



Planning Commission Staff Report

Date: January 14, 2009

Case No.: SP 08-006

Type: Sign Program

Applicant: Best Signs for D.R. West, LLC

Location: Southeast Corner of Gene Autry Trail and Ramon Road

APN: 680-170-044

General Plan: Regional Commercial

Zone: W-M-1 (Service / Manufacturing)

From: Craig A. Ewing, AICP, Director of Planning Services

Project Planner: David A. Newell, Associate Planner

PROJECT DESCRIPTION:

The proposed project is a sign program for the shopping center currently under construction known as the Gene Autry Plaza located at the southeast corner of Gene Autry Trail and Ramon Road. The proposed sign program will establish guidelines for all future signage for the complex and individual tenants.

RECOMMENDATION:

That the Planning Commission approve Case No. SP 08-006 to allow the implementation of a sign program for the Gene Autry Plaza shopping center located at the southeast corner of Gene Autry Trail and Ramon Road (APN: 680-170-044), subject to the attached conditions of approval.

PRIOR ACTIONS:

On December 8, 2008, the Architectural Advisory Committee (AAC) reviewed the proposed sign program and by a vote of 5-0 restudied the project with the following comments:

1. Supportive of tenant identification on the monument signs
2. Not supportive of large wall signs
3. Correct eave color on elevations to be consistent with approved plans
4. Revise the monument signs as follows:
 - a. Horizontal bars on monument sign should be between ½” and 1½” in height and maintain the same horizontal distance to provide shadow effect
 - b. Block design on base should match the building block design
 - c. Connector pieces between vertical element (address post) and sign core should have some consistency in placement
5. Incorporate unifying theme for entire center design for monument signs
6. Do not block public art on corner of Gene Autry Trail and Ramon Road

On December 22, 2008, the Architectural Advisory Committee (AAC) reviewed the revised sign program and recommended approval to the Planning Commission with the following comments:

1. Fine with revised program
2. Move overall sign on west elevation to the south

The applicant has provided a revised drawing addressing No. 2 above; however, their preference is to use the originally proposed location.

BACKGROUND:

The subject property is an approximate 6.54-acre (19.87-acre with Lowe’s included) shopping center that is currently under construction. Once completed, the shopping center will contain approximately 63,840 square feet of retail-commercial uses within four buildings. The site plan consists of two major retail structures (Major 1 & 2) totaling approximately 50,629 square feet and two pad multi-tenanted pad buildings:

- Major 2 is a “Smart & Final Extra!” that is approximately 30,242 square feet
- Major 1 is a “Staples” that is approximately 20,387 square feet
- PAD 1 is a multi-tenanted building that is approximately 6,888 square feet in size
- PAD 2 is a multi-tenanted building that is approximately 6,323 square feet in size

The site is bounded by Ramon Road to the north, Gene Autry Trail to the west, Camino Parocela to the south and the Lowe’s shopping center to the east.

The subject property was entitled on January 9, 2008 by the Planning Commission. Condition of Approval No. 11 required the applicant to submit a detailed sign program for review and approval by the Planning Commission.

Surrounding land uses, Zoning, and General Plan designations are detailed below:

	Land Use	General Plan	Zoning
North	Shopping Center	Regional Commercial	PD 291 (Springs Shopping Center)
East	Shopping Center	Regional Commercial	W-M-1 (Service Manufacturing)
South	Vacant	Regional Commercial	W-M-1 (Service Manufacturing)
West	Gas Station	Industrial	W-M-1 (Service Manufacturing)

ANALYSIS:

The sign program proposes the following different types of signage for the complex:

1. Free-standing Monument Signs
2. Tenant Main Identity Signs
3. Secondary Tenant Signs
 - a. Window Signs
 - b. Blade / Projecting Signs
 - c. Drive-Thru Menu Board
 - d. Service / Delivery Entrance Signage
 - e. Suite Identification
 - f. Banners

The table below briefly describes the above-mentioned signage and its consistency with the Palm Springs Zoning Code (PSZC):

Signage Type	Proposed Quantity	Proposed Size	Allowed by PSZC (Quantity & Size)	Consistent w/ PSZC (Deviation)
Monument Signs				
	2 double faced at the corner of Gene Autry and Ramon Road	39.1 sq. ft. per face	See analysis on next page	No
	1 double faced on Gene Autry Trail	55 sq. ft. per face		
	1 double faced on Ramon Road	55 sq. ft. per face		
Tenant Main Identity Signs				
All Tenants (except Majors)	1 / tenant's street frontage	1 sq. ft. sign area / 1 lineal ft. of tenant building frontage	1 / street frontage @ 1 sq. ft. of sign area / lineal foot of frontage	Yes
Major 2 (Smart & Final Extra!)	1 facing Ramon Rd	248 sq. ft.	1 @ 94.4 sq. ft. facing Ramon Rd	No (sign area)
	None	None	1 @ 70 sq ft. facing Camino Parocela	
Major 1 (Staples)	1 facing Ramon Rd	96 sq. ft.	1 @ 90.6 sq. ft. facing Ramon Rd.	No (sign area)
	1 facing Gene Autry	96 sq. ft.	1 @ 96.6 sq. ft. facing Gene Autry Trail	Yes
	None	None	1 @ 66.3 sq. ft. facing Camino Parocela	

Signage Type	Proposed Quantity	Proposed Size	Allowed by PSZC (Quantity & Size)	Consistent w/ PSZC (Deviation)
Secondary Tenant Signs				
Window Signs	Unspecified	9 sq. ft.	Potentially 9 sq. ft.	Yes
Blade / Projecting Signs	1 double- or single-faced	12 sq. ft.	1 double-faced @ no more than 4 sq. ft. or 1 single-faced @ no more than 6 sq. ft.	No (sign area)
Drive-Thru Menu Board	1 menu board	32 sq. ft.	1 @ 6 sq. ft.	No (sign area)
Service / Delivery Entrance	1 sign	2 sq. ft.	Directional Signs @ 5 sq. ft.	Yes
Suite Identification	1 sign	12 inches in height	Various Types	Yes
Banners	Same as PSZC	Same as PSZC	Various Types	Yes

Inconsistent signage above is analyzed below.

Monument Signs

The applicant has proposed a total of four monument signs; one located at the Ramon Road entrance; one located at the Gene Autry Trail entrance; and two are located at the corner of Ramon Road and Gene Autry Trail:

Location	Proposed Size	Proposed Height
Corner of Ramon Rd and Gene Autry Trail – Perpendicular to Ramon Rd	39.1 sq. ft.	6 ft. 5 inches
Corner of Ramon Rd and Gene Autry Trail – Perpendicular to Gene Autry Trail	39.1 sq. ft.	6 ft. 5 inches
Ramon Road Entrance	55 sq. ft.	12 ft. 2 inches
Gene Autry Trail Entrance	55 sq. ft.	12 ft 2 inches

In addition to the above monuments signs, there is an existing “Lowe’s” monument sign located at the Ramon Road entrance. The applicant has agreed to remove this sign so that all monument signs are consistent. Condition of Approval No. PSP 2 in the draft Resolution requires that this sign be removed.

Pursuant to Section 93.20.05(C)(3)(a)(i) of the PSZC, the following applies:

Commercial and industrial centers in excess of fifteen (15) acres of land shall be allowed one (1) identification sign on each street frontage not to exceed one hundred twenty-five (125) square feet per face. Such signs shall not extend beyond the property or into the right-of-way and shall be used solely to identify the center and its anchor stores which individually

exceed twenty thousand (20,000) square feet in gross floor area. Signs shall not exceed a maximum height of twelve (12) feet. One (1) additional sign may be permitted if the street frontage is greater than, and the signs are separated by a distance of no less than, five hundred (500) feet; if multiple signs are allowed, they shall be located at street intersections or access drives.

The shopping center (including Lowe's) is approximately 19.87 acres in size. The monuments signs are inconsistent with the PSZC as follows:

1. The signs are not separated by five hundred feet.
2. Two of the signs exceed the twelve feet height maximum by two inches.
3. The two monument signs on the corner of Ramon Road and Gene Autry Trail will identify one tenant that has less than twenty thousand square feet in gross floor area.

Staff is recommending approval of the above deviations. Similar deviations have been approved for other shopping centers of comparable size, namely Smoke Tree Commons and The Springs shopping center. Smoke Tree Commons has two identification monument signs at an entrance to the shopping center, and The Springs shopping center has signs that exceed the twelve foot height maximum.

Tenant Main Identity Sign

The applicant has proposed a sign that is approximately 248 square feet in size for Major 2 (*Smart & Final Extra!*) and approximately 96 square feet in size for Major 1 (*Staples*). Pursuant to Section 93.20.05(A)(2) of the PSZC, these tenants are allowed the following sign area:

Subsection (A)(2)(b): The total aggregate area for a main sign for any business in a building located one hundred (100) feet or more from any right-of-way upon which it faces shall be the equivalent of one and one-half (1 1/2) square feet of sign area per lineal foot of frontage which the building has facing on a right-of-way or parking lot. Except as provided herein, such signs shall have a surface area no greater than seventy-five (75) square feet.

Subsection (A)(3)(c): A single business having a lineal frontage on any right-of-way in excess of fifty (50) feet shall be entitled to, in addition to subsections (A)(2)(a) or (A)(2)(b) of this section, an additional one (1) square foot of sign area for each four (4) feet of frontage in excess of fifty (50) feet up to one hundred (100) feet, and an additional one (1) square foot of sign area for each eight (8) feet of frontage in excess of one hundred (100) feet

Major 1 and Major 2 are setback more than one hundred feet from Ramon Road. Major 1 would be allowed a total of 90.6 square feet facing Ramon Road and the applicant has proposed 96 square feet. Major 2 would be allowed a total of 94.4 square feet and the applicant has proposed 248 square feet.

Staff is recommending approval of each deviation to the main identity signs facing Ramon Road for the Major tenants. Other comparable properties have received similar

deviations, namely Lowe's, Wal-Mart, and The Springs shopping center major tenants. Lowe's was permitted a variance in November of 2000 for a main sign that is 329 square feet. Wal-Mart was granted a sign program in August of 2006 that allowed a main sign of 389 square feet. The Springs shopping center was granted a sign district that allowed the anchor tenant, The Home Depot, a main sign that is 437 square feet. The other major tenants in the center may have signs that are 210 square feet in area.

Secondary Tenant Signs

The applicant has proposed two secondary signs that are inconsistent with the PSZC – Blade Projecting Identification Signs and Drive-thru Menu Board Signs.

Blade / Projecting identification signs are proposed at twelve square feet maximum, and the PSZC allows these signs at no more than six square feet (four (4) square feet per face if at a right angle to the street), pursuant to Section 93.20.05(B)(1). Staff believes these signs should be consistent with the Palm Springs Zoning Code and has provided Condition of Approval No. 1 in the draft Resolution, which requires the applicant to revise the program to conform with Section 93.20.05(B(1) of the PSZC.

One Drive-thru Menu Board sign is proposed at no more than thirty-two square feet, and the PSZC allows menu boards at no more than six square feet, pursuant to Section 93.20.05(B)(2)(c). Staff believes that a menu board of six square feet does not adequately serve a drive-thru facility. Additionally other properties in the City with drive-thru facilities have menu board of similar size, namely Jack-in-the-Box at The Springs shopping center (32 square feet) and Del Taco at Destination Ramon (26 square feet).

REQUIRED FINDINGS:

Section 93.20.05(C)(6) stipulates three findings that are required for a sign program to be approved that deviates from the strict provisions of the Sign Ordinance. Staff has analyzed the required findings in order below:

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

The Gene Autry Plaza fronts Ramon Road and Gene Autry Trail. Due to the distance (almost 400 feet) of tenant spaces from the right-of-way, strict application of the Zoning Code may not provide for adequate and/or appropriate signage. The proposed multiple monument signs would allow for appropriate identification for the Center and would allow the anchor stores to have identification near the street frontage. The increased size of main signs (for individual tenants) would allow for higher visibility from the parking lot areas.

- 2) *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.*

The recommendation of the AAC allows for architectural compatibility of the sign program with the architecture of the shopping center. The deviation for the sign ordinance will allow multiple monument signs on the property to identify the Gene Autry Plaza and gives anchor stores an increased presence. The deviation also allows for an increase in square footage of main signs for individual tenants to help increase visibility and an increase in square footage of the drive-thru menu board to allow an effective drive-thru facility.

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

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

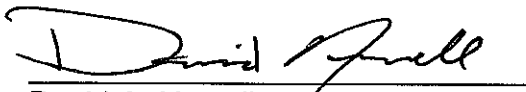
The sign ordinance encourages adoption of sign programs to provide consistency and ease of permitting for multi-tenant signage. The deviations from the ordinance are for the purpose of providing adequate identification for businesses and sign users; therefore, the proposed sign program is not contrary 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 program has received a recommendation of approval from the Architectural Advisory Committee, and staff is able to make the required findings for the sign program. Therefore, staff is recommending approval of the proposed sign program, Case SP 08-006, as conditioned in the draft resolution.

ENVIRONMENTAL ASSESSMENT:

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



David A. Newell
Associate Planner



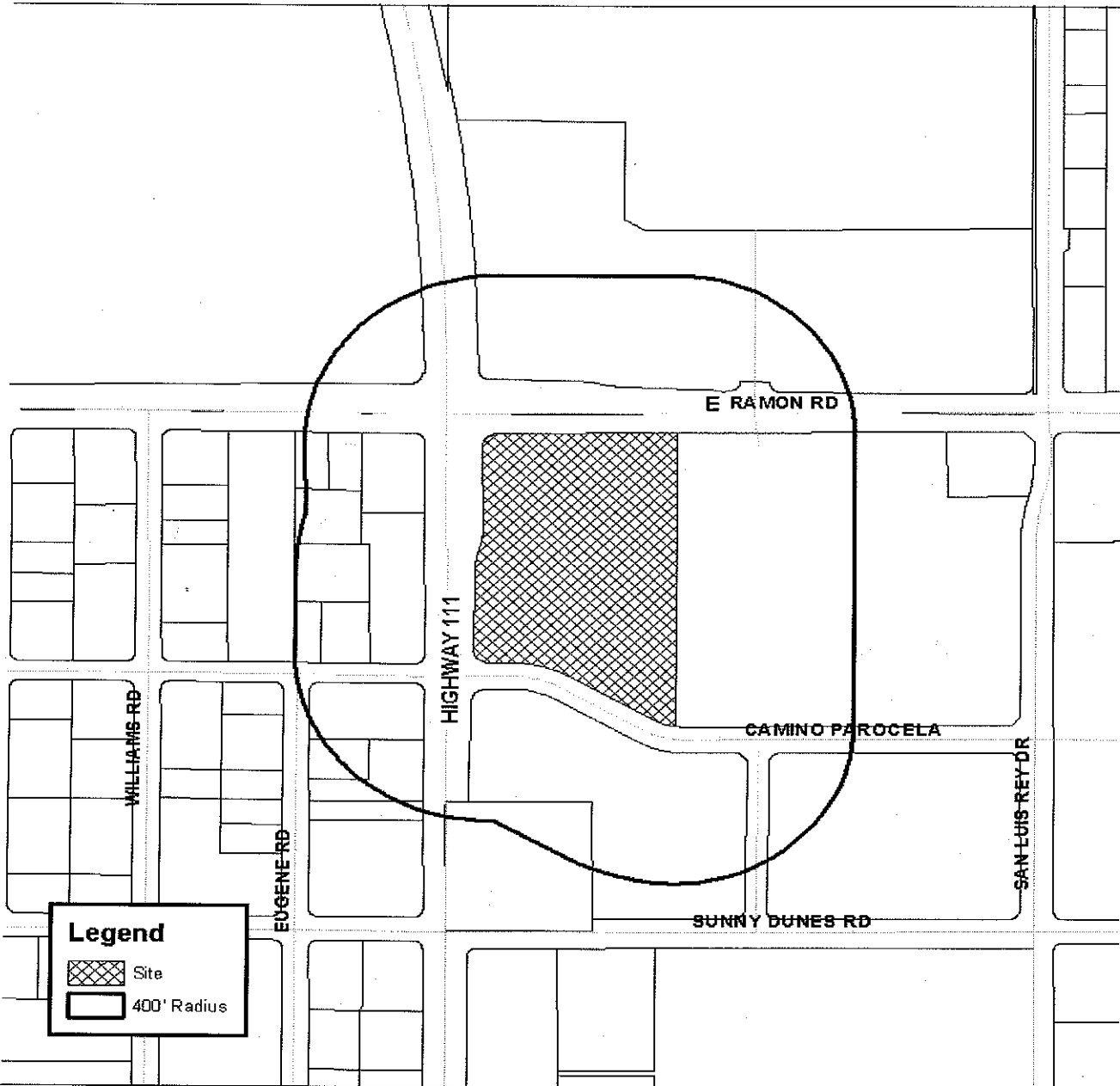
Craig A. Ewing, AICP
Director of Planning Services

ATTACHMENTS:

- 1) 400' Radius Map
- 2) Draft Resolution with Conditions of Approval
- 3) Proposed Sign Program



Department of Planning Services Vicinity Map



Legend

-  Site
-  400' Radius

CITY OF PALM SPRINGS

CASE NO: SP 08-006

APPLICANT: Best Signs, Inc.

DESCRIPTION: To consider an application by Best Signs Inc. on behalf of D.R. West, LLC for the implementation of a sign program for the Gene Autry Plaza located at the southeast corner of Gene Autry Trail (Highway 111) and Ramon Road.

RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING CASE SP 08-006, ALLOWING THE IMPLEMENTATION OF A SIGN PROGRAM FOR THE PROPERTY LOCATED AT THE SOUTHEAST CORNER OF GENE AUTRY TRAIL AND RAMON ROAD, ZONE W-M-1, SECTION 20.

WHEREAS, Best Signs, Inc. ("Applicant") for D.R. West, LLC has filed an application with the City pursuant to Section 93.20.05(C)(6) of the Sign Ordinance for a sign program located at southeast corner of Gene Autry Trail and Ramon Road, Zone W-M-1, Section 20; and

WHEREAS, notice of public meeting of the Planning Commission of the City of Palm Springs to consider Case No. SP 08-006 was given in accordance with applicable law; and

WHEREAS, on January 14, 2009, a public meeting on the application for architectural approval was held by the Planning Commission in accordance with applicable law; and

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

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

THE PLANNING COMMISSION HEREBY FINDS AS FOLLOWS:

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

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

- 1) *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 Gene Autry Plaza fronts Ramon Road and Gene Autry Trail. Due to the distance (almost 400 feet) of tenant spaces from the right-of-way, strict application of the Zoning Code may not provide for adequate and/or appropriate signage. The proposed multiple monument signs would allow for appropriate identification for the Center and would allow the anchor stores to have identification near the street frontage. The increased size of main signs (for

individual tenants) would allow for higher visibility from the parking lot areas.

- 2) *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.*

The recommendation of the AAC allows for architectural compatibility of the sign program with the architecture of the shopping center. The deviation for the sign ordinance will allow multiple monument signs on the property to identify the Gene Autry Plaza and gives anchor stores an increased presence. The deviation also allows for an increase in square footage of main signs for individual tenants to help increase visibility and an increase in square footage of the drive-thru menu board to allow an effective drive-thru facility.

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

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

The sign ordinance encourages adoption of sign programs to provide consistency and ease of permitting for multi-tenant signage. The deviations from the ordinance are for the purpose of providing adequate identification for businesses and sign users; therefore, the proposed sign program is not contrary to the purpose of the sign ordinance, and represents the least departure from the standards of the sign ordinance necessary for the effectiveness of the program.

NOW, THEREFORE, BE IT RESOLVED that, based upon the foregoing, the Planning Commission hereby approves Case No. SP 08-006, subject to those conditions set forth in Exhibit A.

ADOPTED this 14th day of January, 2009.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

Craig A. Ewing, AICP
Director of Planning Services

Exhibit A

Case No. SP 08-006

Sign Program

Gene Autry Plaza
Southeast corner of
Gene Autry Trail & Ramon Road

January 14, 2009

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.

PROJECT SPECIFIC CONDITIONS

- PSP 1. Prior to issuance of any sign permits, the applicant shall revise the Blade / Projecting Signs portion of the sign program to reflect consistency with Section 93.20.05(B)(1) of the Palm Springs Zoning Code to the satisfaction of the Director of Planning Services.
- PSP 2. The existing Lowe's monument sign shall be removed upon completion of the monument signs approved as part of this sign program.
- PSP 3. Approval shall be valid based on the sign amortization schedule in section 93.20.11 of the Palm Springs Zoning Ordinance.
- PSP 4. All signs shall comply with the Uniform Building Code regulations.
- PSP 5. All non-approved signage must be removed as part of this approval.
- PSP 6. Tenant main and secondary signs are to be removed by the vacating tenant, the Property Owner or Management from view within 30 days after the tenant has vacated.
- PSP 7. 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.

- PSP 8. The applicant shall provide all tenants with a copy of the sign program and all Conditions of Approval for this project.

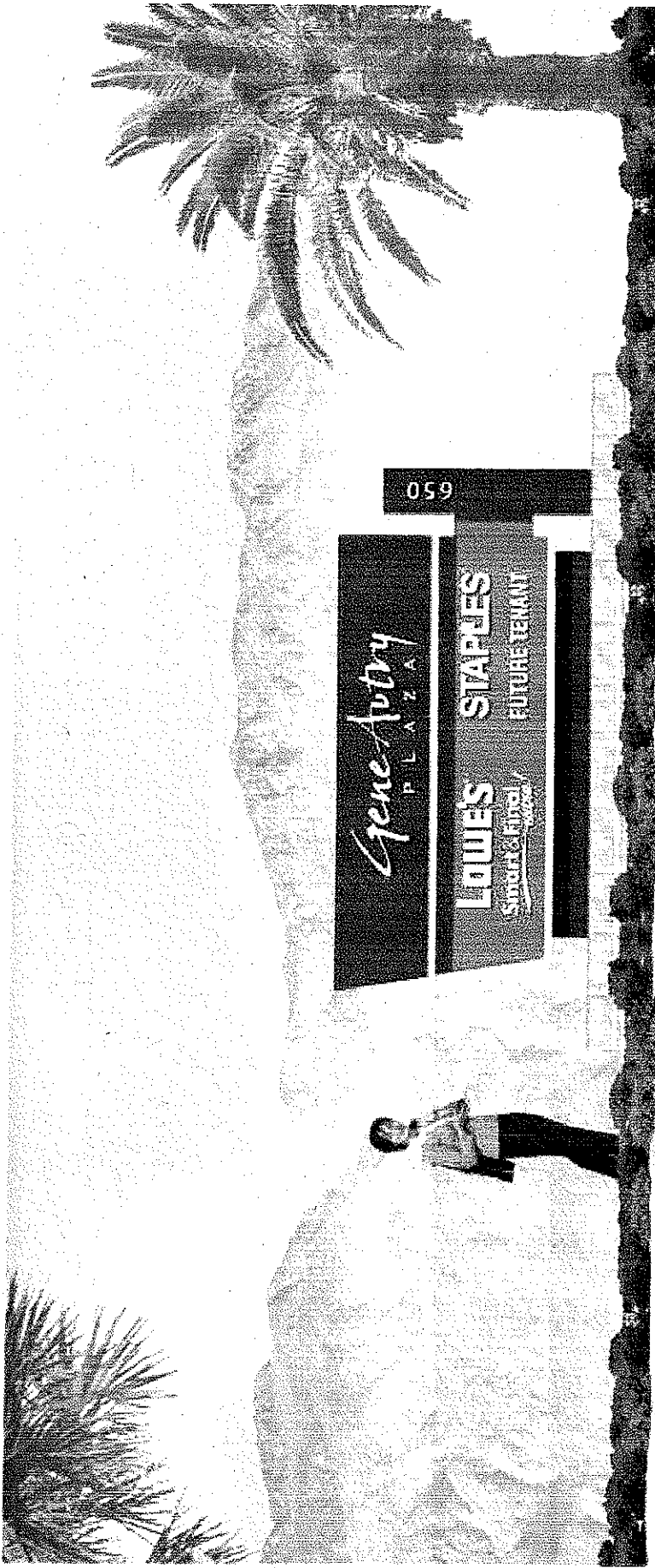
ADMINISTRATIVE

- 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 08-006. 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.

BUILDING DEPARTMENT

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

END OF CONDITIONS



GENE AUTRY PLAZA

A RETAIL CENTER
PALM SPRINGS, CALIFORNIA

EXTERIOR SIGN PROGRAM
SUBMITTED BY

BESTSIGNS
INCORPORATED

INTRODUCTION

This document establishes guidelines and criteria for the design, implementation, and regulation of project and Tenant signage for *Gene Autry Plaza Retail Center*. The purpose of this sign program is to assure coordination and compatibility between all signs within the Retail Center. Tenant Signage shall be designed, fabricated and installed by a reputable state licensed sign contractor at Tenant's own expense. Tenant signage must be constructed from quality durable materials and shall be maintained by the Tenant.

The objectives of the Sign Program are:

- To provide signage that is functional and that effectively services the identification needs of the Retail Center and its Tenants
- To generate tasteful signage that enhances the Retail Center's image and that compliments architectural and landscape elements.
- To facilitate the review and approval process for signage by providing guidelines and criteria that constitute standards of acceptability for signs at the Retail Center.

These criteria have been developed to guide each Tenant to a practical signage solution. The guidelines established herein will ensure that Tenant identification is of consistent quality and is compatible with the architectural character of the Retail Center. Each proposed sign will be evaluated on the design's excellence and compatibility with neighboring signs and the overall character of the Retail Center's signage/graphics. The *Gene Autry Plaza Retail Center* Sign Program encompasses the following sign types:

- Main Monument Sign
- Entrance Monument Signs
- Tenant Main Identification Sign
- Secondary Tenant Identification Sign

GENERAL SIGN REQUIREMENTS

General Provisions

1. Requests to establish signs that vary from the provisions of this plan shall be submitted to the Owner/Landlord for approval and then submitted to the City of Palm Springs Planning Department. The Planning Department may approve signs that depart from the specific provisions and constraints of this Sign Program in order to:

- Encourage exceptional sign design.
- Accommodate imaginative, unique, and otherwise tasteful signage that is deemed to be within the spirit and intent of the Sign Program.

2. The Tenant shall pay for all signs, their installation and all other labor, materials and future maintenance.

3. The Tenant and their Licensed Sign Contractor are responsible for understanding this Sign Program and conforming to its requirements.

4. The Tenant shall be ultimately responsible for the fulfillment of all requirements and specifications, including all applicable building and electrical codes.

5. Fabrication and installation of all signs shall be performed in accordance with the standards and specifications outlined in these guidelines and in the final approved plans and working drawings. Signs shall be inspected upon installation to assure conformance. Any work deemed unacceptable shall be rejected and shall be corrected or modified at the Tenant's expense as required by the Owner/Landlord.

6. The Owner/Landlord may, at his sole discretion and at the Tenant's expense, correct, replace, or remove any sign that is installed without written approval, without proper planning and building permits or that is deemed not to be in conformance with the approved Sign Program. No temporary or permanent signs may be added to, changed, or altered without review and approval by the Owner/Landlord and the City of Palm Springs.
7. Signage approval that incorporates logos, business identity, and/or images denoting the Tenant's type of business shall be at the sole discretion of the Owner/Landlord.

8. Letter heights, where specified, shall be determined by measuring the normal capital letter of a type font exclusive of swashes, ascenders, descenders and logos.
9. Notwithstanding the maximum square footages specified for copy area allowances, signs and typography in all cases shall appear balanced and in scale within the context of the sign space and the building as a whole. Thickness, height, and color of sign lettering shall be visually balanced and in proportion to other signs on the building.

10. Wall signs shall be affixed without visible means of attachment. Wall signs need not be attached directly to the lease space to which they refer.

11. All sign fabrication work shall be of excellent quality. All logo images and typestyles shall be accurately reproduced. Lettering that approximates typestyles shall not be acceptable. The Owner/Landlord reserves the right to reject any fabrication work deemed to be below standard.

12. Each Tenant shall be responsible for removal of its sign within ten (10) days after vacating site. Removal of the sign shall include the repair of the wall surface as close to its original condition as possible. If Tenant does not repair wall surface to Owner/Landlord's satisfaction, Owner/Landlord will perform repairs at Tenant's expense.

13. Each Tenant shall be responsible for the installation and maintenance of its sign. Should the Tenant's sign require maintenance or repair, Owner/Landlord shall give the Tenant fifteen (15) days written notice to affect said maintenance or repair. Should Tenant fail to do so Owner/Landlord shall affect said maintenance or repair and Tenant shall reimburse Owner/Landlord within ten (10) days of receipt of invoice.

Review and Approval Process

All Tenant signage is subject to Owner/Landlord's written approval. The Owner/Landlord's approval shall be based on the following criteria:

1. Design, fabrication and method of installation of all signs shall conform to this Sign Program.

2. Prior to sign fabrication, Tenant shall submit for Owner/Landlord approval two (2) complete sets of drawings reflecting the concept and design of signage to:

D.R. WEST, LLC.
73-111 EL PASEO
SUITE 209
PALM DESERT, CA 92260
PHONE: (760) 341-9904

3. Sign drawings are to be prepared by a reputable State Licensed Sign Contractor or as required to be licensed by the State of California.

4. All signage documents submitted for Owner/Landlord approval must also conform to requirements of the City of Palm Springs. Such submissions shall include:

- Sign drawings must include a scaled drawing illustrating the proposed sign design and all dimensions as they relate to the elevation of the Tenant's premises.

- Sign drawings must also include sign elevations and indicate construction and attachment methods and illumination details.
- Letters must be accurately dimensioned and spaced.
- Sign colors, paint finishes, types of materials and actual samples must be submitted with the sign drawings.
- Include photo showing location of existing and proposed signing on the building.

5. All Tenant sign submittals shall be reviewed by the Owner/Landlord for conformance with the sign program criteria and with the concept design provided by the Owner/Landlord. Unless the Owner/Landlord has received the above described drawings and information set forth above, the Owner/Landlord will not approve the Tenant's exterior sign(s).

6. All signs shall be reviewed for conformance with this Sign Program and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of the Owner/Landlord or his authorized representative.

7. Within ten (10) working days after receipt of Tenant's working drawings, Owner/Landlord shall either approve the submittal contingent upon any required modifications or disapprove Tenant's sign submittal, which approval or disapproval shall remain the sole right and discretion of the Owner/Landlord. The Tenant must continue to resubmit rejected plans until approval is obtained. A full set of final plans must be approved by the Owner/Landlord prior to permit application or sign fabrication.

8. Following Owner/Landlord's approval of proposed signage, Tenant shall submit to the City of Palm Springs sign plans signed by the Owner/Landlord and applications for all permits for fabrication and installation by a State Licensed Sign Contractor.

Tenant shall furnish Owner/Landlord with a copy of said permits prior to installation of Tenant's sign(s).

9. Only after all drawings and samples have been marked "Approved" may the Sign Contractor proceed with fabrication per approved drawings and samples. The Tenant and State Licensed Sign Contractor will not be permitted to commence installation of the exterior signs unless all of the following conditions have occurred:

- A stamped set of final drawings reflecting the Owner/Landlord's approval shall be on file in the Owner/Landlord's office.
- Sign Contractor/Tenant shall be responsible for the securing of all applicable sign permits/building permits required by the City of Palm Springs prior to fabrication of the signs. The Owner/Landlord's stamped approvals required on all sign plans prior to application for permits.

• The Sign Contractor must provide to the Owner/Landlord a copy of the City of Palm Springs issued sign permit/building permit and a stamped set of drawings reflecting both the Owner/Landlord's and the City of Palm Springs approvals prior to sign installation.

• No Owner/Builder acquired permits allowed for any signage.

- The Owner/Landlord must receive:
 - Sign Contractor's Certificate of Insurance
 - Copy of the Contractor's License Card
 - Copy of Contractor's City of Palm Springs Business License.

- All electrical work, equipment, materials and wiring shall comply with codes and ordinances of governmental agencies having jurisdiction. (A class C-45 license is required on ALL electrical signs.) All work must be performed by a Licensed Contractor in accordance with all electrical codes. State of California Title 24 energy requirements shall be met.

Approved Sign Contractor:

BEST SIGNS
INCORPORATED
1550 S. Gene Autry Trail
Palm Springs, CA 92264
(760) 320-3042

Fabrication & Installation Requirements

1. All signs and their installation must comply with all local building and electrical codes and bear a U.L. Label placed in an inconspicuous location. All signs must be illuminated; however, on smaller letter sizes, as specified, illumination is not required.
2. The fabrication and installation of all signs shall be subject to the following restrictions:
 - All channel letter backs and returns are to be fabricated of sheet aluminum. (Face .090/Return .063)
 - U.L. approved housings will be used for all lighting systems.
 - All sign letters shall be secured by concealed fasteners. Fasteners are to be stainless steel, nickel or cadmium plated steel, and pegged out from wall a minimum 1/2" to allow water runoff and halo illumination.
 - No exposed lamps will be permitted.

- All penetrations of the building structure required for sign installation shall be sealed in a watertight condition.
 - No sign company labels will be permitted on the exposed surfaces of the signs except those required by Underwriters Laboratories, which shall be placed in an inconspicuous location.
 - All pan channel letters and reverse halo channel letters must have a minimum of 2 1/4" diameter drain holes at bottom of every letter. All signs shall be fabricated and installed in compliance with all applicable building and electrical codes. All signage shall be manufactured and installed in accordance with U.L. regulations. All signage shall bear U.L. labels.
 - All signs shall conceal all necessary wiring, conduits, transformers, ballasts, starters, and other necessary equipment within their individual letters or behind storefront construction.
 - It is the responsibility of Tenant's Sign Contractor to verify all conduit and transformer locations and service prior to fabrication.
3. **Tenant shall be required to review the exact rules pertaining to its space with the Owner/Landlord. Owner/Landlord's approval of Tenant's sign does not guaranty City of Palm Springs approval.**
 4. Sign Contractor/Tenant shall be responsible for the securing of all applicable sign permits required by the City of Palm Springs prior to fabrication of the signs. Owner/Landlord's signature of approval is required on all sign plans prior to the application for permits.
 5. The Sign Contractor must provide to the Owner/Landlord a copy of the City of Palm Springs issued sign permit/building permit and a stamped set of drawings reflecting both the Landlord's and the City of Palm Springs approvals prior to sign installation.

6. The Owner/Landlord must receive the Sign Contractor's Certificate of Insurance and a copy of the Contractor's License Card. All electrical work, equipment, materials and wiring shall comply with codes and ordinances of governmental agencies having jurisdiction. (A class C-45 license is required on ALL electrical signs.) All work must be performed by a licensed contractor in accordance with all electrical codes.
7. All signs shall be professionally constructed of high-quality, durable material. Signs must be made of durable rust-inhibited materials that are appropriate and complementary to the building.
8. 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.
9. Threaded rods or anchor bolts shall be used to mount sign letters, which are spaced out from background panel. Angle clips attached to letter sides will be permitted.
10. Joining of materials (e.g., seams) shall be finished in such a way as to be unnoticeable. Visible welds shall be continuous and ground smooth.
11. Finished surfaces of metal shall be free from canning and warping. All sign finishes shall be free of dust and orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
12. Individual reverse channel letters shall be pinned a minimum of 1 1/2" and a maximum 2 1/2" off building wall.
13. Brightness of signs is subject to approval by Owner/Landlord. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted.
14. 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.
15. The Sign Contractor is responsible for removing all debris and cleaning the work area after installation is complete.
16. The Sign Contractor must check sign to ensure proper illumination, prior to leaving the site, where applicable.
17. No field installation changes are permitted without first notifying Owner/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.
18. Any sign that is installed by Tenant which is not in conformance to the approved drawings or does not have required City of Palm Springs Planning and Building permits must be corrected by Tenant within fifteen (15) days after written notice by Owner/Landlord. In the event Tenant's sign is not brought into conformance within said fifteen (15) day period, then Owner/Landlord shall have the option to correct or remove non-conforming sign at Tenant's expense.
19. Each Tenant shall be responsible for the performance of its Sign Contractor.

MAIN MONUMENT SIGN

The Gene Autry Plaza Retail Center will feature a Main Monument Sign for Center and Tenant identification only. The monument sign will be located at the intersection of Gene Autry Trail and Ramon Road. Main Monument Sign not to exceed forty (40) square feet of signage area excluding monument base and structural detail. (See Attached, Drawing 1 and Site Plan, Drawing 3)

ENTRY MONUMENT SIGNS

Entry Monument Signs will be allowed at the entrance located on Gene Autry Trail and the entrance located on Ramon Road. Entrance Monument signs not to exceed fifty-five (55) square feet of signage area excluding monument base and structural detail.
(See Attached, Drawing 2 and Site Plan, Drawing 3)

TENANT MAIN IDENTITY SIGN

1. All Tenant signage may consist of internally illuminated Individual Aluminum Channel Letters with Plexiglas faces. Recommended colors are: Red, Blue, Yellow, White, Black or other color with Owner/Landlord approval.
2. Individual letters may be back-lit or "halo" illuminated.
3. Individual letters non-illuminated or less in height to be fabricated of 1/4" aluminum, 1/2" or 3/4" cast acrylic only. (No formed plastic letters.)
4. Letter styles are subject to Owner/Landlord approval.
5. Logo's to be approved at the sole discretion of Owner/Landlord.
6. Exposed neon/neon tubing is permitted subject to approval of Owner/Landlord and the City of Palms Springs.
7. Tenants with a corner unit may be permitted additional signage providing secondary signage does not exceed size of primary sign, the total does not exceed the maximum allowed by the Sign Program and Owner/Landlord grants approval.
8. All signs must be pre-approved in writing by Owner/Landlord prior to submittal to the City of Palm Springs for sign/building permit, and prior to sign fabrication.

9. Tenant is responsible to field verify that Tenant's proposed signage will fit attractively on Tenant's sign band area prior to fabrication of signage.
10. Tenant allowed 1 square foot of signage per lineal foot of each building street frontage. (West facing Gene Autry Trail, North facing Ramon Road and South facing Camino Parocela.) A maximum letter height of 24" shall be used as a guideline for Tenant signage. (With exceptions to the Major Anchor Tenants.) (See Attached, Drawings 4, 5 & 6). Linear frontage as well as natural sign areas created by architectural features shall be considered in determining both maximum and minimum letter height, sign area and dimensions. Exceptions or deviations to the maximum square foot or maximum letter height guidelines can be submitted for review, but must gain the approval of Owner/Landlord and the City of Palm Springs Planning Department. Tenant submittal may be subject to review and approval by the City of Palm Springs Architectural Advisory Committee, at the direction of the Palm Springs Planning Department. (See Attached, Drawing 7 & 8)
11. Type styles of all signs shall be subject to Owner/Landlord approval. In the event Tenant does not have an established exterior sign identity, Owner/Landlord recommends that the lettering style be designed by the Sign Contractor to reflect a visually appealing look. Established corporate and trade logos/signage shall be permitted providing they conform to the criteria described herein.
12. Tenant shall pay for all signs, their installation (including final connection, transformers and all other labor and materials) and maintenance. Tenant's Sign Contractor must file, pay for and obtain any licenses, building and planning permits and variances as required for sign installation. **No Owner/Builder acquired permits allowed.**

Sign Color/Design

1. The project and individual building façade will consist of limited colors and materials. The Owner/Landlord encourages the Tenant to make early color submission for review and approval by the Owner/Landlord.
2. Type styles of all signs shall be subject to Owner/Landlord approval. In the event Tenant does not have an established exterior sign identity, Owner/Landlord recommends that the lettering style be designed by the Sign Contractor to reflect a visually appealing look. Established corporate and trade logos/signage shall be permitted providing they conform to the criteria described herein.
3. Signs may incorporate regionally and nationally recognized logo. Logo colors and sign colors should be selected to provide sufficient contrast against the building background color. However, all exterior signs/logos must be individual aluminum channel letters with Plexiglas faces.

Lighting Guidelines

1. Tenant Main Identity signage shall consist of internally illuminated individual channel letters with Plexiglas faces. Individual letters may be reverse or "halo" illuminated. Established corporate and trade logos to be permitted.
2. The following lighting techniques shall be considered acceptable for illumination of Tenant Main Identity Signage at Gene Autry Plaza Retail Center.
 - Internally illuminated channel letters
 - Reverse channel letters with "halo" illumination
 - Exposed neon
 - 15 mm white neon illumination /L.E.D. lighting systems
3. Electrical will be provided by Owner/Landlord to the Tenant sign location only.

4. All signs must be fabricated, installed, and comply with national/local building and electrical codes and shall bear the U.L. label.

SECONDARY TENANT SIGN

Secondary site signs are to be visible from the public right-of-way. All secondary site signs shall be designed as a family of signs. Selected elements such as typestyle, layout, form, detail, colors and materials, shall remain consistent within each "family".

A strong connection shall be maintained between secondary site signs and the project architecture and landscaping. Elements of color, materials, scale, form and detail shall be reflected in the signage. Signs shall fit comfortably, never crowding the architectural and landscape elements in the immediate vicinity.

Tenant Secondary signs may be wall-mounted. Maximum copy area for secondary site signs shall be limited to 15 square feet.

Window Signage

1. Any graphics applied to the glass of Pad or Shop buildings, unless otherwise noted in this Sign Program, shall conform with the Palm Springs Zoning Ordinance. Any window sign displaying hours of operation, credit cards accepted, and other such items shall not exceed a cumulative square footage of nine (9) square.
2. Illuminated signs will be permitted with the express written approval of the Owner/Landlord when in compliance with city regulations.
3. Open, closed, hours of operation, phone numbers, etc. may be applied.

Blade/Projecting Signs

1. (1) double-faced or single-faced sign per Tenant storefront entrance. (Blade/Projecting signs may be used as Tenant's primary storefront sign.)
2. Sign shape, size, and lighting techniques may vary not to exceed twelve (12) square feet per side when double faced and adjacent to the street. (Except when used as a primary storefront sign.)
3. Brackets to be paint-finished cut metal or other design treatment as approved by Owner/Landlord. Bracket design may vary throughout.

Tenant Drive -Thru Menu Board Kiosk

Tenant Illuminated Drive-Thru Menu Board Kiosk may be used to display products/services currently available as well as pricing. All Tenant Illuminated Drive-Thru Menu Board Kiosks are subject to the approval of the City of Palm Springs Planning Department. Tenant Drive-Thru Menu Board Kiosk signs not to exceed thirty-two (32) square feet of signage area excluding base and structural detail.

Service/Delivery Entrance Signage

Tenants shall be required to identify their rear service door for delivery and emergency purposes only. Such signs shall be affixed to the Tenant's rear door and shall not exceed two square feet in sign face area. Sign configuration, dimensions, colors, materials, typestyle, and placement shall be consistent for all Tenants and shall be as specified by the Owner/Landlord. Copy shall be limited to identification of the Tenant service or building operation.

Suite Identification Signs

Suite identification signs shall be the responsibility of the Owner/Landlord. Signs shall be placed on the window panel above or adjacent to the primary entrance door. Numerals shall not exceed 12" inches in height.

Banners

1. Banners advertising a new business opening are permitted for a maximum of 30 days.
2. The banner shall include a date visibly noted on the sign and must be removed within 30 days of the posted date.
3. All banners are subject to City of Palm Springs Sign Ordinance guidelines.

PROHIBITED SIGNS

The following types of signs are inconsistent with the purpose of the Master Sign Program and are, therefore, prohibited without written approval of Owner/Landlord and the City of Palm Springs:

1. Any sign not in compliance with the provisions of the Master Sign Program
2. Abandoned signs and sign structures
3. Animated, blinking, flashing, moving, reflection, and similar signs
4. Balloons or other inflatable signs
5. Banners or pennant signs, except for temporary banners for new businesses, limited to 30 days
6. Beacons
7. Bench and bus shelter signs
8. Chalkboards, blackboards, sandwich boards, or A-Frame signs

9. Changeable copy signs either electronically or manually controlled
10. Light bulb strings
11. Painted signs on fences or roofs
12. Portable signs
13. Roof signs
14. Signs on public property, except for traffic regulatory, informational signs, or signs required by governmental agency.
15. Signs emitting audible sounds, odors, or visible matter
16. Signs erected in a manner that any portion of its surface or supports interfere in any way with the free use of any fire escape, exit, or standpipe or obstructs any door, stairway, or window
17. Signs painted on any surface except windows and glass doors, except as part of Sign Program
18. Signs which simulate in color or design a traffic sign or signal, or which uses characters, symbols, or works in a manner that may interfere with, mislead or confuse pedestrian or vehicular traffic
19. Signs which exceed the maximum number or dimensional requirements identified in this Sign program

ABANDONMENT OF SIGN

Any Tenant sign left after thirty (30) days of Tenant's vacating premises shall be deemed abandoned by Tenant and immediately become property of the Owner/Landlord; unless, previous arrangements have been agreed upon, in writing, by Owner/Landlord and Tenant. After said date, Owner/Landlord shall have no liability whatsoever to Tenant for the sign(s), its disposition of value.

EXCEPTIONS

Exceptions or deviations to the maximum square foot or maximum letter height guidelines can be submitted for review, but must gain the approval of Owner/Landlord and the City of Palm Springs Planning Department. Tenant submittal may be subject to review and approval by the City of Palm Springs Architectural Advisory Committee at the direction of the Palm Springs Planning Department.

DEFINITIONS

Abandoned Sign: A sign which no longer directs, advertises or identifies a legal business establishment, product or activity on the premises where such sign is displayed.

Abatement: Elimination and removal of any sign in violation of the Palm Springs sign ordinance.

Aesthetics: A term dealing with form, design, and/or quality of construction of a particular sign, building, site or structure, that presents a judgmental statement concerning the level of beauty or artistic value.

Affixed: To be attached in any manner, including, but not limited to, adhesive substances, suction, or to be touching in any way.

Animated Sign: A sign depicting action, motion, light or color changes through electrical or mechanical means. Although technologically similar to flashing signs, the animated sign emphasizes graphics and artistic display.

Attraction Board: Any sign which provides for changeable copy/letters, numbers or symbols.

Awning: A roof-like cover, made of fabric, over a door or window and attached to a building.

Awning Sign: A building mounted sign that provides additional functionality as shelter.

Banner: A sign composed of lightweight material. Promotional banners include those used to announce open houses and grand openings, make special announcements, or communicate events.

Building Frontage: The linear length of a building facing a public street or pedestrian mall.

Back Lighted Letter: An illuminated reverse channel letter (open or translucent back) so light from the letter is directed against the surface behind the letter producing a halo lighting effect around the letter. Also referred to as Silhouette lighted or halo lighted.

Brand Equity (Branding): The intangible, but real, value of words, graphics or symbols that are associated with the products or services offered by a business. Developing branding of a site includes the presentation of signage and architecture to create a unique awareness and memory by the potential customer of the products or services offered at that site. Brand equity for a particular business is similar to the goodwill of an enterprise.

Building Code: State and/or local regulations governing public health, welfare and safety of construction and maintenance.

Building Facia: That portion of any elevation of a building extending vertically from the grade to the top parapet wall or eaves, and horizontally across the entire width of the building elevation, including slanted wall surfaces sometimes referred to as a mansard.

Building Mounted Sign: A sign that is applied or attached to a building.

Cabinet Sign: A sign structure consisting of the frame and face(s), not including the internal components, embellishments or support structure.

Canopy: A permanent roof-like shelter extending from part or all of a building face and constructed of some durable material which may or may not project over a public right-of-way.

Canopy Sign: A building-mounted sign functioning as a marquee. A sign mounted on a marquee or canopy.

Center Identification Sign: A sign identifying a center or complex. For purposes of this section, a "center" or "complex" shall be defined as a group of three (3) or more retail, wholesale, industrial or professional uses utilizing common facilities including off-street parking, access and landscaping, not necessarily under single ownership.

Changeable Panel Copy: A section of a sign that functions like a changeable copy sign.

Changeable Copy Sign: A variable message sign composed of individual letters panel-mounted in or on a track system.

Channel Letter: Fabricated or formed three-dimensional letter that may accommodate a light source.

Coated Tubing: Clear glass tubing, coated on the interior surface with phosphorus powder. Coated tubing produces a variety of different light colors, dependent upon the specific mixture of phosphorus powders utilized. (Neon)

Cold Cathode: Electric discharge lighting, which uses an electrode with a large metal mass to emit electrons. Neon tubing is a cold cathode type. 2.) Generic term employed to specify custom interior lighting produced through the use of larger diameter cold cathode tubing. (Neon)

Colored Tubing: Transparent glass tubing manufactured with color pigments, typically color examples include ruby red, canary yellow, green, and midnight blue. (Neon)

Conforming Sign: A sign that is legally installed in accordance with federal, state, and local laws and ordinances.

Conspicuity: The characteristics of the sign that enable an observer to differentiate the sign from its surrounding environment.

Contrast: The difference or degree of difference between things having similar or comparable natures, such as light and dark areas, colors, or typefaces.

Copy: The words or message displayed on a sign.

INCORPORATED

Copy Area: The area of a sign computed by surrounding each graphic element with a regular geometric shape (e.g., circle, rectangle, trapezoid, triangle), calculating the area contained within the shapes, and then computing the sum of the areas. Any "shape" which is readily recognizable as a product or service sold or offered upon the premises shall be counted as copy area. However, minor elements such as swatches, simply drawn lines, or other decorative touches that might extend beyond the limits of the geometric shape shall not be included as part of the copy area. Sign copy area is calculated exclusive of display surfaces, backings, architectural elements, or mounting devices.

Custom Sign: A sign designed, manufactured and installed to meet the requirements of a specific location.

Dimensional Letter: A specification description of a letter, logo or symbol, either cut out, cast, molded or fabricated in material such as metal or plastic to create a raised condition.

Directional Sign: Signs designed to provide direction to pedestrian and vehicular traffic.

Directory Sign: Means a sign identifying and locating residential, business or industrial uses within a building, subdivision, planned development, center or complex.

Display Sign: A structure that is arranged, intended, designed or used as an advertisement, announcement or direction; and includes a sign, screen billboard, poster panel and advertising devices of every kind. Display sign includes electronically operated changing alpha-numeric message signs. Display sign does not include animated signs or signs placed on the inside of display cases or show windows fronted with glass which do not protrude more than six (6) inches from the outside surface of the building wall.

Double-Faced Sign: A sign with two parallel opposing (back-to-back) faces.

Electric Sign: Any sign containing or using electrical wiring.

Electronic Message Center: A variable message sign that utilizes computer-generated messages or some other electronic means of

changing copy. These signs include displays using incandescent lamps, LEDs, LCDs or a flipper matrix.

Entertainment Board: Any assemblage of verbiage, designed to advertise current or coming entertainment scheduled to occur on the premises. Also "attraction board."

Exterior Illuminated Sign: A sign that is illuminated by a light source that is directed towards, and shines on the face of a sign. Also called direct illumination.

Face: The surface area on a sign where advertising copy is displayed.

Facia Sign: A building mounted sign.

Flag: A piece of fabric attached to a staff.

Flashing Sign: A sign with an intermittent or flashing light source. Generally, the sign's message is constantly repeated, and the sign is most often used as a primary attention-getting device. Government highway departments frequently use flashing signs to improve highway safety.

Flat Cutout Letter: A dimensional letter cut from sheet or plate stock.

Florescent Lamp Or Tube: Electric-discharge lighting utilizing glass tubing manufactured to standard lengths.

Font: A set of letters, numerals, and shapes, which conform to a specific set of design criteria.

Freestanding Sign: A sign that is not attached to a building or any sign supported by structures or supports that are placed on, or anchored in, the ground, and that are independent from any building or any other structure.

Frequency: The average number of times an individual has the opportunity to see an advertising message during a defined period of time. Typically measured over a four-week period.

Front Lighted Letter: An illuminated channel letter with translucent face.

Full Service Sign Companies: Sign companies that complete the entire signage project, including surveying, designing, engineering, permitting, manufacturing, installing, and maintaining signs.

Ground Sign: A freestanding sign with no visible support structure.

Height of sign: The distance measured from the top of the street curb to the highest projection of the sign structure, including architectural design features.

Illuminated sign: A sign that is artificially lighted either internally or externally from a source of light connected with such sign.

Internally Illuminated Sign: A sign that is illuminated by a light source that is contained inside the sign.

Interior Signs: Signs that are located inside a building or other facility.

Kiosk: A small, freestanding station in a public place, for displaying information on products, events, locations, etc.

L.E.D. Lighting System: Light Emitting Diode

Legibility: The characteristics of letters, numbers, graphics, or symbols that make it possible to differentiate one from the other.

Listed Sign: A sign labeled to indicate that the manufacturer of the sign is identified in a list published by a National Recognized Testing Laboratory as producing signs in conformance with the applicable American National Standard.

Logo: A design that represents goods, identity or service.

Main Sign: Means the largest single permitted sign on a property.

Marquee: A roofed structure projecting from and supported by a building, or free-standing when such roofed structure extends beyond the building line, building wall or street lot line.

Marquee Sign: A display sign attached to or hung from a marquee.

Maximum Height: The maximum height of a sign shall be measured from the elevation of the point nearest the sign on the center line of the public street or highway nearest the sign upward to the elevation of the highest part of the sign or its supporting structure, whichever is higher. Notwithstanding the foregoing, unless otherwise specified in this chapter, all signs may have a height of eight (10) feet measured from the ground location of the sign to the highest part of the sign or its supporting structure, whichever is higher.

Menu Board: Any assemblage of verbiage designed to advertise currently available food and/or beverage offerings.

Message Area: The area within the sign panel describing the limits of the message.

Monument Sign: A freestanding sign of which the entire bottom of the sign is generally in contact with or in close proximity to the ground, other than a pylon sign. Usually has a low overall height.

Multi-Tenanted Building: Means a building containing more than one (1) individual business within a shopping, professional or industrial complex.

Neon Sign: A sign manufactured utilizing neon tubing, which is visible to the viewer.

Neon Tubing: Electric discharge, cold cathode tubing manufactured into shapes that form letters, parts of letters, skeleton tubing, outline lighting, and other decorative elements or art forms, in various colors and diameters and filled with inert gases.

Nonconforming Sign: a sign lawfully erected but which does not conform to the current provisions of the sign ordinance.

Off-Premise Sign: Any sign that is not appurtenant to the use of the property, a product sold, or the sale or lease of the property on which it is displayed, and that does not identify the place of business as purveyor of the merchandise, services, etc., advertised upon the sign. Also known as Outdoor Advertising.

On-Premise Sign: A communication device whose message and design relates to a business, an event, goods, profession or service being conducted, sold or offered on the same property as there the sign is erected.

Open Channel Letter: A dimensional letter that has no face and, if illuminated with the light source visible. A clear face for physical protection of internal components may be used.

Painted wall surface sign: A sign painted directly on the surface of buildings, walls or fences.

Pan Channel Letter: A dimensional letter that is constructed with side walls, back and a face making the letter a solid integral unit with the side walls and back having a pan-shaped cross section.

Pan Face: A plastic sign face molded into a three dimensional shape. Also called molded face, molded and embossed face, molded and debossed face.

Permanent Sign: A sign attached to a building, structure, or the ground in a manner that enables the sign to resist environmental loads, such as wind, and precludes ready removal or movement of the sign.

Point-Of-Purchase Sign: Signage that advertises a product at its point of sale, or "point of purchase" location.

Political Sign: Any sign, other than an election sign, which is intended to address a political, religious, civic, social or other issue, event or occurrence.

Portable Sign: A sign which is not designed or manufactured to be permanently anchored or affixed to the ground, building or other structure, but rather is designed or primarily used as a sign which is movable from place to place and which includes but is not limited to signs affixed to a trailer or other portable structure and "A" frame or sandwich signs.

Projecting Sign: A display sign which is attached directly to the building wall and which extends more than twenty-four (24) inches from the face of the wall.

Push-Through: A letter or logo cut out of a backing material that is as thick or thicker than the sign face material, and mounted on the inside of the sign face so that the backing material's thickness extends flush with or through and beyond the front plane of the sign face.

Raceway: An electrical enclosure that may also serve as a mounting structure for the sign.

Readability: The quality that enables the observer to correctly perceive the message. In transportation engineering, this word is being replaced by conspicuity.

Recall: In signage, this refers to the ability of a viewer to remember the message even when they are not viewing it.

Recognition: Refers to the ability of a viewer to identify the message.

Regulatory Sign: A sign having the primary purpose of conveying information concerning rules, ordinances or laws.

Retainer: A framing member mounted around the perimeter of a sign face, and attached to the sign cabinet structure. It is designed to attach the face to the cabinet and/or intended to provide a decorating trim piece.

Return: The sides of a channel letter.

Reveal: An indented detail on a sign.

Reverse Channel Letter: A fabricated dimensional letter with opaque face and side walls.

Roof Sign: A building mounted sign erected on the roof of a building.

Sale Sign: Any sign, graphic or collage that indicates a sale, by virtue of a special reduction, or percentage reduction, in price of merchandise, including, but not limited to, a close-out of merchandise quitting business sale, lost lease sale, moving sale or overstocked sale.

Service Sign: Any assemblage of verbiage designed to advertise currently available services or products offered by a business.

Sidewalk/Sandwich Sign: A moveable sign not secured or attached to the ground or surface upon which it is located, but supported by its own frame and most often forming the cross-sectional shape of an A.

Sign: Any identification, description, illustration or device illuminated or non-illuminated, which is visible from any public place or is located on private property and exposed to the public and which directs attention to a product, place, activity, person, institution, business or solicitation with the exception of window display. Any emblem, painting, banner, pennant, placard, lighting or other item, designed to advertise, identify or convey information shall be considered a sign. National flags or flags of political subdivisions shall not be construed as signs.

Sign Area: The area of a sign without a border placed on the wall of a building shall be computed by enclosing the entire sign within sets of parallel lines touching the outer limits of the sign message and computing the area thus enclosed. The area of other signs shall be calculated by adding the outer dimensions of all faces capable of presenting a sign message including the standard and the frame.

Sign Band: A horizontal area above a multi-tenants' building's entrances, architecturally designed to accommodate signage in a signcentric manner.

Sign Face: The area of a sign on which copy is intended to be placed.

Sign Program: Design criteria established to guide the design of all signs on a building or complex; sign programs can, but need not mandate specific elements such as material, color, size, location, lighting and uniformity.

Single-Face Sign: A sign with only one face plane.

Surface Area: Total area of that part of a sign structure that carries any sort of written or graphic materials or in any way conveys a message as seen from any one direction at any one time; except when cut-out letters and/or graphics only are used for wall signs or only lettering and/or graphics are used on awning signs in which cases the surface area is measured as the area of the basic geometric shape that would enclose the message and/or graphics. When individual cut out letters or graphics are installed on a wall, whether that wall be a part of a building or other

structure, the area of the basic geometric shape that encloses the message is the surface area of the sign.

Temporary Sign: Any sign not intended for permanent installation, such as banners and signs at construction sites. They may be incidental or miscellaneous in nature, such as political and real estate signs.

Trademark: Used by a business to distinguish itself and its products from the competition. A trademark may include a name, symbol, word or combination of those. Protected by the federal government and considered to have financial value. The circled "R" or "Reg. T.M." printed with the mark indicates that it is a registered trademark.

Transformer: Electrical equipment that converts input voltage and current to a different output voltage and current.

U.L.: An abbreviation for Underwriters Laboratories, Inc., a Nationally Recognized Testing Laboratory.

Under-Canopy Sign: A sign designed to be mounted underneath a canopy.

Variable Message Sign: A sign that includes provisions for message changes. Also called changeable copy panel, changeable copy sign, time and temperature sign, electronic message center, menu board.

Variance: Special administrative procedure by which one may obtain an exception to zoning rules such as height, setback and type of use.

Visibility: The quality of a letter, number, graphic, or symbol, which enables the observer to distinguish it from its surrounds or background.

Wall Sign: A sign attached to the wall of a building with the exposed face of the sign in a plane parallel to the face of said wall, not extending more than twenty-five (25) per cent above the roof line or parapet of the building, nor more than twenty-four (24) inches from the wall surface.

Wayfinding: Enabling a person to find his or her way to a given destination thru the use of effective signage.

Window Sign: A sign that is displayed in a window.



CLIENT:
Gene Autry Plaza

PROJECT:
Gene Autry Plaza

DESCRIPTION:
Sign Program

ACCOUNT REP:
Jim Cross

FILE NAME:
Gene Autry Plaza\
Sign Program Drawings.cdr

DRAWN BY:
Art Ruiz

SCALE:
As Shown

DATE:
10-16-08

REVISIONS:
12-15-08
12-16-08
12-17-08

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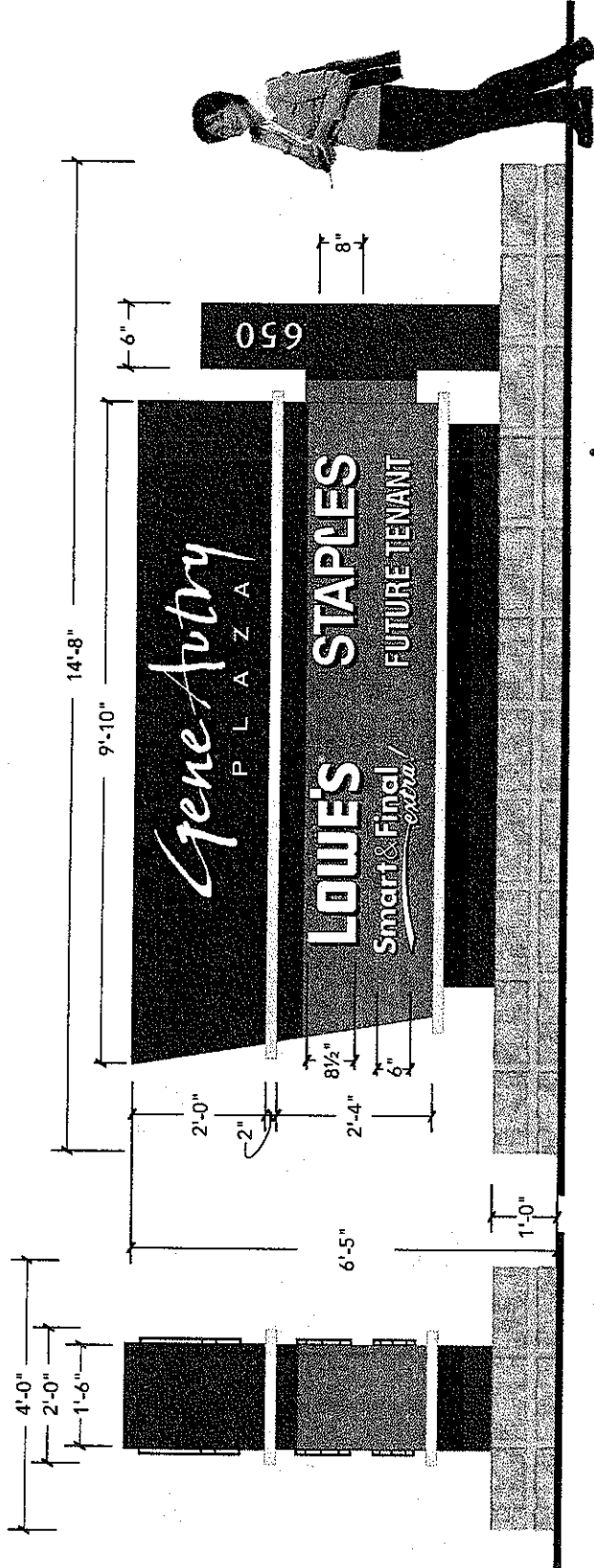
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LISTING SUBSCRIBER - E237484

Fabrication Details

1. Aluminum cabinets, painted Dunn Edwards "Wine Stain" DEA 145 and Dunn Edwards "Hazelnut" DE 6032
2. Acrylic push-thru letters
3. Brushed aluminum horizontal bars
4. 1/4" plate aluminum address numbers
3. CMU to match building



ORCO Split Face Block
to match building palette

Scale: 3/8" = 1'-0"
One (1) S/F Internally Illuminated Monument Display

Total Sign Area = 39.10 sq. ft.



CLIENT:
Gene Autry Plaza

PROJECT:
Gene Autry Plaza

DESCRIPTION:
Sign Program

ACCOUNT REP:
Jim Cross

FILE NAME:
Gene Autry Plaza
Sign Program Drawings.cdr

DRAWN BY:
Art Ruiz

SCALE:
As Shown

DATE:
10-16-08

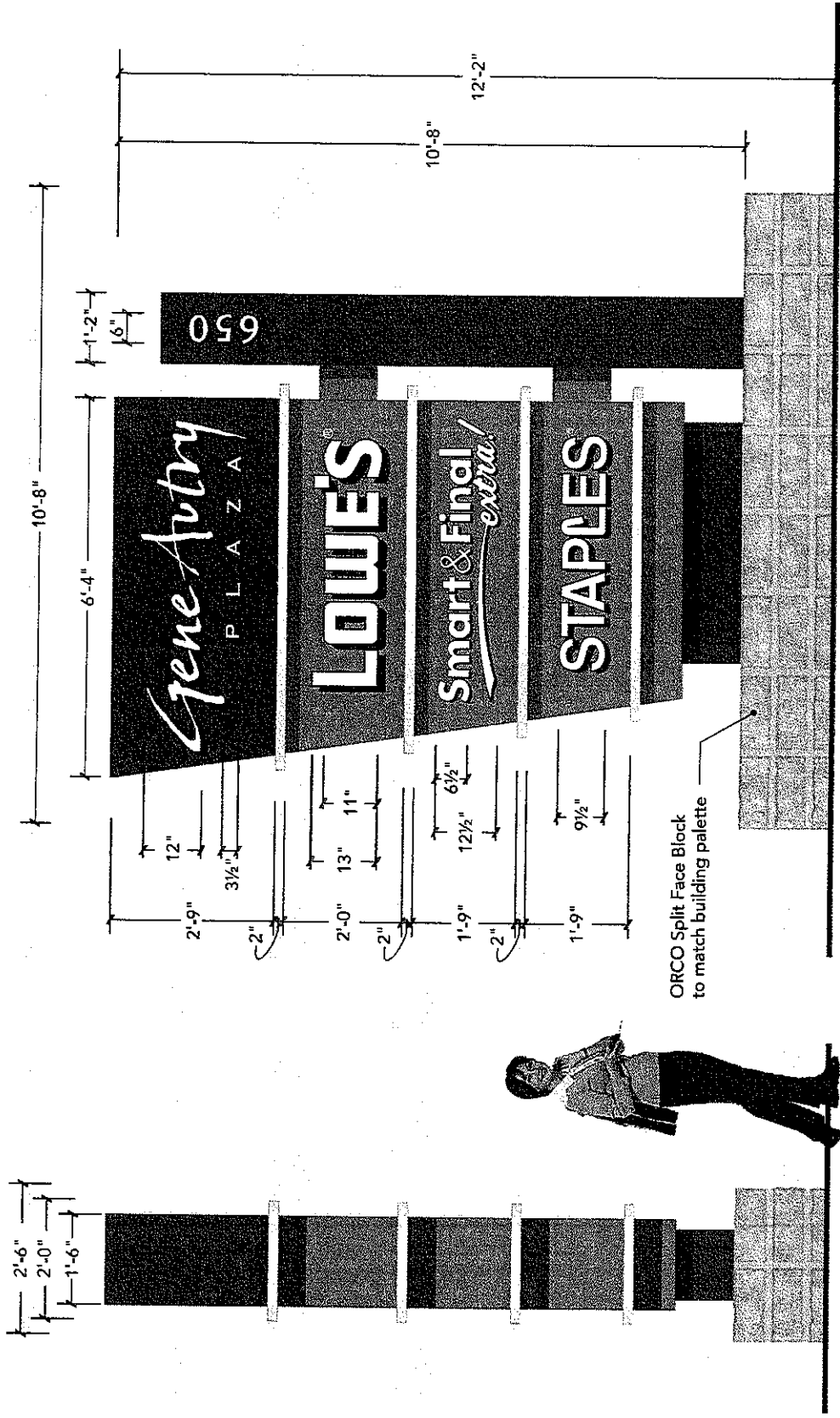
REVISIONS:
12-15-08
12-16-08
12-17-08

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LISTING SUBSCRIBER - E237486

Fabrication Details

1. Aluminum cabinets, painted Dunn Edwards "Wine Stain" DEA 145 and Dunn Edwards "Hazelhut" DE 6032
2. Acrylic push-thru letters
3. Brushed aluminum horizontal bars
4. 1/4" plate aluminum address numbers
3. CMU to match building



Manufacture & Install Scale: 3/8" = 1'-0"
Two (2) D/F Internally Illuminated Pylon Display
Total Sign Area = 55.00 sq. ft.



CLIENT:
Gene Autry Plaza

PROJECT:
Gene Autry Plaza

DESCRIPTION:
Sign Program

ACCOUNT REP:
Jim Cross

FILE NAME:
Gene Autry Plaza\
Sign Program Drawings.cdr

DRAWN BY:
Art Ruiz

SCALE:
As Shown

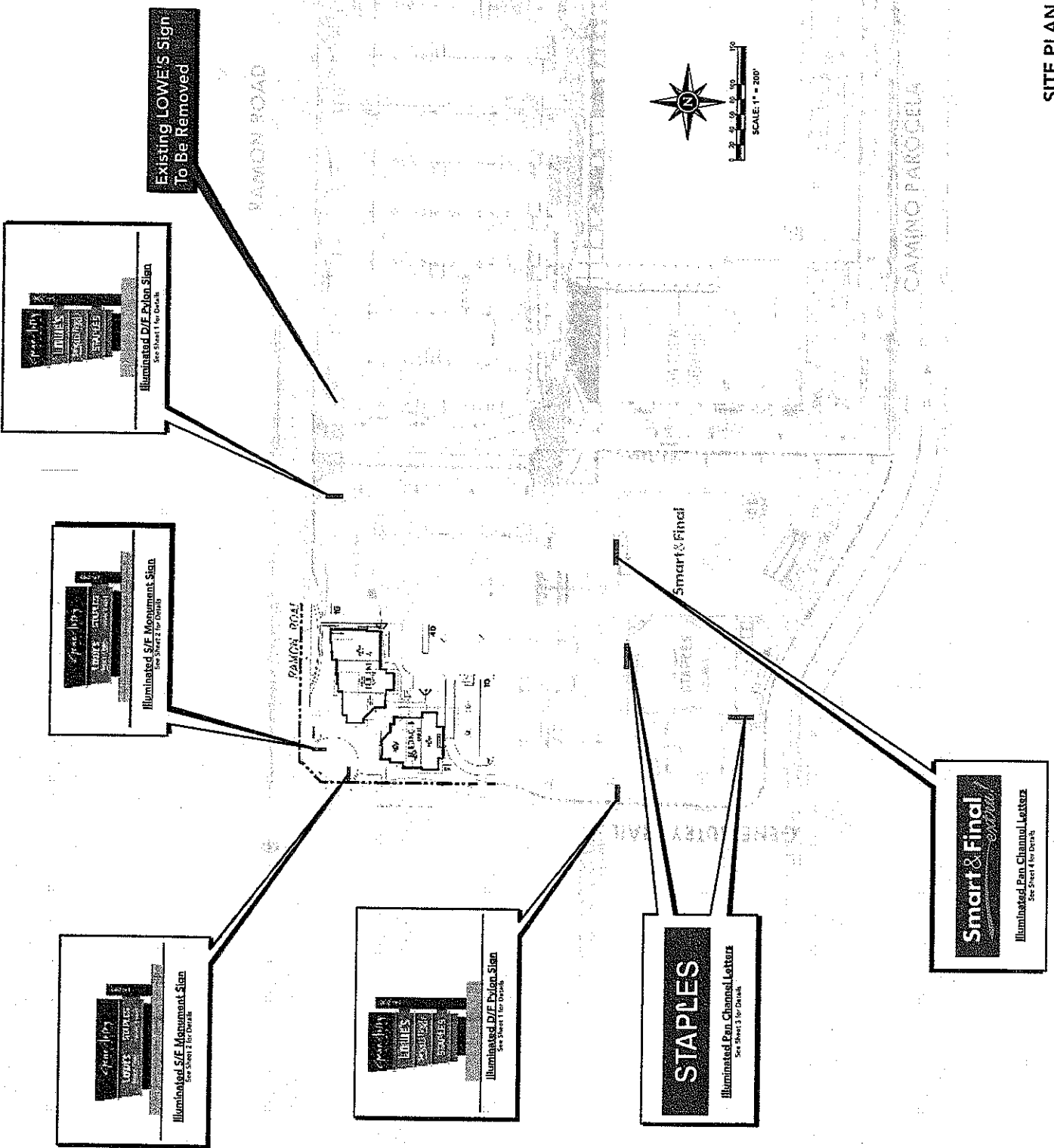
DATE:
10-10-08

REVISIONS:
12-15-08
12-16-08
12-17-08

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LISTING SUBSCRIBER - E237484



SITE PLAN
NOT TO SCALE



CLIENT:
Gene Autry Plaza

PROJECT:
Gene Autry Plaza

DESCRIPTION:
Sign Program

ACCOUNT REP:
Jim Cross

FILE NAME:
Gene Autry Plaza\
Sign Program Drawings.cdr

DRAWN BY:
A.H. Ruiz

SCALE:
As Shown

DATE:
10-16-08

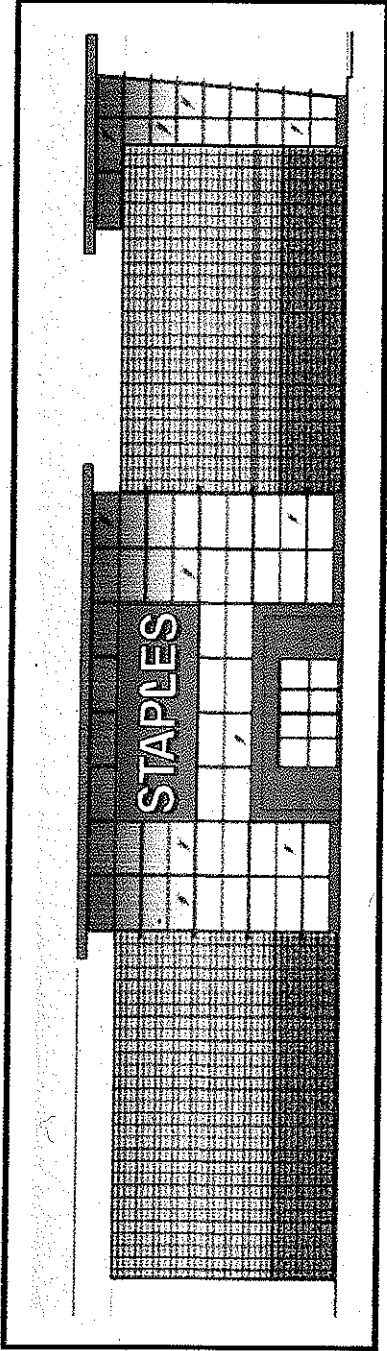
REVISIONS:
12-15-08
12-16-08
12-17-08

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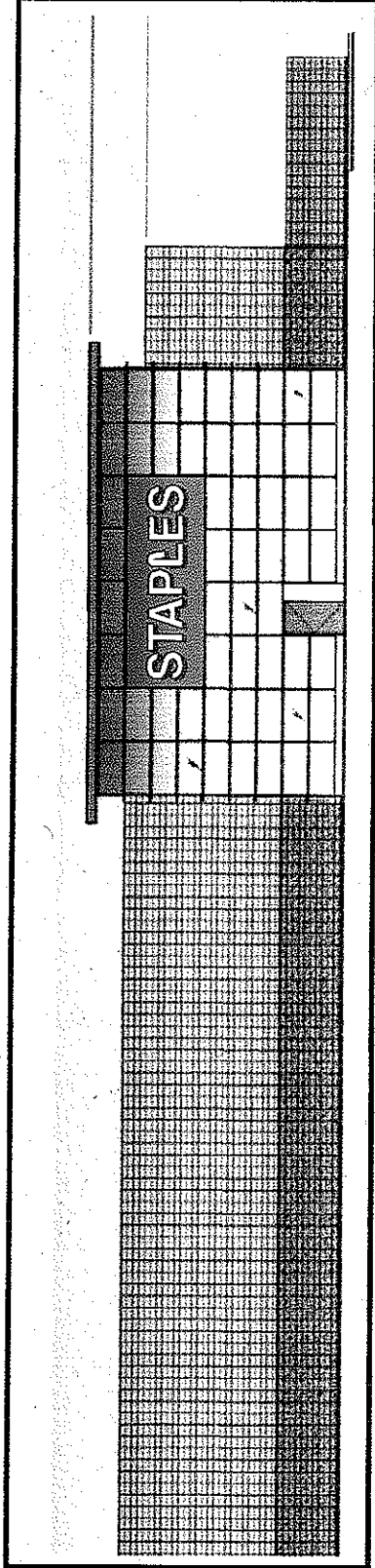
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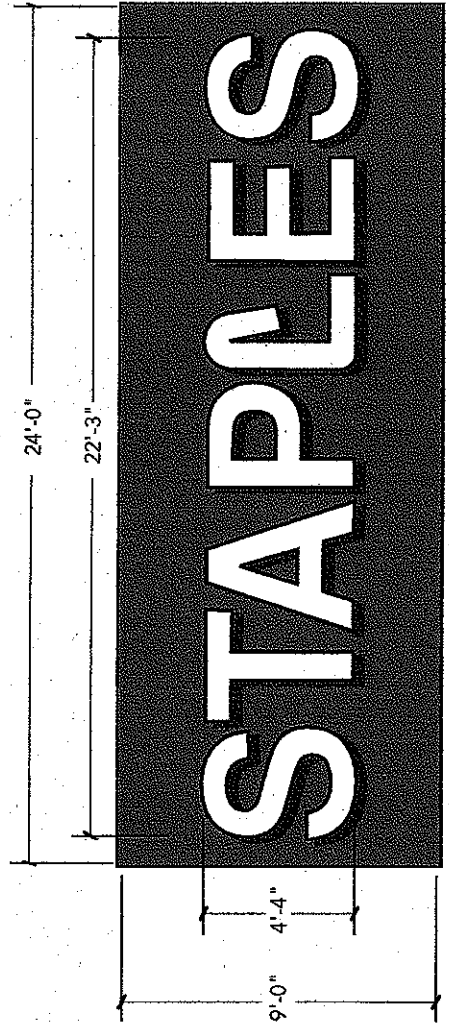
LISTING SUBSCRIBER: E227464



Proposed North Elevation Sign ~ Scale: 3/64" = 1'-0"
Sign Area Total = 96.42 Sq. Ft.



Proposed West Elevation Sign ~ Scale: 3/64" = 1'-0"
Sign Area Total = 96.42 Sq. Ft.



Manufacture & Install
Two (2) Sets Internally Illuminated Pan Channel Letters on Aluminum Background
Scale: 3/16" = 1'-0"

NOTE: See Sheet 7 for Construction Details



CLIENT:
Gene Autry Plaza

PROJECT:
Gene Autry Plaza

DESCRIPTION:
Sign Program

ACCOUNT REP:
Jim Cross

FILE NAME:
Gene Autry Plaza
Sign Program Drawings.cdr

DRAWN BY:
Art Ruiz

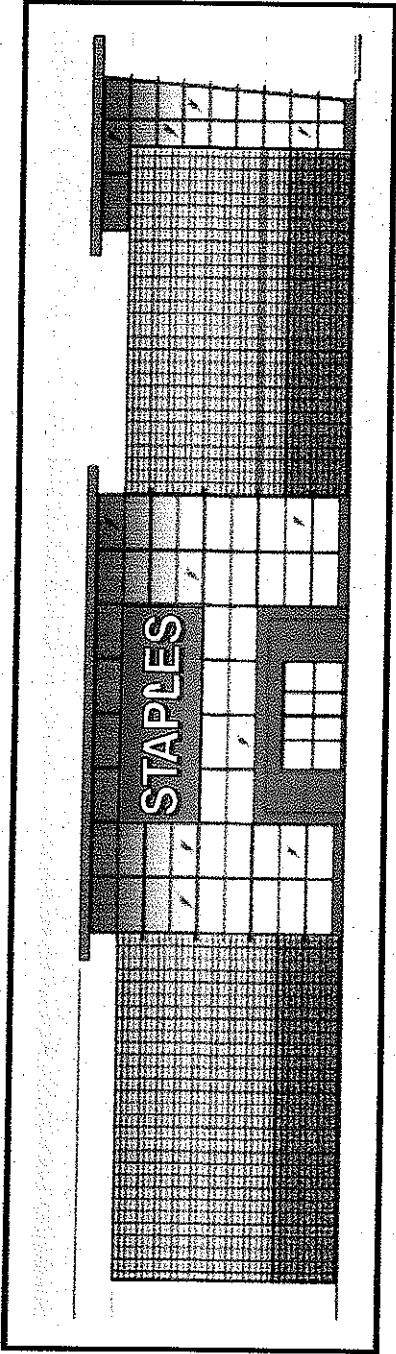
SCALE:
As Shown

DATE:
10-16-08

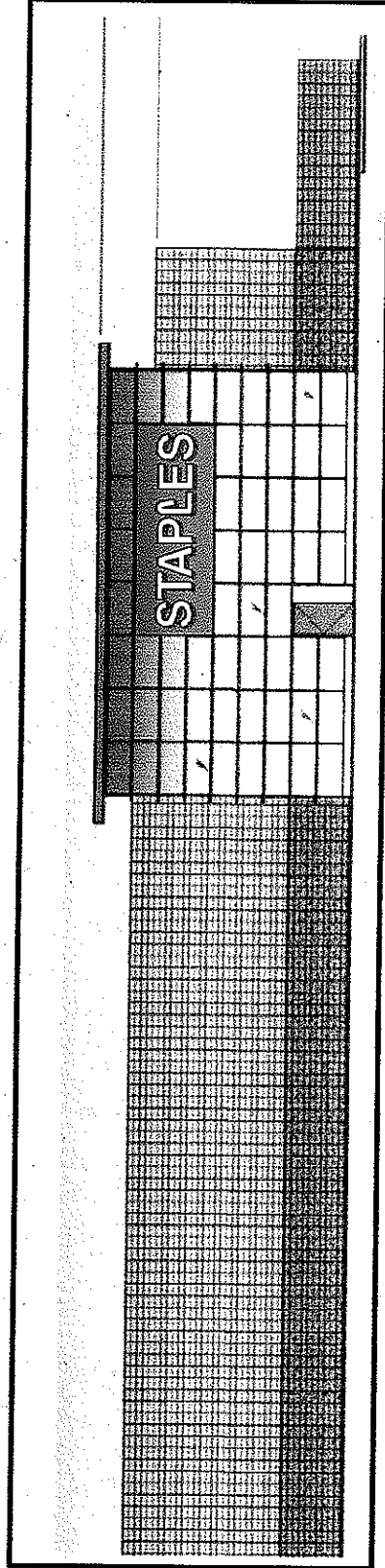
REVISIONS:
12-15-08
12-16-08
12-17-08

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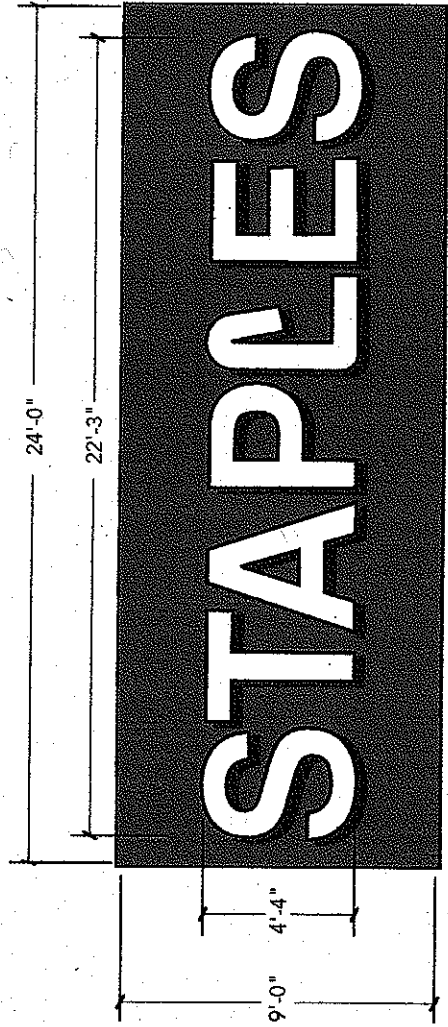
Dimensions are indicated and any drawings are to be constructed in accordance with the specifications. Due to the nature of the printing process, there may be slight variations in the final product. Always follow written specifications.



Proposed North Elevation Sign ~ Scale: 3/64" = 1'-0"
Sign Area Total = 96.42 Sq. Ft.



Proposed West Elevation Sign ~ Scale: 3/64" = 1'-0"
Sign Area Total = 96.42 Sq. Ft.



Manufacture & Install
Two (2) Sets Internally Illuminated Pan Channel Letters on Aluminum Background
Scale: 3/16" = 1'-0"
NOTE: See Sheet 7 for Construction Details



CLIENT:
Gene Autry Plaza

PROJECT:
Gene Autry Plaza

DESCRIPTION:
Sign Program

ACCOUNT REP:
Jim Cross

FILE NAME:
Gene Autry Plaza
Sign Program Drawings.cdr

DRAWN BY:
Art Ruiz

SCALE:
As Shown

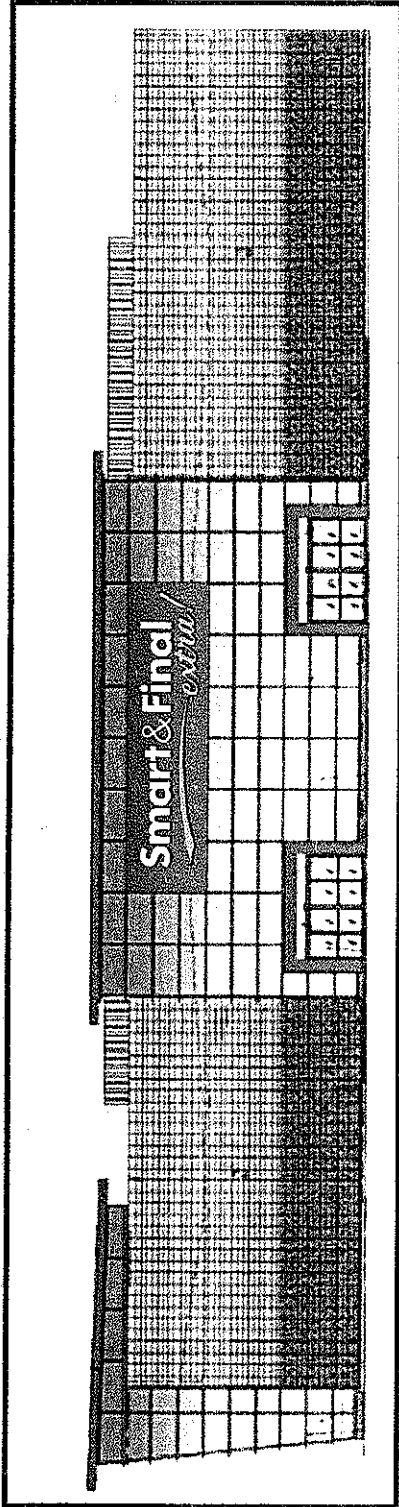
DATE:
10-16-08

REVISIONS:
12-15-08
12-16-08
12-17-08

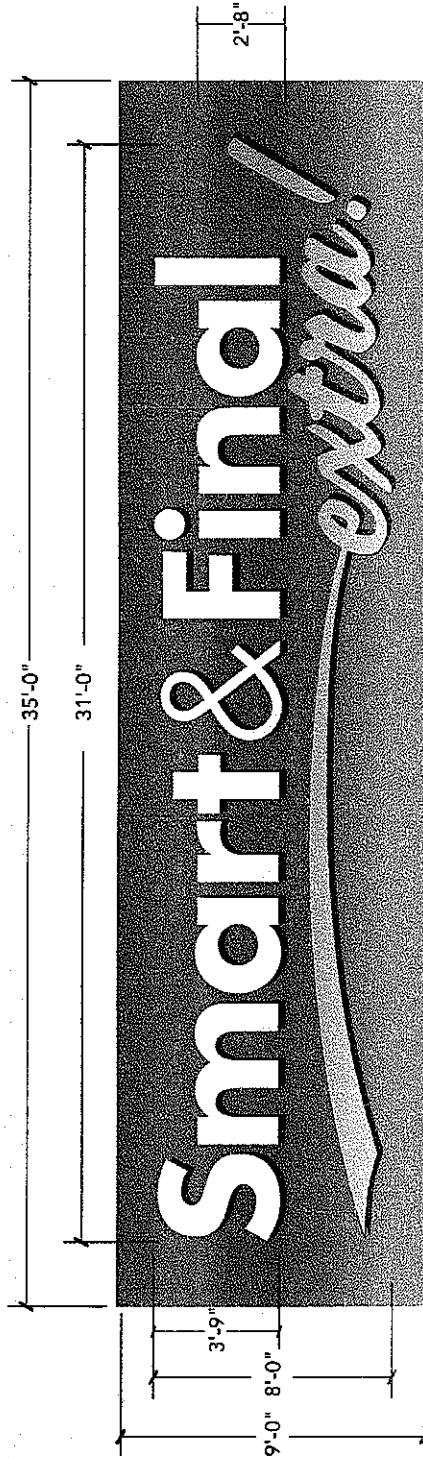
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LISTING SUBSCRIBER - E237/084



Proposed North Elevation Sign - Scale: 3/64" = 1'-0"
Sign Area Total = 248 Sq. Ft.



Manufacture & Install
 One (1) Set Internally Illuminated Pan Channel Letters on Aluminum Background
 Scale: 3/16" = 1'-0"

NOTE: See Sheet 7 for Construction Details



CLIENT:
Gene Autry Plaza

PROJECT:
Gene Autry Plaza

DESCRIPTION:
Sign Program

ACCOUNT REP:
Jim Cross

FILE NAME:
Gene Autry Plaza'
Sign Program Drawings.cdr

DRAWN BY:
Art Ruiz

SCALE:
As Shown

DATE:
10-16-08

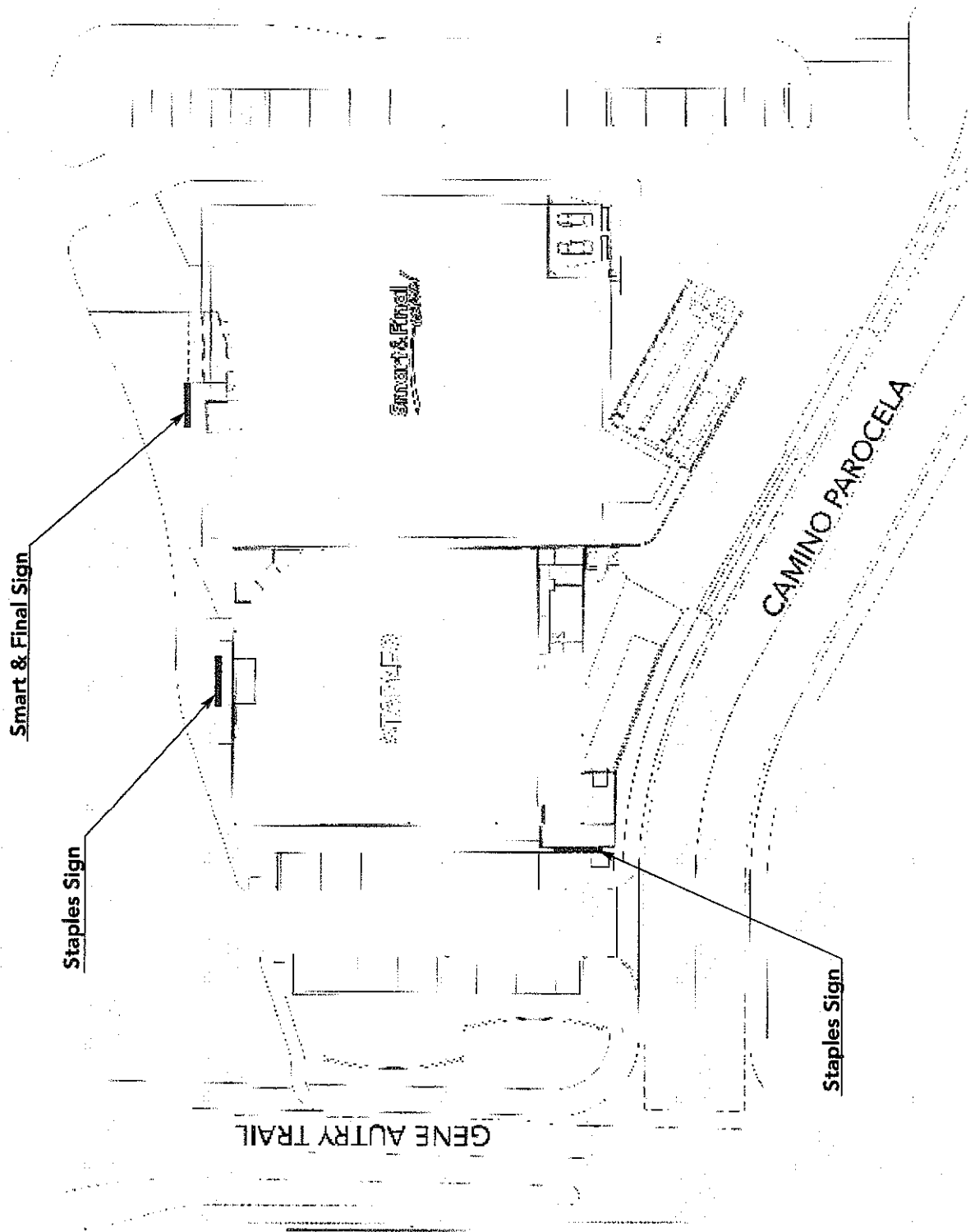
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LISTING SUBSCRIBER - 6237464



MAJOR BUILDINGS SIGNAGE ~ FLOOR PLAN
NOT TO SCALE



CLIENT:
Gene Autry Plaza

PROJECT:
Gene Autry Plaza

DESCRIPTION:
Sign Program

ACCOUNT REP:
Jim Cross

FILE NAME:
Gene Autry Plaza
Sign Program Drawings.cdr

DRAWN BY:
Art Ruiz

SCALE:
As Shown

DATE:
10-16-08

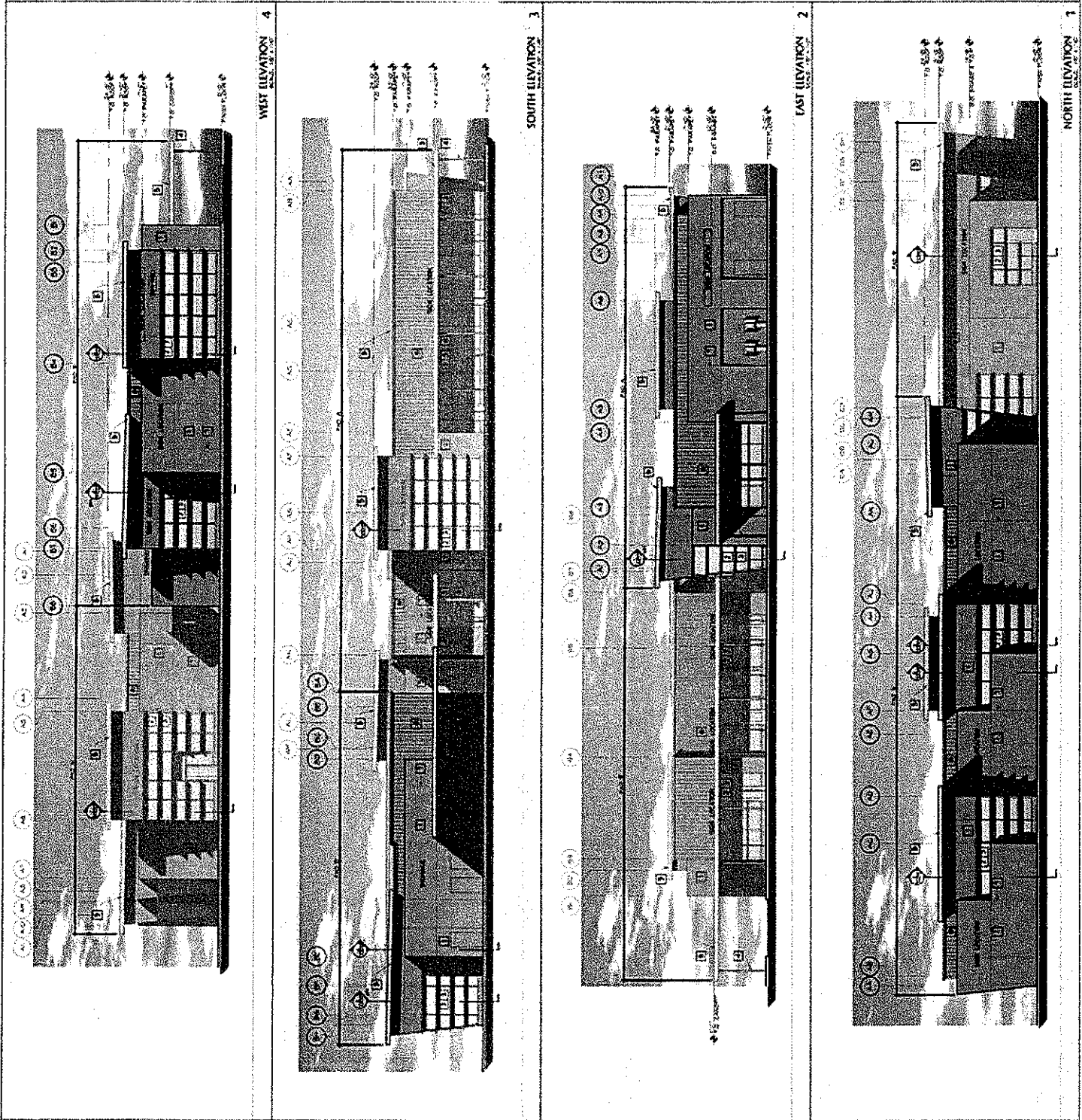
REVISIONS:
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LISTING SUBSCRIBER - E237484

PAD BUILDINGS SIGNAGE - FLOOR PLAN
NOT TO SCALE





CLIENT:
 Gene Autry Plaza

PROJECT:
 Gene Autry Plaza

DESCRIPTION:
 Sign Program

ACCOUNT REP:
 Jim Cross

FILE NAME:
 Gene Autry Plaza
 Sign Program Drawings.cdr

DRAWN BY:
 Art Ruiz

SCALE:
 As Shown

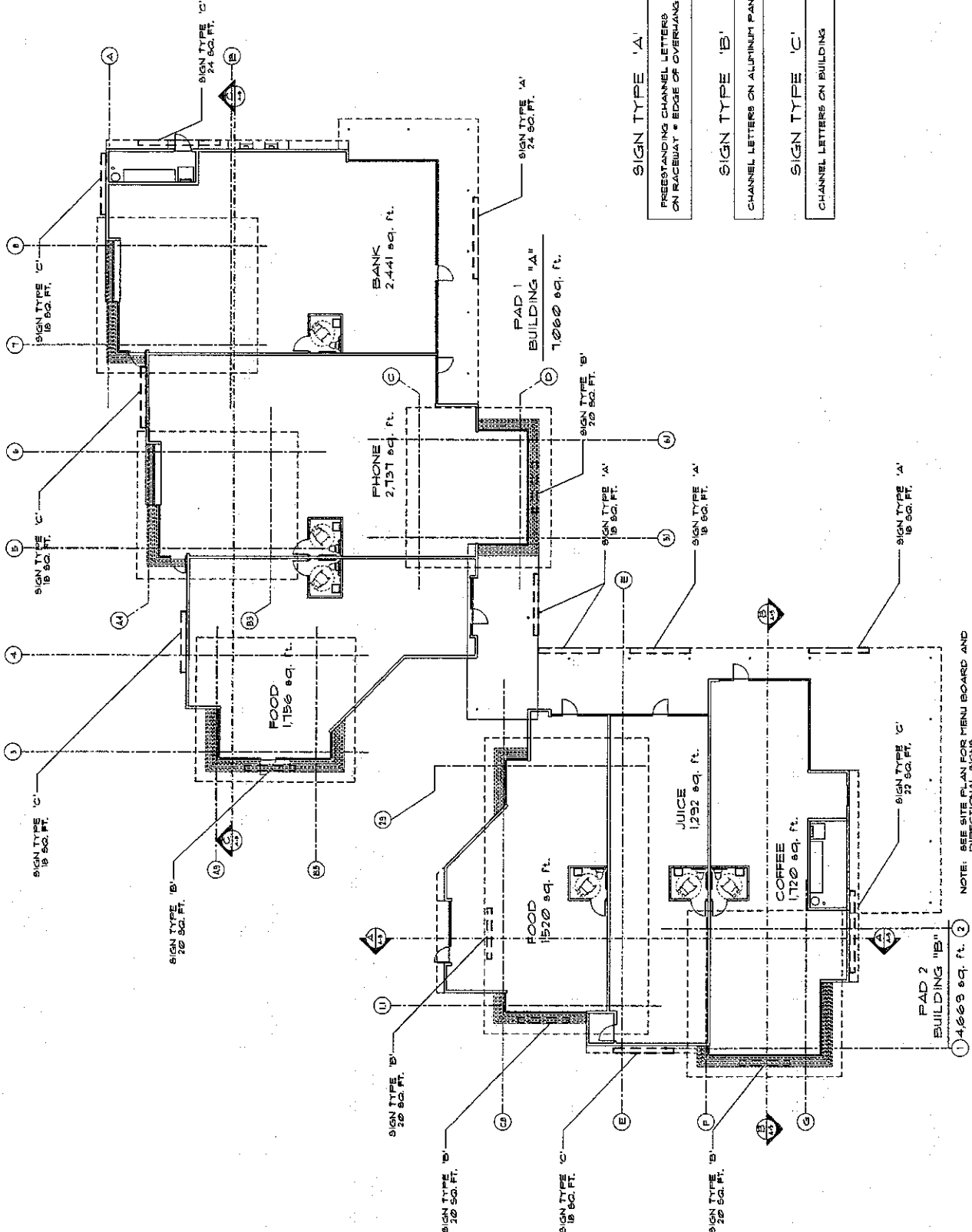
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LISTING SUBSCRIBER - E237884



- SIGN TYPE 'A'
 PRESTANDING CHANNEL LETTERS
 ON RACEWAY - EDGE OF OVERHANG
- SIGN TYPE 'B'
 CHANNEL LETTERS ON ALUMINUM PANEL
- SIGN TYPE 'C'
 CHANNEL LETTERS ON BUILDING

PAD BUILDINGS SIGNAGE ~ FLOOR PLAN
 NOT TO SCALE

NOTE: SEE SITE PLAN FOR MENU BOARD AND DIRECTIONAL SIGNS



CLIENT:
Gene Autry Plaza

PROJECT:
Gene Autry Plaza

DESCRIPTION:
Sign Program

ACCOUNT REP:
Jim Cross

FILE NAME:
Gene Autry Plaza
Sign Program Drawings.cdr

DRAWN BY:
Art Ruiz

SCALE:
As Shown

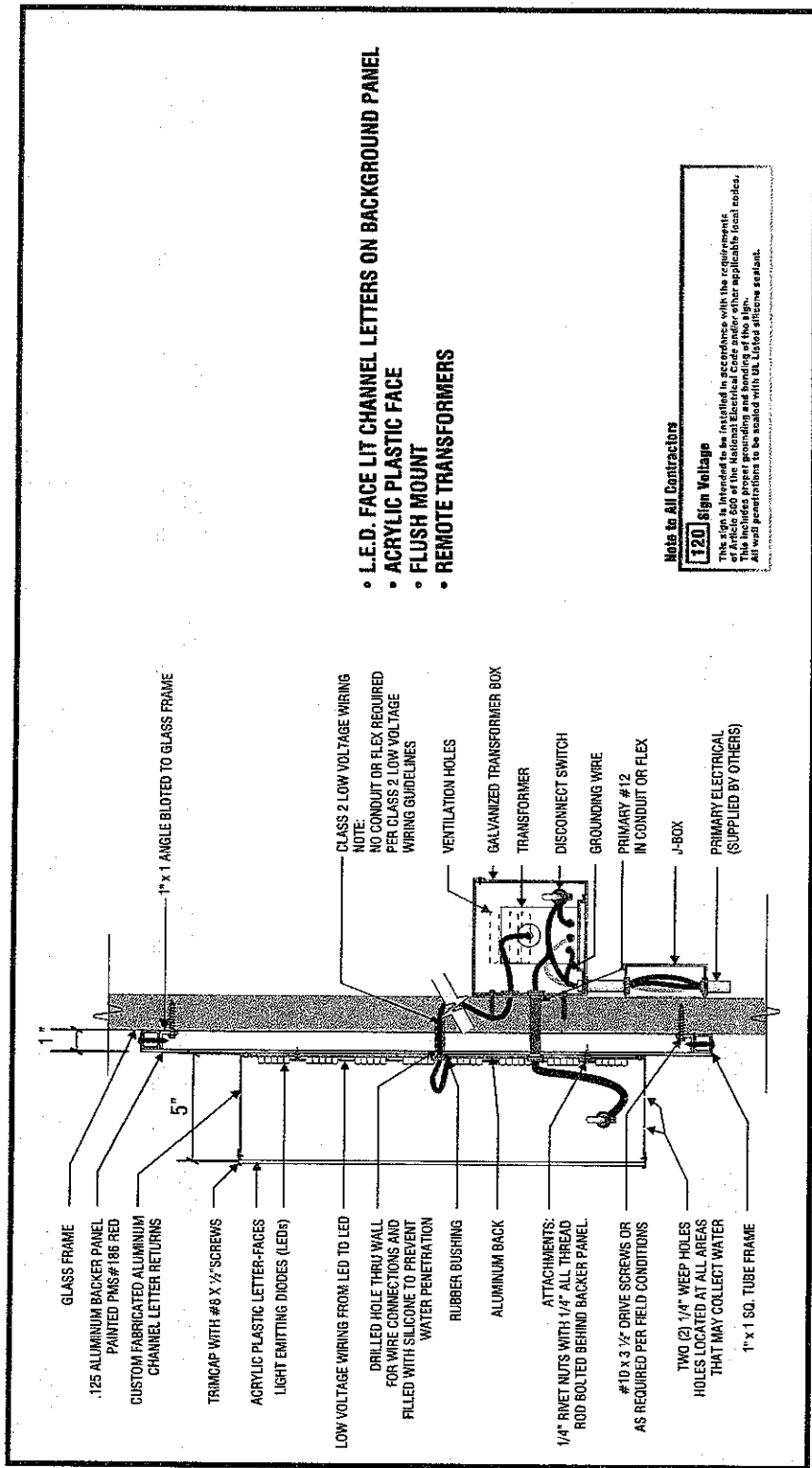
DATE:
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REVISIONS:
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12-16-08
12-17-08

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LISTING SUBSCRIBER - E237494



- L.E.D. FACE LIT CHANNEL LETTERS ON BACKGROUND PANEL
- ACRYLIC PLASTIC FACE
- FLUSH MOUNT
- REMOTE TRANSFORMERS

Notes to All Contractors
120 Sign Voltage
This sign is intended to be installed in accordance with the requirements of the National Electrical Code (NEC) and other applicable local codes. This includes proper grounding and bonding of the entire system. All wall penetrations to be sealed with UL Listed silicone sealant.

ALTERNATE ATTACHMENT METHODS

HARDWARE	BUILDING CONSTRUCTION			
	MASONRY	WOOD	METAL / ACM	PLYWOOD / EFIS
MINIMUM FASTENERS	X	X	X	REQUIRES BLOCKING BY INSTALLER
1/4" BOLTS THRU WALL	X	----	----	----
1/4" LAG BOLTS W/SHIELD	X	----	----	REQUIRES BLOCKING BY INSTALLER
1/4" LAG BOLTS	----	X	----	THRU BOTH PLYWOOD AND EFIS MATERIAL
1/4" TOGGLE BOLTS	HOLLOW BLOCK ONLY	----	X	

Typical Section Detail ~ LED Face Lit Channel Letter on Background Panel (Staples & Smart & Final Signs)