

INDIAN WELLS RESORT HOTEL PLANNED SIGN PROGRAM

The following are requirements for the Indian Wells Resort Hotel Planned Sign Program.

Up to two (2) on-site hotel identification monument signs, one at each of the main entries to the development is permitted. The monument signs shall be permitted as follows:

(a) Highway 111 and Club Drive. One (1) single-sided center identification monument sign incorporating a waterfall and raised reflection pool, fronting on Highway 111 at the intersection of Highway 111 and Club Drive. Permitted sign shall be oriented so as to be visible to the westbound Highway 111 traffic. Permitted sign shall not exceed fifteen feet six inches (15'6") in length and four feet eight inches (4'8") in width (without the raised pool), and shall not exceed a height of six feet four inches (6'4") above the approved pad elevation of the building site. Sign copy shall not exceed a span of ten feet ten inches (10'10"). Sign copy may be in cursive writing (resembling handwriting) or block lettering. The first letter of the sign copy may be capitalized and shall not exceed ten inches (10") in height with the remaining letters not to exceed four inches (4") in height.

(b) Highway 111 and Indian Wells Lane. One (1) single-sided center identification monument sign incorporating a waterfall and raised reflection pool, fronting on Highway 111 at the intersection of Highway 111 and Indian Wells Lane. Permitted sign shall be oriented so as to be visible to the eastbound Highway 111 traffic. Permitted sign shall not exceed fifteen feet six inches (15'6") in length and four feet eight inches (4'8") in width (without the raised pool), and shall not exceed a height of six feet four inches (6'4") above the approved pad elevation of the building site. Sign copy shall not exceed a span of ten feet ten inches (10'10"). Sign copy may be in cursive writing (resembling handwriting) or block lettering. The first letter of the sign copy may be capitalized and shall not exceed ten inches (10") in height with the remaining letters not to exceed four inches (4") in height. (Ord. 410 § 1, 1997; Ord. 367 § 1, 1995)