



BEATY PACIFIC INVESTMENTS

72171 HIGHWAY 111
PALM DESERT, CA. 92211

SIGN PROGRAM
APRIL 30, 2025

SIGN PROGRAM CASE # SARC 24-0009
DOCUMENT AUTHOR: SIGNARAMA (Glenn Davis/Jim Thomas)
DOCUMENT OWNER: THOMAS BEATY

SIGN PROGRAM FOR 72171 HWY 111

TABLE OF CONTENTS

Page 2	Objective and Overview
Page 2	General Requirements
Page 3-4	Detail Requirements Continued
Page 5	Prohibited Signs
Page 6	Maintenance
Page 7-7.1	Site Map
Page 8	Elevations - East & West
Page 9	Night View - East & West
Page 10	Elevations - South & North
Page 11	Night View - South & North
Page 12	Proposed Monument Sign
Page 13	Proposed Monument Sign

SIGN PROGRAM FOR 72171 HWY 111

Objective and Overview

This Sign Program is produced to inform Tenants and Signage Contractors of Property Owner signage requirements for 72171 Highway 111. The objective of the Sign Program is to ensure building signage is designed effectively in compliance with applicable Municipal Code, and is complimentary in appearance with the building architecture and the surrounding community. This Sign Program shall be strictly enforced.

General Requirements

Written Owner Approval and City Sign Permit are both required for all signage. All signage proposals are subject to Landlord approval and shall comply with Chapter 25.56 of the City of Palm Desert Municipal Code (PDMC) and all permitting requirements.

Use of Registered Logos:

Regionally and/or Federally registered marks and logos may be approved by Landlord subject to Municipal Code and permitting requirements.

Terms & Conditions:

Tenant signage shall be placed only in the locations described on **Pages 8 thru 12**.

Signage design, color, materials, size and illumination requirements are defined in the **Detail Requirements** section of this document.

Prior to sign fabrication or installation of any signage, Tenant shall submit a signage plan(s) of the proposed signage, for Landlord approval. Signage plan(s) shall be drawn to scale and in full color. Signage plans shall include a site map that illustrates the proposed sign location, complete dimensions, and color specification(s).

Upon Landlord written approval, Tenant shall obtain all applicable permits from the City of Palm Desert, prior to sign installation.

All costs for planning, sign products, installation, and permits shall be at the sole expense of the tenant. The tenant is responsible for compliance to all requirements of this Sign Program and Municipal Code.

Upon removal of any sign, the building or wall surface shall be patched, textured, sealed, and painted to match its original condition, at tenant's sole expense.

SIGN PROGRAM FOR 72171 HWY 111

Detail Requirements

All signage proposals are subject to Landlord approval and compliance with applicable Municipal Code and permitting requirements.

Wall Mounted Signage

Design:

Shall be internally illuminated, front/face-lit, individual channel letters attached flush/flat on the wall.

Color:

Faces: White translucent acrylic (Factory white gloss finish).

LEDs: White (Cool/7000K)

Trim Cap: Black (Factory black semi-gloss finish)

Returns: Dunn Edwards DEA 002 Black Semi-gloss Finish

Size:

Tenant signage is limited to the maximum sign envelope of (First Floor) 24" high by 88" wide & (Second Floor) 15" high x 60" wide as illustrated on **Pages 8 & 10**. Depth of letters shall be 5".

Illumination:

Wall signs shall be internally illuminated and face lit using LEDs.

Installation:

Shall be attached flush to the wall surface using typical mechanical attachments. Attachment method and hardware specification(s) shall be illustrated on plan submittal. All penetrations to the building wall shall be sealed and made water tight.

Location:

Individual tenant locations are defined on **Pages 8 & 10**. All signage shall be centered left to right on the subject column/wall.

Tenant Panel Signage (Proposed Monument Signage)

Design:

Shall be externally illuminated by existing landscape lighting, flat cut out letters consisting of flat cut out acrylic or aluminum.

Color:

Dunn Edwards DEA 002 Black Semi-gloss Finish

Size:

Tenant signage is restricted to the maximum sign envelope of 14" high by 30.5" wide as illustrated on **Page 12**. Thickness/depth of letters shall be minimum of 1/8" and maximum of 1/2"

Illumination:

Tenant panels shall be illuminated by existing landscape lighting (up-lights).

Installation:

Shall be attached flush to the individual tenant panel surface using construction grade adhesive. Specific attachment method and adhesive shall be specified on plan submittal. No drilling/penetration of tenant panels shall be allowed.

Location:

Individual tenant locations are defined on **Pages 12**. All signage shall be centered left to right and top to bottom on the subject panel.

SIGN PROGRAM FOR 72171 HWY 111

Detail Requirements

All signage proposals are subject to Landlord approval and compliance with applicable Municipal Code and permitting requirements.

Window Signage

Design:

Cut vinyl or printed vinyl signage.

Size:

The aggregate area of all window signs shall not exceed 25 percent of the total window area of a storefront per PDMC §25.56.080.

Illumination:

Illuminated (LED, etc.) window signs shall be allowed as permanent window signs per PDMC §25.56.080 Section D, and shall not exceed 15 square feet in size. The area covered by the illuminated sign(s) shall count towards the maximum 25 percent window coverage limitation as described above. These signs shall not rotate, move, flash, blink, or appear to do any of the foregoing.

Entrance Glass Door Signage

Design:

Cut vinyl or printed vinyl signage identifying typical business information (i.e. business name, hours of operation, business phone, and business website).

Size:

Shall be limited to 75% of the width of the glass door pane. Door sign area shall be restricted to 2.0 sq ft

D. Window signs—Permanent.

Figure 25.56-12: Window Signs (Permanent)



1. The aggregate area of all window signs shall not exceed 25 percent of the total window area of a storefront.
2. Signs shall be permanently painted, etched, or mounted on the inside of windows.
3. Illuminated (LED, neon, etc.) window signs shall be allowed as permanent window signs, and shall not exceed 15 square feet in size. The area covered by the illuminated sign(s) shall count towards the maximum 25 percent window coverage limitation as described above. These signs shall not be allowed in windows fronting on El Paseo and shall not rotate, move, flash, blink, or appear to do any of the foregoing.
4. Window signs shall be allowed in addition to the aggregate sign area allowed for wall and projecting signs.
5. Signs within 5 feet of a storefront window shall be counted as window signs.

SIGN PROGRAM FOR 72171 HWY 111

Prohibited Signage

In compliance with Palm Desert Municipal Code §25.56.050, the following signs, displays, and devices, as defined in Chapter 25.99 are prohibited:

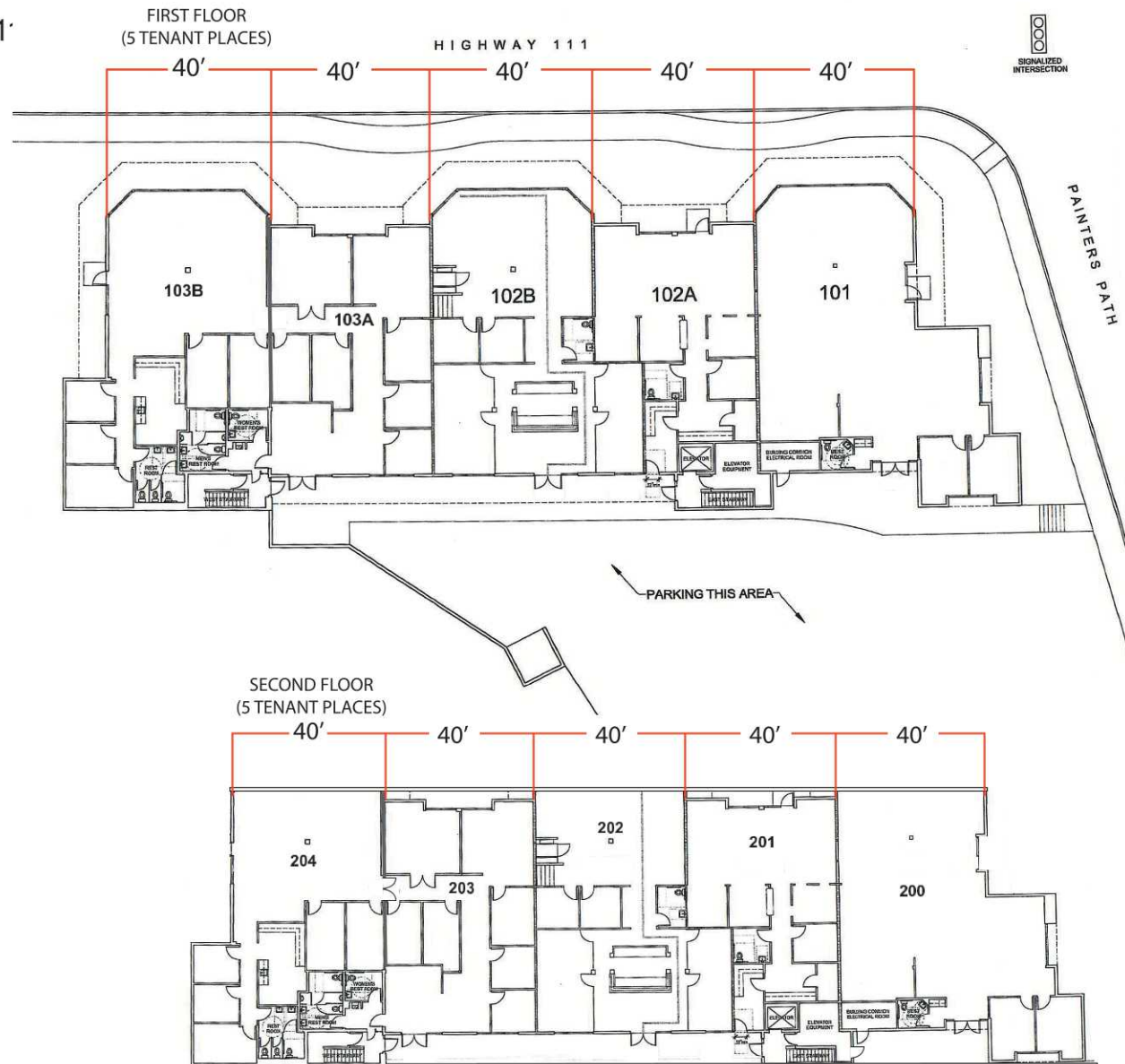
1. Advertising devices.
2. Awnings that are back-lit (internally illuminated) so that the awning radiates light.
3. Business and identification signs that mention more than two goods or services sold or available on the premises.
4. Cabinet or can signs that are internally illuminated with translucent panels that allow the entire sign background to be illuminated. Signs with internal illumination are permitted only if the sign background is opaque and the only portion of the sign that appears illuminated is the lettering and/or a registered trademark or logo.
5. Electronic changeable copy signs.
6. Commercial mascots.
7. Neon signs, except those placed in windows.
8. Off-site outdoor advertising signs (billboards).
9. Pole signs.
10. Roof signs.
11. Signs that rotate, move, flash, blink, or appear to do any of the foregoing with the exception of approved time and temperature displays.
12. Signs on public property, in the public right-of-way, or on public utility poles unless otherwise authorized by this chapter. Signs shall include, but not be limited to, realtor, open house, and garage sale signs. This prohibition shall include all portable signs including those placed on vehicles with the exception of vehicle identification signs, and permitted signs on taxicabs.
13. Temporary or portable freestanding signs, except as otherwise provided in this chapter.
14. Vehicle signs.

SIGN PROGRAM FOR 72171 HWY 111

Maintenance

1. For the public health, safety, and welfare all signs shall be maintained in a safe, presentable, and good structural condition at all times, including the replacement of defective parts, wiring, ballast, painting, repainting, cleaning, and other acts required for the maintenance of the sign. If the sign is not made to comply with safety standards, the Property Owner shall require its immediate repair or removal.
2. Signs illuminated either internally or externally shall be capable of being fully illuminated and legible with the face(s) intact (without holes or other exterior damage). Any illuminated sign not in compliance with these and other maintenance standards in this section shall be notified by the Property Owner and shall be brought into compliance with applicable standards or proof of a contract for repair and maintenance shall be approved within 30 days. Illuminated signs that, because of expired or damaged lighting elements, become non-legible shall be ordered to remain unlighted until repaired.
3. When a sign is removed or replaced, all brackets, poles, and other structural elements that supported the sign shall also be removed. Affected building surfaces shall be restored to match the adjacent portion of the structure.
4. In the case of abandoned signs, the identification, name, and copy pertaining to the abandoned business shall be removed and replaced with a blank panel or white space within 30 days of vacating the business.
5. When it is determined by the Property Owner that a sign may cause imminent danger to the public safety and contact cannot be made with a sign owner, no written notice shall be required. In this situation, the Property Owner may correct the danger. The Property Owner shall cause to have removed any sign that endangers the public safety, including abandoned, materially dangerous, electrically, or structurally defective signs.
6. Notices of violation shall be sent to the tenant by the Property Owner. Time periods provided in this section shall be deemed to commence on the date of the notice. Any person having an interest in the sign or the property may appeal the notice by filing a written notice of appeal with the Property Owner within 30 days after the date of sending of the notice, or 30 days after receipt if the notice was not mailed.
7. Signs removed by the Property Owner shall become the property of the Property Owner and may be disposed of in any matter deemed appropriate by the Property Owner. The cost of the removal of any sign by the Property Owner shall be considered a debt owed by the owner of the sign to the owner of the property and may be recovered in an appropriate court action by the Property Owner. The cost of removal shall include any incidental expenses incurred by the Property Owner in connection with the sign's removal.

SIGN PROGRAM FOR 72171 HWY 11'
Site Plan





SIGN PROGRAM FOR 72171 HWY 111

Allowed Sign Locations



SIGN PROGRAM FOR 72171 HWY 111

Night Views

EAST ELEVATION



WEST ELEVATION



SIGN PROGRAM FOR 72171 HWY 111

Allowed Sign Locations

SOUTH ELEVATION



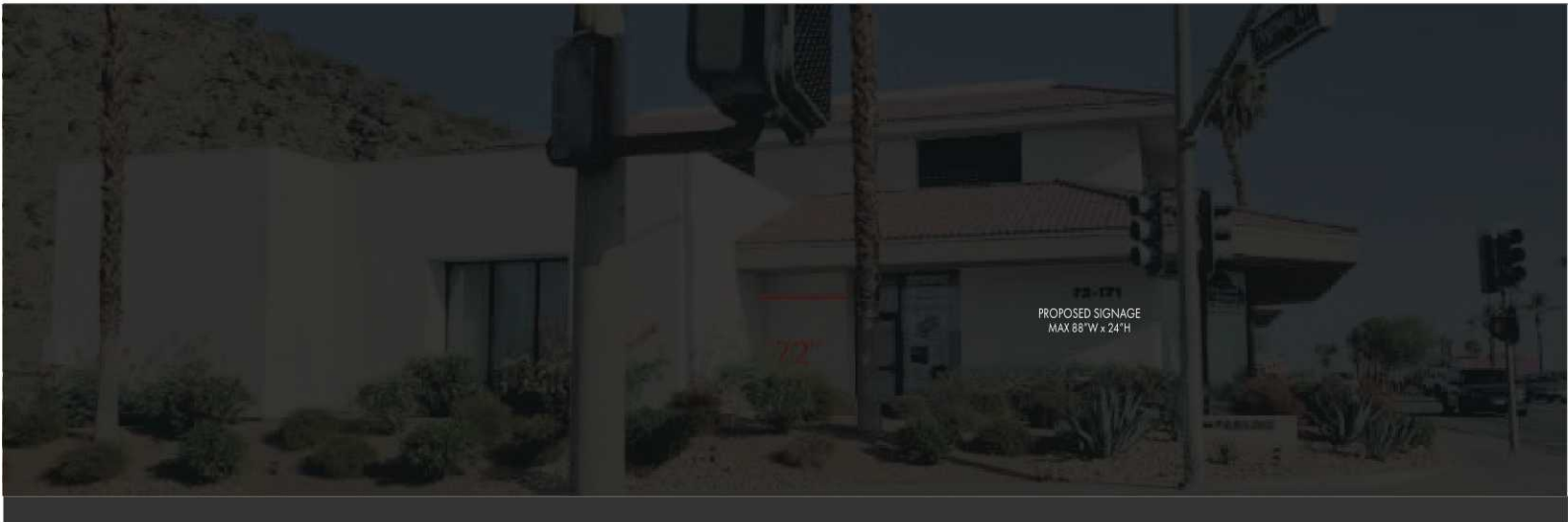
NORTH ELEVATION



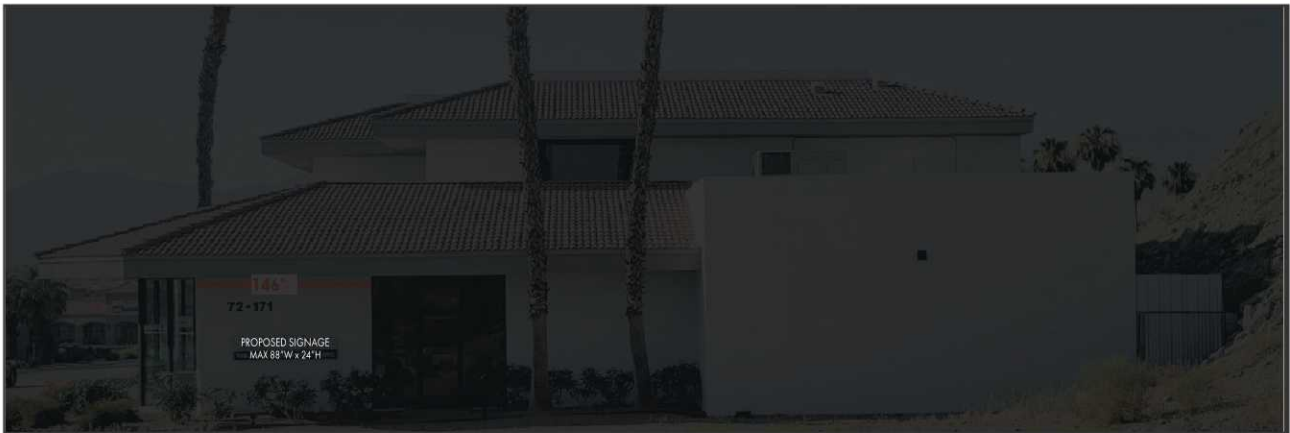
SIGN PROGRAM FOR 72171 HWY 111

Night Views

SOUTH ELEVATION



NORTH ELEVATION



SIGN PROGRAM FOR 72171 HWY 111

Proposed Monument Sign

Non illuminated Monument Sign with removable
 Tenant Panels. Address numbers are 1/4" Aluminum

Colors to match building colors
 DEW 379-Igloo & DE 6361-Baby Seal

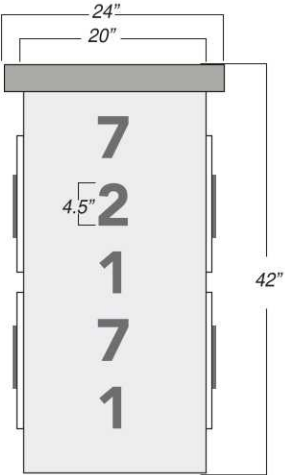
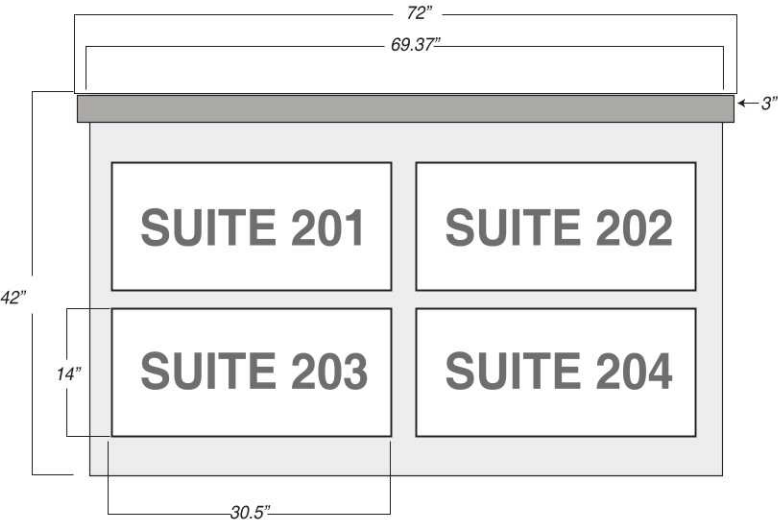
Existing landscaping to remain in place



North Elevation



Profile Elevation



South Elevation

Proposed Monument Sign

