

Sierra Center Master Sign Plan
452 Old Mammoth Road
APN: 035-200-019-000

The following shall be the Master Sign Plan (“MSP”) for the “Sierra Center” located at 452 Old Mammoth Road (APN: 035-200-019-000). All signage within the Sierra Center shall be consistent with this MSP and the Zoning Ordinance of the Town of Mammoth Lakes (“Zoning Code”), as applicable.

1. Previously Approved Signs

Signs previously approved by the Town include:

- a) “Mammoth Gallery” sign (sign space FF) on the east building face (Zone B), 42 square feet (*Note: This business is closed and the signage has been removed*).
- b) “Mammoth Sporting Goods” sign (sign space R) on the south building face (Zone C), 48 square feet (*Note: This business is closed and the signage has been removed*).
- c) “Shogun” sign (sign space JJ) on the south building face (Zone C), 35 square feet (*Note: This business is closed and the signage has been removed*).

These signs and sign sizes are approved for the purposes of this MSP (see attached drawing for sign locations) and all existing and future signs within the locations identified above shall be permitted to have a maximum sign area up to, but not exceeding the sign area identified.

2. General Sign Requirements

- a) Landlord shall give all existing and future tenants a copy of the approved Master Sign Plan.
- b) The purpose of each sign shall be to identify the location for the business.
- c) 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.
- d) All signs erected or maintained within the site subject to this MSP shall conform at all times with the approved MSP.
- e) Each business located in the Sierra Center 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) herein below.
- f) Where a second sign is allowed by the Zoning Code (Municipal Code §17.48.080.C.3) and approved by Landlord, it shall be located in an existing defined sign space and be consistent with the allowed square footage for that space.
- g) Signs shall be limited to the name and logo (or brand) of the business only.
- h) Window signage shall be limited to the first floor only and shall be consistent with the Zoning Code requirements for window signs (Municipal Code §17.48.090.M).

- i) Previously approved signs identified in Section 1 hereinabove shall be included in the defined sign spaces.
- j) Nothing herein is intended to guarantee signage to any individual tenant and any such guarantee must be separately concluded in writing and executed by Landlord apart from this document.
- k) At such time as all sign spaces set out herein below are utilized, no further signage will be allowed without the express approval of the Planning and Economic Development Commission of the Town of Mammoth Lakes.
- l) Minor deviations in location may be necessary to achieve the placement of the number of signs permitted by this sign plan, but must be approved by the Town Planning Department and the Landlord. An “as-built” drawing shall be provided after any relocation has been completed.
- m) At least 4 feet of horizontal separation between signs is required.
- n) The east and south faces of the building shall be used for signage as specified herein below and depicted in the attached drawing.
- o) In the event that an area greater than that set out herein below is requested for signage by a tenant, any such additional signage must use an existing sign space to combine for the additional square footage and shall be subject to approval by the Planning and Economic Development Commission Design Committee and the Landlord.

3. Sign Locations and Square Footages

Zone A (Monument Sign)

- a) The existing free standing sign as shown on the attached rendering is included as part of this plan. The monument sign color shall substantially match the building and complement its signage. Any change in business name(s) displayed on the monument sign shall not require a new sign permit, so long as the size, color, and style of the new tenant sign panel remains unchanged and consistent with the other tenant sign panels. Tenant signs on the monument sign shall be limited to the business name and logo/brand. No other graphics or additional text shall be permitted. The layout of the sign panels shall substantially match the layout shown on the attached rendering and the individual sign panels shall have the following sizes: 9-inches (9”) tall x 54-inches (54”) wide for the small panels; 15-inches (15”) tall x 54-inches (54”) wide for the large panels; and 9-inches (9”) tall x 108-inches (108”) wide for the doublewide panel. The text and logo/brand shall fit proportionally within the sign panel. All of the individual sign panels shall use the same text color and logo/brand color and shall be raised off of the panel approximately one-half inch (1/2”). The font style shall substantially match the font style used on the individual tenant wall signs.

Zone B (East Elevation Face)

- b) Twelve- 20 square foot signs on the east face of the building (sign spaces A – L), as delineated in the diagram attached.

- c) Four- 25 square foot signs on the east face of the building (sign spaces AA - DD), as delineated in the diagram attached. Signs in this area must be balanced within the space, and are subject to staff approval.
- d) Four- 30 square foot signs on the east face of the building (sign spaces EE - HH), as delineated in the diagram attached. Signs in this area must be balanced within the space, and are subject to staff approval. Sign space FF is permitted to have a sign with an area up to 42 square feet, but shall utilize one of the adjacent sign spaces (i.e., EE or HH) in addition to sign space FF if the sign area exceeds 30 square feet, and shall be balanced with the other signs in that area.
- e) One- 25 square foot sign in the space marked II on the east face of the building, as delineated in the diagram attached. The sign in this area must be balanced within the space, and is subject to staff approval.

Zone C (South Elevation Face)

- f) Five- 20 square foot signs on the south face of the building (sign spaces M - Q), as delineated in the diagram attached.
- g) One- 35 square foot sign in the location where the previously approved "Shogun" sign was located on the south face of the building (sign space JJ), as delineated in the diagram attached.
- h) One- 48 square foot sign in the location where the previously approved "Mammoth Sporting Goods" sign was location on the south face of the building (sign space R), as delineated in the diagram attached.

Zone D (East Elevation Face near Old Mammoth Road)

- i) Two- 30 square foot signs on the east face of the building adjacent to Old Mammoth Road (sign spaces S and T), as delineated in the diagram attached.
- j) One- 30 square foot major tenant office sign identified as "Mono County" in sign space marked AAA on the east face of the second floor adjacent to Old Mammoth Road, as delineated in the diagram attached.

Attached rendering shows locations as specified hereinabove.

4. Directional Signs

- a) Directional signs as may be approved by the Community and Economic Development Director. Existing directional signs consisting of a sign over each entrance to the underground parking which states "Underground Parking" are made a part of this Master Sign Plan and approved herewith. A 12 square foot directory sign may be placed at the mall entrance.

5. Design Requirements

- a) Any change in copy or sign installation of an existing sign shall conform to the approved MSP in place at the time of the change, and will likely require a new sign permit. Minor alterations (e.g. repainting with same colors, routine maintenance, etc.) may be approved without a new permit. If an existing Sierra Center tenant moves to a different tenant space within the Sierra

Center, a new sign permit shall not be required to move an existing sign to a different sign location, so long as the design (i.e., color, size, shape, etc.) of the sign does not change.

- b) All existing lighting shall be identified on the plan. All sign lighting shall be consistent with the Zoning Code requirements for sign lighting (Municipal Code §17.48.080.E), and shall prevent light trespass onto adjacent properties, Town right-of-ways (ROWs), and the night sky. New signs may be allowed the use of indirect lighting (i.e., gooseneck lighting, etc.) or halo lighting. Should a cabinet sign be utilized, only halo lighting will be acceptable where the light source is concealed behind opaque lettering, numbers, or other characters of a sign and the lighting emanates through the sign characters resulting in the perception of a halo around the silhouette of each sign character. Other lighting scenarios must be approved by Town of Mammoth Lakes.
- c) All letters and symbols shall be individually surface mounted, engraved, sculpted, or carved using durable substrates like steel, sandblasted wood, aluminum, or expanded PVC, and mounted to a background of durable substrates like steel, sandblasted wood, or aluminum. Signs shall have a maximum letter or symbol depth of 2-inches (2") and a maximum background depth of 3-inches (3"). The maximum font height and/or background height, including the border shall be 32-inches (32") and the overall square footage of the sign shall comply with the sizes identified in Section 3 (Sign Locations and Square Footages) of this MSP. All fasteners are required to be galvanized.
- d) Unique and creative signage that expresses individuality is encouraged, and therefore color, shape, logo, logotype, and font style may vary, and are not governed by this sign plan. However, offensive names, symbols, and/or fluorescent colors will not be tolerated or allowed. All signs shall be compatible with the theme, visual quality, and overall character of the surrounding area and the function and architectural character of the building and the premises on which the signs will be displayed.

Sierra Center MSP History

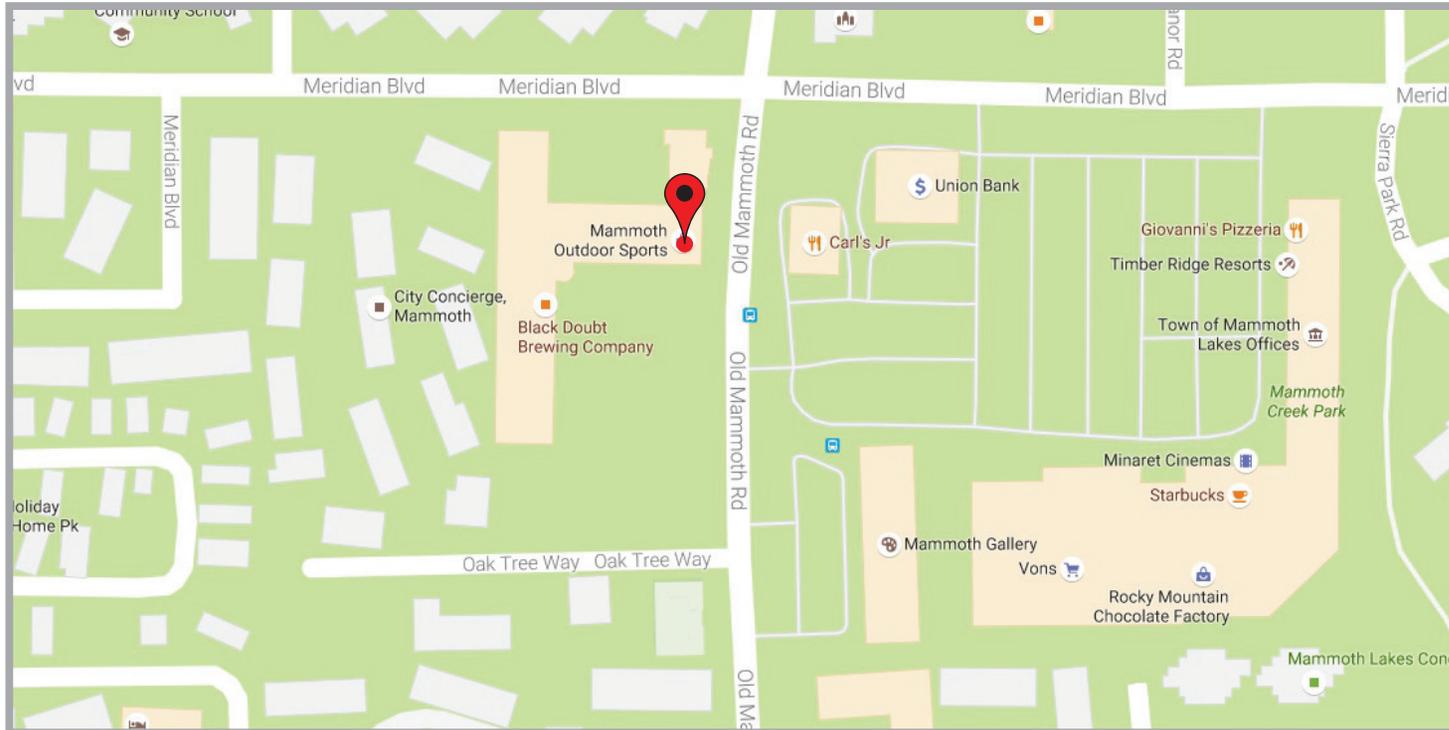
- a) Original MSP, Approved June 14, 1989
- b) Amended November 10, 1999 (Resolution No. 99-47)
- c) Amended January 25, 2006 (CDDD 2006-03)
- d) Minor Amendments approved by the PEDC Design Committee September 21, 2017 (memo to file)

Attachments

- a) Sign locations graphic

Sierra Center

452 Old Mammoth Rd / Mammoth Lakes, CA 93546



1 Vicinity Map
Scale: NTS



3080 E 29TH ST
LONG BEACH, CA 90806
562 595 7725

CA LIC. C45 994192

Visit us at:
tntelectric signs.net

Job Name:
Sierra Center

Address:
452 Old Mammoth Rd
Mammoth Lakes, CA
93546

Sales Rep:
Neil McNaught
E-mail:
NeilM@tntelectric signs.com

Designer: Sokhon Phan

Job #: 16-11-2297-R05

Scale: As Noted

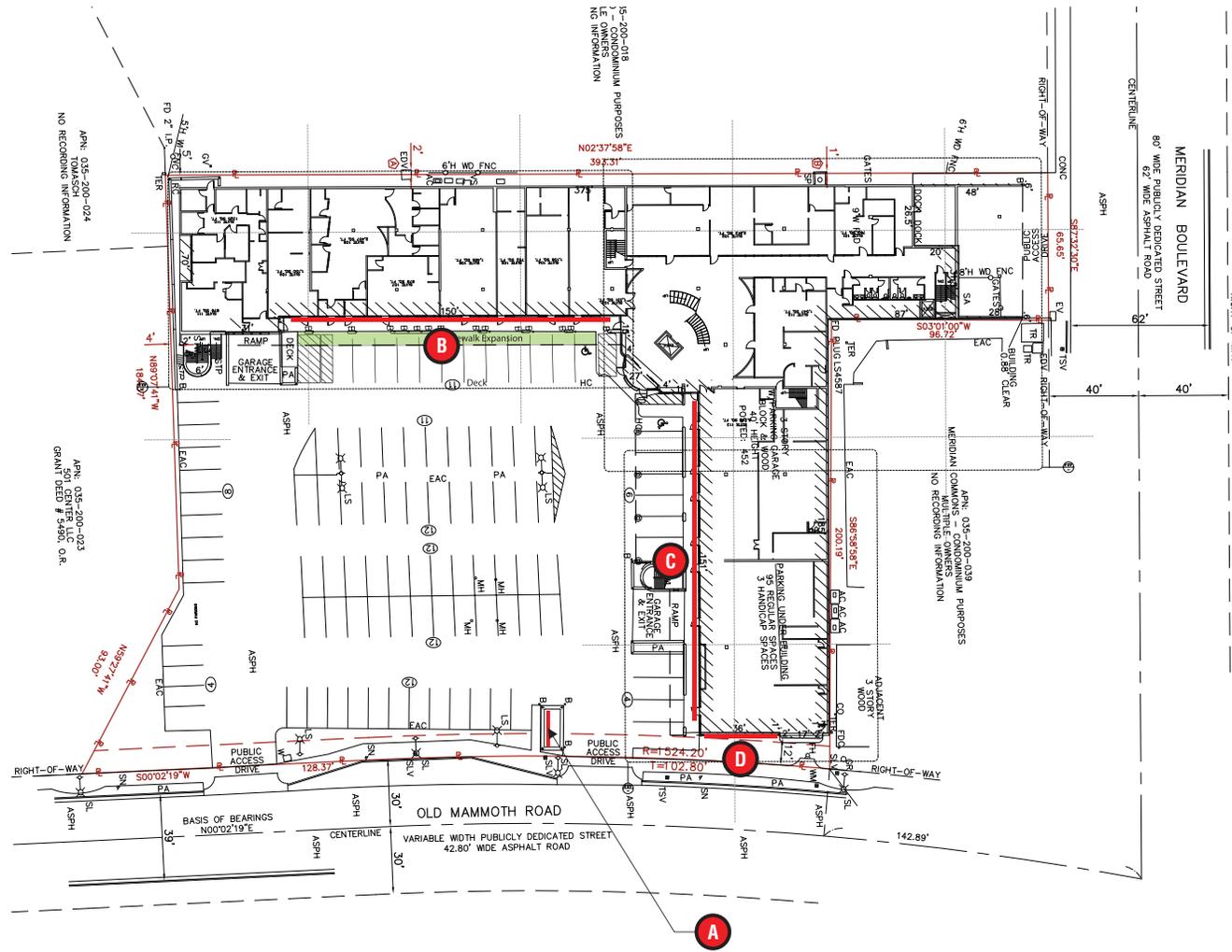
Original Date: 11/10/16

- Revisions:**
- R1: Sp (11/16/16) delete divider
 - R2: Sp (12/03/16) remove leaves
 - R3: Sp (12/07/16) show legend
 - R4: Sp (12/09/16) add address
 - R5: Sp (12/16/16) identify location

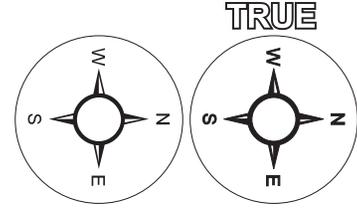
This is an original unpublished drawing created by TNT Electric Sign Co. It is submitted for your approval. It is not to be shown to anyone outside of your organization, nor is it to be reproduced, copied or exhibited in any fashion. The changing of colors, sizes, materials or illumination method does not alter the design. Ownership of this design is held by TNT Electric Sign Co. Authorization to use this design in any fashion must be obtained in writing from TNT Electric Sign Co.

© TNT Electric Sign Co. 2016
Note: The colors depicted here are a graphic representation. Actual colors may vary. See color specifications.

SITE PLAN



1 Plot Plan
Scale: nts



3080 E 29TH ST
LONG BEACH, CA 90806
562 595 7725

CA LIC. C45 994192

Visit us at:
tntelectricsigns.net

Job Name:
Sierra Center

Address:
452 Old Mammoth Rd
Mammoth Lakes, CA
93546

Sales Rep:
Neil McNaught
E-mail:
NeilM@tntelectricsign.com

Designer: Sokhon Phan

Job #: 16-11-2297-R05

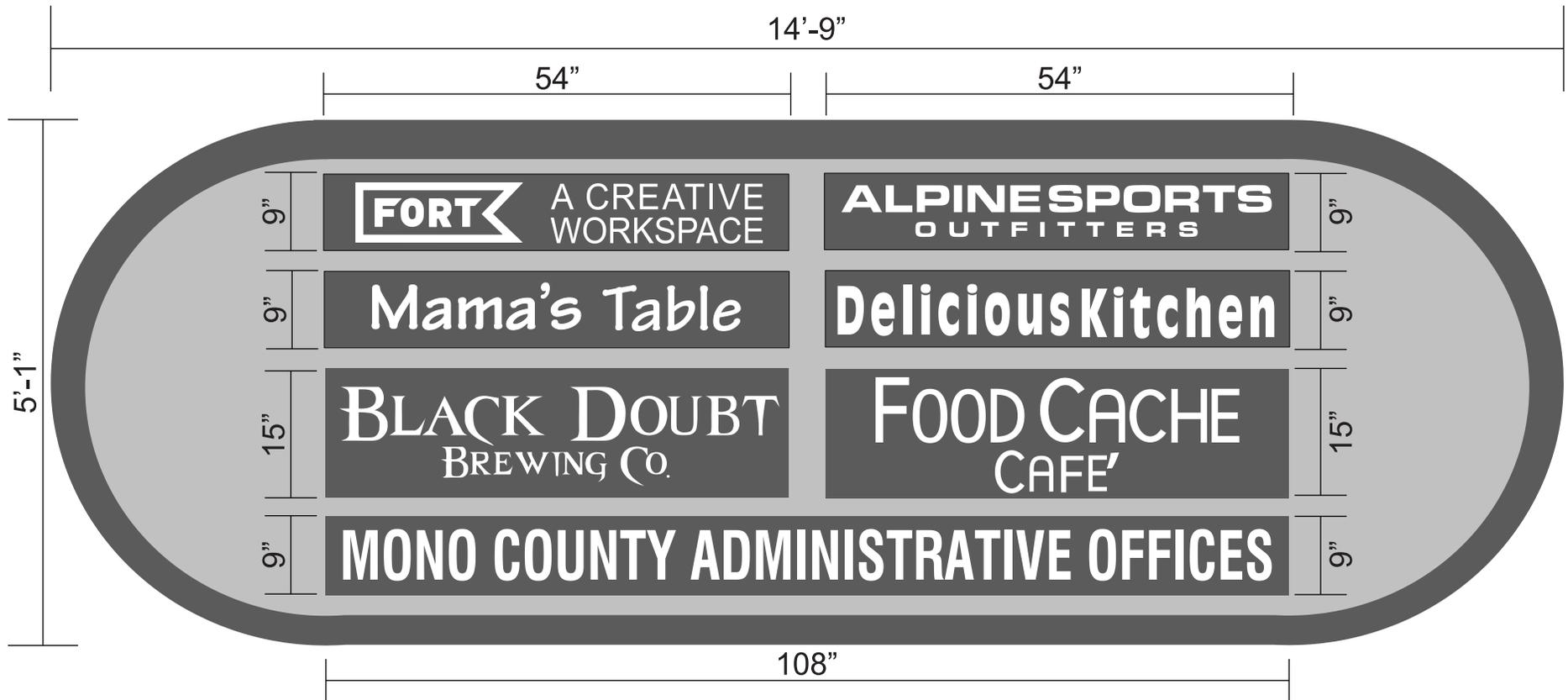
Scale: As Noted

Original Date: 11/10/16

- Revisions:**
- R1: Sp (11/16/16) delete divider
 - R2: Sp (12/03/16) remove leaves
 - R3: Sp (12/07/16) show legend
 - R4: Sp (12/09/16) add address
 - R5: Sp (12/16/16) identify location

This is an original unpublished drawing created by TNT Electric Sign Co. It is submitted for your approval. It is not to be shown to anyone outside of your organization, nor is it to be reproduced, copied or exhibited in any fashion. The changing of colors, sizes, materials or illumination method does not alter the design. Ownership of this design is held by TNT Electric Sign Co. Authorization to use this design in any fashion must be obtained in writing from TNT Electric Sign Co.
© TNT Electric Sign Co. 2016
Note: The colors depicted here are a graphic representation. Actual colors may vary. See color specifications.

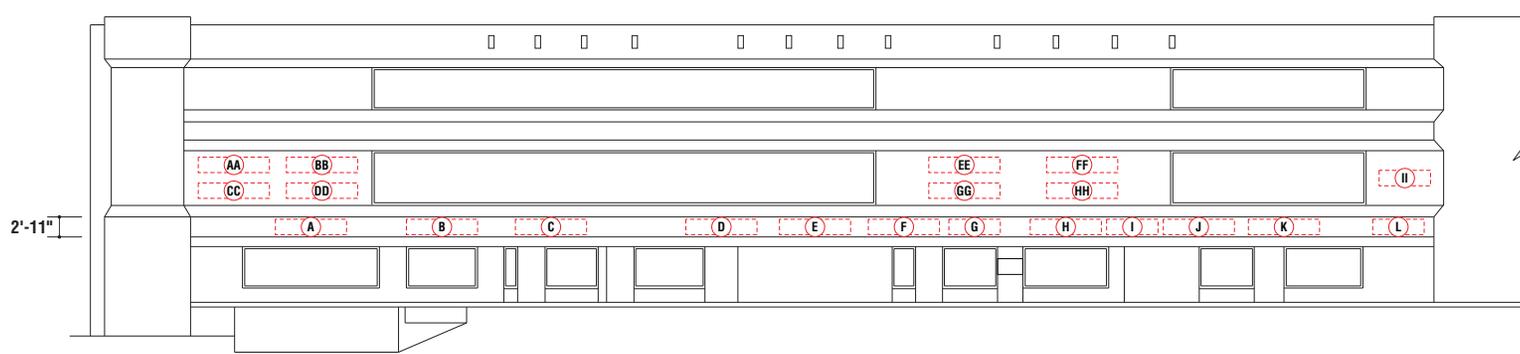
ZONE A - MONUMENT SIGN



Notes:

1. A change in business name(s) displayed on the monument sign shall not require a new sign permit, so long as the size, color, and style of the new tenant sign panel remains consistent with the other tenant sign panels.
2. The font style shall substantially match the font style used on the individual tenant wall sign(s) and shall fit proportionally within the sign panel.
3. All of the individual sign panels shall use the same text color and logo/brand color and shall be raised off of the panel approximately one-half inch (1/2").

ZONE B - EAST ELEVATION FACE



1 East Elevation - Proposed
Scale: nts

ALLOWABLE SQUARE FOOTAGE TABLE			
1ST FLOOR		2ND FLOOR	
A	20	AA	25
B	20	BB	25
C	20	CC	25
D	20	DD	25
E	20	EE	30
F	20	FF	42
G	20	GG	30
H	20	HH	30
I	20	II	25
J	20		
K	20		
L	20		
Total: 240		Total: 257	



3080 E 29TH ST
LONG BEACH, CA 90806
562 595 7725

CA LIC. C45 994192

Visit us at:
tntelectricsigns.net

Job Name:
Sierra Center

Address:
452 Old Mammoth Rd
Mammoth Lakes, CA
93546

Sales Rep:
Neil McNaught
E-mail:
NeilM@tntelectricsign.com

Designer: Sokhon Phan

Job #: 16-11-2297-R05

Scale: As Noted

Original Date: 11/10/16

Revisions:
R1: Sp (11/16/16) delete divider
R2: Sp (12/03/16) remove leaves
R3: Sp (12/07/16) show legend
R4: Sp (12/09/16) add address
R5: Sp (12/16/16) identify location

This is an original unpublished drawing created by TNT Electric Sign Co. It is submitted for your approval. It is not to be shown to anyone outside of your organization, nor is it to be reproduced, copied or exhibited in any fashion. The changing of colors, sizes, materials or illumination method does not alter the design. Ownership of this design is held by TNT Electric Sign Co. Authorization to use this design in any fashion must be obtained in writing from TNT Electric Sign Co.
© TNT Electric Sign Co. 2016
Note: The colors depicted here are a graphic representation. Actual colors may vary. See color specifications.

