

WALL STREET WEST PLANNED SIGN PROGRAM

The following are requirements for the Wall Street West Planned Sign Program.

(a) Center Identification Sign. Two (2) center identification signs are permitted (one (1) center identification sign on the building and one (1) on the monument sign). For the first center identification sign, the name of the development (e.g., Wall Street West) will be located on the intermediate area of the north elevation for the building. For the second center identification sign, the name of the development (e.g., Wall Street West) will be located on the free-standing monument sign. For the first center identification sign (e.g., on the building), the height of the letters shall not exceed twenty-four inches (24") nor span more than twenty-two feet (22') in length. For the second center identification sign (e.g., on the free-standing monument sign), the height of the letters must not exceed five and one-quarter inches (5 1/4") and must be constructed of metal with a bronze colored finish. No logos are permitted on the free-standing monument sign.

(b) Free-Standing Monument Sign. One (1) double-sided, free-standing monument sign is permitted. For such sign, the dimensions for the monument sign shall not exceed a height of six feet, six inches (6'6") by a width of eight feet, six inches (8'6") in size. The dimensions for the sign area shall not exceed a height of five feet (5') in height by five feet, six inches (5'6"). No more than four (4) individual tenant names shall appear on either face of the sign. The letters for this sign must not exceed three and one-half inches (3 1/2") and must be constructed of metal with a bronze colored finish. No logos are permitted.

(1) Second Free-Standing Monument Sign for Urgent Care Facility. A second double-sided, free-standing monument sign is permitted for the Wall Street West site for an urgent care facility. A second free-standing monument sign shall no longer be permitted if an urgent care facility is no longer a tenant of Wall Street West building. The exact location of the monument sign shall be subject to approval by the City of Indian Wells. For such sign, the dimensions shall be as follows:

- (i) The monument sign shall be six feet (6') in overall height.
- (ii) The monument sign shall be ten feet (10') in overall length.
- (iii) The monument sign shall be twenty-four inches (24") in overall width.
- (iv) The background colors shall match the existing colors of the Wall Street West building (Terra Cotta and Tan).
- (v) The lettering ("EXECUTIVE URGENT CARE") shall be aluminum fabricated brushed anodized bronze colored reverse channel letters eight and one-half inches (8.5") in overall height.
- (vi) The address numbers ("74-785") shall be metal fabricated silver colored six inches (6") in overall height.
- (vii) The lettering ("AT INDIAN WELLS") shall be metal fabricated silver colored three and three fourths inches (3.75") in overall height.
- (viii) All lettering shall be centered between the support columns with alternating background colors to match the existing Wall Street West building (Terra Cotta and Tan).

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(ix) The text groupings shall be divided by inset metal anodized bronzed colored bands.

(x) All sign text and numbers shall be illuminated (halo or reverse channel).

The second free-standing monument sign may be located temporarily within the right-of-way adjacent to State Highway 111 on the western side of the entrance to the Wall Street West building located at 74-785 State Highway 111. The sign copy shall be limited to "Executive Urgent Care of Indian Wells." The temporary location within the right-of-way of the second free-standing monument sign is subject to approval by the City of Indian Wells of an encroachment agreement with the urgent care facility owner.

(c) Free-Standing Building. The north elevation of the building shall be limited to a maximum of four (4) individual tenant signs as outlined below. The south elevation of the building shall be limited to a maximum four (4) individual tenant signs as outlined below. There shall be no signage on the west and east elevations of the building.

(1) For the north elevation of the building, the four (4) individual tenant signs shall be located on the walls for the ground floor. For such signs, the height of letters and logos shall not exceed twelve inches (12") nor span more than sixteen feet (16') in length. The letters for these signs must be constructed of metal with a bronze colored finish.

(2) For the south elevation of the building, there shall be no more than four (4) individual tenant signs and are to be located on the walls for the ground floor. For such signs, the height of letters and logos shall not exceed twelve inches (12") nor span more than sixteen feet (16') in length. (Ord. 649 § 2, 2011; Ord. 566, § 1, 2004; Ord. 394 § 1, 1996)