



**MASTER SIGN PROGRAM
MINARET VILLAGE SHOPPING CENTER
437 OLD MAMMOTH ROAD, APN #35-200-17**

In accordance with the Zoning Ordinance of the Town of Mammoth Lakes, Chapter 17.40 “Signs”, The Sign Plan for the Minaret Village Shopping Center, Assessors Parcel Number 035-200-17, shall be as follows:

I. TERM

The Master Sign Program (“MSP”) for Minaret Village Shopping Center shall be effective from the date of adoption, and shall have no expiration date. Any deviations from this MSP shall be approved in accordance with Municipal Code Section 17.40.060.I, Revisions to Master Sign Programs. After approval of this sign program, Municipal Code Chapter 17.40 “Signs” is incorporated herein by reference.

On March 22, 2009, all signs at Minaret Village Shopping Center shall be required to come into conformance with the Master Sign Plan, 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.

II. GENERAL REQUIREMENTS

- A. It shall be the Landlord’s responsibility to apprise all existing and future tenants of the requirements of the approved master sign plan.
- B. Each Tenant shall submit a copy of detailed drawings indicating the location, size, layout, design, color, materials, and method of attachment as per the attached exhibits, to the landlord for approval prior to submittal to the Town.
- C. Each Tenant shall submit a copy of detailed drawings indicating the location, size, layout, design, color, materials, and method of attachment as per the attached exhibits, to the Town of Mammoth Lakes for conformance review and approval prior to fabrication and installation of signage.
- D. The sign drawings are to be prepared by a reputable state licensed sign contractor and should indicate the following information:
 - 1. A scaled storefront drawing reflecting the proposed sign design and all dimensions as it relates to the storefront elevation.
 - 2. Sizes of sign letters must be accurately dimensioned and spaced.
 - 3. Colors, finish, and type of materials.
- E. All signs shall be constructed, installed, and maintained at the Tenant’s expense.
- F. Tenant shall be responsible for the fulfillment of all requirements and specifications.
- G. Approval or disapproval of sign submittals shall remain the sole right of the Landlord and the Town of Mammoth Lakes.

III. SIGN SPECIFICATIONS

- A. First Floor Storefront Signs (signs 1L-17L, 19L, and 21L-23L, excluding 18L and 20L))

1. **Dimensions:** Minimum – 4” x 22” x 144”; Maximum – 4” x 22” x 165”.
2. **Location:** Fascia directly above or adjacent to the business (see Sheet A-1) mounted in the manner specified on Sheet A-2.
3. **Amount:** One storefront sign per business is permitted. Only one storefront sign per “bay” between frontage posts is permitted.
4. **Color:**
 - a. Background: At least 75% of sign must be brown. The remaining colors must be compatible with the building. “Day-Glo” and other colors which provide a harsh contrast shall not be permitted.
 - b. Lettering: Brown or beige.
 - c. Border: Brown.
 - d. Inline: See Background specifications.
5. **Style:**
 - a. Rectangular with rounded edges.
 - b. Edge detail: 1” border and a ½” inline separated from the border by a ½” sandblasted outline.
 - c. Raised letters.
 - d. See Sheet “A-2” for illustration.
6. **Materials:** 4” thick cedar or sign foam made to resemble wood.

B. Sign Location 18L (Sign types 1 and 2)

Sign Type 1

1. **Dimensions:**
 - a. Minimum – 1’-6” x 4’-0” (VONS)
 - b. Maximum – 1’-6” x 6’-5” (Pharmacy)
 - c. Maximum Area of Signage –13.50 s.f.
2. **Location:** See Attachment 4 for identified locations.
3. **Amount:** 1
4. **Color:** VONS red and black Pharmacy with white aluminum backers.
5. **Style:** Reversed channel halo letters.
6. **Materials:** Fabricated aluminum reversed channel halo letter with white LED illumination.
7. **Lighting:** White LED – Halo Illumination. See Attachment 4 for lighting specifications.

Sign Type 2

1. **Dimensions:**
 - a. Maximum – 3’- 0” x 3’- 0”
 - b. Maximum Area of Sign – 7.06 s.f.
2. **Location:** See Attachment 4 for identified locations.
3. **Amount:** 1

4. **Color:** Holly Green.
5. **Style:** Logo with shielded flood lighting from above.
6. **Materials:** Fabricated aluminum, plex face with #3630-76 Holly Green vinyl overlay.
7. **Lighting:** Shielded flood lighting from above. See Attachment 4 for lighting specifications.

C. Sign Location 20L

1. **Dimensions:**
 - a. Maximum – 1'-0" x 16'-1 1/2"
 - b. Maximum Area of Sign –16.10 s.f.
2. **Location:** See Attachment 4 for identified locations.
3. **Amount:** 1
4. **Color** White with Starbucks #3630-76 Holly Green aluminum backer.
5. **Style:** Reversed channel halo letters.
6. **Materials:** Fabricated aluminum reversed channel halo letter with white LED illumination
7. **Lighting:** White LED – Halo Illumination. See Attachment 4 for lighting specifications.

D. Second Floor Storefront Signs (signs 1U-14U)

1. **Dimensions:** 4" x 12" x 72".
2. **Location:** Fascia directly above or adjacent to the business (see Sheet A-1) mounted in the manner specified on Sheet A-2.
3. **Amount:** Only one storefront sign per business is permitted.
4. **Color:**
 - A. Background: At least 75% of sign must be brown. The remaining colors must be compatible with the building. "Day-Glo" and other colors which provide a harsh contrast shall not be permitted.
 - a. Lettering: Brown or beige.
 - b. Border: Brown.
 - c. Inline: See Background specifications.
5. **Style:**
 - a. Rectangular with rounded edges.
 - b. Edge detail: 1" border and a 1/2" inline separated from the border by a 1/2" sandblasted outline.
 - c. Raised letters.
 - d. See Sheet "A-2" for illustration.
6. **Materials:** 4" thick cedar or sign foam made to resemble wood.

E. First Floor Walkway Signs (signs 1W-21W)

1. **Dimensions:** 4" x 12" x 48".
2. **Location:** Walkway adjacent to the business (see Sheet A-1) mounted in the manner specified on Sheet "A-2".

3. **Amount:** One walkway sign per business.
4. **Color:**
 - a. Background: At least 75% of sign must be brown. The remaining colors must be compatible with the building. "Day-Glo" and other colors which provide a harsh contrast shall not be permitted.
 - b. Lettering: Brown or beige.
 - c. Border: Brown.
 - d. Inline: See Background specifications.
5. **Style:**
 - a. Rectangular with rounded edges.
 - b. Double-sided.
 - c. Edge detail: 1" border and a ½" inline separated from the border by a ½" sandblasted outline.
 - d. Raised letters.
 - e. See Sheet "A-2" for illustration.
6. **Materials:** 4" thick cedar or sign foam made to resemble wood.

F. Monument Signs

1. **Dimensions:** 4" x 24" x 180".
2. **Location:** One located at eastern entrance from Meridian Boulevard, and one at the southern entrance from Old Mammoth Road.
3. **Amount:** Two.
4. **Color:**
 - a. Background: At least 75% of sign must be brown. The remaining colors must be compatible with the building. "Day-Glo" and other colors which provide a harsh contrast shall not be permitted.
 - b. Lettering: Brown or beige.
 - c. Border: Brown.
 - d. Inline: See Background specifications.
5. **Style:**
 - a. Rectangular with rounded edges.
 - b. Double-sided.
 - c. Free-standing.
 - d. Edge detail: 1" border and a ½" inline separated from the border by a ½" sandblasted outline.
 - e. Raised letters.
 - f. See Sheet "A-2" for illustration.
6. **Materials:**
 - a. Sign: 4" thick cedar or sign foam made to resemble wood.
 - b. Base: River rock.

G. Out-lot Signs

1. Out-lot signs shall conform to Town guidelines as outlined in the Municipal Code Chapter 17.40.

H. Changeable Copy Sign (sign 1c)

1. **Dimensions:** Cannot exceed 30 square feet.
2. **Location:** Below Storefront Sign (see Sheet A-1) mounted in the manner specified on Sheet A-2.
3. **Amount:** One.

4. **Color:**
 - a. Background: At least 75% of sign must be brown. The remaining colors must be compatible with the building. "Day-Glo" and other colors which provide a harsh contrast shall not be permitted.
 - b. Lettering: Brown or beige.
 - c. Border: Brown.
 - d. Inline. See background specifications.
5. **Style:**
 - a. Rectangular with rounded edges.
 - b. Edge detail: 1" border and a ½" inline separated from the border by a ½" sandblasted outline.
 - c. Raised letters.
 - d. See Sheet "A-2" for illustration.
6. **Materials:** Sign: 4" thick cedar or sign foam made to resemble wood.
 - I. Lighting
 1. All lighting shall conform to Town standards as outlined in the Municipal Code Chapter 17.40.

IV. CONSTRUCTION REQUIREMENTS

- A. All exterior signs shall be secured by in the manner specified on Sheet A-2.
- B. No labels or other identification will be permitted on the exposed surface of signs except those required by local ordinance.
- C. Sign contractor shall repair any damage caused by his/her work. Damage done to the building structure that is not repaired by the sign contractor shall become the Tenant's responsibility.
- D. A building permit is required for installation of signs and all building code requirements must be adhered to prior to installation.

V. MISCELLANEOUS REQUIREMENTS

- A. At the expiration of the Tenant's lease term, or sooner, the Tenant shall be required to remove his/her signs and patch the fascia and canopy and paint the patched area to match the surrounding area. If Tenant does not repair the areas to the Landlord's satisfaction, Landlord will perform repairs at the Tenant's expense.

VI. APPROVED SIGNS

The signs listed in Attachments 1, 2 and 3 are considered approved signs. Those that do not conform to the above guidelines are considered nonconforming signs (see Section VII., Nonconforming Signs).

VII. NONCONFORMING SIGNS

The signs listed in Attachment 4 are considered nonconforming signs and shall be brought into conformance when any changes are made to the sign or by March 22, 2009, whichever occurs first.

Attachment 1: Approved Storefront and Monument Signs

Sign Number	Name	Location	Frontage (Feet)	Dimensions (Inches)	Square Feet
N/A	Minaret Village (monument sign, east)	N/A	N/A	24 x 180	30
1L	Giovanni's Pizza	East Wing	80	22 x 165	25.7
4L	Hair & Now	East Wing	13	22 x 165	25.7
5L	Should-a-bin-a-Cowboy	East Wing	25	22 x 165	25.7
7L	Access Business Center	East Wing	42	22 x 144	25.7
11L	Heart n' Hand	East Wing	24	22 x 144	21.96
13L	Booky Joint - Books	East Wing	31	22 x 165	25.7
14L	Booky Joint - Video	East Wing	25	22 x 165	25.7
20L	Mammoth Store "L" Proposed Starbucks	South Wing	N/A	22 x 144 Proposed 12 x 193	21.96 Proposed 16.10
22L	Wild Willy's Arcade	Interior Mall	N/A	22 x 144	21.96
21L	Rocky Mountain Chocolate Factory	Interior Mall	N/A	22 x 144	21.96
19L	Blooms n Brides	Interior Mall	N/A	22 x 165	25.7
18L	Elegant Bath & Kitchen Proposed: Vons Pharmacy and Starbucks Logo	South Wing	53	22 x 144 Proposed: 18 x 48 (Vons) & 14 x 77 (Pharmacy); 36 x 36 (Starbucks Logo)	21.96 Proposed: 13.5 (Vons Pharmacy); 9.42 (Starbucks Logo)
14U	Mammoth Chiropractic	Second Floor	N/A	12 x 72	6
1U	Mono County Health	Second Floor	N/A	12 x 72	6
10U	Mammoth Appraisal	Second Floor	N/A	12 x 72	6
7U	Town of Mammoth Lakes	Second Floor	N/A	12 x 72	6
13U	Manager's Office	Second Floor	N/A	12 x 72	6
N/A	Carl's Jr.	Out-lot	N/A	36 x 120	30
N/A	Carl's Jr.	Out-lot	N/A	30 x 72	15
N/A	Union Bank of California	Out-lot	N/A	20 x 192	26.72
N/A	Union Bank of California	Out-lot	N/A	20 x 192	26.72

Attachment 2: Approved Walkway Signs

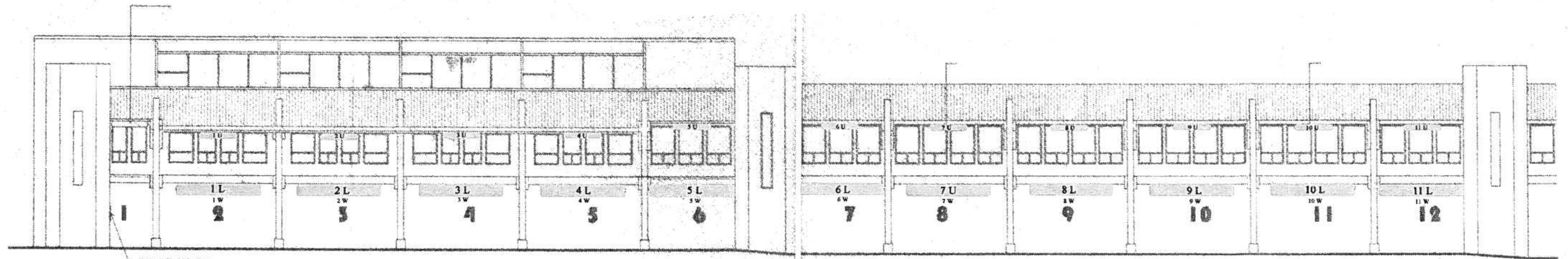
Sign Number	Name	Location	Frontage (Feet)	Dimensions (Inches)	Square Feet
4W	Hair & Now	East Wing	13	12 x 48	4
5W	Should-a-bin-a-Cowboy	East Wing	25	12 x 48	4
7W	Access Business Center	East Wing	42	12 x 48	4
8W	Sierra Jewelers	East Wing	20	12 x 48	4
10W	Another Tee Shirt Shop	East Wing	37	12 x 48	4
11W	Heart n' Hand	East Wing	24	12 x 48	4
13W	Booky Joint - Books	East Wing	31	12 x 48	4
15W	Speed of Light	East Wing	15	12 x 48	4
16W	State Farm Insurance	East Wing	17	12 x 48	4

Attachment 3: Nonconforming Storefront and Monument Signs

Sign Number	Name	Location	Frontage (Feet)	Dimensions (Inches)	Square Feet	Nonconformance
N/A	Minaret Village (monument sign, west)	N/A	N/A	30 x 230	47.9	Sign exceeds the maximum square footage (30 SF).
N/A	Giovanni's Pizza (sign on north wall)	East Wing	80	22 x 165	25.7	Only 1 storefront sign is permitted per business.
8L	Sierra Jewelers	East Wing	20	16 x 96	10.7	Incorrect dimensions for a 1st Floor storefront sign.
15L	Speed of Light	East Wing	15	16 x 112	12.13	Incorrect dimensions for a 1st Floor storefront sign.
16L	State Farm Insurance	East Wing	17	22 x 94	14.33	Incorrect dimensions for a 1st Floor storefront sign.
23L	Minaret Cinemas (storefront sign)	Interior Mall	N/A	180 x 36	45	Sign exceeds the maximum square footage (30 SF). Incorrect dimensions for a 1st Floor storefront sign and does not meet style regulations.
N/A	Minaret Cinemas (storefront sign)	Interior Mall	N/A	108 x 36	27	A storefront sign already exists.

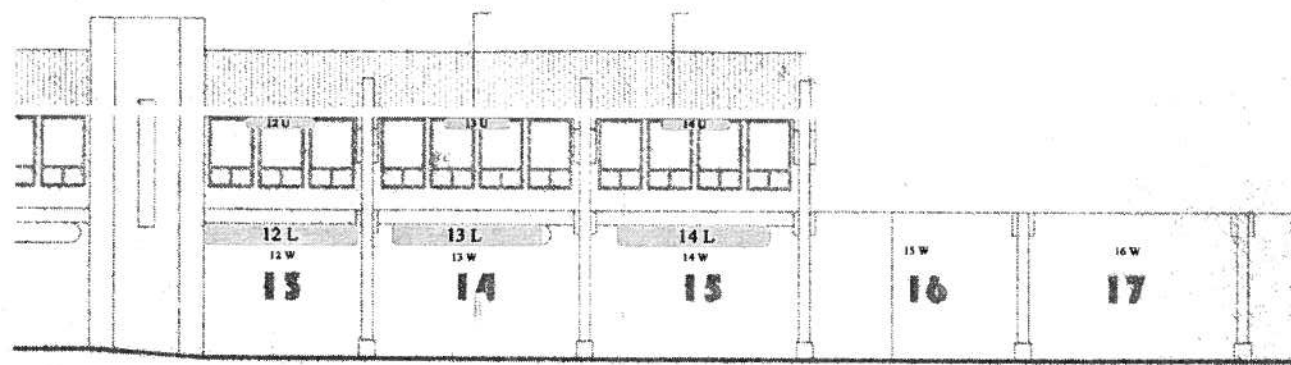
Attachment 3: Nonconforming Storefront and Monument Signs

Sign Number	Name	Location	Frontage (Feet)	Dimensions (Inches)	Square Feet	Nonconformance
N/A	Minaret Cinemas (street sign)	Interior Mall	N/A	16 x 180	19.95	Monument sign is intended for the shopping center and not an individual tenant. Also, monument sign does not meet style regulations.
1C	Minaret Cinemas (copy sign)	Interior Mall	N/A	132 x 36	33	Sign exceeds the maximum square footage (30 SF).
N/A	Mono County Health	Second Floor	N/A	30 x 30	6	Incorrect dimensions for a 2nd Floor storefront sign.
10L	Another Tee Shirt Shop	East Wing	37	16 x 165	25.7	Incorrect dimensions for a 1st Floor storefront sign.



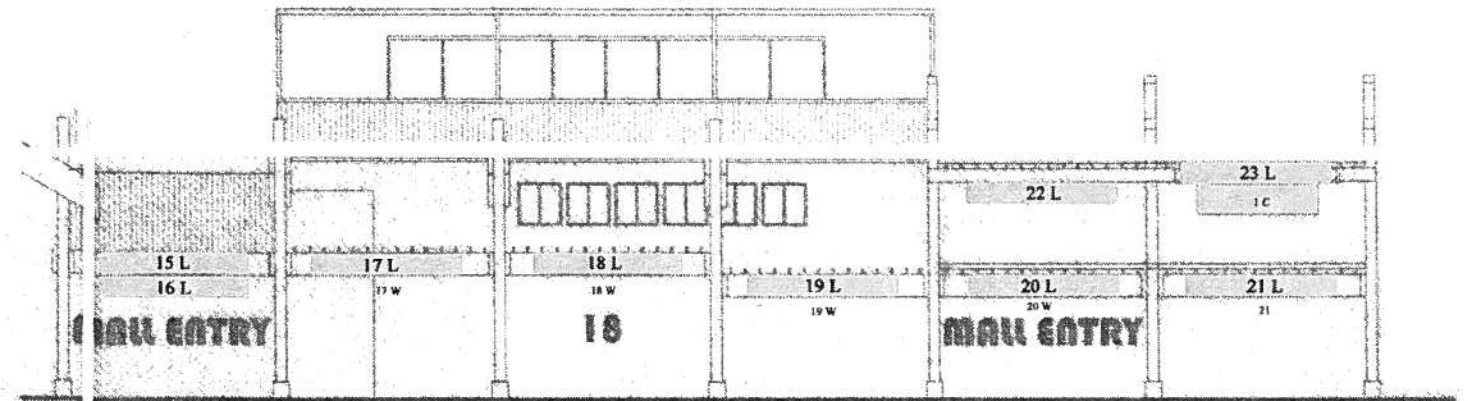
WEST ELEVATION

1/8" = 1'-0"



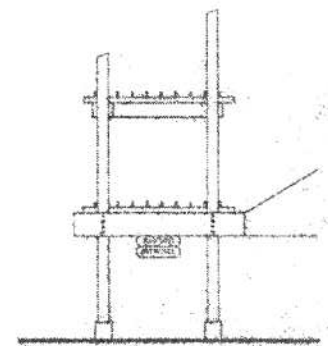
WEST ELEVATION

1/8" = 1'-0"



NORTH ELEVATION

1/8" = 1'-0"



WEST ELEVATION

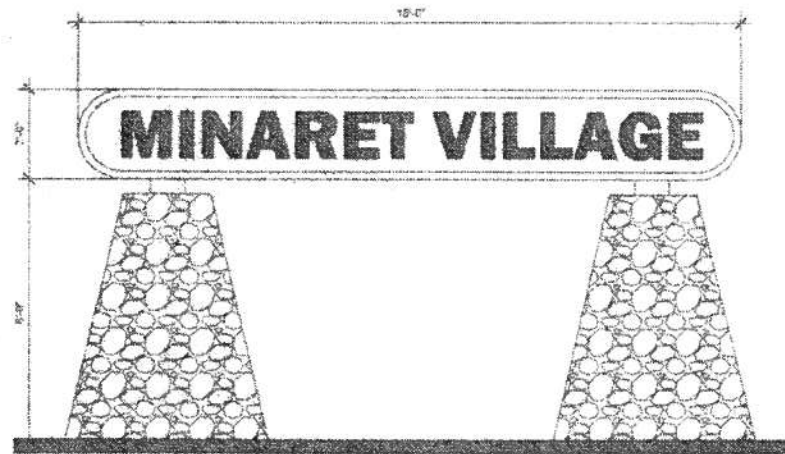
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PROJECT

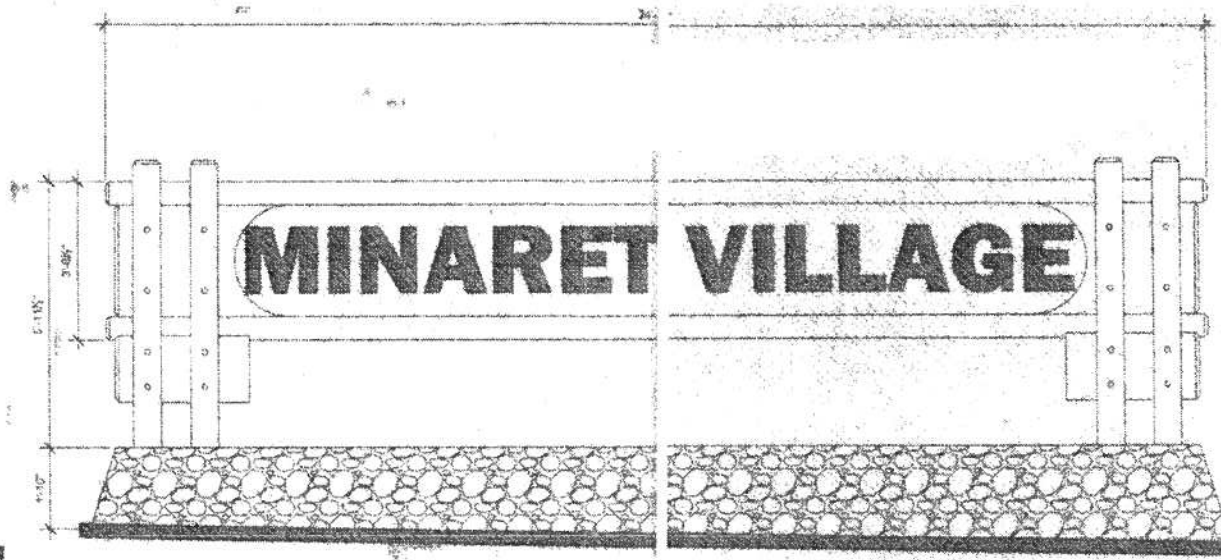
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DATE: 05-03
BY: [signature]



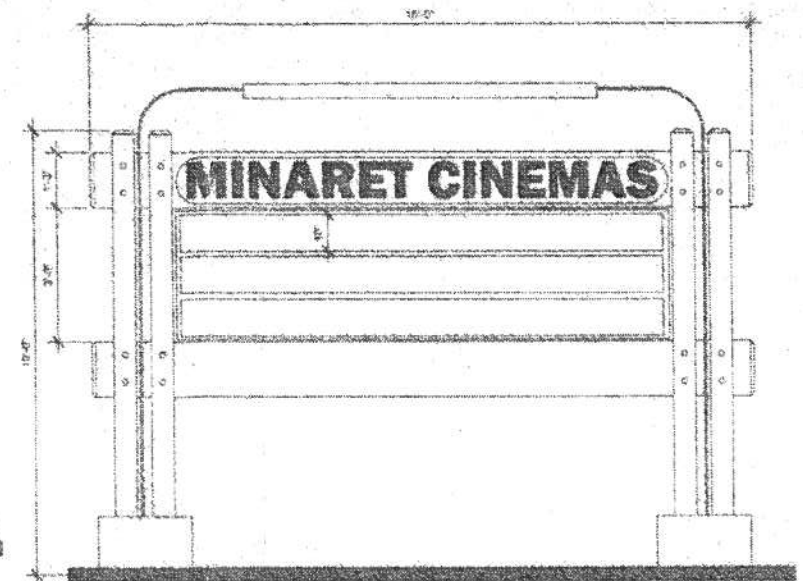
NORTH ENTRY MERIDIAN

1/2" = 1'-0"



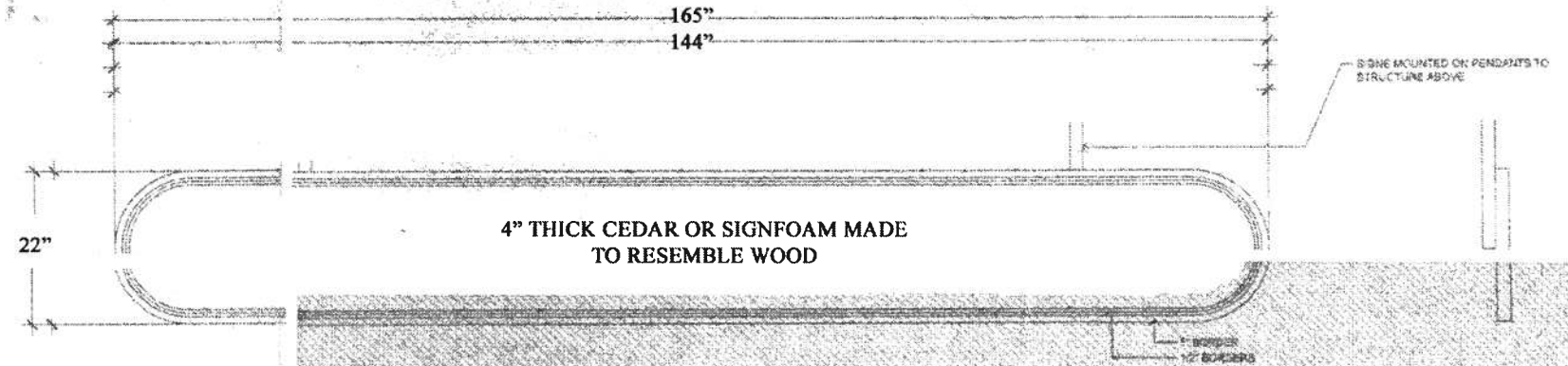
CORNER MERIDIAN & OLD MAMMOTH ROAD

1/2" = 1'-0"



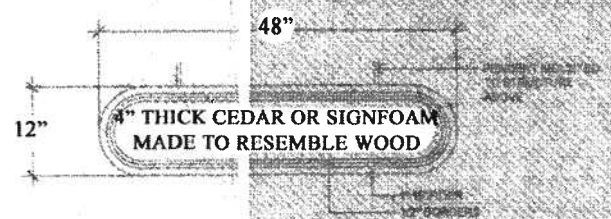
ENTRY OLD MAMMOTH ROAD

1/2" = 1'-0"



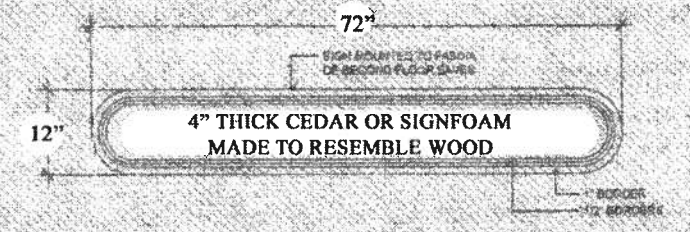
MAIN SIGNAGE ON EXTERIOR FACE

1" = 1'-0"



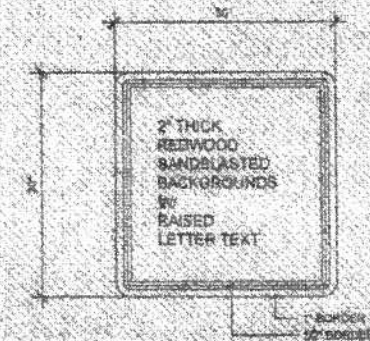
WALK WAY SIGNS

1" = 1'-0"



SECOND FLOOR OFFICE SIGNS

1" = 1'-0"



WALL SIGN

1" = 1'-0"

bell design

signage

PROJECT: MINARET VILLAGE

DATE	REV.	BY	CHKD.

DATE	REV.	BY	CHKD.