

ORDINANCE NO. 687

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF INDIAN WELLS, CALIFORNIA, AMENDING CHAPTER 17.20 OF THE MUNICIPAL CODE BY MODIFYING SECTION 17.20.020 ESTABLISHING MODIFIED SIGN CRITERIA FOR THE VILLAGE I SHOPPING CENTER

The City Council of the City of Indian Wells, California, **DOES ORDAIN AS FOLLOWS:**

SECTION 1 Chapter 17.20 of the Indian Wells Municipal Code is amended by modifying Section 17.20.020 to read as follows:

"17.20.020 Village I Planned Sign Program.

The following are requirements for the Village I Planned Sign Program.

(a) Center Identification Sign(s). Up to two (2) double-sided center identification signs, one (1) per major street frontage not to exceed 10' x 10' in size, are permitted. Such sign(s) shall have a white background and be limited to the copy of the two (2) major tenants and the center name.

(b) Freestanding Multi Tenant Pad Building:

1. Tenant Wall Sign(s). Three (3) wall signs are permitted on the northeast side of the building.
 - a. Maximum letter height. Eighteen inches (18") for single line copy. Two line copy shall not to exceed a maximum of three (3) feet in height.
 - b. Maximum sign length. Fifteen feet (15')
 - c. Number of Signs. Maximum total of three (3) signs are permitted, excluding the existing Eureka restaurant signs.
 - d. Logo. Maximum logo size is not to exceed six (6') square feet.
 - e. Letter depth. Minimum of one and a half inch (1-1/2").
 - f. Copy. Matthews "Obsidian" to match center.
 - g. Color. Bronze to match center. Logos shall be in shades of contrasting bronze to provide contrast in the design.
 - h. Illumination.
 - i. Sign A from landscape lighting or from up-lights mounted to a 3" x 3" wireway painted to match the building.
 - ii. Signs B shall be from two or three up-lights as noted on the drawing specifications, mounted directly to the building. (No wireway).

2. Archway Signs. Each tenant shall be allowed one (1) archway sign per business entrance per building elevation.
 - a. Maximum sign height. Shall match existing archway signs in center.
 - b. Maximum sign length. Ten feet (10). Width of the sign may vary slightly depending on the width of the arch to achieve similar proportionality.
 - c. Logo. Logos shall be in shades of contrasting bronze to provide contrast in the design.
 - d. Letter depth. Shall match existing archway signs in center.
 - e. Copy. Matthews "Obsidian" to match center.
 - f. Color. Bronze to match center.
 - g. Illumination. Up-lights to match center and as noted on the drawing specifications.

3. Blade Signs. Each tenant shall be allowed one (1) blade sign at business entrance.
 - a. Maximum sign size. Not to exceed six (6) square feet.
 - b. Logo. Logos shall be in shades of contrasting bronze to provide contrast in the design.
 - c. Color. Bronze to match center. The tenant may have their own custom designed bracket, however all colors shall be as noted on the drawing specifications.
 - d. Location. Adjacent to store entrance.

4. Restaurant Suite (Eureka).
 - a. Walls signs. As existing and permitted under sign permit ACO-2948. Future tenants shall meet existing restaurant design standards or the sign standards as outlined above for wall signs. The Community Development Director shall have the authority to make small changes to the design and/or placement of the signs if deemed appropriate to create more aesthetically pleasing sign appearance.

(c)(1) Individual Tenant Signs for Multi-Tenant Buildings. One (1) projecting sign per tenant (23" x 14' maximum) and one (1) small wall mounted blade sign are permitted for individual tenants for a multi-tenant building. A tenant directory consisting of a wall sign located on the ground floor level shall be provided to serve as a tenant identification sign for second story tenants.

(2) CVS Pharmacy. One (1) Main Store Front Sign. Sign text which reads "CVS PHARMACY" shall be "red" color channel letters (non-illuminated) and one foot and three-quarters of an inch (1' ¾") in overall height and shall span eight feet and nine inches (8' 9") in overall length. The lettering shall be stud mounted upon a perforated gray steel background to match the existing signs throughout. The sign shall be centrally located between the existing arches of the structure. The sign shall not exceed nine (9) square feet in overall surface area.

(d) Decorative Banners. Up to fourteen (14) decorative banners are permitted for the light standards located within the parking areas for Village I. The mounting brackets for the banners must be painted to match the light standards. Anytime the style or colors for the decorative banners are proposed to be changed, Architecture and Landscape Committee (ALC) and Planning Commission approval are both required. The maintenance of the banners shall be kept in accordance with Municipal Code Section 17.24.010."

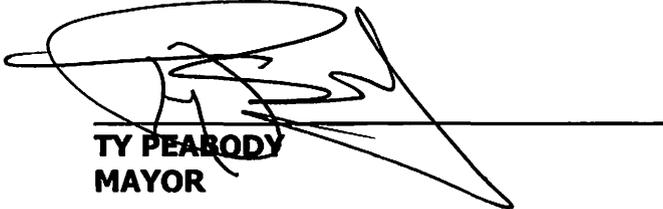
SECTION 2. CEQA. This Project has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State and local CEQA Guidelines, and the environmental regulations of the City. The proposed signs shall have no significant effect on the environment and qualifies as being Categorical Exempt from the California Environmental Quality ("CEQA") pursuant to Section 15311, Accessory Structures, placement of small structures accessory to existing commercial facilities, including but not limited to, on-site signs

SECTION 3. SEVERABILITY. If any provision, clause, sentence or paragraph of this Ordinance or the application thereof to any person or circumstances shall be held invalid, such invalidity shall not affect the other provisions of this Ordinance, which can be given effect without the invalid provision or application and, to this end, the provisions of this Ordinance are hereby declared to be severable. This Ordinance amends, adds to and deletes (as applicable) sections of the Indian Wells Municipal Code.

SECTION 4. EFFECTIVE DATE. This Ordinance shall take effect and be in force 30 days after passage.

SECTION 5. PUBLICATION. The City Clerk is directed to publish this Ordinance within the manner and in the time prescribed by law.

PASSED APPROVED, AND ADOPTED by the City Council of the City of Indian Wells, California, at a regular meeting held on the 5th day of March, 2015.


TY PEABODY
MAYOR

STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) ss.
CITY OF INDIAN WELLS)

CERTIFICATION FOR ORDINANCE NO. 687

I, Wade G. McKinney, City Clerk of the City Council of the City of Indian Wells, California, **DO HEREBY CERTIFY** that Ordinance No. 687, having been regularly introduced at the meeting of February 19, 2015 was again introduced, the reading in full thereafter unanimously waived, and duly passed and adopted at a regular meeting of the City Council held on March 5, 2015 and said Ordinance was passed and adopted by the following stated vote, to wit:

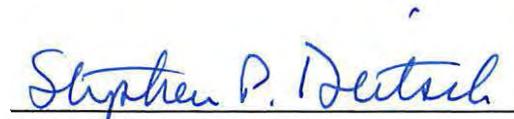
AYES: Balocco, Hanson, Mertens, Peabody, Reed
NOES: None

and was thereafter on said day signed by the Mayor of said City of Indian Wells.

ATTEST:

APPROVED AS TO FORM:


WADE G. MCKINNEY
CITY MANAGER/CITY CLERK


STEPHEN P. DEITSCH
CITY ATTORNEY