

SIGN CODE UPDATE DESIGN INTENT

Town of Mammoth Lakes
Sign Code Update

Planning Commission
February 9, 2011

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What Is the Purpose of a Sign?

To clearly communicate a desired message

- Identifies and advertises businesses
- Provides information to the public
- Communicates directional and wayfinding information
- Enhances community character
- Expresses individuality and creativity

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Objectives for the Sign Code Update

- Recognize the needs of various types of businesses
- Support the local economy and help nurture businesses
- Create user friendly regulations that are easy to apply
- Strengthen the identity of the community as a premier, year-round destination resort
- Encourage creative design that adds character to streets and districts, contributing to an attractive streetscape
- Discourage visual clutter and negative impacts to the public realm

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Sign “Likes”

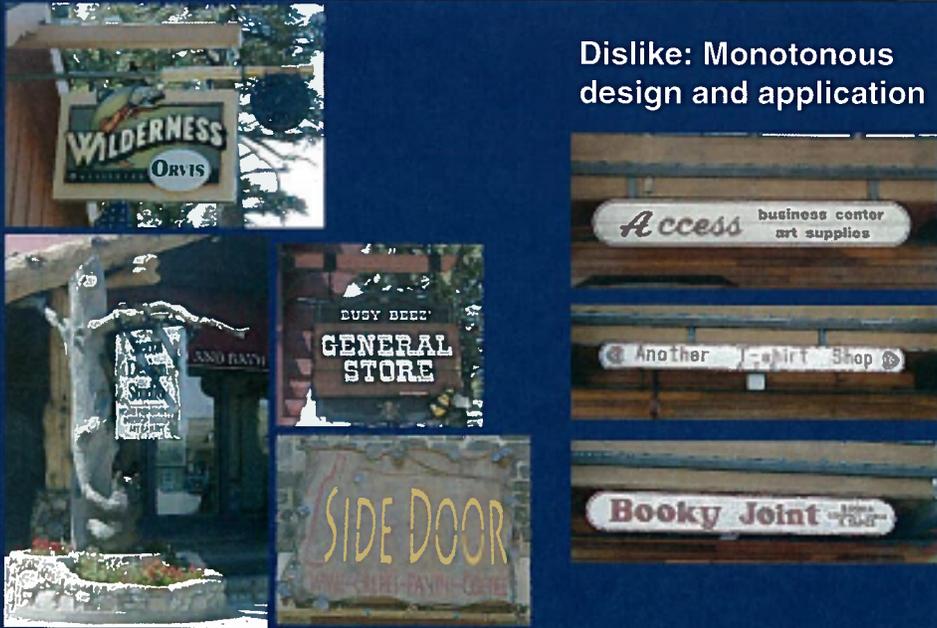
- Well-designed, unique signage
- Signs consistent with “Mammoth” character
- Attractive community event/information signage
- Pedestrian-friendly signage
- Signs that are simple and easy to read
- Durable, low-maintenance signs
- Village at Mammoth Sign Regulations

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Sign “Dislikes”

- Distasteful, overly bright internal illumination
- Large unattractive signs
- Cluttered signs and storefronts
- Unsightly banners
- Monotonous sign design and application
- Not consistent with “Mammoth” character
- Attention attracting signs (people dressed in gorilla suits, inflated balloon signs, etc)
- Unmaintained signs

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Dislike: Monotonous design and application

Like: Well-designed, artistic, unique, and expresses individuality

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Like: Pedestrian-friendly, appealing, attention to detail

Dislike: Large & unattractive, pole signs, plastic, no landscaping



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Like: Clear, thoughtful, and easy to read

Dislike: Clutter, distracting, and overwhelming





Dislike: Attention attracting

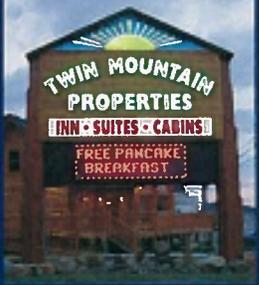


Like: Durable, low-maintenance materials

Internal Illumination



Dislike: Ostentatious and overly bright signs detract from other signs



Like: Halo illumination – attractive method of low level lighting, elegant, adds interest

Banners



Like: Well-designed banners can be attractive and inexpensive

Dislike: Unappealing banners placed in an ad hoc manner and hung for long durations can make the town look cheap



Changing Message Signs



Electronic message signs – currently prohibited



Changeable copy signs – currently allowed



Attractive and Artistic Signs Utilizing Neon



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Across the Street Banners



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Signs Located a Great Distance From the Street



Signs located 140 feet or more from street centerline can be increased by 20% (cannot exceed maximum individual sign size)

Example:

1. Business is allowed 40 s.f.

- 30 s.f. monument sign and
- 10 s.f. wall sign

Total: 40 s.f.

2. If located more than 140 ft from centerline, business is allowed 48 s.f. (40 s.f. x 20% = 8 s.f.)

- 30 s.f. monument sign and
- 18 s.f. wall sign

Total: 48 s.f.

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Legal Considerations

- *First Amendment – Freedom of speech:* Sign content is protected.
- *Fifth Amendment – Private property cannot be taken without just compensation:* Applies when considering the removal or amortization of lawfully erected and maintained signs that have become nonconforming because of changes to regulations.
- *Due Process – Procedural & Substantive:* Regulations are clear, fairly applied, and reasonable.
- *US Code – Cannot require alterations to registered marks that would display the mark differently than that issued by the US Patent and Trademark Office:* A mark is a word, phrase, symbol or design, or combinations of these that identifies and distinguishes the source of the goods of one party from others.



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Thank you!