



## Historic Site Preservation Board Staff Report

Date: April 9, 2013

Case No.: SP 12-001 (Sign Program)

Application Type: Certificate of Approval – Sign Program

Location: 115 South Indian Canyon Drive

Applicant: Best Signs, Inc.

Zone: CBD (Central Business District)

General Plan: CBD (Central Business District)

APN: 513-144-009

From: David A. Newell, Associate Planner

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### **PROJECT DESCRIPTION**

The proposed project is for a certificate of approval for a sign program in order to establish future signage criteria for the entire commercial complex known as La Plaza, a Class 1 historic property located at 115 South Indian Canyon Drive.

### **RECOMMENDATION**

That the Historic Site Preservation Board approves a certificate of approval for the establishment of a sign program for La Plaza.

### **PRIOR ACTIONS TAKEN ON THE PROJECT**

On June 27, 1984, the City Council adopted Resolution No. 16358, designating "La Plaza" as a Class 1 historic site (#22).

On June 11, and July 9, 2012, the Architectural Advisory Committee (AAC) reviewed and restudied a sign program for La Plaza. Subsequently, a revised sign program was prepared and submitted by Best Signs, Inc. in March, 2013.

On March 25, 2013, the AAC reviewed the revised submittal and restudied the sign program based on the following:

1. Unification of fonts on all directional signs;
2. Provide specific location criteria for arcade on fascia signs;
3. Eliminate sign no. 16 – the light pole with signage;
4. Allow a directory sign at each arcade entry point to La Plaza (4 total);
5. Include more information on awning signage;
6. Regarding the Palm Canyon corner tenants on the first floor, allow additional main sign option beyond sign type no. 6 (internally illuminated channel letters);
7. Provide a proposed design should the monument be removed;
8. Bungalow entrance sign (sign type no. 17) should incorporate a radius base and same border at bottom of sign as shown on top;
9. Design of future hanging signs in arcade to be dark brown and similar to those existing;
10. Include a section of proposed wall and freestanding directional signage;
11. Encourage hand painted signs throughout entire center;
12. Choose color palate for future awnings.

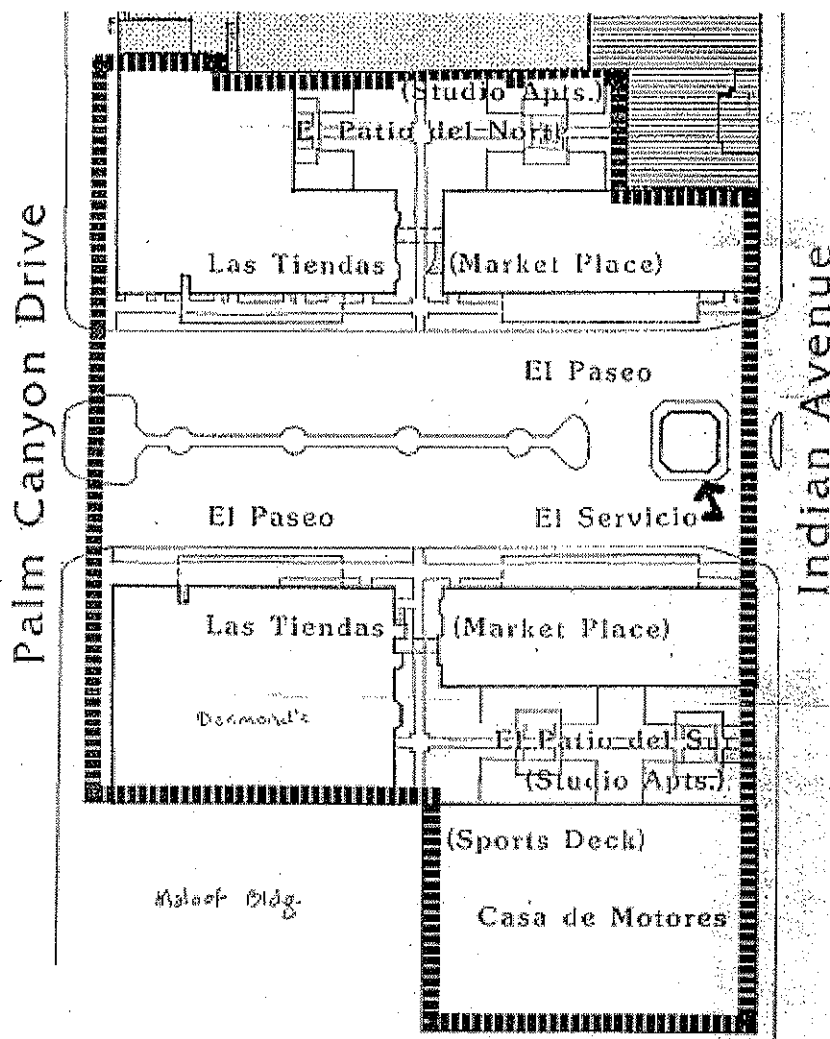
On April 8, 2013, the AAC will be reviewing the revised sign program. Staff will provide the results of the AAC review to the HSPB at the April 9<sup>th</sup> meeting.

## **BACKGROUND AND SETTING**

La Plaza shopping center, with a main address of 115 South Indian Canyon Drive was designated a Class 7 (now Class 1) historic site by the City Council on December 16, 1987. It was designed by Harry Williams and opened in November of 1936.

The one and two-story wood frame structures are finished in white stucco and covered with red clay tile roofs. The Mediterranean / Spanish Revival architecture was common throughout Southern California during that time. The La Plaza main dual driveways are lined by shops behind a covered sidewalk arcade. Courtyard areas to the north and south of the arcades contain double rows of what were once studio apartments enclosed around small quadrangles or village greens.

The map on the following page shows the boundaries of the original designation from 1987.



## DESCRIPTION AND ANALYSIS

Due to the size of the mixed-use complex, the proposed sign program includes a mix of signage options for each of the various tenant spaces throughout La Plaza. The two-story complex includes a mix of retail, restaurant, office and other-service related tenants. The proposed sign program addresses signage for tenants without street frontage, tenants fronting the internal drive (La Plaza) and tenants fronting the three streets (Palm Canyon Drive, Indian Canyon Drive and Arenas Road).

The sign program lists the following sign types for the entire center:

1. Non-illuminated individual letters
2. Hand-painted letters on fascia
3. Tenant blade signs
4. Ceramic tile
5. Awning signage

6. Standard and reversed channel letters
7. Specialty signage (illuminated and non-illuminated)
8. Portable signage (as allowed by the City)
9. Window signage and vinyl lettering
10. Existing monument / marquee signage
11. Digital print inserts on translucent vinyl
12. Wall mounted directories / locator maps
13. Wall mounted directional signs
14. Tenant hanging signs
15. Wall mounted office identification signs
16. Freestanding light posts with directory and wayfinding panel signs
17. Freestanding bungalow directional signs

Page 3 and 4 of the sign program provide examples of these sign types.

Complex Identification Sign and Directional Signage

The sign program proposes to keep the existing monument sign located at the driveway entry along South Palm Canyon Drive. This sign identifies the complex and restaurant tenants located within.

In addition to the existing monument sign, the following center identification and directional / directory signs are proposed throughout the complex:

Sign Type	Quantity	Size	Location
12. Wall mounted directory / locator map	4	7.4 sq. ft.	Arcade entries from Palm Canyon Drive and Indian Canyon Drive. (see map on Page 5)
13. Wall mounted directional sign	2	4.7 sq. ft.	Pedestrian entry to bungalow areas. (see map on page 6)
16. Freestanding light w/ directional	2	15 sq. ft. total per side	Center of complex on both sides of La Plaza drive aisle. (see map on page 8)
17. Freestanding bungalow directional sign	1	7 sq. ft. per side	Entry to bungalow areas. (see map on page 7)
3. Tenant blade sign	1	8 sq. ft. per side	Projecting from northerly building wall on south elevation in center of complex (see map on page 17)

The zoning code allows pedestrian directories in the downtown / uptown, pursuant to Section 93.20.07(B)(2), which states:

*Where the principal sign for a business, which is located on a property fronting Palm Canyon Drive, is located so that it is not visible from Palm Canyon Drive, a directory may be allowed which will identify the business, or businesses, so affected. The directory must be permanently mounted and may be attached to the building or may be freestanding and shall not impede pedestrian movement. The directory may not be larger than six (6) square feet per face, and signs for the individual businesses shall be no larger than two (2) square feet per face.*

#### Main Signs for Tenants Fronting Streets (including La Plaza)

The sign program allows a variety of signage options for tenants facing Palm Canyon Drive, Indian Canyon Drive and La Plaza. Pages 10 through 17 describe the allowable types depending on a tenant's location.

- *Arcade Tenants* (page 10 & 11 of sign program) – These tenants are allowed three signage types, including a blade sign, a fascia sign (non-illuminated letter forms or painted signs) and a window display sign.
- *Non-arcade Tenants* (page 12 of sign program) – Non-arcade tenants fronting La Plaza in the center of the complex are permitted numerous options for signage, including non-illuminated letter forms, specialty signage, ceramic tile and window display signage.
- *Palm Canyon Corner Tenants* (page 13 of sign program) – Corner tenants fronting Palm Canyon Drive are permitted internally illuminated channel letters, letter forms and specialty signage.
- *Palm Canyon Non-arcade Tenants* (page 14 of sign program) – All non-arcade tenants fronting Palm Canyon Drive are allowed two types of sign treatments. The sign program specifies four options, including sign types non-illuminated individual letters, awning signs, specialty signage (illuminated and non-illuminated) and portable open signs.
- *Tenants with Awnings Fronting Indian Canyon Drive and Arenas Road* (page 15 of sign program) – The sign program specifies that these tenants may install awning signs and window and vinyl letter signs.
- *Pad Tenant* (page 16 of sign program) – The pad tenant currently operating as “Tyler’s... Burgers” is permitted up to four signs or graphics under the proposed sign program. These signs may include non-illuminated individual letters, hand-painted letters on fascia, awning signs, specialty signage (illuminated and non-illuminated) and window signage and vinyl lettering.

#### Main Signs for Second Story and Office Tenants

The sign program proposes small 1.5-square foot identification signs adjacent to the entry doors for second story and office tenants. A template for the sign frame and design is shown on page 9 of the sign program.

### Accessory / Convenience Signs

The applicant proposes that each individual business be permitted accessory signage, such as open / closed signs, service signs, etc. This signage is consistent with the Zoning Code limitations.

### Zoning Code Requirements

The Zoning Code limits commercial businesses in the downtown / uptown districts to a main sign and an accessory identification signage for business identification. These signs may project or be flush-mounted on the building. Projecting sign types include blade / arcade signs and awning signs. Flush-mounted signs include signs on glazing, individual letter signs, exposed neon signs and fascia panel / plaque signs. Section 93.20.09 of the Code gives specific size and location limitations.

According to Section 93.20.05(C)(6) of the Palm Springs Zoning Code (PSZC), "*Sign programs shall integrate with the architecture of the building complex, including such elements as size, color, location and construction material.*" A sign program may be approved which varies from the specific limitations of the sign ordinance.

In order to approve a sign program that varies from the sign ordinance, the Planning Commission will have to make three required findings:

1. *That 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;*
2. *That 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; and*
3. *That the approved program is compatible with the surrounding property and not contrary to the purpose of the sign ordinance.*

## **REQUIRED FINDINGS**

### Definition of an Historic Site.

Section 8.05.020 of the Municipal Code provides the definition of an historic site as follows;

#### *(a) Historic Site.*

An historic site is any real property such as: a building; a structure, including but not limited to archways, tiled areas and similar architectural elements; an archaeological excavation or object that is unique or significant because of its location, design, setting, materials, workmanship or aesthetic effect and:

*That is associated with events that have made a meaningful contribution to the nation, state or community; or*

1. That is associated with lives of persons who made meaningful contribution to national, state or local history; or
2. That reflects or exemplifies a particular period of the national, state or local history; or
3. That embodies the distinctive characteristics of a type, period or method of construction; or
4. That presents the work of a master builder, designer, artist, or architect whose individual genius influenced his age; or that possesses high artistic value; or
5. That represents a significant and distinguishable entity whose components may lack individual distinction; or
6. That has yielded or may be likely to yield information important to national, state or local history or prehistory.

Staff has evaluated this application for the proposed exterior changes to La Plaza located at 115 South Indian Canyon Drive and finds that the project will not be detrimental to the overall historic nature of the complex. Those elements of the buildings which reflect the original construction will not be altered.

The proposed sign program will allow the replacement of signage in similar locations as previous installations. The program will also provide a uniform appearance of all directional signage. New signage options include Spanish design elements that will match the architectural style. Furthermore, signage can be removed without causing significant detrimental effects to the existing structures. Therefore, the proposed sign program will not be detrimental to the overall historic nature and setting of La Plaza.

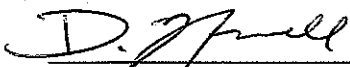
Staff has concluded that the proposal will allow La Plaza to continue to be maintained in excellent condition and the proposed sign program will not affect the historic designation of the site, and recommends that the HSPB issue a certificate of approval.

## ENVIRONMENTAL ASSESSMENT

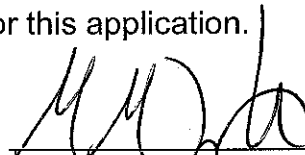
This project is categorically exempt from environmental review per Section 15301(L), (1) of the California Environmental Quality Act (CEQA) Guidelines.

## NOTIFICATION

There are no public notification requirements for this application.



David A. Newell  
Associate Planner



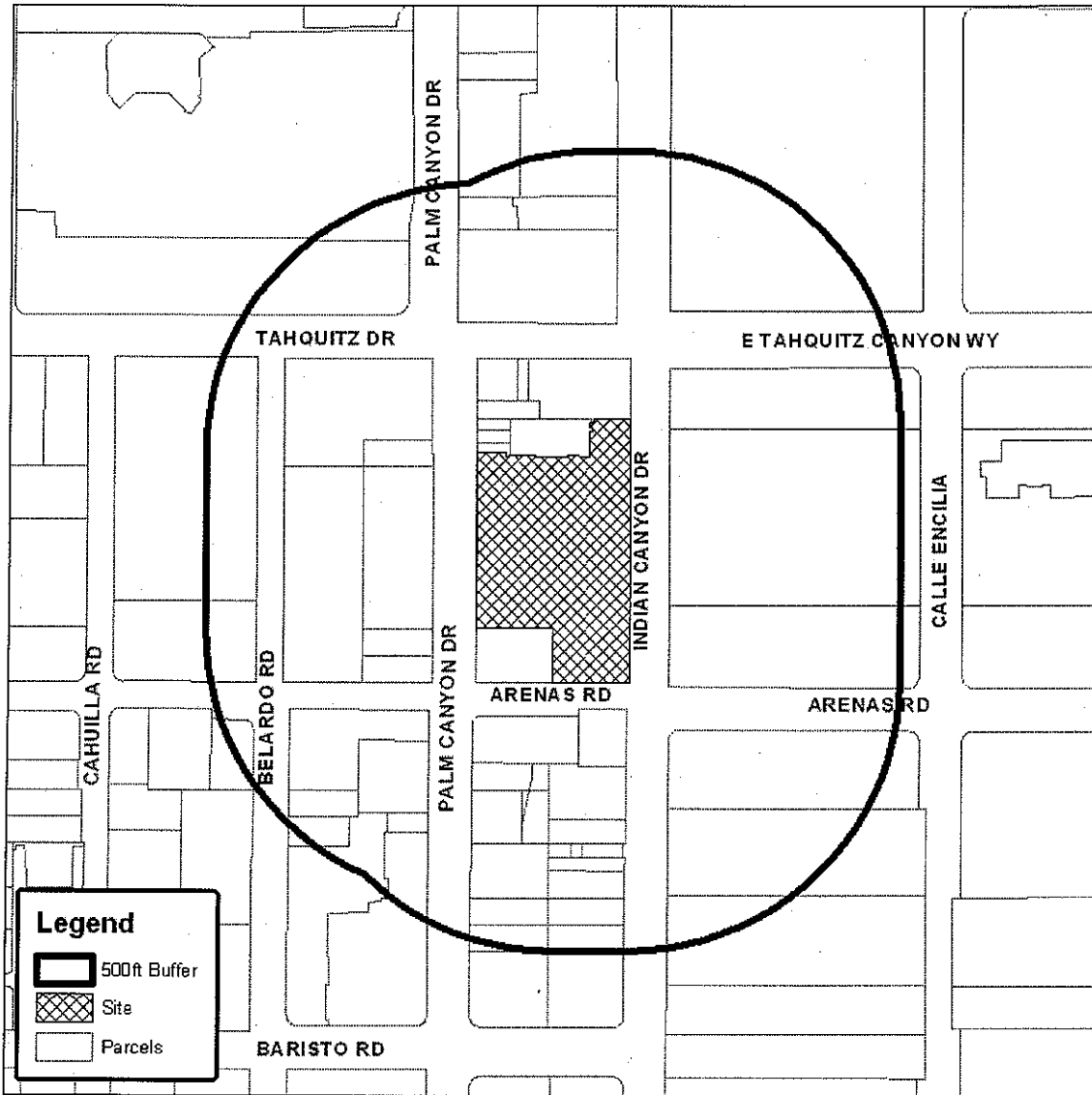
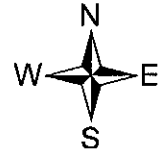
M. Margo Wheeler, AICP  
Director of Planning Services

## ATTACHMENTS

1. Vicinity Map
2. Sign Program
3. Historic Designation Resolution and Site Map



Department of Planning Services  
Vicinity Map



CITY OF PALM SPRINGS

**CASE NO.:** SP 12-001 /  
Historic Site #22

**APPLICANT:** Best Signs, Inc.

**DESCRIPTION:** Request to establish a sign program for La Plaza commercial center located at 115 South Indian Canyon Drive, Zone CBD, Section 15.



RETURN TO:  
**CITY CLERK**  
CITY OF PALM SPRINGS  
BOX 1786  
PALM SPRINGS, CA. 92263

RESOLUTION NO. 16358

OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS,  
CALIFORNIA, DESIGNATING A PORTION OF THE PALM SPRINGS  
PLAZA AS A CLASS 7 HISTORIC SITE.

362861

WHEREAS the Palm Springs Plaza and its associated personages have contributed substantially to the history of the City of Palm Springs; and

WHEREAS Chapter 8.05 of the Palm Springs Municipal Code allows for the designation of historic sites; and

WHEREAS on June 8, 1987, the Historic Site Preservation Board initiated proceedings to designate the Palm Springs Plaza as an historic site; and

WHEREAS on October 12, 1987, the Historic Site Preservation Board held a public hearing on said designation and unanimously recommended to the City Council designation of said property as a Class 7 Historic Site, with the exception of an area at the northeast corner of the site as a Class 5 Site; and

WHEREAS the City Council considered the recommendation of the Historic Site Preservation Board regarding the historic value of the Palm Springs Plaza; and

WHEREAS the designation of the Palm Springs Plaza shall further the purposes and intent of Chapter 8.05; and

WHEREAS the designation of the Palm Springs Plaza shall promote the sensitive preservation of said site.

NOW THEREFORE BE IT RESOLVED by the City Council of the City of Palm Springs, California, as follows:

Section 1. The portion of the Palm Springs Plaza commonly known as La Plaza, ~~including existing structures, related open space, and parking area~~ as shown on Exhibit A, shall be designated a Class 7 Historic Site, pursuant to Chapter 8.05 of the Palm Springs Municipal Code. La Plaza is located on a portion of Block 27 of the subdivision of Palm Springs as recorded in Book 9, Map Books, Page 432, Riverside County, California; A.P.N. 513-144-004. The office building located at 115 S. Indian Avenue is not so designated.

Section 2. The Plaza Theater, and its related structures and property (A.P.N. 513-144-003), is not so designated. Designation as an official historic site, at this time, would interfere with the project proposed to be constructed by Wessman Development Company, pursuant to agreement among said company, the City of Palm Springs, and the Community Redevelopment Agency of the City of Palm Springs, which will be beneficial to the economic well-being of this community, and particularly the revitalization of the central business district. Said project is found to be a major improvement program which substantially benefits the City and is in the best interests of a majority of the inhabitants of the City.

"REVISED"

RESOLUTION NO. 1635

Section 3. No permit for the exterior alteration to the portion of the Palm Springs Plaza which is designated a Class 7 Historic Site (La Plaza) shall be granted without the prior approval of the Historic Site Preservation Board, pursuant to Chapter 8:05 of the Palm Springs Municipal Code.

362861

ADOPTED this 16th day of December, 1987.

AYES: Councilmembers Apfelbaum, Birer and Mayor Bogert  
NOES: Councilmember Foster  
ABSENT: Councilmember Smith

ATTEST: CITY OF PALM SPRINGS, CALIFORNIA

By s/J. Sumich City Clerk s/Norman R. King City Manager

REVIEWED & APPROVED: [Signature]

I HEREBY CERTIFY THAT THE FOREGOING IS A TRUE COPY OF RESOLUTION NO. 16358 DULY ADOPTED BY THE CITY COUNCIL OF THE CITY OF PALM SPRINGS IN A MEETING THEREOF HELD ON THE 16TH DAY OF DECEMBER, 1987. DATED AT PALM SPRINGS, CALIFORNIA, THIS 22ND DAY OF DECEMBER, 1987.  
[Signature]  
DEPUTY CITY CLERK  
CITY OF PALM SPRINGS, CALIFORNIA

362861

RECEIVED FOR RECORD  
AT 830 O'CLOCK A.M.  
DEC 28 1987  
Recorded in Official Records  
of Riverside County, California  
[Signature]  
RECORDER  
Fees \$

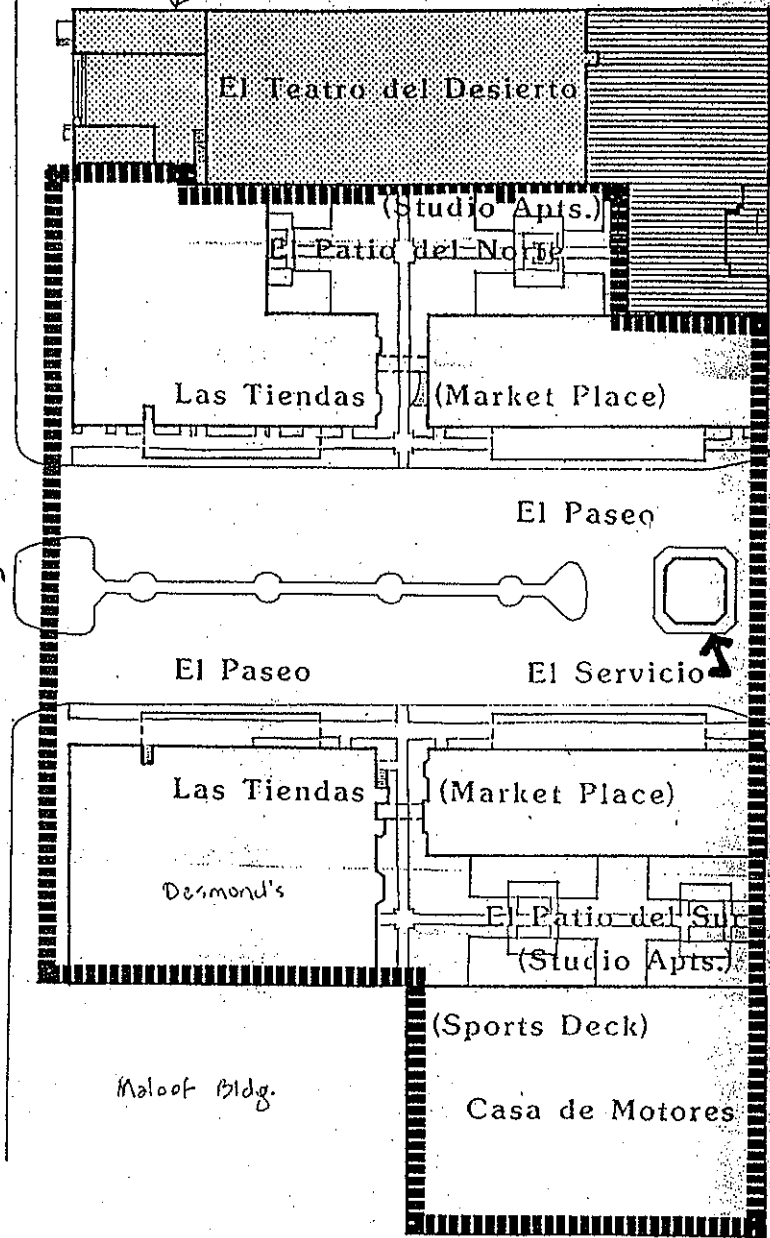
RESOLUTION NO. 16358

Louise's  
Pantry

362861

Palm Canyon Drive

Indian Avenue



### PALM SPRINGS PLAZA

- ≡ Office bldg. (115 S. Indian Ave.) - Not designated
- ▨ Plaza Theater - Not designated
- ▣ Limit of Class 7 Designation

## EXHIBIT A

# MASTER SIGN PLAN

PREPARED FOR



PRESENTED BY

**BESTSIGNS**  
INCORPORATED

800-50-SIGNS [www.bestsignsinc.com](http://www.bestsignsinc.com)

CONTRACTORS LIC. NO. 524483

1550 S GENE AUTRY TRAIL  
PALM SPRINGS CA 92264  
760-320-3042  
800-0-SIGNS

APRIL 1, 2013



**The purpose of this sign program** is to assure coordination and compatibility between all signs within La Plaza Palm Springs. Tenants are encouraged to be creative with the development of environmental graphics as a part of their image, and will be afforded flexibility with regard to materials, general design, color and logo usage.

All signs should be designed and fabricated with the “La Plaza” style of architecture as a foundation, with a rustic early California theme recommended for majority of sign submittals. Natural materials are encouraged as sign substrates and letter forms such as: metals, wood, stone, ceramic tile, etc. In some cases, Hand Painted Signage by a journeyman sign painter is encouraged and to be considered as acceptable permanent signage.

Materials such as: high density urethane (30lb min) and cast acrylic can be faux finished and distressed to simulate natural materials. Tenants are encouraged to develop sign elements with an authentic and distressed flair so as to have an aged appearance that may relate to the 'historical' nature of the complex. *Gator foam, plexiglass, high gloss paints, exposed neon or plywood signs will not be considered for sign substrates or letter forms.*

All sign submittals shall be accompanied by a material sample as a condition of Landlord approval.

Tenant Signage shall be designed, fabricated and installed by a reputable state licensed sign contractor at tenant's own expense.

**The La Plaza Palm Springs Sign Program encompasses the following sign types and construction methods:**

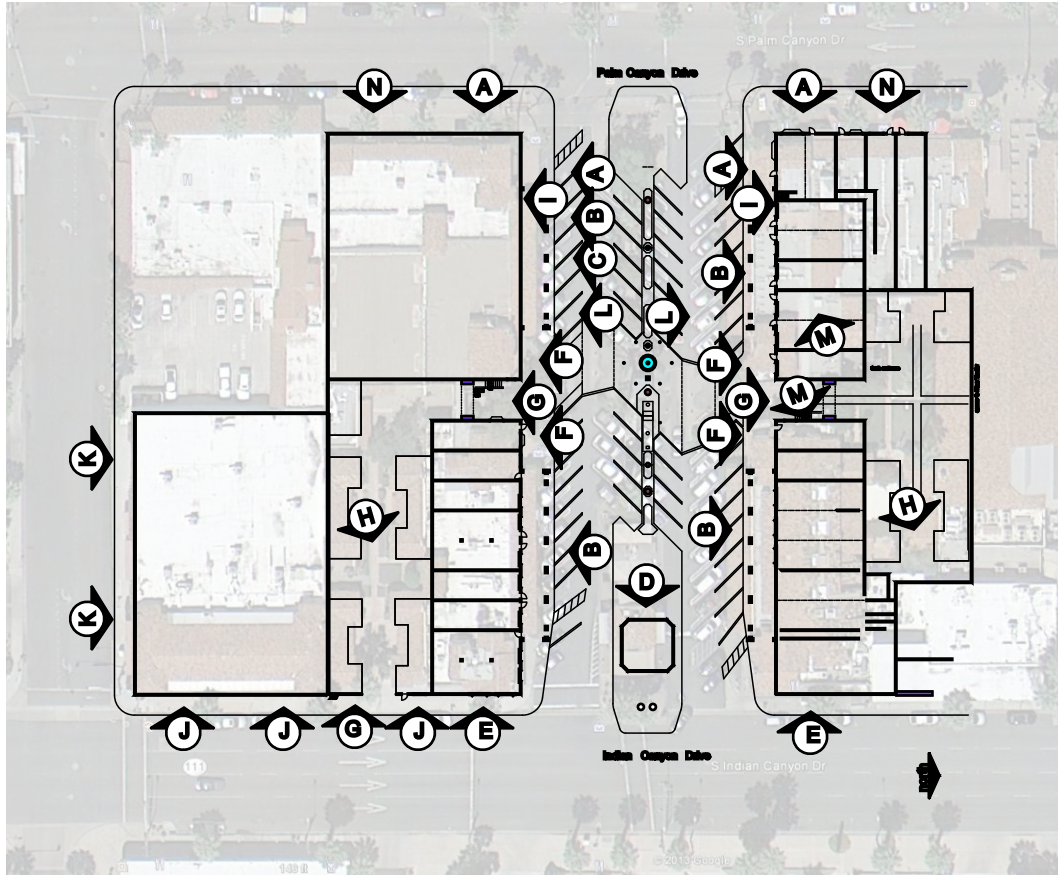
- Tenant Store Front Signage affixed or painted onto Fascia (non-illuminated)
- Non-Illuminated Letters (conforming to sign design guidelines)
- Illuminated Channel Letter Forms, Reverse or standard Acrylic Face (this sign type to be held to a high standard and only allowed for anchor tenants and food service establishments)
- Tenant Blade Signs
- Hanging Pedestrian Signs
- Hand Painting
- Ceramic Tile
- Awning Signs
- Standard and Reverse Channel Letters
- Specialty signage of historical or aesthetic value
- Portable Signs (as allowed by City of Palm Springs)
- Window Signage (as allowed by City of Palm Springs)
  
- La Plaza Center Marquis Monument sign (existing)
- Tenant Directories and Locator Maps
- Bungalow / Office wall mounted Signs

**The following construction methods are not permitted:**

- Vacuum Formed Plastic Letters
- Paper, Cardboard, Styrofoam, Gator Foam, Cloth, Can Signs
- Exposed Neon
- Signs Employing Flashing, Flickering, Rotating or Moving Lights

















## LA PLAZA SITE PLAN



## SIGNAGE LOCATIONS

Existing conditions primarily dictate sign type and sign placement.  
Tenants are required to install sign types that are specific to their space.

- |  |   |
|--|---|
|  <b>A</b> PALM CANYON CORNER TENANTS  |  <b>H</b> BUNGALOW SIGNAGE             |
|  <b>B</b> ARCADE TENANTS              |  <b>I</b> UPSTAIRS OFFICES FROM ARCADE |
|  <b>C</b> SINGLE TENANTS ARCADE       |  <b>J</b> INDIAN CANYON FRONTAGE       |
|  <b>D</b> FREESTANDING TENANTS        |  <b>K</b> ARENAS FRONTAGE              |
|  <b>E</b> CORNER TENANTS WITH AWNINGS |  <b>L</b> OVERHEAD ARCADE SIGNS        |
|  <b>F</b> INLINE NON-ARCADE TENANTS   |  <b>M</b> UPSTAIRS OFFICES             |
|  <b>G</b> BUNGALOW ENTRANCES          |  <b>N</b> PALM CANYON TENANTS          |



## SAMPLE TENANT SIGN TYPES



1  
NON-ILLUMINATED  
INDIVIDUAL LETTERS /  
SPECIALTY SIGNAGE



2  
HAND PAINTED SIGNAGE



3  
BLADE SIGN



4  
CERAMIC TILES



5  
AWNING SIGNAGE / VINYL WINDOW GRAPHICS



6  
INTERNALLY ILLUMINATED CHANNEL LETTERS



7  
ILLUMINATED  
RESTAURANT  
SIGNAGE



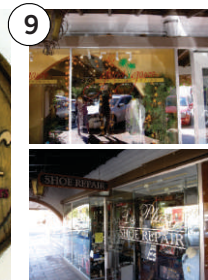
7  
SPECIALTY SIGNAGE (EXTERNAL ILLUMINATION)



7  
SPECIALTY SIGNAGE



7  
SPECIALTY SIGNAGE



9  
WINDOW SIGNAGE/  
VINYL GRAPHICS

Existing conditions primarily dictate sign type and sign placement. Tenants are required to install sign types that are specific to their space.

- 1 NON-ILLUMINATED INDIVIDUAL LETTERS
- 2 HAND-PAINTED LETTERS ON FASCIA
- 3 TENANT BLADE SIGNS
- 4 CERAMIC TILE
- 5 AWNING SIGNAGE

- 6 STANDARD AND REVERSE CHANNEL LETTERS
- 7 SPECIALTY SIGNAGE (ILLUMINATED AND NON-ILLUMINATED)
- 8 PORTABLE SIGNAGE (AS ALLOWED BY CITY OF PALM SPRINGS)
- 9 WINDOW SIGNAGE AND VINYL LETTERING

## DESIGN CRITERIA FOR PERMANENT CENTER SIGNAGE



**10** EXISTING CENTER MARQUIS MONUMENT



**11** DIGITAL PRINT INSERTS ON TRANSLUCENT VINYL

### CENTER IDENTIFICATION SIGNAGE CRITERIA

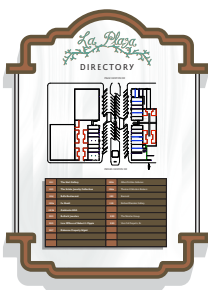
The center identification signage described in this section has been designed to enhance the image of the project as a historic retail center. The design of all project signage has been carefully considered in relation to the site architecture and landscaping. Signage is provided for the identification of the center along street frontages, as well as to meet the directional and identification needs of shoppers once they enter the site. Allowable sign types are described herein. The Owner may implement any or all of the sign types outlined in accordance with these criteria.

### MONUMENT / TENANT MARQUIS SIGN (EXISTING)

La Plaza Palm Springs features one existing monument sign serves as both Project Identification as well as Identification panels for major food establishments or anchor tenants. La Plaza to determine hierarchy tenant panels but may not exceed five business names. Tenant Marquis monument sign to undergo annual maintenance program.

### TENANT DIRECTORIES

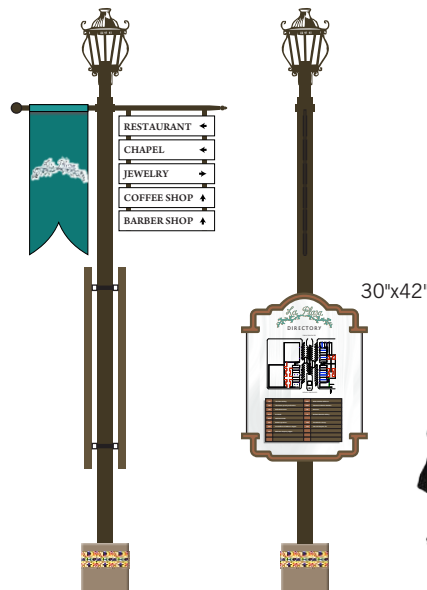
"You Are Here" directories will be placed at strategic points throughout the center as noted on the attached map. All tenants will be featured on directories on a uniform format basis as established by developer.



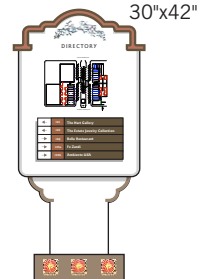
**12** WALL MOUNTED DIRECTORIES / LOCATOR MAPS



**13** WALL MOUNTED DIRECTIONAL SIGNS



**16** FREESTANDING LIGHT POSTS WITH DIRECTORY AND WAYFINDING PANELS



**17** FREESTANDING BUNGALOW DIRECTIONALS



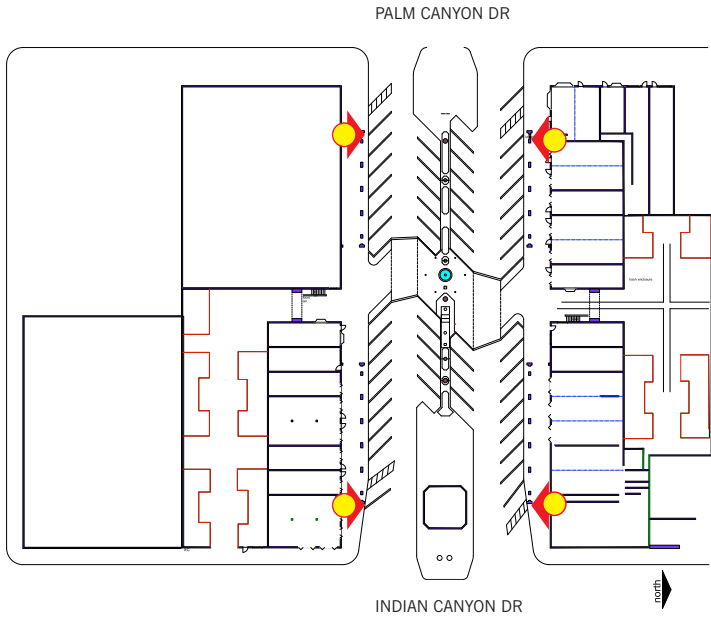
**14** TENANT HANGING SIGNS



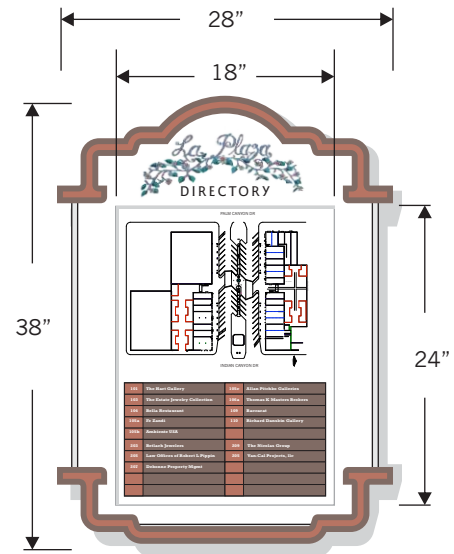
**15** WALL MOUNTED OFFICE ID SIGNS



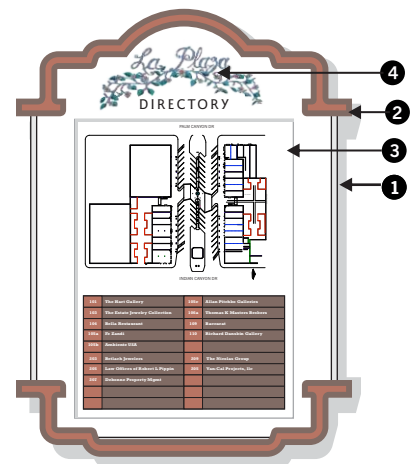
## WALL MOUNTED "YOU ARE HERE" DIRECTORIES



LA PLAZA SITE PLAN



SCALE 3/4"=1'0"



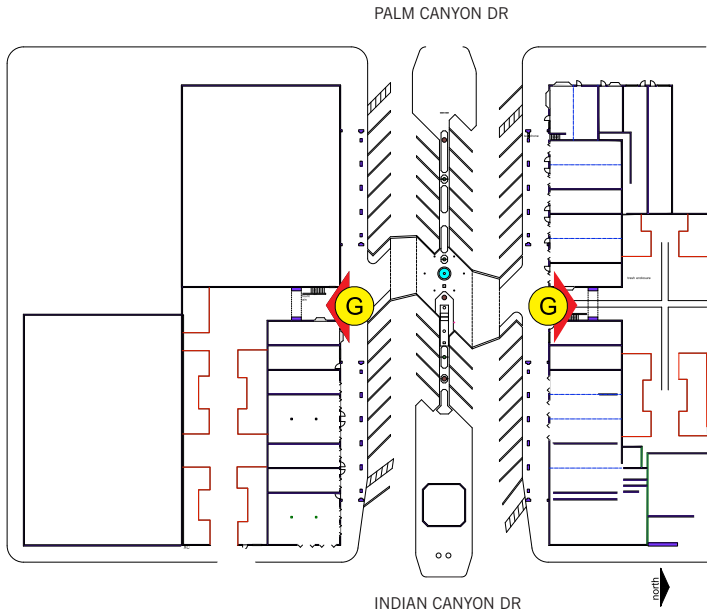
- 1 1.5" THICK HDU (30lb MINIMUM) PAINTED SATIN FINISH
- 2 SIGN PANEL BORDER DETAIL (PROJECT BROWN AND TERRA COTTA)
- 3 SANDBLASTED AREA WITH RECESSED PANEL AND DIGITALLY PRINTED TENANT DIRECTORY AND SITE MAP ON ADHESIVE VINYL WITH UV LAMINATE.
- 4 HAND-PAINTED "LA PLAZA" LOGO HEADER

### TENANT DIRECTORIES

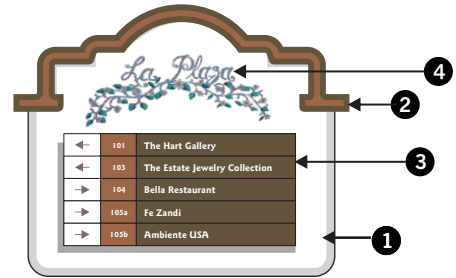
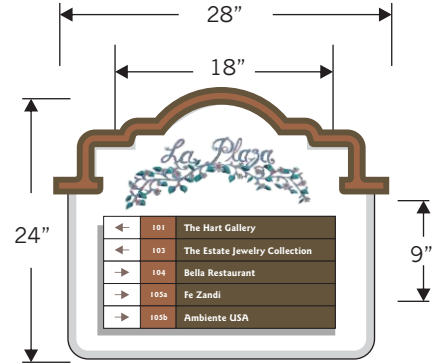
"You Are Here" directories will be placed at strategic points throughout the center as noted on the attached map. All tenants will be featured on directories on a uniform format basis as established by developer.

### SIGN TYPE 12

## WALL MOUNTED DIRECTIONAL SIGNS



SIGN LOCATIONS TO BE DETERMINED BY LANDLORD



SCALE 3/4"=1'.0"

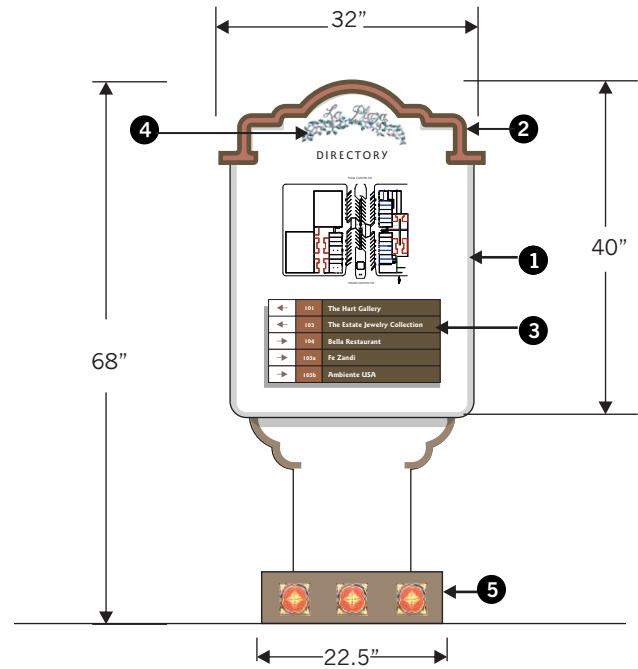
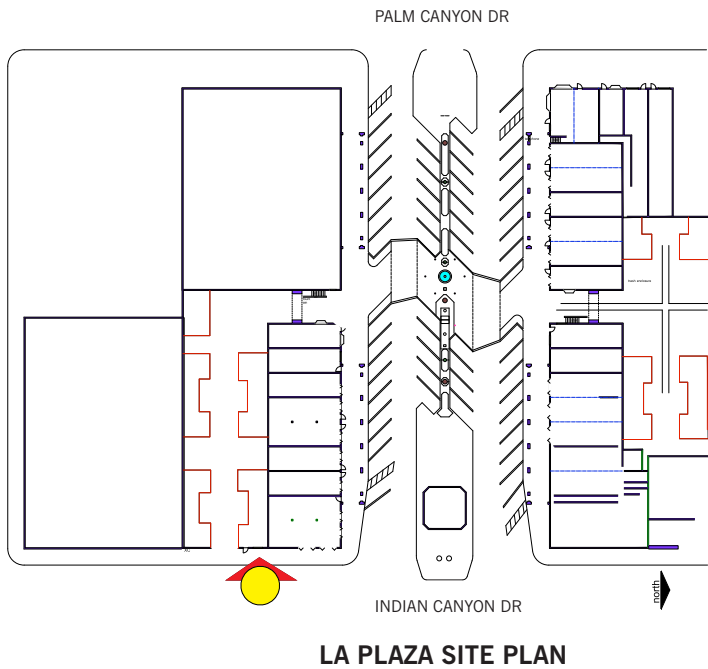
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- 4 HAND-PAINTED "LA PLAZA" LOGO HEADER

### TENANT/SUITE DIRECTIONALS

A directional sign not to exceed three SF in area shall be permitted at top of stairs. This sign will indicate suite numbers with arrows indicating the direction needed to locate the desired suite. Optionally, Tenant Names can be shown, but maximum size remains unchanged.

**SIGN TYPE 13**

## BUNGALOW ENTRANCE



- 1 1.5" THICK HDU (301b MINIMUM) PAINTED SATIN FINISH
- 2 SIGN PANEL BORDER DETAIL (PROJECT BROWN AND TERRA COTTA)
- 3 SANDBLASTED AREA WITH RECESSED PANEL AND DIGITALLY PRINTED TENANT DIRECTORY AND SITE MAP ON ADHESIVE VINYL WITH UV LAMINATE.
- 4 HAND-PAINTED "LA PLAZA" LOGO HEADER
- 5 COLORED CONCRETE BASE TO MATCH PROJECT COLORS

### SITE SIGNAGE FOR BUNGALOW TENANTS

Secondary site signs are not to be visible from the public right-of way, with the exception of entrance signs, and address signs that should be oriented toward 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".

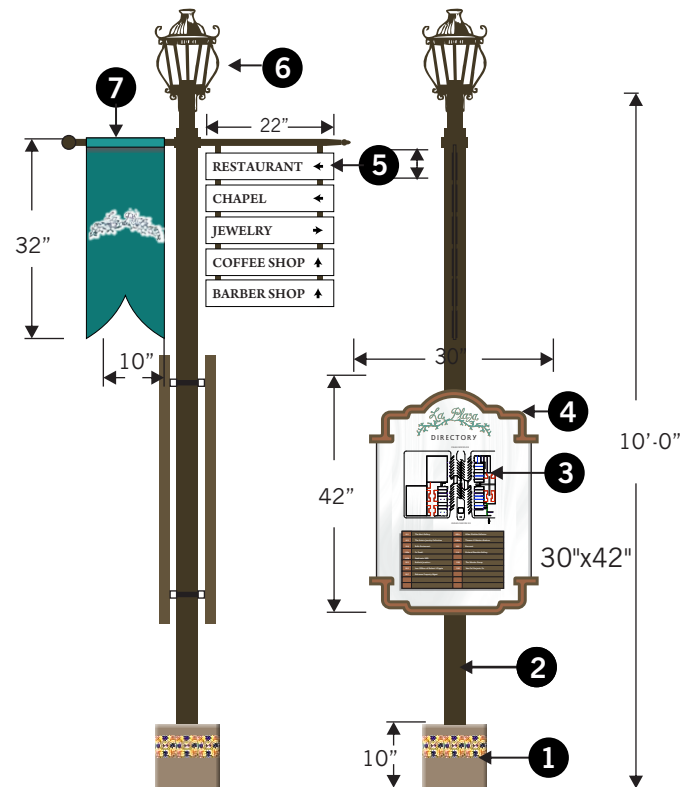
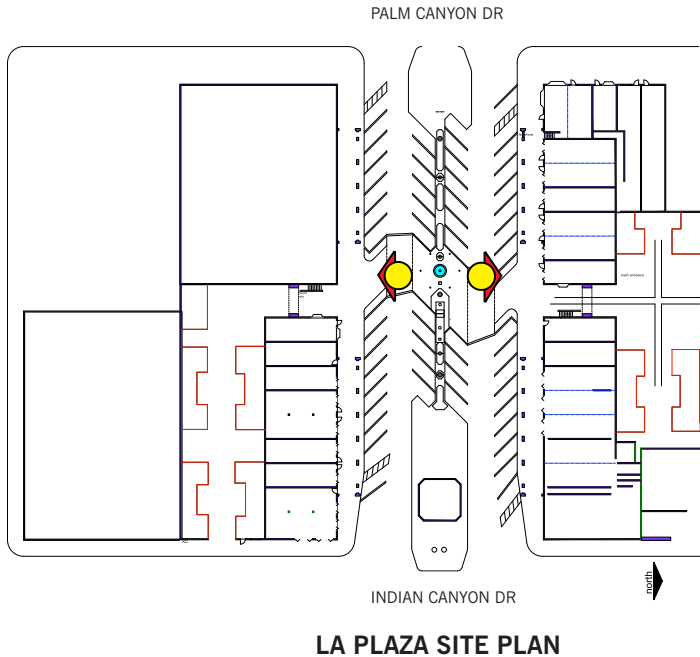
A strong connection shall be maintained between secondary site signs and the project architecture and landscaping. Elements of color, materials, scale, form and detail shall be reflected in the signage. Signs shall fit comfortably, never crowding the architectural and landscape elements in the immediate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

Secondary site signs may be freestanding or wall-mounted. Maximum copy area for secondary site signs shall be limited to 8 square feet each. A secondary site sign shall be allowed at each entrance to the area originally known as "the Bungalows".

- Entrance to North Bungalows from central fountain area
- Entrance to South Bungalows from central fountain area
- Entrance to South Bungalows from Indian Canyon Drive

## BUNGALOW FREESTANDING SIGNS: 17

## FREESTANDING LIGHT POSTS WITH DIRECTORY & WAYFINDING PANELS



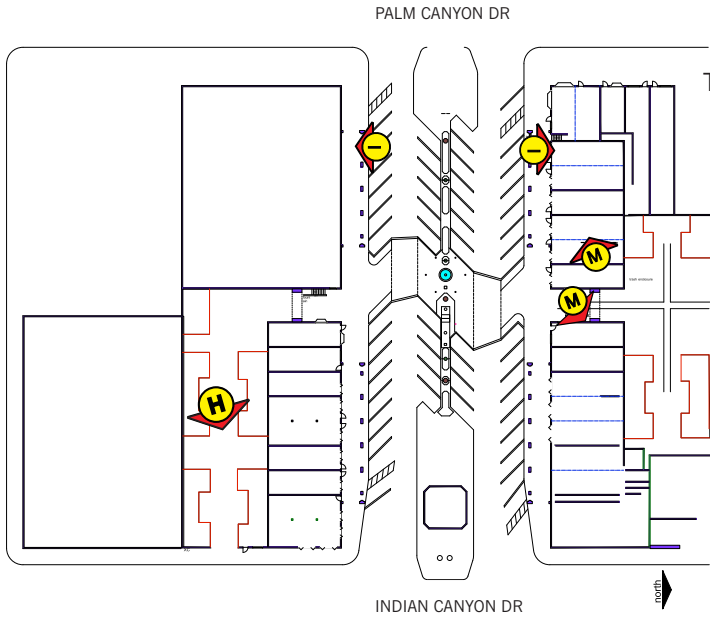
- 1 COLORED CONCRETE BASE TO MATCH PROJECT COLORS
- 2 3.5" ROUND POST PAINTED SATIN BLACK
- 3 DIGITALLY PRINTED MAP ON ADHESIVE VINYL WITH UV LAMINATE
- 4 1/8" ALUMINUM PANELS WELDED TO POST, PAINTED SATIN BLACK
- 5 1/8" ALUMINUM PANELS WELDED TO POST WITH VINYL DIRECTIONAL INFO
- 6 PROJECT LAMP TO MATCH EXISTING
- 7 DIGITALLY PRINTED BANNER FOR ANCHOR TENANT / RESTAURANT

### FREESTANDING YOU ARE HERE DIRECTORIES WITH WAYFINDING PANEL

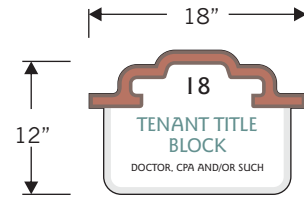
This sign will indicate tenant categories/names with arrows indicating the direction needed to locate the desired tenant on lamp post with You Are Here property map. Map to be digitally printed for easy changeability enclosed in custom fabricated aluminum cabinet. Wayfinding panels be aluminum with high performance sign grade vinyl lettering and arrows. (Optional Sunbrella banner for anchor tenants.)

**SIGN TYPE 16**

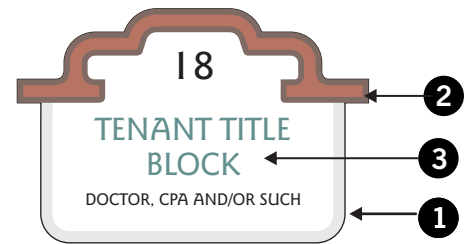
# OFFICE ID SIGNS



SIGN LOCATIONS TO BE DETERMINED BY LANDLORD



SCALE 3/4"=1'.0"



- 1 1.5" THICK HDU (30lb MINIMUM) PAINTED SATIN FINISH
- 2 SIGN PANEL BORDER DETAIL (PROJECT BROWN AND TERRA COTTA)
- 3 SANDBLASTED PAINT-FILLED COPY

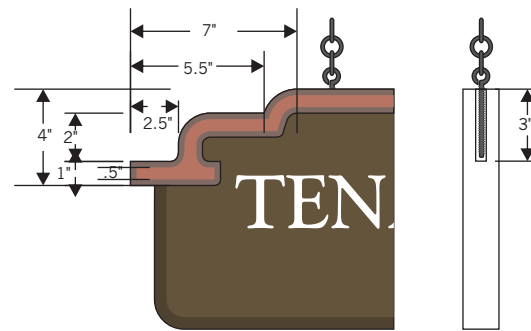
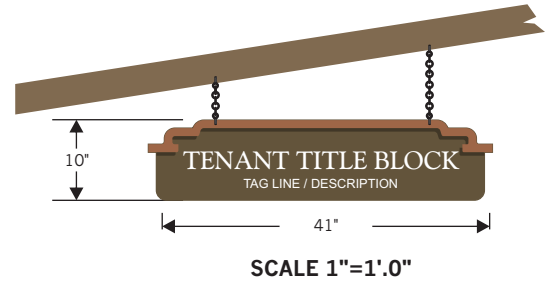
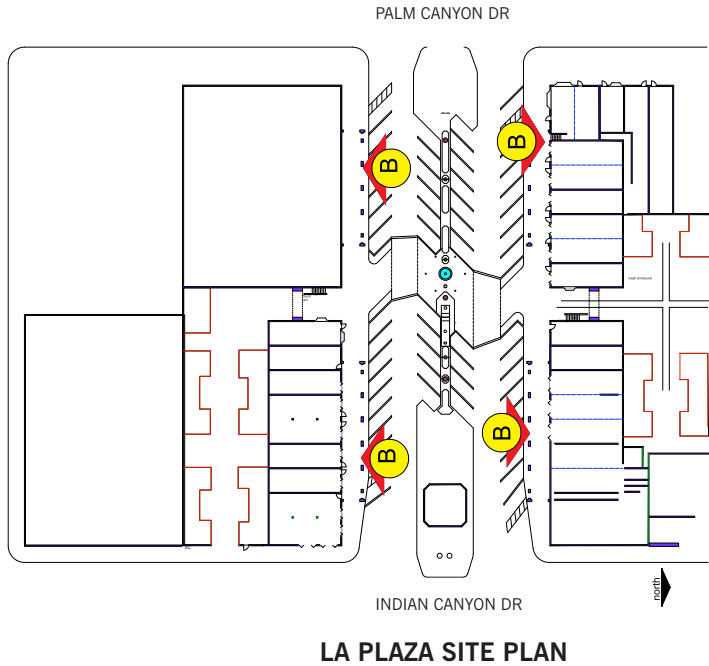
## OFFICE SIGNAGE:

Unique decorative blade bracket designs are recommended for tenant to display a blade sign. Tenants are encouraged to use the sign forms and format as presented within this document. In some instances, specialty signs may be allowed if it is deemed to be in the greatest interest of the Tenant and La Plaza Shopping Center. Exceptions are to be reviewed on a case by case basis by La Plaza and City of Palm Springs Planning Dept. staff. Blade sign must fit within a 3 sq. ft. maximum area, not to exceed 6" in depth with an overall weight of 50 lbs. Sign panel must maintain a clearance height of 84" from finished floor.

## SIGN TYPE 15



## HANGING PEDESTRIAN SIGNS - ARCADE

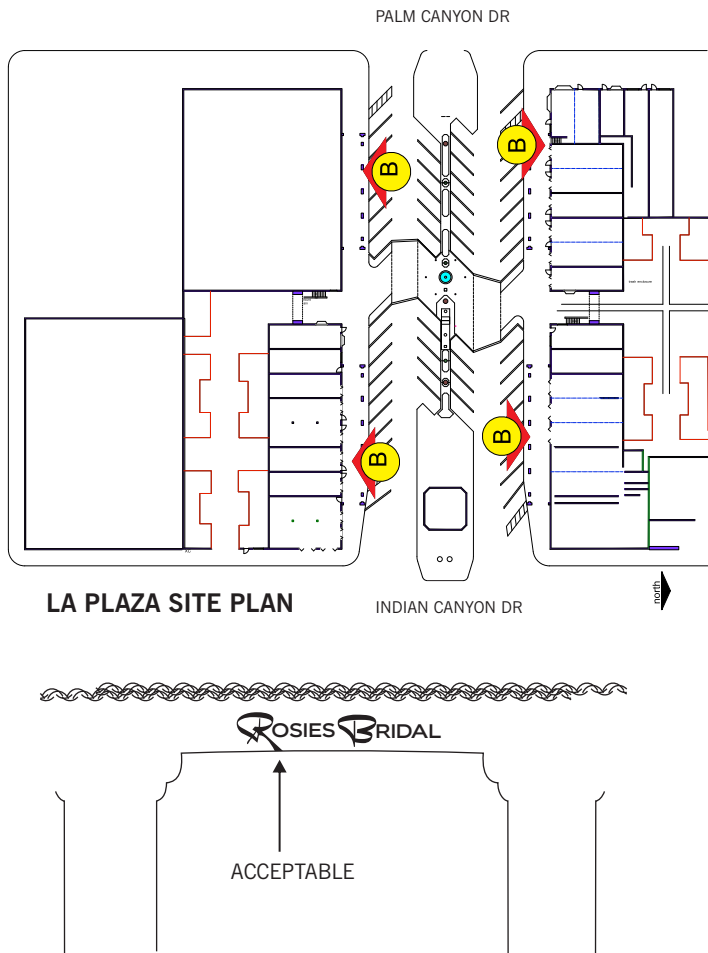


- 1 1.5" THICK HDU (30lb MINIMUM) PAINTED SATIN FINISH
- 2 SIGN PANEL BORDER DETAIL (PROJECT BROWN AND TERRA COTTA)
- 3 SANDBLASTED, CNC ROUTED, HAND CARVED ARE ALL ENCOURAGED. INDIVIDUAL LETTERS, ACRYLIC OR ALUMINUM, PAINTED SATIN FINISH ARE ENCOURAGED. SCREEN PRINTED, HAND PAINTED ARE ALSO ACCEPTABLE.

### ARCADE SHOPS - HANGING SIGNS:

Unique decorative blade bracket designs are recommended for tenant to display a blade sign. Tenants are encouraged to use the sign forms and format as presented within this document. In some instances, specialty signs may be allowed if it is deemed to be in the greatest interest of the Tenant and La Plaza Shopping Center. Exceptions are to be reviewed on a case by case basis by La Plaza and City of Palm Springs Planning Dept. staff. Blade sign must fit within a 3 sq. ft. maximum area, not to exceed 6" in depth with an overall weight of 50 lbs. Sign panel must maintain a clearance height of 84" from finished floor.

## ARCADE TENANT SIGNAGE



SIGNS ARE TO MAINTAIN A 'NATURAL' BORDER SO AS TO NOT FEEL CRAMPED OR CONFINED. LETTER FORMS OR PAINTED GRAPHICS MAY ENCR OACH WITHIN THE 'NATURAL' BORDER IF GRAPHIC IS DEEMED COMPLIMENTARY BY THE LANDLORD AND THE CITY OF PALM SPRINGS PLANNING DEPT.

### NON ILLUMINATED LETTER FORMS

Individual letters cut out of steel, aluminum, cast acrylic or HDU (high density urethane - min 30lb) shall be installed with blind mount studs, with as few of penetrations as possible (2 points min) so as to minimize damage to the fascia. A small amount of construction grade adhesive shall be used and a minimal amount behind each letter. All letter forms are to be flush mounted to the store front or fascia. Tenant will be allowed one main sign or graphic treatment at each Tenant storefront. Tenants are allotted total 1 sq. ft. of signage per linear ft. of storefront up to a maximum 50 sq. ft per City of Palm Springs Sign Ordinance.

### HAND PAINTING:

In lieu of a three-dimensional store front sign, Tenant may opt to have its main sign or graphic treatment hand painted by a journeyman sign painter, so long as the design and style maintain the sign design guidelines. Scale drawings and color renderings must be submitted for approval to Landlord and Tenant must strictly adhere to approved submittals

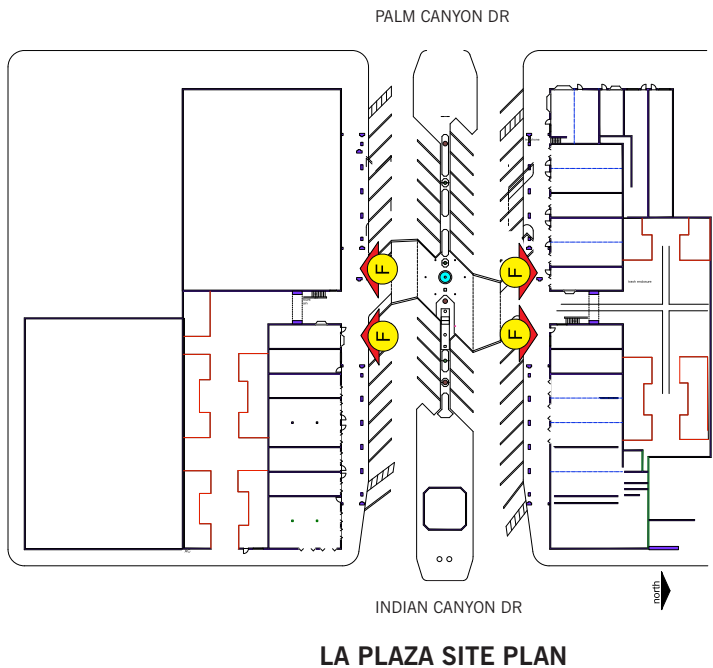
### WINDOW DISPLAY SIGNAGE:

Such signage must be placed at least six-inches (6") from storefront glazing and/or lease line. All methods of attachment including fasteners, mounting brackets, clips and labels, disconnects, lamps and other mechanisms must be concealed from view. Exposed neon will not be permitted. The overall main text of the sign shall not exceed 15% of the glass area in a single panel. Some graphics may extend out of the 15% area with the approval of Planning Staff and Architectural Review.

### ARCADE SIGN TYPES:



## TENANT NON-ARCADE SIGNAGE



### NON-ILLUMINATED LETTER FORMS

Individual letters cut out of steel, aluminum, cast acrylic or HDU (high density urethane - min 30lb) shall be installed with blind mount studs, with as few of penetrations as possible (2 points min) so as to minimize damage to the fascia. A small amount of construction grade adhesive shall be used and a minimal amount behind each letter. All letter forms are to be flush mounted to the store front or fascia. Tenant will be allowed one main sign or graphic treatment at each Tenant storefront. Tenants are allotted total 1 sq. ft. of signage per linear ft. of storefront up to a maximum 50 sq. ft per City of Palm Springs Sign Ordinance.

### SPECIALTY SIGNAGE

Materials such as: high density urethane (30lb min) and cast acrylic can be faux finished and distressed to simulate natural materials. Tenants are encouraged to develop sign elements with an authentic and distressed flair so as to have an aged appearance that may relate to the 'historical' nature of the complex.

*Gator foam, plexiglass, high gloss paints, exposed neon or plywood signs will not be considered for sign substrates or letter forms.*

### CERAMIC TILE

Ceramic Tiles may be incorporated into the design of the Tenant's store front sign or tenant blade sign, or both. Tenants may use colorful tile designs replicating the 'historical' era, or may use Ceramic Tiles to depict an established corporate logo.

### WINDOW DISPLAY SIGNAGE:

Such signage must be placed at least six-inches (6") from storefront glazing and/or lease line.

All methods of attachment including fasteners, mounting brackets, clips and labels, disconnects, lamps and other mechanisms must be concealed from view. Exposed neon will not be permitted.

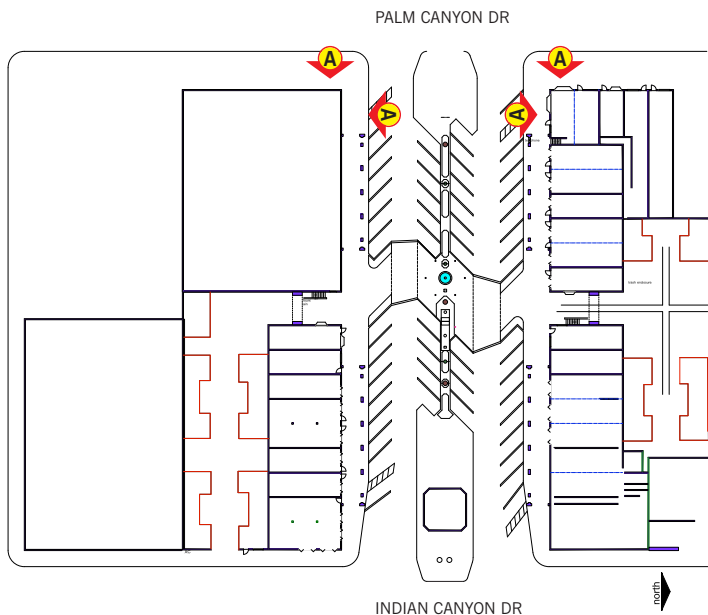
The overall main text of the sign shall not exceed 15% of the glass area in a single panel. Some graphics may extend out of the 15% area with the approval of Planning Staff and Architectural Review.

### NON-ARCADE SIGN TYPES:





## PALM CANYON CORNER TENANTS



LA PLAZA SITE PLAN

### A - Palm Canyon Corner Tenants



#### INTERNALLY ILLUMINATED CHANNEL LETTERS:

All aluminum construction channel letters with white LED internal illumination. Day/Night perforated vinyl to match MP 06183 New Zealand Forest (PMS 350) on Plex Faces to match La Plaza's shutter and trim color OR White Acrylic faces. Matching painted trim cap. 3" Returns painted white. Letter height not to exceed 16" in height. Typical Illuminated Channel Letter Installation.

- All signs shall be fabricated and installed with U.L. approved components in compliance with all applicable building and electrical codes. Sign manufacturer will supply a U.L. label, AS required by local authorities, in an inconspicuous location. No sign company labels will be permitted on exposed surfaces of the signs in public view.

All signs shall be fabricated and installed with U.L. approved components in compliance with all applicable building and electrical codes. Sign manufacturer will supply a U.L. label, AS required by local authorities, in an inconspicuous location. No sign company labels will be permitted on exposed surfaces of the signs in public view.

- Sign area shall be placed architecturally on façade, generally between columns, in front of Tenant's lease space; horizontal location to be determined by Landlord.

- **Specific locations and surrounding architectural treatments can dictate maximum sign height and length, which may be less than the maximum defined herein.**

- All signs are to be controlled by the centers "master" relay controller and/or individual store timer and/or photo cell, as required by the center's operations policies. It will be the responsibility of the tenant to insure that their contractor conforms to the center's requirements and performs any work required, at the tenant's expense, to enable the sign to be controlled according to their procedures. This installation must be reviewed with the centers operations manager PRIOR to the work being performed.

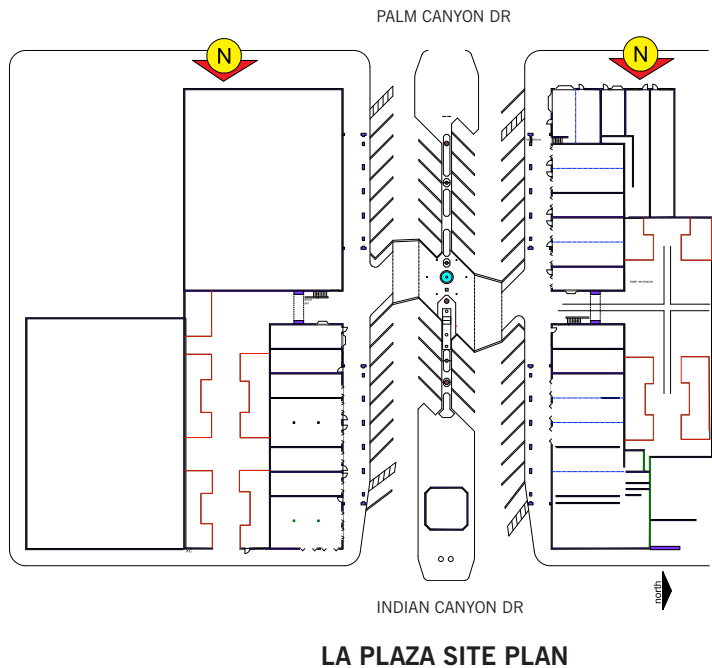
#### NON ILLUMINATED OR ILLUMINATED LETTER FORMS

Individual letters cut out of steel, aluminum, cast acrylic or HDU (high density urethane - min 30lb) shall be installed with blind mount studs, with as few of penetrations as possible (2 points min) so as to minimize damage to the fascia. A small amount of construction grade adhesive shall be used and a minimal amount behind each letter. All letter forms are to be flush mounted to the store front or fascia. Tenant will be allowed one main sign or graphic treatment at each Tenant storefront. Tenants are allotted total 1 sq. ft. of signage per linear ft. of storefront up to a maximum 50 sq. ft per City of Palm Springs Sign Ordinance.

#### PC CORNER TENANT SIGN TYPES:



## PALM CANYON NON-ARCADE TENANTS



### RESTAURANT/MAIN TENANTS – MULTIPLE SIGNAGE

At the discretion of Landlord and subject to approval by the City of Palm Springs, Electrical Signs may be allowed if deemed necessary; e.g. Reverse Lit channel Letters for financial institutions and/or restaurant establishments.

It is the burden of each tenant to develop and submit a Sign design of electrical sign types that are consistent with the overall “La Plaza” theme and does not detract from it.

One main sign or graphic treatment is allowed at each Tenant storefront and/or exterior wall. Tenants are allotted total of 1 sq. ft. of signage per linear ft., up to a maximum of 50 sq. ft., of storefront and/or exterior wall. A maximum of two (2) signs or graphic treatments are allowed per Tenancy.

### NON ILLUMINATED OR ILLUMINATED LETTER FORMS

Individual letters cut out of steel, aluminum, cast acrylic or HDU (high density urethane - min 30lb) shall be installed with blind mount studs, with as few of penetrations as possible (2 points min) so as to minimize damage to the fascia. A small amount of construction grade adhesive shall be used and a minimal amount behind each letter. All letter forms are to be flush mounted to the store front or fascia. Tenant will be allowed one main sign or graphic treatment at each Tenant storefront. Tenants are allotted total 1 sq. ft. of signage per linear ft. of storefront up to a maximum 50 sq. ft per City of Palm Springs Sign Ordinance.

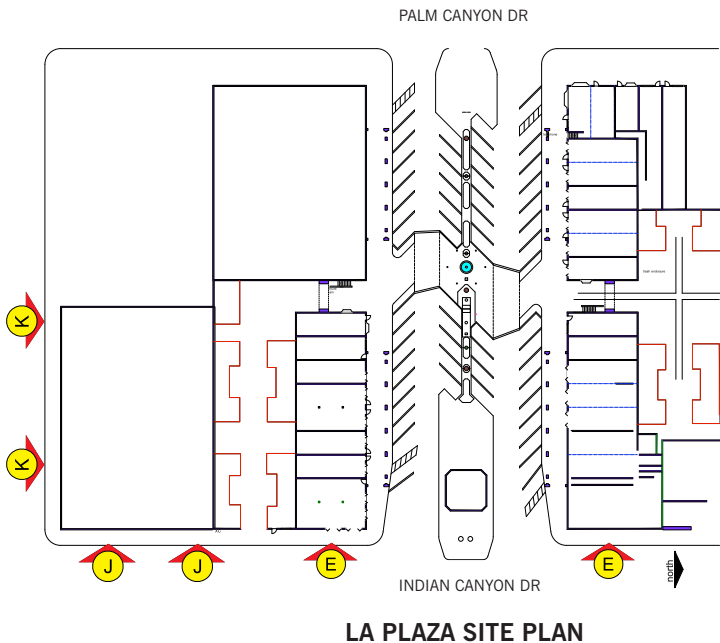
### SPECIALTY SIGNAGE

Materials such as: high density urethane (30lb min) and cast acrylic can be faux finished and distressed to simulate natural materials. Tenants are encouraged to develop sign elements with an authentic and distressed flair so as to have an aged appearance that may relate to the 'historical' nature of the complex. *Gator foam, plexiglass, high gloss paints, exposed neon or plywood signs will not be considered for sign substrates or letter forms.*

### PC NON-ARCADE TENANT SIGN TYPES:



## TENANTS WITH AWNINGS



LA PLAZA SITE PLAN

### AWNING SIGNS:

Signs can be applied to awnings according to the following criteria:

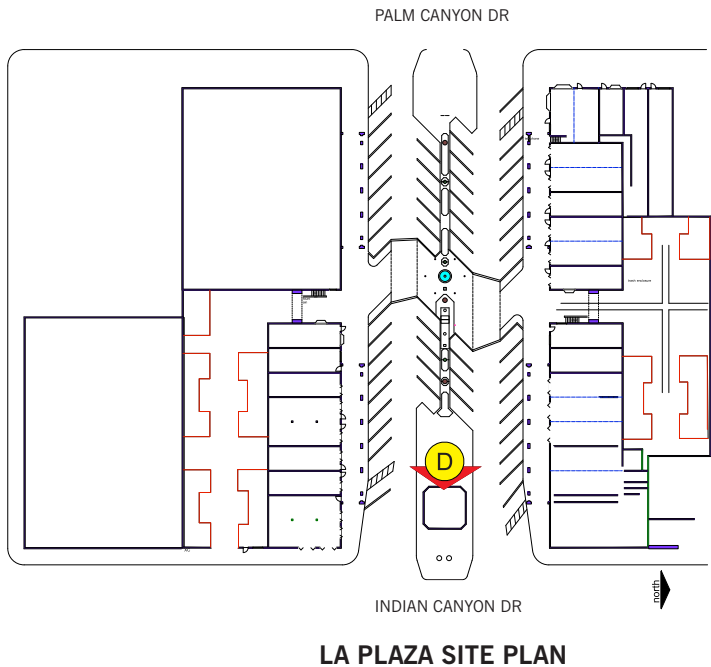
- (A) Letters shall be a maximum height of fourteen (14) inches and located on the front face or any valance element of the awning. The sign area shall not exceed twenty (20) percent of the total awning area with a maximum area equal to one (1) square foot per linear foot of awning width.
- (B) A logo may be incorporated into the sign, with additional sign area allowed; provided, the total sign does not exceed thirty (30) percent of the total awning area with a maximum of one and one-half (1½) square feet per linear foot of awning width.
- (C) Awning signs may incorporate hand painted, sewn cloth, screen printed, non-illuminated and illuminated letters and logos.
- (D) Each awning that is separated by a distance of at least eight (8) inches may contain an identical sign except that the size of the sign shall be determined by the width of each separate awning. The combination of such signs shall be deemed as one (1) sign for purposes of this section.

### WINDOW DISPLAY SIGNAGE:

Such signage must be placed at least six-inches (6") from storefront glazing and/or lease line. All methods of attachment including fasteners, mounting brackets, clips and labels, disconnects, lamps and other mechanisms must be concealed from view. Exposed neon will not be permitted. The overall main text of the sign shall not exceed 15% of the glass area in a single panel. Some graphics may extend out of the 15% area with the approval of Planning Staff and Architectural Review.

AWNING TENANT SIGN TYPES: (5) (9)

## PALM CANYON PAD TENANT



### RESTAURANT/MAIN TENANTS – MULTIPLE SIGNAGE

At the discretion of Landlord and subject to approval by the City of Palm Springs, Electrical Signs may be allowed if deemed necessary; e.g. Reverse Lit channel Letters for financial institutions and/or restaurant establishments.

It is the burden of each tenant to develop and submit a Sign design of electrical sign types that are consistent with the overall “La Plaza” theme and does not detract from it.

One main sign or graphic treatment is allowed per elevation. Tenants are allotted total of 1 sq. ft. of signage per linear ft., up to a maximum of 50 sq. ft., of storefront and/or exterior wall per City of Palm Springs Sign Ordinance. A maximum of four (4) signs or graphic treatments are allowed.

### NON ILLUMINATED OR ILLUMINATED LETTER FORMS

Individual letters cut out of steel, aluminum, cast acrylic or HDU (high density urethane - min 30lb) shall be installed with blind mount studs, with as few of penetrations as possible (2 points min) so as to minimize damage to the fascia. A small amount of construction grade adhesive shall be used and a minimal amount behind each letter. All letter forms are to be flush mounted to the store front or fascia. Tenant will be allowed one main sign or graphic treatment at each Tenant storefront. Tenants are allotted total 1 sq. ft. of signage per linear ft. of store front up to a maximum 50 sq. ft per City of Palm Springs Sign Ordinance.

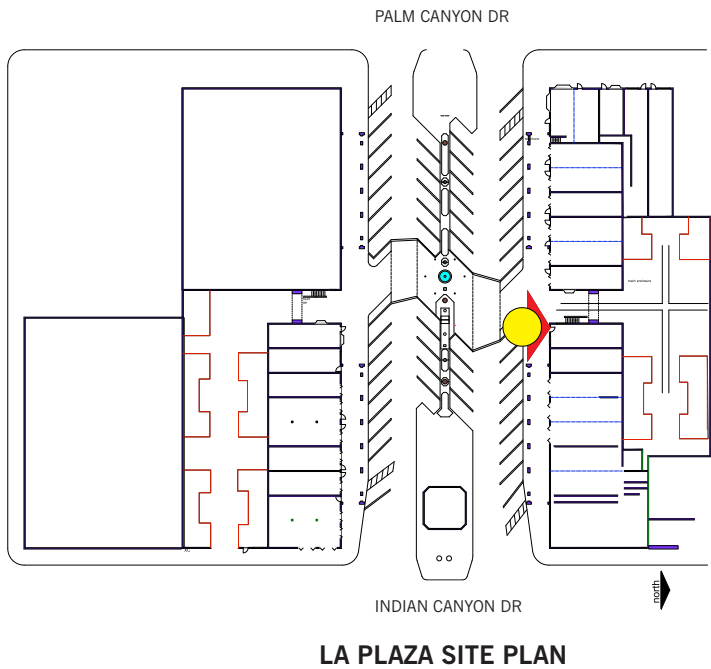
### SPECIALTY SIGNAGE

Materials such as: high density urethane (30lb min) and cast acrylic can be faux finished and distressed to simulate natural materials. Tenants are encouraged to develop sign elements with an authentic and distressed flair so as to have an aged appearance that may relate to the 'historical' nature of the complex. *Gator foam, plexiglass, high gloss paints, exposed neon or plywood signs will not be considered for sign substrates or letter forms.*

### FREESTANDING TENANT SIGN TYPES:



## NON-ARCADE CORNER DIRECTIONAL FOR OFFICES



### TENANT BLADE SIGNS / PEDESTRIAN SIGNS

Unique decorative blade bracket designs are recommended for tenant to display a blade sign. Tenants are encouraged to use the sign forms and format as presented within this document. In some instances, specialty signs may be allowed if it is deemed to be in the greatest interest of the Tenant and La Plaza Shopping Center. Exceptions are to be reviewed on a case by case basis by La Plaza and City of Palm Springs Planning Dept. staff. Blade sign must fit within a 8 SQ FT maximum area, not to exceed 6" in depth with an overall weight of 50 lbs. Sign panel must maintain a clearance height of 84" from finished floor.

**NON-ARCADE CORNER TENANT SIGN TYPES:** 3





## **GENERAL SIGN REQUIREMENTS**

### **APPLICATION FOR TENANT SIGN APPROVAL**

Tenant shall submit to Landlord two (2) copies of sign layout and shop drawings, including building elevations, location, for all signs, in conformance with these criteria and prepared by a reputable state licensed sign contractor using a legible scale, for Landlord's written approval prior to sign fabrication and application for City permit.

Drawings shall indicate exact sign location on the elevation of the building, including size, layout, design and color of proposed signs.

All drawings submitted by Tenant and returned by Landlord, marked "Disapproved" or "Rejected" must be resubmitted to Landlord as set forth above with the required corrections.

Submittals to Landlord at:

Plaza Investment Co.  
115 S Indian Canyon  
Palm Springs, CA 92264  
Ph: (760) 325-1347  
Fax: (760) 320-0880

Following receipt of Landlord's written approval, Tenant shall promptly submit approved sign drawings to the City of Palm Springs for approval and issuance of the appropriate permit authorizing installation of the signs. Tenant shall pay for the cost of obtaining the required permits. All signs and their installation must comply with local building and electrical codes. Local sign ordinance should be consulted for requirements not covered in these criteria.

Submittals to City at:

City of Palm Springs  
Planning Department  
3200 E Tahquitz Canyon  
Palm Springs, CA 92262  
Ph: (760) 323-8245  
Fax: (760) 864-9527

Signs built and/or installed without Landlord's and City's approval and permit, or contrary to corrections made by Landlord or City, shall be altered to conform to these standards at the Tenant's expense. If Tenant's sign has not been brought into conformance within fifteen (15) days after written notice from Landlord, then Landlord shall have the right to correct said sign, invoice the Tenant for the expense and collect same as additional rent under the terms of the Tenant's lease.

### **INSURANCE**

Sign contractor shall provide Landlord with Certificate of Insurance naming Landlord and any other designated party as additional insured showing evidence of worker's compensation and public liability insurance against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs in the amount of \$1,000,000.00 per occurrence.

### **GUARANTEE**

Entire display shall be guaranteed by sign fabricator for one (1) year from date of installation against defects in material and workmanship. Defective parts shall be replaced without charge.



## CERAMIC TILE

Ceramic Tiles may be incorporated into the design of the Tenant's store front sign or tenant blade sign, or both. Tenants may use colorful tile designs replicating the 'historical' era, or may use Ceramic Tiles to depict an established corporate logo.

## AWNING SIGNS

Awnings may incorporate hand painted, sewn cloth, individual letters (non-illuminated) and individual letters (illuminated). One sign is allowed per fascia, with lettering limited to 80% of height of the valance.

## WINDOW DISPLAY SIGNAGE

Such signage must be placed at least six-inches (6") from storefront glazing and/or lease line. All methods of attachment including fasteners, mounting brackets, clips and labels, disconnects, lamps and other mechanisms must be concealed from view. Exposed neon will not be permitted.

## MONUMENT / TENANT MARQUIS SIGN (EXISTING)

La Plaza Palm Springs features one existing monument sign serves as both Project Identification as well as Identification panels for major food establishments or anchor tenants. La Plaza to determine hierarchy tenant panels but may not exceed five business names.

## LIGHTING

All illuminated signs shall be fabricated, installed, and comply with national/local building and electrical codes and shall bear the U.L. label in an inconspicuous location. All conductors, transformers, cabinets, housings, and other equipment shall be concealed and/or incorporated into storefront and/or signage components.

## SECONDARY SITE SIGNAGE FOR BUNGALOW TENANTS

- Address signage
- Entrance signs
- Directional signs, both pedestrian and automobile-oriented
- Informational signs such as identification for public restrooms
- Building entrance signs
- Other code-required signs

Secondary site signs are not to be visible from the public right-of way, with the exception of entrance signs, and address signs that should be oriented toward the public right-ofway. 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.

Secondary site signs may be freestanding or wall-mounted. Maximum copy area for secondary site signs shall be limited to 6 square feet each. A secondary site sign shall be allowed at each entrance to the area originally known as "the Bungalows".

- Entrance to North Bungalows from central fountain area
- Entrance to South Bungalows from central fountain area
- Entrance to South Bungalows from Indian Canyon Drive



## CONSTRUCTION REQUIREMENTS

1. Signs must be made of durable rust-inhibited materials that are appropriate and complementary to the building.
2. All formed metal, such as letter forms, shall be fabricated using full-weld construction.
3. All ferrous and non-ferrous metals shall be separated with non-conductive gaskets to prevent electrolysis. In addition to gaskets, stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
4. Threaded rods or anchor bolts shall be used to mount sign letters that are spaced out from background panel. Angle clips attached to letter sides will not be permitted.
5. Paint colors and finishes must be reviewed and approved by the Owner. Color coatings shall exactly match the colors specified on the approved plans.
6. Surfaces with color mixes and hues prone to fading (e.g., pastels, fluorescent, complex mixtures, and intense reds, yellows and purples) shall be coated with ultraviolet-inhibiting clear coat in a matte, gloss, or semi-gloss finish.
7. 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. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticeable.
8. Finished surfaces of metal shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
9. Reverse channel letters shall be pinned 3/4" to 1 1/2" max off building wall
10. Depth of open channel letters shall not exceed 2". All hardware and neon tube supports inside open channel letters shall be painted to match interior letter color. Neon tubing shall be sufficient to make letters read "solid and shall be installed so the top surface of neon is flush with front edges of open channel. All electric wiring and transformers shall be adequately screened. A manual dimmer shall be required on all exposed neon.
11. All lighting must match the exact specifications of the approved working drawings.
12. Brightness of signs is subject to approval by Owner. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign.  
Light leaks will not be permitted.
13. The backside of all bare neon used for signage shall be painted to provide an opaque finish. Paint color shall exactly match the background color and Owner approved specification.
14. All conduit, raceways, crossovers, wiring ballast boxes, transformers, and other equipment necessary for sign connection shall be concealed. All bolts, fastenings and clips shall consist of enameling iron with porcelain enamel finish; stainless steel, anodized aluminum, brass or bronze; or carbon-bearing steel with painted finish.
15. Underwriter's Laboratory-approved labels shall be affixed to all electrical fixtures. Fabrication and installation of electrical signs shall comply with all national and local building electrical codes.
16. Penetrations into building walls, where approved, shall be made waterproof
17. Location of all openings for conduit sleeves and support in sign panels and building walls shall be indicated by the sign contractor on drawings submitted to the Owner and City. Sign contractor shall install same in accordance with the approved drawings.
18. In no case shall any manufacturer's label be visible from the street from normal viewing angles.
19. All signs and their installations must comply with all local building and electrical codes. Local sign ordinances shall be consulted for requirements not covered in the sign program





## **INSTALLATION OF SIGNS**

Upon securing all necessary City permits, all signs shall be installed in accordance with the approved Sign Program.

Tenant shall bear responsibility for the installation and maintenance of all signs, including necessary fastening and bracing to securely install the sign.

Each Tenant shall be responsible for the performance of its sign contractor.

Landlord will provide a junction box primary electrical service stubbed to the approximate signage area. It is the responsibility of the Tenant's sign company to verify all conduit, transformers and main service locations prior to the fabrication and installation of sign. Tenant is responsible for the cost of the electrical hookup of its sign. All electrical/illuminated signs shall carry the U.L. label and be installed per local building codes.

All signs must be installed prior to Tenant's opening for business, unless prior written authorization is given by Landlord.

All work shall be of excellent professional quality. Landlord reserves the right to reject any of the work determined by the Landlord or project architect to be improperly or inappropriately installed, or of insufficient quality. The cost of any rework or replacement shall be borne by the Tenant. If Tenant's sign has not been brought into conformance within fifteen (15) days after written notice from Landlord, then Landlord shall have the right to correct said sign, invoice the Tenant for the expense and collect same as additional rent under the terms of the Tenant's lease.

Tenant or its sign contractor shall repair any damage to Landlord's or Tenant's premises caused by his/her work of sign installation, including but not limited to penetrations, leaks and/or defacement.

## **MAINTENANCE OF SIGNS**

The signs shall be maintained in a first class condition. This includes all sign materials, illumination, paint, and colors. If in the future a building or fascia sign is removed, all holes and markings shall be properly repaired and patched to achieve a like new condition for the building fascia.

## **PROHIBITED SIGNS**

Except for temporary grand opening banners only (per City of Palm Springs sign ordinance) for new businesses, displayed a maximum of 30 days, no other type of signage will be allowed that is not part of the Master Sign Program.

## **ABANDONMENT OF SIGN**

Each Tenant shall be responsible for removal of its sign within three (3) days after vacating site. Removal of the sign shall include the repair of the wall surface back to its original condition. If Tenant does not repair wall surface to Landlord's satisfaction, Landlord shall effect said maintenance or repair and Tenant shall reimburse Landlord within ten (10) days of receipt of invoice.

## **EXCEPTIONS**

There shall be no exceptions to the sign program other than as already specified within this sign program.

