



CITY COUNCIL STAFF REPORT

DATE: July 26, 2017

NEW BUSINESS

SUBJECT: A REQUEST FOR COUNCILMEMBER REVIEW PURSUANT TO PALM SPRINGS ZONING CODE SECTION 94.10.00 OF ACTION BY THE PLANNING COMMISSION TO APPROVE SIGN PROGRAMS FOR THE MULTI-TENANT BUILDINGS LOCATED ON BLOCK B AND BLOCK C WITHIN THE DOWNTOWN PALM SPRINGS SPECIFIC PLAN AT 111 AND 175 NORTH PALM CANYON DRIVE (SIGN PROGRAM CASE NOS. 17-002 AND 17-003).

FROM: David H. Ready, City Manager

BY: Department of Planning Services

SUMMARY

This is a request for review of action taken by the Planning Commission on June 28, 2017, related to the approvals of two sign programs for the Downtown Palm Springs redevelopment project. The Planning Commission conditionally approved sign programs for two buildings under construction – one on Block B and the other on Block C. While sign programs are not typically reviewed by the City Council, a Councilmember initiated a review of the decision of these applications in accordance with the process outlined in the Municipal Code.

RECOMMENDATION:

1. Review the proposed sign programs for conformance to the Downtown Palm Springs Specific Plan and the Palm Springs Zoning Code; and
2. Adopt Resolution No. _____ "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING AND ESTABLISHING A SIGN PROGRAM FOR THE TWO-STORY MULTI-TENANT BUILDING LOCATED ON BLOCK B OF THE DOWNTOWN PALM SPRINGS SPECIFIC PLAN AT 175 NORTH PALM CANYON DRIVE."

ITEM NO. 5.A.

3. Adopt Resolution No. _____ "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING AND ESTABLISHING A SIGN PROGRAM FOR THE ONE- AND TWO-STORY MULTI-TENANT BUILDING LOCATED ON BLOCK C OF THE DOWNTOWN PALM SPRINGS SPECIFIC PLAN AT 111 NORTH PALM CANYON DRIVE."

BACKGROUND:

On June 28, 2017, the Planning Commission approved the sign programs for the multi-tenant buildings on Block B and Block C within the Downtown Palm Springs Specific Plan, subject to the following conditions:

Block B Sign Program –

1. Tenant signage shall be 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 shall be limited to 24" x 36" maximum.
 - b. Bottom of sign to be uniform above the sidewalk – specific height dimension to be approved by the Director of Planning Services.
4. There shall be no duplication of primary identification signs above awnings on the east and west elevations. The south and north elevations may have duplicate signs, if the tenant occupies both spaces that are framed with the architectural pop-outs.
5. Signs shall not extend more than 75% of the width of the architectural prop-out on which they are installed.
6. Cabinet signs are prohibited.

Block C Sign Program–

1. East elevation - Sign #6 ("H&M" blade sign) shall be same size as approved blade sign size (no larger than 24"x36").
2. ("Tommy Bahama" wall signs approved as presented; no change necessary per condition no. 11 below).
3. No duplicate (Primary Main) signs allowed for tenants on the same frontage.
4. West elevation – there shall be no duplicate signs on the brick façade portion of the building (signs #18 and #19 in Master Sign Plan).
5. "H&M" wall signs - sign #23 shall match sign #4 in size.
6. Sign mounting details shall match architecture.
7. Square footage to be consistent with sizes shown except secondary (blade) signs.
8. Blade Sign design to return to staff for final review:
 - a. Size shall be limited to 24" x 36" maximum.

- b. Bottom of sign to be uniform above the sidewalk – specific height dimension to be approved by the Director of Planning Services
 - c. Sign mounting details to match architecture
9. Cabinet signs are prohibited.
10. Channel letter main signs to be halo-illumination only (no front lit letters).
11. "Tommy Bahama" permitted three signs as presented in Sign Plan.

The property owner prepared a letter citing their concerns with the above conditions (see Attachment 1). Councilmember Mills, as a member of the Ad Hoc Subcommittee for the Downtown Palm Springs development, has requested that these applications be reviewed by the City Council based on concerns identified by the property owner.

STAFF ANALYSIS:

At the request of Councilmember Mills, staff is bringing these applications forward for City Council review pursuant to Section 94.10.00 of the Zoning Code, which states that any member of the City Council may initiate a review of any decision of the Planning Commission that would not otherwise come before the City Council. The process for this review is described further in Section 2.06.030 of the Municipal Code.


Notwithstanding the Commission's decision on June 28, 2017, the City Council is to set aside the action of the Planning Commission and conduct a review of the cases de novo (§ 2.060.030(d) of the Municipal Code). Staff recommends the Council consider the analysis prepared for each sign program in the staff reports provided to the Planning Commission on June 28th. Upon reviewing this information and concluding the review of the applications, staff seeks direction on specific revisions desirable to the City Council for signage on each block. Such revisions will be included in the draft resolutions attached to this report.

ENVIRONMENTAL DETERMINATION:

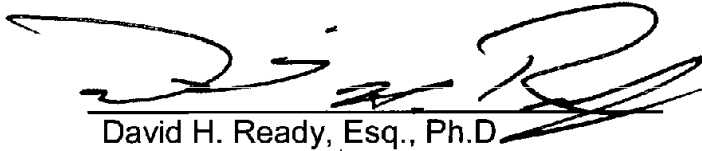
Pursuant to the California Environmental Quality Act (CEQA), the project is Categorically Exempt under Section 15311(a) (Accessory Structures).



Flinn Fagg, AICP
Director of Planning Services



Marcus L. Fuller, MPA, P.E., P.L.S.
Assistant City Manager



David H. Ready, Esq., Ph.D.
City Manager

Attachments:

1. Letter from Property Owner
2. Block B Exhibits
 - a. Vicinity Map
 - b. Draft City Council Resolution for Block B Sign Program
 - c. PC Staff Report for Sign Program
 - d. PC Meeting Minutes, 06/28/17 (Excerpt)
 - e. Comparison with Block A Sign Program
 - f. Block B Sign Program
3. Block C Exhibits
 - a. Vicinity Map
 - b. Draft City Council Resolution for Block C Sign Program
 - c. PC Staff Report for Sign Program
 - d. PC Meeting Minutes, 06/28/17 (Excerpt)
 - e. Comparison with Block A Sign Program
 - f. Block C Sign Program

Attachment 1



RECEIVED
CITY OF PALM SPRINGS
2017 JUL -3 PM 3:20
OFFICE OF THE CITY CLERK

July 3, 2017

City of Palm Springs
3200 E. Tahquitz Canyon Way
Palm Springs, CA 92262
Attn: Flinn Fagg and David Newell

Re: Downtown Block C Sign Program

Dear Flinn and David:

Pursuant to the decision made by the Palm Springs Planning Commission on June 29th regarding the Block C sign program we would like to formally file an appeal to overturn this decision to be modified as follows:

Please refer to Planning Commissions own itemized list of conditions and see responses from Jim Cross below:

Block B – Conditions of Approval by Planning Commission (Case No. SP 17-002)

1. OK
2. It is understood that future tenants are to return to AAC for signage. However it also a known that the area within the architectural pop-out was designed by the architect with the intention of each tenant utilizing the area to customize the space, i.e. the background area, to support the character and personality of their brand. It would make sense that any proposed background concept be rendered and submitted congruently with proposed signage. It is unlikely that the space and signage will go before AAC separately so we would like for this to be noted and agreed upon by the Planning Department.
3. Agree to present a consistent blade bracket and/or method of attachment to the Planning Department. Agree to the condition of 6 square feet maximum, however we cannot agree to the condition that they be 24"x36" as the height of the overhangs will not allow for proper clearance. In many cases the overhangs are 9' or less, we ask that the blade signs be 18"x48" to allow for the use of blade signs by those tenants that have low overhangs.
4. OK
5. OK
6. OK

Block C – Conditions of Approval by Planning Commission (Case No. SP 17-003)

1. We do not agree to this line item and appeal to the City Council and/or City Manager to allow for a sign that is not bound to a 24"x36" dimension. NOTE: see below line item 8 for additional information and rationale to this contention.
2. OK
3. This topic was not discussed and properly vetted by the commission. Starbucks was not discussed whereas what was proposed was what we considered to be one sign application but the AAC thought it to be two. Starbucks letters are affixed to the pop-out overhang and the logo is proposed on the wall. The logo is significant to the tenants brand but the architecture does not

allow for its use as it is a circular symbol. The commission was able to see the need and the value of allowing Tommy Bahamas to use three elevations, while it is not an apples to apples comparison proposed signage for Starbucks allows for the use of their brand in its entirety with aesthetic value. We do not see this proposal as a 'duplicate' sign on the same frontage as stated in the condition, however as I've noted this was not considered nor discussed by the commission.

4. OK
5. OK
6. OK
7. This line is be contested and appeal to the City Counsel and/or City manager to allow for secondary (blade) signs in excess of 6 square feet.
 8. a. City code allows for a blade sign up to 9 square feet, Block A was approved at 11 square feet. The nature of the architecture of the building and the walking paseo on the West elevation are as such that a blade sign is significant in identifying tenants and supporting identity. We ask that a larger sign be approved greater than 6 square feet. If this request cannot be granted and 6 square feet is the maximum allowed we ask that tenants are allowed to design blade signs that are not bound to a constraint of 24"x36". Each space has its own specific architecture and the blade sign should support the character of each tenant. All blade signs are to be presented to the Planning Department for review and permitting.
 - b. OK
 - c. OK
 9. OK
 10. We must appeal this line to the City Council and/or City Manager. This is the single most damaging condition to the success of all tenants in Block C. Neither AAC nor Staff made the recommendation prior to review and Planning Commission. It was noted by a single commissioner that he preferred halo lit letters and was voted on and approved within minutes.
 - This condition does not exist within the approvals of Blocks A and B, nor does it exist in the retail and restaurant components of the Rowan Hotel to the West of Block C.
 - Many if not all of the tenants that have taken space within Block C have already designed their façade, such as Starbucks, MAC, H&M and Tommy Bahamas patterned what was approved in Block A and the Rowan
 - It will appear odd to drive past Block A and Block B whereas mixed sign types are allowed, i.e. front lit, dual lit, reverse lit, and yet upon approach of Block C all signs are halo illuminated.
 - Starbucks signage is installed on the overhang and does not have a wall to reflect light back to
 - Starbucks 'mermaid' logo that is proposed on the wall will not be visible in the night if it does not light thru the face.
 - If Block C is held to reverse channel letters this condition gives an unfair advantage to its neighbors who have not been held to this condition in any direction not just by Blocks A and B.
 11. OK

H & M will be submitting their own letter to you on Monday.

Sincerely,



Michael Braun
President
Grit Development

July 3rd, 2017

H&M Hennes & Mauritz, L.P.
8570 W. Sunset BLVD., Suite 6.2
West Hollywood, CA 90069

To Whom It May Concern,

This is regarding H&M Signage Intent at Palm Springs, 111 North Palm Canyon Drive, Suite #CO.35, Palm Springs, CA 92264.

In regards to the City Planning Commission decision that all tenants located in this Block should only install reverse channel letters (back lit) on their façade we would like to state our case in appealing this decision. We appreciate the time and opportunity to review this decision.

H&M Signage ranges from 24" to 60" and is internally illuminated. *H&M's signage uses our international logo which cannot be changed in design or color*

Our signature storefront is white, crisp and features our iconic red logo. Our exterior storefronts embody our brand while working with the existing building structure and surrounding community. *This particular location we have been consistently working with the city of Palm Springs - changing materials and colors - in reaching the best design for the storefront as envisioned by both H&M and the city of Palm Springs. When it comes to our branding, we are firm with our design and we would like to be part of the community and be represented in Palm Springs as we are around the world.*

Please see below pictures from our 2017 Store Prototype showcasing different storefronts from around the world with consistency in our signage type for both interior and exterior storefronts.

Sincerely,



Digitally signed
by Oana Rocka
Date:
2017.07.03
10:12:23 -07'00'

OANA ROCKA

Construction Project Manager

















REQUEST FOR TREASURER'S RECEIPT

TO: FINANCE DEPARTMENT, CASHIER

DATE: 7-3-17

FROM: CITY CLERK'S OFFICE

PLEASE ACCEPT \$ 1438.00

FROM: Git Development - Wessman

FOR: Planning Commission Appeal BLOCK C

MAPS & PUBLICATIONS 001-34106

OTHER CHARGES - CURRENT SERVICE - 001-34110

CREDIT ACCOUNT NO. CIRCLED ABOVE BY ORDER OF [Signature]

Ent	Name	Acct No	PO NO	Invoice	Date	Reference	*Amount	Discount	Net
010	WESSMAN DEVELOP	1350-430-00	DTPS C-01GN PROGRAM		6/30/2017	BLOCK C SIGN PROGRA	1,438.00	0.00	1,438.00
Payor: WESSMAN DEVELOPMENT COMPANY					Date	Check No.	Check Amount		
Payee: CITY OF PALM SPRINGS					6/30/2017	010717	\$1,438.00		

Retain this statement for your records

WESSMAN DEVELOPMENT COMPANY
JOB COST
 555 S SUNRISE WAY - STE 200
 PALM SPRINGS, CA 92264

RABOBANK
 901 EAST TAHQUITZ CANYON WAY
 PALM SPRINGS, CA 92262

90-3842
 1222

Date
 6/30/2017

Check No.
 010717

Check Amount
 \$1,438.00

One Thousand Four Hundred Thirty Eight AND 00/100 Dollars

17

Pay to the order of:

CITY OF PALM SPRINGS

^[[5i

CITY OF PALM SPRINGS

RECVD BY: CR 01000094093
PAYOR: WESSMAN/GRIT DEVELO
TODAY'S DATE: 07/03/17
REGISTER DATE: 07/03/17 TIME: 15:38

DESCRIPTION	AMOUNT
OTHER CHARGES SVCS	\$1,438.00
CUST ID: PLAN COMMISION APPEAL	
TOTAL DUE: -----	\$1,438.00

CHECK PAID: \$1,438.00
CHECK NO: 010717
TENDERED: \$1,438.00
CHANGE: \$0.00

^[[4i

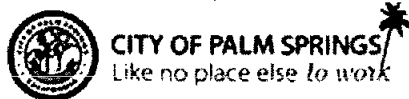
Kathie Hart

From: Kathie Hart
Sent: Wednesday, July 05, 2017 9:15 AM
To: 'Christopher Mills'
Cc: David Ready; Marcus Fuller; Edward Kotkin; Flinn Fagg
Subject: RE: Councilmember Appeal of Planning Com. Item Re: Downtown Signage from June 28th

Councilmember Mills:
Received and we will be scheduling it.
Thanks.

Kathie

Kathleen D. Hart, MMC
Interim City Clerk



City of Palm Springs ☎ (760) 323-8206
3200 E. Tahquitz Canyon Way 📄 (760) 322-8332
Palm Springs, CA 92262 ✉ Kathie.Hart@PalmSpringsCA.gov

City Hall is open 8 am to 6 pm, Monday through Thursday, and closed on Fridays.

From: Christopher Mills [<mailto:ChrisM@prestvuksicarchitects.com>]
Sent: Tuesday, July 04, 2017 4:13 PM
To: Kathie Hart
Cc: David Ready; Marcus Fuller; Edward Kotkin
Subject: Councilmember Appeal of Planning Com. Item Re: Downtown Signage from June 28th

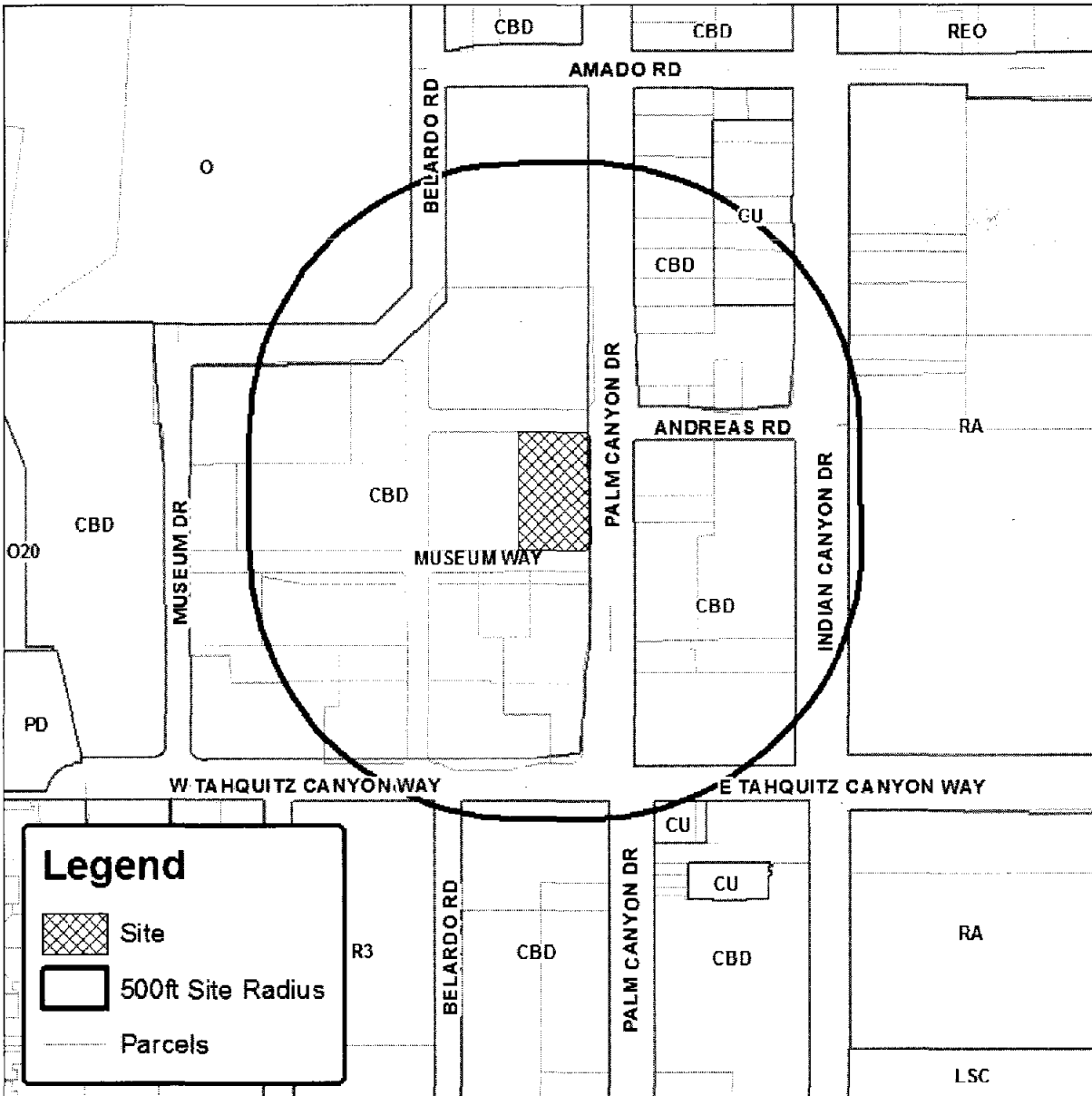
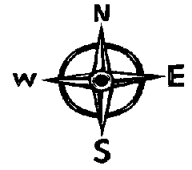
Kathie, This is a formal councilmember appeal of the item from the PC meeting of June 28th regarding the Downtown Signage of Blocks B and C.

Thank you,
Council Member Mills

Attachment 2.a



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS

Case SP 17-002

Sign Program for Block B

175 North Palm Canyon Drive

Attachment 2.b

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING AND ESTABLISHING A SIGN PROGRAM FOR THE TWO-STORY MULTI-TENANT BUILDING LOCATED ON BLOCK B OF THE DOWNTOWN PALM SPRINGS SPECIFIC PLAN AT 175 NORTH PALM CANYON DRIVE.

THE CITY COUNCIL 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. A notice of a public meeting of the Planning Commission of the City of Palm Springs to consider Case SP 17-002 was given in accordance with applicable law, and on June 28, 2017, the Planning Commission carefully reviewed and considered all of the evidence presented in connection with the meeting on the Project, including but not limited to the staff report, and all written and oral testimony presented, and voted 7-0 to conditionally approve Case SP 17-002.
- E. On July 3, 2017, a timely Notice of Review was submitted to the City Clerk requesting City Council review of the Planning Commission decision relative to Case SP 17-002 according to Section 2.06.030 of the Municipal Code.
- F. A notice of public meeting of the City Council of the City of Palm Springs California to consider Case SP 17-002 was given in accordance with applicable law, and on July 26, 2017, the City Council 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, and voted to conditionally approve Case SP 17-002.

G. Pursuant to Section 93.20.09 of the Palm Springs Zoning Code, the City Council has examined the sign program, including requested deviations from the strict provisions of the Sign Ordinance, and evaluated it 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 CITY COUNCIL OF THE CITY OF PALM SPRINGS RESOLVES AS FOLLOWS:

SECTION 1. CEQA.

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.

SECTION 2. Sign Program.

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. The City Council approves Sign Program application (Case SP 17-002) with conditions as outlined in attached Exhibit "A."

ADOPTED THIS 26th DAY OF JULY, 2017.

David H. Ready, City Manager

ATTEST:

Kathleen D. Hart, Interim City Clerk

CERTIFICATION

STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) ss.
CITY OF PALM SPRINGS)

I, KATHLEEN D. HART, Interim City Clerk of the City of Palm Springs, hereby certify that Resolution No. _____ is a full, true and correct copy, and was duly adopted at a regular meeting of the City Council of the City of Palm Springs on _____, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

Kathleen D. Hart, Interim City Clerk
City of Palm Springs, California

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 City Council. 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 2.c



PLANNING COMMISSION STAFF REPORT

DATE: June 28, 2017

SUBJECT: BEST SIGNS INC. ON BEHALF OF DTPS 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

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:

Related Relevant City Actions...	
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"> 1. Tenant signage as shown in the elevations; 2. 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: <ol style="list-style-type: none"> a. Size to be 24" x 36" b. Sign bottom to be uniform above sidewalk 9' – 10' 5. One sign per street front (no duplicate signs above awnings).



SUBJECT SITE: 175 N. Palm Canyon Drive

Planning Areas		
Specific Plan	Yes	<i>Downtown Palm Springs Specific Plan</i>
Design Plan	Yes	<i>Downtown Palm Springs Specific Plan 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.

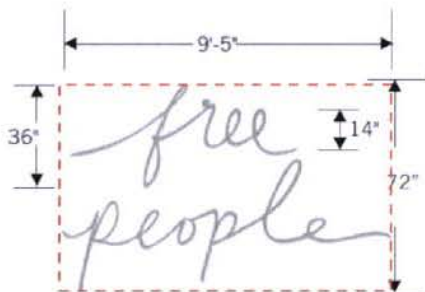
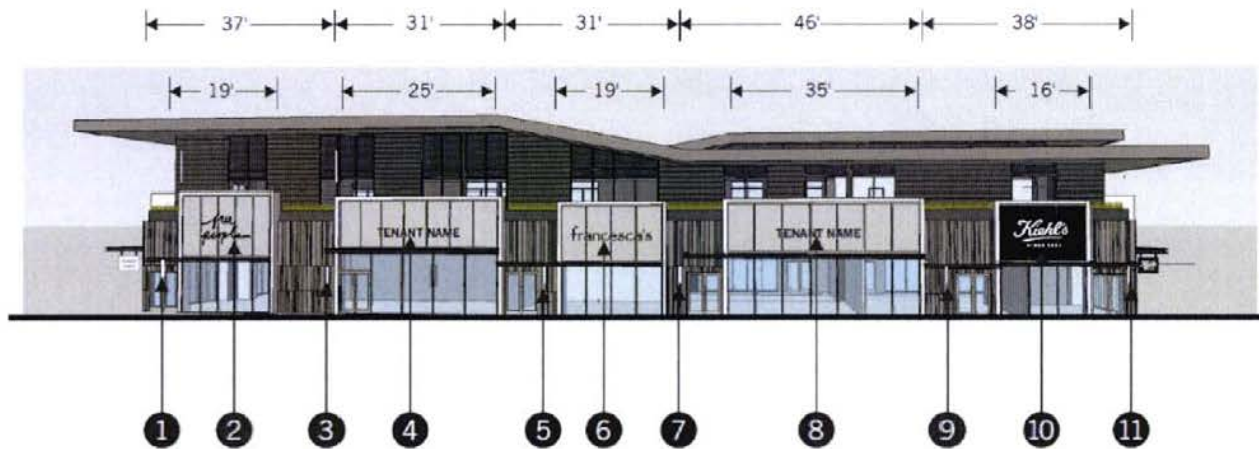
Sign Manual: The sign manual proposes three locations for a tenant's main sign. The tenant's primary identification sign is located within the framed "pop-out" building form above the storefront entry. The two secondary identification signs are blade and window signs. A comparison of the main signs to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

Tenant Main Signs

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



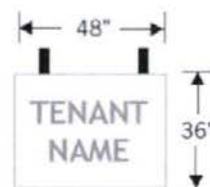
8

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:

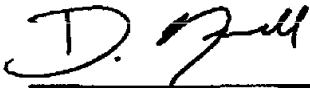
Pursuant to the California Environmental Quality Act (CEQA), the project is Categorically Exempt under Section 15311(a) (Accessory Structures).

CONCLUSION:

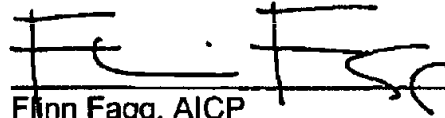
While the applicant seeks deviations from the strict interpretation of the downtown sign ordinance, the sign program received a conditional approval recommendation from the AAC. These conditions allow some design flexibility for main sign letter sizes and areas, but require AAC and Planning Commission 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.



David A. Newell
Associate Planner



Flinn 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~~

Attachment 2.d

EXCERPT OF MINUTES

At the Planning Commission meeting of the City of Palm Springs, June 28, 2017, the Planning Commission took the following action:

- 3D. BEST SIGNS INC. ON BEHALF OF DTPS 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)**

Associate Planner Newell provided an overview of the proposed sign program as outlined in the staff report.

JIM CROSS, representing Best Signs, stated that all the tenants submitted what they wanted for their building space. He commented that the AAC recommended on the "free people" south elevation only one sign be allowed and was agreed upon. Mr. Cross noted that Block B is pretty straightforward and unlike the architecture on Block C is significantly different; the only thing that does change is the space within the sign panel (which allows them to have their personality and character within that space).

Vice-Chair Weremiuk asked the applicant if they were comfortable with staff's recommendations. Mr. Cross said he agrees to reduce the height from 12 sq. ft. to 9 sq. ft. He noted that the AAC recommended that all the blade signs be consistent in the design for Block and will bring back to the Planning Department the blade bracket or hanging mechanism - they are in agreement.

Commissioner Hirschbein is generally in favor of the sign program; however, he request changes as follows: 1.) the 75% width of the architectural prop-out and not the width of the entire storefront; 2.) eliminate the ability the use a cabinet sign - individuals letters look much better.

ACTION: Approve with changes:

- 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. There shall be no duplication of primary identification signs above awnings on the east and west elevations. The south and north elevations may have duplicate signs, if the tenant occupies both spaces that are framed with the architectural pop-outs.
5. Signs shall not extend more than 75% of the width of the architectural pop-out on which they are installed.
6. Cabinet signs are prohibited.

I, TERRI HINTZ, Planning Administrative Coordinator for the City of Palm Springs, hereby certify that the above action was taken by Planning Commission of the City of Palm Springs on the 28th day of June, 2017, by the following vote:

AYES: Donenfeld, Hirschbein, Hudson, Lowe, Middleton, Vice Chair
Weremiuk, Chair Calderine
NOES: None.
ABSENT: None.

Terri Hintz
Planning Administrative Coordinator

Attachment 2.e

Comparison of Sign Programs –

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

Attachment 2.f



BLOCK B

- RETAIL
- RESTAURANT

TENANT SIGNAGE MANUAL

APRIL 13, 2017

BESTSIGNS
INCORPORATED

800-50-SIGNS 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. Sign area or square footage shall be based on the eight line rule as documented in Exhibit A.

(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



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

APRIL 8, 2017
APRIL 21, 2017

RECEIVED
APR 24 2017
PLANNING SERVICES
DEPARTMENT



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 6: NORTH ELEVATION - SIGN LOCATIONS 12 - 15
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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.

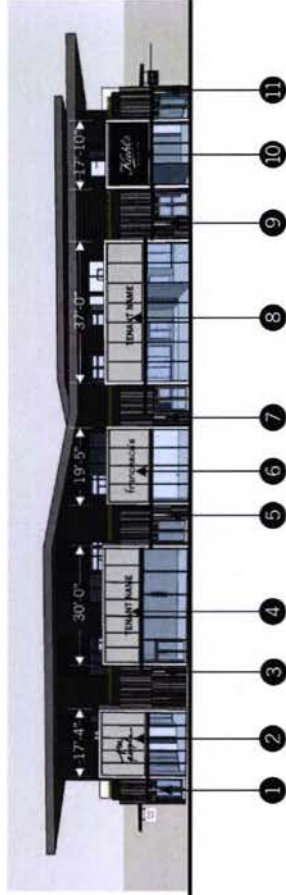
The Block B Sign Program encompasses the following sign types:

- 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

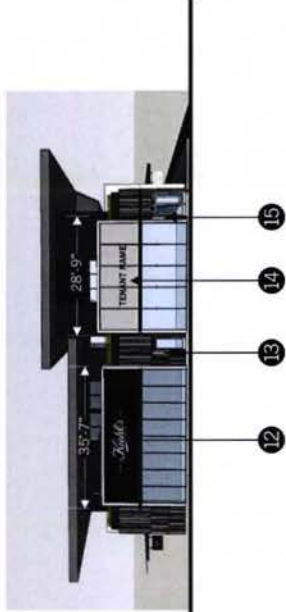
SIGN SAMPLES



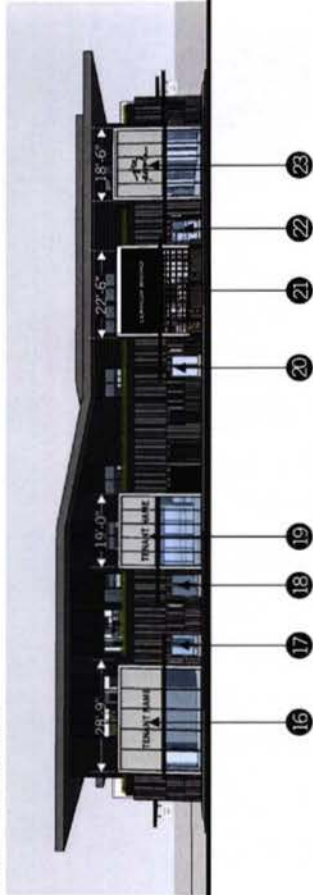
EAST ELEVATION



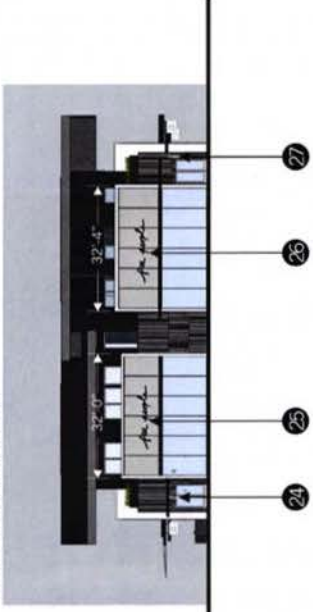
NORTH ELEVATION



WEST ELEVATION

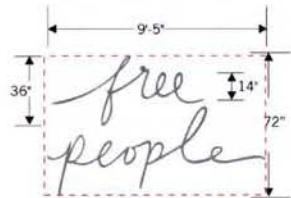
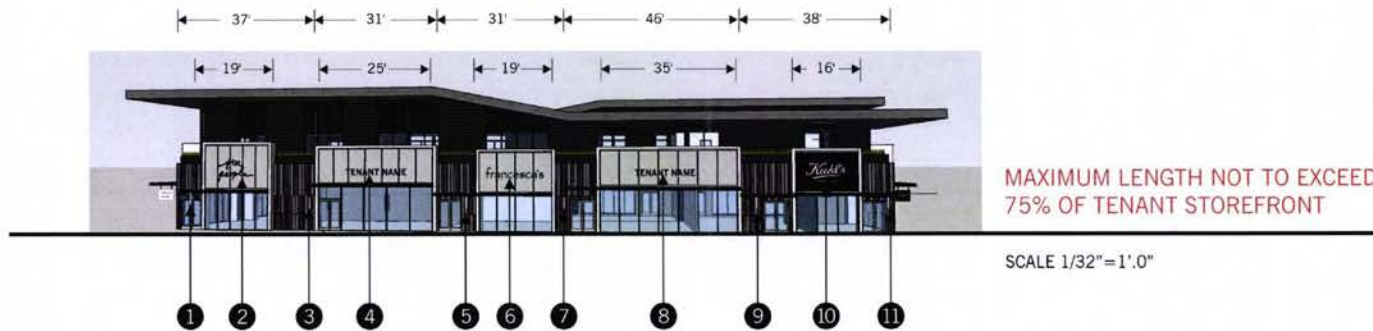


SOUTH ELEVATION



MAXIMUM LENGTH NOT TO EXCEED
75% OF TENANT STOREFRONT

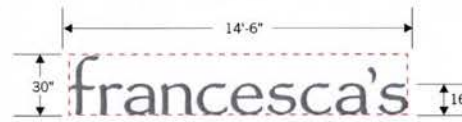
SCALE 1/32" = 1'.0"



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)



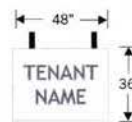
6
ILLUMINATED CHANNEL LETTERS
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(46.50 TOTAL SQ. FT. ALLOWED OVERALL)



8
ILLUMINATED CHANNEL LETTERS
(69.00 TOTAL SQ. FT. ALLOWED OVERALL)

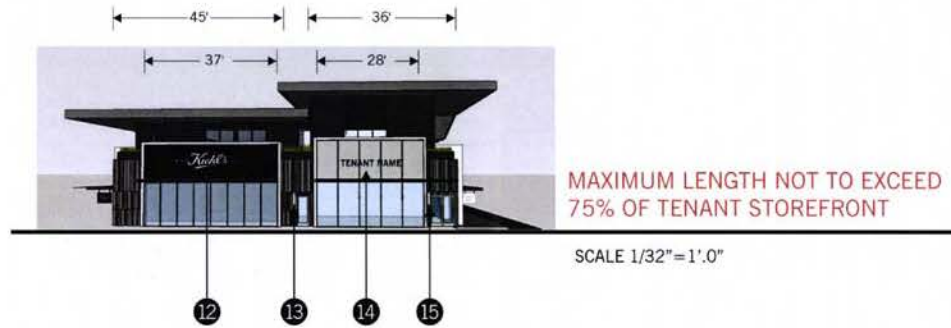


10
ILLUMINATED CHANNEL LETTERS
50.50 TOTAL SQ. FT.
(50.50 TOTAL SQ. FT. ALLOWED OVERALL)



1 3 5 7 9 11
NON-ILLUMINATED BLADE SIGN
(12.00 TOTAL SQ. FT. ALLOWED OVERALL)

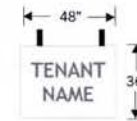
SIGN DETAILS
SCALE 3/16"=1'.0"



12
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(67.50 TOTAL SQ. FT. ALLOWED OVERALL)

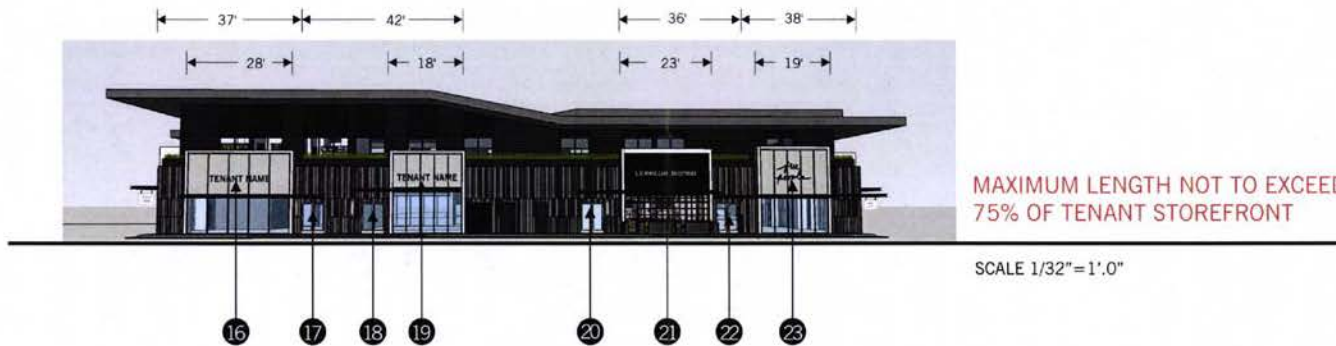


14
ILLUMINATED CHANNEL LETTERS
(54.00 TOTAL SQ. FT. ALLOWED OVERALL)



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

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



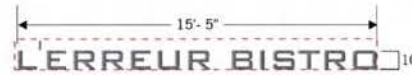
16

ILLUMINATED CHANNEL LETTERS
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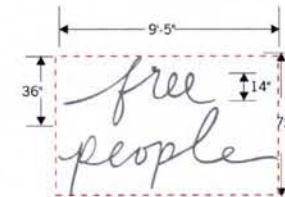
19

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



21

ILLUMINATED CHANNEL LETTERS
20,560 TOTAL SQ. FT.
(54.00 TOTAL SQ. FT. ALLOWED OVERALL)



23

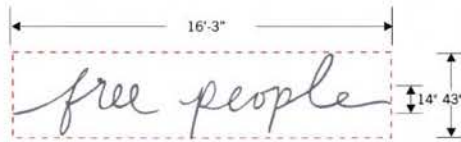
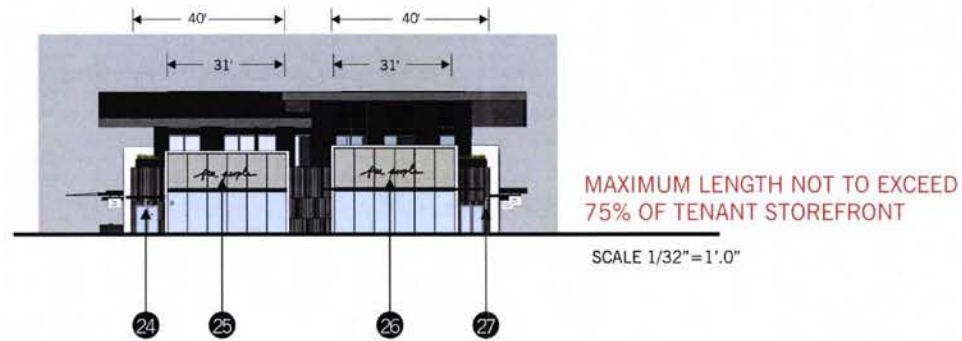
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56.50 TOTAL SQ. FT.
(57.50 TOTAL SQ. FT. ALLOWED OVERALL)



17 18 20 22

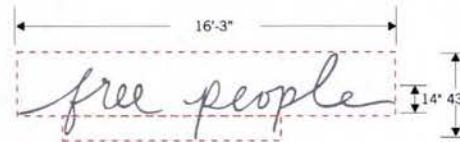
NON-ILLUMINATED BLADE SIGN
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SIGN DETAILS
SCALE 3/16"=1'.0"



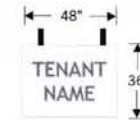
25

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)

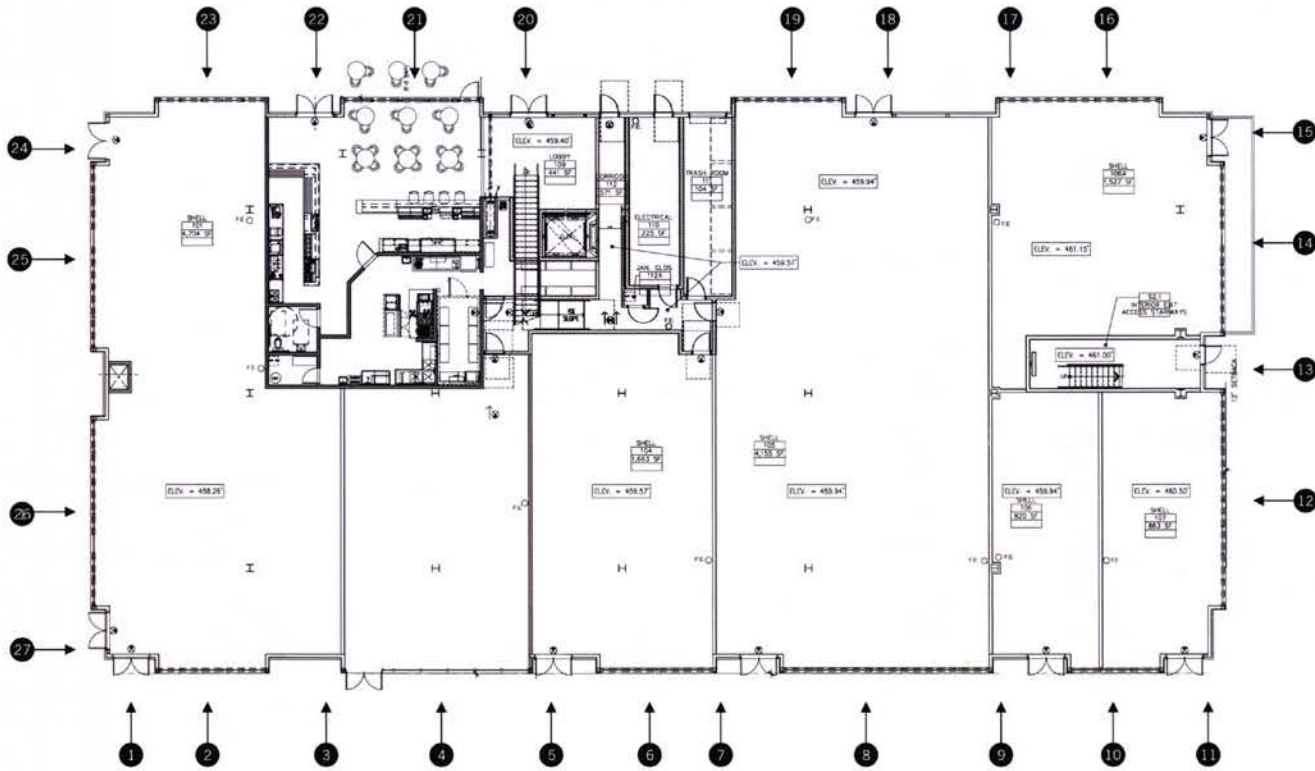


24 27

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

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

BLOCK B SITE MAP



NORTH PALM CANYON DR.

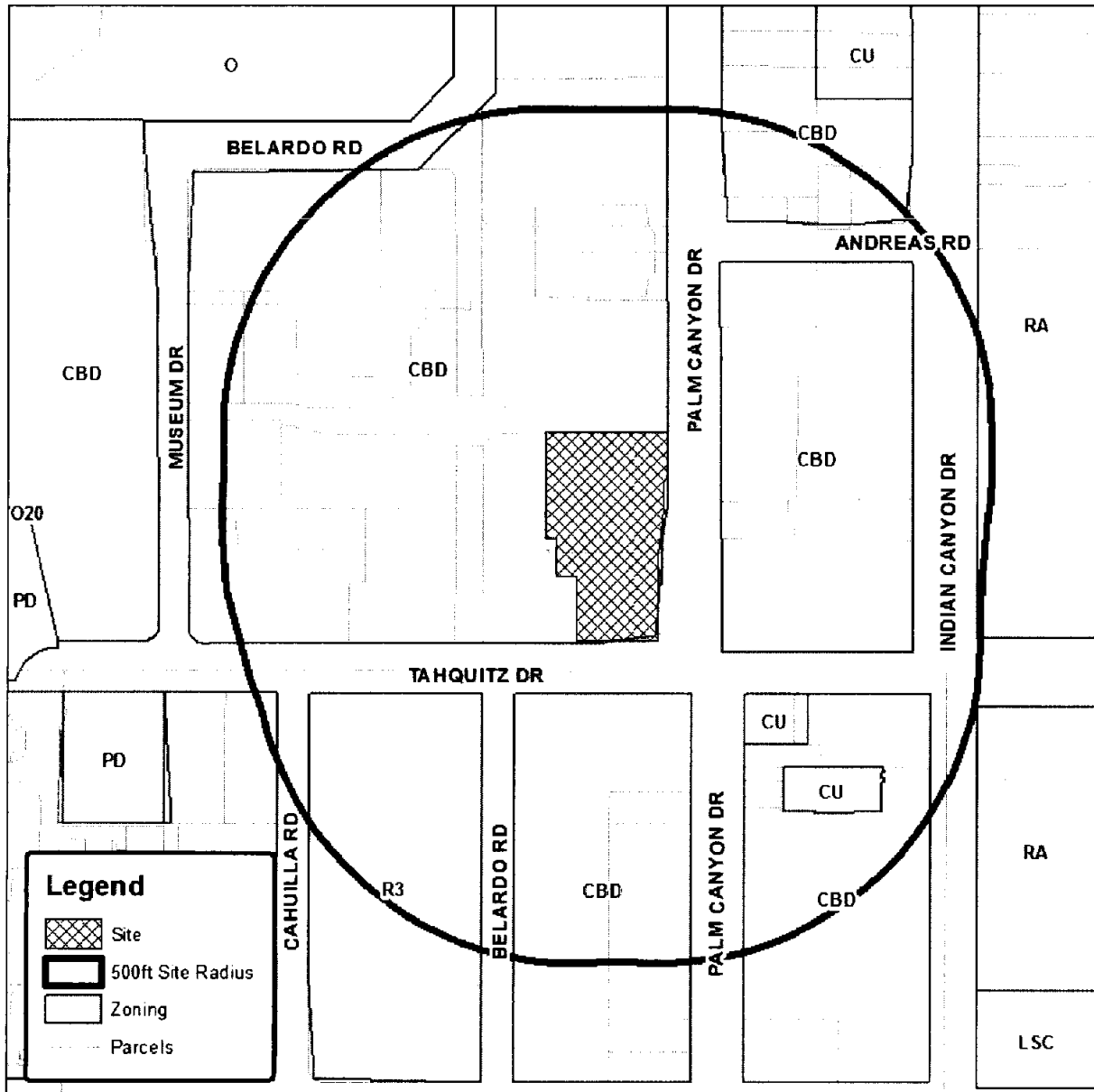
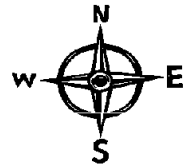
SIGN LOCATIONS

- | | |
|-------------------------------|------------------------------------|
| 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 | |

Attachment 3.a



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS

Case SP 17-003

Sign Program for Block C

111 North Palm Canyon Drive

Attachment 3.b

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING AND ESTABLISHING A SIGN PROGRAM FOR THE ONE- AND TWO-STORY MULTI-TENANT BUILDING LOCATED ON BLOCK C OF THE DOWNTOWN PALM SPRINGS SPECIFIC PLAN AT 111 NORTH PALM CANYON DRIVE.

THE CITY COUNCIL FINDS AND DETERMINES AS FOLLOWS:

- A. DTSP C-15, 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 17-003) for the multi-tenant commercial building located at 111 North Palm Canyon Drive, Zone C-B-D, Block "C" 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 paseo (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. A notice of a public meeting of the Planning Commission of the City of Palm Springs to consider Case SP 17-003 was given in accordance with applicable law, and on June 28, 2017, the Planning Commission carefully reviewed and considered all of the evidence presented in connection with the meeting on the Project, including but not limited to the staff report, and all written and oral testimony presented, and voted 7-0 to conditionally approve Case SP 17-003.
- E. On July 3, 2017, a timely Notice of Review was submitted to the City Clerk requesting City Council review of the Planning Commission decision relative to Case SP 17-003 according to Section 2.06.030 of the Municipal Code.
- F. A notice of public meeting of the City Council of the City of Palm Springs California to consider Case SP 17-003 was given in accordance with applicable law, and on July 26, 2017, the City Council 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, and voted to conditionally approve Case SP 17-003.

G. Pursuant to Section 93.20.09 of the Palm Springs Zoning Code, the City Council has examined the sign program, including requested deviations from the strict provisions of the Sign Ordinance, and evaluated it 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 one- and two-story structure is located adjacent to the sidewalk and three streets, Palm Canyon Drive, Museum Way and Tahquitz Canyon 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, varying facades 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 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. Further, the accessory blade signs have been restricted to ensure conformance with the zoning code, while remaining effective for the purposes of directing pedestrians' attention to businesses. 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 CITY COUNCIL OF THE CITY OF PALM SPRINGS RESOLVES AS FOLLOWS:

SECTION 1. CEQA.

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.

SECTION 2. Sign Program.

The City Council approves Sign Program application (Case SP 17-003) with conditions as outlined in attached Exhibit "A."

ADOPTED THIS 26th DAY OF JULY, 2017.

David H. Ready, City Manager

ATTEST:

Kathleen D. Hart, Interim City Clerk

CERTIFICATION

STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) ss.
CITY OF PALM SPRINGS)

I, KATHLEEN D. HART, Interim City Clerk of the City of Palm Springs, hereby certify that Resolution No. _____ is a full, true and correct copy, and was duly adopted at a regular meeting of the City Council of the City of Palm Springs on _____, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

Kathleen D. Hart, Interim City Clerk
City of Palm Springs, California

Exhibit A

Case No. SP 17-003

Sign Program for Block C
111 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 17-003. 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. East elevation - Sign #6 ("H&M" blade sign) shall be same size as approved blade sign size, 24"x36".
 2. North elevation - Sign #11 ("Tommy Bahama" wall sign) shall be a blade sign.
 3. No duplicate signs for tenants on same frontage.
 4. West elevation - signs #18 and #19 shall have no duplicate signs.
 5. "H&M" wall signs - sign #23 shall match sign #4 in size.
 6. Sign mounted details to match architecture.
 7. Square footage to be consistent with sizes shown except secondary (blade) signs.
 8. 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
 - c. Sign mounting details to match architecture
- 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.c



PLANNING COMMISSION STAFF REPORT

DATE: June 28, 2017

SUBJECT: BEST SIGNS INC. ON BEHALF OF DTPS 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, ZONE CBD (CASE SP 17-003). (DN)

FROM: Department of Planning Services

SUMMARY

The Planning Commission will review a sign program for the building under construction on Block C of the Downtown Palm Springs Specific Plan (111 N. Palm Canyon Drive). The proposed sign program establishes criteria for main signs, entry door/window signs, temporary signs and prohibited signs.

RECOMMENDATION:

Evaluate AAC recommended conditions (total of eight), 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 signage on west elevation without street frontage and duplicated signs on the 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 ordinance. Proposed sign program requests main signs that exceed letter height, area and width maximums.
- Applicant opposes some Architectural Advisory Committee recommendations.

BACKGROUND:

Related Relevant City Actions...	
12/19/2012	City Council approved a Major Architectural Application for the development of Block C, including the construction of a multi-tenant commercial building fronting North Palm Canyon Drive Museum Way (previously identified as Main Street). The approved building fronting North Palm Canyon Drive was one-story (~20 feet) in height for 110 feet of street frontage, then rose to three stories (~53 feet) at the corner of North Palm Canyon Drive and Museum Way.
01/13/2016	Planning Commission approved an amendment to the approved Major Architectural Application, modifying the multi-tenant commercial building on Block C to allow residential uses, additional floor space and certain architectural changes.
04/20/2016	Planning Commission and City Council approved an amendment to the approved Major Architectural Application, modifying the architecture of the three-story building to a one- and two-story building, subject to conditions including a requirement to submit a sign program for review and approval.
05/15/2017	Architectural Advisory Committee voted 4-0 to recommend approval of the sign program, subject to the following conditions: <ol style="list-style-type: none"> 1. East elevation - Sign #6 ("H&M" blade sign) shall be same size as approved blade sign, 24"x36". 2. North elevation - Sign #11 ("Tommy Bahama" wall sign) shall be a blade sign. 3. No duplicate signs for tenants on same frontage. 4. West elevation - signs #18 and #19 shall have no duplicate signs. 5. "H&M" wall signs - sign #23 shall match sign #4 in size. 6. Sign mounted details to match architecture. 7. Square footage to be consistent with sizes shown except secondary signs. 8. Blade signs design to return to staff for final review: <ol style="list-style-type: none"> a. Size to be 24"x36" b. Sign bottom to be uniform above sidewalk 9' - 10' c. Sign mounting details to match architecture

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



SUBJECT SITE: 111 N. Palm Canyon Drive

The proposed sign program will be the third program considered for buildings being constructed within the Downtown Palm Springs Specific Plan. The building on Block A was approved on April 13, 2016 and 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 in various locations on each building elevation. The two secondary identification signs are blade and window signs; however, in a few instances, they propose wall 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>Primary:</p> <ul style="list-style-type: none"> • Up to two main signs per elevation • Area of individual letters to be 1.5 s.f. of sign area per lineal foot of business frontage • Overall length of sign not to exceed 3/4th of tenant storefront • Letter height undefined in sign program. 	<p><u>Main Sign:</u> When using individual letters:</p> <ul style="list-style-type: none"> • One sign per street front elevation. • Area of individual letters are limited to 1 s.f. of sign are per lineal foot of frontage • Overall length of sign not to exceed 2/3rd of tenant storefront • Letter heights limited to 14-in., with the first letter allowed at 16-in. 	<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>Secondary: Two types permitted for each tenant as follows:</p> <p><u>Blade signs:</u></p> <ul style="list-style-type: none"> • Area of blade sign is limited to 12 s.f. (except one tenant allowed 39 s.f.) in sign plan, but no other criteria specified <p><u>Window signs:</u></p> <ul style="list-style-type: none"> • Located every alternating window • Each location to be 1 s.f. of sign area • Vinyl die-cut graphics/text 	<p><u>Accessory Main Sign.</u> Either blade sign OR window signs, as follows:</p> <p><u>Blade signs:</u></p> <ul style="list-style-type: none"> • 9 sq. ft. and no more than 3 ft. in any one direction; • Materials include painted, polished and patina metal; painted and stained wood; and inlaid stone; • Lowest point of sign to be 7 ft. above sidewalk; • Bracket design to be integrally planned and detailed; highly ornamental in nature. Consistent throughout. • Permitted at each customer entry where another main sign is not located. <p><u>Window signs:</u></p> <ul style="list-style-type: none"> • Permitted on both sides of customer entrance, each at no more than 6 s.f. • Letters to be max. height of 10 inches. • Sand blasted or etched glass, professionally-painted lettering, professionally- and custom-fabricated and – applied vinyl, metal leaf and stained glass. 	<p>No, only one accessory main sign permitted</p> <p>No, too large</p> <p>No, material undefined</p> <p>May be, 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>
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The sign program also allows signage for the public restroom and the second floor residential. A comparison of these signs against the sign ordinance is provided in the table below.

Signage for Second Floor & Public Restrooms

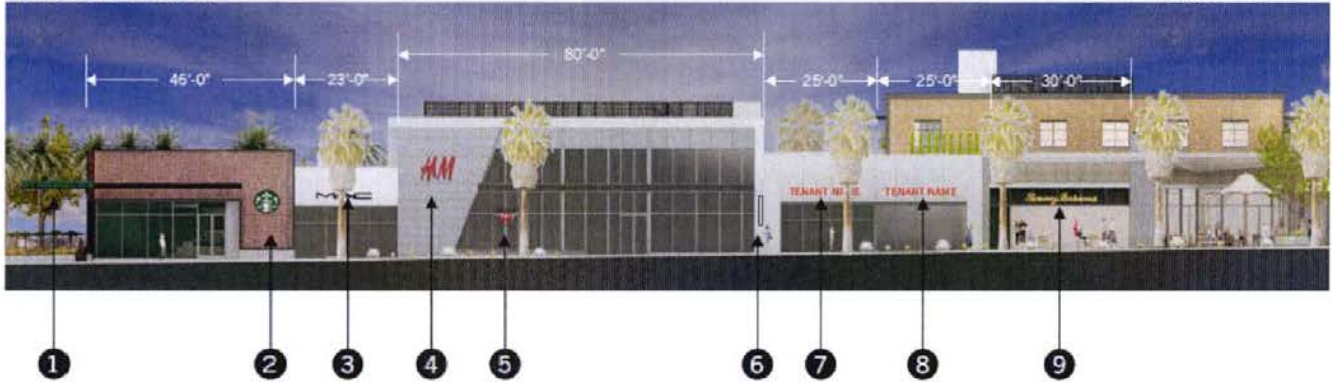
Proposed	Allowed (Section 93.20.09 & 93.20.10)	Meet Code?
<p><u>Residential on 2nd Floor</u></p> <ul style="list-style-type: none"> • One sign of 16.7 sq. ft. above the primary entry <p><u>Public Restrooms</u></p> <ul style="list-style-type: none"> • One sign of 1.6 sq. ft. above the primary entry 	<p><u>Main Sign:</u> When using individual letters:</p> <ul style="list-style-type: none"> • One sign per street front elevation. • Area of individual letters are limited to 1 s.f. of sign are per lineal foot of frontage • Overall length of sign not to exceed 2/3rd of tenant storefront • Letter heights limited to 14-in., with the first letter allowed at 16-in. <p><u>Public convenience Signs:</u></p> <ul style="list-style-type: none"> • Convenience signs of up to 5 sq. ft. may be approved as deemed appropriate by the Planning Director. 	<p>No, sign faces west</p> <p>Yes</p> <p>Yes</p> <p>No, letter height too big</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 on elevations around the building.

North Palm Canyon Drive Building Elevation (East):

EAST ELEVATION

SCALE



Primary/Main Sign Samples on East Elevation:

<p>1 ILLUMINATED CHANNEL LETTERS 27.0 TOTAL SQ FT. (69.0 TOTAL SQ. FT. ALLOWED OVERALL)</p>	<p>2 WALL MOUNTED ILLUMINATED LOGO 25.0 TOTAL SQ FT. (69.0 TOTAL SQ. FT. ALLOWED OVERALL)</p>	<p>3 ILLUMINATED CHANNEL LETTERS 25.4 TOTAL SQ FT. (34.5 TOTAL SQ. FT. ALLOWED OVERALL)</p>	<p>4 ILLUMINATED CHANNEL LETTERS 34.6 TOTAL SQ FT. (120.0 TOTAL SQ. FT. ALLOWED OVERALL)</p>
<p>5 NON-ILLUMINATED HANGING SIGN 6.0 TOTAL SQ FT. (120.0 TOTAL SQ. FT. ALLOWED OVERALL)</p>	<p>6 NON-ILLUMINATED BLADE SIGN 39.0 TOTAL SQ FT. (120.0 TOTAL SQ. FT. ALLOWED OVERALL)</p>	<p>7 8 ILLUMINATED CHANNEL LETTERS 25.0 TOTAL SQ FT. (37.5 TOTAL SQ. FT. ALLOWED)</p>	<p>9 ILLUMINATED CHANNEL LETTERS 56.1 TOTAL SQ FT. (108 TOTAL SQ. FT. ALLOWED)</p>

Museum Way Building Elevation (North):

NORTH ELEVATION

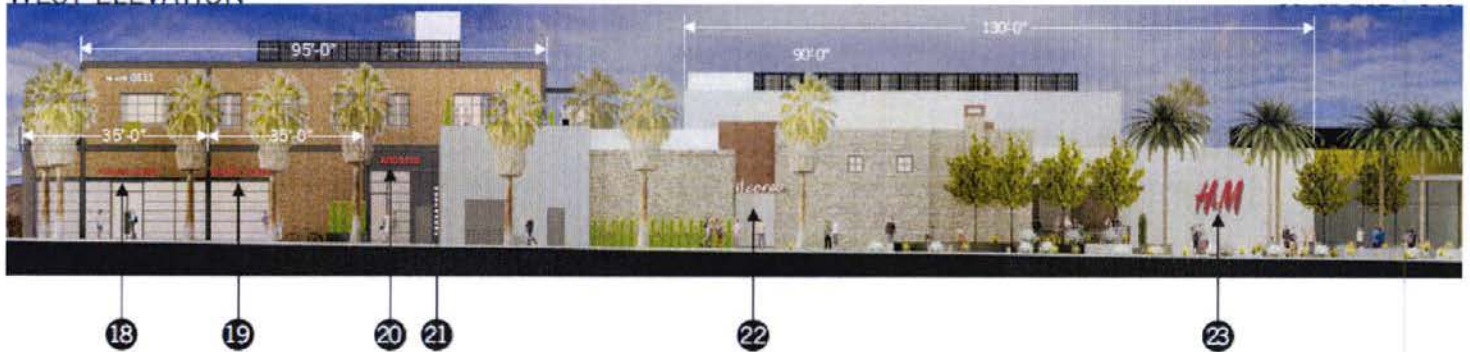


Primary/Main Sign Samples on North Elevation:

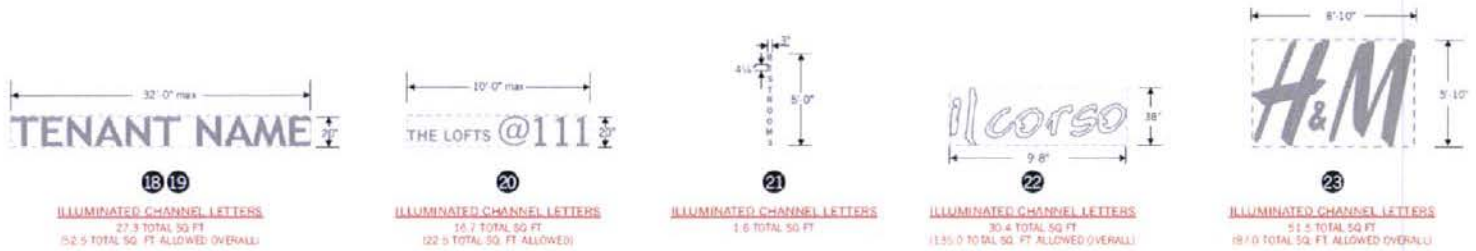


Pedestrian Paseo Building Elevation (West):

WEST ELEVATION



Primary/Main Sign Samples on West Elevation:



Tahquitz Canyon Way Elevation (South):

SOUTH ELEVATION



Primary/Main Sign Samples on South Elevation:



AAC REVIEW:

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

Commission. The applicant opposes certain recommendations; these are described below.

AAC Condition	Applicant response
1. East elevation - Sign #6 ("H&M" blade sign) shall be same size as approved blade sign size, 24"x36".	Agree to 6 sq. ft. but opposed to limiting sign dimensions
2. North elevation - Sign #11 ("Tommy Bahama" wall sign) shall be a blade sign.	Opposed
3. No duplicate signs for tenants on same frontage.	Opposed
4. West elevation - signs #18 and #19 shall have no duplicate signs.	Accept
5. "H&M" wall signs - sign #23 shall match sign #4 in size.	Accept
6. Sign mounted details to match architecture.	Accept, see response to 8c below
7. Square footage to be consistent with sizes shown except secondary (blade) signs.	Accept
8. Blade signs design to return to staff for final review: a. Size to be 24"x36" b. Sign bottom to be uniform above sidewalk 9' - 10' c. Sign mounting details to match architecture	a. Agree to 6 sq. ft. but opposed to limiting sign dimensions. Notes zoning code allows single-sided signs at 9 sq. ft. b. Opposed to specified dimension c. Agree to match architecture but opposed to same blade sign/bracket for entire Block C

The applicant is opposed to replacing the north elevation "Tommy Bahama" wall sign with a (24"x36") blade sign. They are also opposed to the limitation of duplicate signs. The applicant intends to provide additional reasoning for allowing the signs at the meeting. Staff has included the AAC recommendation as conditions in the draft resolution except as discussed below.

The applicant is also opposed to limiting blade sign dimensions to 24" x 36" and requiring the same height above the sidewalk. Staff agrees 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 designs are approved by staff, allowing the Planning Director to define an appropriate height at that time. The conditions in the draft resolution reflect this approach.

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 one- and two-story structure is located adjacent to the sidewalk and three streets, Palm Canyon Drive, Museum Way and Tahquitz Canyon 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, varying facades 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 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. Further, the accessory blade signs have been restricted to ensure conformance with the zoning code, while remaining effective for the purposes of directing pedestrians’ attention to businesses. 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.*”

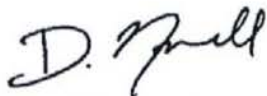
The sign ordinance encourages adoption of sign programs to provide consistency and ease of permitting for multi-tenant signage. The deviations from the ordinance are for the purpose of providing adequate identification for business and sign users. Therefore, the proposed sign program is not contrary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

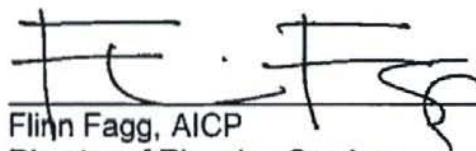
Pursuant to the California Environmental Quality Act (CEQA), the project is Categorically Exempt under Section 15311(a) (Accessory Structures).

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. The applicant opposes some AAC recommended conditions as noted on page 9 of this report. The applicant intends to present additional information at the meeting on why certain signs should be approved as presented in the sign program. However, to address one of the applicant's concerns related to blade signs, staff recommends a slight modification to the AAC condition related to the sign's location above the sidewalk. This is reflected in the draft resolution attached to this report. Staff believes the sign program, as modified by the conditions, will create an appropriate and unified signage package for the multi-tenanted building and recommends approval.



David A. Newell
Associate Planner



Flinn 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

Attachment 3.d

EXCERPT OF MINUTES

At the Planning Commission meeting of the City of Palm Springs, held June 28, 2017, the Planning Commission took the following action:

- 3E. BEST SIGNS INC. ON BEHALF OF DTPS 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, ZONE CBD (CASE SP 17-003). (DN)**

Associate Planner Newell presented the proposed sign program as outlined in the staff report. Mr. Newell reviewed the Architectural Advisory Committee's and staff's recommendations.

Comments:

Commissioner Hirschbein noted that this sign program is different from Block B, which has a lot of architectural consistency whereas this one is more like Palm Canyon where each storefront has different character. He thinks Tommy Bahama is asking for too much and prefers having one illuminated sign facing the tree at the corner and two blade signs. He also thinks H & M is requesting too much with three signs on the Palm Canyon facade plus all the signs on the windows. Mr. Hirschbein does not want cabinet signs and would like to see the halo-lit signs. He thinks the channel letter signs (given the height of the H&M sign) will have too much front-lit Plexiglas especially on a main street.

Commissioner Donenfeld thinks Mr. Hirschbein has made some good points and agrees with the lighting. He said with respect to the Tommy Bahama signs since they have two operations (retail & restaurant) he thinks the three signs are appropriate.

PAUL DUELLO, architects for H&M, pointed-out that H&M's brand is typically a small sign that identifies each entrance and two blade signs (in this case has been reduced to one blade sign). He stated that H&M does not have a corporate brand halo sign for the larger logos. He noted that given the scale of the east elevation for the two-story façade they feel the sizes proposed are proportionate to the overall scale.

JIM CROSS, representing Best Signs, explained the difference between halo sign and channel letters.

Planning Director Fagg (responding to Commission question) said his preference would be halo letters; however, more importantly what he would like to see is consistency in the type of letters and colors among the signs on the building.

ACTION: Approve with the following changes:

Block C Sign Program–

1. East elevation - Sign #6 ("H&M" blade sign) shall be same size as approved blade sign size (no larger than 24"x36").
2. ("Tommy Bahama" wall signs approved as presented; no change necessary per condition no. 11 below).
3. No duplicate (Primary Main) signs allowed for tenants on the same frontage.
4. West elevation – there shall be no duplicate signs on the brick façade portion of the building (signs #18 and #19 in Master Sign Plan).
5. "H&M" wall signs - sign #23 shall match sign #4 in size.
6. Sign mounting details shall match architecture.
7. Square footage to be consistent with sizes shown except secondary (blade) signs.
8. Blade Sign design to return to staff for final review:
 - a. Size shall be limited to 24" x 36" maximum.
 - b. Bottom of sign to be uniform above the sidewalk – specific height dimension to be approved by the Director of Planning Services
 - c. Sign mounting details to match architecture.
9. Cabinet signs are prohibited.
10. Channel letter main signs to be halo-illumination only (no front lit letters).
11. "Tommy Bahama" permitted three signs as presented in Sign Plan.

MOTION: Hirschbein, seconded by Vice Chair Weremiuk, and unanimously carried on a 7-0-0 roll call vote.

AYES: Donenfeld, Hirschbein, Hudson, Lowe, Middleton, Vice Chair Weremiuk, Chair Calerdine

I, TERRI HINTZ, Planning Administrative Coordinator for the City of Palm Springs, hereby certify that the above action was taken by Planning Commission of the City of Palm Springs on the 28th day of June 2017, by the following vote:

AYES: Donenfeld, Hirschbein, Hudson, Lowe, Middleton, Vice Chair Weremiuk, Chair Calerdine
NOES: None.
ABSENT: None.

Terri Hintz
Planning Administrative Coordinator

Attachment 3.e

Comparison of Sign Programs –

Sign Type	Block A Approved	Block C Proposed
General	All signage for first floor tenants; none approved for upper floors	Signage for first and second floor tenants
Primary Identification	Individual letters allowed on three building elevations – east, south and west. None permitted on north elevation (facing Hyatt). <ul style="list-style-type: none"> - 1.5 s.f. of sign area per lineal foot of business frontage - Overall sign width not to exceed 72% of storefront - Letter height: <ul style="list-style-type: none"> o East elevation limited to be 16" high, except 36" high for West Elm tenant space o West elevation 22" high 	Individual letters allowed on all four building elevations: <ul style="list-style-type: none"> - 1.5 s.f. of sign area per lineal foot of business frontage - Overall sign width not to exceed 75% of storefront - Letter height undefined, but exhibits show letters as high as 70"
Secondary Identification	Blade Signs on three elevations – east, south and west <ul style="list-style-type: none"> - 11 s.f. in size <p>AND</p> Window Signs on three elevations – east, south and west <ul style="list-style-type: none"> - Located every alternating window - Each location 3 s.f. in sign area - Vinyl die-cut graphics/text 	Blade signs on all elevations <ul style="list-style-type: none"> - 12 s.f. in size - 39 s.f. in size for H&M tenant <p>AND</p> Window signs on all elevations <ul style="list-style-type: none"> - Located every alternating window - Each location to be 1 s.f. of sign area - Vinyl die-cut graphics/text
Temporary	Construction barrier window graphics on tenant storefronts are permitted for up to 100 days	None proposed

Attachment 3.f



BLOCK C

- RETAIL
- RESTAURANT
- RESIDENTIAL

TENANT SIGNAGE MANUAL

REVISED APRIL 3, 2017

BESTSIGNS
INCORPORATED

800-50-SIGNS 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. Sign area or square footage shall be based on the eight line rule as documented in Exhibit A.

(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 C

- RETAIL
- RESTAURANT
- RESIDENTIAL

PRESENTED BY

BESTSIGNS
INCORPORATED

800-50-SIGNS www.bestsignsinc.com

CONTRACTORS LIC. NO. 524483

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

DECEMBER 8, 2016

MARCH 8, 2017

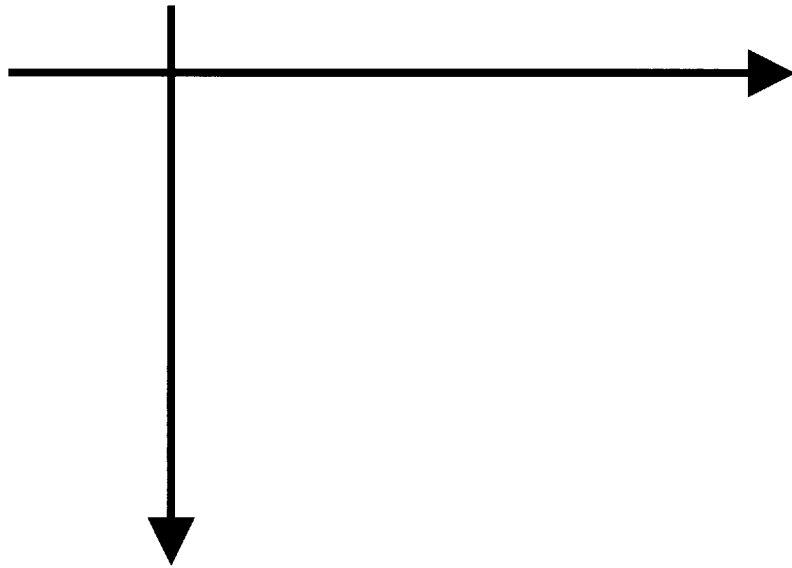
APRIL 3, 2017

APRIL 24, 2017

RECEIVED

APR 24 2017

PLANNING SERVICES
DEPARTMENT



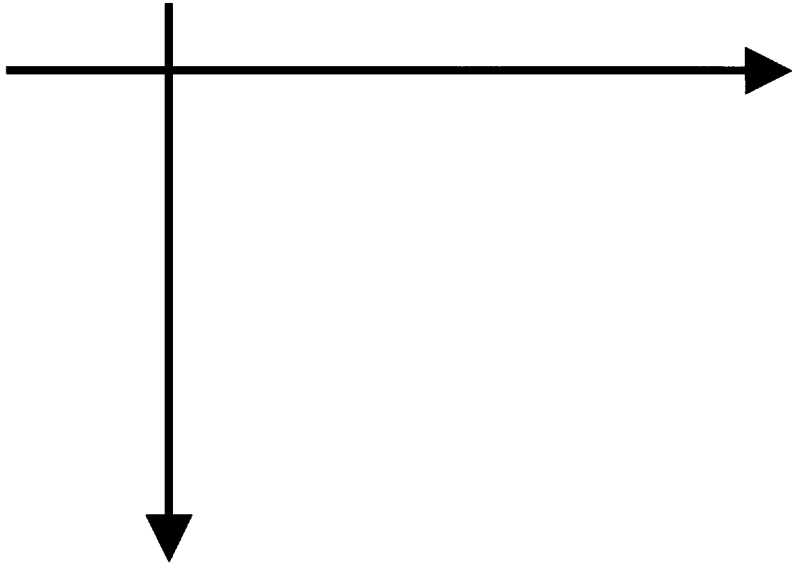
BLOCK C

- RETAIL
- RESTAURANT
- RESIDENTIAL

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



BLOCK C

- RETAIL
- RESTAURANT
- RESIDENTIAL

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 2: SIGN CRITERIA INTRODUCTION
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- SHEET 6: NORTH ELEVATION - RETAIL: SIGN LOCATIONS 10 - 17
- SHEET 7: WEST ELEVATION - RESTAURANT SPACE AND RETAIL: SIGN LOCATIONS 18 - 23
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- SHEET 9: SITE MAP

INTRODUCTION

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

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 C for sign requirements.

The Block C 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

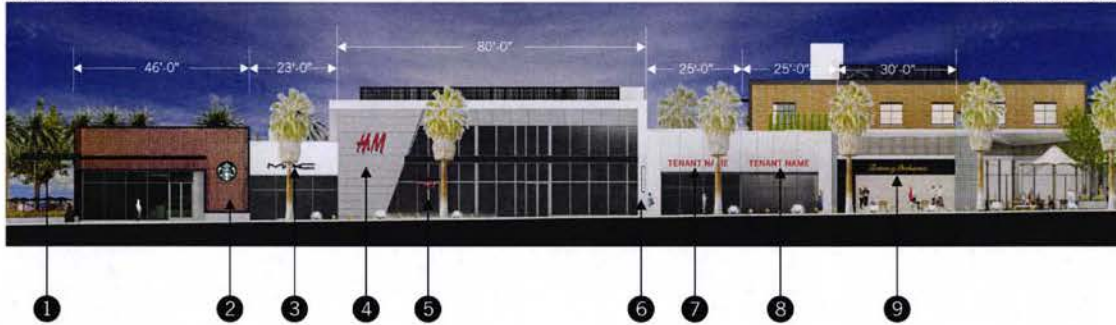
SIGN SAMPLES



BUILDING ELEVATIONS AND SIGN LOCATIONS

EAST ELEVATION

SCALE 1/32" = 1'.0"



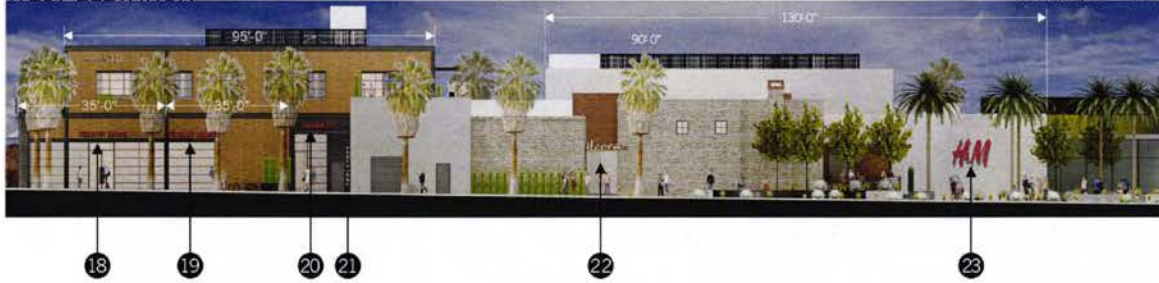
NORTH ELEVATION

SCALE 1/32" = 1'.0"



WEST ELEVATION

SCALE 1/32" = 1'.0"



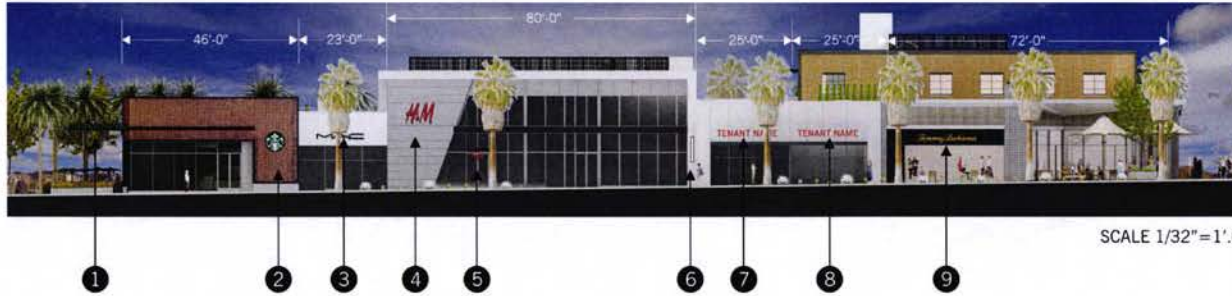
SOUTH ELEVATION

SCALE 1/32" = 1'.0"

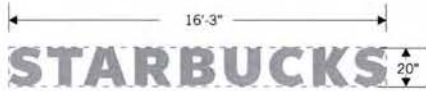


MAXIMUM LENGTH NOT TO EXCEED
75% OF TENANT STOREFRONT

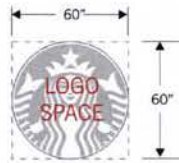
EAST BUILDING ELEVATION



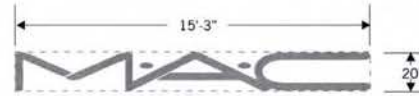
MAXIMUM LENGTH NOT TO EXCEED
75% OF TENANT STOREFRONT



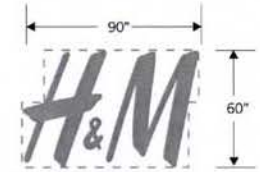
1
ILLUMINATED CHANNEL LETTERS
27.0 TOTAL SQ FT.
(69.0 TOTAL SQ. FT. ALLOWED OVERALL)



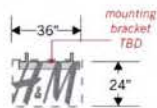
2
WALL MOUNTED ILLUMINATED LOGO
25.0 TOTAL SQ FT.
(69.0 TOTAL SQ. FT. ALLOWED OVERALL)



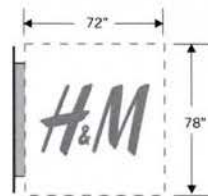
3
ILLUMINATED CHANNEL LETTERS
25.4 TOTAL SQ FT.
(34.5 TOTAL SQ. FT. ALLOWED OVERALL)



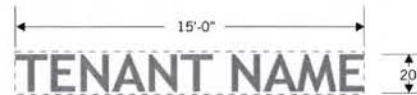
4
ILLUMINATED CHANNEL LETTERS
34.6 TOTAL SQ FT.
(120.0 TOTAL SQ. FT. ALLOWED OVERALL)



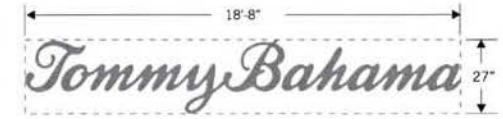
5
NON-ILLUMINATED HANGING SIGN
6.0 TOTAL SQ FT.
(120.0 TOTAL SQ. FT. ALLOWED OVERALL)



6
NON-ILLUMINATED BLADE SIGN
39.0 TOTAL SQ FT.
(120.0 TOTAL SQ. FT. ALLOWED OVERALL)



7 8
ILLUMINATED CHANNEL LETTERS
25.0 TOTAL SQ FT
(37.5 TOTAL SQ. FT. ALLOWED)



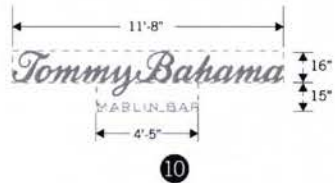
9
ILLUMINATED CHANNEL LETTERS
59.1 TOTAL SQ FT
(108 TOTAL SQ. FT. ALLOWED)

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

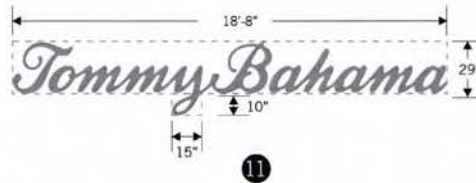
NORTH BUILDING ELEVATION



MAXIMUM LENGTH NOT TO EXCEED
75% OF TENANT STOREFRONT



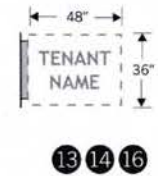
10
ILLUMINATED CHANNEL LETTERS
21.4 TOTAL SQ FT
(142.5 TOTAL SQ. FT. ALLOWED OVERALL)



11
ILLUMINATED CHANNEL LETTERS
43.1 TOTAL SQ FT
(142.5 TOTAL SQ. FT. ALLOWED OVERALL)



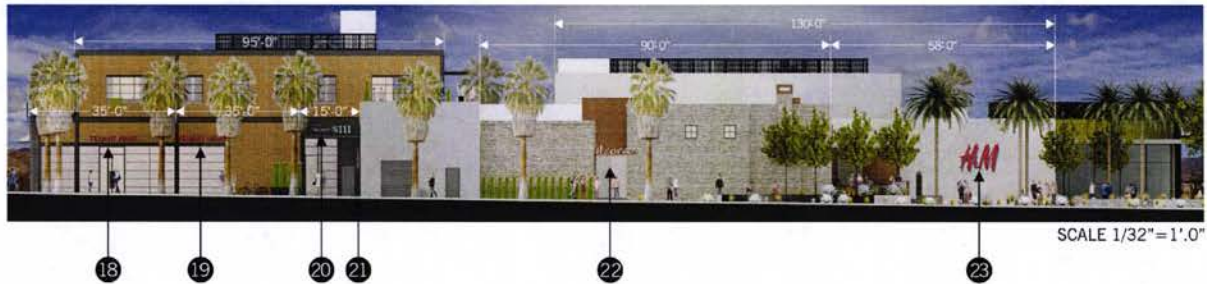
12 15 17
ILLUMINATED CHANNEL LETTERS
25.0 TOTAL SQ FT
(37.5 TOTAL SQ. FT. ALLOWED OVERALL)



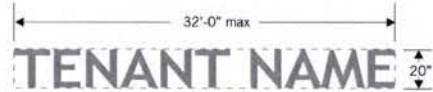
13 14 16
NON-ILLUMINATED BLADE SIGN
12.0 TOTAL SQ FT
(37.5 TOTAL SQ. FT. ALLOWED OVERALL)

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

WEST BUILDING ELEVATION

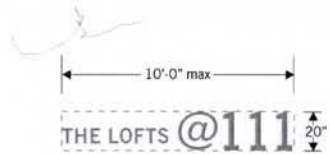


MAXIMUM LENGTH NOT TO EXCEED
75% OF TENANT STOREFRONT



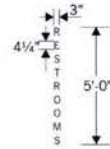
18 19

ILLUMINATED CHANNEL LETTERS
27.3 TOTAL SQ FT
(52.5 TOTAL SQ. FT. ALLOWED OVERALL)



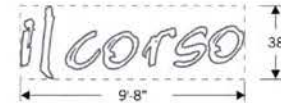
20

ILLUMINATED CHANNEL LETTERS
16.7 TOTAL SQ FT
(22.5 TOTAL SQ. FT. ALLOWED)



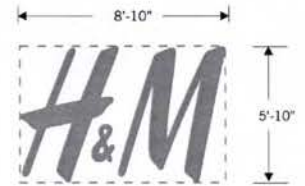
21

ILLUMINATED CHANNEL LETTERS
1.6 TOTAL SQ FT



22

ILLUMINATED CHANNEL LETTERS
30.4 TOTAL SQ FT
(135.0 TOTAL SQ. FT. ALLOWED OVERALL)



23

ILLUMINATED CHANNEL LETTERS
51.5 TOTAL SQ FT
(87.0 TOTAL SQ. FT. ALLOWED OVERALL)

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

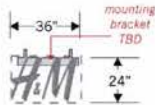
SOUTH BUILDING ELEVATION



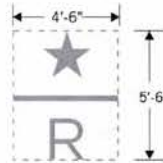
MAXIMUM LENGTH NOT TO EXCEED
75% OF TENANT STOREFRONT



24
ILLUMINATED CHANNEL LETTERS
30.4 TOTAL SQ FT
(93.0 TOTAL SQ. FT. ALLOWED OVERALL)



25
NON-ILLUMINATED HANGING SIGN
6.0 TOTAL SQ FT
(45.0 TOTAL SQ. FT. ALLOWED OVERALL)



26
ILLUMINATED WALL LOGO
24.8 TOTAL SQ FT
(81.0 TOTAL SQ. FT. ALLOWED OVERALL)

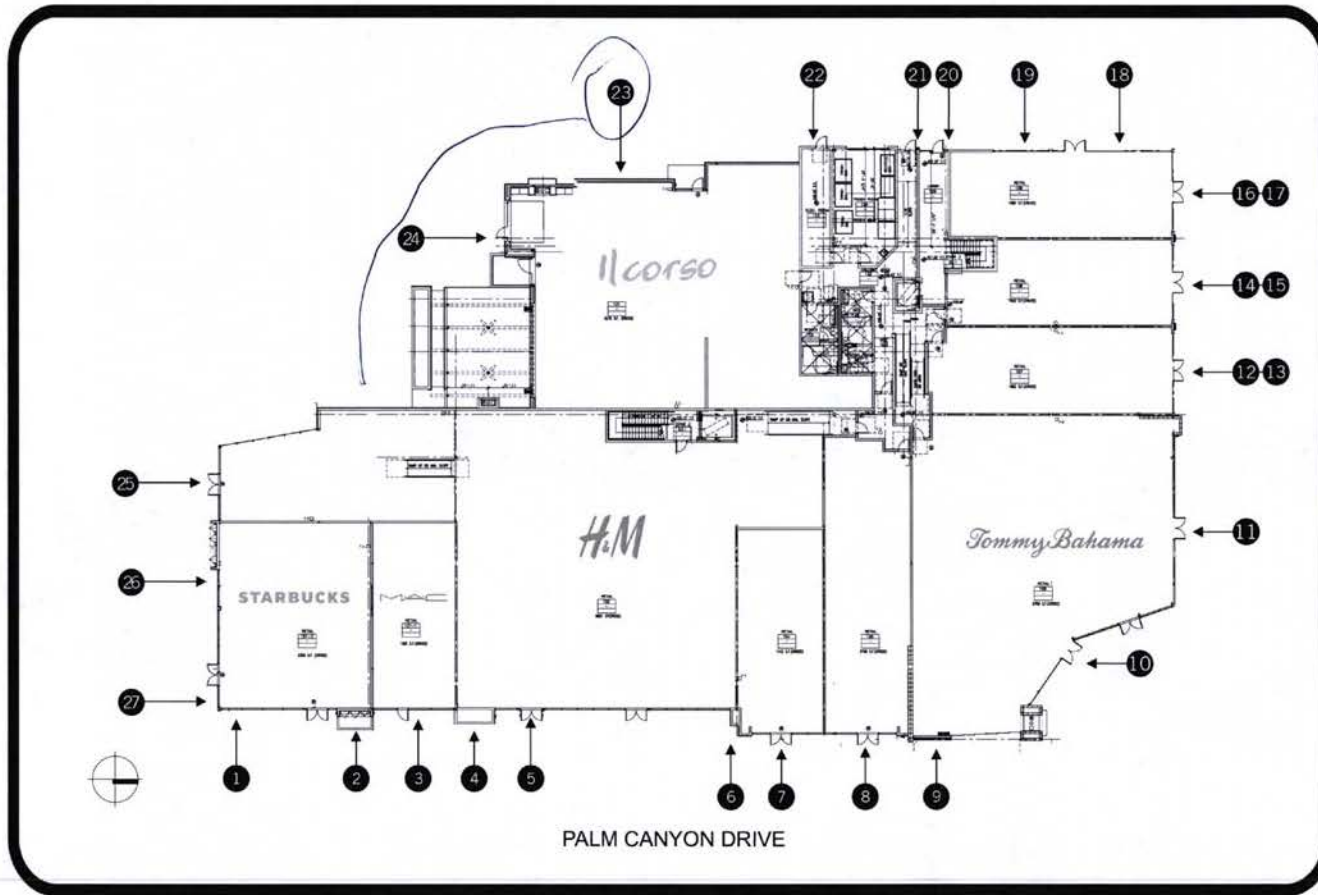


27
ILLUMINATED CHANNEL LETTERS
27.0 TOTAL SQ FT
(81.0 TOTAL SQ. FT. ALLOWED OVERALL)

SIGN DETAILS

SCALE 3/16" = 1'-0"

BLOCK C SITE MAP



SIGN LOCATIONS

- | | |
|---------------------------------|--------------------------------|
| 1 STARBUCKS CHANNEL LETTERS | 15 RETAIL CHANNEL LETTERS |
| 2 STARBUCKS WALL LOGO | 16 RETAIL BLADE SIGN |
| 3 MAC CHANNEL LETTERS | 17 RETAIL CHANNEL LETTERS |
| 4 H&M CHANNEL LETTERS | 18 RETAIL CHANNEL LETTERS |
| 5 H&M HANGING SIGN | 19 RETAIL CHANNEL LETTERS |
| 6 H&M BLADE SIGN | 20 RESIDENTIAL CHANNEL LETTERS |
| 7 RETAIL CHANNEL LETTERS | 21 RESTROOMS CHANNEL LETTERS |
| 8 RETAIL CHANNEL LETTERS | 22 IL CORSO CHANNEL LETTERS |
| 9 TOMMY BAHAMA CHANNEL LETTERS | 23 H&M CHANNEL LETTERS |
| 10 TOMMY BAHAMA CHANNEL LETTERS | 24 IL CORSO CHANNEL LETTERS |
| 11 RETAIL CHANNEL LETTERS | 25 H&M HANGING SIGN |
| 12 RETAIL CHANNEL LETTERS | 26 STARBUCKS R LOGO |
| 13 RETAIL BLADE SIGN | 27 STARBUCKS CHANNEL LETTERS |
| 14 RETAIL BLADE SIGN | |