



## PLANNING COMMISSION STAFF REPORT

DATE: June 28, 2017

SUBJECT: BEST SIGNS INC. ON BEHALF OF DTSPS B-2, LLC TO ESTABLISH A SIGN PROGRAM THAT DEFINES SIGNAGE CRITERIA FOR TENANTS WITHIN THE TWO-STORY BUILDING LOCATED ON BLOCK B OF THE DOWNTOWN PALM SPRINGS SPECIFIC PLAN, 175 NORTH PALM CANYON DRIVE, ZONE CBD (CASE SP 17-002). (DN)

FROM: Department of Planning Services

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### SUMMARY

The Planning Commission will review a sign program for the building under construction on Block B of the Downtown Palm Springs Specific Plan (175 N. Palm Canyon Drive). The proposed sign program establishes criteria for main signs, service/delivery signs, temporary signs and prohibited signs.

### RECOMMENDATION:

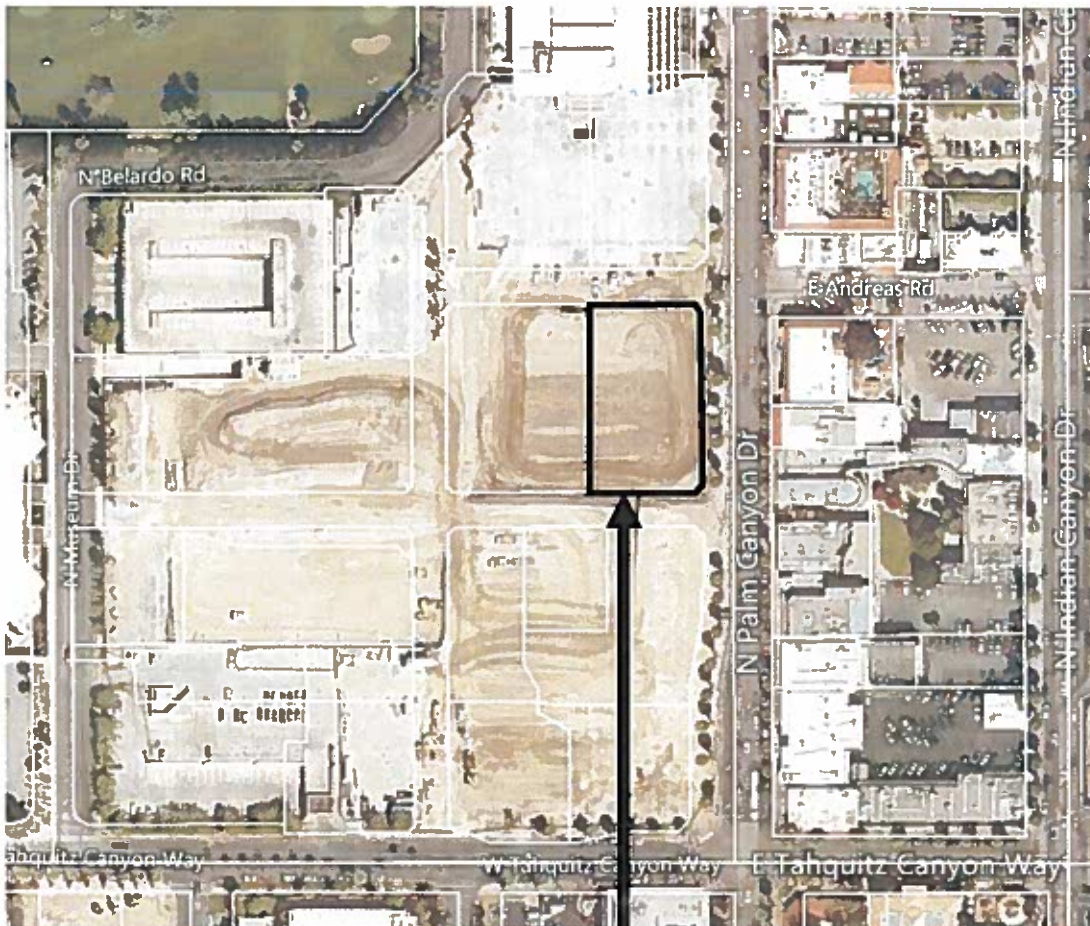
Evaluate AAC recommended conditions (total of five), and approve the sign program, subject to conditions.

### ISSUES:

- Sign program requesting sign criteria exceeding sign ordinance limitations:
  - Main signs are limited to one per street front elevation. Proposed sign program requests duplicate sign on same elevation.
  - Main signs are limited to certain types (individual letters, blade, window, etc.) in no more than two locations. Proposed sign program allows for various types of signs in three locations for tenants.
  - Main sign letter heights, sign area and overall sign width are restricted by the sign ordinance. Proposed sign program requests main signs that exceed letter height, area and width maximums.
- Architectural Advisory Committee recommended approval of the proposed signage, but conditioned all future signs to return to AAC and Planning Commission for approval. This is uncommon for sign permit approvals and may cause delays to future tenants.
- Applicant opposes some AAC recommendations.

**BACKGROUND:**

| <b>Related Relevant City Actions...</b> |  |
|---|--|
| 09/10/2014                              | Planning Commission approved a Major Architectural Application for the construction of the two-story building, subject to conditions including a requirement to submit a sign program for review and approval.   |
| 10/15/2014                              | City Council rejected an appeal to overturn the Planning Commission's 09/10/2014 decision and approved the two-story building located on Block B, subject to conditions including a requirement to submit a sign program for review and approval.  |
| 5/15/2017                               | Architectural Advisory Committee voted 4-0 to recommend approval of the sign program, subject to the following conditions: <ol style="list-style-type: none"><li>1. Tenant signage as shown in the elevations;</li><li>2. Background to be consistent;</li><li>3. Future tenants shall be required to return to the AAC and Planning Commission for review;</li><li>4. Blade Sign design to return to staff for final review:<ol style="list-style-type: none"><li>a. Size to be 24" x 36"</li><li>b. Sign bottom to be uniform above sidewalk 9' – 10'</li></ol></li><li>5. One sign per street front (no duplicate signs above awnings).</li></ol> |



**SUBJECT SITE: 175 N. Palm Canyon Drive**

| <b>Planning Areas</b> |     |  |
|-----------------------|-----|--|
| Specific Plan         | Yes | <i>Downtown Palm Springs Specific Plan</i>   |
| Design Plan           | Yes | <i>Downtown Palm Springs Specific Plan<br/>                     Downtown Urban Design Guidelines (Appendix A of 2007 General Plan)</i> |

The proposed sign program will be the second program considered for buildings being constructed within the Downtown Palm Springs Specific Plan. To the north of the subject site, the Sign Program for Block A was approved on April 13, 2016 and the building currently has West Elm and Blaze Pizza as tenants with signage. The Block A Sign Program requested signage for only the ground floor tenants, but sought deviations to the sign ordinance similar to this proposed sign program. The Planning Commission conditioned the approval of the Block A Sign Program as follows:

1. Canopy (individual letter) signs and glazing signs allowed on Palm Canyon, Market Street Paseo and Andreas Road frontages.
2. Blade signs and glazing signs allowed on all frontages.
3. Temporary construction sign graphics allowed for 100 days.
4. Lighting: Permitted per existing sign code requirements.
5. "Juice" sign: Not to exceed 72% length of frontage.
6. The two additional tenants on the Palm Canyon frontage on the canopy not to exceed 16" in height, or if either exceeds 16" in height, the total square footage shall not exceed the Downtown Sign Ordinance limits.
7. Two signs on the west side of the building at the maximum height of 22".
8. The West Elm sign on Palm Canyon frontage to be a maximum height of 36".

A comparison of the proposed sign program with the Block A Sign Program is attached to this memo – see Attachment 3.

**ANALYSIS:**

*General Plan* – The 2007 General Plan Community Design Element provides some guidance on commercial signage. 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. However, the Palm Springs Zoning Code is the regulatory framework under which signs and sign programs are evaluated.

*Zoning/Specific Plan* – The site is located within the Downtown Palm Springs Specific Plan. In general the Specific Plan refers to the Palm Springs Zoning Code (PSZC) for the regulation of signage. The two exceptions are the allowance of signage on street lights and the ability to install 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.

The proposed sign program seeks to permit criteria for tenant main signs, entry door/window signs, temporary signs and prohibited signs. Complex identification signage is not proposed at this time, nor is signage for the second floor uses. A sign

manual with text specifying criteria was submitted along with a master sign plan showing sign locations and examples of expected signage.

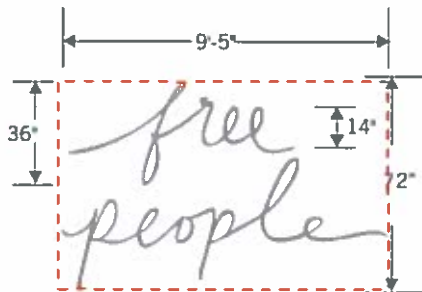
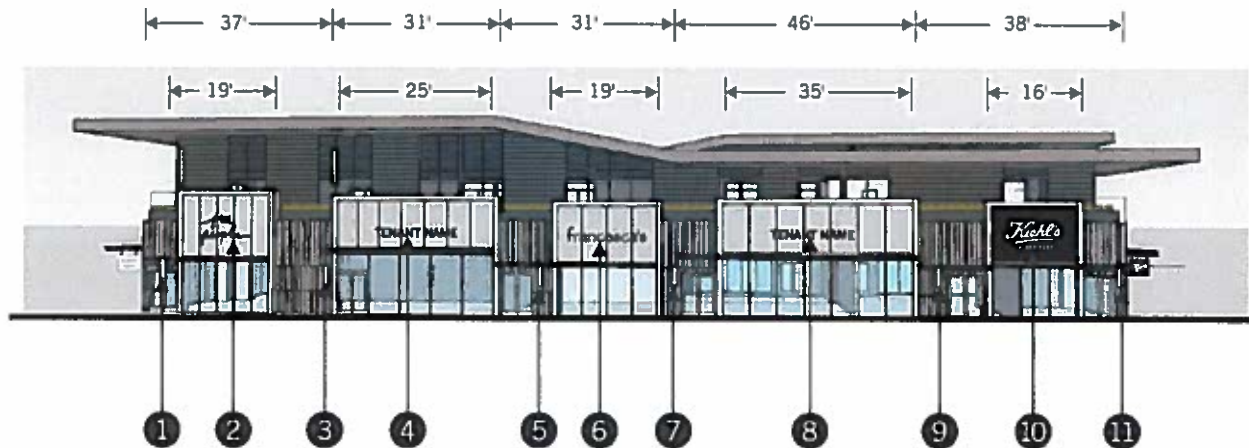
Sign Manual: The sign manual proposes three locations for a tenant’s main sign. The tenant’s primary identification sign is located within the framed “pop-out” building form above the storefront entry. The two secondary identification signs are blade and window signs. A comparison of the main signs to the sign ordinance is provided in the table below.

**Tenant Main Signs**

| Proposed  | Allowed (Section 93.20.09)   | Meet Code?   |
|---|--|--|
| <p><b>Primary:</b></p> <ul style="list-style-type: none"> <li>• Up to two main signs per elevation</li> <li>• Area of individual letters to be 1.5 s.f. of sign area per lineal foot of business frontage</li> <li>• Overall length of sign not to exceed 3/4<sup>th</sup> of tenant storefront</li> <li>• Letter height undefined in sign program.</li> </ul>  | <p><u>Main Sign</u>: When using individual letters:</p> <ul style="list-style-type: none"> <li>• One sign per street front elevation.</li> <li>• Area of individual letters are limited to 1 s.f. of sign area per lineal foot of frontage</li> <li>• Overall length of sign not to exceed 2/3<sup>rd</sup> of tenant storefront</li> <li>• Letter heights limited to 14-in., with the first letter allowed at 16-in.</li> </ul>   | <p>No, two main signs on same elevation not permitted; sign area is too large; sign length too long; and letter heights unrestricted</p>   |
| <p><b>Secondary:</b> Two types permitted for each tenant as follows:</p> <p style="padding-left: 40px;"><u>Blade signs:</u></p> <ul style="list-style-type: none"> <li>• Area of blade sign is limited to 12 s.f. in sign plan, but has no other criteria specified</li> </ul> <p style="padding-left: 40px;"><u>Window signs:</u></p> <ul style="list-style-type: none"> <li>• Located every alternating window</li> <li>• Each location to be 1 s.f. of sign area</li> <li>• Vinyl die-cut graphics/text</li> </ul> | <p><u>Accessory Main Sign</u>. Either blade sign OR window signs, as follows:</p> <p style="padding-left: 40px;"><u>Blade signs:</u></p> <ul style="list-style-type: none"> <li>• 9 sq. ft. and no more than 3 ft. in any one direction;</li> <li>• Materials include painted, polished and patina metal; painted and stained wood; and inlaid stone;</li> <li>• Lowest point of sign to be 7 ft. above sidewalk;</li> <li>• Bracket design to be integrally planned and detailed; highly ornamental in nature. Consistent throughout.</li> <li>• Permitted at each customer entry where another main sign is not located.</li> </ul> <p style="padding-left: 40px;"><u>Window signs:</u></p> <ul style="list-style-type: none"> <li>• Permitted on both sides of customer entrance, each at no more than 6 s.f.</li> <li>• Letters to be max. height of 10 inches.</li> <li>• Sand blasted or etched glass, professionally-painted lettering, professionally- and custom-fabricated and – applied vinyl, metal leaf and stained glass.</li> </ul> | <p>No, only one accessory main sign permitted</p> <p>No, too large</p> <p>No, material undefined</p> <p>Maybe, height above grade undefined</p> <p>No, not ornamental</p> <p>Yes</p> <p>No, location of sign extends beyond entry</p> <p>No, letter height unrestricted</p> <p>Yes</p> |

**Master Sign Plan:** In addition to the sign manual, the sign program includes a Master Sign Plan exhibit. This exhibit identifies the proposed location of main signage and various sign examples permitted by the sign manual. A sign location legend is found on Sheet 9 of the Master Sign Plan. Below are examples of signage proposed for the tenants Primary Main Signs and Secondary Blade Signs.

**North Palm Canyon Drive Building Elevation (East):**



2

ILLUMINATED CHANNEL LETTERS  
 56.50 TOTAL SQ. FT.  
 (57.00 TOTAL SQ. FT. ALLOWED OVERALL)



4

ILLUMINATED CHANNEL LETTERS  
 (46.50 TOTAL SQ. FT. ALLOWED OVERALL)



6

ILLUMINATED CHANNEL LETTERS  
 36.25 TOTAL SQ. FT.  
 (46.50 TOTAL SQ. FT. ALLOWED OVERALL)



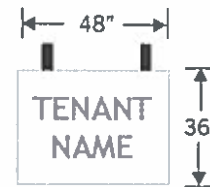
8

ILLUMINATED CHANNEL LETTERS  
 (69.00 TOTAL SQ. FT. ALLOWED OVERALL)



10

ILLUMINATED CHANNEL LETTERS  
50.50 TOTAL SQ. FT.  
(50.50 TOTAL SQ. FT. ALLOWED OVERALL)



1 3 5 7 9 11

NON-ILLUMINATED BLADE SIGN  
(12.00 TOTAL SQ. FT. ALLOWED OVERALL)

### AAC REVIEW:

The Architectural Advisory Committee (AAC) reviewed the sign program at their meeting on May 15, 2017, and recommended approval to the Planning Commission with the following conditions:

1. Tenant signage as shown in the elevations.
2. Main sign background to be consistent.
3. Future tenants shall be required to return to the AAC and Planning Commission for review.
4. Blade Sign design to return to staff for final review:
  - a. Size to be 24" x 36" in sizes
  - b. Sign bottom to be uniform above sidewalk at 9' – 10'
5. One main sign per street (no duplicate primary identification signs above awnings).

The applicant disagrees with the requirement for a consistent main sign background (No. 2 above) and would like this requirement removed. They note these backgrounds, which are surrounded by a white stucco frame, were specifically designed with the intent to allow custom storefronts for each tenant while retaining a uniform building design outside of these areas. Staff agrees with the applicant and excluded this condition from the draft resolution attached to this report.

The applicant also opposes the blade sign size and location above the sidewalk (Nos. 4.a. and 4.b. above). The requirement for a uniform design was acceptable to the applicant, but they would like flexibility on the sign areas, dimensions and location. A nine square foot blade sign that is no less than seven feet above the sidewalk is permitted by the Zoning Code. Staff agreed with the AAC on its recommended sign area dimensions, but believes the (9'-10') height dimension above the sidewalk should be defined at a later time. Staff suggests this be determined once the final blade sign design is approved by staff and then allow the Planning Director to define an appropriate height. The conditions in the draft resolution reflect this approach.

In regards to item 3 above, staff believes there should be some flexibility for administrative approval when new signage is proposed. Therefore, consistent with the limitations approved on Block A, staff proposes a modification to this recommendation as follows:

- Future tenants shall be required to return to the AAC and Planning Commission for review. This requirement may be waived and signage may be approved by staff, if the sign letters are restricted to no more than 16" height and the sign meets other criteria of the Downtown Sign Ordinance, Section 93.20.09(A)(2)(b)(ii).

#### REQUIRED FINDINGS:

Section 93.20.09 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 three sides. The two-story structure is located adjacent to the sidewalk and three streets, Palm Canyon Drive, Andreas Road and Museum Way. 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 the large overhangs 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. Aside from directional signage on the first floor, tenants on the second 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 conditionally 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.

#### ENVIRONMENTAL ASSESSMENT:

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

#### CONCLUSION:

While the applicant seeks deviations from the strict interpretation of the downtown sign ordinance, the sign program received a conditional approval recommendation from the AAC. These conditions allow some design flexibility for main sign letter sizes and areas, but require AAC and Planning Commission review for all future signs, potentially causing delays for tenants. Additionally, the applicant opposes some AAC recommended conditions as noted on page 6 of this report. To allow administrative approvals in the future and address some of the applicant’s concerns, staff recommends a modified version of the AAC conditions as follows:

1. Tenant signage as shown in the elevations.
2. Future tenants shall be required to return to the AAC and Planning Commission for review. This requirement may be waived and signage may be approved by staff, if the sign is restricted to no more than 16” in letter height and meets other criteria of the Downtown Sign Ordinance, Section 93.20.09(A)(2)(b)(ii).
3. Blade Sign design to return to staff for final review:
  - a. Size to be 24” x 36” in sizes
  - b. Bottom of sign to be uniform above the sidewalk – specific height dimension to be approved by the Director of Planning Services.
4. One main sign per street (no duplicate primary identification signs above awnings).

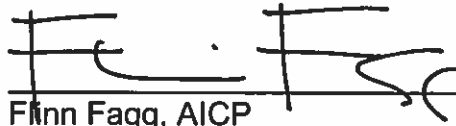
While the applicant still opposes the limited blade sign area (condition 3.a.), staff believes the above conditions will create an appropriate and unified signage package for the multi-tenanted building and recommends approval as conditioned in the draft resolution attached to this report.





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David A. Newell  
Associate Planner



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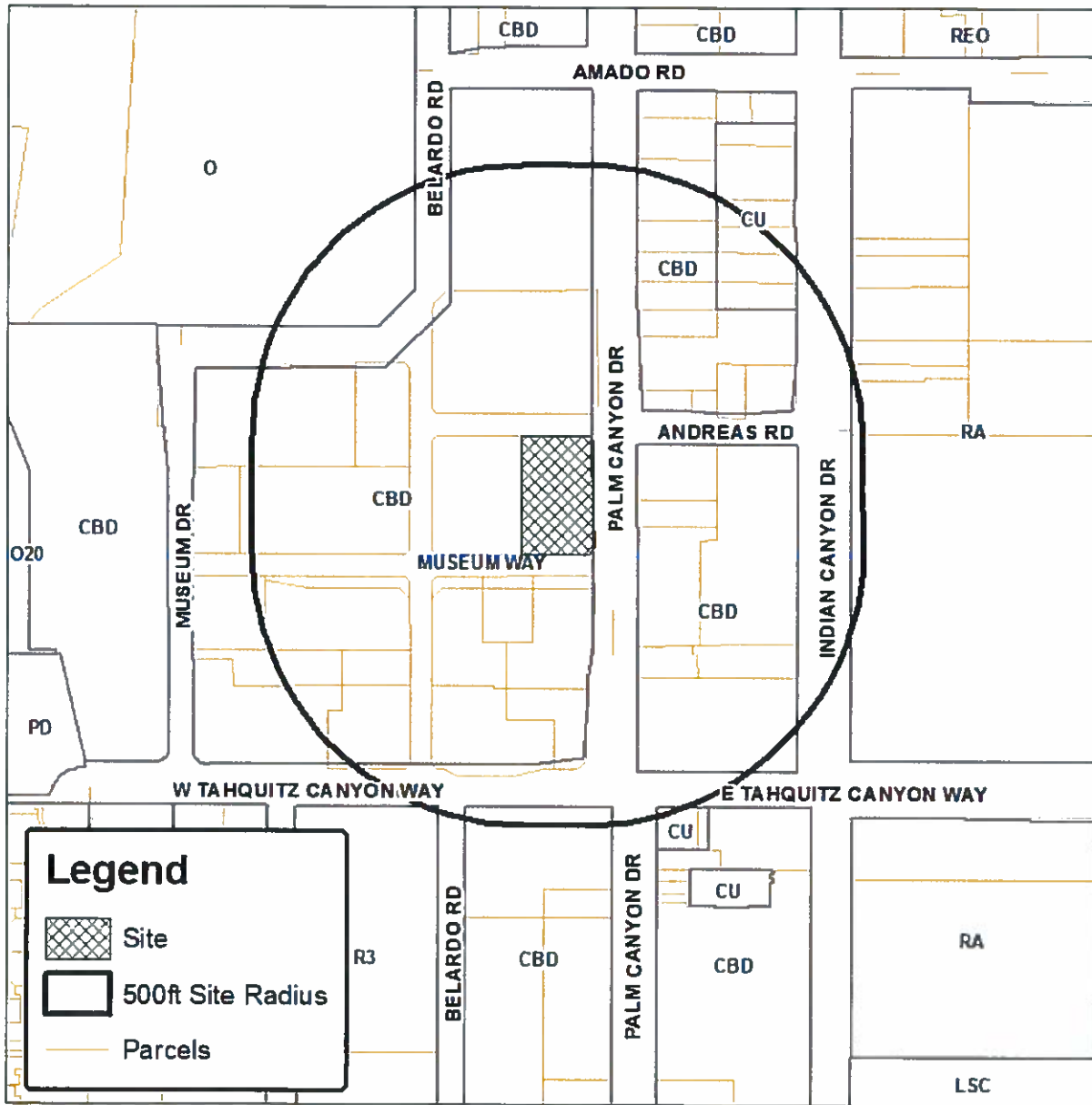
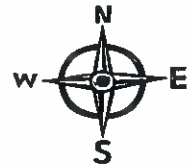
Finn Fagg, AICP  
Director of Planning Services

Attachments:

1. Vicinity Map
2. Draft Resolution and Conditions of Approval
3. Comparison with Block A Sign Program
4. Draft AAC Meeting Minutes, May 15, 2017 (excerpt)
5. General Plan Appendix A: Downtown Urban Design Guidelines, Signage (excerpt)
6. Sign Manual and Master Sign Plan



# Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS

Case SP 17-002

Sign Program for Block B

150 North Palm Canyon Drive

RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING CASE SP 17-002, TO ESTABLISH A SIGN PROGRAM FOR THE MULTI-TENANTED COMMERCIAL BUILDING LOCATED AT 175 NORTH PALM CANYON DRIVE.

THE PLANNING COMMISSION FINDS AND DETERMINES AS FOLLOWS:

- A. DTPS B-2, LLC. ("Applicant") has filed an application with the City pursuant to Section 93.20 (Sign Ordinance) of the Palm Springs Zoning Code for a sign program (Case SP 17-002) for the multi-tenant commercial building located at 175 North Palm Canyon Drive, Zone C-B-D, Block "B" of the Downtown Palm Springs 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 north, east and south), would permit signage facing a private street (west), including signage that exceeds size limitations of the Sign Ordinance.
- C. On May 15, 2017, 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 17-002 was given in accordance with applicable law.
- E. On June 28, 2017, a public meeting to consider Case SP 17-002 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 three sides. The two-story structure is located adjacent to the sidewalk and three streets, Palm Canyon Drive, Andreas Road and Museum Way. 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 the large overhangs 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. Aside from directional signage on the first floor, tenants on the second 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 conditionally 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:**

That the findings and determinations reflected above are true and correct, and are incorporated by this reference herein as the cause and foundation for the action taken by and through this Resolution. Based upon the foregoing, the Planning Commission hereby approves Case SP 17-002 (Sign Program), establishing a sign program for the multi-tenanted commercial building located at the northwest corner of North Palm Canyon Drive and Museum Way, 175 North Palm Canyon Drive, subject to the conditions of approval attached herein as Exhibit A.

ADOPTED this 28th day of June, 2017.

AYES:  
NOES:  
ABSENT:  
ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

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Flinn Fagg, AICP  
Director of Planning Services

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

**Exhibit A**

Case No. SP 17-002

Sign Program for Block B  
175 North Palm Canyon Drive

June 28, 2017

**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 17-002. 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 by Planning Commission. 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. Tenant signage as shown in the elevations.
  2. Future tenants shall be required to return to the AAC and Planning Commission for review. This requirement may be waived and signage may be approved by staff, if the sign is restricted to no more than 16" in letter height and meets other criteria of the Downtown Sign Ordinance, Section 93.20.09(A)(2)(b)(ii).
  3. Blade Sign design to return to staff for final review:
    - a. Size to be 24" x 36" in sizes
    - b. Bottom of sign to be uniform above the sidewalk – specific height dimension to be approved by the Director of Planning Services.
  4. One main sign per street (no duplicate primary identification signs above awnings).
- 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. The Planning Services Department may require the reduction of light intensity and glare from any signage, or the removal of such signage, that poses a nuisance or harm.
- PLN 6. The applicant shall provide all tenants with a copy of the sign program 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**

### Attachment 3: Comparison of Sign Programs –

| Block A Approved                |  | Block B Proposed   |  |
|---------------------------------|--|--|--|
| <b>Sign Type</b>                | <b>Block A Approved</b>  | <b>Block B Proposed</b>  |  |
| <b>General</b>                  | All signage for first floor tenants; none approved for upper floors  | All signage for first floor tenants; none proposed for second floor except above 1 <sup>st</sup> floor pedestrian entry  |  |
| <b>Primary Identification</b>   | <p>Individual letters allowed on three building elevations – east, south and west. None permitted on north elevation (facing Hyatt).</p> <ul style="list-style-type: none"> <li>- 1.5 s.f. of sign area per lineal foot of business frontage</li> <li>- Overall sign width not to exceed 72% of storefront</li> <li>- Letter height: <ul style="list-style-type: none"> <li>o East elevation limited to be 16" high, except 36" high for West Elm tenant space</li> <li>o West elevation 22" high</li> </ul> </li> </ul> | <p>Individual letters allowed on all four building elevations:</p> <ul style="list-style-type: none"> <li>- 1.5 s.f. of sign area per lineal foot of business frontage</li> <li>- Overall sign width not to exceed 75% of storefront</li> <li>- Letter height undefined, but exhibits show letters as high as 38"</li> </ul>             |  |
| <b>Secondary Identification</b> | <p>Blade Signs on three elevations – east, south and west</p> <ul style="list-style-type: none"> <li>- 11 s.f. in size</li> </ul> <p>AND</p> <p>Window Signs on three elevations – east, south and west</p> <ul style="list-style-type: none"> <li>- Located every alternating window</li> <li>- Each location 3 s.f. in sign area</li> <li>- Vinyl die-cut graphics/text</li> </ul>   | <p>Blade signs on all elevations</p> <ul style="list-style-type: none"> <li>- 12 s.f. in size</li> </ul> <p>AND</p> <p>Window signs on all elevations</p> <ul style="list-style-type: none"> <li>- Located every alternating window</li> <li>- Each location to be 1 s.f. of sign area</li> <li>- Vinyl die-cut graphics/text</li> </ul> |  |
| <b>Temporary</b>                | Construction barrier window graphics on tenant storefronts are permitted for up to 100 days  | None proposed  |  |



Match the color of the building. (yes)

Member Purnel supports Member Rotman's comments; noting that the poles on the sign are okay but should match the architecture of the building. He has mixed feelings about the directory.

Member Fredricks noted concern about the size of the monument signs - thinks it should be more contemporary rather than Mid-Century Modern. He supports the directory.

Chair Song said she is sensitive to the need for exposure; should be 2' lower in agreement with other comments.

Member Purnel said sign should not be in Spanish design; he thinks contemporary and simple would be better.

M/S/C (Rotman/Fredricks, 4-0-2) Approve with conditions subject to:

1. Monument sign be reduced in height and size.
2. 10' spacing between tenant signs.
3. Remove poles from sign - design to be more contemporary and simple.
4. Establish maximum text height of 18".

A recess was taken at 4:34 pm. The meeting resumed at 4:42 pm.

**3. BEST SIGNS INC ON BEHALF OF DTSP B-2, LLC TO ESTABLISH A SIGN PROGRAM THAT DEFINES SIGNAGE CRITERIA FOR TENANTS WITHIN THE TWO-STORY BUILDING LOCATED ON BLOCK B OF THE DOWNTOWN PALM SPRINGS SPECIFIC PLAN, 175 NORTH PALM CANYON DRIVE (CASE SP 17-002). (DN)**

Associate Planner Newell presented the proposed sign program for the Block B building as outlined in the staff memorandum.

Member Rotman verified the height of canopies and wall panels; color of wall panel - he questioned if it can be changed. (yes)

JIM CROSS, Best Signs, provided details and was available for questions.

Member Purnel verified the square footage of the signs.

Chair Song questioned the multiple signs on the same frontage for a single tenant. Member Fredricks questioned the lack of ornamentation of blade sign frame and staff's recommendation.

Chair Song asked about dimensions and thinks it is too large for the pedestrian environment. (The applicant agreed it could be reduced.)

Member Purnel questioned what signage will be used at the lobby areas.

Member Fredricks questioned having multiple signs for one tenant on the same elevation.

Comments:

Member Rotman said the blade sign bottom above the sidewalk should be uniform - consistent height; and sign background should not be changed.

Member Purnel concurred about the blade sign height - the blade bracket and style should be uniform and size should be reduced.

Member Fredricks is concerned with the big blocky letter for the main sign but likes the thin cursive letters of "Free People".

Chair Song agrees with Member Fredricks' concerns and thinks the blade signs should be 24"x36" in size.

Member Fredricks suggested signs are specific to the tenants and any other signs should come before them for review.

M/S/C (Song/Fredricks, 4-0-3 absent Cassady, Lockyer, Secoy-Jensen) Approve with conditions subject to:

1. Tenant signage as shown.
2. Background to be consistent.
3. Future tenants shall be required to return to the AAC and Planning Commission for review.
4. Blade signs design to return to staff for final review:
  - Size 24"x36"
  - Sign bottom to be uniform above sidewalk 9' - 10'
  - One sign per street front.



~~4. BEST SIGNS INC ON BEHALF OF DTSPS C-15, LLC TO ESTABLISH A SIGN PROGRAM THAT DEFINES SIGNAGE CRITERIA FOR TENANTS WITHIN THE ONE- AND TWO-STORY BUILDING LOCATED ON BLOCK C OF THE DOWNTOWN PALM SPRINGS SPECIFIC PLAN, 111 NORTH PALM CANYON DRIVE (CASE SP 17-003). (DN)~~

Associate Planner Newell provided an overview of the proposed sign program for Block C of the Downtown project as outlined in the staff memorandum.



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.*



# BLOCK B

- RETAIL
- RESTAURANT

## TENANT SIGNAGE MANUAL

APRIL 13, 2017

**BESTSIGNS**  
INCORPORATED

800-50-SIGNS [www.bestsignsinc.com](http://www.bestsignsinc.com)

CONTRACTORS LIC. NO. 524483

1550 S GENE AUTRY TRAIL  
PALM SPRINGS CA 92264  
760-320-3042  
800-50-SIGNS

**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:

- a. Combination Face/Halo lit logo or logo with text
- b. Reverse channel, halo-lit, pin-mounted letters.
- c. Tag line or logo in channel or shape cabinet, push-thru copy or digital vinyl.
- d. All creative forms and sign types are encouraged, approval by Landlord and City of Palm Springs contingent upon artistic and architectural relevance .

### 2. Secondary Tenant Sign Options:

- 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 County of Riverside 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 Fabricator 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 actually 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 and 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, repainting 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 above recommend patching and painting contractor 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 to 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.



## F. Signage Attachment Details

Any and all penetrations into walls, columns, beams, etc., as well as method of attachment and fasteners used are to be specified and detailed by Tenants sign vendor.

## G. 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 dictated by the building type the Tenant is located in as defined by the Location Key Plan.

2. Maximum allowable square footage for Tenant wall signs shall be 1.5 SF of signage per 1 LF of frontage and an overall length not to exceed no more than 75% or 3/4 of total tenant storefront.

(a) Each Tenant to have:

- One (1) primary Storefront sign

- An additional exterior wall or blade sign shall be offered to specific Tenants solely at the Landlord's and City of Palm Springs discretion for perimeter signage on the exterior of the Center.

(b) Subject to Landlord and City 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. Under no circumstance are Junction boxes or electrical conduit to be visible from any public vantage point.

c) Sign area specified for installation shall be documented and noted within Tenant shop drawings at time of sign permit application. Landlord must be contacted and approve any minor deviations to the approved and permitted plan. Any significant deviations will require approval from the City of Palm Springs.

(d) Letter height on primary storefront signs can fluctuate contingent upon a Tenants brand image or registered logo, but shall abide by the restrictions herein that no sign exceed the allowable square footage as described herein and as attached Exhibit A.

Note: This section is to allow for moderate increases to maximum letter heights 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.

**(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 and City of Palm Springs approval. 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, unless otherwise approved by Landlord and City of Palm Springs.

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 and the City of Palm Springs 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 for 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!**

## **H. 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 vinyl die-cut graphics and/or text in black or white or another color that is consistent with the Tenants brand image, pending Landlord's approval for placement on the inside of entry doors. Each door is permitted one (1) square foot of Vinyl Die-Cut Sign area. The area must be centered 70" from grade or as otherwise directed due to door configurations.
- b. For the purpose of additional store identification, the Tenant may also propose to the Landlord a design layout of store name and/or logo in vinyl die-cut graphics and/or text in black or white or another color that is consistent with the Tenants brand image, pending Landlord's approval, for placement on the inside of every other (alternating) display window. The maximum permitted area on each window may not exceed one (1) square foot and placement must occur in the centered area measured a minimum of 8" inward toward the window's center from the vertical edges of the window and may not exceed 42" above grade.
- c. Any signage within the area of a window of area of display that is 36" behind the glass is not subject to City permitting as it may pertain to this Master Sign Plan. Any signage, text, logos, or graphic images considered to be signage by the City that is closer than 36" is strictly prohibited.
- 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 not exceed 2" letter height. Facebook, Twitter, Foursquare shall be provided by Landlord at 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.

## **I. OTHER SIGNAGE CRITERIA**

### **1. 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.

### **2. 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, 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.

f. 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.

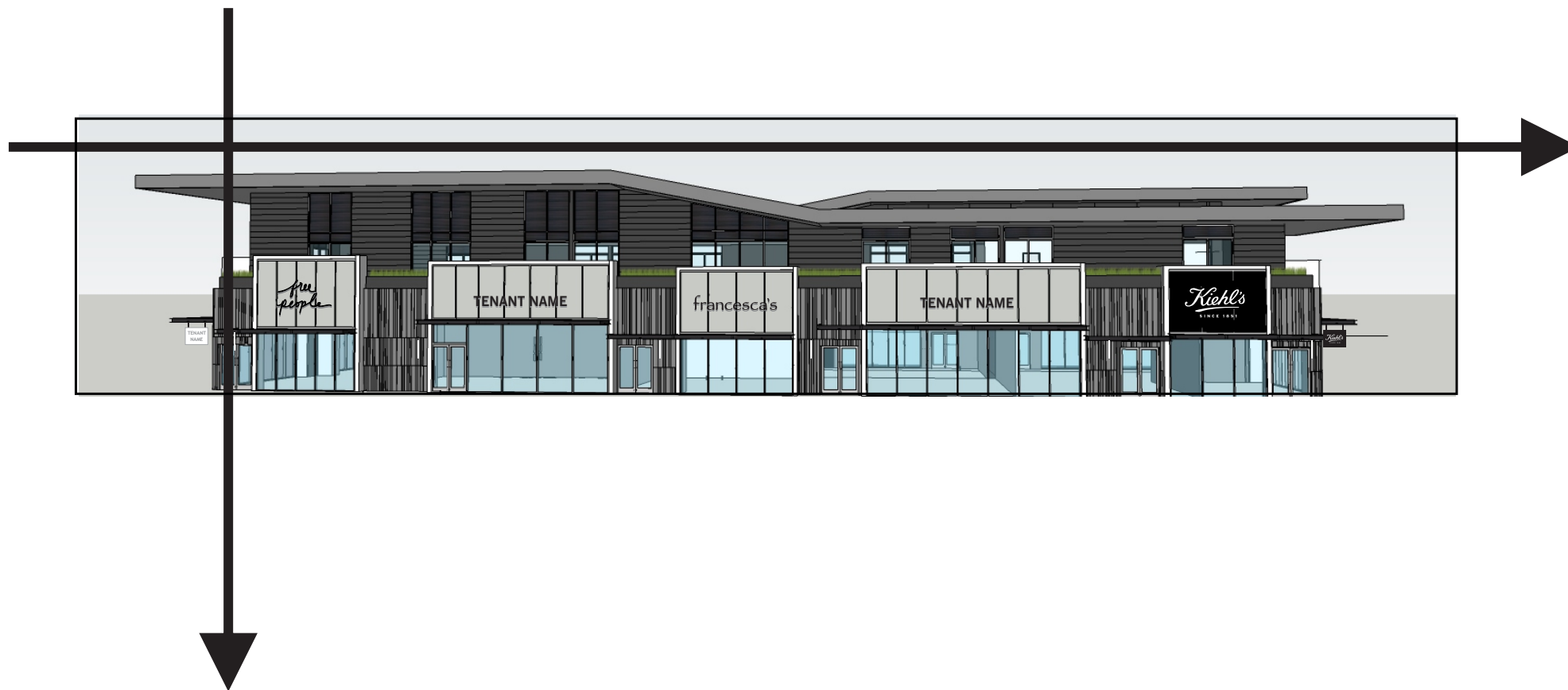
g. Credit Card/Telecheck/Security Signage - Vendor provided adhesive signs are prohibited on any entry doors or display windows.

h. Lettering painted directly on the building facade will not be permitted except as defined in these criteria.

i. 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.

j. Inventory Liquidation Signs - "Going Out of Business", "Bankruptcy Sale", "Closing This Store", "Lost Our Lease", etc. signs are strictly prohibited.

k. Flyers - Distribution of flyers, for any purpose, outside of Tenant's leased premises unless specifically authorized by Landlord is prohibited.



## MASTER SIGN PLAN

PREPARED FOR

**WESSMAN**  
DEVELOPMENT COMPANY

# BLOCK B

- RETAIL
- RESTAURANT

PRESENTED BY

**BESTSIGNS**  
INCORPORATED

800-50-SIGNS [www.bestsignsinc.com](http://www.bestsignsinc.com)

CONTRACTORS LIC. NO. 524483

1550 S GENE AUTRY TRAIL  
PALM SPRINGS CA 92264  
760-320-3042  
800-50-SIGNS

APRIL 8, 2017

APRIL 21, 2017



## PROJECT DIRECTORY:

**OWNER:**  
WESSMAN DEVELOPMENT  
555 S. SUNRISE WAY #200  
PALM SPRINGS, CA 92264  
(760) 325-3050

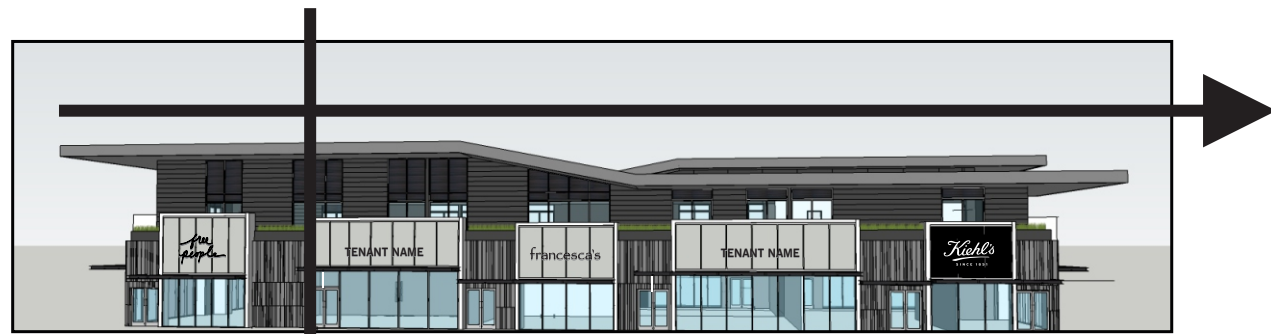
**ARCHITECT:**  
CHRIS PARDO / ELEMENTAL ARCHITECTURE  
1555 S. PALM CANYON DR. #D202  
PALM SPRINGS, CA 92264  
(206) 329-1654

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SHEET 5: EAST ELEVATION SIGNS - SIGN LOCATIONS 1 - 11  
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SHEET 9: SITE MAP

# BLOCK B

- RETAIL
- RESTAURANT



## BLOCK B

- RETAIL
- RESTAURANT

### 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

# INTRODUCTION

This document establishes guidelines and criteria for the design, implementation, and regulation of project and Tenant signage for *Downtown Block B*.

The purpose of this sign program is to assure coordination and compatibility between all signs within the Plaza. 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 its Tenants.

To generate tasteful signage that enhances and compliments architectural elements.

To facilitate the review and approval process for signage by providing guidelines and criteria that constitute standards of acceptability for signs.

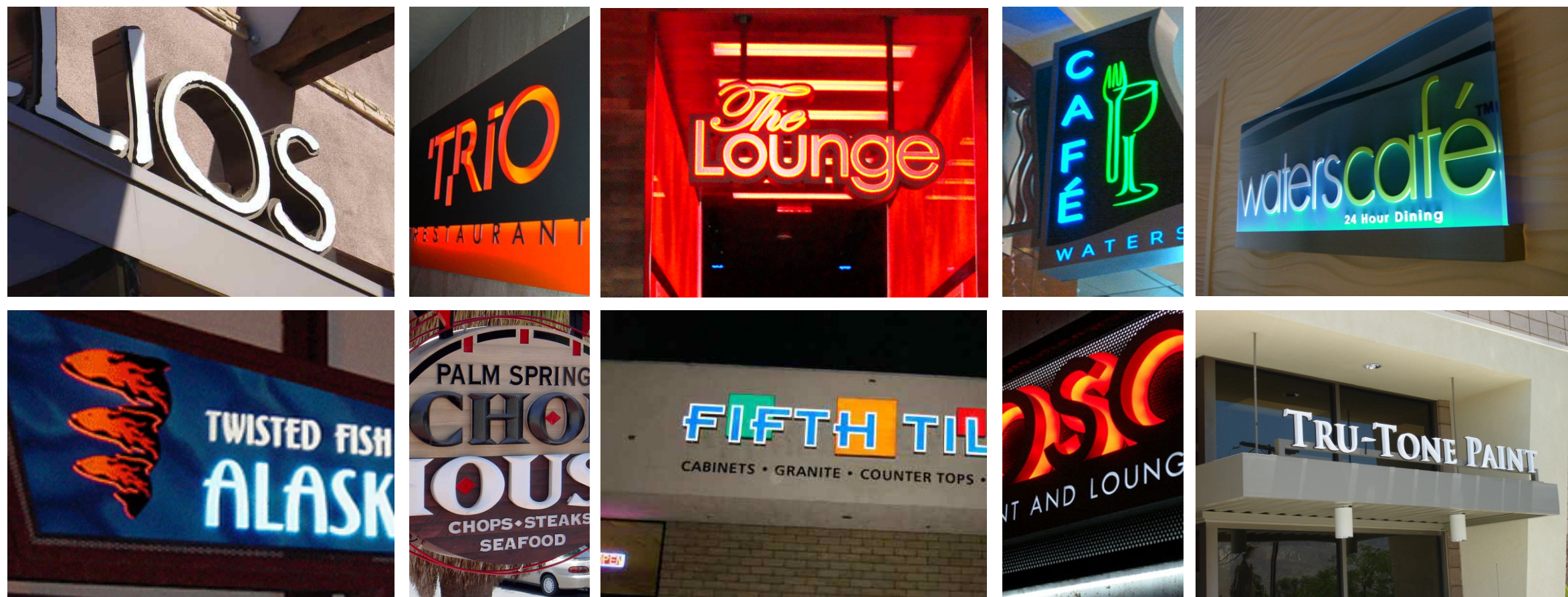
These criteria have been developed to guide each Tenant to a practical signage solution. The guidelines established herein will ensure that Tenant identification is of consistent quality and is compatible with the architectural character of the building. Each proposed sign will be evaluated on the design's excellence and compatibility with neighboring signs and the overall character of the building's signage/graphics.

**See signage manual for Block B for sign requirements.**

The Block B Sign Program encompasses the following sign types:

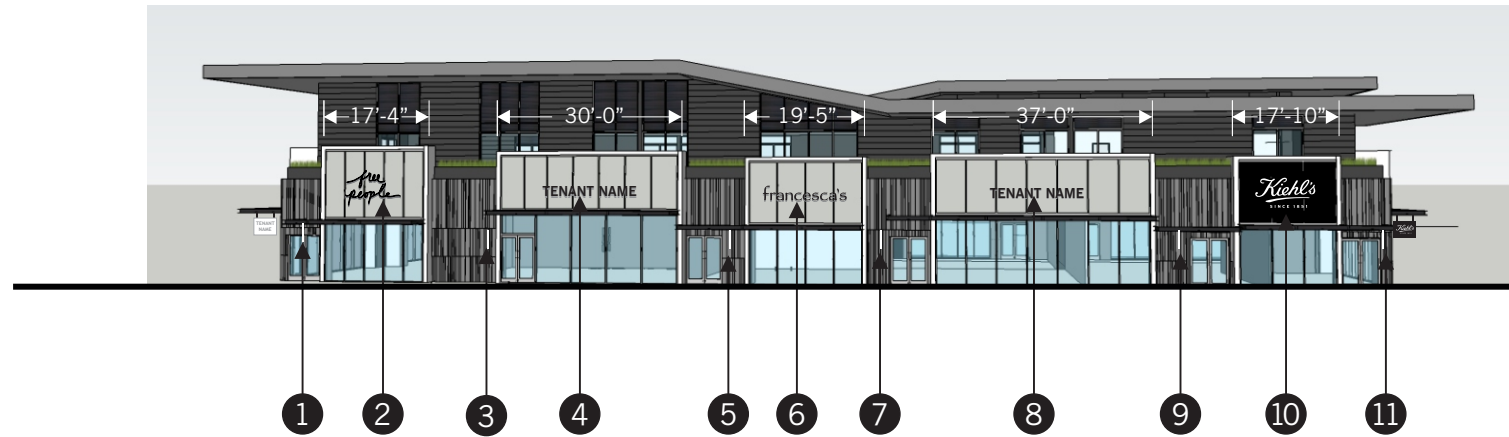
- Illuminated Identification Signs
- Non-Illuminated Double Faced Tenant Directory Signs
- Major Anchor Tenant Signs
- Illuminated Sign Cabinets / Logos
- Wall Sign Illuminated Cabinets
- Non-Illuminated Blade Signs

SIGN SAMPLES





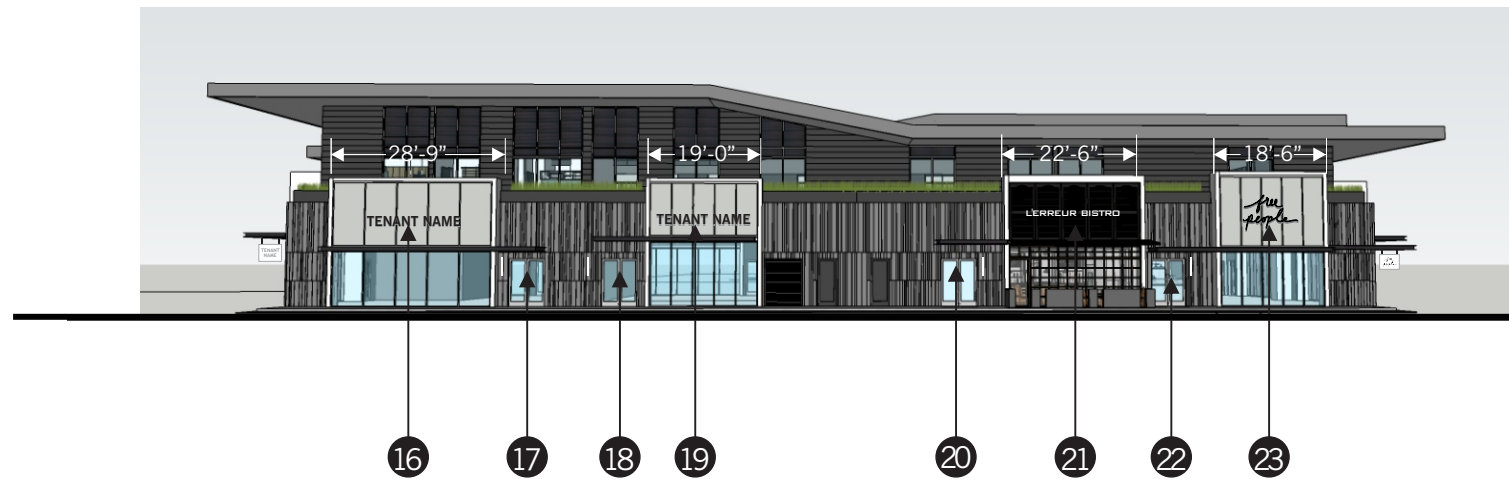
EAST ELEVATION



NORTH ELEVATION



WEST ELEVATION



SOUTH ELEVATION



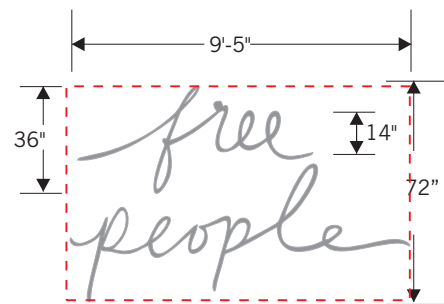
MAXIMUM LENGTH NOT TO EXCEED  
75% OF TENANT STOREFRONT

SCALE 1/32"=1'.0"



MAXIMUM LENGTH NOT TO EXCEED  
75% OF TENANT STOREFRONT

SCALE 1/32" = 1'.0"



2

ILLUMINATED CHANNEL LETTERS  
56.50 TOTAL SQ. FT.  
(57.00 TOTAL SQ. FT. ALLOWED OVERALL)



4

ILLUMINATED CHANNEL LETTERS  
(46.50 TOTAL SQ. FT. ALLOWED OVERALL)



6

ILLUMINATED CHANNEL LETTERS  
36.25 TOTAL SQ. FT.  
(46.50 TOTAL SQ. FT. ALLOWED OVERALL)



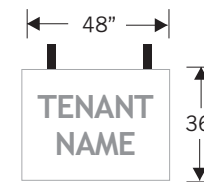
8

ILLUMINATED CHANNEL LETTERS  
(69.00 TOTAL SQ. FT. ALLOWED OVERALL)



10

ILLUMINATED CHANNEL LETTERS  
50.50 TOTAL SQ. FT.  
(50.50 TOTAL SQ. FT. ALLOWED OVERALL)

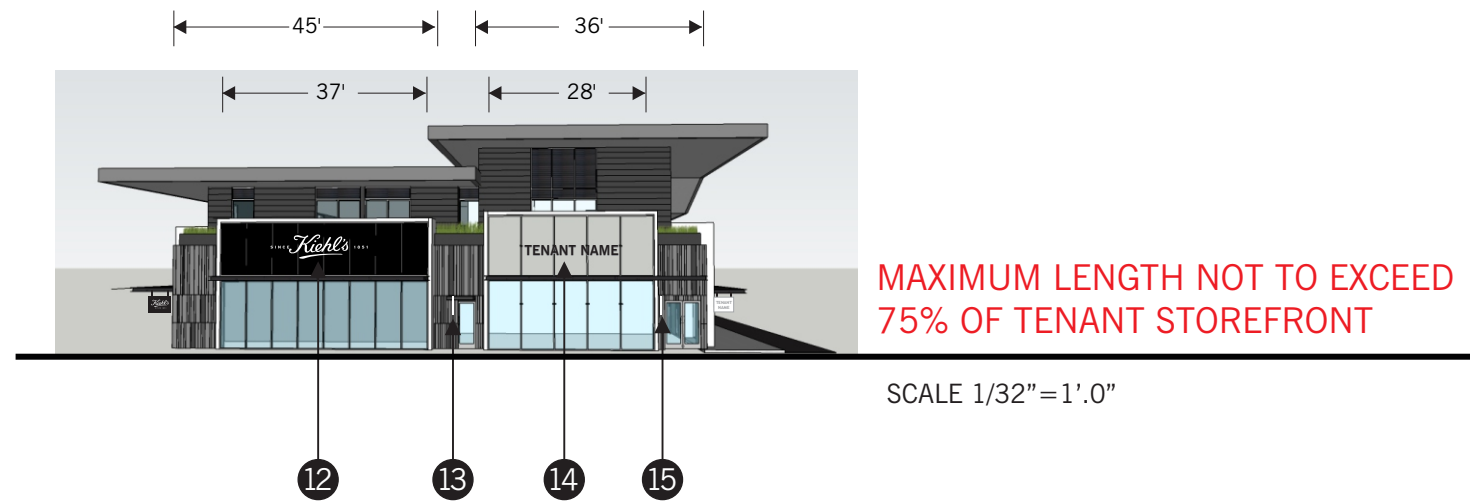


1 3 5 7 9 11

NON-ILLUMINATED BLADE SIGN  
(12.00 TOTAL SQ. FT. ALLOWED OVERALL)

SIGN DETAILS

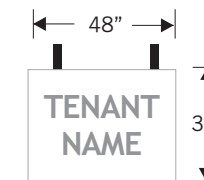
SCALE 3/16" = 1'.0"



12  
ILLUMINATED CHANNEL LETTERS  
65.30 TOTAL SQ. FT.  
(67.50 TOTAL SQ. FT. ALLOWED OVERALL)

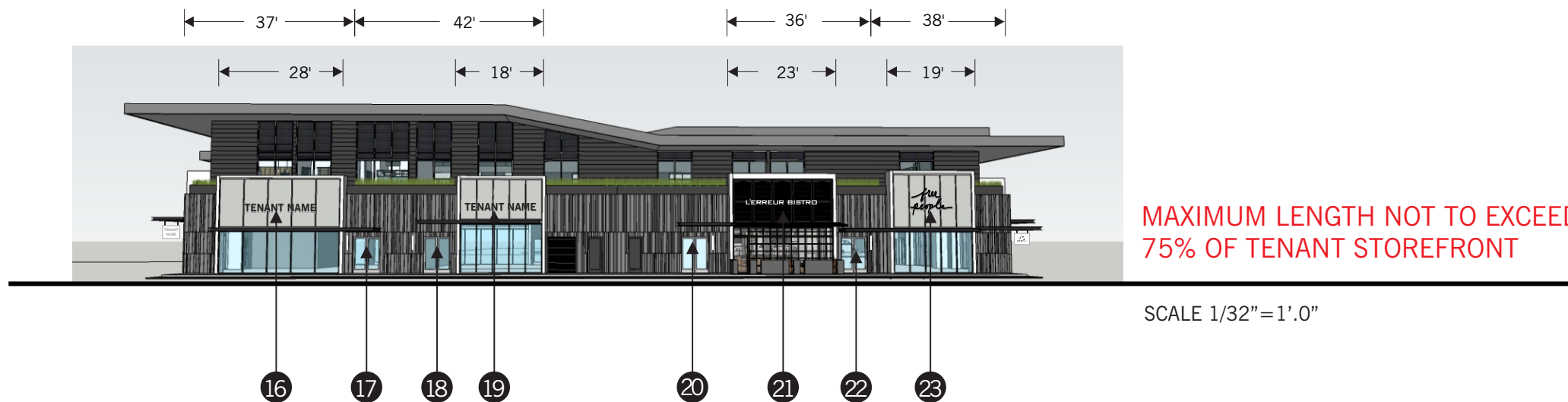


14  
ILLUMINATED CHANNEL LETTERS  
(54.00 TOTAL SQ. FT. ALLOWED OVERALL)



13 15  
NON-ILLUMINATED BLADE SIGN  
(12.00 TOTAL SQ. FT. ALLOWED OVERALL)

SIGN DETAILS  
SCALE 3/16"=1'.0"



16

ILLUMINATED CHANNEL LETTERS  
(55.50 TOTAL SQ. FT. ALLOWED OVERALL)



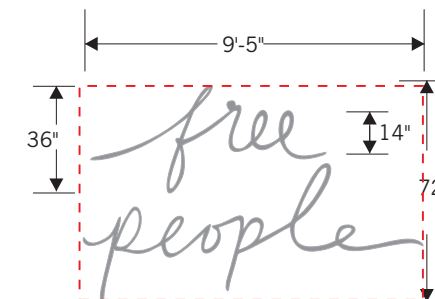
19

ILLUMINATED CHANNEL LETTERS  
(63.00 TOTAL SQ. FT. ALLOWED OVERALL)



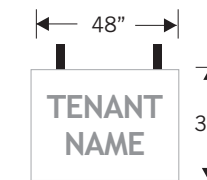
21

ILLUMINATED CHANNEL LETTERS  
20.660 TOTAL SQ FT.  
(54.00 TOTAL SQ. FT. ALLOWED OVERALL)



23

ILLUMINATED CHANNEL LETTERS  
56.50 TOTAL SQ FT.  
(57.50 TOTAL SQ. FT. ALLOWED OVERALL)

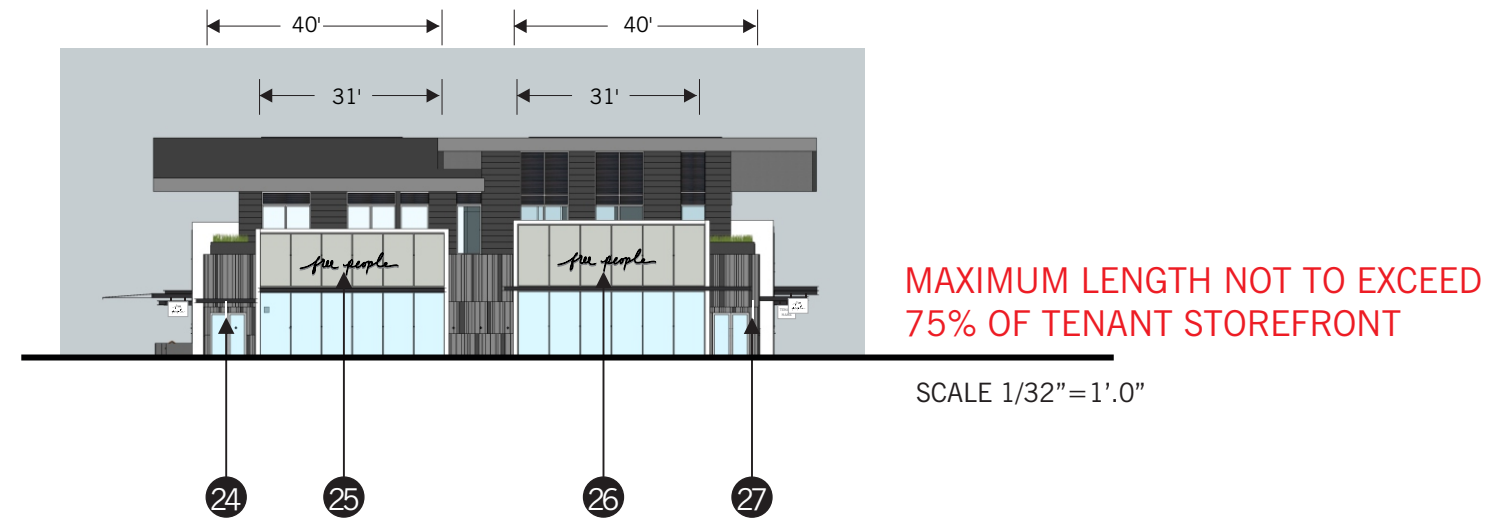


17 18 20 22

NON-ILLUMINATED BLADE SIGN  
(12.00 TOTAL SQ. FT. ALLOWED OVERALL)

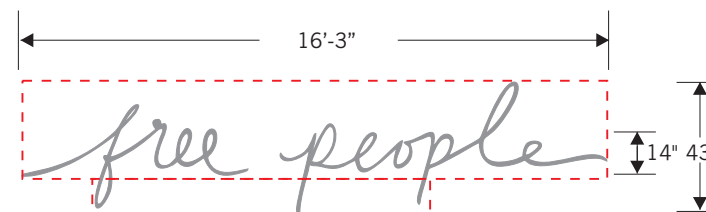
SIGN DETAILS

SCALE 3/16" = 1'.0"



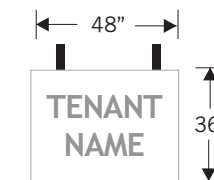
25

ILLUMINATED CHANNEL LETTERS  
58.00 TOTAL SQ. FT.  
(60.00 TOTAL SQ. FT. ALLOWED OVERALL)



26

ILLUMINATED CHANNEL LETTERS  
58.00 TOTAL SQ. FT.  
(60.00 TOTAL SQ. FT. ALLOWED OVERALL)

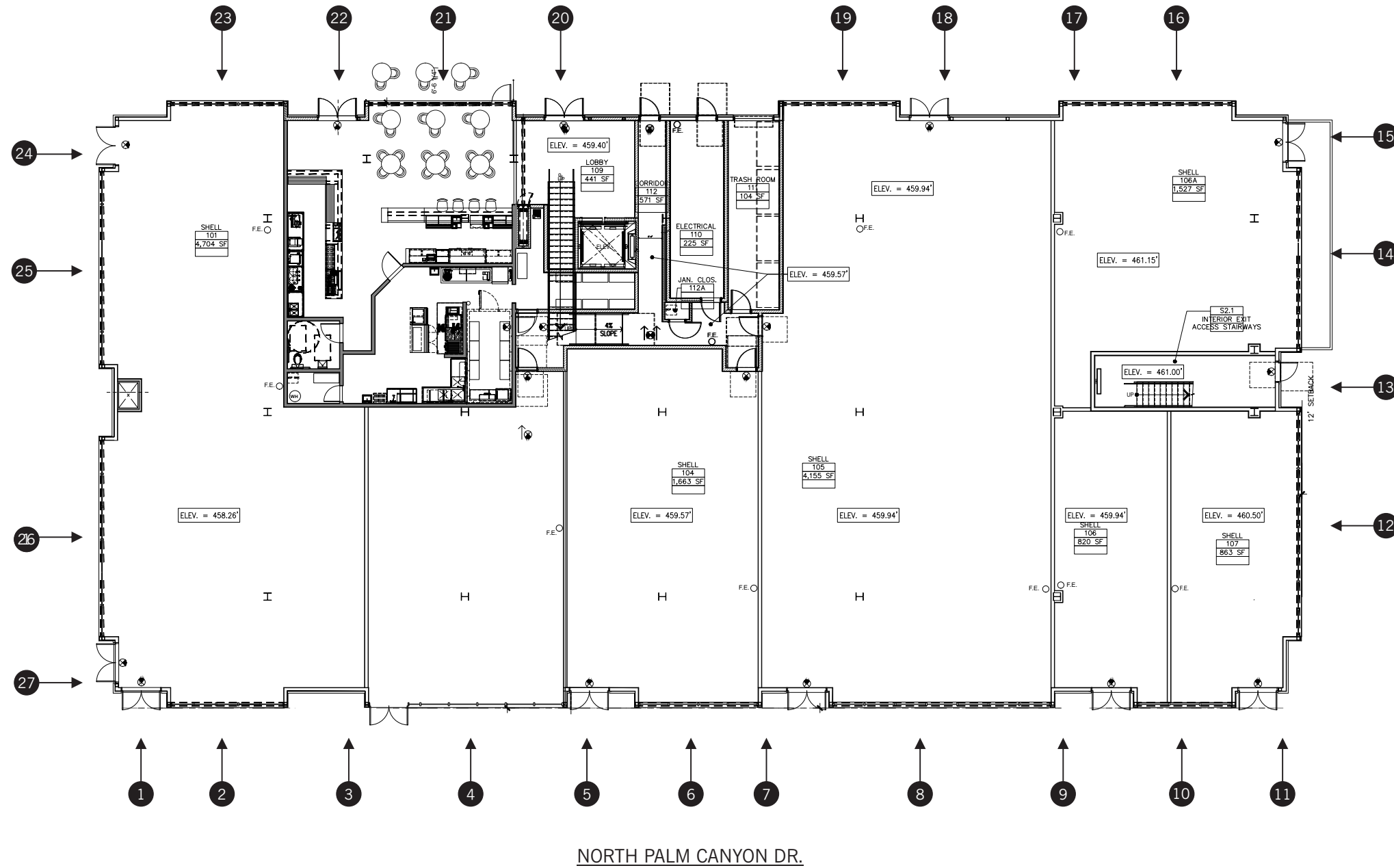


24 27

ILLUMINATED CHANNEL LETTERS  
(12.00 TOTAL SQ. FT. ALLOWED OVERALL)

**SIGN DETAILS**  
SCALE 3/16"=1'.0"

# BLOCK B SITE MAP



## SIGN LOCATIONS

- |                               |                                    |
|-------------------------------|------------------------------------|
| 1 HANGING BLADE SIGN          | 15 HANGING BLADE SIGN              |
| 2 FREE PEOPLE CHANNEL LETTERS | 16 RETAIL CHANNEL LETTERS          |
| 3 HANGING BLADE SIGN          | 17 HANGING BLADE SIGN              |
| 4 RETAIL CHANNEL LETTERS      | 18 HANGING BLADE SIGN              |
| 5 HANGING BLADE SIGN          | 19 RETAIL CHANNEL LETTERS          |
| 6 FRANCESCA'S CHANNEL LETTERS | 20 HANGING BLADE SIGN              |
| 7 HANGING BLADE SIGN          | 21 L'ERREUR BISTRO CHANNEL LETTERS |
| 8 RETAIL CHANNEL LETTERS      | 22 HANGING BLADE SIGN              |
| 9 HANGING BLADE SIGN          | 23 FREE PEOPLE CHANNEL LETTERS     |
| 10 KIEHL'S CHANNEL LETTERS    | 24 HANGING BLADE SIGN              |
| 11 HANGING BLADE SIGN         | 25 FREE PEOPLE CHANNEL LETTERS     |
| 12 KIEHL'S CHANNEL LETTERS    | 26 FREE PEOPLE CHANNEL LETTERS     |
| 13 HANGING BLADE SIGN         | 27 HANGING BLADE SIGN              |
| 14 RETAIL CHANNEL LETTERS     |                                    |