
City of Merced
MEMORANDUM

DATE: September 5, 2023
TO: Planning Commission
FROM: Julie Nelson, Acting Planning Manager
SUBJECT: Item E.1 - Sign/Zoning Ordinance Amendment #23-04

Subsequent to the Planning Commission Staff Report being prepared, the City's consultant for Sign/Zoning Ordinance Amendment #23-04 provided the attached comparison of allowed signing under the existing code versus the new code. The comparison was done for an apartment complex and retail uses within a shopping center. The amount of signing allowed is similar. However, it should be noted that can or cabinet signs would no longer be allowed throughout the City under the proposed ordinance. The current sign ordinance does not allow can or cabinet signs in North Merced, but they are allowed in other parts of the City. The new sign ordinance will make the requirements consistent throughout the City and be easier to understand and interpret.

If you have any questions, please feel free to contact me. Our consultant, Steve Brandt with QK will also be available at the Planning Commission meeting.

Attachments
Sign Code Comparison

COMPARISON
EXISTING VS PROPOSED

<p>Multi-family Residential Development Merced Station 2980 E Yosemite Avenue</p> <p>The 17-acre property along Yosemite Avenue planned for 15 residential buildings, including 270 units and a total of 885 beds. Zoning: R-1-6</p>	
<p>Old Code Ch 20.62 and Ch 17.36</p> <p><u>Permanent Building Signs</u></p> <p>Number of Signs: An apartment or condominium complex shall be allowed one (1) wall sign identifying the complex with an area not to exceed twenty-five (25) square feet for each street frontage having a curb cut up to a maximum of two (2) wall signs per complex.</p> <p>Maximum Size of Signs: 25 square feet per sign</p> <p>Maximum Sign Placement: unclear</p> <p>Type of Illumination: unclear</p> <p><u>Permanent Freestanding Sign</u></p> <p>Can have up to 2 “decorative wall signs” with approval of a CUP if it meets certain requirements. In lieu of decorative signs, a monument structure may be permitted subject to specific criteria.</p>	<p>New Proposed Code</p> <p><u>Permanent Building Sign</u></p> <p>Number of Signs: 1 for each street frontage that is longer than 25 feet, up to a maximum of 2 signs, plus 1 additional sign if cumulative street frontage is more than 400 feet.</p> <p>Maximum Size of Sign Face: 24 square feet per sign.</p> <p>Maximum Sign Placement: 20 feet above base of building.</p> <p>Type of Illumination: External & internal illumination allowed.</p> <p><u>Permanent Freestanding Sign</u></p> <p>Number of Signs: 1 per public driveway entrance. The sign must be a monument sign.</p> <p>Maximum Size of Sign Face: 24 square feet.</p> <p>Maximum Sign Placement: 6 feet except no higher than 4 feet if it is inside the Corner Vision Triangle Area.</p> <p>Type of Illumination: External & internal illumination allowed.</p>

COMPARISON
EXISTING VS PROPOSED

<p>Ross, Chinese Buffet, and Food For Less shopping center 1121 W Olive Avenue</p> <p>Zoning: PD General Plan: Regional Community Commercial</p>	
<p>Old Code Ch 20.62 and Ch 17.36</p> <p><u>Permanent Building Sign</u></p> <p>Number of Signs: One per building frontage. Must be individual letters.</p> <p>Maximum Size of Sign Face: Varies: There is a chart that allows between 0.57 square feet per lineal foot and 0.36 square feet per lineal foot, depending on the width of the building that is between 100 feet and 350 feet wide. This translates to between 57 and 126 square feet.</p> <p>Maximum Sign Placement (height): silent</p> <p>Type of Illumination: 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.</p> <p><u>Shopping Center Sign</u></p> <p>Number of Signs: 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. An additional eight hundred (800) feet of frontage is required for a second sign.</p> <p>Maximum Size of Sign Face: 100 square feet per face.</p> <p>Maximum Height: 20 feet</p>	<p>New Proposed Code</p> <p><u>Permanent Building Sign</u></p> <p>Number of Signs: No maximum number. New can or cabinet signs are not allowed as a sign type.</p> <p>Maximum Size of Sign Face: 1/2 square feet per 1 lineal foot on other allowed building frontages up to a maximum of 100 square feet.</p> <p>Maximum Sign Placement (height): 2 feet below height of building.</p> <p>Type of Illumination: External & internal illumination allowed.</p> <p><u>Shopping Center Sign</u></p> <p>No change. Same standards have been carried over into new code.</p>