



**DEVELOPMENT REVIEW
COMMITTEE
STAFF REPORT
December 12, 2023**

Prepared by: Lucy Rollins, Senior Planner

DATA SUMMARY

Application Number: 23PLN-42
Subject: Master Sign Program amendment for McKnight Crossing shopping center.
Location/APNs: 101, 111 through 151 W McKnight Way/029-350-007, -008, -009 & -010
Applicant: Mesa Management
Representative: Jim Fitzpatrick, Solutioneer
Zoning/General Plan: Central Business (C-2)/Commercial
Entitlement: Development Review Permit
Environmental Status: Categorical Exemption

RECOMMENDATION:

1. That the development review committee recommends that the planning commission approve the Master Sign Program amendment at the McKnight Crossing shopping center as presented, or as modified by the development review committee, which includes the following actions:
 - a. Recommend that the planning commission determine the project Categorical Exempt pursuant to Section 15301, Class 1, of the California Environmental Quality Act (CEQA) and Guidelines, as detailed in the Staff Report;
 - b. Recommend that the planning commission adopt Findings of Fact for approval of the Development Review Permit as presented in the Staff Report; and,
 - c. Recommend that the planning commission approve the Development Review Permit in accordance with the Conditions of Approval, as presented in this Staff Report.

BACKGROUND:

Kmart vacated the ±80,000 anchor tenant space at 111 West McKnight Road at the end of 2021, after which Target began occupying the space and Mesa Management began planning an extensive renovation of the center. The McKnight Crossing façade, perimeter and parking lot landscaping, material, building signage, color alterations, and a ±2,500 square foot outdoor

seating area (the Mix space) were approved by the development review committee in January 2022.

At their December 20, 2022 meeting, the planning commission approved an amendment to the center's Master Sign Program. The amendment was primarily intended to accommodate individual tenant signage, but also to accommodate the farmer's market signage, which was approved with individual letters not exceeding 15 inches in height. At their September 19, 2023 meeting, the planning commission approved a second amendment to the center's Master Sign Program to allow branding and signage for each outdoor dining space, including stylized monument signs with heights ranging from 12 to 20 feet.

PROJECT PROPOSAL:

The applicant has determined that additional amendments are needed to accommodate individual tenant signage. To that end, they have proposed standards for suspended pedestrian-oriented signage, updated illumination standards, and increased the allowable wall sign height for larger tenants. The proposed amendments facilitate navigation of the center for both pedestrian and vehicular traffic. The attached Master Sign Program amendment includes language in support of each of the proposed changes to the sign criteria. The images below demonstrate the implementation potential of these amendments.



Example Suspended Sign



Example 61” (Height) Wall Sign

Regulatory Authority: The Community Design Guidelines call for signs “to be compatible with other signs on the premises,” and to be “designed as an integral architectural element of the project.”

Pursuant to Section 17.38.030 GVMC, a master sign program is to be reviewed and recommended by the development review committee (DRC) and approved by the commission for any site with two or more tenants or five or more total signs. An approval may include exceptions for typical signage height, area, and lighting styles.

GENERAL PLAN AND ZONING:

General Plan: The Grass Valley 2020 General Plan identifies the site as Commercial (COM). The intent of the Commercial General Plan designation includes all types of commercial retail and service establishments on the highway and along major streets.

Zoning: The C-2 Zoning designation applies to existing auto-oriented areas. The C-2 zone permits a full range of retail and restaurant uses.

SITE DESCRIPTION AND ENVIRONMENTAL SETTING:

The McKnight Crossing shopping center is divided into four parcels which include: 101 W McKnight Way (APN: 029-350-007), 115 W. McKnight Way (APN: 029-350-008), and 111 – 151 W McKnight Way (APNs: 029-350-009 & 010). These four parcels are covered by a Declaration of Restrictions and Grant of Reciprocal Easements, including parking.

The retail shopping center is anchored by Target, SPD, Big 5, Five Below, and Banner Bank with subordinate tenants including Papa Murphy’s Pizza, Baskin Robbins, Mountain Mike’s Pizza, AT&T, Cig Mart, Fish & Chips, Pampered Nails, and H&R Block. A separate building hosting Royal Dragon, Trkac, Foothill Mailbox, and Afternoon Deli, is located on the southeast side of the retail center.

ENVIRONMENTAL DETERMINATION:

The proposed project qualifies for a Categorical Exemption pursuant to Section 15301, Class 1, of the California Environmental Quality Act (CEQA) and Guidelines. A Class 1 Categorical

Exemption consists of the operation, repair, maintenance, permitting, leasing, licensing, or minor alternation of existing public or private structures, facilities, mechanical equipment, or topographical features, involving negligible or no expansion of use beyond that existing at the time of the lead agency's determination. The proposed Master Sign Program amendments are intended to orient shoppers and aid in navigation to existing businesses. Therefore, will not result in expansion of use of the commercial property.

FINDINGS:

1. The City received a complete application for Master Sign Program Application 23PLN-42.
2. The Grass Valley Development Review Committee reviewed Master Sign Program Application 23PLN-42 at their regular meeting on December 12, 2023.
3. The Development Review Committee reviewed the project in compliance with the California Environmental Quality Act and concluded that the project qualifies for a Class 1, Categorical Exemption in accordance with the California Environmental Quality Act and CEQA Guidelines.
4. This project is consistent with the City's General Plan and any specific plan.
5. The project site has two or more tenants, or five or more total signs.
6. The project allows signs that relate to the architectural design of the shopping center.
7. The project ensures signs to not unreasonably block the sight lines of existing signs or adjacent properties.
8. The project ensures placement and size of signs to not impair pedestrian or vehicular safety.
9. The project encourages design, height, location, and size of signs that are visually complementary and compatible with the scale, and architectural style of the primary structures on the site, any prominent natural features on the site, and structures and prominent natural features on adjacent properties on the same street.
10. The project, as conditioned, complies with the City of Grass Valley Community Design Guidelines.

B. RECOMMENDED CONDITIONS:

1. All signs associated with the McKnight Crossing shopping center shall adhere to the standards set forth in the Master Sign Program, as approved by the Planning Commission.

2. The applicant agrees to defend, indemnify, and hold harmless the City of Grass Valley in any action or proceeding brought against the City of Grass Valley to void or annul this discretionary land use approval.

ATTACHMENTS:

1. Vicinity Map
2. Aerial Map
3. Universal Application
4. Master Sign Program Application
5. Master Sign Program Amendment
6. Applicant Letter

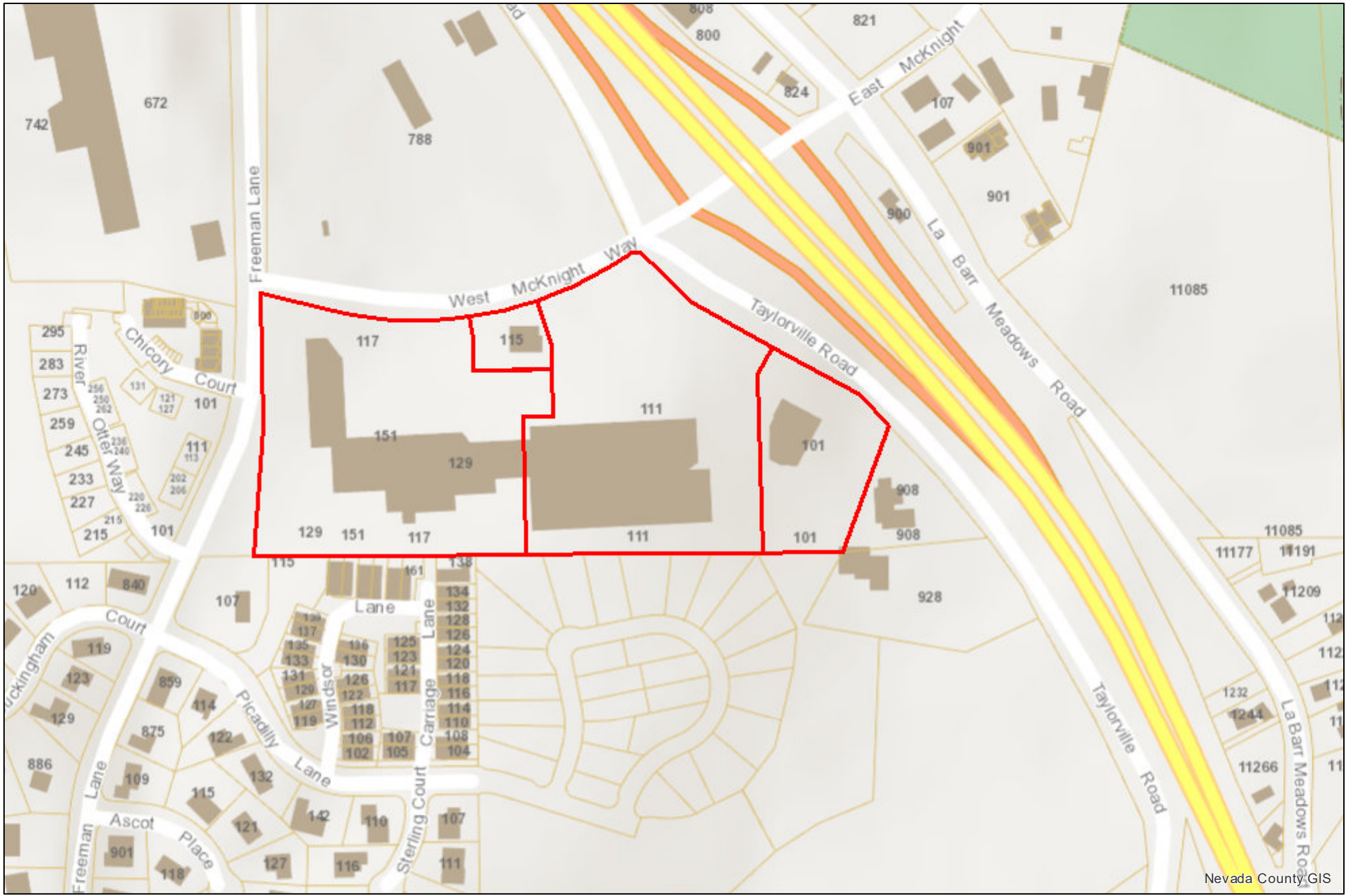
McKnight Crossing Shopping Center

Master Sign Program Amendment

Attachment List

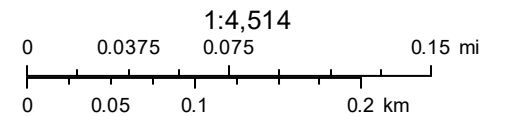
1. Vicinity Map
2. Aerial Photo
3. Universal Application
4. Master Sign Program Application
5. Master Sign Program Amendment
6. Applicant Letter

Vicinity McKnight Crossing Shopping Center



December 5, 2023

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Nevada County GIS
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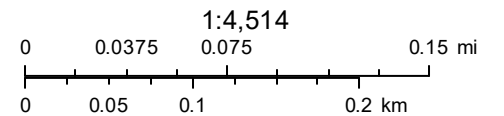
Aerial McKnight Crossing Shopping Center



Nevada County GIS, Source: Esri, Maxar, Earthstar Geographics, and the GIS User Community

December 5, 2023

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Nevada County GIS
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**UNIVERSAL PLANNING
 APPLICATION**

* DUE WITH EVERY PLANNING APPLICATION *



Application Types

Administrative

- Limited Term Permit \$698.00
- Zoning Interpretation \$224.00

Development Review

- Minor Development Review – 10,000 or less sq. ft. \$1,813.00
- Major Development Review – over 10,000 sq. ft. \$3,293.00
- Conceptual Review - Minor \$459.00
- Conceptual Review – Major \$782.00
- Plan Revisions – Staff Review \$316.00
- Plan Revisions – DRC / PC Review \$831.00
- Extensions of Time – Staff Review \$282.00
- Extensions of Time – DRC / PC Review \$607.00

Entitlements

- Annexation \$7,843.00 (deposit)
- Condominium Conversion \$4,923.00 (deposit)
- Development Agreement – New \$18,463.00 (deposit)
- Development Agreement – Revision \$6,903.00
- General Plan Amendment \$7,377.00
- Planned Unit Development \$8,150.00 (minimum charge) + 100.00 / dwelling unit and / or \$100 / every 1,000 sq. ft. commercial floor area
- Specific Plan Review - New Actual costs - \$16,966.00 (deposit)
- Specific Plan Review - Amendments / Revisions Actual costs - \$6,986.00 (deposit)
- Zoning Text Amendment \$3,102.00
- Zoning Map Amendment \$5,073.00

Environmental

- Environmental Review – Initial Study \$1,713.00
- Environmental Review – EIR Preparation \$31,604.00 (deposit)
- Environmental Review - Notice of Determination \$149.00 (+ Dept. of Fish and Game Fees)
- Environmental Review - Notice of Exemption \$149.00(+ County Filing Fee)

Sign Reviews

- Minor – DRC, Historic District, Monument Signs or other districts having specific design criteria \$313.00
- Major – Master Sign Programs \$1,279.00
- Exception to Sign Ordinance \$964.00

Subdivisions

- Tentative Map (4 or fewer lots) \$3,493.00
- Tentative Map (5 to 10 lots) \$4,857.00
- Tentative Map (11 to 25 lots) \$6,503.00
- Tentative Map (26 to 50 lots) \$8,915.00
- Tentative Map (51 lots or more) \$13,049.00
- Minor Amendment to Approved Map (staff) \$1,114.00
- Major Amendment to Approved Map (Public Hearing) \$2,436.00
- Reversion to Acreage \$765.00
- Tentative Map Extensions \$1,047.00
- Tentative Map - Lot Line Adjustments \$1,200.00

Use Permits

- Minor Use Permit - Staff Review \$480.00
- Major Use Permit - Planning Commission Review \$3,035.00

Variances

- Minor Variance - Staff Review \$518.00
- Major Variance - Planning Commission Review \$2,029.00

Application	Fee
MASTER	
SIGN	
PROGRAM	\$1,279
MODIFICATION	
Total:	\$1,279

Below is the Universal Planning Application form and instructions for submitting a complete planning application. In addition to the Universal Planning Application form, a project specific checklist shall be submitted. All forms and submittal requirements must be completely filled out and submitted with any necessary supporting information.

Upon receipt of the **completed forms, site plan/maps, and filing fees**, the Community Development Department will determine the completeness of the application. This review will be completed as soon as possible, but within thirty (30) days of the submittal of the application. If the application is determined to be complete, the City will begin environmental review, circulate the project for review by agencies and staff, and then schedule the application for a hearing before the Planning Commission.

If sufficient information **has not** been submitted to adequately process your application, you will receive a notice that your application is incomplete along with instructions on how to complete the application. Once the City receives the additional information or revised application, the thirty (30) day review period will begin again.

Since the information contained in your application is used to evaluate the project and in the preparation of the staff report, it is important that you provide complete and accurate information. Please review and respond to each question. If a response is not applicable, N/A should be used in the space provided. Failure to provide adequate information could delay the processing of your application.

Additional information may be obtained at www.cityofgrassvalley.com regarding the 2020 General Plan and Zoning. You may also contact the Community Development Department for assistance.

ADVISORY RE: FISH AND GAME FEE REQUIREMENT

Permit applicants are advised that pursuant to Section 711.4 of the Fish and Game Code a fee of **\$3,539.25** for an Environmental Impact Report and **\$2,548.00** for a Negative Declaration* shall be paid to the County Recorder at the time of recording the Notice of Determination for this project. This fee is required for Notices of Determination recorded after January 1, 1991. A Notice of Determination cannot be filed and any approval of the project shall not be operative, vested, or final until the required fee is paid. This shall mean that building, public works and other development permits cannot be approved until this fee is paid. These fees are accurate at the time of printing, but **increase the subsequent January 1st** of each year.

This fee is **not** a Grass Valley fee; it is required to be collected by the County pursuant to State law for transmission to the Department of Fish and Game. This fee was enacted by the State Legislature in September 1990, to be effective January 1, 1991.

*If the City finds that the project will not have an impact on wildlife resources, through a De Minimus Impact Finding, the City will issue certificate of fee exemption. Therefore, this fee will not be required to be paid at the time an applicant files the Notice of Determination with the County Recorder. The County's posting and filing fees will still be required.

Applicant/Representative		Property Owner	
Name:	Jim Fitzpatrick c/o Mesa Management	Name:	(McKnight) GVSC LP (Grove) GV2 LP
Address:	4040 MacArthur Blvd #240 Newport Beach CA 92660	Address:	1105 Qual St Newport Beach CA 92660
Phone:	949.257.8448	Phone:	(949) 851-0995
E-mail:	JimFitzEco@gmail.com	E-mail:	Attn Rob Plavajka

Architect		Engineer	
Name:		Name:	
Address:		Address:	
Phone: ()		Phone: ()	
E-mail:		E-mail:	

1. Project Information

- a. Project Name McKnight Crossing Shopping Center
- b. Project Address 111,117, 129, 151 W McKnight Way, Grass Valley CA
- c. Assessor's Parcel No(s) 29-350-07 ; 29-350-09 ; 29-350-10
(include APN page(s))
- d. Lot Size 13.6 Acres (McKnight) 2.11 Acres (The Grove)

2. Project Description

Modifications to Master Sign Program to allow for FIVE BELOW SIGNS

3. General Plan Land Use: GRV

4. Zoning District: C-2

4. **Cortese List:** Is the proposed property located on a site which is included on the Hazardous Waste and Substances List (Cortese List)? Y ____ N x

The Cortese List is available for review at the Community Development Department counter. If the property is on the List, please contact the Planning Division to determine appropriate notification procedures prior to submitting your application for processing (Government Code Section 65962.5).

5. **Indemnification:** The City has determined that City, its employees, agents and officials should, to the fullest extent permitted by law, be fully protected from any loss, injury, damage, claim, lawsuit, expense, attorney's fees, litigation expenses, court costs or any other costs arising out of or in any way related to the issuance of this permit, or the activities conducted pursuant to this permit. Accordingly, to the fullest extent permitted by law, the applicant shall defend, indemnify and hold harmless City, its employees, agents and officials, from and against any liability, claims, suits, actions, arbitration proceedings, regulatory proceedings, losses, expenses or costs of any kind, whether actual, alleged or threatened, including, but not limited to, actual attorney's fees, litigation expenses and court costs of any kind without restriction or limitation, incurred in relation to, as a consequence of, arising out of or in any way attributable to, actually, allegedly or impliedly, in whole or in part, the issuance of this permit, or the activities conducted pursuant to this permit. Applicant shall pay such obligations as they are incurred by City, its employees, agents and officials, and in the event of any claim or lawsuit, shall submit a deposit in such amount as the City reasonably determines necessary to protect the City from exposure to fees, costs or liability with respect to such claim or lawsuit.
6. **Appeal:** Permits shall not be issued until such time as the appeal period has lapsed. A determination or final action shall become effective on the 16th day following the date by the appropriate review authority, where no appeal of the review authority's action has been filed in compliance with Chapter 17.91 of the City's Development Code.

The 15-day period (also known as the "appeal" period in compliance with Chapter 17.91) begins the first full day after the date of decision that the City Hall is open for business, and extends to the close of business (5:00 p.m.) on the 15th day, or the very next day that the City Hall is open for business.

I hereby certify, to the best of my knowledge, that the above statements are correct.

Property Owner/*Representative Signature: _____

**Property owner must provide a consent letter allowing representative to sign on their behalf.*

Applicant Signature: James Fitzpatrick

--OFFICE USE ONLY--	
Application No.:	Date Filed:
Fees Paid by:	Amount Paid:
Other Related Application(s):	

**MASTER SIGN PROGRAM
MURALS & SIGN EXCEPTIONS**



SUPPLEMENTAL APPLICATION INFORMATION

Application Request: _____
Proposed Modified Master Sign Program to allow for FIVE BELOW sign, consistent with prior approvals

Property Address or Location: Mcknight Crossing 129 W McKnight Way Grass Valley , CA 94945

SUPPLEMENTAL CHECKLIST

The following includes items required for a complete application. Some specific types of information may not apply to your project. If you are unsure, check with Planning Division Staff. A copy of this list will be returned to you if your application is determined to be incomplete.

A. Application Checklist:

- One completed copy of Universal Application form.
- One completed copy of the Environmental Review Checklist (if applicable).
- 15 copies of the site plan and all other applicable plans/information.
- One materials sample board (if applicable).
- If a sign exemption is being requested, list the reasons for the exemption.
- The appropriate non-refundable filing fee.

B. Site Plan:

- SITE PLAN; An 8 1/2" x 11" Site Plan for the property on which the sign(s) will be placed including:
- Location of existing and proposed signs on site.
- Provide square footage and type of each sign and total square footage for all signs.
- For more than one sign, please give each sign a number starting with the number 1.
- For suspended or projecting signs please note distance from sidewalk to bottom of sign.

- For wall signs add an additional sheet showing dimensions and square footage of building walls on which signs will be placed.
- For monument, shopping center, or other freestanding signs show sight distance from driveways and intersection corners.

C. Sign Illustrations:

- Color drawing of each proposed sign including:
- Number each sign corresponding to number shown on the site plan.
- Message on sign including; typeface, font, and design details.
- Dimensions in feet and total square footage area of proposed sign.
- Overall height of all monument and freestanding signs.

D. Murals: A mural placed on a wall of a structure may be allowed in any commercial, industrial, and other non-residential zone subject to the following requirements. All murals shall be subject to the review and recommendation by the Development Review Committee (DRC) and approval by the Commission.

- A mural without text visible from the public right-of-way may be approved in addition to (not counted as part of) the sign area allowed by the Development Code; a mural with text shall comply with the sign area limitations applicable to the site.
- Murals that illustrate the local setting, history, or cultural significance as sources of inspiration are encouraged.
- The approval of a mural shall require that the review authority first find that the colors, placement, and size of the mural are visually compatible with the structure's architecture, and that the mural will serve to enhance the aesthetics of the City.

E. Mounting Details:

- Mounting details may be placed on the Sign Plan or as a separate sheet but must include the following:
- Description of material used in construction of sign.
- Thickness and approximate weight of sign for suspended or projecting signs.
- Means of exterior or interior lighting including shielding, type, and size of lamps (if applicable).
- For suspended signs provide details of anti-sway devices.

McKNIGHT CROSSING

SIGN CRITERIA

Revised 12/5/23 9:12 AM

All companies bidding to manufacture:

All companies bidding to manufacture these signs are advised that no substitute will be accepted by purchaser whatsoever, unless so indicated in the specifications and approved by landlord and tenant. 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 the developer. Any signs found not in conformance will be rejected and removed at the owner's expense.

A. GENERAL SPECIFICATIONS

- A. Tenant shall submit before fabrication four copies of the proposed sign to the owner for approval. These drawings must include location, size and style of lettering, material, type of illumination, installation details, color selections and logo design. One plan is to be colored and submitted for approval.
- B. All permits for signs and their installation shall be obtained from the City of Grass Valley and paid for by the tenant prior to installation.
1. No animated, flashing or audible signs will be permitted.
 2. No exposed lamps or tubing will be permitted.
 3. All signs and their installation shall comply with all local building and electrical codes.
 4. No exposed raceways, crossovers or conduit will be permitted.
 5. All cabinets, conductors, transformers and other equipment shall be concealed.
 6. Painted lettering will not be permitted.
 7. Channel letters without interior neon illumination will be accepted with reverse illumination ("Halo Lit") or internal illumination ("Face Lit").
 8. Any existing signage for a tenant space must be removed prior to installation of a new signage package.

B. LOCATION OF SIGNS

1. All signs or advertising devices advertising an individual use, business or building shall be attached to the building at a location to be determined by the lessor.

Tenant's Initials _____

Landlord's Initials _____

C. DESIGN PERFORMANCE (WALL MOUNTED)

1. The total sign area shall not exceed one square foot per lineal foot of frontage of the premises. Except as allowed in Variance V80-02 Item 5, dated July 23, 1981. Sign area will be measured by circumscribing a rectangle around each individual letter of sign case.
2. Width of sign must not exceed 60% of shop width, including logo.
3. The total sign area for 111 W. McKnight Way premises (**Target**) is: 338 sq. ft. for primary wall sign plus 21 sq. ft. and 36 sq. ft. for each of two secondary signs.
4. The total sign area to exceed 50 sq. ft. on the premises of tenants other than **Target** is hereby conditionally approved (for buildings A-F); provided that such signs shall be confined to a space of 20 inches maximum in height, except for one SPD sign not to exceed 60 inches in height and a maximum of 2/3 the premises in length; that the total sign area shall not exceed 1-1/2 sq. ft. per linear foot of frontage at the premises; that graphic symbols (logos) as well as letters shall be confined within in the space indicated above.
5. Total vertical sign height not to exceed 24". The maximum height for letters in the sign is 18 inches.
6. Signs shall be composed of individual or script lettering. Sign boxes and cans will not be permitted. Logos will be considered on a case by case basis. Colors will also be approved on a case by case basis.
7. Plastic surfaces: Rohm and Haas company's Plexiglas shall be used, in colors noted, 3/16" thick.
8. Acrycap retainers used at the perimeter of sign letter faces shall be gold, or approved on a case by case basis.

Tenant's Initials _____

Landlord's Initials _____

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 ~~54~~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.

10. For suspended, pedestrian-oriented signage; As an example Five Below proposed not to exceed a maximum of 6 sq ft, and a minimum clearance from the ground of 8 ft.

D. DESIGN PERFORMANCE (FREESTANDING PYLON, MONUMENT & DIRECTIONAL SIGNS)

SIGN 1 PROPOSED PYLON SIGN (NORTHEAST CORNER OF SITE):

DOUBLE FACED, FREESTANDING:
14'-0" w. x 22'-0" h. x 3'-0" d.

CENTER I.D. - "McKNIGHT CROSSING"
6" HIGH MAX. ACRYLIC LETTERS
"ATHELAS BOLD ITALIC" FONT ON
8 SQ. FT. FIELD
DOWN LIT W/LED LIGHTING
SHIELDED BY SIGNAGE FRAME

(EACH SIDE)

TENANT I.D. - "Target" 16" HIGH MAX. LETTERS
PRINTED ON ACRYLIC PANELS
"ARIEL BOLD" FONT ON
16 SQ. FT. FIELD
DOWN LIT W/LED LIGHTING
SHIELDED BY SIGNAGE FRAME

OTHER TENANTS - 12" HIGH MAX.
LETTERS
PRINTED ON ACRYLIC PANELS
FONT VARIES ON 16 SQ. FT. FIELD
DOWN LIT W/LED LIGHTING
SHIELDED BY SIGNAGE FRAME

(TYPICAL OF 3 ON EACH SIDE)

TOTAL SIGNAGE AREA = 58 SQ. FT. EACH SIDE 116 SQ. FT. TOTAL
TOTAL FACE AREA = 252 SQ. FT. EACH SIDE 504 SQ. FT. TOTAL

Tenant's Initials _____

Landlord's Initials _____

SIGN 2 PROPOSED TENANT MONUMENT SIGN (WEST DRIVEWAY ENTRANCE FROM McKNIGHT WAY):

DOUBLE FACED, FREESTANDING:
17'-4" w. x 5'-6" h. x 1'-2" d.

CENTER I.D. - "McKNIGHT CROSSING"
5" HIGH MAX. ACRYLIC LETTERS
"ATHELAS BOLD ITALIC" FONT ON
8 SQ. FT. FIELD
DOWN LIT W/LED LIGHTING
SHIELDED BY SIGNAGE FRAME

(EACH SIDE)

TENANT I.D. - 8" HIGH MAX.
LETTERS, PRINTED ON ACRYLIC PANELS
FONT VARIES ON
7 SQ. FT. FIELD
DOWN LIT W/LED LIGHTING
SHIELDED BY SIGNAGE FRAME

(TYPICAL OF 4 ON EACH SIDE)

TOTAL SIGNAGE AREA = 36 SQ. FT. EACH SIDE 72 SQ. FT. TOTAL
TOTAL FACE AREA = 94 SQ. FT. EACH SIDE, 188 SQ. FT. TOTAL

SIGN 3 PROPOSED I.D. MONUMENT SIGN (EAST DRIVEWAY ENTRANCE FROM McKNIGHT WAY):

DOUBLE FACED, FREESTANDING:
8'-4" w. x 5'-0" h. x 1'-2" d.

CENTER I.D. - "McKNIGHT CROSSING"
6" HIGH MAX. ACRYLIC LETTERS
"ATHELAS BOLD ITALIC" FONT ON
8 SQ. FT. FIELD
DOWN LIT W/LED LIGHTING
SHIELDED BY SIGNAGE FRAME

(EACH SIDE)

TOTAL SIGNAGE AREA = 12 SQ. FT. EACH SIDE 24 SQ. FT. TOTAL
TOTAL FACE AREA = 34 SQ. FT. EACH SIDE 68 SQ. FT. TOTAL

Tenant's Initials _____

Landlord's Initials _____

SIGN 4 PROPOSED DIRECTIONAL SIGN (NORTH OF BLDG. "A"):

SINGLE FACED, FREESTANDING:
4'-0" w. x 4'-0" h.

CENTER I.D. - "McKNIGHT CROSSING"
3" HIGH MAX. VINYL LETTERS
"ATHELAS BOLD ITALIC" FONT ON
8 SQ. FT. FIELD

DIRECTIONAL
INFORMATION - "DELIVERIES" & "PARKING"
4 1/2" HIGH MAX, VINYL LETTERS
"ARIEL" FONT ON BRUSHED ALUMINUM
SIGN FACE

(ONE SIDE)

TOTAL SIGNAGE AREA = 12 SQ. FT.

Tenant's Initials _____

Landlord's Initials _____

NEW 8.1.2023

SIGN 6 PROPOSED I.D. MONUMENT SIGN (THE GROVE):

SINGLE FACED, FREESTANDING:
9'-6" w. x 20'-0" h. x 52" d.

CENTER I.D. - "the Grove"
2'-6" HIGH MAX. ACRYLIC LETTERS
"TBD" FONT ON
60 SQ. FT. FIELD
CHANNEL LIT W/LED LIGHTING
SHIELDED BY SIGNAGE FRAME

(ONE SIDE)

TOTAL SIGNAGE AREA = 60 SQ. FT. 60 SQ. FT. TOTAL
TOTAL FACE AREA = 60 SQ. FT. 60 SQ. FT. TOTAL

SIGN 7 PROPOSED I.D. MONUMENT SIGN (THE MIX):

SINGLE FACED, FREESTANDING:
46" w. x 12'-2" h. x 24" d.

CENTER I.D. - "the Mix"
17" HIGH MAX. ACRYLIC LETTERS
"TBD" FONT ON
20'-8" SQ. FT. FIELD
CHANNEL LIT W/LED LIGHTING
SHIELDED BY SIGNAGE FRAME

(ONE SIDE)

TOTAL SIGNAGE AREA = 20'-8" SQ. FT. 20'-8 SQ. FT. TOTAL
TOTAL FACE AREA = 20'-8" SQ. FT. 20'-8" SQ. FT. TOTAL

SIGN 8 PROPOSED I.D. MONUMENT SIGN (MIDWAY):

SINGLE FACED, FREESTANDING:
46" w. x 16'-10" h. x 20" d.

CENTER I.D. - "MIDWAY"
17" HIGH MAX. ACRYLIC LETTERS
"TBD" FONT ON
31 SQ. FT. FIELD
CHANNEL LIT W/LED LIGHTING
SHIELDED BY SIGNAGE FRAME

(ONE SIDE)

TOTAL SIGNAGE AREA = 31 SQ. FT. 31 SQ. FT. TOTAL
TOTAL FACE AREA = 31 SQ. FT. 31 SQ. FT. TOTAL

SIGN 9 PROPOSED MONUMENT SIGN (Taylorville Road):

DOUBLE FACED, FREESTANDING:
7'-0" w. x 5'-0" h. x 4'-0" d.

CENTER I.D. - "McKNIGHT CROSSING"
10" HIGH MAX. ACRYLIC LETTERS
"TBD" FONT ON
12 SQ. FT. FIELD
CHANNEL LIT W/LED LIGHTING
SHIELDED BY SIGNAGE FRAME

(EACH SIDE)

TOTAL SIGNAGE AREA = 12 SQ. FT. EACH SIDE	12 SQ. FT. TOTAL
TOTAL FACE AREA = 12 SQ. FT. EACH SIDE	12 SQ. FT. TOTAL

Tenant's Initials _____

Landlord's Initials _____

E. CONSTRUCTION REQUIREMENTS

1. All exterior signs, bolts, fastenings, and clips shall be enameling iron with porcelain enamel finish, stainless steel, aluminum, brass or bronze. No black iron materials of any type will be permitted.
2. All exterior letters on signs exposed to the weather shall be mounted at least $\frac{3}{4}$ from the building to permit proper dirt and water drainage.
3. All letters shall be fabricated using full welded construction.
4. Location of all openings for conduits in building walls shall be indicated by sign drawings submitted to the lessor.
5. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.
6. No labels will be permitted on the exposed surface of signs except those required by local ordinance which shall be applied in an inconspicuous location.
7. Sign contractor shall repair any damage to any work caused by his work.
8. Lessee shall be fully responsible for the operations of each of its sign contractors.

F. RESTRICTIONS

1. Vertical copy or signs projecting perpendicular to the building are not permitted.
2. Logos or manufacturer's decals, hours of business, telephone numbers, etc., are limited to a total of 144 sq. in. per single door entrance. All "Sale" signs, special announcements, etc. are not permitted on exterior or interior glass. such advertising material must be set back 48" from glass surface.
3. Advertising devices such as attraction boards, posters, banners and flags will not be permitted.
4. Copy of tenant's sign shall not include the product sold, except as part of the tenant's name or insignia.

Tenant's Initials _____

Landlord's Initials _____

5. Temporary signs:
 - a. Temporary signs may be permitted upon the review and approval of a sign permit by the Planning Department.
 - b. Temporary signs shall be limited in size proportionately to the building or development involved. The aggregate area of all temporary signs on the premises, shall not exceed two square feet for each lineal foot of frontage, or a maximum of fifty-square feet total area, whichever is the lesser area. Exceptions to this standard may be granted by the Development review committee in accordance with Chapter 17.38 of the Municipal Code.
 - c. Temporary signs shall be limited to four events per year, not to exceed a period of 15 days per event;
 - d. The Planning Department or the Development Review Committee may be more restrictive than these standards or deny an application for temporary sign permits. An action of denial must be based on findings which may include the following:
 1. The proposed sign would conflict with other signs on the building or in the neighborhood.
 2. The proposed sign would cause undesirable or unattractive proliferation on the building or in the neighborhood.
 3. The proposed sign would result in too many similar type signs on the building or in the neighborhood.
 4. The proposed sign may result in a public health and safety hazard or nuisance.
 5. The applicant has demonstrated poor performance in complying with this ordinance or conditions of permit approval for other signs.

G. PROHIBITED SIGNS

1. Signs constituting a traffic hazard: No person shall install or maintain or cause to be installed or maintained any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of the words, "STOP", "LOOK", "DANGER", or any other words, phrases, symbols, or characters in such a manner as to interfere with, mislead or confuse traffic.

Tenant's Initials _____

Landlord's Initials _____

2. Immoral or Unlawful Advertising: It shall be unlawful for any person to exhibit, post, or display or cause to be exhibited, posted or displayed upon any sign, anything of an obscene, indecent, or immoral nature or unlawful activity.
3. Signs on Doors, Windows or Fire Escapes: No window signs will be permitted except as noted herein. No sign shall be installed, relocated, or maintained so as to prevent free ingress to or egress from any door. No sign of any kind shall be attached to a stand pipe except those signs as required by code or ordinance.
4. Animated, Audible, or Moving Signs: Signs consisting of any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating or otherwise animated light is prohibited.
5. Off-Premise Signs: Any signs, other than a directional sign, installed for the purpose of advertising a project, event, person or subject note related to the premises upon which said sign is located are prohibited.
6. Vehicle Signs: Signs on or affixed to trucks, automobiles, trailers or other vehicles which advertise, identify, or provide direction to a use of activity not related to its lawful making or deliveries or sales of merchandise or rendering of services from such vehicles, is prohibited.
7. Light Bulb Strings and Exposed Tubing: External displays, other than temporary decorative holiday lighting, which consists of unshielded light bulbs, and open, exposed neon or gaseous light tubing, are prohibited. An exception hereto may be granted by the architect when the display is an integral part of the design character of the activity to which it relates.
8. Pennants, and Balloons used for Advertising. Purposes: Flags, banners, or pennants, or a combination of same, constituting an architectural feature which is an integral part of the design character of a project may be permitted subject to landlord and City approval.

Tenant's Initials _____

Landlord's Initials _____

- 9. Signs in Proximity to Utility Lines: Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines than that prescribed by the laws of the state of California are prohibited.
- 10. Existing Non conforming Pylon Signs: No modification of the existing pylon signs will be allowed without approval of an exception to the sign ordinance by the Grass Valley City Development Review Committee.

H. MISCELLANEOUS NOTES

- 1. The provisions of this Exhibit, except as otherwise expressly provided in this Exhibit, shall not be applicable to the identification signs of Department Stores or other occupancy designated by the landlord as a "Major" or "Special" tenant that may be located in the Shopping Center, it being understood and agreed that these occupants may have their usual sign on similar buildings operated by them in California; provided, however, there shall be no rooftop signs which are flashing, moving, or audible and provided said sign is architecturally compatible and has been approved by the architect, owner and the City of Grass Valley.

I. GUARANTEE

- 1. The entire display shall be guaranteed for one (1) year against defects in the material and workmanship. Defective parts shall be replaced without charge, all lamps excluded.

J. INSURANCE

- 1. 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 of erection of signs in the amount of \$1,000,000/\$2,000,000.

K. ERECTION

- 1. Sign company shall completely erect and connect (including all wiring) sign display at approved sign location.

END OF CRITERIA

Tenant's Initials _____

Landlord's Initials _____

City of Grass Valley
Community Development Department
Attn: Amy Wolfson – City Planner
125 E Main Street
Grass Valley, CA 95945

Via Email

RE: Proposed Modified Master Sign Program Criteria at McKnight Crossing for the Development Review Committee

Amy,

Thank you for working with our Team to update the Master Sign Program Criteria to current standards.

Thank you to the DRC Members for their continued support in the reimagining of the McKnight Crossing Shopping Center as we get into final details.

Quick Center update since last we met. Exciting news to announce a couple new tenants. The Team's efforts to reimagine the Center have been realized by attracting several national anchor tenants, preserving several existing business and now we can announce a couple new tenants to achieve our goal to bring in some unique and local offerings to round out the center:

1. **The Sweet Spot:**

- Features Specialty Cakes and Treats. The Owner began baking with her father, could not find a Birthday Cake to her liking so started a business in a “ghost kitchen” and is now pursuing her entrepreneurial spirit at McKnight Crossing, looking to partner with other local businesses and being the go to baker for the community. Should be open by the time you read this. Check out the gallery at www.TheSweetSpotGV.com.

2. **River Dog 4 Tap Room and Charcuterie:**

- Plans are to serve local beers, craft seltzer and wines to accompany a curated menu to accompany your favorite beverage. A super cool remodel is planned, sure to become a community favorite. Targeting a spring opening.

Proposed updated master Sign Program Criteria for the December 12, 2023 DRC:

- Brief Master Sign Program Criteria history:
 - Updated and modernized historical master Sign Program Criteria
 - Early in 2022, the Team worked with the prior City Staff Team to update and modify the Master Sign Program to accommodate the reimagining of the Center, and to allow for major anchor tenants like Target, to allow for these national tenants and their standard sign packages.
 - As always, Staff was great to work with and the outcome was agreeable by Staff and Team that the Master Sign Program would support existing and new tenants, consistent with the needs of the community and the city’s Development Code.
 - The previous Master Sign Program was outdated, crafted with Kmart first come to the center, and had functionally obsolete signs with Neon and was inconsistent with today’s energy and sustainability requirements
- Relevant Center History:
 - **“GV 1”:** Originally, there was ownership of the Target Center
 - Includes the major Anchor Tenants: Target, Big 5 SPD Markets and Five Below
 - Gathering Spaces: “Midway” and “The Mix”
 - Sign Standard: Internal Illumination – Face Lit
 - **“GV-2”**
 - Recently acquired, and included in the reimagining remodel
 - Gathering Spaces: “The Grove”
 - Sign Standard: Reverse Illumination – Halo Lit
- Previously Approved Signs under the current Master Sign Program
 - **NOTE:** The intent of the current Master Sign Program was to allow for National Tenants signs like Target to be approved, as Staff has previously approved
 - Site Plan #1:
 - Monument Signs, Entrance Signs and vertical ID / Way Finding Signs
 - GV 1 Examples: Sign Permits Issued
 - Sign Standard : “Internally Illumination”: “Face Lit Signs”
 - Target, Big 5, SPD Markets
 - Most common Shopping Center Standard
 - Self contained, easier to maintain
 - Major Tenant defined as + 6,000 sf and 90 feet of store front
 - All Signs in Area match the Sign Standards
 - **NOTE:** FIVE BELOW is proposed to be consistent with previously approved Signs with Sign Permits reviewed and issued
 - GV 2 – Examples; Sign Permit issued
 - Sign Standards : “Reverse Illumination”: Halo Lit

McKnight Crossing – Development Review Committee – Applicant Letter 12.1.2023

- The Permit Sign Package for “The Grove” has been through Plan Check and a Sign Permit Issued
- All Signs in Area match Sign Standards
- Pine Creek Shopping Center:
 - McKnight Crossing Master Sign Program is consistent to other Shopping Centers in vicinity
 - Major tenants are Internally Illuminated – Face Lit
 - Raleys, JC Penny, Dollar Tree, PETCO, Starbucks
- No potential Impacts to adjacent properties nor Right of Ways in vicinity
 - All signs face away from sensitive uses and other properties
 - 49, McKnight Way, Taylorville Road
 - Other Commercial Properties
 - Signs do not face Residential
- Rationale:
 - All Signs are considered Standard and Traditional for Shopping Centers
 - All Anchor Tenant / Majors signs are consistent with their National Sign Standards, used in other cities
 - National Tenants have Environmental, Sustainability and Energy standards and goals
 - Intent is to exude a naturally upscale charm
- No Complaints or Concerns:
 - The Applicant has no knowledge of any complaints nor concerns
 - The signs approved are consistent with discussion with prior Staff and consistent with previously approved signs

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.**

Documents for the December 12, 2023 DRC Meeting:

1. Applicant Letter
2. Master Sign Program Criteria
 - a. Modified 12.1.2023
3. Exhibits:
 - a. Site Plan 1
 - i. Existing Monument and Vertical / Way Finding
 - b. Site Plan 2 – GV1 & GV 2
 - i. GV 1: Internally Illuminated – Face Lit Signs
 - ii. GV2: Reverse Illumination – Halo Lit Signs
 - c. Vicinity Map

Thank you for the opportunity to present these additional improvements and innovations. We ask for support for this Application in an effort to finalize the Center, and make it an integral part of the Grass Valley Community.

Jim Fitzpatrick

Authorized Agent
Mesa Management
Special Projects

FRONT ELEVATION : FIVE BELOW – SIGN #1



SIGN #2 FIVE BELOW:



NOTE : ALIGN UNDER CANOPY WITH CENTER OF DOORS

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" x 60"
Sign Type	Under Canopy
Square Feet	5



SITE PLAN #1:



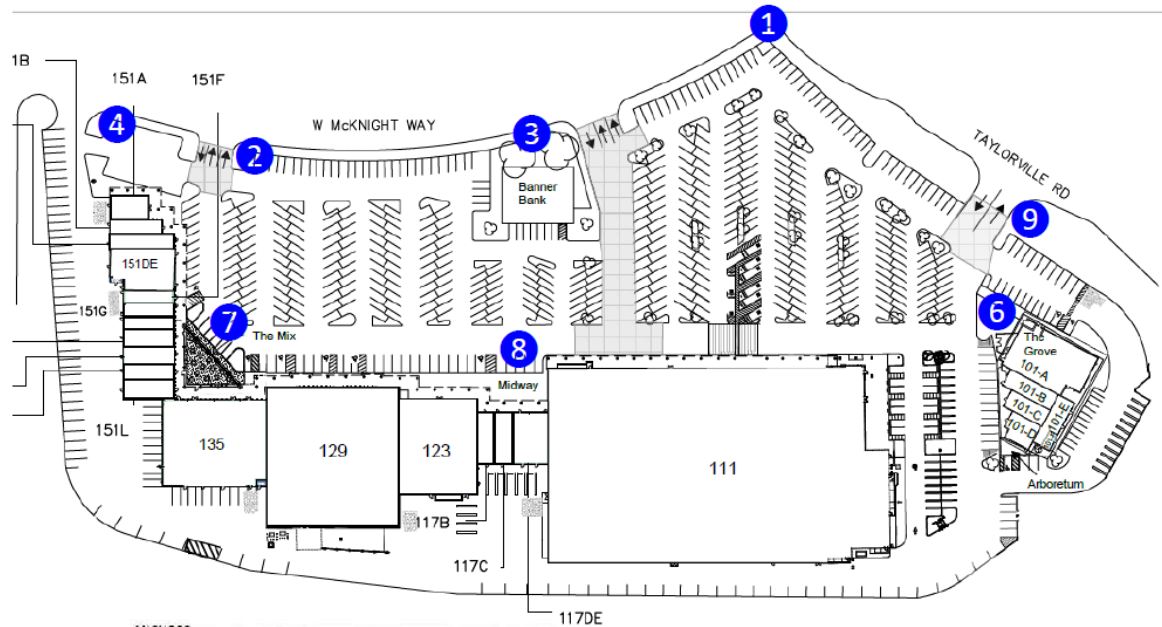
MASTER SIGN PROGRAM – LOCATION MAP

EXISTING:

1. Pylon - NE Corner
2. Tenant Monument – W Drive Entrance
3. ID Monument – E Drive from McKnight Way
4. Directional – No Bldg A
5. None

NEW:

6. The Grove
7. The Mix
8. Midway
9. Directional – Drive Entrance @ Taylorville Rd



SITE PLAN # 2

GV 1: Internally Illuminated – Face Lit

GV2: Reverse Illuminated – Halo Lit



