

**The Plaza**  
501 Old Mammoth Road  
APN: 035-200-040

**MASTER SIGN PROGRAM  
&  
OWNER SIGN CRITERIA**

Approved by Planning Commission Resolution 2007-05 and  
Amended by Community Development Director Determination 2011-18 and 2014-09

This Master Sign Program (MSP) & Owner 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 Owners and Tenants, and to comply with the regulations of the Zoning Ordinance of the Town of Mammoth Lakes, Chapter 17.48 “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 Owner.

**I. 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 Owner or tenant shall submit or cause to be submitted to the Association, 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 the Association prior to submittal to the Town at:

The Plaza Owners’ Association  
PO Box 407  
Mammoth Lakes, CA 93546

- C. The sign drawings are to be prepared by a reputable state licensed sign contractor, designer, and/or by owner-operator to the specifications indicated herein. For signs that require a separate building permit, the drawings shall be prepared by a reputable state licensed sign contractor or designer. 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 Owner’s or tenant’s premises including height and extent of projection from building wall.
  - 2. Sizes of sign letters must be accurately dimensioned and spaced and drawn at a minimum of ¼” = 1’0” scale.

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3. Colors, paint finishes and types of materials.
  4. Lighting specifications, if any.
- D. Prior to the manufacture and installation of a sign, the Owner or his representative shall obtain all permits for signs and their installation required by the Town of Mammoth Lakes.
  - E. All signs shall be constructed, installed and maintained at the Owner's expense. This section shall not supersede any lease agreement that Owner may have with a Tenant; however Owner shall ultimately bear the responsibility of insuring payment of such construction and installation.
  - F. Owner shall be responsible for the fulfillment of all requirements and specifications, including those of the Town of Mammoth Lakes and the Uniform Electrical Code.
  - G. All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of sign shall remain the sole right of the Association or his authorized representative, and the Town of Mammoth Lakes.
  - H. All drawings marked "Disapproved" or "Approved as Noted" by Association must be resubmitted as here and above set forth in paragraph I.B, above, with the required corrections. Owner and its sign contractor will not be permitted to commence installation of the exterior sign unless the final sign drawings reflecting Association's approval are on file in the Association's office. General Manager must be notified 48 hours in advance prior to sign installation.
  - I. This Sign Criteria may be revised at any time if so required by a governmental agency having jurisdiction over its contents.
  - J. If Owner or tenant makes changes to an existing sign, Owner or tenant must comply with any future modifications, revisions or changes that have been made to the Sign Criteria after the execution of their original sign.
  - K. Owner shall be responsible for the installation and maintenance of his sign. Should Owner's sign require maintenance or repair, Association shall give Owner thirty (30) days written notice to effect said maintenance or repair. In the event Association performs maintenance or repair on behalf of Owner, Owner shall reimburse Association within ten (10) days from receipt of invoice.
  - L. 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 the Section III, Sign Specifications, below. Only established trade names shall be displayed.
  - M. The face colors and type styles of all signs shall be subject to Association's approval. Established trade logos and signage shall be permitted providing they conform to the criteria described herein.

## **II. TOWN OF MAMMOTH LAKES SIGNAGE REQUIREMENTS**

- A. Any deviations from this MSP shall be approved in accordance with Municipal Code 17.48.050.I, Revisions to Master Sign Programs.
- B. There shall be no signs displayed on this property other than in accordance with the approved MSP.

## **III. SIGN SPECIFICATIONS**

### **A. North Elevation:**

#### **1. Wall Sign**

- a. One six square foot sign not larger than two feet in height and three feet wide located on the upper western corner of the building for Unit #9 per Exhibit A – North Elevation.
- b. All signs are to be wood (or wood like product). All letters, logo (if applicable) and sign border are required to have dimension and texture.
- c. Wall signs shall not project more than six inches from the surface to which it is attached.

#### **2. Window Boxes**

- a. Three window boxes are located on the north elevation.
  - i. East window box is assigned to Unit #2.
  - ii. Middle window box is assigned to Unit #3.
  - iii. West window box is assigned to Unit #8.
- b. Contents of these display areas do not constitute signage.

### **B. East Elevation:**

#### **1. Window Box**

- a. The one window box on the east elevation is not assigned to any unit.
- b. Contents of this display area do not constitute signage.

#### **2. Directory Sign (Wall Sign)**

- a. A tenant directory sign composed of six individual signs on the east elevation as shown in Exhibit A – East Elevation.
- b. The dimensions of the directory sign area shall not exceed 15 feet by four feet.
- c. The area of each of the six individual signs within the directory sign area shall be two feet in height and four feet wide.

### **C. South Elevation: None.**

D. West Elevation:

1. Storefront Signs (Wall Signs)

- a. Each unit is assigned a designated storefront display area in the façade of the building per Exhibit A – West Elevation.
- b. Each unit may install no more than 21 square feet of wall signage, with the exception of Tonik (occupying Unit #2), which may install no more than 30 square feet of wall signage.<sup>1</sup>
- c. No wall sign shall exceed three feet in height or nine feet in width in its designated area, with the exception of Tonik (occupying Unit #2) whose wall sign shall not exceed three and one half feet in height or ten feet in width in its designated area.<sup>1</sup>
- d. Only one wall sign per business is allowed; however, if an Owner or tenant occupies more than one unit, the Owner or tenant is allowed all signage permitted for all units occupied.
- e. Units with more than one business or tenants may not display more than two wall signs in the designated area and wall signage may not total more than the 21 square feet per unit.
- f. Wall signs shall not project more than six inches from the surface to which they are attached, with the exception of Tonik (occupying Unit #2) whose wall sign may project up to fourteen inches from the surface to which it is attached.<sup>1</sup>
- g. All signs are to be wood (or wood like product), metal, or other Association and Town approved material. Materials that create excessive glare shall be avoided. All letters, logo (if applicable) and sign border are required to have dimension and texture.
- h. Sign lighting for storefront signs shall meet the requirements of Municipal Code Section 17.48.080.E (Sign Lighting) and/or Municipal Code Section 17.36.030 (Exterior Lighting). Where Section 17.36.030 (Exterior Lighting) conflicts with Chapter 17.48 (Signs), Chapter 17.48 (Signs) will take precedence.

2. Multi-Tenant Center Identification Signs

- a. Multi-tenant center identification signs shall not advertise any particular business or product.
- b. One wall identification sign is allowed that shall not exceed 13 square feet. Wall signs shall not project more than six inches from the surface to which it is attached.

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<sup>1</sup> This exception is only granted for Tonik. In the event that a different business occupies the Unit #2 space, that business is subject to all of the regular standards and regulations of The Plaza Master Sign Program, including a maximum sign size of 21 square feet for the west elevation wall sign.

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- c. One monument identification sign is allowed that shall not exceed 30 square feet. A current monument identification sign is located perpendicular to Old Mammoth Road at the northwest corner of the property.
- d. All signs are to be wood (or wood like product). All letters, logo (if applicable) and sign border are required to have dimension and texture.

3. Pedestrian Signs (Hanging Signs)

- a. Hanging signs shall be located under the building overhang and in front of the unit's main entrance.
- b. Each unit may install no more than one hanging sign of six square feet; however, if an Owner or tenant occupies more than one unit, the Owner or tenant is allowed all signage permitted for all units occupied.
- c. The minimum clearance between the lowest point of a sign and the grade immediately below shall be eight feet.
- d. All signs are to be wood (or wood like product), metal, or other Association and Town approved material. Materials that create excessive glare shall be avoided. All letters, logo (if applicable) and sign border are required to have dimension and texture.

4. Window Signs

- a. Window vinyl lettering is approved for each door and for windows indicating the name of the business, trade name or logo or other general information pursuant to the window signage as outlined in the Sign Ordinance. Window signage shall not be more 25% of the window area of a unit or more than 30 square feet which ever is less.
- b. All window lettering shall be the same color as the main tenant signs, or white and all door lettering shall be the same size, font and style. All window lettering shall receive Town approval prior to installation, and shall be the same Town approved color.
- c. In addition to the business name or logo, there shall be no more than four window signs per business and no more than four messages. Such as "ski rental", "fishing equipment", "clothing", "camping gear", "hours of operation".

E. Building Signage Calculations

1. Building Frontage:

West Elevation - 237 linear feet along Old Mammoth Road.

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2. Sign Totals<sup>2</sup>

North Elevation	6 sq. ft.
South Elevation	0 sq. ft.
East Elevation	0 sq. ft.
West Elevation	<u>198 sq. ft.</u>
Total	204 sq. ft.

**IV. OTHER SIGNS PERMITTED**

A. Open signs

1. Internally illuminated vacancy/no vacancy signs, neon open signs no more than two and one-half square feet, one sign per business.

B. Temporary signs may be installed with written permission from the Association provided they are approved or do not require approval from the Town of Mammoth Lakes.

1. Temporary signs include:

- a. "For Sale" or "Sale" signs, commercial or real estate: three square feet or less, one sign per unit.
- b. "For Rent" signs: one square foot or less, one per unit.
- c. Temporary window signs the lesser of: 25% of the window area or six square feet displayed no more than 15 consecutive days per calendar quarter.
- d. Development signs: 20 square feet or less.
- e. Real Estate development signs: 20 square feet or less.

**V. CONSTRUCTION REQUIREMENTS**

A. All signage colors are to be in compliance with this MSP. The standard color palette is to be an earth tone scheme. See Exhibit B for a sample palette demonstrating earth tones. Decorative design or logo may be of a unique color, apart from the sign plans approved colors, subject to the approval of the Association and Planning Commission.

B. All projecting signs shall have a minimum eight foot clearance above grade.

C. All outdoor lighting shall conform to Municipal Code Section(s) 17.48.080.E (Sign Lighting) and/or 17.36.030 (Exterior Lighting). Where Section 17.36.030

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<sup>2</sup> Sign totals do not include the area of multi-tenant center identification signs, directory sign, or hanging signs that are not counted towards sign area pursuant to Municipal Code 17.48.080.C.7. Also, the area of window signs are not counted because this MSP conforms to the Sign Ordinance for the amount of window signage allowed. The window box displays are not counted towards sign area per this MSP.

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(Exterior Lighting) conflicts with Chapter 17.48 (Signs), Chapter 17.48 (Signs) will take precedence.

- D. All exterior signs shall be secured by concealed fasteners, stainless steel or nickel or cadmium plated. All exposed fasteners shall be galvanized.
- E. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition and patched to match adjacent finish.
- F. 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.
- G. Sign contractor shall repair any damage caused by his work. Damage to structure that is not repaired by the sign contractor shall become Owner's responsibility to correct.
- H. Owner 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.
- I. A building permit is required for installation of signs and all Building Code requirements must be met prior to installation of signage.

**VI. 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.

**VII. 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.

**VIII. MISCELLANEOUS REQUIREMENTS**

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

## **IX. APPROVED SIGN**

The following signs are considered approved signs. Those that do not conform to the above MSP requirements are considered nonconforming signs.

### **A. Wall Signs**

1. Mammoth Times: 13.2 s.f. wall sign (Unit #9)
2. Mammoth Gallery: 17 s.f. wall sign (Unit #8)
3. Oaktree Furniture Store: 20 s.f. wall sign (Unit #7)
4. Oaktree Window Coverings: 21 s.f. wall sign (Unit #6)
5. Oaktree Furniture Store: 20 s.f. wall sign (Unit #5)
6. Mammoth Realty Group: Approximately 12 s.f. wall sign (Units #3 and #4)
7. Tonik: 28 s.f. wall sign (Unit #2)
8. Mammoth Vehicle Registration Services: 24 s.f. wall sign (sign lettering is 12.5 s.f.) (Unit #1)

### **B. Hanging Signs**

1. Mammoth Times: 3 s.f. hanging sign (Unit #9)
2. Mammoth Gallery: 3 s.f. hanging sign (Unit #8)
3. Oaktree Furniture Store: 3 s.f. hanging sign (Unit #7)
4. Oaktree Window Coverings: 3 s.f. hanging sign (Unit #6)
5. Oaktree Furniture Store: 3 s.f. hanging sign (Unit #5)
6. Mammoth Realty Group: 3 s.f. hanging sign (Units #3 and #4)
7. Mammoth Vehicle Registration Services: 3 s.f. hanging sign (Unit #1)

### **C. Multi-Tenant Center Identification Signs**

1. Wall Sign: Approximately 12.5 s.f. (between Unit #7 wall sign and Unit #6 wall sign and located on the upper portion of the fascia).
2. Monument Sign: Not to exceed 30 s.f. and double-sided (perpendicular to Old Mammoth Road and located at the northwest corner of the property).

## **X. PROHIBITED SIGNS**

### **A. Signs constituting a traffic hazard.**

1. No person shall install or cause to be installed or maintain any sign which stimulates 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.

1. 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.

1. No window signs will be permitted in the common area in front of the 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.

1. 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.

1. 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.

1. 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 is 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.

1. Storefront display lighting (other than temporary, decorative holiday lighting) that consists of unshielded light bulbs, open, exposed neon or gaseous light tubing are prohibited. The Town and Association may grant an exception for light bulb strings and exposed tubing with prior written approval when the display is an integral part of the design character of the activity to which it relates, and the display is in conformance with Municipal Code Section(s) 17.48.080.E (Sign Lighting) and/or 17.36.030 (Exterior Lighting).

**XI. EXHIBITS**

A. Elevations – West, North, and East

B. Sample Color Palette

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**Exhibit A - West Elevation**

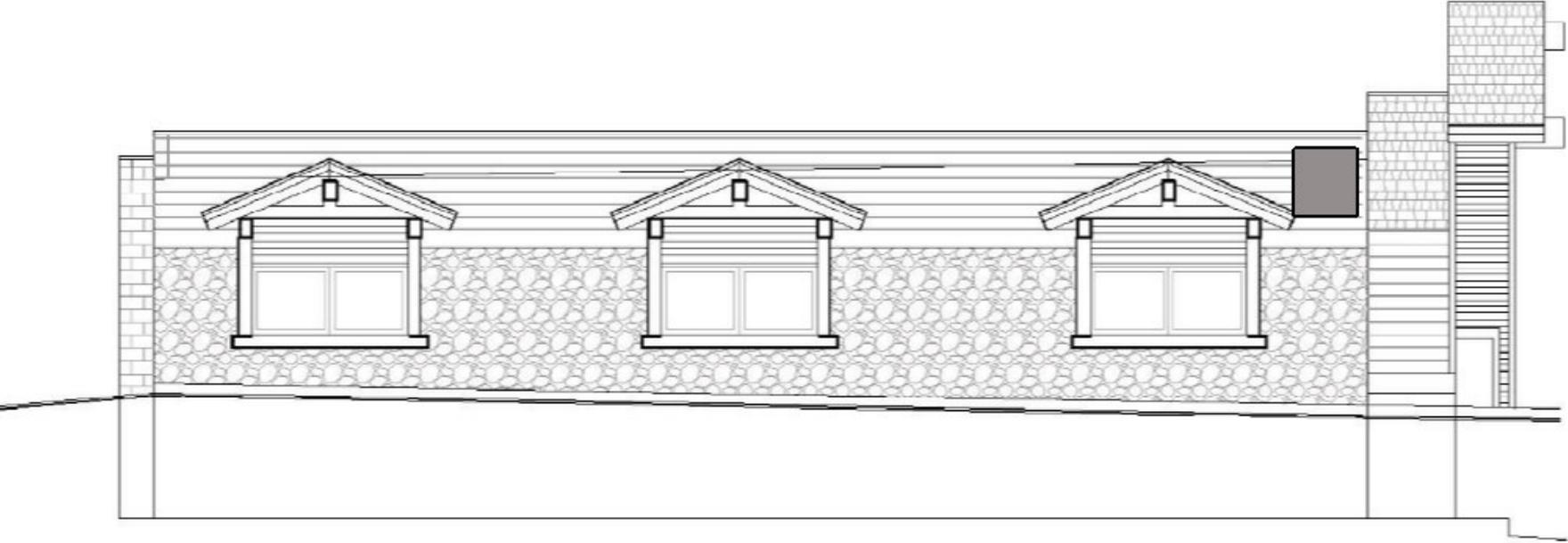
**WEST ELEVATION**  
**Showing the location of the storefront signs and which space is assigned to each location**



-  **Installation Area**
-  **Sign**

**Exhibit A – North Elevation**

**North Elevation**  
*(Showing the existing window boxes and approximate location of the 6 s.f. sign location for unit 9.)*

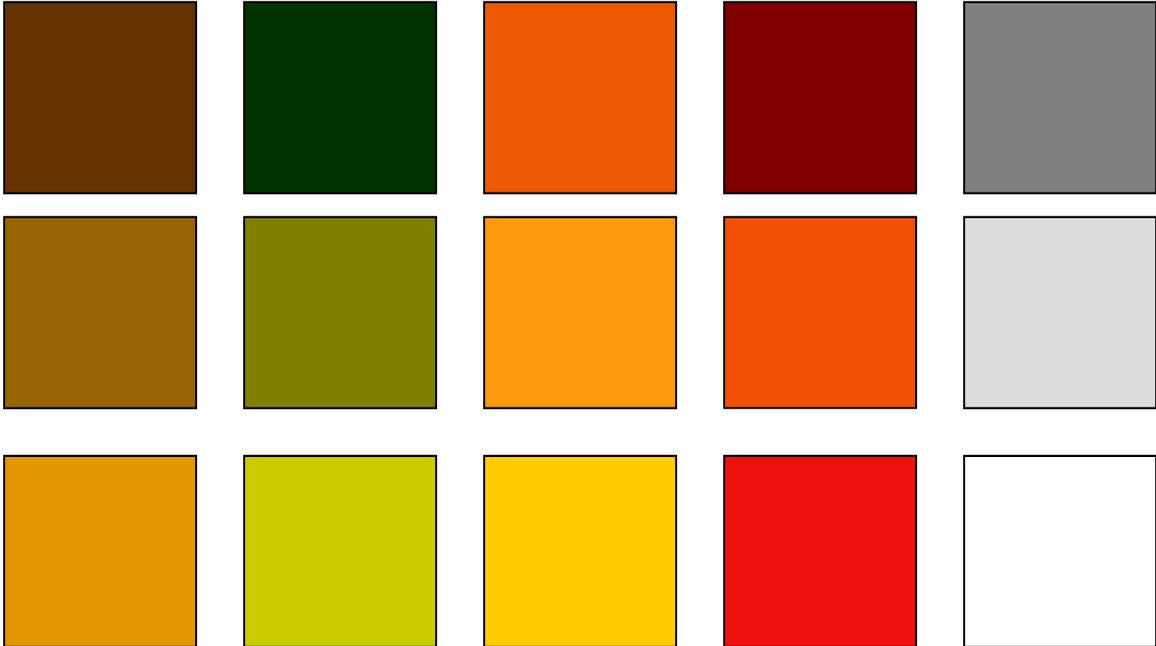


 **Installation and sign area for unit 9**

Exhibit A – East Elevation



**Exhibit B – Sample Color Palette**



*For demonstration purposes of “earth tones”, this is a sample of what is intended.  
This should not be a construed as a complete list of acceptable colors.*