



ARCHITECTURAL ADVISORY COMMITTEE MEMORANDUM

DATE: February 16, 2021

SUBJECT: REQUEST BY MIKE FLANNERY, FOR A SIGN PROGRAM APPLICATION FOR FLANNERY EXCHANGE, A MULTI-TENANT COMMERCIAL BUILDING, LOCATED AT 750 NORTH PALM CANYON DRIVE (APN: 505-303-018), ZONE C-1, SECTION 10 (CASE 20-005 SP). (NK)

FROM: Development Services Department

SUMMARY:

The applicant is proposing a Sign Program for Flannery Exchange, a 19,540-square-foot, two (2)-story multi-tenant commercial building located in Uptown. Pursuant to Palm Springs Zoning Code (PSZC) Section 93.20.08(H)(1), a Sign Program is required for any multi-tenant building which consists of more than one (1) tenant.

ISSUES:

1. The proposed Sign Program will display the amount of signage which far exceeds the quantity found on other properties, and it includes signs which deviate from the Sign Ordinance regulations.
2. Option B of the proposed freestanding sign on North Palm Canyon Drive and the freestanding sign on North Indian Canyon Drive display tenant names only and do not meet the primary objective of Section 93.20.08(I), which is intended to identify the building name. Additionally, the signs project into the public right-of-way.
3. Building identification sign on the west elevation (Sign 3.1) appears architecturally incompatible.
4. Building identification signs on west and east elevations (Signs 3.1 and 3.2) are not consistent with the intent of Palm Springs Zoning Code Section 93.20.06.

RECOMMENDATION:

That the Architectural Advisory Committee (AAC) recommend approval of the project to the Planning Commission subject to the following conditions:

1. The Sign Program proposes the amount of signage which far exceeds the quantity observed on other multi-tenant commercial buildings. One of the following actions is recommended:
 - i. Remove the tenant names from the proposed freestanding signs to identify the building name only, and install wall signs which identify tenant names only. Allow the blade signs as proposed; or
 - ii. The freestanding signs to be modified to identify the building name and tenant names with the maximum sign area as permitted by the zoning code. Omit the proposed wall signs on North Palm Canyon Drive and North Indian Canyon frontages from the Sign Program and allow the blade signs as proposed.
2. The freestanding signs shall be fully located on the property or the applicant shall obtain an encroachment agreement for the installation of the signs in the public right-of-way.
3. Omit Sign 3.1 from the Sign Program due to its architectural incompatibility.
4. Oversized signs (Signs 2.2, 3.1, and 3.2) shall be reduced in size.

BACKGROUND INFORMATION:

The project site is a two (2)-story multi-tenant commercial building located at 750 North Palm Canyon Drive within the Las Palmas Business Historic District in Uptown. The property has two (2) street frontages; it extends from North Palm Canyon Drive to North Indian Canyon Drive. The primary elevation of the building faces North Palm Canyon Drive, and the site is developed with a parking lot which is accessible from North Indian Canyon Drive. Originally constructed in 1980, the building was previously occupied by Security Pacific National Bank. Following Minor Architectural (MAA) review and approval by the AAC on March 18, 2019, the property is currently in the process of extensive renovation. The multi-tenant building is unique in use and design. Unlike typical multi-tenant buildings, which are comprised of defined individual suites with separate access points, the building is designed with a semi-open floor plan to accommodate multiple tenants which conduct various uses.

Architectural Advisory Committee Staff Report

Case 20-005 SP

February 16, 2021 – Page 3 of 19

<i>Neighborhood Meeting/Notification</i>	
02/11/2021	Meeting notification was distributed to the representatives of all neighborhood organizations located within one (1)-mile of the project site.

<i>Field Check</i>	
02/08/2021	Staff conducted a site visit to confirm the condition of the site.

DETAILS OF APPLICATION REQUEST:

<i>Site Area</i>	
Net Acres	1.13 Acres (49,233 SQ. FT.)

<i>Surrounding Property</i>	<i>Existing Land Use Per Chapter 92</i>	<i>Existing General Plan Designation</i>	<i>Existing Zoning Designation</i>
Subject Property	Commercial Building (Office/Retail/Café)	NCC (Neighborhood Community/Commercial)	C-1 (Retail Business)/R-3 (Multiple-Family Residential and Hotel)
North	Art Gallery	NCC	C-1/R-3
South	Office	NCC	C-1/R-3
East	Hotel	HDR (High Density Residential)	R-3
West	Restaurant/Art Gallery	NCC	C-1

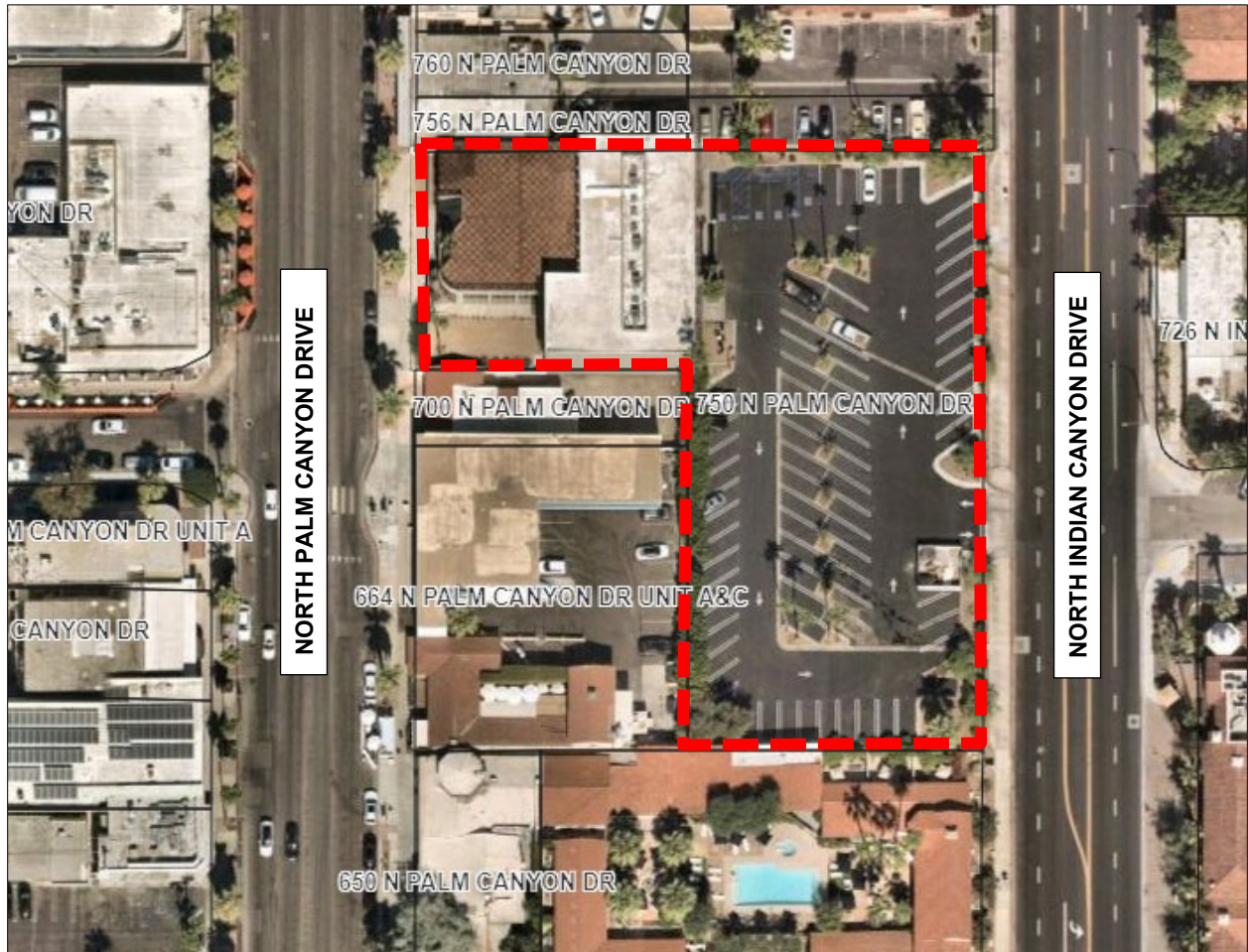


Image 1.1 Project Site ( Property Boundary)

PROPOSED SIGN PROGRAM:

The applicant is proposing a total of thirteen (13) signs for the entire property. The image below shows the location of the proposed signage.

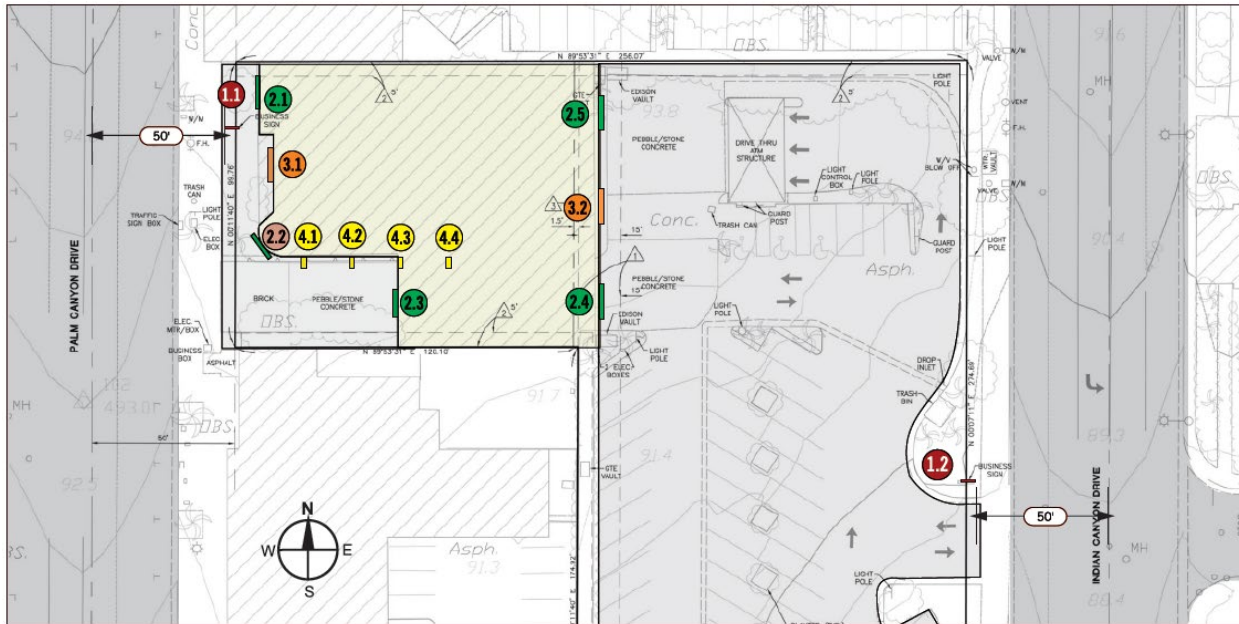


Image 1.2 Sign Installation Location

ANALYSIS:

Pursuant to Palm Springs Zoning Code Section 93.20.08(H)(1), the implementation of a Sign Program is required for any multi-tenant building or development which consists of more than one (1) tenant. Sign Programs which fully conform to the applicable Sign Ordinance regulations in Palm Springs Zoning Code Section 93.20.06 may be approved by the Development Services Director following a review and recommendation by the AAC (PSZC Section 93.20.08.H.3). Any Sign Program which varies from the Sign Ordinance regulations may be approved if the Planning Commission makes the following findings:

1. *Due to the physical characteristics of the property and the orientation and design of the structures on the property, strict application of the regulations of the Sign Ordinance will not give adequate visibility to the signage;*
2. *That the approved program will be compatible with the design of the property and will represent the least departure from the standards of the Sign Ordinance necessary for the effectiveness of the program; and*
3. *That the approved program is compatible with the surrounding property and not contrary to the purpose of the Sign Ordinance.*

The zoning analysis of the proposed signs is summarized in the table below:

1. Palm Canyon Drive Frontage

93.20.06A FASCIA PANEL/PLAQUE SIGN

- CHANNEL LETTER/LOGO SIGN TYPE:
 STANDARD FACE LIT, REVERSE HALO LIT
 INTERNALLY ILLUMINATED WITH Led MODULES.
- SECONDARY COPY: FLAT CUT OUT LETTERS
 CAST ACRYLIC OR ALUMINUM FORMED.
- ALL SIGNAGE TO BE APPROVED AT LANDLORD'S DISCRETION.



- 2.1** TENANT ID SIGN-FASCIA MOUNTED
-
- 93.20.06A FASCIA PANEL/PLAQUE SIGN
 - 35 SQ.FT. MAX SIGN AREA
 - 27' LINEAL FEET OF FRONTAGE
 - 16' TO GRADE
 - LOGO: 30" MAXIMUM HEIGHT
 3.0 SQ.FT. MAXIMUM AREA

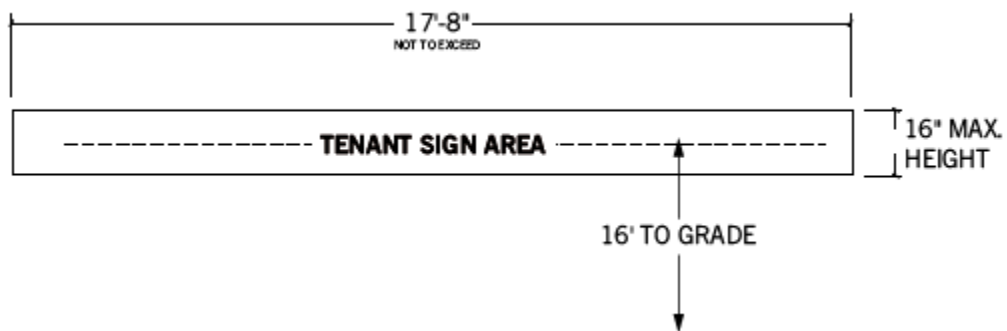
- 2.2** TENANT ID SIGN-FASCIA MOUNTED
-
- 93.20.06A FASCIA PANEL/PLAQUE SIGN
 - 35 SQ.FT. MAX SIGN AREA
 - 20' LINEAL FEET OF FRONTAGE
 - 16' TO GRADE
 - LOGO: 30" MAXIMUM HEIGHT
 3.0 SQ.FT. MAXIMUM AREA



2.3

TENANT ID SIGN-FASCIA MOUNTED

- 93.20.06A FASCIA PANEL/PLAQUE SIGN
- 35 SQ.FT. MAX SIGN AREA
- 29' LINEAL FEET OF FRONTAGE
- 16' TO GRADE
- LOGO: 30" MAXIMUM HEIGHT
3.0 SQ.FT. MAXIMUM AREA



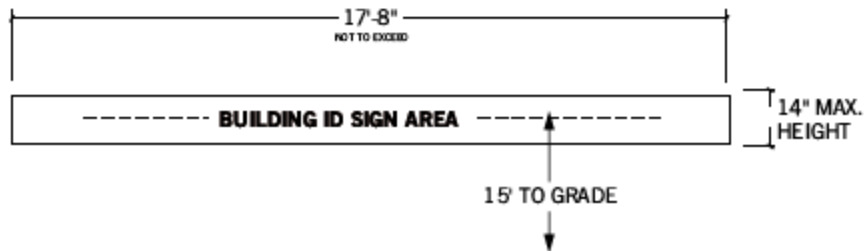
93.20.06A FASCIA PANEL/PLAQUE SIGN

- CHANNEL LETTER/LOGO SIGN TYPE:
 STANDARD FACE LIT, REVERSE HALO LIT
 INTERNALLY ILLUMINATED WITH Led MODULES.
- SECONDARY COPY: FLAT CUT OUT LETTERS
 CAST ACRYLIC OR ALUMINUM FORMED.



3.1 BUILDING ID SIGN-FASCIA MOUNTED

- 93.20.06A FASCIA PANEL/PLAQUE SIGN
- 35 SQ.FT. MAX SIGN AREA
- 29' LINEAL FEET OF FRONTAGE
- 15' TO GRADE
- LOGO: 16" MAXIMUM HEIGHT
 3.0 SQ.FT. MAXIMUM AREA



Palm Canyon Drive (West Elevation)					
	Sign Type	Intent/Use	Permitted	Proposed	Conformance
1	Freestanding Sign (1.1)	Building ID & Tenant	<p>Option A (Building ID & Tenant Names): <u>Area:</u> 1 SQ. FT. per one foot of lineal frontage <u>Height:</u> Max. 8'</p> <p>Option B (Tenant Names Only): <u>Area:</u> N/A <u>Height:</u> Max. 8'</p>	<p>Option A: <u>Area:</u> 23 SQ. FT. <u>Height:</u> 7.67'</p> <p>Option B: <u>Area:</u> 20 sq. ft. <u>Height:</u> 7'</p>	<p>Option A: Y</p> <p>Option B: N (Sign does not include the building name, which is not consistent with the intent of PSZC Section 93.20.089.I)</p>
2	Wall Sign (2.1)	Tenant (Office)	<p><u>Max. Width:</u> 2/3 (66.7%) the width of the storefront (Max. 1 SQ. FT. per lineal foot of building frontage. Not to exceed a maximum of 50 SQ. FT.)</p> <p><u>Max. Letter Height:</u> 16" is allowed for first letter capitals; 14" for the rest</p>	<p><u>Max. Width:</u> 17'-8" for 27' frontage (65.4% of frontage; Max. 18.1' allowed)</p> <p><u>Area:</u> 23.5 SQ. FT. (Max. 27 SQ. FT. allowed)</p> <p><u>Max. Letter Height:</u> 16"</p> <p><u>Logo:</u> 30"</p>	<p>Y</p> <p>Y</p> <p>Y (Partial)</p> <p>N/A</p>
3	Wall Sign (3.1)	Building ID		<p><u>Max. Width:</u> 17'-8" for 21.5' frontage</p>	<p>N</p>

Palm Canyon Drive (West Elevation)					
	Sign Type	Intent/Use	Permitted	Proposed	Conformance
				(82% of the frontage; Max. 14.4' allowed) <u>Area:</u> 20.6 SQ. FT. (Max. 21.5 SQ. FT. allowed) <u>Max. Letter Height:</u> 14" <u>Intent:</u> To identify the building name	Y Y N
4	Wall Sign (2.2)	Tenant (Kitchen/ Restaurant)		<u>Max. Width:</u> 17'-8" for 20' frontage (88.4% of the frontage; Max. 13.4' allowed) <u>Area:</u> 23.5 SQ. FT. (MAX. 20 SQ. FT. allowed) <u>Max. Letter Height:</u> 16" <u>Logo:</u> 30"	N N Y (Partial) N/A
5	Wall Sign (2.3)	Tenant (Office)		<u>Max. Width:</u> 17'-8" for 29' frontage (60.9% of frontage; Max. 19.4' allowed) <u>Area:</u> 23.5 SQ. FT. (29 SQ. FT. allowed)	Y Y

Palm Canyon Drive (West Elevation)					
	Sign Type	Intent/Use	Permitted	Proposed	Conformance
				<u>Max. Letter Height: 16"</u> <u>Logo: 30"</u>	Y (Partial) N/A

Pursuant to Palm Springs Zoning Code (PSZC) Section 93.20.08(F), freestanding signs are prohibited on a single parcel of property containing more than one (1) business. However, under PSZC Section 93.20.08(I), a building or complex of businesses may be allowed to install one (1) additional sign relating to the building/complex of businesses via an approved Sign Program. Section 93.20.08(I) states as follows:

“Sign Program for Complex of Businesses. In addition to signs allowed under this Chapter for individual businesses, one additional sign relating to a building or complex of businesses may be allowed as part of an approved Sign Program (see Section 93.20.05(C)(6)). This sign shall not exceed twenty (20) square feet unless no individual tenant signs are included in the Sign Program, in which case the sign area may be based on the frontage formula. Such a sign may be freestanding.”

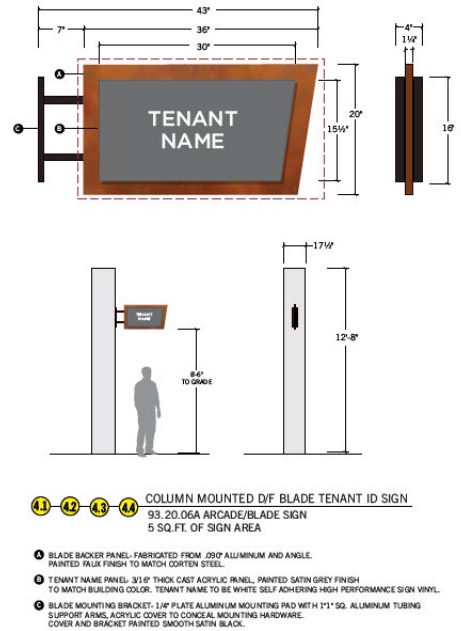
The project site is a multi-frontage lot, which extends from North Palm Canyon Drive to North Indian Canyon Drive. Pursuant to PSZC Section 93.20.10(C)(5), *“All sign areas allowed in this section shall be allowed on each street frontage of a multiple frontage lot; provided that, the same use of the property extends through from street to street. Consolidation of sign areas permitted on each frontage to one (1) sign is prohibited...”* Therefore, the property is allowed to accommodate two (2) freestanding signs via a Sign Program.

While Option B (Tenant names only) is 20 square feet in size, it does not meet the objective of PSZC Section 93.20.08(I) which indicates that the sign is primarily intended to identify the building name. Signs 2.2 and 3.1 exceed the maximum allowable sign width by 4.27 feet and 3.27 feet, respectively. Additionally, Sign 2.2 exceeds the maximum allowable sign area by 3.5 square feet. Furthermore, Sign 3.1 is proposed to display the name of the building, not a tenant, which is not consistent with the intent of PSZC Section 93.20.06(A). The zoning code does not provide stipulations pertaining to the dimensions of a logo.

2. South Elevation



BUILDING ELEVATIONS AND SIGN LOCATIONS
 PALM CANYON DR. ELEVATION



South Elevation					
	Sign Type	Intent/Use	Permitted	Proposed	Conformance
1	Blade Sign (4.1)	Tenant (Retail)	Max. Area: 16 sq. ft.	Area: 5 sq. ft. each.	Y
2	Blade Sign (4.2)	Tenant (Retail)	Max. Projection: 48"	Projection: 43"	Y
3	Blade Sign (4.3)	Tenant (Retail)	Location: Customer entrance	Location: Customer entrance	Y
4	Blade Sign (4.4)	Tenant (Retail)	Design: Must be identical (deemed as one sign)	Design: Consistent Vertical Clearance: 8.5'	Y

Pursuant to PSZC Section 93.20.04(B)(6), signs which do not face a public or private right-of-way, or plaza, promenade or arcade, or public or private parking area (parking associated with the same premises) is prohibited. The proposed signs will face a private courtyard/gathering space.

3. Indian Canyon Drive Frontage (East Elevation)

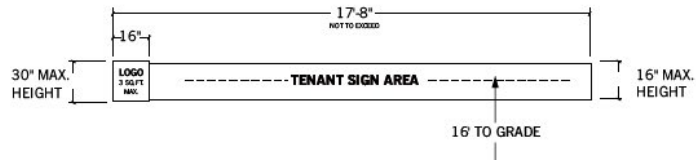


BUILDING ELEVATION AND SIGN LOCATION
 INDIAN CANYON DR. ELEVATION

BUILDING ELEVATION AND SIGN LOCATION
 INDIAN CANYON DR. ELEVATION

- 24** TENANT ID SIGN-FASCIA MOUNTED
- 93.20.06A FASCIA PANEL/PLAQUE SIGN
 - 35 SQ.FT. MAX SIGN AREA
 - 28 LINEAL FEET OF FRONTAGE
 - 16' TO GRADE
 - LOGO: 30" MAXIMUM HEIGHT
 - 3.0 SQ.FT. MAXIMUM AREA

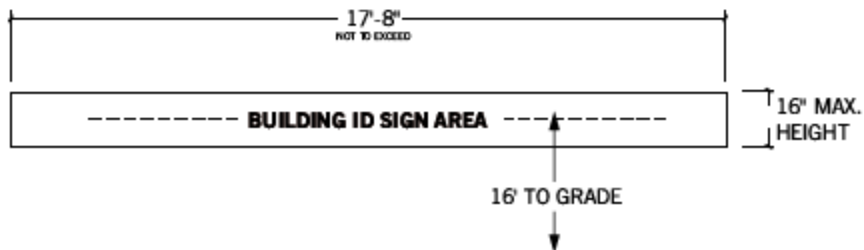
- 25** TENANT ID SIGN-FASCIA MOUNTED
- 93.20.06A FASCIA PANEL/PLAQUE SIGN
 - 35 SQ.FT. MAX SIGN AREA
 - 28 LINEAL FEET OF FRONTAGE
 - 16' TO GRADE
 - LOGO: 30" MAXIMUM HEIGHT
 - 3.0 SQ.FT. MAXIMUM AREA





3.2 BUILDING ID SIGN-FASCIA MOUNTED

- 93.20.06A FASCIA PANEL/PLAQUE SIGN
- 35 SQ. FT. MAX SIGN AREA
- 23' LINEAL FEET OF FRONTAGE
- 16' TO GRADE
- LOGO: 30" MAXIMUM HEIGHT
3.0 SQ. FT. MAXIMUM AREA



Indian Canyon Drive (East Elevation)					
	Sign Type	Intent/Use	Permitted	Proposed	Conformance
			16" is allowed for first letter capitals; 14" for the rest	<u>Max. Letter Height:</u> 16" <u>Logo:</u> 30"	Y (Partial) N/A
3	Wall Sign (3.2)	Building ID		<u>Max. Width:</u> 17'-8" for 23' frontage (76.8% of frontage; Max. 15.4' allowed) Area: 23.5 SQ. FT. (Max. 23 SQ. FT. allowed) <u>Max. Letter Height:</u> 16" <u>Logo:</u> 30" <u>Intent:</u> To identify the building name	N N Y (Partial) N/A N
4	Wall Sign (2.4)	Tenant (Office)		<u>Max. Width:</u> 17'-8" for 28' frontage (63.1% proposed; Max. 18.8' allowed) Area: 23.5 SQ. FT. (Max. 28 SQ. FT. allowed)	Y Y

Indian Canyon Drive (East Elevation)					
	Sign Type	Intent/Use	Permitted	Proposed	Conformance
				<u>Max. Letter Height:</u> 16”	Y (Partial)
				<u>Logo:</u> 30”	N/A

The proposed freestanding sign will display tenant names only, and it is inconsistent with the intent of the freestanding sign for a building or complex of businesses (PSZC Section 93.20.08.1.). Sign 3.2 exceeds the code-permitted sign width by 2.27 feet and maximum sign area by 0.5 square feet, it is proposed to display the building name. The zoning code does not provide regulations for a logo.

Architectural Review Criteria:

PSZC Section 94.04.00(D) requires an evaluation of the proposed development to determine if it will provide a desirable environment for its occupants, be compatible with the character of adjacent and surrounding developments, and whether it is of good composition, materials, textures and colors. Conformance shall be evaluated based on the following criteria:

	Guidelines [PSZC 94.04.00(D)]	Compliance
1.	<p><i>Site layout, orientation, location of structures and relationship to one another and to open spaces and topography. Definition of pedestrian and vehicular areas; i.e., sidewalks as distinct from parking lot areas.</i></p> <p>The application proposes the installation of two (2) freestanding signs on the multi-frontage lot. The street-facing elevations are located approximately 10 and 130 feet from the west (North Palm Canyon Drive) and east (North Indian Canyon Drive) properties lines, respectively. Both signs will project into the public right-of-way as proposed. Staff recommends a condition of approval which requires the freestanding signs to be fully located on the property or the applicant to obtain an encroachment agreement for the sign installation.</p>	Yes, as conditioned.
2.	<p><i>Harmonious relationship with existing and proposed adjoining developments and in the context of the immediate neighborhood/community, avoiding both excessive variety and monotonous repetition, but allowing similarity of style, if warranted;</i></p> <p>It is common for multi-tenant buildings to accommodate wall signs to identify their tenants; however, there are few multi-tenant commercial buildings on North Palm Canyon Drive that are developed with a freestanding sign. Should the freestanding signs</p>	Yes, as conditioned.

	Guidelines [PSZC 94.04.00(D)]	Compliance
	be approved as submitted, the property will display an amount of signage that far exceeds the sign quantity found on other properties. Staff recommends the implementation of one of the two (2) actions mentioned earlier in this report to reduce the visual impact of the signage.	
3.	<i>Maximum height, area, setbacks and overall mass, as well as parts of any structure (buildings, walls, screens, towers or signs) and effective concealment of all mechanical equipment;</i> The Sign Program includes signage which exceeds the maximum allowable width and area. Staff recommends the dimensions of such signage to be eliminated or revised to conform to the zoning code regulations.	Yes, as conditioned
4.	<i>Building design, materials and colors to be sympathetic with desert surroundings;</i> The proposed signs will be constructed of materials utilized in sign fabrication such as aluminum and Acrylic, which are commonly observed in the City. The application proposes to paint the background of the freestanding and blade signs in Corten steel finish. Corten steel is a common construction material found in the City.	Y
5.	<i>Harmony of materials, colors and composition of those elements of a structure, including overhangs, roofs, and substructures which are visible simultaneously;</i> The primary elevation of the building is closely located to North Palm Canyon Drive, and its view is adequately provided. Multiple signs are already proposed on the primary and south elevations, and the large glazing area will project the details of the interior space. Sign 3.1 will display the building name, and its installation on the canopy fascia appears contradictory to the intent of the contemporary and simplistic building design. To address these issues, staff recommends Sign 3.1 to be omitted from the proposed Sign Program.	Yes, as conditioned.
6.	<i>Consistency of composition and treatment;</i> The Sign Program proposes consistent sign design theme and specifications for freestanding, blade, and wall signs.	Y
7.	<i>Location and type of planting, with regard for desert climate conditions. Preservation of specimen and landmark trees upon a site, with proper irrigation to insure maintenance of all plant materials;</i> N/A	N/A
8.	<i>Signs and graphics, as understood in architectural design including materials and colors.</i>	Y

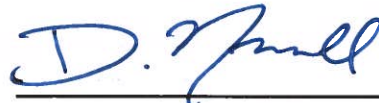
	Guidelines [PSZC 94.04.00(D)]	Compliance
	<p>The permitted wall signs are internally-illuminated channel letter signs and reverse channel letter signs with a halo effect. The freestanding and blade signs will be constructed of painted aluminum sheeting in Corten steel finish for background. The face of the blade signs will be grey painted Acrylic panel with vinyl lettering, and the lettering of the freestanding sign will be consistent. The support structure of the freestanding sign and blade sign bracket will be both painted in black. The design, materials, and colors of the proposed signs are compatible with the architecture of the building.</p>	

CONCLUSION:

The proposed Sign Program includes signage which does not fully conform to the zoning code regulations; however, staff finds that the site does not exhibit physical attributes that would require oversized signs. Additionally, the proposed Sign Program includes the amount of signage which far exceeds the quantity observed on other multi-tenant commercial buildings. To reduce the cumulative visual impact of the signs and better align with the architecture of the building, staff recommends the omission of Sign 3.1 and the implementation of one of the two recommended actions which were introduced earlier in this report.



Noriko Kikuchi
Associate Planner



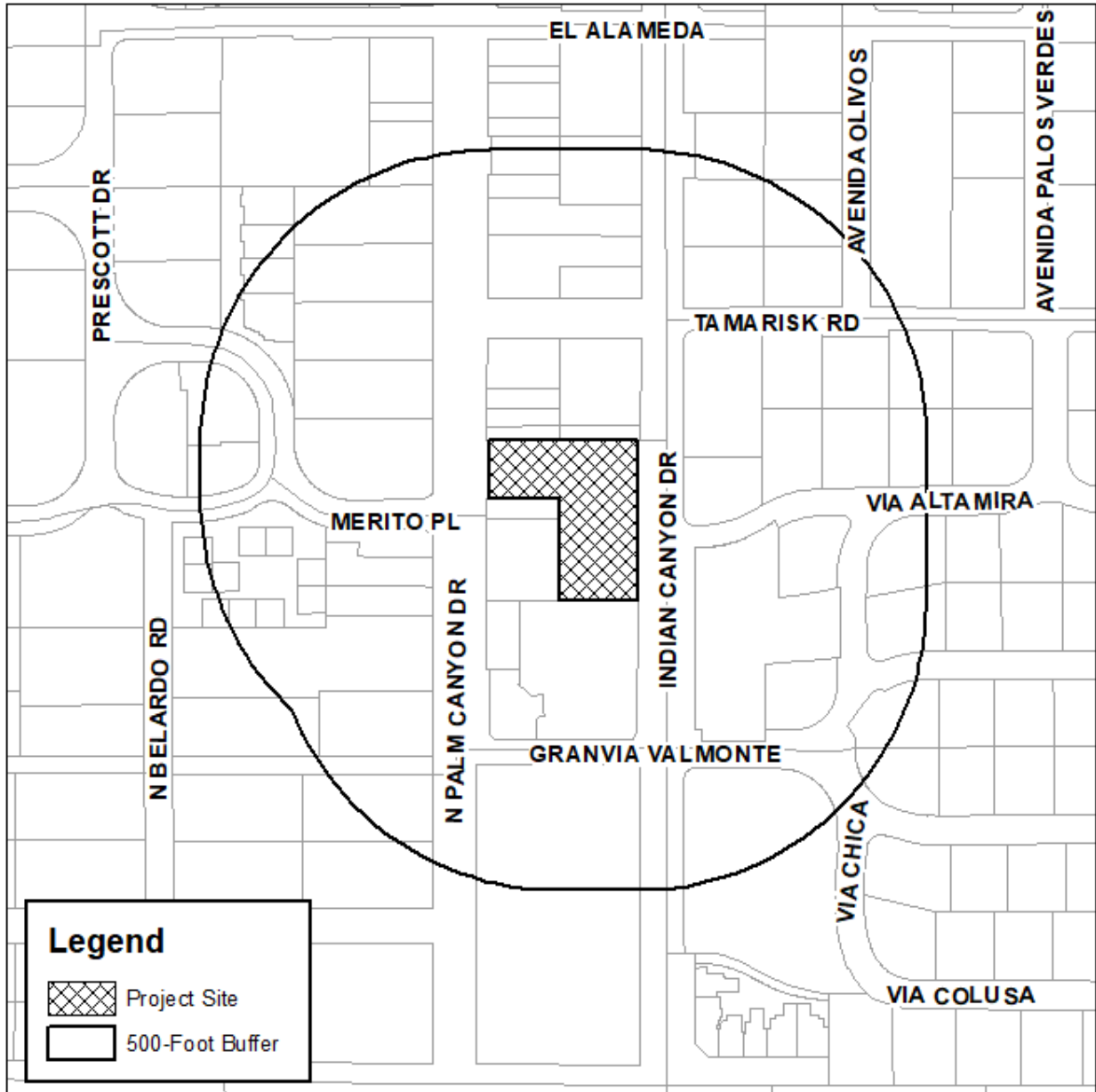
David Newell, AICP
Assistant Director of Planning

ATTACHMENTS:

1. Vicinity Map
2. Site Photographs
3. Sign Plans



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS

750 North Palm Canyon Drive
Flannery Exchange
Case 20-005





MASTER SIGN PROGRAM
FOR

— FLANNERY —
EXCHANGE

750 PALM CANYON DR.
PALM SPRINGS, CA 92262

PRESENTED BY

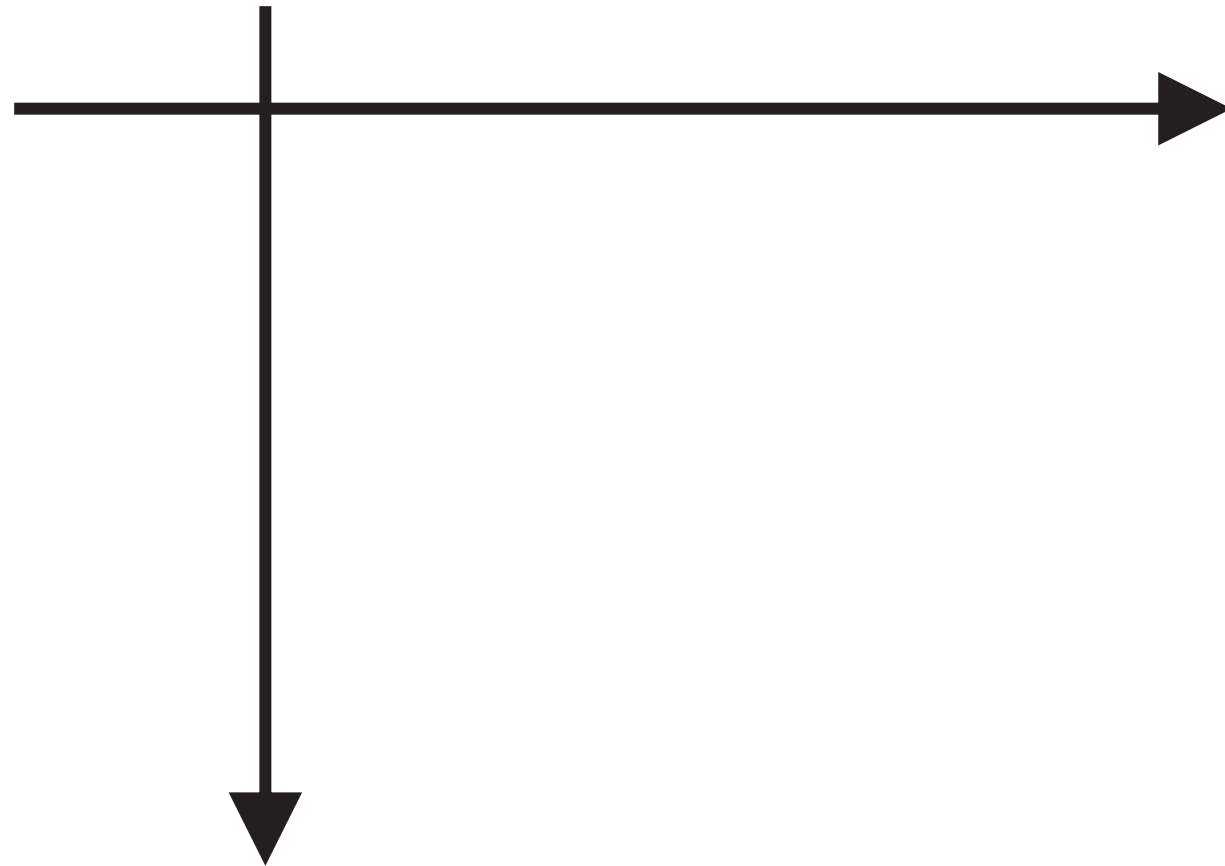
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CONTRACTORS LIC. NO. 524483

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800-50-SIGNS

FEBRUARY 01, 2021
DECEMBER 07, 2020



PROJECT DIRECTORY:

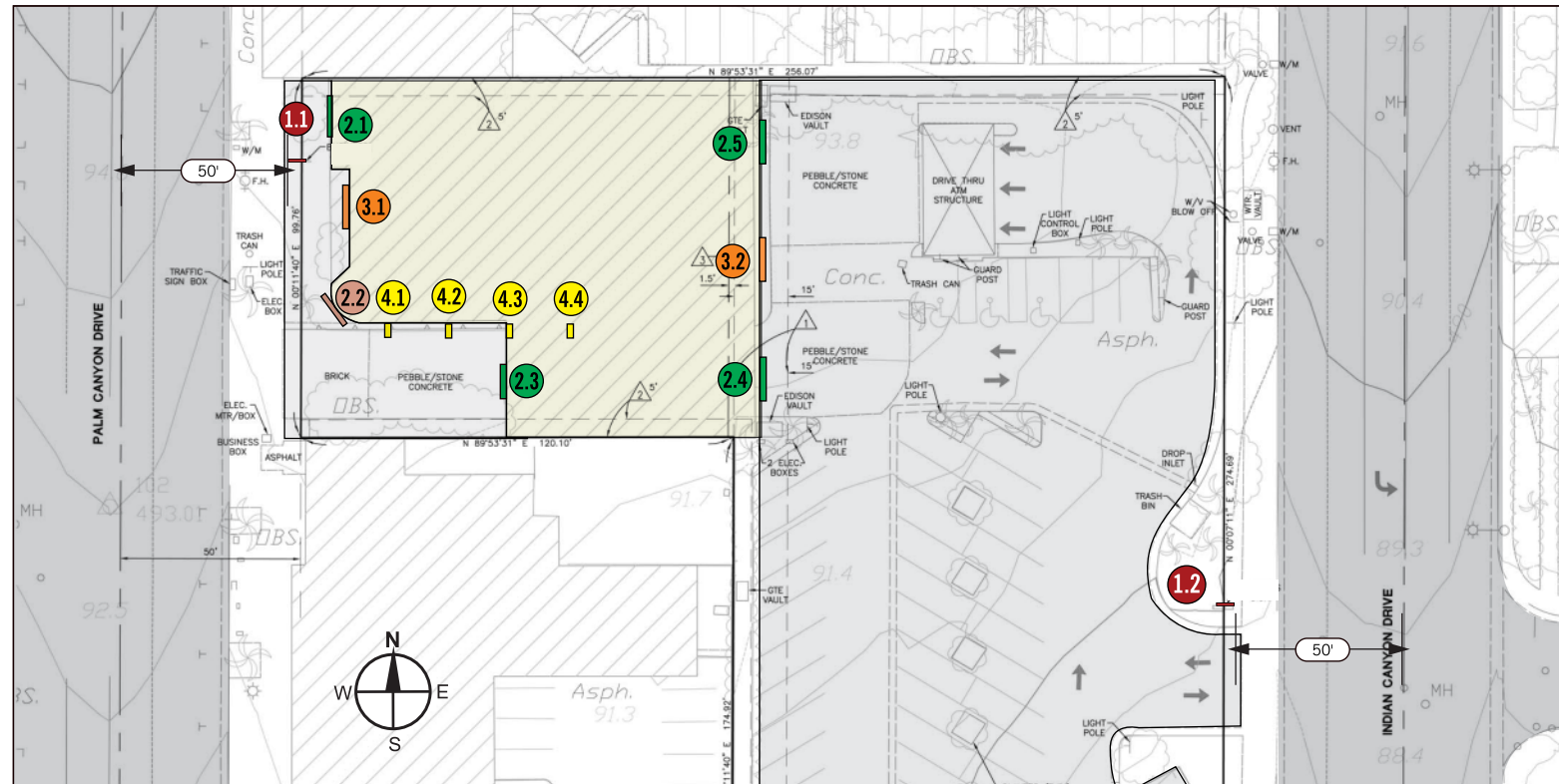
OWNER:
MIKE FLANNERY
750 N PALM CANYON DR.
PALM SPRINGS, CA 92262
www.flanneryexchange.com
(760) 364-9611

TABLE OF CONTENTS:

- SHEET 1: SITE MAP/SIGN SCHEDULE
- SHEET 2: RETAIL TENANT MARQUEE SIGN- PALM CANYON DR. ELEVATION
- SHEET 3: RETAIL TENANT MARQUEE SIGN- INDIAN CANYON DR. ELEVATION
- SHEET 4. TENANT FASCIA SIGN- PALM CANYON DR. ELEVATION
- SHEET 5: TENANT FASCIA SIGN- INDIAN CANYON DR. ELEVATION
- SHEET 6: BUILDING ID FASCIA SIGN- PALM CANYON DR./INDIAN CANYON DR. ELEVATIONS
- SHEET 7: TENANT BLADE SIGN - PALM CANYON DR. ELEVATION

- * ALL SIGNAGE TO BE IN COMPLIANCE WITH CITY ZONING CODE
CHAPTER 93.00 GENERAL CONDITIONS
93.20.06 PERMITTED SIGNS-DOWNTOWN/UPTOWN
- * ALL SIGNAGE TO BE SUBMITTED TO FLANNERY EXCHANGE FOR
REVIEW AND APPROVAL PRIOR TO SUBMITTING TO CITY OF
PALM SPRINGS FOR PERMITTING





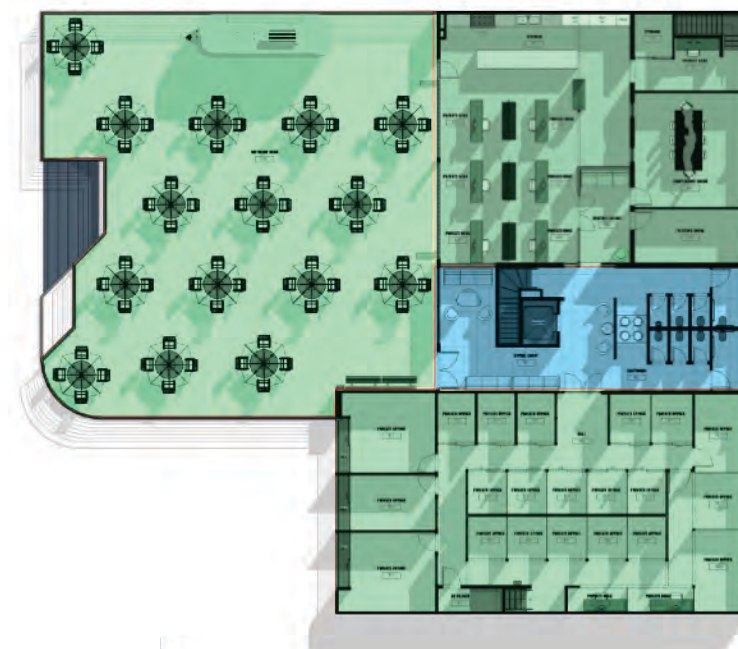
SITE PLAN/SIGN SCHEDULE

- 1.1 WEST ELEVATION/PALM CANYON DR. DOUBLE-SIDED RETAIL TENANT MARQUEE MONUMENT SIGN
- 1.2 EAST ELEVATION/INDIAN CANYON DR. DOUBLE-SIDED RETAIL TENANT MARQUEE MONUMENT SIGN
- 2.1 WEST ELEVATION/INDIAN CANYON DR. **PRIMARY TENANT-** WALL MOUNTED ILLUMINATED CHANNEL LETTER ID SIGN
- 2.2 WEST ELEVATION/INDIAN CANYON DR. **PRIMARY TENANT-** WALL MOUNTED ILLUMINATED CHANNEL LETTER ID SIGN
- 2.3 WEST ELEVATION/INDIAN CANYON DR. **PRIMARY TENANT-** WALL MOUNTED ILLUMINATED CHANNEL LETTER ID SIGN
- 2.4 EAST ELEVATION/INDIAN CANYON DR. **PRIMARY TENANT-** WALL MOUNTED ILLUMINATED CHANNEL LETTER ID SIGN
- 2.5 EAST ELEVATION/INDIAN CANYON DR. **PRIMARY TENANT-** WALL MOUNTED ILLUMINATED CHANNEL LETTER ID SIGN
- 3.1 WEST ELEVATION/INDIAN CANYON DR. **BUILDING ID SIGN- FLANNERY EXCHANGE** WALL MOUNTED ILLUMINATED CHANNEL LETTER ID SIGN
- 3.2 EAST ELEVATION/INDIAN CANYON DR. **BUILDING ID SIGN-FLANNERY EXCHANGE** WALL MOUNTED ILLUMINATED CHANNEL LETTER ID SIGN
- 4.1 SOUTH ELEVATION/COORIDOR **RETAIL TENANT-** COLUMN MOUNTED NON-ILLUMINATED D/F BLADE SIGN
- 4.2 SOUTH ELEVATION/COORIDOR **RETAIL TENANT-** COLUMN MOUNTED NON-ILLUMINATED D/F BLADE SIGN
- 4.3 SOUTH ELEVATION/COORIDOR **RETAIL TENANT-** COLUMN MOUNTED NON-ILLUMINATED D/F BLADE SIGN
- 4.4 SOUTH ELEVATION/COORIDOR **RETAIL TENANT-** COLUMN MOUNTED NON-ILLUMINATED D/F BLADE SIGN

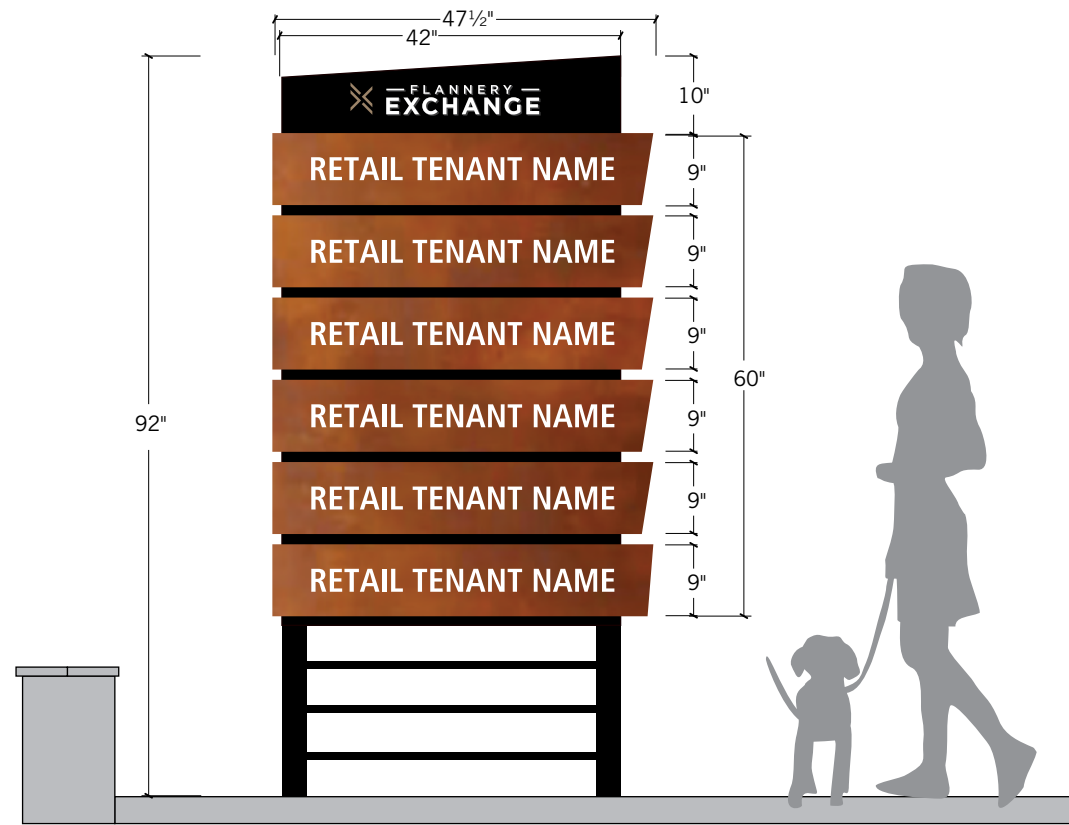
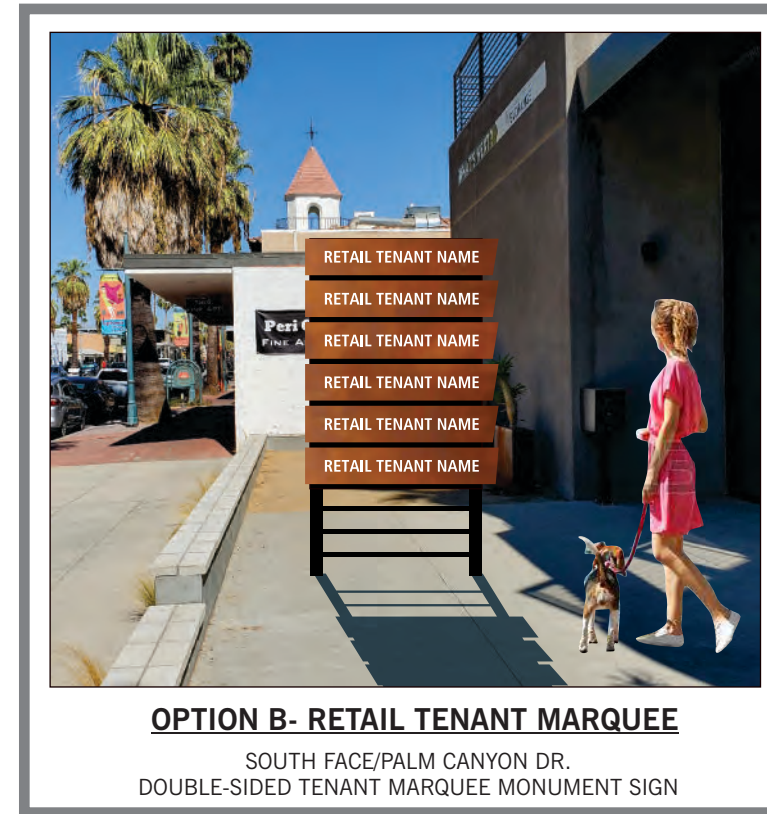
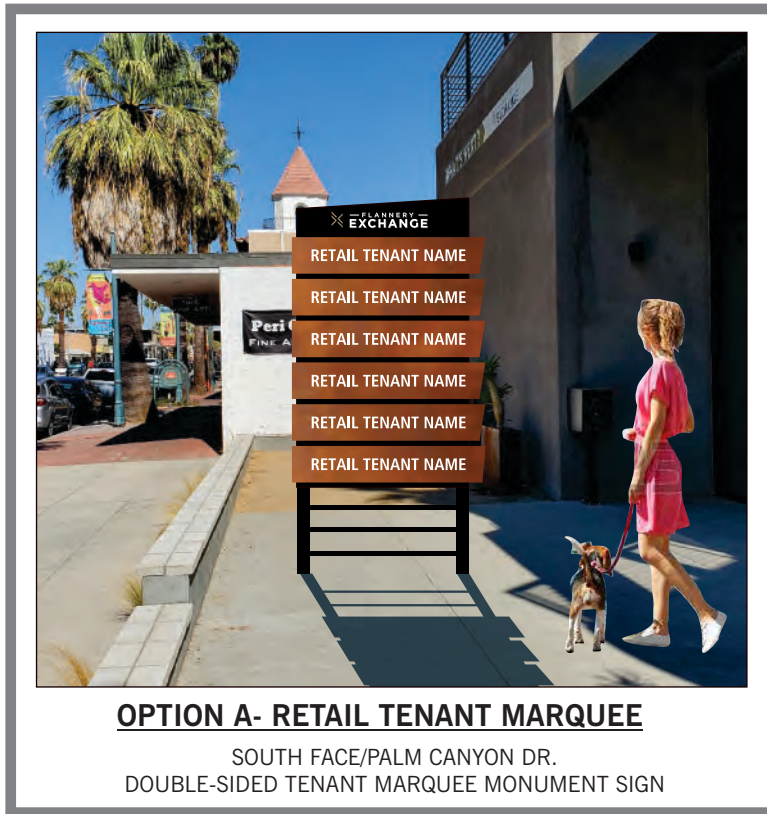


GROUND FLOOR TENANT SPACES

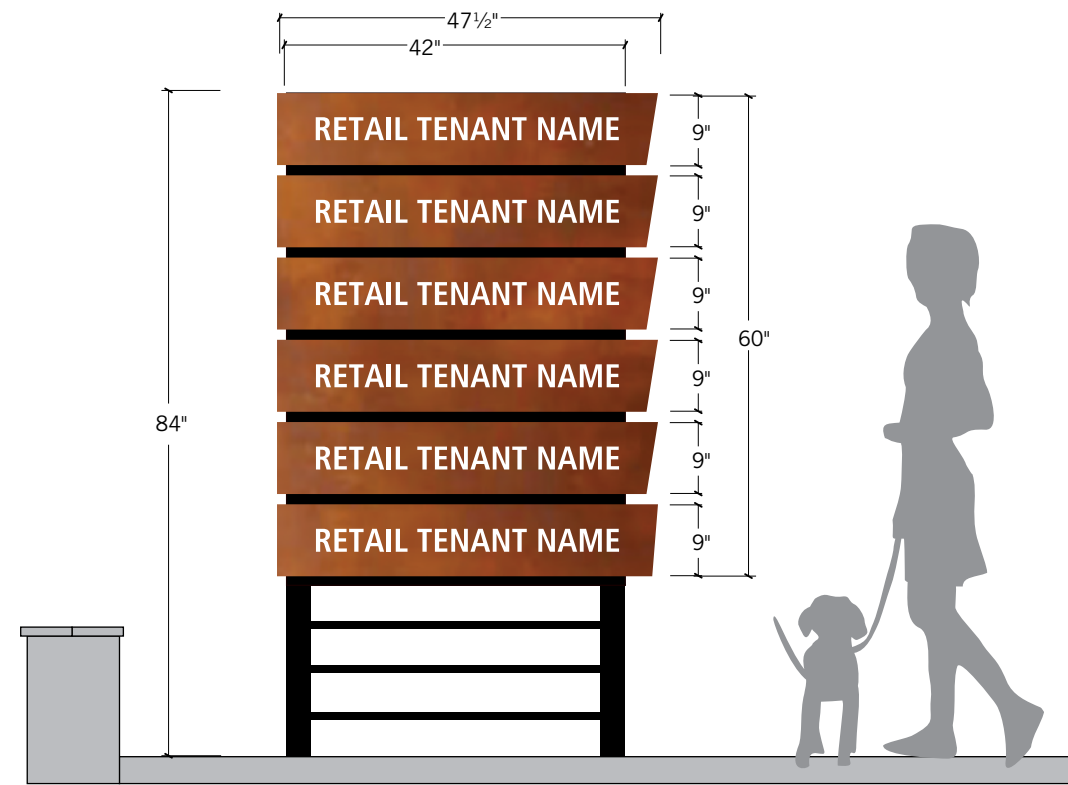
- PRIMARY TENANT SPACE
- KITCHEN/RESTURANT TENANT SPACE
- RETAIL TENANT SPACE
- COMMON SPACE



SECOND FLOOR TENANT SPACES



92" TALL FROM GRADE
23.00 SQ. FT. OF TOTAL SIGN AREA INCLUDING
BUILDING ID HEADER



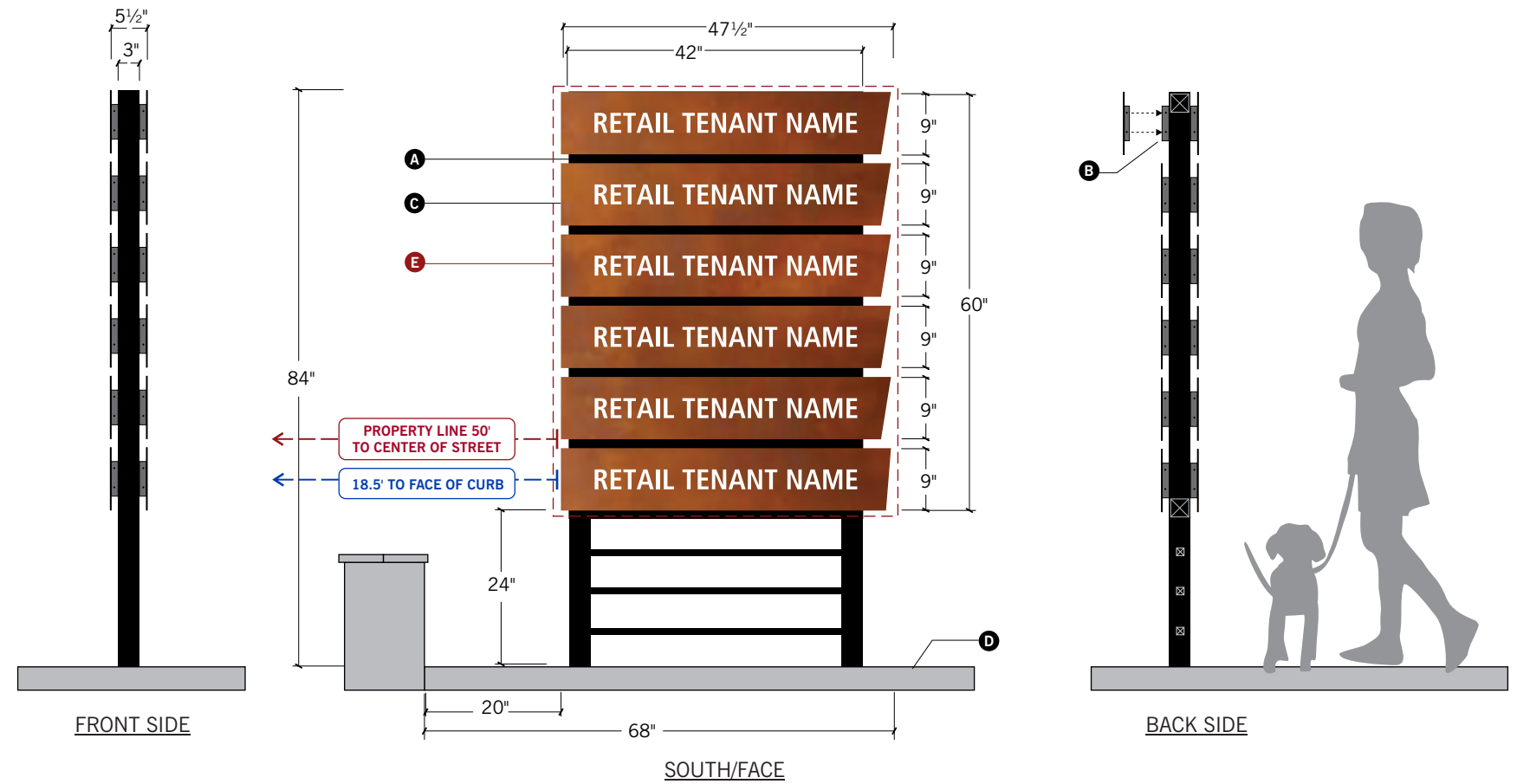
84" TALL FROM GRADE
20.00 SQ. FT. OF TOTAL SIGN AREA

SCALE: 1/2" = 1'-0"



NON-ILLUMINATED RETAIL TENANT MARQUEE

SOUTH FACE/PALM CANYON DR.
DOUBLE-SIDED TENANT MARQUEE MONUMENT SIGN



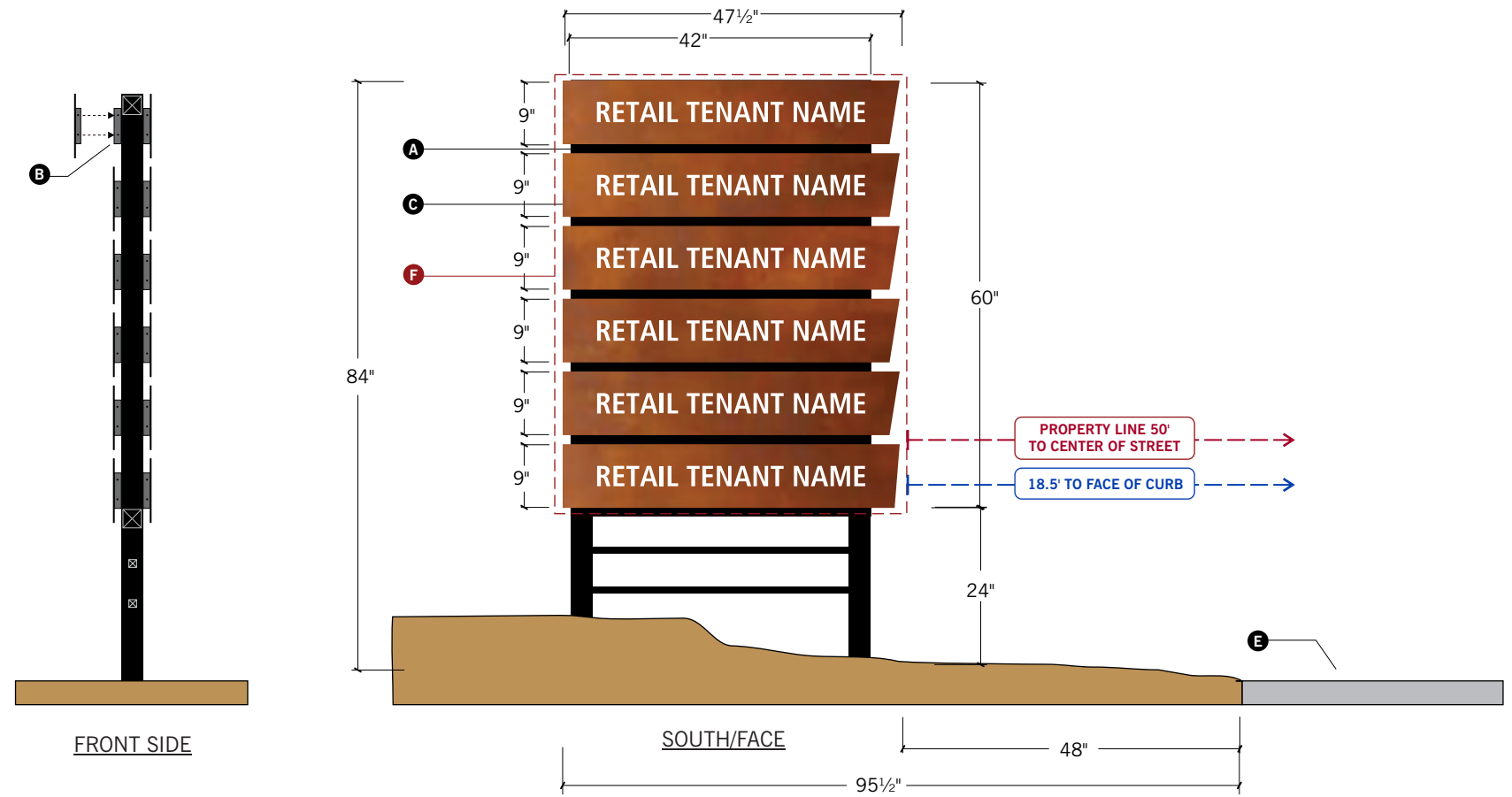
1.1 NON-ILLUMINATED FREE STANDING RETAIL TENANT MARQUEE SIGN

- A** MARQUEE SIGN FRAME- FABRICATED FROM 3"x3" SQ. ALUMINUM TUBING, FRAME SKINNED WITH .090" ALUMINUM SHEETING. PAINTED SMOOTH SATIN BLACK FINISH TO MATCH BUILDING ARCHITECTURAL TRIM.
- B** TENANT PANEL MOUNTING BRACKET- FABRICATED FROM .090" ALUMINUM SHEETING. PAINTED SATIN BLACK FINISH TO MATCH BUILDING ARCHITECTURAL TRIM.
- C** DETACHABLE TENANT PANELS- (6) PANELS PER SIDE, FABRICATED FROM .125" ALUMINUM SHEETING. PAINTED FAUX FINISH TO MATCH CORTEN STEEL. TENANT NAME TO BE WHITE SELF ADHERING HIGH PERFORMANCE SIGN VINYL. PANEL ATTACHED TO FRAME PANEL BRACKET WITH #8 SHEET METAL SCREWS.
- D** EXISTING CONCRETE PAD.
- E** 20.00 SQ. FT. OF TOTAL SIGN AREA.



NON-ILLUMINATED RETAIL TENANT MARQUEE

SOUTH FACE/INDIAN CANYON DR.
DOUBLE-SIDED TENANT MARQUEE MONUMENT SIGN



1.2 NON-ILLUMINATED FREE STANDING RETAIL TENANT MARQUEE SIGN

- A** MARQUEE SIGN FRAME- FABRICATED FROM 3"x3" SQ. ALUMINUM TUBING, FRAME SKINNED WITH .090" ALUMINUM SHEETING. PAINTED SMOOTH SATIN BLACK FINISH TO MATCH BUILDING ARCHITECTURAL TRIM.
- B** TENANT PANEL MOUNTING BRACKET- FABRICATED FROM .090" ALUMINUM SHEETING. PAINTED SATIN BLACK FINISH TO MATCH BUILDING ARCHITECTURAL TRIM.
- C** DETACHABLE TENANT PANELS- (6) PANELS PER SIDE, FABRICATED FROM .125" ALUMINUM SHEETING. PAINTED FAUX FINISH TO MATCH CORTEN STEEL. TENANT NAME TO BE WHITE SELF ADHERING HIGH PERFORMANCE SIGN VINYL. PANEL ATTACHED TO FRAME PANEL BRACKET WITH #8 SHEET METAL SCREWS.
- D** EXISTING LANDSCAPE PLANTER.
- E** 10' WIDE EXISTING SIDEWALK
- F** 20.00 SQ. FT. OF TOTAL SIGN AREA.

SCALE: 1/2" = 1'-0"

93.20.06A FASCIA PANEL/PLAQUE SIGN

- CHANNEL LETTER/LOGO SIGN TYPE:
STANDARD FACE LIT, REVERSE HALO LIT
INTERNALLY ILLUMINATED WITH Led MODULES.
- SECONDARY COPY: FLAT CUT OUT LETTERS
CAST ACRYLIC OR ALUMINUM FORMED.
- ALL SIGNAGE TO BE APPROVED AT LANDLORD'S DISCRETION.



2.1 TENANT ID SIGN-FASCIA MOUNTED

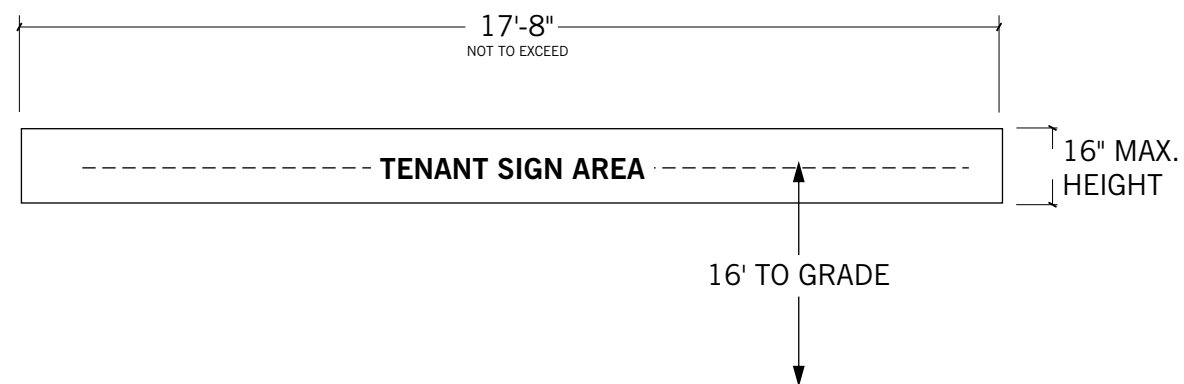
- 93.20.06A FASCIA PANEL/PLAQUE SIGN
- 35 SQ.FT. MAX SIGN AREA
- 27' LINEAL FEET OF FRONTAGE
- 16' TO GRADE
- LOGO: 30" MAXIMUM HEIGHT
3.0 SQ.FT. MAXIMUM AREA

2.2 TENANT ID SIGN-FASCIA MOUNTED

- 93.20.06A FASCIA PANEL/PLAQUE SIGN
- 35 SQ.FT. MAX SIGN AREA
- 20' LINEAL FEET OF FRONTAGE
- 16' TO GRADE
- LOGO: 30" MAXIMUM HEIGHT
3.0 SQ.FT. MAXIMUM AREA

2.3 TENANT ID SIGN-FASCIA MOUNTED

- 93.20.06A FASCIA PANEL/PLAQUE SIGN
- 35 SQ.FT. MAX SIGN AREA
- 29' LINEAL FEET OF FRONTAGE
- 16' TO GRADE
- LOGO: 30" MAXIMUM HEIGHT
3.0 SQ.FT. MAXIMUM AREA



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

93.20.06A FASCIA PANEL/PLAQUE SIGN

- CHANNEL LETTER/LOGO SIGN TYPE: STANDARD FACE LIT, REVERSE HALO LIT INTERNALLY ILLUMINATED WITH Led MODULES.
- SECONDARY COPY: FLAT CUT OUT LETTERS CAST ACRYLIC OR ALUMINUM FORMED.
- ALL SIGNAGE TO BE APPROVED AT LANDLORD'S DISCRETION.



BUILDING ELEVATION AND SIGN LOCATION
INDIAN CANYON DR. ELEVATION

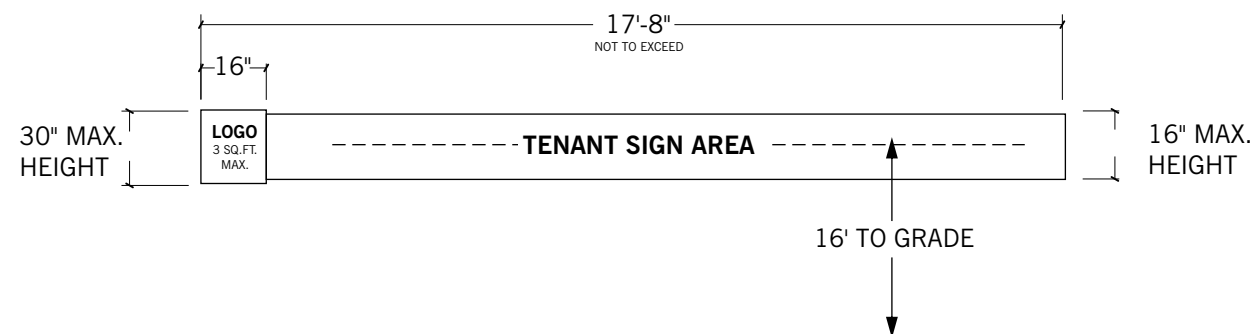
BUILDING ELEVATION AND SIGN LOCATION
INDIAN CANYON DR. ELEVATION

2.4 TENANT ID SIGN-FASCIA MOUNTED

- 93.20.06A FASCIA PANEL/PLAQUE SIGN
- 35 SQ.FT. MAX SIGN AREA
- 28 LINEAL FEET OF FRONTAGE
- 16' TO GRADE
- LOGO: 30" MAXIMUM HEIGHT
3.0 SQ.FT. MAXIMUM AREA

2.5 TENANT ID SIGN-FASCIA MOUNTED

- 93.20.06A FASCIA PANEL/PLAQUE SIGN
- 35 SQ.FT. MAX SIGN AREA
- 28 LINEAL FEET OF FRONTAGE
- 16' TO GRADE
- LOGO: 30" MAXIMUM HEIGHT
3.0 SQ.FT. MAXIMUM AREA



SCALE: 1/8" = 1'-0"

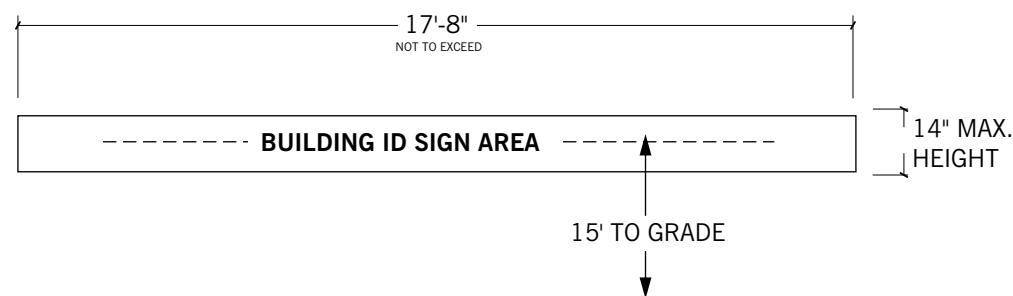
93.20.06A FASCIA PANEL/PLAQUE SIGN

- CHANNEL LETTER/LOGO SIGN TYPE:
STANDARD FACE LIT, REVERSE HALO LIT
INTERNALLY ILLUMINATED WITH Led MODULES.
- SECONDARY COPY: FLAT CUT OUT LETTERS
CAST ACRYLIC OR ALUMINUM FORMED.



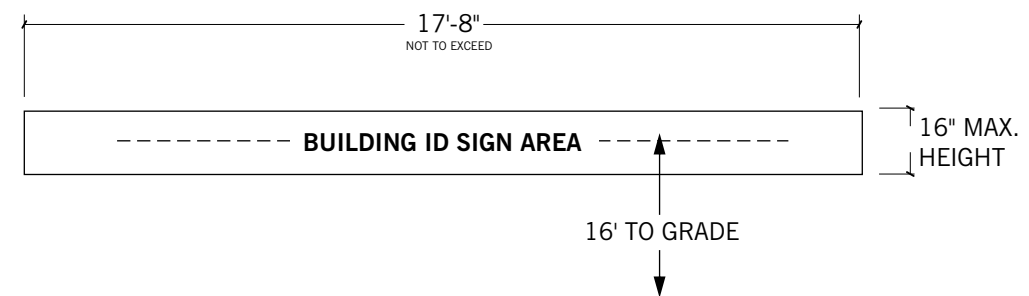
3.1 BUILDING ID SIGN-FASCIA MOUNTED

- 93.20.06A FASCIA PANEL/PLAQUE SIGN
- 35 SQ.FT. MAX SIGN AREA
- 29' LINEAL FEET OF FRONTAGE
- 15' TO GRADE
- LOGO: 16" MAXIMUM HEIGHT
3.0 SQ.FT. MAXIMUM AREA



3.2 BUILDING ID SIGN-FASCIA MOUNTED

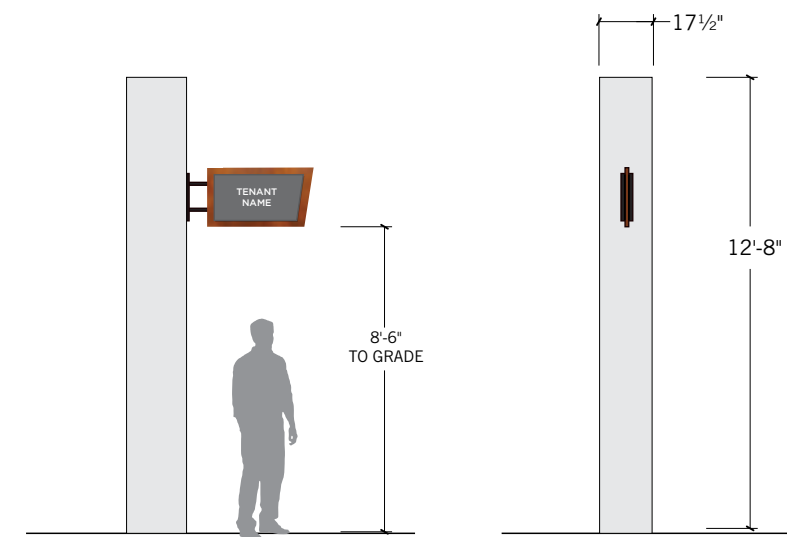
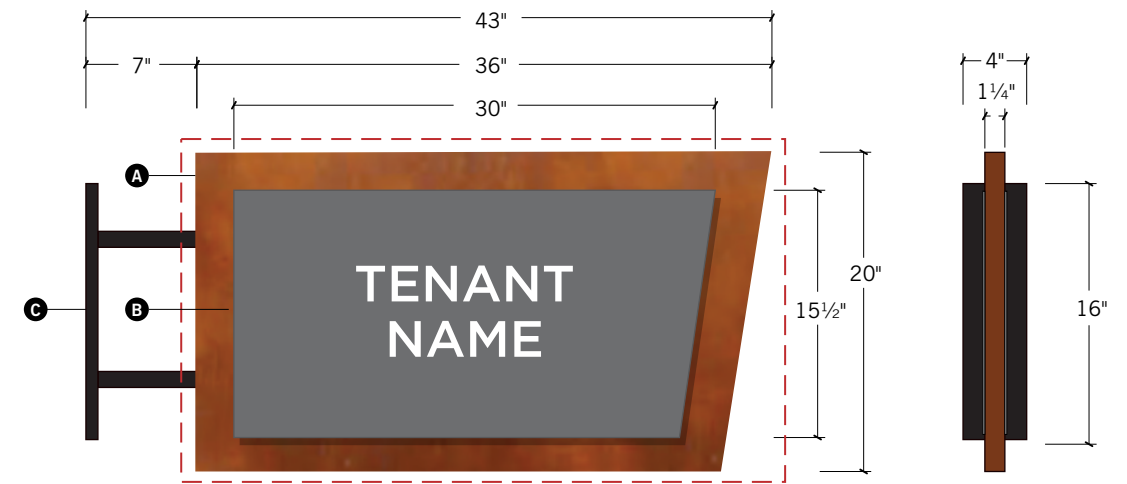
- 93.20.06A FASCIA PANEL/PLAQUE SIGN
- 35 SQ.FT. MAX SIGN AREA
- 23' LINEAL FEET OF FRONTAGE
- 16' TO GRADE
- LOGO: 30" MAXIMUM HEIGHT
3.0 SQ.FT. MAXIMUM AREA



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



BUILDING ELEVATIONS AND SIGN LOCATIONS
PALM CANYON DR. ELEVATION



4.1 4.2 4.3 4.4 COLUMN MOUNTED D/F BLADE TENANT ID SIGN
93.20.06A ARCADE/BLADE SIGN
5 SQ.FT. OF SIGN AREA

- A** BLADE BACKER PANEL- FABRICATED FROM .090" ALUMINUM AND ANGLE. PAINTED FAUX FINISH TO MATCH CORTEN STEEL.
- B** TENANT NAME PANEL- 3/16" THICK CAST ACRYLIC PANEL, PAINTED SATIN GREY FINISH TO MATCH BUILDING COLOR. TENANT NAME TO BE WHITE SELF ADHERING HIGH PERFORMANCE SIGN VINYL.
- C** BLADE MOUNTING BRACKET- 1/4" PLATE ALUMINUM MOUNTING PAD WITH 1"1" SQ. ALUMINUM TUBING SUPPORT ARMS, ACRYLIC COVER TO CONCEAL MOUNTING HARDWARE. COVER AND BRACKET PAINTED SMOOTH SATIN BLACK.