

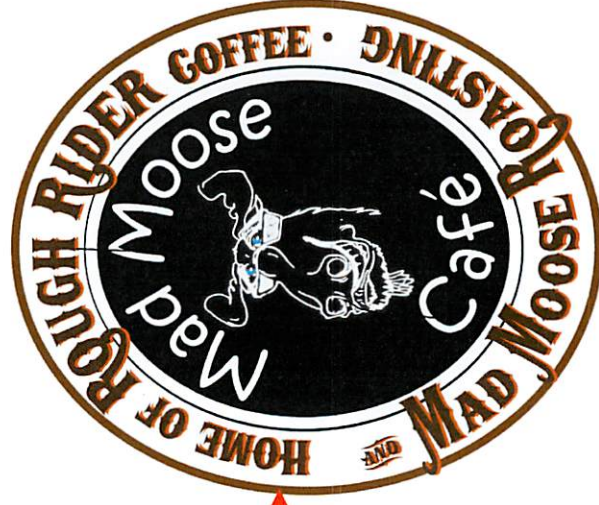


# Mad Moose Sign Design Review



2.) Change 2 of 4: Sign Update: To enhance recognition of The Mad Moose “Rough Rider Coffee” brand and recognition of The Mad Moose as the local coffee roasting company. To be completed within 30 days of Design Review approval. (In compliance with: “Sec. 110-2-5. - Allowable signs by zoning district. (a) Valley Commercial CV-1, CV-2 and the Manufacturing MV-1 Zoning Districts. (1) Wall signs. Each freestanding building or complex of buildings is allowed one wall sign per street frontage which shall not exceed five percent of the square footage of the front of the building.”)

# Mad Moose Cafe (Peak Plaza) Proposed Sign Improvement



New Sign:  
6.5' x 7.5' =  
48.75 total  
SF

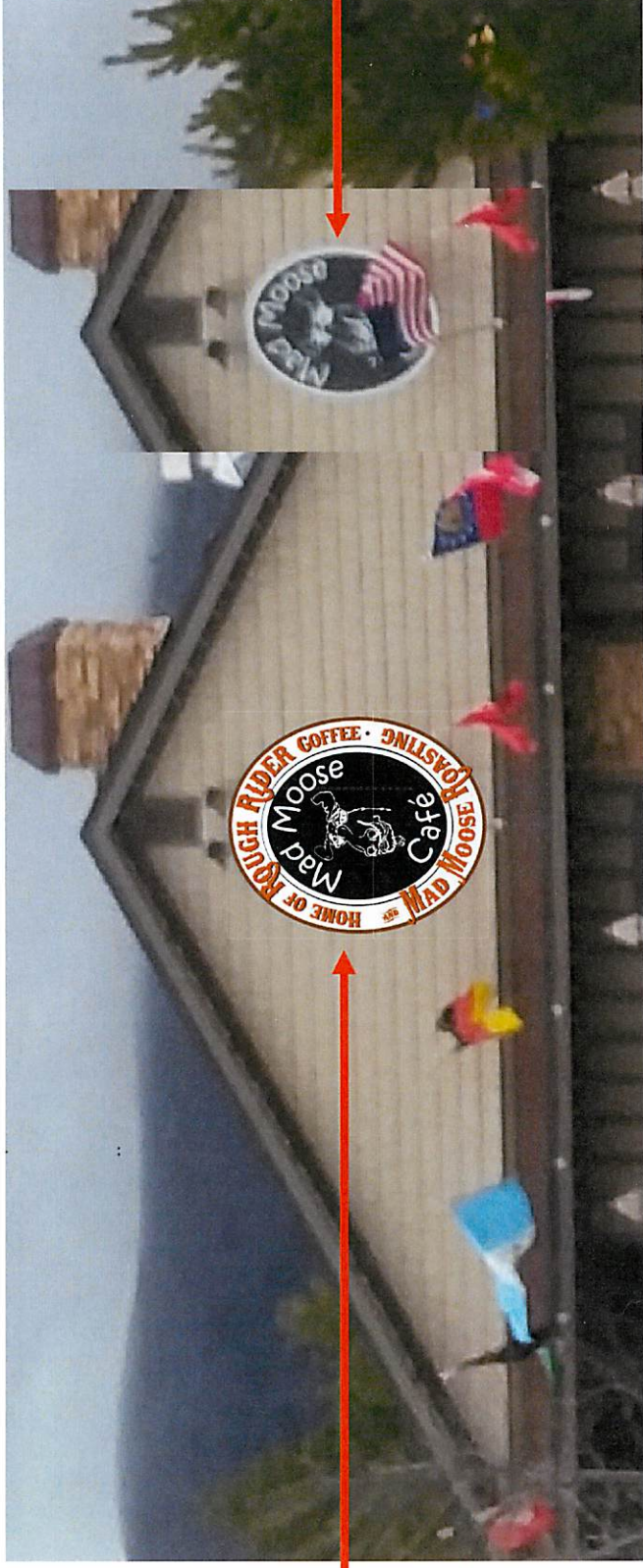


Existing  
Sign: 5' x 6'  
= 30 total  
SF

The Mad Moose Sign improvement remains within ordinance size restrictions of  $\leq 5\%$  of building wall space. The new sign adds new wording that describes Mad Moose Roasting and Rough Rider Coffee. The white space behind the newly added wording is transparent (not white).



# Mad Moose Cafe (Diamond Peak Plaza) Proposed Sign Improvement



New  
Sign

Existing  
Sign

The Mad Moose sign improvement increases sign SF from 30 SF (5' x 6') to 48.75 SF (6.5' x 7.5') to account for updated wording. Sign size remains under permissible SF total of 52 SF based on 1100 SF wall front space x 5%.