
SIGNAGE DESIGN GUIDELINES



MARCH 2004

INTRAWEST

SIGNAGE DESIGN GUIDELINES

The Village at Mammoth, Mammoth Lakes, California

MISSION STATEMENT:

To find the right design boundaries – to discover rules that preserve aesthetic discovery and diversity, accommodating plural identities and tastes, while still allowing the pleasures of consistency and coherence.

- Virginia Postrel, *The Substance of Style – How the Rise of Aesthetic Value is Remaking Commerce, Culture, & Consciousness*

SECTION ONE: Introduction & General Overview

Exterior signage is the most important feature that communicates the distinct style and nature of the shop/restaurant to every passer-by, and is best expressed through the use of vibrant colors, interesting shapes and/or unique materials. In order to maximize visibility and communicate individual style, exterior signage design and materials may contrast with building architecture, materials and colors while maintaining a high level of quality and great design. All exterior signage will reflect unique style, excellent quality, and unique design that is consistent with the Town's Vision.

A variety of signage types used throughout the Village will make the village experience that much more memorable. In addition to exterior storefront signage, Tenants can further enhance their individual identity and improve the overall pedestrian experience through the use of, but not limited to, awnings, umbrellas, planters, and terrace coverings. All permitted sign types are addressed in the guidelines. Under no circumstance will a tenant be permitted to include all signage types in one storefront. Additional secondary signage may be permitted if the tenant can demonstrate that it enhances the pedestrian experience and suits the specific storefront architecture. Any sign types that are not described in these guidelines may be considered and are subject to review.

In an effort to create the best pedestrian experience possible, projecting signs will have the single biggest impact when it comes to attracting the attention and curiosity of passers-by. All tenants are strongly encouraged to create their signage plan as a whole and focus on the projecting sign as the predominant feature, keeping in mind that it has the ability, in most cases, to create the biggest "WOW"!

Following the review and approval of the Landlord, including approval by the Master Association Design Review Board, the tenant will be responsible for getting all necessary approvals from the Town of Mammoth Lakes.

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SECTION TWO: Sign Types

All sign types are addressed in this section. Read through to assess which signs will best suit your location and individual business. Keep in mind that tenants will not be permitted to include all sign types in one storefront.

2.1 Projecting Signs

Projecting signs are those that project perpendicular to the storefront, except where located at the corner of a building where two walls meet, so pedestrians and vehicular traffic can see them as they pass by.

Each ground floor tenant within The Village at Mammoth will be required to have at least one projecting sign unless otherwise shown in the Tenant Drawing Package.

The signs will vary in size, shape, mounting height and location to maximize visibility. This will create a lively colorful mosaic of different themes and shapes. All projecting signs will be double-sided where feasible.

Projecting signs should include 3-dimensional elements. These elements can be dimensional letters, carved/sculpted graphics or objects and decorative pieces that protrude from the body of the sign. These 3-dimensional elements will add depth to the sign and make it more noticeable from the pedestrian level.

Backlit signs will be permitted where the sign of the body has an opaque background with illuminated letters lit from the behind only. Halo lit (*opaque letter face with only the sides emanating light*) and neon details are also acceptable. All signs will be approved based on their uniqueness and aesthetics.

2.1a Dimensions

- Maximum 6 sq.ft. per sign face in pedestrian areas (36" X 42" envelope).
- Maximum 12 sq.ft. per sign face in vehicular areas (36" X 60" envelope).
- Dimensional elements may be up to 12" thick or protrude 6" from each side.

2.1b Quantity

- One sign permitted on each street frontage as follows:
 - o One sign per business frontage under 32'0".
 - o Two signs per business frontage 32'0" and over.
 - o Two signs per corner site with more than 32'0" combined frontage.
- Storefronts under 32' to have a maximum of 2 signs.
 - o 1 Projecting & 1 Fascia
- Storefronts 32' and over to have a maximum of 3 signs.
 - o 1 Projecting & 2 Fascia
 - o 2 Projecting & 1 Fascia

2.1c Location & Spacing

- Projecting signs must be located on center half of business frontage and near main entrance.
- On corner sites the projecting sign may be positioned on the corner where the two building frontages meet. Sign must be situated at an equal angle from each of the building faces.

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- Projecting signs must not project within 3'0" of any street curb where there is vehicular traffic, loading bay or parking entrance. This is to ensure vehicular vision is not blocked in any way.
- Sign must be placed perpendicular to building face except when located at intersecting frontages of a corner site.
- The space between projecting signs is minimum 13'0" from sign face to sign face.
- 42" maximum projection from building face where sign is mounted.
- 6" maximum space between sign edge and building face where sign is mounted..

2.1d Height & Clearance

- The height of a projecting sign will not exceed the ground floor's ceiling line or 12'0", whichever is less.
- 7'6" minimum clearance. 8'0" minimum clearance will be required, in some cases, where there is a safety concern.
- Clearance may be minimum 5'0" where sign is above planter or other landscape/architectural detail which prevents direct pedestrian traffic directly under the sign.

2.1e Hanger & Lighting

- Hangers & lighting should be designed and incorporated to reflect signage design concept and construction, as well as building architecture.
- Small, decorative lighting is required for all primary sign faces.
- Lighting source(s) must be concealed in order to protect the night sky.
- Total lighting will be a maximum of 40 watts in order to protect the night sky.
- 48" maximum projection from building face where sign is mounted.

2.2 Fascia Signs

When possible, tenants will have the option of erecting a fascia sign to complement their projecting sign(s).

Fascia signs will be of similar design as the projecting sign but not limited to the same fabrication materials. For example, one may choose to have a metal projecting sign and a wood fascia sign or any combination of different materials.

Fascia signs should include 3-dimensional elements. These elements can be dimensional letters, carved/sculpted graphics or objects and decorative pieces that protrude from the body of the sign. These 3-dimensional elements will add depth to the sign and make it more noticeable from the pedestrian level.

Backlit signs will be permitted where the sign of the body has an opaque background with illuminated letters lit from the behind only. Halo lit (*opaque letter face with only the sides emanating light*) and neon details are also acceptable. All signs will be approved based on their uniqueness and aesthetics.

The following sign types qualify as fascia signs:

- 1.) Individual Dimensional Letters.
- 2.) Any sign that has a rigid backer/background and is mounted directly to the building above a main entrance or a designated fascia sign area *i.e. marble sign or sandblasted cedar sign.*
- 3.) Any sign which hangs directly above a main entrance and is parallel to the storefront.

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- 2.2a Dimensions
- Up to 20 sf per fascia sign.
 - Up to 12 sf per hanging fascia sign for corner sites with corner entrances.
 - Dimensional elements can protrude from sign face a maximum of 8".
- 2.2b Quantity
- One sign permitted on each street frontage as follows:
 - o One sign per business frontage under 32'0".
 - o Two signs per business frontage 32'0" and over.
 - o Corner sites with corner entrances may have one additional hanging fascia above their main entrance.
 - Storefronts under 32' to have a maximum of 2 signs.
 - o 1 Projecting & 1 Fascia
 - Storefronts 32' and over to have a maximum of 3 signs.
 - o 1 Projecting & 2 Fascia
 - o 2 Projecting & 1 Fascia
- 2.2c Location & Spacing
- Signs may be placed anywhere within the center 80% of business frontage.
 - Corner sites with corner entrances may erect a hanging fascia sign above their main entrance.
 - Signs must be mounted parallel to building face.
 - Minimum 4'0" between fascia signs from edge to edge.
 - Minimum 2'0" from edge of property.
- 2.2d Height & Clearance
- The top edge of a fascia sign will not exceed the commercial level's ceiling line.
 - 7'6" minimum clearance. 8'0" minimum clearance will be required, in some cases, where there is a safety concern or where the entry door will be obstructed.
- 2.2e Hangers & Lighting
- Hangers & lighting should be designed and incorporated to reflect signage design concept and construction, as well as building architecture.
 - Small, decorative lighting is required for all primary sign faces.
 - Lighting source(s) must be concealed in order to protect the night sky.
 - Total lighting will be a maximum of 40 watts in order to protect the night sky.
 - Gooseneck lamps to be mounted above sign, shining directly down at the sign and shall not obstruct visibility from any viewing point at street level.
- 2.3 Hanging Signs (Arcade & Under Canopy)
- The primary function of hanging signs is to give businesses signage exposure when a projecting sign and/or a fascia is not clearly visible from a high-traffic area. The two most common situations are under an awning/canopy and under a covered arcade.
- These signs are not considered primary signage and should be used in conjunction with a projecting sign or fascia sign. Hanging signs are small and their main purpose is to be viewed from a short distance by pedestrian traffic.

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Hanging signs must be unique and aesthetically pleasing. Dimensional elements are not required but a hanging sign must reflect quality in materials and craftsmanship. A tasteful flat painted sign, a sign with an interesting shape or a sign with some sort of relief are all examples of what is acceptable.

2.3a Dimensions

- Maximum 4 sq.ft. per hanging sign (2'0" X 4'0" envelope)

2.3b Quantity

- One hanging sign per business frontage, where required.

2.3c Location & Spacing

- Sign must be placed near main entrance.
- Signs must be mounted perpendicular to the entrance.

2.3d Height & Clearance

- 7'6" minimum clearance.

2.4 Awnings & Canopies

Awnings are a great way to accentuate your business entrance and create variety from neighboring businesses.

The three awning types are 'main entrance awnings', 'window awnings', and 'terrace coverings'.

'Main entrance awnings' are used over an entrance and are generally larger than the 'window awnings'. 'Window awnings' are used over adjacent windows to accentuate the business frontage. 'Terrace coverings' may be permanent or retractable awnings that extend over the terrace area to help define the space and provide shelter from weather. Terrace coverings will be required to meet all necessary code requirements, including but not limited to setbacks and seismic and snow load codes. Additional permitting may be required as determined by the Town of Mammoth Lakes.

It is recommended that all awnings be made of sturdy canvas or fabric. Tenants are encouraged to use colors that accentuate the existing architectural color palette. Variation in shape and design are greatly encouraged. In some cases, only business names and logos are permitted on the front of the awning. Like all other signs, all graphics must reflect great design and outstanding quality.

2.4a Dimensions

- 'Main entrance awnings' may project a maximum of 6'0" from storefront.
- 'Window awnings' may project a maximum of 3'0" from storefront.
- Width should be no wider than 110% of window/door width.
- Height should not pass commercial level ceiling line and should be no more than 150% of awning width.

2.4b Quantity

- One 'main entrance awning' over business entrances.
- One 'window awning' for every business frontage window.

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- 2.4c Clearance
- Minimum 7'6" clearance from grade to lowest point of awning.
- 2.4d Graphics
- Graphics cannot exceed 25% of total awning surface area.
 - Business name and logo only.
- 2.4e Lighting
- Lighting is permitted, but is not required on awnings.
 - Awnings should be indirectly illuminated from discrete goosenecks or similar lights.
 - Internal illumination to light up graphics only.
 - Total lighting will be a maximum of 40 watts in order to protect the night sky.
- 2.5 Window Signs
- Window signs give businesses an opportunity to advertise their products and/or services. All other sign types are restricted to business name & logo only, whereas window signs may display brand names/logos and specific services. Businesses may choose window signs as decoration or design feature.
- Window signs may be decals, vinyl lettering, painted directly onto the window or dimensional graphics no more than 1" thick. It is encouraged that all window graphics have see-through aspects.
- Window signs are restricted to business frontage and entry door windows only. Only glass doors may display hours of operation, business name & logo, telephone number, restriction signs such as "No Smoking" and credit card decals.
- 2.5a Dimensions
- Window signs may occupy a maximum 30% of the total window area.
 - Other information may take up to 1sq.ft. of front window area.
- 2.6 Parasols & Umbrellas
- Parasols may be one solid color or panels of alternating colors.
 - Every other flap that is perpendicular to the ground may display business name in letters or logo up to 6" high.
 - No corporate logos on parasols or umbrellas (i.e. Red Bull, Evian, etc.).
- 2.7 Banners & Flags
- Banners & flags can create a mosaic of color, shape and movement that cannot be duplicated by other sign types. Hung high off the ground, banners & flags help bring the building scale to the pedestrian level.
- Banners & flags will be constructed of lightweight material and be seasonally themed. All banners must hang from aesthetically pleasing or discrete hangers and be secured from the top and bottom to avoid damage. All banners and flags must be double-sided. Banners and flags are intended as decorative elements rather than signs; however, products, services and business name & logo may be permitted upon review.

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All banners and flags to hang from buildings, not flag polls.

2.7a Dimensions

- Maximum 10 sq.ft. per banner or flag. (24" X 96" envelope)

2.7b Quantity

- One banner or flag for every 15'0" of business frontage.

2.7c Location & Spacing

- Must be hung a minimum of 2'0" from business property line.
- Maximum 42" projection from building face where banner or flag is mounted.
- Maximum 10" projection from building face to inner edge of sign.
- Banners must not project within 3'0" of any street curb where there is vehicular traffic, loading bay and parkade entrance.
- Banners must be mounted perpendicular to building face.

2.7d Height & Clearance

- Minimum 9'0" clearance from grade.
- Maximum height will be determined by building architecture but will never exceed 14'0" from grade.

2.8 Freestanding Signs

Freestanding signs should include 3-dimensional elements. These elements can be dimensional letters, carved/sculpted graphics or objects and decorative pieces that protrude from the body of the sign.

Backlit signs will be permitted where the sign of the body has an opaque background with illuminated letters lit from the behind only. Halo lit (*opaque letter face with only the sides emanating light*) and neon details are also acceptable. A restaurant menu display may be incorporated into the sign. Freestanding signs will be double-sided (*back-to-back, or L-shaped*) when back of sign is visible to pedestrian traffic. All signs will be approved based on their uniqueness and aesthetics.

2.8a Dimensions

- The area in which it is situated will determine the maximum sign size.
- Freestanding signs have a maximum of 2 sides.
- As a general rule, maximum allowable size is 12'0" sq.ft.

2.8b Location & Spacing

- Freestanding signs will be situated close to a landscaped area that is not in the way of pedestrian traffic. Location of sign must take snow storage plan into consideration.

2.8c Hanger & Lighting

- Signage post should be incorporated into the design or concealed by design elements of the sign. Metal sign posts will not be permitted.
- Lighting should be designed and incorporated to reflect signage design concept and construction, as well as building architecture.
- Small, decorative lighting is required for all sign faces.

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- Lighting source(s) must be concealed in order to protect the night sky.
- Total lighting will be a maximum of 40 watts in order to protect the night sky.
- Gooseneck lamps to be mounted from above sign, shining directly down at the sign and shall not obstruct visibility from any viewing point at street level.

2.9 Menu Displays

All restaurants and cafés must prominently display their menu within close proximity of business entrance. These will display the permanent menu selections and tenants may choose to have a changeable area to display "Specials".

The design will include the business name and reflect the general theme of other signs on the premises. All menu displays will be lit by either internal or external means. These should also be sealed to avoid tampering.

2.9a Dimensions

- Maximum 16" X 24" display area.

2.9b Quantity

- Maximum two menu displays per food and beverage tenant.

2.9c Location & Mounting

- Menu displays must be located on either side of main entrance, unless a freestanding location is specified by the landlord.
- Signs must be permanently mounted and centered at 5'6" from grade.
- Menu board display cases will also be included in the review and approval will be based on aesthetic quality.

2.10 Restrictions

The following are general restrictions and sign types that are not permitted on or around the exterior of any building within The Village at Mammoth.

- Sandwich boards and A-frame signs.
- Commercial product posters.
- Video, flashing and digital message signs.
- Temporary signs such as "SALE" or "DISCOUNT".
- No reflective elements on any sign.
- Flat vinyl will not be permitted unless the vinyl is used as an accent or a detail that enhances the artistic quality of the sign.
- All signs, with the exception of window signs, will not display specific products, tenant advertising such as website or phone number, corporate brands and any other information other than company name and logo.

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SECTION THREE: Design & Approval Process

Since all exterior signs are such an integral part of every business, it is important that signage concepts be developed simultaneously with the overall design of the establishment.

In order to best represent the distinct style and nature of the establishment, the tenant must select and mandate a qualified signage designer. The signage consultant will be responsible for shop drawings, which will include materials used in construction, color schemes and mounting method. It is very important that the signage consultant be familiar with the Signage Guidelines for the specific location and the building architecture in order to present the best possible signage options.

Every tenant is required to complete a Commercial Sign Application Form to be submitted and reviewed by the Landlord. All required submission drawings and details are clearly itemized on the Application Form. Signage submissions will not be reviewed until all submission requirements are included.

Approval to proceed with fabrication and installation of the submitted signs will rely on the following items:

- Clear and easily understood submission drawings and details.
- Conformance to Signage Guidelines, as well as Master Association documents.
- Most importantly, all signs must reflect creativity and quality workmanship. Signs may be declined simply on lack of aesthetic value or design.

All signs will be evaluated on the following criteria:

- | | | |
|----------------|-------------|--------------------|
| - color | - content | - graphics |
| - illumination | - materials | - mounting details |
| - shape | - size | - type |

The approval process is in place to ensure that all establishments within The Village at Mammoth uphold a high standard in aesthetics and quality.

Once the Landlord has approved all signage, the tenant will be responsible for submitting all signage with a Town of Mammoth Lakes Sign Application, including all fees to the Town of Mammoth Lakes, Planning Department. A written approval from both the landlord and the Town of Mammoth Lakes is required prior to installation of any sign. In addition, Building Permits may be required for certain signs, per the Town's regulations.

Town of Mammoth Lakes
Community Development Department
P. O. Box 1609, Mammoth Lakes, CA 93546
(760) 934-8989 ext. 251 934-8608 fax

Date: March 24, 2004

To: Planning Commission

From: David S. Hickson, Associate Planner

Subject: Amendment to Village at Mammoth Signage Guidelines

Since adoption of the Village signage guidelines in November 2002, several businesses have obtained approval for and have erected signage. Signs approved to date are consistent with the objectives for the Village commercial corridor by creating “a variety of signage types...that enhances the pedestrian experience.” In evaluating applications for these tenant identification signs, proposed signage coloration in some requests has prompted staff and Commission subcommittee concern given the glossy look and contrast with building facades. Finally, the Commission has stated that applications for such signage needs to be adequately complete to facilitate proper analysis of sign types that while unique, have prompted concerns concerning appropriateness to the Village and the Town of Mammoth Lakes. Such concerns have been addressed through material and color sample submissions.

Intrawest Mammoth Corp., representing the Village association, has submitted revisions to the guidelines to provide additional clarity in stated objectives for commercial signage, changes to the application process, and to further clarify the allowable types of awnings on storefronts. Changes are noted as strikethroughs and underlines in the attached plan.

- *Section One, Introduction and General Overview:* This section has been revised to express the goal of enhancing the commercial environment by assuring that high quality signs and outdoor furnishings contribute towards a festive atmosphere. This is also accomplished through use of vibrant colors, interesting shapes and use of materials.
- *Section Two, Sign Types-Projecting Signs and Fascia Signs:* The guidelines have been amended to clearly require that signage have three-dimensional elements to add “depth to the sign and make it more noticeable from the pedestrian level.”
- *Section Two, Awnings and Canopies:* The current guidelines allow awnings over windows, but do not allow tenants to utilize their outdoor space for seating and other approved activities with devices such as larger “terrace coverings” to protect patrons from the elements. This section has been amended to allow these structures, which shall be open on all sides, as opposed to structures that have see-through plastic walls and resemble tents. Structures such as these will be subject to the Planning Commission subcommittee review and approval process, as is

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- done for signage, in an administrative action, unless deemed necessary to be reviewed by the entire Commission.
- *Section Three, Design and Approval Process:* Changes to the application process summarized in this section have been made to ensure both the Village Association and the Town of Mammoth Lakes have a complete application, which includes material samples and exact color representations, to determine if the signage, awning, terrace covering, or umbrellas are in the spirit of the Village Commercial signage guidelines.

Staff believes the modifications clarify objectives that are appropriate for the Village neighborhood. Staff recommends the Commission adopt the attached resolution approving amendments to the guidelines.

RESOLUTION NO. PC-2004-

A RESOLUTION

***APPROVING AMENDMENTS TO THE MASTER SIGN PLAN FOR THE
“VILLAGE AT MAMMOTH”***

FOR PROPERTY LOCATED AT 6175 MINARET RD.

(APNS: 33-020-22, 24, 25, 26)

WHEREAS, a request for consideration of a amendments to a Master Sign Plan was filed by Intrawest to amend a Master Sign Plan for property known as the “Village at Mammoth” within the North Village Specific Plan area, in accordance with Section 17.40.060 of the Town of Mammoth Lakes Municipal Code and requirements of the North Village Specific Plan, for property located within the Specific Plan Zoning District at 6175 Minaret Road.

WHEREAS, the Planning Commission conducted an Administrative Hearing on the application request on April 14, 2004, at which time all those desiring to be heard were heard; and

WHEREAS, the Planning Commission considered, without limitation:

1. The Agenda Report to the Planning Commission with exhibits;
2. Municipal Code, Design Review Guidelines, North Village Specific Plan, North Village Design Guidelines, and associated Land Use Maps;
3. Oral evidence submitted at the hearing;
4. Written evidence submitted at the hearing;
5. Project plans consisting of (1) proposed Master Sign Plan, dated received by the Town of Mammoth Lakes on March 10, 2004; and

WHEREAS, the Planning Commission made the following findings pursuant to Section 17.32.120 of the Mammoth Lakes Municipal Code:

(SEE ATTACHMENT “A”)

NOW, THEREFORE, BE IT RESOLVED that the Planning Commission of the Town of Mammoth Lakes hereby approves amendments to a Master Sign Plan for the “Village at Mammoth” subject to the following conditions:

(SEE ATTACHMENT “B”)

BE IT FURTHER RESOLVED that the Planning Commission, in its independent judgment, finds that this project is categorically exempt pursuant Section 15311 of the California Environmental Quality Act (CEQA) Guidelines.

**ATTACHMENT “A”
RESOLUTION NO. 04-**

FINDINGS FOR DESIGN REVIEW APPROVAL-MASTER SIGN PLAN

(Municipal Code Section 17.32.120 and North Village Specific Plan)

1. The objectives of the amended guidelines is consistent with the goals, policies, and objectives of the General Plan, the Design Review Manual, the North Village Specific Plan, and the provisions of the Municipal Code since the signs will be appropriate to and complementary to the buildings to which they are attached and the surrounding environment.
2. The proposed signage design is consistent with the building’s architecture. The use of signage materials and their coloration complement the color and design of the buildings.
3. The guidelines will not detract from the value or utility of adjoining properties as a result of inappropriate, inharmonious, or inadequate design since the signage requirements are consistent with Design Review guidelines and are harmony with the goals of the Village in providing unique and tasteful signage within plaza areas and on structures in a manner that such signage complements the architecture and accentuates the quality of the Village.
4. The guidelines ensures that the location, size, design, and illumination of signs and their materials and colors are consistent with the scale and design of the building to which they are attached or which are located on the same site; and ensures that the signs are visually harmonious with the surrounding environment since they utilize materials and colors that harmonize with the architectural features of the buildings and site.

ATTACHMENT "B"

Resolution No. PC-04-

Design Review Permit Conditions:

1. The approved sign plan shall be adhered to and maintained for the duration of the permit.
2. The term of the MSP shall be from April 14, 2004 to April 14, 2014. The MSP shall be renewed and subject further review by the Town of Mammoth Lakes following expiration of the MSP.
3. All freestanding signage permitted in the MSP shall be limited to a maximum sign area of 30 square feet.
4. New or changed improvements, exterior illuminations, elevations, designs, materials and colors shall conform to the adopted Design Guidelines and shall be submitted to the Planning Division for approval and may be subject to Planning Commission review.
5. Town staff shall have the right to enter the subject property to verify compliance with these conditions. The holder of this Permit shall make the premises available to Town staff during regular operating hours and shall, upon request, make records and documents available to Town staff as are necessary to evidence compliance with the terms and conditions of this Permit.
6. Review of any significant modifications to freestanding signage at the center shall be subject to Planning Commission review.
7. A two-member Planning Commissioner subcommittee shall review and approve all commercial signage and outdoor furnishings prior to the issuance of permits by the Town of Mammoth Lakes.