



TOWN OF MAMMOTH LAKES  
COMMUNITY DEVELOPMENT DEPARTMENT  
P.O. Box 1609, Mammoth Lakes, CA 93546  
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## **MASTER SIGN PROGRAM**

**Main Street Center**  
**3325 Main Street, APN 035-090-017-000**

**Approved by Planning Commission Resolution 2001-27 and**  
**Amended by Community Development Director Determination 2012-11**

In accordance with the Municipal Code of the Town of Mammoth Lakes, Chapter 17.40 “Signs”, the Master Sign Program for the Main Street Center shall be as follows:

### **I. PURPOSE AND INTENT**

The intent of this Master Sign Program (“MSP”) is to provide flexible sign standards to achieve an appealing and visually compatible signage environment for the mutual benefit of all tenants within the Main Street Center. The criteria outlined in this MSP will be enforced by the property owner and the Town of Mammoth Lakes.

### **II. INTRODUCTION**

The Master Sign Program (“MSP”) for the Main Street 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. Municipal Code Chapter 17.40 “Signs” is incorporated herein by reference.

### **III. GENERAL REQUIREMENTS**

- A. It shall be the landlord’s responsibility to apprise all existing and future tenants of the requirements of the approved MSP.
- 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. The sign drawings shall 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 signs and sign letters must be accurately dimensioned and spaced.
  - 3. Colors, finish, and type of materials.
  - 4. Lighting specification, if any.

- D. Prior to the manufacture and installation of a sign, the tenant shall obtain a sign permit from the Town of Mammoth Lakes and a building permit from the Town's Building Division, if applicable.
- 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.
- H. Upon vacancy, the tenant shall be required to remove his/her signs and restore the building and/or site to its original condition. If tenant does not repair the areas to the landlord's satisfaction, landlord will perform repairs at the tenant's expense.

#### IV. SIGN SPECIFICATIONS

##### A. Unit 1 (Detached Building) - Wall Signs

- 1. Amount: Two signs - One on the north elevation and one on the east elevation.
- 2. Maximum Area of Sign: 20 s.f. per sign.
- 3. Locations (see Exhibits A and B for identified locations):
  - a. North elevation sign shall be located below the pitched roofline.
  - b. The east elevation sign shall be located on the north portion of the west wall of this detached building.

##### B. Unit 2 - Wall Sign

- 1. Amount: One sign on the north elevation.
- 2. Maximum Area of Sign: 25 s.f.
- 3. Location: Far east gable (i.e., far left of primary complex). See Exhibits A and B for identified locations.

##### C. Unit 3 - Wall Sign

- 1. Amount: One sign on the north elevation.
- 2. Maximum Area of Sign: 20 s.f.
- 3. Location: Center gable located in front of Unit 3 (i.e., middle of primary complex). See Exhibits A and B for identified locations.

##### D. Unit 4 - Wall Signs

- 1. Amount: Two signs - One on the north elevation and one on the west elevation.
- 2. Maximum Area of Signs:
  - a. North elevation: 20 s.f.
  - b. West elevation: Six feet wide by 3.15 (37.75 inches) feet tall (sign area not to exceed 18.9 s.f.).
- 3. Locations (see Exhibits A and B for identified locations):
  - a. North elevation sign shall be located in the west gable on the primary complex (i.e., far right of primary complex).
  - b. West elevation sign shall be located farthest to the south of the three signs allowed on the west elevation and shall not extend above the roofline.

#### E. Unit 5 - Wall Signs

1. Amount: Two signs – One on the east elevation and one on the west elevation.
2. Maximum Area of Signs:
  - a. East elevation: 30 s.f.
  - b. West elevation: Six feet wide by 3.15 (37.75 inches) feet tall (sign area not to exceed 18.9 s.f.).
3. Locations (see Exhibits A and B for identified locations):
  - a. East elevation sign shall be located in the gable centrally located on the east elevation of the secondary complex.
  - b. West elevation sign shall be the middle sign of the three signs allowed on the west elevation and shall not extend above the roofline.

#### F. Unit 6 - Wall Signs

1. Amount: Two signs – One on the north elevation and one on the west elevation.
2. Maximum Area of Signs:
  - a. North elevation: 20 s.f.
  - b. West elevation: Six feet wide by 3.15 (37.75 inches) feet tall (sign area not to exceed 18.9 s.f.).
3. Locations (see Exhibits A and B for identified locations):
  - a. North elevation sign shall be located in the gable centrally located on the north elevation of the secondary complex.
  - b. West elevation sign shall be located farthest to the north of the three signs allowed on the west elevation and shall not extend above the roofline.

#### G. Hanging (Walkway) Signs

1. Amount: One hanging sign per business is permitted.
2. Maximum Sign Dimensions: Four feet wide by one foot tall (sign area not to exceed 4 s.f.).
3. Minimum Height of Sign: Bottom of signs shall be a minimum of eight feet above the sidewalk.
4. Location: Under the building overhang and in front of the unit's entrance.
5. Details: See Exhibit C.

#### H. Monument Sign

1. Amount: One monument sign for the site.
2. Maximum Area of Sign: 30 s.f. per side, double-sided.
3. Maximum Sign Height: 12 feet. The bottom of the sign shall not be lower than six feet and six inches above grade.
4. Location: The sign shall be located a minimum of five feet from the front property line. Existing sign is in approved location (See Exhibit D).
5. Landscaping: The planter around the base of the monument sign shall be 30 s.f. or equivalent to the square footage of the sign. Landscaping shall be provided in the planter area and maintained in a healthy condition from May through October.

6. Design: The log supports shall be in proportion with the size of the sign. Rockwork of the sign shall match the rockwork on the building.
7. Other: The Community Development Department shall approve the base and landscaping of the sign. Up to two parking stalls may be reduced in depth to 18 feet in order to accommodate the required planter area.

#### I. Specifications for All Signs

1. Style: Monotonous styles are discouraged. Signs should express individuality, be thoughtfully designed, unique, and creative. Signs should be compatible and visually relate to each other. Permanent signs should include 3-dimensional elements or some sort of relief.
  2. Materials: Materials allowed include anodized aluminum, wood/logwork, and stone (including plastic or similar materials which are made to resemble aluminum, wrought iron, and/or wood/logwork). Materials shall be durable and capable of withstanding snow, wind, and weathering over the life of the sign with reasonable maintenance.
  3. Colors: Colors are predominately earth tone, including African Multicolor Autumn, champagne, anodized black, gold, copper, and white. Signs should be compatible with the building to which they are affixed; however, monotonous colors are discouraged.
  4. Lighting: Lighting shall conform to Municipal Code 17.40, Signs.
  5. Installation: Face-mounted signs shall be lag bolted directly to the building. Hanging signs (such as walkway signs) shall be mounted using materials that are consistent in color and style.
- J. The landlord reserves the right to “trade” square footage among signs on the main building (not including the detached building, Unit 1) so long as no sign exceeds 30 square feet and the proposed sign fits appropriately within the proposed sign location.

#### V. CONSTRUCTION REQUIREMENTS

- A. All exterior signs shall be secured in the manner consistent with the Town of Mammoth Lakes Building requirements.
- B. A building permit is required for installation of certain signs and new electrical work, and all building code requirements must be adhered to prior to and during installation.
- C. No labels or other identification will be permitted on the exposed surface of signs except those required by local ordinance.
- D. 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.

## VI. EXHIBITS

Exhibit A: Building Unit Layout/Floor Plan

Exhibit B: Building Elevations Showing Sign Locations

Exhibit C: Hanging Sign Detail

Exhibit D: Photos of Existing Monument Sign

Exhibit A: Building Unit Layout/Floor Plan

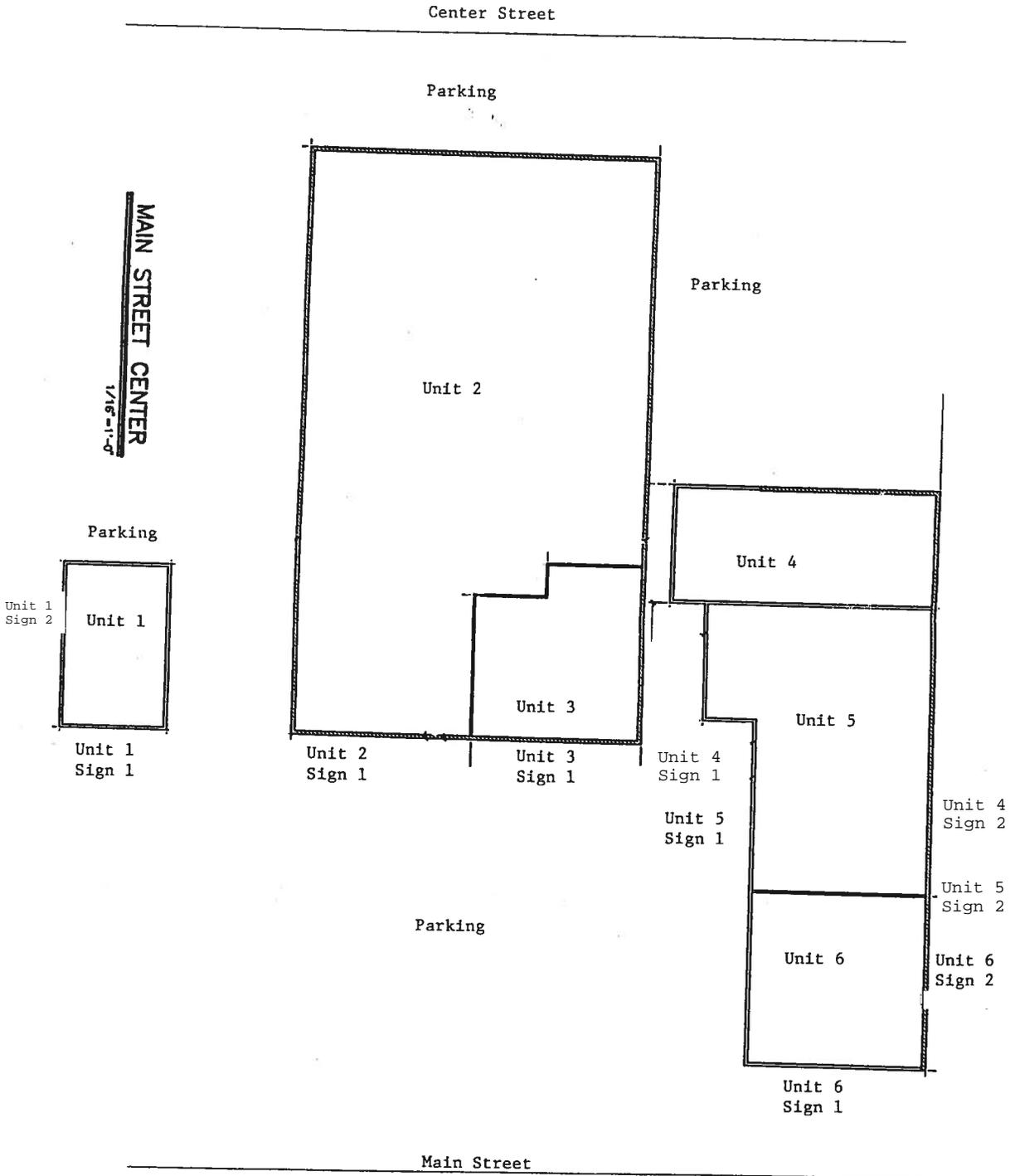
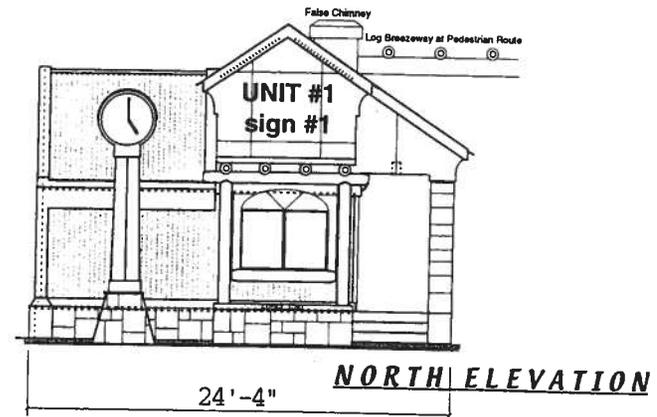
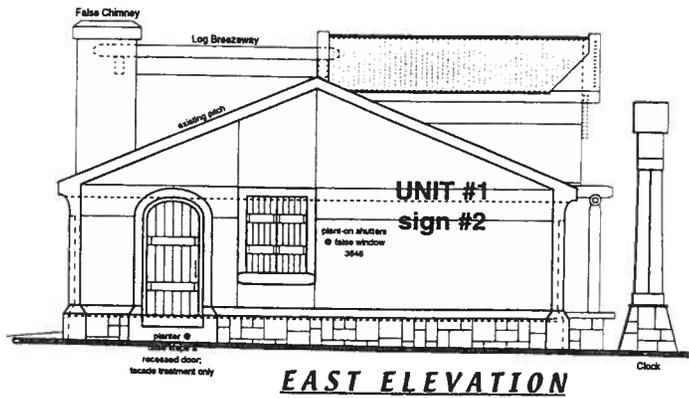


Exhibit B: Building Elevations Showing Sign Locations



Frontage of Detached Building on Main Street / HWY 203

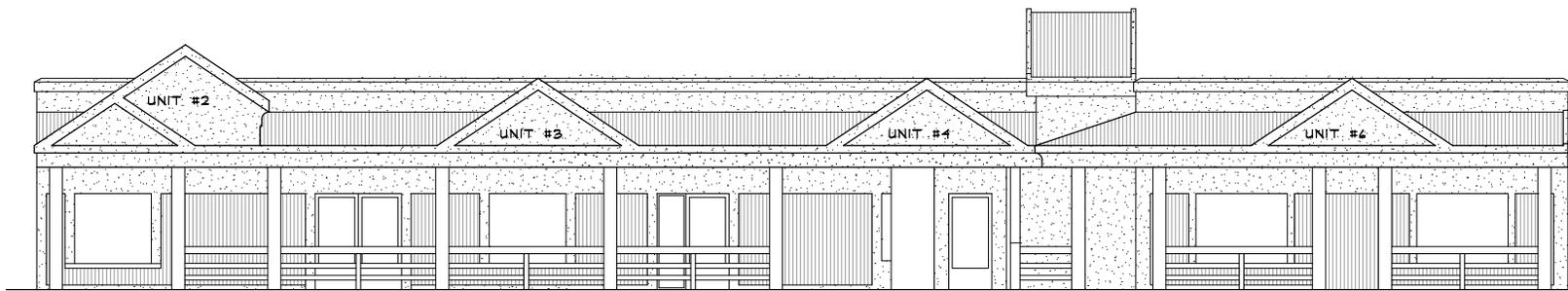
UNIT #1/DETACHED BUILDING  
see sign locations

UNIT #1/DETACHED BUILDING  
see sign locations

UNITS #2, #3, #4, #5, & #6 / PRIMARY COMPLEX  
see attached sheets

# MAIN STREET CENTER

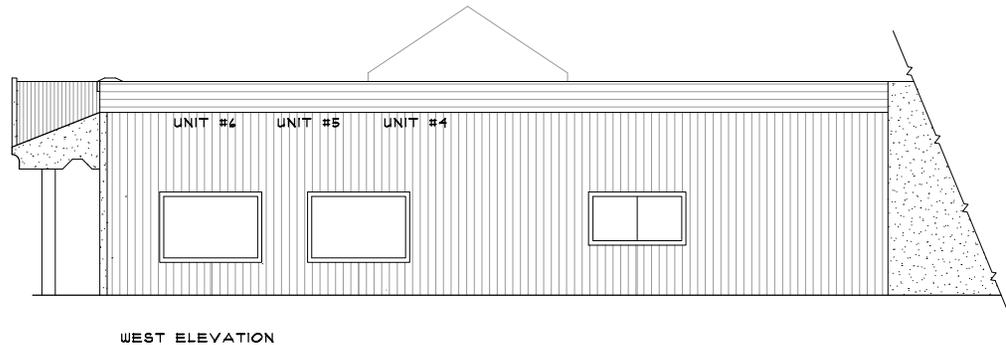




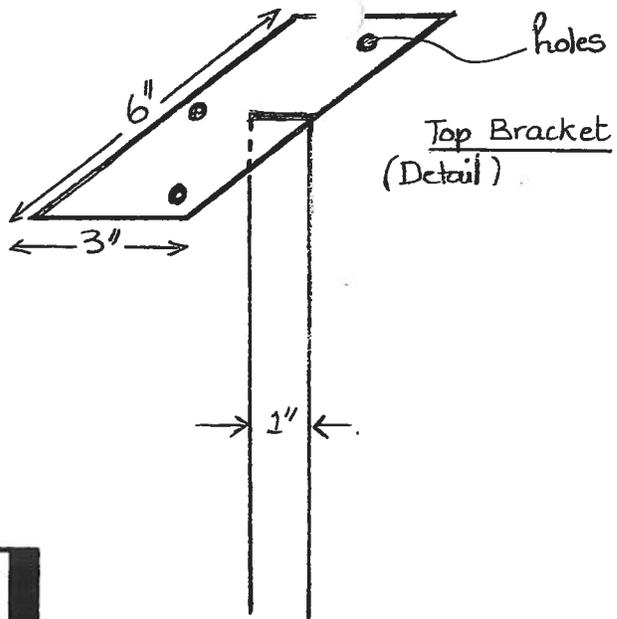
NORTH ELEVATION



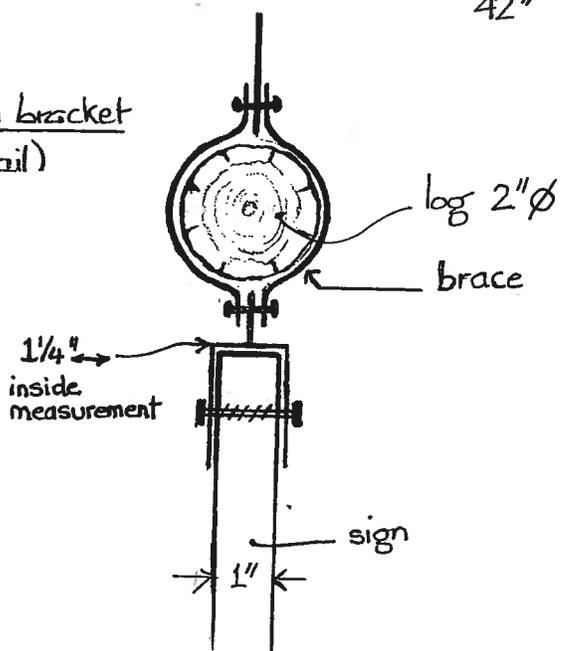
EAST ELEVATION



WEST ELEVATION



Bottom bracket  
(Detail)



Main Street Center Master Sign Plan  
Exhibit D: Photos of Existing Monument Sign



Photos: April 9, 2012