Attachment E

MARKETPLACE AT MERCED

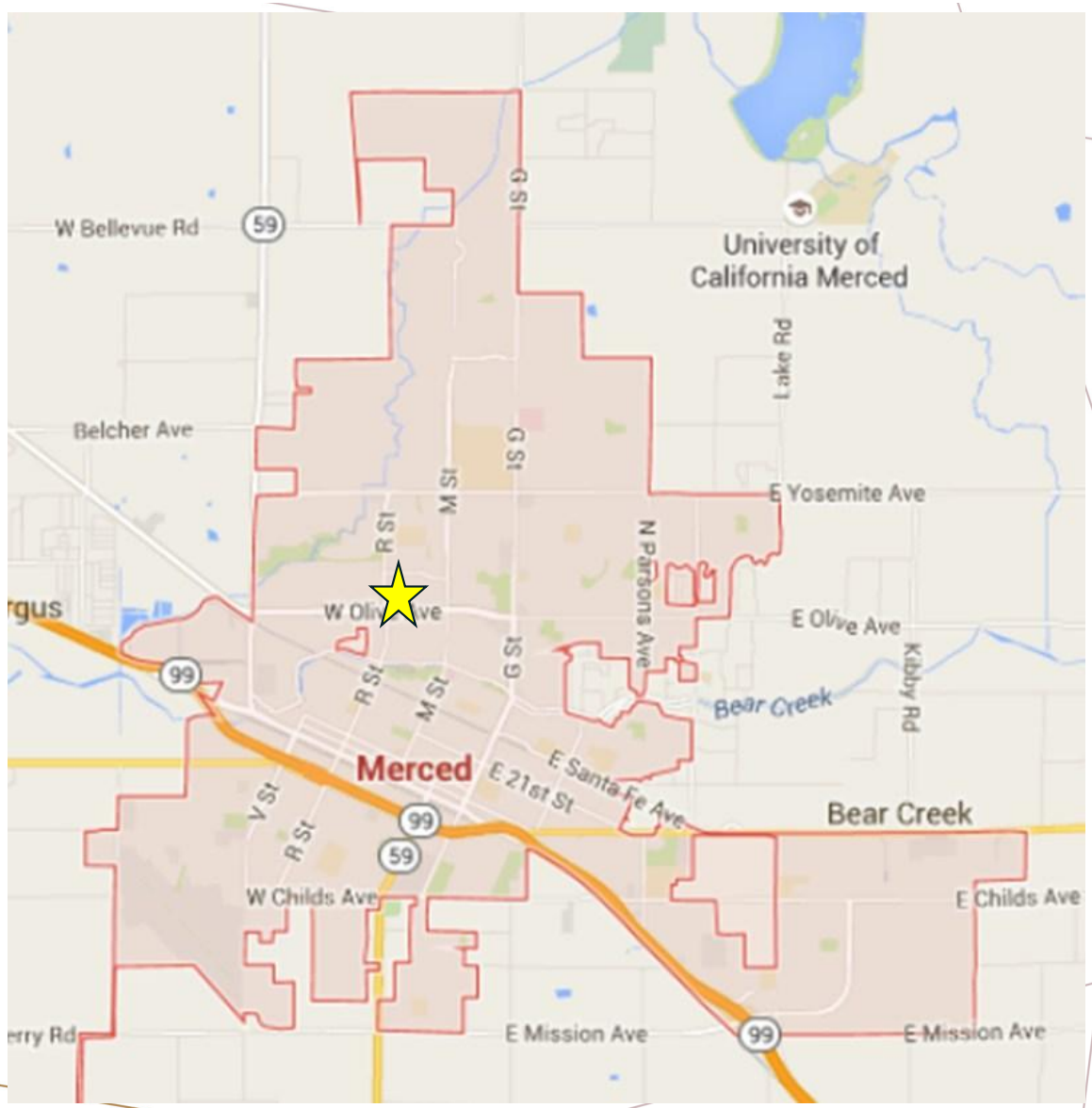
SHOPPING CENTER SIGN

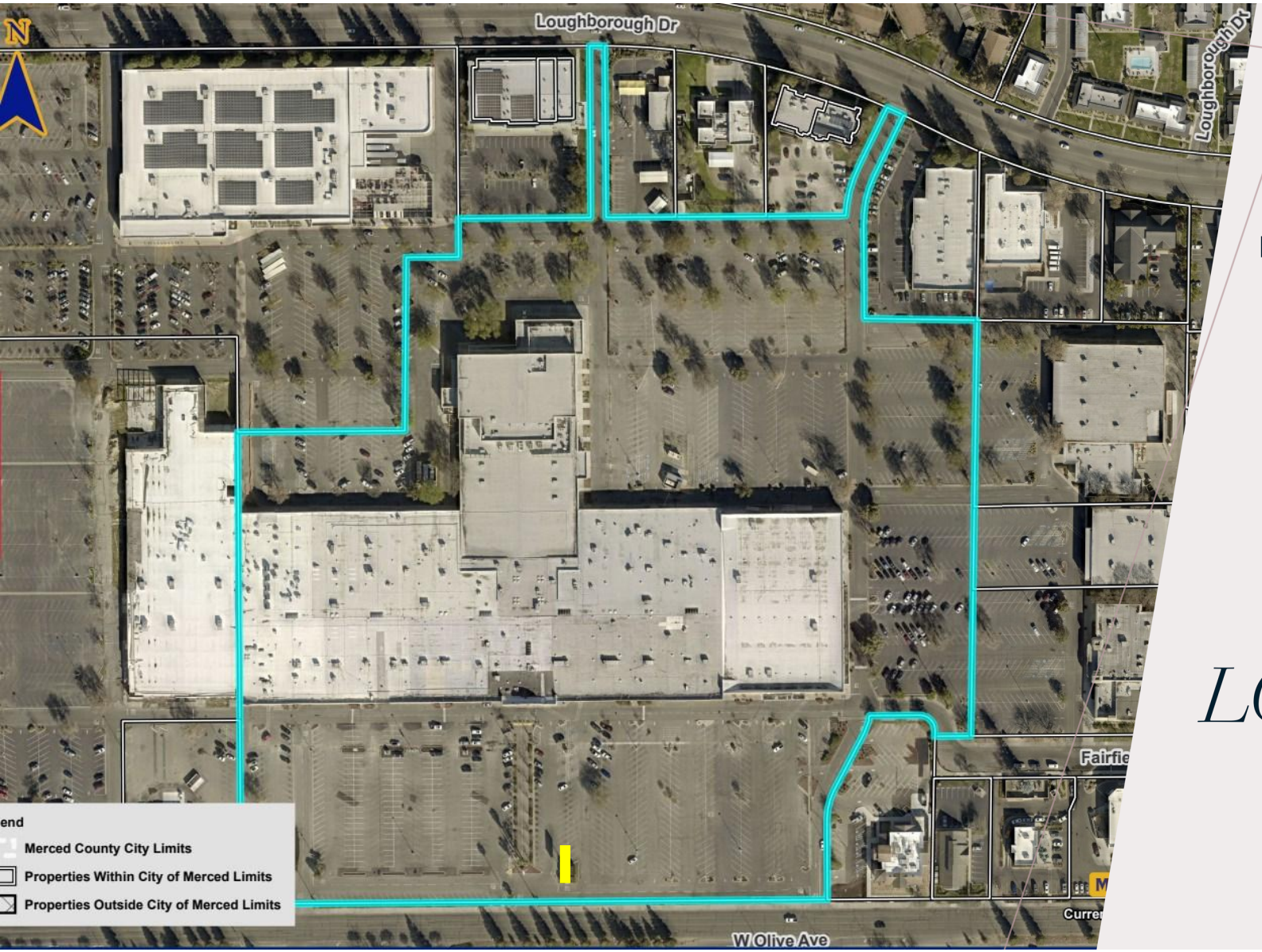
CUP25-0007 & SP25-0009

851 W OLIVE AVE

SITE INFORMATION

- Zoned Planned Development #1
- General Plan designation of Regional/Community Commercial (RC)





LOCATED AT THE CENTER OF SOUTHERN PORTION OF THE SITE

TO ACCOMMODATE EXISTING AND NEW TENANTS

LOCATION MAP

EXISTING SIGN :

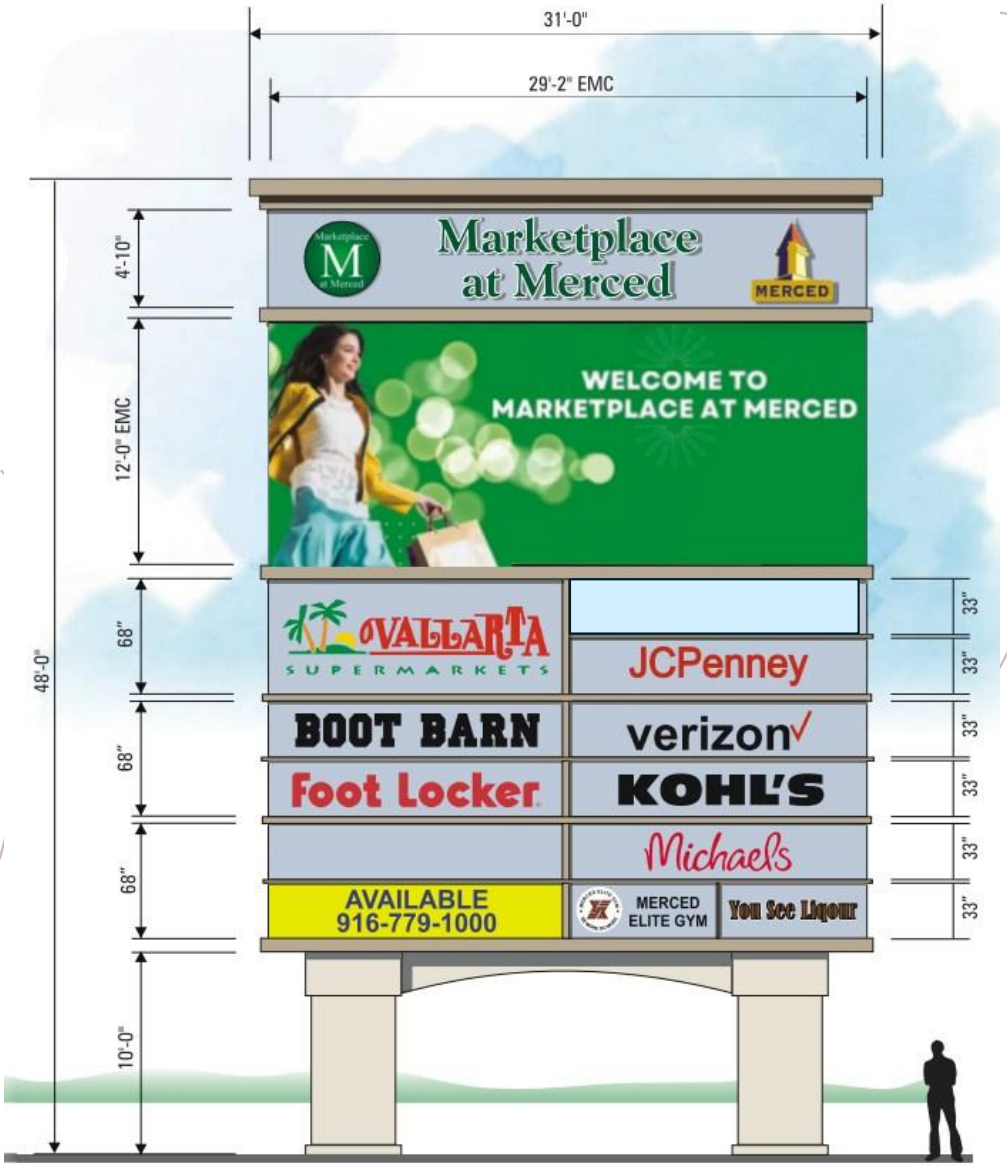
- DOUBLE PYLON
- 45 FEET TALL

ELEVATIONS

FRONTAGE VISIBLE
FROM OLIVE AVE

ILLUMINATION COMPONENT

ELEVATIONS AT NIGHT



SIZE

ALLOWED FOR A 25,000-SF BUILDING

- MAXIMUM HEIGHT – 25 FEET + 3 FEET FOR APPURTENANCES
- STRUCTURE AREA – 20 FT HEIGHT BY 13 FEET WIDE MAXIMUM. 260 SQ FT PER FACE MAX
- SIGN AREA – 50% OF STRUCTURE AREA, NOT TO EXCEED 130 SQ FT PER FACE

PROPOSED FOR AN APPROX. 439,000-SF BUILDING

- HEIGHT - 48 FT(ALLOWED PER MMC FOR CITY LOGO ON TOP RIGHT, AND LANDSCAPING AT BASE)
- STRUCTURE ARE - 48 FT HEIGHT BY 31 FT WIDTH
- SIGN ARE – 80% OF STRUCTURE AREA

CONDITIONS

- Condition #9: All existing landscaping shall be kept healthy and maintained, and any damaged or missing landscaping shall be replaced immediately.
- Condition #11: The City may use the digital screen to advertise City – or community sponsored events, pursuant to MMC Section 20.62.140. (B.4)
- Condition #13: No portion of the digital display sign shall flash, blink, or include video display.
- Condition #14: The sign shall not emit any audible sound, buzz, or noise.
- Condition #15: The sign shall be limited to advertising related uses(s) on the premises on which the sign is located.

PLANNING COMMISSION MAY:

APPROVE/MODIFY /DENY:

- Conditional Use Permit #25-0007
- Site Plan Review #25-0009
- Environmental review #25-0017 (Categorical Exemption)