

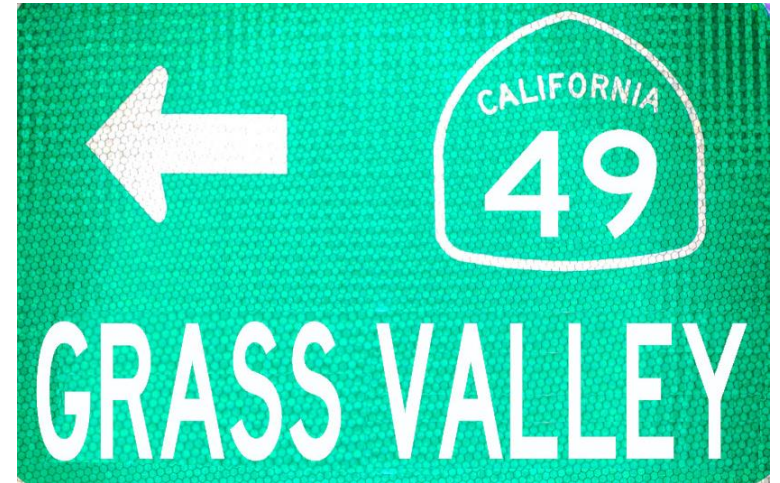


McKNIGHT
C R O S S I N G



GRASS VALLEY
A PLACE TO LIVE AND THRIVE

**DEVELOPMENT
REVIEW
COMMITTEE**



December 12, 2023



EXCITING ANNOUNCEMENTS

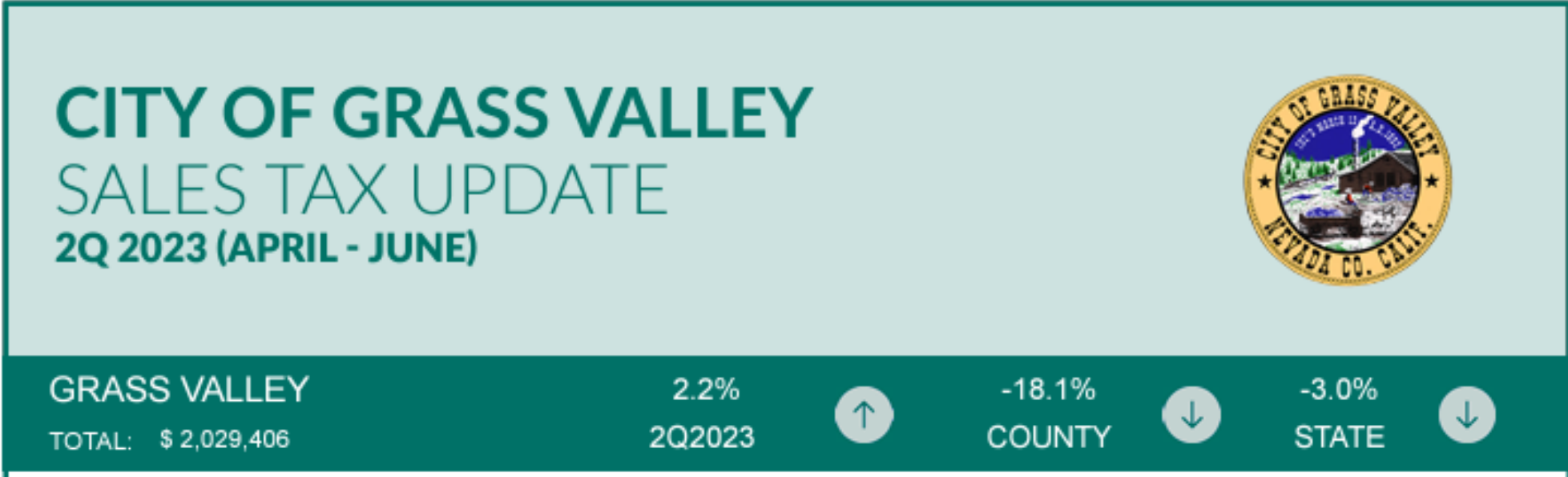


Sweet Spot, Specialty Cakes and Treats



River Dog 4 Tap Room and Charcuterie





CITY OF GRASS VALLEY HIGHLIGHTS

Households sensitive to economic uncertainty while paying inflated prices caused several categories in the general consumer goods group to decline, but the opening of a new outlet hid those declines.



WHY ARE WE HERE?



Modify Master Sign Program Criteria



The Union



HISTORY OF THE CENTER – Center Lighting Standards by Area

GV2: Reverse Illuminated – Halo Lit

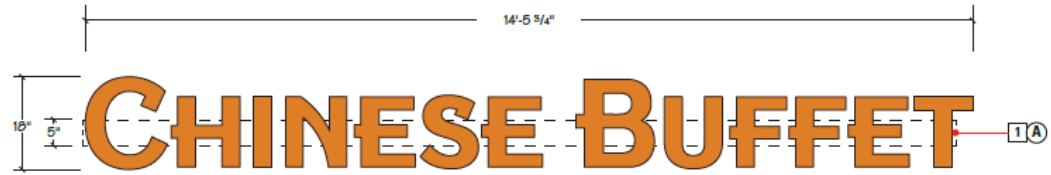
GV 1: Internally Illuminated – Face Lit



INTERNALLY ILLUMINATED – FACE LIT SIGN



REVERSE ILLUMINATED – Halo LIT SIGN



MSP Modification – Modify & Introduce

Applicant Request to Modify Master Sign Program Criteria:

- Modify A) B) 7)
 - i. CURRENT:
 - 1. Channel letters without interior neon illumination will be accepted.
 - ii. PROPOSED
 - 1. Channel letters without interior neon illumination will be accepted with reverse illumination (“Halo Lit”) or internal illumination (“Face Lit”).
- Introduce C)10)
 - i. For suspended, pedestrian-oriented signage; As an example Five Below proposed not to exceed a maximum size of 6 sq ft, and a minimum clearance from the ground of 8 ft.
- Modify
 - 9. For any spaces over 6,000 square feet and with over 90 feet of lineal frontage of the premise, the allowable sign area shall not exceed 1.28 square foot per lineal foot of frontage. The total vertical sign height is not to exceed 61 inches. The maximum height of letters in the sign is 42 inches. Width of the sign must not exceed 60% of the tenant frontage, including logo. For these spaces, a non-illuminated background behind the lettering is permitted not to exceed the allowable sign area.

FIVE BELOW - SIGN

FRONT PARTIAL ELEVATION

scale 3/32"=1'

SIGN 1	Sign Size	42"
	Sign Type	Channel Letters
	Square Feet	86.6

SIGN 2	Sign Size	12"x60"
	Sign Type	Under Canopy
	Square Feet	5



FIVE BELOW – Pedestrian & Way Finding



NOTE : ALIGN UNDER CANOPY WITH CENTER OF DOORS





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