

CITY OF MERCED
Planning & Permitting Division

STAFF REPORT: #20-10

AGENDA ITEM: 4.1

FROM: Kim Espinosa,
Planning Manager

PLANNING COMMISSION
MEETING DATE: May 20, 2020

PREPARED BY: Michael Hren,
Principal Planner

SUBJECT: **Conditional Use Permit #1241**, initiated by Yosemite & G, LLC. The application involves consideration of a Comprehensive Sign Plan for the Yosemite Crossing retail development. The property is generally located at the northeast corner of Yosemite Avenue and G Street. The property is located within Planned Development #72 and has a General Plan designation of Neighborhood Commercial (CN). *PUBLIC HEARING*

ACTION: Approve/Disapprove/Modify

- 1) Environmental Review #20-07 (Categorical Exemption)
- 2) Conditional Use Permit #1241

SUMMARY

The applicant is requesting Conditional Use Permit (CUP) approval for a Master Sign Program for the Yosemite Crossing Development located at the northeast corner of Yosemite Avenue and G Street. – Attachment A. The City of Merced Planning Commission reviewed and recommended for approval the Site Utilization Plan Revision for the Yosemite Crossing Development in December 2019, with the City Council approving the same in January 2020. The new shopping center will consist of retail locations, restaurants of both sit-down and drive-through type, a gas station, office uses, a four-story hotel, and multi-family housing. The proposed master sign program includes 6 monument signs (one called out for the gas station), three pylon signs, and a wall sign for the identification of the center, along with proposed locations and guidelines for the signage of future tenants to ensure consistency with all signage types throughout the center (Attachment B).

The subject site is located within Planned Development #72, with a General Plan designation of Neighborhood Commercial (CN) which allows Master Sign Programs with a Conditional Use Permit reviewed and approved by the Planning Commission. The proposed Master Sign Program is being included to establish internal design standards for the development to ensure consistency with all signage types throughout the shopping center such as wall mounted signs, awning signs, monument signs, etc. (Attachment C).

City staff has reviewed the proposal and is recommending approval of the Conditional Use Permit subject to the conditions below.

RECOMMENDATION

Planning staff recommends that the Planning Commission approve a Categorical Exemption for Environmental Review #20-07 and Conditional Use Permit #1241 (including the adoption of the draft Resolution at Attachment F) subject to the following conditions:

- 1) The proposed project shall be constructed/designed as shown on Exhibit 1 (Master Sign Program, including the Site Plan contained within)-- Attachment C of Planning Commission Staff Report #20-10, except as modified by the conditions.
- 2) The proposed project shall comply with all standard Municipal Code and Subdivision Map Act requirements as applied by the City Engineering Department.
- 3) All other applicable codes, ordinances, policies, etc. adopted by the City of Merced shall apply.
- 4) The project shall comply with any relevant conditions or mitigations measures of Planning Commission Resolution #4034 for General Plan Amendment #19-03/Site Utilization Plan Revision #3 to Planned Development #72.
- 5) The developer/applicant shall indemnify, protect, defend (with counsel selected by the City), and hold harmless the City, and any agency or instrumentality thereof, and any officers, officials, employees, or agents thereof, from any and all claims, actions, suits, proceedings, or judgments against the City, or any agency or instrumentality thereof, and any officers, officials, employees, or agents thereof to attack, set aside, void, or annul, an approval of the City, or any agency or instrumentality thereof, advisory agency, appeal board, or legislative body, including actions approved by the voters of the City, concerning the project and the approvals granted herein. Furthermore, developer/applicant shall indemnify, protect, defend (with counsel selected by the City), and hold harmless the City, or any agency or instrumentality thereof, against any and all claims, actions, suits, proceedings, or judgments against any governmental entity in which developer/applicant's project is subject to that other governmental entity's approval and a condition of such approval is that the City indemnify and defend such governmental entity. City shall promptly notify the developer/applicant of any claim, action, or proceeding. City shall further cooperate fully in the defense of the action. Should the City fail to either promptly notify or cooperate fully, the developer/applicant shall not thereafter be responsible to indemnify, defend, protect, or hold harmless the City, any agency or instrumentality thereof, or any of its officers, officials, employees, or agents.
- 6) The developer/applicant shall construct and operate the project in strict compliance with the approvals granted herein, City standards, laws, and ordinances, and in compliance with all State and Federal laws, regulations, and standards. In the event of a conflict between City laws and standards and a State or Federal law, regulation, or standard, the stricter or higher standard shall control.
- 7) No temporary freestanding or moveable signs shall be allowed, unless otherwise authorized by the Municipal Code.
- 8) As required by Merced Municipal Code Section 17.04.050 and 17.04.060, full public improvements shall be installed/repaired if the permit value of the project exceeds

- \$100,000.00. Public improvements may include, but not be limited to, repairing/replacing the sidewalk, curb, gutter, and street corner ramp(s), so that they comply with ADA standards and other relevant City of Merced/State/Federal standards and regulations.
- 8) The premises shall remain clean and free of debris and graffiti at all times. Any damaged materials shall be replaced by matching materials.
 - 9) Final approval of each individual tenant sign shall require a sign permit and are subject to the Sign Criteria as spelled out in Attachment C of Planning Commission Staff Report #20-10.
 - 10) Future shopping center signs, monument signs, or garden signs shall be designed to match the Master Sign Program. This shall require using similar colors, textures, material, and overall aesthetic style.
 - 11) Minor modifications to Master Sign Program may be reviewed and approved by the Director of Development Services, or if deemed necessary, be referred to the Site Plan Review Commission, or Planning Commission.
 - 12) In the event that the Master Sign Program conflicts with the Merced Municipal Code, the stricter of the two shall be implemented.
 - 13) Final locations of all signs, including required setbacks from intersections and driveways as determined by the Municipal Code, are subject to Planning Division approval at the time of issuance of a sign permit.
 - 14) The digital display of gasoline prices on the monument sign for the gas station shall not flash, move, or scroll, except as necessary to change the prices displayed. The display should not change in time at any less than 8 second intervals. The images must be static, and no video displays are allowed.
 - 15) For any illuminated signs placed above the ground floor, all illumination shall be located and directed in such a manner that light does not spill over to the east or north. Prior to installation, illuminated signs shall be approved by the Planning Manager or designee, and may require an analysis of lumens or other measurements of illumination as deemed necessary. Monument signs are not subject to this condition.

PROJECT DESCRIPTION

The applicant is requesting Conditional Use Permit (CUP) approval of a Master Sign Program for the Yosemite Crossing Development located at the northeast corner of Yosemite Avenue and G Street (Attachment A). The site is comprised of two parcels (APN's: 231-040-004 and 231-040-005) totaling approximately 21.5 acres (Attachment B). The surrounding land uses are listed in the table below.

Surrounding Uses

Surrounding Land	Existing Use of Land	City Zoning Designation	City General Plan Land Use Designation
North	Dignity Health Medical Center (across Mercy Avenue) and Vacant Lot	C-O	Commercial Office (CO)

South	Retail, Restaurants, Grocery (across Yosemite Avenue)	P-D #26	Neighborhood Commercial (CN)
East	Single-Family Residential (across Sandpiper Avenue extended)	R-1-6, P-D #72	Low Density Residential (LD), High to Medium Density Residential (HMD), and Neighborhood Commercial (CN)
West	Merced College (across G Street)	R-1-6	School

BACKGROUND

The City of Merced Planning Commission reviewed and recommended for approval of General Plan Amendment #19-03 and Site Utilization Plan Revision #3 to Planned Development #72 for the Yosemite Crossing Development in December 2019, with the City Council approving the same in January 2020. The new shopping center will consist of retail locations, restaurants of both sit-down and drive-through type, a gas station, office uses, a four-story hotel, and a multi-family housing element. The proposed master sign program includes 6 monument signs (one called out for the gas station), three pylon signs, and a wall sign for the identification of the center, along with proposed locations and guidelines for the signage of future tenants to ensure consistency with all signage types throughout the center.

FINDINGS/CONSIDERATIONS:

General Plan Compliance and Policies Related to This Application

- A) The proposed project complies with the General Plan designation of Neighborhood Commercial (CN) and the Zoning designation of Planned Development (P-D) #72 with approval of this Conditional Use Permit.

Public Improvements/City Services

- B) Per Condition #8, Merced Municipal Code Section 17.04.050 and 17.04.060, requires full public improvements to be installed/repared if the permit value of the project exceeds \$100,000.00. Public improvements may include, but not be limited to, repairing/replacing the sidewalk, curb, gutter, and street corner ramp(s), so that they comply with ADA standards and other relevant City of Merced/State/Federal standards and regulations. The need for any new improvements or repairs to existing improvements would be determined by the Engineering Department at the building permit stage.

Signage

- C) All signs would be required to comply with the Merced Municipal Code. Building permits are required prior to the installation of any permanent signs. As stated in the proposed Master Sign Program, the shopping center will require internal review and approval from the landlord prior to tenants submitting signage proposals for City review. The landlord intends to be flexible with tenant signage, as some tenants may be trying to achieve a uniform standard corporate design, but the owner will try to ensure that signage throughout

the shopping center is cohesive, compatible, or complementary to achieve design balance for the entire plaza. The Master Sign Program includes several standards that are consistent with the North Merced Sign Ordinance (such as requiring individual channel letters), along with other specific internal regulations. In the event that the Master Sign Program conflicts with the Sign Ordinance, the stricter of the two codes will be implemented (Condition #12). This also applies to usage and duration of temporary signs.

Per 17.36.667 of the Merced Municipal Code (Attachment D), “Free-standing or wall-mounted signs identifying shopping centers over twenty-five thousand square feet and comprehensive sign programs,” the proposed shopping center signs, noted as “Pylon Signs” in the Master Sign Program (Attachment C), are in compliance. This takes into account the bonus height allowance in 17.36.667.L.2.d that is awarded due to the project’s landscaping, outdoor seating areas and other enhanced design features.

Neighborhood Impact/Public Comments

- D) Staff mailed a public hearing notice to property owners within 300 feet of the subject site, and published the public hearing notice in the *Merced County Times*. As of the time this report was prepared, (4/30/2020), Planning staff has not received comments regarding the project.

Conditional Use Permit

- E) A conditional use permit (CUP) is required to allow a master sign program. In order for the Planning Commission to approve or deny a conditional use permit, they must consider the following criteria and make findings to support or deny each criteria per Merced Municipal Code (MMC) 20.68.020 (E) Findings for Approval for Conditional Use Permits.

MMC 20.68.020 (E) Findings for Approval.

- 1. The proposed use is consistent with the purpose and standards of the zoning district, the general plan, and any adopted area or neighborhood plan, specific plan, or community plan.*

The proposed project complies with the General Plan designation of Neighborhood Commercial (CN) and the zoning designation of Planned Development (P-D) #72 with approval of this Conditional Use Permit.

- 2. The location, size, design, and operating characteristics of the proposed use will be compatible with the existing and future land uses in the vicinity of the subject property.*

All signs shall be required to comply with the Merced Municipal Code and the proposed Master Sign Program ensuring consistent sign standards throughout the development. These standards ensure that the characteristics of signage for the development remain consistent both internally and with the existing and future land uses in the vicinity of the subject property.

3. *The proposed use will not be detrimental to the public health, safety, and welfare of the City.*

To ensure the proposal is not detrimental to the public health, safety, and welfare of the City, the applicant shall subsequently apply for sign permits with the City's Building Department. Plans shall be submitted by a design professional and signage installation shall be done by a licensed contractor (license type as required by the California Building Code).

4. *The proposed use is properly located within the city and adequately served by existing or planned services and infrastructure.*

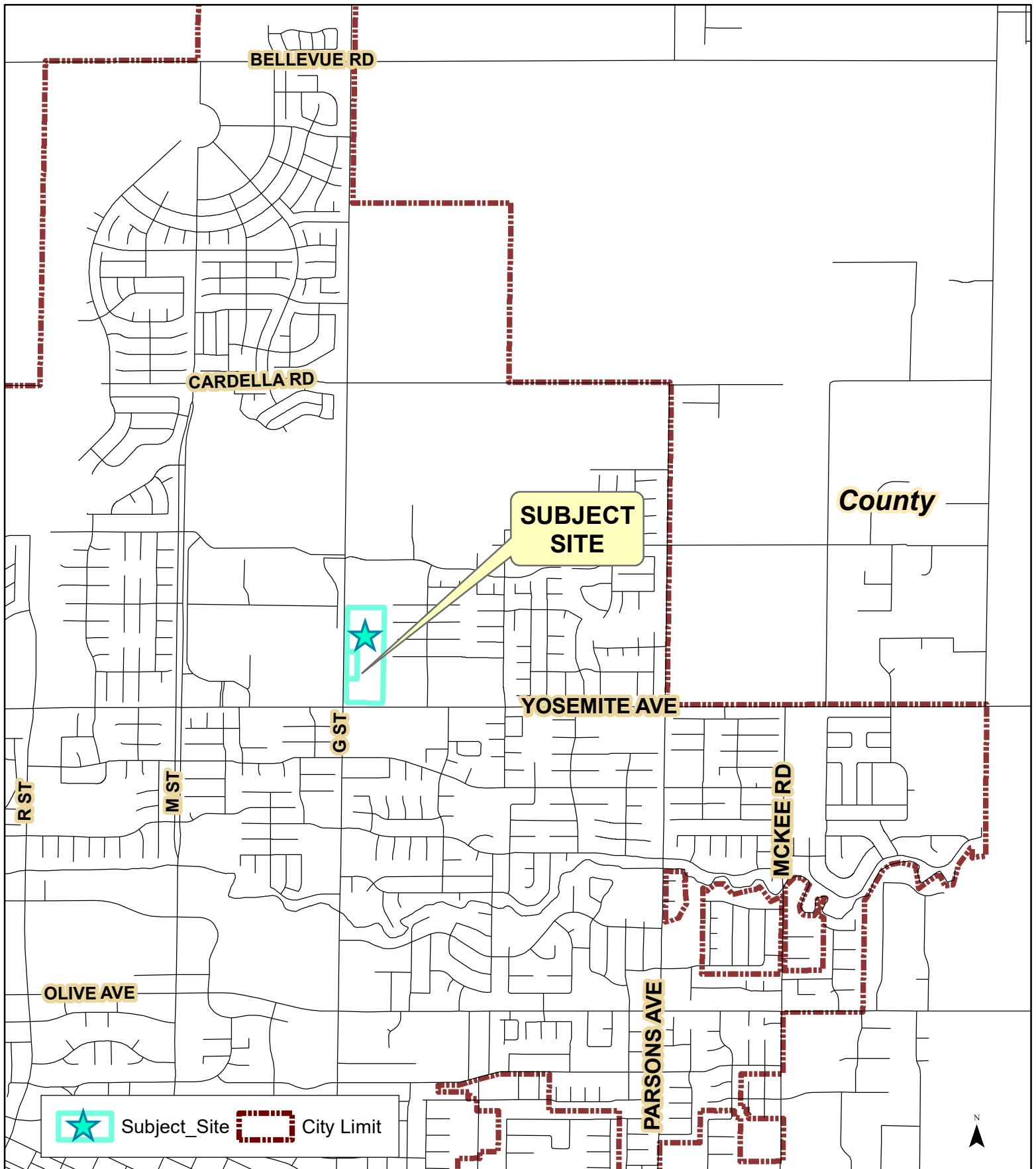
The proposed signs are located within the City and can be adequately served by existing services and infrastructure.

Environmental Clearance

- F) Planning staff has conducted an environmental review of the project in accordance with the requirements of the California Environmental Quality Act (CEQA), and a Categorical Exemption is being recommended (Attachment E of Planning Commission Staff Report #20-10).

Attachments:

- A) Location Map
- B) Site Plan
- C) Master Sign Program
- D) Excerpt from MMC 17.36.667
- E) Categorical Exemption
- F) Draft Planning Commission Resolution
- G) Presentation



Disclaimer: This document was prepared for general inquiries only. The City of Merced is not liable for errors or omissions that might occur. Official information concerning specific parcels should be obtained from recorded or adopted City documents.

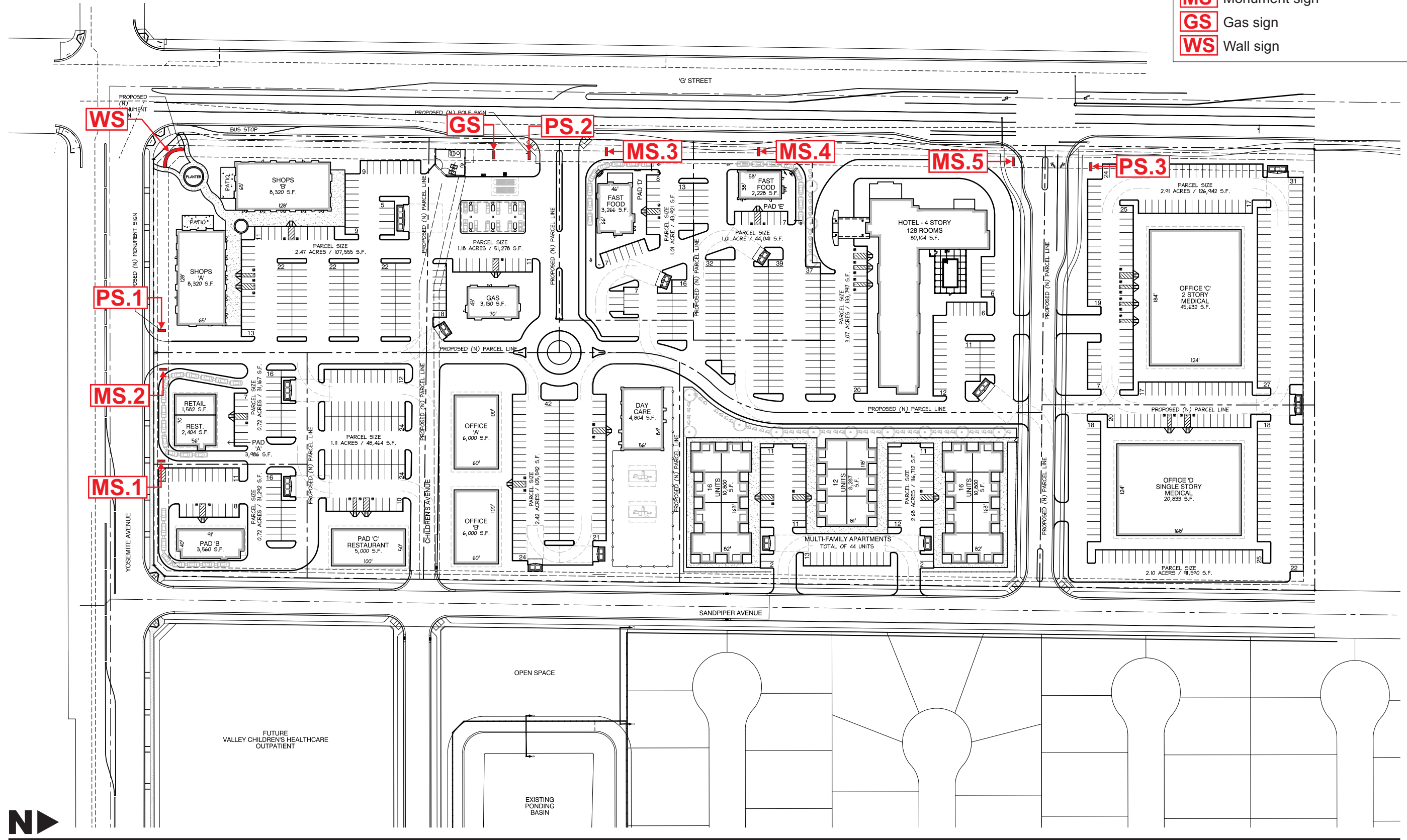
LOCATION MAP

ATTACHMENT A



KEY

PS	Pylon sign
MS	Monument sign
GS	Gas sign
WS	Wall sign



Site plan - Scale: NTS



ADART

www.adart.com

CA STATE CONTRACTORS LICENSE #826051

PROJECT:	REVISION	DATE	DESCRIPTION	APPROVALS	CONCEPTUAL DRAWINGS ONLY: Dimensions are approximate & may change due to construction factors or exact field conditions. Colors shown are as close as printing will allow. Always follow written specifications.	SHEET
CUSTOMER: Yosemite Crossing	1	11/11/19	Add two f/s signs	SALES:	ALL RIGHTS RESERVED: This design has been created for you in connection with a project being planned for you by AD ART. It may not be shown to anyone outside your organization, and may not be reproduced in any manner without prior consent.	<div>6 of 18</div> <div>SO#</div>
LOCATION: Yosemite Ave. & G Street - Merced, CA 95340	2	2/10/20	Add gas sign / revise pylon signs	CUSTOMER:		
DATE: 11/7/2019	3	2/14/20	Show visibility triangles for freestanding signs	LANDLORD:		
SALES: David Esajian	4	2/24/20	Move signs to clear easement			
DESIGNER: James Franks						
SERVER: S:\True North\Yosemite Crossing - Merced, CA\pdf						

YOSEMITE CROSSING

**Yosemite Avenue & G Street
Merced, CA**

SIGN CONSULTANT

Ad Art Sign Company
5090 N. Fruit Ave.
Suite 101
Fresno, CA 93711
David Esajian
Ph. (559) 225-2181

CITY PLANNING

City of Merced
Planning Department
678 W. 18th St.
Merced, CA 95340
Ph. (209) 385-6858

DEVELOPER / OWNER

Yosemite & G LLC
1155 W. Shaw Avenue, Suite 104
Fresno, CA 93711
Neil Angelillo Jack Jackson
(559) 222-5768 (559) 222-5069



5090 N. FRUIT AVE, SUITE 101
FRESNO, CA 93711
T 559-225-2183

DESCRIPTION / LOCATIONS	PAGE #
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DEFINITIONS	17-18

1) Introduction

Signage is an important element for the identity of the project. Our purpose, with the Master Sign Program, is to set forth guidelines to ensure a consistency in format and quality that reinforces the collective image of the project as an upscale and professional shopping center.

Our intention is to enhance the overall appearance of the Center and create a signature sign style that carries across all the various signage brands in the Center. Additionally, our purpose is to support each business in reaching its full potential by providing it with adequate exposure to its customers and vendors, to the financial community, and to the visiting public in order to benefit all parties concerned, and contribute to the benefit of the community as a whole.

2) Purpose

The Yosemite Crossing program has been established for the purpose of assuring a functional, coordinated graphics program that will provide project and Tenant identification and traffic control, while encouraging creativity, compatibility, an enhancement of the Project and City of Merced. The Yosemite Crossing program has been prepared in accordance with the City of Merced Zoning Ordinance Sign Standards.

3) Design Intent

The Guidelines for this program are designed to assure consistency in signage for the mutual benefit of current and future tenants, as well as to coordinate the type, placement and physical dimensions of signs placed within Yosemite Crossing to provide an artful, homogenous statement for the Project.

In Order to maintain consistency of quality and design characteristics, all signs must be requested in writing through the Landlord.

In cases not covered by the Yosemite Crossing Signage Program, the prevailing criteria will follow the City of Merced Sign Ordinance.

4) Approvals and Permits

Each Tenant and/or user will be directed to contact the current Owner of Yosemite Crossing. Conformance to the signage program will be strictly enforced. Any non-conforming or unapproved signage installed by a Tenant and/or user must be brought into conformance at respective party's own expense.

These Criteria do not imply that governmental approval will automatically be granted. The Party desiring signage has sole responsibility for obtaining any and all required

approvals from Landlord and governmental agencies, and must obtain appropriate permits through the City of Merced Planning and Building Divisions.

5) General Requirements

A) Each Tenant and/or user shall submit or cause to be submitted to Landlord for approval, before fabrication, at least three (3) color copies of dimensioned, detailed design drawings indicating the location, size, copy, layout, colors, materials, finishes, illumination, and method of fabrication and attachment.

B) All sign drawings require a signature from the property owner prior to review and approval by the City of Merced.

C) All permits for signs and their installation required by the City of Merced, shall be obtained by Tenant or tenant's representative, at Tenant's sole expense, prior to installation.

D) Tenants shall be responsible for the installation and maintenance of the tenants signage. Should tenant's sign require maintenance or repair, Landlord shall give Tenant written notice to affect said maintenance or repair. Should Tenant fail to comply with written notice within thirty (30) days of receipt of notice, Landlord shall have the right to remedy the matter and charge the Tenant all costs associated with repair and/or maintenance including Landlord's administrative costs.

E) Tenant shall be responsible for fulfillment of all governmental requirements and specifications, including those of the City of Merced and the Uniform Electrical Code.

F) The size and amount of free-standing and wall-mounted signage shall be consistent as spelled out in this sign criteria.

G) All signs shall be reviewed for conformance with these criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics or design shall remain the right of Landlord or Landlord's representative, and the City of Merced.

H) Landlord reserves the right to refuse acceptance of any design for aesthetic compliance to Yosemite Crossing.

I) Minor variations shall be permitted if approval by the Landlord and the City of Merced.

6) Specifications Tenant Signs

All companies bidding to manufacture these signs are advised that no substitutes will be accepted by purchaser

whatsoever, unless so indicated in the specifications and approved by landlord, tenant and City. Any deviation from these specifications may result in purchaser's refusal to accept same. All manufacturers are advised that prior to acceptance and final payment, each unit will be inspected for conformance by an authorized representative of Owner. Any signs found not in conformance will be rejected and removed at tenant's expense.

7) General Specifications

A) All signs and their installation shall comply with all local building codes, electrical codes and City Sign Ordinance.

B) Grand opening or promotional sales signs shall comply with the City of Merced Sign Ordinance.

C) All cabinets, conductors, transformers and other equipment shall be concealed.

8) Location of Signs

All signs or devices advertising an individual use, business or building shall be attached to the building at the location directed by landlord and in accordance with this sign program and the City of Merced Sign Ordinance.

9) Design Requirements

A) All tenants shall utilize the sign type allowed for their space. Signs may have an aluminum background and will not count toward square footage.

B) Maximum width for all signage not to exceed 70% of lease frontage.

C) Maximum letter height is 3'-0"

D) Logos for tenants shall be allowed but must fall within the sign band shown.

E) Graphics applied directly to the storefront glass should have matching letters and features on both sides of the glass to create a finished look when viewed from either side.

F) Tenant artwork must be produced by a graphic designer or other sign professional.

10) General Construction Specifications

A) All signs must meet or exceed all current applicable codes (i.e. Electrical, Mechanical, Structural, etc).

B) Signage must meet all requirements of the State of California, landlord requirements, and the City of Merced.

C) All exterior signs shall be secured by stainless steel, nickel, or cadmium plated fasteners.

D) All exposed fasteners to be painted to match the background surface.

E) All wireways, transformers, electrical boxes, switches, wiring, conduit and access doors shall be concealed behind the storefront wall

F) All exterior signs exposed to the weather shall be flush mounted unless otherwise specified and approved by Landlord and the City of Merced.

H) All illuminated Tenant signs attached to building wall or fascia shall be connected to a junction box & final hookup, with connections to be made by Tenant's or Landlord's signage contractor. All Tenants shall have their signs connected to their own respective electrical panel , unless otherwise approved in writing by Landlord.

I) All penetrations of the building structure made by Tenant's signage contractor required for sign installation shall be neatly sealed and watertight.

J) All identification labels shall be concealed, except where required by code. An Underwriters' label is required on all electrical signage.

K) Signage contractor shall repair any damage caused by his work. Damage to structure that is not repaired by the signage contractor shall become the Tenant's responsibility to correct at its own expense.

L) Tenant shall be fully responsible for the work of its signage contractor, and shall indemnify, defend and hold the Landlord, Landlord's representative, and all parties harmless from dangers or liabilities on account thereof.

M) Light leaks are not allowed, all signage lighting must be baffled or concealed.

N) Tenant shall be fully responsible for the ongoing maintenance of there facade including but not limited to the removal of there signage, which must be properly plugged, patched, painted, and all wiring capped by a professional licensed sign contractor. All work to be completed so that there are no visible markings and surfaces to look new. Should the tenant not handle the removal properly it will be the responsibility of the Landlord and subject to City code enforcement.

O) Sign surfaces that are intended to be flat shall be without oil canning, or other visual deformities.

P) All exposed welded seams and joints shall be finished smooth.

PROJECT:	REVISION			DATE	DESCRIPTION	APPROVALS		SHEET
CUSTOMER: Yosemite Crossing	1	11/11/19	Add two f/s signs			SALES:	<div>CONCEPTUAL DRAWINGS ONLY: Dimensions are approximate & may change due to construction factors or exact field conditions. Colors shown are as close as printing will allow. Always follow written specifications.</div> <div>ALL RIGHTS RESERVED: This design has been created for you in connection with a project being planned for you by AD ART. It may not be shown to anyone outside your organization, and may not be reproduced in any manner without prior consent.</div>	2 of 18
LOCATION: Yosemite Ave. & G Street - Merced, CA 95340	2	2/10/20	Add gas sign / revise pylon signs		CUSTOMER:			
DATE: 11/7/2019	3	2/14/20	Show visibility triangles for freestanding signs		LANDLORD:			
SALES: David Esajian	4	2/24/20	Move signs to clear easement					
DESIGNER: James Franks								SO#
SERVER: S:\True North\Yosemite Crossing - Merced, CA\pdf								

CONCEPTUAL DRAWINGS ONLY:
Dimensions are approximate & may change due to construction factors or exact field conditions. Colors shown are as close as printing will allow. Always follow written specifications.

ALL RIGHTS RESERVED:
This design has been created for you in connection with a project being planned for you by AD ART. It may not be shown to anyone outside your organization, and may not be reproduced in any manner without prior consent.

Q) The general location of wall signs shall be centered vertically and horizontally on fascia, unless otherwise specified and approved by Landlord and the City of Merced.

11) Administration

A) Hours in which signage will be illuminated, shall be determined and controlled at the Landlord’s sole discretion.

B) Landlord reserves the right to hire an independent electrical engineer (at Tenant’s sole expense) to inspect the installation of all signs and to require that any discrepancies and/or code violations be corrected at Tenant’s expense.

C) Tenant’s sign company shall carry workman’s compensation and public 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 per occurrence set by the Landlord at that time.

D) At the expiration, or sooner termination of Tenant’s lease term, Tenant shall be required to remove its signs, cap-off the electrical, patch the fascia, and paint the entire fascia area to match the surrounding areas at Tenant’s expense within seven (7) days of Landlord’s notification of same.

E) Sign contractors shall be advised (by Tenant) that no substitute will be accepted whatsoever unless so indicated in specification and approved in writing by Landlord, Tenant, and the City of Merced. Any deviation from these specifications may result in the rejection of the sign by Tenant and/or Landlord.

F) In the event any conflict in the interpretation of the these guidelines cannot be satisfactorily resolved, the Landlord’s decision shall be final and binding upon the Tenant. Subject to final approval by the City of Merced.

12) Prohibited Sign

- A) Abandoned Signs;
- B) No exposed lamps or tubing will be permitted.

C) Signs advertising or publicizing an activity, service or product, except for community interest signs permitted by the City of Merced, which must be pre approved by Landlord in writing;

D) No vehicle or trailer signs will be permitted.

E) No exposed raceway, crossovers or conduit will be permitted.

F) Painted Lettering will not be permitted.

G) Animated, moving, flashing, blinking, reflecting, revolving, or any other similarly moving or simulated moving sign, or other inflatable device;

H) Balloons, gas-filled balloons, or other inflatable device, flags, banners (except as permitted by Code), and Pennants;

I) Signs on benches, bicycle Racks, picnic tables, light poles, trash receptacles, foot bridges, decks or other site appurtenances;

J) Off-site signs;

K) Signs mounted on the roof or above the lower eave line of a mansard or similar roof;

L) Signs on public property or in a public right-of-way, except for publicly installed traffic and street identification signs, approved special event signs or other signs expressly permitted by this Code;

M) Signs painted on or affixed to fences or roofs;

N) Signs that simulate in color or design a traffic sign or signal, or which make use of words, symbols or characters in a manner which could interfere with, mislead or confuse pedestrian or vehicular traffic;

O) Temporary signs, including but not limited to “A” frame signs and sandwich boards, any sign attached to utility or street name poles and any product or temporary sign mounted or painted on a vehicle parked or located so as to function as an identification or directional sign(s) identifying a business or product; and

P) Wind blown devices, including but not limited to windmills, kites, display flags, streamers, balloons, blimps, or similar devices designed to attract attention to a property or business by moving in the wind.

13) Temporary Signs

A) Temporary signs (i.e. Banners, sandwich boards, etc.) shall be permitted within the Yosemite Crossing shopping center at the sole discretion of the Landlord and in accordance with the City of Merced, and require prior written approval by the Landlord.

B) Any vehicle that identifies a business by way of signage that is painted on or applied to the vehicle shall be parked in a delivery or storage area at the rear of the building or in an area screened from view from adjacent public right-of-way.

C) All For lease and For Rent signs installed on the property are to be professional in nature and installed in a fashion so that they serve there intended purpose without creating visual clutter. Signs to be removed immediately once space has been rented. All signs are subject to Landlord approval and city sign ordinance and subject to code enforcement.

D) For Rent and For Lease signs to be limited to no larger than 2’-0” x 3’-0” and be places in the vacant tenant space storefront window only. For tenants without storefronts, signs shall be located inside the building. No signs shall be located on the ground sign, on the building, in the parking lot, or landscaping.

14) Guarantee

Entire 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.

15) Insurance

Sign Company shall carry workmen’s compensation and public 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.

16) Installation

A) Tenant’s sign contractor shall completely install and connect sign display and primary wiring at sign location stipulated by landlord. All signs will be Wired to house panel for uniform control of hours of illumination.

B) Landlord reserves the right to hire an independent electrical engineer (at tenant’s sole expense) to inspect the installation of all tenants signs and to require the tenant to have any discrepancies and/or code violations corrected at the tenant’s expense.

17) Requirements of Manufacturer (Sign Contractor)

A) All sign contractors must be fully licensed, and must provide the Landlord with a certificate of liability insurance prior to commencing any work on the property. Approved Contractor:
Ad Art Sign Company (559) 225-2183

B) All signs and their installation shall comply with all local building codes and this Program. Only the name of the business shall be depicted on the sign, no accessory signage.

C) All manufacturers/installers are advised that prior to final acceptance, each unit may be inspected for conformance by an authorized representative of the Landlord. Any signs found not to be in conformance will be rejected and removed immediately by the Tenant or Tenant’s contractor.

D) No Substitutes from approved signage will be accepted by the Landlord whatsoever unless so indicated in specifications and approved by both the Landlord and the City of Merced.

E) Shop drawings are required, prior to start of any work, detailing all specifications and methods of construction and must be approved by the Landlord.

F) Sign contractors shall carry worker’s compensation and public liability insurance in the amount of \$1,000,000 per occurrence against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs.

G) All penetrations of any building structure required for sign installation shall be neatly sealed and continuously maintained in watertight condition.

H) All methods of attachment shall comply with the final signage shop drawings.

I) Sign contractor shall repair any damage to existing improvements caused by his work. The Landlord shall be notified of any damage tot he building or site in which case the Landlord will determine how such damages are repaired. Sign contractor shall be responsible to pay for all damages.

J) Tenant shall be fully responsible to coordinate operations of sign contractor and shall ensure that work does not interfere with operations of Yosemite Crossing.

PROJECT:	REVISION	DATE	DESCRIPTION	APPROVALS		SHEET
CUSTOMER: Yosemite Crossing	1	11/11/19	Add two f/s signs	SALES:		3 of 18
LOCATION: Yosemite Ave. & G Street - Merced, CA 95340	2	2/10/20	Add gas sign / revise pylon signs	CUSTOMER:		
DATE: 11/7/2019	3	2/14/20	Show visibility triangles for freestanding signs	LANDLORD:		
SALES: David Esajian	4	2/24/20	Move signs to clear easement			
DESIGNER: James Franks						SO#
SERVER: S:\True North\Yosemite Crossing - Merced, CA\pdf						

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Rules of Measurement

AREA

Square footage is calculated by the area of each individual letter / logo. The area between letters and the dead space created by each letter will not be counted.

Dotted line shows letters square footage being calculated individually



Irregular shaped icons & logos should be considered in sign design for increased visual impact.



Building Frontage	10 Feet or Under	20 Ft	40 Ft	60 Ft	80 Ft	100 Ft	125 Ft	150 Ft	200 Ft	250 Ft	300 Ft	350 Ft or over
Distance from Property Line in Feet*	Square Feet											
Under 50 Ft*	20	22	24	27	31	36	42	49	57	66	76	87
100 Ft*	22	24	27	31	36	42	49	57	66	76	87	99
200 Ft*	24	27	31	36	42	49	57	66	76	87	99	112
300 Ft*	27	31	36	42	49	57	66	76	87	99	112	126
400 Ft*	31	36	42	49	57	66	76	87	99	112	126	141
500 Ft* Or Over*	36	42	49	57	66	76	87	99	112	126	141	157

*Distance from property line (in feet).

PROJECT:	REVISION	DATE	DESCRIPTION
CUSTOMER: Yosemite Crossing	1	11/11/19	Add two f/s signs
LOCATION: Yosemite Ave. & G Street - Merced, CA 95340	2	2/10/20	Add gas sign / revise pylon signs
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SERVER: S:\True North\Yosemite Crossing - Merced, CA\pdf			

APPROVALS
SALES:
CUSTOMER:
LANDLORD:

CONCEPTUAL DRAWINGS ONLY:
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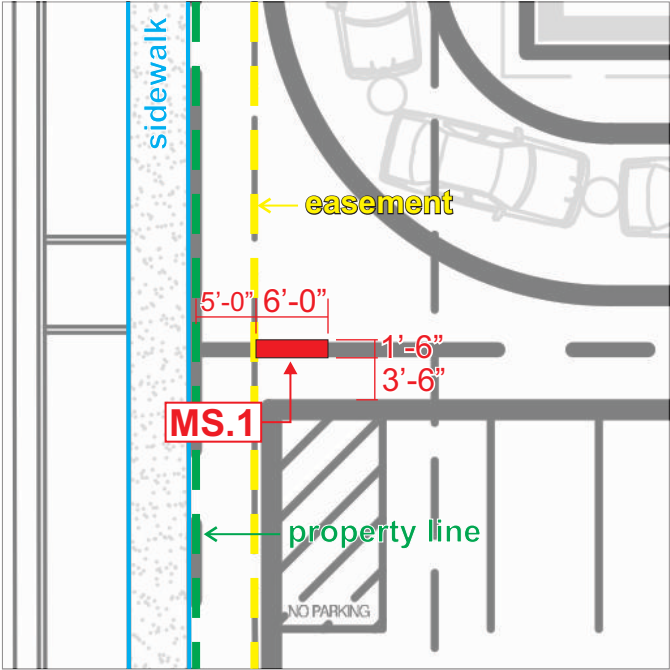
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KEY

PS	Pylon sign
MS	Monument sign
GS	Gas sign
WS	Wall sign

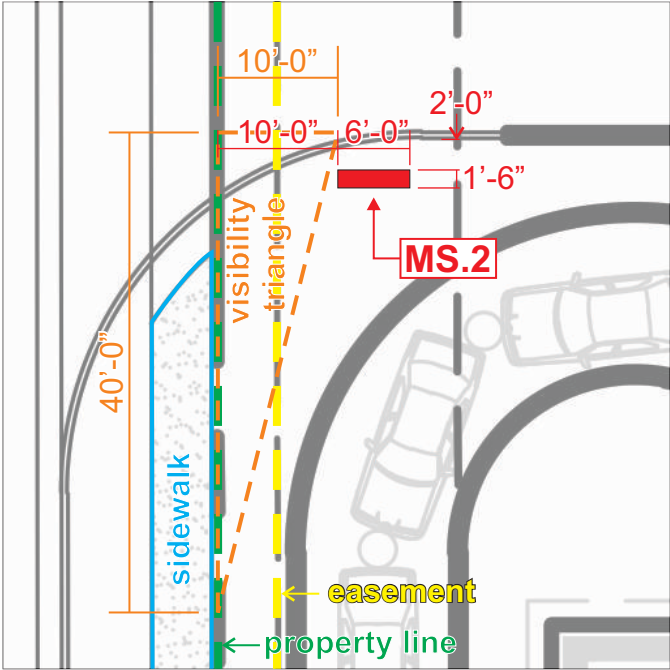


FREESTANDING SIGN LOCATIONS

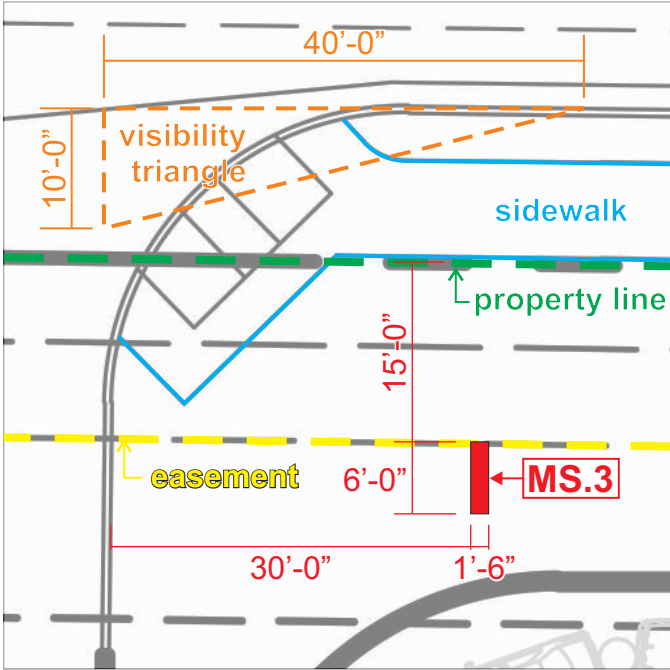


MS.1 Location - Scale: 1/16" = 1'-0"

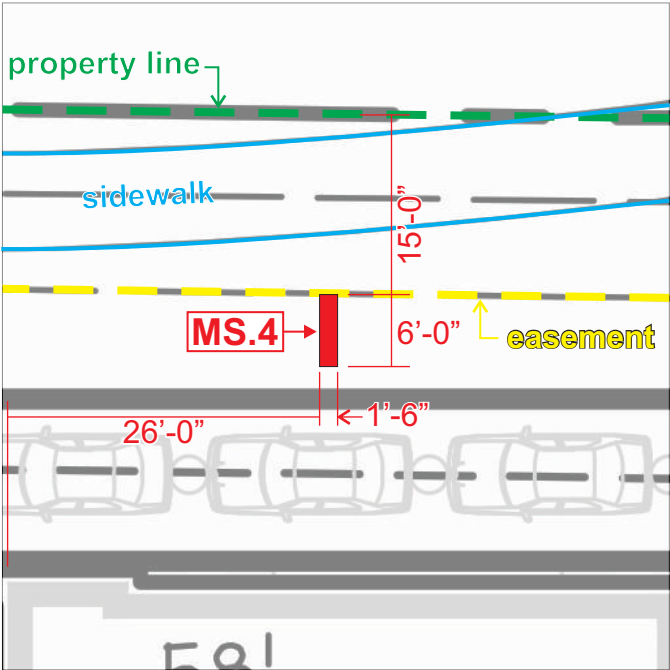
NOTE: Visibility triangle not applicable based on setback from corner.



MS.2 Location - Scale: 1/16" = 1'-0"

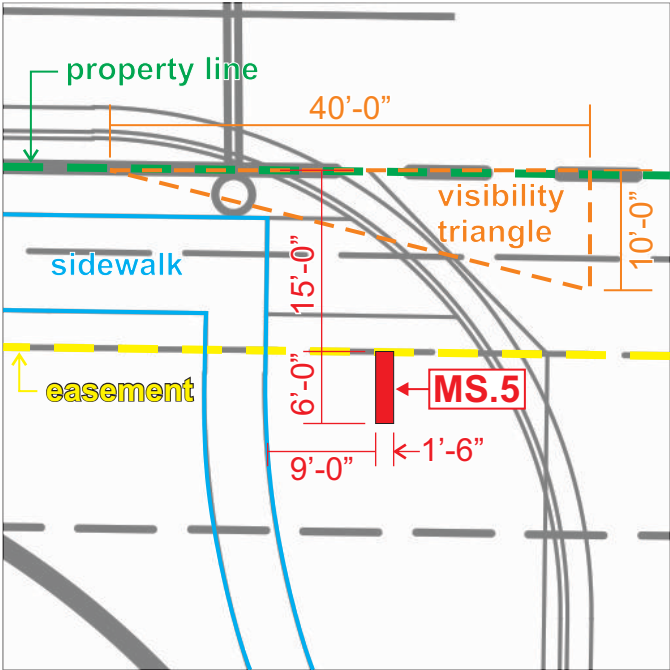


MS.3 Location - Scale: 1/16" = 1'-0"

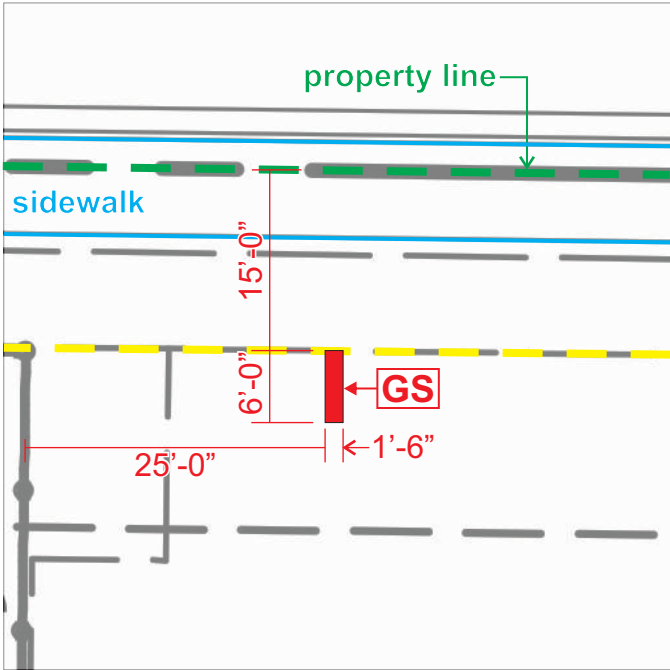


MS.4 Location - Scale: 1/16" = 1'-0"

NOTE: Visibility triangle not applicable based on setback from corner.



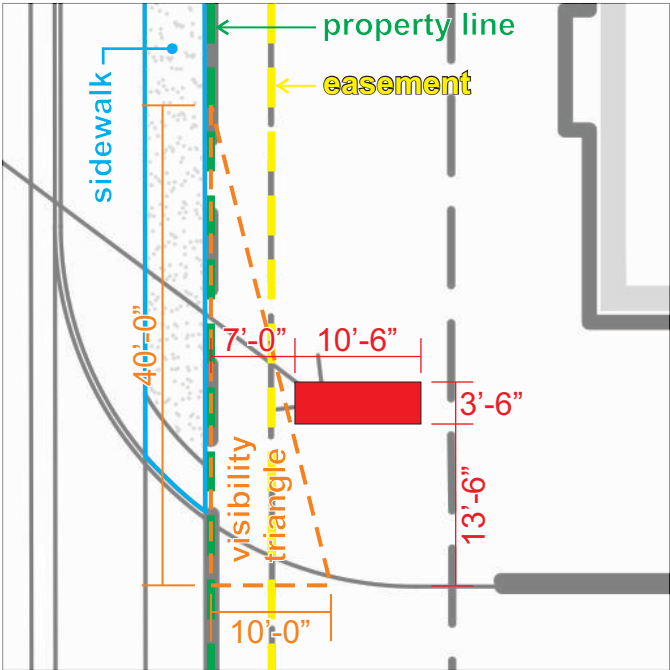
MS.5 Location - Scale: 1/16" = 1'-0"



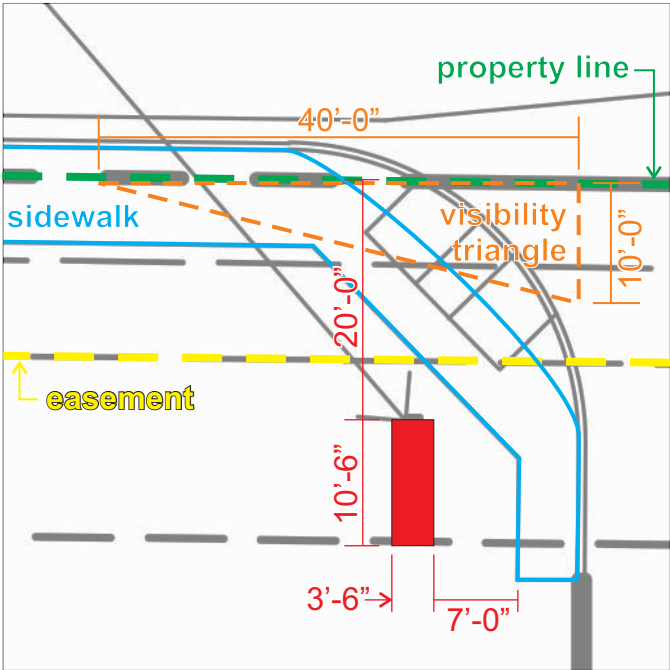
GS Location - Scale: 1/16" = 1'-0"

NOTE: Visibility triangle not applicable based on setback from corner.

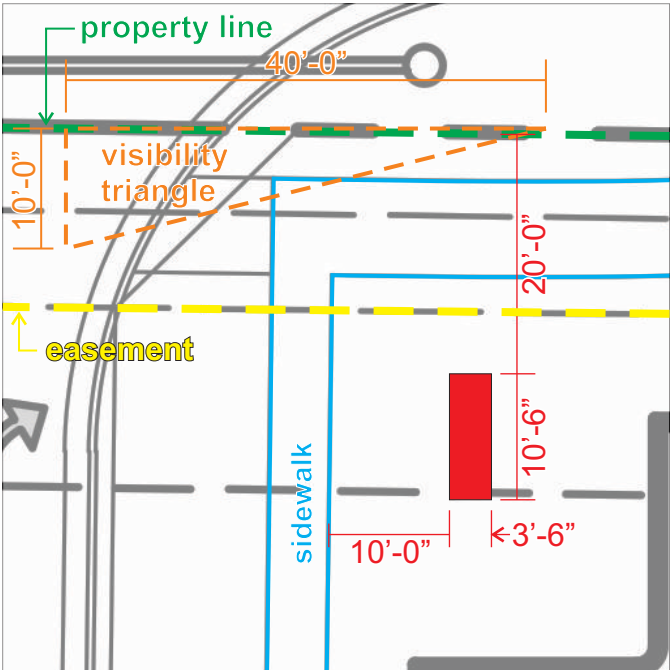
FREESTANDING SIGN LOCATIONS



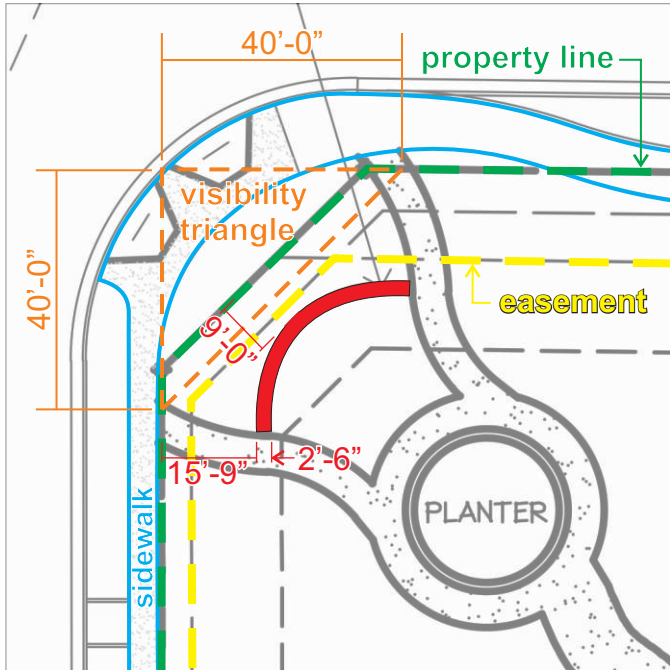
PS.1 Location - Scale: 1/16" = 1'-0"



PS.2 Location - Scale: 1/16" = 1'-0"



PS.3 Location - Scale: 1/16" = 1'-0"



WS Location - Scale: 1/32" = 1'-0"

PROJECT:	
CUSTOMER:	Yosemite Crossing
LOCATION:	Yosemite Ave. & G Street - Merced, CA 95340
DATE:	11/7/2019
SALES:	David Esajian
DESIGNER:	James Franks
SERVER:	S:\True North\Yosemite Crossing - Merced, CA\pdf

REVISION	DATE	DESCRIPTION
1	11/11/19	Add two f/s signs
2	2/10/20	Add gas sign / revise pylon signs
3	2/14/20	Show visibility triangles for freestanding signs
4	2/24/20	Move signs to clear easement

APPROVALS	
SALES:	
CUSTOMER:	
LANDLORD:	

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BUILDING ELEVATIONS

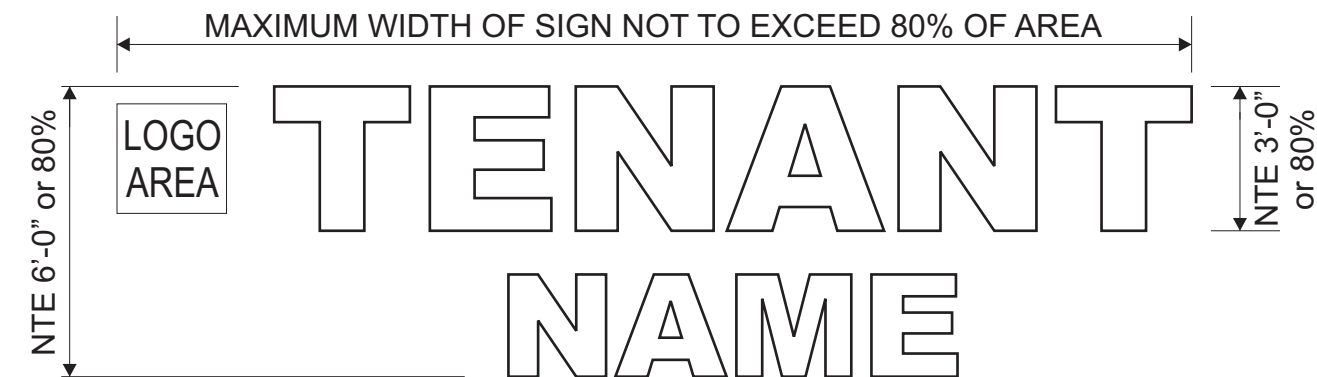
All tenants are allowed one (1) sign per elevation that faces a street or parking lot.
Maximum letter height not to exceed 3'-0" or 80%.
Maximum logo height not to exceed 2'-6" or 80%.
Stacked copy allowed but may not exceed 6'-0" OAH or 80%.
Overall sign width not to exceed 80% of the architectural building element.



Southwest Corner Elevation - Scale: NTS

APPROVED SIGN TYPES

- Face-illuminated channel letters



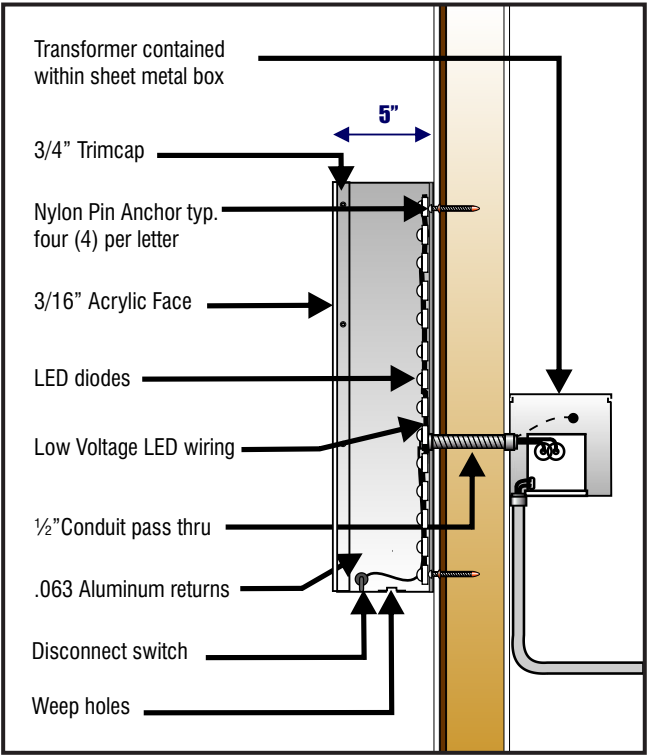
FACE-LIT BUILDING SIGN SPECIFICATIONS

Scale: 1/4" = 1'-0"

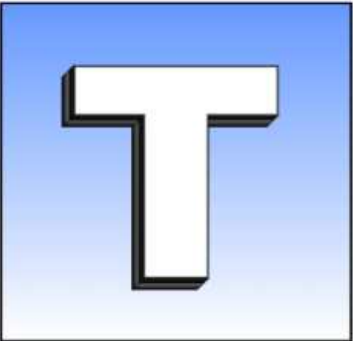
Description	Specification/Material	Finish	Color
Faces	3/16" Acrylic	Vinyl applied 1st surface	Per tenant specifications
Returns	.063 Aluminum	Paint (satin)	Per tenant specifications
Trimcaps	3/4" Trimcaps	Paint (satin)	Per tenant specifications
Illumination	LED	N/A	Per tenant specifications

NOTES:

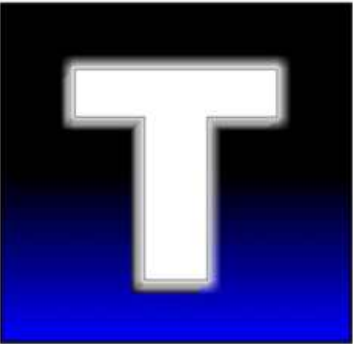
* Tenant artwork must be produced by a graphic designer or other sign professional.



Face-Lit LED Channel Letters Section



Daytime Simulation



Nighttime Simulation

APPROVED SIGN TYPES

- Halo-illuminated reverse channel letters

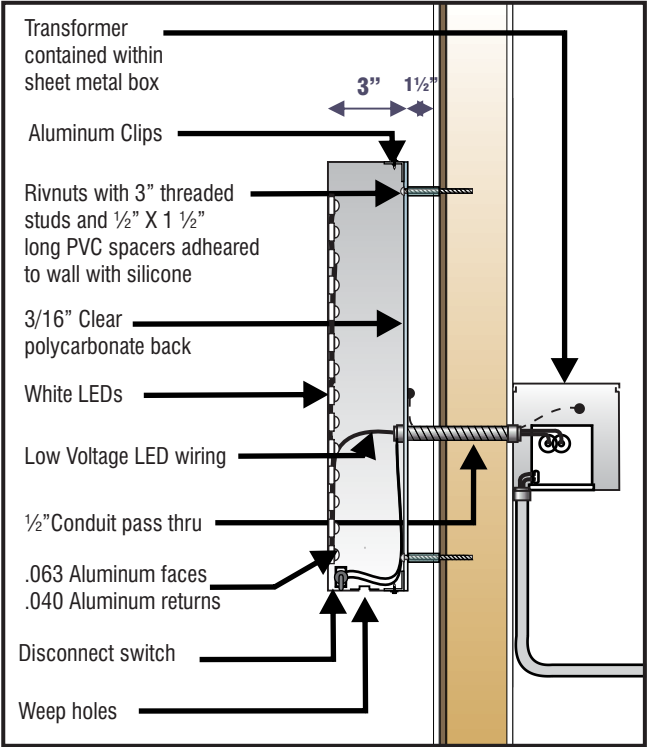


HALO-LIT BUILDING SIGN SPECIFICATIONS Scale: 1/4" = 1'-0"

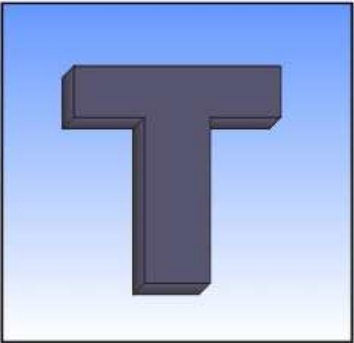
Description	Specification/Material	Finish	Color
Faces	.080 Aluminum	Paint (satin)	Per tenant specifications
Returns	.063 Aluminum	Paint (satin)	Per tenant specifications
Backs	3/16" Clear acrylic	N/A	Clear
Illumination	LED	N/A	Per tenant specifications

NOTES:

* Tenant artwork must be produced by a graphic designer or other sign professional.



Halo-Lit LED Channel Letters Section



Daytime Simulation



Nighttime Simulation

APPROVED SIGN TYPES

- Dual-illuminated channel letters



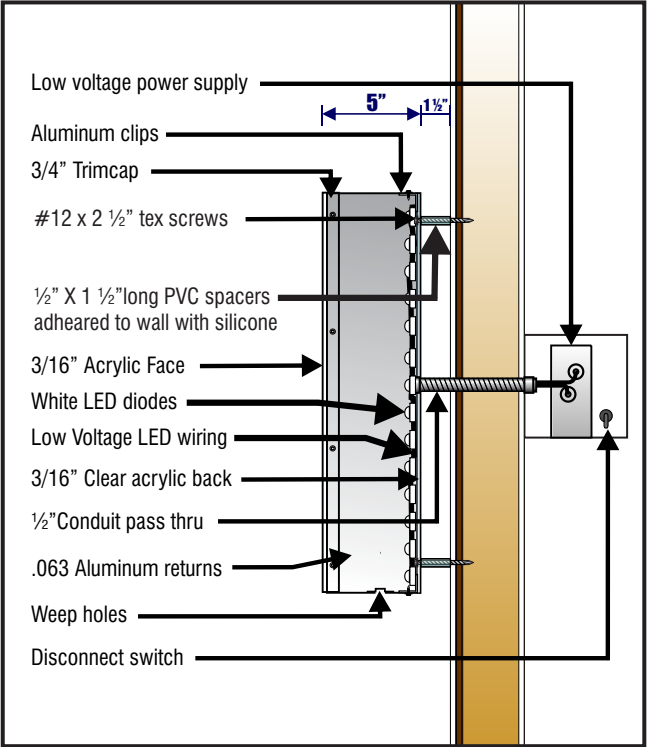
DUAL-LIT BUILDING SIGN SPECIFICATIONS

Scale: 1/4" = 1'-0"

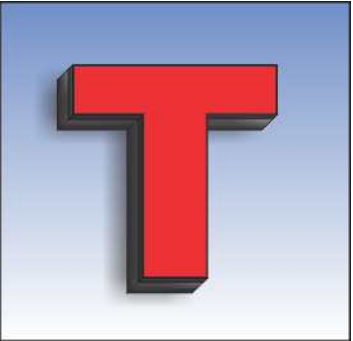
Description	Specification/Material	Finish	Color
Faces	3/16" Acrylic	Vinyl applied 1st surface	Per tenant specifications
Returns	.063 Aluminum	Paint (satin)	Per tenant specifications
Trimcaps	3/4" Trimcaps	Paint (satin)	Per tenant specifications
Backs	3/16" Clear acrylic	N/A	Clear
Illumination	LED	N/A	Per tenant specifications

NOTES:

* Tenant artwork must be produced by a graphic designer or other sign professional.



Dual-Lit LED Channel Letters Section



PYLON SIGN

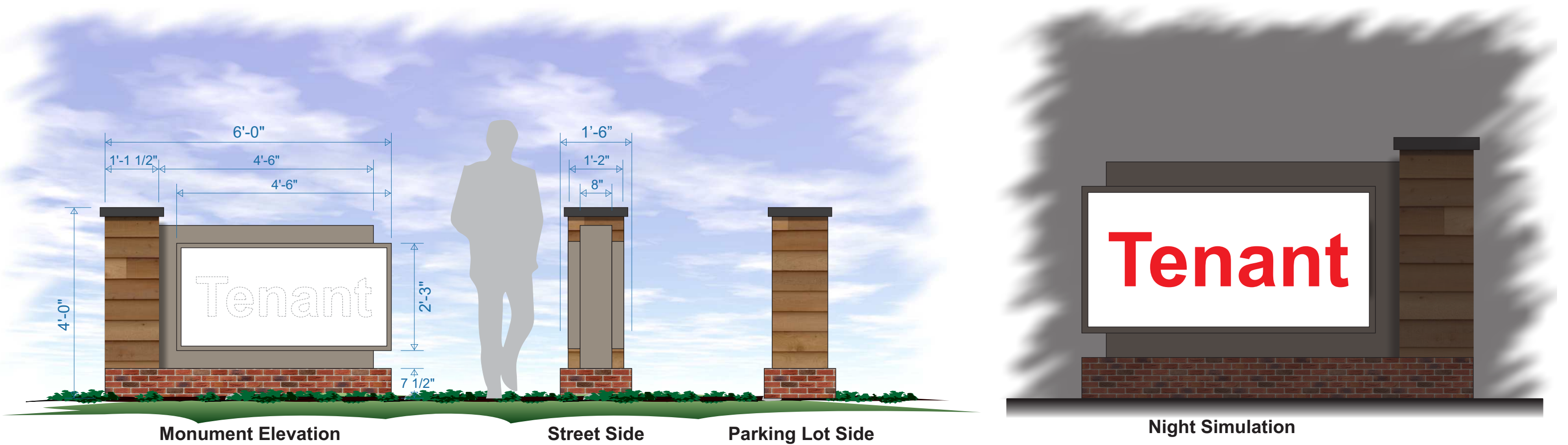


PS

PYLON SIGN SPECIFICATIONS Scale: 1/4" = 1'-0"

Double-faced pylon display with surface fabrication of either painted or textured aluminum with brick and wood to mimic center color palette and materials. Internally illuminated channel letters at top for center name. Aluminum wall sconce for accent lighting. Internally illuminated tenant cabinets with white polycarbonate faces and 1 1/2" retainers (and 1 1/2" t-bars where needed).

MONUMENT SIGN



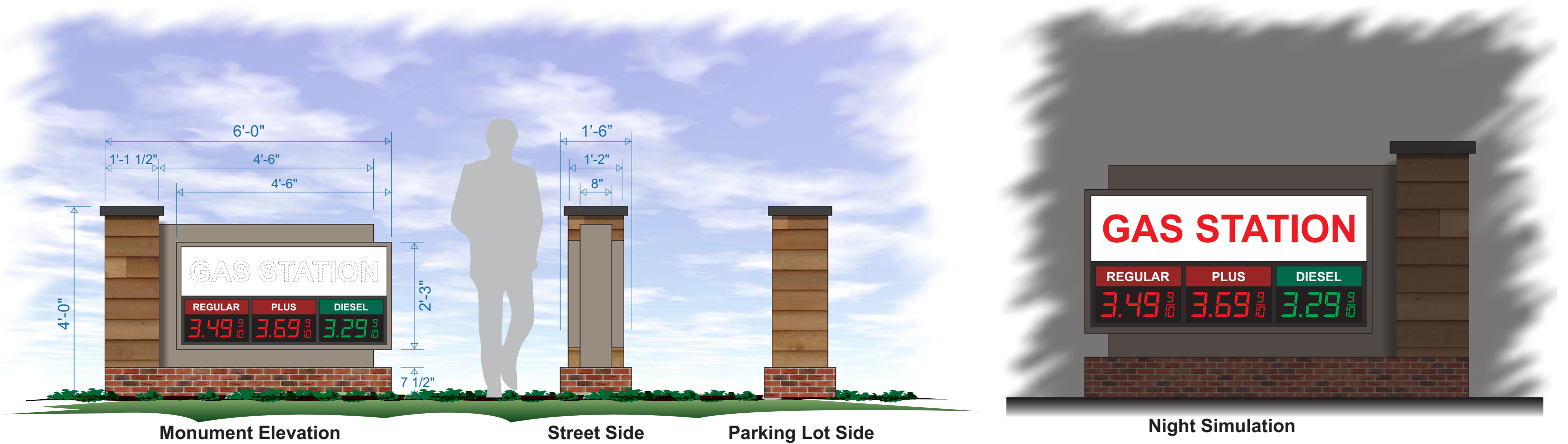
MS

MONUMENT SIGN SPECIFICATIONS Scale: 3/8" = 1'-0"

Double-faced monument display with surface fabrication of either painted or textured aluminum with brick and wood to mimic center color palette and materials. Internally illuminated tenant cabinets with white polycarbonate faces and 1" retainers.

PROJECT:			
CUSTOMER: Yosemite Crossing			
LOCATION: Yosemite Ave. & G Street - Merced, CA 95340			
DATE: 11/7/2019			
SALES: David Esajian			
DESIGNER: James Franks			
SERVER: S:\True North\Yosemite Crossing - Merced, CA\pdf			
REVISION	DATE	DESCRIPTION	
1	11/11/19	Add two f/s signs	
2	2/10/20	Add gas sign / revise pylon signs	
3	2/14/20	Show visibility triangles for freestanding signs	
4	2/24/20	Move signs to clear easement	

APPROVALS	
SALES:	
CUSTOMER:	
LANDLORD:	



GS

GAS SIGN SPECIFICATIONS

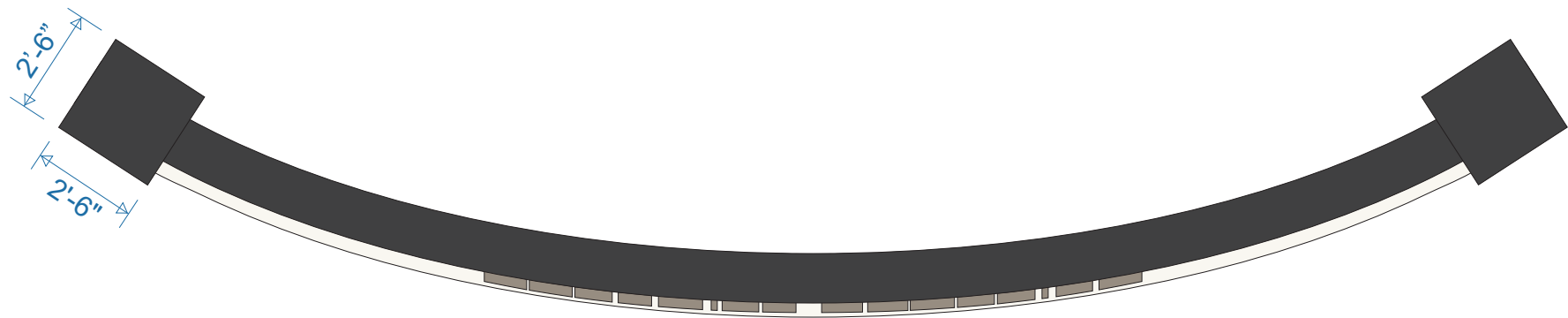
Scale: 3/8" = 1'-0"

Double-faced monument display with surface fabrication of either painted or textured aluminum with brick and wood to mimic center color palette and materials. Internally illuminated tenant cabinets with white polycarbonate faces and digital marquee displays for gas prices.

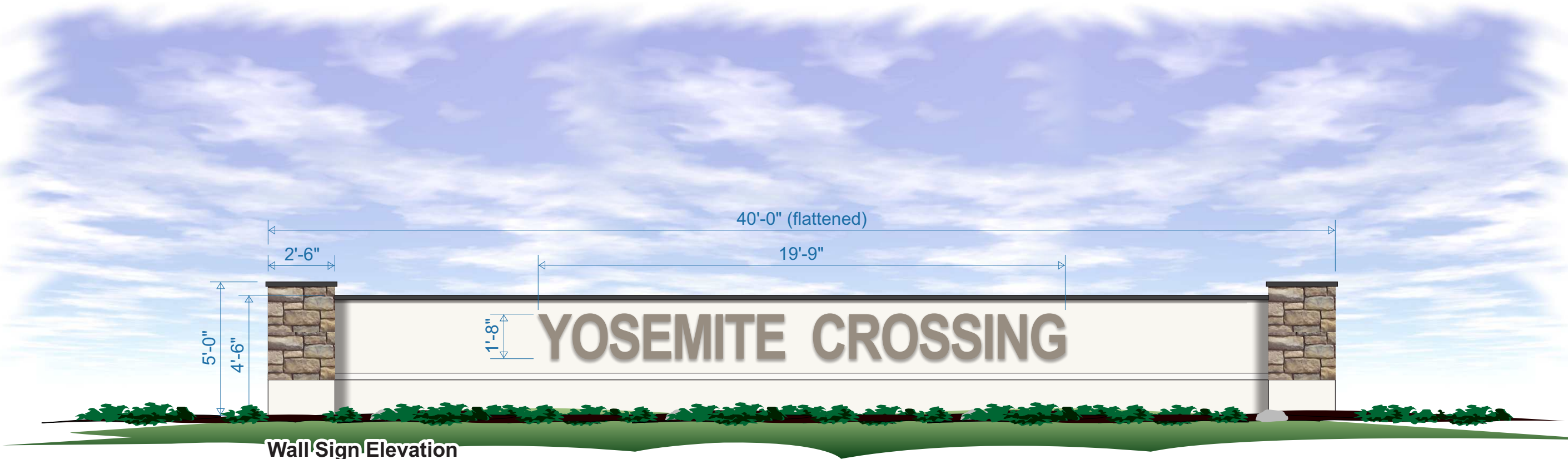
PROJECT:			
CUSTOMER: Yosemite Crossing			
LOCATION: Yosemite Ave. & G Street - Merced, CA 95340			
DATE: 11/7/2019			
SALES: David Esajian			
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REVISION	DATE	DESCRIPTION	
1	11/11/19	Add two f/s signs	
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APPROVALS	
SALES:	
CUSTOMER:	
LANDLORD:	

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Plan View



Wall Sign Elevation

WS

WALL SIGN SPECIFICATIONS

Single-faced display with surface fabrication of either painted or textured aluminum with stone to mimic center color palette and materials.
Externally illuminated reverse channel letters for center name.

Scale: 1/4" = 1'-0"

DEFINITIONS

AESTHETICS: A term dealing with form, design, and/or quality of construction of a particular sign, building, site or structure that presents a judgmental statement concerning the level of beauty or artistic value.

ANIMATED SIGN: A sign depicting action, motion, light or color changes through electrical or mechanical means. Although technologically similar to flashing signs, the animated sign emphasizes graphics and artistic display.

AWNING SIGN: A building mounted sign that provides additional functionality as shelter.

BACKLIT LETTER: An illuminated reverse channel letter (open or translucent back) so light from the letter is directed against the surface behind the letter producing a halo lighting effect around the letter. Also referred to as Silhouette lighted or halo lighted.

BALLAST: An electrical device required to operate fluorescent lamps.

BANNER: A sign composed of lightweight material. Promotional banners include those used to announce open houses and grand openings, make special announcements, or communicate events. Ornamental banners use images or colors of a decorative nature.

BRAND EQUITY (Branding): The intangible, but real, value of words, graphics or symbols that are associated with the products or services offered by a business. Developing branding of a site includes the presentation of signage and architecture to create a unique awareness and memory by the potential customer of the products or services offered at that site. Brand equity for a particular business is similar to the goodwill of an enterprise.

BUILDING CODE: State, provincial and/or local regulations governing public health, welfare and safety of construction and maintenance.

BUILDING FASCIA: That portion of any elevation of a building extending vertically from the grade to the top parapet wall or eaves, and horizontally across the entire width of the building elevation, including slanted wall surfaces sometimes referred to as a mansard.

BUILDING MOUNTED SIGN: A sign that is applied or attached to a building.

CABINET SIGN: A sign structure consisting of the frame and face(s), not including the internal components, embellishments or support structure.

CHANGEABLE COPY PANEL: A section of a sign that functions like a changeable copy sign.

CHANGEABLE COPY SIGN: A variable message sign composed of individual letters panel-mounted in or on a track system.

CHANNEL LETTER: Fabricated or formed three-dimensional letter that may accommodate a light source.

COATED TUBING: Clear glass tubing, coated on the interior surface with phosphorus powder. Coated tubing produces a variety of different light colors, dependent upon the specific mixture of phosphorus powders utilized.

COLD CATHODE: 1.) Electric discharge lighting, which

uses an electrode with a large metal mass to emit electrons. Neon tubing is a cold cathode type. 2.) Generic term employed to specify custom interior lighting produced through the use of larger diameter cold cathode tubing.

COLORED TUBING: Transparent glass tubing manufactured with color pigments, typically color examples include ruby red, canary yellow, green, and midnight blue.

CONFORMING SIGN: A sign that is legally installed in accordance with federal, state/province, and local laws and ordinances.

CONSPICUITY: The characteristics of the sign that enable an observer to differentiate the sign from its surrounding environment.

CONTRAST: The difference or degree of difference between things having similar or comparable natures, such as light and dark areas, colors, or typefaces.

COPY: The words or message displayed on a sign.

COPY AREA: Areas that enclose the actual copy on a sign.

COVERAGE: A marketing term that refers to the percentage of the total market population reached by an advertising message displayed in a given medium; measured at least once a month.

CUSTOM SIGN: A sign designed, manufactured and installed to meet the requirements of a specific location.

DIMENSIONAL LETTER: A specification description of a letter, logo or symbol, either cut out, cast, molded or fabricated in material such as metal or plastic to create a raised condition.

DIRECTIONAL SIGN: Signs designed to provide direction to pedestrian and vehicular traffic.

DIRECTORY SIGN: A sign that identifies the names and locations of tenants in a multi-tenant building or in a development made up of a group of buildings.

DOUBLE-FACED SIGN: A sign with two parallel opposing (back-to-back) faces.

ELECTRIC SIGN: Any sign containing or using electrical wiring.

ELECTRONIC MESSAGE CENTER: A variable message sign that utilizes computer-generated messages or some other electronic means of changing copy. These signs include displays using incandescent lamps, LEDs, LCDs or a flipper matrix.

EXTERIOR ILLUMINATED SIGN: A sign that is illuminated by a light source that is directed towards, and shines on the face of a sign. Also called direct illumination.

FACE: The surface area on a sign where advertising copy is displayed.

FASCIA SIGN: A building mounted sign.

FLASHING SIGN: A sign with an intermittent or flashing light source. Generally, the sign's message is constantly repeated, and the sign is most often used as a primary attention-getting device. Government highway departments frequently use flashing signs to improve highway safety.

FLAT CUTOUT LETTER: A dimensional letter cut from sheet or plate stock.

FLUORESCENT LAMP OR TUBE: Electric-discharge lighting utilizing glass tubing manufactured to standard lengths.

FONT: A set of letters, numerals, and shapes, which conform to a specific set of design criteria.

FREESTANDING SIGN: A sign that is not attached to a building.

FREQUENCY: The average number of times an individual has the opportunity to see an advertising message during a defined period of time. Typically measured over a four-week period.

FRONT LIGHTED LETTER: An illuminated channel letter with translucent face.

FULL SERVICE SIGN COMPANIES: Sign companies that complete the entire signage project, including surveying, designing, engineering, permitting, manufacturing, installing, and maintaining signs.

GROUND SIGN: A freestanding sign with no visible support structure.

INCANDESCENT BULB: A lamp that produces light through the application of electrical energy to a wire filament, which glows as it is heated.

INTERIOR SIGNS: Signs that are located inside a building or other facility.

INTERNALLY ILLUMINATED SIGN: A sign that is illuminated by a light source that is contained inside the sign.

ISA: International Sign Association.

LISTED SIGN: A sign labeled to indicate that the manufacturer of the sign is identified in a list published by a National Recognized Testing Laboratory as producing signs in conformance with the applicable American National Standard.

LOGO: A design that represents goods, identity or service.

MALL SIGNAGE: A wide variety of typical on-premise sign types located within the interior of a multi-tenant building or mall.

MARQUEE: A permanent canopy often of metal and glass projecting over an entrance.

MARQUEE SIGN: 1) a sign mounted on a permanent canopy, 2) a traditional industry term for the variable message section of a canopy sign, 3) an integral sign and permanent canopy.

MENU BOARD: A variable message sign that allows a retailer to list products and prices. For example, the bill of fare for a fast food restaurant.

MESSAGE AREA: The area within the sign panel describing the limits of the message.

MOBILE SIGN: A portable sign mounted on a trailer.

MONUMENT SIGN: A ground sign with low overall height. (See freestanding sign.)

NEON SIGN: A sign manufactured utilizing neon tubing, which is visible to the viewer.

PROJECT:	REVISION	DATE	DESCRIPTION	APPROVALS		SHEET
CUSTOMER: Yosemite Crossing	1	11/11/19	Add two ffs signs	SALES:	CONCEPTUAL DRAWINGS ONLY: Dimensions are approximate & may change due to construction factors or exact field conditions. Colors shown are as close as printing will allow. Always follow written specifications. ALL RIGHTS RESERVED: This design has been created for you in connection with a project being planned for you by AD ART. It may not be shown to anyone outside your organization, and may not be reproduced in any manner without prior consent.	17 of 18
LOCATION: Yosemite Ave. & G Street - Merced, CA 95340	2	2/10/20	Add gas sign / revise pylon signs	CUSTOMER:		
DATE: 11/7/2019	3	2/14/20	Show visibility triangles for freestanding signs			
SALES: David Esajian	4	2/24/20	Move signs to clear easement	LANDLORD:		
DESIGNER: James Franks						
SERVER: S:\True North\Yosemite Crossing - Merced, CA\pdf						SO#

NEON TUBING: Electric discharge, cold cathode tubing manufactured into shapes that form letters, parts of letters, skeleton tubing, outline lighting, and other decorative elements or art forms, in various colors and diameters and filled with inert gases.

ON-PREMISE SIGN: A communication device whose message and design relates to a business, an event, goods, profession or service being conducted, sold or offered on the same property as there the sign is erected. OPEN

CHANNEL LETTER: A dimensional letter that has no face and, if illuminated with the light source visible. A clear face for physical protection of internal components may be used.

PAINTED WALL SIGN: See building mounted sign.

PAN CHANNEL LETTER: A dimensional letter that is constructed with side walls, back and a face making the letter a solid integral unit with the side walls and back having a pan-shaped cross section.

PAN FACE: A plastic sign face molded into a three dimensional shape. Also called molded face, molded and embossed face, molded and debossed face.

PARAPET SIGN: A sign mounted on top of the parapet of a building. (See building mounted sign.)

PERMANENT SIGN: A sign attached to a building, structure, or the ground in a manner that enables the sign to resist environmental loads, such as wind, and precludes ready removal or movement of the sign.

POLE OR PYLON COVER: An enclosure for concealing and/or for decorating poles or other structural supports of a ground sign.

POLE SIGN: A freestanding sign with visible support structure.

PORTABLE SIGN: A sign not permanently attached to the ground or building, with a power-cord for connection to an electrical source, and readily removable using ordinary hand tools.

POST AND PANEL SIGN: An unlighted sign fabricated by using one or more visible posts to support the sign body.

PROJECTING SIGN: A building mounted sign with the faces of the sign perpendicular to the building fascia.

PUSH-THROUGH: A letter or logo cut out of a backing material that is as thick or thicker than the sign face material, and mounted on the inside of the sign face so that the backing material's thickness extends flush with or through and beyond the front plane of the sign face.

PYLON SIGN: A freestanding sign with visible support structure or with the support structure enclosed with a pole cover.

RACEWAY: An electrical enclosure that may also serve as a mounting structure for the sign.

REGULATORY SIGN: A sign having the primary purpose of conveying information concerning rules, ordinances or laws.

RETAINER: A framing member mounted around the perimeter of a sign face, and attached to the sign cabinet structure. It is designed to attach the face to the cabinet and/or intended to provide a decorating trim piece.

RETURN: The sides of a channel letter.

REVEAL: An indented detail on a sign.

REVERSE CHANNEL LETTER: A fabricated dimensional letter with opaque face and side walls.

ROOF SIGN: A building mounted sign erected on the roof of a building.

SIDEWALK/SANDWICH SIGN: A moveable sign not secured or attached to the ground or surface upon which it is located, but supported by its own frame and most often forming the cross-sectional shape of an A.

SIGN: Any visual display with words or symbols designed to convey information or attract attention.

SIGN BAND: A horizontal area above a multi-tenants' building's entrances, architecturally designed to accommodate signage in a signcentric manner.

SIGN FACE: The area of a sign on which copy is intended to be placed.

SIGNAGE: A system of signs.

SINGLE-FACE SIGN: A sign with only one face plane.

STATIONARY SIGN: A sign with a power-cord for attachment to a source of electrical power that is not readily moveable or portable.

TARGET AUDIENCE: The profile of the most desired consumer prospects for a product or service, listed by characteristics such as demography, lifestyle, brand or media consumption, purchase behavior, etc. This is common to all media.

TEMPORARY SIGN: Any sign not intended for permanent installation, such as banners and signs at construction sites. They may be incidental or miscellaneous in nature, such as political and real estate signs.

TIME AND TEMPERATURE DISPLAY: A variable message sign which displays current time and temperature in a stationary or alternating manner. Some also display simple messages.

TRADE AREA: Most retail businesses have a relatively fixed area that customers come from to do business at their store In general; the trade area is either the living or work locale for the customer. The selling zone of place-based retail business will be dynamic for two reasons; the customer is moving residences or jobs or the customer is passing through on a trip that intersects the trade area. The trade area for most small businesses is 3 to 5 miles.

TRADEMARK: Used by a business to distinguish itself and its products from the competition. A trademark may include a name, symbol, word or combination of those. Protected by the federal government and considered to have financial value. The circled "R" or "Reg. T.M." printed with the mark indicates that it is a registered trademark. See United States Trademark Act 15 U.S.C. Section 1127 (1988).

TRANSFORMER: Electrical equipment that converts input voltage and current to a different output voltage and current.

UL: An abbreviation for Underwriters Laboratories, Inc., a Nationally Recognized Testing Laboratory.

UNDER-CANOPY SIGN: A sign designed to be mounted underneath a canopy.

VARIABLE MESSAGE SIGN: A sign that includes provisions for message changes. Also called changeable copy panel, changeable copy sign, time and temperature sign, electronic message center, menu board.

VARIANCE: Special administrative procedure by which one may obtain an exception to zoning rules such as height, setback and type of use. (See the "Legal Considerations" section.)

VISIBILITY: The quality of a letter, number, graphic, or symbol, which enables the observer to distinguish it from its surrounds or background.

WALL SIGN: A building mounted sign. (See also Fascia sign.)

WINDOW SIGN: A sign that is displayed in a window.

17.36.667 - Free-standing or wall-mounted signs identifying shopping centers over twenty-five thousand square feet and comprehensive sign programs.

Shopping centers or office complexes with a mix of retail and professional office tenants having at least twenty-five thousand (25,000) square feet of gross floor area and located within commercial zones and P-D zones may be allowed a free-standing or wall-mounted sign with a conditional use permit subject to review by the planning commission and to the following limitations:

- A. The shopping center sign may advertise the name of the center, the tenants in the center, or both the center and tenant names. Tenant advertising on a shopping center sign is not counted as part of the overall sign area permitted by Section 17.36.650, "Total square footage—Commercial zone." The area of the name of the shopping center is in addition to the permitted copy area.
- B. Individual letters are required; Logos may be permitted. The background area immediately adjacent to the copy portion of the sign may include trademark colors, may be illuminated unless adjacent to residential uses in which case the planning commission has the discretion to allow such illumination with or without conditions, and must be constructed of a material that is compatible with the texture and materials of the shopping center buildings. Individual letters and logos may be internally illuminated.
- C. Materials, color and arrangement shall be compatible and consistent with the shopping center buildings.
- D. A maximum of two (2) shopping center signs on one (1) arterial street may be allowed. At least four hundred (400) feet of combined arterial street frontage is required to qualify for one (1) sign, except that shopping centers existing at the time of adoption of this section meeting all other requirements of this section are not bound by this requirement. An additional eight hundred (800) feet of frontage is required for a second sign.
- E. The maximum height and size allowances for shopping center signs are different in the Neighborhood Commercial (C-N), Thoroughfare Commercial (C-T), and Regional/Community Commercial (R-C) land use designations. See table below:

Shopping Center Sign Standards by Land Use Designation		
Sign Feature	General Plan Land Use Designation	
	Neighborhood Commercial / Thoroughfare Commercial	Regional / Community Commercial

Overall Height (as measured from top of sidewalk or curb)	12.5 feet + 2' appurtenance	20' + 3' appurtenance
Structure Area	12.5' high by 8' wide / 100 square feet per face	20' high by 13' wide / 260 square feet per face
Sign Area	50% of Structure Area, not to exceed 50 square feet per face	50% of Structure Area, not to exceed 130 square feet per face

- F. A minimum of ten (10) square feet or as otherwise approved by the planning commission of "sign area" is required for each tenant displayed on a shopping center sign.
- G. The foundation base shall be a minimum eighty (80) percent of the sign structure length.
- H. The sign structure shall have a minimum three-foot setback from any property line and shall not be permitted in a corner triangle.
- I. The location of the shopping center sign shall be determined by the planning commission.
- J. An application to construct a shopping center sign shall be signed by all property owners of the shopping center.
- K. Compliance with Section 17.36.780 "Use Permit—Criteria."
- L. Shopping centers or office complexes with a mix of retail and professional office tenants may be allowed through a conditional use permit approved by the planning commission to adopt a comprehensive sign program as follows:
 - 1. The comprehensive sign program shall consist of all signs on the premises that can be viewed from a public street, including, but not limited to, directional signs, directory signs, shopping center signs, monument signs, and individual tenant signs. The sign program shall establish a comprehensive design theme and set forth size, location, illumination, materials, and other design requirements for all signs.
 - 2. With such a comprehensive sign program, a shopping center or mixed-use office complex may be eligible for "bonus" sign area greater than allowed under overall sign area permitted by Section 17.36.650, "Total square footage—Commercial

zone," (or other sign size restrictions defined elsewhere in the Merced Municipal Code) if the following criteria are met. Items "a" and "b" below may be combined for a "bonus" of no more than seventy (70) percent:

- a. A "bonus" of up to thirty (30) percent shall be granted if permanent copy is included on the shopping center sign that states "City of Merced," "Welcome to Merced," or equivalent language, as approved by the planning commission.
- b. A "bonus" of up to sixty (60) percent may be granted, pending approval by the planning commission, if enhanced design features (such as additional landscaping, water features, decorative artwork, seating areas, etc.) are incorporated into the shopping center.
- c. A "bonus" which would allow a "changeable copy sign" of no more than fifty (50) percent of the total sign area to be incorporated into the shopping center sign; and if the owner agrees to allow the city to advertise city or community/city sponsored events, at the discretion of the city, on the sign on a continuous and ongoing basis as part of a continuous rotation of advertising or as otherwise defined by the planning commission. The planning commission may increase the total sign area and/or reduce the amount of city advertising for unique circumstances, such as motion picture/performing arts theaters. Other than those city events above, the changeable copy sign shall not advertise any business, commodity, service, industry or other activity, which is not sold, offered, or conducted on the premises upon which the sign is located or affixed.
- d. A "bonus" consisting of an increased maximum allowable height of a shopping center sign, not to exceed fifty (50) percent of the maximum allowable height spelled out in the table in Section 17.36.667.E, may be granted, pending approval by the planning commission, if the criteria for either "a" or "b" above are met.

(Ord. No. 2508, § 8, 12-2-2019)

ATTACHMENT D

NOTICE OF EXEMPTION

To: _____ Office of Planning and Research
P.O. Box 3044
Sacramento, CA 95812-3044

From: (Public Agency)
City of Merced
678 West 18th St.
Merced, CA 95340

 X County Clerk
County of Merced
2222 M Street
Merced, CA 95340

Project Title: Conditional Use Permit #1241/Environmental Review #20-07

Project Applicant: Yosemite & G, LLC

Project Location (Specific): Northeast Corner of Yosemite Avenue and G Street

Project Location - City: Merced

Project Location - County: Merced

Description of Nature, Purpose, and Beneficiaries of Project: This application is for a Master Sign Program for a mixed-use development at the northeast corner of Yosemite Avenue and G Street that previously received approvals for a Site Plan and associated Environmental Review.

Name of Public Agency Approving Project: City of Merced

Name of Person or Agency Carrying Out Project: Yosemite & G, LLC

Exempt Status: (check one)

- ☐ Ministerial (Sec. 21080(b)(1); 15268);
☐ Declared Emergency (Sec. 21080(b)(3); 15269(a));
☐ Emergency Project (Sec. 21080(b)(4); 15269(b)(c));
☒ Categorical Exemption. State Type and Section Number: 15301 (a).
☐ Statutory Exemptions. State Code Number: _____.
☐ General Rule (Sec. 15061 (b)(3))

Reasons why Project is Exempt: As defined under the above referenced Section, the proposed project consists of minor exterior alterations, such as installing signs to a commercial building, which are considered to be exempt under the CEQA Guidelines per Section 15301 (a).

Lead Agency: City of Merced

Contact Person: Michael Hren **Area Code/Telephone:** (209) 385-6858

Signature: /s/Michael R. Hren **Date:** 3/30/20 **Title:** Principal Planner

 X Signed by Lead Agency Date Received for Filing at OPR: _____
(If applicable)

Authority Cited: Sections 21083 and 21110. Public Resources Code
Reference: Sections 21108, 21152, and 21152.1. Public Resources Code

ATTACHMENT E

CITY OF MERCED
Planning Commission

Resolution #4040

WHEREAS, the Merced City Planning Commission at its regular meeting (held via teleconference) of May 20, 2020, held a public hearing and considered **Conditional Use Permit #1241**, initiated by Yosemite and G, LLC. The application involves consideration of a Master Sign Program, including 6 monument signs (one called out for the gas station), three pylon signs, and a wall sign for the identification of the center, along with proposed locations and guidelines for the signage of future tenants to ensure consistency with all signage types throughout the center. The property is generally located at the northeast corner of Yosemite Avenue and G Street. The property is located within Planned Development #72 and has a General Plan designation of Neighborhood Commercial (CN); also known as Assessor's Parcel Number (APN) 231-040-004 and APN 231-040-005.

WHEREAS, the Merced City Planning Commission concurs with Findings/Considerations A through F of Staff Report #20-10 (Exhibit B); and,

WHEREAS, the Merced City Planning Commission concurs with the Findings for Conditional Use Permits in Merced Municipal Code Section 20.68.020 (E) and other Considerations as outlined in Exhibit B; and,

NOW THEREFORE, after reviewing the City's Draft Environmental Determination, and fully discussing all the issues, the Merced City Planning Commission does resolve to hereby adopt a Categorical Exemption regarding Environmental Review #20-07, and approve Conditional Use Permit #1241, subject to the Conditions set forth in Exhibit A attached hereto and incorporated herein by this reference.

Upon motion by Commissioner _____, seconded by Commissioner _____, and carried by the following vote:

AYES: Commissioner(s)

NOES: Commissioner(s)

ABSENT: Commissioner(s)

ABSTAIN: Commissioner(s)

PLANNING COMMISSION RESOLUTION #4040

Page 2

May 20, 2020

Adopted this 20th day of May 2020

Chairperson, Planning Commission of
the City of Merced, California

ATTEST:

Secretary

Exhibits:

Exhibit A – Conditions of Approval

Exhibit B – Findings/Considerations

N:\SHARED\PLANNING\PC RESOLUTIONS\RESOLUTIONS\#4040 CUP #1241 Yosemite & G Signs.docx

Conditions of Approval
Planning Commission Resolution #4040
Conditional Use Permit #1241

- 1) The proposed project shall be constructed/designed as shown on Exhibit 1 (Master Sign Program, including the Site Plan contained within)-- Attachment C of Planning Commission Staff Report #20-10, except as modified by the conditions.
- 2) The proposed project shall comply with all standard Municipal Code and Subdivision Map Act requirements as applied by the City Engineering Department.
- 3) All other applicable codes, ordinances, policies, etc. adopted by the City of Merced shall apply.
- 4) The project shall comply with any relevant conditions or mitigations measures of Planning Commission Resolution #4034 for General Plan Amendment #19-03/Site Utilization Plan Revision #3 to Planned Development #72.
- 5) The developer/applicant shall indemnify, protect, defend (with counsel selected by the City), and hold harmless the City, and any agency or instrumentality thereof, and any officers, officials, employees, or agents thereof, from any and all claims, actions, suits, proceedings, or judgments against the City, or any agency or instrumentality thereof, and any officers, officials, employees, or agents thereof to attack, set aside, void, or annul, an approval of the City, or any agency or instrumentality thereof, advisory agency, appeal board, or legislative body, including actions approved by the voters of the City, concerning the project and the approvals granted herein. Furthermore, developer/applicant shall indemnify, protect, defend (with counsel selected by the City), and hold harmless the City, or any agency or instrumentality thereof, against any and all claims, actions, suits, proceedings, or judgments against any governmental entity in which developer/applicant's project is subject to that other governmental entity's approval and a condition of such approval is that the City indemnify and defend such governmental entity. City shall promptly notify the developer/applicant of any claim, action, or proceeding. City shall further cooperate fully in the defense of the action. Should the City fail to either promptly notify or cooperate fully, the developer/applicant shall not thereafter be responsible to indemnify, defend, protect, or hold harmless the City, any agency or instrumentality thereof, or any of its officers, officials, employees, or agents.
- 6) The developer/applicant shall construct and operate the project in strict compliance with the approvals granted herein, City standards, laws, and ordinances, and in compliance with all State and Federal laws, regulations, and standards. In the event of a conflict between City laws and standards and a State or Federal law, regulation, or standard, the stricter or higher standard shall control.
- 7) No temporary freestanding or moveable signs shall be allowed, unless otherwise authorized by the Municipal Code.
- 8) As required by Merced Municipal Code Section 17.04.050 and 17.04.060, full public improvements shall be installed/repaired if the permit value of the project exceeds \$100,000.00. Public improvements may include, but not be limited to, repairing/replacing the sidewalk, curb, gutter, and street corner ramp(s), so that they comply with ADA

standards and other relevant City of Merced/State/Federal standards and regulations.

- 8) The premises shall remain clean and free of debris and graffiti at all times. Any damaged materials shall be replaced by matching materials.
- 9) Final approval of each individual tenant sign shall require a sign permit and are subject to the Sign Criteria as spelled out in Attachment C of Planning Commission Staff Report #20-10.
- 10) Future shopping center signs, monument signs, or garden signs shall be designed to match the Master Sign Program. This shall require using similar colors, textures, material, and overall aesthetic style.
- 11) Minor modifications to Master Sign Program may be reviewed and approved by the Director of Development Services, or if deemed necessary, be referred to the Site Plan Review Commission, or Planning Commission.
- 12) In the event that the Master Sign Program conflicts with the Merced Municipal Code, the stricter of the two shall be implemented.
- 13) Final locations of all signs, including required setbacks from intersections and driveways as determined by the Municipal Code, are subject to Planning Division approval at the time of issuance of a sign permit.
- 14) The digital display of gasoline prices on the monument sign for the gas station shall not flash, move, or scroll, except as necessary to change the prices displayed. The display should not change in time at any less than 8 second intervals. The images must be static, and no video displays are allowed.
- 15) For any illuminated signs placed above the ground floor, all illumination shall be located and directed in such a manner that light does not spill over to the east or north. Prior to installation, illuminated signs shall be approved by the Planning Manager or designee, and may require an analysis of lumens or other measurements of illumination as deemed necessary. Monument signs are not subject to this condition.

**Findings and Considerations
Planning Commission Resolution #4040
Conditional Use Permit #1241**

FINDINGS/CONSIDERATIONS:

General Plan Compliance and Policies Related to This Application

- A) The proposed project complies with the General Plan designation of Neighborhood Commercial (CN) and the Zoning designation of Planned Development (P-D) #72 with approval of this Conditional Use Permit.

Public Improvements/City Services

- B) Per Condition #8, Merced Municipal Code Section 17.04.050 and 17.04.060, requires full public improvements to be installed/repared if the permit value of the project exceeds \$100,000.00. Public improvements may include, but not be limited to, repairing/replacing the sidewalk, curb, gutter, and street corner ramp(s), so that they comply with ADA standards and other relevant City of Merced/State/Federal standards and regulations. The need for any new improvements or repairs to existing improvements would be determined by the Engineering Department at the building permit stage.

Signage

- C) All signs would be required to comply with the Merced Municipal Code. Building permits are required prior to the installation of any permanent signs. As stated in the proposed Master Sign Program, the shopping center will require internal review and approval from the landlord prior to tenants submitting signage proposals for City review. The landlord intends to be flexible with tenant signage, as some tenants may be trying to achieve a uniform standard corporate design, but the owner will try to ensure that signage throughout the shopping center is cohesive, compatible, or complementary to achieve design balance for the entire plaza. The Master Sign Program includes several standards that are consistent with the North Merced Sign Ordinance (such as requiring individual channel letters), along with other specific internal regulations. In the event that the Master Sign Program conflicts with the Sign Ordinance, the stricter of the two codes will be implemented (Condition #12). This also applies to usage and duration of temporary signs.

Per 17.36.667 of the Merced Municipal Code (Attachment D), "Free-standing or wall-mounted signs identifying shopping centers over twenty-five thousand square feet and comprehensive sign programs," the proposed shopping center signs, noted as "Pylon Signs" in the Master Sign Program (Attachment C), are in compliance. This takes into account the bonus height allowance in 17.36.667.L.2.d that is awarded due to the project's landscaping, outdoor seating areas and other enhanced design features.

Neighborhood Impact/Public Comments

- D) Staff mailed a public hearing notice to property owners within 300 feet of the subject site, and published the public hearing notice in the *Merced County Times*. As of the time this report was prepared, (4/30/2020), Planning staff has not received comments regarding the project.

Conditional Use Permit

- E) A conditional use permit (CUP) is required to allow a master sign program. In order for the Planning Commission to approve or deny a conditional use permit, they must consider the following criteria and make findings to support or deny each criteria per Merced Municipal Code (MMC) 20.68.020 (E) Findings for Approval for Conditional Use Permits.

MMC 20.68.020 (E) Findings for Approval.

- 1. The proposed use is consistent with the purpose and standards of the zoning district, the general plan, and any adopted area or neighborhood plan, specific plan, or community plan.*

The proposed project complies with the General Plan designation of Neighborhood Commercial (CN) and the zoning designation of Planned Development (P-D) #72 with approval of this Conditional Use Permit.

- 2. The location, size, design, and operating characteristics of the proposed use will be compatible with the existing and future land uses in the vicinity of the subject property.*

All signs shall be required to comply with the Merced Municipal Code and the proposed Master Sign Program ensuring consistent sign standards throughout the development. These standards ensure that the characteristics of signage for the development remain consistent both internally and with the existing and future land uses in the vicinity of the subject property.

- 3. The proposed use will not be detrimental to the public health, safety, and welfare of the City.*

To ensure the proposal is not detrimental to the public health, safety, and welfare of the City, the applicant shall subsequently apply for sign permits with the City's Building Department. Plans shall be submitted by a design professional and signage installation shall be done by a licensed contractor (license type as required by the California Building Code).

- 4. The proposed use is properly located within the city and adequately served by existing or planned services and infrastructure.*

The proposed signs are located within the City and can be adequately served by existing services and infrastructure.

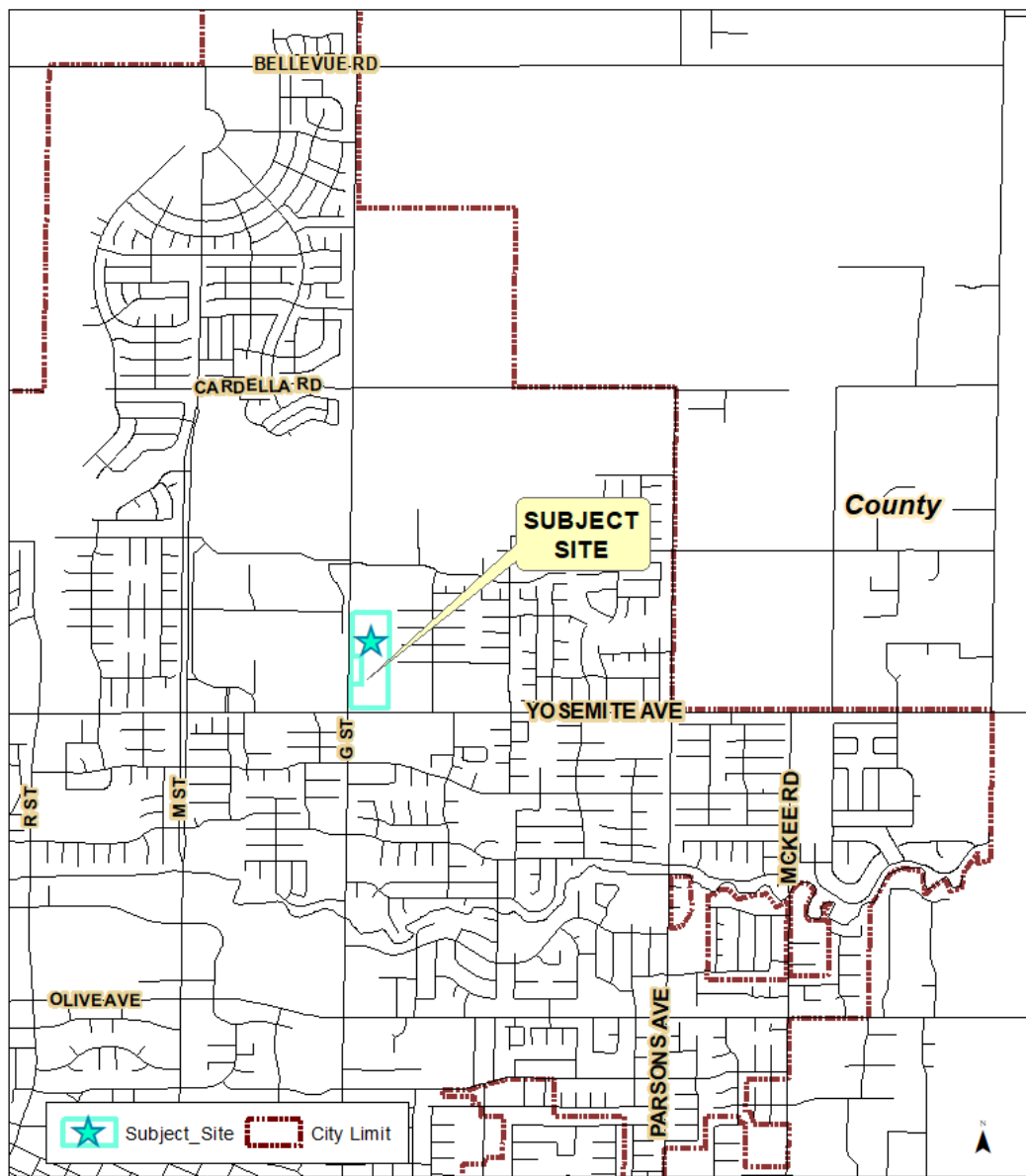
Environmental Clearance

- F) Planning staff has conducted an environmental review of the project in accordance with the requirements of the California Environmental Quality Act (CEQA), and a Categorical Exemption is being recommended (Attachment E of Planning Commission Staff Report #20-10).

CUP #1241 / ERC #20-07

Public Hearing- 05/20/20

*Yosemite & G LLC;
Master Sign Program for Yosemite
Crossing Mixed Use Center
NEC of G Street and Yosemite Avenue*



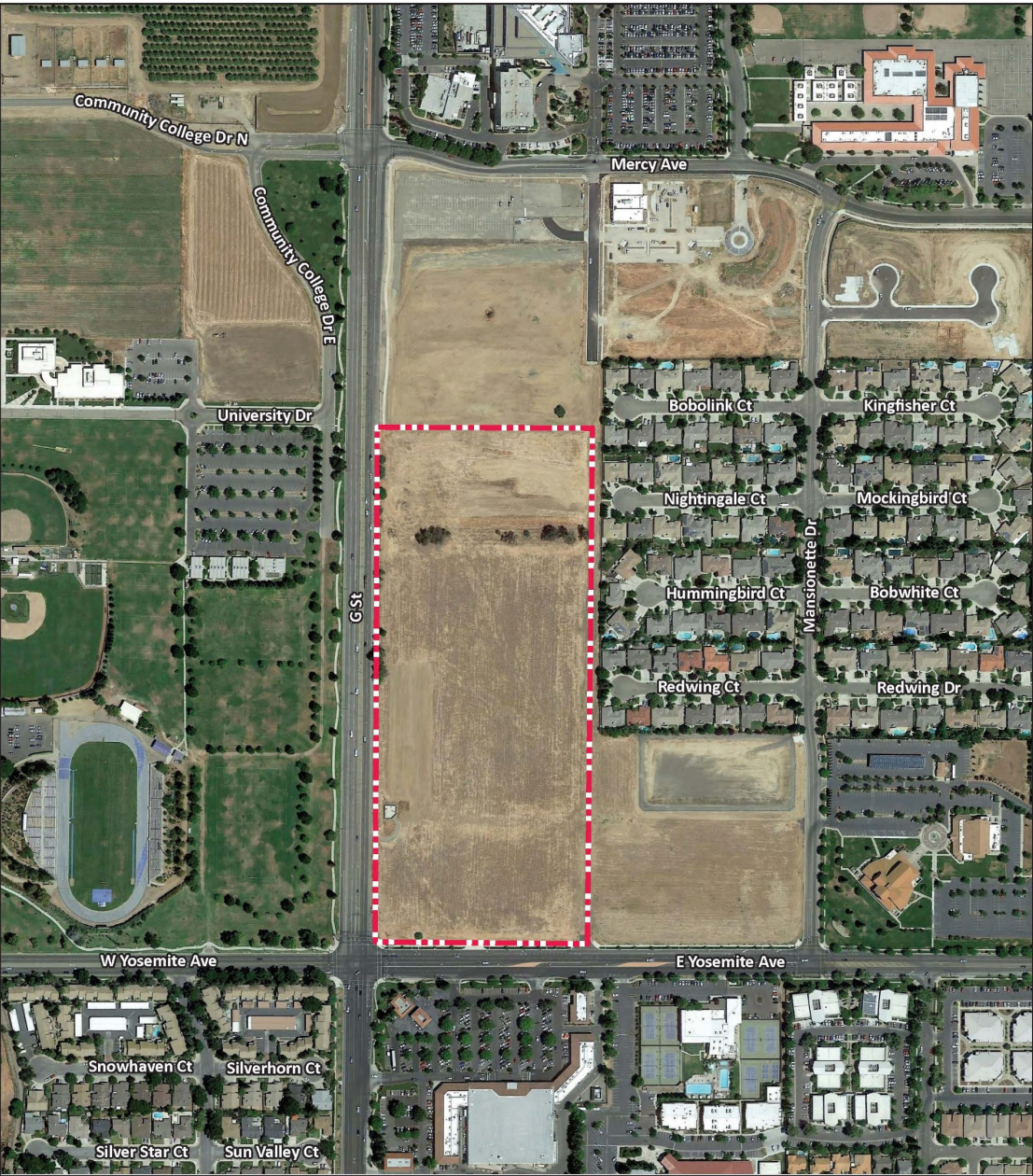
PROXIMITY MAP

Disclaimer: This document was prepared for general inquiries only. The City of Merced is not liable for errors or omissions that might occur. Official information concerning specific parcels should be obtained from recorded or adopted City documents.



Northeast Corner of W Yosemite Ave. and G St.

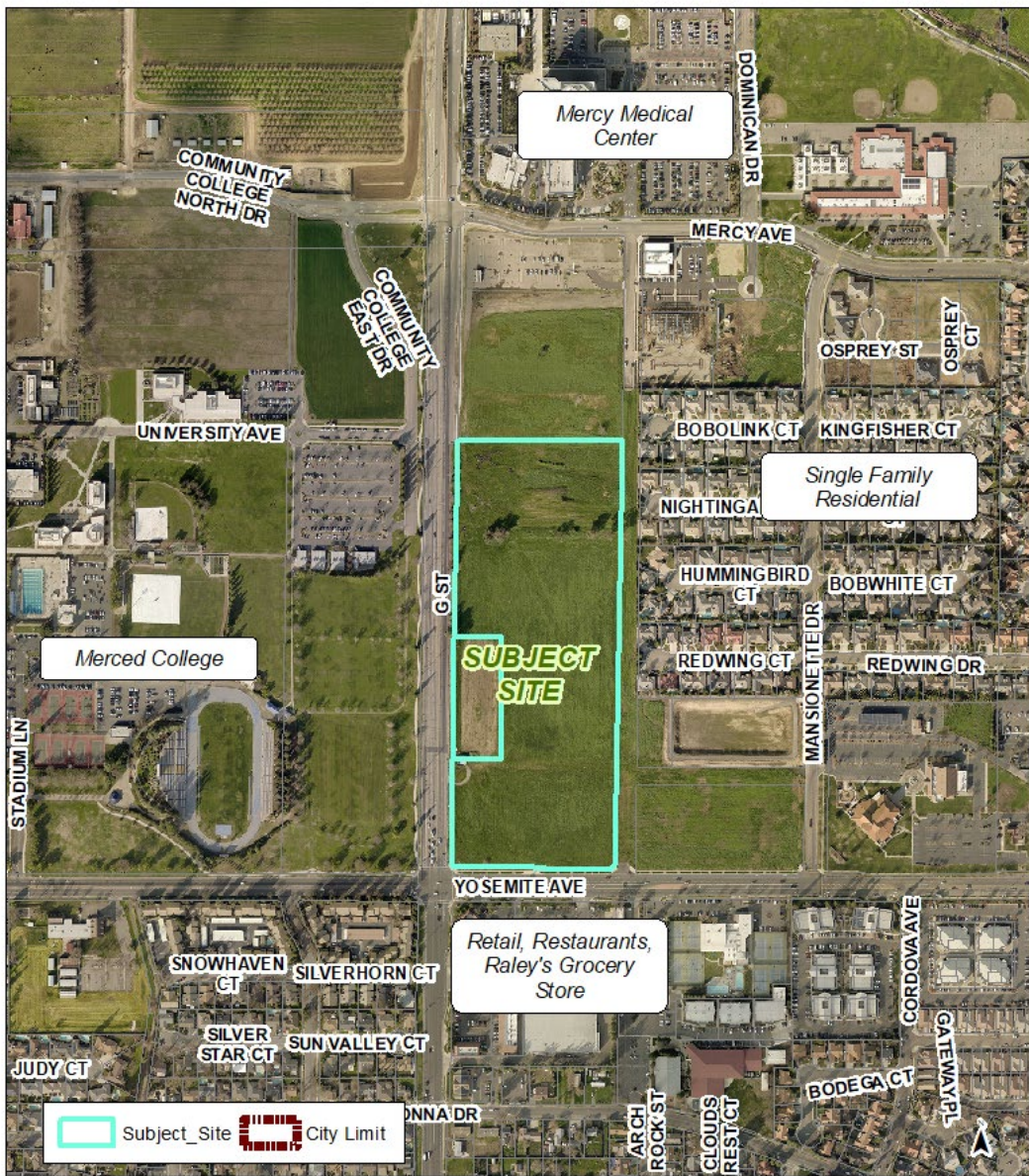
The applicants propose a Master Sign Program for the approved mixed-use development on the project site.



Aerial View of Site

The Site is currently vacant other than City of Merced Storm Pump Station #10.

FIGURE 2



Disclaimer: This document was prepared for general inquiries only. The City of Merced is not liable for errors or omissions that might occur. Official information concerning specific parcels should be obtained from recorded or adopted City documents.

SUBJECT SITE & SURROUNDING USES



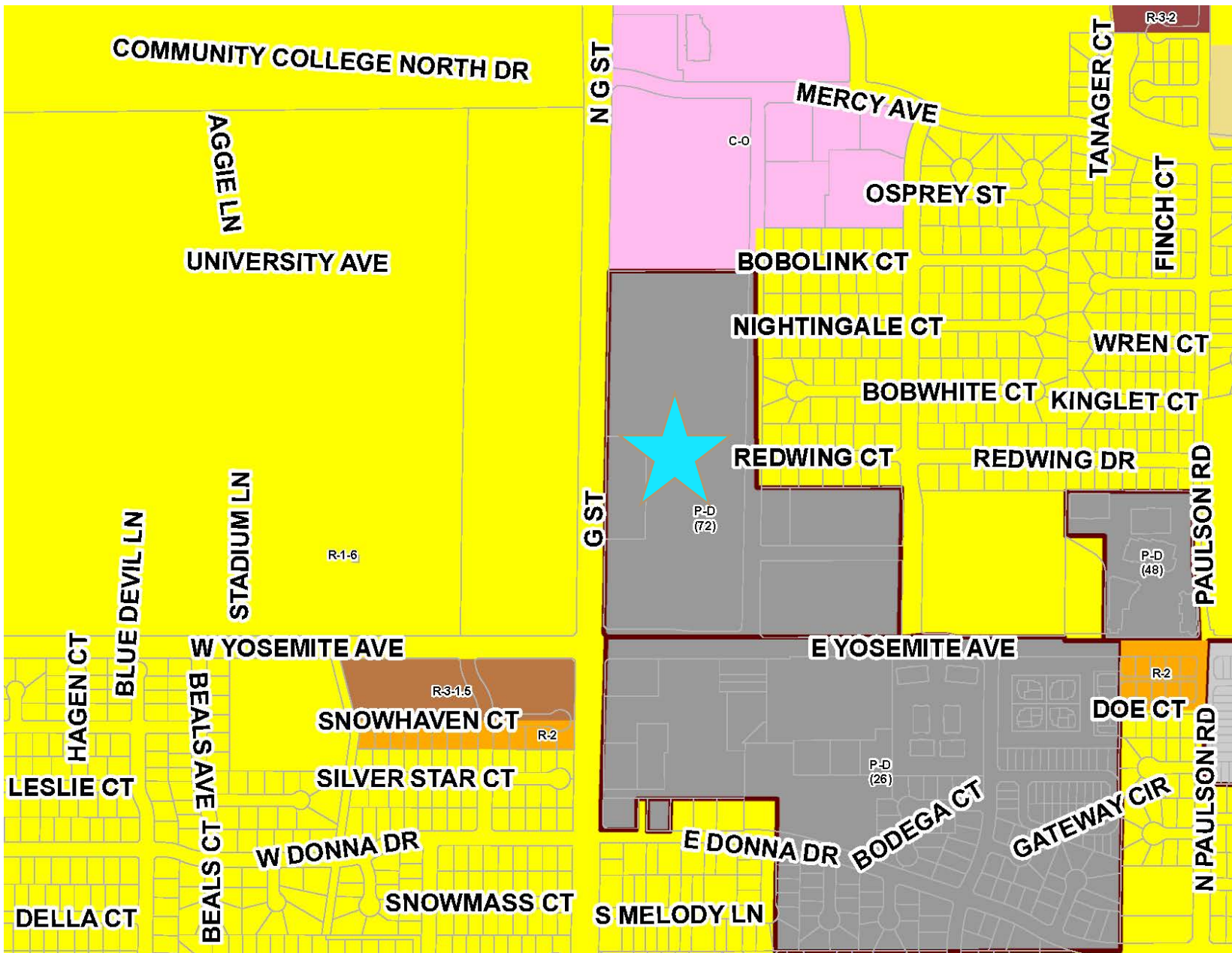
Surrounding Uses

North- Dignity Health Medical Center and Vacant Lot

*South- Retail, Restaurants, Grocery Store
(across Yosemite Ave.)*

*East- Single-Family Residential
(across extended Sandpiper Ave.)*

*West- Merced College
(across G St.)*



Zoning & General Plan

The current zoning of the site is Planned Development (#72).

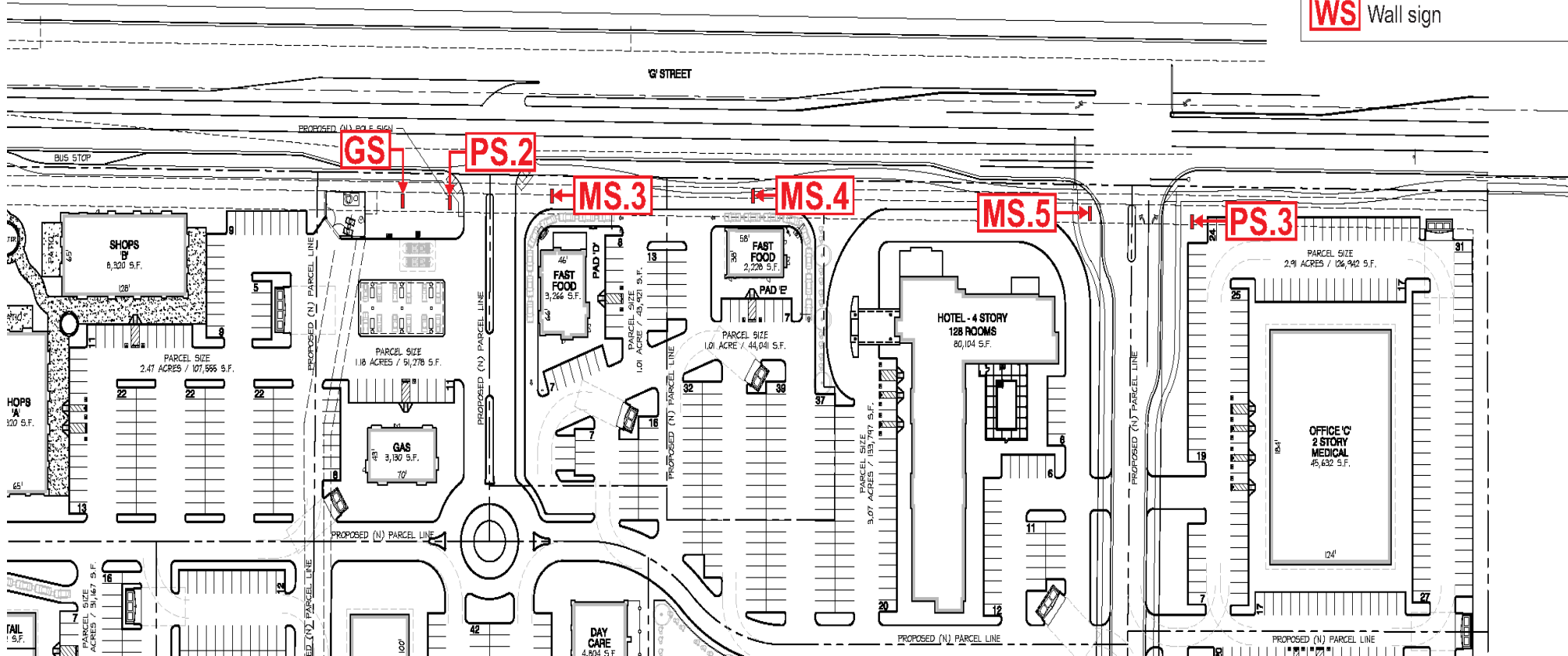
The City Council approved the General Plan Amendment in January of 2020 for this site, making it Neighborhood Commercial (CN).

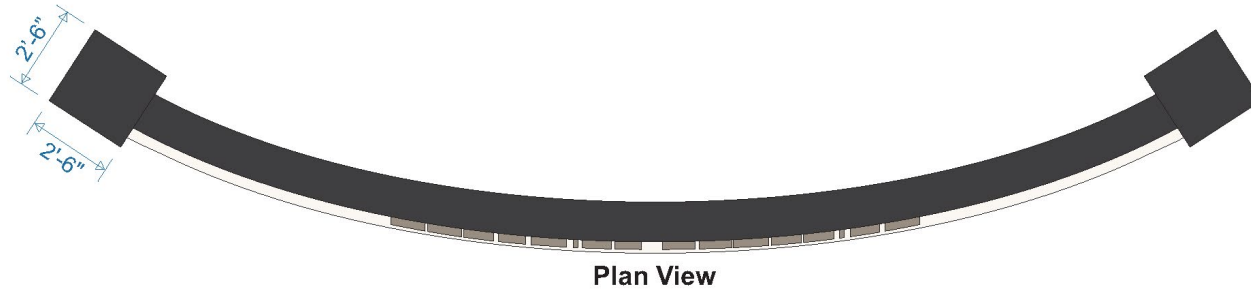
KEY

- PS** Pylon sign
- MS** Monument sign
- GS** Gas sign
- WS** Wall sign

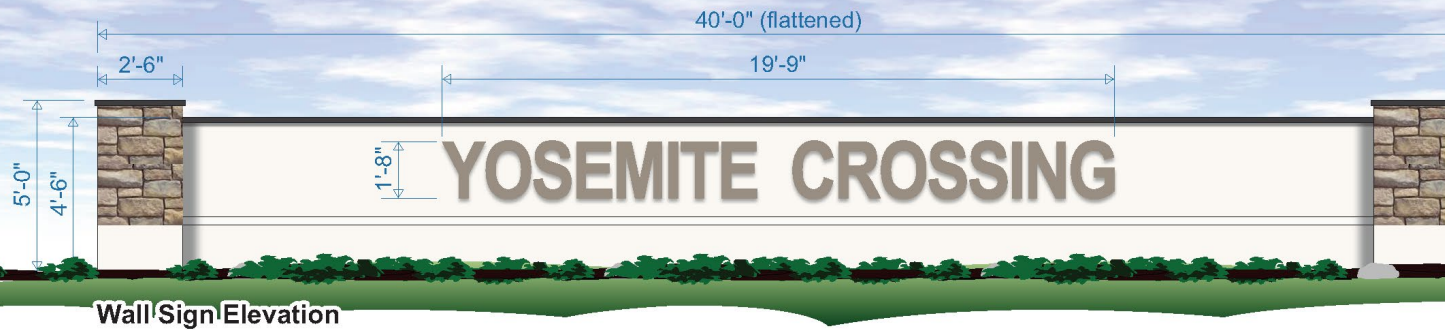
Site Plan

The Master Sign Program calls out three Pylon Signs (Shopping Center Signs), 6 Monument Signs (one called out for the gas station), and a Wall Sign identifying the area as Yosemite Crossing.





Wall Sign Detail

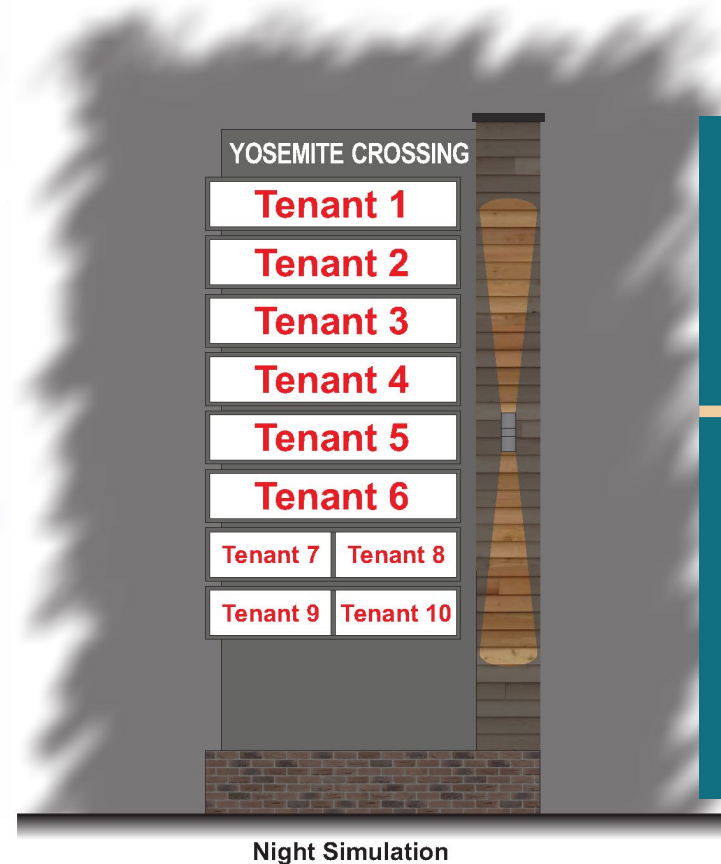


WALL SIGN SPECIFICATIONS

Scale: 1/4" = 1'-0"

Single-faced display with surface fabrication of either painted or textured aluminum with stone to mimic center color palette and materials. Externally illuminated reverse channel letters for center name.

Pylon Sign Detail

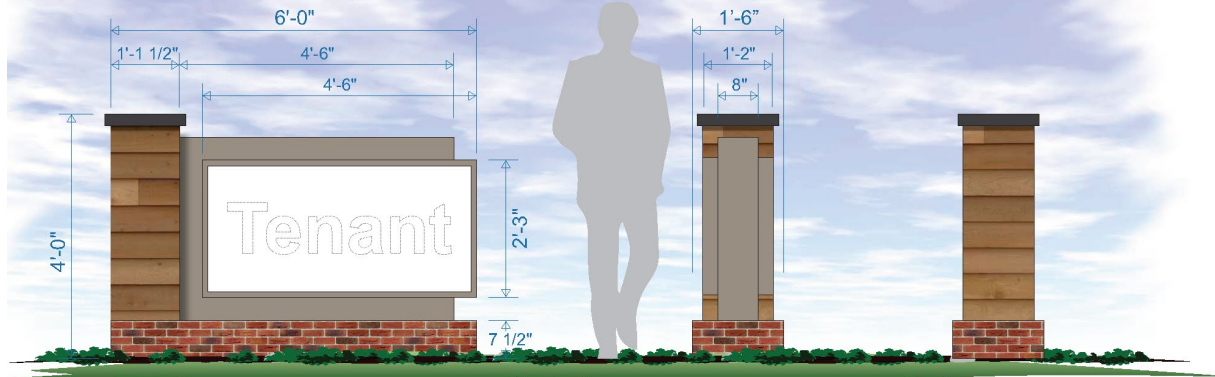


PS

PYLON SIGN SPECIFICATIONS

Scale: 1/4" = 1'-0"

Double-faced pylon display with surface fabrication of either painted or textured aluminum with brick and wood to mimic center color palette and materials. Internally illuminated channel letters at top for center name. Aluminum wall sconce for accent lighting. Internally illuminated tenant cabinets with white polycarbonate faces and 1 1/2" retainers (and 1 1/2" t-bars where needed).



Monument Elevation

Street Side

Parking Lot Side



Night Simulation

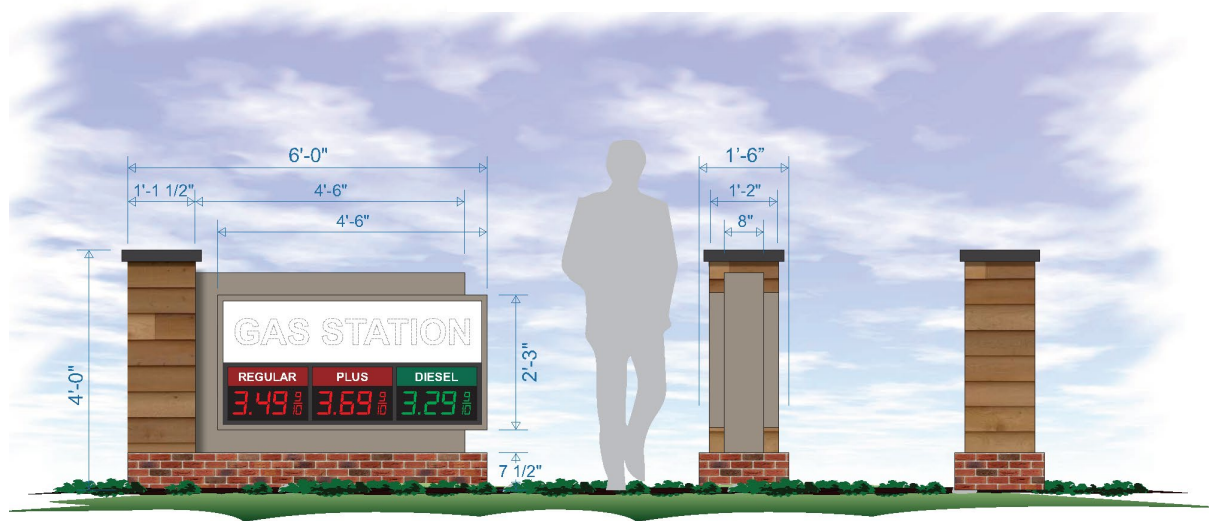
MS

MONUMENT SIGN SPECIFICATIONS

Scale: 3/8" = 1'-0"

Double-faced monument display with surface fabrication of either painted or textured aluminum with brick and wood to mimic center color palette and materials. Internally illuminated tenant cabinets with white polycarbonate faces and 1" retainers.

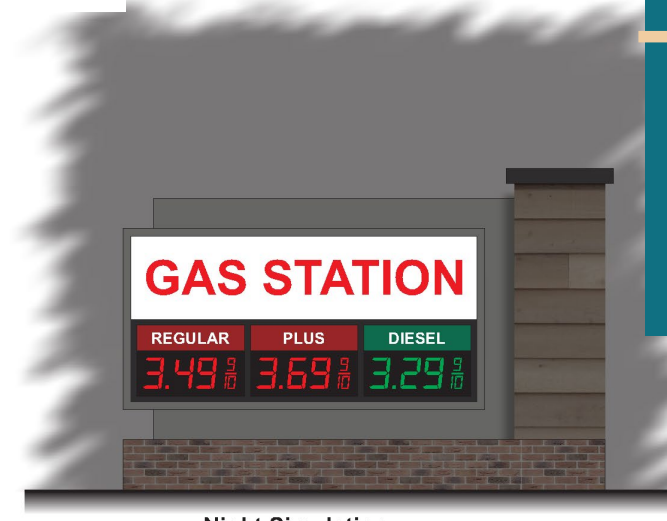
Monument Sign and Gas Sign Details



Monument Elevation

Street Side

Parking Lot Side



Night Simulation

GS

GAS SIGN SPECIFICATIONS

Scale: 3/8" = 1'-0"

Double-faced monument display with surface fabrication of either painted or textured aluminum with brick and wood to mimic center color palette and materials. Internally illuminated tenant cabinets with white polycarbonate faces and digital marquee displays for gas prices.



Southwest Corner Elevation - Scale: NTS

Potential Sign Location Detail on Southwest Elevation

BUILDING ELEVATIONS

All tenants are allowed one (1) sign per elevation that faces a street or parking lot.

Maximum letter height not to exceed 3'-0" or 80%.

Maximum logo height not to exceed 2'-6" or 80%.

Stacked copy allowed but may not exceed 6'-0" OAH or 80%.

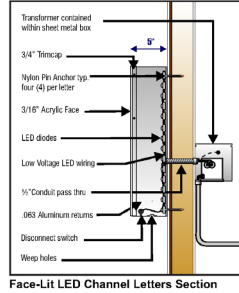
Overall sign width not to exceed 80% of the architectural building element.



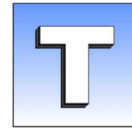
FACE-LIT BUILDING SIGN SPECIFICATIONS Scale: 1/4" = 1'-0"

Description	Specification/Material	Finish	Color
Faces	3/16" Acrylic	Vinyl applied 1st surface	Per tenant specifications
Returns	.063 Aluminum	Paint (satn)	Per tenant specifications
Trimcaps	3/4" Trimcaps	Paint (satn)	Per tenant specifications
Illumination	LED	N/A	Per tenant specifications

NOTES:
* Tenant artwork must be produced by a graphic designer or other sign professional.



Face-Lit LED Channel Letters Section



Daytime Simulation
Nighttime Simulation

APPROVED SIGN TYPES

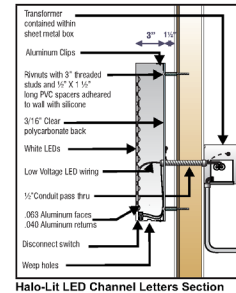
- Face-illuminated channel letters



HALO-LIT BUILDING SIGN SPECIFICATIONS Scale: 1/4" = 1'-0"

Description	Specification/Material	Finish	Color
Faces	.080 Aluminum	Paint (satn)	Per tenant specifications
Returns	.063 Aluminum	Paint (satn)	Per tenant specifications
Backs	3/16" Clear acrylic	N/A	Clear
Illumination	LED	N/A	Per tenant specifications

NOTES:
* Tenant artwork must be produced by a graphic designer or other sign professional.



Halo-Lit LED Channel Letters Section



Daytime Simulation
Nighttime Simulation

APPROVED SIGN TYPES

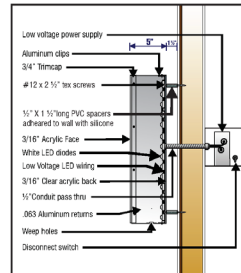
- Halo-illuminated reverse channel letters



DUAL-LIT BUILDING SIGN SPECIFICATIONS Scale: 1/4" = 1'-0"

Description	Specification/Material	Finish	Color
Faces	3/16" Acrylic	Vinyl applied 1st surface	Per tenant specifications
Returns	.063 Aluminum	Paint (satn)	Per tenant specifications
Trimcaps	3/4" Trimcaps	Paint (satn)	Per tenant specifications
Backs	3/16" Clear acrylic	N/A	Clear
Illumination	LED	N/A	Per tenant specifications

NOTES:
* Tenant artwork must be produced by a graphic designer or other sign professional.



Dual-Lit LED Channel Letters Section



Daytime Simulation
Nighttime Simulation

APPROVED SIGN TYPES

- Dual-illuminated channel letters

Approved Sign Types and Illuminations

ENVIRONMENTAL CLEARANCE

Environmental Review Checklist #20-07

Planning Staff conducted an environmental review of the project in accordance with the requirements of the California Environmental Quality Act, and a Draft Categorical Exemption is being recommended.

- *At the time of this writing, staff has received no comments regarding the project.*

PLANNING COMMISSION ACTION

Approve/Disapprove/Modify	
<i>Environmental Review #20-07</i>	<i>Conditional Use Permit #1241</i>