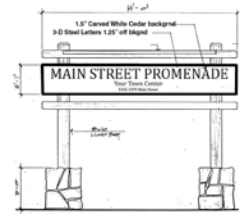


**MASTER SIGN PLAN**  
**Main Street Promenade / Village Center West**  
**3399 Main Street**  
**APN: 035-090-019-000**



**INTRODUCTION**

This documents describes and regulates allowable signage for the Main Street Promenade, formerly Village Center West. This document supersedes the previous tenant signage criteria to to adopt The Town of Mammoth Lakes current sign codes. It encourages architectural styles and characteristics compatible with the Town of Mammoth Lakes general plan and vision. We want to open our vision and welcome creative, innovative, pleasing in appearance signs and colors with appropriate materials and illumination. Sizes and locations of the signs shall remain the same as the May 25, 1994 adoption for legal sign requirements.

The contents here shall be the Master Sign Plan (“MSP”) for the re-branded “*Main Street Promenade*” located at 3399 Main Street (APN: 035-090-019-000). From here forward, all signage within the Main Street Promenade shall be consistent with this MSP and the Sign Ordinance of the Town of Mammoth Lakes (“Zoning Code”), as applicable.

First floor signs shall not exceed 30 square feet. All main tenant identification signs shall be a maximum of 2’1” in height and not exceed 14’ in width. Each tenant may display a walkway sign in front of their entrance, hung perpendicular to the entrance from the walkway canopy with a minimum of seven foot clearance. These signs shall not exceed 4 square feet. Each side of the two-sided monument sign shall be a maximum of 2’1” in height and not exceed 14’ in width.

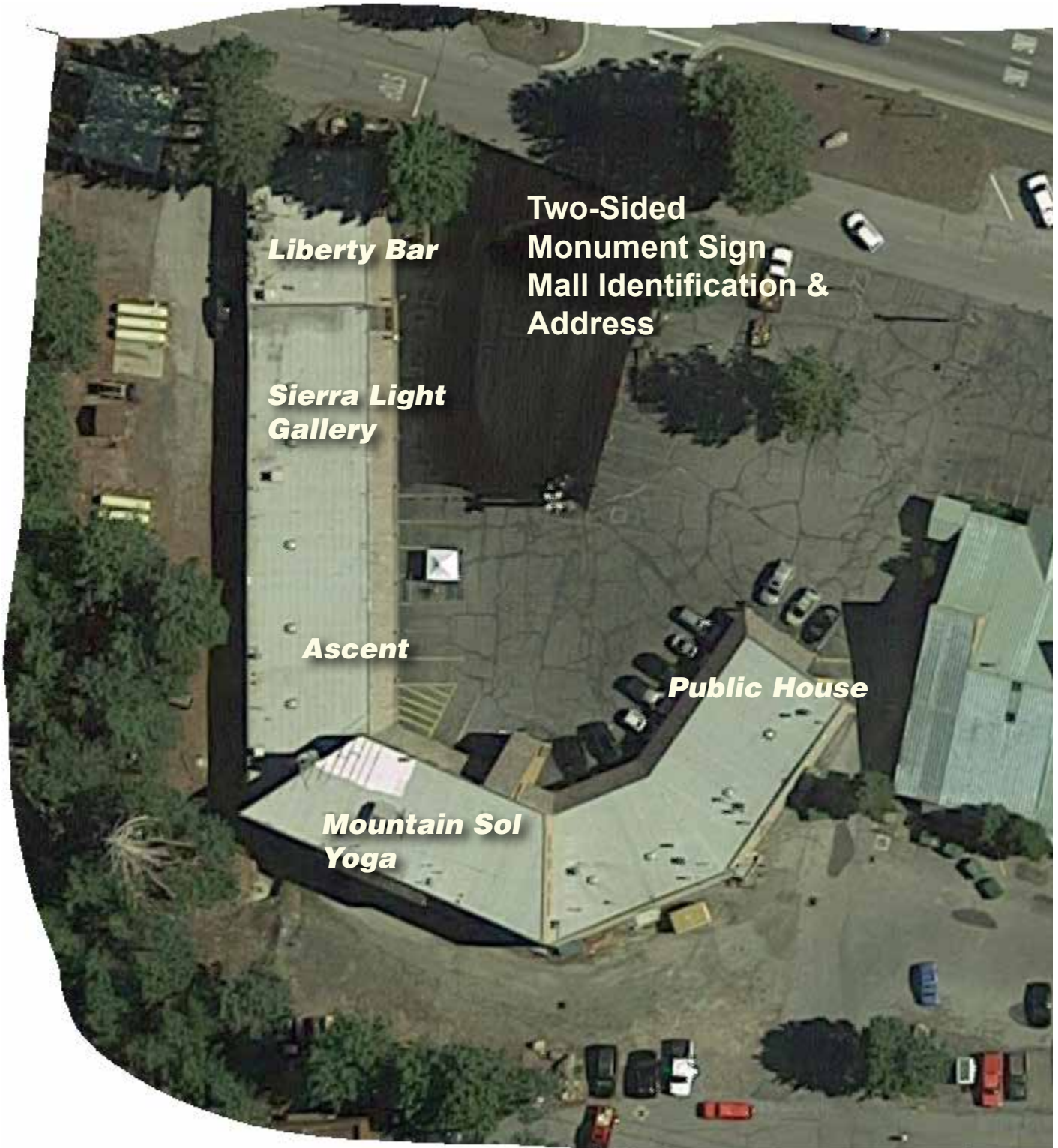
**GENERAL REQUIREMENTS**

- 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 to the landlord for approval prior to submittal to the Town.
- C. Each Tenant shall submit a sign permit application 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 approval prior to fabrication and installation of signage.
- D. The sign drawings should indicate the following information:
  - 1.Scaled store front rendering reflecting the proposed sign design and all dimensions as it relates to the storefront.
  - 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.

*(Continued page 7)*

# PROJECT SITE PLAN AND APPROVED SIGNS

Main Street Promenade / VCW  
3399 Main Street



**Monument Sign**  
**14' 0" x 2' 1"**  
**Two Sided**



**Public House**  
**2' 0" x 2' 1"**



SITE LOCATIONS GRAPHICS AND SIZES



**Mall Office**  
**7' x 5'**



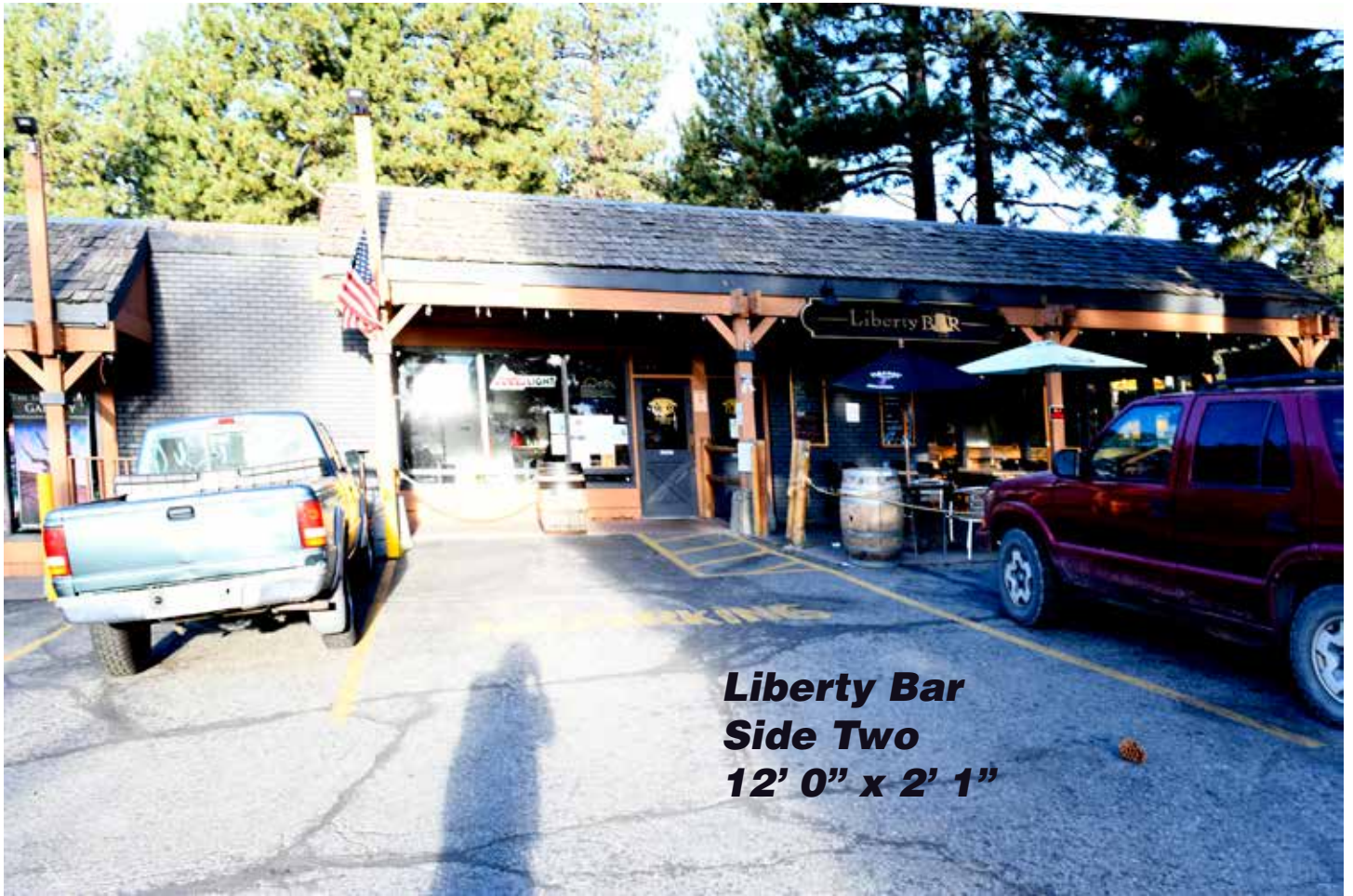
**Mountain Sol Yoga**  
**12' 0" x 2' 1"**

**Ascent**  
**14' 0" x 2' 1"**

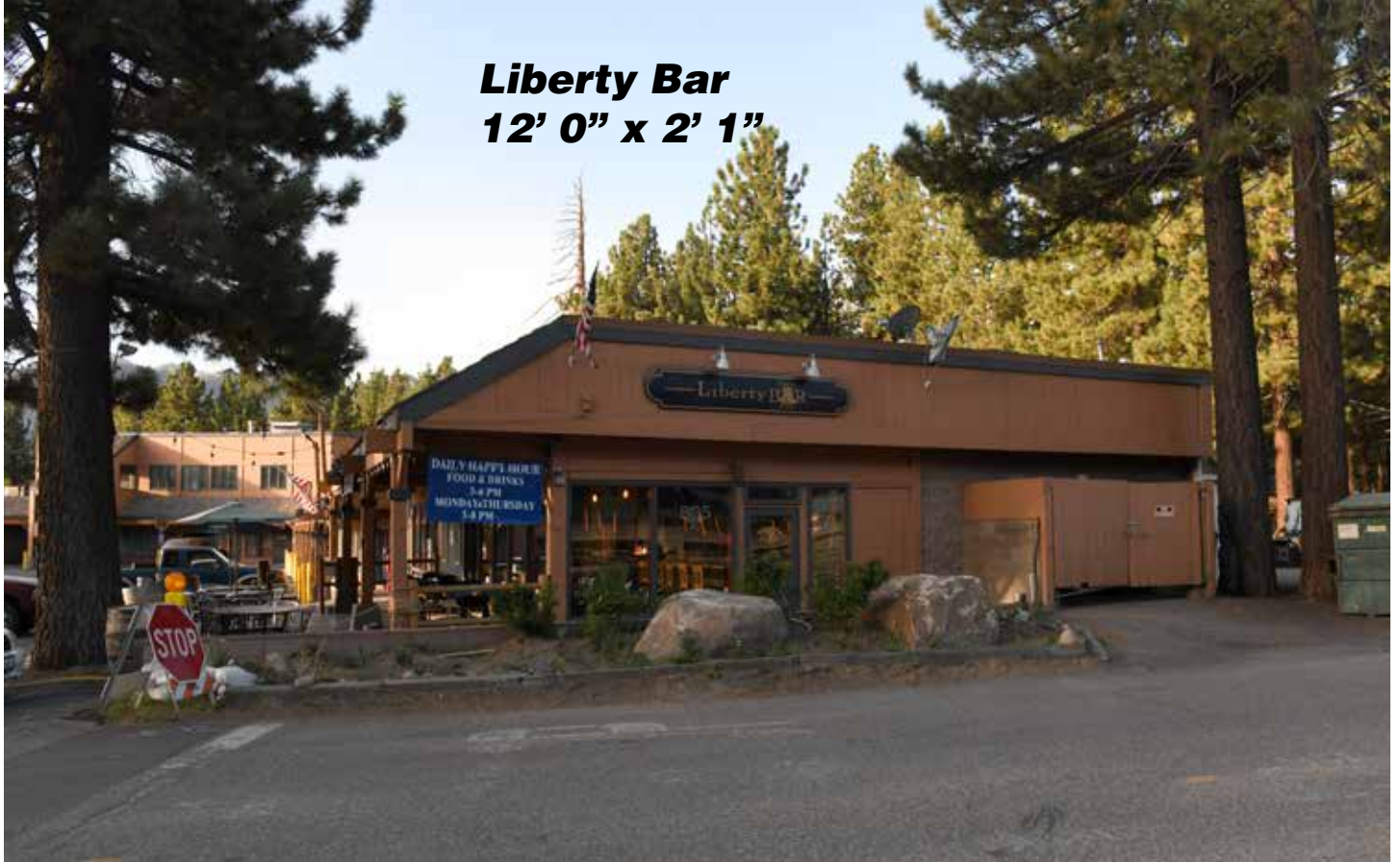


**Sierra Light Gallery**  
**10' 0" x 2' 1"**





**Liberty Bar  
Side Two  
12' 0" x 2' 1"**



**Liberty Bar  
12' 0" x 2' 1"**

*(Cont from page 1)*

- H. Tenant signs are vital to the successful functioning of the Shopping Center. Uncontrolled signs can create a verbal jungle and fail in their goal to communicate effectively. The ultimate goal is to produce a colorful collage of signs that tastefully inform, delight and stimulate the shopper.
- I. All sign materials shall be consistent with the mountain life design theme, enhancing the storefront and evoking a positive retail image. Management reserves the right to disapprove any sign design that is not compatible with these criteria and these aesthetics. Exceptions must be approved in advance by the Landlord.
- J. All primary storefront signs can be illuminated. External illumination designs are required to be consistent with Town codes.
- K. Imaginative 3-dimensional signs utilizing a variety of materials are encouraged.
- L. Terms - This plan does not expire.
- M. The purpose of each sign shall be to identify the location for the business.
- N. A sign permit from the Town of Mammoth Lakes is required for individual businesses prior to installation of any signage. All signage for individual businesses shall be approved by the Landlord prior to submittal of the sign permit application to the Town. Corner buildings get a sign for each facing side.
- O. Each business location in the Main Street Promenade shall be entitled to one sign on the exterior of the building in accordance with the defined sign spaces and sign square footages identified in Section 3 (Sign Locations and Square Footages) listed within.
- P. Signs shall be limited to the name and logo (or brand) of the business only.
- Q. Previously approved signs shall be included in the defined sign spaces.
- R. Second floor signs should not exceed 4 square feet.

**For Town of Mammoth Lakes Guidelines Contact:**  
**COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT PLANNING DIVISION**  
Phone: (760) 965-3630

Further questions please read the sign information handout:  
<https://www.townofmammothlakes.ca.gov/DocumentCenter/View/4573/>

Sign Permit Application:  
<https://www.townofmammothlakes.ca.gov/DocumentCenter/View/4569/>

Temporary Sign Application:  
<https://www.townofmammothlakes.ca.gov/DocumentCenter/View/4572/>