



# Cathedral City

## Legislation Text

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File #: 2017-371, Version: 1

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### *Planning Commission*

**MEETING DATE: 9/20/2017**

**CASE NO.** Sign Program No. 17-053

**APPLICANT:** Borrego Health, Lenny Pepper

**LOCATION:** Gentry Plaza, 68525/68555 Ramon Road (APN: 680-260-035)

**REQUEST:** This Item (Amendment to the Gentry Plaza Sign Program) is presented for information only

**STAFF PLANNER:**

Melody Segura, Assistant Planner

**RECOMMENDATION:**

This item is presented for information only.

**BACKGROUND/SUMMARY:**

Gentry Plaza was built in 1988 and is located at the southeast corner of Cathedral Canyon Drive and Ramon Road. The commercial center consists of four buildings (Buildings A, B, C and D). As part of the center's original approval, a sign program was required (Design Review No. 2-091). The purpose of a sign program is to ensure a consistent and attractive appearance for all signage in the center. When the sign program for Gentry Plaza was approved, the owner chose to allow only orange letters/characters for the center's signs. The only exception to the color was the allowance of a small logo not exceeding 10% of the allotted sign area.

For many years, the center was under one ownership. However, in recent years the property has been sold and Building D has been legally separated (on a separate parcel) from the remainder of the center, and is now under separate ownership. The owner of Building D has granted permission to the applicant to request the amendment.

The Applicant (Lenny Pepper representing Borrego Health) has requested to amend the current sign program to allow for maroon/burgundy letters for signs on Building D (see Attachment 2). The amendment will only affect Building D and allow for both maroon/burgundy and orange letters/characters. Building A, B and C will not be affected and will be limited to the color orange. On August 3, 2017, a letter was sent to the property owner of Buildings A, B and C to inform them of the

request. No response was received.

On August 9, 2017, the proposed amendment was presented before the Architectural Review Committee. After a short discussion, the Committee recommended approval with no changes. Pursuant to Section 9.62.030(E)(6) of the Cathedral City Municipal Code, revisions to a sign program can be approved by the City Planner so long as the revision is consistent with the requirements of the Sign Code and the appropriate findings can be made. The amendment requested was approved by the City administratively pursuant to this section.

**PUBLIC NOTIFICATION:**

This a non-public hearing item and is being presented for information only.

**ATTACHMENTS:**

Attachment 1: Draft Gentry Plaza Master Sign Program

Attachment 2: Proposed Color Sample