

## **CALLAWAY GOLF PERFORMANCE CENTER PLANNED SIGN PROGRAM**

The following are requirements for the Callaway Golf Performance Center Planned Sign Program located at The Golf Resort at Indian Wells.)

(a) The west, north and south building elevations shall be limited to one wall sign each. There shall be no other signage allowed on the building.

(b) The identification wall sign shall not exceed twelve (12) square feet for the text, "Callaway Golf." Callaway will utilize twelve (12") inch aluminum channel letters and Golf will utilize four (4") inch letters. The words, "Performance Center" will utilize six (6") inch aluminum plate brushed finish letters. The sign area for "Performance Center" is limited to seven (7') feet. The words "At Indian Wells" will utilize three and one-half (3.5") to six (6") inch aluminum plate brush finished letters. The sign area for "At Indian Wells" is limited to three and one-half (3.5') feet. (Ord. 566 § 1, 2004; Ord. 502 § 1, 2002)