



TOWN OF MAMMOTH LAKES
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MASTER SIGN PLAN

SIERRA PLAZA 181 SIERRA MANOR ROAD, APN #35-210-32

In accordance with the Zoning Ordinance of the Town of Mammoth Lakes, Chapter 17.40 "Signs", The Sign Plan for Sierra Plaza, Assessors Parcel Number 35-210-32, shall be as follows:

I. TERM

The Sign Plan for Sierra Plaza shall be valid for a period of ten years from the date of adoption, February 8, 2010, and shall be required to be renewed in its entirety by February 8, 2020, 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/or the Community Development Director and such deviations shall be valid only for the period of the originally approved Master Sign Plan. 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. All information as required to be submitted with a sign permit application.
 2. A scaled storefront drawing reflecting the proposed sign design and all dimensions as it relates to the storefront elevation.
 3. Sizes of sign letters must be accurately dimensioned and spaced.
 4. 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 denial of sign submittals shall remain the sole right of the landlord and the Town of Mammoth Lakes.

III. SIGN SPECIFICATIONS

A. Fascia Signs

1. Location (See Attachment 1 for sign locations)
 - a. Business Signs (Signs 1 through 7): Five individual wall mounted signs on the structure's west elevation (facing Sierra Manor Road) and one sign on each of the south and north elevations. Signs shall be located directly above or adjacent to the business.
 - b. Site Identification Signs (Sign 8): One wall mounted sign on the structure's west elevation (facing Sierra Manor Road).
 - c. Delivery Signs (Signs 9 through 13): Five individual wall mounted signs on the structure's east and south elevations. Signs shall be located directly above or adjacent to the delivery door of each business.
2. Dimensions (See Attachment 2 for sign dimensions)
 - a. Business Signs:
 1. Frame: Minimum 1" x 8'-8" x 17.25"; Maximum 1" x 8'-8" x 17.25"
 2. Sign: Minimum 2" x 7'-11.5" x 16.5"; Maximum 2" x 7'-11.5" x 16.5"; Total square footage of each sign is approximately 11.0 square feet. Total square footage of all business signs is approximately 77.0 square feet.
 - b. Site Identification Signs: Minimum 2" x 30" x 30"; Maximum 2" x 30" x 30". Total square footage is approximately 6.25 square feet.
 - c. Delivery Signs: Minimum 0.75" x 10" x 24"; Maximum 0.75" x 10" x 24". Total square footage of each sign is approximately 1.67 square feet. Total square footage of all delivery signage is 8.33 square feet.
 - d. Total Allowed Signage: Municipal Code section 17.40.060.C allows for sign area to be calculated as two square feet for each three linear feet of building frontage. Building frontage for the Sierra Plaza equals 121 linear feet along Sierra Manor and 50 feet along Sierra Nevada Road for a total of 171 linear feet. Therefore, a total of 114 square feet of sign area is allowed. The MSP requests approximately 91.6 square feet of total signage, which is less than the allowed square footage.
3. Colors (see Attachment 3 for sign colors)
 - a. Business Signs and Identification Sign
 1. Background: Eucalyptus Green (Dunn Edwards 3154).
 2. Border: Cream (Damask SP 4009).
 3. Lettering: Gold Leaf.
 4. Frame: Tan (Dunn Edwards 3193).

5. Accents: Crimson (Dunn Edwards 875 (A)).

b. Delivery Signs: Reverse background and border colors.

4. Style:

a. Business Signs and Identification Sign: Rectangular with 1.25" raised border, sandblasted background and raised letters.

b. Delivery Signs: Rectangular with 0.75" border with beveled edges. Copy is not raised.

5. Materials:

a. Business Signs: 2" thick redwood or other materials made to resemble wood.

b. Site Identification Sign: 2" thick redwood or other materials made to resemble wood.

c. Delivery Signs: 0.75" "medex" medium density fiberboard (mdf).

B. Window Signs

1. Window signage is prohibited other than signage to indicate if the business is open or closed, store hours, days of operation, and other similar informational signage as may be determined appropriate by the Community Development Director. All door lettering shall be the same size, font, color, and style. If future window signage is proposed, it must be approved by the Community Development Director prior to its installation and shall comply with Municipal Code Section 17.40.070.F.3 related to area, number, and placement of window signs.

C. Lighting

1. Lighting of the signs is prohibited unless lighting fixtures are approved by the Community Development Director prior to their installation. Any approval shall ensure that indirect and shielded light source fixtures are used to illuminate the signs.

IV. CONSTRUCTION REQUIREMENTS

A. No labels or other identification will be permitted on the exposed surface of signs except those required by local ordinance.

B. 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 and/or Landlord's responsibility.

C. 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

All existing signs (as noted in Attachment 1) are approved signs. Future tenants shall submit an application to the Town for approval of future signage consistent with the adopted Master Sign Plan.

VII. NONCONFORMING SIGNS

There are no non-conforming signs at this time. Future tenants shall submit an application to the Town for approval of future signage consistent with the adopted Master Sign Plan.