

RED ROOSTER MALL

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:**

**Red Rooster Mall
Attn: John Mueller
P.O. Box 2935
Mammoth Lakes, CA 93546
760/937-4656**

- 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 1/4" = 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.**
- 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.**

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- 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 Red Rooster Mall shall be valid for a period of ten years from the date of adoption, November , 2003 and shall be required to be renewed in its entirety by November , 2013 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. **Tenant Storefront Signs:** One storefront sign is allowed for each 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. The length of each storefront sign may be adjusted to fit the mounting space, but cannot exceed 10'- 0" in length. Each new storefront sign is to be of a primarily oval shape. Each storefront sign is to be single faced, wood (or wood like product). Sign background is preferred to be lightly sandblasted wood. All letters, logo (if applicable) and sign border are required to have dimension and texture. Storefront sign 1, 2 & 3 are on the north facing elevation. Storefront sign 4 is on the west facing elevation

Tenant Signage

Sign 1	Storefront Sign	63" X 104"	(26 sf)
Sign 2	Storefront Sign	36" X 76"	(21 sf)
Sign 3	Storefront Sign	36 "X 60"	(15 sf)
Sign 4	Storefront Sign	24" x 48"	(8 sf)

Building Frontage

North Elevation 117 Linear feet

Allowable Signage 78 sq. ft.

Sign Totals

North Elevation 70 sq. ft.

An exception may be granted to the locational criteria for sign 3 to allow a single sign, centered within the gable area at the west end of the building.

- B. **Tenant Blade Signs:** 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). Sign background is preferred to be lightly sandblasted wood. All letters, logo (if applicable) and sign border are required to have dimension and texture. Design, shape and colors shall match the storefront signage.
- C. **Monument Signs:** Existing monuments signs, that include two wood panels, 54" x 110" with two 15 sq. ft. signs per side for a total of 30 square feet per panel. The top of the existing signs are 12' above grade.

IV. CONSTRUCTION REQUIREMENTS

- A. All signage colors are to be in compliance with this Master Sign Plan. The standard color palette is to be an earthtone scheme. Background color is to be Green Pantone 348. Border color is to be Gold Pantone 458. Decorative design or logo may be of a unique color, apart from the sign plans approved colors, subject to the approval of the Planning Commission. The existing John's Pizza sign (wall sign #1) is allowed but when replaced must be replaced with a sign of oval design per this master sign plan.
- B. All exterior signs shall be secured by concealed fasteners, stainless steel or nickel or cadmium plated. All exposed fasteners shall be galvanized.
- C. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition and patched to match adjacent finish.
- D. 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.
- E. 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.

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F. 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.

G. 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.

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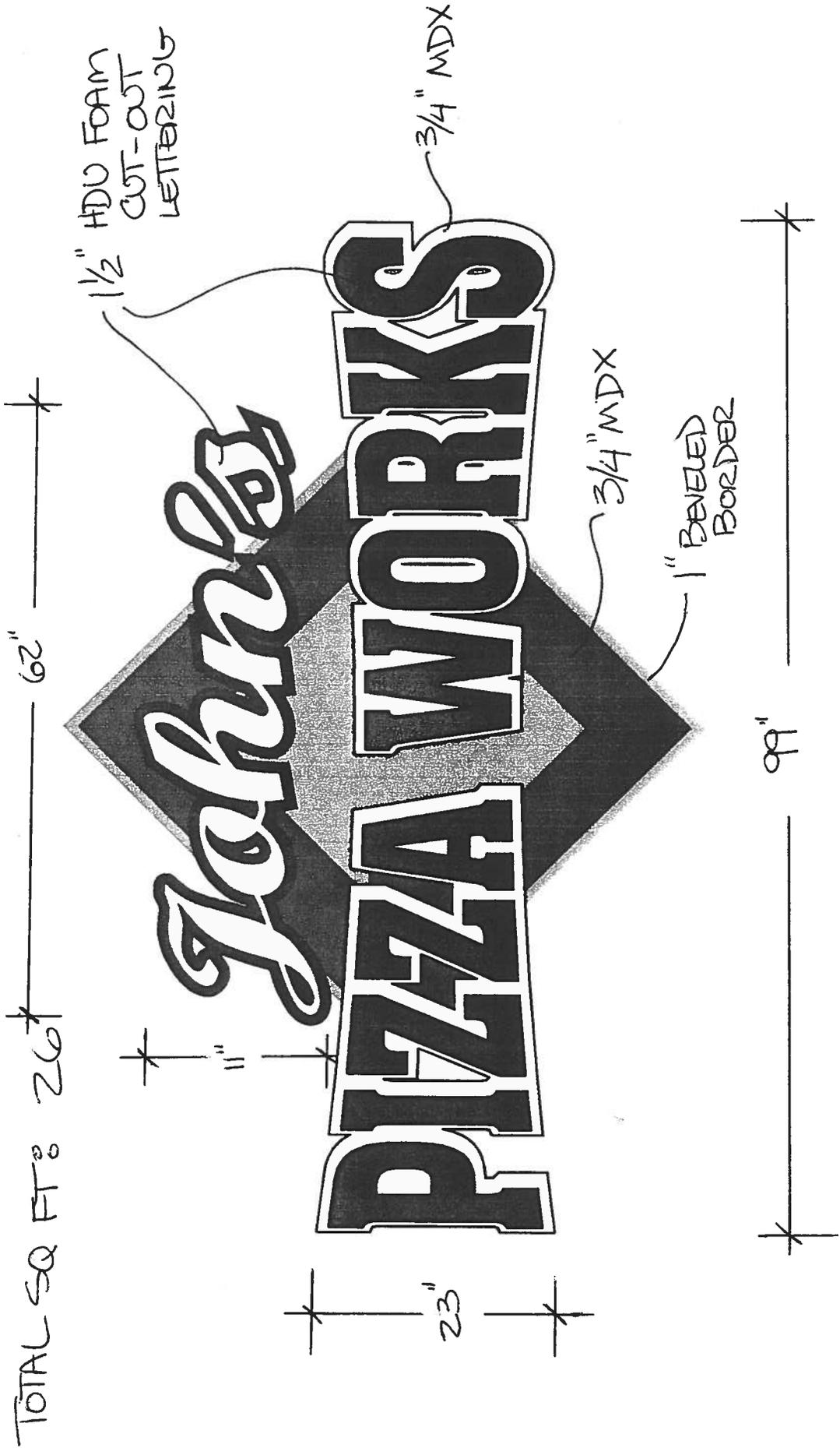
No window signs will be permitted in the common area in front of store. No signs shall be installed, relocated or maintained so as to prevent free ingress to or egress from any door.

- 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 is 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.

BUSINESS IDENTIFICATION SIGN

RED ROOSTER MALL
LOCATION: WALL SIGN 1
BADE SIGN A

JOHN'S PIZZA WORKS

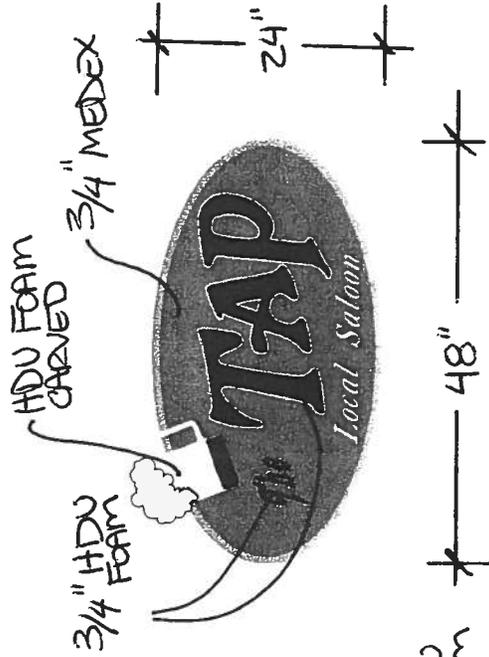
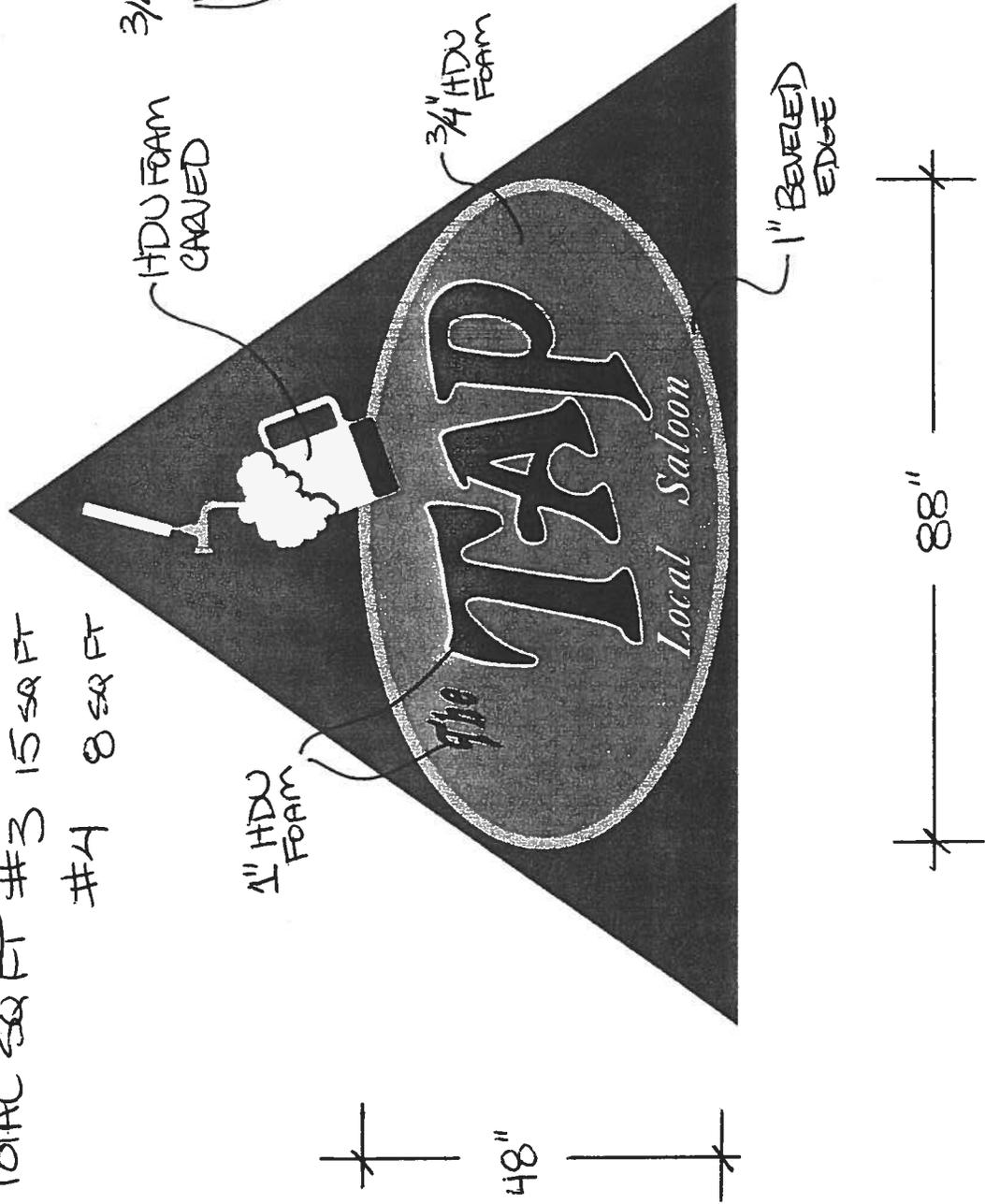


BUSINESS IDENTIFICATION SIGN
THE TAP

RED ROOSTER MALL

LOCATIONS & WALL SIGN #3
#4

TOTAL SQ FT #3 15 SQ FT
#4 8 SQ FT



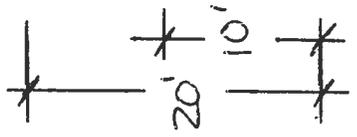
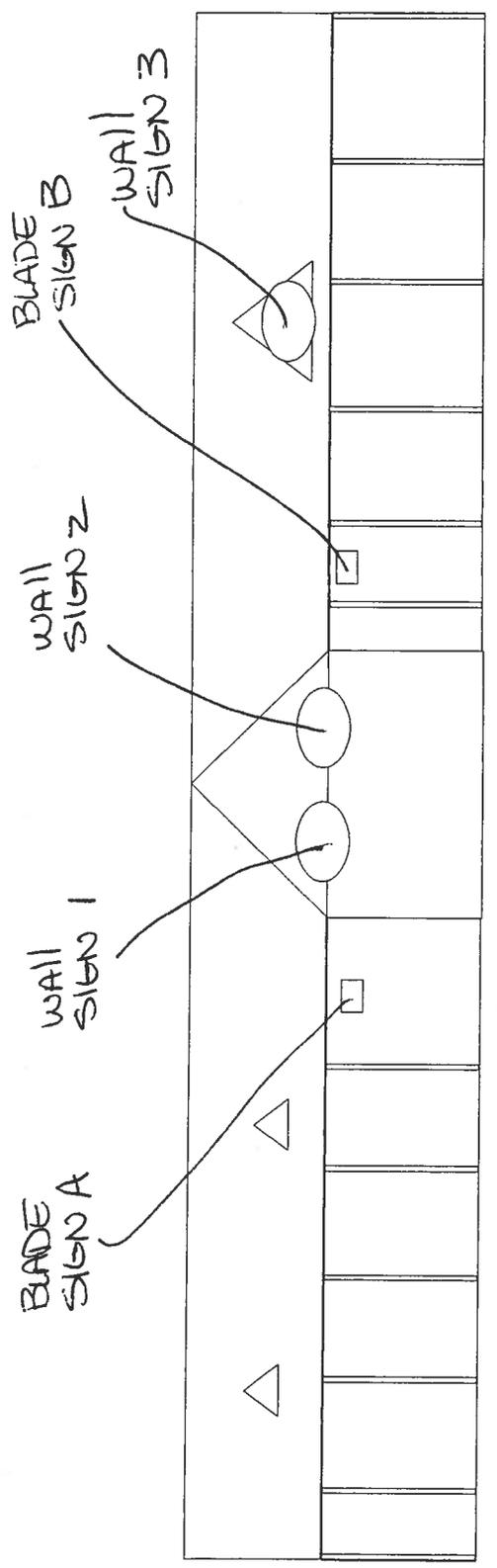
BUSINESS IDENTIFICATION SIGN
SKIERSHOP

RED ROOSTER MALL
LOCATION: WALL SIGN # 2
BLADESIGN B

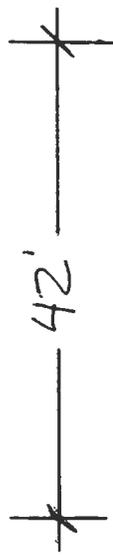
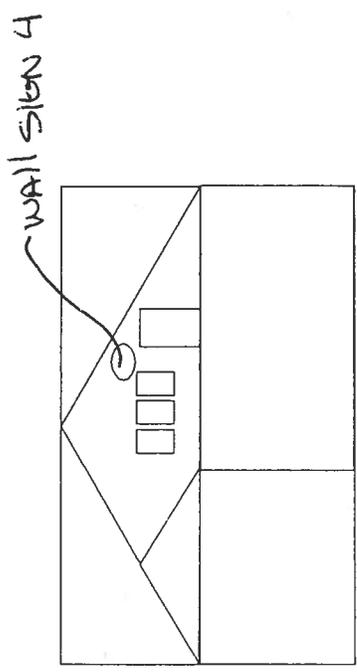
TOTAL SQ FT: 21



RED ROOSTER MALL ELEVATION DRAWING



NORTH ELEVATION



WEST ELEVATION