

MASTER SIGN PLAN

CENTURY PLAZA

~~1476 TAVERN ROAD, 35-140-17~~
101 Old Mammoth Road

In accordance with the Zoning Ordinance of the Town of Mammoth Lakes, Chapter 17.40 "Signs", The Master Sign Plan for Century Plaza shall be as follows:

1 - TERM

The Sign Plan for Century Plaza shall be valid for a period of ten years from the date of adoption, October 26, 1994, and shall be required to be renewed in its entirety by October 26, 2004 in accordance with the legal sign requirements in affect at that time. Any deviations from this sign plan shall be approved by the Planning Commission and such deviations shall be valid only for the period of the originally approved master sign plan. All allocated signs per the approved sign plan are "existing signs" and only the copy may be added or changed with Planning Director approval, Therefore, any changes or additions shall have a valid amortization corresponding to the remaining period of the approved sign plan. At the end of the original 10 year period, all signs at Century Plaza shall be required to reapply and come into conformance with whatever sign requirements are in affect at that time, regardless of when any particular wording or copy of an approved sign was installed. Chapter 17.40 of the Town of Mammoth Lakes Zoning Ordinance shall become an attachment to this approved Master Sign Plan.

2 - AMORTIZATION OF UNPROVED SIGNS

All existing signs on this parcel not approved as part of this sign plan shall be removed by whatever date the Town Council requires other similar illegal non conforming signs to conform, or October 1, 1994, whichever occurs last, or as required below. There shall be no signs displayed on this property other than in accordance with the approved master sign plan.

3 - ILLEGAL SIGNS - REMOVAL

Signs shown on the attachments or listed below shall be removed, or conform to the Master Sign Plan, no later than whatever date the Town Council requires other similar illegal non conforming signs to conform, or October 1, 1994, whichever occurs last, or as required below.

4 - Approved Signs

In Accordance with the attached layouts, there shall be approved signs as follows:

North elevation:

1. No signs are approved for this elevation (facing Grumpy's). Note: The existing small century 21 sign on the west end of the eve must be removed within 90 days of the date of this approval.

East Elevation:

1. Information signs, and a tenant directory sign as may be approved by the Planing Director. Note: Information signs; lettering cannot exceed 2" in height. The sign must be pre-approved.

South Elevation

1. One sign, displayed and centered between the two window for the tenant occupying the common wall space. The sign may be up to 30 square feet, measured by 90 degree angels with no more than 14 segments.

The sign must have dimensional graphics, a proposed sign predominately made of block letters will not be approved, the sign must use complimenting colors to the building, i.e. the same green trim, gold and tan. As with all signs, a sign permit must be approved prior to display.

At the time of approval, Command Performance sign was tentatively approved, pending a sign application submittal and approval. The gold kangaroo shall be the same gold used on the Century 21 sign. The lettering shall be individually cut out letters, the same color as the green trim. Background shall be the existing building face.

2. A sign for a third indoor tenant may be displayed on the upper west end eve facia. The sign must exactly match the sign (size, color, dimensions, thickness, borders, trim) presently displayed as "Command Performance" on the west face. Because a sign for this space was previously paid for and approved, there will be no fees charged for this sign change over (Mammoth Premiere Reservations). Change over must occur within 90 days of the date of adoption of the Master Sign Plan.
3. Window signs. There are two windows. There may be up four window sign messages on this face (four total messages plus the tenant name). Pre-approval required.

Such window signs cannot exceed 25% of the window space, or thirty square feet, which ever is less. In addition, the total square feet of signage on this face plus window signage cannot exceed 55 square feet; i.e., The sign between the windows, 30 square feet, Mammoth Premiere, 10 square feet; up to 15 square feet for window signage may be approved.

Note: The proposed parking sign on the eve was not approved.

West Elevation

1. One sign, 4'2" X 6'2", White and gold lettering with brown background. At the time of approval, Century 21 sign corporate colors. The existing sign is flush mounted.

This location is centered under the main eve. As an alternative, a hanging sign may displayed in this location pursuant to the requirements of hanging signs in the sign ordinance (maximum: 12 square feet, eight foot clearance, six feet out, designed brackets, i.e., wrought iron).

Free Standing Sign

The freestanding sign is approved as submitted, except, the colors referenced as black shall be the same green color used on the trim of the building. Note: if the "high gloss" referenced on the approved design creates a glare problem, as identified by the Public Works Director, then the color shall be changed to a flat non-gloss finish. The applicant may also choose to go ahead and use a flat non-gloss paint. It should be noted that a gloss finish can be hard to read during the evening hours when vehicular lights shine on the surface. Note:

Any damage or visibility problems to the freestanding sign related to snow removal operations by the Town of Mammoth Lakes shall be the sole responsibility of the sign owner. As an alternative, sign owners may install a building mounted sign, as approved by the Town.

5 -- STYLE, COLOR, MOUNTING METHOD, SIZE AND APPROVALS

Any change in copy or sign installation shall receive prior approval by the Planning Director. It shall be the landlords responsibility to apprise all existing and future tenants of the requirements of the approved sign plan.

Style, color, mounting method, size and location shall be per this master sign plan.

Colors: Green trim _____; Gold _____; White _____ . Notwithstanding the name and brand colors, Any reference to required colors shall be indistinguishable from those existing colors to be matched, i.e., if the Master Sign Plan states that a green shall match the building trim, the colors shall be indistinguishable.

Any change in copy or sign installation shall receive prior approval by the Planning Director.

It shall be the landlords responsibility to apprise existing and future tenants of this sign plan as approved. **All signs authorized herein must submit an application and receive a sign permit prior to display.**