

LA ROCCA PLANNED SIGN PROGRAM

The following are requirements of the La Rocca Planned Sign Program.

(a) One (1) double-sided monument sign at the entrance on Chateau Circle and Cook Street and be placed in the landscape median at the entrance to the La Rocca at Indian Wells community.

(b) The total sign area will equal six and one-half (6½) square feet on both sides.

(c) The monument sign structure will have the following dimensions: forty inches (40") in height and seventy-two inches (72") in length, and eighteen inches (18") in width.

(d) All sign lettering will be mounted on a recessed "Travertine" color, texture coated aluminum backplate.

(e) The monument sign structure will be covered in an "Adennum Creek" natural stone veneer.

(f) All lettering will be fabricated of quarter-inch (¼") flat cut aluminum, flush and stud mounted in "Weathered Brown" in color.

(g) The words "LA ROCCA" will include uppercase block lettering six inches (6") in height and span four feet (4') in length.

(h) The words "AT INDIAN WELLS" will be below the main text and span two feet (2') in length. The lettering will be in sentence case and will vary in height from one point seventy-six inches (1.76") to two point four inches (2.4") in height. (Ord. 633 § 1, 2009)