

# MASTER SIGN PLAN

## Village Center West / Mammoth Factory Stores

In accordance with the Zoning Ordinance of the Town of Mammoth Lakes, Chapter 17.40 "Signs", The Sign Plan for Village Center West / Mammoth Factory Stores is as follows:

### 1 - TERM

The Sign Plan for Mammoth Factory Stores Building shall be valid for a period of ten years from the date of adoption, May 25, 1994, and shall be required to be renewed in its entirety by May 25, 2004 in accordance with the legal sign requirements in affect at that time. Any deviations from this sign plan shall be approved by the Planning Commission and such deviations shall be valid only for the period of the originally approved master sign plan. All allocated signs per the approved sign plan are "existing signs" and only the copy may be added or changed with Planning Director approval. Therefore, any changes or additions shall have a valid amortization corresponding to the remaining period of the approved sign plan. At the end of the original 10 year period, all signs at Mammoth Factory Stores Building shall be required to reapply and come into conformance with whatever sign requirements are in affect at that time, regardless of when any particular wording or copy of an approved sign was installed. Chapter 17.40 of the Town of Mammoth Lakes Zoning Ordinance shall become an attachment to this approved Master Sign Plan.

### 2 - AMORTIZATION OF UNAPPROVED SIGNS

All existing signs on this parcel not approved as part of this sign plan shall be removed by whatever date the Town Council requires other similar illegal non conforming signs to conform, or September 31, 1994, whichever occurs last. Notwithstanding, this Master Sign Plan changes all of the signs at the Mammoth Factory Stores to Match the style and type of signs at the Village Center Mall, all signs shall conform at the same time, or all signs shall remain pursuant to previously approved Master Sign Plan. There shall be no signs displayed on this property other than in accordance with the approved master sign plan.

*Note: May 95; sign 5 replaced as tower sign above window 2'1" x 7'8" -*

### 3 - **ILLEGAL SIGNS - REMOVAL**

The following signs shall be removed when the overall tenant signage is changed to conform to the Master Sign Plan, or by September 31, whichever occurs first.

- Sign number 1, "Mammoth Factory Stores", located on the wall between Village Center West and Village Center Mall. No sign approved for this location.
- Sign number 8, "Uphill Sports". Only one sign approved per tenant. This sign is two signs at 60 square feet.
- One of the Magic Plant signs. Only one sign permitted per tenant.

### 4 - **Approved Signs**

In Accordance with the attached layouts, there shall be approved signs as follows:

One sign per first floor tenant, placed directly in front of the entryway, displaying tenant identification. The tenants on the ends of the building may have an additional sign on the end walls. One sign is approved to identify the second floor space, identified as sign number 5 on the attachment, displayed next the Visitor Center sign.

One freestanding center identification sign is approved. Location is as indicated on the parking layout. Size, thirty square feet, height, 12 feet from the approved grade to the top of the sign, base, faced rock to match the Village Center Mall. Size, 2'1' X 14'. Color, color number name and number \_\_\_\_\_ background, lettering \_\_\_\_\_.

#### **PERMITTED TENANT SIGNAGE** (2017) 7' clearance,

Perry's Pizza (corner unit, two signs)

Uphill Sports

Gourmet Grocer

Visitor Center

Mammoth Country Reservations

Magic Plant

Book Warehouse

Van Heusen (corner unit, two signs)

Mammoth Factory Stores ( center freestanding sign)

Each tenant may display a walkway sign in front of their entrance, hung perpendicular to the entrance from the ceiling canopy with a minimum of seven foot clearance. Such signs shall all be the same size (not to exceed 4 square feet), design, shape, and color and shall match the color scheme of the main signage.

**5 -- STYLE, COLOR, MOUNTING METHOD, SIZE AND APPROVALS**

*COLOR: Lettering* \_\_\_\_\_, *Brand and number* \_\_\_\_\_;  
*Background* 296 PMS, *Brand and number* \_\_\_\_\_.

→ custom color; 296 is base.

Note, this Master Sign Plan shall not become valid until the colors are identified. All signs shall have same indistinguishable colors used on signs, regardless of the name and number of sign colors identified above.

**MOUNTING:** The signs shall be mounted pursuant to the directions of the architect, or as approved by the Mammoth Lakes Building Department. There shall be minimum of seven foot clearance from the walkway to the bottom of building mounted signs.

**SIZE:** Signs shall not exceed 30 square feet. All main tenant identification signs shall be 2'1" in width. The length may be adjusted to fit the mounting space, but not to exceed 14' feet in length.

**LIGHTING:** Only the freestanding sign will have lighting. The lighting for the freestanding sign will be same type and mounting as the Polo sign.

Any change in copy or sign installation shall receive prior approval by the Planning Director. It shall be the landlords responsibility to apprise all existing and future tenants of the requirements of the approved sign plan.

Style, color, mounting method, size and location shall be per this master sign plan. Colors shall be as indicated on the photos on file in Town offices.

Any change in copy or sign installation shall receive prior approval by the Planning Director.

It shall be the landlords responsibility to apprise existing and future tenants of this sign plan as approved.

This Master Sign Plan approved by the Mammoth Lakes Planning Commission on December 9, 1992.



NEW 7'-0" X 5'-0"  
CENTER IDENTIFICATION  
SIGN TO REPLACE  
EXIST

EXISTING  
SIDING  
ON TOP OF  
8" CONC. BLK  
SHEAR WALL

MET. FLASHING  
WOOD SHAKES  
ROOF

8" x 8" WD. POST  
CONC. PIER

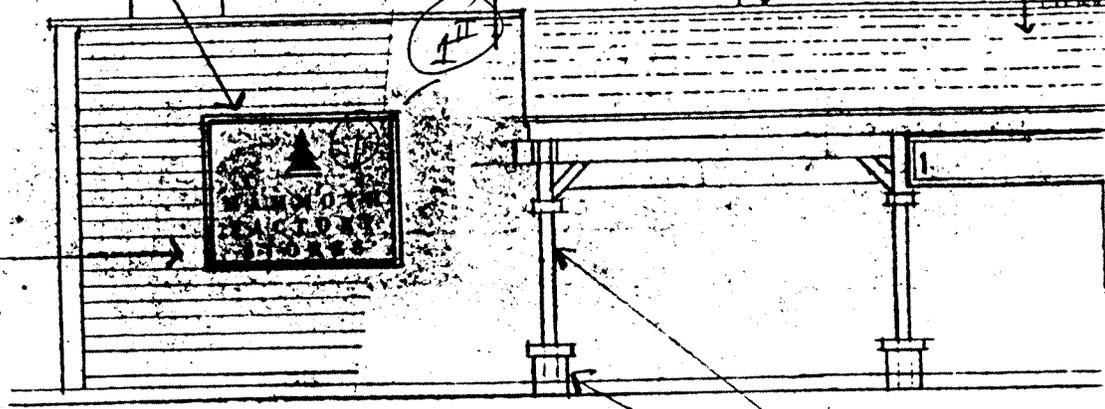
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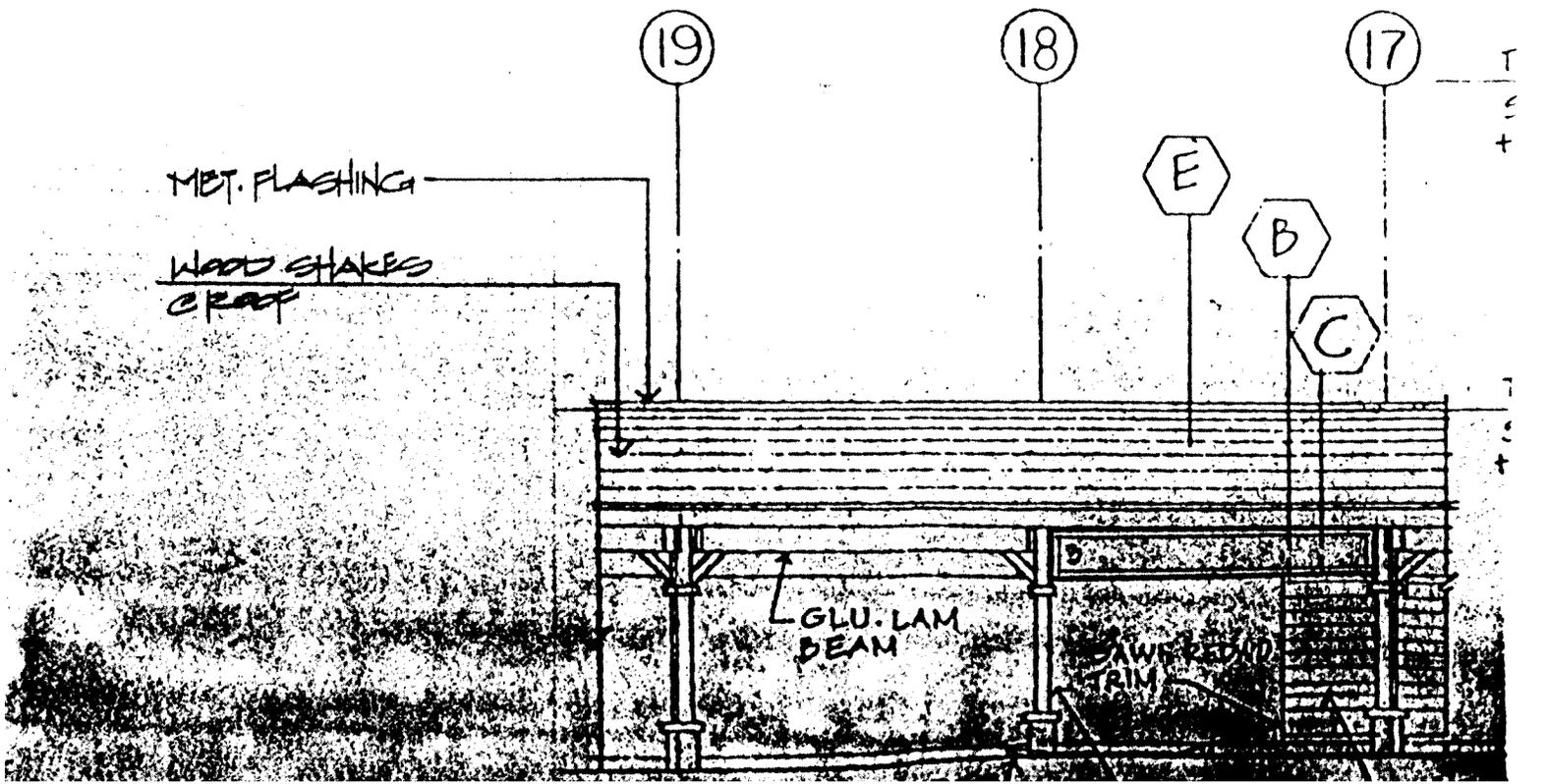
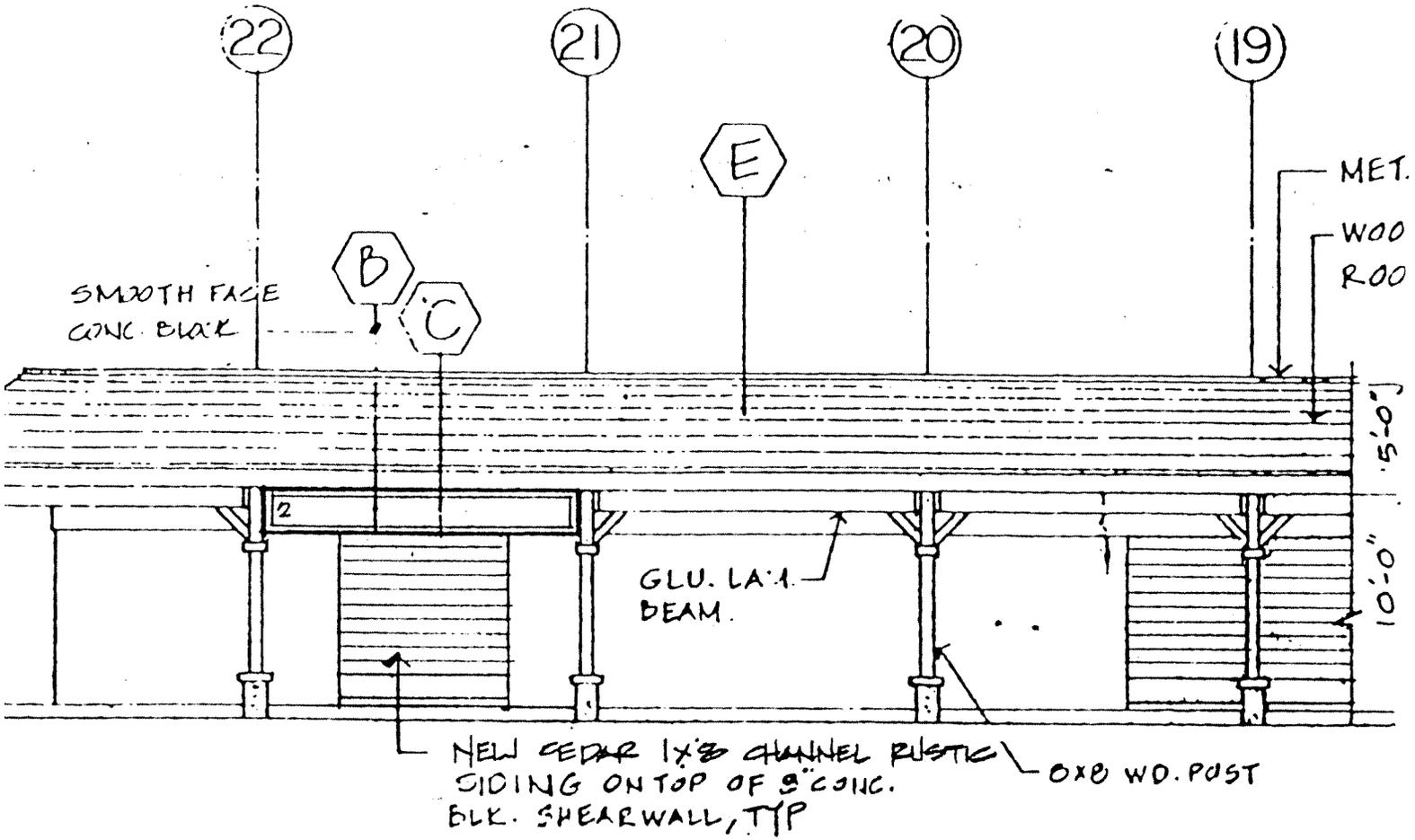
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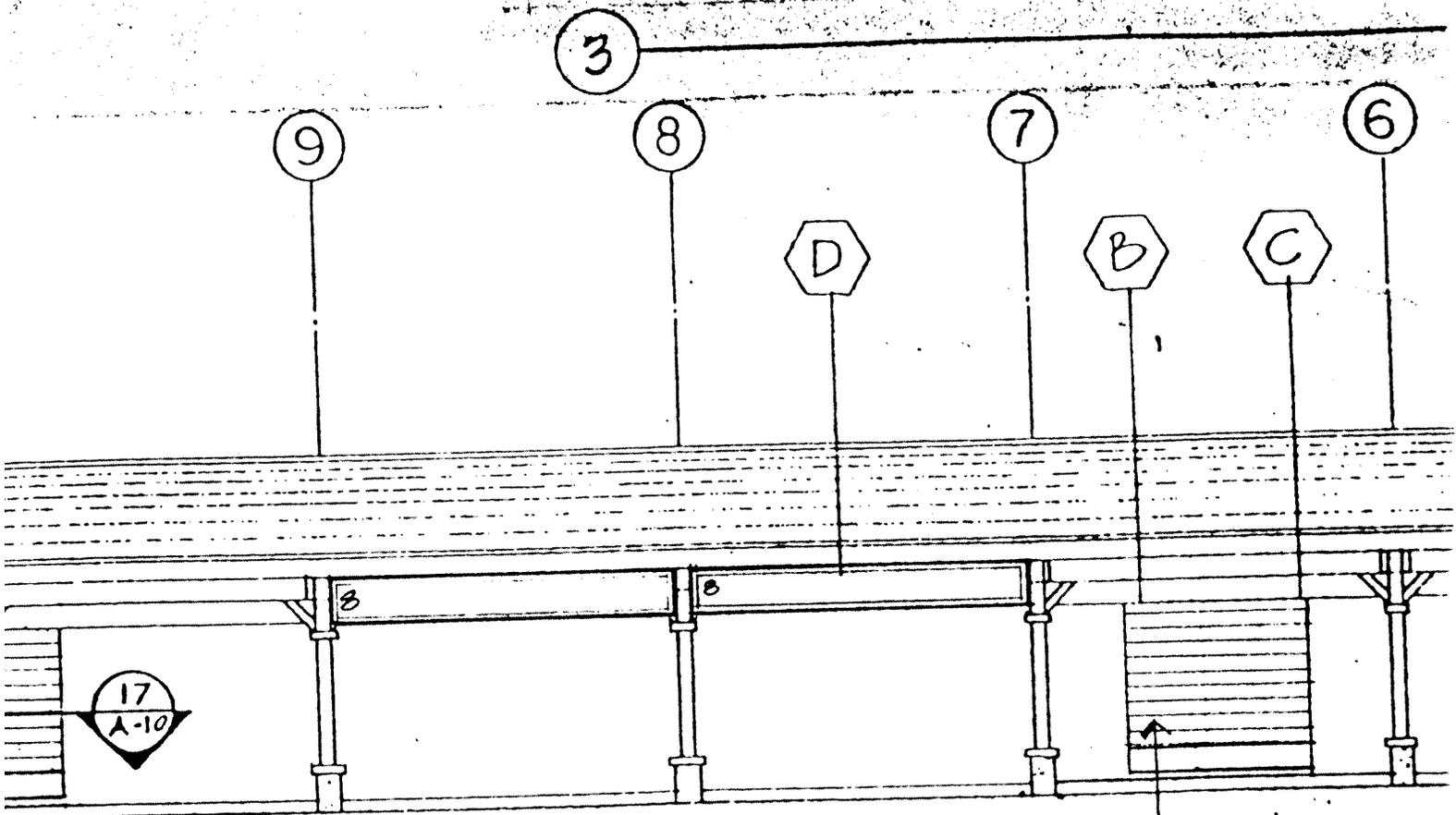
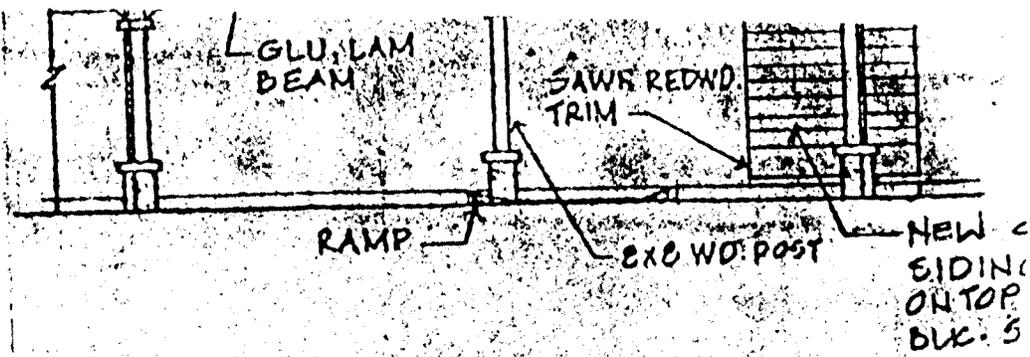
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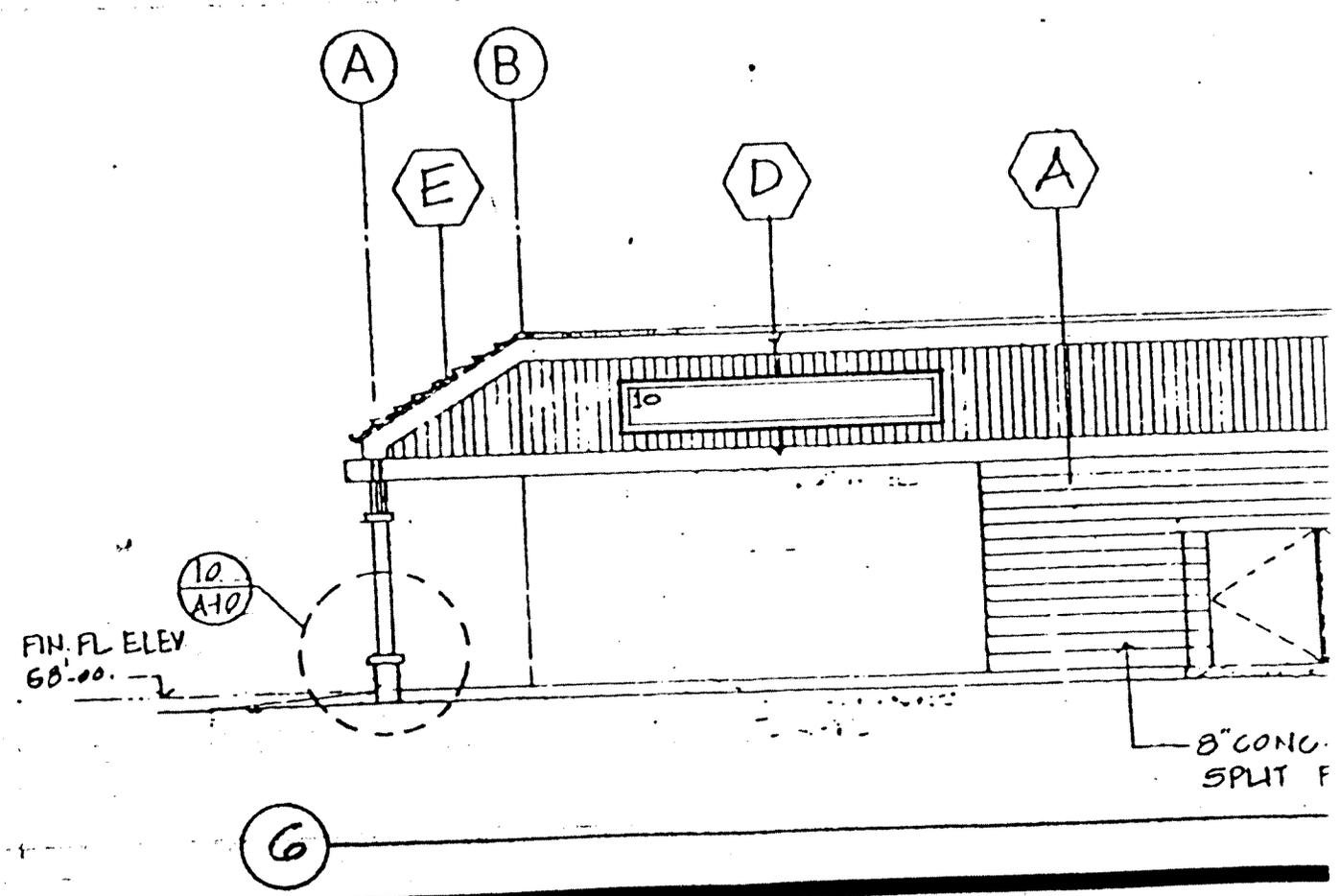
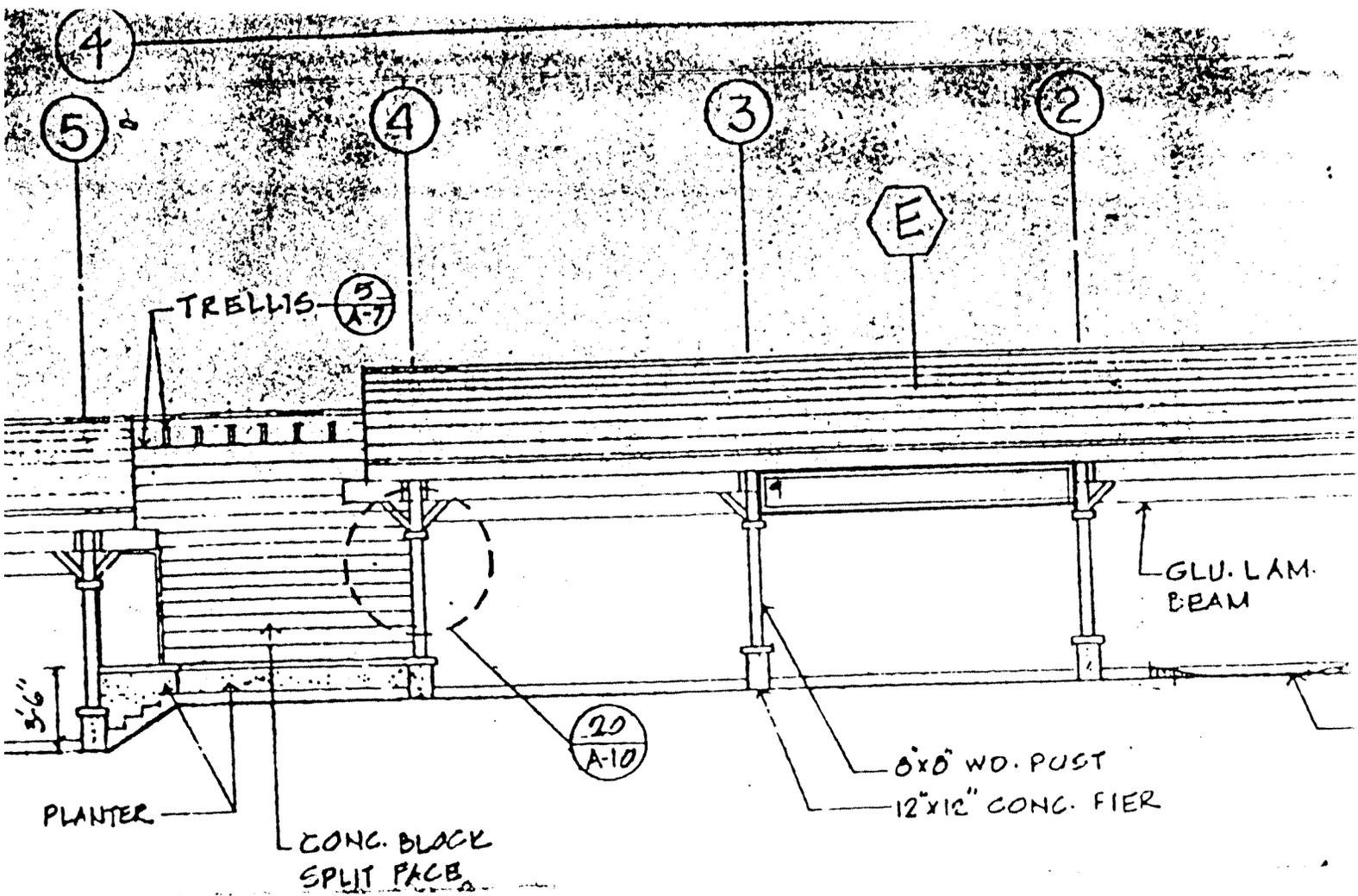


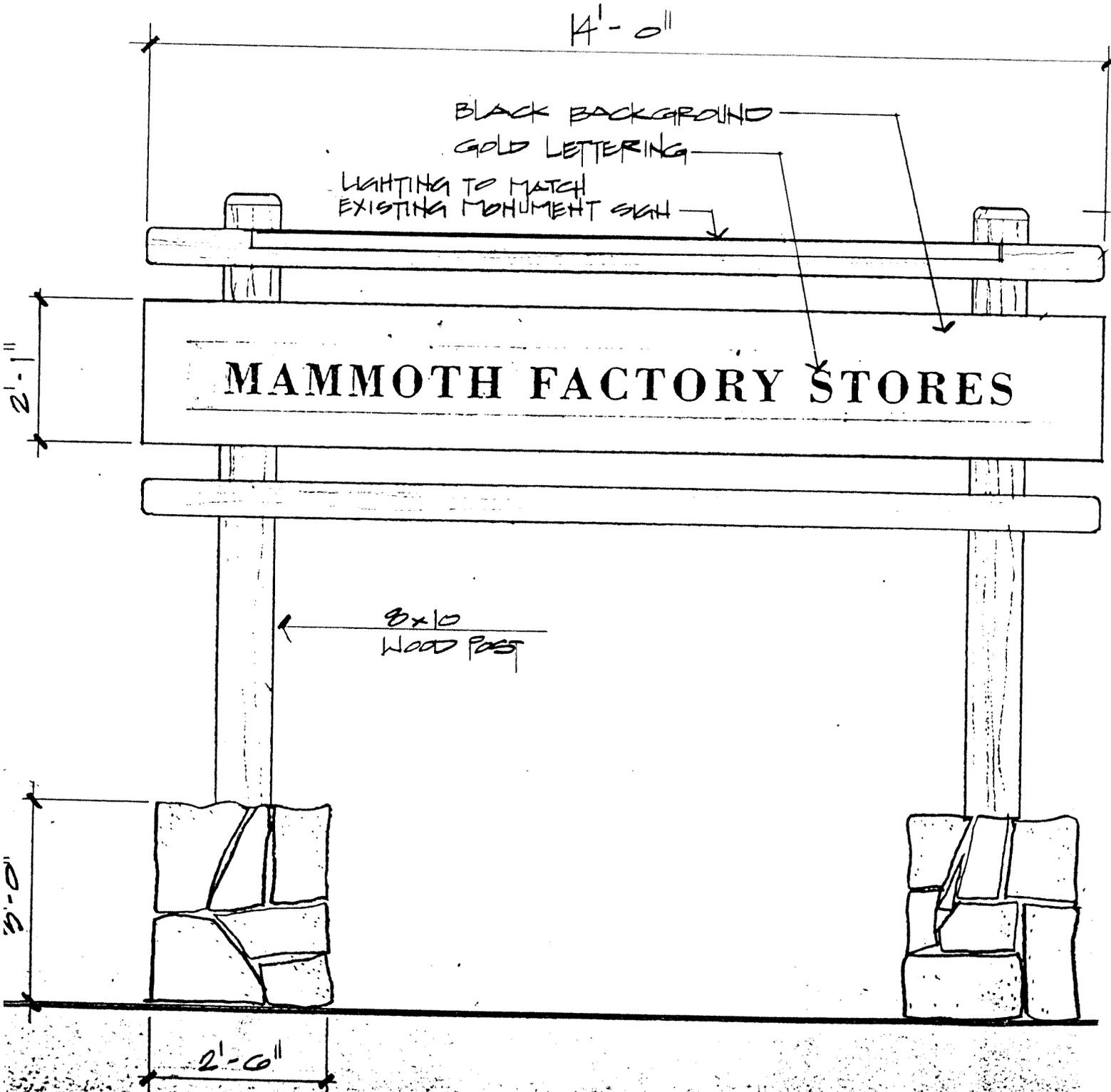


CEGAR  
16 ON TOP OF  
NG. BLK. SHEAR WALL

NEW CEDAR  
SIDING IN TO  
8" CONC. BLK.







PROPOSED MONUMENT SIGN