



## PLANNING COMMISSION STAFF REPORT

DATE: March 9, 2016

NEW BUSINESS

SUBJECT: AN APPLICATION BY SMITH & HALL DESERT PROPERTIES, LLC, OWNER, 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, ZONE CBD (KL).

FROM: Department of Planning Services

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### SUMMARY

The applicant is seeking approval of a sign program for the J.W. Robinson's Department Store, (being rebranded as "The 333 Building"). The former single tenant department store is being subdivided into four retail tenant spaces and as such requires approval of a sign program.

### RECOMMENDATION:

Approve with conditions as noted in Exhibit "A".

### 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.*

Each of the four tenant spaces will have frontages on both South Palm Canyon Drive and the parking lot west of the building. 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 site.
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.

<i>Related Relevant City Actions by Planning, Fire, Building, etc...</i>	
January 16, 2013	Class 1 historic site designation by City Council
February 9, 2016	HSPB voted 4-3 (Ploss, La Voie, Hays opposed) to approve a certificate of approval for the proposed sign program as submitted and recommended approval by the Planning Commission. The Board made the following recommendations which the applicant expressed a willingness to consider: (a) Consider a more 3-dimensional effect to the "333" on the top of the monument sign. (b) Consider a means of clearly integrating the individual tenant suite numbers, (possibly vinyl cut numbers/letters on glazing at the head of the doors). (c) Consider placement of an additional "333" sign on the east masonry wall where the old "Robinsons" sign was located. (d) Consider a subtle "parking in rear" sign to help guide vehicular traffic to the west side parking lot along the Baristo facade. (e) Consider making the individual tenant signs smaller such that they could be mounted between the columns instead over the front of them. (f) Consider making the monument sign smaller.



**THE J.W. ROBINSON'S DEPARTMENT STORE BUILDING.**

**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, since the east-facing signs on the Palm Canyon frontage would not be visible when further north on Palm Canyon.

The table on the following page provides a summary of the proposed sign types and conformance with code requirements.

**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 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. Monument signs are limited to 8' in height.
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 <sup>st</sup> 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

**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?
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

<sup>1</sup> 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)).

**FINDINGS:**

The Planning Commission, in approving a sign program must make the following findings pursuant PSZC Section 93.20.09:

*Sign programs shall integrate with the architecture of the building complex, including such elements as size, color, location and construction material.*

The sign program proposes a limited number of signs that are well integrated with the historic architecture of the building. The tenant main signs are limited in size and consistent in their location and placement on the building at roughly 35 square feet each. The individual tenant signs are actually smaller than the maximum allowed by the sign ordinance. The applicant is requesting a monument sign that is larger than the maximum permitted under the sign ordinance, arguing that its larger size is necessary for capturing the attention of shoppers further north on Palm Canyon Drive. Some HSPB members and staff felt that a smaller monument sign would be equally effective; however the HSPB did not make that a requirement of their approval. Given the main tenant signs are smaller than the maximum allowable under

the sign ordinance the applicant asserts that a slightly larger monument sign is not unreasonable. As such the proposed program meets this finding.

*A sign program may be approved which varies from the specific limitations of the sign ordinance if the planning commission finds that:*

*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 proposed historic building's exterior is being restored as part of an adaptive reuse initiative. All proposed signs conform to the sign ordinance except the monument sign. The building is located at the south end of the downtown shopping district, and as such, the proposed monument sign is necessary to communicate to shoppers that the retail shopping experience continues past Baristo Road. The monument sign as proposed is larger than the maximum size allowed per the sign ordinance but the individual tenant signs are less than the maximum allowable under the sign ordinance.

Other instances of larger-sized monument signs have been approved by the Planning Commission at such locations as the Springs Shopping Center, Wal-Mart and other large retail centers; however these centers tend to be on major thoroughfares whose posted speed limits are much greater than that of Palm Canyon Drive. The HSPB approved the monument sign as proposed however some HSPB members and staff recommend a monument sign that is closer in scale to the maximum allowable by the sign ordinance. Since the individual tenant signage is less than the maximum allowable, the Planning Commission may choose to approve a slightly larger monument sign as a means of "balancing out" the overall sign coverage at the site and still deem it consistent with this finding.

*(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 sign program provides street-oriented visibility for the individual tenants via the monument sign, and the individual tenant signs that are compatible with the design and historic significance of the building. The HSPB approved the program as proposed, however the applicant was encouraged to consider slight adjustment to the individual tenant signs to fit between the columns instead of across the front of the columns and some members (and staff) recommended the monument sign be smaller. The HSPB suggested, but did not require, additional signage (such as the "333" sign on the east façade and directional signage for parking). Generally, the sign locations, quantities and sizes are appropriate and effective for the scale and physical characteristics of the building and site, while proposing the least amount of departure from the City's sign ordinance.

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

The sign program proposes signage that is appropriately scaled and located to be compatible with the historic quality of the building and is compatible and consistent with other signs in the vicinity. Regarding the monument sign, it is noted that several other buildings (most of which used to be banking and financial services) in the southern end of the Central Business District have discreet monument signs.

The proposed sign program is responsive to the unique characteristics, the historic significance, location and configuration of the existing building. The sign program substantially conforms and is not contrary to the purpose of the sign ordinance.


ENVIRONMENTAL ANALYSIS:

Pursuant to the California Environmental Quality Act (CEQA) Guidelines, the proposed sign program is deemed a project under CEQA. Staff evaluated the project against the CEQA guidelines and has determined it to be Categorical Exempt from further CEQA analysis (CEQA Section 15331 "historic resources").



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Ken Lyon, RA  
Associate Planner



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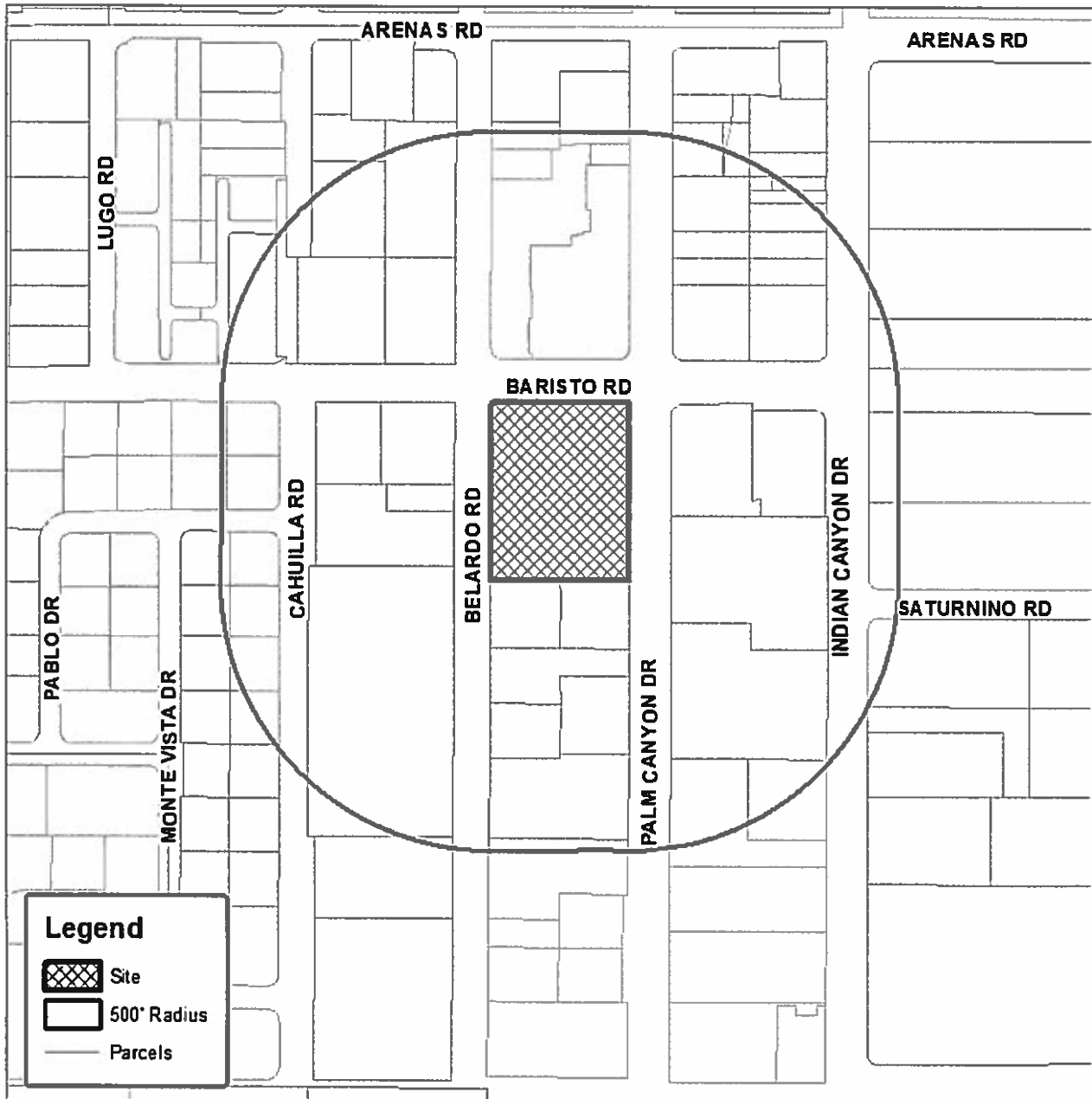
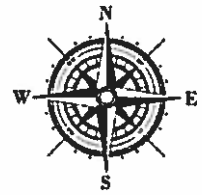
Flinn Fagg, AICP  
Director of Planning Services

Attachments:

1. Vicinity Map
2. Draft Resolution with Conditions of Approval as Exhibit "A"
3. Proposed Sign Program.
4. HSPB minutes of February 8, 2016



# Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS



## RESOLUTION NO.

### A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING CASE SP 16-001, A SIGN PROGRAM FOR "THE 333 BUILDING" A CLASS 1 HISTORIC SITE (HPSB #84) LOCATED AT 333 SOUTH PALM CANYON DRIVE (ZONE CBD).

A. Smith & Hall Desert Properties, LLC (the "Applicant"), filed an application with the City pursuant to Zoning Code Section 93.20.09 (*Signage Downtown/Uptown*) for a sign program at a multi-tenant commercial building located at 333 South Palm Canyon Drive, Zone CBD.

B. The subject building is a Class 1 historic site (HSPB #84). Sign programs for historic sites must be approved by the Historic Site Preservation Board (HSPB) and the Planning Commission.

C. On February 8, 2016, the Historic Site Preservation Board (HSPB) reviewed the proposed sign program and voted 4-3 (Ploss, La Voie, Hays opposed) to grant a certificate of approval and recommend approval of the sign program to the Planning Commission as proposed. The HSPB made the following suggestions which the applicant indicated a willingness to consider:

1. Consider making the monument sign smaller.
2. Consider making the individual tenant sign boxes smaller in length to fit between the columns instead of across the front of them.
3. Consider a discreet "parking in rear" sign at Baristo to assist motorists.
4. Consider placing an "address sign" ("333") on the east wall where the original "Robinson's" Department store sign was.
5. Consider making the "333" sign on the top of the monument sign, more "three-dimensional", rather than just a flat, back-illuminated gold-colored acrylic face panel.

D. Notice of public meeting of the Planning Commission of the City of Palm Springs to consider Case No. SP 16-001 was given in accordance with applicable law.

E. On March 9, 2016, a public meeting on the application for architectural approval was held by the Planning Commission in accordance with applicable law.

F. The proposed sign program 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 of the CEQA Guidelines; and

G. The Planning Commission has carefully reviewed and considered all of the evidence presented in connection with the application, including, but not limited to, the staff report, and all written and oral testimony presented.

H. Zoning Code Section 93.20.09 denotes that the Planning Commission may approve a sign program if it finds as follows:

*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 historic building's exterior is being restored as part of an adaptive reuse of the building. All proposed signs conform to the sign ordinance except the monument sign. The building is located at the south end of the downtown shopping district, and as such, the proposed monument sign is necessary to communicate to shoppers that the retail shopping experience continues past Baristo Road. The monument sign as proposed is larger than the maximum size allowed per the sign ordinance but the individual tenant signs are less than the maximum allowable under the sign ordinance.

*(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 sign program provides street-oriented visibility for the individual tenants via the monument sign, and the individual tenant signs that are compatible with the design and historic significance of the building. Generally, the sign locations, quantities and sizes are appropriate and effective for the scale and physical characteristics of the building and site, while proposing the least amount of departure from the City's sign ordinance.

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

The sign program proposes signage that is appropriately scaled and located to be compatible with the historic quality of the building and is compatible and consistent with other signs in the vicinity. Regarding the monument sign, it is noted that several other buildings (most of which used to be banking and financial services) in the southern end of the Central Business District have discreet monument signs.

The proposed sign program is responsive to the unique characteristics, the historic significance, location and configuration of the existing building. The sign program substantially conforms and is not contrary to the purpose of the sign ordinance.

**THE PLANNING COMMISSION RESOLVES:**

Based upon the foregoing, the Planning Commission hereby approves Case SP 16-001, establishing a sign program for "The 333 Building" located at 333 South Palm Canyon Drive, subject to those conditions set forth in Exhibit A.

ADOPTED this 9<sup>th</sup> day of March, 2016.

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

AYES:

NOES:

ABSENT:

ABSTAIN:

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Flinn Fagg, AICP  
Director of Planning Services

**Resolution No. \_\_\_\_\_**

**Exhibit A  
CONDITIONS OF APPROVAL**

Case SP 16-001  
"The 333 Building"  
333 South Palm Canyon Drive Building (HSPB #84)  
Sign Program

March 9, 2016

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 sign program 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 16-001. 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. All signs shall comply with the Uniform Building Code regulations.
- PLN 3. All non-approved signage must be removed as part of this approval.
- PLN 4. 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 5. The applicant shall provide all tenants with a copy of the sign program as approved herein 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**



**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: ACCESSORY 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.

TENANT IMPROVEMENT  
SIGNAGE  
12/01/15



1550 S. Gene Avery Trail  
Palm Springs, CA 92264  
TEL: (760) 330-3042  
FAX: 760-330-2090



CONTRACTS LIC. NO. 31443

Colorized representations of signs  
may not be used for construction  
purposes. ONLY THE ORIGINAL  
SIGNAGE SHALL BE CONSIDERED AS  
THE AUTHORITY FOR COLOR AS  
FOR A MATCH AS CLOSE AS

ALL TRADE NAMES,  
ABBREVIATIONS AND PLANS  
SUBMITTED OR REPRESENTED BY  
TENANTS SHALL BE THE RESPONSIBILITY  
AND PROPERTY OF THE SIGNAGE  
AND TRADE NAMES, INCLUDING  
ANY TRADEMARKS, SHALL BE THE  
PROPERTY OF THE SIGNAGE  
AND NOT BE CONSIDERED AS THE  
PROPERTY OF THE CITY OF PALM SPRINGS.  
THE CITY OF PALM SPRINGS  
RESERVES THE RIGHT TO MODIFY  
THIS SIGNAGE PERMITS AT ANY  
TIME WITHOUT NOTICE.

# 333 BUILDING S. PALM CANYON

TENANT IMPROVEMENT  
SIGNAGE  
12/01/15

**BESTSIGNS**  
INCORPORATED  
1550 S. COME AVENUE, SUITE 110  
PALM SPRINGS, CA 92264  
TEL: (760) 326-3042  
FAX: 760-326-2690

1550 S. Come Avenue, Suite 110  
Palm Springs, CA 92264  
TEL: (760) 326-3042  
FAX: 760-326-2690



CONTRACTORS INC. NO. 31149

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CONTRACTORS INC. NO. 31149

ALL SIGNS, SIGNAGE, AND  
ADORNMENTS ARE PLANNED  
AND MANUFACTURED BY  
BESTSIGNS INCORPORATED  
AND PROPERTY OF BEST SIGNS INC.  
ALL RIGHTS RESERVED. NO  
PARTS OR COMPONENTS SHALL BE  
REPRODUCED OR TRANSMITTED  
IN ANY FORM OR BY ANY  
MEANS, ELECTRONIC OR MECHANICAL,  
INCLUDING PHOTOCOPYING, RECORDING,  
OR BY ANY INFORMATION STORAGE  
AND RETRIEVAL SYSTEM, WITHOUT  
PERMISSION FROM THE COPYRIGHT  
HOLDER.

## 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 device 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 blocking 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



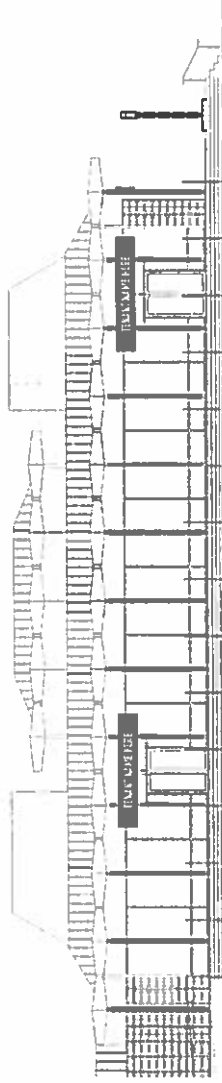
# 333 BUILDING S. PALM CANYON

SUITE 1

SUITE 2

SUITE 3

SUITE 4



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

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

TENANT IMPROVEMENT  
SIGNAGE

12/01/15

**BESTSIGNS**  
INCORPORATED

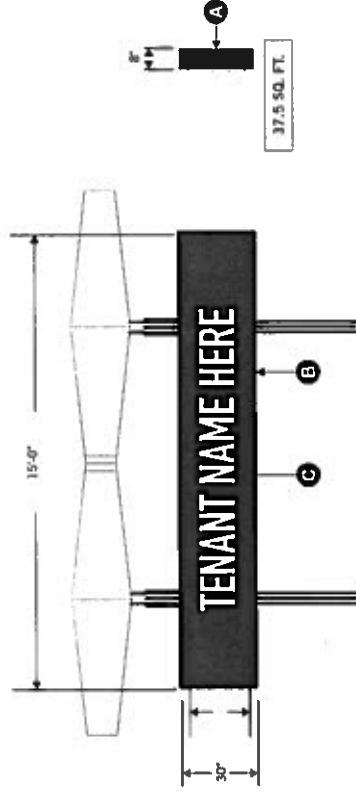
1550 S. Gene Avey, Trnd  
Palm Springs, CA 92214  
TEL: (760) 320-3043  
FAX: 760-320-2090



CONTRACTORS LIC. NO. 511483

CONTRACTORS LIC. NO. 511483  
CONTRACTORS LIC. NO. 511483  
CONTRACTORS LIC. NO. 511483

ALL SHALL BE SUBJECT TO THE  
APPROPRIATE ADOPTED PLANS  
ISSUED BY THE CITY OF PALM SPRINGS  
AND THE COUNTY OF RIVERSIDE, CA  
AND THE CONTRACTOR SHALL BE  
RESPONSIBLE FOR OBTAINING ALL  
NECESSARY PERMITS AND  
ARRANGING FOR PLANNING AND  
CONSTRUCTION OF THE SIGNAGE  
FOR THE PROJECT.



SCALE: 1/4" = 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)

TENANT ID - FASCIA SIGN - QTY 9

# 333 BUILDING S. PALM CANYON

TENANT IMPROVEMENT  
SIGNAGE  
12/01/15



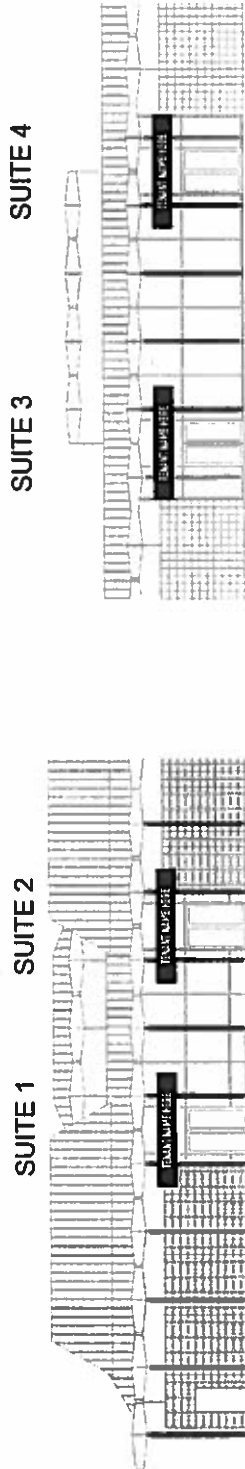
1550 S. Green Avey, Trl 02  
Palm Springs, CA 92264  
TEL: (760) 320-3042  
FAX: (760) 320-2990



CONTRACTOR, INC. NO. 311483

Contractor represents to the  
owner that the work shown on  
these drawings shall be done  
in accordance with the  
plans and specifications  
shown hereon and that the  
contractor shall be held  
responsible for the completion  
of the work in accordance  
with the contract documents.

ALL SMALL LETTERS  
INDICATED ON THESE PLANS  
ARE TO BE USED BY THE  
OWNER OR CONTRACTOR  
AS A GUIDE TO THE  
APPROPRIATE SPECIFICATIONS  
AND TO BE USED IN CONNECTION WITH THE  
APPROPRIATE PRODUCT NAME OF  
THE MANUFACTURER OF THE  
MATERIALS TO BE USED. THE  
OWNER SHALL BE RESPONSIBLE FOR  
OBTAINING THE NECESSARY  
PERMITS AND APPROVALS.



RE-MODEL WEST ELEVATION

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



TENANT ID - FASCIA SIGN

# 333 BUILDING S. PALM CANYON

TENANT IMPROVEMENT  
SIGNAGE

02/02/16

**BESTSIGNS**  
INCORPORATED

1550 S. Gene Avery Trail  
Palm Springs, CA 92264  
TEL: (760) 330-5842  
FAX: (760) 330-2890



CONTRACTOR LIC. NO. 91483

CREATES SIGNAGE FOR THE  
CONSTRUCTION INDUSTRY  
PROVIDING COST, TIME AND  
PERFORMANCE SOLUTIONS  
FOR A RANGE OF CLIENTS

ALL SIGNS, GRAPHICS  
AND MATERIALS ARE  
INDICATED OR IDENTIFIED BY  
THEIR RESPECTIVE  
AND PROPERTY OF BEST SIGNS, INC.  
AND BEING CONTROLLED BY BEST  
SIGNS, INC. ALL RIGHTS RESERVED.  
AND BE CONSIDERED THE  
PROPERTY OF BEST SIGNS, INC.  
ARRANGEMENTS ON PALM JAWLS  
AND BEING CONTROLLED BY  
PERSON, PART OR CONTRIBUTION

DIRECTORY MONUMENT - RENDERING



PAGE 5

# 333 BUILDING S. PALM CANYON

TENANT IMPROVEMENT  
SIGNAGE  
12/01/15



1550 S. Gumbo Alley Trail  
Palm Springs, CA 92264  
TEL: (760) 290-2042  
FAX: 760-290-2090

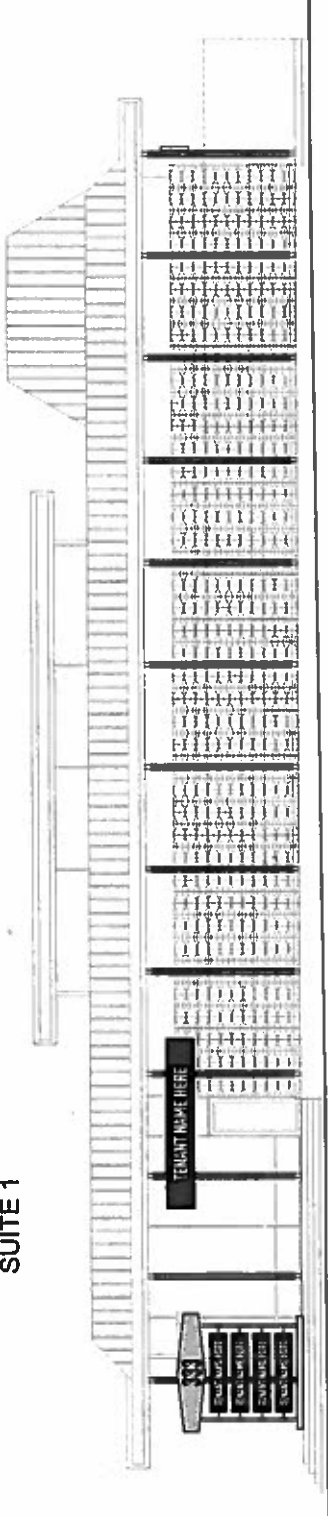


CONTRACTORS INC. NO. 31443

Customer representation in these  
specifications shall be provided by  
the contractor. They shall not  
be construed as a contract. The  
contract shall govern all  
work. THE CONTRACTOR SHALL  
BE RESPONSIBLE FOR OBTAINING  
PERMITS AND INSURANCE AS  
REQUIRED.

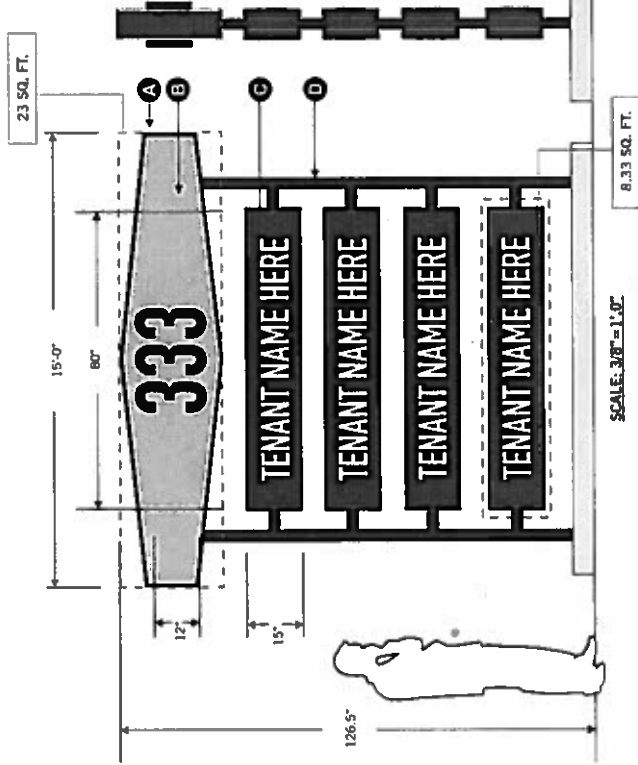
ALL MATERIALS, METHODS AND  
INSTALLATIONS ARE SUBJECT TO  
APPROVAL BY THE ARCHITECT AND  
THE GENERAL CONTRACTOR. THE  
ARCHITECT AND THE GENERAL  
CONTRACTOR SHALL BE RESPONSIBLE  
FOR OBTAINING PERMITS AND  
INSURANCE AS REQUIRED.

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

**2.C. A CERTIFICATE OF APPROVAL REQUEST BY SMITH & HALL, DESERT PROPERTIES, LLC FOR A SIGN PROGRAM FOR "THE J.W. ROBINSON'S DEPARTMENT STORE", A CLASS 1 HISTORIC SITE LOCATED AT 333 SOUTH PALM CANYON DRIVE (ZONE CBD HSPB #84 / CASE SP 16-001)**

Staff member Lyon summarized the staff report.

Mr. Cioffi, on behalf of the applicant explained the details of the proposed sign program.

Member Williamson asked for clarification on the size of the monument sign (10.5 feet tall x 15 feet wide).

Member La Voie asked if the signs were lit (yes internally illuminated with conduit feeding the sign boxes from behind the columns).

Member Dixon asked about address number/suite numbers for the tenant spaces and expressed concern that it is difficult to find addresses at night in Palm Springs. (Cioffi: the suite numbers may be applied as vinyl cut numbers at the transom of the individual suites as required by the Fire Department).

Member Burkett suggested placing the building address in an appropriately designed sign where the original "Robinsons" sign was. (Mr. Cioffi noted they would take that into consideration)

Chair Johns suggested a "parking in rear" sign at Baristo may be a helpful form of wayfinding signage (Mr. Cioffi noted they would also take this into consideration.)

Member Ploss opined that the proposed monument sign was too large and would obstruct the lines of the building.

Mr. Cioffi noted that the size of the monument sign was important to the applicant for visibility to pedestrians further north on Palm Canyon.

Member Hays opined that all the proposed signs were too large and were more "vehicular-scaled" not "pedestrian-scaled". He suggested a 20 to 25% reduction in size of all proposed signs. He felt the monument sign would be better without the "333" element on top. He suggested cardboard mock-ups on the building of the proposed signs would help the Board and the Planning Commission make a decision about the signage.

Member La Voie opined that the signs may appear like "big black boxes", and suggested making the tenant sign boxes smaller such that they could be mounted between the existing columns instead of mounting "on the face" the

columns. He had no objection to the proposed monument sign, however suggested the yellow "333" element on the top be more "3-dimensional" and less like a "flat acrylic backlit panel".

(M/S/C Johns / Williamson to approve as presented (4-3, Ploss, La Voie, Hays opposed).

~~2.A. A CERTIFICATE OF APPROVAL BY THE CITY OF PALM SPRINGS FOR RENOVATION OF THE DAIS AREA IN THE CITY COUNCIL CHAMBERS AT CITY HALL, A CLASS 1 HISTORIC SITE LOCATED AT 3200 EAST TAHQUITZ CANYON WAY, ZONE C-U (HSPB#33D / CASE 3.3377 MAA).~~

Staff member Lyon summarized the staff report and Staff member Laurie of the Engineering Department further clarified the revisions submitted today.

Staff member Laurie explained there would be no exposed conduit anywhere in the project. He noted a "front rack" will need to be placed in front of the public speakers podium, in a credenza-like piece of furniture. (no images were shown of this element).

Member Ploss felt the City seal should be relocated from the end of the council desk where it is proposed to the back wall of the dais.

Member Williamson expressed concern that ADA issues be properly incorporated into the project scope.

Member Burkett asked to see the actual stain and wood samples which were not available for board members to review today. He asked why two stain colors were necessary noting the existing photos suggested a light "blond" colored single color stain seemed to be the original stain color. He would prefer a single wood color for the furniture pieces.

Staff Laurie noted the veneer would likely be birch or white oak.

Chair Johns, suggested the consultant review "Frey House II" for better understanding of the detailing, color, material and finishes that Frey characteristically used.

Members La Voie and Hays noted the design was acceptable including the location of the City seal on the end of the council desk.

Staff member Lyon noted the details that were still needed for the board to fully understand the project scope.

~~M/S/C La Voie / Hays (6-1-0 Ploss opposed) to accept the furniture design for the Council desk, with material samples to come back to the board, as well as details~~