

***DRAFT Gentry Plaza Master Sign Program
(Sign Program No. 17-053)
68525/68555 Ramon Road
Cathedral City, CA
Amended September 6, 2017***

1. General Provisions:

- a. Signage shall be limited to channel letters (illuminated or unilluminated), consisting of Orange (#303) letters/characters with dark returns and trim caps. No other colors will be allowed, except for logos. A logo shall not exceed 10 percent of the allotted sign area

Note: The sign program was amended on September 6, 2017 to add maroon/burgundy (see attached color sample) as an allowable color for the sign letters/characters for Building D only. Buildings A, B and C are not affected.

- b. Sign letters/characters shall be limited to the three approved letter styles (see attached font style schedule).
- c. Secondary attached signage, designed not to be viewed from the public rights of way, is limited to maximum 12" molded copy (1/4" plastic, 5/8" mount) and shall be limited to identifying rear store entrance, address, etc.
- d. Single line copy is preferred and shall only be allowed on canopy above store front (where designated to be allowed on canopy – see notes below). Double line copy will be discouraged in other areas where signage is authorized by staff.
- e. All signage requires city staff approval and sign and building permits prior to installation.
- f. A parking lot directory sign is acceptable if approved by staff and meets the sign provisions of the Zoning Ordinance.
- g. Except as otherwise noted, all signs shall comply with the sign provisions of the Zoning Ordinance.

2. Special Provisions for Wall/Canopy Signs:

a. Westerly-most building (Building A):

- 1. Signs are permitted on the canopy and shall be centered on the lease space. Letter/character heights shall not exceed 24" and placed no further than 18" above lower canopy line.
- 2. Signs placed above the tenant space, but below canopy, shall be limited to a maximum letter/character height of 16", and centered on the lease space.
- 3. Signs are prohibited on the south elevation.

b. Northerly-most building (Buildings B and C):

- 1. Signs are permitted on the canopy (other than the south/rear elevation) and shall be centered on the lease space. Letter/character heights shall not exceed 24" and placed no further than 18" above lower canopy line.
- 2. Signage facing Ramon Road (north, west and east elevations), placed above the tenant space, but below canopy, shall be centered on the lease space and limited to the following maximum letter/character heights:
 - a. 24" capitalized first letter with 16" lower case. 18" if all upper-case letters.

3. Sign letters/characters on the south/rear elevation shall not exceed 16".

c. Easterly-most building (Building D):

1. A maximum of two signs will be permitted on the lower (first story) canopy—one facing Ramon Road and one facing the side street. No signs shall be permitted on wall or canopy above first floor canopy. Letter/character heights shall not exceed 24" and placed no further than 18" above lower canopy line.
2. Each tenant not allowed a canopy sign may place signage above tenant space, but below canopy and letter/character height shall not exceed 16".
3. Pursuant to sign program amendment SP No.17-053, sign letters/characters shall be limited to Orange (#303) and maroon/burgundy (see attached color sample).
4. Signs are prohibited on the south elevation.

3. Sign Program Revisions/Deviations:

It is anticipated that revisions should not be necessary. However, in the event that the property owner wishes consideration of a program change or significant deviation from this sign criteria, it should be filed in writing and returned to the Architectural Review Committee.

FANCY STYLES →

BLOCK STYLES



HELVETICA MED. A.K.REV.F
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789
 !"#\$%&'()*+,-=c£@:;./?

HELVETICA BOLD A.K. REV.C

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !"#\$%&'()*-c£@:;./?

OPTIMA SEMI BOLD A.K.
 ABCDEFGHIJKLMNOPQRS
 TUVWXYZ1234567890
 abcdefghijklmnopqrstuvwxyz
 !"#\$%&'()*-c£@:;./?,.

EUROSTILE BOLD EXTENDED A.K. REV. B

ABCDEFGHIJKLMNOPS
 TUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !"#\$%&'()*-c£@:;./?

AVANT GARDE A.K. REV. C
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789
 !"#\$%&'()*-c£@:;./?,.

GENERAL SYMBOLS EXT. REV.F

● ■ ◆ ◀ ▶ ★ ✱ ✲ ✳ ✴ ✵ ✶ ✷ ✸ ✹ ✺ ✻ ✼ ✽ ✾ ✿
 Ⓐ Ⓑ Ⓒ Ⓓ Ⓔ Ⓕ Ⓖ Ⓗ Ⓘ Ⓢ Ⓣ Ⓤ Ⓥ Ⓦ Ⓧ Ⓨ Ⓩ
 Ⓜ Ⓟ Ⓠ Ⓡ Ⓢ Ⓣ Ⓤ Ⓥ Ⓦ Ⓧ Ⓨ Ⓩ
 Ⓟ Ⓠ Ⓡ Ⓢ Ⓣ Ⓤ Ⓥ Ⓦ Ⓧ Ⓨ Ⓩ
 Ⓟ Ⓠ Ⓡ Ⓢ Ⓣ Ⓤ Ⓥ Ⓦ Ⓧ Ⓨ Ⓩ

Rockwell Medium
 abcde' ijklmnopqrstuvwxyz
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 0123456789 !"#\$%&'()*c£@:;./?,.

MURRAY WALL BOLD A.K. REV. A
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 uvwxyz abcdefghijklmnopqrstuvwxyz
 0123456789 !"#\$%&'()*c£@:;./?,.

BRUSH SCRIPT A.K. REV. B
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 vwxyz
 abcdefghijklmnopqrstuvwxyz
 0123456789 !"#\$%&'()*c£@:;./?,.

UNIVERSITY ROMAN A.K. REV. A
 ABCDEFGHIJKLMNOPQR TUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789
 !"#\$%&'()*c£@:;./?,.

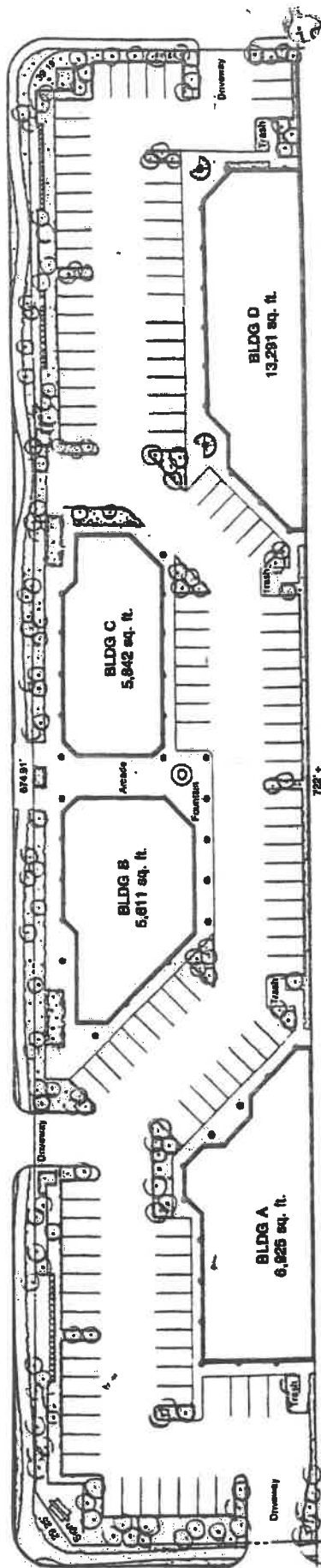
CENTURY BOLD A.K. REV. A
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789
 !"#\$%&'()*-c£@:;./?,.

CLARENDON BOLD A.K. REV. B
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789
 !"#\$%&'()*-c£@:;./?,.

SOUVENIR DEMI A.K. REV. A
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !"#\$%&'()*-c£@:;./?,.

COOPER BLACK A.K. REV. A
 ABCDEFGHIJKLMNOPQRS
 TUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789
 !"#\$%&'()*-c£@:;./?,.

RAMON ROAD



GENTRY PLAZA

Cathedral City, California

Leasing Information:

Gary Carlson
REALTOR ASSOCIATE

Paul Moore
REALTOR ASSOCIATE

320-5500

478 E. Tahquitz Way
Palm Springs CA 92262

FADIE ADAMS
REALTY COMPANY

- Over 750,000 tourists in season*
- Over 250,000 permanent population within 20 mile radius
- Over 500,000 permanent population within 75 mile radius (per Palm Springs CVB)

