



Planning Commission Staff Report

Date: July 22, 2009

Case No.: SP 09-004

Type: Sign Program

Applicant: Best Signs, Inc.

Location: 979 South Gene Autry Trail

APN: 680-160-057

General Plan: IND (Industrial)

Zone: M-1

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

Project Planner: Scott Taschner, Assistant Planner

PROJECT DESCRIPTION:

The applicant is seeking approval of a sign program for an existing commercial/industrial center located at 979 South Gene Autry Trail.

RECOMMENDATION:

That the Planning Commission approve Case No. SP 09-004 to allow the implementation of a sign program for The Works Floor & Tile Commercial Center at the property located at 979 South Gene Autry Trail (APN: 680-160-057) subject to the attached conditions of approval.

PRIOR ACTIONS:

- On Monday, July 20, 2009 the sign program was reviewed by the Architectural Advisory Committee (AAC). At the time this report was written and mailed out the recommendations of the AAC were not available to include in this report.

Staff will present the AAC's recommendations at the July 22, 2009 Planning Commission meeting.

BACKGROUND:

The subject property is within the Service/Manufacturing Zone (M-1) and located at the northwest corner of South Gene Autry Trail and East Mesquite Avenue. The property is surrounded by commercial and industrial uses to the north, south, east and west.

The building is situated on a lot approximately 207,000 square feet in size. The building is setback from the public rights-of-way approximately 170 feet from South Gene Autry Trail and 150 feet from East Mesquite Avenue. The building is approximately 19,200 square feet in size.

The building footprint is rectangular in shape and is constructed of steel, with a low pitched gabled roof and is otherwise, a typical industrial structure.

ANALYSIS:

Pursuant to Section 93.20.05(C)(6) of the Palm Springs Zoning Code "a sign program may be approved which varies from the specific limitations of the sign ordinance if the planning commission finds 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; 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 that the approved program is compatible with the surrounding property and not contrary to the purpose of the sign ordinance."

The sign program proposes the following:

1. Monument/Complex Identification Sign with Architectural Element.

This non-illuminated sign proposes using 1/4" plate black aluminum letters which will be mounted on a newly constructed concrete base. A geometric cube structure/architectural element will be mounted on top of the base and will be covered with a variety of stone veneer panels/tiles. The proposed two sided 2.875 square foot monument/complex identification sign conforms to the Zoning Code as a part of an approved sign program.

2. Entry Monument Sign

The proposed 14 square foot double-sided, non-illuminated monument sign will use 1/4 inch aluminum letters (painted gold and teal) for "The Works Floor & Wall" sign copy, and white vinyl letters for the "Entrance" sign copy". Both sets of sign copy are to be mounted on an aluminum fabricated cabinet, painted to match the color of the building. This sign does not conform to the specific limitations of the Zoning Code (as far as total number of signs per street frontage), but may be approved as part of an approved Sign Program.

3. Anchor Tenant Main Identification Sign

This sign will be an internally illuminated pan channel letter main sign. The sign copy "The Works" will be illuminated with 15mm neon tubing. The "Floor & Wall" sign copy will be illuminated with LED modules. The proposed 177 square foot anchor tenant main sign does not conform to the specific limitations of the Zoning Code. However, the sign could be approved by the Planning Commission as a part of the sign program.

4. Anchor Tenant Accessory/Service Sign

The proposed 11.66 square foot non-illuminated service sign will use ¼ inch thick white acrylic letters for the sign copy. This sign does not conform to the specific limitations of the Zoning Code in sign area; service signs are limited to 2 square feet maximum. However, due to the distance from the public right-of-way staff believes the additional square footage of this sign is justified, and may be approved by the Planning Commission as a part of the sign program.

5. Secondary Tenant Signs

The proposed 28 square foot internally illuminated tenant signs will be constructed of pan channel letters. The proposed tenant signs conform to the specific limitations of the Zoning Code.

The deviations from the Zoning Code which are being proposed as a part of the sign program are as follows:

- The additional monument (entry) sign on the South Gene Autry Trail street frontage
- The 177 square foot main sign for The Works Floor & Tile
- The 11.66 square foot accessory/service sign for The Works

Staff supports the additional monument (entry) sign and the service sign for The Works Floor & Tile due to the fact that the tenant spaces do not have adequate visibility facing South Gene Autry Trail, and the fact that the building is set back approximately 170 feet from the right-of-way.

The proposed 177 square foot main sign for The Works Floor & Tile does not conform to the specific limitations of the sign ordinance. Section 93.20.05(A)(2)(b) states:

b. Buildings One Hundred (100) Feet or More From the Right-of-way.

The total aggregate area for a main sign for any business in a building located one hundred (100) feet or more from any right-of-way upon which it faces shall be the equivalent of one and one-half (1 1/2) square feet of sign area per lineal foot of frontage which the building has facing on a right-of-way or parking lot. Except as provided herein, such signs shall have a surface area no greater than seventy-five (75) square feet. No main sign shall be closer than ten (10) feet from any other sign permitted hereunder. The main sign must be located adjacent to the right-of-way or on the building or parking lot from which its maximum allowable size is determined.

Based on this section of the Zoning Code's Signage Ordinance, the main sign would be limited to 75 square feet of sign area. Businesses with over 50 feet of frontage are referenced in Section 93.20.05(A)(2)(c), which states:

c. Additional Sign Area for a Single Business in a Building Having Over Fifty (50) Feet of Frontage.

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

The main tenant, The Works Floor & Tile, proposes to occupy approximately 200 feet of the frontage. Based on the above referenced section of the Zoning Code's Signage Ordinance, this tenant would once again be limited to 75 square feet of sign area for their main sign.

Staff believes that additional sign area for the main tenant sign may be justified due to the distance between the building and the public right-of-way and the fact that the public right-of way is a major thoroughfare. However, the proposed 177 square foot main sign does not seem justified due to the additional signage on the corner, and the signage at the main entrance to the parking lot adjacent to South Gene Autry Trail. Staff recommends that the main signage for The Works Floor & Tile be reduced to a size more appropriate for the building and property, which staff believes would be approximately two-thirds the current size.

REQUIRED FINDINGS:

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

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

The building fronts South Gene Autry Trail, a major thoroughfare, and East Mesquite Avenue, a secondary thoroughfare. Due to the distance of the tenant spaces to the two rights-of-way, strict application of the Zoning Code may not provide for adequate and/or appropriate signage. The proposed monument/complex identification signage, monument (entry) signage, and the main tenant signage will allow for appropriate identification for the main tenant and for the center. The increased size of main sign (for The Works Floor & Wall) would allow for higher visibility from the parking lot areas and from the South Gene Autry Trail frontage.

- 2) *The approved program will be compatible with the design of the property and will represent the least departure from the standards of the sign ordinance necessary for the effectiveness of the program.*

The proposal, as conditioned, allows for architectural compatibility of the sign program with the architecture of the commercial/industrial center. The existing building is a typical steel industrial building. The proposed signs use similar materials and a complimentary design which results in both the building and the proposed signs having a "manufactured" or "industrial" look. Due to the size of the property, the distance between the building and the rights-of way, and the fact that the rights-of way are major and secondary thoroughfares, strict application to the standards of the Zoning Code's Sign Ordinance would not give adequate visibility to the businesses in the center and would result in a sign program that is less effective. The deviations from the sign ordinance will allow multiple monument signs on the property to identify the Works Floor & Tile Commercial Center and will give the main tenant, The Works Floor & Tile, an increased presence.

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

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

The proposal, as conditioned, allows for compatibility of the sign program with the surrounding property. The property is a typical industrial zoned property with a large parking lot and a large rectangular steel building. The proposed signs use similar materials and a complimentary design which results in both the building and the proposed signs having a "manufactured" or "industrial" look. The Zoning Code's Sign Ordinance allows sign programs to vary from the specific limitations of the Ordinance if the planning commission finds 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. Due to the size of the lot and placement of the building on the lot, strict application of the sign ordinance would not give adequate visibility to the signage. The deviation from the sign ordinance will allow multiple monument signs on the property to identify the Works Floor & Tile Commercial Center and will give the main tenant, The Works Floor & Tile, an increased presence.

CONCLUSION:

Staff has evaluated the application and the scope of work of the proposed sign program against the Zoning Code's Signage Ordinance and finds that the proposed signage conforms with the signage ordinance, through the potential Planning Commission approval of the sign program. Staff recommends that the Planning Commission approve the sign

program subject to the attached conditions of approval, and the following specific condition.

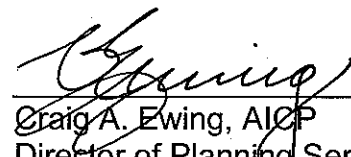
- 1) A reduction in size of The Works Floor & Tile main signage on the east side of the building to approximately two-thirds its current size.

ENVIRONMENTAL ASSESSMENT:

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



Scott Knox Taschner
Assistant Planner



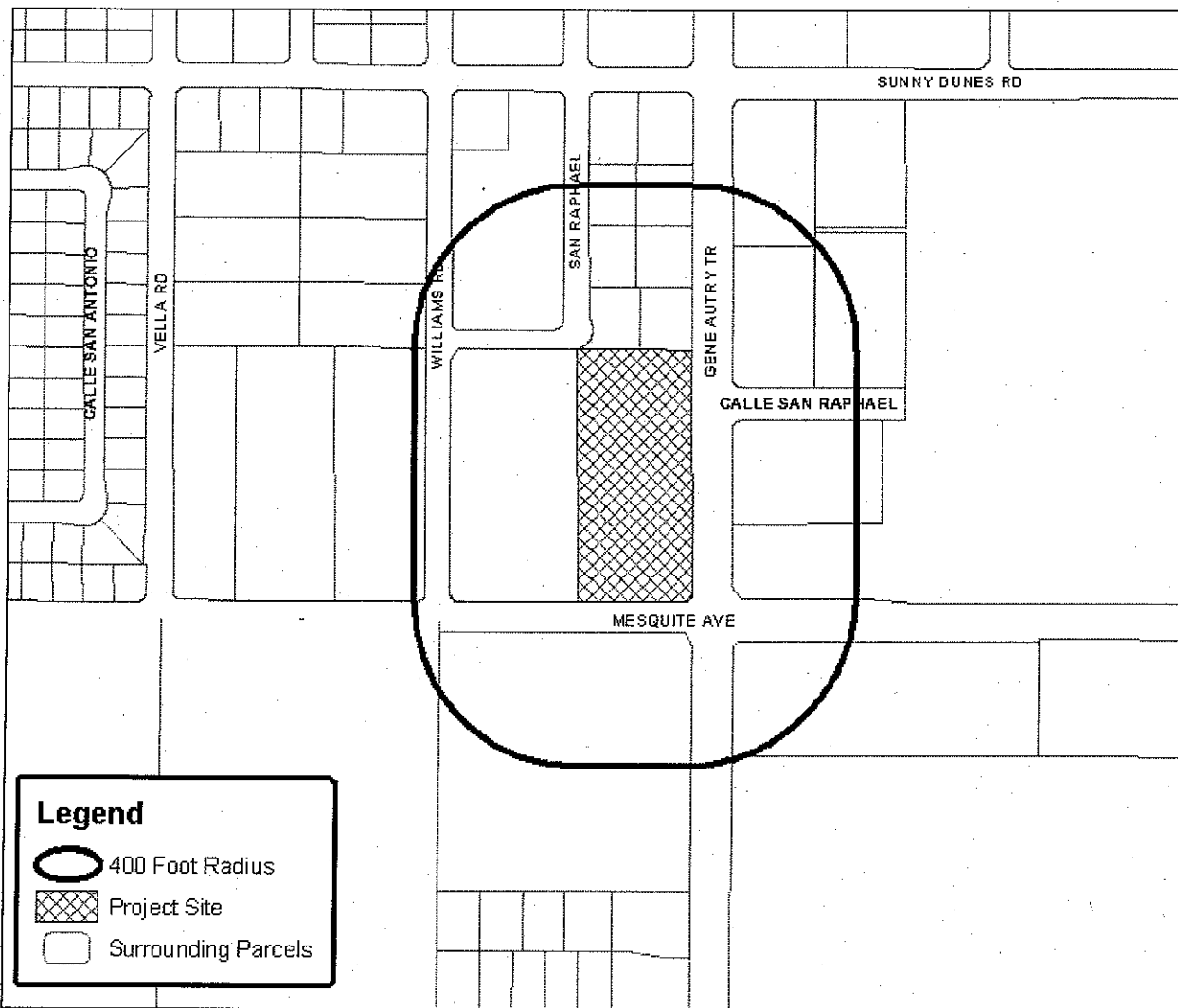
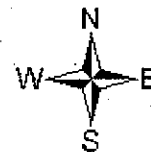
Craig A. Ewing, AICP
Director of Planning Services

ATTACHMENTS:




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



Department of Planning Services Vicinity Map



Legend

-  400 Foot Radius
-  Project Site
-  Surrounding Parcels

CITY OF PALM SPRINGS

CASE NO: SP 09-004

APPLICANT: Best Signs, Inc.

DESCRIPTION: Application for approval of a sign program for an existing commercial/industrial center located at 979 South Gene Autry Trail.

RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING CASE SP 09-004, ALLOWING THE IMPLEMENTATION OF A SIGN PROGRAM FOR THE PROPERTY LOCATED AT 979 SOUTH GENE AUTRY TRAIL, ZONE M-1, SECTION 19.

WHEREAS, Best Signs, Inc. ("Applicant"), has filed an application with the City pursuant to Section 93.20.05(C)(6) of the Sign Ordinance for a sign program located at 979 South Gene Autry Trail, Zone M-1, Section 19; and

WHEREAS, notice of public meeting of the Planning Commission of the City of Palm Springs to consider Case No. SP 09-004 was given in accordance with applicable law; and

WHEREAS, on July 20, 2009, a public meeting on the application for an architectural recommendation was held by the Architectural Advisory Committee in accordance with applicable law; and

WHEREAS, on July 22 2009, a public meeting on the application for architectural approval was held by the Planning Commission in accordance with applicable law; and

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

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

THE PLANNING COMMISSION HEREBY FINDS AS FOLLOWS:

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

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

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

The building fronts South Gene Autry Trail, a major thoroughfare, and East Mesquite Avenue, a secondary thoroughfare. Due to the distance of the tenant spaces to the two right-of-way's, strict application of the Zoning Code may not provide for adequate and/or appropriate signage. The proposed

monument/complex identification signage, monument (entry) signage, and the main tenant signage will allow for appropriate identification for the main tenant and for the center. The increased size of main sign (for The Works Floor & Wall) will allow for higher visibility from the parking lot areas and from the South Gene Autry Trail frontage.

- 2) *The approved program will be compatible with the design of the property and will represent the least departure from the standards of the sign ordinance necessary for the effectiveness of the program.*

The proposal, as conditioned, allows for architectural compatibility of the sign program with the architecture of the commercial/industrial center. The existing building is a typical steel industrial building. The proposed signs use similar materials and a complimentary design which results in both the building and the proposed signs having a "manufactured" or "industrial" look. Due to the size of the property, the distance between the building and the rights-of way, and the fact that the rights-of way are major and secondary thoroughfares, strict application to the standards of the Zoning Code's Sign Ordinance would not give adequate visibility to the businesses in the center and would result in a sign program that is less effective. The deviations from the sign ordinance will allow multiple monument signs on the property to identify the Works Floor & Tile Commercial Center and will give the main tenant, The Works Floor & Tile, an increased presence.

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

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

The proposal, as conditioned, allows for compatibility of the sign program with the surrounding property. The property is a typical industrial zoned property with a large parking lot and a large rectangular steel building. The proposed signs use similar materials and a complimentary design which results in both the building and the proposed signs having a "manufactured" or "industrial" look. The Zoning Code's Sign Ordinance allows sign programs to vary from the specific limitations of the Ordinance if the planning commission finds 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. Due to the size of the lot and placement of the building on the lot, strict application of the sign ordinance would not give adequate visibility to the signage. The deviation from the sign ordinance will allow multiple monument signs on the property to identify the Works Floor & Tile Commercial Center and will give the main tenant, The Works Floor & Tile, an increased presence.

NOW, THEREFORE, BE IT RESOLVED that, based upon the foregoing, the Planning Commission hereby approves Case No. SP 09-004, subject to those conditions set forth in Exhibit A.

ADOPTED this 22th day of July, 2009.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

Craig A. Ewing, AICP
Director of Planning Services

Exhibit A

Case No. SP 09-004

Sign Program/ Tenant Signage

The Works Floor & Tile Center
979 South Gene Autry Trail

July 22, 2009

CONDITIONS OF APPROVAL

Before final acceptance of the project, all conditions listed below shall be completed to the satisfaction of the City Engineer, the Director of Planning Services, the Chief of Police, the Fire Chief or their designee, depending on which department recommended the condition.

Any agreements, easements or covenants required to be entered into shall be in a form approved by the City Attorney.

PROJECT SPECIFIC CONDITIONS

- PSP 1. The main sign (on the east side of the building) for The Works Floor & Tile shall be reduced to a size as determined by the Planning Commission.
- PSP 2. Approval shall be valid based on the sign amortization schedule in section 93.20.11 of the Palm Springs Zoning Ordinance.
- PSP 3. All signs shall comply with the Uniform Building Code regulations.
- PSP 4. All non-approved signage must be removed as part of this approval.
- PSP 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.
- PSP 6. The decision of the Planning Commission may be appealed to the City Council pursuant to Chapter 2.05 of the Palm Springs Municipal Code.
- PSP 7. The applicant shall provide all tenants with a copy of the sign program and all Conditions of Approval for this project.

ADMINISTRATIVE

- ADM 1. The proposed development of the premises shall conform to all applicable regulations of the Palm Springs Zoning Ordinance, Municipal Code, or any

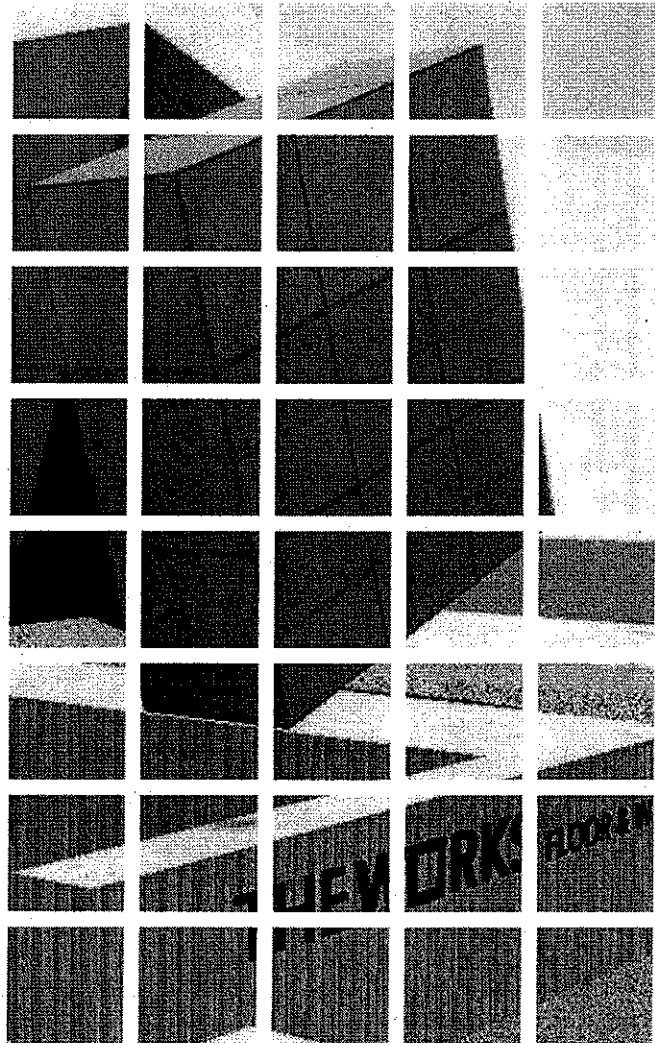
other City Codes, ordinances and resolutions which supplement the zoning district regulations.

- ADM 2. The owner shall defend, indemnify, and hold harmless the City of Palm Springs, its agents, officers, and employees from any claim, action, or proceeding against the City of Palm Springs or its agents, officers or employees to attach, set aside, void or annul, an approval of the City of Palm Springs, its legislative body, advisory agencies, or administrative officers concerning Case SP 08-006. The City of Palm Springs will promptly notify the applicant of any such claim, action, or proceeding against the City of Palm Springs and the applicant will either undertake defense of the matter and pay the City's associated legal costs or will advance funds to pay for defense of the matter by the City Attorney. If the City of Palm Springs fails to promptly notify the applicant of any such claim, action or proceeding or fails to cooperate fully in the defense, the applicant shall not, thereafter, be responsible to defend, indemnify, or hold harmless the City of Palm Springs. Notwithstanding the foregoing, the City retains the right to settle or abandon the matter without the applicant's consent but should it do so, the City shall waive the indemnification herein, except, the City's decision to settle or abandon a matter following an adverse judgment or failure to appeal, shall not cause a waiver of the indemnification rights herein.

BUILDING DEPARTMENT

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

END OF CONDITIONS



SIGN PROGRAM FOR:

THE WORKS

FLOOR & WALL

JULY 13th, 2009

PREPARED BY:

BESTSIGNS
INCORPORATED

Introduction

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

The objectives of the Sign Program are:

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

These criteria have been developed to guide each Tenant to a practical signage solution. The guidelines established herein will ensure that Tenant identification is of consistent quality and is compatible with the architectural character of the 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. *The Works Floor & Wall Center* Sign Program encompasses the following sign types:

- Main Monument Sign
- Entry Monument Sign
- Tenant Main Identification Sign

Review and Approval Process

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

1. Design, fabrication and method of installation of all signs shall conform to this Sign Program.
2. Prior to sign fabrication, Tenant shall submit for Owner/Landlord approval two (2) complete sets of drawings reflecting the concept and design of signage to:

**THE WORKS FLOOR & WALL CENTER
C/O BLAKE HUDSON
979 S. GENE AUTRY TRAIL
PALM SPRINGS, CA 92264
PHONE: (760) 770-5778**

3. Sign drawings are to be prepared by a reputable State Licensed Sign Contractor or as required to be licensed by the State of California.
4. All signage documents submitted for Owner/Landlord approval must also conform to requirements of the City of Palm Springs. Such submissions shall include:
 - Sign drawings must include a scaled drawing illustrating the proposed sign design and all dimensions as they relate to the elevation of the Tenant's premises.
 - Sign drawings must also include sign elevations and indicate construction and attachment methods and illumination details.
 - Letters must be accurately dimensioned and spaced.
 - Sign colors, paint finishes, types of materials and actual samples must be submitted with the sign drawings.
 - Include photo showing location of existing and proposed signing on the building.
5. All Tenant sign submittals shall be reviewed by the Owner/Landlord for conformance with the sign program criteria and with the concept design provided by the Owner/Landlord. Unless the Owner/Landlord has received the above described drawings and information set forth above, the Owner/Landlord will not approve the Tenant's exterior sign(s).
6. All signs shall be reviewed for conformance with this Sign Program and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of the Owner/Landlord or his authorized representative.
7. Within ten (10) working days after receipt of Tenant's working drawings, Owner/Landlord shall either approve the submittal contingent upon any required modifications or disapprove Tenant's sign submittal, which approval or disapproval shall remain the sole right and discretion of the Owner/Landlord. The Tenant must continue to resubmit rejected plans until approval is obtained. A full set of final plans must be approved by the Owner/Landlord prior to permit application or sign fabrication.
8. Following Owner/Landlord's approval of proposed signage, Tenant shall submit to the City of Palm Springs sign plans signed by the Owner/Landlord and applications for all permits for fabrication and installation by a State Licensed Sign Contractor. Tenant shall furnish Owner/Landlord with a copy of said permits prior to installation of Tenant's sign(s).
9. Only after all drawings and samples have been marked "Approved" may the Sign Contractor proceed with fabrication per approved drawings and samples. The Tenant and State Licensed Sign Contractor will not be permitted to commence installation of the exterior signs unless all of the following conditions have occurred:
 - A stamped set of final drawings reflecting the Owner/Landlord's approval shall be on file in the Owner/Landlord's office.

- Sign Contractor/Tenant shall be responsible for the securing of all applicable sign permits/building permits required by the City of Palm Springs prior to fabrication of the signs. The Owner/Landlord's stamped approval is required on all sign plans prior to application for permits.
- The Sign Contractor must provide to the Owner/Landlord a copy of the City of Palm Springs issued sign permit/building permit and a stamped set of drawings reflecting both the Owner/Landlord's and the City of Palm Springs approvals prior to sign installation.
- **No Owner/Builder acquired permits allowed for any signage.**
- The Owner/Landlord must receive:
 - Sign Contractor's Certificate of Insurance
 - Copy of the Contractor's License Card
 - Copy of Contractor's Palm Springs Business License.
- All electrical work, equipment, materials and wiring shall comply with codes and ordinances of governmental agencies having jurisdiction. (A class C-45 license is required on **ALL** electrical signs.) All work must be performed by a Licensed Contractor in accordance with all electrical codes. State of California Title 24 energy requirements shall be met.

Approved Sign Contractor:



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

Fabrication & Installation Requirements

1. All signs and their installation must comply with all local building and electrical codes and bear a U.L. Label placed in an inconspicuous location. All signs must be illuminated; however, on smaller letter sizes, as specified, illumination is not required.
2. The fabrication and installation of all signs shall be subject to the following restrictions:
 - All reverse channel letter backs and returns are to be fabricated of sheet aluminum. (Face .090/Return .063)

- U.L. approved housings will be used for all lighting systems.
 - All sign letters shall be secured by concealed fasteners. Fasteners are to be stainless steel, nickel or cadmium plated steel, and pegged out from wall a minimum 1½" to allow water runoff and halo illumination.
 - No exposed lamps will be permitted.
 - All penetrations of the building structure required for sign installation shall be sealed in a watertight condition.
 - No sign company labels will be permitted on the exposed surfaces of the signs except those required by Underwriters Laboratories, which shall be placed in an inconspicuous location.
 - All pan channel letters and reverse halo channel letters must have a minimum of 2 ¼" diameter drain holes at bottom of every letter. All signs shall be fabricated and installed in compliance with all applicable building and electrical codes. All signage shall be manufactured and installed in accordance with U.L. regulations. **All signage shall bear U.L. labels.**
 - All signs shall conceal all necessary wiring, conduits, transformers, ballasts, starters, and other necessary equipment within their individual letters or behind storefront construction.
 - It is the responsibility of Tenant's Sign Contractor to verify all conduit and transformer locations and service prior to fabrication.
3. **Tenant shall be required to review the exact rules pertaining to its space with the Owner/Landlord. Owner/Landlord's approval of Tenant's sign does not guaranty City of Palm Springs approval.**
 4. Sign Contractor/Tenant shall be responsible for the securing of all applicable sign permits required by the City of Palm Springs prior to fabrication of the signs. Owner/Landlord's signature of approval is required on all sign plans prior to the application for permits.
 5. The Sign Contractor must provide to the Owner/Landlord a copy of the City of Palm Springs issued sign permit/building permit and a stamped set of drawings reflecting both the Landlord's and the City of Palm Springs approvals prior to sign installation.
 6. The Owner/Landlord must receive the Sign Contractor's Certificate of Insurance and a copy of the Contractor's License Card. All electrical work, equipment, materials and wiring shall comply with codes and ordinances of governmental agencies having jurisdiction. (A class C-45 license is required on **ALL** electrical signs.) All work must be performed by a licensed contractor in accordance with all electrical codes.
 7. All signs shall be professionally constructed of high-quality, durable material. Signs must be made of durable rust-inhibited materials that are appropriate and complementary to the building.

The Works Floor & Wall Center
Sign Program

8. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and patched to match adjacent finish. Spacers must be painted to match building color. No PK housings allowed.
9. Threaded rods or anchor bolts shall be used to mount sign letters, which are spaced out from background panel. Angle clips attached to letter sides will be permitted.
10. Joining of materials (e.g., seams) shall be finished in such a way as to be unnoticeable. Visible welds shall be continuous and ground smooth.
11. Finished surfaces of metal shall be free from canning and warping. All sign finishes shall be free of dust and orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
12. Individual reverse channel letters shall be pinned a minimum of 1 ½" and a maximum 2 ½" Off building wall.
13. Brightness of signs is subject to approval by Owner/Landlord. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted.
14. Installation crews are responsible for establishing a safety zone around their work area. Crews must possess caution tape and safety cones and utilize these safety devices to secure walkways and doors.
15. The Sign Contractor is responsible for removing all debris and cleaning the work area after installation is complete.
16. The Sign Contractor must check sign to ensure proper illumination, prior to leaving the site, where applicable.
17. No field installation changes are permitted without first notifying Owner/Landlord in writing. If any sign is changed as to placement, location and/or size which differs from approved sign plan, Tenant and/or Sign Contractor will be responsible for repair, change, and/or relocation of sign to proper placement at their expense.
18. Any sign that is installed by Tenant which is not in conformance to the approved drawings or does not have required City of Palm Springs Planning and Building permits must be corrected by Tenant within fifteen (15) days after written notice by Owner/Landlord. In the event Tenant's sign is not brought into conformance within said fifteen (15) day period, then Owner/Landlord shall have the option to correct or remove non-conforming sign at Tenant's expense.
19. Each Tenant shall be responsible for the performance of its Sign Contractor.

Main Monument Sign

The Works Floor & Wall Center will feature a Main Monument Sign for Center and identification only. The Main Monument sign will be located the northwest corner of Gene Autry Trail and Mesquite Avenue. The Main Monument Sign is not to exceed fifty (50) square feet per face of signage area excluding monument base and structural detail.
(See Attached, Drawing 1,2,3,4 and Site Plan, Drawing 1)

Entry Monument Sign

Entry Monument Sign will be allowed at the entrance located on South Gene Autry Trail. Entry Monument Sign is not to exceed thirty (30) square feet of signage area excluding monument base and structural detail.
(See Attached, Drawing 9 and Site Plan, Drawing 1)

Tenant Main Identification Sign

1. All Tenant signage may consist of Internally Illuminated Individual Aluminum Channel Letters with Plexiglass faces. Recommended colors are: Red, Blue, Yellow, White Black or other color with Owner/Landlord approval.
2. Individual letters must be back-lit or "halo" illuminated.
3. Individual letters non-illuminated 10" or less in height may be fabricated of 1/4" aluminum, 1/2" or 3/4" cast acrylic only. (No formed plastic or foam letters.)
4. Letter styles are subject to Owner/Landlord approval.
5. Logo's to be approved at the sole discretion of Owner/Landlord.
6. Exposed neon/neon tubing is permitted subject to approval of Owner/Landlord and the City of Palms Springs.
7. Tenants with a corner unit may be permitted additional signage providing secondary signage does not exceed size of primary sign, the total does not exceed the maximum allowed by the Sign Program and Owner/Landlord grants approval.
8. All signs must be pre-approved in writing by Owner/Landlord prior to submittal to the City of Palm Springs for sign/building permit, and prior to sign fabrication.
9. Tenant is responsible to field verify that Tenant's proposed signage will fit attractively on Tenant's sign band area prior to fabrication of signage.
10. Tenant (See Attached Drawings, 6 & 8) allowed one (1) square foot of signage per lineal foot of each building street frontage or frontage facing the main parking area. (East facing Gene Autry Trail.) A maximum letter height of 18" shall be used as a guideline for Tenant signage. 30 square foot maximum signage area. (With exceptions to the Major Anchor

Tenant.) (See Attached, Drawings 6 & 7, "Anchor Tenant"). Linear frontage as well as natural sign areas created by architectural features shall be considered in determining both maximum and minimum letter height, sign area and dimensions. Exceptions or deviations to the maximum square foot or maximum letter height guidelines can be submitted for review, but must gain the approval of Owner/Landlord and the City of Palm Springs Planning Department. Tenant submittal may be subject to review and approval by the City of Palm Springs Architectural Advisory Committee at the direction of the Palm Springs Planning Department.

11. Typestyles of all signs shall be subject to Owner/Landlord approval. In the event Tenant does not have an established exterior sign identity, Owner/Landlord recommend that the lettering style be designed by the Sign Contractor to reflect a visually appealing look. Established corporate and trade logos/signage shall be permitted providing they conform to the criteria described herein.
12. Tenant shall pay for all signs, their installation (including final connection, transformers and all other labor and materials) and maintenance. Tenant's Sign Contractor must file, pay for and obtain any licenses, building and planning permits and variances as required for sign installation. **No Owner/Builder acquired permits allowed.**

CLIENT:
 The Works
 Floor & Wall

PROJECT:
 Exterior Sign Program

DESCRIPTION:
 Project ID Signage

ACCOUNT REP:
 John Cross

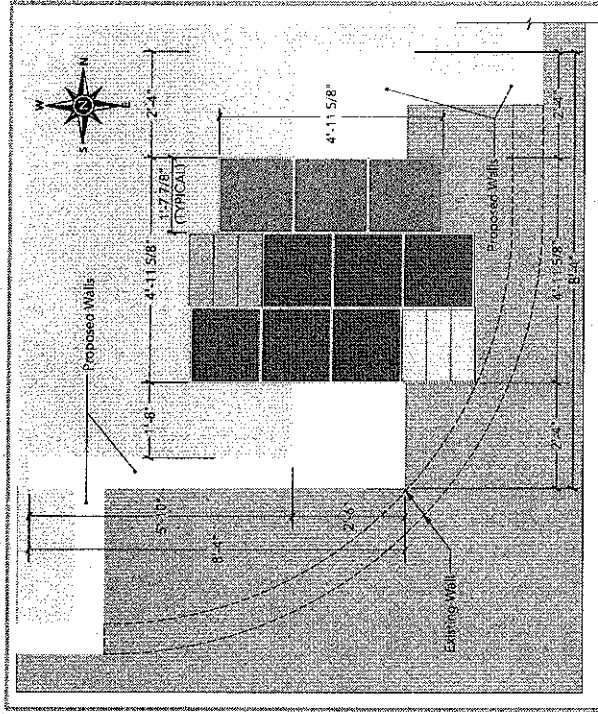
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 Project Identification
 Signs.cdr

DRAWN BY:
 Art Ruiz

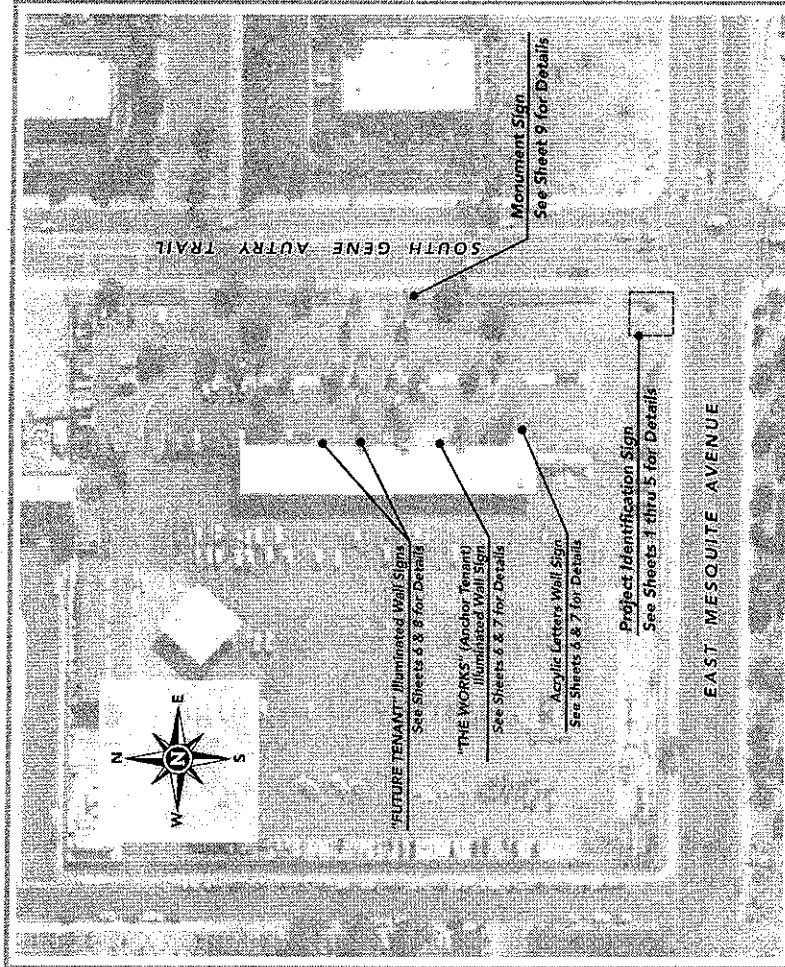
SCALE:
 As Shown

DATE:
 07-07-09

REVISIONS:
 07-15-09



PROJECT IDENTIFICATION SIGN PLAN VIEW
 SCALE: 1/8" = 1'-0"



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

WESTSIGNS
 THE COLLETTED
 1555 S. Gene Avey Trail
 Palm Springs, CA 92264
 Tel: 760.330.3032
 Fax: 760.330.6095



Contractors Lic. No. 524483

CLIENT:
 The Works
 Floor & Wall

PROJECT:
 Exterior Sign Program

DESCRIPTION:
 Project ID Signage

ACCOUNT REP:
 John Cross

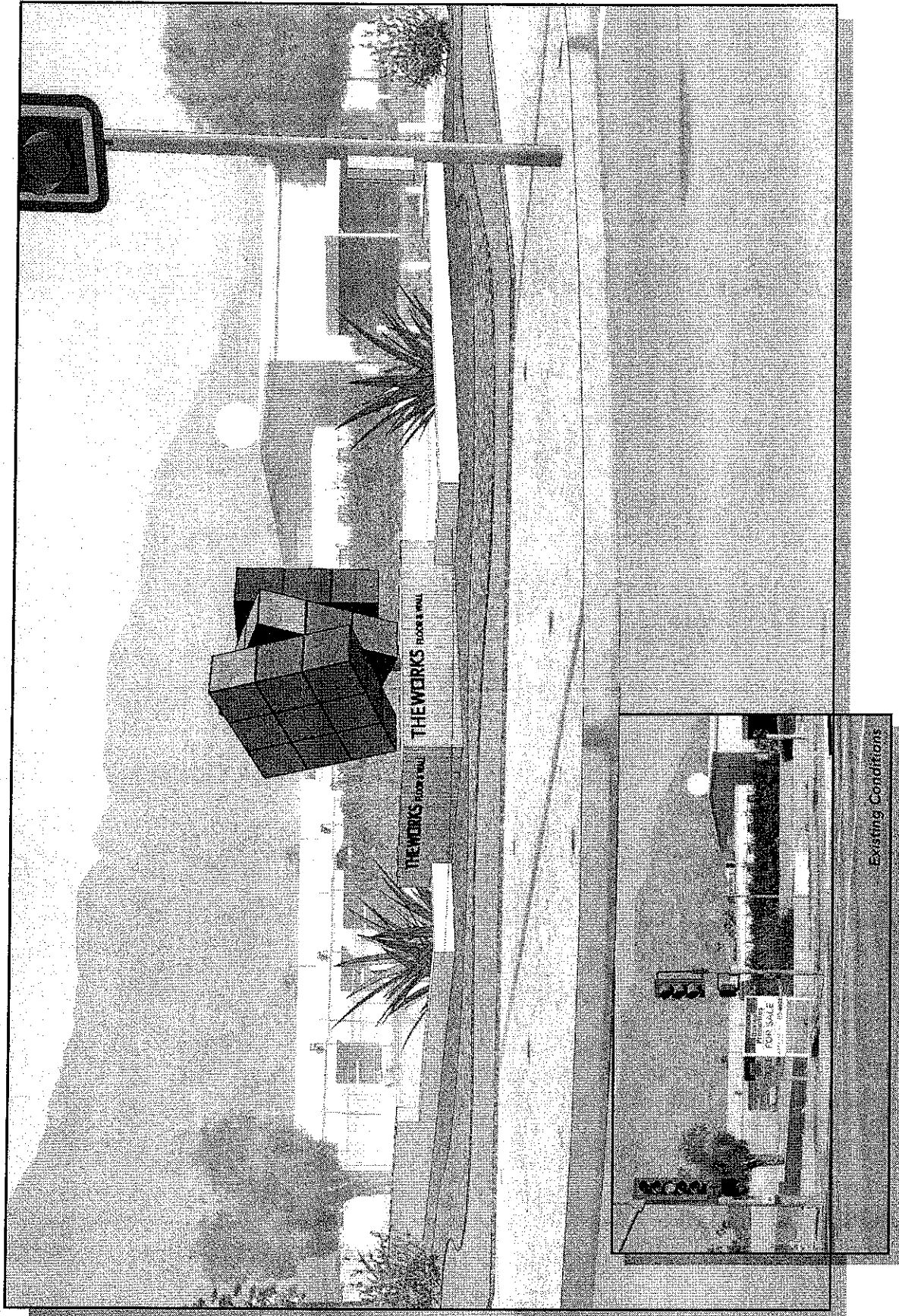
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 The Works
 Project Identification
 Signs.cdr

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 Art Ruiz

SCALE:
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DATE:
 07-07-09

REVISIONS:
 07-13-09



Existing Conditions

Gene Avey/Dinah Shore Intersection View



CLIENT:
The Works
Floor & Wall

PROJECT:
Exterior Sign Program

DESCRIPTION:
Project ID Signage

ACCOUNT REP:
John Cross

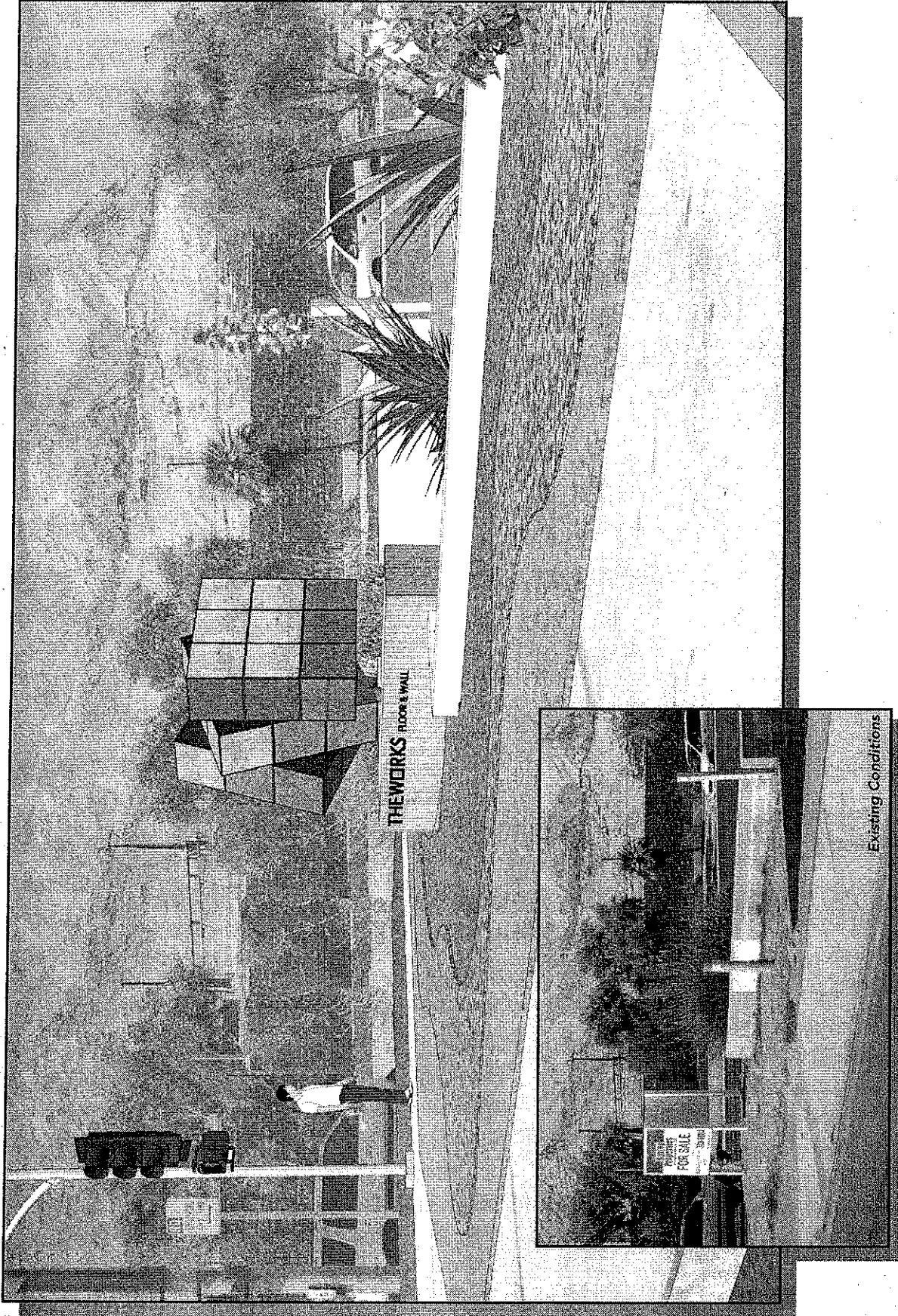
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The Works
Project Identification
Signs.cdr

DRAWN BY:
Art Ruiz

SCALE:
As Shown

DATE:
07-07-09

REVISIONS:
07-13-09



Gene Autry/Dinah Shore Intersection View

CLIENT:
The Works
Floor & Wall

PROJECT:
Exterior Sign Program

DESCRIPTION:
Project ID Signage

ACCOUNT REP:
John Cross

FILE NAME:
The Works
Project Identification
Signs.cdr

DRAWN BY:
Art Ruiz

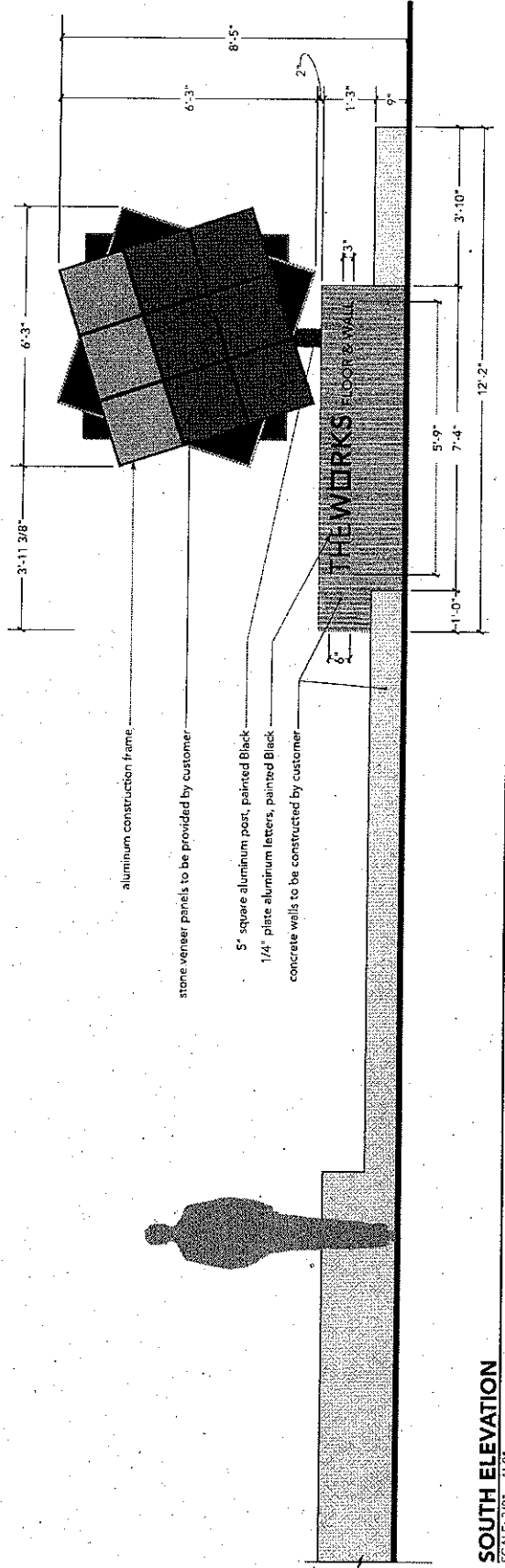
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DATE:
07-07-09

REVISIONS:
07-13-09

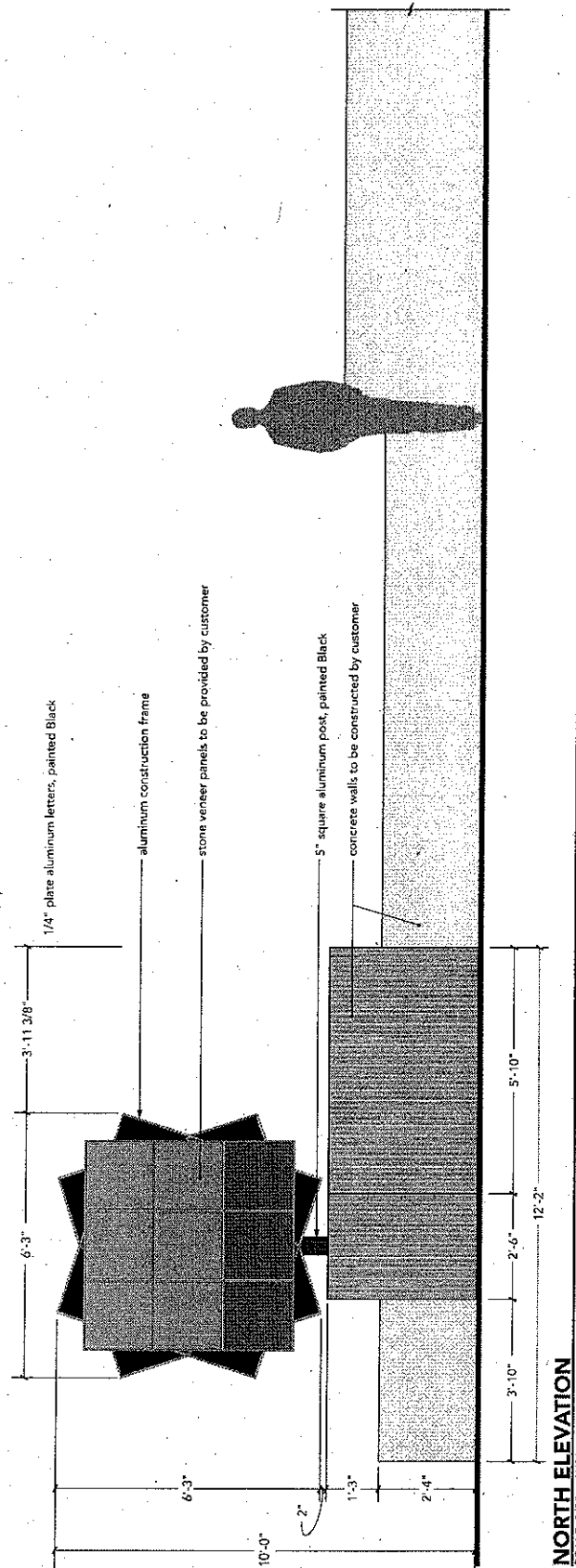
1. This drawing is to be used for the purpose of providing a visual representation of the proposed signage. It is not to be used for construction purposes. The contractor is responsible for providing all materials and labor required for the installation of the signage. The contractor is also responsible for obtaining all necessary permits and approvals from the local authorities. The contractor is to coordinate with the architect and the client to ensure that the signage is installed in accordance with the approved plans and specifications. The contractor is to provide a detailed schedule of work and a list of materials to be used. The contractor is to provide a copy of this drawing to the architect and the client for their review and approval. The contractor is to provide a copy of this drawing to the local authorities for their review and approval. The contractor is to provide a copy of this drawing to the manufacturer of the signage for their review and approval. The contractor is to provide a copy of this drawing to the installer of the signage for their review and approval. The contractor is to provide a copy of this drawing to the maintainer of the signage for their review and approval. The contractor is to provide a copy of this drawing to the owner of the signage for their review and approval. The contractor is to provide a copy of this drawing to the user of the signage for their review and approval. The contractor is to provide a copy of this drawing to the public for their review and approval. The contractor is to provide a copy of this drawing to the media for their review and approval. The contractor is to provide a copy of this drawing to the government for their review and approval. The contractor is to provide a copy of this drawing to the community for their review and approval. The contractor is to provide a copy of this drawing to the world for their review and approval.

2. The contractor is to provide a copy of this drawing to the architect and the client for their review and approval. The contractor is to provide a copy of this drawing to the local authorities for their review and approval. The contractor is to provide a copy of this drawing to the manufacturer of the signage for their review and approval. The contractor is to provide a copy of this drawing to the installer of the signage for their review and approval. The contractor is to provide a copy of this drawing to the maintainer of the signage for their review and approval. The contractor is to provide a copy of this drawing to the owner of the signage for their review and approval. The contractor is to provide a copy of this drawing to the user of the signage for their review and approval. The contractor is to provide a copy of this drawing to the public for their review and approval. The contractor is to provide a copy of this drawing to the media for their review and approval. The contractor is to provide a copy of this drawing to the government for their review and approval. The contractor is to provide a copy of this drawing to the community for their review and approval. The contractor is to provide a copy of this drawing to the world for their review and approval.



SOUTH ELEVATION
SCALE: 3/8" = 1'-0"

- aluminum construction frame
- stone veneer panels to be provided by customer
- 5" square aluminum post, painted Black
- 1/4" plate aluminum letters, painted Black
- concrete walls to be constructed by customer



NORTH ELEVATION
SCALE: 3/8" = 1'-0"

- 1/4" plate aluminum letters, painted Black
- aluminum construction frame
- stone veneer panels to be provided by customer
- 5" square aluminum post, painted Black
- concrete walls to be constructed by customer

Project Identification Sign Elevations

CLIENT:
The Works
Floor & Wall

PROJECT:
Exterior Sign Program

DESCRIPTION:
Project ID Signage

ACCOUNT REP:
John Cross

FILE NAME:
The Works
Project Identification
Signs.cdr

DRAWN BY:
Art Ruiz

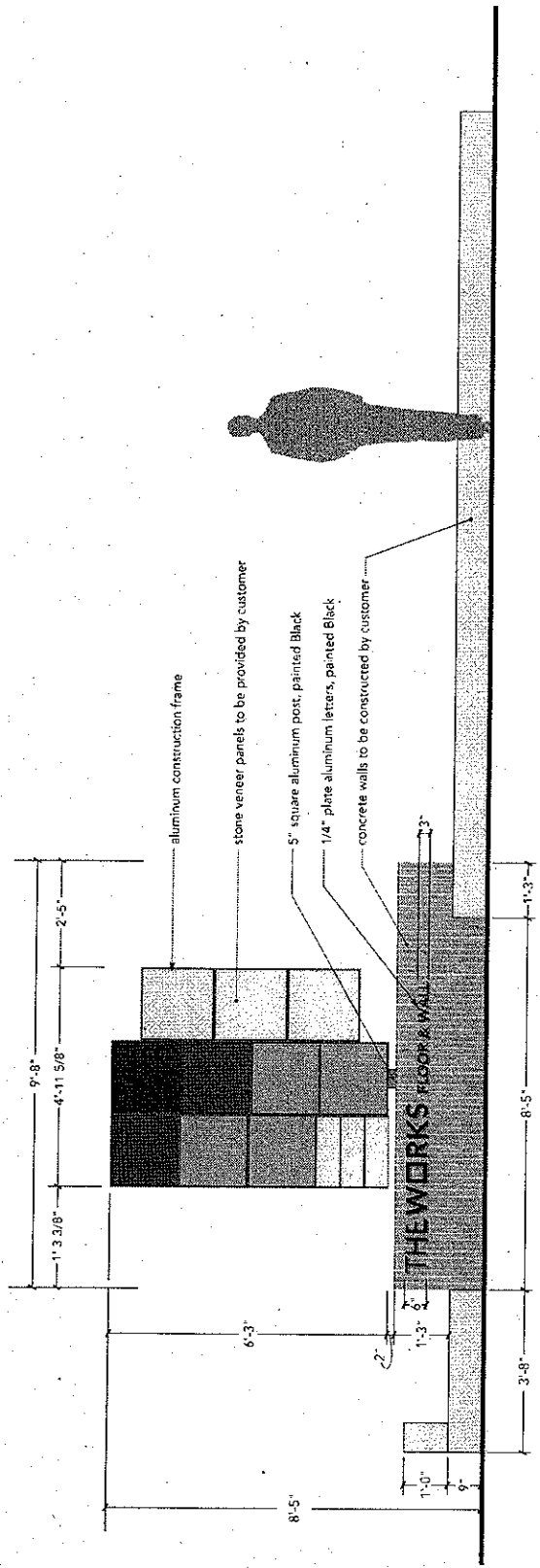
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DATE:
07-07-09

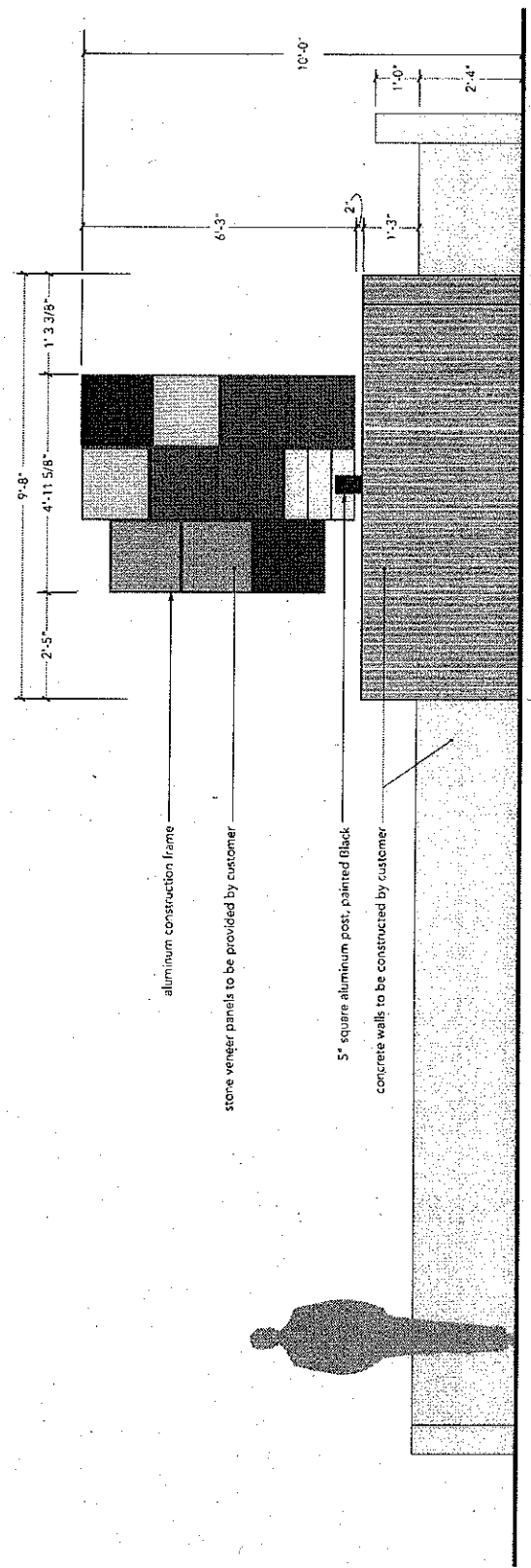
REVISIONS:
07-13-09

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NESTSIGNS INCORPORATED
1550 S. COAST AVE., SUITE 100
PALM SPRINGS, CA 92244
TEL: 760.330.3042
FAX: 760.331.4970
WWW.NESTSIGNS.COM



EAST ELEVATION
SCALE: 3/8" = 1'-0"



WEST ELEVATION
SCALE: 3/8" = 1'-0"

Project Identification Sign Elevations

CLIENT:
The Works
Floor & Wall

PROJECT:
Exterior Sign Program

DESCRIPTION:
Project ID Signage

ACCOUNT REP:
John Cross

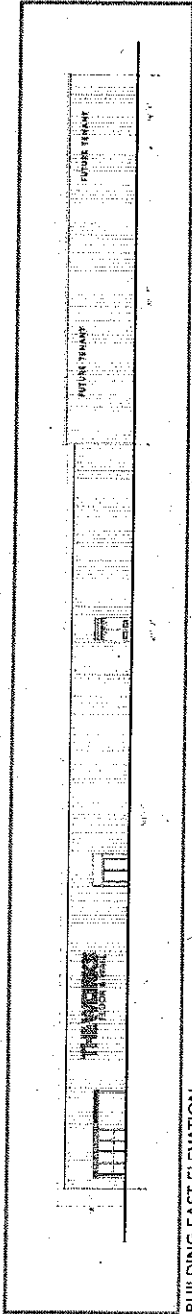
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Project Identification
Signs.cdr

DRAWN BY:
Art Ruiz

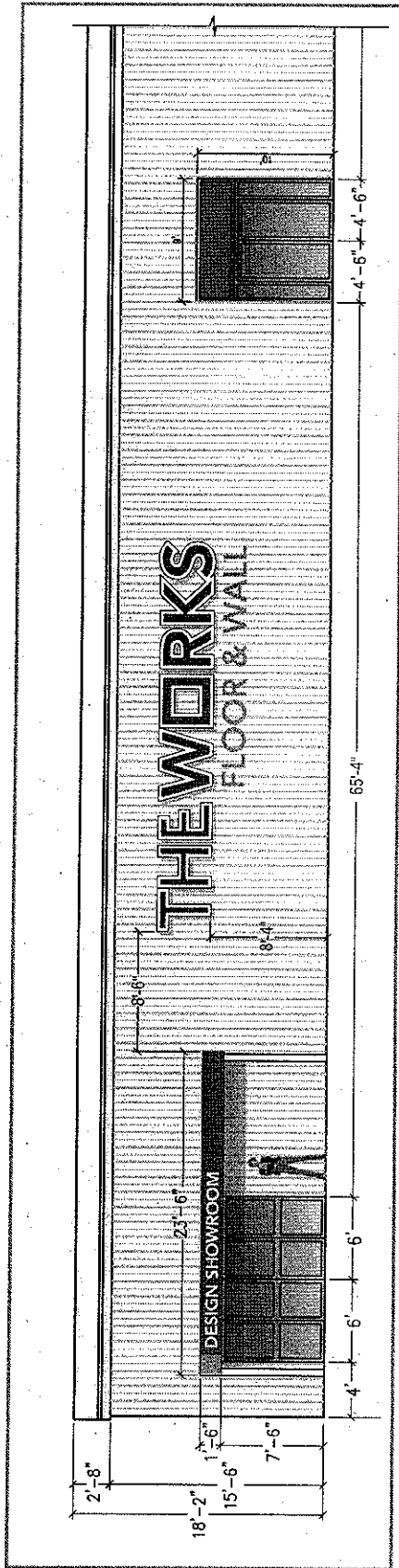
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As Shown

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07-07-09

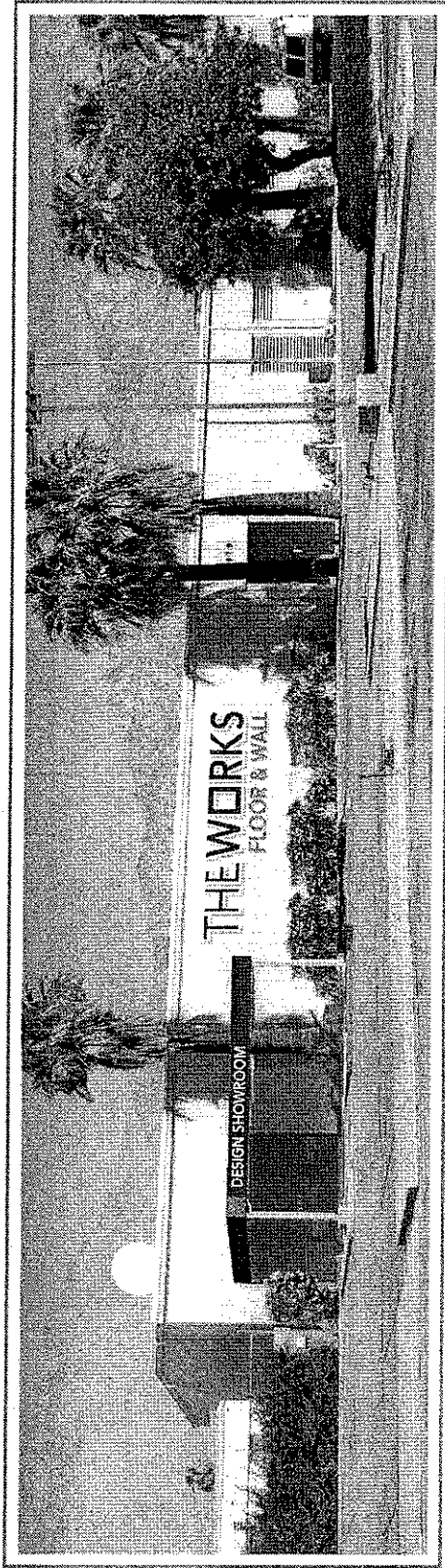
REVISIONS:
07-13-09



BUILDING EAST ELEVATION
SCALE: 1/32" = 1'-0"



PARTIAL BUILDING EAST ELEVATION (ANCHOR TENANT DETAIL)
SCALE: 1/8" = 1'-0"



Anchor Tenant Wall Signs Elevations

ZESTSIGNS
 CONSULTANTS
 1530 S. Gene Aulpy Trail
 Palm Springs, CA 92264
 Tel: 760.835.3452
 Fax: 760.325.2090



Contractors Lic. No. 524483

CLIENT:
 The Works
 Floor & Wall

PROJECT:
 Exterior Sign Program

DESCRIPTION:
 Project ID Signage

ACCOUNT REF:
 John Cross

FILE NAME:
 The Works
 Project Identification
 Signs.cdr

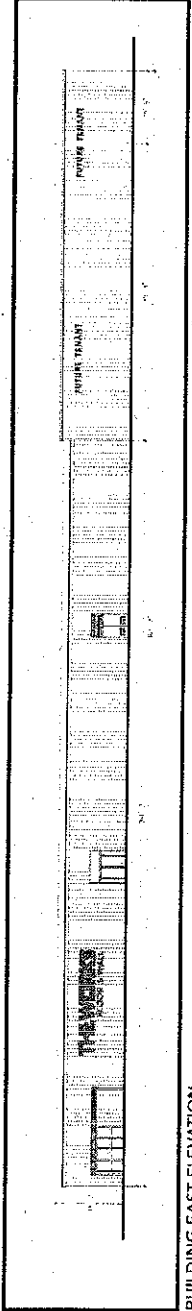
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SCALE:
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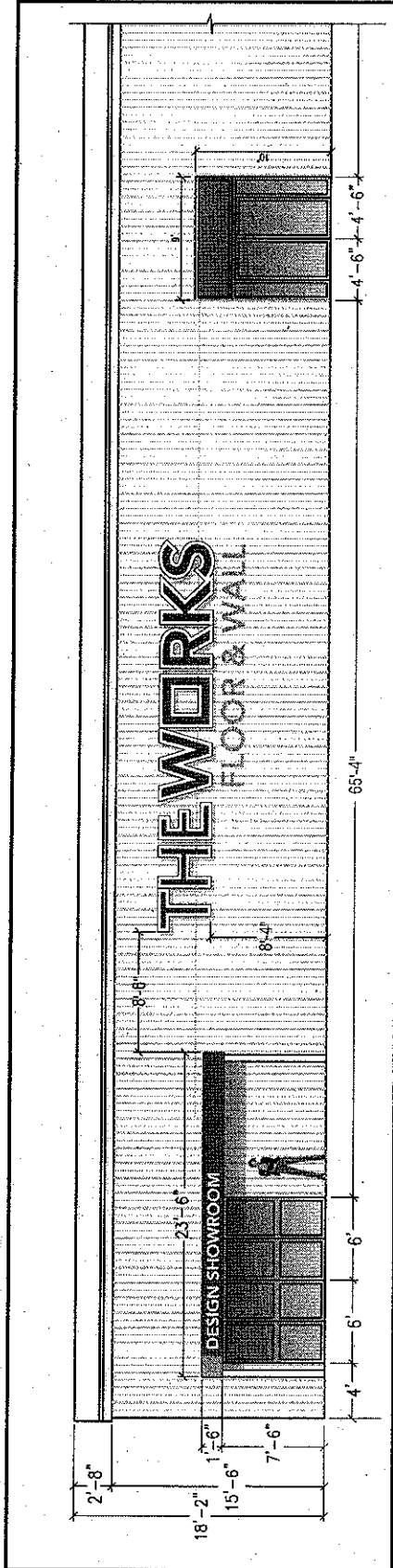
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REVISIONS:
 07-13-09

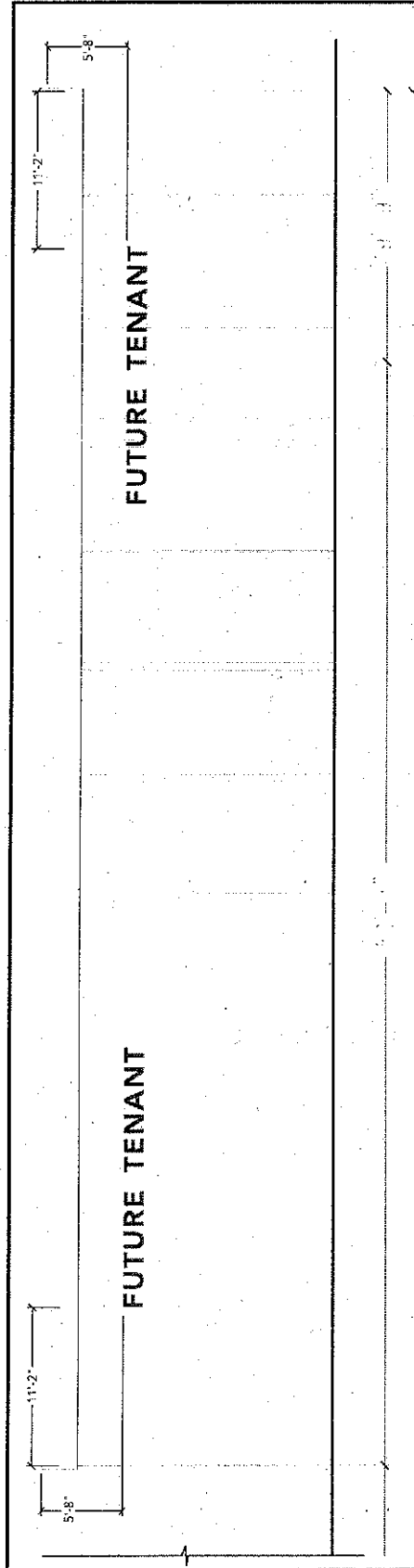
1530 S. GENE AULPY TRAIL, PALM SPRINGS, CA 92264



BUILDING EAST ELEVATION
 SCALE: 1/32" = 1'-0"

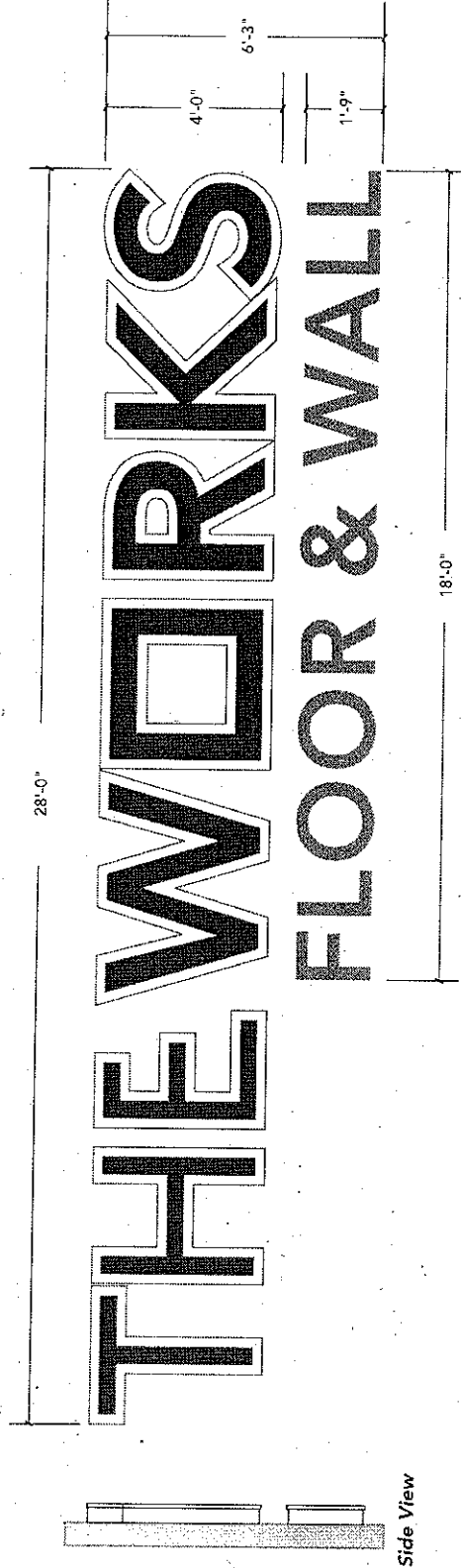


PARTIAL BUILDING EAST ELEVATION (ANCHOR TENANT DETAIL)
 SCALE: 1/8" = 1'-0"



PARTIAL BUILDING EAST ELEVATION (FUTURE TENANTS DETAIL)
 SCALE: 1/8" = 1'-0"

Illuminated Wall Signs Elevations



Side View

Sign Are Total = 112.5 Sq. Ft.

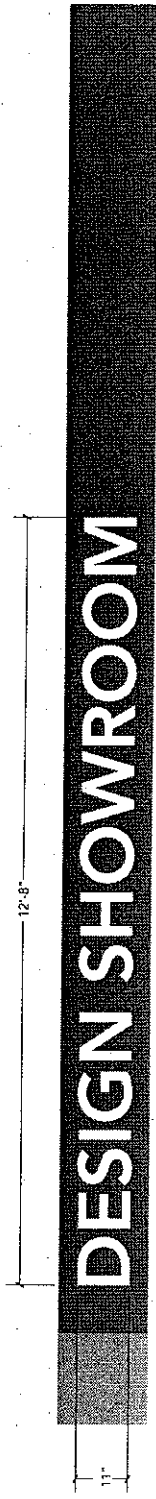
Manufacture & Install Scale: 3/8" = 1'-0"

One (1) Set Internally Illuminated Pan Channel Letters
"THE WORKS" to be illuminated with 15mm neon tubing
"FLOOR & WALL" to be illuminated with LED modules

Manufacturing Details

THE WORKS
Returns: White aluminum
Backs: White aluminum
Faces: White acrylic with Teal vinyl overlay
Trimecap: 1" White
Illumination: 15mm White neon tubing

FLOOR & WALL
Returns: White aluminum
Backs: White aluminum
Faces: White acrylic with Gold vinyl overlay
Trimecap: 1" Gold
Illumination: White LED modules



Sign Are Total = 11.61 Sq. Ft.

Manufacture & Install Scale: 1/2" = 1'-0"

One (1) Set 1/4" Thick White Acrylic Letters

NOTE: Areas shown in Gold and Teal to be painted by customer

CLIENT:
The Works
Floor & Wall

PROJECT:
Exterior Sign Program

DESCRIPTION:
Project ID Signage

ACCOUNT REF:
John Cross

FILE NAME:
The Works
Project Identification
Signs.cdr

DRAWN BY:
Art Ruiz

SCALE:
As Shown

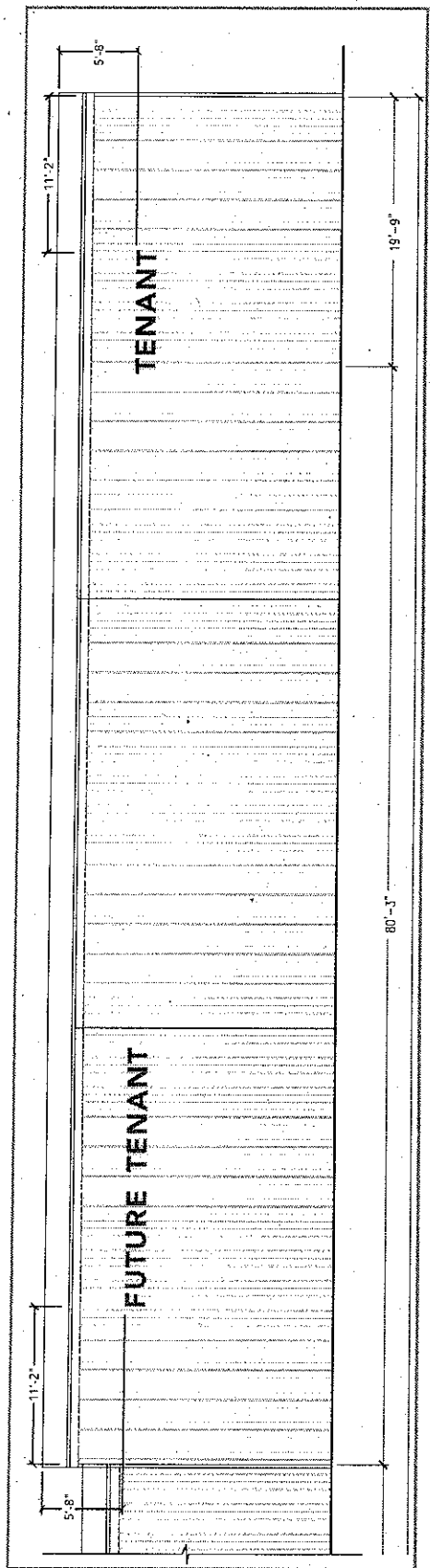
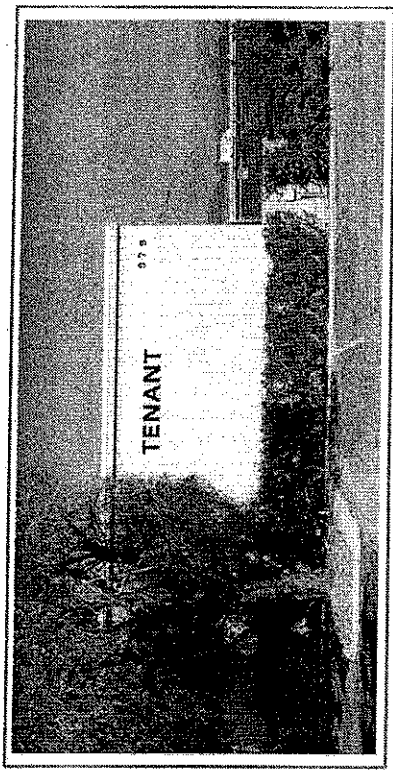
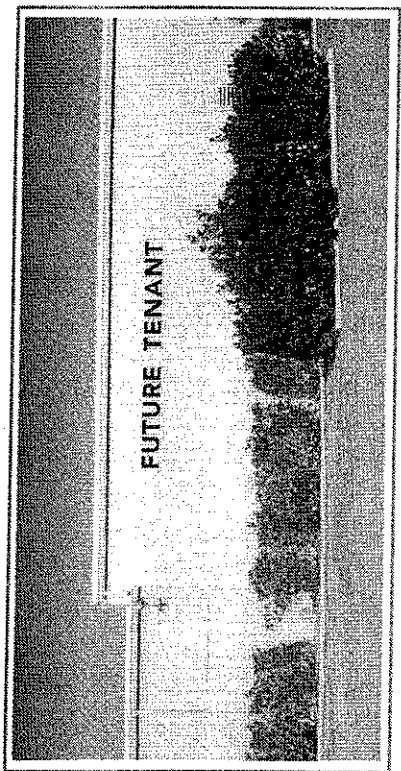
DATE:
07-07-09

REVISIONS:
07-13-09

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LISTING SUBSCRIBER - 4327484



18'-8"
1'-6"
FUTURE TENANT
19'-9"
80'-3"

Sign Area Total = 28.00 Sq. Ft.

Internally Illuminated Pan Channel Letters

Scale: 3/8" = 1'-0"

Manufacturing Details

- Returns: White aluminum
- Beads: White aluminum
- Faces: White acrylic with Teal vinyl overlay
- Trims: 1" White
- Illumination: White LED modules

Future Tenant Illuminated Wall Signs Details

CLIENT:
The Works
Floor & Wall

PROJECT:
Exterior Sign Program

DESCRIPTION:
Project ID Signage

ACCOUNT REP:
John Cross

FILE NAME:
The Works
Project Identification
Signs.cdr

DRAWN BY:
Art Ruiz

SCALE:
As Shown

DATE:
07-07-09

REVISIONS:
07-13-09

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18'-8"

FUTURE TENANT

1'-6"

Sign Area Total = 28.00 Sq. Ft.

Internally Illuminated Pan Channel Letters
Scale: 3/8" = 1'-0"

Manufacturing Details

Letters: White aluminum
Backs: White aluminum
Faces: White acrylic with Teal vinyl overlay
Trims: 1" White
Illumination: White LED modules



CLIENT:
The Works
Floor & Wall

PROJECT:
Exterior Sign Program

DESCRIPTION:
Project ID Signage

ACCOUNT REP:
John Cross

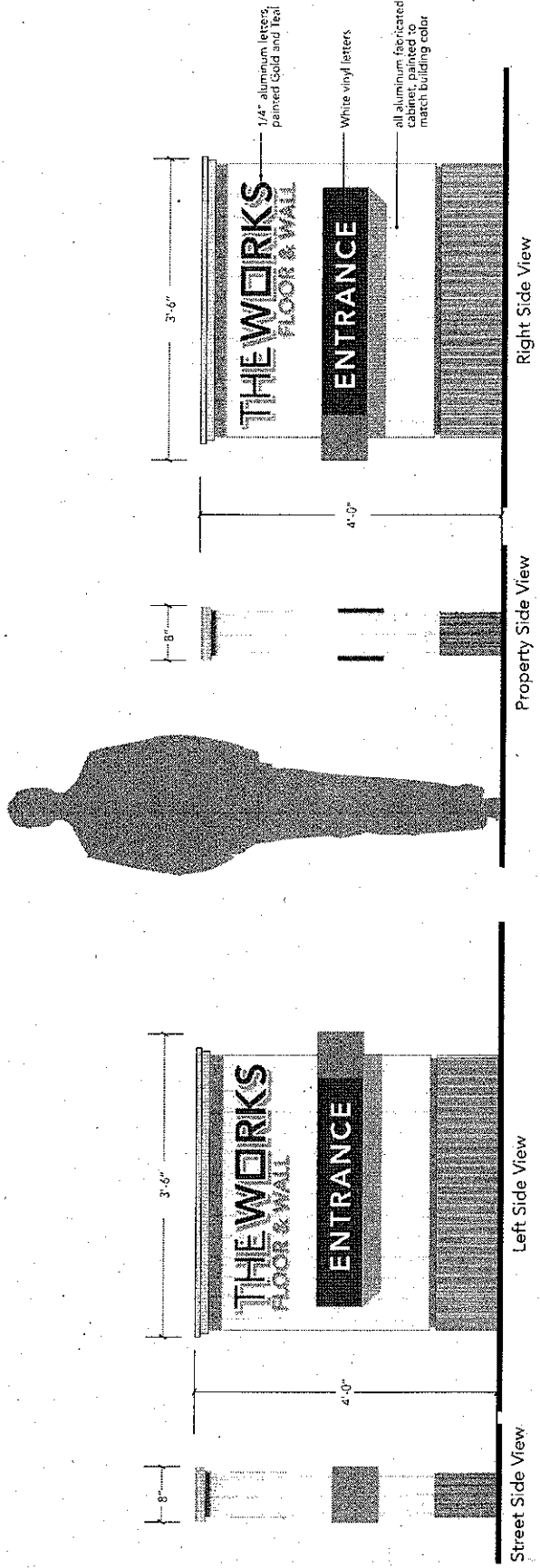
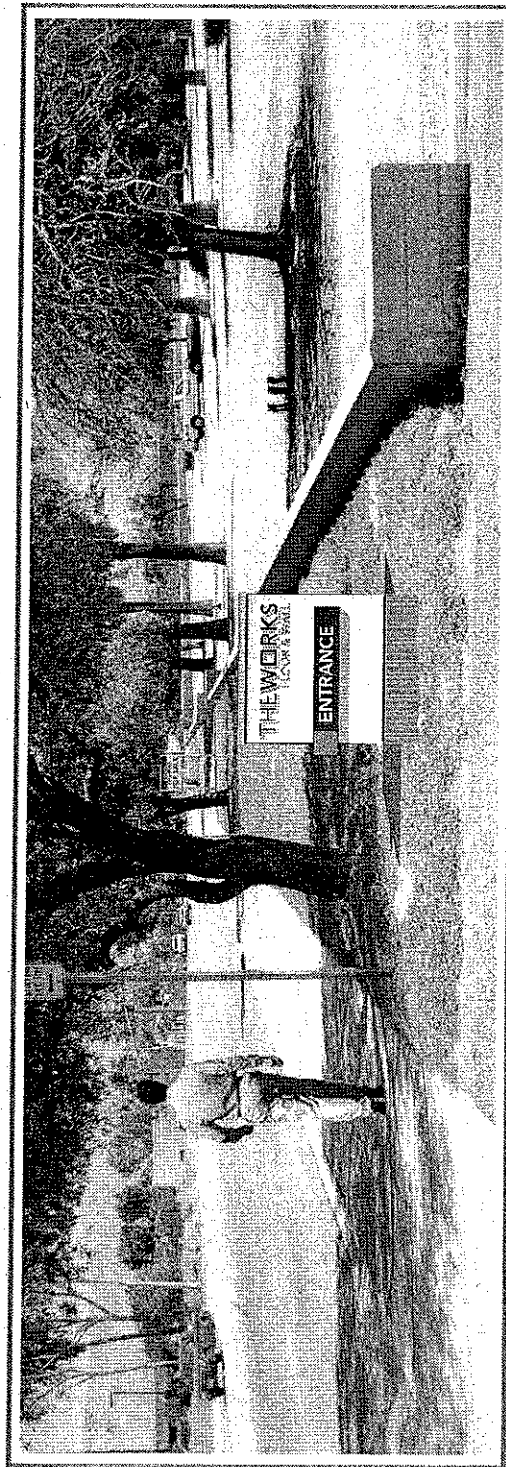
FILE NAME:
The Works
Project Identification
Signs.cdr

DRAWN BY:
Art Ruiz

SCALE:
As Shown

DATE:
07-07-09

REVISIONS:
07-13-09



Sign Area Total = 5.21 Sq. Ft.

Manufacture & Install
One (1) D/F Non-Illuminated Monument Sign

Scale: 3/4" = 1'-0"

Entry Monument Sign Details

CLIENT:
The Works
Floor & Wall

PROJECT:
Exterior Sign Program

DESCRIPTION:
Project ID Signage

ACCOUNT REP:
John Cross

FILE NAME:
The Works
Project Identification
Signs.cdr

DRAWN BY:
Art Ruiz

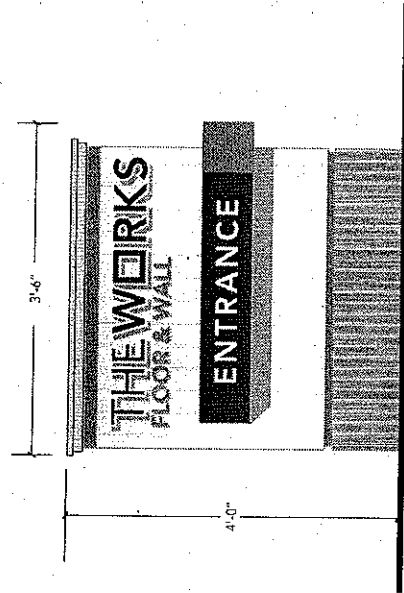
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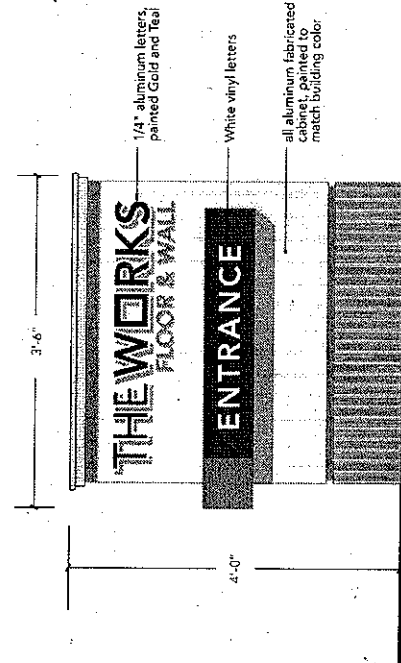
REVISIONS:
07/13/09

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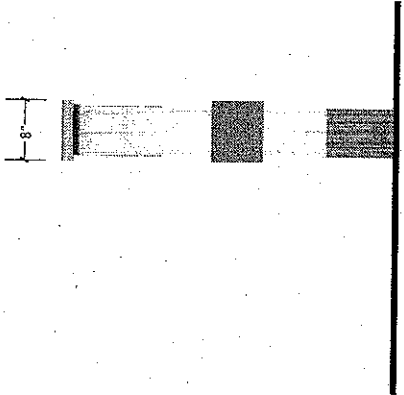
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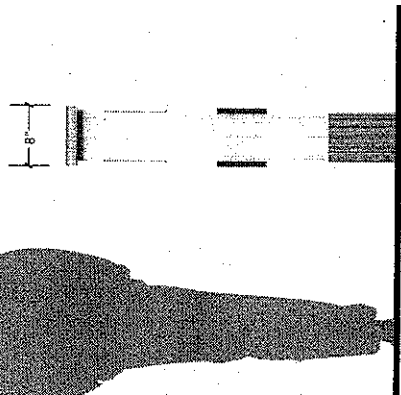
Left Side View



Right Side View



Street Side View



Property Side View

Sign Area Total = 5.21 Sq. Ft.

Scale: 3/4" = 1'-0"

Manufacture & Install
One (1) D/F Non-Illuminated Monument Sign

Entry Monument Sign Details