

MAMMOTH PREMIUM OUTLETS

MASTER SIGN PLAN & TENANT SIGN CRITERIA

This Master Sign Plan & Tenant Sign Criteria has been established for the purpose of maintaining a continuity of quality and aesthetics throughout the project for the mutual benefit of all Tenants, and to comply with the regulations of the Zoning Ordinance of the Town of Mammoth Lakes, Chapter 17.40 "Signs". Conformance to the criteria will be strictly enforced, and any installed nonconforming or unapproved signs must be brought into conformance at the expense of the Tenant.

I. GENERAL REQUIREMENTS

- A. Each Tenant shall submit or cause to be submitted to the Landlord, for approval, prior to fabrication, two (2) copies of detailed drawings indicating the location, size, layout, design, color, materials, and method of attachment as per the attached Exhibits to Landlord at:**

**Chelsea Property Group, Inc.
4041 MacArthur Boulevard
Suite 150
Newport Beach, CA 92660
ATTN: Tenant Manager
Phone (949) 476-1100
Fax (949) 476-8745**

- B. The sign drawings are to be prepared by a reputable state licensed sign contractor. The sign drawings must indicate the following information:**
- 1. A scaled storefront drawing reflecting the proposed sign design and all dimensions as it relates to the storefront elevation of Tenant's premises.**
 - 2. Sizes of sign letters must be accurately dimensioned and spaced and drawn at a minimum of ¼" = 1'0" scale.**
 - 3. Colors, paint finishes and types of materials.**

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- C. The Tenant or his representative prior to installation shall obtain all permits for signs and their installation required by the Town of Mammoth Lakes.**
- D. All signs shall be constructed and installed at the Tenant's expense.**
- E. Tenant shall be responsible for the fulfillment of all requirements and specifications, including those of the Town of Mammoth Lakes and the Uniform Electrical Code.**
- F. All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of the Landlord or his authorized representative, and the Town of Mammoth Lakes.**
- G. All drawings marked "Disapproved" or "Approved as Noted" by Landlord must be resubmitted as here and above set forth in paragraph IA with the required corrections. Tenant and its sign contractor will not be permitted to commence installation of the exterior sign unless the final sign drawings reflecting Landlord's approval are on file in the Landlord's office. General Manager must be notified 48 hours in advance prior to sign installation. Please contact: General Manager at (916) 985-0313.**
- H. Landlord reserves the right to revise this Sign Criteria for up to thirty (30) days before the Tenant's Rent Commencement date. However, this Sign Criteria may be revised at any time if so required by any governmental agency having jurisdiction over its contents.**
- I. In the event Tenant changes its exterior sign at anytime during the term of their lease, Tenant must comply with any future modifications, revisions or changes that have been made to the Sign Criteria after the execution of their Lease Agreement.**
- J. Tenant shall be responsible for the installation and maintenance of his sign. Should Tenant's sign require maintenance or repair, Landlord shall give tenant thirty (30) days written notice to effect said maintenance or repair and Tenant shall reimburse Landlord within ten (10) days from receipt of invoice.**
- K. The advertising or information content on the signs shall be limited to letters designating the store name or established trade logo as set forth in signed lease documents between Tenant and Landlord. Tenant shall display their established trade names only.**
- L. The face colors and type styles of all signs shall be subject to Landlord's approval. Established trade logos and signage shall be permitted providing they conform to the criteria described herein.**

- M. No temporary signs of any nature will be accepted without written approval by Landlord.

II. TOWN OF MAMMOTH LAKES SIGNAGE REQUIREMENTS

- A. **TERM:** The Master Sign Plan for Mammoth Premium Outlets (aka: Village Center Mall) shall be valid for a period of ten years from the date of adoption, June 13, 2001, and shall be required to be renewed in its entirety by June 13, 2011, in accordance with the legal sign requirements in affect at that time. Any deviations from this sign plan shall require approval by the Town of Mammoth Lakes Planning Commission. Any such approved deviations shall be valid only for the period of the current approved Master Sign Plan.
- B. There shall be no signs displayed on this property other than in accordance with the approved Master Sign Plan.

III. SIGN SPECIFICATIONS

- A. **First Floor Tenant Storefront Signs:** One storefront sign is allowed for each first floor tenant. Sign to be placed on building exterior, adjacent to or in front of their entry doors as specified by Landlord. Storefront signs shall not exceed 30 square feet, and shall be 2' - 1" in height. The length of each storefront sign may be adjusted to fit the mounting space, but cannot exceed 14'- 0" in length. Each storefront sign is to be single faced, wood (or wood like product) with routed Gold letters and border. Sign background is preferred to be lightly sand-blasted wood, and the background paint color is required to be PMS 296 (dark blue). All letters, logo (if applicable) and sign border are required to be routed in Gold. See *Exhibit A for details*. All signs shall be hung at the same level.

First Floor Signage:

Sign 1	Storefront Sign	2' - 1" X 14'	(30 sf)
Sign 2	Storefront Sign	2' - 1" X 14'	(30 sf)
Sign 3	Storefront Sign	2' - 1" X 14'	(30 sf)
Sign 4	Storefront Sign	2' - 1" X 14'	(30 sf)
Sign 5	Storefront Sign	2' - 1" X 14'	(30 sf)
Sign 6	Storefront Sign	2' - 1" X 14'	(30 sf)
Sign 7	Storefront Sign	2' - 1" X 14'	(30 sf)
Sign 8	Storefront Sign	2' - 1" X 14'	(30 sf)
Sign 9	Storefront Sign	2' - 1" X 6' - 6"	(13.50 sf)

An exception may be granted to the locational criteria for signs 2 and 3 to allow a single sign, centered within the gable area, until such time as tenant configurations require two signs in this location.

- B. **First Floor Tenant Blade Sign:** One under canopy blade sign is allowed for each first floor tenant. Sign to be installed on the

building exterior, adjacent to or directly over their entry doors as specified by Landlord. Blade signs are to be hung from the ceiling canopy, perpendicular to the store entrance, with a minimum of 8' – 0" AFF clearance. Blade signs shall not exceed 4 square feet, and shall be 1' – 0" in height, and 4' – 0" in length. Each blade sign is to be double faced, wood (or wood like product) with routed Gold letters and border. Sign background is preferred to be lightly sandblasted wood, and the background paint color is required to be PMS 296 (dark blue). All letters, logo (if applicable) and sign border are required to be routed in Gold. Design, shape and colors shall match the storefront signage. See *Exhibit B for details*.

- C. **Second Floor Tenant Signs:** Landlord will provide a combination identification sign for tenants occupying the second floor suites. One primary identification sign to include five panels, one panel sign for each second floor tenant. This sign will be located on the west elevation located within the space between the windows and the doorway. Each second floor tenant will be permitted one panel sign, maximum of four square feet. Each panel sign to be single faced, wood (or wood like product) with routed Gold letters and border. Signs are condensed together without separation as shown on attached plan. Sign background to be lightly sand-blasted, and background paint color to be PMS 296 (dark blue). All letters, logo (if applicable) and sign border are required to be routed in Gold. See *Exhibit C for details and location*.

Second Floor Signage

Sign 10	Tenant Panel Sign	(4 sf)
Sign 11	Tenant Panel Sign	(4 sf)
Sign 12	Tenant Panel Sign	(4 sf)
Sign 13	Tenant Panel Sign	(4 sf)
Sign 14	Tenant Panel Sign	(4 sf)

- D. **Directional Signage for Mammoth Premium Outlets:** Landlord will provide two walkway signs to direct the public to the eastern or western sections of the Center. Each walkway sign to be single faced, wood (or wood like product) with routed Gold letters and border. One sign will be located above the steps adjacent to Suite F; the other walkway sign will be located at the north end of Suite O, facing Suite F. Sign backgrounds to be lightly sand-blasted, and background paint color to be PMS 296 (dark blue). All letters, logo (if applicable) and sign border will be routed in Gold. See *Exhibit D for details and location*.
- E. **Monument Signs:** Existing monuments signs, that include two wood panels, 2'1" X 14'. For total of 30 square feet per panel. The top of the existing signs are 12' above grade.

IV. CONSTRUCTION REQUIREMENTS

- A. All exterior signs shall be secured by concealed fasteners, stainless steel or nickel or cadmium plated. All exposed fasteners shall be galvanized.**
- B. All penetrations of the building structure required for sign installation shall be neatly sealed in a water tight condition and patched to match adjacent finish.**
- C. No labels or other identification will be permitted on the exposed surface of signs except those required by local ordinance, which shall be applied in an inconspicuous location.**
- D. Sign contractor shall repair any damage caused by his work. Damage to structure that is not repaired by the sign contractor shall become the Tenant's responsibility to correct.**
- E. Tenant shall be fully responsible for the operations of his sign contractors, and shall indemnify, defend and hold the parties harmless from damages or liabilities on account thereof.**
- F. A building permit is required for installation of signs and all Building Code requirements must be met prior to installation of signage.**

V. GUARANTEE

- A. Entire sign display shall be guaranteed for one (1) year from date of installation against defects in material and workmanship. Defective parts shall be replaced without charge.**

VI. INSURANCE

- A. Sign company shall carry worker's compensation and general liability insurance against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs in the amount of \$1,000,000 per occurrence.**

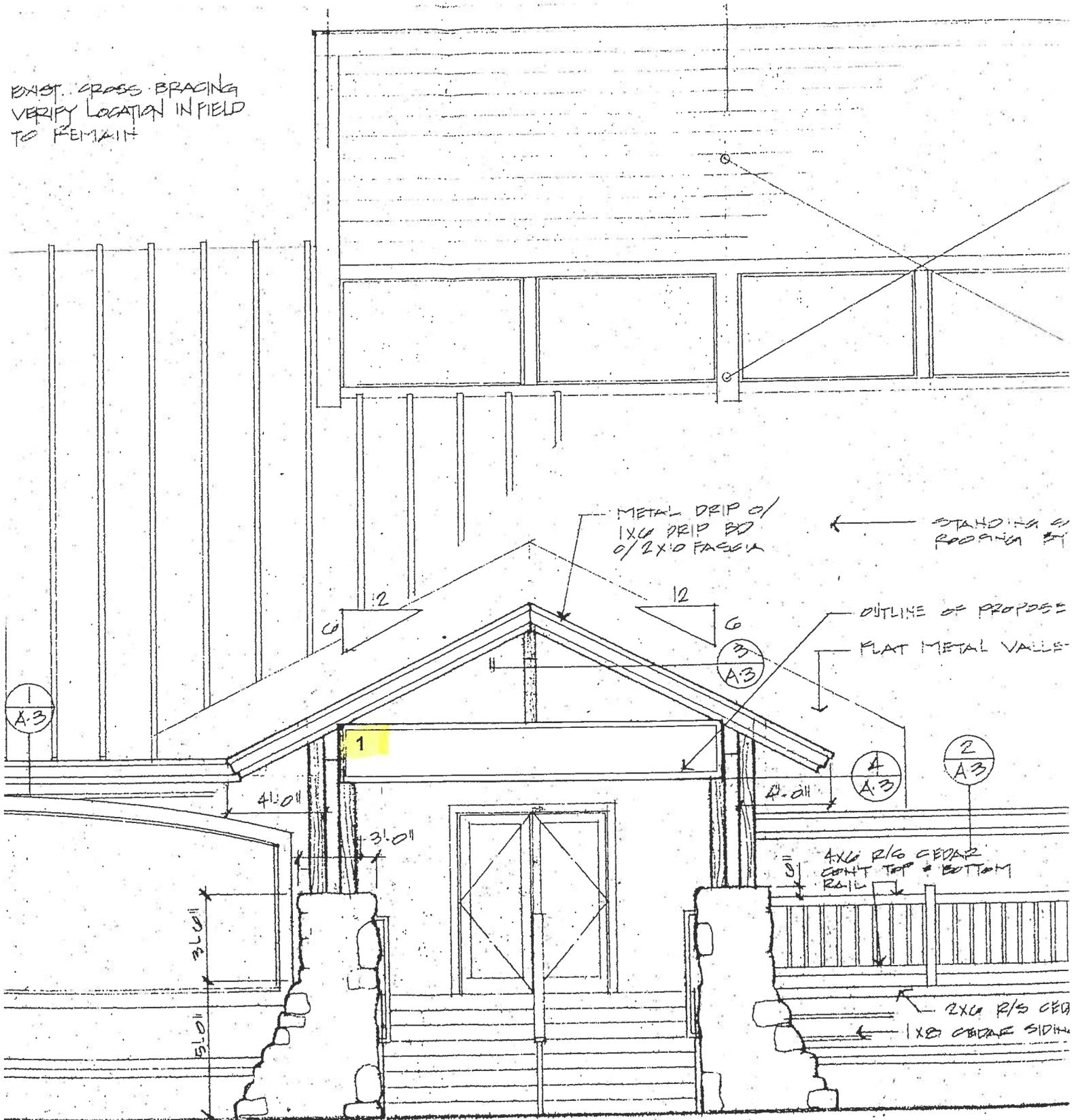
VII. MISCELLANEOUS REQUIREMENTS

- A. At the expiration, or sooner termination of Tenant's lease term, Tenant shall be required to remove his signs and patch the canopy and fascia and paint the patched area to match the surrounding area. If Tenant does not repair wall surface to Landlord's satisfaction, Landlord will perform repairs at Tenant's expense.**
- B. Town of Mammoth Lakes staff may make minor administrative adjustments to address locational and size discrepancies.**

VIII. PROHIBITED SIGNS

- A. Signs constituting a traffic hazard.**
No person shall install or cause to be installed or maintain any sign which simulates or imitates in size, color, lettering or design, any traffic sign or signal, or which makes use of the words "Stop", "Look", "Danger", or any other words, phrases, symbols or characters in such a manner to interfere with, mislead, or confuse traffic.
- B. Immoral or Unlawful Advertising.**
It shall be unlawful for any person to exhibit, post or display, cause to be exhibited, posted, or displayed upon any sign, anything of any obscene, indecent, or immoral nature or unlawful activity.
- C. Signs on doors, window or fire escape paths.**
No window signs will be permitted in the common area in front of store. No signs shall be installed, relocated or maintained so as to prevent free ingress to or egress from any door.
- D. Animated, audible or moving signs.**
Signs consisting of, or giving the effect of moving, swinging, rotating, flashing, blinking, scintillating, fluctuating or having animated light area are prohibited.
- E. Off-Premise Signs.**
Any sign installed for the purpose of advertising a project, event, person or subject occurring off the center property is prohibited unless approved in writing by the General Manager.
- F. Vehicle Signs.**
Signs on or affixed to trucks, automobiles, trailers or other vehicles which advertise, identify or provide direction to a use or activity not related to its lawful making of deliveries of merchandise or service, are prohibited.
- G. All signs listed in Municipal Code as prohibited signs.**
- H. Light Bulb Strings and Exposed Tubing.**
Storefront display lighting (other than temporary, decorative holiday lighting) that consist of unshielded light bulbs, open, exposed neon or gaseous light tubing are prohibited. Landlord hereto may grant an exception with prior written approval when the display is an integral part of the design character of the activity to which it relates.

EXIST. CROSS BRACING
VERIFY LOCATION IN FIELD
TO REMAIN



METAL DRIP @
1x6 DRIP BD
@ 2x10 FASCU

STANDING @
ROOFING BY

OUTLINE OF PROPOSE
FLAT METAL VALLE

A-3

12
6
A-3

1

4
A-3

2
A-3

5
4x6 R/S CEDAR
CONT TOP & BOTTOM
RAIL

2x6 R/S CEDAR
1x8 CEDAR SIDING

36 1/2
51 1/2

41 1/2

31 1/2

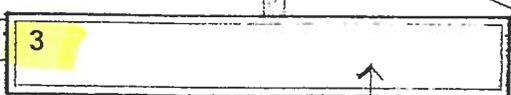
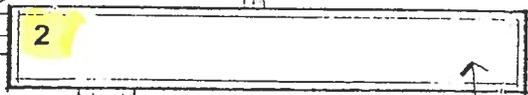
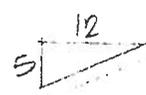
41 1/2

11' 0" MAX. HEIGHT
30 SQ. FT. MAX.

SUNW. OVER ROOF

STANDING SEAM METAL ROOFING BY OWNER (TYP)

FLAT METAL @ VALLEY & DORMER-ENTIRE SURFACE
METAL DRIP @ 1x6 DRIP BOARD / 2x10 FASCIA



4'-0"

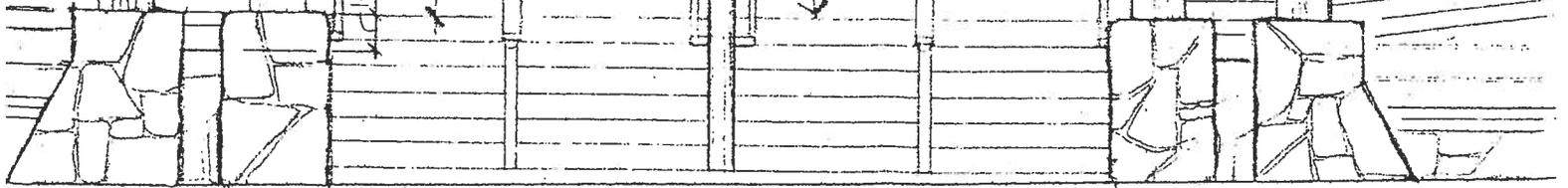
13" x LOG POST
PROPOSED SIGNAGE

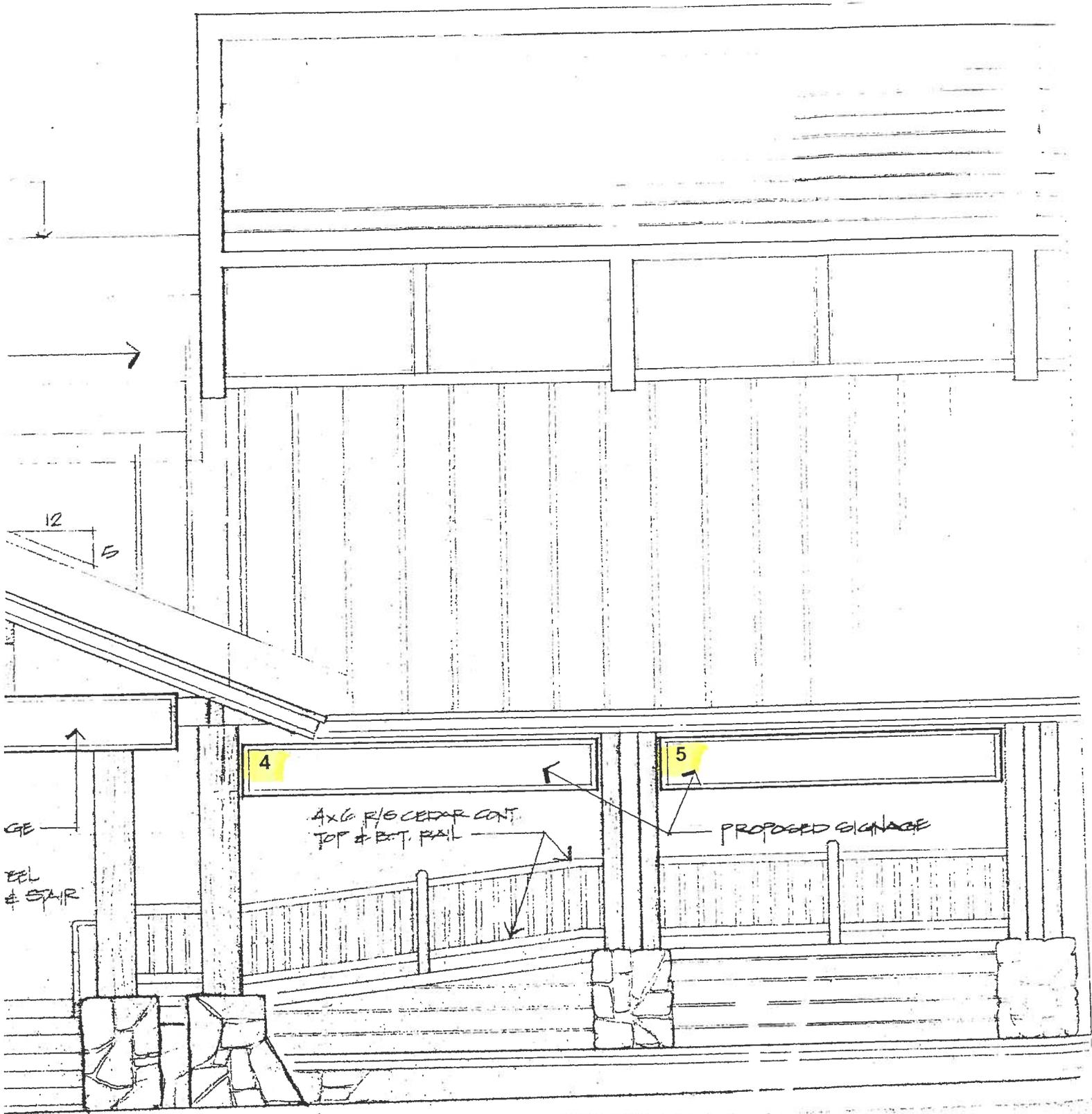
8" x POST
PROPOSED SIGNAGE

6

4x6 R/S
TOP & B

PRE-FAB STEEL HANDRAILS & STAIR





GE

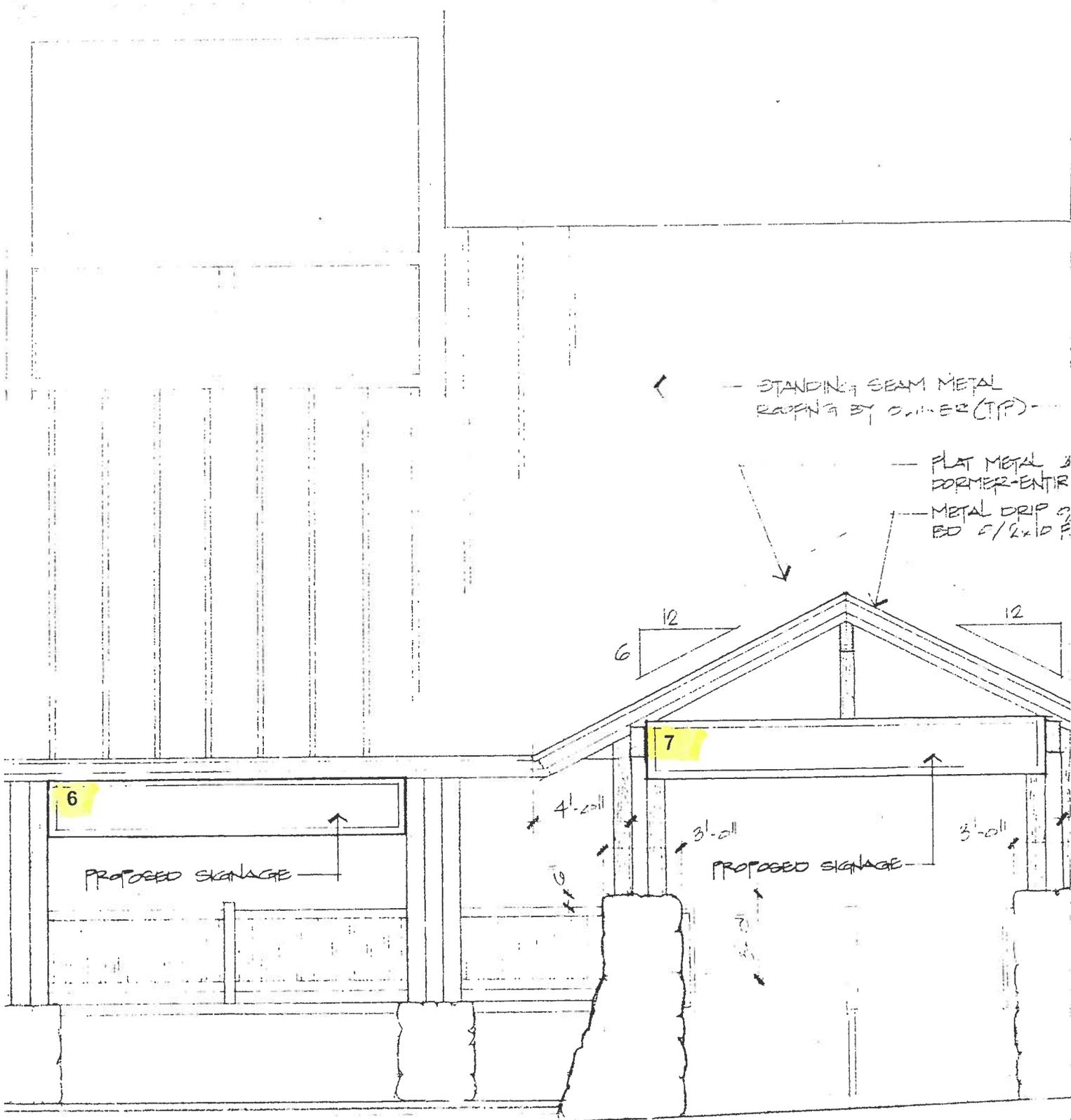
EEL
& STAR

4

4x6 R/S CEDAR CONT
TOP & BOT. RAIL

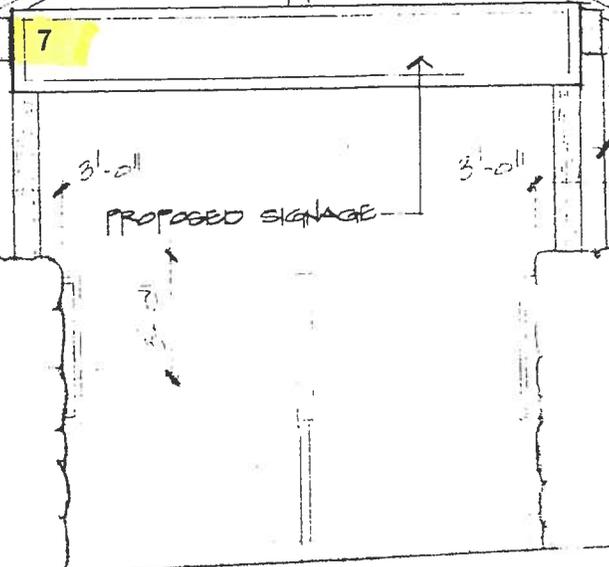
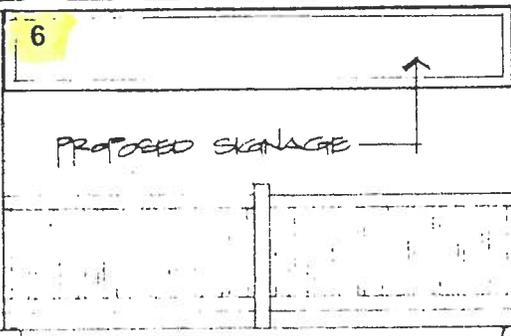
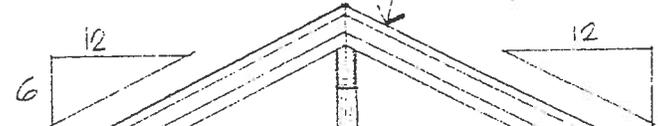
5

PROPOSED SIGNAGE



← STANDING SEAM METAL ROOFING BY OWNER (T/P) →

← FLAT METAL 3/8\"/>
DORMER-ENTIRE
← METAL DRIP 1/2\"/>
ED 5/8\" x 10 F.



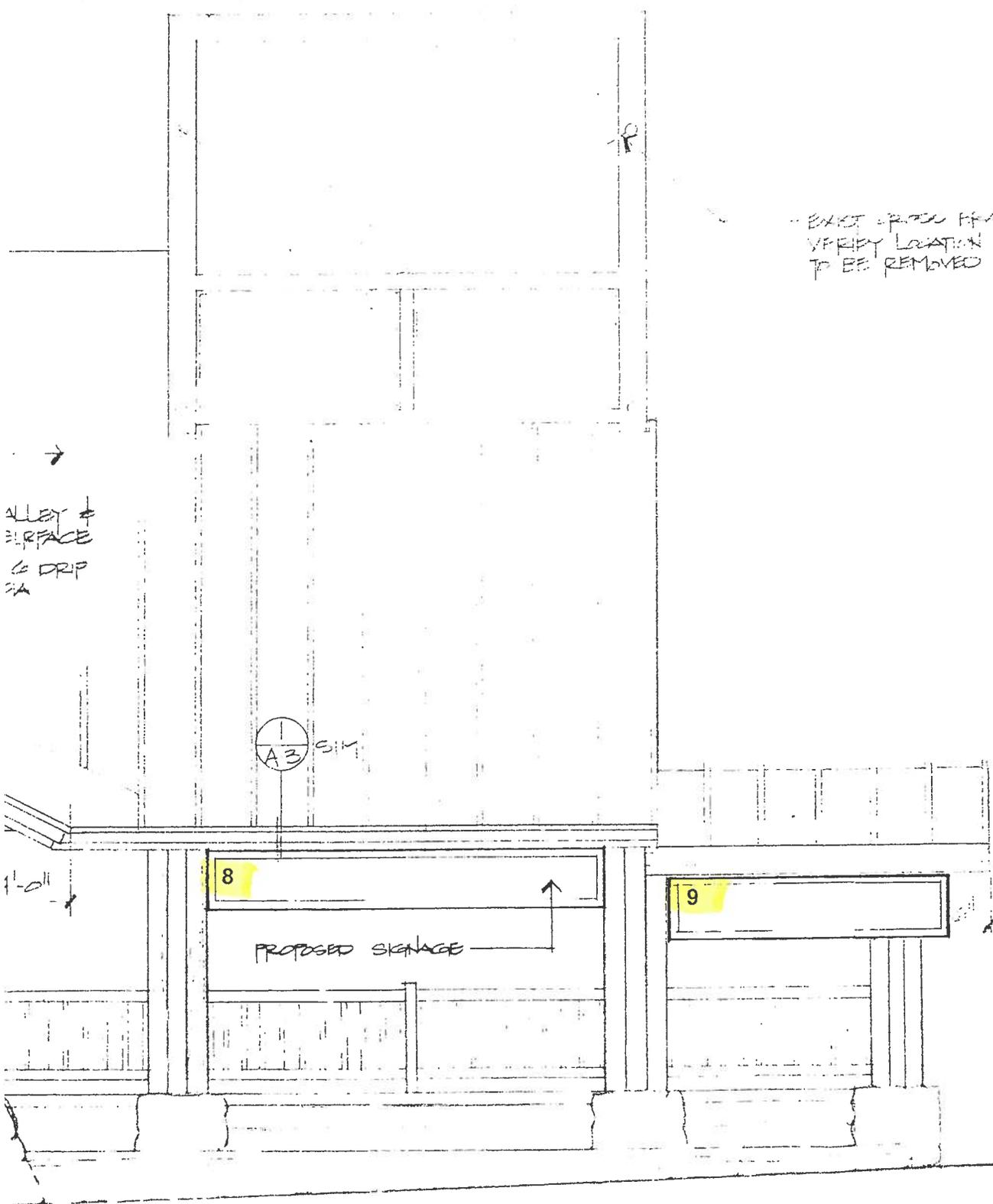
4'-0\"/>

3'-0\"/>

3'-0\"/>

PROPOSED SIGNAGE





EXIST. PROPOSED HEAVY
VERIFY LOCATION IN FIELD
TO BE REMOVED

→
ALLEY
SURFACE
← DRIP
2A

A3 S14

8

PROPOSED SIGNAGE

9

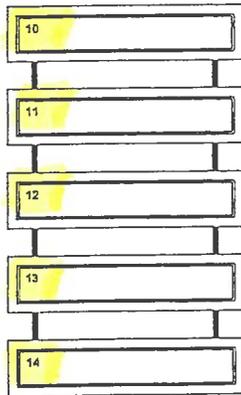
1'-0"

Mammoth Premium Outlets

Second Floor Tenant Storefront Signs Exhibit C

**CONSOLIDATE
SIGNAGE**

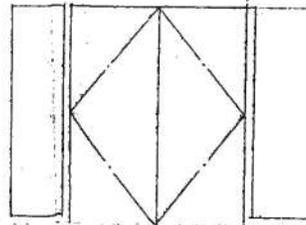
Sandblasted
single faced
wood or wood
like product

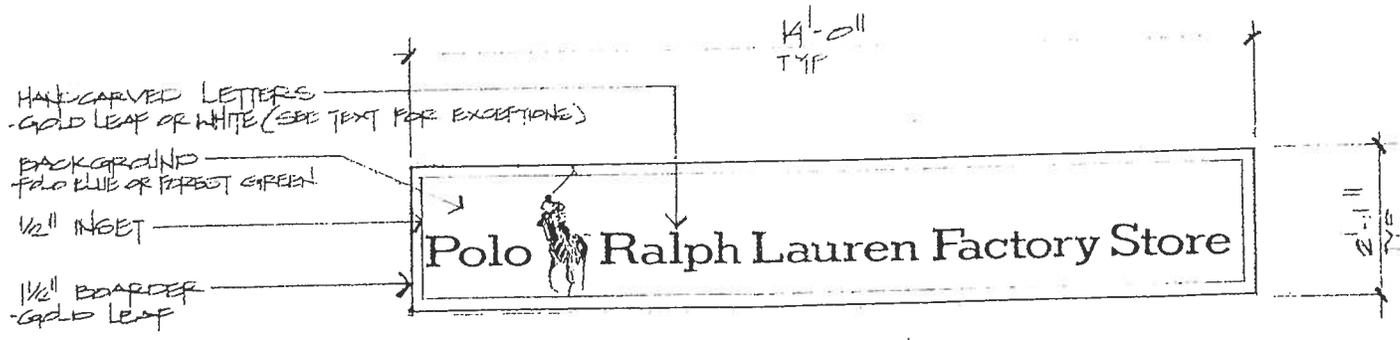


← Maximum Panel
Size = 4 s.f.

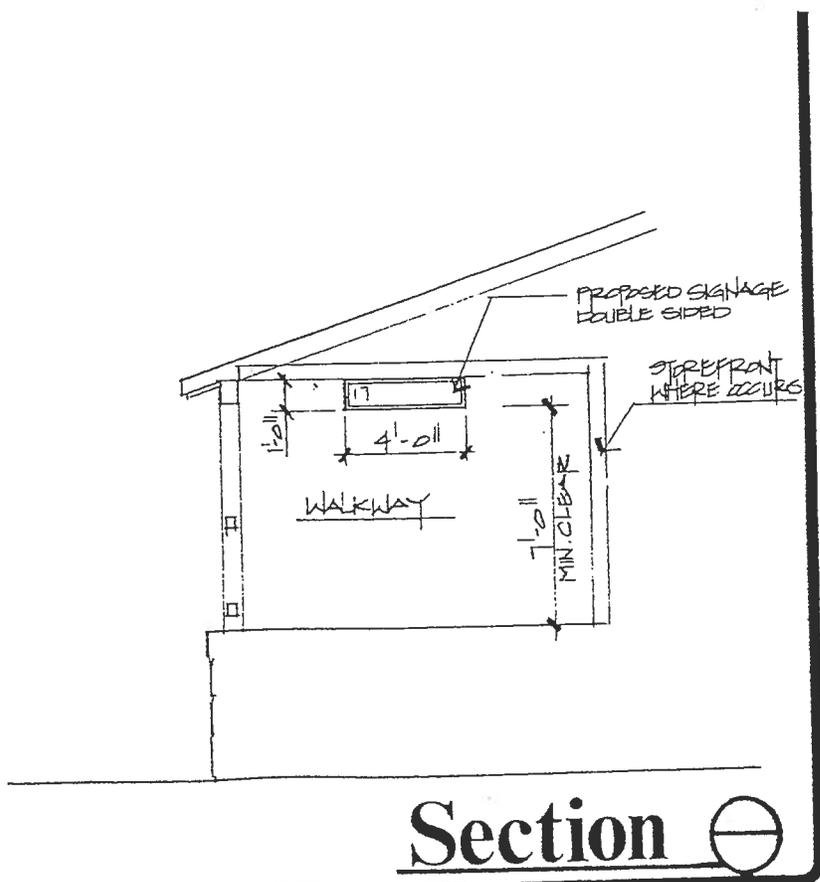
Sign Notes:

Background
color to be PMS
290 (dark blue)
with routed
letters, logo and
border in Gold.



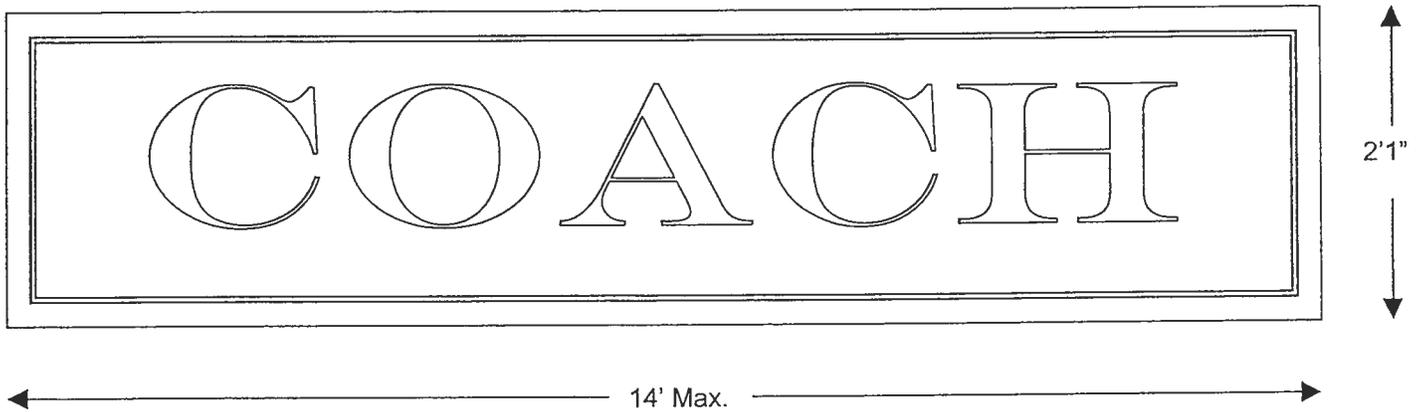


SIGNAGE DETAIL - 3D SQ. FT. MAX.
1/2" = 1'-0"



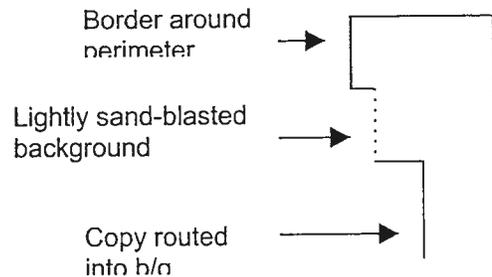
Mammoth Premium Outlets

First Floor Tenant Storefront Signs Exhibit A



Sign Details:

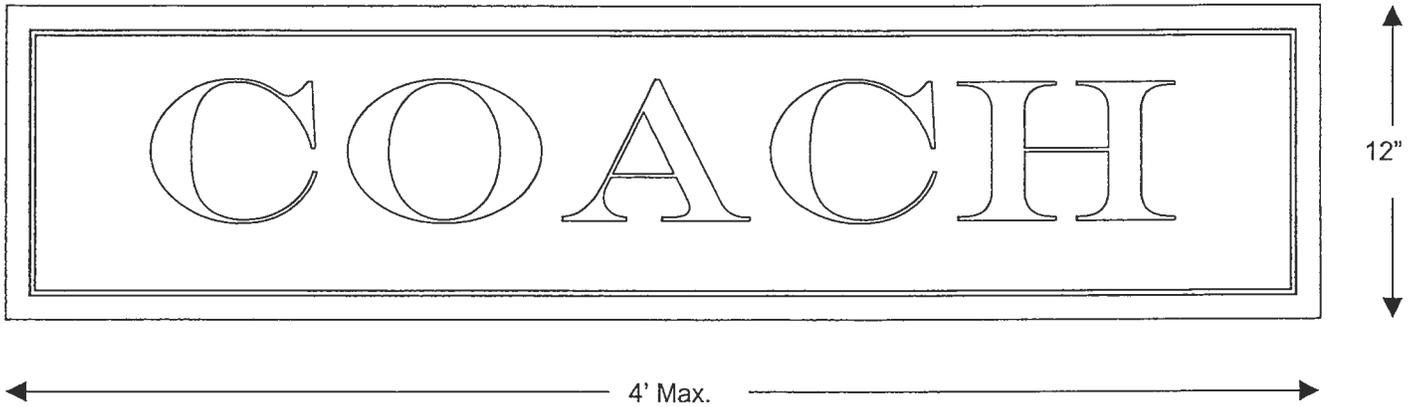
- Sign material to be single faced, wood (or wood like product) with routed Gold letters and border.
- Background color required is PMS 296 (Dark Blue)
- Sign shall not exceed 30 sf and 14' max. length



Section

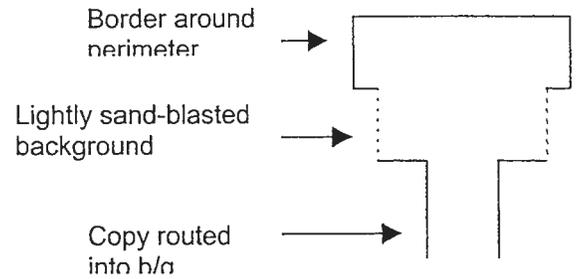
Mammoth Premium Outlets

First Floor Tenant Blade Signs Exhibit B



Sign Details:

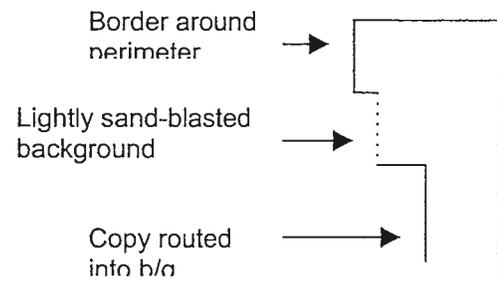
- Double faced wood or wood like product with routed Gold letters and border.
- Background color required is PMS 296 (Dark Blue)
- Hung from ceiling canopy



Section

Mammoth Premium Outlets

Directional Signage Exhibit D



Section

Sign Details for Two (2) Directional Signs:

- Sign material to be single faced, wood (or wood like product) with routed Gold letters, arrow and border.
- Background color required is PMS 296 (Dark Blue)