
CV3 Deep Canyon LLC

SIGN PROGRAM

74-600 Deep Canyon, Palm Desert, CA 92260

January 16, 2025


CANYON
PRINT & SIGNS
760.832.8433
68303 Ramon Rd
Cathedral City CA 92234

Table of Contents

- 2. Table of Contents
- 3. Introduction
- 4. Approved Signs/Font and Color Guide
- 5. Sign Requirements
- 6. Sign Requirements II
- 7. Submittal Requirements
- 8. Binding Effects
- 9. Approve Sign Vendor Specifications
- 10. Sign Samples
- 11. Sign Mock Up Construction
- 12. Site Plan
- 13. Building Rendering
- 14. Sign Mock Up
- 15. Monument Mock Up
- 16. Monument Fabrication

Introduction

The purpose of this sign criteria is to provide the guidelines necessary to assure coordination and compatibility between all signs on the building. Balanced and appealing sign environment, harmonious with the architecture of the project, while maintaining provisions for individual graphic expression.

No sign, whether permanent or temporary, including any supporting structure and lighting thereof, shall present any hazard to the safety of pedestrian or vehicular traffic by obstructing the flow of such traffic, by obstructing the sight lines required for the safe movement of pedestrian or vehicular traffic, by interfering with the visibility and effectiveness of any traffic control or warning device or in any other manner.

A zoning compliance sign permit is required prior to the erection, alteration, or relocation of any sign subject to sign guidelines

Signs in conformance with an approved sign program or business name signs which are in conformance with the standards of the maximum allowable sign area for the site may receive approval by the Planning Division in the Development Services Department. Palm Desert City staff will be able to advise you on the appropriate review process.

Approved Signs

Illuminated Back lit, front lit and Dual lit (Front and Back) sign allowed. (See site plan on page 12 for more information)

Company logo and or color allowed, in compliance with the sign requirements of this sign program and the City of Palm Desert.

- Max overall sign height with 2 lines, 58”h for Tenant A and G.
- Signs which include both upper and lower-case letters may not exceed 24” in height of First capital letter (Maximum allowance for sign with ascenders and descenders is 24” total sign height)
- The sign layout shall be one (1) line format for storefront identification. Two line format may be considered on a case by case basis. The sign layout shall not exceed a height which would encroach within the area six inches (6”) from the top and bottom of fascia "sign band" area.
- The maximum allowable sign area is not to exceed one square foot (1 sq. ft.) per lineal foot of tenant store frontage to a maximum of fifty square feet (50 sq. ft.) per elevation.
- All sign fabrication work shall be of excellent quality. All logo images and type-styles shall be accurately reproduced. Palm Desert Municipal Code allows 3 colors maximum, unless a nationally registered logo/trademark. Color represented in drawing proof are for presentation purposes only, final color product might change. No exposed conduits will be allowed.

Monument Sign

- Monument Internally illuminated, 1/2” push through, .063 aluminum Box with acrylic panels for tenants names. Monument Painted Stucco Tan DE 6205. Tenant panels to be White Acrylic panels. TEXT color and font to be Approved by owner.
- Monument size 96 inches high by 108 inches wide of the top portion and 120” w on base for 80 square feet.
- Tenant Sign Panel is 15 inches by 50 inches wide. with 1 1/2 inch retainer. (See page 15)

Prohibited Sign Types

- Non-illuminated signage
- Internally illuminated CABINETS signs are prohibited.
- Flat cut aluminum/acrylic and PVC
- Paper, cardboard, styrofoam
- Moving or rotating signs
- Signs directly painted on wall
- Cabinet signs
- All signs prohibited by the City of Palm Desert

Allowed Portable signs: Chalkboards, sandwich boards, Temporary Banners or A-Frames signs.

No sign should be installed without the written landlord approval and the required city permits.

Sign Requirements I

All signs shall comply with Palm Desert Municipal Code.

Tenant will be responsible for its sign contractor to indemnify, defend and hold harmless the landlord and its agents from any damage or liability resulting from the contractor's work. Tenant will also provide Landlord adequate evidence of tenant's sign contractor insurance coverage, naming Landlord as additionally insured.

Sign labels that pertain to construction and installation shall be permitted and placed in a conspicuous location for inspections and/or emergencies.

Penetration of the building structure required by installation shall be neatly sealed in a "water tight" condition and painted to match exterior surface. Upon termination of lease, tenant is responsible for the removal of signage, patching and painting to match existing building color.

Temporary identification sign such as: construction, developer, seasonal promotions and/or compliance non illuminated advertising displays permitted as per Palm Desert Municipal code.

Sign contractor to obtain structural construction documents and visit project site to confirm shear wall locations prior to installing signage.

For future building signage, owner/tenant(s) will need to submit exterior elevations showing designated areas for signage, sign exhibits and materials that meet the sign program for the city of Palm Desert approval and landlord approval.

Tenant signage shall include only the business name, as registered on the lease agreement, and established logo symbol, subject to approval by Landlord.

Tenants wishing to initiate logo graphics for their business, which are not concurrent with the typestyle or fabrication techniques stipulated within the sign program, must submit a professionally prepared design drawing (in scale and color) of the proposed sign for review by the Landlord. Upon the approval by the Landlord (in writing), the tenant must submit the design to the City of Palm Desert for approval and permit

No sign shall be permitted that pose a nuisance or hazard. No exposed lamps, tubing and/or bulbs, shall be permitted.

Roof Sign or projected sign shall not be permitted.

Sign Requirements II

All costs of signs, installation and permits shall be pay by the owner/tenant and their California C45 licensed Sign Contractor are responsible for fulfilment of all requirements of this sign program.

Sign contractor shall provide owner's with certificate of insurance naming owners and any other designated party as additional insured showing evidence of worker compensation and public liability insurance against all damage suffered or done to any and all persons or property while engaged in the construction or erection of signs in the amount of \$1,000,000.00 per occurrence.

The tenant, the tenant's agent and/or the tenant's sign contractor and/or general contractor shall be responsible for obtaining any and all permits required.

Maintenance of signs is the responsibility of the tenant to maintain all elements of its sign in a first class condition at all times. If damaged signage is not rectified within thirty days, the Landlord may repair the sign at the tenant's expense.

Former tenant(s) shall be responsible for the removal of the signage, including: sealing patching, painting, and electrical disconnect(s). Removals to be completed within a 10(ten) day period of lease termination at the tenant's expense. It is required that you use a sign contractor for signage and signage component removal and electrical disconnect, and a painting contractor for finishing and painting work. All repair work must match the building color and texture. Working area must be left in a neat and clean condition and the surface that the sign be left in a new-like or original appearance.

Performance will be strictly enforced and any non-conforming signs will be removed and signage are repaired by the Landlord at the tenant's sole expense.

Submittal Requirements

A sign application consistent with this program shall consist of the following:
For each proposed sign application on the building, the following shall be specified:

1. A dimensioned location of each sign in the building and/or property.
2. A sign dimensions including letter height, color, sign length and sign projection from building.
3. Color scheme.
4. Type style or graphic style.
5. Material being used.
6. Method of installation / attachment / cross-section.
7. Site plan indicating the location of the occupant space on the site.
8. Fabrication and installation details.
9. The Tenant shall pay for all necessary permit and sign.
10. Linear building frontage
11. Height of sign (from ground level to top of sign)
12. Dimensions clearly showing that signs are in the middle 50% of occupancy frontage (lease line to lease line)
13. Type of illumination (if applicable)
14. Night rendering of illumination (if applicable)
15. A dated signature of approval by the Landlord will be placed on each sign working drawing prior to submittal to the City of Palm Desert for a building permit.

Provide an Illustrated representation of the signage and graphic logo superimposed on a photograph where signage is to be located.
Provide a photograph to include entire store-front. All permits for the sign(s) and their installation shall be obtained by the sign applicant. The sign application shall satisfy all requirements and specifications.

Binding Effects

No sign shall be erected, constructed, installed, altered, placed or maintained except in conformance with this program. In case of any conflict between the provisions of this program and any other provisions of City of Palm Desert zoning ordinance.

Approvals:

The design and construction of the tenant's signage must receive written approval by the Landlord and the City of Palm Desert before fabrication and installation.

The landlord written approval shall be submitted to the City, along with a completed City application, approved plans, and fees.

Landlord approval shall be based on the following:

1. Conformity to the provisions of this sign program.
2. Complete information, i.e. contractor's name, company name, address, license number, and workers compensation number. To secure the owners approval, 3 (three) copies of the design drawing of the signage must be submitted directly to the Landlord.

Final Inspection of Sign Installation:

1. The installing sign contractor shall call the City for a final inspection after having installed the sign.
2. The Final Inspection Card must be maintained on file with the Sign Contractor.
3. Signs that deviate from this Sign Program will be removed at the tenant's expense.

This sign program is intended to address nearly all sign types while adhering to city sign codes and facilitating business operations. It is understood that a tenant could have sign needs that may not fit the Sign Program. Landlord and the city of Palm Desert Planning Department will reserve the right to review your sign proposal on a case to case basis. Applicants that fall into this category are strongly encouraged to meet with the landlord and the planning department prior to sign design to review and exhaust all options prior to using said provision due to legal sensitivity and extended lead times of provision.

Approve Sign Vendor Specifications

All sign fabrication work shall be done by a professional sign contractor possessing current valid state license.

Approved sign contractor



67990 E. PALM CANYON DRIVE
CATHEDRAL CITY, CA 92234

PH: 760.832.8433
WEB: CANYONPS.COM

All sign fabrication work shall be of excellent quality. All logo images and type-styles shall be accurately reproduced. Colors represented in drawing proof are for presentation purposes only, final color product might change. No exposed conduits will be allowed.

Sign samples

Backlit Sign



Front Lit Sign

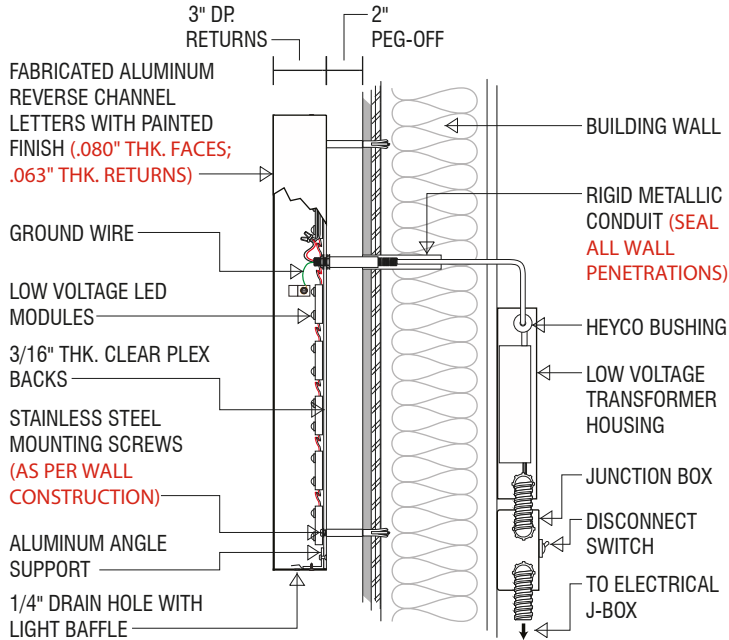


Front & Back Lit



Sign Construction

Backlit Sign



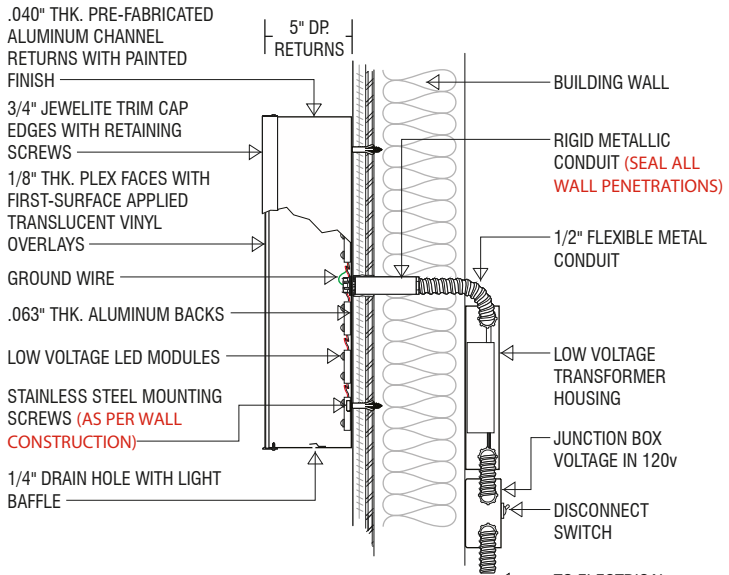
SECTION

SIGN TO BE UL APPROVED AND BEAR UL LABEL

REVERSE PAN CHANNEL LETTERS WITH LED ILLUMINATION

NOTE:
THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

Front Lit Sign



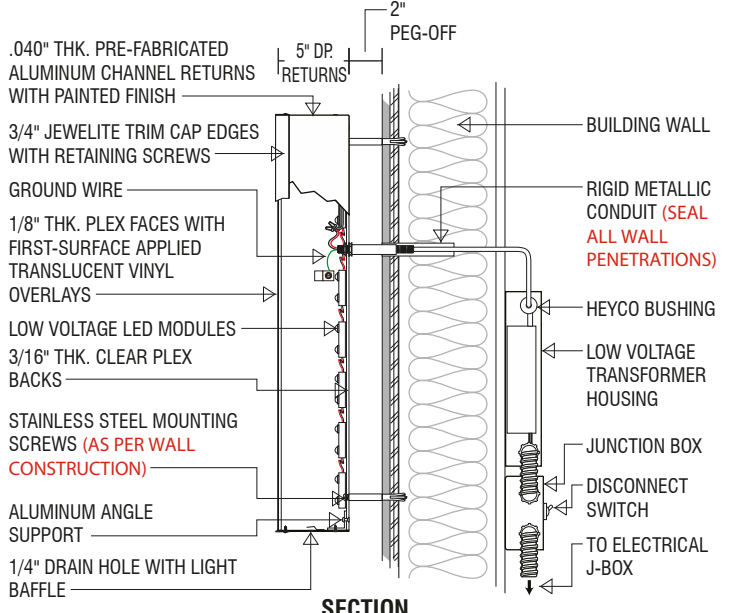
SECTION

SIGN TO BE UL APPROVED AND BEAR UL LABEL

PLEX FACED CHANNEL LETTERS WITH LED ILLUMINATION

NOTE:
THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

Front & Back Lit



SECTION

SIGN TO BE UL APPROVED AND BEAR UL LABEL

PLEX FACED CHANNEL LETTERS WITH THROUGH FACE & HALO LED ILLUMINATION

NOTE:
THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

SITE PLAN/SIGN TYPE

Tenant Main sign / Corner Units Allowed One Sign Per Fascia

A **A1**
Dual Lit (Front & Back Lit)

B
Back Lit, Front lit or Dual Lit

C
Back Lit, Front lit or Dual Lit

D
Back Lit, Front lit or Dual Lit

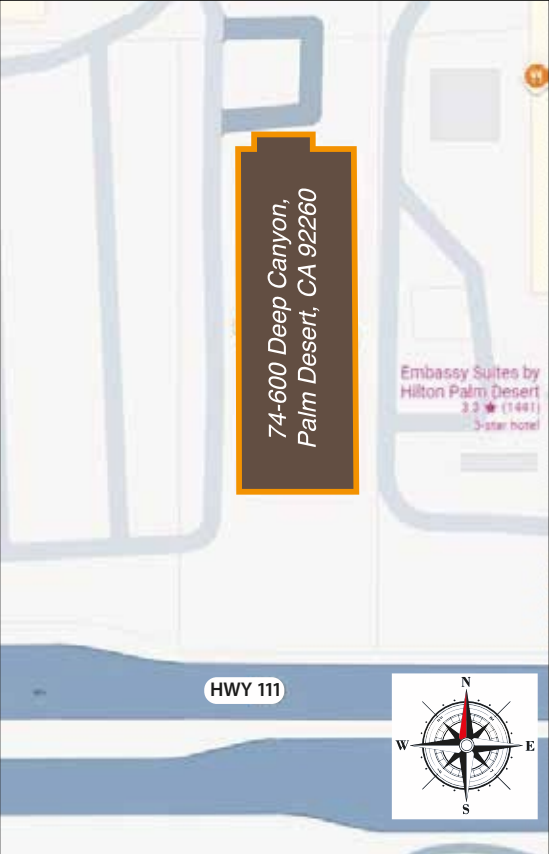
E
Back Lit, Front lit or Dual Lit

F
Back Lit, Front lit or Dual Lit

G **G1**
Back Lit, Front lit or Dual Lit

Monument sign

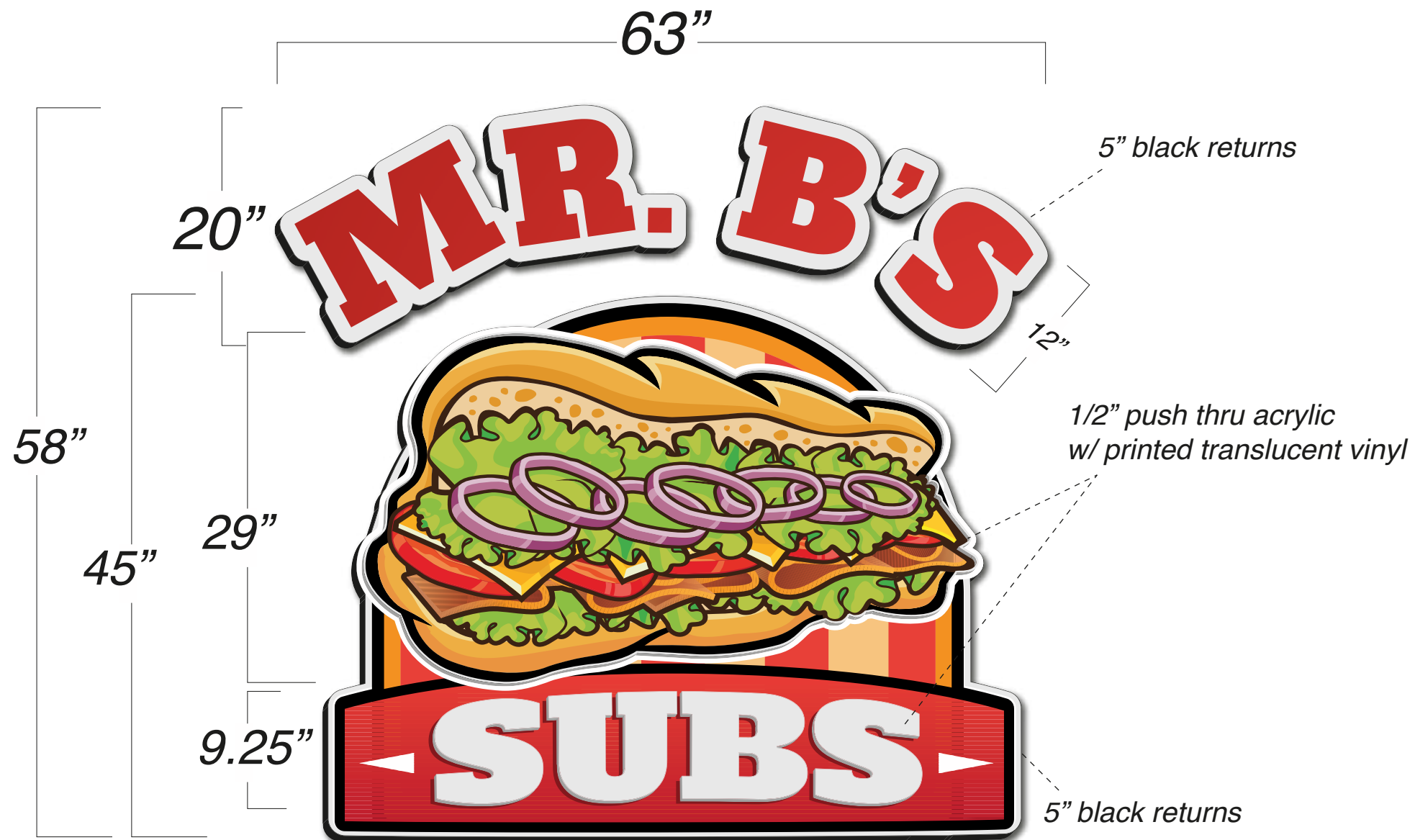
1
Double sided



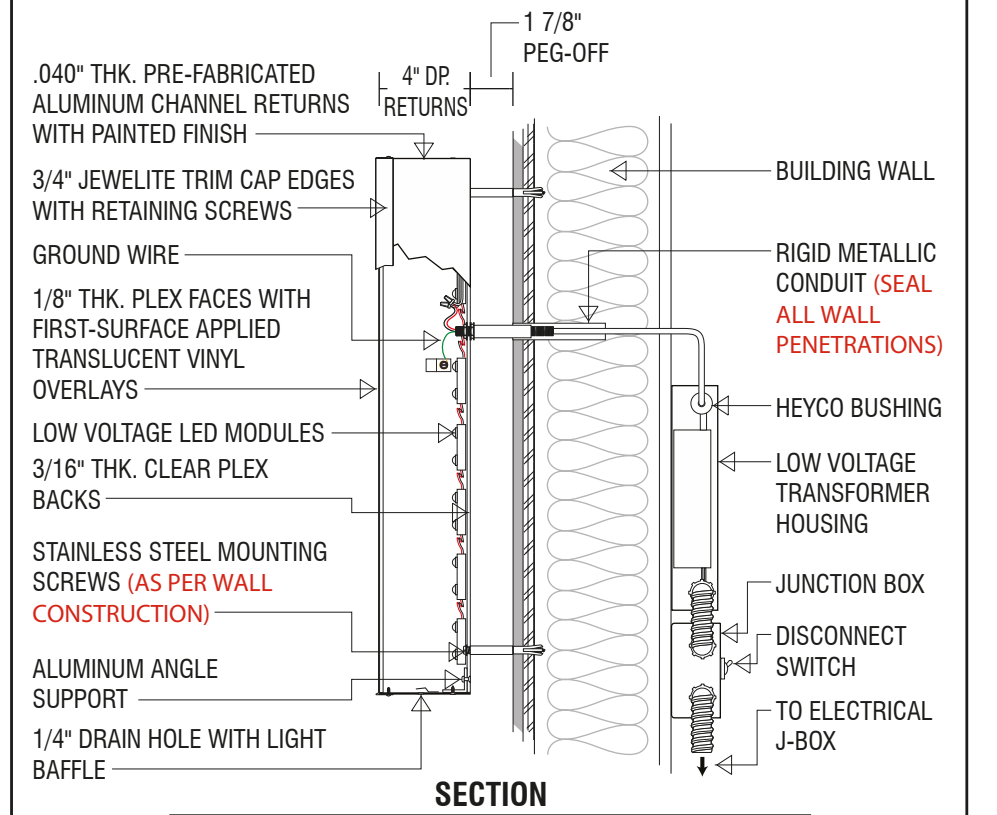


- Reverse channel letters internally illuminated, .080 aluminum face thickness, 063 aluminum returns, 3/16" clear plex backs, illuminated with Low voltage LED modules, letters to be 2" standoff from building fascia.
- Dual Lit (Front and Back illuminated) letters, 1/8" plex faces, .040 5" returns, 3/4" trim cap edges, 3/16" clear plex backs, illuminated with Low voltage LED modules, letters to be 2" standoff from building fascia.
- Front illuminated letters, 1/8" plex faces, .040 5" returns, 3/4" trim cap edges, .063 aluminum back, illuminated with Low voltage LED modules, letters mounted flush to building fascia.

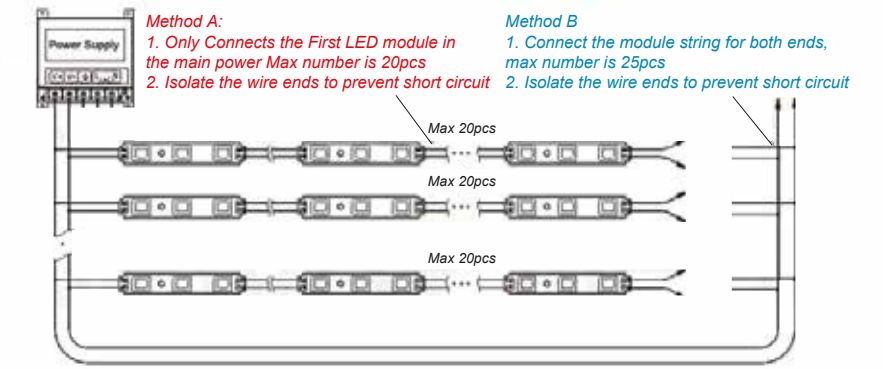
January 16, 2025



Front and Back Lit Channel Letters (Dual Illuminated)



LED Illuminated Diagram



UI Approval Components Consisting Of Low Voltage(12v) LED Modules, With Minimum Light Output Of 120 Lumens/ft.

signs specs

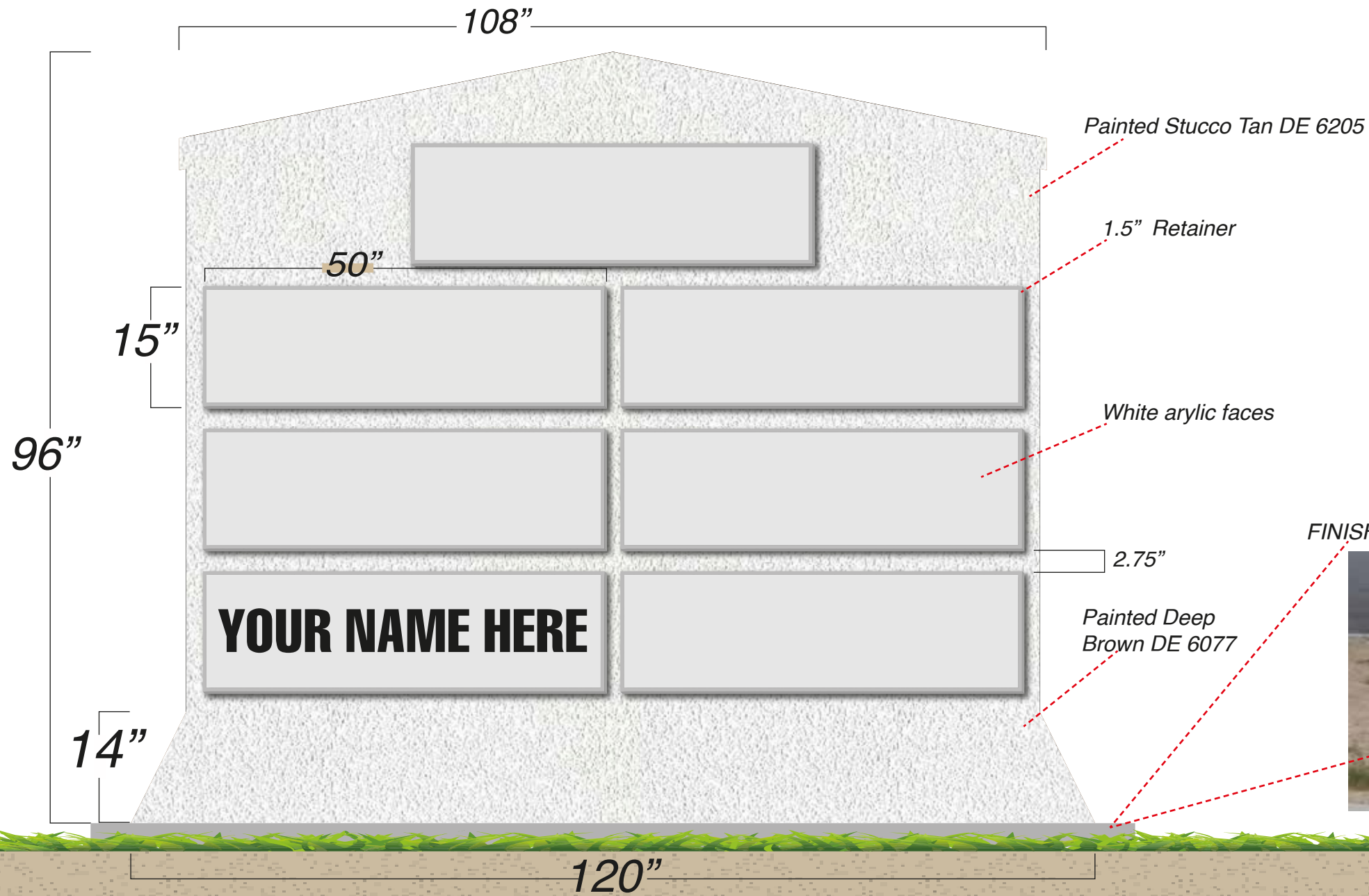
Halo Internally Illuminated
 Lexan thickness: 1/8" acrylic
 Aluminum Thickness: .060
 Face Color: 4 color process print
 Return Color: Black
 Mounting: Back

Standoff: Standoff
 LED Color: Cool white 8000k temperature
 60W2-60-W 12VDC LED
 Operation temp. -4°F ~ 140°F
 IP68 Waterproof
 w/ Photocell

Building Linear Footage
31 linear feet

Sign SqFt
26.25 Sqft

South Elevation



NIGHT VIEW



