



PLANNING COMMISSION STAFF REPORT

DATE: March 26, 2014

SUBJECT: HEALTH CARE REIT, INC. REQUESTING A SIGN PROGRAM TO ALLOW TWO (2) EXISTING AND TWO (2) NEW THIRD-STORY SIGNS; AND TWO (2) EXISTING BUILDING IDENTIFICATION FIRST-STORY SIGNS; AND ONE (1) EXISTING FREESTANDING SIGN LOCATED AT 1100 NORTH PALM CANYON DRIVE, ZONE C-1, SECTION 10 (CASE SP 14-001) (GM)

FROM: Department of Planning Services

SUMMARY

The Planning Commission to review a sign program request for two (2) existing and two (2) new signs on third-story fascia; plus two (2) existing first-story building identification signs; and one (1) existing freestanding sign at the Desert Professional Plaza Building located at 1100 North Palm Canyon Drive.

RECOMMENDATION:

Approve subject to conditions

ISSUES:

Sign program seeking deviations to Sign Ordinance, Section 93.20.00, et al. See staff analysis below.

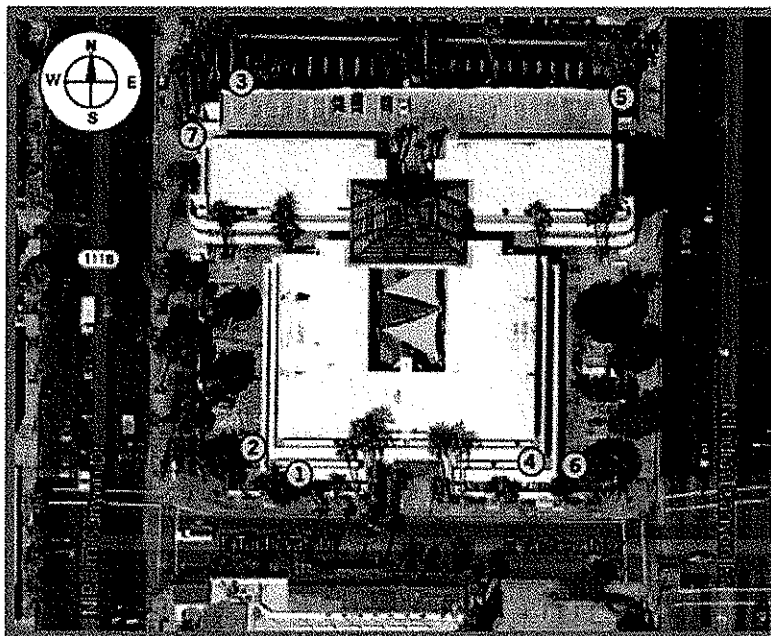
BACKGROUND:

<i>Planning Areas</i>		
Specific Plan	None	
Design Plan	None	
Overlay Zone	Yes	Resort Combining Zone
Indian Land	None	

<i>Related Relevant City Actions by Planning, Fire, Building, etc.</i>	
2/24/2014	Architectural Advisory Committee recommended approval of project with no conditions.

Neighborhood Meeting

None



SUBJECT SITE 1100 North Palm Canyon Drive

ANALYSIS:

General Plan	
Land Use Designation	F.A.R. / Density
Office	0.35 Floor Area Ratio

The 2007 General Plan Community Design Element provides guidance for commercial signage, including discouraging the use of free-standing signs when unnecessary (see attached policies).

Zoning

Sign programs are required for all buildings with more than one tenant. 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 if the Planning Commission makes certain findings.

The proposed sign program provides criteria for identifying the complex and individual tenants via wall and monument signs. Staff summarized the request and evaluated its conformance to zoning code requirements below.

Individual Tenant Wall Signs		
Allowed	Proposed	Meet Code?
- 1 st floor tenants allowed one sign per street front elevation. Size of sign based on lineal frontage: 1 square foot of sign area per lineal foot of frontage (up to 50 s.f). - 2 nd floor tenants entitled to 50% of sign area authorized for businesses on the ground floor. - 3 rd floor tenants not allowed signage.	<u>South-West Elevation – Tachevah Dr.:</u> Kaiser Permanente (sign 1) Existing sign located on 3 rd floor fascia – internally illuminated channel letters – 45-square feet max	No – signs not permitted on 3 rd floor
	<u>South-West Elevation Palm Canyon Dr.:</u> Kaiser Permanente (sign 2) Existing sign located on 3 rd floor fascia – internally illuminated channel letters – 45-square feet max	No – signs not permitted on 3 rd floor
	<u>North-West Elevation –Palm Canyon Dr.:</u> Desert Regional Medical Plaza (sign 3) New sign located on 3 rd floor fascia – internally illuminated channel letters – Bronze – LED Lights 57 – square feet max	No – signs not permitted on 3 rd floor
	<u>South-East Elevation – Tachevah Dr.:</u> Desert Regional Medical Plaza (sign 4) New sign located on 3 rd floor fascia – internally illuminated channel letters – Bronze – LED lights 57 – square feet max	No – signs not permitted on 3 rd floor

Complex Identification Signs		
Allowed	Proposed	Meet Code?
One sign per street frontage at twenty square feet each. ¹	<u>North-East Elevation - Indian Canyon Drive</u> Desert Professional Plaza (sign 5) - Existing freestanding ID sign - Double sided non-illuminated logo and letters - 32-square feet	No, larger than 20- sq. ft.
	<u>South-East Elevation - Palm Canyon Drive</u> Desert Professional Plaza (sign 6) - Existing sign located on 1 st story fascia - Non-illuminated flat cut-out letters - Bronze - 16.11-square feet	Yes
	<u>South-East Elevation - Palm Canyon Drive</u> Desert Professional Plaza (sign 7) - Existing sign located on 1 st story fascia - Non-illuminated flat cut-out letters - Bronze - 16.11 -square feet	Yes

¹ Section 93.20.05(C)(7) of PSZC: In addition to main identification signs allowed under this chapter for individual businesses, a separate sign identifying a building or complex of businesses may be allowed as part of an approved sign program (see Section 93.20.05(C)(6)). This sign shall not exceed twenty (20) square feet unless no individual tenant signs are included in the sign program, in which case the sign area may be based on the frontage formula. Such a sign may be freestanding.

DEVIATIONS TO CODE AND REQUIRED FINDINGS:

As presented, the sign program deviates from the following Palm Springs Zoning Code (PSZC) requirements:

1. **Kaiser Permanente (Sign - 1)** sign located on third floor per Section 93.20.05(A)(2)(d) of PSZC;
2. **Kaiser Permanente (Sign - 2)** sign located on third floor per Section 93.20.05(A)(2)(d);
3. **Desert Regional Medical Plaza (Sign - 3)** sign located on third floor per Section 93.20.05(A)(2)(d);
4. **Desert Regional Medical Plaza (Sign - 4)** sign located on third floor per Section 93.20.05(A)(2)(d);
5. **Desert Regional Plaza (Sign - 5)** Monument sign for a multi-tenant building as part of a sign program per Section 93.20.05(C)(6)
6. **Desert Professional Plaza (Sign - 6)** Complex Identification Sign permitted as part of a sign program per Section 93.20.05(C)(7)
7. **Desert Professional Plaza (Sign - 7)** Complex Identification Sign permitted as part of a sign program per Section 93.20.05(C)(7)

AAC REVIEW

The Architectural Advisory Committee (AAC) reviewed this project at their February 24, 2014 meeting and made a final recommendation of approval to the Planning Commission.

REQUIRED FINDINGS:

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

1. *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;*

The three-story medical office building located between North Palm Canyon and North Indian Canyon Drives is a large stucco structure with ground floor parking and upper floor medical offices. The rectangular shape of the building with a third story step-back with tall mature landscaping surrounding the structure limits visibility of the upper levels. The building is located across the street from the Desert Regional Medical Hospital (DRMH) within a cluster of similar medical buildings. DRMH is seeking a way to distinguish the presence of their new medical offices from other buildings within the area. The placement of signs on the upper story identifying the major tenants over 10,000-square feet along with a freestanding complex identification monument sign will allow for better way finding. The strict regulations of the sign ordinance will not give

adequate visibility to the signage on the vertical building and staff has determined that the finding has been met.

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*

The approved sign program provides a unified and consistent design theme for the Desert Professional Plaza Building. The limiting of signs to tenants over 10,000-square feet will be consistent with the size and mass of the office building. The use of internally illuminated channel letters 18 inches in height for the major tenants located in the building corners, and bronze non-illuminated building identification letters will provide adequate signage and visibility. One monument sign will adequately identify the building. Therefore, the approved sign program will be compatible with the design of the property and represent the least departure from the standards of the sign ordinance necessary for the effectiveness of the program.

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

The stated purpose of the sign ordinance as provided by Section 93.20.02(B) "is to provide standards to safeguard life, health, property and the public welfare and to provide the means for adequate identification of business and other sign users by regulating and controlling the design, location and maintenance of all signs in the city".

The sign ordinance encourages adoption of sign programs to provide consistency and ease of permitting for multi-tenant signage. The deviations from the ordinance are for the purpose of providing adequate identification for businesses and sign users. Complex identification signs, a freestanding sign and four signs for tenants over 10,000-square feet will provide adequate signage for the building. Therefore, the proposed sign program is not contrary to the purpose of the sign ordinance, and represents the least departure from the standards of the sign ordinance necessary for the effectiveness of the program.

CONCLUSION:


Staff recommends approval of the sign program to allow major tenants over 10,000-square feet, four third-story signs; and two building identification first floor signs; and one freestanding sign. Staff believes that the sign program will distinguish the building from other medical facilities in the immediate area and therefore recommends approval of Case 14-001 as conditioned in the draft resolution.

ENVIRONMENTAL ASSESSMENT:

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



Glenn Mlaker, AICP
Assistant Planner



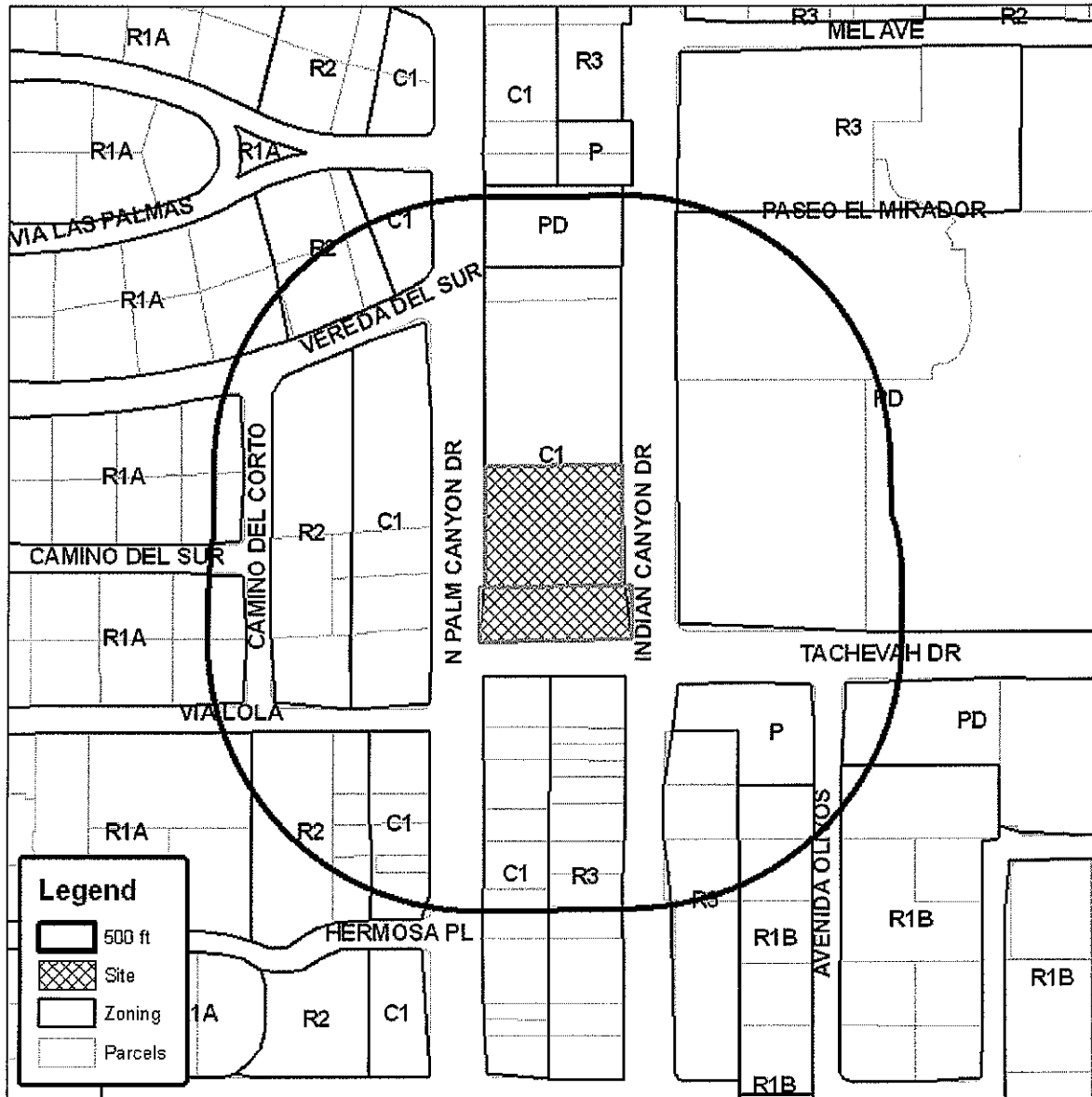
M. Margo Wheeler, AICP
Director of Planning Services

Attachments:

1. Vicinity Map
2. Draft Resolution (with Conditions of Approval)
3. Draft 2/24/2014 AAC Minutes
4. Proposed Sign Program



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS

CASE NO: Sign Program 14-001

APPLICANT:
Desert Professional Plaza Building

DESCRIPTION: Sign Program to allow major tenants over 10,000-s.f. 4 third-story signs; and 2 building ID signs and 1 freestanding sign at 1100 N. Palm Canyon Drive, Zone C-1, Section 10

RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING CASE SP 14-001, TO ESTABLISH A SIGN PROGRAM FOR THE DESERT PROFESSIONAL PLAZA BUILDING LOCATED AT 1100 NORTH PALM CANYON DRIVE.

WHEREAS, Health Care Reit, Inc. (the "Applicant"), has filed an application with the City pursuant to Section 93.20.05(C)(6) of the Sign Ordinance for a sign program for the multi-tenanted office building located at 1100 North Palm Canyon Drive, Zone C-1, Section 10; and

WHEREAS, on February 24, 2014, the Architectural Advisory Committee (AAC) reviewed the proposed sign program and voted unanimously to recommend approval of the project to the Planning Commission; and

WHEREAS, notice of public meeting of the Planning Commission of the City of Palm Springs to consider Case No. SP 14-001 was given in accordance with applicable law; and

WHEREAS, on March 26, 2014, a public meeting on the application for architectural approval was held by the Planning Commission in accordance with applicable law; and

WHEREAS, the proposed project is considered a "project" pursuant to the terms of the California Environmental Quality Act ("CEQA"), and has been determined to be Categorically Exempt as a Class 11 exemption (accessory structures) pursuant to Section 15311(a) of the CEQA Guidelines; and

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

THE PLANNING COMMISSION HEREBY FINDS AS FOLLOWS:

Section 1: Pursuant to the California Environmental Quality Act (CEQA), the project is Categorically Exempt under Section 15311(a)(Accessory Structures).

Section 2: Section 93.20.05(C)(6) stipulates three findings that are required for a sign program to be approved that deviates from the strict provisions of the Sign Ordinance. The Planning Commission finds that:

1. *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;*

The three-story medical office building located between North Palm Canyon and North Indian Canyon Drives is a large stucco structure with ground floor parking and upper floor medical offices. The rectangular shape of the building with a third story step-back with tall mature landscaping surrounding the structure limits visibility of the upper levels. The building is located across the street from the Desert Regional Medical Hospital (DRMH) within a cluster of similar medical buildings. DRMH is seeking a way to distinguish the presence of their new medical offices from other buildings within the area. The placement of signs on the upper story identifying the major tenants over 10,000-square feet along with a freestanding complex identification monument sign will allow for better way finding. The strict regulations of the sign ordinance will not give adequate visibility to the signage on the vertical building and staff has determined that the finding has been met.

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*

The approved sign program provides a unified and consistent design theme for the Desert Professional Plaza Building. The limiting of signs to tenants over 10,000-square feet will be consistent with the size and mass of the office building. The use of internally illuminated channel letters 18 inches in height for the major tenants located in the building corners, and bronze non-illuminated building identification letters will provide adequate signage and visibility. One monument sign will adequately identify the building. Therefore, the approved sign program will be compatible with the design of the property and represent the least departure from the standards of the sign ordinance necessary for the effectiveness of the program.

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

The stated purpose of the sign ordinance as provided by Section 93.20.02(B) “is to provide standards to safeguard life, health, property and the public welfare and to provide the means for adequate identification of business and other sign users by regulating and controlling the design, location and maintenance of all signs in the city”.

The sign ordinance encourages adoption of sign programs to provide consistency and ease of permitting for multi-tenant signage. The deviations from the ordinance are for the purpose of providing adequate identification for businesses and sign users. Complex identification signs, a freestanding sign and four signs for tenants over 10,000-square feet will provide adequate signage for the building. Therefore, the proposed sign program is not contrary to the purpose of the sign ordinance, and represents the least departure from the standards of the sign ordinance necessary for the effectiveness of the program.

NOW, THEREFORE, BE IT RESOLVED that, based upon the foregoing, the Planning Commission hereby approves Case No. SP 14-001, establishing a sign program for the multi-tenanted office building located at 1100 North Palm Canyon Drive, subject to those conditions set forth in Exhibit A.

ADOPTED this 26th day of March, 2014.

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

AYES:

NOES:

ABSENT:

ABSTAIN:

M. Margo Wheeler, AICP
Director of Planning Services

Resolution No.

Exhibit A

Case No. SP 14-001

Sign Program

1100 North Palm Canyon Drive

March 26, 2014

CONDITIONS OF APPROVAL

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

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

ADMINISTRATIVE CONDITIONS

- ADM 1. The proposed development of the premises shall conform to all applicable regulations of the Palm Springs Zoning Ordinance, Municipal Code, or any other City Codes, ordinances and resolutions which supplement the zoning district regulations.
- ADM 2. The owner shall defend, indemnify, and hold harmless the City of Palm Springs, its agents, officers, and employees from any claim, action, or proceeding against the City of Palm Springs or its agents, officers or employees to attach, set aside, void or annul, an approval of the City of Palm Springs, its legislative body, advisory agencies, or administrative officers concerning Case SP 14-001. The City of Palm Springs will promptly notify the applicant of any such claim, action, or proceeding against the City of Palm Springs and the applicant will either undertake defense of the matter and pay the City's associated legal costs or will advance funds to pay for defense of the matter by the City Attorney. If the City of Palm Springs fails to promptly notify the applicant of any such claim, action or proceeding or fails to cooperate fully in the defense, the applicant shall not, thereafter, be responsible to defend, indemnify, or hold harmless the City of Palm Springs. Notwithstanding the foregoing, the City retains the right to settle or abandon the matter without the applicant's consent but should it do so, the City shall waive the indemnification herein, except, the City's decision to settle or abandon a matter following an adverse judgment or failure to appeal, shall not cause a waiver of the indemnification rights herein.

PLANNING DEPARTMENT CONDITIONS

- PLN 1. It shall be the sole responsibility of the owner of the property and/or tenant or agent to restore all mounting surfaces (i.e. walls, facades, windows, railings, etc.) to a condition closest to the original condition upon removal of any sign from the premises.
- PLN 2. Approval shall be valid based on the sign amortization schedule in section 93.20.11 of the Palm Springs Zoning Ordinance.
- PLN 3. All signs shall comply with the Uniform Building Code regulations.
- PLN 4. All non-approved signage must be removed as part of this approval.
- PLN 5. The Planning Services Department may require the reduction of light intensity and glare from any signage, or the removal of such signage, that poses a nuisance or harm.
- PLN 6. The applicant shall provide all tenants with a copy of the sign program date stamped March 18, 2014 and all Conditions of Approval for this project.

BUILDING DEPARTMENT CONDITIONS

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

END OF CONDITIONS

APPLICANT said the frames are aluminum, not vinyl.

VICE-CHAIR FAUBER asked about the residential building.

ANDREW SUSSMAN, APPLICANT responded that the windows are not final.

COMMITTEE MEMBER FREDRICKS asked about the bands above.

ANDREW SUSSMAN, APPLICANT, responded that the size is about 4 1/2" in width.

M/S/C (Secoy-Jensen/Fredricks, 4-0-3 absent, Hirschbein, Purnel and Song) Approve colors and materials and omit plot plan; require aluminum windows; omit water element and disapprove mechanical screen. Return with landscape plan.

4. LCLO LLC, OWNERS OF THE EL CIELO SHOPPING CENTER, FOR EXTERIOR BUILDING REPAIRS TO FOUR COLORS AND MINOR REPAIRS LOCATED AT 4405 SOUTH EL CIELO DRIVE, ZONE C-1. (GM)

DOUG SMITH, APPLICANT, presented the proposed project.

COMMITTEE MEMBER CASSADY expressed concern with the signs.

CHAIR SECOY-JENSEN asked if stone would go all the way up.

DOUG SMITH, APPLICANT, responded yes.

CHAIR SECOY-JENSEN commented that all signs and other building would come back for review.

M/S/C (Fredricks/Secoy-Jensen, 4-0-3 absent Hirschbein, Purnel and Song) Recommend approval to the Planning Director.

5. HEALTH CARE REIT, INC. FOR A SIGN PROGRAM TO ALLOW MAJOR BUILDING TENANTS OVER 10,000-SQUARE FEET FOUR (4) SECOND STORY SIGNS; AND TWO (2) BUILDING IDENTIFICATION FIRST FLOOR SIGNS; AND ONE (1) FREESTANDING SIGN LOCATED AT 1100 NORTH PALM CANYON DRIVE, ZONE C-1 (CASE SP 14-001). (GM)

JOHN CROSS, APPLICANT, explained that the signs are front lit and not halo lit; all 3rd story and not 2nd floor.

M/S/C (Fredricks/Fauber, 4-0-3 absent Hirschbein, Purnel and Song) Recommend

approval to the Planning Commission.

MOVED TO THE END OF THE AGENDA -

6. **FAMILY DEVELOPMENT, LLC, FOR A PRELIMINARY PLANNED DEVELOPMENT DISTRICT COMPRISED OF 70 SINGLE FAMILY UNITS ON INDIVIDUAL LOTS AND 125 MULTI-FAMILY UNITS IN A GATED COMMUNITY ON ROUGHLY 24 ACRES LOCATED AT THE SOUTHEAST CORNER OF TAHQUITZ CANYON DRIVE AND FARRELL DRIVE, ZONE PD 71A/232 AND A TENTATIVE TRACT MAP (36689) TO SUBDIVIDE THE 24 ACRE SITE INTO INDIVIDUAL LOTS (CASE 5.1046 PDD 232). (KL)**
7. **AGUA CALIENTE BAND OF CAHUILLA INDIANS FOR ARCHITECTURAL REVIEW OF EIGHTEEN SINGLE-FAMILY RESIDENCES ON APPROXIMATELY 2.3 ACRES OF VACANT LAND LOCATED AT THE SOUTHWEST CORNER OF TWIN PALMS AND SOUTH CAMINO REAL (CASE 5.1323 MISC.). (DN)**

Director Wheeler presented the proposed project.

COMMITTEE MEMBER FREDRICKS asked questions regarding screening between homes.

TRIBE SENIOR PLANNER DAN MALCOM responded that between the interior homes there will be a list of landscape materials and to the rear of the mobile home park is ficus. There are no walls between the units. Between units it is a landscape strip, not screen landscape.

CHAIR SECOY-JENSEN commented that it is extremely monotonous. The streetscape is a series of garage doors. She looked at other similar projects that have a rear drive to have greater front variety.

APPLICANT CHRIS SAHLIN said they looked at a south driveway with shared driveway, but condominium insurance is too costly. Walls between garages do have a horizontal element.

CHAIR SECOY-JENSEN AND COMMITTEE MEMBER CASSADY concurred with the sensitivity to parking problems referenced in letter(s); they are not required to solve the Ace Hotel parking problems.

COMMITTEE MEMBER FREDRICKS commented on the south side screening; he prefers Ficus Nitida instead. He suggested to break up the monotony of landscaping and would like to see more trees and non-palm trees as to break up monotony in depth

MASTER EXTERIOR SIGN PROGRAM

PREPARED FOR



DESERT PROFESSIONAL PLAZA

1100 N. PALM CANYON PALM SPRINGS, CA 92264

PRESENTED BY



800-50-SIGNS www.bestsignsinc.com

CONTRACTORS LIC. NO. 524483

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



SUBMITTAL DATE: 01-10-14

DESERT PROFESSIONAL PLAZA

MASTER EXTERIOR SIGN PROGRAM

INTRODUCTION

The intent of this Sign Criteria is to provide Desert Professional Plaza Tenants an opportunity to have a pre-determined signage. This criteria is developed to established a practical signage solution for all Tenants.

The Desert Professional Plaza Exterior Sign Program encompasses the following sign types.

- Existing Driveway Entrance Monument
- Four (4) Second Story Fascia Signs (Illuminated)

GENERAL PROVISIONS

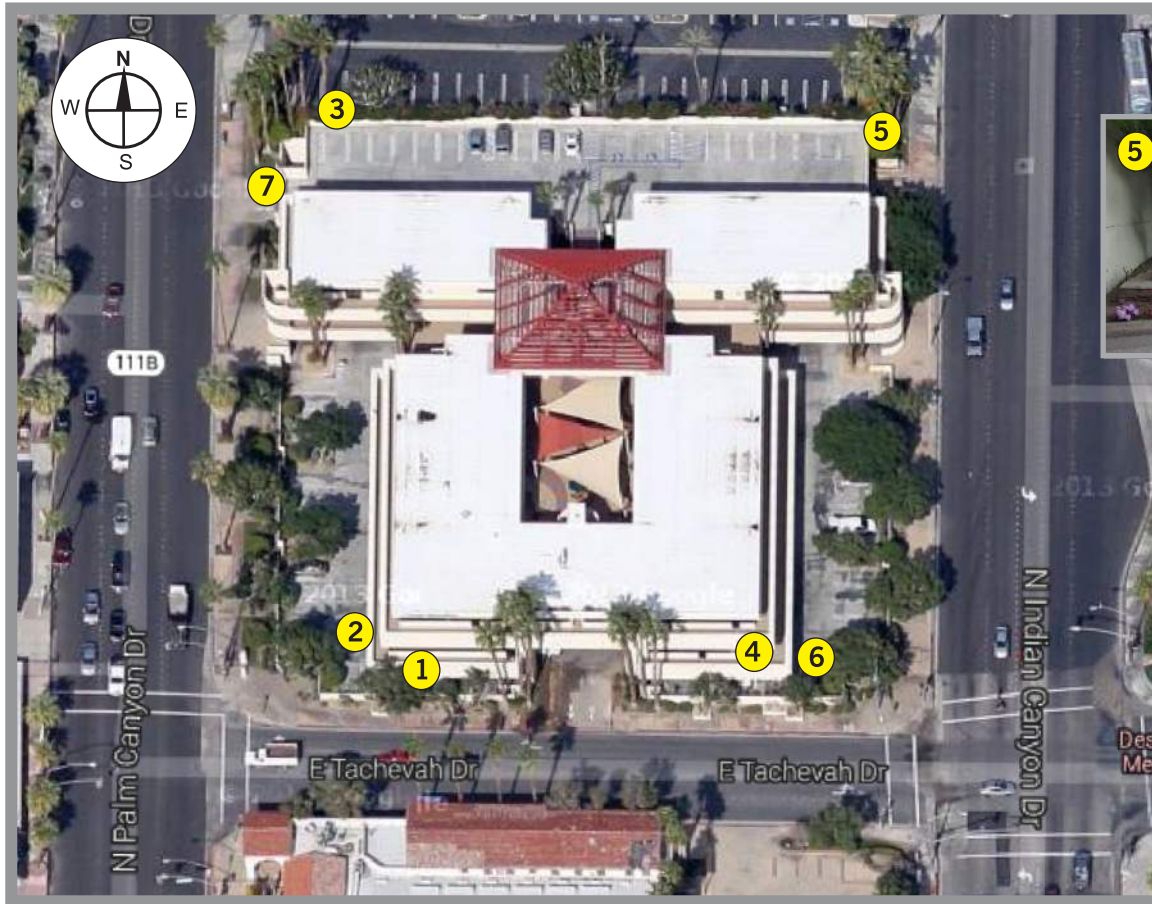
See Drawing #SP1

BUILDING FASCIA SIGNAGE

It is noted that at the time of writing this sign criteria (2) TWO existing Internally Illuminated Channel Letter signs are currently on the third story building fascia (KAISER). Also (2) Two existing Non-Illuminated Building Identification signs are currently on the First Floor Story Building fascia.

1. South Facing (1) Internally Illuminated Channel Letter
Copy: Kaiser Permanente with logo.
2. West Facing (1) Internally Illuminated Channel Letter
Copy: Kaiser Permanente with logo.
3. North-West Facing (1) Non-Illuminated Letter
Copy: Desert Professional Plaza.
4. South-East Facing (1) Non-Illuminated Letter
Copy: Desert Professional Plaza.
(3 and 4 See Attached Picture Labeled B)

Within the provisions of this sign program. At the sole discretion of landlord, Health Care Reit, Inc. Management Services Group. Only Major Building Tenants (10,000 sq.ft. +) eligible for a total of (4) Four Internally Illuminated Channel Letters with "Halo" Illumination will be allowed on the third story fascia area and (2) Two building identification signs should they ever choose to illuminate them on the First Story.
18" max. letter height / 26" max. logo box.
60 sq.ft. max sign area.



- 1 KAISER PERMANENTE- (EXISTING) INTERNALLY ILLUMINATED CHANNEL LETTER SIGN
- 2 KAISER PERMANENTE- (EXISTING) INTERNALLY ILLUMINATED CHANNEL LETTER SIGN
- 3 DESERT REGIONAL MEDICAL PLAZA- (PROPOSED) INTERNALLY ILLUMINATED CHANNEL LETTER SIGN
- 4 DESERT REGIONAL MEDICAL PLAZA- (PROPOSED) INTERNALLY ILLUMINATED CHANNEL LETTER SIGN
- 5 DESERT REGIONAL MEDICAL PLAZA- (REVISED) EXISTING MONUMENT SIGN WITH NON-ILLUMINATED LETTERS
- 6 DESERT PROFESSIONAL PLAZA- (EXISTING) NON-ILLUMINATED FLAT CUT-OUT LETTERS
- 7 DESERT PROFESSIONAL PLAZA- (EXISTING) NON-ILLUMINATED FLAT CUT-OUT LETTERS

DESERT MEDICAL PLAZA

Project:
**ILLUMINATED CHANNEL LETTER
 BUILDING IDENTIFICATION
 SIGN**
 Project Address:
**1100 N. PALM CANYON DR.
 PALM SPRINGS, CA 92264**

Account Representative:
JOHN CROSS

Designer:
JAYAR FLORES
 GDT: 0

Date:
JANUARY 10, 2014

Scale:
AS SHOWN

Revisions:

Client Approval:



1550 S. Gene Autry Trail
 Palm Springs, CA 92264

TEL: (760) 320-3042
 FAX: 760-320-2090



CONTRACTORS LIC. NO. 524483

COLORS REPRESENTED IN THIS DRAWING ARE FOR PRESENTATION PURPOSES ONLY. THEY WILL NOT MATCH YOUR FINISHED PRODUCT PERFECTLY. COLOR CALLOUTS ARE

ALL IDEAS, DESIGNS, ARRANGEMENTS AND PLANS INDICATED OR REPRESENTED BY THIS DRAWING ARE OWNED BY AND PROPERTY OF BEST SIGNS, INC. 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 BY OR DISCLOSED TO ANY PERSON, FIRM OR CORPORATION FOR ANY PURPOSE WHATSOEVER WITHOUT THE WRITTEN PERMISSION OF BEST SIGNS, INC.

Drawing No. **SP1**



**EXISTING INTERNALLY ILLUMINATED CHANNEL LETTERS
ON THE SOUTH WEST CORNER OF THIRD STORY FASCIA AREA**

Client:
DESERT MEDICAL PLAZA

Project:
**ILLUMINATED CHANNEL LETTER
BUILDING IDENTIFICATION
SIGN**

Project Address:
**1100 N. PALM CANYON DR.
PALM SPRINGS, CA 92264**

Account Representative:
JOHN CROSS

Designer:
JAYAR FLORES
GDT: 0

Date:
JANUARY 10, 2014

Scale:
AS SHOWN

Revisions:

Client Approval:



1550 S. Gene Autry Trail
Palm Springs, CA 92264

TEL: (760) 320-3042
FAX: 760-320-2090



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Drawing No. **A**



SOUTH/WEST ELEVATION
 10" X 232" = 16.11 SQ. FT. OF TOTAL SIGN AREA



NORTH/WEST ELEVATION
 10" X 232" = 16.11 SQ. FT. OF TOTAL SIGN AREA

EXISTING NON-ILLUMINATED BUILDING IDENTIFICATION SIGN

Client:
DESERT MEDICAL PLAZA

Project:
**NON-ILLUMINATED
 BUILDING IDENTIFICATION
 SIGN**

Project Address:
**1100 N. PALM CANYON DR.
 PALM SPRINGS, CA 92264**

Account Representative:
JOHN CROSS

Designer:
JAYAR FLORES

GDT: 0
 Date:
JANUARY 10, 2014

Scale:
AS SHOWN

Revisions:

Client Approval:



1550 S. Gene Autry Trail
 Palm Springs, CA 92264

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Drawing No. **B**

SOUTH/EAST ELEVATION



Client:
DESERT MEDICAL PLAZA

Project:
**ILLUMINATED CHANNEL LETTER
BUILDING IDENTIFICATION
SIGN**

Project Address:
**1100 N. PALM CANYON DR.
PALM SPRINGS, CA 92264**

Account Representative:
JOHN CROSS

Designer:
JAYAR FLORES

GDT: 0

Date:
JANUARY 10, 2014

Scale:
3/16" = 1'-0"

Revisions:

Client Approval:



1550 S. Gene Autry Trail
Palm Springs, CA 92264

TEL: (760) 320-3042
FAX: 760-320-2090



CONTRACTORS LIC. NO. 524483

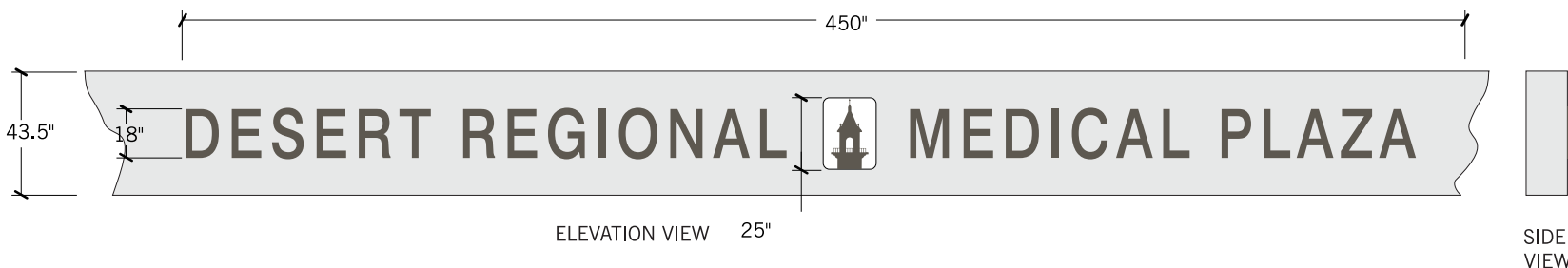
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Drawing No. **C**

STANDARD FACE LIT CHANNEL LETTERS AND LOGO ID SIGNAGE

- 3/16" WHITE ACRYLIC FACE WITH BRONZE PERF DAY NIGHT VINYL APPLIED TO 1ST SURFACE BRONZE LETTERS DURING DAYLIGHT AND WHITE AT NIGHT.
- 3/4" BRONZE TRIM CAP AND 5" DEEP BRONZE RETURNS.
- CHANNEL LETTERS ILLUMINATED WITH BRIGHT WHITE LED MODULES.



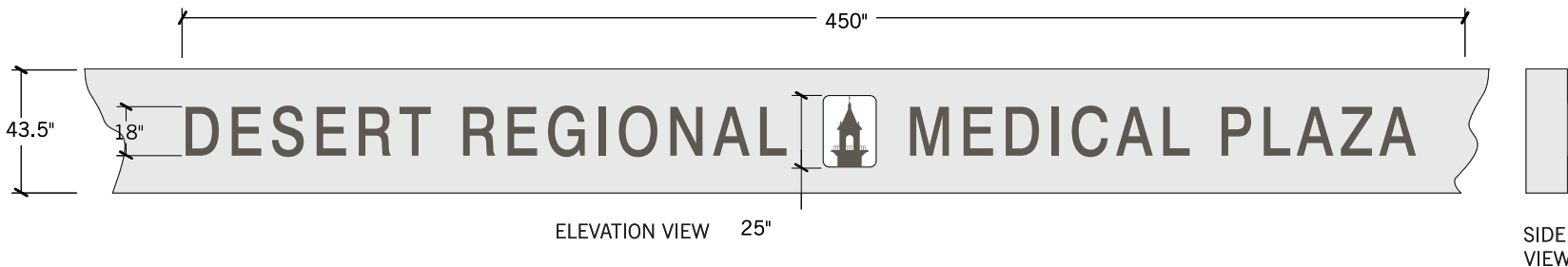
**PROPOSED INTERNALLY ILLUMINATED CHANNEL LETTERS
ON THE SOUTH/EAST CORNER OF THIRD STORY FASCIA AREA**

NORTH/WEST ELEVATION



STANDARD FACE LIT CHANNEL LETTERS AND LOGO ID SIGNAGE

- 3/16" WHITE ACRYLIC FACE WITH BRONZE PERF DAY NIGHT VINYL APPLIED TO 1ST SURFACE
BRONZE LETTERS DURING DAYLIGHT AND WHITE AT NIGHT.
- 3/4" BRONZE TRIM CAP AND 5" DEEP BRONZE RETURNS.
- CHANNEL LETTERS ILLUMINATED WITH BRIGHT WHITE LED MODULES.



**PROPOSED INTERNALLY ILLUMINATED CHANNEL LETTERS
ON THE NORTH/WEST EAST CORNER OF THIRD STORY FASCIA AREA**

Client:
DESERT MEDICAL PLAZA

Project:
**ILLUMINATED CHANNEL LETTER
BUILDING IDENTIFICATION
SIGN**

Project Address:
**1100 N. PALM CANYON DR.
PALM SPRINGS, CA 92264**

Account Representative:
JOHN CROSS

Designer:
JAYAR FLORES
GDT: 0

Date:
JANUARY 10, 2014

Scale:
3/16" = 1'-0"

Revisions:

Client Approval:



1550 S. Gene Autry Trail
Palm Springs, CA 92264

TEL: (760) 320-3042
FAX: 760-320-2090



CONTRACTORS LIC. NO. 524483

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Drawing No. **D**

NORTH/EAST ELEVATION - REVISED



ADD DESERT REGIONAL MEDICAL PLAZA LOGO AND LETTERING TO EXISTING DOUBLE-SIDED 4'X8' NON-ILLUMINATED MONUMENT SIGN BASE

- 7" X 1/2" THICK CAST ACRYLIC LETTERS AND 17" X 23" X 1/2" CAST ACRYLIC LOGO.
- LETTERS PAINTED SATIN BLACK, LOGO PAINTED SATIN BLACK AND MONUMENT BASE COLOR.
- LETTERS AND LOGO STUD MOUNTED TO WALL WITH 1/2" DEEP SPACERS, BLIND MOUNT STUDS AND HIGH BONDING RTV SILICONE ADHESIVE.

Client:
DESERT MEDICAL PLAZA

Project:
MONUMENT SIGN

Project Address:
**1100 N. PALM CANYON DR.
PALM SPRINGS, CA 92264**

Account Representative:
JOHN CROSS

Designer:
JAYAR FLORES

GDT: 0

Date:
JANUARY 10, 2014

Scale:
3/8" = 1'-0"

Revisions:

Client Approval:



1550 S. Gene Autry Trail
Palm Springs, CA 92264

TEL: (760) 320-3042
FAX: 760-320-2090



CONTRACTORS LIC. NO. 524483

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Drawing No. **E**