



HISTORIC SITE PRESERVATION BOARD STAFF REPORT

DATE: February 8, 2016

NEW BUSINESS

SUBJECT: A CERTIFICATE OF APPROVAL APPLICATION BY SMITH & HALL DESERT PROPERTIES, LLC FOR A SIGN PROGRAM FOR THE "J.W. ROBINSON'S DEPARTMENT STORE BUILDING", CLASS 1 HISTORIC SITE HSPB #84 / CASE SP16-001. LOCATED AT 333 SOUTH PALM CANYON DRIVE (KL)

FROM: Department of Planning Services

SUMMARY

The Board will consider a request for a Certificate of Approval for a proposed sign program for the J.W. Robinson's Department Store, now being re-branded as "The 333 Building". The sign program is part of the adaptive reuse of the building providing coordinated signage for multiple tenants.

Pursuant to Municipal Code Section 8.05.180, the erection, replacing, or remodeling of signage which affects the exterior of a Class 1 historic site shall require approval by the HSPB.

RECOMMENDATION:

Approve the Certificate of Approval with the condition that the monument sign be re-sized to conform to the sign ordinance and recommend approval by the Planning Commission.

BACKGROUND:

Pursuant to Zoning Code Section 93.20.09 (Signage for Uptown/Downtown), sign programs are required for all buildings with more than one tenant. The ordinance states,

Sign programs shall be required for all buildings with more than one (1) tenant. Sign programs shall complement the architecture of the building or complex. A sign program, including other types of signs than those described herein, may be approved which varies from the specific limitations of the sign ordinance if the planning commission finds 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; that 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; and that

the approved signage is compatible with the surrounding properties and not contrary to the purpose of the sign ordinance.

The 333 Building is being subdivided into four tenant spaces of roughly equal size. Each tenant space will have frontages on both South Palm Canyon Drive and the parking lot west of the building and the northernmost suite will also have frontage on Baristo Road. The sign ordinance allows tenant spaces with multiple street frontages to have signs that conform to the ordinance on each street front.

Elements of the proposed sign program:

1. A double-sided monument sign at the northeast corner of the building.
2. Four equally sized sign boxes, one for each tenant space, facing Palm Canyon Drive.
3. Four equally sized sign boxes, one for each tenant space, facing the parking lot west of the building.
4. One sign on the north side of the building (for the northernmost tenant space which fronts Palm Canyon Drive, Baristo Road and the west side parking lot.)
5. Miscellaneous Accessory & Convenience signs.

ANALYSIS:

The purpose of a sign program is to provide unified signage for multi-tenant buildings that is well-integrated with the architecture of the building. Sign programs shall, "...represent the least departure from the standards of the sign ordinance necessary for the effectiveness of the program..." Deviations from the sign standards may be proposed if it is found that the strict application of the sign ordinance will not give adequate visibility to the signage on the site. Conversely it is important that the prospective tenants of the 333 Building be allowed to have generally the same type and quantity of signs that other retailers in the CBD enjoy.

The applicant has proposed a sign program that is well-integrated with the architecture of the building. It establishes uniform sign types for each tenant space, mounted consistently on the various frontages of the tenant spaces and in colors and materials that are harmonious with the materials of the historic Robinson's building. The signage is simple and under-stated in its material and design and represents the least departure from the sign ordinance necessary for the effective identification of prospective tenants within the building.

As summarized in the table below, the proposed sign program is generally consistent and in conformance with the requirements of the sign ordinance. The applicant has proposed one particular sign type - the monument sign - at the northeast corner of the site, that varies from the sign ordinance for the Downtown & Uptown areas. Monument signs are permitted in most commercial and industrial areas. Although they are not specifically permitted for the Central Business District (CBD), there are several multi-tenant mixed use retail developments in the CBD in which the Planning Commission has approved monument signs in addition to individual tenant signs, where it is not otherwise clear, due to the configuration of the buildings where each tenant space is located.

The applicant has stressed the importance of the proposed monument sign in this particular instance in helping draw potential shoppers to the building. Because the building is located at the southern end of the downtown Palm Canyon shopping area, there is less pedestrian activity passing by. Having the monument sign visible to the north, will help make shoppers more readily aware of the additional retail shops and stores that will occupy the 333 Building.

TABLE 1 – COMPARISON OF PROPOSED SIGN PROGRAM AGAINST PSZC 93.20.06 (Signage in the CBD)			
Sign Type	Per the Sign Ordinance	As proposed	Remarks/Conformance?
Monument signs / complex identification signs are permitted in general commercial & industrial areas but <u>not</u> in the CBD.	PSZC 93.20.05(C,7) When permitted, complex identification signs shall not exceed 20 square feet when separate, individual tenant signs at each tenant space are also part of the sign program.	The program proposes one 2-sided monument sign to be placed at the northeast corner of the building oriented toward Palm Canyon Drive. The monument sign is roughly 10'-6" in height and 15 feet in length. The net sign area is 56 square feet. Letters to be ½ inch thick push-through acrylic letters, with white edges and translucent vinyl on the face of the letters.	Does not conform. The south end of the CBD has several buildings (mostly financial institutions) with monument signs, however none this large.
Tenant Signs	PSZC 93.20.05(A,2,b,iv) "Fascia panel / Plaque Main Signs": (A) Length NTE 2/3rds width of each storefront; (B) Letter height NTE 14", 1 st letter caps NTE 16" (C) Integrated with storefront (D) Letters NTE 7" depth off face. (E) Materials metal neon, etc. (F) Letters not less than 6" from edge of panel (G) Fascia panel NTE 1sf / LF of tenant frontage up to 50 SF	Each tenant space shall have a "Fascia panel / plaque sign" boxes of equal size, (15 ft long x 2.5 ft high = 37.5 SF) facing Palm Canyon and a second facing the rear parking lot (Belardo Road), with the northernmost suite having a third sign of equal dimension facing Baristo Road. The four suites vary between 45 ft and 80 ft in lineal frontage. Letters to be ½ inch thick push-through acrylic letters, with white edges and translucent vinyl on the face of the letters.	Signs as proposed are within the maximum allowable sign area for each suite. (Conforms).

Portable Open Signs	Permissible per PSZC 93.20.09 (B,5) One per tenant only	As permitted by PSZC 93.20.05 (B,5)	Conforms
Open Sign	PSZC 93.20.09 (B,4,a) 1 sf sign per street entrance	As permitted by PSZC 93.20.05 (B,4,a)	Conforms
Service Sign	PSZC 93.20.05 (B,4b) 1 allowed per tenant, NTE 2 sf in area	As permitted by PSZC 93.20.05 (B,4,b)	Conforms
Menu Board (restaurant tenants only)	PSZC 93.20.09 (B,4,c); NTE 6 sf per face	As permitted by PSZC 93.20.05 (B,4,c)	Conforms
Hours / Days / Credit Card decals	PSZC 93.20.09 (B,4,d & e)	As permitted by PSZC 93.20.05 (B,4,d & e)	Conforms
Pedestrian Directory	PSZC 93.20.09 (B,2)	None proposed / None Permitted	N/A
Attraction Boards for nightclubs, etc.	PSZC 93.20.09 (B,3)	None proposed / None Permitted	N/A
Accessory / Convenience Signs	PSZC 93.20.09 (B,1,b,i) Signs on Glazing only	As permitted by PSZC 93.20.06 (B,1,b,i) only. Signs on glazing shall be limited to custom-fabricated vinyl cut letters. Except for logos, signs on glazing shall be limited to white. No other accessory sign types are permitted.	Conforms. Tenants may have 1 on-glazing accessory sign per street frontage.
Temporary Signs	PSZC 93.20.08	As permitted by PSZC 93.20.08	Conforms
Address / Suite No.	PSZC 93.20.10, (B,7) Not to Exceed 8 inches	Not to Exceed 8 inches; vinyl cut over each tenant doorway	Conforms

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)).

REQUIRED FINDINGS:

In granting a certificate of approval for the proposed sign program, the board must evaluate the proposal against the guidelines of PSMC 8.05.190 "Factors to be considered upon application" as follows:

- (1) The historic value and significance, or the architectural value and significance or both, of the structure and its relation to the historic value of the surrounding area;

The proposed sign program provides the signage necessary for the proposed retail uses in a design that is complementary and respectful of the architecture and detailing of the building. The individual tenant sign boxes are subtle and well integrated with the architecture of the Robinsons' building.

- (2) The relationship of the exterior architectural features of any structure to the rest of the structure itself and to the surrounding area;

The proposed signage relates harmoniously to the existing Robinsons' building by creating sign boxes that are understated and simple. The proposed individual sign boxes for each tenant space are the same size, color, and placement over the doors into each tenant space. The proposed signage is well suited to the building and consistent with this guideline.

- (3) The general compatibility of exterior design, arrangement, texture and material which is proposed by the applicant;

The proposed sign program reflects the geometry, color, material, and overall aesthetic of the Robinson's building. The arrangement of signs provides the necessary signage for each frontage of the building in a manner that complements the historic fabric of the existing building.

As it relates to the monument sign, the sign ordinance allows for monument signs up to 20 square feet when individual tenant signs are also permitted. The proposed monument sign is designed as a frame of steel columns intended to match the columns on the building. The frame is roughly ten feet six inches (10' 6") in height and fifteen (15) feet in width. On the top of the frame is the complex identification ("333") in a hexagon-shaped panel similar to the shape found on the "bow-tie" fascia panels on the building. Below that are four tenant signs boxes each 8.33 square feet in area and mounted separately on the frame.

The monument sign is an important component of the proposed sign program, however it is too large for the pedestrian-oriented environment of the CBD, and well exceeds the 20 square feet allowed for monument signs in other commercial / industrial districts. Also, generally monuments signs are permitted to a maximum height of eight (8) feet, and the proposed sign is 10' 6" in height. Staff recommends a monument sign be permitted, in addition to the individual tenant signs, however at a height not to exceed the eight (8) feet limit of other monument signs and that the collective panels (complex identification panel plus four tenant panels) not exceed 20 square feet, which is also typical for monument signs in other parts of the City.

- (4) Archaeological or ecological significance of the area.

There is no known archaeological or ecological significance to the site.

CONCLUSION:

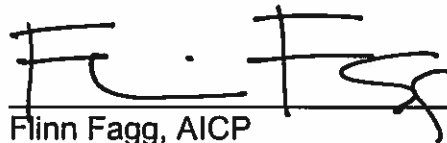
The proposed sign program is attractive and well-integrated with the architecture of the historic Robinsons Building. Individual tenant signs and other accessory and convenience signs conform to the area limits of the sign ordinance for such signs and are proposed in a style that is complementary and respectful of the building. The proposed monument sign is an important component of the sign program to draw shoppers to this southern end of the downtown shopping district, however it is recommended that the applicant reduce the size of the monument sign to conform to size and area limits of the sign ordinance.

ENVIRONMENTAL ASSESSMENT:

Pursuant to the California Environmental Quality Act (CEQA), the project is Categorically Exempt under Section 15331 (historic resources).



Ken Lyon, RA
Assistant City Planner



Flinn Fagg, AICP
Director of Planning Services

Attachments:

1. Vicinity Map
2. Proposed Sign Program



CIOFFI ARCHITECTS
333 BUILDING

333 S. PALM CANYON DR.
PALM SPRINGS, CA

TENANT IMPROVEMENT SIGNAGE
DESIGN DEVELOPMENT

SUBMITTED 02/02/16

The purpose of this sign program is to assure coordination and compatibility between all signs at 333 Building, 333 S. Palm Canyon, Palm Springs, Ca. Tenants will be afforded flexibility with regard to letter color and logo usage within the specified internally illuminated 30" x 15'-0" storefront sign cabinets. Note that specified sign cabinet can limit the maximum height and length, which may differ from the general guidelines proposed. Landlord approval is required prior to City approval and issuance of permits.

TYPE STYLES & LOGOS:

The use of logos and distinctive type styles is encouraged for all Tenant's signs. The Tenant may adopt established styles, logos that are architecturally compatible and approved by the Landlord. The typeface may be arranged in one (1) line of copy and will require a large enough stroke width to rout or laser-cut of 1/2" thick cast acrylic for push-thru. Tenant should identify trademark protected type and marks in their sign submission to assist the Landlord in the review process. All Signs subject to prior approval by Landlord at their discretion. Tenants shall display only their established trade name or their generic product name, or combination thereof.

TYPE A: STORE-FRONT MAIN SIGN

All Tenants are required to utilize 30" x 15'-0" internally illuminated sign cabinets and are responsible for their own sign faces. Sign faces should be fabricated and installed as specified. Distinctive Tenant logo, letter style and push-thru letter colors encouraged. Tenant Panels to be fabricated of .090 aluminum faces with routed out copy. Background finish painted to match sign cabinet "Duranotic Bronze". Letters to be all 1/2" thick machine cut (laser or router) clear cast acrylic with vinyl diffuser sheeted on back. Translucent vinyl (color varies) sheeted on face. Returns to be kept clear.

TYPE B: ACCESORY SIGNAGE / WINDOW VINYL

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

PORTABLE AND A-FRAME SIGNS

A-frames and portable signs permitted with approval of Planning Staff.

APPROVAL PROCESS:

Tenant shall provide the following information to Landlord for review:

Note: This information is separate from sign approval submission and store design and drawing submissions, and will be used to begin the sign design process.

Tenant shall submit for Landlord approval, two (2) sets of complete and fully specified shop drawings. Shop drawings shall include Tenant's entire building facade elevation, showing the proposed sign, in color drawing and scale. Storefront (partial building) elevation showing the location, size, color, construction and installation details for the Tenant's proposed sign. Allow reasonable time for Landlord to review and request revision of submission in advance of sign fabrication.

Landlord will approve, as noted or disapprove with comments within thirty (30) days. Tenant must respond to Landlord's comments and re-submit within fourteen (14) calendar days, and repeat this process until all sign design, fabrication and installation issues are resolved.

Upon receipt of final sign approval, Tenant shall submit three (3) sets of colored drawings of the proposed sign to the City of Palm Springs with the City's sign permit application form.

**333 BUILDING
S. PALM CANYON**

**TENANT IMPROVEMENT
SIGNAGE**

12/01/15



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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FABRICATION:

The Tenant must insure that his/her sign fabricator and installer understand their responsibilities before they begin the sign fabrication.

The Tenant's sign contractor is responsible for the following:

Sign must be fabricated of durable appropriate weather resistant materials per the sign criteria.

Threaded rods or anchor bolts shall be used to mount sign letters which are held off the background panel. Angle clips attached to letter sides will NOT be permitted.

Colors, materials, finishes shall exactly match those submitted to and approved by the Developer.

No fasteners, rivets, screws, or other attachment devise shall be visible from any public vantage point.

All sign finishes shall be free of dust, orange peel, drips and runs and shall have a uniform surface conforming to the highest industry standards.

All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and shall be carefully patched to match adjacent finish.

All fabrication and installation shall comply with Underwriter's Laboratories requirements and specific state and local codes. All components shall bear the U.L. label indication approval and be manufactured and installed by a U.L. certified shop.

INSTALLATION:

The Tenant's sign installer will provide the following:

- Provide the Developer with an original certificate of insurance naming the Developer as an additional insured for liability coverage in an amount required by Developer.
- Obtain all required sign permits from the City of Palm Springs, Ca and deliver copies to the Developer before installing the sign(s)
- Keep a Developer approved set of sign drawings on site when installing the sign
- Warrant the sign against latent defects in materials and workmanship for a minimum of one (1) year

THE FOLLOWING SIGNS AND ELEMENTS ARE PROHIBITED

1. A sign that consists of only an unadorned rectangular cabinet sign with translucent or opaque faces
2. Temporary wall sign, pennants, banners, inflatable displays or sandwich boards, wind-activated and balloon signs, unless with specific prior approval from the City.
3. Window signs or signs blacking doors and fire escapes.
4. Gold leaf treatments on windows, box signs, and exposed neon window signs without Landlord written approval
5. Exposed junction boxes, wires, plug-in wires on window signs, transformers, lamps tubing, conduits, raceways or neon crossovers of any type
6. Signs using trim-cap retainers that do not match the color of the letter or logo returns (polished gold, silver or bronze trim cap are NOT permitted)
7. Pre-manufactured signs, such as franchise signs that have not been modified to meet these criteria
8. Paper, cardboard, or styrofoam signs, stickers, or decals hung around or behind storefronts. (except those required by governmental agencies)
9. Exposed fasteners, unless decorative fasteners are essential to the sign design concept
10. Simulated materials such as wood grained plastic laminates or wall coverings
11. Any rotating, laser, flashing, reflecting by solar foil or mirror, revolving, producing glare, blinking, or snipe signs. Signs placed on vehicles or trailers or sign portraying obscene, indecent or immoral matter
12. Any sign located on public property or in the public right-of-way or projecting therein, unless encroachment permit has been obtained, and other provisions permit such a sign
13. Any sign which interferes with vehicular and/or pedestrian safety.
14. Any sign that is illuminated by reflector, floodlight or spotlight when any portion of such illumination spills off the sign, thereby creating a menace to traffic or a nuisance to adjacent properties
15. Any light bulb string, exposed wire or wire housing, except when utilized in association with a city recognized holiday, and is used with 30 days of said holiday
16. Rooftop signs or signs projecting above roof lines or parapets
17. Painted signs
18. Channel Letters
19. Exposed Neon

333 BUILDING
S. PALM CANYON

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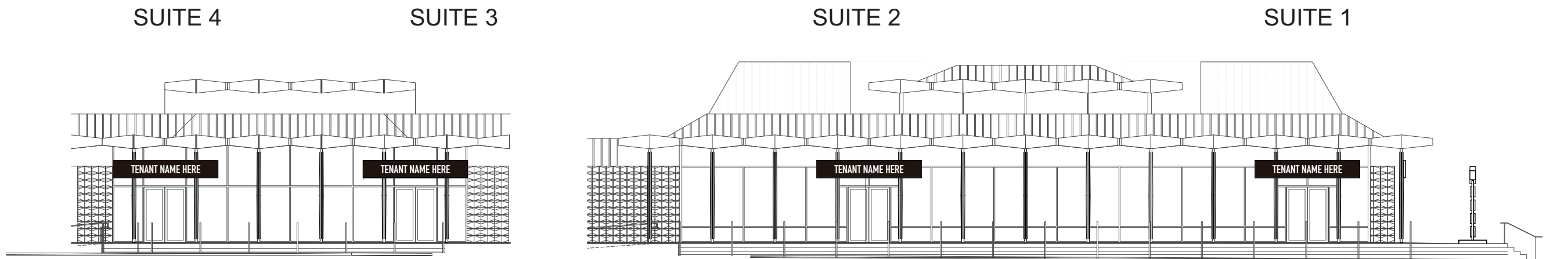


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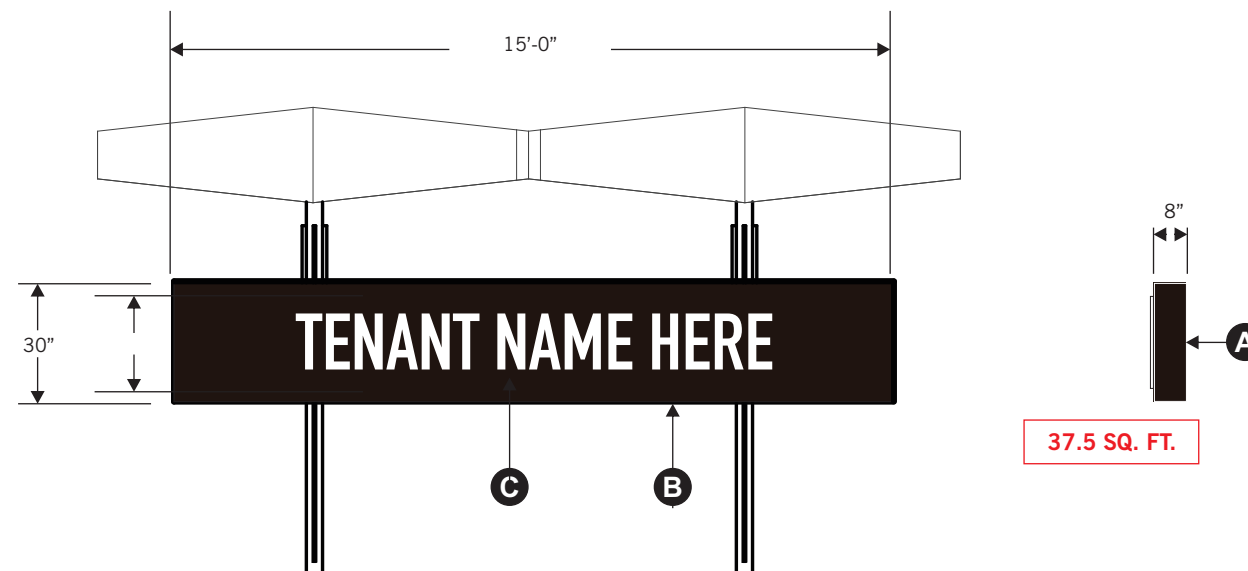
333 BUILDING S. PALM CANYON



RE-MODEL EAST ELEVATION (333 SOUTH PALM CANYON DR)

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

- A** FABRICATE 8" DEEP ALUMINUM CABINETS WITH LED ILLUMINATION PAINTED DARK BRONZE TO BE INSTALLED ON EXISTING COLUMNS.
- B** .090 ALUMINUM FACES WITH ROUTED OUT COPY. PAINTED FINISH TO MATCH BEAMS AND COLUMNS
- C** 1/2" THICK PUSH THRU ACRYLIC LETTERS. WHITE EDGES WITH SHEETED TRANSLUCENT VINYL ON LETTER FACE.
(USE OF UNIQUE LOGO FONTS AND COLORS PREFERRED)



37.5 SQ. FT.

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



TENANT ID - FASCIA SIGN - QTY 9

TENANT IMPROVEMENT
SIGNAGE

12/01/15



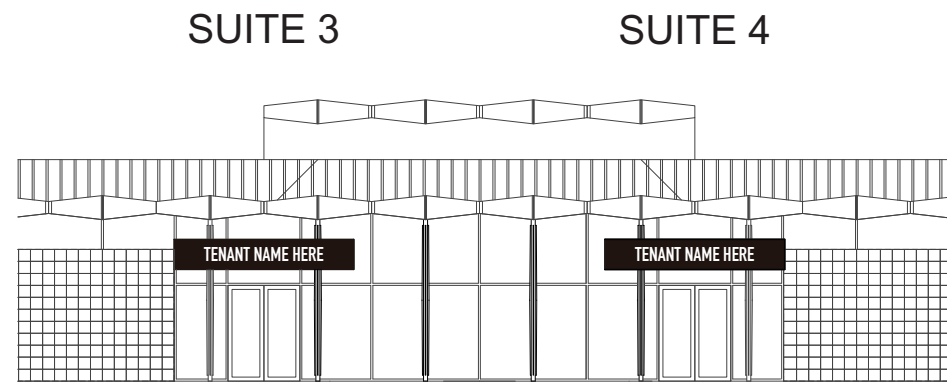
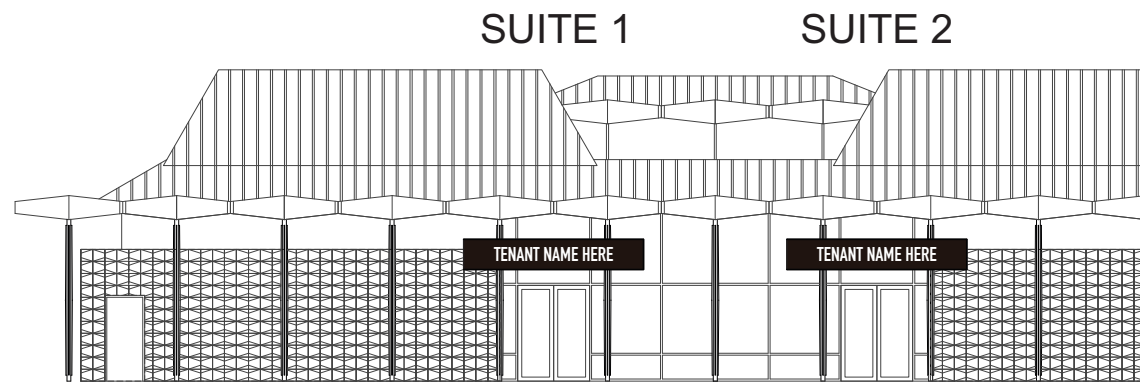
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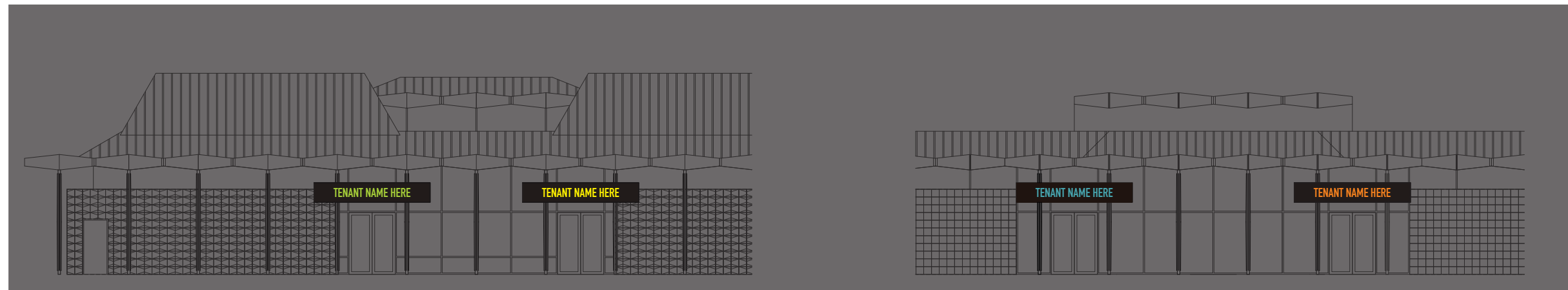
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RE-MODEL WEST ELEVATION

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



TENANT ID - FASCIA SIGN

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DIRECTORY MONUMENT - RENDERING

333 BUILDING S. PALM CANYON

TENANT IMPROVEMENT
SIGNAGE

02/02/16



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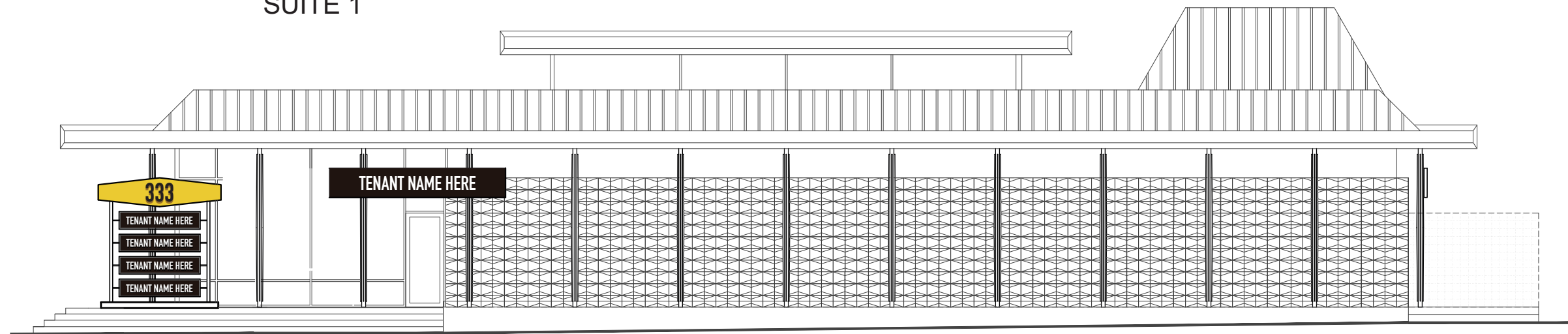


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SUITE 1

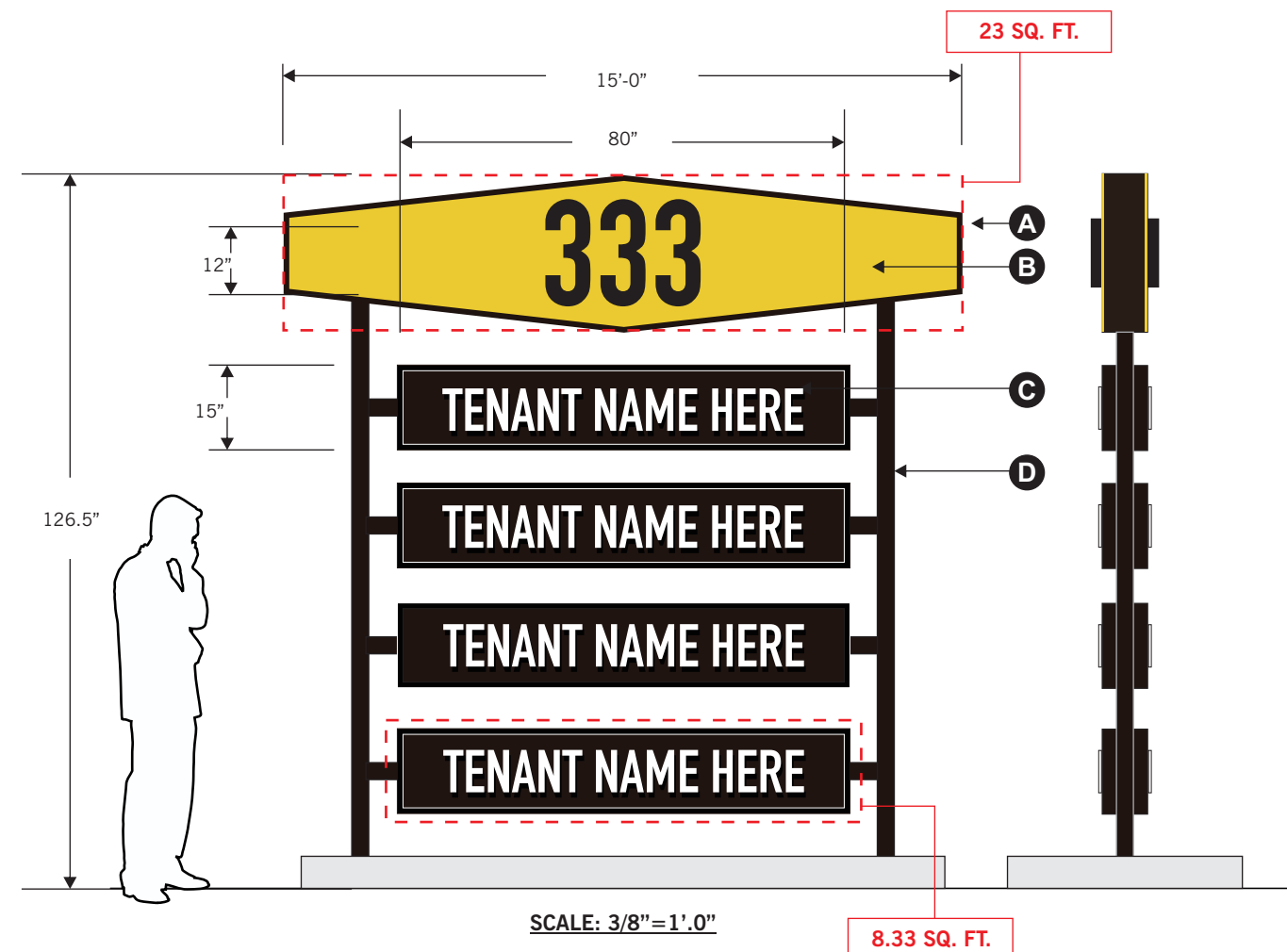


RE-MODEL NORTH ELEVATION (BELARDO Rd.)

SCALE: 3/32"=1'.0"

- A** DOUBLE-FACED FABRICATED 8" DEEP ALUMINUM CABINETS WITH BRIGHT WHITE LED ILLUMINATION.
- B** .090 ALUMINUM FACES WITH ROUTED OUT COPY. PAINTED GOLD (COLOR TBD) SIGN TOPPER. TENANT CABINETS PAINTED DURANOTIC BRONZE.
- C** 1/2" THICK PUSH THRU ACRYLIC LETTERS. WHITE EDGES WITH SHEETED TRANSLUCENT VINYL ON LETTER FACE.

(USE OF UNIQUE LOGO FONTS AND COLORS PREFERRED)
- D** MATCH EXISTING STEEL BUILDING COLUMNS (BY GENERAL CONTRACTOR)



DIRECTORY MONUMENT - QTY 1

333 BUILDING
S. PALM CANYON

TENANT IMPROVEMENT
SIGNAGE

12/01/15



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