

# Zoning Code Update: Focus on Signs

## We want to hear from you!

October, 2010

Signs play a major role in the success of retailers and local economies through identification, advertising, and wayfinding. The Planning Commission has established the following broad objectives for the sign code update. Sign regulations should

- Recognize the needs of various types of businesses (location, identification, and message).
- Support the local economy and help nurture small businesses.
- Be user friendly and easy to understand and apply.
- Strengthen the identity of the community as a premier, year-round destination resort.
- Encourage creative design that adds character to streets and districts, contributing to an attractive streetscape.
- Discourage visual clutter and negative impacts to the public realm.

### Next Steps

Staff is working to compile all of the issues that exist with the sign code. After the issues are identified and research completed a draft ordinance will be prepared using the North Village Master Sign Plan as the foundation. The draft ordinance will be reviewed with the Zoning Code Committee, Zoning Code Users Group, and other stakeholders and interested parties (e.g. local sign companies, Chamber of Commerce, businesses, property owners, and others) prior to additional public workshops and public hearings.



Signage in The Village at Mammoth

### Tell Us What You Think:

- How can sign regulations be more user-friendly and easy to understand?
- How can sign regulations better support the local economy and recognize the needs of various types of businesses?
- Do sign regulations discourage visual clutter while providing for effective means of communication?
- Should the sign regulations encourage creative designs that strengthen the identity of the community as a premier, year-round destination resort?

### Want more information?

Contact Jen Daugherty at [jdaugherty.ci.mammoth-lakes.ca.us](mailto:jdaugherty.ci.mammoth-lakes.ca.us) or at (760) 934-8989 ext. 260 to sign up for email notification.



# Zoning Code Update: Realizing our Vision

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## What is the Zoning Code Update?

The Zoning Code Update (ZCU) has been initiated by the Town Council with the goal of incorporating the 2007 General Plan into the Zoning Code as well as cleaning up and modernizing the Town's zoning regulations. The goal of the project is to create an up-to-date set of rules that will govern land development in the Town.

## Who will be involved in the Zoning Code Update?

Town staff is looking forward to an inclusive process which will include Town Council, Planning Commission, the Zoning Code Users Group, business and property owners, and the public. Check the website for information on upcoming community workshops and listening sessions.

We are looking for community input on the following questions:

- What issues and opportunities must the ZCU address in order for you to regard the update as a success and for the new code to be effective?
- What positive attributes or fundamental shortcomings do you see in the existing code?
- Are there planning and development concerns or problems in Mammoth that you believe should be addressed in the ZCU?
- What types of changes would you make to the development review and approval process?

## Why is the update important to me?

The project is important for two key reasons. First, the existing regulations are out-of-date and difficult to use and understand. Second, and perhaps most important, the existing regulations increasingly fail to produce the kind of results—such as neighborhood preservation, sustainable development practices, feet first mobility—that the community desires.

## What are the Goals for the Zoning Code Update?

- **Promote Sustainability.** To incorporate standards that promote sustainability of development in the Town and incorporate the goals, policies, and actions outlined in the General Plan.
- **Promote Quality and Design.** To incorporate standards that improve development quality and design.
- **Improve Readability and Usability.** To use charts, graphics, and illustrations to make the Code easier to read and to reorganize the material to group similar regulations together.

## We want to hear from you!

Submit comments on our website at:

<http://www.ci.mammoth-lakes.ca.us/index.aspx?nid=149>

Or contact Sandra Moberly at (760) 934-8989 ext. 251

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