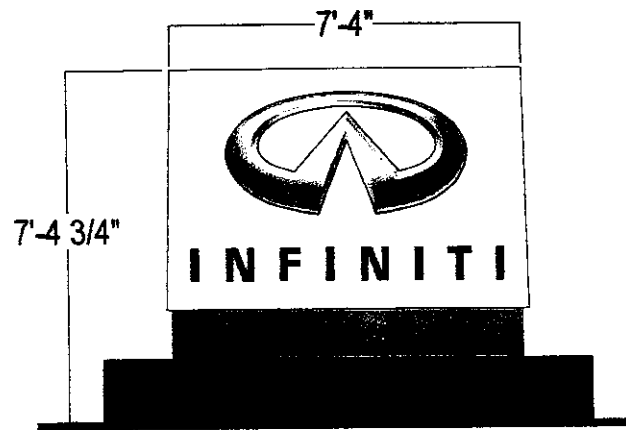
C Dealer Name Channel Letters
15" Channel Letters (Total of 1) 19.55 Sq. Ft.



INFINITI DIVISION, Nissan North America, Inc.

Infiniti Retail Environment Design Initiative

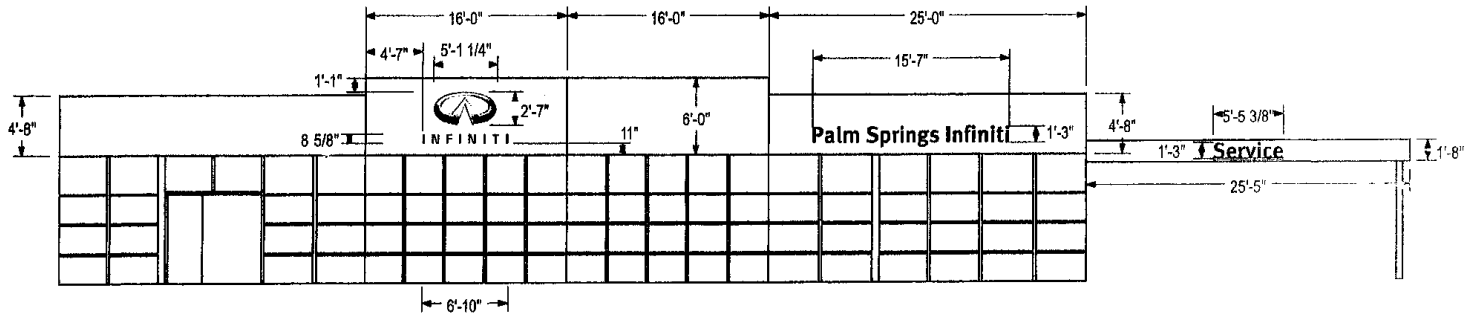
Sign Program



A Main Brand Sign

54 Sq. Ft. (Total of 1) 7'-4 3/4" OAH

INFINITI ELEVATIONS



FRONT ELEVATION

Scale: 3/32" = 1'

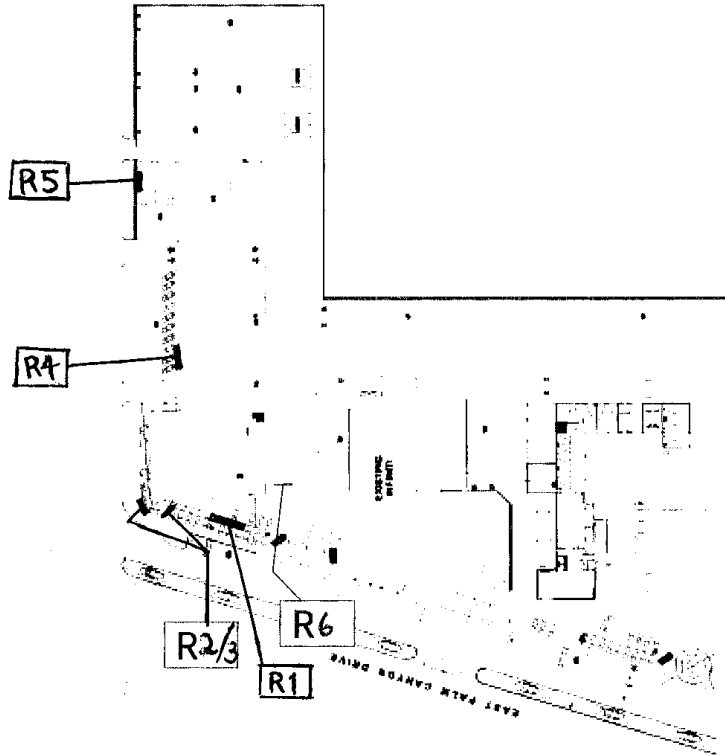
note: Dealer responsible for expansion of fascia above service drive to accommodate installation of 15" Service letters.

Account **INFINITI**
 Project Title
 Scale
 Date Created

Drawn By **ImagePoint**
 IP Rep. **J. Sudaria**
 Approved By
 Date Revised

All ideas, plans or arrangements indicated in this drawing are copyrighted and owned by ImagePoint and shall not be reproduced, used by or disclosed to any person, firm or company for any purpose whatsoever without written permission of ImagePoint.

ImagePoint



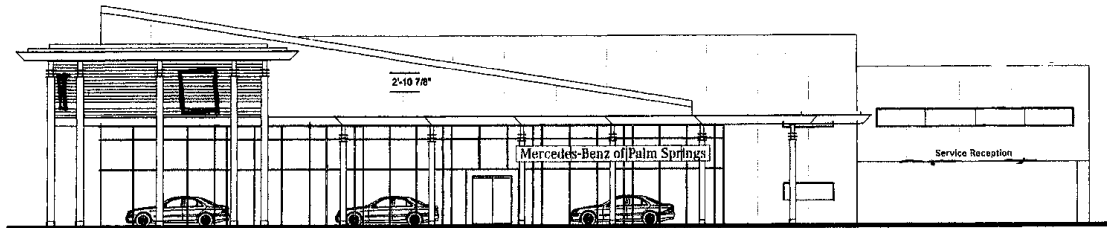
**NOTE: All signage and locations are as prescribed by Mercedes-Benz USA, LLC.
Any revisions requested of these sign selections or their configuration on the site or building facades shall require prior written approval from MBUSA Dealership Facility Planning.**



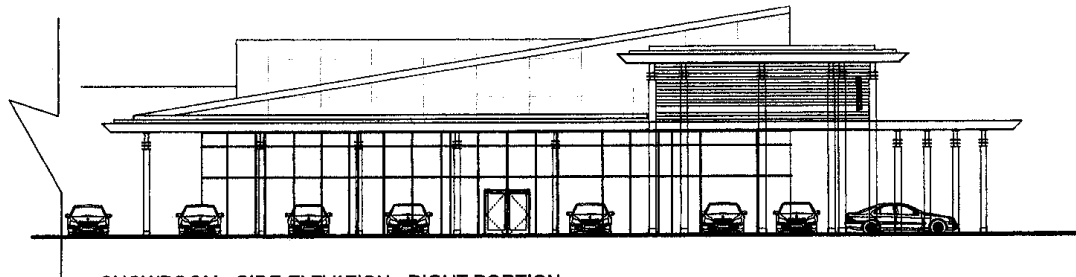
Architectural Graphics Incorporated
2655 International Parkway
Virginia Beach, VA 23452
1.800.877.7868 • www.agisign.com

Client: Mercedes-Benz USA	Scale: NTS	Date Created: 03/14/12 mar
Project Title: MB Palm Springs, CA	Proposed:	Date Revised:





SHOWROOM - FRONT ELEVATION



SHOWROOM - SIDE ELEVATION - RIGHT PORTION

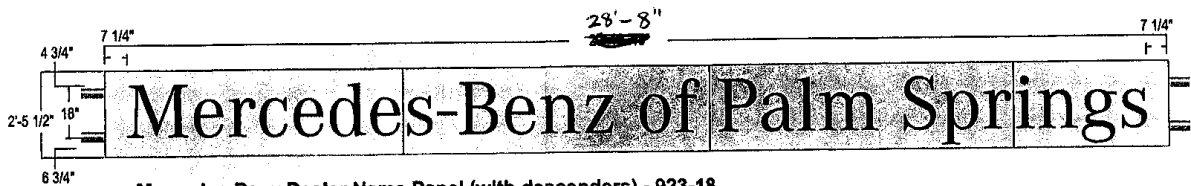
**NOTE: All signage and locations are as prescribed by Mercedes-Benz USA, LLC.
Any revisions requested of these sign selections or their configuration on the site or building facades shall require prior written approval from MBUSA Dealership Facility Planning.**



Architectural Graphics Incorporated
2655 International Parkway
Virginia Beach, VA 23452
1.800.877.7868 • www.agisign.com

Client: Mercedes-Benz USA	Scale: 3/64"=1'	Date Created: 4/15/10
Project Title: MB Palm Springs, CA	Proposed:	Date Revised: 18 Aug 2010

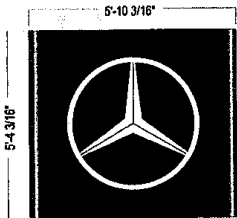




Mercedes-Benz Dealer Name Panel (with descenders) - 923-18

R1

DEALER APPROVAL



**#213 Star Element
Wall-Mounted 28.6 sf.**

R2 R3

DEALER APPROVAL

12'-9 13/16"

1'-0" **Certified Pre-Owned**

12" Blue LED Channel Letters

R4

DEALER APPROVAL

10'-3 13/16"

1'-0" **Wholesale Parts**

12" Blue LED Channel Letters

R5

DEALER APPROVAL

11'-2 7/8"

1'-0" **Service Reception**

12" Blue LED Channel Letters

R6

DEALER APPROVAL

NOTE: All signage and locations are as prescribed by Mercedes-Benz USA, LLC. Any revisions requested of these sign selections or their configuration on the site or building facades shall require prior written approval from MBUSA Dealership Facility Planning.



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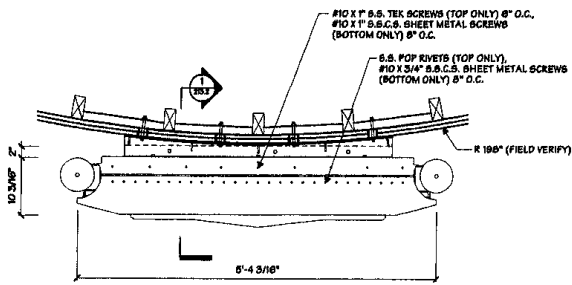
Client: Mercedes-Benz USA	Scale: 1/4"=1'	Date Created: 4/15/10
Project Title: MB Palm Springs, CA	Proposal:	Date Revised:



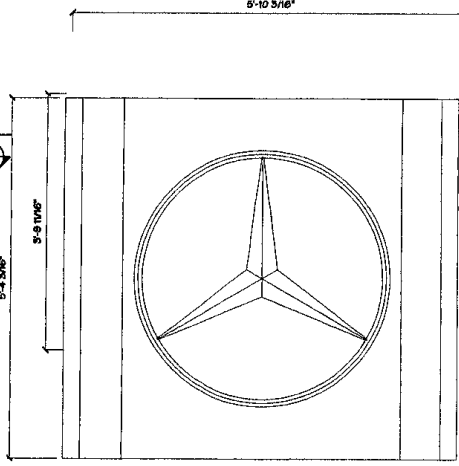
Mercedes-Benz of Palm Springs

Sign Family

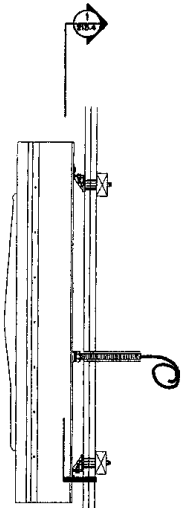
SIGN WEIGHT: 345 lbs



2 TOP VIEW
MEB-213.1 SCALE: 3/4" = 1'-0"



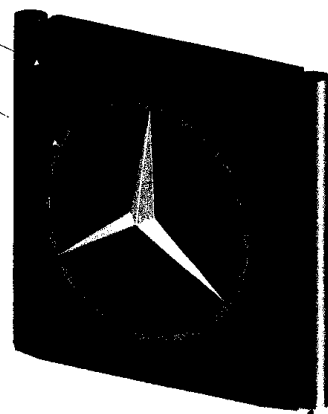
1 FRONT VIEW
MEB-213.1 SCALE: 3/4" = 1'-0"



3 SIDE VIEW
MEB-213.1 SCALE: 3/4" = 1'-0"

FACE PANELS PAINTED METALLIC BLUE W/ MATHEWS VOC16569P (75% GLOSS)

MERCEDES-BENZ STAR LOGO, SIZE 3, 1/8" HEAT FORMED SG 400 TRANSLUCENT WHITE POLYCARBONATE



ALUM TUBE PAINTED METALLIC SILVER W/ MATHEWS VOC16579P (75% GLOSS)

NOTES:
1.) WALL CONDITIONS AND EXACT RADIIUS TO BE FIELD VERIFIED PRIOR TO PRODUCTION.

AGI Architectural Graphics Incorporated
2885 International Parkway
P.O. Box 9175
Virginia Beach, VA 23460
(757) 425-1900

Project Title
MERCEDES BENZ

Sign Type
213

Drawing Type
ELEVATION

Date **10.22.10**

Lead Drafter **BMA**

Drawn By **MWB/RAB/BMA**

Project Mgr. **D. WHALEY**

General Sign Specifications

Interior Exterior

Single Faced Double Faced

Non-Manufactured

Manufactured

120 Volts 2.00 Amps(+)

277 Volts _____ Amps(+)

UL Listed Non UL Listed

Location **PALM SPRINGS, CA**

Windload _____

Area _____ Weight _____

Drawing Revisions

Drawn By	Date	Change
BMA	10.21.10	UPDATES

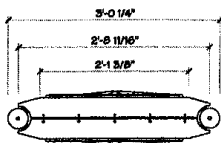
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Approved By _____
Date Approved _____

Code **05748** Type **A**

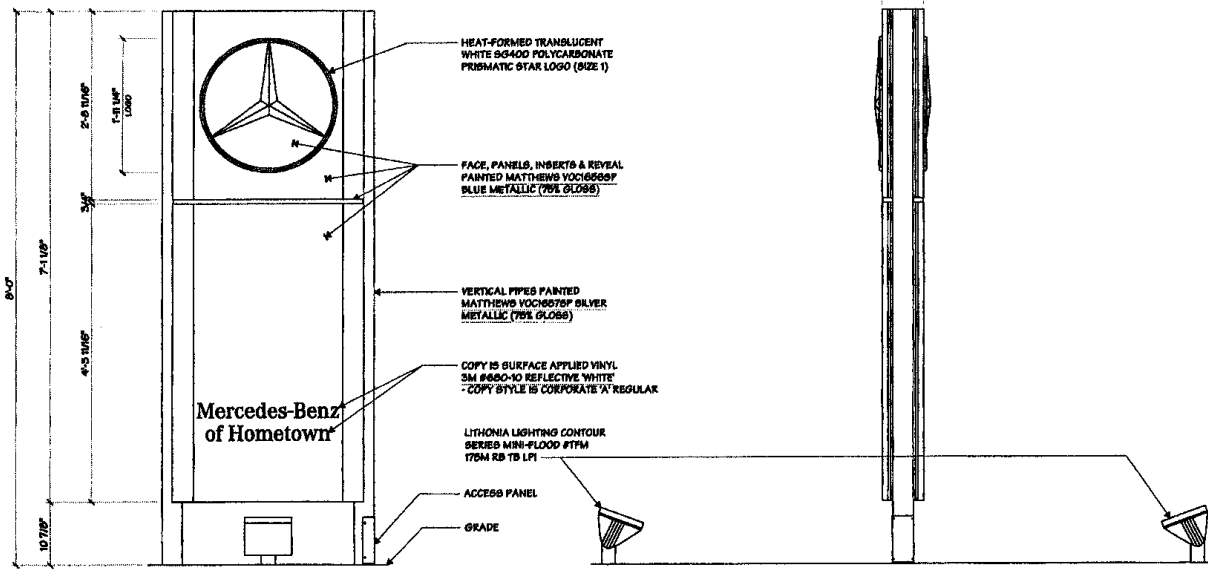
Job Number **T.B.D.**

Sheet Number **MEB-213.1** Rev. _____



1 PLAN VIEW
MEB-111.1 3/4" = 1'-0"

NOTES:
 1.) SEE SCALED LAYOUTS FOR COPY PER LOCATION.
 2.) ENGINEERED FOR 80MPH WIND
 3.) AMF LOAD - 140lb
 4.) LOGO CAB - 8.25'x4'



2 FRONT ELEVATION
MEB-111.1 3/4" = 1'-0"

3 SIDE ELEVATION
MEB-111.1 3/4" = 1'-0"

- HEAT-FORMED TRANSLUCENT WHITE 80400 POLYCARBONATE PRISMATIC STAR LOGO (SIZE 1)
- FACE, PANELS, INSERTS & REVEAL PAINTED MATTHEWS VOCHS075F SILVER BLUE METALLIC (70% GLOSS)
- VERTICAL PIPES PAINTED MATTHEWS VOCHS075F SILVER METALLIC (70% GLOSS)
- COPY IS SURFACE APPLIED VINYL 3M #660-10 REFLECTIVE WHITE - COPY STYLE IS CORPORATE 'A' REGULAR
- LITHONIA LIGHTING CONTOUR SERIES MINI-FLOOD 87TM 175M RB TB LPI
- ACCESS PANEL
- GRADE

AGI An
 On
 2866 Innovation
 P.O. Box
 Virginia Beach
 23071-0227

Project Title
MERCEDES DE

Sign Type
111 CUS

Drawing Type
ELEVATION

Date **11.10.10**

Lead Designer **TJM**
 Drawn By **JLM/BA**
 Project Mgr. **D. WI**

General Sign Symbols
 Interior
 Single Faced
 Non-Illuminated
 120 Volts
 277 Volts

UL Listed
 Location **PALM BEACH**
 Windload **80 MPH**
 Area

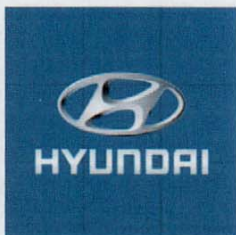
Drawing Functions
 Drawn By _____ Date _____
 Checked By _____ Date _____
 Approved By _____ Date Approved _____

Code
0574

Job Number

Sheet Number
MEB-111

SITE CA340 BRANDBOOK



Customer Site: CA340
PALM SPRINGS HYUNDAI
3919 E PALM CANYON DR
PALM SPRINGS, CA 92264-5202
HYU0000539

Site Overview Map



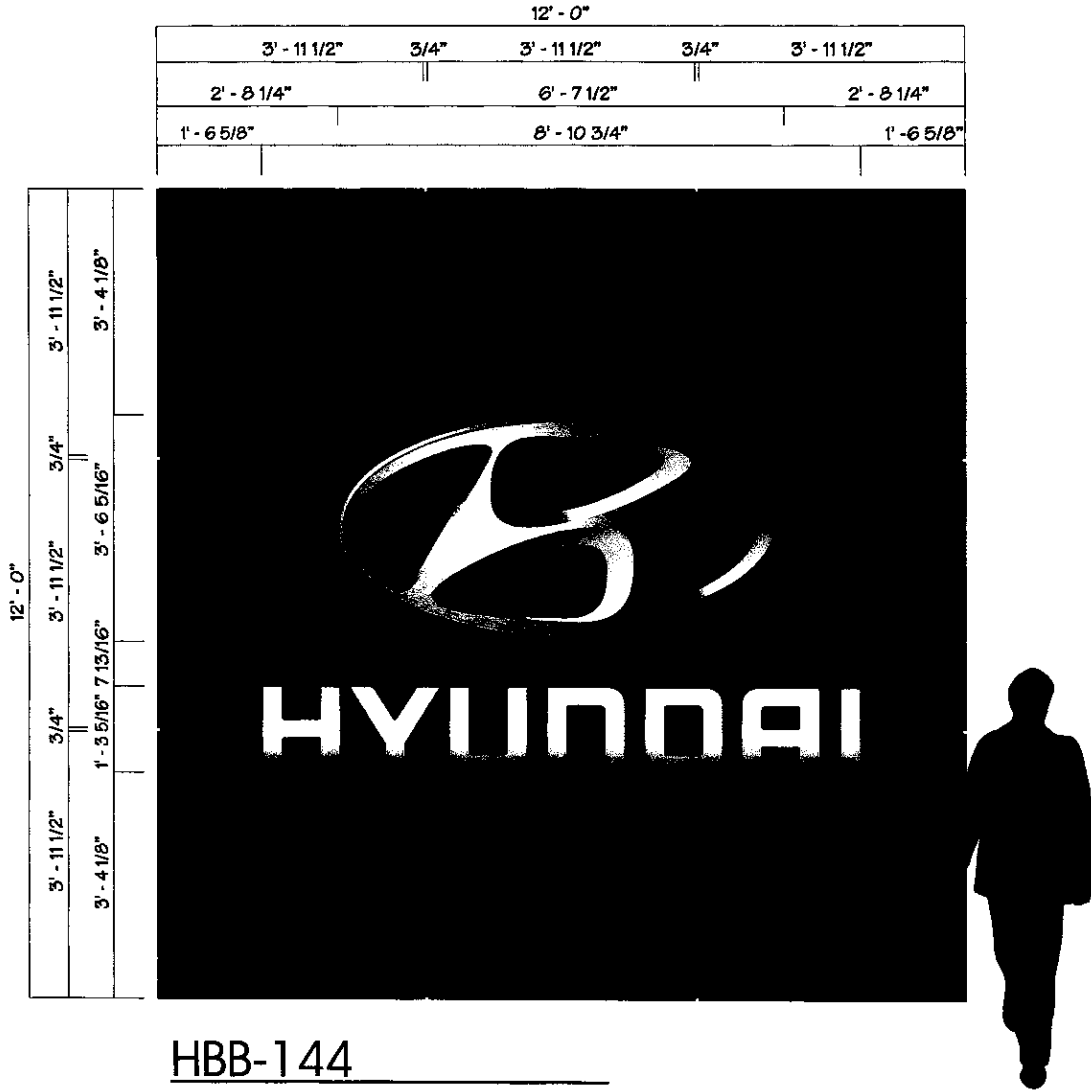
Customer Site: CA340
PALM SPRINGS HYUNDAI
3919 E PALM CANYON DR
PALM SPRINGS, CA 92264-5202
LIV 10000520

Inventory Recommendation Summary

INVENTORY		RECOMMENDATION		
Sign No.	Existing Sign Type	Action	Sign Type	Sign Type Description
N01		New Install	Blue Box	Hyundai Blue Box 144 sq ft (12x12), New
E01	Monument Sign	Remove and Install	Monument Sign	Hyundai Monument 10 sq ft @ 8 ft OAH
N02		New Install	Gateway	HEG-12-CUSTOM - Custom Medium Gateway
E02	Logo	Remove and Install	Logo	Hyundai Chrome Logo 24"
E03	Channel Letterset	To Be Determined	Channel Letterset	Hyundai Chrome Service Channel letters 18"
E04	Channel Letterset	Remove and Install	Channel Letterset	Dealer Branding Letters 24" Blue
E05	Directional Sign	Remove and Install	Directional Sign	Hyundai Directional @ 4 ft OAH

Customer Site: CA340
 PALM SPRINGS HYUNDAI
 3919 E PALM CANYON DR
 PALM SPRINGS, CA 92264-5202



"BLUE BOX" ARCHITECTURAL ELEMENTS



HBB-144

SYMBOL: 23.36 SF.

LOGO: 11.35 SF.

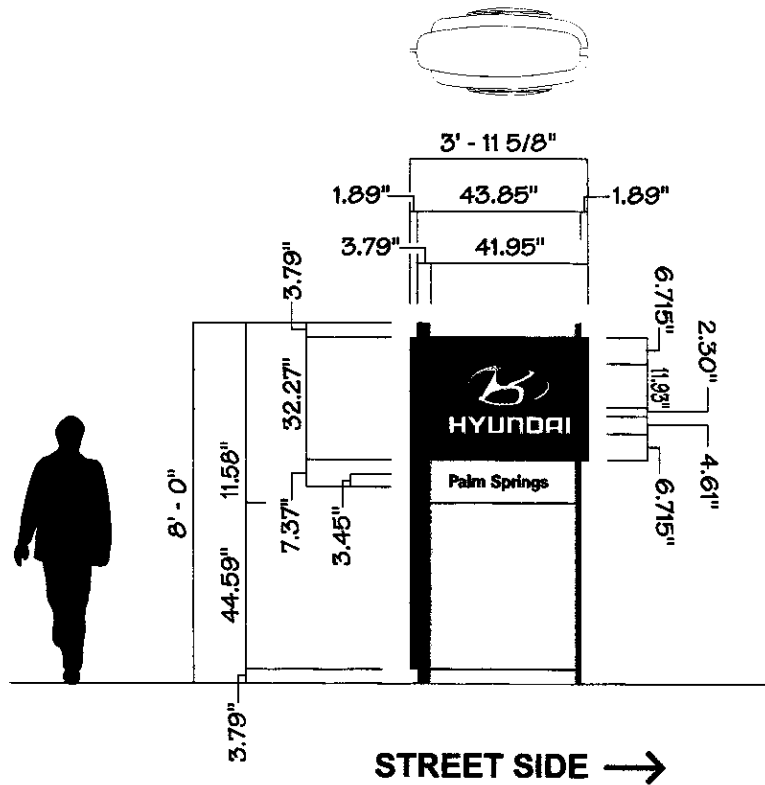
Site ID: Hyundai CA340 539		Drawn by: MAR	 Architectural Graphics, Inc. 2655 International Pkwy., Virginia Beach, VA 23452 PHONE: (757) 427-1900 - Fax (757) 430-1297 www.AGISign.com
	AGI Rep: JWB	<small>This document is the sole property of Architectural Graphics, Inc. and all design, manufacturing, reproduction, use and sale rights regarding the same are expressly forbidden. It is submitted under a confidential relationship, for a special purpose, and the recipient, by accepting this document assumes custody and agrees that this document will not be copied or reproduced in whole or in part, nor its contents revealed in any manner or to any person except for the purpose for which it was tendered, nor any special features peculiar to this design be incorporated in other projects.</small>	
	Scale: 3/8" = 1' - 0"		
Date: 4/6/11			

MONUMENTS

Dealer Name Text will vary.

HM-10

9.40 sq ft



Site ID: Hyundai CA340 539

Drawn by: MAR



AGI Rep: JWB

Scale: 1/4"=1'

Date: 4/6/11

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Inventory Recommendation Detail

N02

BEFORE PHOTO



RECOMMENDATION



Comments

Dealer To Provide Electrical Run With Dedicated Circuit (120 Volt 20 Amp Dedicated Circuit), Located Within 5' Of Sign. HYU-HEG-12-Custom Freestanding OHW 12'8" @ OAH 11' 6"

Image	After
Proposed Action	New Install
Proposed Sign Type	Gateway
Part Description	HEG-12-CUSTOM - Custom Medium Gateway
Part Code	HYU-HEG-12-CUSTOM
Wall Repair	N/A
Signage Text	Hyundai
Illuminated	Yes
Electrical	120 Volt 20 Amp Dedicated Circuit

Customer Site: CA340

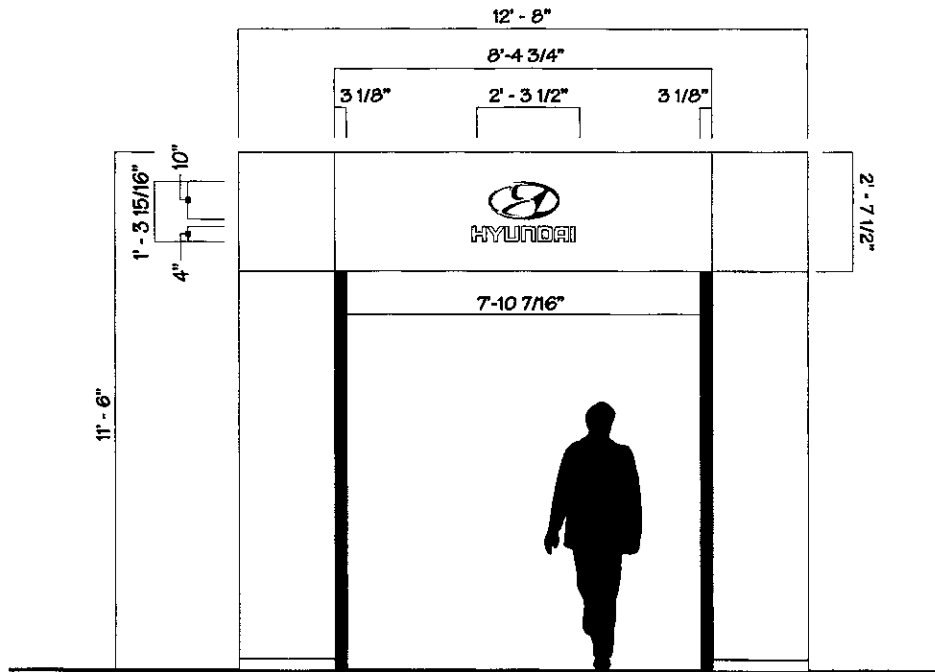
PALM SPRINGS HYUNDAI

3919 E PALM CANYON DR

PALM SPRINGS, CA 92264-5202

LINE0000520

GATEWAY



HEG-12 Custom
3.0 sq ft (SYMBOL & LOGO)

Site ID: Hyundai CA340 539

Drawn by: MAR



AGI Rep: JWB

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

Date: 4/6/11

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www.AG Sign.com

Inventory Recommendation Detail

E02

INVENTORY



Image	Height
Before	6'
Width	
16'	
Sign Text	
Service Reception	
Depth	Letter Height
N/A	N/A
OAH Above Grade	Visible Opening
13'-11"	N/A
Retainer Size	Surface Material
N/A	Concrete
Wall Repair	Illuminated
N/A	N/A
Electrical	
N/A	

Comments

Dealer To Remove Existing Signs

RECOMMENDATION



Image
After
Proposed Action
Remove and Install
Proposed Sign Type
Logo
Part Description
Hyundai Chrome Logo 24"
Part Code
HYU-HCL-24
Wall Repair
AGI To Quote New ACM Fascia Image Program
Signage Text
Logo
Illuminated
Yes
Electrical
120 Volt 20 Amp Dedicated Circuit

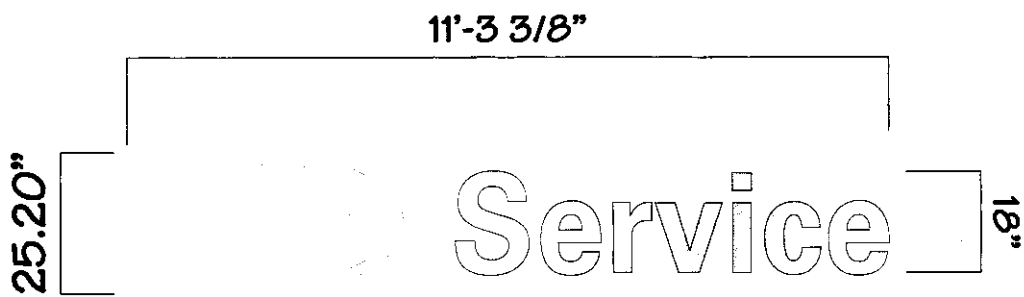
Comments

Dealer To Provide Electrical Run With Dedicated Circuit (120 Volt 20 Amp Dedicated Circuit), Located Within 5' Of Sign. AGI To Quote New ACM Fascia Image Program 5'-4" Fascia

Customer Site: CA340
PALM SPRINGS HYUNDAI
3919 E PALM CANYON DR

PALM SPRINGS, CA 92264-5802

CHROME SERVICE CHANNEL LETTERS



23.7 sq. ft

HCL-24

SC-18

Site ID: Hyundai CA340 539

Drawn by: MAR



AGI Rep: JWB

Scale: 3/8"=1'

Date: 4/6/11

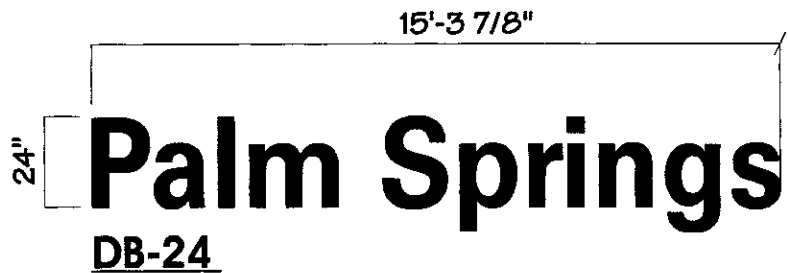
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BLUE CHANNEL LETTERS



Site ID: Hyundai CA340 539

Drawn by: MAR



AGI Rep: JWB

Scale: 1/4"=1'

Date: 4/6/11

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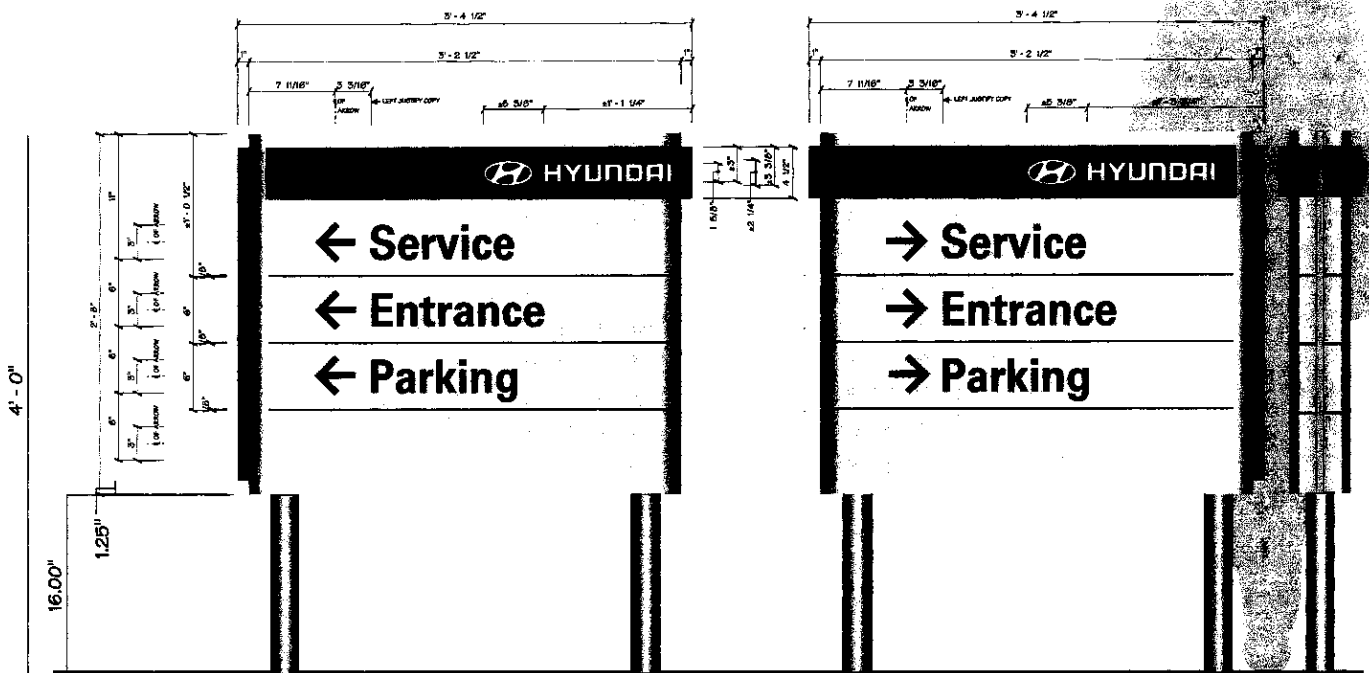


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 PHONE: (757) 427-1900 - Fax (757) 430-1297
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DIRECTIONALS

Text and arrows will vary.



HD-48

TYPICAL SIDE VIEW

Site ID: Hyundai CA340 539

Drawn by: MAR



AGI Rep: JWB

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

Date: 11/29/11

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