



PLANNING COMMISSION STAFF REPORT

DATE:

April 27, 2016
~~April 13, 2016~~

SUBJECT: PALM SPRINGS PROMENADE, LLC, OWNER, TO ESTABLISH A SIGN PROGRAM FOR THE BLOCK A BUILDING LOCATED WITHIN THE MUSEUM MARKET PLAZA SPECIFIC PLAN AT THE NORTHWEST CORNER OF PALM CANYON DRIVE AND ANDREAS ROAD, ZONE CBD, SECTION 15 (CASE SP 16-002).

FROM: Department of Planning Services

SUMMARY

The Planning Commission will review a sign program for the building under construction on Block A of the Museum Market Plaza Specific Plan (201-277 N. Palm Canyon Drive). The proposed sign program establishes criteria for main signs, entry door/window signs, service/delivery signs, temporary signs and prohibited signs.

RECOMMENDATION:

Evaluate AAC recommended conditions (eight total), and approve the sign program, subject to conditions.

ISSUES:

- The proposed sign program requests sign criteria exceeding the following sign ordinance limitations:
 - Downtown sign ordinance limits main signs to certain types (individual letters, plaque, etc.) with limited letter heights, sign area and overall sign width. Proposal requests main signs that exceed letter height, area and width maximums.
 - Downtown sign ordinance limits main signs to two types. Proposal seeking three types for each tenant.
 - Additional signage requested on storefronts facing private property (not right-of-way as permitted by the sign ordinance).
 - Construction window signage graphics proposed, but not permitted by Temporary Sign ordinance.

BACKGROUND:

<i>Related Relevant City Actions by Planning, Fire, Building, etc...</i>	
6/25/2014	Planning Commission approved Major Architectural Application, subject to conditions including a requirement to submit a sign program for review and approval.
4/27/2015	Building permit issued to construct Block A building.
3/21/2016	Architectural Advisory Committee recommended approval of the sign program, subject to the following conditions: <ol style="list-style-type: none">1. Canopy (individual letter) sign and glazing sign allowed on Palm Canyon and Andreas Road frontages.2. Blade signs and glazing signs allowed on the pedestrian paseos only (west and north side of building).3. Temporary construction sign graphics allowed for 60 days.4. Canopy sign letter height per existing Downtown/Uptown Sign Ordinance.5. Lighting: Permitted per existing sign code requirements.6. "Juice" sign: Not to exceed 2/3 length of tenant space.7. Glass signs per limits of Downtown/Uptown Sign Ordinance.8. Blade signs per limits of Downtown/Uptown Sign Ordinance.



SUBJECT SITE: 201-277 N. Palm Canyon Drive

ANALYSIS:

General Plan

The 2007 General Plan Community Design Element provides guidance for commercial signage, including discouraging the use of free-standing signs. Due to the project location in the downtown, the Downtown Urban Design Guidelines found in Appendix A of the General Plan are applicable (see attached excerpt). These Guidelines provide vision and guidance on sign design, scale, location, etc. Applicable guidelines are listed below:

- *Signs should be visually interesting and informative. They should be distinctive and eye-catching yet simple, avoiding cluttered designs and excess advertising.*
- *Signs should complement the architecture of the building and also provide a unifying element along the streetscape.*
- *The size, scale, and style of signs should be determined by the scale of the buildings of which they are a part and the scale and speed of the intended viewer (pedestrian vs. vehicle).*
- *Along traditional multi-story commercial streets, the best placement for signs is along the lintel or sign frieze (generally defined as the area between the ground floor storefront or windows and the upper story windows or cornice).*
- *If possible, signs along a blockface should be located at approximately the same height to create a unifying horizontal pattern.*
- *Desirable sign types along pedestrian streets include indirectly lit signs, raised letter signs, monument signs, wall signs, awnings, and double faced projecting signs.*
- *Double-faced projecting signs are desirable along commercial streets provided that they are of an appropriate size, scale, and location.*
- *Window signs, where lettering is affixed directly on the glass, can be attractive and eye-catching provided that the style is in keeping with the scale and style of the building.*
- *Undesirable signs are internally illuminated, plastic, flashing signs, billboards, generic trademark signs, and any sign temporarily affixed to ground floor windows. Roof signs are discouraged, although exceptions for historically appropriate designs can be made.*
- *Generally, signs should be externally lit with downward facing lights to avoid nighttime glare.*
- *Signs should be located so that they do not interfere with pedestrian movement or block the sight lines along the road.*

Specific Plan and Zoning

The 2009 Museum Market Plaza Specific Plan and the proposed amended Plan refer to the Palm Springs Zoning Code (PSZC) for the regulation of signage, except two additional allowances. The Specific Plan allows signage on street lights and sign kiosks within setback areas. However, the sign program doesn't propose these types of signs, which would be part of a unified sign program for the overall Specific Plan area reviewed at a later date.

According to Section 93.20.09 of the PSZC, sign programs are required for all buildings with more than one tenant. Programs are to complement the architecture of the building or complex. Deviations to the sign ordinance may be approved, if the Planning Commission makes the following findings:

- 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;*
- 2. 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*
- 3. That the approved signage is compatible with the surrounding properties and not contrary to the purpose of the sign ordinance.*

Proposal and Conformance to Zoning

The proposed sign program seeks to permit criteria for tenant main signs, entry door/window signs, service/delivery signs, temporary signs and prohibited signs. Complex identification signage is not proposed at this time, nor is signage for the upper floor uses. A sign manual with text specifying criteria was submitted along with a master sign plan showing examples of expected signage.

The three types of main signs proposed for ground floor tenants include individual letters, blade signs and window signs. A comparison is provided below of these signs with those permitted by the Downtown/Uptown sign ordinance, PSZC Section 93.20.09.

Individual Tenants – Main Signs, Door/window Signs

Proposed	Allowed (Section 93.20.09)	Meet Code?												
<p align="center"><u>Signs Facing Palm Canyon Drive:</u></p> <p><u>Main Sign: Individual Letters</u></p> <table border="0"> <tr> <td data-bbox="196 489 451 520"><u>West Elm</u></td> <td data-bbox="467 489 691 520"><u>Juice Served Here</u></td> </tr> <tr> <td data-bbox="196 527 451 558">• 36-in high letters</td> <td data-bbox="467 527 691 558">• 16-in high letters</td> </tr> <tr> <td data-bbox="196 594 451 625">• Under 2/3rd length</td> <td data-bbox="467 594 691 625">• Exceeds 2/3rd length</td> </tr> <tr> <td data-bbox="196 678 451 741">• 54 s.f. proposed; (83 s.f. permitted)</td> <td data-bbox="467 678 691 741">• 42 s.f. feet proposed; (28 s.f. permitted)</td> </tr> </table>	<u>West Elm</u>	<u>Juice Served Here</u>	• 36-in high letters	• 16-in high letters	• Under 2/3 rd length	• Exceeds 2/3 rd length	• 54 s.f. proposed; (83 s.f. permitted)	• 42 s.f. feet proposed; (28 s.f. permitted)	<p align="center"><u>Signs Facing Palm Canyon Drive:</u></p> <p><u>Main Sign.</u> One sign per street front elevation. When individual letters are used,</p> <ul style="list-style-type: none"> • Letter heights are limited to 14 inches, with the first letter allowed at 16-inches; • Signs not to exceed 2/3rd the overall length of storefront; and • Sign area limited to 1 sq. ft. per lineal foot of building frontage. 	<p>No, letters too tall</p> <p>No, Juice Served Here sign too long</p> <p>No, Juice Served Here sign too large</p>				
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<p><u>Accessory Main Signs</u> Two proposed:</p> <p align="center"><u>Blade Sign</u></p> <table border="0"> <tr> <td data-bbox="196 957 451 989"><u>West Elm</u></td> <td data-bbox="467 957 691 989"><u>Juice Served Here</u></td> </tr> <tr> <td data-bbox="196 1005 451 1037">• 11 s.f.</td> <td data-bbox="467 1005 691 1037">• 9 s.f.</td> </tr> <tr> <td data-bbox="196 1079 451 1110">• Undefined</td> <td data-bbox="467 1079 691 1110">• Undefined</td> </tr> <tr> <td data-bbox="196 1184 451 1215">• 10 ft. above</td> <td data-bbox="467 1184 691 1215">• 10 ft. above</td> </tr> <tr> <td data-bbox="196 1268 451 1331">• Consistent bracket design</td> <td data-bbox="467 1268 691 1331">• Consistent bracket design</td> </tr> <tr> <td data-bbox="196 1373 451 1404">• Only one</td> <td data-bbox="467 1373 691 1404">• Only one</td> </tr> </table>	<u>West Elm</u>	<u>Juice Served Here</u>	• 11 s.f.	• 9 s.f.	• Undefined	• Undefined	• 10 ft. above	• 10 ft. above	• Consistent bracket design	• Consistent bracket design	• Only one	• Only one	<p><u>Accessory Main Sign.</u> Allowed either blade/arcade sign OR signs on glazing, as follows:</p> <p align="center"><u>Blade/Arcade Sign</u></p> <ul style="list-style-type: none"> • 9 sq. ft. and no more than 3 ft. in any one direction; • Materials include painted, polished and patina metal; painted and stained wood; and inlaid stone; • Lowest point of sign to be 7 ft. above sidewalk; • Bracket design to be integrally planned and detailed; highly ornamental in nature. Consistent throughout. • Permitted at each customer entry where another main sign is not located. 	<p>No, only one permitted by code</p> <p>No, West Elm too large</p> <p>–</p> <p>Yes</p> <p>Yes, but not ornamental</p> <p>Yes</p>
<u>West Elm</u>	<u>Juice Served Here</u>													
• 11 s.f.	• 9 s.f.													
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<p align="center">AND</p> <p align="center"><u>Signs on Glazing</u></p> <table border="0"> <tr> <td data-bbox="196 1520 451 1551"><u>West Elm</u></td> <td data-bbox="467 1520 691 1551"><u>Juice Served Here</u></td> </tr> <tr> <td data-bbox="196 1568 451 1600">• 1st floor only</td> <td data-bbox="467 1568 691 1600">• 1st floor only</td> </tr> <tr> <td data-bbox="196 1610 451 1642">• 6-in letter height</td> <td data-bbox="467 1610 691 1642">• Undefined</td> </tr> <tr> <td data-bbox="196 1652 451 1715">• Multiple windows, each at 3 s.f.</td> <td data-bbox="467 1652 691 1684">• Undefined</td> </tr> <tr> <td data-bbox="196 1726 451 1757">• Vinyl letters</td> <td data-bbox="467 1726 691 1757">• Undefined</td> </tr> </table>	<u>West Elm</u>	<u>Juice Served Here</u>	• 1 st floor only	• 1 st floor only	• 6-in letter height	• Undefined	• Multiple windows, each at 3 s.f.	• Undefined	• Vinyl letters	• Undefined	<p align="center">OR</p> <p align="center"><u>Signs on Glazing</u></p> <ul style="list-style-type: none"> • 1st floor tenants only • Letters to be max. height of 10 inches. • Permitted on both sides of customer entrance, each at no more than 6 sq. ft. • Sand blasted or etched glass, professionally-painted lettering, professionally- and custom-fabricated and – applied vinyl, metal leaf and stained glass. 	<p>Yes</p> <p>Yes</p> <p>No, too many locations</p> <p>Yes</p>		
<u>West Elm</u>	<u>Juice Served Here</u>													
• 1 st floor only	• 1 st floor only													
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<p align="center"><u>Signs Facing Andreas Road:</u></p> <p>Sign program allows 1 individual letter sign, 1 blade sign and multiple window/glazing signs. - Area of individual letters to be 1.5 s.f. of sign area per lineal foot of business frontage. Letter height undefined in sign program. - Area of blade sign undefined. - Area of window/glazing signs allow</p>	<p align="center"><u>Signs Facing Andreas Road:</u></p> <p>Same as above.</p>	<p>No, only one Main sign and one Accessory Main sign permitted. Area too large. Letter heights undefined.</p>
<p align="center"><u>Signs Facing Parking/West (Pedestrian Paseo):</u></p> <p>Same as above.</p>	<p align="center"><u>Signs Facing Parking/West (Pedestrian Paseo):</u></p> <p>None.</p>	<p>No, signage not permitted when facing private property. However, signs may be appropriate for west elevation.</p>
<p align="center"><u>Signs Facing North:</u></p> <p><u>West Elm</u></p> <ul style="list-style-type: none"> • 1st floor only • 6-in letter height • Multiple windows, each at 3 s.f. • Vinyl letters 	<p align="center"><u>Signs Facing North:</u></p> <p>None.</p>	<p>No, signage not permitted when facing private property. However, limited signage in proposed location may be appropriate for north elevation.</p>

Individual Tenants – Temporary Signs

Proposed	Allowed (Section 93.20.07)	Meet Code?
Construction barrier window graphics, on tenant storefronts are proposed with the approval of the landlord (see attached exhibit).	Not permitted.	No

AAC REVIEW:

The Architectural Advisory Committee (AAC) reviewed this project at their March 21, 2016 meeting and recommended approval to the Planning Commission with the following conditions:

1. Canopy (individual letter) signs and glazing signs allowed on Palm Canyon and Andreas Road frontages; no blade signs on these elevations.
2. Blade signs and glazing signs allowed on the pedestrian paseos only (west and north side of building); no canopy signs on these elevations.
3. Temporary construction sign graphics allowed for 60 days.
4. Canopy sign letter height per existing Downtown/Uptown Sign Ordinance.
5. Lighting: Permitted per existing sign code requirements.
6. "Juice" sign: Not to exceed 2/3 length of tenant space.
7. Glass signs per limits of Downtown/Uptown Sign Ordinance.
8. Blade signs per limits of Downtown/Uptown Sign Ordinance.

The applicant agrees with items 3 and 5 above, but is not in support of the other conditions.

Staff agrees with most of the AAC recommendations, but suggests allowing three sign types on the street frontages (item 1 above) and a larger canopy letter height (item 4 above). As noted in the General Plan analysis portion of this report, "*The size, scale, and style of signs should be determined by the scale of the buildings of which they are a part and the scale and speed of the intended viewer (pedestrian vs. vehicle).*" Due to building scale and pedestrian/vehicular nature of the east and south sides of the building, staff believes these frontages warrant the three proposed sign types (individual letters, blade and glazing). Further, the limited letter height (14-inches) on the scale of this building would appear proportionally too small, as shown in the Supplemental Insert of the Master Sign Plan attached to this report. Staff has included the other AAC recommendations (items 2, 3, 5, 6, 7 and 8 above) in the draft resolution.

REQUIRED FINDINGS:

Section 93.20.05 of the PSZC stipulates the 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 subject property is a multi-tenanted commercial building located along Palm Canyon Drive with pedestrian traffic on all sides and vehicular access on two sides. The three-story structure is located adjacent to the sidewalk and two streets, Palm Canyon Drive and Andreas Road. The Downtown Urban Design Guidelines (Appendix A of the General Plan) state, *"The size, scale, and style of signs should be determined by the scale of the buildings of which they are a part and the scale and speed of the intended viewer (pedestrian vs. vehicle)."* Due to this orientation and physical size of the building, strict application of the regulations of the sign ordinance will not give adequate visibility to the signage.

2. *That the approved program will be compatible with the design of the property and will represent the least departure from the standards of the sign program necessary for the effectiveness of the program; and*

The proposed sign program provides a unified and consistent design theme for all tenants within the multi-tenanted commercial building. The limiting of sign types, sizes and locations will be consistent with the size and mass of the building. Tenants above the first floor will not be allowed signage, which is more restrictive than the sign ordinance and will reduce possible sign clutter on 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"*.

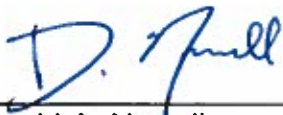
The sign ordinance encourages adoption of sign programs to provide consistency and ease of permitting for multi-tenant signage. The deviations from the ordinance are for the purpose of providing adequate identification for business and sign users. Therefore the proposed sign program is not contrary to 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:

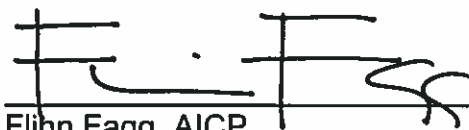
The AAC reviewed and recommended approval of the sign program subject to conditions. The applicant disagrees with the AAC's recommendation and seeks approval of the sign program as presented. Staff agrees with most AAC conditions and suggests direction on final sign criteria (p. 7 of this report). Staff also believes the proposal will create unified signage package for the multi-tenanted building and, upon determination of final criteria, recommends approval of the sign program.

ENVIRONMENTAL ASSESSMENT:

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



David A. Newell
Associate Planner



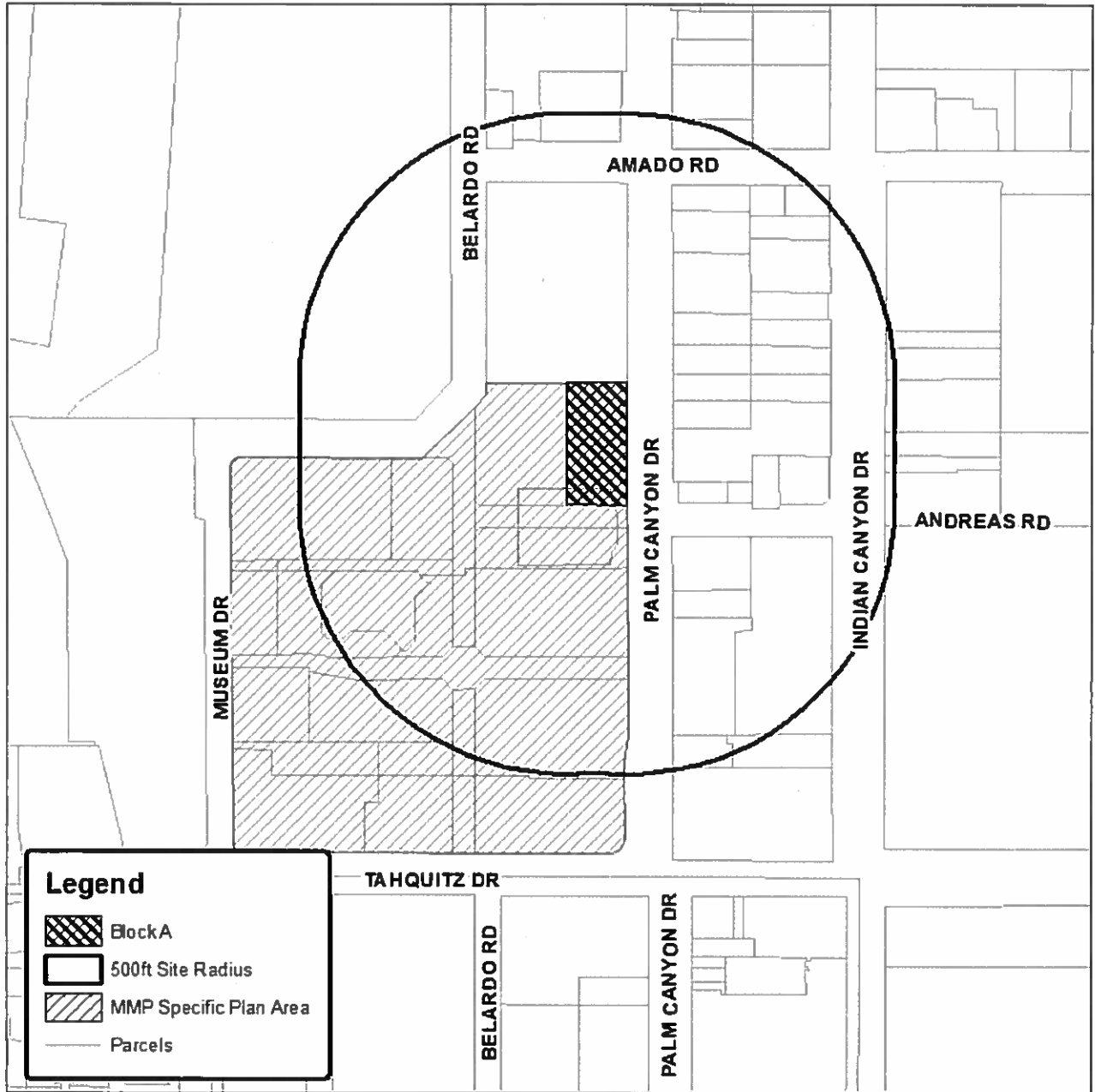
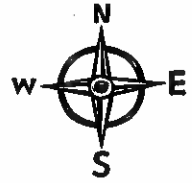
Flihn Fagg, AICP
Director of Planning Services

Attachments:

1. Vicinity Map
2. Draft Resolution and Conditions
3. AAC Minutes, March 21, 2016 (excerpt)
4. Excerpt from Downtown Urban Design Guidelines related to Signage
5. Tenant Sign Manual
6. Conceptual Sign Program
7. Construction Signage Graphic
8. Supplemental Insert – West Elm Storefront ID Study Exhibit



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 16-002, TO ESTABLISH A SIGN PROGRAM FOR THE MULTI-TENANTED COMMERCIAL BUILDING LOCATED AT 201-277 NORTH PALM CANYON DRIVE.

THE PLANNING COMMISSION FINDS AND DETERMINES AS FOLLOWS:

- A. Palm Springs Promenade, LLC. ("Applicant") has filed an application with the City pursuant to Section 93.20.00 (Sign Ordinance) of the Palm Springs Zoning Code for a sign program for the multi-tenanted commercial building located at 201 – 277 North Palm Canyon Drive, Zone C-B-D, Block A of the Museum Market Plaza Specific Plan, Section 15.
- B. The Applicant has requested deviations from Section 93.20.09 of the Sign Ordinance, which in addition to allowing tenant signage on the street frontages of the building (facing east and south), would permit signage facing west and north for ground floor tenants, including signage that exceeds size limitations of the Sign Ordinance.
- C. On March 21, 2016, the Architectural Advisory Committee reviewed the proposed sign program and voted unanimously to recommend conditional approval of the project to the Planning Commission.
- D. Notice of a public meeting of the Planning Commission of the City of Palm Springs to consider Case No. SP 16-002 was given in accordance with applicable law.
- E. On April 13, 2016, a public meeting to consider Case SP 16-002 was held by the Planning Commission in accordance with applicable law.
- F. 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.
- G. The Planning Commission has carefully reviewed and considered all of the evidence presented in connection with the project, including, but not limited to, the staff report, and all written and oral testimony presented.
- H. Pursuant to Section 93.20.09 of the Palm Springs Zoning Code, the Planning Commission has examined the sign program, including requested deviations from the strict provisions of the Sign Ordinance, and evaluated against the required findings for approval as follows:

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 subject property is a multi-tenanted commercial building located along Palm Canyon Drive with pedestrian traffic on all sides and vehicular access on two sides. The three-story structure is located adjacent to the sidewalk and two streets, Palm Canyon Drive and Andreas Road. The Downtown Urban Design Guidelines (Appendix A of the General Plan) state, "*The size, scale, and style of signs should be determined by the scale of the buildings of which they are a part and the scale and speed of the intended viewer (pedestrian vs. vehicle).*" Due to this orientation and physical size of the building, strict application of the regulations of the sign ordinance will not give adequate visibility to the signage.

2. *That the approved program will be compatible with the design of the property and will represent the least departure from the standards of the sign program necessary for the effectiveness of the program; and*

The proposed sign program provides a unified and consistent design theme for all tenants within the multi-tenanted commercial building. The limiting of sign types, sizes and locations will be consistent with the size and mass of the building. Tenants above the first floor will not be allowed signage, which is more restrictive than the sign ordinance and will reduce possible sign clutter on 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 business and sign users. 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.

THE PLANNING COMMISSION RESOLVES:

Based upon the foregoing, the Planning Commission hereby approves Case SP 16-002 (Sign Program), establishing a sign program for the multi-tenanted commercial building located at the northwest corner of Palm Canyon Drive and Andreas Road, 201 - 277 North Palm Canyon Drive, subject to the conditions of approval attached herein as Exhibit A.

ADOPTED this 13th day of April, 2016.

AYES:
NOES:
ABSENT:
ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

Flinn Fagg, AICP
Director of Planning Services

Resolution No.

Exhibit A

Case No. SP 16-002

Sign Program

201 – 277 North Palm Canyon Drive

April 13, 2016

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 16-002. 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. Conditions Imposed from AAC Review. Prior to issuance of any sign permits, the applicant shall incorporate the following conditions and resubmit three copies of the revised sign program to the Planning Department:
1. (Not used)
 2. Blade signs and glazing signs allowed on the pedestrian paseos only (west and north side of building).
 3. Temporary construction sign graphics allowed for 60 days.
 4. (Not used)
 5. Lighting: Permitted per existing sign code requirements.
 6. "Juice" sign: Not to exceed 2/3 length of tenant space.
 7. Glass signs per limits of Downtown/Uptown Sign Ordinance.
 8. Blade signs per limits of Downtown/Uptown Sign Ordinance.
- PLN 2. 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 3. Approval shall be valid based on the sign amortization schedule in section 93.20.11 of the Palm Springs Zoning Ordinance.
- PLN 4. All signs shall comply with the Uniform Building Code regulations.
- PLN 5. All non-approved signage must be removed as part of this approval.
- PLN 6. 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 7. The applicant shall provide all tenants with a copy of the sign program 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

Associate Planner Mlaker provided an overview of the proposed carport construction as outlined in the staff memorandum.

Member Fauber verified the design of the carports and post locations.

Chair Fredricks asked if solar panels will be considered.

GEORGE MOBAYED, representing Investment Concepts and Sage Apartments, has been working with staff on the revised design and was available for questions.

Member Secoy-Jensen questioned if the new color matches existing carports.

Member Fauber verified the details of the roof decking and fascia.

Chair Fredricks questioned if all the landscaping will remain. (The applicant stated that all new landscaping will be installed.) He also verified that the perimeter wall will be repaired.

Member Secoy-Jensen supports the 2-post structure and indicated that the light/dark brown is okay but the colors should be consistent.

Chair Fredricks supports the 1-post design and has no objections to the landscaping and the lighter color - what is seen from the street should be attractive.

Member Fauber preferred the color be consistent and is in support of solar panels.

M/S/C (Fredricks/Fauber, 4-0-3 absent Lockyer/Purnel/Song) Approve 2-post design subject to:

1. Color to be consistent with existing carports (lighter color is acceptable - the carports must be the same color).

The AAC recommended that the applicant investigate the use of solar panels.

3. **PALM SPRINGS PROMENADE, LLC, OWNER, TO ESTABLISH A SIGN PROGRAM FOR THE BLOCK A BUILDING LOCATED WITHIN THE MUSEUM MARKET PLAZA SPECIFIC PLAN AT THE NORTHWEST CORNER OF PALM CANYON DRIVE AND ANDREAS ROAD, ZONE CBD, SECTION 15 (CASE SP 16-002). (DN)**

Associate Planner Newell presented the proposed sign program for Block-A of the Museum Market Plaza Specific Plan.

Member Fauber verified the temporary signage.

Member Secoy-Jensen verified the lighting for the signage.

MICHAEL BRAUN, Wessman Development, said this is the first national tenant and they expect that other tenants will have the similar requests regarding temporary signage. He requested a minimum of 60 or 75 days for temporary signage during the retail/restaurant construction.

JOHN CROSS, Best Signs, provided details on the signage and was available for questions.

Vice-Chair questioned if there were alternatives for the blade signs.

Chair Fredricks verified the window signs.

Member Secoy-Jensen thinks that blade signs are appropriate on the pedestrian paseo (west façade) versus signage on the canopies except on West Elm. She recommends blade signs instead of channel letters and noted that the letter heights are too tall. She supports the temporary signage during construction.

Chair Fredricks concurred with the letter heights on Palm Canyon; noting that blade signs might be more useful on the pedestrian paseos. He prefers 2 sign types instead of 3 types. He commented that the height of letters should be governed based on the size of tenant space. He supports the size of the "Juice" sign as proposed.

Member Fauber prefers uniformity of the signs (should be similar to the size permitted for other businesses) and be limited to 2 sign types. He would like to see the sign illumination based on the city requirements.

Vice-Chair Cassady supports the canopy and window signs instead of the 3 sign types and thinks the blade signs will take away from the elegance of the building.

Chair Fredricks supports the blade signs in the pedestrian areas only and eliminated on the street for vehicular traffic. He does not think the current size is acceptable and would like to find a compromise of less than 36".

Member Secoy-Jensen supports the canopy and glass signs on Palm Canyon and the blade signs on the pedestrian paseo. She noted that directional signs will come back later.

M/S/C (Fauber/Cassady, 4-0-3 absent Lockyer/Purnel/Song) Approve with conditions:

1. Canopy (individual letter) sign and glazing sign allowed on Palm Canyon and Andreas Road frontages.
2. Blade signs and glazing signs allowed on the pedestrian paseos only (west and north side of building).

3. Temporary construction sign graphics allowed for 60 days.
4. Canopy sign letter height per existing Downtown/Uptown Sign Ordinance.
5. Lighting: Permitted per existing sign code requirements.
6. "Juice" sign: Not to exceed 2/3 length of tenant space.
7. Glass signs per limits of Downtown/Uptown Sign Ordinance.
8. Blade signs per limits of Downtown/Uptown Sign Ordinance.

4. PALM GROVE GROUP ON BEHALF OF THE J LARRY FUGATE REVOCABLE TRUST TO REMODEL AN EXISTING RESTAURANT SITE, INCLUDING EXTERIOR BUILDING REPAINT/UPGRADES, LANDSCAPING AND OUTDOOR SEATING, LOCATED AT 1501 N. PALM CANYON DRIVE, ZONE C-1, SECTION 10. (DN)

Associate Planner Newell presented the proposed restaurant remodel as outlined in the staff report.

Member Secoy-Jensen verified the material for the planter boxes at the perimeter.

CHRIS PARDO, project designer, provided further details on the design and materials. He said the planter material will be painted gray and the parking lot will be re-asphalted.

Member Secoy-Jensen verified the pavers for the patio areas.

Member Fauber said he is concerned with sandblasting the beams.

Chair Fredricks verified that the shade trees will be added to the north side and verified the landscape plantings

Member Secoy-Jensen requested a color / materials board.

Member Fauber would like to see the materials for the cap detail, the sandblasted wood and painted metal.

Chair Fauber would like to see the materials and landscape plan for the remainder of the property (showing the trees and more shading and research into what types of trees will work on the islands) and a maintenance plan for cutting back the grass.

M/S/C (Fredricks/Secoy-Jensen, 4-0-3 absent Lockyer/Purnel/Song) Approve with final review by subcommittee (Fredricks, Fauber and Secoy-Jensen):

1. Material/color finishes.
2. Complete landscape plan.

signage, lighting, & street furniture

Signs, lighting, and street furniture are all important elements of the streetscape. They affect the overall ambiance of the area and can add to the comfort and safety of the downtown area. They should be appropriately sized to the scale of the area. Pedestrian-oriented areas (Palm Canyon Drive, Indian Canyon Drive, and other streets with pedestrian-oriented uses) should have shorter trees, lower lights, and smaller signs than car-oriented areas. Many areas that involve both vehicular and pedestrian traffic will have two different scales and these streetscape elements should accommodate both through the concurrent use of multiple types and sizes of signage, lighting, and trees.

These streetscape elements should also add to the vitality and excitement of the downtown area. Signs, lighting, and street furniture should create a sense of continuity and unity within the downtown area. Within the constraints necessary to retain an overall downtown identity, these elements can be specialized to differentiate specific parts of downtown. Specialized event signs, banners, and flags should be used to create a sense of excitement and activity in downtown. Permanent signs, lighting fixtures, and street furniture should be consistent with and strengthen the overall character of the downtown area.



Top: Good signage is tasteful, interesting, and easy to read.

Middle: This awning sign attracts attention in a tasteful manner. The downward facing lighting helps to prevent glare at night.

Bottom: The gateways to downtown and the separate villages/districts should each have their own specialized signage, such as that of the Uptown Heritage Galleries & Antique District. All downtown signage should have consistent unifying elements with areas that can be further specialized for specific sites, locations, or districts.



signage, lighting,
& street furniture

Signage

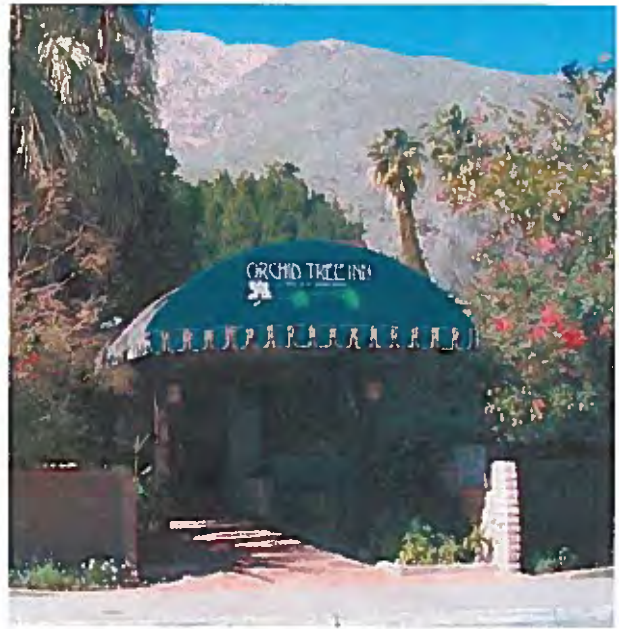
- Signs should be visually interesting and informative. They should be distinctive and eye-catching yet simple, avoiding cluttered designs and excess advertising.
- Signs should complement the architecture of the building and also provide a unifying element along the streetscape.
- The size, scale, and style of signs should be determined by the scale of the buildings of which they are a part and the scale and speed of the intended viewer (pedestrian vs. vehicle).
- Along traditional multi-story commercial streets, the best placement for signs is along the lintel or sign frieze (generally defined as the area between the ground floor storefront or windows and the upper story windows or cornice).

Top: Historic signage around the City and the downtown area informs visitors of historically significant places.

Bottom: Two sided monument signs, such as the sign to the right, add visual interest to the streetscape and provide valuable information for visitors.



- If possible, signs along a blockface should be located at approximately the same height to create a unifying horizontal pattern.
- Desirable sign types along pedestrian streets include indirectly lit signs, raised letter signs, monument signs, wall signs, awnings, and double faced projecting signs.
- Double-faced projecting signs are desirable along commercial streets provided that they are of an appropriate size, scale, and location.
- Specialized City event signs, banners, and flags should be used to create a sense of excitement and activity in downtown. They can also be used to define specific downtown districts.
- Window signs, where lettering is affixed directly on the glass, can be attractive and eye-catching provided that the style is in keeping with the scale and style of the building.
- Undesirable signs are internally illuminated, plastic, flashing signs, billboards, generic trademark signs, and any sign temporarily affixed to ground floor windows. Roof signs are discouraged, although exceptions for historically appropriate designs can be made.
- Generally, signs should be externally lit with downward facing lights to avoid nighttime glare.
- Signs should be located so that they do not interfere with pedestrian movement or block the sight lines along the road.



Top: Awnings protect from the hot summer sun and the rare rain shower as well as serve as signs.

Middle: Tasteful signage can come in many colors, shapes, and forms.

Bottom: Monument style signage placed along the street can clearly and tastefully identify buildings located off the street.



west elm

west elm

west elm

west elm

west elm

(N) 7" DIMENSIONAL SIGN APPLIED TO EXTERIOR SIDE OF WINDOW. TYP. OF (2)

INT BY

(N) WHITE 6" VINYL WINDOW GRAPHIC, TYP. CENTERED ON WINDOW PANE.

(N) DOORS BY WE GC WITH CUSTOM PULLS. DOORS TO MATCH STOREFRONT BY LL. [SF-1]

16" HIGH ILLUMINATED PENDANT SIGNAGE. SEE 6 A500

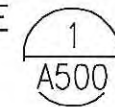
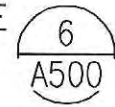
24" HIGH WHITE FACE-LIT SIGNAGE, STEM/RACEWAY MOUNTED ON AWNING. CENTERED ABOVE ENTRY DOORS. SEE 1 A500

(E) COLUMN, TYP. PAINT WE9

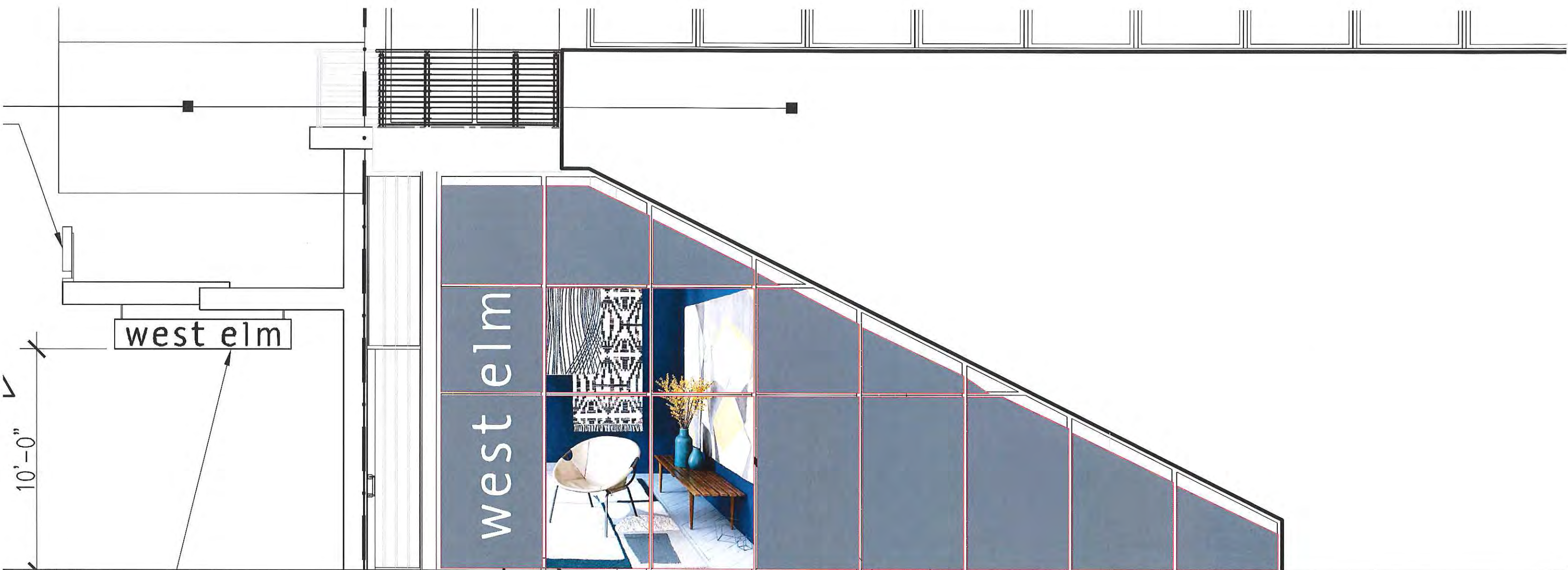
(N) WHITE 6" VINYL WINDOW GRAPHIC, TYP. CENTERED ON WINDOW

(N) STOREFRONT BY LANDLORD.

(E) COLUMN, BEYOND



* Approved [Signature] USA SD 03/10/16



west elm

10'-0"

ANGLED S.F.

6" TYP.

(E) COLUMN, BEYOND

(N) FIXTURE, BEYOND

(N) STOREFRONT BY LANDLORD.

SIGNAGE.

(N) WHITE 6" VINYL WINDOW GRAPHIC, TYP. CENTERED ON WINDOW PANE.

* APPROVED *[Signature]* 03/10/10



BLOCK A

- RETAIL - 1ST LEVEL
- OFFICE - 2ND LEVEL
- FITNESS - 3RD LEVEL

TENANT SIGNAGE MANUAL

MARCH 16, 2016

BESTSIGNS
INCORPORATED

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CONTRACTORS LIC. NO. 524483

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WESSMAN
DEVELOPMENT COMPANY

A. Introduction

This criteria has been developed to guide each Tenant to an imaginative signage solution. The guidelines established herein will ensure that Tenant identification is of consistent quality and is compatible with the architectural character of the Center. Each proposed sign will be evaluated on the design's excellence and compatibility with neighboring signs and the overall character of the Center's signage/graphics. Tenant's signage depends on location and architectural conditions at the storefronts within the center.

Tenants can select from several signage solutions for their primary storefront and secondary signage depending on location and architectural conditions at the storefronts within the Center.

1. Primary Tenant Identification Sign Options for Storefront & Perimeter side of the Center:

- a. Combination Face/Halo lit logo or logo with text
- b. Reverse channel, halo-lit, pin-mounted letters. Tag line in raceway with push-thru copy.

2. Secondary Tenant Sign Options for Storefront side of the Center:

- a. Blade Sign
- b. Entry door/storefront window signage

B. Submittals & Approvals

1. All Tenant signage is subject to the Landlord's written approval. The Landlord's approval shall be based on the following criteria:
 - a. Design, fabrication and method of installation of all signs shall conform to this sign criteria.
 - b. This sign criteria shall conform with the design standards of the Center and shall be in harmony with adjacent signage conditions.
2. The Tenant agrees to conform to the following procedures and submission requirements to secure the Landlord's approval:
 - a. Sign drawings are to be prepared by a reputable state licensed Sign Contractor or as required to be licensed by the City of Palm Springs. Submit one set of detailed sign design shop drawings to: Wessman Development.
 - b. Sign drawings must include a min. 1/8" scaled storefront drawing illustrating the proposed sign design and all dimensions as they relate to the storefront elevation of the Tenant's premises.
 - c. Sign drawings must also include a min. 1" = 1'- 0" sign elevation and section through sign indicating construction and attachment methods and illumination details.
 - d. Letters must be accurately dimensioned and spaced.
 - e. Sign colors, paint finishes and types of materials must be submitted with the sign drawings.
 - f. Unless the Landlord has received the above described drawings and information in the quantities set forth above, the Landlord will not approve the Tenant's exterior sign.
3. All drawings and samples marked "Revise and Resubmit" must be resubmitted with the required corrections prior to fabrication. Only after all drawings have been marked "Approved" or "Approved As Noted" may the fabricator proceed with fabrication per approved drawings. The Tenant and Sign Contractor will not be permitted to commence installation of the exterior sign unless all of the following conditions have occurred:
 - a. A stamped set of final drawings reflecting the Landlord's approval shall be on file in the Landlord's office.
 - b. Sign Contractor/Tenant shall be responsible for the securing of all applicable sign permits required by the Director of Planning and Community Development for the City of Palm Springs sign ordinance prior to fabrication of the signs. **The Landlord's stamped approval is required on all sign plans prior to the application for permits.**
 - c. The Sign Contractor must provide to the Landlord a copy of the City of Palm Springs issued sign permit and a stamped set of drawings reflecting both the Landlord's and the City of Palm Springs approvals prior to sign installation.

- d. The Landlord must be notified 48 hours in advance prior to the sign installation. Contact Center Manager.
- e. The Landlord must receive a Certificate of Insurance from the Sign Contractor performing the installation.
4. The Landlord reserves the right to revise this Signage Criteria in accordance with the City of Palm Springs Sign Ordinance for up to thirty (30) days before the Tenant's Rent Commencement date. However, this Signage Criteria may be revised at any time if so required by any governmental agency having jurisdiction over its contents.
5. In the event Tenant changes their exterior sign at any time during the term of their lease, Tenant must comply with any future modifications, revisions or changes which have been made to the Sign Criteria for the Center after the execution of their Lease Agreement.
- 6. The Tenant shall pay for all signs, their installation (including any required electrical connection back to the J-box as well as any secondary J-box required) and all other labor, materials and future maintenance.**
7. The Tenant and their Sign Contractor are responsible for understanding this Signage Criteria and conforming to its requirements.
8. The Tenant shall be ultimately responsible for the fulfillment of all requirements and specifications, including all applicable building and electrical codes.
9. All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetic of design shall remain the sole right of the Landlord.
10. Tenant is responsible for the fabrication and installation of required blade sign bracket if none exist or older style is currently installed at their space.

C. Fabrication & Installation Requirements

The fabrication and installation of all signs shall be subject to the following restrictions:

1. All signs mounted on concrete, EFIS or brick clad substrates are to be attached by pin-mounting or as indicated in this criteria. Mounts consist of 3/16" to 1/4" 'all-thread' with 3/8" to 1/2" aluminum spacer sleeve for rigidity. Spacers to be painted to match adjacent building wall color.
2. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and patched to match adjacent finish. Spacers must be painted to match building color. No PK housings allowed.
3. Ladders, installation equipment and installation crews are not permitted to lean on building, awnings or storefront. All installation equipment must be freestanding type to avoid contact with or damage to building or storefront. Rubber wheeled lifts must have white tires, wheel padding or must roll over planking to prevent marks on paving areas. Vehicles are not permitted on pedestrian streets.
- 4. Tenant's Sign Contractor is required to contact the Center Manager at time of installation of signage and at completion so acceptance can be determined.**
5. Installation crews are responsible for establishing a safety zone around their work area. Crews must possess caution tape and safety cones and utilize these safety devices to secure walkways and doors. Electrical cords cannot be run outside of this zone. Hard hats must be worn at all times.
6. Each Tenant, or their Sign Contractor, shall be responsible for the repair of any damage to the building caused by the installation of said Tenant's sign. If required, repainted areas will be back-charged to Tenant.
7. The installation Sign Contractor is responsible for removing all debris and cleaning the work area after installation is complete. Sign Contractor shall protect existing wall surfaces and near by awning structures during sign installation.
8. The Sign Contractor must check sign to ensure proper illumination.

9. Each Tenant shall be responsible for the performance of its Sign Contractor.
10. Each Tenant shall be responsible for removal of its sign within three (3) days after vacating site. Removal of the sign shall include the repair of the wall surface back to its original condition and finish painting to nearest panel edge on joint over the entire panel surface if color difference is visible. If Tenant does not repair wall surface to Landlord's satisfaction, Landlord will perform repairs at Tenant's expense.
11. Each Tenant shall be responsible for the installation and maintenance of its sign. Should the Tenant's sign require maintenance or repair, Landlord shall give Tenant fifteen (15) days written notice to effect said maintenance or repair. Should Tenant fail to do so, Landlord shall effect said maintenance or repair and Tenant shall reimburse Landlord within ten (10) days of receipt of invoice.
12. Tenant to use Landlord approved storefront j-box to wire storefront signage back to designated circuit. If no j-box exists, it is Tenant's responsibility to provide and connect to Landlord's time clock.
13. Any damage to surrounding walls or surfaces made by signage contractor shall be repaired at their expense. It is strongly recommended that either the Tenant or its sign contractor use Landlord's approved sign contractor for patching, repairing and repainting the storefront sign areas. If Tenant chooses to use their sign contractor to patch sign holes and repaint, Landlord reserves the right to review the work, and if said work is not acceptable to Landlord, then hire the approved contractor to complete patching and painting at Tenant's expense.
14. All U.L. labels to be applied so as to not be visible from pedestrian pathway.
15. Interior raceways may be required to conceal wiring and transformers on interior of tenant space if open ceiling condition exists. Field survey conditions.
16. In some cases, exterior weatherproof raceways may be required to cover any exposed electrical components above roof-lines. Any roof penetrations must be sealed. Penetrations and raceway sealing must be coordinated with Landlord's roofer to preserve roof warranty. Contact Center Management for roofer's contact information.

D. Non-Conformance

1. No field installation changes are permitted without first notifying Landlord in writing. If any sign is changed as to placement, location and/or size which differs from approved sign plan, Tenant and/or Sign Contractor will be responsible for repair, change, and/or relocation of sign to proper placement at their expense.
2. Any sign that is installed by Tenant which is not in conformance with the approved drawings shall be corrected by Tenant within fifteen (15) days after written notice by Landlord. In the event Tenant's sign is not brought into conformance within said fifteen (15) day period, then Landlord shall have the option to correct non-conforming sign at Tenant's expense.

E. Guarantee

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

G. Signage Attachment Details

All wall penetrations are to be made using one of the approved attachments details as found in this Signage Criteria.

H. Storefront Signage

1. All Tenants are to have a storefront sign. Sign shall be located only on the spaces and on the surfaces specially provided for same on the building elevations. Signage type and size shall be as denoted in Block A master sign plan.

2. Square footage for Tenant storefront signs shall be based upon a maximum allowance of 1.5 SF of signage per 1 LF of frontage. Logos or Icons that are part of a trademarked brand shall be calculated separate from corresponding Tenant business name text. Square footage of logo and text to be combined for the tenants total square footage.

(a) Each Tenant to have:

- One (1) primary Storefront sign per parking access and/or street frontage.
- One (1) secondary Blade sign per parking access and/or street frontage.

(b) Subject to Landlord and the City of Palm Springs review and approval, specific Tenant locations (such as towers or corner spaces at ends of buildings) with more than one frontage and/or entry may be allowed one sign on each frontage provided architectural treatments at each location can accommodate a sign. If additional signs are allowed, signs located on adjacent building elevations shall be similar in length, letter height, method of illumination and color. Tenant is responsible for supply and installation of additional J-box where needed.

(c) Sign area and location to be determined by Landlord at time of install.

(d) Letter height on primary storefront single line signs shall be as defined in the following sections:

Note: Consideration for moderate increases to maximum sign or letter heights may be given to Tenants with logotypes which have larger initial capital letters or other unique features. Specific locations and surrounding architectural treatments can dictate maximum sign height and length, which in some cases may be less than the maximum defined herein.

3. All signs (size, design, type and color) are subject to Landlord's approval, based on aesthetic and relationship to neighboring Tenant signs.

4. Signs shall be limited to letters designating the store name as set forth in signed lease documents between Tenant and Landlord.

(a) Tenant shall display their established registered trade name(s) only.

(b) Registered Trademark Symbols are permitted subject to Landlord review/approval fabrication requirements.

5. The colors and type styles of all signs shall be subject to Landlord's approval. Established trade logos and signage are required to be used, providing they conform to the criteria described herein. The color of all lettering and/or sign panels shall be compatible with the building color and provide sufficient contrast with the background color of the building wall on which the sign is located.

6. Logo plaque components used in conjunction with individual letters are considered an integral part of the store identity and are included in the calculation of allowable sign area, subject to Landlord's approval.

7. No box-type cabinet signs will be permitted unless specifically provided for herein.

8. Individual shop address numerals will be provided and installed by the Landlord on the storefront of the Tenant space, and are not included in calculation of allowable wall signage area.

9. No Tenant shall affix or maintain upon any exterior glass or other exterior surface of the storefront, any signs or symbols other than signs provided for in this criteria or in Storefront Criteria.

10. No temporary signs of any nature will be accepted in lieu of an permanent storefront sign as described above.

ENTRY DOOR/STOREFRONT WINDOW SIGNAGE

- a. For the purpose of store identification, the Tenant may propose to the Landlord a design layout of Tenant name and/or logo in white or black Vinyl Die-Cut Graphics or another color as per Landlord's approval for placement on the inside of entry doors. Each door is permitted one (3) three sf of Vinyl Die-Cut Sign area. The area of placement to be harmonious with the storefront design.
- b. For the purpose of additional store identification and/or part of storefront design intent, the Tenant may also propose to the Landlord a design layout of store name in black or white Vinyl Die-Cut Graphics or another color, as per Landlord's approval, for placement on the inside of every other (alternating) display window. The maximum permitted area on each window may not exceed three (3) square foot with placement to be harmonious with storefront design. This sign type must be reviewed and approved by the City of Palm Springs Planning Dept.
- c. Permanent store signage as part of window background display is limited to one (1) square foot of sign area per one (1) lineal foot of store frontage.
- d. Tenant supplied "Help Wanted" signs are prohibited.
- e. "Help Wanted" and other standard information signs as deemed necessary by Landlord, are provided by Landlord and shall be affixed to the inside left edge of the window immediately adjacent to the right of entry doors and no higher than 48" above grade. Such signage shall only be permitted to be affixed with clear suction cups.
- f. Standard information signage icons such as no food, drink, smoking, store hours, etc. shall be permitted upon review and approval of Landlord. Facebook, Twitter, Foursquare, etc. by tenant request and tenant expense.
- g. Credit Card or check acceptance signs or logos placed on storefront display windows or doors are strictly prohibited.
- h. Alarm company stickers shall be limited to one per entry door and be located only at the extreme lower right corner of the glass area on the door.
- i. Handicap access is permitted and shall be placed according to ADA or local jurisdiction under the supervision and approval of the Landlord.
- j. The Landlord reserves the right to require a Tenant, at its expense, to remove any storefront signage it considers to be non-complying or unprofessional.

SPECIFIC SIGNAGE CRITERIA

1. Service/Delivery Signage

The Landlord shall furnish and install suite number to be located on the rear door of tenants' suite. The sign shall be positioned on the door at a typical location in a material, size and color determined by Landlord.

2. Temporary Signage

a. Temporary Promotional Signage on Exterior of Store.

- i. No temporary promotional exterior store identification signage is allowed.
- ii. Exterior banners for promotional purposes are prohibited inside the store.
- iii. "A-frame" poster holder or other types of freestanding signs may not be outside of the Lease Line at any time. The Lease Line is defined as the boundary between storefront glazing and entrance doors and common areas.
- iv. No merchandise shall be placed outside of Lease Line.

b. Temporary Promotional Signage Inside Store Only.

- i. All temporary signage must be submitted to the Landlord for review and approval of Promotional Sign Variance.
- ii. Each variance shall be limited to two (2) weeks, and upon expiration may be renewed once with proof of supporting advertising (4-week maximum).
- iii. The total area of promotional signage is limited to one (1) square foot per lineal foot of store frontage.
- iv. All temporary promotional signage must be professionally produced. Handmade or personal computer graphic signs are prohibited.
- v. Promotional signs affixed in any manner to storefront windows or entry doors are prohibited. Such signs intended to be visible through storefront windows may be temporarily suspended with aircraft cable or monofilament no closer than twelve (12") inches from the inside of window. The Landlord reserves the right to remove any promotional material that is visible through the storefront windows which is deemed to be inconsistent with the quality level of the Center.
- vi. Fabric of lightweight posters must be weighted. Curled sign materials are not permitted.
- vii. All interior banners shall be considered "Temporary Promotional Signage" and as such, be subject to all rules governing same. The area of interior banners may not exceed one (1) square foot per lineal foot of storefront. In no case may an interior banner be hung closer to the storefront than half the distance from the furthest back wall of the store, and may not be suspended with the lower edge less than eight (8') feet above the floor.

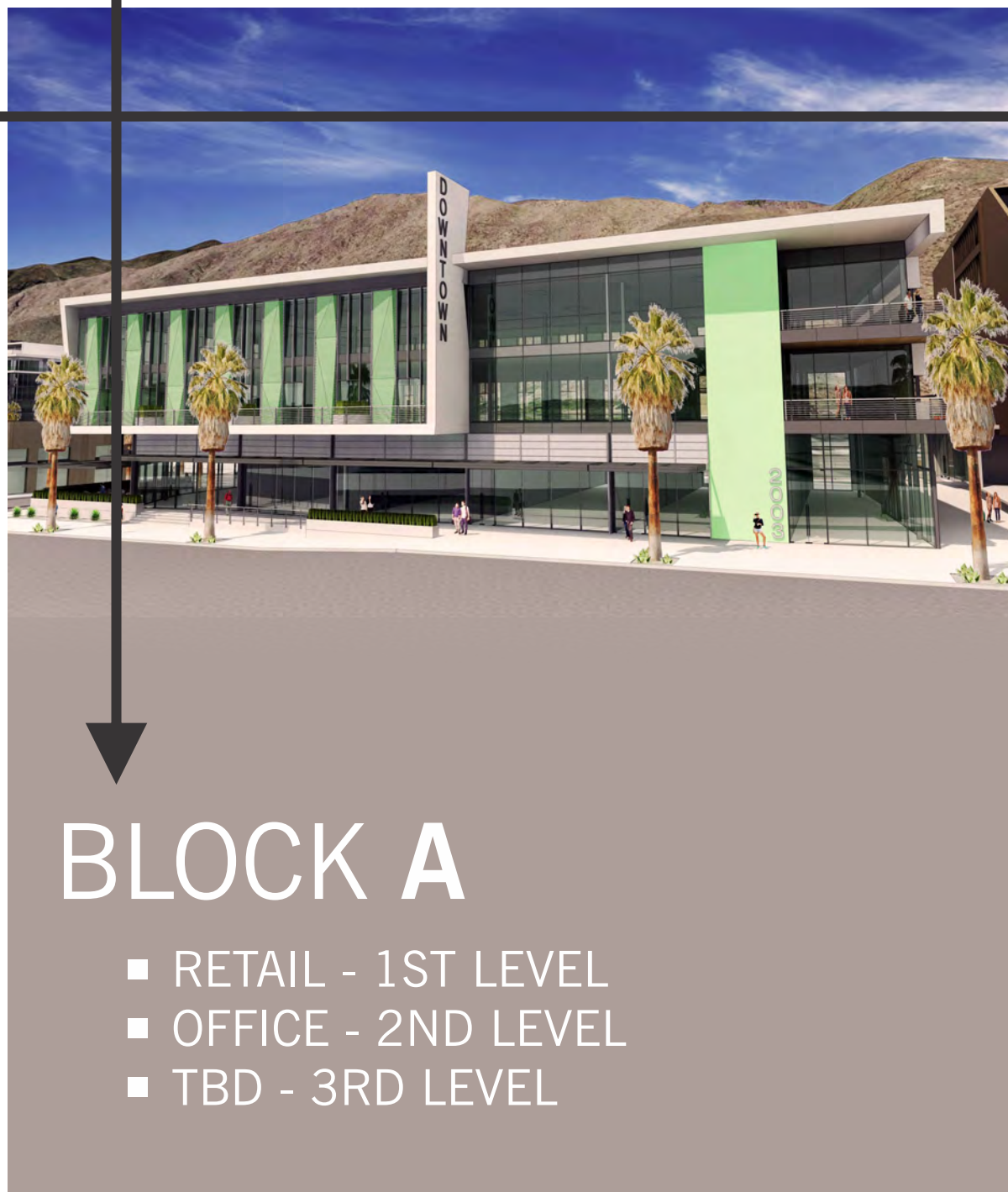
c. Construction Barrier Window Graphics.

- i. Subject to landlord approval.
- ii. Must utilize low tack media.
- iii. Graphics to be removed before store opening.

3. Prohibited Signs

- a. Signs constituting a traffic hazard - No persons shall install or cause to be installed or maintain any sign which simulates or imitates in size, color, lettering, or design, any traffic sign or signal, or which makes use of the words "Stop", "Look", "Danger" or any other words, phrases, symbols or characters in such a manner to interfere with, mislead or confuse traffic.
- b. Immoral or Unlawful Advertising - It shall be unlawful for any person to exhibit, post or display, cause to be exhibited, posted or displayed upon any sign, anything of any obscene, indecent or immoral nature or unlawful activity.
- c. No signs will be permitted in the common area in front of the store. No signs shall be installed, relocated or maintained so as to prevent free ingress to or egress from any door.
- d. Animated, Audible or Moving Signs - Signs consisting of, or giving the effect of moving, swinging, rotating,

- c. No signs will be permitted in the common area in front of the store. No signs shall be installed, relocated or maintained so as to prevent free ingress to or egress from any door.
- d. Animated, Audible or Moving Signs - Signs consisting of, or giving the effect of moving, swinging, rotating, flashing, blinking, scintillating, fluctuating or having animated light area are prohibited.
- e. Off-Premise Signs - Any sign installed for the purpose of advertising a project, event, person or subject occurring off the Center property is prohibited unless approved in writing by the General Manager.
- g. Light Bulb Strings and Exposed Tubing - Storefront display lighting (other than temporary, decorative holiday lighting) which consist of unshielded light bulbs, open, exposed neon or gaseous light tubing are prohibited. An exception hereto may be granted by Landlord with prior written approval when the display is an integral part of the design character of the activity to which it relates.
- h. Credit Card/Telecheck/Security Signage - Vendor provided adhesive signs are prohibited on any entry doors or display windows.
- i. Lettering painted directly on the building facade will not be permitted except as defined in these criteria.
- j. Unprofessional hand-lettered signs are prohibited in the public view from the storefront. Absolutely no signs are permitted to be taped to the storefront on any visible surface.
- k. Inventory Liquidation Signs - "Going Out of Business", "Bankruptcy Sale", "Closing This Store", "Lost Our Lease", etc. signs are strictly prohibited.
- l. Flyers - Distribution of flyers, for any purpose, outside of Tenant's leased premises unless specifically authorized by Landlord is prohibited.



BLOCK A

- RETAIL - 1ST LEVEL
- OFFICE - 2ND LEVEL
- TBD - 3RD LEVEL

MASTER SIGN PLAN

PREPARED FOR

WESSMAN
DEVELOPMENT COMPANY

PRESENTED BY

BESTSIGNS
INCORPORATED

800-50-SIGNS www.bestsignsinc.com

CONTRACTORS LIC. NO. 524483

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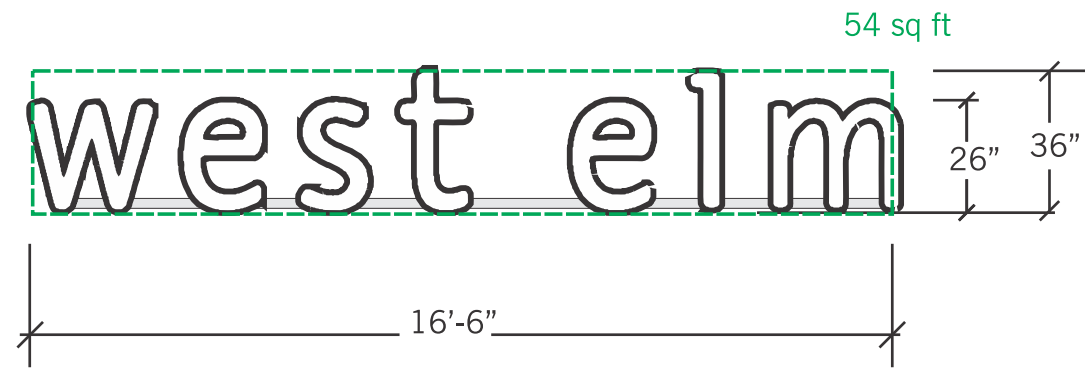
REVISED FEBRUARY 26, 2016



SIGN PROGRAM INTENT :

- DESIGN TO COMPLIMENT THE ARCHITECTURE WITHOUT AFFECTING THE SIGNIFICANCE OF BUILDING FEATURES
 - TO MAXIMIZE LEGIBILITY AND VISIBILITY OF TENANT SIGNAGE
 - DETERMINING APPROPRIATE SCALE TO BUILDING
 - CONCEAL STRUCTURAL AND ELECTRICAL COMPONENTS
 - MAKE SIGN TYPE/METHOD CONSISTENT WITH ARCHITECTURE
 - CREATE SIGN TYPE THAT ALLOWS FOR FUTURE CHANGES WITHOUT COMPROMISING STRUCTURAL AND ARCHITECTURAL ELEMENTS
 - ALLOW FOR THE USE OF ALL LOGOS AND BRANDS
 - ALLOW THE USE OF ALL THE USE OF COLORS AND COLOR COMBINATIONS THAT MAKE UP A TENANTS LOGO OR BRAND
 - ALLOW FOR MULTI COMBINATIONS OF FABRICATION METHODS THAT SUPPORT A TENANTS LOGO, NAME OR BRAND
- * ALL SIGNAGE TO BE SUBMITTED TO WESSMAN DEVELOPMENT FOR REVIEW AND APPROVAL PRIOR TO SUBMITTING TO CITY OF PALM SPRINGS FOR PERMITTING

STOREFRONT ID



PEDESTRIAN

$16'' \times 96'' = 10.65 \text{ sq ft}$



$36'' \times 36'' = 9 \text{ sq ft}$



WESSMAN DEVELOPMENT - DOWNTOWN BLOCK A



45'

30'

30'

84' Frontage

EAST ELEVATION

1/16" = 1'-0"



1/4 = 1'-0"

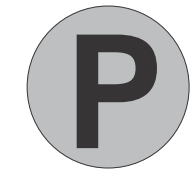


3/16" = 1'-0"



1/4" = 1'-0"

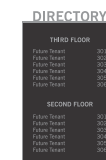
WESSMAN DEVELOPMENT - DOWNTOWN BLOCK A



36" BACKLIT SYMBOL

P
A
R
K
↓

10.5" BACKLIT LETTERS

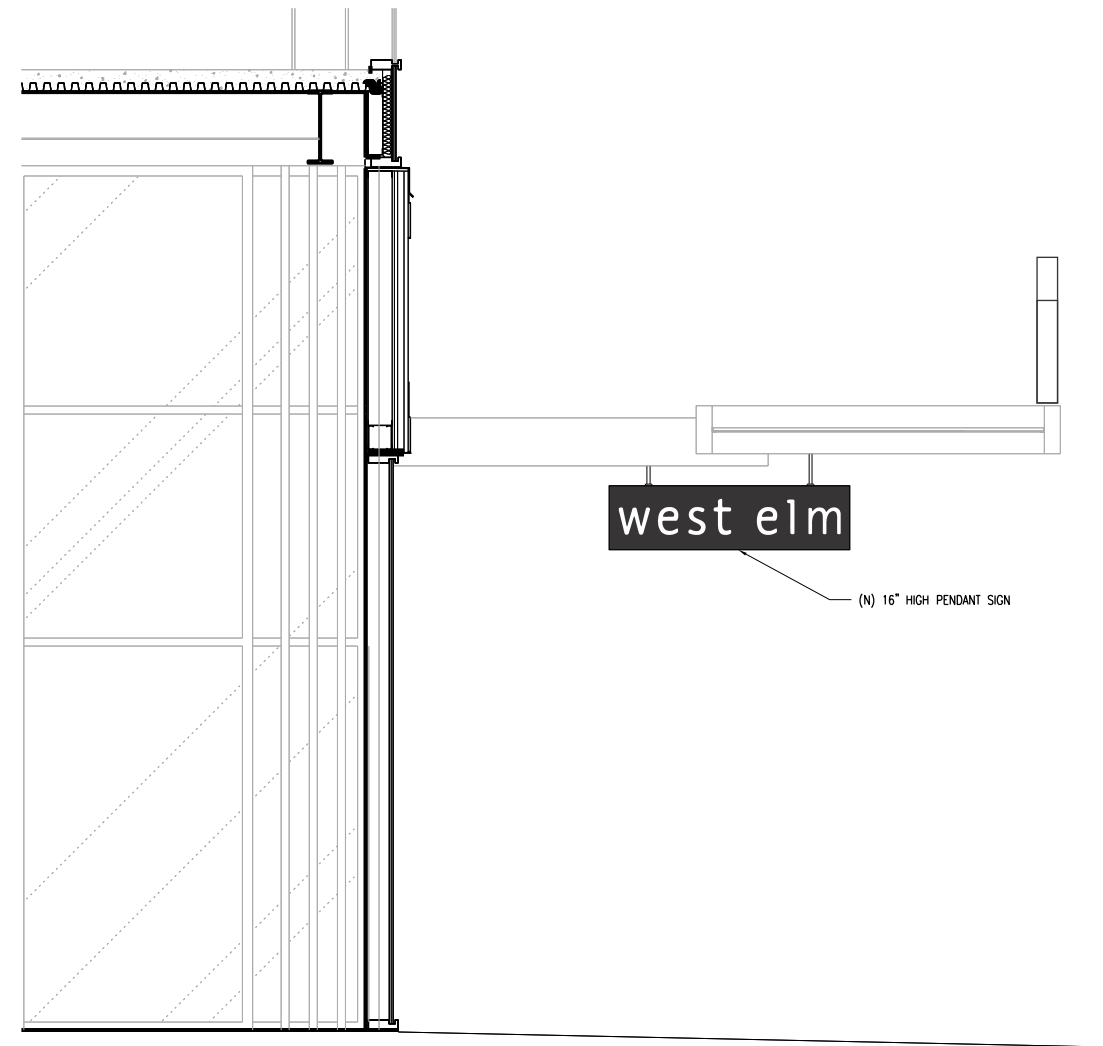


2' X 3' DIRECTORY

1/4" = 1'-0"

SOUTH ELEVATION

3/32" = 1'-0"



10'-0"
B.O. PENDANT SIGNAGE

west elm



TENANT NAME HERE

1/4" = 1'-0"

WESSMAN DEVELOPMENT - DOWNTOWN BLOCK A

west elm

16"x60" HANGING SIGN

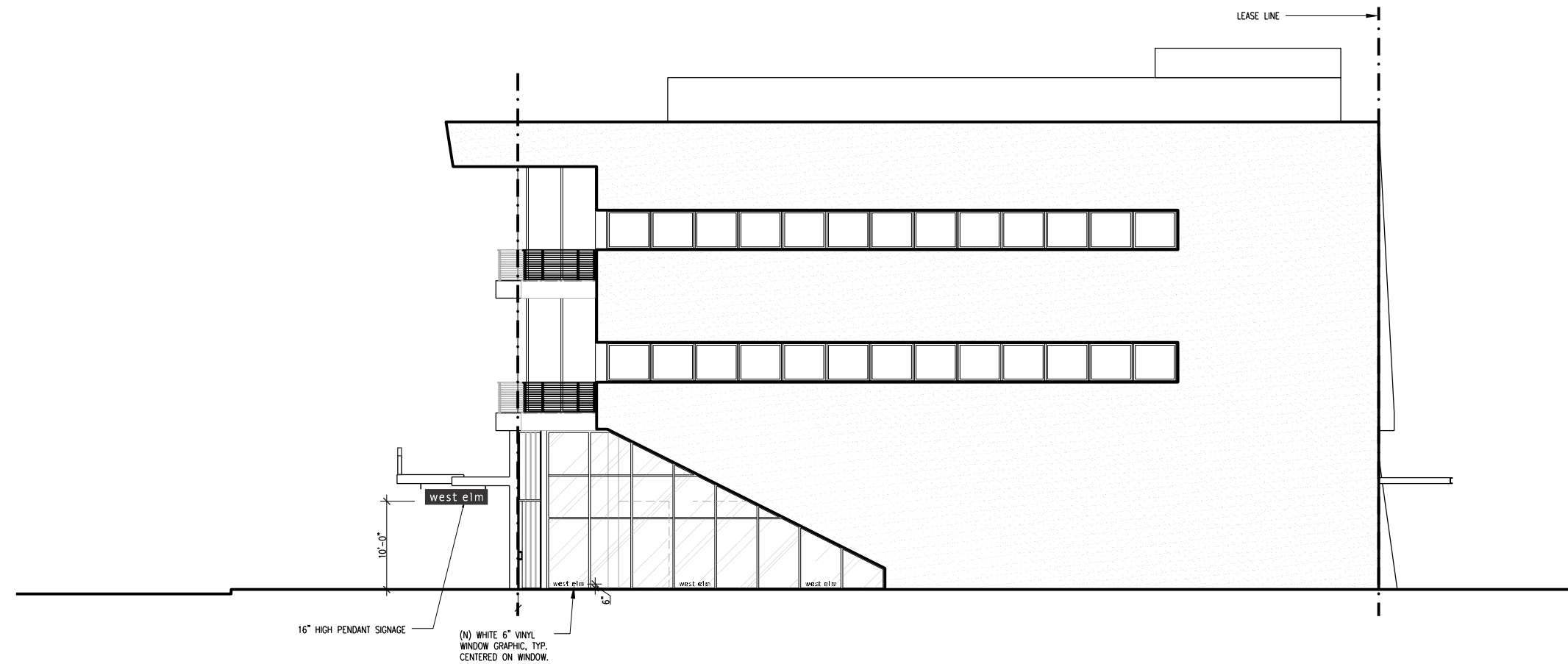


36" HANGING SIGN

TENANT NAME HERE

16" X 96" HANGING SIGN

1/4" = 1'-0"



NORTH ELEVATION

1/16" = 1'-0"





WESSMAN DEVELOPMENT - DOWNTOWN BLOCK A

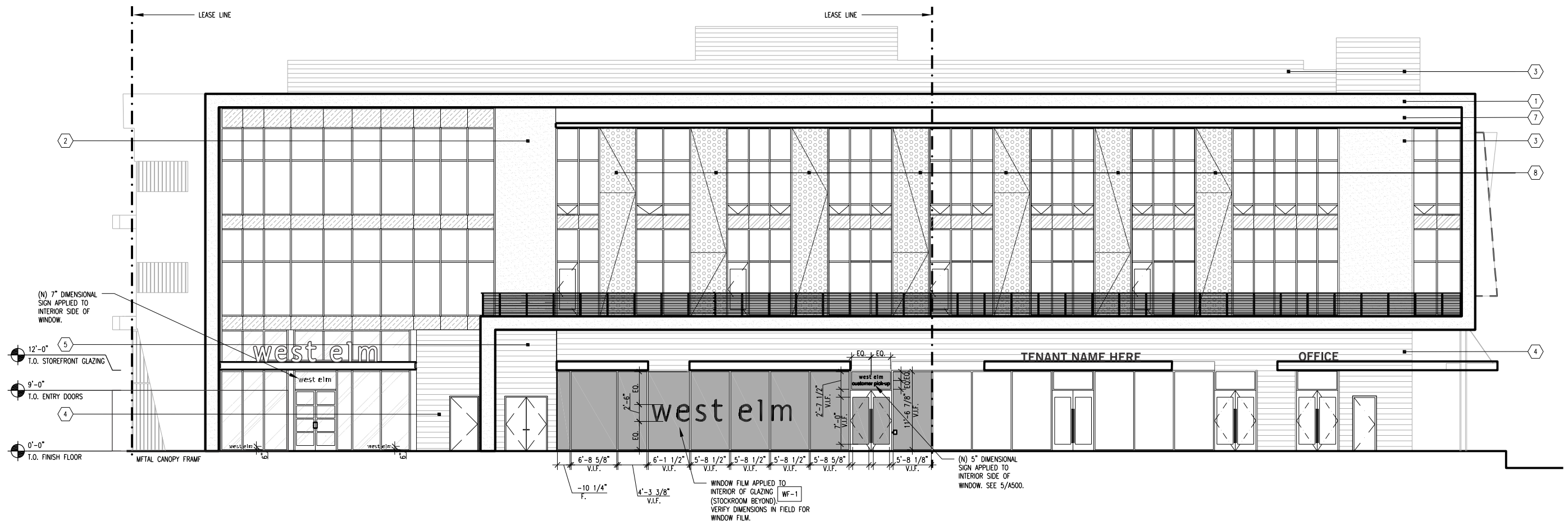


STOREFRONT / PEDESTRIAN SIGNS

NOT TO SCALE



WESSMAN DEVELOPMENT - DOWNTOWN BLOCK A



WEST ELEVATION

1/16" = 1'-0"

WESSMAN DEVELOPMENT - DOWNTOWN BLOCK A

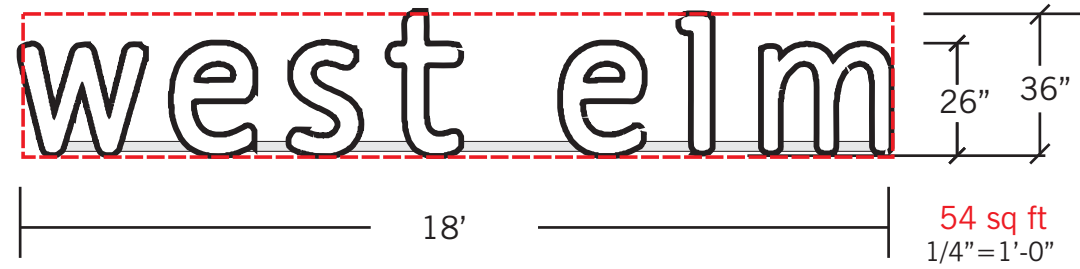


WEST ELEVATION

1/16" - 1'-0"

WEST ELM STOREFRONT ID STUDY EXHIBITS

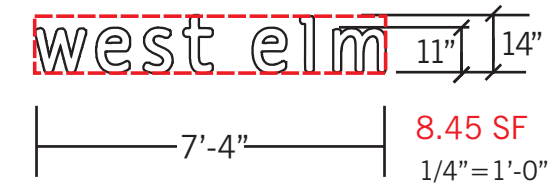
**SUPPLEMENTAL
INSERT**



PROPOSED



3/32"=1'-0"



AAC RECOMMENDATION



3/32"=1'-0"

STARBUCKS LETTERS ARE
17"x 221" = 26 SF



LULU LETTERS ARE 22"
WITHIN 48" CIRCLES
(APPROPRIATELY SIZED
FOR PROPORTION AN
RATIO TO BUILDING)

