



ARCHITECTURAL REVIEW COMMITTEE MEMORANDUM

DATE: February 7, 2022

NEW BUSINESS

SUBJECT: REQUEST BY BEST SIGNS, INC., ON BEHALF OF MARGARITAVILLE RESORT, FOR SIGN PROGRAM AMENDMENT APPROVAL FOR THE TWO (2) EXISTING WALL SIGNS INSTALLED ON THE FRONT ENTRY CANOPY FASCIA AT THE MARGARITAVILLE RESORT PALM SPRINGS HOTEL LOCATED AT 1600 NORTH INDIAN CANYON DRIVE, ZONE R-3, SECTION 2 (CASE NO. 20-003 AMND) (NK).

FROM: Development Services Department – Planning Division

PROJECT DESCRIPTION:

This is a Sign Program Amendment request for the two (2) existing wall signs located on the entrance canopy fascia at Margaritaville Resort Palm Springs. The wall signs were installed without prior City review and approval, and the applicant is seeking Sign Program Amendment approval to include both signs in the adopted Sign Program as legal signage.

RECOMMENDATION:

That the Architectural Review Committee deny the application as submitted and adopt the attached resolution.

BUSINESS PRINCIPAL DISCLOSURE:

The legal name of the business is AGRE DCP Palm Springs, LLC, which includes three (3) members named Dan Kwon, Tracey Gamble, and Heather Turner. There is no individual within the entity who owns a beneficial interest of 5% or more. Public Integrity Disclosure Form is attached to this report (Attachment #4).

BACKGROUND INFORMATION:

<i>Related Relevant City Actions</i>	
07/09/2008	Planning Commission approved a Sign Program for the former Riviera Hotel, which proposed the installation of an 86 square-foot monument sign and three (3) directional signs (SP 08-091). The Architectural Advisory Committee (AAC) voted unanimously to recommend approval of the project to the Planning Commission on June 9, 2008.
09/17/2016	Planning Division administratively approved a Minor Architectural Review (MAA) application for the installation of a new sign on a landscaped trellis structure.
10/19/2020	AAC reviewed a Sign Program Amendment application for the installation of a slightly larger replacement monument sign for Margaritaville Resort Palm Springs and voted unanimously for the continuation of the project for further review.
11/02/2020	AAC reviewed a revised sign design and voted unanimously to recommend denial of the Amendment to the Planning Services Director.
11/09/2020	Planning Services Director reviewed and approved the Sign Program Amendment for the revised monument sign design subject to conditions of approval.

<i>Neighborhood Meeting/Notification</i>	
02/03/2022	The notification of the public meeting was forwarded to the neighborhood organizations located within one (1) mile from the site.

<i>Field Check</i>	
12/17/2021	Staff conducted a site visit to confirm the condition of the site.

PROJECT DESCRIPTION:

The project site is the 16.22-acre Margaritaville Resort Palm Springs hotel site located at the northeast corner of North Indian Canyon Drive and East Vista Chino. There is an existing Sign Program for the property, which was originally adopted in 2008 and later amended in 2020. The Sign Program currently allows the following signage:

1. One (1) 8-foot-high, 88.91-square-foot monument sign.
2. Three (3) directional signs, each of which is 2.6 square feet in area.

After the Sign Program Amendment approval in 2020, it came to City’s attention that two (2) additional wall signs had been installed on southwest and east-facing front entry canopy fascia. The wall signs are currently unpermitted, and the applicant is seeking Sign Program Amendment approval to include them as legal signage in the adopted Sign

Program. Attachment #7 of this report provides the construction, material, design, and installation details.

STAFF ANALYSIS:

<i>Site Area</i>	
Net Acres	16.215 Acres

Conformance to Development Standards:

<i>Permitted Signs – Main Signs (PSZC Section 93.20.07.A)</i>			
	<i>Permitted Sign</i>	<i>Proposed Project</i>	<i>Compliance</i>
Maximum Number	<ul style="list-style-type: none"> 1 Main Sign. 1 additional sign may be permitted if the street frontage and sign separation is greater than 170 feet. Only 1 Freestanding Sign may be permitted on a corner parcel. 	2	No. In addition to the proposed sign, the site is already developed with a monument sign. Distance to the street is approximately 51.5 feet (Sign A) and 122 feet (Sign B).
Permitted Sign Types	<ul style="list-style-type: none"> Wall Sign Monument Sign Freestanding Sign 	Wall	Y
Maximum Area	<ul style="list-style-type: none"> 1.5 square feet per separate rental unit, not to exceed a maximum of 300 square feet*. Any secondary Main Signs as may be permitted by this Section shall be restricted to 50 square feet in area. 	Sign A: 31.86 SF Sign B: 35 SF	Y*
Maximum Height	<ul style="list-style-type: none"> Wall Signs - The top of any sign shall not be higher than the building on which it is located, and in no event shall the sign be higher than 28 feet, as measured from finished grade. 	Fascia of a single-story structure	Y
	<ul style="list-style-type: none"> Freestanding Signs & Monument Signs – Max. 12 feet. The height shall be measured from finished grade to the top of the sign structure. 	Not Proposed	N/A
Illumination Permitted	<ul style="list-style-type: none"> Internal, external 	Sign A: Illuminated Sign B: Non-	Y

<i>Permitted Signs – Main Signs (PSZC Section 93.20.07.A)</i>			
	<i>Permitted Sign</i>	<i>Proposed Project</i>	<i>Compliance</i>
		Illuminated	

**Hotel contains 405 guest rooms (Building & Safety database).*

<i>Permitted Signs – Accessory Signs (PSZC Section 93.20.07.B)</i>			
	<i>Permitted Sign</i>	<i>Proposed Project</i>	<i>Compliance</i>
Maximum Number	<ul style="list-style-type: none"> 1 Accessory Sign for a restaurant use within the hotel. 	2	No. None of the signs are for a restaurant.
Permitted Sign Types	<ul style="list-style-type: none"> Wall Sign 	Wall	Y
Maximum Area	<ul style="list-style-type: none"> 30 square feet 	Sign A: 31.86 SF Sign B: 35 SF	N
Maximum Height	<ul style="list-style-type: none"> The sign shall not be located above the ground floor of the building. 	Fascia of a single-story building	Y
Illumination Permitted	<ul style="list-style-type: none"> Internal, external 	Sign A: Illuminated Sign B: Non-Illuminated	Y

The project site is already developed with one (1) main sign, which is a monument sign located at the southwest corner of the lot. Although the Sign Ordinance allows for the possibility to install additional Main and Accessory Signs for a resort hotel, the location of the wall signs and their size and intended use (not for a restaurant within a hotel) do not meet the zoning code requirements that would allow this.

Sign Program Review Criteria and Findings:

PSZC Section 93.20.08(H)(4) requires the approval authority to evaluate and make findings for conformance to the following criteria for a Sign Program Amendment application which varies from the specific requirements of the Sign Ordinance:

	<i>Criteria and Findings [PSZC 93.20.08(H)(4)]</i>	<i>Compliance</i>
1.	<i>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.</i>	N

	<i>Criteria and Findings [PSZC 93.20.08(H)(4)]</i>	<i>Compliance</i>
	<p>In addition to directional signs, the project site is already developed with a monument sign at the intersection of two (2) major thoroughfares with clear visibility to pedestrians and motorists. The illuminated monument sign is designed in vibrant color palette, and the sign message is clear and readable. There is no evidence in the record showing that visibility of the existing signage is being obstructed or minimized by the physical characteristics of the property or structures thereon. Therefore, the deviation from the Sign Ordinance regulation is not necessitated by the site's physical attributes, design of the existing building, or the visibility issue of the existing signage.</p>	
2.	<p><i>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.</i></p> <p>Although the color palette and construction materials of the proposed wall signs are compatible with the exterior colors of the building and other signs on site, the short sign letter heights (8" and 13.5") and cursive lettering do not function as effective signage for the project site. The sign installation locations are not critical areas on the building or property for addressing business identification or serving functional needs; such purposes are already fulfilled by other existing signs. Overall, there is no evidence in the record showing that the sign program needs this departure from Sign Ordinance standards to be effective. Therefore, the installation of two (2) additional signs is not a minimal deviation from the Sign Ordinance that is necessitated for the effectiveness of the adopted Sign Program, and the proposed project does not meet this finding.</p>	N
3.	<p><i>That the approved program is compatible with the surrounding property and not contrary to the purpose of the Sign Ordinance.</i></p> <p>The neighboring property to the south, Desert Sun Resort & Spa, is developed with one (1) monument sign, and the Seven-Eleven convenience store to the west is developed with two (2) wall signs; one (1) sign per building frontage. Although a multi-frontage commercial property may be allowed with multiple signage, none of these properties are developed with multiple signage on one street-facing elevation. Pursuant to Palm Springs Zoning Code Section 93.20.02(B), one purpose of the Sign Ordinance is to allow businesses to provide adequate identification. Staff finds that existing monument sign adequately identifies the business, and the addition of the two (2) wall signs is incompatible with the signage found at the nearby commercial establishments. Therefore, the proposed project does not meet this finding.</p>	N

JUSTIFICATION LETTER:

The applicant submitted the justification letters which are attached to this report (Attachment #5). In the justification letter, the business representatives explain that the signage was installed according to the directives given by the corporation as a part of the comprehensive renovation of the property, and the signage does not adversely affect the surrounding property and it functions to identify the hotel entrance and provide a sense of arrival.

ENVIRONMENTAL ANALYSIS:

If this Project is denied, then this action will be statutorily exempt from the terms of the California Environmental Quality Act (“CEQA”), because “CEQA does not apply to projects which the public agency rejects or disapproves.” Section 15270(a) of the CEQA Guidelines. Alternatively, should the Architectural Review Committee decide to approve this project, the proposed development is considered a “project” pursuant to the terms of the California Environmental Quality Act (“CEQA”), and has been determined to be categorically exempt pursuant to Section 15301(a) of the CEQA Guidelines (Class 1, Existing Facilities).

CONCLUSION:

Based on the submitted materials, staff finds that the current Sign Program adequately identifies the business and serves the functional needs of the site. The addition of the two (2) wall signs is not necessitated by the site’s physical attributes, and it does not affect the effectiveness of the adopted Sign Program. The signage installed at other business establishments in the site’s vicinity is minimal, and additional signage at the site disrupts this pattern and creates a compatibility issue. Although the applicant explains in the justification letters that the signage is intended to identify the hotel entrance and provide a sense of arrival, such purposes can be served by other architectural and design means. Therefore, staff recommends that the ARC deny this Sign Program Amendment application.

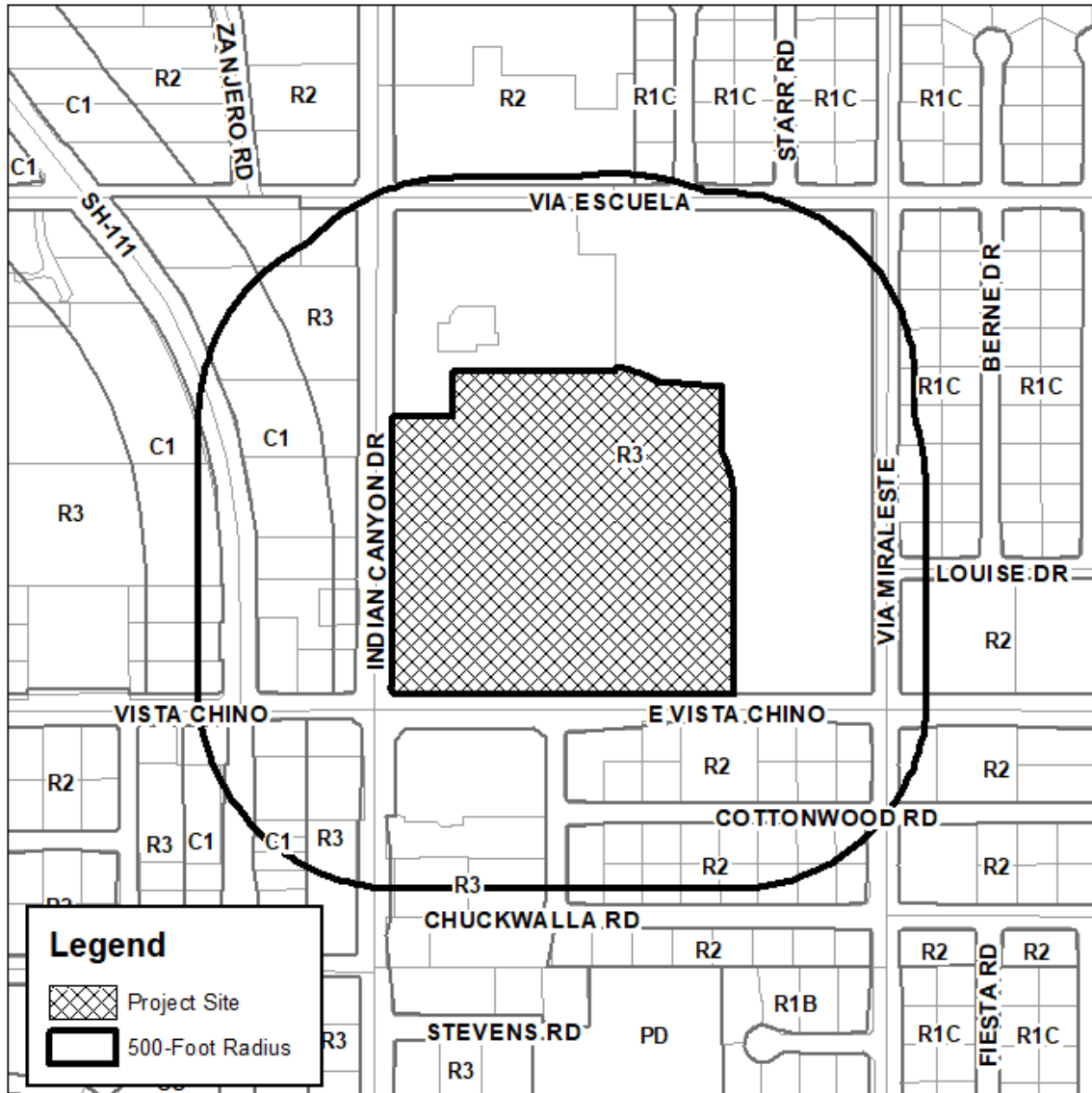
PREPARED BY:	Noriko Kikuchi, AICP, Associate Planner
REVIEWED BY:	David Newell, AICP, Assistant Director of Planning

ATTACHMENTS:

1. Vicinity Map
2. Draft Resolution
3. Aerial View
4. Public Integrity Disclosure Form
5. Justification Letters
6. Site Photographs
7. Sign Plans
8. Sign Plans (Monument Sign)



Department of Planning Services Vicinity Map



Legend

- Project Site
- 500-Foot Radius

CITY OF PALM SPRINGS

Case 20-003 SP AMEND
1600 North Indian Canyon Drive
Margaritaville Resort

RESOLUTION NO. _____

A RESOLUTION OF THE ARCHITECTURAL REVIEW COMMITTEE OF THE CITY OF PALM SPRINGS, CALIFORNIA, DENYING A SIGN PROGRAM AMENDMENT APPLICATION FOR THE TWO (2) EXISTING WALL SIGNS INSTALLED ON THE FRONT ENTRY CANOPY FASCIA AT THE MARGARITAVILLE RESORT PALM SPRINGS HOTEL LOCATED AT 1600 NORTH INDIAN CANYON DRIVE (CASE 20-003 SP AMND).

THE ARCHITECTURAL REVIEW COMMITTEE FINDS AND DETERMINES AS FOLLOWS:

- A. Best Signs, Inc., on behalf of Margaritaville Resort, (“Applicant”) filed a Sign Program Amendment application with the City, pursuant to Palm Springs Zoning Code (PSZC) Section 93.20.08(H)(2) (Sign Permit Application for Multi-Tenanted Buildings) of the Palm Springs Zoning Code, for the two (2) existing wall signs installed on the front entry canopy fascia at the Margaritaville Resort Palm Springs hotel located at 1600 North Indian Canyon Drive (“the Project”).
- B. The two (2) existing wall signs do not comply with the specific requirements of the City’s Sign Ordinance; and
- C. Pursuant to Palm Springs Zoning Code Section 93.20.08(H)(4), a Sign Program that varies from the specific requirements of the Sign Ordinance may be approved if the Architectural Review Committee can make the required findings provided in that section.
- D. On February 7, 2022, the City’s Architectural Review Committee held a public meeting in accordance with applicable law. At said meeting, the Architectural Review Committee carefully reviewed and considered all of the evidence presented in connection with the Project, including, but not limited to, the staff report, and all written and oral testimony presented.

THE ARCHITECTURAL REVIEW COMMITTEE RESOLVES:

Section 1: This action is statutorily exempt from the terms of the California Environmental Quality Act (“CEQA”), because “CEQA does not apply to projects which the public agency rejects or disapproves.” Section 15270(a) of the CEQA Guidelines.

Section 2: As identified in the staff report, the Project does not conform to the findings of Palm Springs Zoning Code Section 93.20.08(H)(4) (Approval Process – Deviations) that are required for the Architectural Review Committee to make in order to approve a Sign Program that varies from the specific requirements of the Sign Ordinance.

Section 3: Based upon the foregoing, the Architectural Review Committee hereby denies Case 20-003 SP AMND, for the two (2) wall signs that are installed on the front entry canopy fascia located at 1600 North Indian Canyon Drive.

ADOPTED this 7th day of February, 2022.

AYES:
NOES:
ABSENT:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

David Newell, AICP
Assistant Planning Director

Project Site



North Indian Canyon Drive

East Via Escuela

East Vista Chino

 Project Site




PUBLIC INTEGRITY DISCLOSURE APPLICANT DISCLOSURE FORM

1. Name of Entity
AGRE DCP Palm Springs, LLC
2. Address of Entity (Principle Place of Business)
3021 Walnut Circle, Suite 130 Walnut Creek CA 94598
3. Local or California Address (if different than #2)
4. State where Entity is Registered with Secretary of State
<i>If other than California, is the Entity also registered in California?</i> <input type="checkbox"/> Yes <input type="checkbox"/> No
5. Type of Entity
<input type="checkbox"/> Corporation <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Partnership <input type="checkbox"/> Trust <input type="checkbox"/> Other (please specify)
6. Officers, Directors, Members, Managers, Trustees, Other Fiduciaries (please specify) <i>Note: If any response is not a natural person, please identify all officers, directors, members, managers and other fiduciaries for the member, manager, trust or other entity</i>
Dan Kwon _____ <input type="checkbox"/> Officer <input type="checkbox"/> Director <input checked="" type="checkbox"/> Member <input type="checkbox"/> Manager [name]
<input type="checkbox"/> General Partner <input type="checkbox"/> Limited Partner
<input type="checkbox"/> Other _____
Tracey Gamble _____ <input type="checkbox"/> Officer <input type="checkbox"/> Director <input checked="" type="checkbox"/> Member <input type="checkbox"/> Manager [name]
<input type="checkbox"/> General Partner <input type="checkbox"/> Limited Partner
<input type="checkbox"/> Other _____
Heather Turner _____ <input type="checkbox"/> Officer <input type="checkbox"/> Director <input checked="" type="checkbox"/> Member <input type="checkbox"/> Manager [name]
<input type="checkbox"/> General Partner <input type="checkbox"/> Limited Partner
<input type="checkbox"/> Other _____

7. Owners/Investors with a 5% beneficial interest in the Applicant Entity or a related entity	
A. N/A <hr/> [name of owner/investor]	<hr/> [name of official with whom owner/investor has material financial relationship]
FOR RELATIONSHIP A, EXPLANATION OF THE RELATIONSHIP:	
B. N/A <hr/> [name of owner/investor]	<hr/> [name of official with whom owner/investor has material financial relationship]
FOR RELATIONSHIP B, EXPLANATION OF THE RELATIONSHIP:	
C. N/A <hr/> [name of owner/investor]	<hr/> [name of official with whom owner/investor has material financial relationship]
FOR RELATIONSHIP C, EXPLANATION OF THE RELATIONSHIP:	

I DECLARE UNDER PENALTY OF PERJURY UNDER THE LAWS OF THE STATE OF CALIFORNIA THAT THE FOREGOING IS TRUE AND CORRECT.

Signature of Disclosing Party, Printed Name, Title 	Date 4/8/19
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Noriko Kikuchi

From: David Pratt <dpratt@tamarackcp.com>
Sent: Tuesday, January 04, 2022 3:06 PM
To: Noriko Kikuchi
Cc: 'johnc@bestsignsinc.com'; Arwel Bermudo
Subject: RE: Margaritaville Resort Palm Springs_Case 20-003 SP AMND

NOTICE: This message originated outside of The City of Palm Springs -- **DO NOT CLICK** on links or open **attachments** unless you are sure the content is safe.

Noriko-

As we discussed on the phone, the form I submitted is the same that we have submitted for past appearances with City councils. To my knowledge there is no individual that owns more than a 5% interest in the owning entity. Thanks.

-David

From: Noriko Kikuchi <Noriko.Kikuchi@palmspringsca.gov>
Sent: Monday, January 3, 2022 6:41 PM
To: David Pratt <dpratt@tamarackcp.com>
Cc: 'johnc@bestsignsinc.com' <johnc@bestsignsinc.com>; Arwel Bermudo <Arwel.Bermudo@palmspringsca.gov>
Subject: RE: Margaritaville Resort Palm Springs_Case 20-003 SP AMND

Hi David,

Thank you. The second page of the Public Integrity Disclosure Form needs to be completed. Please find the attached supplementary instructions and submit a revised document.

Thank you.

Noriko

Noriko Kikuchi
Associate Planner
Development Services Department – Planning Division
City of Palm Springs
3200 E. Tahquitz Canyon Way
Palm Springs, CA 92262
Phone: (760)323-8245

Coronavirus (COVID-19):

For the latest updates from the City of Palm Springs: www.palmspringsca.gov/covid

Experiencing flu-like symptoms? Coachella Valley residents should contact the Eisenhower Hospital Coronavirus hotline, before reporting to a hospital or doctor: (760) 837-8988.

From: David Pratt <dpratt@tamarackcp.com>
Sent: Monday, January 03, 2022 12:56 PM
To: Noriko Kikuchi <Noriko.Kikuchi@palmspringsca.gov>



January 5, 2022

VIA EMAIL: Noriko.Kikuchi@palmspringsca.gov

Noriko Kikuchi
Associate Planner
Development Services Department – Planning Division
City of Palm Springs
3200 E. Tahquitz Canyon Way
Palm Springs, CA 92262

RE: Margaritaville Resort Palm Springs – Signage Package

Dear Noriko,

I am writing on behalf of Margaritaville Hotels & Resorts, LLC, a subsidiary of Margaritaville Enterprises, LLC (collectively, “Margaritaville”). Pursuant to a Trademark Sub-License Agreement dated September 2, 2019 (the “Agreement”), Margaritaville has licensed its intellectual property to AGRE DCP Palm Springs Tenant, LLC, a subsidiary of Tamarack Capital Partners (collectively, “Tamarack”), for use with the Margaritaville Resort Palm Springs.

As part of the Agreement, Tamarack agreed to comply with Margaritaville’s Hotel Standards, which represent the procedures, standards, specifications, controls, systems, manuals, guides, furniture, accessories and other distinguishing elements or characteristics which Margaritaville has developed in connection with the management and operation of all or substantially all Margaritaville-branded hotels and resorts.

We understand that the City of Palm Springs has some concerns about the exterior signage package for the Resort comprised of the “Changes in Latitude, Changes in Attitude” sign and the “Mi Casa es su Casa” sign (collectively, the “Signage Package”). The Signage Package is part of the Hotel Standards and is consistent with exterior signs used at our other branded hotels and resorts. As such, the Signage Package is a critical component of delivering the Margaritaville brand experience.

As you may know, the Margaritaville brand is based on the music and lifestyle of Jimmy Buffett. Our branded properties feature various aspects of trade dress, including lyrics from songs Jimmy Buffett has written or performed, and other words and images that are evocative of Jimmy Buffett and/or the Margaritaville brand. The Signage Package comprises part of Margaritaville’s trade dress, which helps to transport guests into the “Margaritaville State of Mind.” The signs in question appear at the entrance of the Resort and are a key part of the arrival experience.

The “Changes in Latitude” sign is located on the building behind the main monument sign at a significant set back from the street. The “Mi Casa” sign is located on the portico just above where guests drive in and helps guests identify the entrance to the Resort. Based on these locations within the Resort, the signs do not obstruct any other businesses or inhibit any visibility. The signs are consistent with the overall design of the property as it has been repositioned as a Margaritaville Resort.

We hope that the City will consider a variance from the requirements of the Sign Ordinance in these circumstances.

Please contact me if any additional information is needed.

We appreciate your consideration.

Sincerely yours,



Kristen L. Fancher

Chief Legal Officer & General Counsel

cc: David Pratt (via email: dpratt@tamarackcp.com)
Dan Leonard (via email: dleonard@margaritaville.com)
Brad Schwaeble (via email: bschwaeble@margaritaville.com)
Evan Laskin (via email: elaskin@margaritaville.com)

January 4, 2022

VIA EMAIL: Noriko.Kikuchi@palmsspringsca.gov

Noriko Kikuchi
Associate Planner
Development Services Department – Planning Division
City of Palm Springs

RE: Margaritaville Resort Palm Springs – Signage Package

Dear Noriko,

I am writing on behalf of the Ownership of the Margaritaville Palm Springs, requesting approval of the two signs in question, at the entrance of the newly renovated Margaritaville, formerly the Riviera Hotel.

The signs were added during the comprehensive renovation undergone during the summer of 2020 as the hotel was repositioned to a Margaritaville Resort. This signage package was dictated by the Hotel Standards of the Margaritaville Brand in order to provide an adequate arrival experience and establish consistency across the brand's properties. The hotel under its previous branding and condition was not financially sustainable. The repositioning of the property together with \$16M of renovations has been very well received by the community and larger customer base.

The repositioning has brought new life to the property and is attracting a new customer base to the market. The property is projecting a 38% increase in room revenues over the pre-renovation 2019 levels, resulting in \$2.1M of Transient Occupancy Tax for the City of Palm Springs; a \$580K increase from the 2019 TOT payment. We attribute this increase to the excitement for the Margaritaville Brand and property improvements. While the signs alone do not create this atmosphere, they are a critical part of the arrival experience which sets the tone for the rest of the guest's stay.

We believe the signs to be in keeping with the comprehensive design of the property and in no way obstructive or detracting from surrounding properties. Given the property is significantly set back from the street corner where the approved monument sign is located, this additional signage helps to identify the hotel entrance and provide the sense of arrival.

We hope that the City will consider a variance from the requirements of the Sign Ordinance in these circumstances.

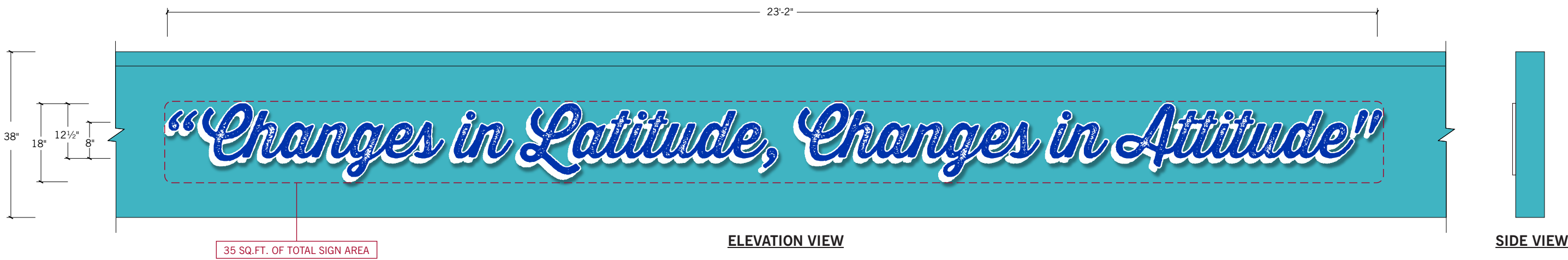
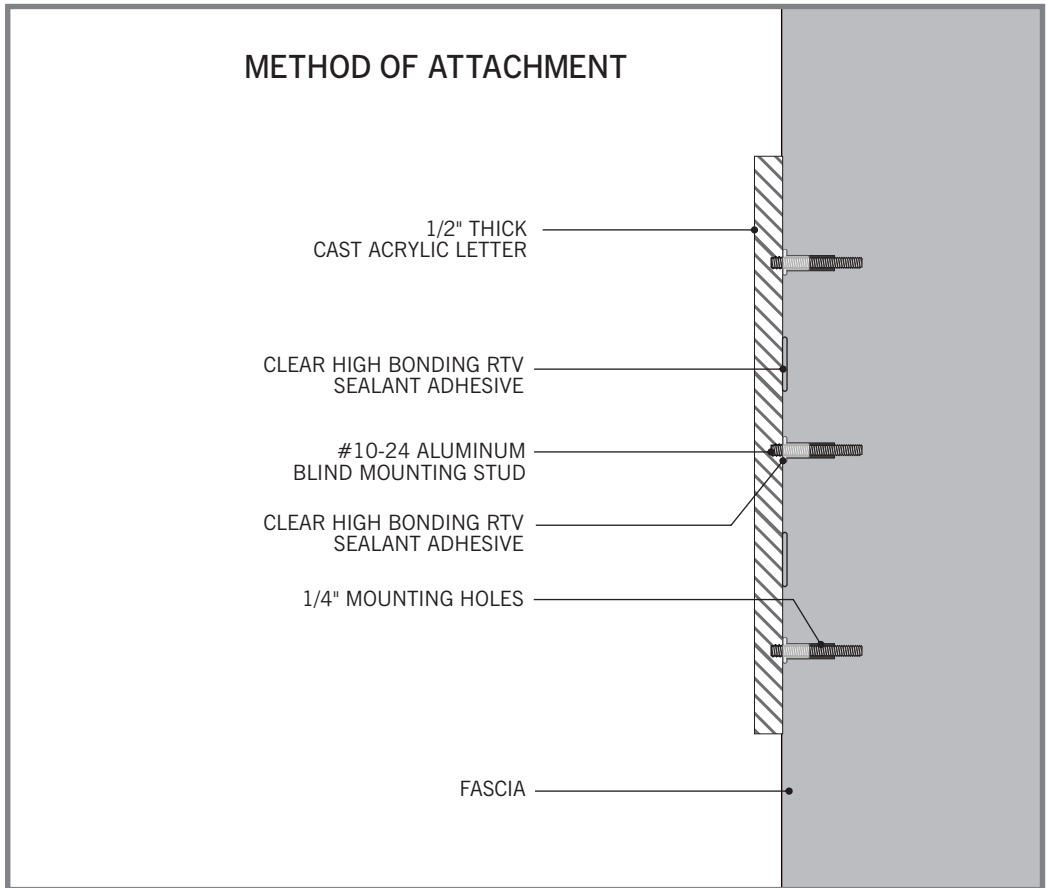
We appreciate your consideration.

Best regards,

David Pratt
Tamarack Capital Partners



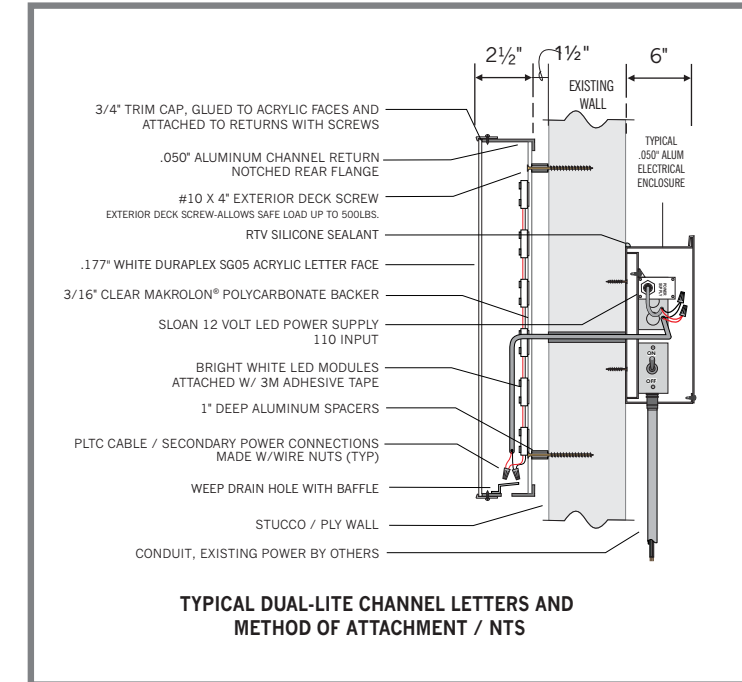
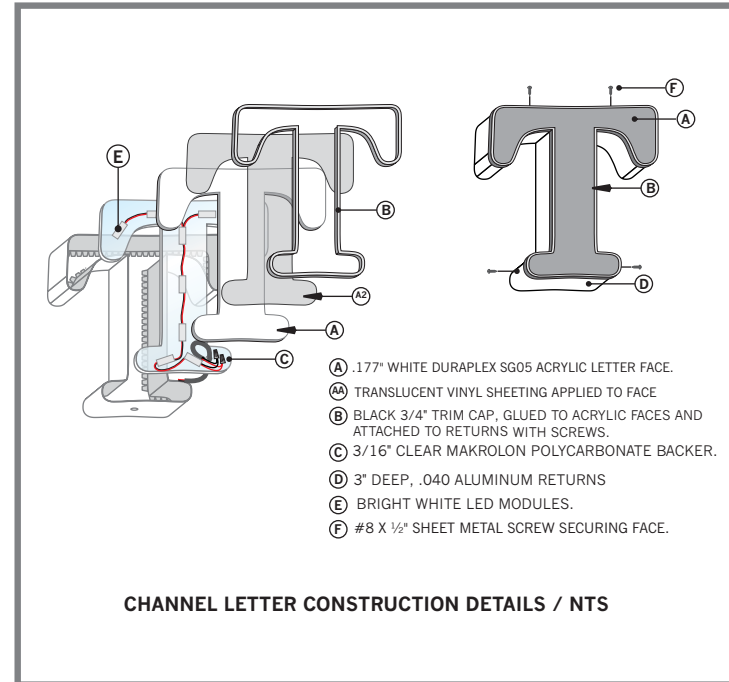




ST.3B EXTERIOR WALL MOUNTED INDIVIDUAL FLAT CUT OUT LETTERS 1/2"=1'-0"

- INDIVIDUAL LETTERS CNC ROUTED FROM 1/2" THICK CAST ACRYLIC, LETTERS PAINTED WITH AUTOMOTIVE GRADE URETHANE COATING. SMOOTH SATIN FINISH TO MATCH COLOR SPECS.
- LETTERS MOUNTED FLUSH TO WALL WITH #10-24 BLIND MOUNT STUDS AND RTV SILICONE SEALANT BONDING ADHESIVE.
- LETTERS MOUNTED SPACED OFF WITH SPACERS IF NEEDED DUE TO FASCIA RADIUS, ALUMINUM BARREL SPACERS WITH #10-24 BLIND MOUNT STUDS AND RTV SILICONE SEALANT BONDING ADHESIVE.



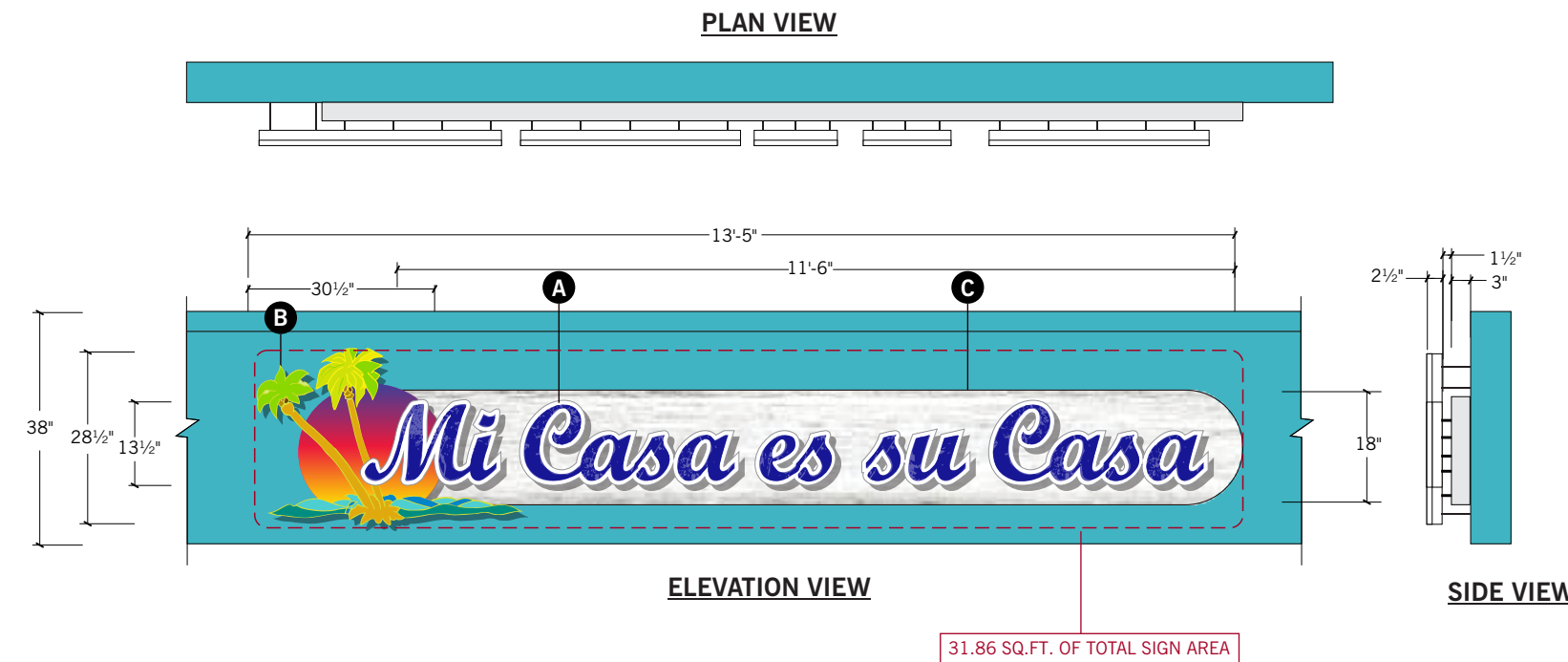


LIGHTING DESIGNER

Justin Jones

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE 2019 NATIONAL ELECTRICAL CODE, 2019 CEC AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF SIGN. TITLE 24 COMPLIANT 2019 ENERGY STANDARDS SECTION 6.8.

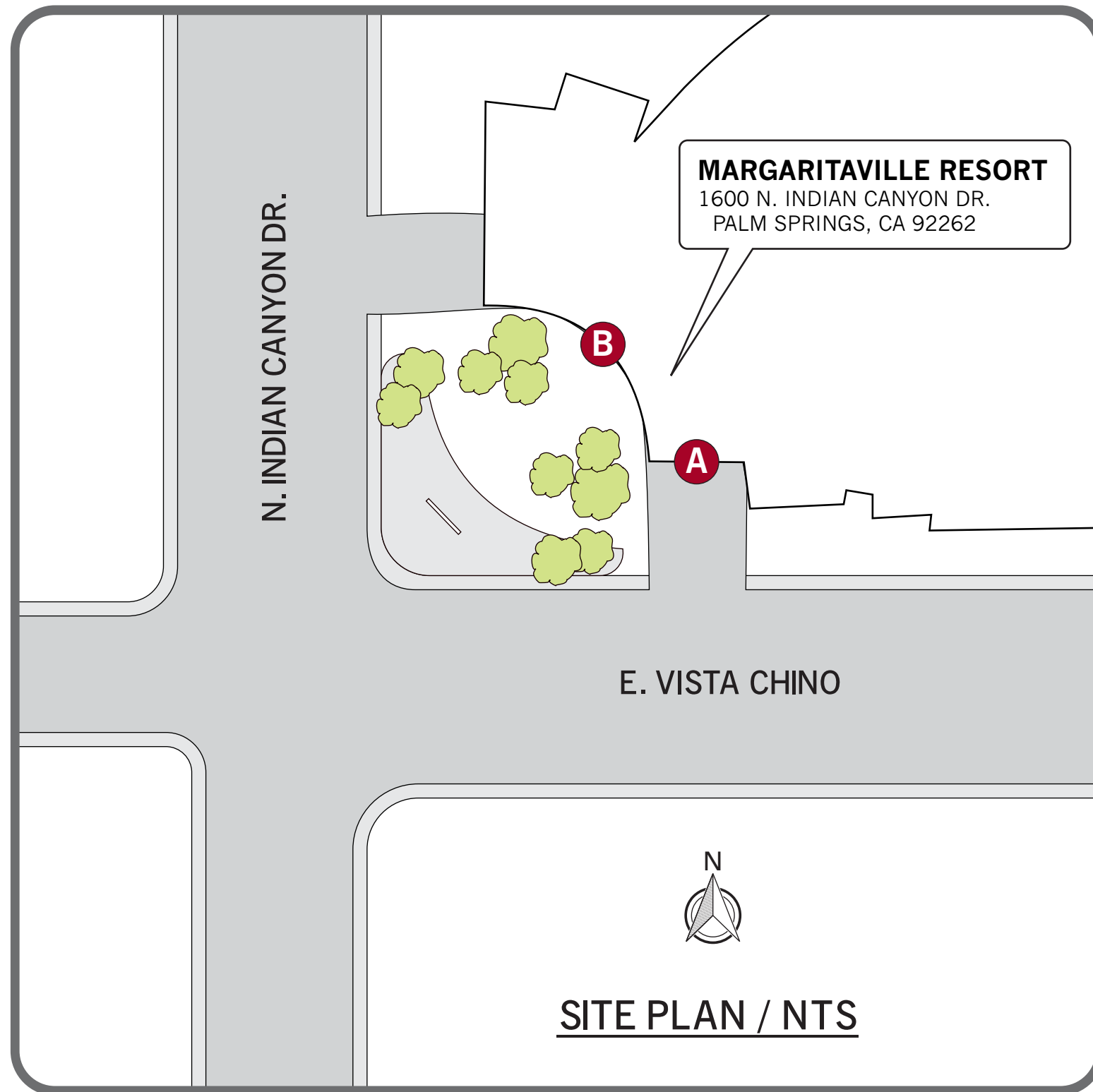
SIGN COMPLIES WITH SECTION 140.8 OF THE 2019 CA ENERGY CODE.



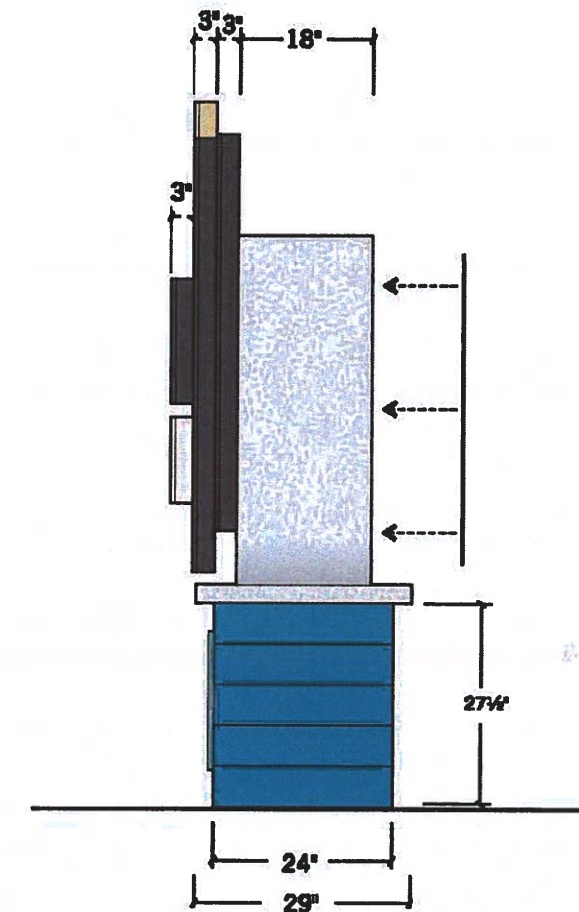
ILLUMINATED FASCIA SIGN DETAILS

1:30

- A** ALUMINUM FABRICATED DUAL-LIT CHANNEL LETTERS, INTERNALLY ILLUMINATED WITH BRIGHT WHITE LED MODULES. 3/16" CLEAR BACKER, 3/16" WHITE CAST ACRYLIC FACE WITH DIGITALLY PRINTED TRANSLUCENT VINYL APPLIED FIRST SURFACE. WHITE TRIM CAP AND RETURN.
- B** ALUMINUM FABRICATED DUAL-LIT CHANNEL LOGO "SUN, PALMS, WAVES AND COPY" INTERNALLY ILLUMINATED WITH BRIGHT WHITE LED MODULES. 3/16" CLEAR BACKER, 3/16" WHITE CAST ACRYLIC FACE WITH DIGITALLY PRINTED TRANSLUCENT VINYL APPLIED FIRST SURFACE. BRIGHT GREEN TRIM CAP AND RETURN TO MATCH LOGO COLORS.
- C** ALUMINUM FABRICATED WIREWAY, PAINTED SMOOTH SATIN FINISH TO MATCH WHITWASH WOOD FINISH.



- A** ST.3A -PORTE COCHERE FASCIA MOUNTED
IFACE LIT CHANNEL LETTER SIGN
31.86 SQ.FT. OF TOTAL SIGN AREA
- B** ST.3B -PORTE COCHERE FASCIA MOUNTED
INDIVIDUAL FLAT CUT OUT LETTERS
35 SQ.FT. OF TOTAL SIGN AREA



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


BENJAMIN MOORE 2056-30
SURF BLUE
SMOOTH STUCCO FINISH


MATCH EXISTING BUILDING
COLOR AND ARCHITECTURAL
DETAILS
SMOOTH STUCCO FINISH

RECEIVED
NOV 09 2020

PLANNING SERVICES
DEPARTMENT

CITY OF PALM SPRINGS, CALIFORNIA PLANNING DEPARTMENT
STAFF APPROVAL (Director approval)
Staff Signature NK Date 11/9/2020
Case # SP 20-003 AMND With Conditions as follows:
1) One (1) monument sign (8'-high, 88.91 sq. ft.)
subject to the following conditions:
① ~~After the fact directional signs shall be reviewed and approved by the Planning Division.~~
② Additional planting materials shall be installed in the project area so that the monument sign will be better incorporated into the site's landscape. A landscape plan for the area around the sign, submitted and approved at Staff level, is required.

BEST SIGNS
INCORPORATED

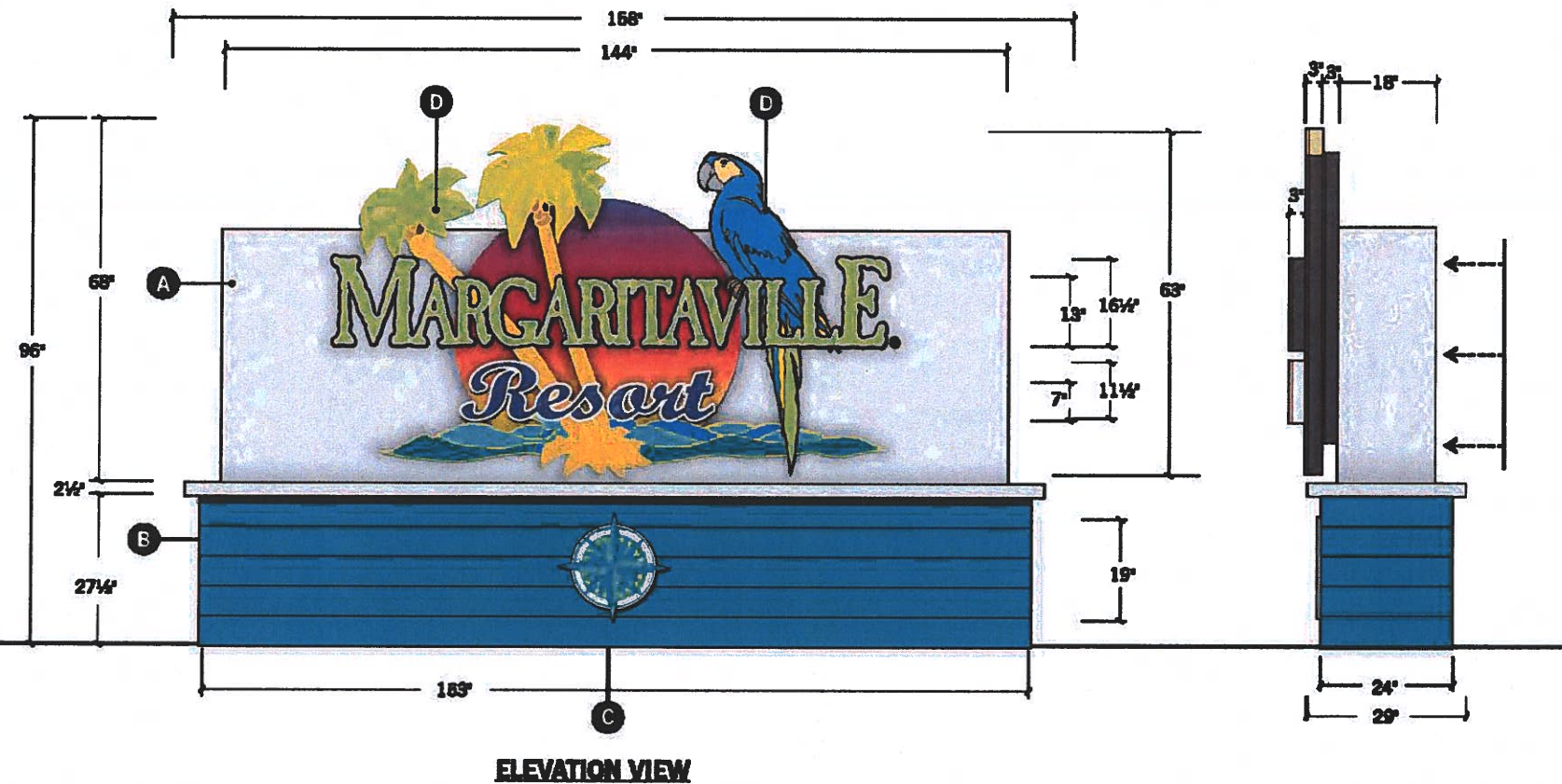


SCALE: 3/16"=1'-0"

EXISTING SIGN TYPE

PROPOSED RETO-FITTED SIGN

SIMULATED NIGHT VIEW



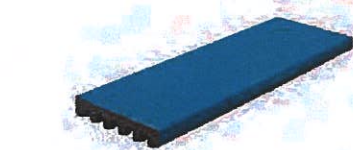
SCALE: 3/8"=1'-0"

ELEVATION VIEW

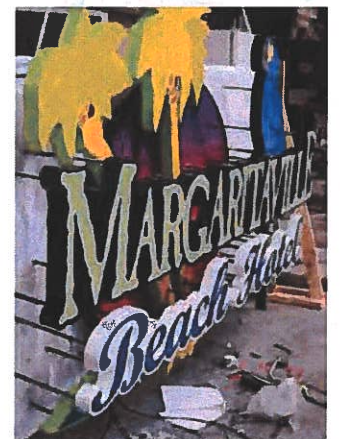
SIDE VIEW

SINGLE-SIDED PRIMARY ID MONUMENT SIGN DETAILS

- A** ALL ALUMINUM FABRICATED MONUMENT UPPER CABINET AND BASE. STUCCO PAINTED FINISH TO MATCH APPROVED MARGARITAVILLE BRAND COLOR SPECIFICATIONS.
- B** 1" THICK X 5 1/2" TREX, SQUARE EDGE-COMPOSITE WOOD PANELS. PAINTED PMS 320 SMOOTH SATIN FINISH.
- C** 19" DIA. 1 3/4" THICK CAST ACRYLIC COMPASS ROSE PLACARD. PAINTED SMOOTH SATIN FINISH TO MATCH LOGO COLORS.
- D** ALL ALUMINUM FABRICATED STANDARD FACE LIT CHANNEL LETTERS, INTERNALLY ILLUMINATED WITH BRIGHT WHITE LED MODULES. LETTERS MOUNTED FLUSH TO MONUMENT CABINET ANCHOR SCREWS. 3/16" WHITE ACRYLIC LETTER FACE WITH BLACK TRIM CAP AND RETURN PAINTED SMOOTH SATIN BLACK FINISH. DIGITALLY PRINTED TRANSLUCENT VINYL AND STOCK TRANSLUCENT VINYL APPLIED TO CHANNEL LETTER FACE. COLORS TO MATCH LOGO COLORS.



TREX COMPOSITE WOOD PANELS
PAINTED PMS 320
SMOOTH SATIN FINISH











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 PMS 100	 PMS VIOLET / PMS YELLOW / PMS PURPLE / PMS RED 002 & PMS ORANGE 021
 PROCESS YELLOW	 PMS 1255 CV
 PMS 124 CV	 PMS 399 CV
 PMS 3948 CV	 PMS 362 CV
 PMS 327 CV	 PMS 375 CV
 PMS 319 CV	 PMS 731 CV
 PMS 306 CV	 PMS 125 CV
 PMS 3008 CV	 BLACK

 WHITE
 PMS REFLEX BLUE
 PMS REFLEX BLUE @ 75%



MARGARITAVILLE RESORT LOGO COLOR SPECS

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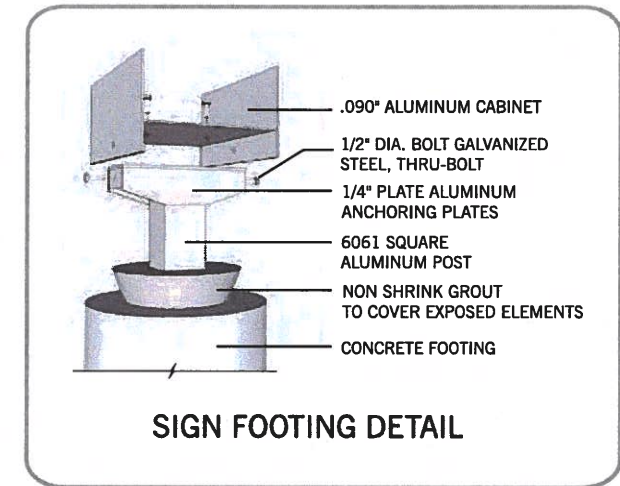
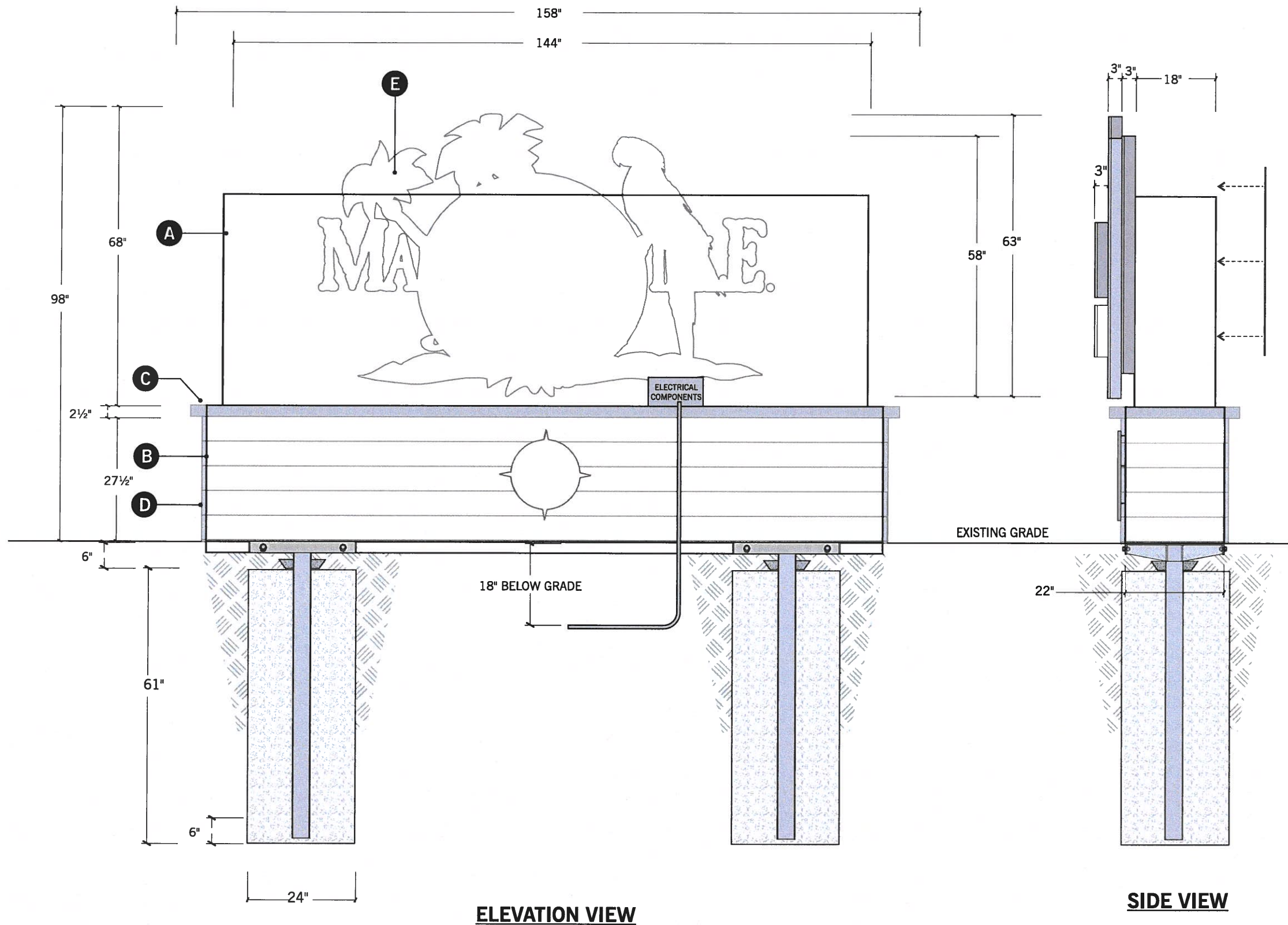


MARGARITAVILLE RESORT
 1600 N. INDIAN CANYON DR.
 PALM SPRINGS, CA 92262

LEGEND 1/2" = 1'-0"

**ILLUMINATED MONUMENT -
 FABRICATION AND FOOTING DETAILS**

- (A) MONUMENT UPPER SIGN CABINET: FABRICATED FROM .090" ALUMINUM AND ALUMINUM ANGLE.
- (B) MONUMENT BASE: FABRICATED FROM .090" ALUMINUM AND ALUMINUM ANGLE.
- (C) 1" THICK X 5 1/2" TREX, SQUARE EDGE-TIKI TORCH COMPOSITE WOOD PANELS.
- (D) DECORATIVE TRIM- .090" ALUMINUM.
- (E) TYPICAL FACE LIT CHANNEL LETTER AND LOGO, INTERNALLY ILLUMINATED WITH WHITE LED MODULES.
- (F) MONUMENT ANCHORING PLATES 22"x24", FABRICATED FROM 1/4" THICK PLATE ALUMINUM WITH 4 ATTACHMENT POINTS. PLATES WELDED TO 3" X3" SQUARE POST. (3) LAYERS BITUMINOUS PAINT.
- (G) 1/2" DIA BOLT GALVANIZED STEEL, THRU-BOLT AS PER YJ ENGINEERING SPECS.
- (H) FOOTING- NON SHRINK GROUT TO COVER EXPOSED ELEMENTS, AS PER YJ ENGINEERING SPECS
- (I) MONUMENT SUPPORT POST: 4"x4" SQ. POST 1/4" THICK WALL - BY YJ ENGINEERING. WELDED TO 1/4" THICK PLATE ALUMINUM CABINET MOUNTING PLATES.
- (J) CONCRETE FOOTING- (2) 24" DIA. X 61" DEEP BY YJ ENGINEERING.



NOTE:
 WE PREFER "SONOTUBE" FORMED ROUND FOOTING. SHALLOWEST FOOTING ENGINEERING CALCULATIONS WILL ALLOW 24" - 36" DIAMETER FOOTING. SHALLOW AND WIDE FOOTING IS BEST FOR ON-SITE DIGGING.

PLEASE CALL BEST SIGNS: 760-321-3042 WITH ANY QUESTIONS

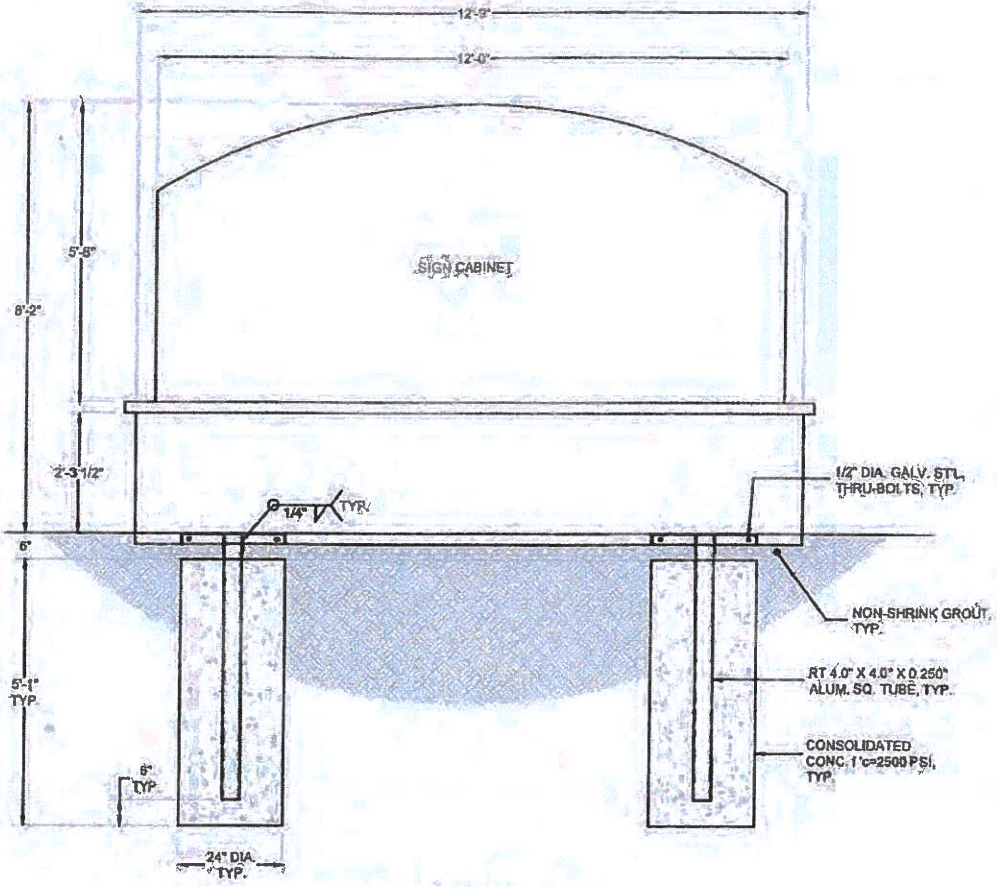
SINGLE-SIDED MONUMENT SIGN, ALL ALUMINUM CONSTRUCTION, INTERNAL ILLUMINATION LOW VOLTAGE LED, FACE LIT CHANNEL LETTERS/LOGO

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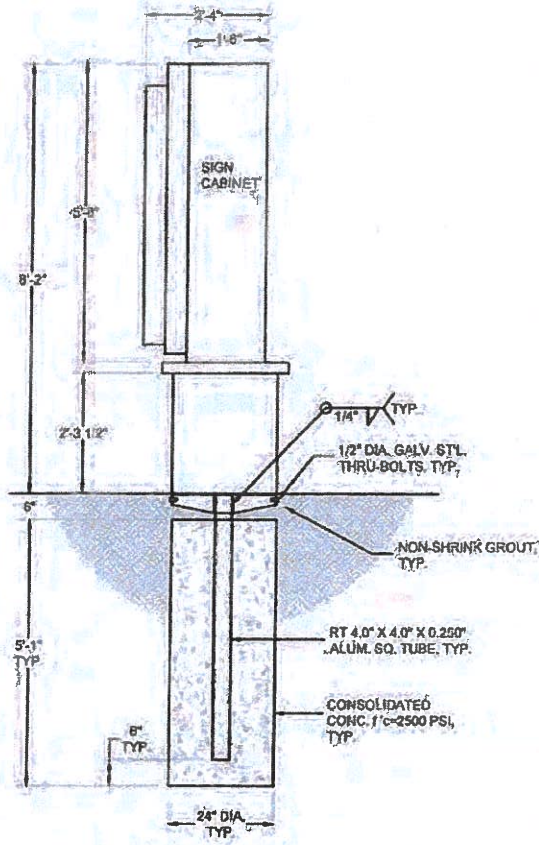
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ELEVATION
N.T.S.



SIDE VIEW
N.T.S.

Sign Design Based On 2019 CBC

Job # JTS_131420
 Project Margaritaville Resorts - Monument
 Job Location 1600 North Indian Canyon Drive
 Palm Springs, CA

INPUT DATA

Exposure category (B, C or D)	C
Risk Category	1
Ultimate Design Windspeed	110 MPH
Topographic factor	1
Height of the sign	5.17 FT
Vertical dimension (for wall, s = h)	5.17 FT
Average Horizontal dimension	11.45 FT
Dimension of rearm corner	1.50 FT

ANALYSIS

Velocity pressure

$$q_s = 0.00256 K_z K_d K_e V^2 K_a$$

where:

- q_s = velocity pressure at height h , (Eq. 26.10-1 page 268) = 22.38 PSF
- K_z = velocity pressure exposure coefficient = 0.85
- evaluated at height above ground level, h (Tab. 26.10-1, page 268)
- K_d = wind directionality factor (Tab. 26.6-1, page 256) = 0.86
- K_e = ground elevation factor, see (Tab. 26.9-1, page 268) = 1.00

Wind Force Case A: resultant force through geometric center

Max horizontal wind pressure = $p = q_s G C_f$	27 PSF
where:	
G = gust effect factor (Sec. 26.11-1, page 269)	0.85
C_f = net force coefficient (Fig. 29.3-1, page 323)	1.43
$A_s = B \times s$ = the gross area	93.62 FT ²
Estimated sign cabinet weight	662 LBS

DESIGN SUMMARY

Allowable Stress Design Wind Factor =	0.60
Design Wind Pressure =	$0.6 \times p = 16.32$ PSF
Design Windforce, $F =$	$16.32 \times A_s = 1.53$ KIPS
Moment Arm =	4.28 FT
Design Moment =	$F \times \text{Moment Arm} = 6.53$ KIP-FT

Footing Design (Nonconstrained)

Diameter =	24.00 FT
Soil Pressure =	100.00 PSF/FT
$S_1 =$	338.00 PSF
$A =$	2.64 FT ²
EMBED =	5.07 FT

24" DIA. DEPTH = 6'-1"

Pole Design

Sec Mod. Req'd	ALUM. SQ. TUBE	USE	6061-T6 W
$S = 4.31$	RT 4.0" x 4.0" x 0.25"	$S = 4.41$	(OK)

NOTES:

GENERAL:
 SIGN DESIGN IS BASED ON ADEQUATE EXISTING SUPPORT ELEMENTS.
 PROVIDE ISOLATION OF DISSIMILAR MATERIALS.
 COAT ALUMINUM IN CONTACT WITH CONCRETE WITH ZINC RICH PAINT.
 THERE IS NO PROTECTION ZONE AS DEFINED IN AISC 341-16.
 PROVIDE FULLY WELDED END CAPS AT EXPOSED OPEN ENDS OF STEEL / ALUM. TUBES, MATCH THICKNESS LIKE FOR LIKE.
 SLOPE TOP OF EXPOSED FOOTING AWAY FROM DIRECT BURIAL POSTS.
 ALL EXPOSED STEEL TO BE PRIMED & PAINTED OR ALTERNATIVELY USE GALVANIZED STEEL.

ANCHORS:
 BRAND NAME APPROVED POST INSTALLED ANCHORS SPECIFIED ON PLANS MAY BE SUBSTITUTED BY APPROVED EQUAL.

STEEL:
 DESIGN AND FABRICATION ACCORDING TO 2019 CBC
 PLATE, ANGLE, CHANNEL TEE, AND WIDE FLANGE: ASTM A36
 ROUND PIPE: ASTM A53 GRADE B OR EQUIVALENT.
 HSS ROUND, SQUARE, AND RECTANGULAR TUBE: ASTM A500 GRADE B OR EQUIVALENT.
 ALL ANCHOR BOLTS SHOULD BE: ASTM F1554
 ALL STEEL MACHINED BOLTS SHOULD BE: ASTM A307 OR ASTM A449
 ALL STAINLESS STEEL MACHINED BOLTS SHOULD BE: ASTM A276
 ALL BOLTS TO BE ZINC COATED: ASTM B633
 DEFORMED REINFORCING REBAR: ASTM A615 GRADE 60.

ALUMINUM:
 DESIGN AND FABRICATION ACCORDING TO 2015 ALUM. DESIGN MANUAL
 PLATES, ANGLES, CHANNELS, TEE, AND SQUARE TUBING: ALUMINUM
 ALLOY 6061 - T6 WITH 0.098 LBS PER CUBIC INCH.

WELDING:
 DESIGN AND FABRICATION ACCORDING TO AWS D1.1
 STEEL
 AWS CERTIFICATION REQUIRED FOR ALL STRUCTURAL WELDERS
 E70 XX ELECTRODE FOR SMAW PROCESS.
 E70S XX ELECTRODE FOR GMAW PROCESS.
 E70T XX ELECTRODE FOR GTAW PROCESS.
 E70T XX ELECTRODE FOR FCAW PROCESS.
 ALL WELDS SHALL BE MADE WITH A FILLER METAL THAT CAN PRODUCE WELDS THAT HAVE A MINIMUM CHAMPY NOTCH TOUGHNESS OF 20FT-LB AT ZERO ° AS DETERMINED BY THE APPROPRIATE AWS AS CLASSIFICATION TEST METHOD OR MFG'S. CERTIFICATION.

ALUMINUM:
 DESIGN AND FABRICATION ACCORDING TO AWS D12. ALL WELDING IN ACCORDANCE WITH THE LATEST EDITION OF THE AWS A5.10 FILLER METALS PER TABLES M.9.1 & M.9.2 OF 2015 ALUMINUM DESIGN MANUAL.

CONCRETE:
 DESIGN AND CONSTRUCTION ACCORDING TO ACI 318-14
 COMPRESSIVE STRENGTH AT 28 DAYS, $f'_c = 2500$ PSI
 MINIMUM
 CEMENT TYPE I OR IV, W/C RATIO 0.45 BY WEIGHT FOR PIER AND CAISSON
 FOOTINGS CONCRETE MUST BE POURED AGAINST UNDISTURBED EARTH.
 MAINTAIN A MINIMUM 3" CONCRETE COVER OVER ALL EMBEDDED STEEL.

SOIL:
 LATERAL SOIL BEARING PER IBC CLASS 5 TABLE 1806.2 (100 PSF/FT), MODIFIED PER SECTION 1806.3.4.



www.jsinc.com
 P.O. BOX 802050
 SANTA CLARITA, CA 91380
 TEL (661) 259-0700 FAX (661) 259-0900

MARGARITAVILLE RESORTS
 MONUMENT

DRN BY: M.L.	DATE LAST REVISED: Aug 05, 2020	REV NO.	REV DATE	REVISED BY
CHK BY: T.J.	PROJ. START DATE: Aug 5, 2020	1	++	
REV BY: T.J.	SCALE: AS SHOWN	2	++	
		3	++	

PROJECT JOB #: JTS_131420 Margaritaville Resorts - Monument, North Indian Canyon Drive, Palm Springs, CA, dms
 PROJECT LOCATION: MARGARITAVILLE RESORTS
 1600 NORTH INDIAN CANYON DRIVE
 PALM SPRINGS, CA
 SHEET # 1 OF 1

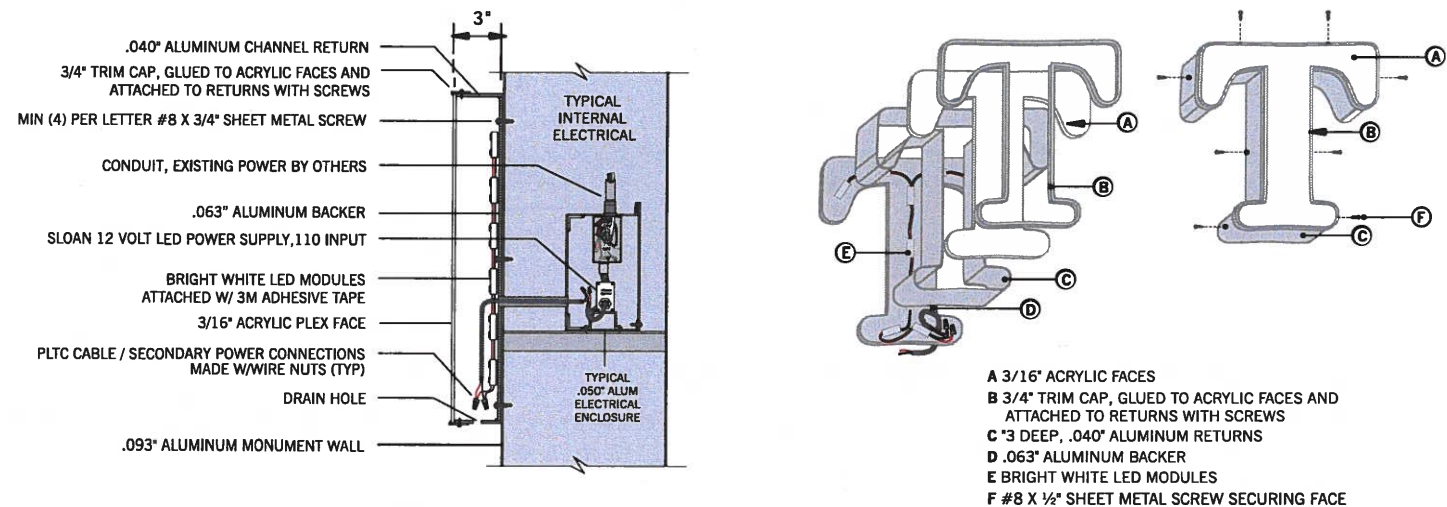
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TYPICAL FRONT-LIT PAN CHANNEL LETTER DETAILS

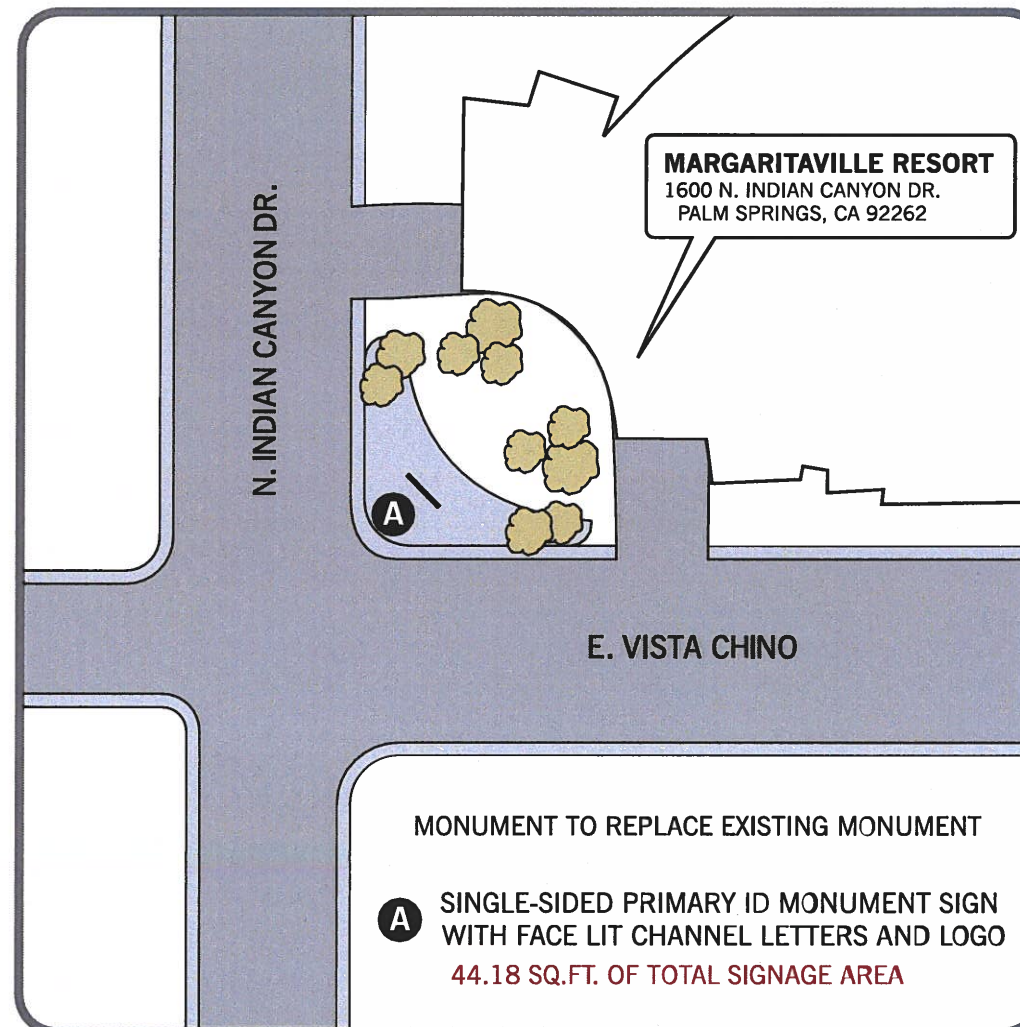
NOT TO SCALE



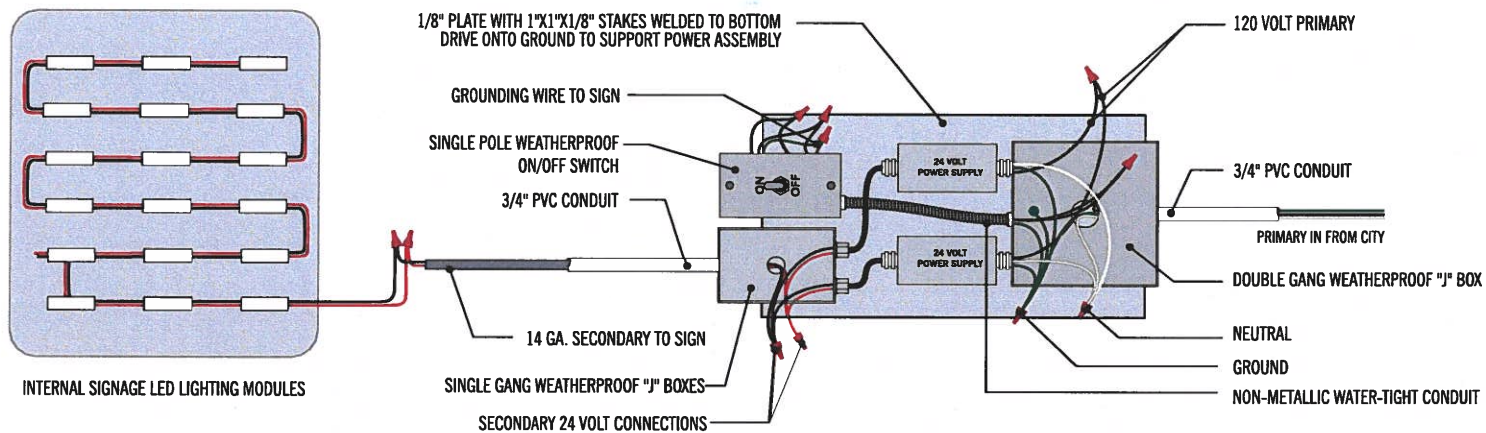
METHOD OF ATTACHMENT TO ALUMINUM MONUMENT BASE

CHANNEL LETTER CONSTRUCTION DETAILS

SITE PLAN / NO SCALE



UL LISTING SUBSCRIBER - E237484



ELECTRICAL WIRING INSTALLATION NTS

LIGHTING DESIGNER

Justin Jones

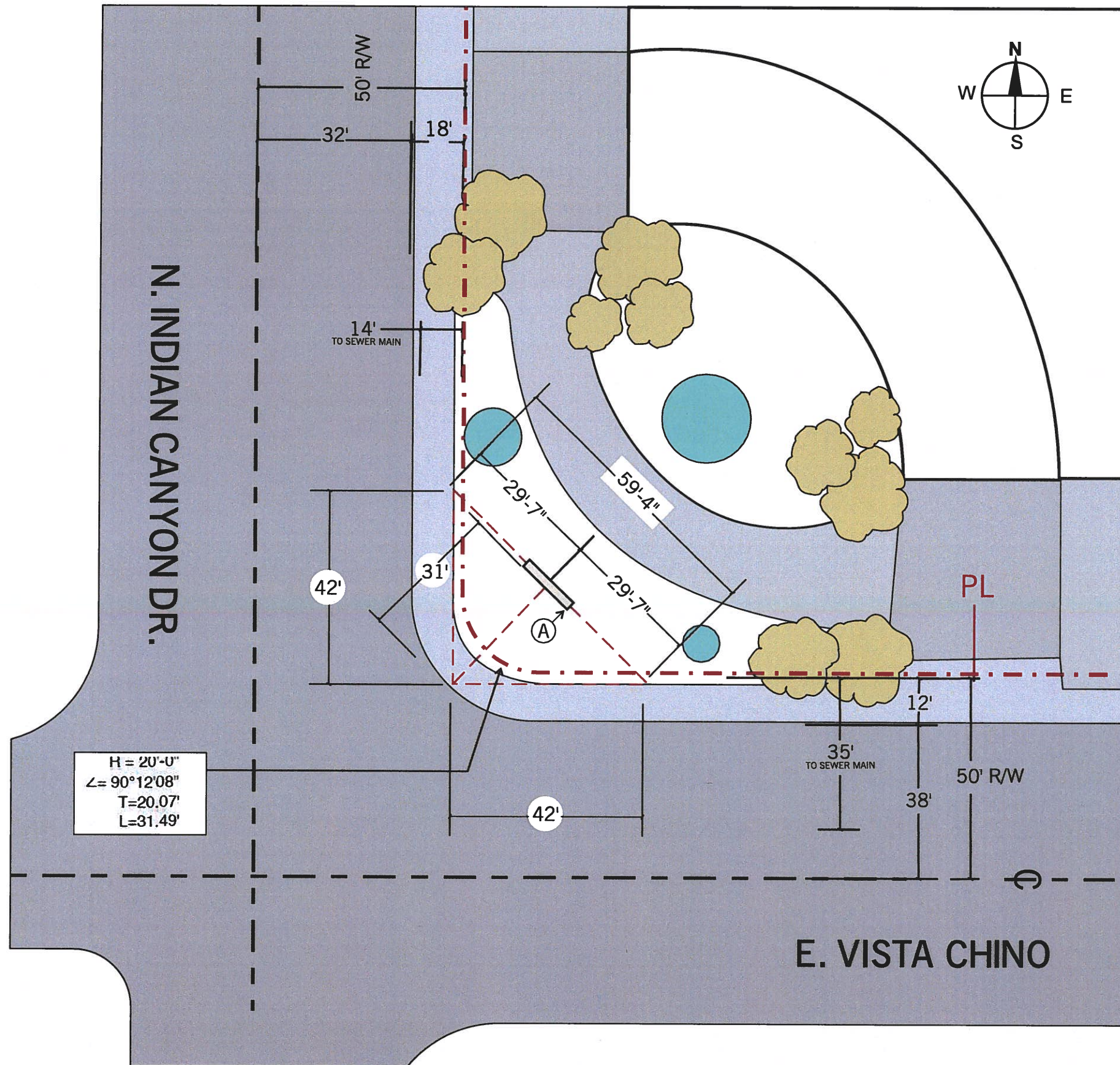
THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE 2019 NATIONAL ELECTRICAL CODE, 2019 CEC AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF SIGN. TITLE-24 COMPLIANT 2019 ENERGY STANDARDS SECTION 6.8. SIGN COMPLIES WITH SECTION 140.8 OF THE 2019 CA ENERGY CODE.

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BEST SIGNS
INCORPORATED



$H = 20'-0''$
 $\angle = 90^\circ 12' 08''$
 $T = 20.07'$
 $L = 31.49'$

CORNER CUTBACK SITE PLAN

SCALE: 1:300

(A) 24" X 158" SIGN BASE FOOT PRINT

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INCORPORATED