



PLANNING COMMISSION STAFF REPORT

DATE: June 26, 2013

SUBJECT: CASE 8.256 SIGN VARIANCE – BEST SIGNS, INC. ON BEHALF OF APHM ZOSO, LLC FOR A SIGN VARIANCE TO SECTION 93.20.06(A)(2) OF THE ZONING CODE TO ALLOW VARIOUS SIGNS AT THE RESORT HOTEL LOCATED AT 150 SOUTH INDIAN CANYON DRIVE, ZONE RA, SECTION 14.

FROM: Margo Wheeler, AICP, Director of Planning Services

SUMMARY

The applicant has submitted a sign variance request to install eight signs on the existing resort hotel for rebranding. Total proposed signage consists of three main signs on west elevation, two main signs on east / north elevation, one restaurant main sign on west elevation and various directional signs throughout.

RECOMMENDATION:

Approve, subject to Conditions of Approval.

ISSUES:

- Sign variance requesting deviations from zoning code as follows:
 - Overall sign area proposed (342 sq. ft.) exceeds maximum sign area permitted (245 sq. ft.) on west elevation.
 - Three main signs proposed on west elevation, and two permitted.
 - Proposed distance between main signs on west elevation is 76 ft. and 14 ft. and requirement is 170 ft.

BACKGROUND:

<i>Related Relevant City Actions by Planning, Fire, Building, etc...</i>	
12/18/1984	Existing Resort hotel was built at 150 South Indian Canyon Drive.
06/10/2013	Architectural Advisory Committee reviewed the proposed signage and by a 5-1 vote (Member Hirschbein opposed) recommended approval, subject to the block letters being 36-inches in height and the "judy" lights sign to be per the drawing on sheet G110.1-ID.02.

Neighborhood Meeting

None

ANALYSIS:

General Plan			
Land Use Designation	Density	Request	Compliance
CBD (Central Business District)	15-30 dwelling units / acre	N/a (signage)	Yes

Zoning – Signage Permitted (Per Section 14 Specific Plan)			
	Proposed	Allowed	Compliance
Main Signage	Indian Canyon Street Frontage: - Hard Rock Circular Logo (167 sf) - Hard Rock Block Letters (151 sf) - Hard Rock Block Letters (24 sf) 3 Total with 342 sq. ft. of sign area	- Two main signs permitted on each street frontage. - 245 square feet of maximum sign area allowed for each street frontage. - 170 feet separation between each main sign	No on Indian Canyon Frontage (too many, too large and not enough separation.)
	Calle Encilia Street Frontage: - Hard Rock Circular Logo (107 sf) - Hard Rock Circular Logo (10 sf) 2 total with 127 sq. ft. of sign area		Yes on Calle Encilia Frontage
Restaurant Signage	30 sq. ft.	30 sq. ft.	Yes

Staff believes that the sign variance request is appropriate for the circumstances that exist. The large resort hotel is located on an interior lot that is deeper than it is wide. The existing building design and location of mature vegetation create difficulties meeting the minimum main sign separation requirements. Findings in support of the proposal are provided below.

REQUIRED FINDINGS:

State law requires four (4) findings be made for the granting of a variance. Staff has analyzed the findings in order below:

- 1) *Because of the special circumstances applicable to the subject property, including size, shape, topography, location or surroundings, the strict application of the Zoning Code would deprive subject property of privileges enjoyed by other properties in the vicinity and under identical zone classification.*

The subject property is an interior lot that is deeper than it is wide. The site is located adjacent to downtown and across from a private corridor (La Plaza) with limited site views from Palm Canyon Drive. Given the location and limited geometry of the building to locate signs, the strict application of the Zoning Code would deprive the subject

property of other resort hotels and properties in the vicinity under identical zone classification.

- 2) *Any variance granted shall be subject to such conditions as will assure that the adjustment thereby authorized shall not constitute a grant of special privilege inconsistent with the limitations upon other properties in the vicinity and zone in which subject property is situated.*

The variance granted will be for a third main sign, additional main sign area and reduced main sign separation on the west elevation of the building. The adjustment is due to the site location and existing conditions. Other resort hotels in the area commonly have large signs, including the Spa Resort one block north. Thus, the variance request does not grant special privileges to the applicant.

- 3) *The granting of the variance will not be materially detrimental to the public health, safety, convenience, or welfare or injurious to property and improvements in the same vicinity and zone in which subject property is situated.*

The proposed signs will be required to meet all necessary building and safety codes. The signs have been reviewed by the Architectural Advisory Committee for good design. Therefore, the granting of the variance will not affect the public health, safety, convenience or welfare and will not be injurious to property improvements in the same vicinity and zone.

- 4) *The granting of such variance will not adversely affect the general plan of the city.*

Staff has reviewed the policies of the general plan and has found no inconsistencies between the plan and the proposed signage.

Additional Findings

In addition to the findings required by state law, the sign ordinance stipulates three additional findings required for sign variances. Those findings are analyzed by staff below:

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

The subject property is an interior lot that is deeper than it is wide. The site is located adjacent to downtown and across from a private corridor (La Plaza) with limited site views from Palm Canyon Drive. The existing building's geometric design and mature vegetation limit signage location and visibility. Therefore, strict application of the regulations of the sign ordinance will not give adequate visibility to the signage.

- 2) *The approved signage 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 signage.*

The proposal includes a large logo sign, 36-inch block letters and a small 24-square foot main sign over the entry on the west elevation. The proposed signs include a simple design utilizing high quality reverse channel lettering. The signs are proposed in strategic locations to provide adequate and effective identification while representing the least departure from the standards of the sign ordinance. Furthermore, the Architectural Advisory Committee voted favorably to recommend approval of the design.

- 3) *That the approved signage is compatible with the surrounding property and not contrary to the purpose of the sign ordinance.*

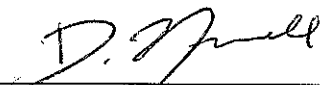
The contemporary materials and design of the signs are compatible with the building and adjacent properties. The Architectural Advisory Committee voted favorably to recommend approval of the design. The proposal does not conflict with the purpose of the sign ordinance as described in Section 93.20.02(B) of the Zoning Code.

ENVIRONMENTAL DETERMINATION:

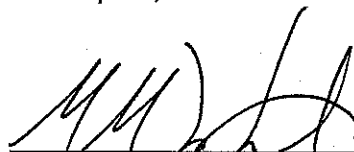
This request is categorically exempt as a Class 11 exemption from environmental review pursuant to Section 15311(a) (Accessory Structures) of the California Environmental Quality Act (CEQA) Guidelines.

NOTIFICATION:

Notification of this public hearing was sent to property owners within a 400 foot radius of the subject parcel. As of the writing of this report, staff has not received any correspondence from the public.



David A. Newell
Associate Planner



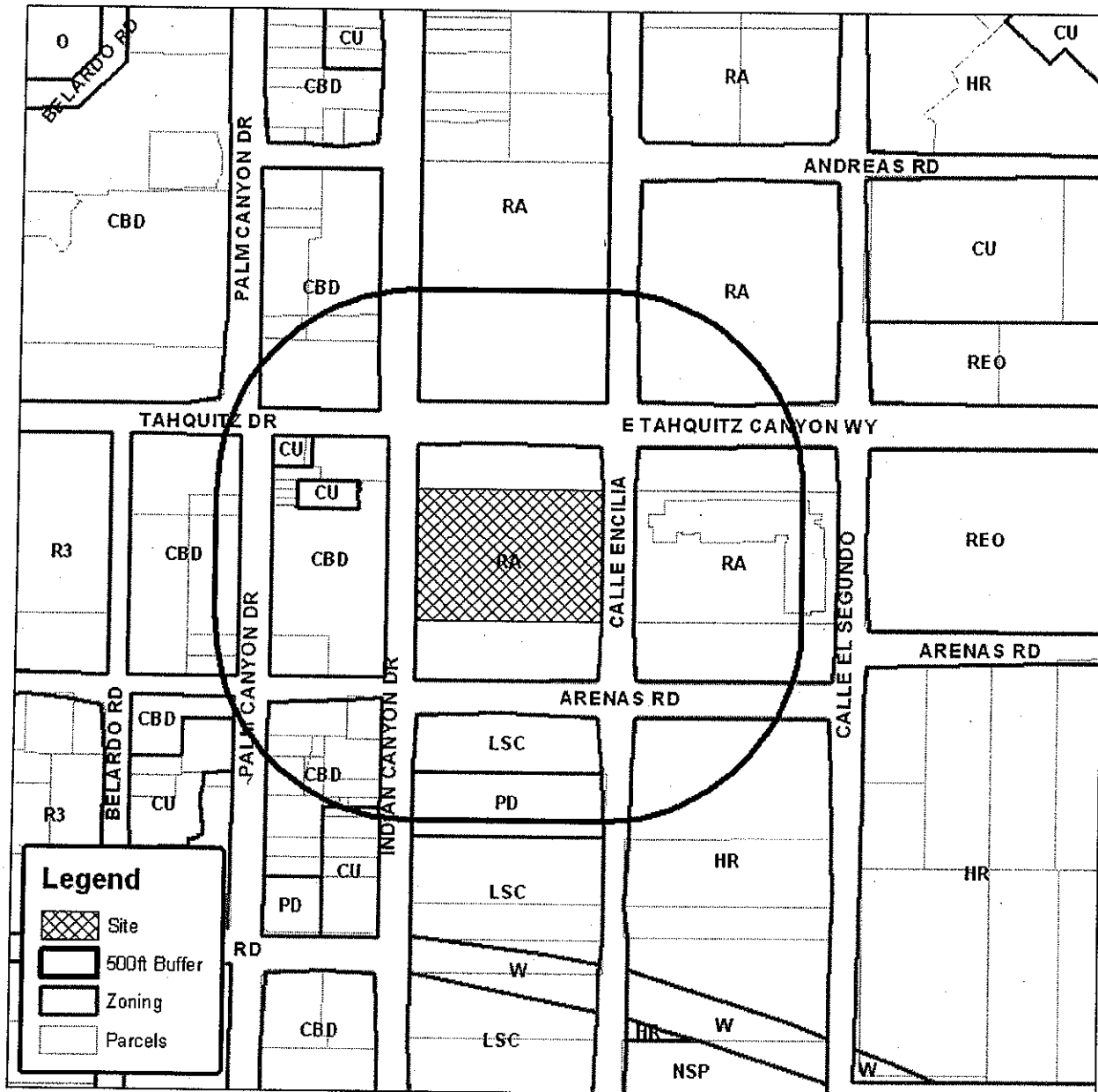
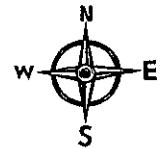
Margo Wheeler, AICP
Director of Planning Services

Attachments:

1. Vicinity Map
2. Draft Resolution with Conditions of Approval
3. Draft AAC Minutes of June 10, 2013 (excerpt)
4. Variance Request from Applicant
5. Reduced Exhibits



Department of Planning Services Vicinity Map



Legend

- Site
- 500ft Buffer
- Zoning
- Parcels

CITY OF PALM SPRINGS

CASE: 8.258 Sign Variance

APPLICANT: Best Signs, Inc.

DESCRIPTION: A sign variance request to install eight signs on the existing resort hotel located at 150 South Indian Canyon Drive, Zone RA, Section 14.

RESOLUTION NO. _____

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING SIGN VARIANCE, CASE NO. 8.256, TO SECTION 93.20.06(A)(2) OF THE ZONING CODE TO ALLOW VARIOUS SIGNS AT THE RESORT HOTEL LOCATED AT 150 SOUTH INDIAN CANYON DRIVE.

WHEREAS, Best Signs, Inc. ("Applicant") has filed an application with the City pursuant to Section 94.06.00 and Section 93.20.10(A)(4) of the Zoning Ordinance to allow eight signs on the existing resort hotel consisting of three main signs on west elevation, two main signs on east / north elevation, one restaurant main sign on west elevation and various directional signs throughout for the property located at 150 South Indian Canyon Drive, APN: 508-082-005, Zone RA (Resort Attraction), Section 14; and

WHEREAS, notice of public hearing of the Planning Commission of the City of Palm Springs to consider Sign Variance, Case No. 8.256, was given in accordance with applicable law; and

WHEREAS, on June 26, 2013, a public hearing on the application was held by the Planning Commission in accordance with applicable law; and

WHEREAS, the proposed project is considered a "project" pursuant to the California Environmental Quality Act (CEQA) Guidelines; and

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

THE PLANNING COMMISSION HEREBY FINDS AS FOLLOWS:

Section 1: Pursuant to the requirements of Section 94.06.00(B), the Planning Commission finds:

- 1) Because of the special circumstances applicable to the subject property, including size, shape, topography, location or surroundings, the strict application of the Zoning Code would deprive subject property of privileges enjoyed by other properties in the vicinity and under identical zone classification.*

The subject property is an interior lot that is deeper than it is wider. The site is located adjacent to downtown and across from a private corridor (La Plaza) with limited site views from Palm Canyon Drive. Given the location and limited geometry of the building to locate signs, the strict application of the Zoning Code would deprive the subject property of other resort hotels and properties in the

vicinity under identical zone classification.

- 2) *Any variance granted shall be subject to such conditions as will assure that the adjustment thereby authorized shall not constitute a grant of special privilege inconsistent with the limitations upon other properties in the vicinity and zone in which subject property is situated.*

The variance granted will be for a third main sign, additional main sign area and reduced main sign separation on the west elevation of the building. The adjustment is due to the site location and existing conditions. Other resort hotels in the area commonly have large signs, including the Spa Resort one block north. Thus, the variance request does not grant special privileges to the applicant.

- 3) *The granting of the variance will not be materially detrimental to the public health, safety, convenience, or welfare or injurious to property and improvements in the same vicinity and zone in which subject property is situated.*

The proposed signs will be required to meet all necessary building and safety codes. The signs have been reviewed by the Architectural Advisory Committee for good design. Therefore, the granting of the variance will not affect the public health, safety, convenience or welfare and will not be injurious to property improvements in the same vicinity and zone.

- 4) *The granting of such variance will not adversely affect the general plan of the city.*

No inconsistencies between the General Plan and the proposed signage have been found.

Section 2: In addition to the findings required by state law, the sign ordinance stipulates three additional findings required for sign variances. Pursuant to the requirements of Section 93.20.10(A)(4), the Planning Commission finds:

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

The subject property is an interior lot that is deeper than it is wider. The site is located adjacent to downtown and across from a private corridor (La Plaza) with limited site views from Palm Canyon Drive. The existing building's geometric design and mature vegetation limit signage location and visibility. Therefore, strict application of the regulations of the sign ordinance will not give adequate visibility to the signage.

- 6) *The approved signage 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 signage.*

The proposal includes a large logo sign, 36-inch block letters and a small 24-square foot main sign over the entry on the west elevation. The proposed signs include a simple design utilizing high quality reverse channel lettering. The signs are proposed in strategic locations to provide adequate and effective identification while representing the least departure from the standards of the sign ordinance. Furthermore, the Architectural Advisory Committee voted favorably to recommend approval of the design.

- 7) *That the approved signage is compatible with the surrounding property and not contrary to the purpose of the sign ordinance.*

The contemporary materials and design of the signs are compatible with the building and adjacent properties. The Architectural Advisory Committee voted favorably to recommend approval of the design. The proposal does not conflict with the purpose of the sign ordinance as described in Section 93.20.02(B) of the Zoning Code.

NOW, THEREFORE, BE IT RESOLVED that, based upon the foregoing, the Planning Commission hereby approves Case No. 8.256, a sign variance to allow three main signs totaling 342 square feet of sign area on the west elevation of the building and two main signs on the east elevation totaling 127 square feet in sign area at 150 South Indian Canyon Drive, subject to the conditions set forth in the attached Exhibit A.

ADOPTED this 26th day of June 2013.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

Margo Wheeler, AICP
Director of Planning Services

RESOLUTION NO.

EXHIBIT A

Case No. 8.256 Sign Variance
Hard Rock Hotel

150 South Indian Canyon Drive

June 26, 2013

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 Director of Building and Safety, the Chief of Police, the Fire Chief or their designee, depending on which department recommended the condition.

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

PROJECT SPECIFIC CONDITIONS

- PSP 1. Signage Alterations.
- a. The block letters on the west elevation shall be limited to 36-inch high letters.
 - b. The "judy" lights sign above pedestrian entry to hotel to be per the drawing on sheet G110.1-ID.02

ADMINISTRATIVE CONDITIONS

- ADM 1. Project Description. This approval is for the project described per Case 8.256 Sign Variance, except as modified by the conditions below.
- ADM 2. Reference Documents. The site shall be developed and maintained in accordance with the approved plans on file in the Planning Division, date stamped May 28, 2013, except as modified by these conditions.
- ADM 3. Conform to all Codes and Regulations. The project shall conform to the conditions contained herein, all applicable regulations of the Palm Springs Zoning Ordinance, Municipal Code, and any other City County, State and Federal Codes, ordinances, resolutions and laws that may apply.
- ADM 4. Minor Deviations. The Director of Planning or designee may approve minor deviations to the project description and approved plans in accordance with the provisions of the Palm Springs Zoning Code.

ADM 5. Indemnification. 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 SI 8.256 Sign Variance. 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.

ADM 6. Time Limit on Approval. Commencement of construction under this Architectural Approval shall be within two (2) years from the effective date of approval. Extensions of time may be granted by the Planning Commission upon demonstration of good cause.

ADM 7. Right to Appeal. Decisions of an administrative officer or agency of the City of Palm Springs may be appealed in accordance with Municipal Code Chapter 2.05.00. Permits will not be issued until the appeal period has concluded.

BUILDING DEPARTMENT CONDITIONS

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

CITY OF PALM SPRINGS

ARCHITECTURAL ADVISORY COMMITTEE

Council Chamber, City Hall
3200 East Tahquitz Canyon Way, Palm Springs, CA 92262

MINUTES OF JUNE 10, 2013

CALL TO ORDER: Director Wheeler called the meeting to order at 3:05 pm

Committee Members Present: Cassady, Fauber, Hirschbein, Purnell, Susan Secoy-Jensen, Song

Absent: Fredricks

Planning Commission Member: Klatchko

Staff: Wheeler, Newell, Mlaker

ELECTION OF OFFICERS:

- **Election of Chair** – Nomination of Chair – Member Fauber nominated Secoy-Jensen – unanimous
- **Election of Voice-Chair** – Nomination of Vice Chair – Member Secoy-Jensen nominated Member Fauber – unanimous

PUBLIC COMMENTS: There were no public comments.

1. APPROVAL OF MINUTES: Approval of Minutes with amendments for meeting of May 20, 2013.

ACTION: M/S/C (Fauber / Secoy-Jensen (3-0). To approve the minutes of May 20, 2013.

2. CASE 8.256 SIGN VARIANCE – Best Signs, Inc. for Hard Rock Hotel to install exterior signage at the existing resort hotel (formerly Hotel Zoso) located at 150 South Indian Canyon Drive, Zone RA (Section 14 Specific Plan), Section 14.

Applicant, Jim Cross, available to answer questions.

Committee Member Hirschbein asked about wall colors and existing Hotel Zoso signs.

Applicant said color as shown, light tan, and the "Z" signs are being eliminated.

Committee Member Song asked about fonts.

Committee Member Cassady asked if it was static lighting.

Applicant said white halo lighting behind purple letters.

Committee Member Fauber said he liked the Hard Rock circle sign, concerned about block letters.

Committee Member Cassady said block letters allowed visibility from Palm Canyon.

Committee Members Hirschbein and Song felt block letters should be smaller.

ACTION: M/S/C (Fauber / Purnel; 5-1 (Hirschbein). Motion to approve with block letters to be 36" and "judy" lights to be .02 in size per G110.1-ID.02.

3. CASE 3.3651 MINOR ARCHITECTURAL APPLICATION – Del Taco for building repaint and placement of exterior artwork panels on existing restaurant located at 6620 North Indian Canyon Drive, Zone M-1-P, Section 14.

4. CASE 3.2129 MINOR ARCHITECTURAL APPLICATION – Del Taco for building repaint and placement of exterior artwork panels on existing restaurant located at 2444 North Palm Canyon Drive, Zone C-1, Section 3.

5. CASE 3.2854 MINOR ARCHITECTURAL APPLICATION - Del Taco for building repaint and placement of exterior artwork panels on existing restaurant located at 102 North Sunrise Way, Zone C-1-AA, Section 13.

6. CASE 3.2951 MINOR ARCHITECTURAL APPLICATION - Del Taco for building repaint and placement of exterior artwork panels on existing restaurant located at 5601 East Ramon Road, Zone M-1, Section 20.

Items 3 – 6 opened together.

Committee Member Hirschbein said he liked the mural-type sign.

Committee Member Purnell indicated red color too dark on Indian Canyon and green too much on Palm Canyon and Ramon.

Chair Secoy-Jensen said graphics make buildings more interesting.

ACTION: M/S/C (Fauber / Secoy-Jensen; 6-0). To approve with note that Item 6 is graphics only no painting.

7. CASE 3.1289 MINOR ARCHITECTURAL APPLICATION, HISTORIC SITE PRESERVATION 55 – Oasis Commercial Building, A Class 1 Historic Site Exterior and interior

TO THE PLANNING COMMISSION:

I (We), the undersigned applicant(s) for the property described below, hereby request that you grant a Variance to allow the use described as follows:

1. Exception to separation of main elevation signs. Ordinance states 170' separation between main signs, project specifications request approval of 105'
2. Exception to allowable square footage. Ordinance allows for 1.5 sq ft per unit. Room count is 163 equating to 245 sq ft. Project specifications request approval of 342 sq ft
3. Exception to allowable quantity of signs. Project specifications request 2 main elevation signs, and 1 secondary sign over the entry doors.

PROJECT SITE INFORMATION:

Property Name (if any): Hard Rock Hotel

Assessor's Parcel Number: 508 / 082 / 005

Zone: RA Land Use: Resort Attraction

Section/Township/Range: 14 / 4 / 4

Is this project on fee land or Indian Trust Land ? (Check one)

The Zoning Ordinance requires that the following four (4) conditions be established and considered by the Planning Commission before a Variance can be granted. Please respond to each of them by indicating how they are applicable to the property in question.

1. **The special circumstances applicable to the subject property, including size, shape, topography, location, or surroundings, and the strict application of the Zoning Ordinance would derive the subject property of privileges enjoyed by other properties in the vicinity and under identical zone classification.**

Hard Rock Hotel signage plan does not seek an advantage in relationship to neighboring hotels and/or business. The signage plan as submitted has been carefully considered by premier marketing and image consultants to create an upscale and yet recognizable brand.

The sign locations are based on key view points from the surrounding area given the geometry of the building. The west elevation facing South Indian Canyon Drive has several areas that are visible from select areas only. As such, the larger "Hard Rock Hotel" sign is set to be visible by patrons in the adjacent La Plaza development and possibly from Palm Canyon Drive. The "Hard Rock Hotel" sign beneath the porte cochere above the entrance doors is meant to create the sense of arrival for patrons in the immediate area of the porte cochere. The larger "button" or round "Hard Rock Hotel" logo signs are typical brand elements applied to the building at pinnacle elements such as the locations shown near the top of the building façade. As the landscaping will include large trees, and we are not modifying the façade it is only at isolated points where the signs will be visible at multiple times in full view.

2. **Any Variance granted shall be subject to conditions that will assure the adjustment thereby authorized shall not constitute a grant of special privilege inconsistent with the limitations upon other properties in the vicinity and zone in which the subject property is situated.**

The variance request is similar to that of the Riviera Resort whereas the proposed signage is significant to the brand. Moreover, visibility of the brand is paramount as the current occupant (Hotel Zoso) experiences constant contact from guests searching out the property.

The property is located in close proximity of the Spa Hotel and Casino. While it is not the intention of this sign plan to compete with its neighbors, we must be mindful that a considerable area is not seemingly under the jurisdiction or, nor subject to, the City of Palm Springs sign ordinance.

3. **The granting of the Variance will not be materially detrimental to the public health, safety, convenience, or welfare or injurious to the property and improvements in the same vicinity and zone in which the subject property is situated.**

All proposed signs are subject to the City of Palm Springs Planning and Building Departments. None of the proposed signs are within City right-of-way nor are they accessible by the general public. All work is to be performed by licensed contractors, all materials and electrical components are to meet or exceed State and Federally mandated (NEC/UL) regulations and specifications.

4. **The granting of such Variance will not adversely affect the General Plan for the City.**

The request of a variance is made necessary as it was found to exceed allowable standards under the City of Palm Springs Sign Ordinance. It is not the intent of this proposal to cause an adverse affect to the City's General Plan. With this being said, we look to the very committees that have been empowered by the City of Palm Springs to evaluate and hopefully make the determination that the proposed signage plan does not adversely affect the City's General Plan

(Please continue to next page)



NEW SIGNAGE



EXISTING

CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
LEVEL ONE - L1 - ID SIGNS - WEST

DATE

May 9, 2013

SCALE

as noted

REVISION

ACCEPTED

DRAWN BY

Stephan Testa

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NEW SIGNAGE



EXISTING

CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
LEVEL ONE - L1 - ID SIGNS - WEST

DATE

May 9, 2013

SCALE

as noted

REVISION

ACCEPTED

DRAWN BY

Stephan Testa

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SHEET No.

G110-ELV1N



EXISTING

NEW SIGNAGE

CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
LEVEL ONE - L1 - ID SIGNS - WEST

DATE

May 9, 2013

SCALE

as noted

REVISION

ACCEPTED

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Sheet No.

G110-ELV2

CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
LEVEL ONE - L1 - ID SIGNS

DATE

April 10, 2013

SCALE

NTS

REVISION

ACCEPTED

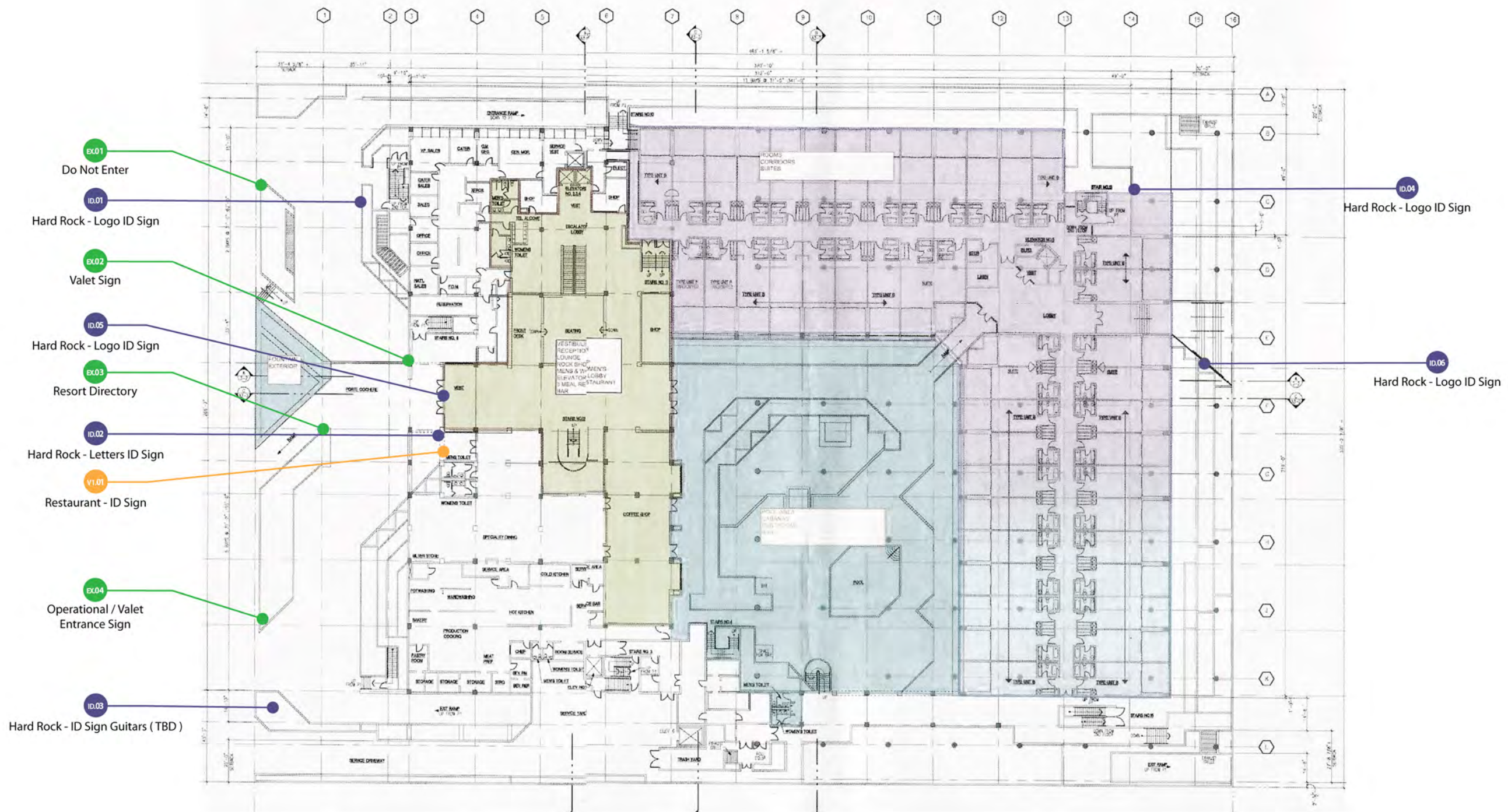
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Sheet No.

LOC-L01-IDSIGNS



1 Hard Rock Palm Springs - LOCATION PLAN - L01
 Scale: nts

CLIENT

Zoso

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
LEVEL ONE - L1 - ID SIGNS - NORTH

DATE

April 10, 2013

SCALE

as noted

REVISION

ACCEPTED

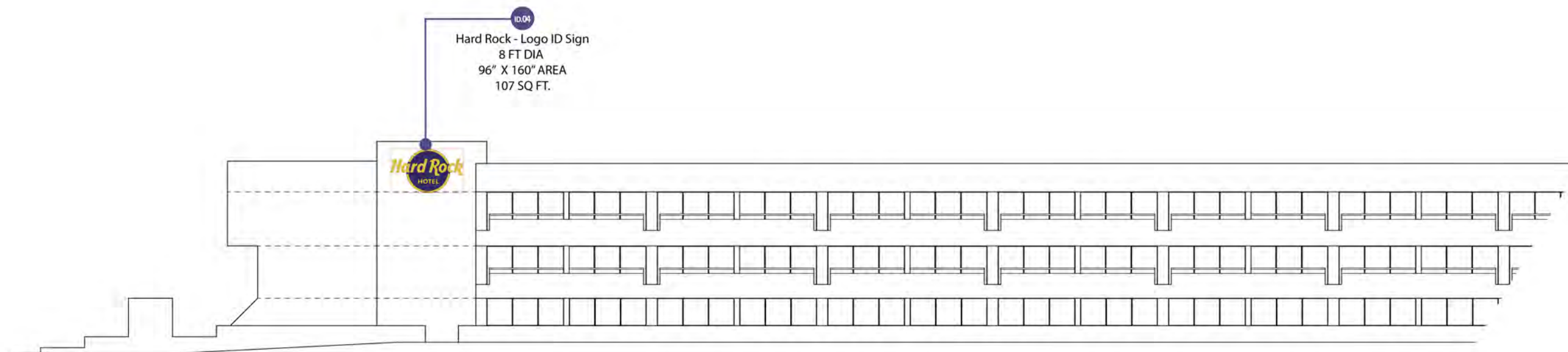
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Stephan Testa

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Sheet No.

G110.3-IDSIGNS



NORTH ELEVATION

1

Hard Rock Palm Springs - ID SIGNS - NORTH ELEVATION

Scale: 3/64 = 1' - 0"

CLIENT

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
LEVEL ONE - L1 - ID SIGNS - WEST

DATE

April 10, 2013

SCALE

as noted

REVISION

ACCEPTED

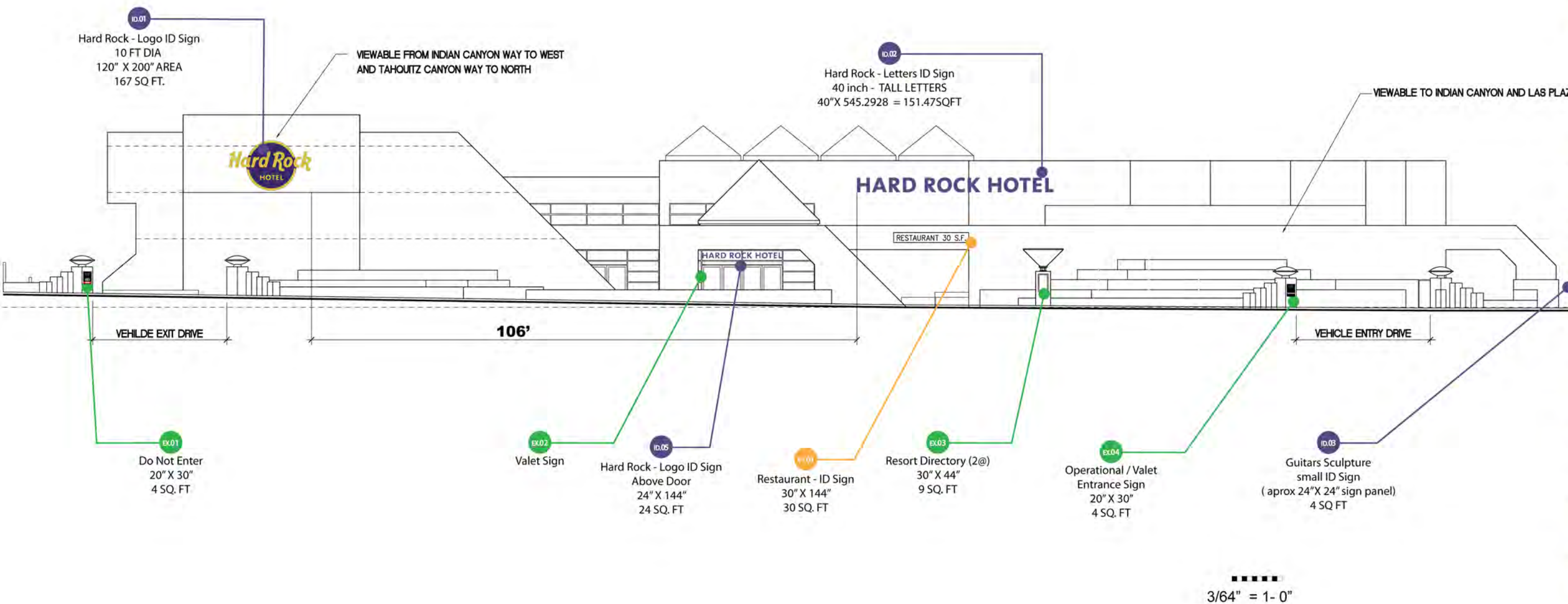
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Sheet No.

G110.1-IDSIGNS



WEST ELEVATION SIGN LOCATIONS

CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
LEVEL ONE - L1 - ID SIGNS - EAST

DATE

April 10, 2013

SCALE

as noted

REVISION

ACCEPTED

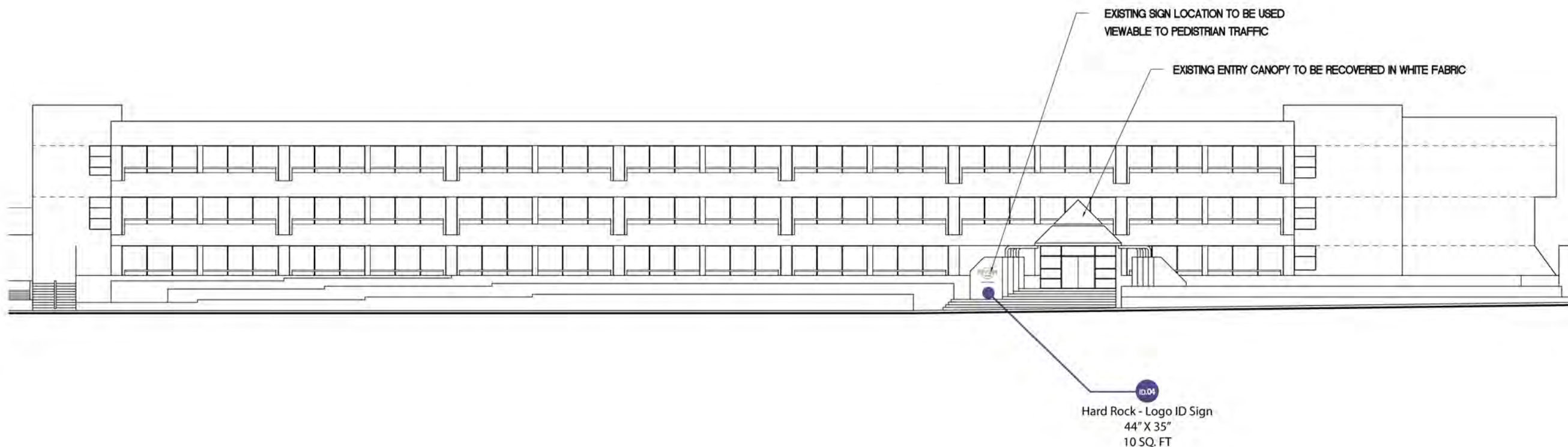
DRAWN BY

Stephan Testa

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Sheet No.

G110.2-IDSIGNS



EAST ELEVATION - STREETSIDE VIEW

1

Hard Rock Palm Springs - ID SIGNS - EAST ELEVATION
Scale: 3/64 = 1' - 0"

***** NOTE *****
 Letter Heights are approximate
 Prepare production files from
 scaled 10' Dia. Logo



Sign Can - Backer
 6" Deep AL. Can
 4 PMS - 668c - Background

Hard Rock Letters
 8" Deep AL. Channel Letters w/double stroke neon
 Letters outside of circle return to wall (14" Deep)

3 PMS - 117C- Letters
 5 Neon - Clear Gold

HOTEL Letters
 4" Deep AL. Channel Letter w/single stroke neon

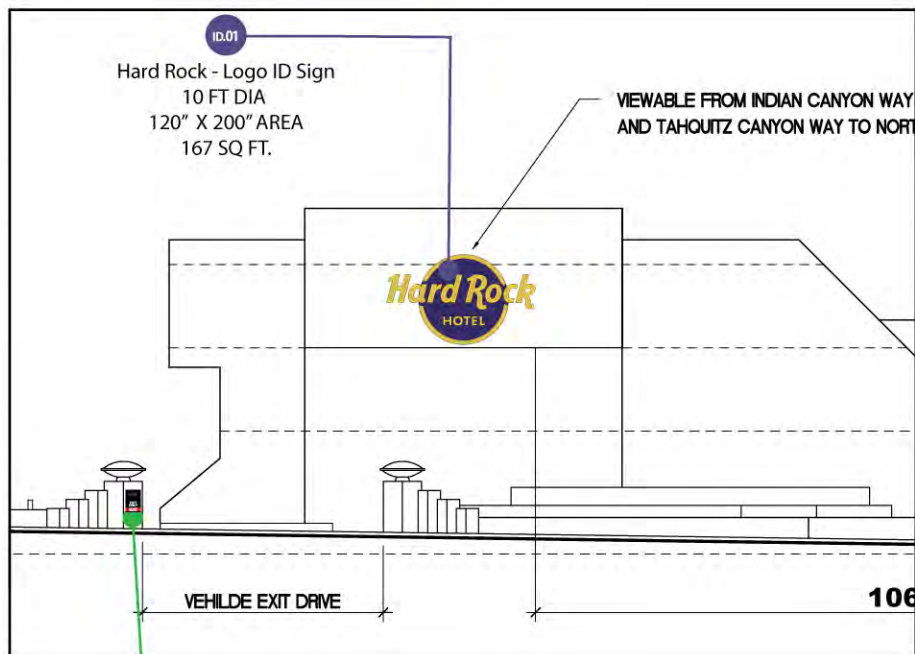
3 PMS - 117C- Letters
 5 Neon - Clear Gold

BORDER
 4" Deep AL. Channel w/single stroke neon

3 PMS - 117C - Letters
 5 Neon - Clear Gold

EXISTING STRUCTURE
VERIFY WITH OWNER
 Provide engineering and blocking
 as required

hidden electrical connection electrical chase TBD



CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
 ID.01- Hard Rock Logo

DATE

April 28, 2013

SCALE

as noted

REVISION

ACCEPTED

DRAWN BY

Stephan Testa

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Sheet No.

G121.2 - ID.01

CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
ID.02 - Hrad Rock Letters

DATE

April 28, 2013

SCALE

as noted

REVISION

ACCEPTED

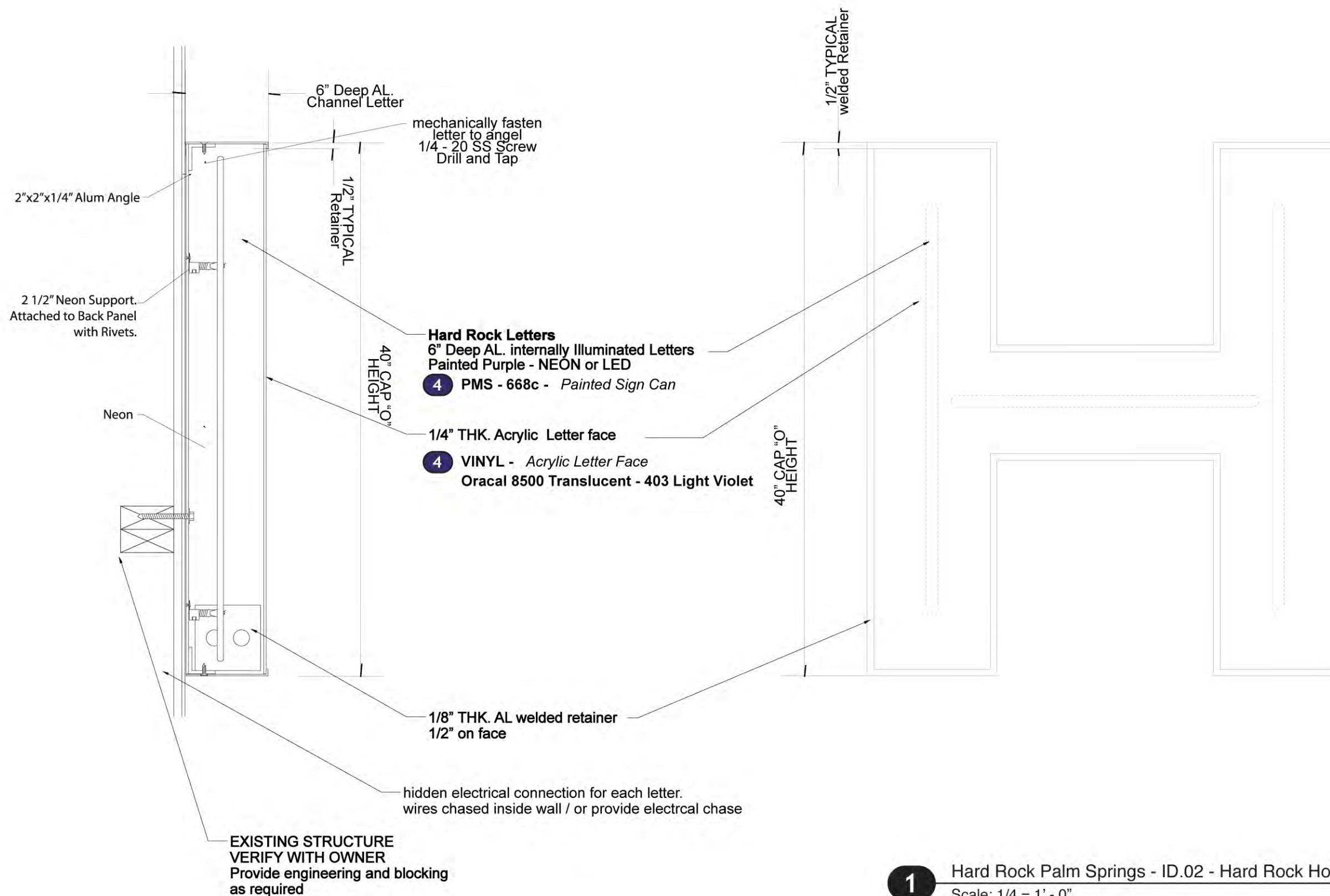
DRAWN BY

Stephan Testa

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Sheet No.

G110.2 - ID.02



CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
ID.02 - Hrad Rock Letters

DATE

April 28, 2013

SCALE

as noted

REVISION

ACCEPTED

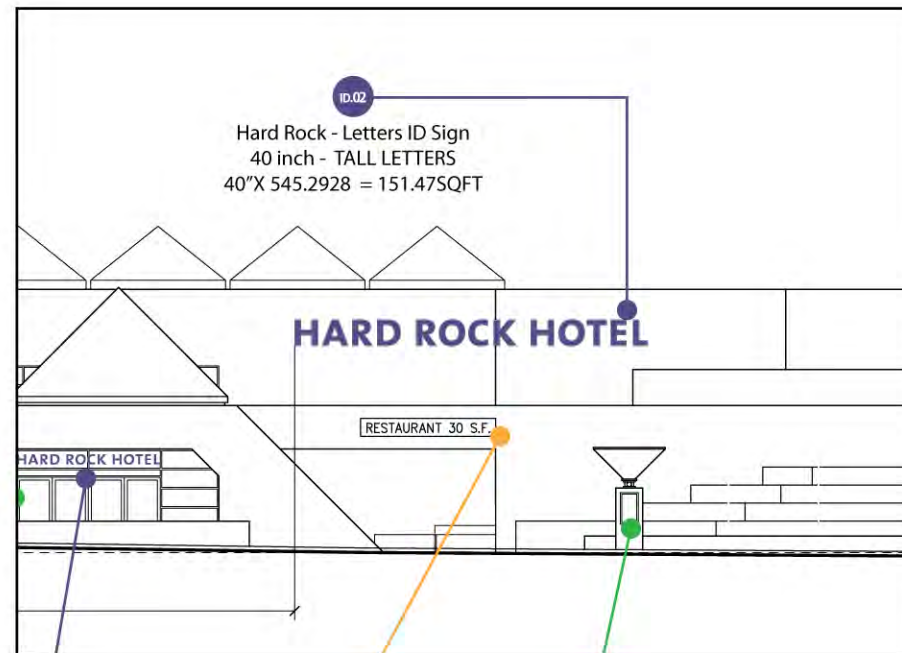
DRAWN BY

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SHEET No.

G110.1 - ID.02



ID.02
 Hard Rock - Letters ID Sign
 40 inch - TALL LETTERS
 40"X 545.2928 = 151.475QFT

45' - 0"

HARD ROCK HOTEL

40" CAP "H" HEIGHT

Hard Rock Letters
 6" Deep AL. internally Illuminated Letters
 Painted Purple - NEON or LED

CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
ID.03 - Sculpture

DATE

May 9th, 2013

SCALE

as noted

REVISION

ACCEPTED

DRAWN BY

Stephan Testa

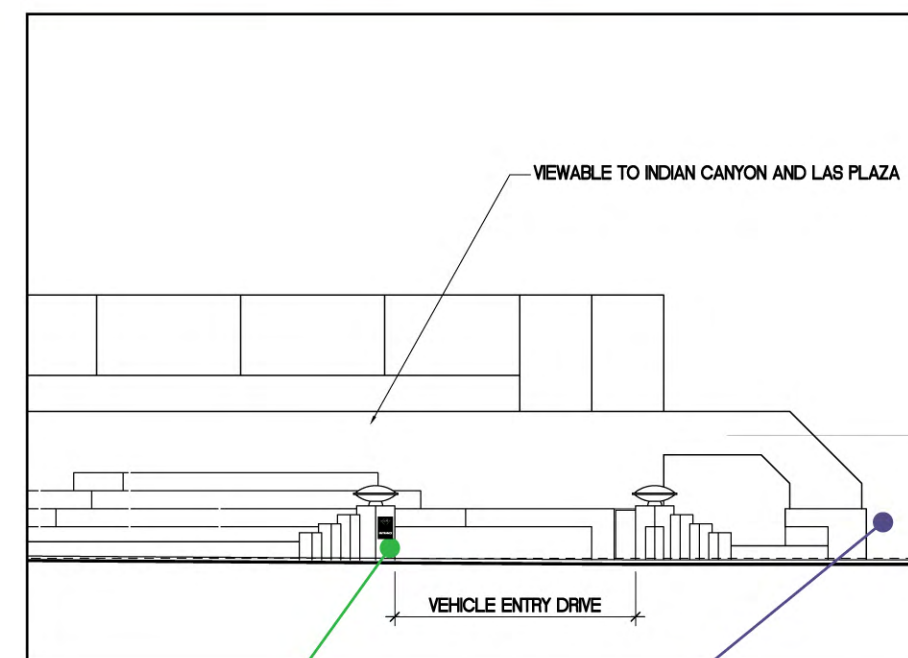
All ideas, designs, arrangements, and plans indicated or represented by this drawing are owned by and are the property of the designer, and were created, evolved, and developed for use on and in connection with the specified project. None of such ideas, designs, arrangements, or plans shall be used or disclosed to any person, firm, or corporation for any purpose whatsoever without the written permission of the designer. The drawings are for the purpose of expressing design intent and are not intended for actual fabrication purposes.

Sheet No.

G123.1 - ID.03



ID.03
Guitars Sculpture
small ID Sign
(aprox 24"X 24" sign panel)
4 SQ FT



CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
ID.03 - Sculpture

DATE

April 28, 2013

SCALE

as noted

REVISION

ACCEPTED

DRAWN BY

Stephan Testa

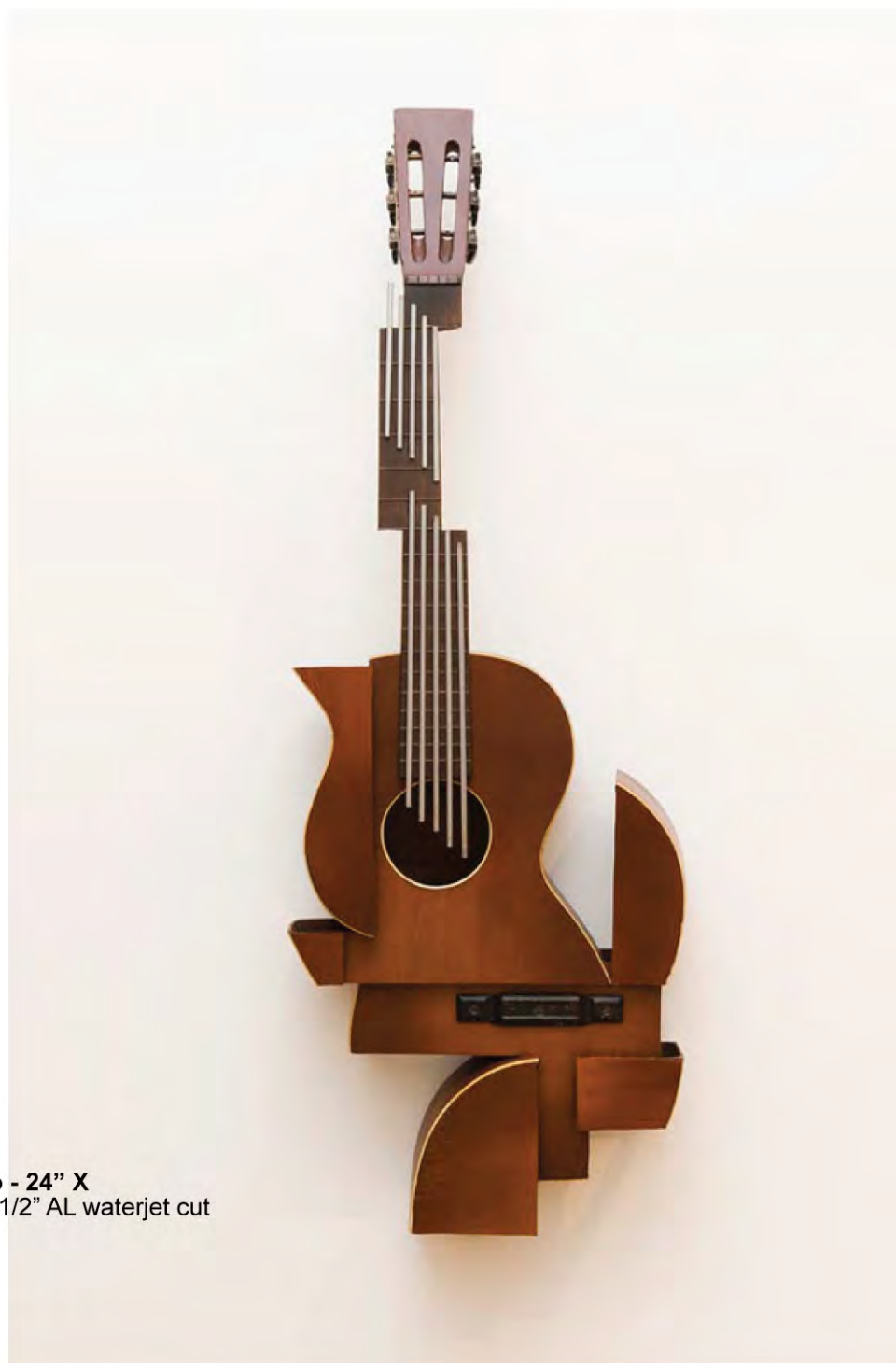
All ideas, designs, arrangements, and plans indicated or represented by this drawing are owned by and are the property of the designer, and were created, evolved, and developed for use on and in connection with the specified project. None of such ideas, designs, arrangements, or plans shall be used or disclosed to any person, firm, or corporation for any purpose whatsoever without the written permission of the designer. The drawings are for the purpose of expressing design intent and are not intended for actual fabrication purposes.

SHEET No.

G123.1 - ID.03



Guitar Sculpture Reference

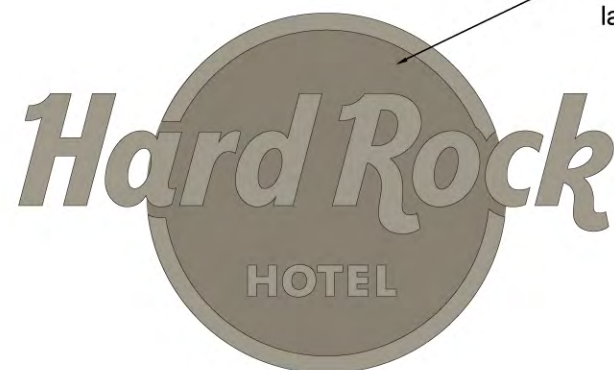


Guitar Sculpture Reference

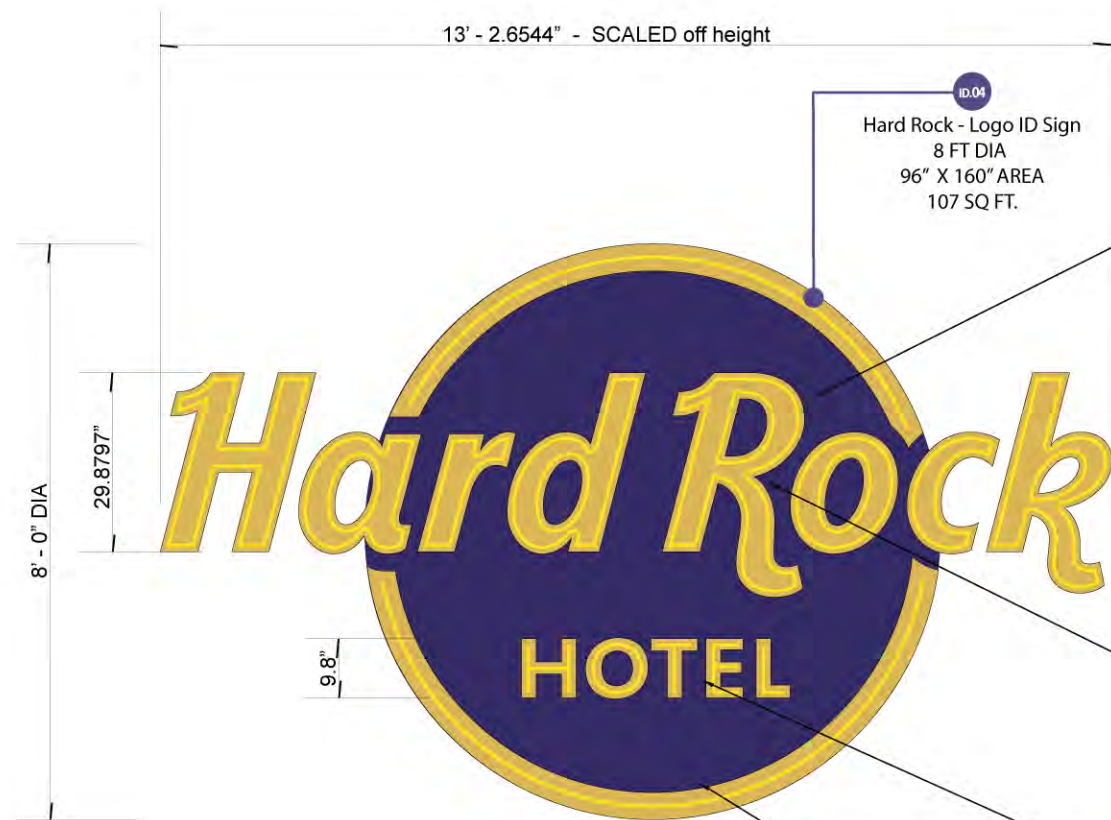


Guitar Sculpture Reference

Hard Rock Logo - 24" X
layered 3/4" and 1/2" AL waterjet cut



***** NOTE *****
 Letter Heights are approximate
 Prepare production files from
 scaled 10' Dia. Logo



Sign Can - Backer
 6" Deep AL. Can
 4 PMS - 668c - Background

Hard Rock Letters
 8" Deep AL. Channel Letters w/double stroke neon
 Letters outside of circle return to wall (14" Deep)

3 PMS - 117C- Letters
 5 Neon - Clear Gold

HOTEL Letters
 4" Deep AL. Channel Letter w/single stroke neon

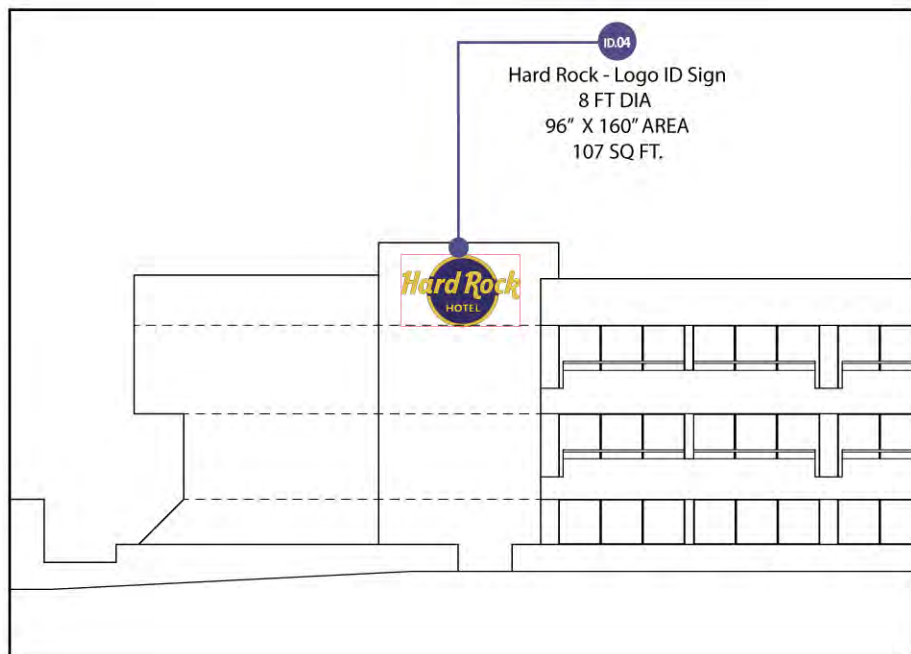
3 PMS - 117C- Letters
 5 Neon - Clear Gold

BORDER
 4" Deep AL. Channel w/single stroke neon

3 PMS - 117C - Letters
 5 Neon - Clear Gold

EXISTING STRUCTURE
VERIFY WITH OWNER
 Provide engineering and blocking
 as required

hidden electrical connection electrical chase TBD



CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
 ID.04- Hard Rock Logo

DATE

April 28, 2013

SCALE

as noted

REVISION

ACCEPTED

DRAWN BY

Stephan Testa

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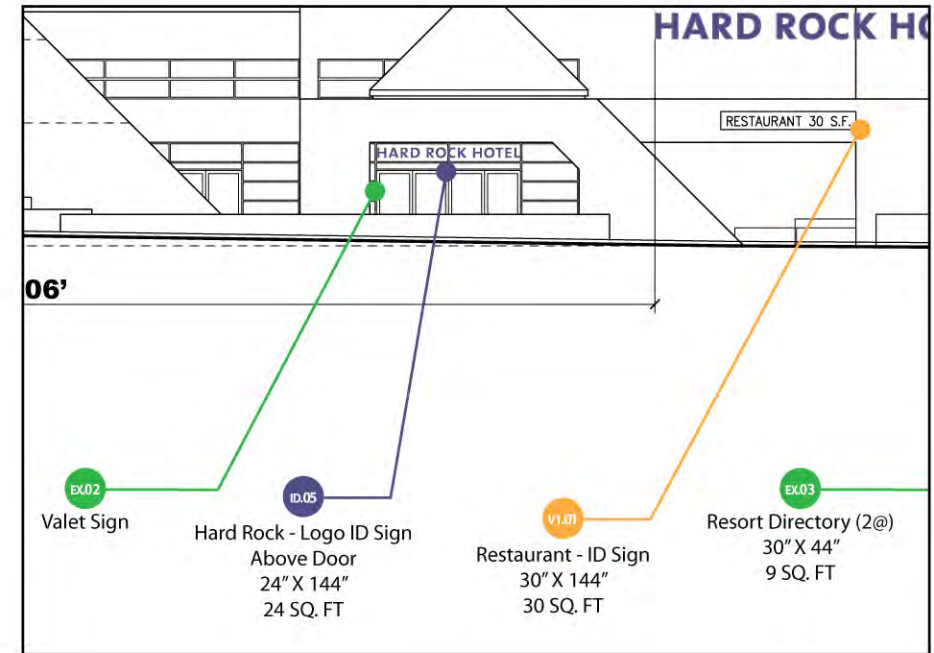
1 Hard Rock Palm Springs - ID.01 - Hard Rock Hotel Logo
 Scale: 3/8" = 1' - 0" Required: one

Sheet No.

G124.1 - ID.01



SIGN REFERENCE

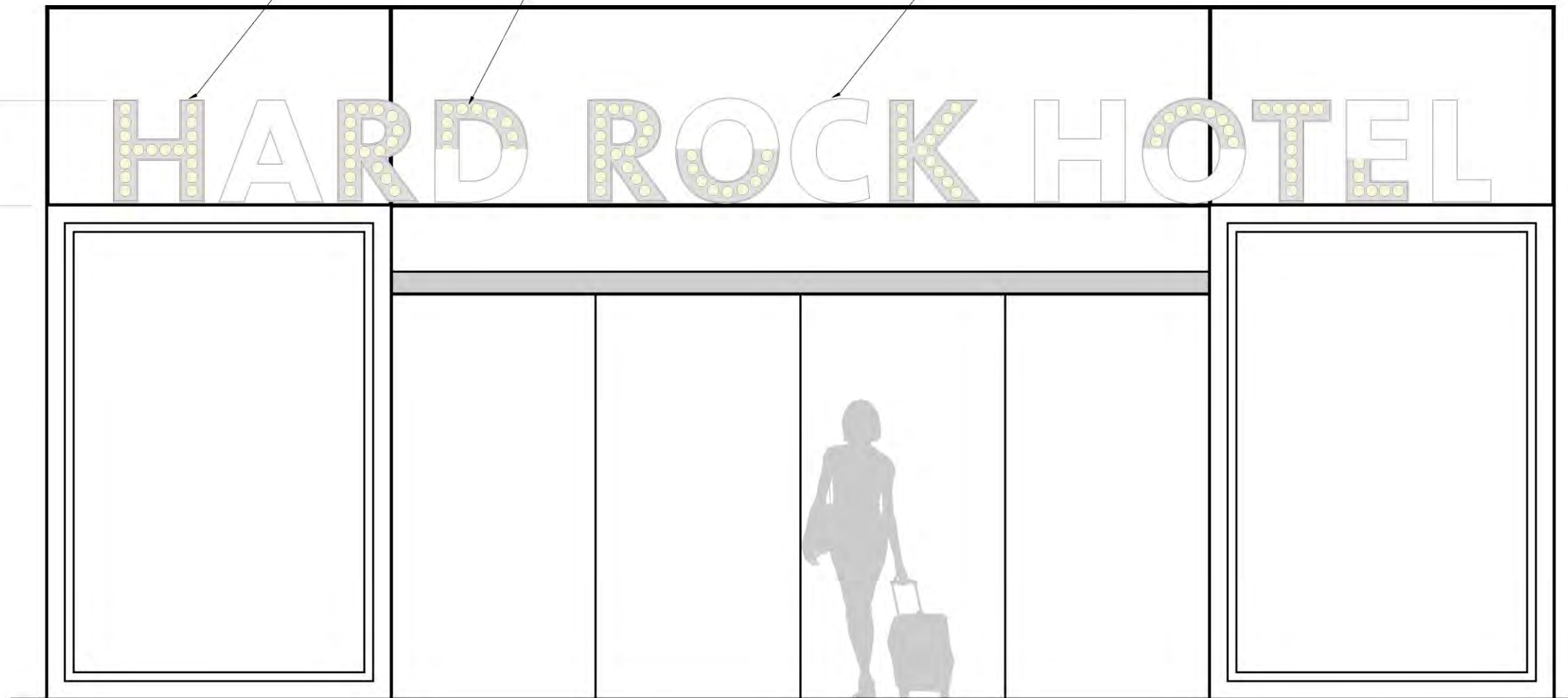


Hard Rock Letters
6" Deep AL. Illuminated Letters
LED - BULB LIGHTS

Hard Rock Letters
6" Deep AL. Illuminated Letters
Neon illumination/LED - BULB LIGHTS

Hard Rock Letters
6" Deep AL. Illuminated Letters
Neon illumination

24" CAP "H"
HEIGHT



CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
ID.05 - Hard Rock Door Letters

DATE

April 28, 2013

SCALE

as noted

REVISION

ACCEPTED

DRAWN BY

Stephan Testa

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CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
ID.05 - Hard Rock Door Letters

DATE

April 28, 2013

SCALE

as noted

REVISION

ACCEPTED

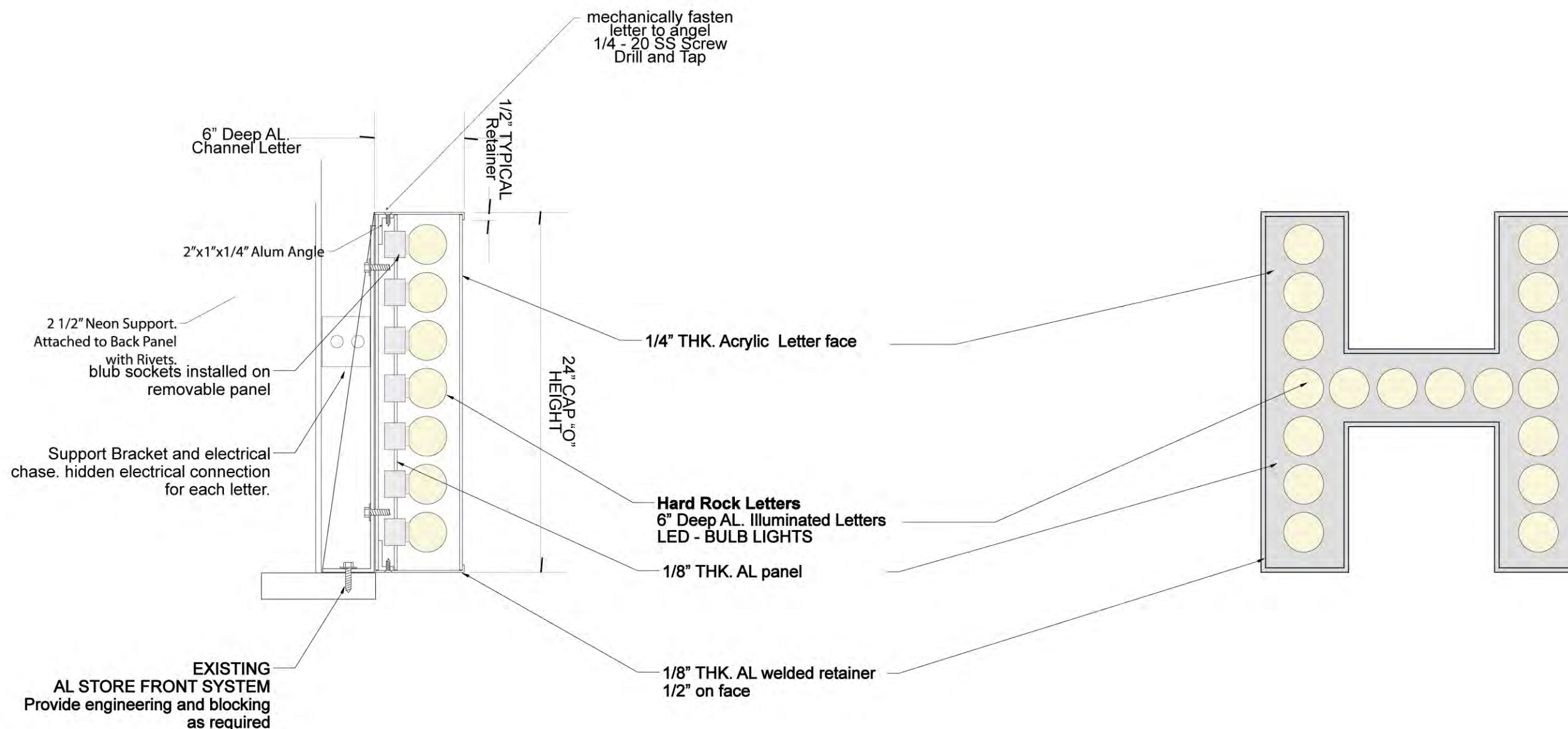
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Sheet No.

G125.2 - ID.02



CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
ID.02 - Hard Rock Letters

DATE

April 28, 2013

SCALE

as noted

REVISION

ACCEPTED

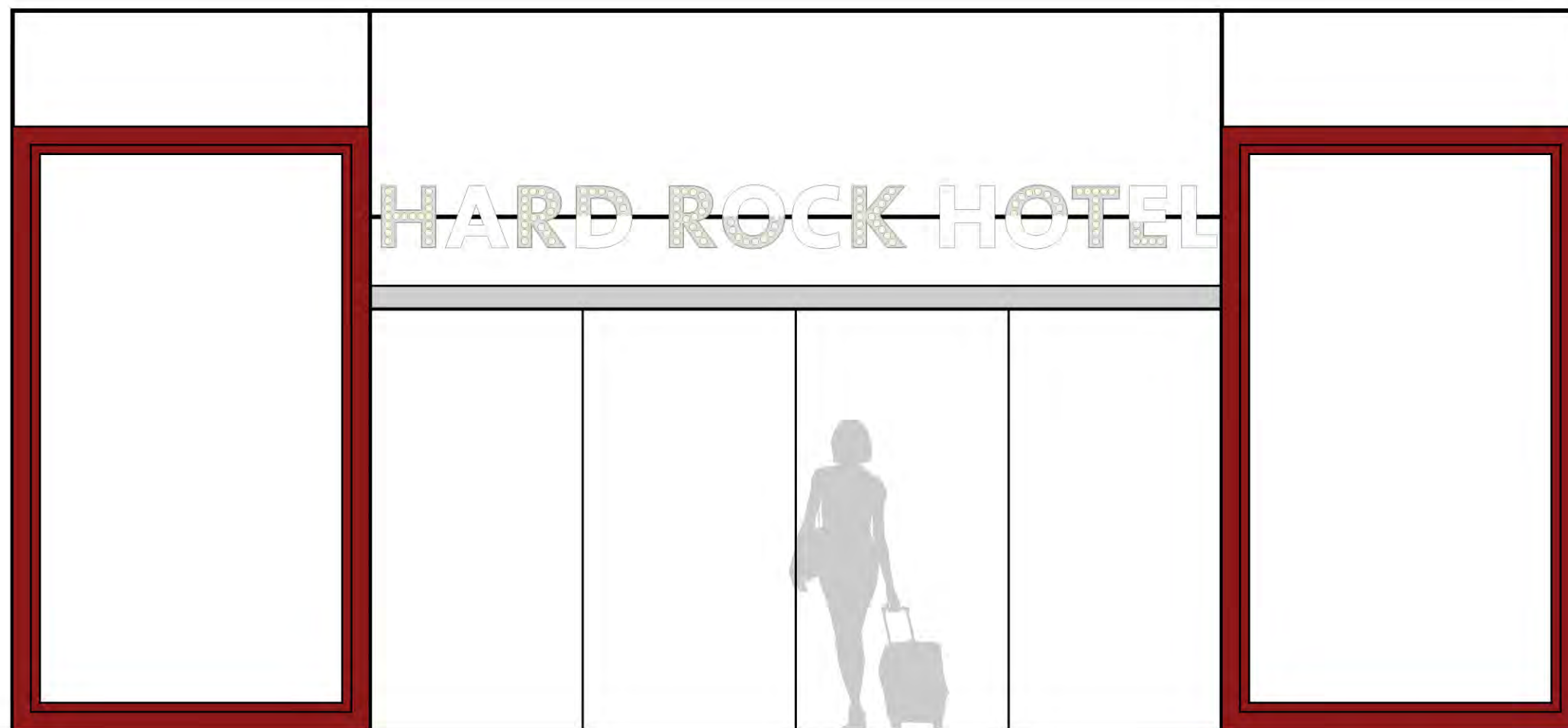
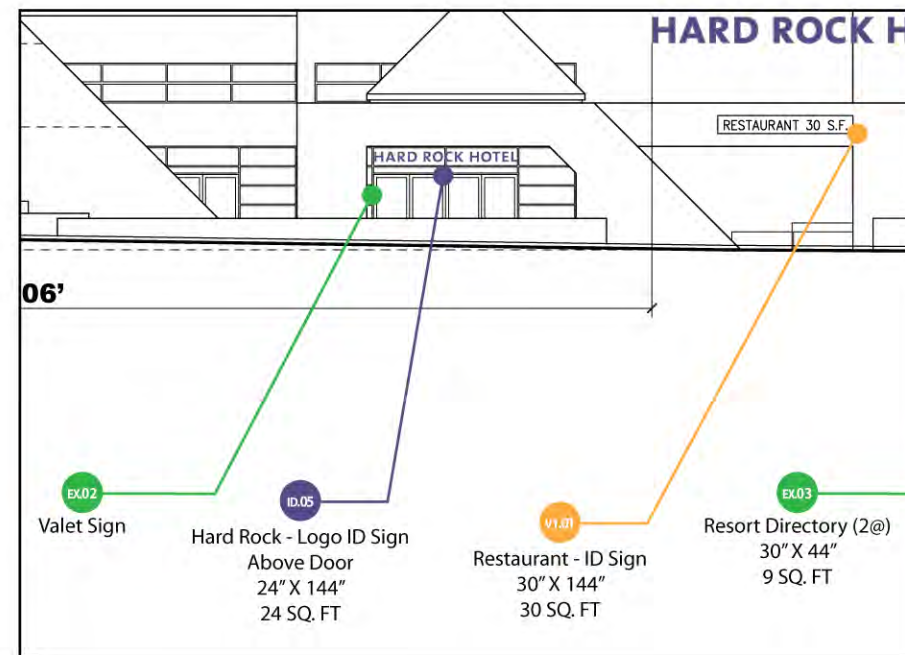
DRAWN BY

Stephan Testa

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SHEET NO.

G110.1 - ID.02



1 Hard Rock Palm Springs - ID.02 - Hard Rock Hotel Letters
 Scale: 1/4" = 1' - 0"

CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
ID.02 - Hrad Rock Letters

DATE

April 28, 2013

SCALE

as noted

REVISION

ACCEPTED

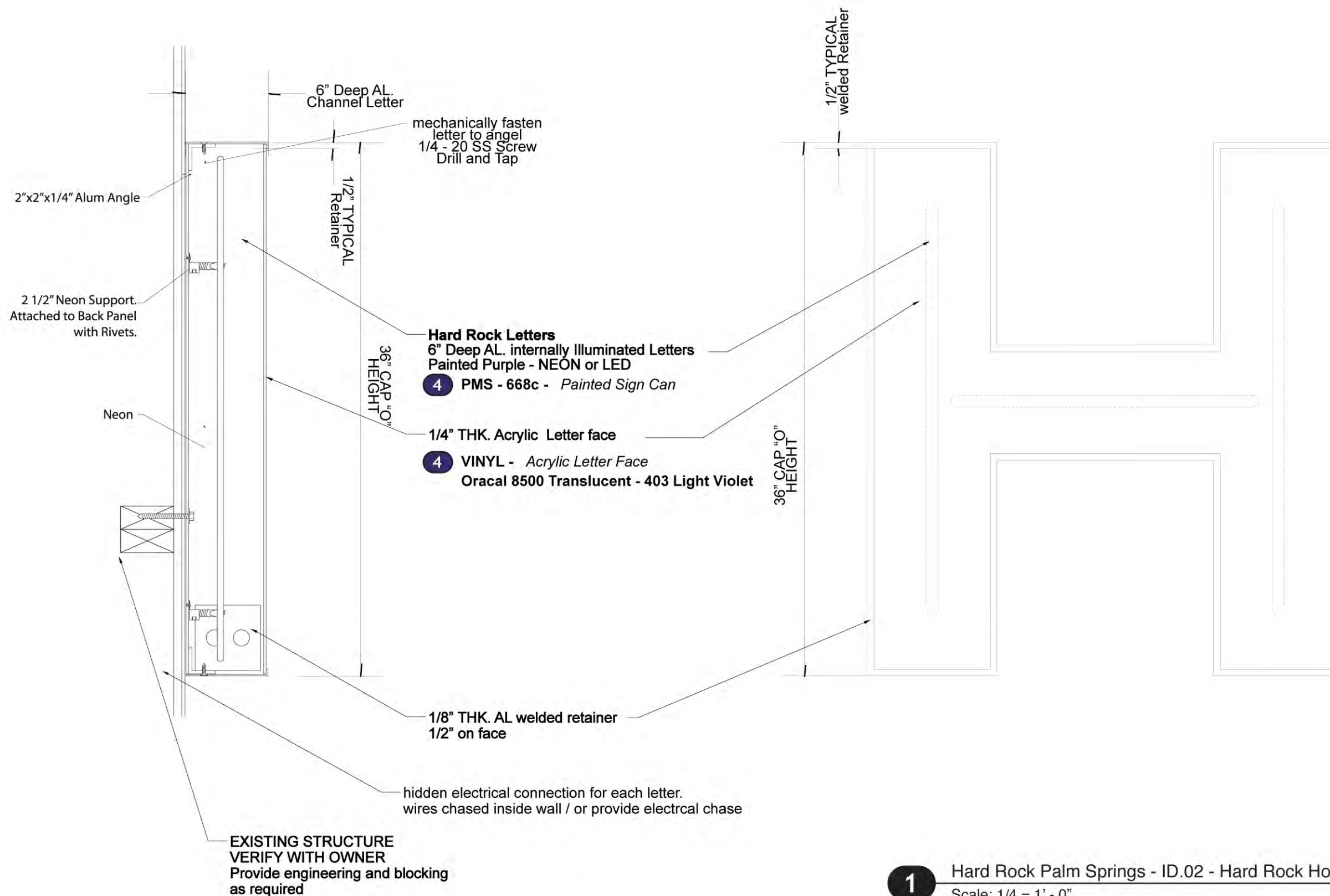
DRAWN BY

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Sheet No.

G110.2 - ID.02



1 Hard Rock Palm Springs - ID.02 - Hard Rock Hotel Letters
Scale: 1/4 = 1' - 0"

CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
ID.05 - Hard Rock Door Letters

DATE

April 28, 2013

SCALE

as noted

REVISION

ACCEPTED

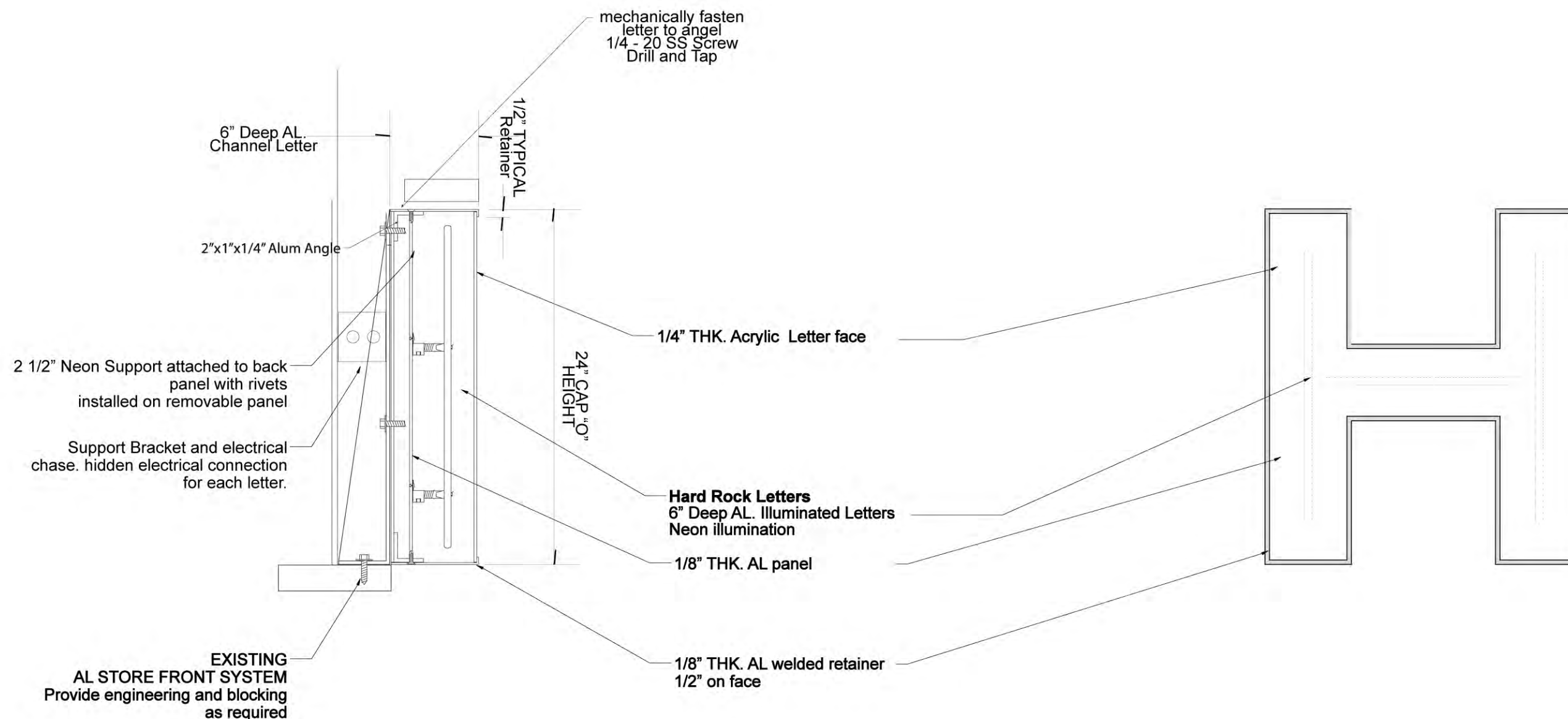
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Sheet No.

G125.3 - ID.02





CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
ID.06 - Hard Rock Logo

DATE

May 9, 2013

SCALE

as noted

REVISION

ACCEPTED

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Sheet No.

G126.1 - ID.06

CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
ID.06 - Hard Rock Logo

DATE

April 28, 2013

SCALE

as noted

REVISION

ACCEPTED

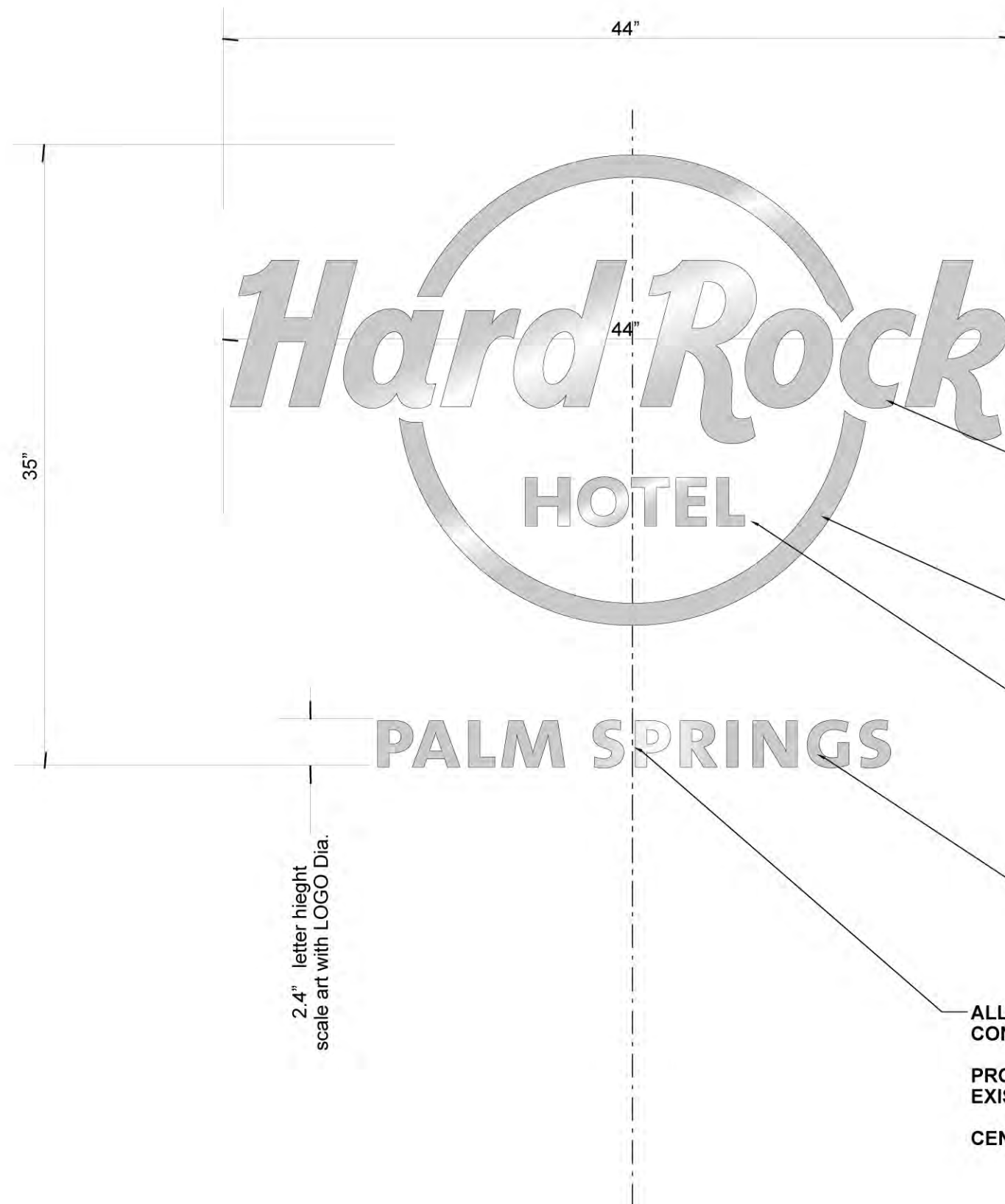
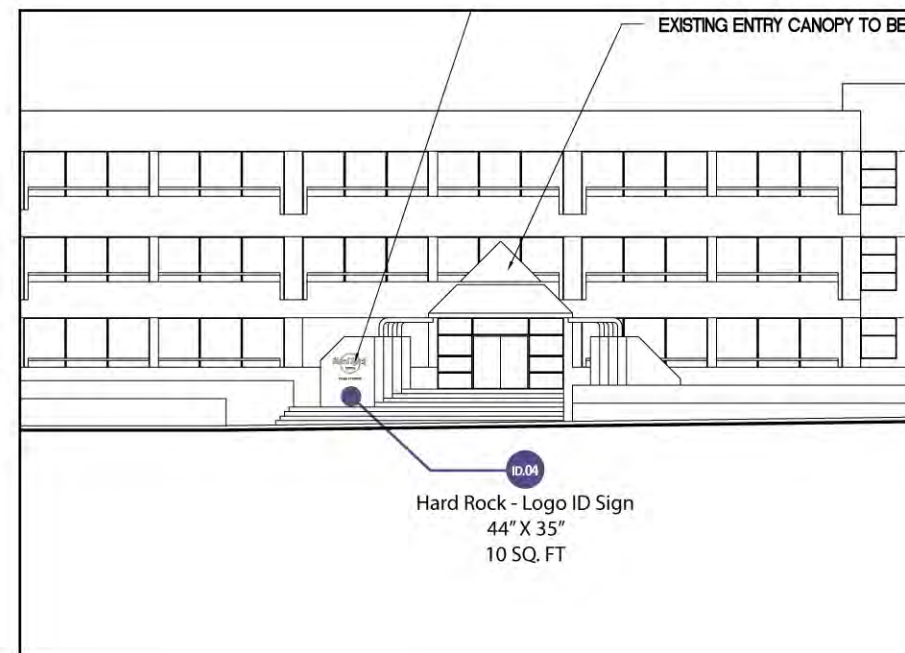
DRAWN BY

Stephan Testa

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Sheet No.

G126.2 - ID.06



Hard Rock Letters
1" THK SS. or TYPE 1 PVC

Border
3/4" THK SS. or TYPE 1 PVC

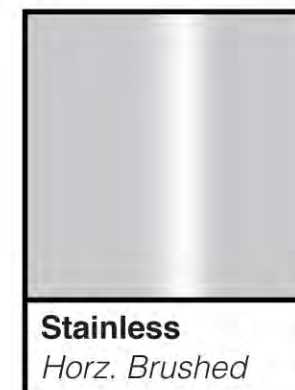
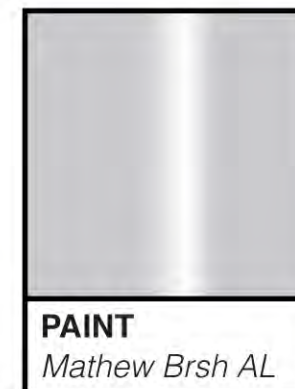
Hotel Letters
1/2" THK SS. or TYPE 1 PVC

Letters
1/2" THK SS. or TYPE 1 PVC

ALL ELEMENTS SHOULD HAVE A SMOOTH CONSISTENT FINSH ON THE FACE AND SIDES.

PROVIDE PINS AS NECESSARY AND INSTALL ON EXISTING WALL WITH CHEMICAL ADHESIVE.

CENTER HORIZONTALY ON WALL AS SHOWN





EX.01
Do Not Enter
20" X 30"
4 SQ. FT



EXISTING NO EXIT SIGN

CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
EX.01 - Exit Only

DATE

April 28, 2013

SCALE

as noted

REVISION

ACCEPTED

DRAWN BY

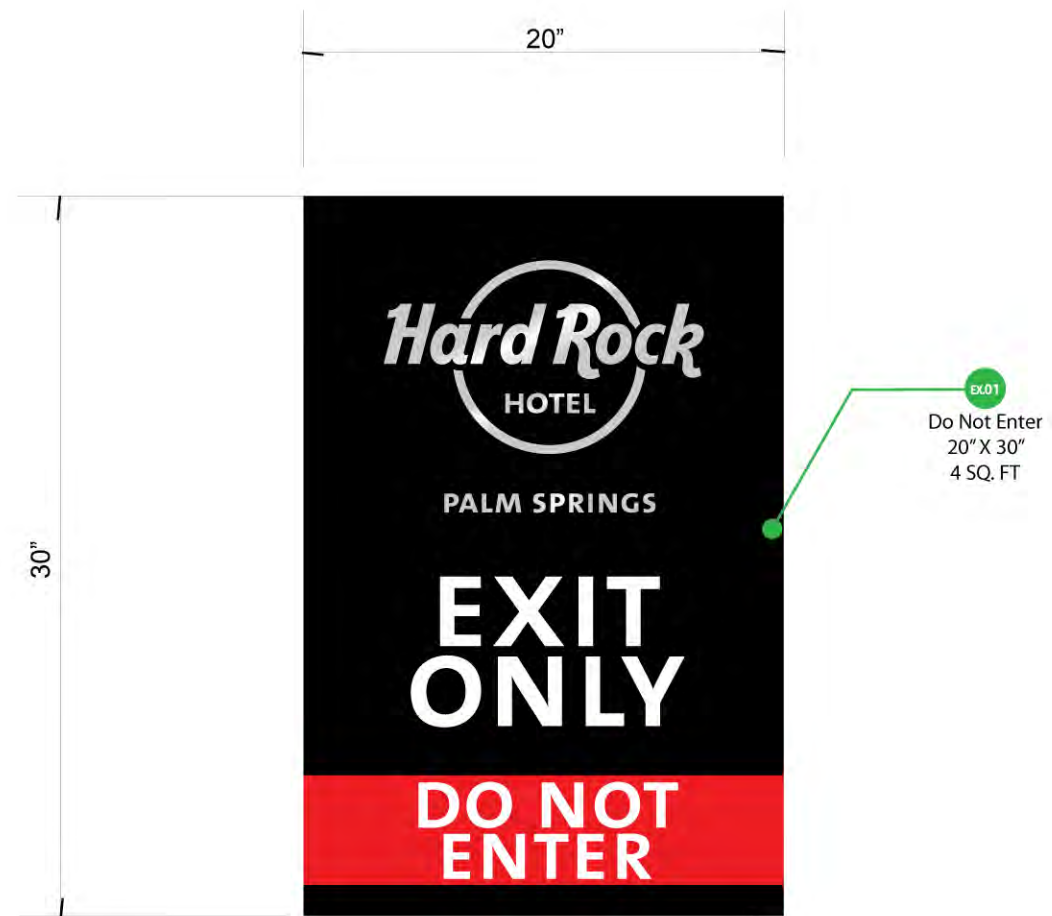
Stephan Testa

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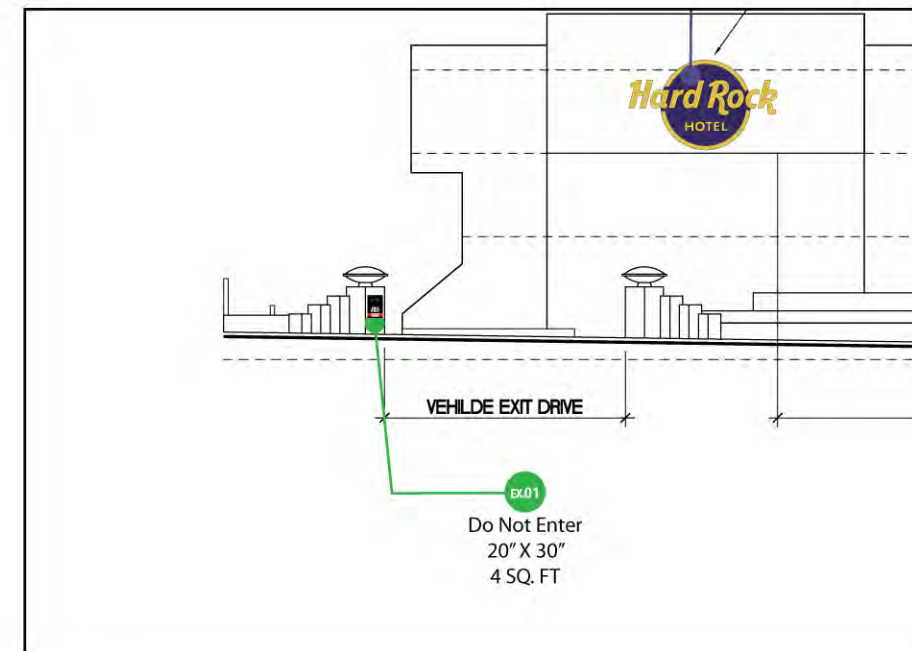
Sheet No.

G127.1 - EX.01

1 Hard Rock Palm Springs - EX.01 EXIT ONLY
Scale: 1 1/2" = 1' - 0" Required: one



EX.01
 Do Not Enter
 20" X 30"
 4 SQ. FT



EX.01
 Do Not Enter
 20" X 30"
 4 SQ. FT

OPERATIONAL SIGNS
 1/8" THK AL with painted graphics

 Welded studs to be chemically anchored into existing sign locations.

 No visible fastener

 Existing signs to be removed and wall repaired

CLIENT

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
EX.01 - Exit Only

DATE

April 28, 2013

SCALE

as noted

REVISION

ACCEPTED

DRAWN BY

Stephan Testa

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Sheet No.

G127.2 - EX.01



EX.02
Valet Sign



EXISTING VALET SIGN

CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
EX.02 - Valet Sign

DATE

April 28, 2013

SCALE

as noted

REVISION

ACCEPTED

DRAWN BY

Stephan Testa

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Sheet No.

G127.3 - EX.02

CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
EX.02 - Valet Sign

DATE

April 28, 2013

SCALE

as noted

REVISION

ACCEPTED

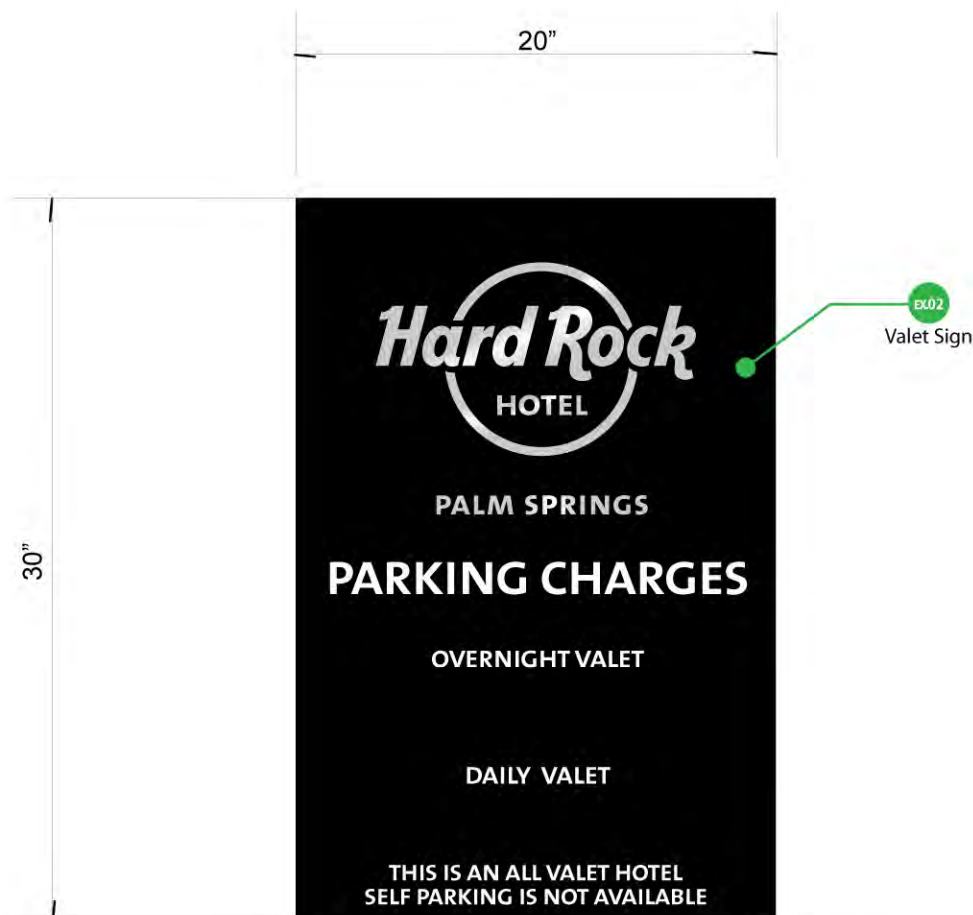
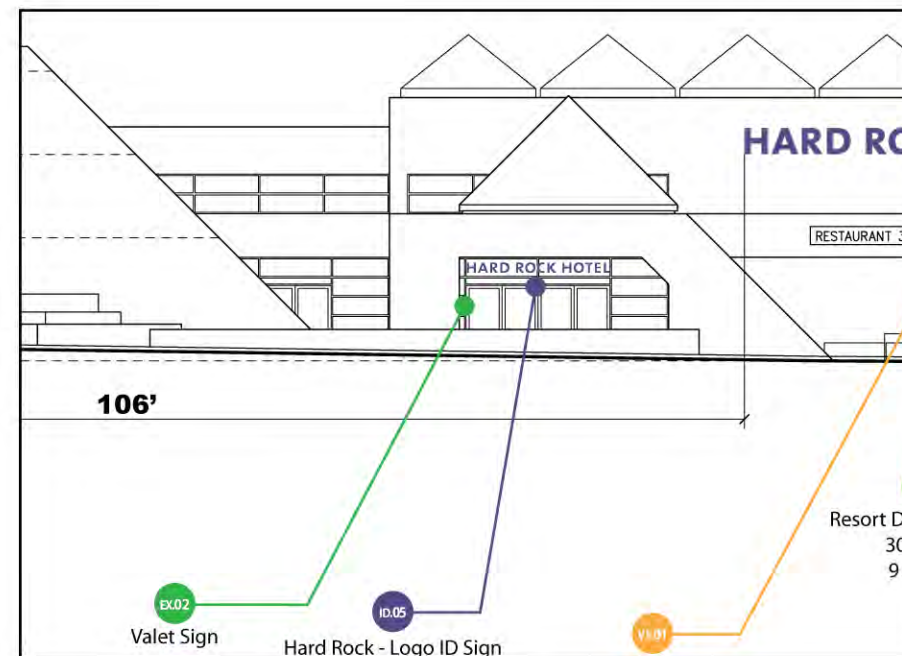
DRAWN BY

Stephan Testa

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Sheet No.

G127.4 - EX.02



OPERATIONAL SIGNS
1/8" THK AL with painted graphics

Welded studs to be chemically anchored into existing sign locations.

No visible fastener

Existing signs to be removed and wall repaired

CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
EX.01 -02 Operational

DATE

April 28, 2013

SCALE

as noted

REVISION

ACCEPTED

DRAWN BY

Stephan Testa

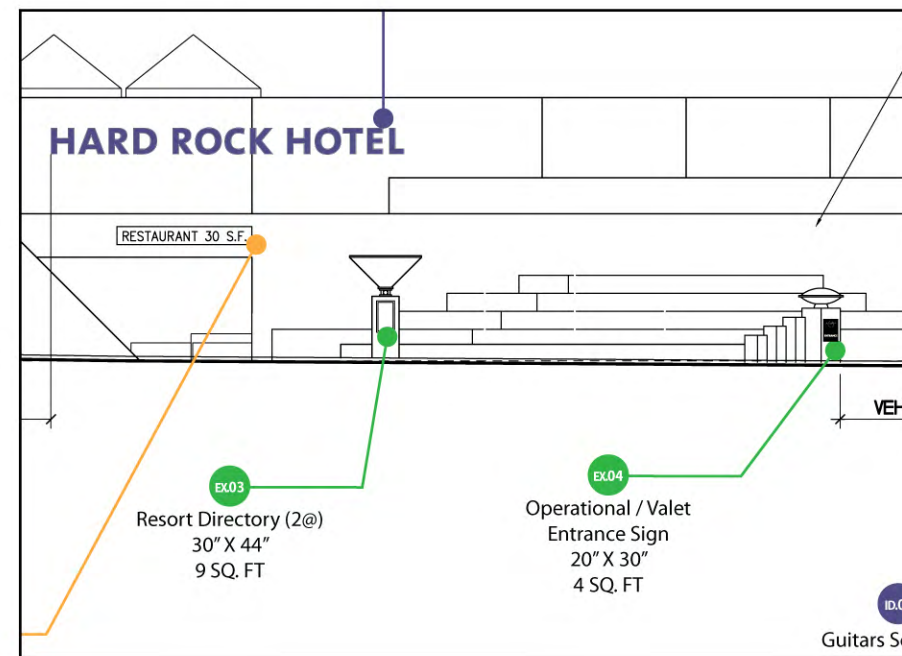
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Sheet No.

G127.5 - EX.03



EX.03
Resort Directory (2@)
30" X 44"
9 SQ. FT



EXISTING DIRECTORY SIGNS
Repair and refurbish as required.
remove ZOSO Logo and replace with Water-jet
Hard Rock logo

1 Hard Rock Palm Springs - EX.03 - Directory
Scale: none Required: two existing

CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
EX.04 - Valet Entrance Sign

DATE

April 28, 2013

SCALE

as noted

REVISION

ACCEPTED

DRAWN BY

Stephan Testa

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Sheet No.

G127.7 - EX.04



EXISTING VALET ENTRANCE SIGN

1

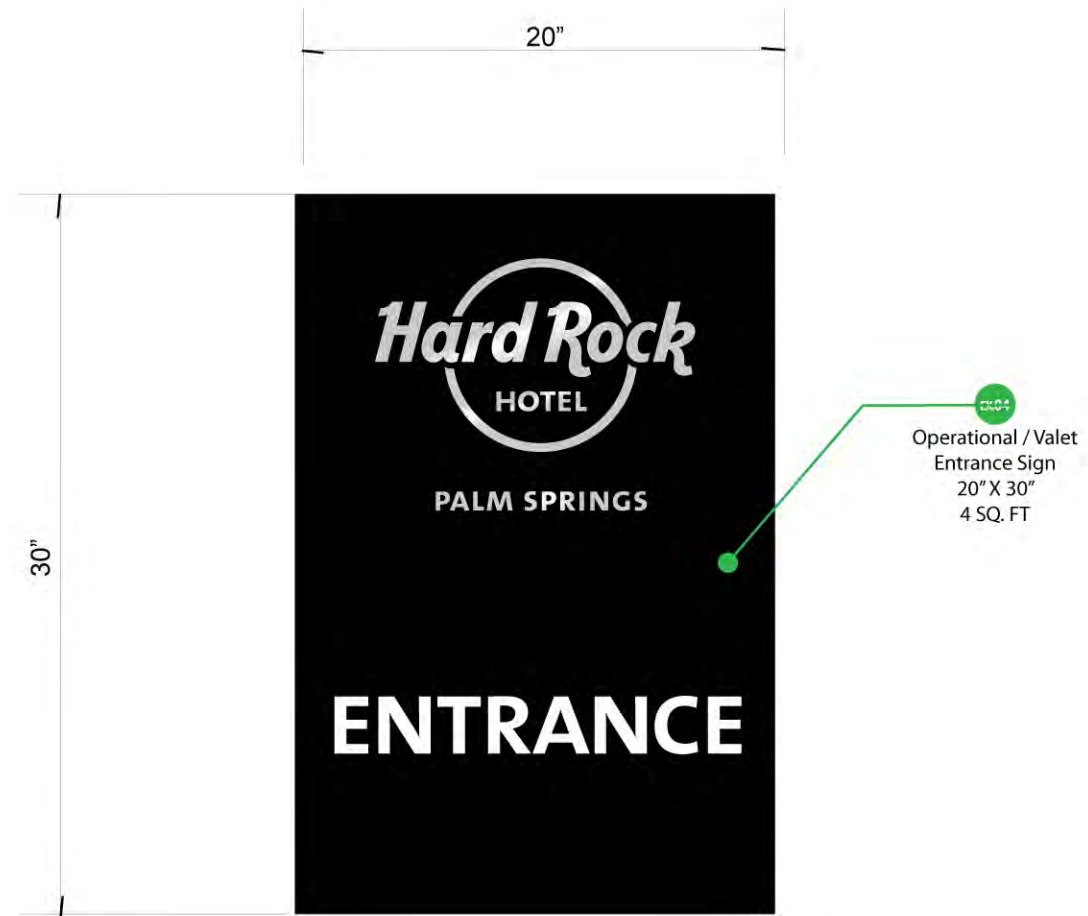
Hard Rock Palm Springs - EX.04 VALET ENTRANCE

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

Required: one

EX.04

Operational / Valet
Entrance Sign
20" X 30"
4 SQ. FT

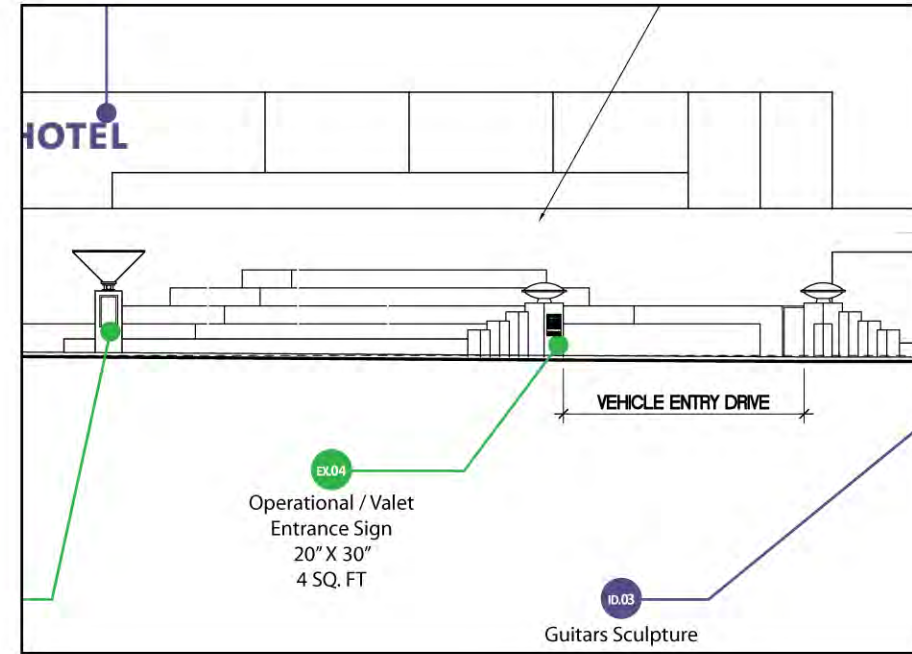


OPERATIONAL SIGNS
 1/8" THK AL with painted graphics

Welded studs to be chemically anchored into existing sign locations.

No visible fastener

Existing signs to be removed and wall repaired



CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
 EX.04 - Valet Entrance Sign

DATE

April 28, 2013

SCALE

as noted

REVISION

ACCEPTED

DRAWN BY

Stephan Testa

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Sheet No.

G127.8 - EX.04

CLIENT

ZOSO

PROJECT



PALM SPRINGS

LOCATION

Palm Springs, California

CLIENT

Zoso Hotel

DRAWING NAME

HRPS
V.01 - Restaurant ID - TBD

DATE

April 28, 2013

SCALE

as noted

REVISION

ACCEPTED

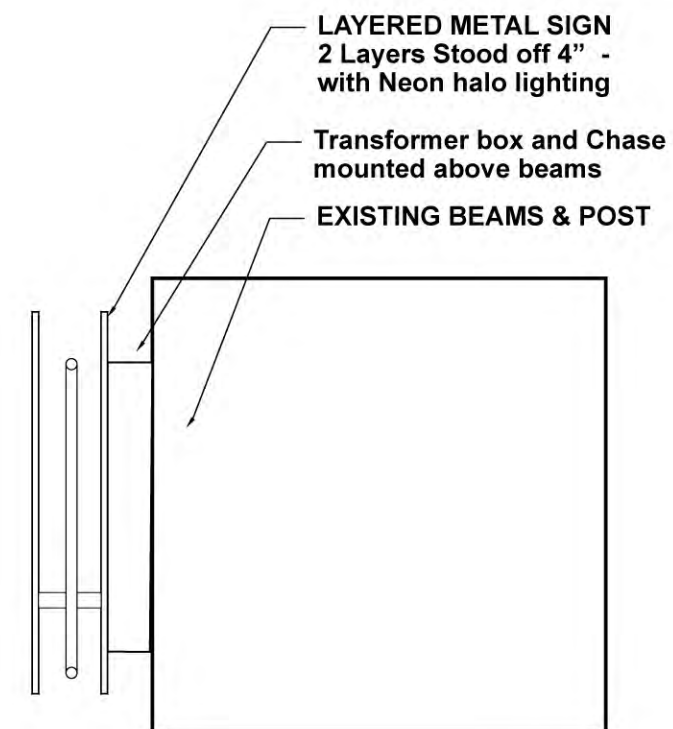
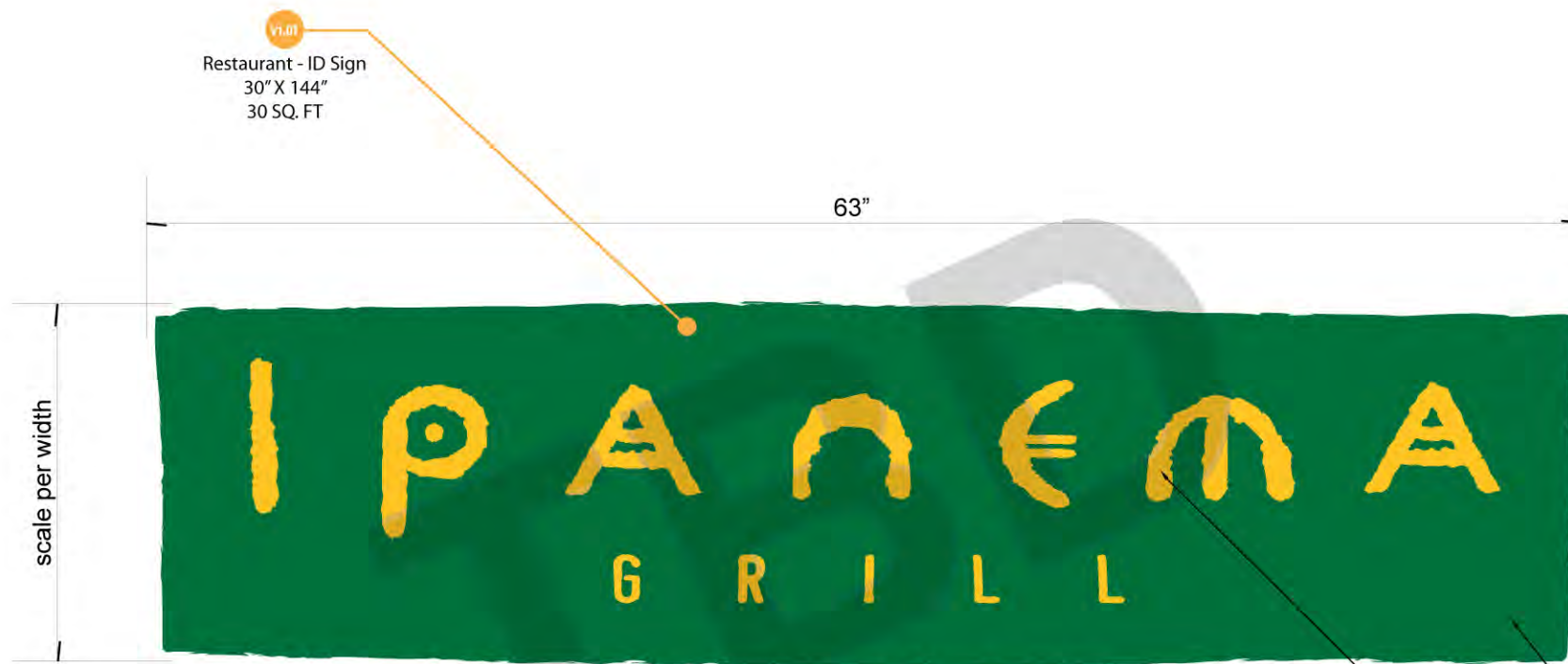
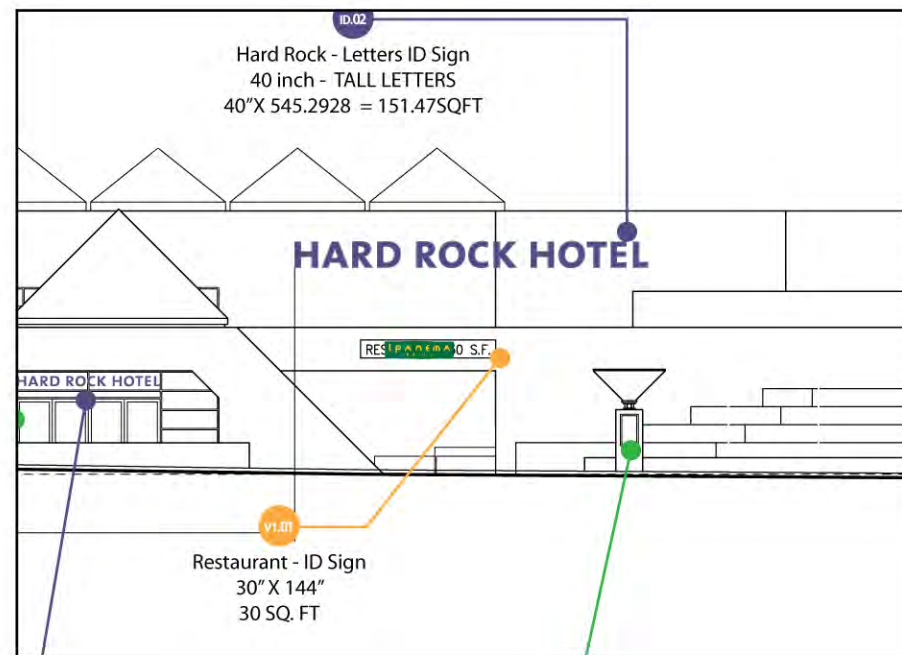
DRAWN BY

Stephan Testa

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Sheet No.

G130.1 - V.01



LAYERED METAL SIGN
2 Layers Stood off 4" - with Neon halo lighting
Paint - GREEN TBD

Second panel painted Yellow - NO ACRYLIC
w/yellow neon

1 Hard Rock Palm Springs - V.01 - Restaurant TBD
 Scale: 1 1/2" = 1' - 0"