

PLANNING COMMISSION AGENDA

CHAIRPERSON:

Marvin Hansen



VICE CHAIRPERSON:

Adam Peck

COMMISSIONERS: Mary Beatie, Chris Gomez, Chris Tavarez, Adam Peck, Marvin Hansen

MONDAY, JUNE 12, 2023

VISALIA COUNCIL CHAMBERS

LOCATED AT 707 W. ACEQUIA AVENUE, VISALIA, CA

MEETING TIME: 7:00 PM

1. CALL TO ORDER –
2. THE PLEDGE OF ALLEGIANCE –
3. CITIZEN'S COMMENTS – This is the time for citizens to comment on subject matters that are not on the agenda but are within the jurisdiction of the Visalia Planning Commission. You may provide comments to the Planning Commission at this time, but the Planning Commission may only legally discuss those items already on tonight's agenda.

The Commission requests that a five (5) minute time limit be observed for Citizen Comments. You will be notified when your five minutes have expired.
4. CHANGES OR COMMENTS TO THE AGENDA –
5. CONSENT CALENDAR - All items under the consent calendar are to be considered routine and will be enacted by one motion. For any discussion of an item on the consent calendar, it will be removed at the request of the Commission and made a part of the regular agenda.
 - No Items on the Consent Calendar
6. PUBLIC HEARING – Cristobal Carrillo, Associate Planner

Conditional Use Permit No. 2023-06: A request by Caldwell-Mooney Partners I, L.P. to establish a three-unit commercial building with a Starbucks and a drive-thru lane located within the C-R (Regional Commercial) Zone. The project site is located at 3501 South Mooney Boulevard, at the northeast corner of West Caldwell Avenue and South Shady Street (Temporary APN: 000-013-902). The project is Categorical Exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15303(c), Categorical Exemption No. 2023-09.

7. PUBLIC HEARING –Brandon Smith, Principal Planner

Conditional Use Permit No. 2023-15: A request by Blair Sign Programs to adopt a master sign program associated with the redevelopment of 28.5-acre Sequoia Mall commercial center, including the addition of monument signs that exceed City standards for height and sign area. The property is located within the City’s Regional Commercial (C-R) zone district. The project site is located at the northwest corner of South Mooney Boulevard and West Caldwell Avenue. (APN: 121-100-049, 050; 121-110-023, 034, 041, 043, 049, 050 052, 055). The project is Categorically Exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15311, Categorical Exemption No. 2023-22.

8. PUBLIC HEARING – Josh Dan, Senior Planner

- a. Annexation No. 2022-05: A request by D.R. Horton to annex one parcel totaling approximately 67.7-acres into the City limits of Visalia. Upon annexation the area would be zoned R-1-5 (Single Family Residential, 5,000 sq. ft. minimum), Q-P (Quasi-Public zone) and OS (Open Space) which is consistent with the General Plan. The property is located in between South Lovers Lane and Road 148, just south of East Cherry Avenue (APN: 0127-030-038). An Initial Study was prepared for this project, consistent with the California Environmental Quality Act (CEQA), which disclosed that environmental impacts are determined to be not significant and that Mitigated Negative Declaration No. 2023-30 be adopted (State Clearinghouse No. 202305031).
- b. Pearl Woods Tentative Subdivision Map No. 5591: A request by D.R. Horton to subdivide a 67.7-acre parcel into 273 single-family lots for residential use consistent with the R-1-5 zoning district and create an 8.96-acre park and regional stormwater basin. The property is located in between South Lovers Lane and Road 148, just south of East Cherry Avenue (APN: 0127-030-038). An Initial Study was prepared for this project, consistent with the California Environmental Quality Act (CEQA), which disclosed that environmental impacts are determined to be not significant and that Mitigated Negative Declaration No. 2023-30 be adopted (State Clearinghouse No. 202305031).
- c. Tentative Parcel Map No. 2023-07: A request to subdivide 67.7-acres into three parcels and two outlots for phasing purposes. The property is located in between South Lovers Lane and Road 148, just south of East Cherry Avenue (APN: 0127-030-038). The project is Categorically Exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15315, Categorical Exemption No. 2023-33.

9. CITY PLANNER/ PLANNING COMMISSION DISCUSSION –

- a. Housing Element City Council Work Session.

The Planning Commission meeting may end no later than 11:00 P.M. Any unfinished business may be continued to a future date and time to be determined by the Commission at this meeting. The Planning Commission routinely visits the project sites listed on the agenda.

For Hearing Impaired – Call (559) 713-4900 (TTY) 48-hours in advance of the scheduled meeting time to request signing services.

Any written materials relating to an item on this agenda submitted to the Planning Commission after distribution of the agenda packet are available for public inspection in the City Office, 315 E. Acequia Visalia, CA 93291, during normal business hours.

APPEAL PROCEDURE

THE LAST DAY TO FILE AN APPEAL IS THURSDAY, JUNE 22, 2023, BEFORE 5 PM

According to the City of Visalia Zoning Ordinance Section 17.02.145 and Subdivision Ordinance Section 16.04.040, an appeal to the City Council may be submitted within ten days following the date of a decision by the Planning Commission. An appeal form with applicable fees shall be filed with the City Clerk at 220 N. Santa Fe, Visalia, CA 93291. The appeal shall specify errors or abuses of discretion by the Planning Commission, or decisions not supported by the evidence in the record. The appeal form can be found on the city's website www.visalia.city or from the City Clerk.

THE NEXT REGULAR MEETING WILL BE HELD ON MONDAY, JUNE 26, 2023



REPORT TO CITY OF VISALIA PLANNING COMMISSION

HEARING DATE: June 12, 2023

PROJECT PLANNER: Brandon Smith, Principal Planner
Phone: (559) 713-4636
E-mail: brandon.smith@visalia.city

SUBJECT: Conditional Use Permit No. 2023-15: A request by Blair Sign Programs to adopt a master sign program associated with the redevelopment of 28.5-acre Sequoia Mall commercial center, including the addition of monument signs that exceed City standards for height and sign area. The property is located within the City's Regional Commercial (C-R) zone district. The project site is located at the northwest corner of South Mooney Boulevard and West Caldwell Avenue. (APN: 121-100-049, 050; 121-110-023, 034, 041, 043, 049, 050 052, 055)

STAFF RECOMMENDATION

Staff recommends approval of Conditional Use Permit No. 2023-15, as conditioned, based upon the findings in Resolution No. 2023-28. The staff recommendation is based on the conclusion that the request is consistent with the Zoning Ordinance, including the Sign Ordinance.

RECOMMENDED MOTION

I move to approve Conditional Use Permit No. 2023-15, based on the findings and conditions in Resolution No. 2023-28.

PROJECT DESCRIPTION

Blair Sign Programs is requesting, on behalf of Paynter Realty & Investments, Inc., the adoption of a master sign program ("MSP", see Exhibit "A") that applies to the properties and the existing and future buildings that comprise the Sequoia Mall. The boundaries of the master sign program (see Exhibit "B") consist of a 28.5-acre area that represents a majority of the Sequoia Mall, located on the west side of S. Mooney Blvd. between Sunnyside Avenue and Caldwell Avenue. Certain properties fronting on S. Mooney Blvd. and not owned by Paynter Realty & Investments, Inc. will not be subject to the master sign program. These properties consist of Hobby Lobby and all the freestanding buildings that front directly onto S. Mooney Boulevard.

The MSP is being proposed in conjunction with the current redevelopment of the original mall building (with one or more reconfigured tenant spaces expected to open by December 2023) and in anticipation of a future re-imagining and re-branding of the entire Sequoia Mall site. The objective is for the site to receive new common area signage (i.e., monument signage) that follows a consistent identifying look, recognized by architecture, colors, and finishes. Guidelines will also be provided for tenant signage, which includes wall signs, canopy signs, and window signs, as well as way-finding signs and temporary signs.

The desire for a MSP also comes in response to providing sufficient sign area for the number of major tenant spaces being created on the Sequoia Mall grounds, wherein the existing indoor shopping mall configuration anchored by larger stores is being reconfigured toward more mid-sized and small specialty stores with an outdoor orientation. Sequoia Mall represents one of the largest regional shopping centers in Visalia in terms of property area and floor area.

Standards are provided for a corner identification (“ID”) sign which identifies the shopping center name (i.e., Sequoia Mall) and two types (“Type A” and “Type B”) of monument signs which identify the commercial center’s tenants as well as the Sequoia Mall name. In total the MSP proposes six multi-tenant monument signs distributed along the Mooney Blvd. and Caldwell Ave. frontages at each vehicular driveway into the mall property. The two “Type A” monument signs located at the signalized intersections of Mooney & Orchard and Caldwell & Shady propose an overall height of 20 feet and overall sign copy area of 78 square feet that exceed City standards for monument signs in commercial zones (12 feet height and 35 square feet area).

The MSP further proposes wall signage standards that are beyond the City Sign Ordinance standard of a maximum 150 square feet for commercial buildings when utilizing the standard formula of 2 square feet per 1 lineal foot of building frontage. The MSP proposes that tenants would be allowed up to 250 square feet of wall signage on a primary elevation and up to 100 square feet of wall signage on a secondary elevation.

BACKGROUND INFORMATION

General Plan Land Use Designation	Regional Commercial
Zoning	Regional Commercial (C-R)
Surrounding Zoning and Land Use	North: Commercial Mixed Use and Professional / Administrative Office / Automotive repair and retail store, professional offices South: Regional Commercial and Professional / Administrative Office / Commercial shopping centers, office buildings East: Regional Commercial and Commercial Mixed Use / Commercial shopping centers West: Multi-family Residential (R-M-3) / Residential development consisting of triplex units
Environmental Review	Categorical Exemption No. 2023-22
Site Plan	N/A

RELATED PLANS & POLICIES

See separate Municipal Ordinance chapter pertaining to conditional use permits and master sign programs.

RELATED PROJECTS

Variance No. 9604: On August 26, 1996, the Planning Commission approved a variance on the Sequoia Mall property to increase the total number of multi-tenant monument signs associated with the shopping center from one to two. The signs are located at intersections of Mooney & Orchard and Caldwell & Shady.

Variance No. 9926: On January 10, 2000, the Planning Commission approved a variance on the Sequoia Mall property to increase the maximum allowed height and size associated with the mall’s two multi-tenant monument signs. The signs were approved at 13’ height, above the 10’ height limit for the design district, and an area of 38 square feet per side, above the 35 square feet maximum for the design district.

PROJECT EVALUATION

Staff concludes that the proposed Conditional Use Permit, as modified through conditions of approval, can be supported based on its consistency with the purpose and intent of the Zoning Ordinance, particularly Section 17.48.140 pertaining to Master Sign Programs. Portions of the Conditional Use Permit that propose sign areas in excess of the Sign Ordinance standards can be supported based on concessions that have been granted in other sign programs for large-scale commercial shopping centers within the City.

Leading up to the submittal of the proposed sign program, staff and the applicant worked through an iteration of the sign program to ensure that it meets the requirements for master sign programs identified in Sign Ordinance Section 17.48.140. The proposed Master Sign Program contains minor variations in permitted sign area throughout, however some of the MSP's proposals for additional sign area that exceed allowances granted for other commercial centers in Visalia are recommended to be lessened as discussed further below.

Staff considers some of the unique circumstances applicable to the Sequoia Mall property as reasons in support of the MSP with variations in signage. In particular, the regional commercial center – one of the largest in Visalia - is in the beginning stages of a long anticipated facelift and redevelopment wherein significant reinvestment is being made toward the improvements. These efforts are expected to land some new and unique tenants that meet the objective of regional commercial uses. The center has already confirmed at least two such tenants, Nordstrom Rack and Barnes & Noble, plus a specialty food store: Sprouts Farmers Market.

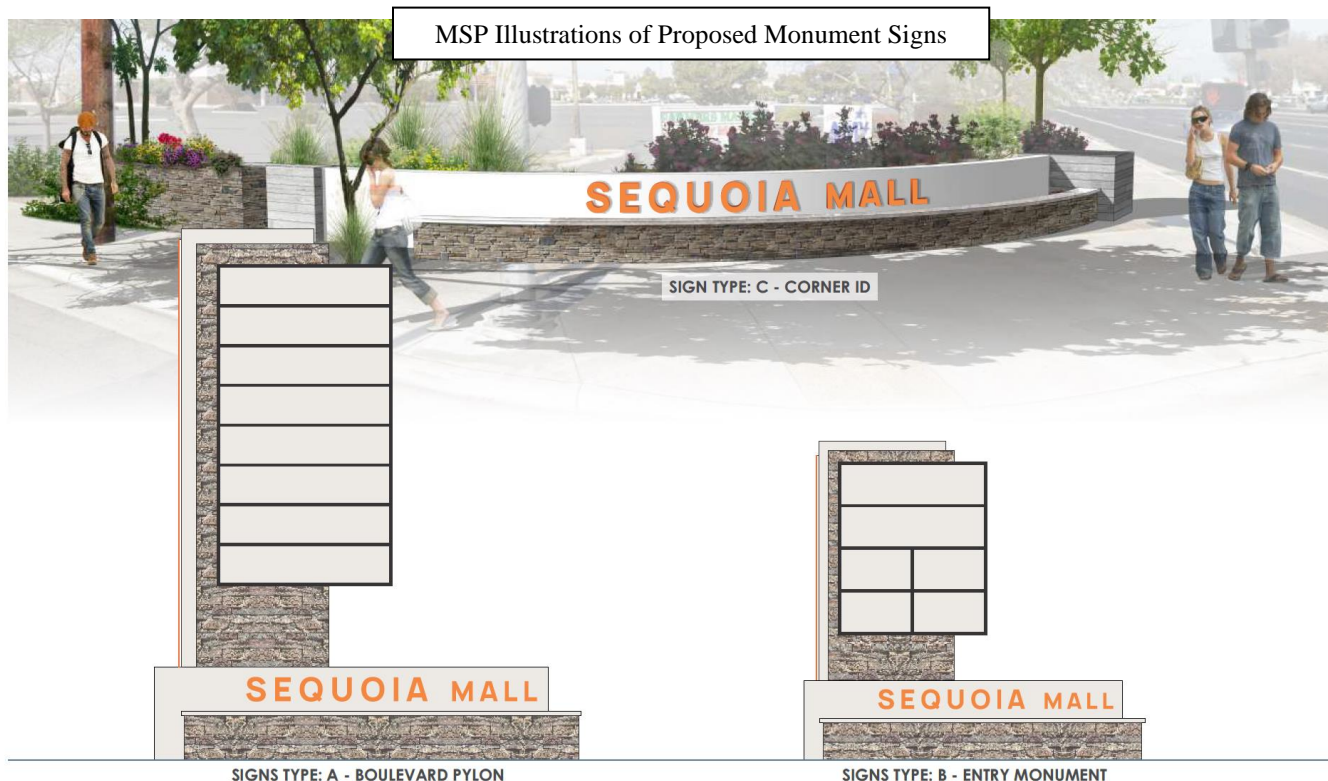
Paynter Realty & Investments owns all parcels within the master sign program boundaries, however there are approximately seven sites that they do not own but have shared access within the Sequoia Mall property. Only one, Hobby Lobby, is attached to the central mall building, while the others are free-standing pad buildings fronting Mooney Boulevard with approximately 6,000 or less square feet of building area. No consent has been obtained from these property owners to be included in the master sign program. Staff has included Condition No. 2, as a recommended condition of approval, that states any property having shared access within the Sequoia Mall property that is to come under ownership of the property manager of the Sequoia Mall will also become subject to the Master Sign Program.

Existing Monument Signs

There are two multi-tenant monument signs currently installed at the Sequoia Mall, generally located at locations A.1 and A.2 on the MSP's site plan. These signs, approved through Variance Nos. 9604 and 9926 (see Related Projects section), would be replaced by the new signs. There are also existing monument signs that are currently blank, located at locations B.1 and B.4, which would likewise be replaced by the new signs. Recommended Condition of approval No. 5 establishes that the respective signs at each location shall be removed before a new monument sign is installed in its general location.

Outside of the MSP boundaries, Raising Cain's has two existing monument signs, one on each street frontage. One of these monument signs is located at the same access point as a monument sign proposed by the MSP, which is further discussed in the section below. Also, the four street-fronting buildings located between Orchard and Sunnyside each have their own monument sign, which are intended to remain in place.

Proposed Monument Signs (Sign Types A & B)



The proposed monument signs described in Section I of the MSP are double-sided internally illuminated structures that include the commercial center name and panels for tenants within the center. The two sign types A and B are nearly identical looking in composition and architectural finish but vary in their scale and size as follows:

	Sign Type A	Sign Type B
Number of Signs	2	4
General Locations	Signalized access points	Non-signalized access points
Overall Height	20'	12'
Overall Tenant Panel Sign Area per side	78 square feet	35 square feet
Number of Tenant Panels per side	8	6 (2 large, 4 small)
“Sequoia Mall” sign area (approximate)	11 square feet	6 square feet

The City Sign Ordinance standard for sign height is 12-feet and the standard for sign copy area is 35 square feet per side. Sign Type B meets both of these standards, while Sign Type A does not.

In the past staff has considered, and the Planning Commission has approved, entitlements allowing for larger sized monument signs for shopping centers associated with a specific plan or in some cases a conditional use permit.

- The Orchard Walk Specific Plan, applicable to the commercial center on both sides of Dinuba Blvd. between Riggan Avenue and Shannon Parkway, approved two 25-foot tall pylon structures (one on each side of Dinuba) with signage not above 20-foot height and

with 140 square feet of sign area per side. It also approved up to nine monument signs with 12-foot height and 20 square feet of sign copy per side, though only four such signs have been installed to date.

- The South Packwood Creek Specific Plan and the master sign program for The Commons at Visalia Parkway, both located on Mooney Boulevard south of Caldwell, were approved with monument signs with sign copy area ranging from 50 to 70 square feet per side. Both centers were permitted with two monument signs along a western frontage on Mooney (the Packwood Creek center has a Target and a multi-tenant monument sign).

The applicant has further provided a Hardship Study (see Exhibit "C") that provides support for the increased number of signs. The Study identifies, among other factors, the deep setback of the central tenant buildings from the arterial streets and the line-of-site views obstructed by pad buildings and foliage as hardships, as supported by several photos in the document.

Sign Ordinance Section 17.48.140 allows master sign programs to deviate from the dimensional standards and other limitations of the Sign Ordinance, provided they achieve a result that is superior to what would otherwise be allowed. To determine a superior design the following findings must be made:

1. That the proposed signs are in harmony and visually related to other signs in the master sign program, their respective buildings, and surrounding development; and
2. That the proposed signs will comply with all the provisions of the sign ordinance, except with regard to number of signs allowed and location and height of signs.

Per the elevations in the MSP, the multi-tenant monument signs will conform to the architectural theme of the overall complex shown in Section III.

Staff finds that the height and sign area of Sign Types A to be acceptable in this instance and would recommend that such signs be limited to the locations shown on the MSP's site plan.

Corner Identification Sign (Sign Type C)

One corner identification sign is proposed at the corner of Mooney Boulevard and Caldwell Avenue, in front of Raising Cain's (see MSP Sign Type C). The monument sign is a single-sided sign with internally illuminated 16" tall letters. The total area is approximately 22 square feet, comprised of a four-foot high and 42' wide rounded wall structure, located behind the 5' setback line.

The sign functions as an identification sign, similar to those poised at the primary street corners of the Packwood Creek and Orchard Walk shopping centers where no advertising copy is included on the structure.

Staff has included Condition No. 3, as a recommended condition of approval, to clarify that no more than one such identification sign be permitted in the master sign program area.

Wayfinding Signs

Section II of the MSP presents illustrations and standards for vehicle wayfinding signs. These types of signs will present the names of tenants within the center in a uniform block letter font, void of any specialized font or colors that would suggest a corporate brand. Wayfinding signs are oriented for vehicles once a vehicle has entered the property and are not intended to be viewed from public streets. The wayfinding signs presented in the MSP also include matching colored accents below the address numerals that are intended to assist with directing patrons to a specific area within the property.

The City's Sign Ordinance does not contain standards for these types of signs, as they are not signs intended to promote business activity or for expression but rather to promote safety for

ingress and egress. Staff has no recommendations pertaining to the regulation of wayfinding signs in the MSP.

Tenant Sign Criteria / Wall Signs

Guidelines and illustrations pertaining to wall sign allotment are shown in the MSP Section III. The pages describe the number and type of signs allowed on the elevation, criteria for placement, and calculation of sign area. Unlike in the City's Sign Ordinance, the MSP states that sign area measurement is done by measuring a polygon with up to eight right-angles that enclose a word or graphic element.

The MSP proposes utilizing the City Sign Ordinance's standard of 2 square feet per 1 lineal foot of building frontage, but allowing a maximum sign area of 250 square feet of combined sign area for all signs on a primary frontage, as opposed to the City Sign Ordinance's maximum of 150 square feet. The MSP also proposes allowing additional signage up to 100 square feet (utilizing the same 2:1 formula) on a secondary elevation (side and/or rear). The Hardship Study (Exhibit "C") states that the additional signage is warranted due to the deep setback of the buildings from Mooney and Caldwell compounded by visual obstructions, and that the project has two primary street frontages.

The MSP includes tenant elevations that illustrate the redeveloped Sears building (i.e., Existing Building 1) divided up into Tenants A through E. In these illustrations, Tenants A, B, and D would all be eligible for wall sign area above 150 square feet on a primary frontage and additional sign area on the secondary frontage.

An analysis of wall signage sizes along Mooney Boulevard shows that a request for additional wall signage is in line with requests made by stand-alone tenants that have received Variances to wall signage, with some of these tenants having been granted approximately 250 square feet or, in some cases, more. For example, Smart & Final Extra! located across Mooney Boulevard was granted a Variance in 2016 to allow 224 square feet of combined primary and ancillary signage on the storefront. Sportsman's Warehouse was granted a Variance in 2017 to allow 234 square feet of signage on the storefront and 117 square feet in secondary elevation signage facing Visalia Parkway. Moreover, the Commons at Visalia Parkway sign program, approved in 2020, granted wall signage up to 250 square feet to major tenants 20,000 square feet and greater.

Staff has noted that the MSP lacks performance criteria for granting more sign area to tenants than the Sign Ordinance standard, meaning that any tenant regardless of size could be eligible for additional signage. Consistent with the Commons at Visalia Parkway, staff is recommending Condition No. 4, as a recommended condition of approval, to clarify that only tenants of 20,000 square feet or above in floor area are eligible for wall sign area up to 250 square feet on a primary frontage and eligible for up to an additional 100 square feet on a secondary frontage. Therefore, as this condition would apply to Existing Building 1, only Tenants A and B would be eligible for additional wall signage.

In addition to Tenants A and B in Building 1, the only other tenant spaces within Sequoia Mall that currently exceed 20,000 square feet is one vacant building (i.e., Building 8) directly fronting Caldwell Avenue and an existing building (Building 13) containing two existing tenants: Bed Bath & Beyond and Marshall's. These could be eligible for sign area up to 250 square feet and/or the secondary signage. No elevations are shown for these buildings in the Master Sign Program.

Environmental Review

The requested action is considered Categorical Exempt under Sections 15311 of the Guidelines for the Implementation of the California Environmental Quality Act (CEQA). This category exempts the installation of signs (Categorical Exemption No. 2023-22).

RECOMMENDED FINDINGS

1. That the proposed conditional use permit is consistent with the intent and the criteria of the Zoning Ordinance, particularly Section 17.48.140 regarding master sign programs.
2. That the proposed signs are in harmony and visually related to:
 - a) *Other Signs Included in the Master Sign Program.* The master sign program demonstrates incorporation of monument signs with a color and finish schedule, which would also be carried over to wayfinding and address signs.
 - b) *The Buildings They Identify.* The monument signage utilized in the master sign program universally uses stone veneer siding and white stucco with accent colors, wherein these elements will be heavily utilized in the redeveloped buildings in the mall.
 - c) *The Surrounding Development.* The approval of the master sign program does not adversely affect surrounding land uses or obscure adjacent conforming signs. Similar to Sequoia Mall, other commercial shopping centers, such as Packwood Creek and Orchard Walk, utilize multiple monument signs that exceed height and size to publicize multiple primary tenants and utilize wall signs that exceeds sign ordinance standards to match the scale of the building.
3. That the proposed signs comply with all the provisions of the Sign Ordinance (i.e., Chapter 17.48), except with regard to number of signs allowed and the location and height of signs.
4. The requested action is considered Categorically Exempt under Sections 15311 of the Guidelines for the Implementation of the California Environmental Quality Act (CEQA). This category exempts the installation of signs (Categorical Exemption No. 2023-22).

RECOMMENDED CONDITIONS OF APPROVAL

1. That all signage depicted inside the boundary lines depicted in Exhibit "B", be developed in substantial compliance with the Master Sign Program attached as Exhibit "A", except as otherwise noted in the following conditions of approval.
2. That any property located outside of the sign program boundary lines and not owned by the property owner of the Sequoia Mall shall have their signage regulated in accordance with Zoning Ordinance Chapter 17.48, not the Master Sign Program. However, any property having shared access within the Sequoia Mall property that is to come under ownership of the greater Sequoia Mall shall become subject to the Master Sign Program.
3. That no more than one corner identification sign as illustrated in Master Sign Program Exhibit A, located at the intersection of Mooney Boulevard and Caldwell Avenue, be permitted.
4. That only tenants with floor area of 20,000 square feet or greater are eligible for wall sign area beyond 150 square feet up to 250 square feet on a primary frontage and eligible for up to an additional 100 square feet of wall sign area on a secondary frontage.
5. When a new monument sign is installed in accordance with the Master Sign Program being installed, that any existing multi-tenant monument sign located on the project area located within 100 feet of the new monument sign shall be removed.
6. That no electronic or animated signs are permitted as part of this Master Sign Program.
7. That a sign permit shall be obtained for each wall sign and monument sign.
8. The applicant and all successors in interest shall comply with all applicable federal, state and city codes and ordinances.

APPEAL INFORMATION

According to the City of Visalia Zoning Ordinance Section 17.02.145, an appeal to the City Council may be submitted within ten days following the date of a decision by the Planning Commission. An appeal with applicable fees shall be in writing and shall be filed with the City Clerk at 220 N. Santa Fe Street. The appeal shall specify errors or abuses of discretion by the Planning Commission, or decisions not supported by the evidence in the record. The appeal form can be found on the city's website www.visalia.city or from the City Clerk.

Attachments:

- Related Plans and Policies
- Resolution No. 2023-28 for Conditional Use Permit No. 2023-15
- Exhibit "A" – Master Sign Program

Within the Master Sign Program are
Section I: Common Area / Monument Signs
Section II: Wayfinding Signs
Section III: Tenant Sign Criteria
Section IV: Tenant Display Types

- Exhibit "B" – Map with Master Sign Program Boundary
- Exhibit "C" – Hardship Study
- General Plan Land Use Map
- Zoning Map
- Aerial Map
- Location Map

Related Plans & Policies

General Plan and Zoning: The following General Plan and Zoning Ordinance policies apply to the proposed project:

General Plan Policy

None.

Zoning Ordinance

Chapter 17.48: Signs

17.38.010 Purposes and powers.

In certain zones conditional uses are permitted subject to the granting of a conditional use permit. Because of their unusual characteristics, conditional uses require special consideration so that they may be located properly with respect to the objectives of the zoning ordinance and with respect to their effects on surrounding properties. In order to achieve these purposes and thus give the zone use regulations the flexibility necessary to achieve the objectives of this title, the planning commission is empowered to grant or deny applications for conditional use permits and to impose reasonable conditions upon the granting of such permits. (Prior code § 7525)

17.38.020 Application procedures.

- A. Application for a conditional use permit shall be made to the planning commission on a form prescribed by the commission which shall include the following data:
 1. Name and address of the applicant;
 2. Statement that the applicant is the owner of the property or is the authorized agent of the owner;
 3. Address and legal description of the property;
 4. The application shall be accompanied by such sketches or drawings as may be necessary by the planning division to clearly show the applicant's proposal;
 5. The purposes of the conditional use permit and the general description of the use proposed;
 6. Additional information as required by the historic preservation advisory committee.
- B. The application shall be accompanied by a fee set by resolution of the city council sufficient to cover the cost of handling the application. (Prior code § 7526)

17.38.030 Lapse of conditional use permit.

A conditional use permit shall lapse and shall become void twenty-four (24) months after the date on which it became effective, unless the conditions of the permit allowed a shorter or greater time limit, or unless prior to the expiration of twenty-four (24) months a building permit is issued by the city and construction is commenced and diligently pursued toward completion on the site which was the subject of the permit. A permit may be renewed for an additional period of one year; provided, that prior to the expiration of twenty-four (24) months from the date the permit originally became effective, an application for renewal is filed with the planning commission. The commission may grant or deny an application for renewal of a conditional use permit. In the case of a planned residential development, the recording of a final map and improvements thereto shall be deemed the same as a building permit in relation to this section. (Ord. 2001-13 § 4 (part), 2001: prior code § 7527)

17.38.040 Revocation.

Upon violation of any applicable provision of this title, or, if granted subject to a condition or conditions, upon failure to comply with the condition or conditions, a conditional use permit shall be suspended automatically. The planning commission shall hold a public hearing within sixty (60) days, in

accordance with the procedure prescribed in Section 17.38.080, and if not satisfied that the regulation, general provision or condition is being complied with, may revoke the permit or take such action as may be necessary to insure compliance with the regulation, general provision or condition. Appeals of the decision of the planning commission may be made to the city council as provided in Section 17.38.120. (Prior code § 7528)

17.38.050 New application.

Following the denial of a conditional use permit application or the revocation of a conditional use permit, no application for a conditional use permit for the same or substantially the same conditional use on the same or substantially the same site shall be filed within one year from the date of denial or revocation of the permit unless such denial was a denial without prejudice by the planning commission or city council. (Prior code § 7530)

17.38.060 Conditional use permit to run with the land.

A conditional use permit granted pursuant to the provisions of this chapter shall run with the land and shall continue to be valid upon a change of ownership of the site or structure which was the subject of the permit application subject to the provisions of Section 17.38.065. (Prior code § 7531)

17.38.065 Abandonment of conditional use permit.

If the use for which a conditional use permit was approved is discontinued for a period of one hundred eighty (180) days, the use shall be considered abandoned and any future use of the site as a conditional use will require the approval of a new conditional use permit.

17.38.070 Temporary uses or structures.

17.38.080 Public hearing--Notice.

- A. The planning commission shall hold at least one public hearing on each application for a conditional use permit.
- B. Notice of the public hearing shall be given not less than ten days nor more than thirty (30) days prior to the date of the hearing by mailing a notice of the time and place of the hearing to property owners within three hundred (300) feet of the boundaries of the area occupied or to be occupied by the use which is the subject of the hearing, and by publication in a newspaper of general circulation within the city. (Prior code § 7533)

17.38.090 Investigation and report.

The planning staff shall make an investigation of the application and shall prepare a report thereon which shall be submitted to the planning commission. (Prior code § 7534)

17.38.100 Public hearing--Procedure.

At the public hearing the planning commission shall review the application and the statement and drawing submitted therewith and shall receive pertinent evidence concerning the proposed use and the proposed conditions under which it would be operated or maintained, particularly with respect to the findings prescribed in Section 17.38.110. The planning commission may continue a public hearing from time to time as it deems necessary. (Prior code § 7535)

17.38.110 Action by planning commission.

- A. The planning commission may grant an application for a conditional use permit as requested or in modified form, if, on the basis of the application and the evidence submitted, the commission makes the following findings:
 - 1. That the proposed location of the conditional use is in accordance with the objectives of the zoning ordinance and the purposes of the zone in which the site is located;
 - 2. That the proposed location of the conditional use and the conditions under which it would be operated or maintained will not be detrimental to the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity.

- B. A conditional use permit may be revocable, may be granted for a limited time period, or may be granted subject to such conditions as the commission may prescribe. The commission may grant conditional approval for a permit subject to the effective date of a change of zone or other ordinance amendment.
- C. The commission may deny an application for a conditional use permit. (Prior code § 7536)

17.38.120 Appeal to city council.

The decision of the City planning commission on a conditional use permit shall be subject to the appeal provisions of Section 17.02.145. (Prior code § 7537) (Ord. 2006-18 § 6, 2007)

17.38.130 Effective date of conditional use permit.

A conditional use permit shall become effective immediately when granted or affirmed by the council, or upon the sixth working day following the granting of the conditional use permit by the planning commission if no appeal has been filed. (Prior code § 7539)

17.48.140 Master Sign Program

A. **Purpose.** The purpose of a Master Sign Program is to provide a method for an applicant to integrate the design and placement of signs within a project with the overall design of the development to achieve a more unified appearance. Master Sign Programs may also be used for subdivision projects with a phased development and/or sales plan. Minor variations in dimensional standards and other limitations of this Section may be approved, provided they achieve a result that is superior to what would otherwise be allowed. The Sign Program must demonstrate how it:

1. Improves the safety and welfare of the general public by minimizing distractions, hazards, and obstructions from sign design or placement;
2. Provides for sign design or placement appropriate for the area;
3. Incorporates sign design and placement related to architectural and landscape features on site; and
4. Incorporates sign design, scale, and placement oriented to pedestrian traffic.

B. Applicability and Approval Required.

1. **Master Sign Program Required.** A Master Sign Program approved by the Planning Commission is required for:

- a. New or remodeled non-residential or mixed used projects on sites of five acres or more;
- b. Multiple tenant commercial or mixed use buildings where the entire façade is being remodeled; and
- c. Any development in the BRP Zone.

2. **Optional Sign Program.** A Master Sign Program may be substituted for specific sign designs and individual applications if requested by an applicant and approved by the Planning Commission.

C. Required Submittals. Applications for a Master Sign Program must include the following plans and text:

1. A site plan showing the location of buildings, parking lots, driveways and landscaped areas;
2. Computation of the maximum total sign area, the maximum area for individual signs, the height of signs and the number of freestanding signs allowed, if proposed;
3. An accurate indication on the site plan of the proposed location of each proposed sign and existing sign which is to remain;

4. Color schemes, lettering and graphic style (if tenants are not known, generic styles may be presented);
5. Lighting and sign construction materials; and
6. Sign dimensions (if tenants are not known, generic dimensions may be presented); and
7. A written program of standards for all sign types to be distributed to future tenants, including color, size, illumination, construction details, and sign placement.

D. **Findings.** The Planning Commission will only approve a Master Sign Program if the following findings are made:

1. That the proposed signs are in harmony and visually related to:
 - a. *Other Signs Included in the Master Sign Program.* This may be accomplished by incorporating several common design elements such as materials, letter style, colors, illumination, sign type or sign shape.
 - b. *The Buildings They Identify.* This may be accomplished by utilizing materials, colors or design motifs included in the building being identified.
 - c. *The Surrounding Development.* Approval of a planned sign program must not adversely affect surrounding land uses or obscure adjacent conforming signs.
2. That the proposed signs will comply with all the provision of this Section, except with regard to:
 - a. Number of signs allowed; and
 - b. Location and height of signs.

E. **Conditions.** Reasonable conditions of approval may be imposed by the Planning Commission to achieve the purposes of this Section and ensure compatibility with adjacent land uses and signage.

F. **Post-Approval Procedures.** After approval of a Master Sign Program, no signs shall be erected, placed, painted, or maintained, except in conformance with such Program, and such Program may be enforced in the same way as any provision in this Section.

1. **Lease Agreements.** The Master Sign Program and all conditions of approval shall be attached to the lease agreements for all leasable space within a project.
2. **Individual Signs.** Any sign that conforms to an approved Master Sign Program may be approved by the City Planner or designee; however, approval of a Master Sign Program does not waive the permit requirements for individual signs.
3. **Amendments.** The City Planner or designee may approve minor amendments to a Master Sign Program that are in substantial conformance with the original approval. All other amendments, including amendments to conditions of approval shall be processed as a new application.

NOTICE OF EXEMPTION

City of Visalia
315 E. Acequia Ave.
Visalia, CA 93291

To: County Clerk
County of Tulare
County Civic Center
Visalia, CA 93291-4593

Conditional Use Permit No. 2023-15

PROJECT TITLE

The master sign program boundaries are generally located on the west side of Mooney Boulevard between Caldwell Avenue and Sunnyside Avenue. (APN: 121-100-049, 050; 121-110-023, 034, 041, 043, 049, 050 052, 055)

PROJECT LOCATION

Visalia

PROJECT LOCATION - CITY

Tulare

COUNTY

A request to adopt a master sign program associated with the redevelopment of 28.5-acre Sequoia Mall commercial center, including the addition of monument signs that exceed City standards for height and sign area.

DESCRIPTION - Nature, Purpose, & Beneficiaries of Project

City of Visalia, 315 E. Acequia Avenue, Visalia CA 93291, Email: brandon.smith@visalia.city

NAME OF PUBLIC AGENCY APPROVING PROJECT

Caldwell Mooney Partners L.P., 195 South C Street, Suite 200, Tustin, CA 92780

NAME AND ADDRESS OF APPLICANT CARRYING OUT PROJECT

Blair Sign Programs, 9932 Prospect Avenue, Suite 137, Santee, CA 92701, Email: natalie@blairsign.net

NAME AND ADDRESS OF AGENT CARRYING OUT PROJECT

EXEMPT STATUS: (Check one)

- Ministerial - Section 15073
- Emergency Project - Section 15071
- Categorical Exemption - State type and Section number: **Section 15311**
- Statutory Exemptions- State code number:

This project involves the installation of signs meeting the conditions described in Section 15311.

REASON FOR PROJECT EXEMPTION

Brandon Smith

CONTACT PERSON

(559) 713-4636

AREA CODE/PHONE

June 2, 2023

DATE

ENVIRONMENTAL COORDINATOR

Brandon Smith, AICP

RESOLUTION NO. 2023-28

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF VISALIA APPROVING CONDITIONAL USE PERMIT NO. 2023-15: A REQUEST BY BLAIR SIGN PROGRAMS TO ADOPT A MASTER SIGN PROGRAM ASSOCIATED WITH THE REDEVELOPMENT OF 28.5-ACRE SEQUOIA MALL COMMERCIAL CENTER, INCLUDING THE ADDITION OF MONUMENT SIGNS THAT EXCEED CITY STANDARDS FOR HEIGHT AND SIGN AREA. THE PROPERTY IS LOCATED WITHIN THE CITY'S REGIONAL COMMERCIAL (C-R) ZONE DISTRICT. THE PROJECT SITE IS LOCATED AT THE NORTHWEST CORNER OF SOUTH MOONEY BOULEVARD AND WEST CALDWELL AVENUE. (APN: 121-100-049, 050; 121-110-023, 034, 041, 043, 049, 050 052, 055)

WHEREAS, Conditional Use Permit No. 2023-15 is a request by Blair Sign Programs to adopt a master sign program associated with the redevelopment of 28.5-acre Sequoia Mall commercial center, including the addition of monument signs that exceed City standards for height and sign area. The property is located within the City's Regional Commercial (C-R) zone district. The project site is located at the northwest corner of South Mooney Boulevard and West Caldwell Avenue. (APN: 121-100-049, 050; 121-110-023, 034, 041, 043, 049, 050 052, 055); and

WHEREAS, the Planning Commission of the City of Visalia, after duly published notice did hold a public hearing before said Commission on June 12, 2023; and

WHEREAS, the Planning Commission of the City of Visalia finds the Conditional Use Permit to be in accordance with Chapter 17.38.110 and Chapter 17.48.140 of the Zoning Ordinance of the City of Visalia based on the evidence contained in the staff report and testimony presented at the public hearing; and

WHEREAS, the Planning Commission finds the project to be Categorically Exempt consistent with the California Environmental Quality Act (CEQA) and City of Visalia Environmental Guidelines.

NOW, THEREFORE, BE IT RESOLVED that the project is exempt from further environmental review pursuant to CEQA Section 15311.

NOW, THEREFORE, BE IT FURTHER RESOLVED that the Planning Commission of the City of Visalia makes the following specific findings based on the evidence presented:

1. That the proposed conditional use permit is consistent with the intent and the criteria of the Zoning Ordinance, particularly Section 17.48.140 regarding master sign programs.
2. That the proposed signs are in harmony and visually related to:
 - a) *Other Signs Included in the Master Sign Program*. The master sign program demonstrates incorporation of monument signs with a color and finish schedule, which would also be carried over to wayfinding and address signs.
 - b) *The Buildings They Identify*. The monument signage utilized in the master sign program universally uses stone veneer siding and white stucco with accent

colors, wherein these elements will be heavily utilized in the redeveloped buildings in the mall.

- c) *The Surrounding Development.* The approval of the master sign program does not adversely affect surrounding land uses or obscure adjacent conforming signs. Similar to Sequoia Mall, other commercial shopping centers, such as Packwood Creek and Orchard Walk, utilize multiple monument signs that exceed height and size to publicize multiple primary tenants and utilize wall signs that exceeds sign ordinance standards to match the scale of the building.
3. That the proposed signs comply with all the provisions of the Sign Ordinance (i.e., Chapter 17.48), except with regard to number of signs allowed and the location and height of signs.
 4. The requested action is considered Categorically Exempt under Sections 15311 of the Guidelines for the Implementation of the California Environmental Quality Act (CEQA). This category exempts the installation of signs (Categorical Exemption No. 2023-22).

BE IT FURTHER RESOLVED that the Planning Commission hereby approves the Conditional Use Permit on the real property here described in accordance with the terms of this resolution under the provisions of Section 17.38.110 and 17.48.140 of the Ordinance Code of the City of Visalia, subject to the following conditions:

1. That all signage depicted inside the boundary lines depicted in Exhibit “B”, be developed in substantial compliance with the Master Sign Program attached as Exhibit “A”, except as otherwise noted in the following conditions of approval.
2. That any property located outside of the sign program boundary lines and not owned by the property owner of the Sequoia Mall shall have their signage regulated in accordance with Zoning Ordinance Chapter 17.48, not the Master Sign Program. However, any property having shared access within the Sequoia Mall property that is to come under ownership of the greater Sequoia Mall shall become subject to the Master Sign Program.
3. That no more than one corner identification sign as illustrated in Master Sign Program Exhibit A, located at the intersection of Mooney Boulevard and Caldwell Avenue, be permitted.
4. That only tenants with floor area of 20,000 square feet or greater are eligible for wall sign area beyond 150 square feet up to 250 square feet on a primary frontage and eligible for up to an additional 100 square feet of wall sign area on a secondary frontage.
5. When a new monument sign is installed in accordance with the Master Sign Program being installed, that any existing multi-tenant monument sign located on the project area located within 100 feet of the new monument sign shall be removed.
6. That no electronic or animated signs are permitted as part of this Master Sign Program.
7. That a sign permit shall be obtained for each wall sign and monument sign.
8. The applicant and all successors in interest shall comply with all applicable federal, state and city codes and ordinances.

MASTER SIGN PROGRAM

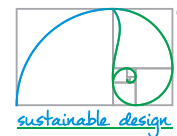
SEQUOIA MALL



scottBLAIR
9932 Prospect Ave
Studio 137
Santee, CA 92071
(619) 792-1600

blair@blairsign.net
www.blairsign.net

*Retail branding for
the built environment*



NWC W. Caldwell Ave.
& S. Mooney Blvd.
Visalia, CA 93277



MARCH, 2023 | R.3

I N D E X

Introduction

Design Narrative
Executive Summary

Section ONE

COMMON AREA: SEQUOIA MALL

Site Plan
Boulevard Pylons, Signs Type A
Entry Monuments, Signs Type B
Corner ID, Sign Type C
Color/Finish Schedule

Section TWO

WAYFINDING: SEQUOIA MALL

Site Plan
2-Sided Vehicle Wayfinding, Signs Type D
2-Sided Vehicle Wayfinding w/ Stop Sign, Signs Type E
Address Numerals, Signs Type F
Rideshare
Color/Finish Schedule

Section THREE

TENANT SIGN CRITERIA: SEQUOIA MALL

Tenant Sign Criteria
Site Plan
Tenant Elevations

Section FOUR

TENANT DISPLAY TYPES: SEQUOIA MALL

Tenant Display Type Guidelines
Exhibits/Examples

SEQUOIA MALL

MASTER SIGN PROGRAM

Introduction

A. Design Narrative

This document has been created to provide Sequoia Mall, a commercial retail property located in Visalia, California, with a *Master Sign Program* that is mutually beneficial for the City of Visalia, the project tenants and the public that is served by the project. In support of these objectives the following qualities were blended into the design and scope of work presented by this document:

- Visual communication and connection with the community
 - Creation of a *Tenant Sign Criteria*
 - Quality workmanship and materials
 - Designs congruent with project architecture, present and planned

This document provides a unique set of individual sign types with designs based upon their location, orientation and purpose. It is intended that this sign program will provide a harmonious character for the project which will be experienced as a whole. Each sign's individual identity will play a key role in welcoming visitors to the project and creating a unique retail environment.

B. Executive Summary

The exhibits and text presented in this document are intended to establish design and build guidelines for all ground and tenant building signs within the project. All submittals arising from this document will be made to the Landlord and to the City of Visalia Planning Department for review in accordance to the guidelines set forth by this document.

This document is composed of four (4) working sections, each of which is briefly described below:

Section One: Common Area Signs:

This section describes and illustrates the common area signs which serve to identify tenants within the project. The common area signs include primary entry pylons (signs type A), secondary entry monuments (signs type B), and a corner monument (sign type C).

Section Two: Way-finding:

The way-finding signs communicate directions for vehicle and pedestrian traffic throughout the project's common area. The way-finding sign types include vehicle directional displays (signs type D & E), building address numerals (signs type F) and "Ride Share" zone signs.

Section Three: Tenant Sign Criteria:

The Tenant Sign Criteria includes guidelines, requirements, illustrations and example layouts for each tenant type. *It is important to note that individual tenant submittals will vary from the example layouts shown.*

Section Four: Sign Types Allowed:

This section illustrates the construction, illumination and install methods for each of the allowed tenant sign types. Included in this section are internally illuminated channel letters (various types), accessory signs, incidental and regulatory sign types.



SEQUOIA MALL

SIGN TYPE: C - CORNER ID

SEQUOIA MALL

SIGNS TYPE: A - BOULEVARD PYLON

SEQUOIA MALL

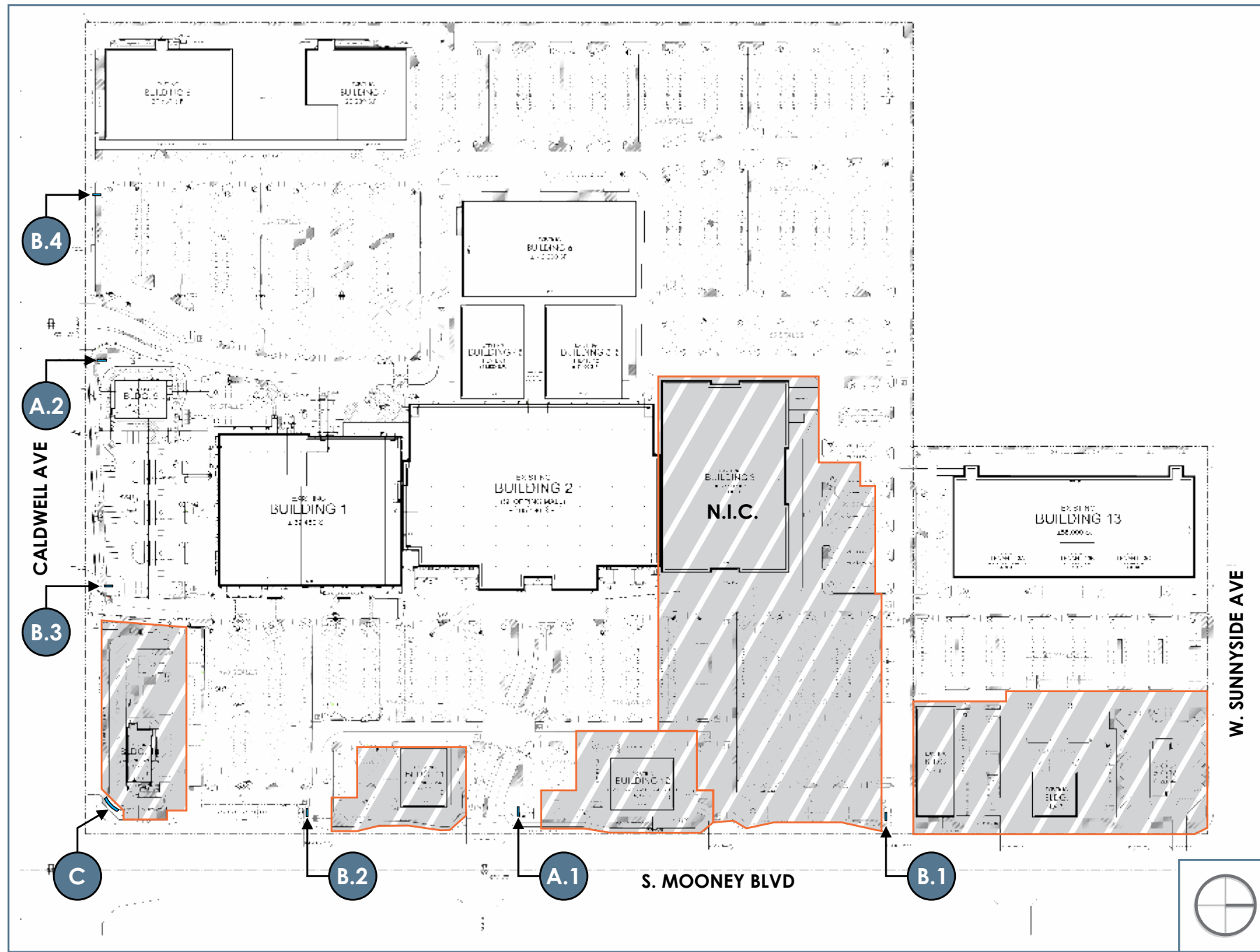
SIGNS TYPE: B - ENTRY MONUMENT

Section ONE

**COMMON AREA:
SEQUOIA MALL**

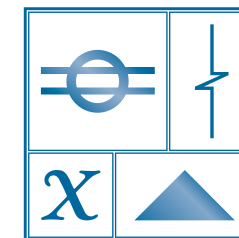
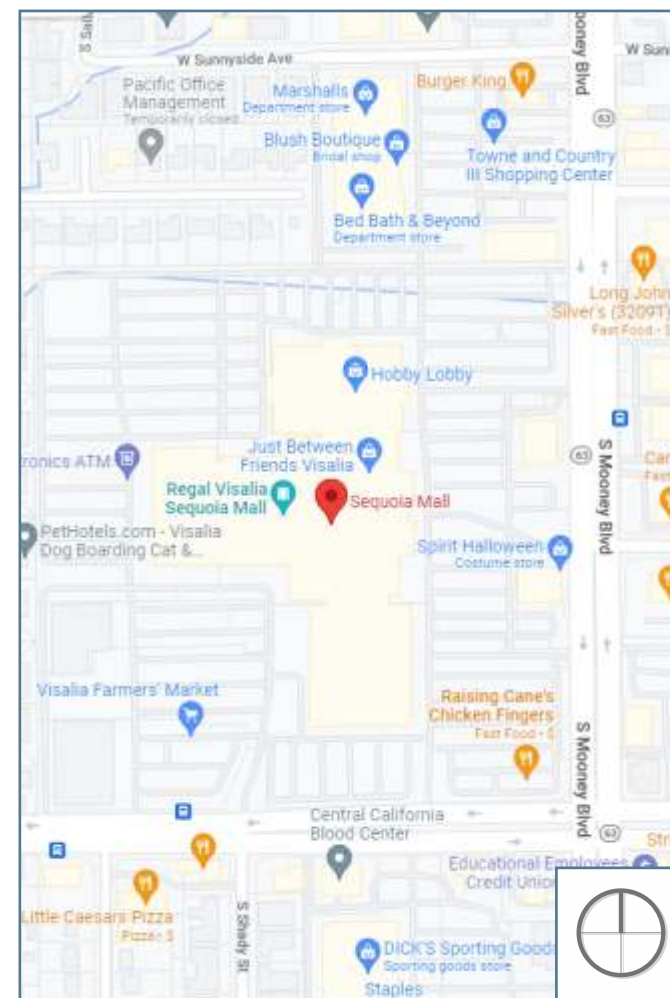
- Site Plan
- Signs Type A
- Signs Type B
- Sign Type C
- Color/Finish Schedule





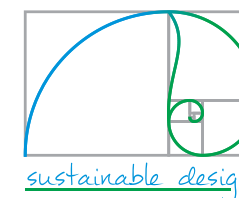
KEY: COMMON AREA SIGNS	
Sign Type	Sign Description
A.1-A.2	Boulevard Pylons
B.1-B.4	Entry Monuments
C	Corner ID

LEGEND	
	Not subject to this Master Sign Program



BLAIR SIGN PROGRAMS

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 www.blairsign.net
 CA License #677503



CLIENT:

PROJECT:
 SEQUOIA MALL
 Master Sign Program

ADDRESS:
 NWC W. Caldwell Ave.
 & S. Mooney Blvd.
 Visalia, CA 93277

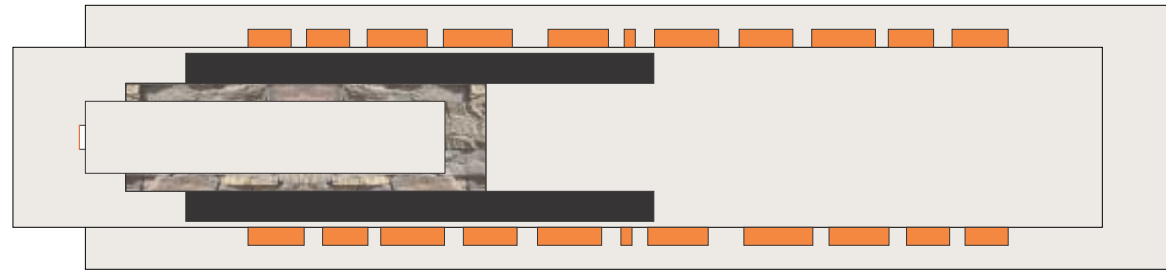
DATE:
 09/27/2022

DESIGNER:
 K. Bossert

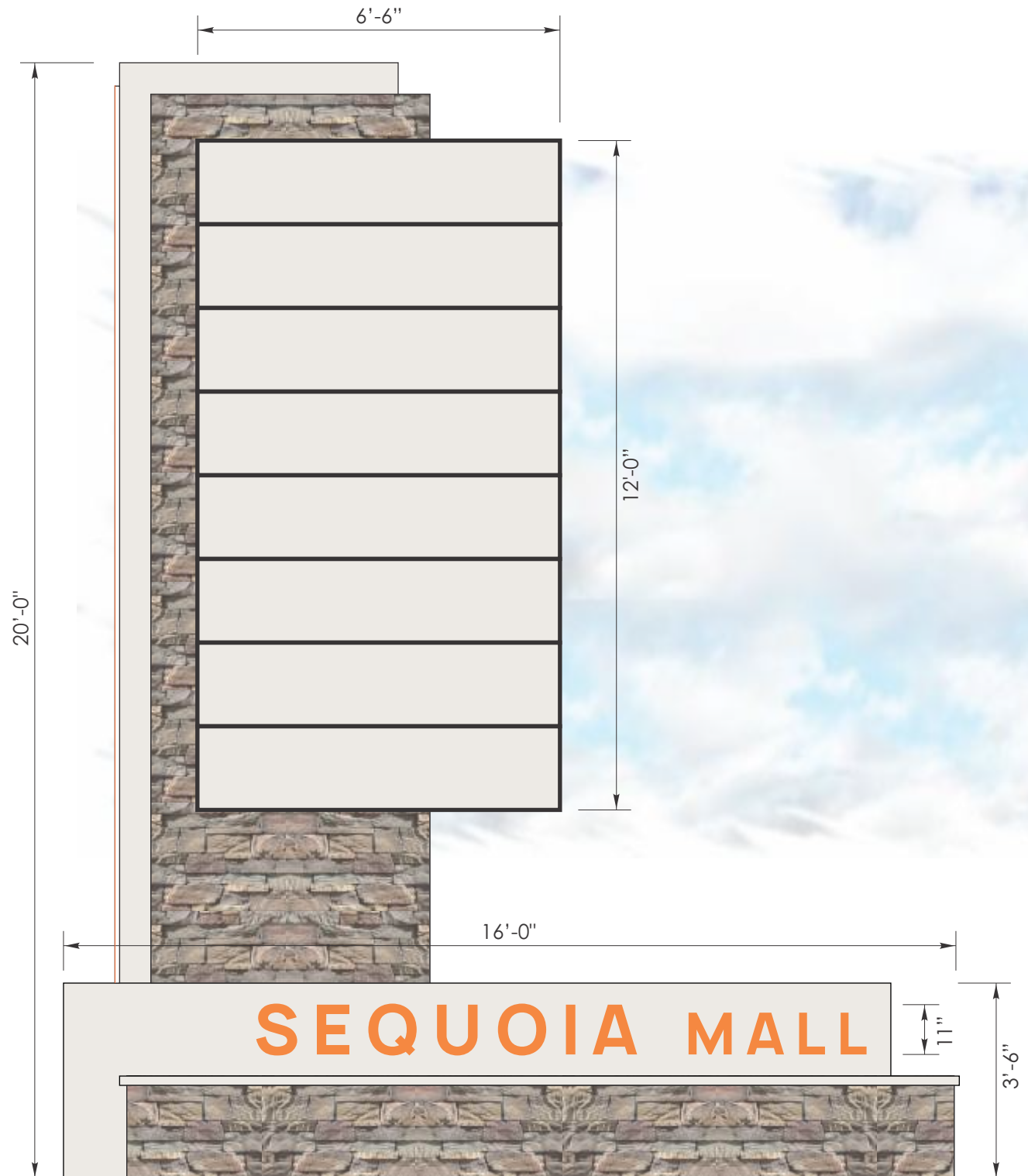
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R1: 10/25/2022	KB
11/15/2022 A.W.	KB
R2: 12/12/2022	KB
01/05/2023 A.W.	KB
R3: 02/07/2023	KB
03/28/2023	KB

SEQUOIA MALL

Section ONE
 SITE PLAN



PLAN VIEW



SIGNS TYPE: A.1-A.2 - BOULEVARD PYLON

TENANT SIGN AREA = 78 SQ. FT.



END VIEW

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

SIGNS TYPE: A.1-A.2 - BOULEVARD PYLON

Purpose:

Signs type A are intended to identify the project, and selected tenants, for the vehicle traffic approaching the project on Mooney Blvd and Caldwell Ave.

Description:

Signs type A are double-sided, internally illuminated fabricated aluminum structures. A color and finish schedule is provided in the exhibits section of this document for finish details.

Identity:

The project identity reading, "Sequoia Mall" are three-inch (3") deep, internally illuminated face-lit letters with LED's and white acrylic faces with translucent 3M vinyl overlays.

Accent Bar:

The street facing accent bar is internally LED illuminated 1/2" acrylic push-thru with frosted edges with translucent 3M vinyl overlays.

Tenant Panels:

The active tenant sign area consists of aluminum panels with routed-out and show-through copy. Copy/graphics vinyl color, per tenant. Eligible tenants are to be selected by the Landlord.

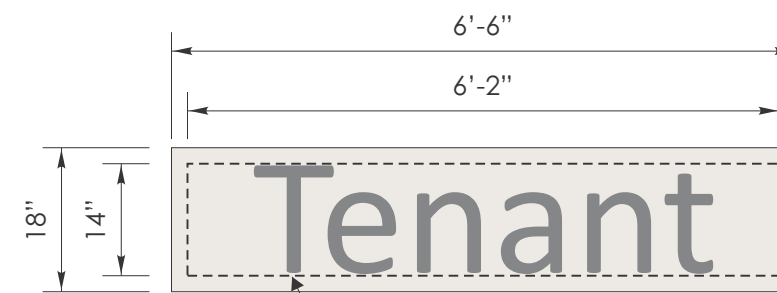
The maximum extent of the tenant letters and/or logo (decoration) shall not exceed that as shown in the exhibits section of this document. Each tenant is required to submit scaled art showing a proposed tenant panel layout for approval by the Landlord.

Quantity:

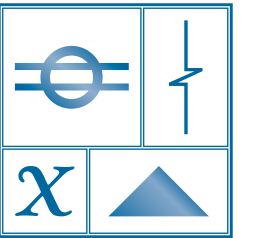
Two (2), as shown in exhibits section of this document.

Location:

See site plan for precise locations.

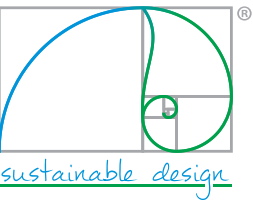


EXTENT OF COPY AREA
MIN. 2" BORDER FROM EDGE



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CLIENT:



PROJECT:

SEQUOIA MALL
Master Sign Program

ADDRESS:

NWC W. Caldwell Ave.
& S. Mooney Blvd.
Visalia, CA 93277

DATE:

09/27/2022

DESIGNER:

K. Bossert

REVISIONS:

REVISIONS:	BY:
R1: 10/25/2022	KB
11/15/2022 A.W.	KB
R2: 12/12/2022	KB
01/05/2023 A.W.	KB
R3: 02/07/2023	KB
03/28/2023	KB

SEQUOIA MALL

Section ONE

SHEET 1

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SIGNS TYPE: B.1-B.4 - ENTRY MONUMENT

Purpose:

Signs type B are intended to identify the project, and selected tenants, for the vehicle traffic approaching the project on Mooney Blvd and Caldwell Ave.

Description:

Signs type B are double-sided, internally illuminated fabricated aluminum structures. A color and finish schedule is provided in the exhibits section of this document for finish details.

Identity:

The project identity reading, "Sequoia Mall" are two-inch (2") deep, internally illuminated face-lit letters with LED's and white acrylic faces with translucent 3M vinyl overlays.

Accent Bar:

The street facing accent bar is internally LED illuminated 1/2" acrylic push-thru with frosted edges with translucent 3M vinyl overlays.

Tenant Panels:

The active tenant sign area consists of aluminum panels with routed-out and show-through copy. Copy/graphics vinyl color, per tenant. Eligible tenants are to be selected by the Landlord.

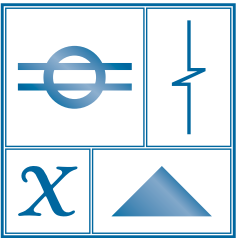
The maximum extent of the tenant letters and/or logo (decoration) shall not exceed that as shown in the exhibits section of this document. Each tenant is required to submit scaled art showing a proposed tenant panel layout for approval by the Landlord.

Quantity:

Four (4), as shown in exhibits section of this document.

Location:

See site plan for precise locations.

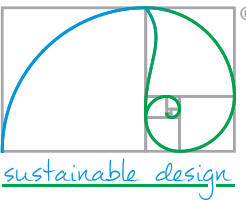


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CLIENT:



PROJECT:

SEQUOIA MALL
Master Sign Program

ADDRESS:

NWC W. Caldwell Ave.
& S. Mooney Blvd.
Visalia, CA 93277

DATE:

09/27/2022

DESIGNER:

K. Bossert

REVISIONS:

REVISIONS:	BY:
R1: 10/25/2022	KB
11/15/2022 A.W.	KB
R2: 12/12/2022	KB
01/05/2023 A.W.	KB
R3: 02/07/2023	KB
03/28/2023	KB

SEQUOIA MALL

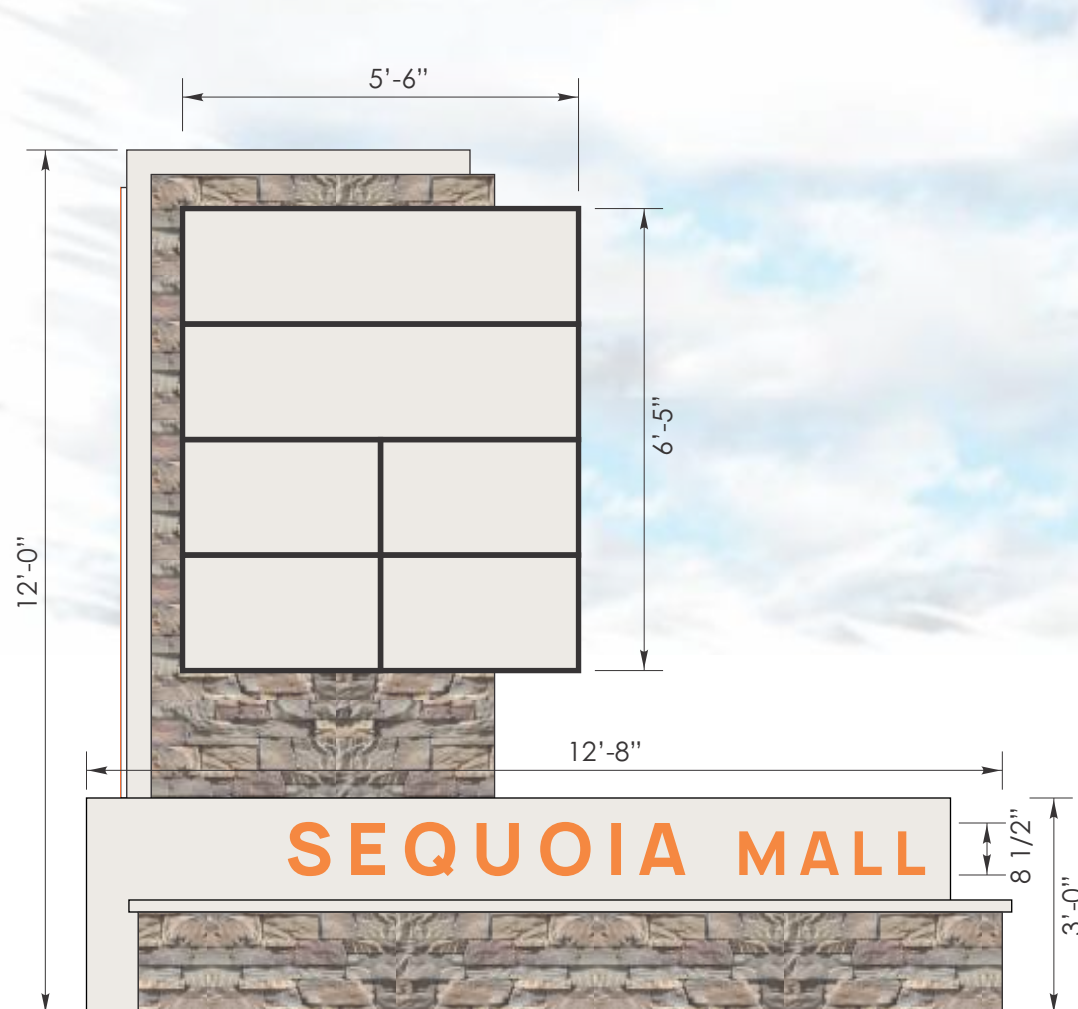
Section ONE

SHEET 2

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PLAN VIEW



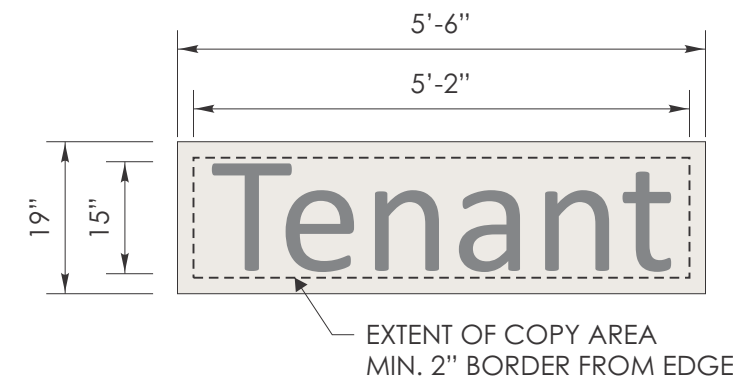
SIGNS TYPE: B.1-B.4 - ENTRY MONUMENT

TENANT SIGN AREA = 35 SQ. FT.

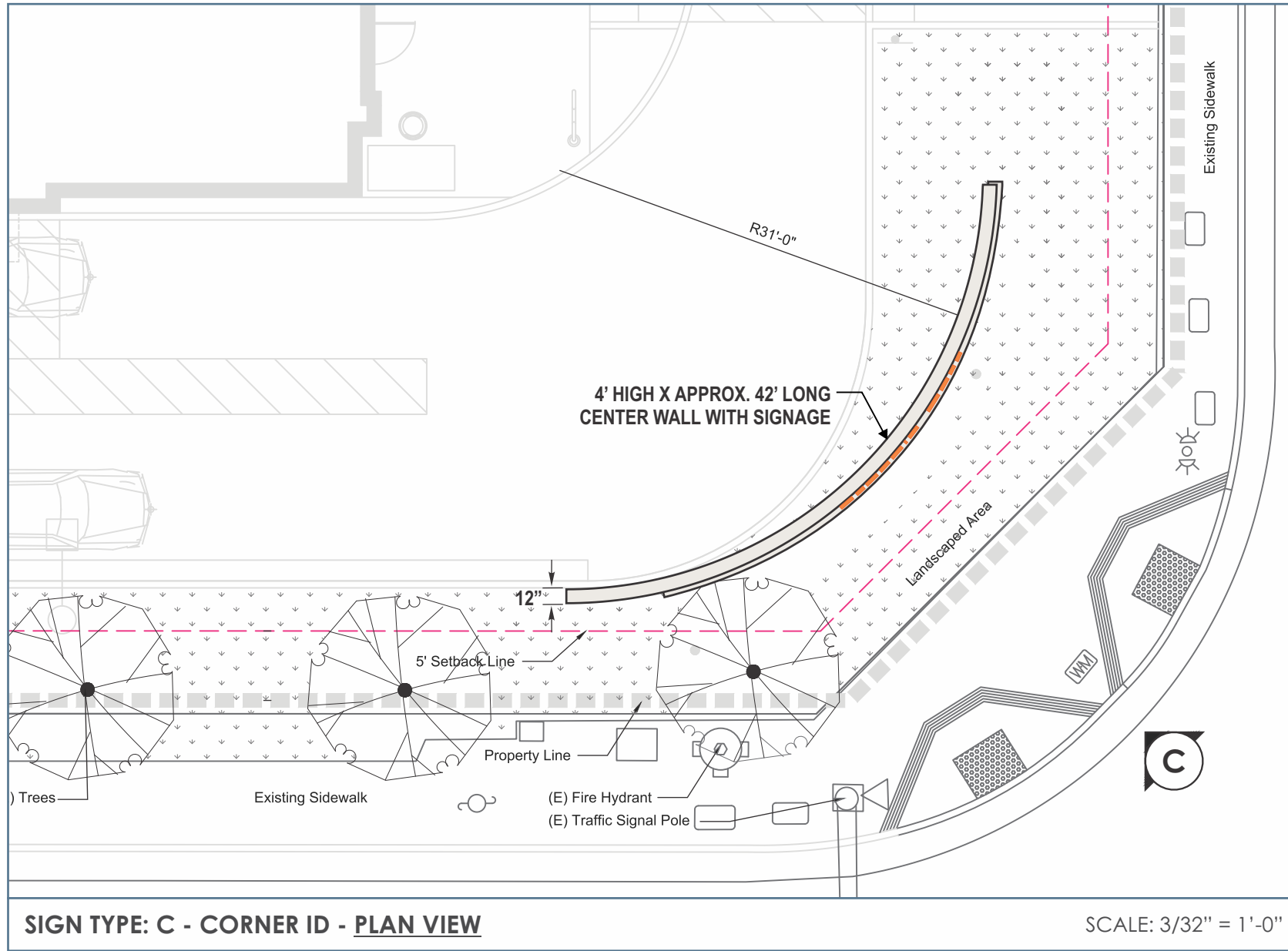


END VIEW

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



EXTENT OF COPY AREA
MIN. 2" BORDER FROM EDGE



SIGN TYPE: C - CORNER ID - PLAN VIEW

SCALE: 3/32" = 1'-0"

SIGN TYPE: C - CORNER ID

Purpose:
Sign type C is intended to identify the project at the corner of Mooney Blvd and Caldwell Ave.

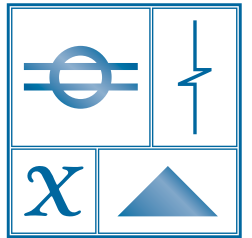
Description:
Sign type C is a single-sided fabricated aluminum structure. A color and finish schedule is provided in the exhibits section of this document for finish details.

Identity Display:
The project identity reading, "Sequoia Mall" are three-inch (3") deep, internally illuminated face-lit letters with LED's and white acrylic faces with translucent 3M vinyl overlays.

Quantity:
One (1), as shown in exhibits section of this document.

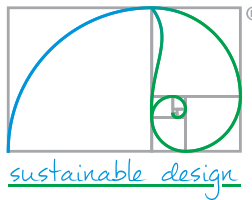
Location:
See site plan for precise locations.

Landscaping:
Done by others.



BLAIR SIGN PROGRAMS

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CLIENT:
PAYNTER
REALTY & INVESTMENTS, INC.

PROJECT:
SEQUOIA MALL
Master Sign Program

ADDRESS:
NWC W. Caldwell Ave.
& S. Mooney Blvd.
Visalia, CA 93277

DATE:
09/27/2022

DESIGNER:
K. Bossert

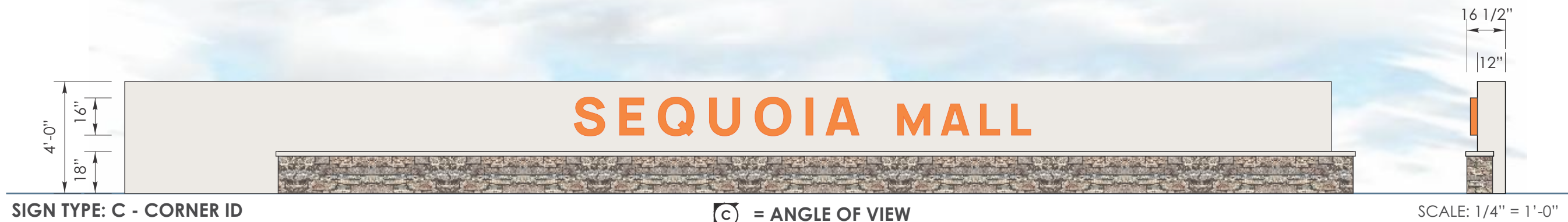
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R1: 10/25/2022	KB
11/15/2022 A.W.	KB
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01/05/2023 A.W.	KB
R3: 02/07/2023	KB
03/28/2023	KB

SEQUOIA MALL

Section ONE

SHEET 3

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SIGN TYPE: C - CORNER ID

C = ANGLE OF VIEW

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



1
SW 7004
"Snowbound"



2
CORONADO
STONE VENEER
"Old World Ledge
- Monarch"

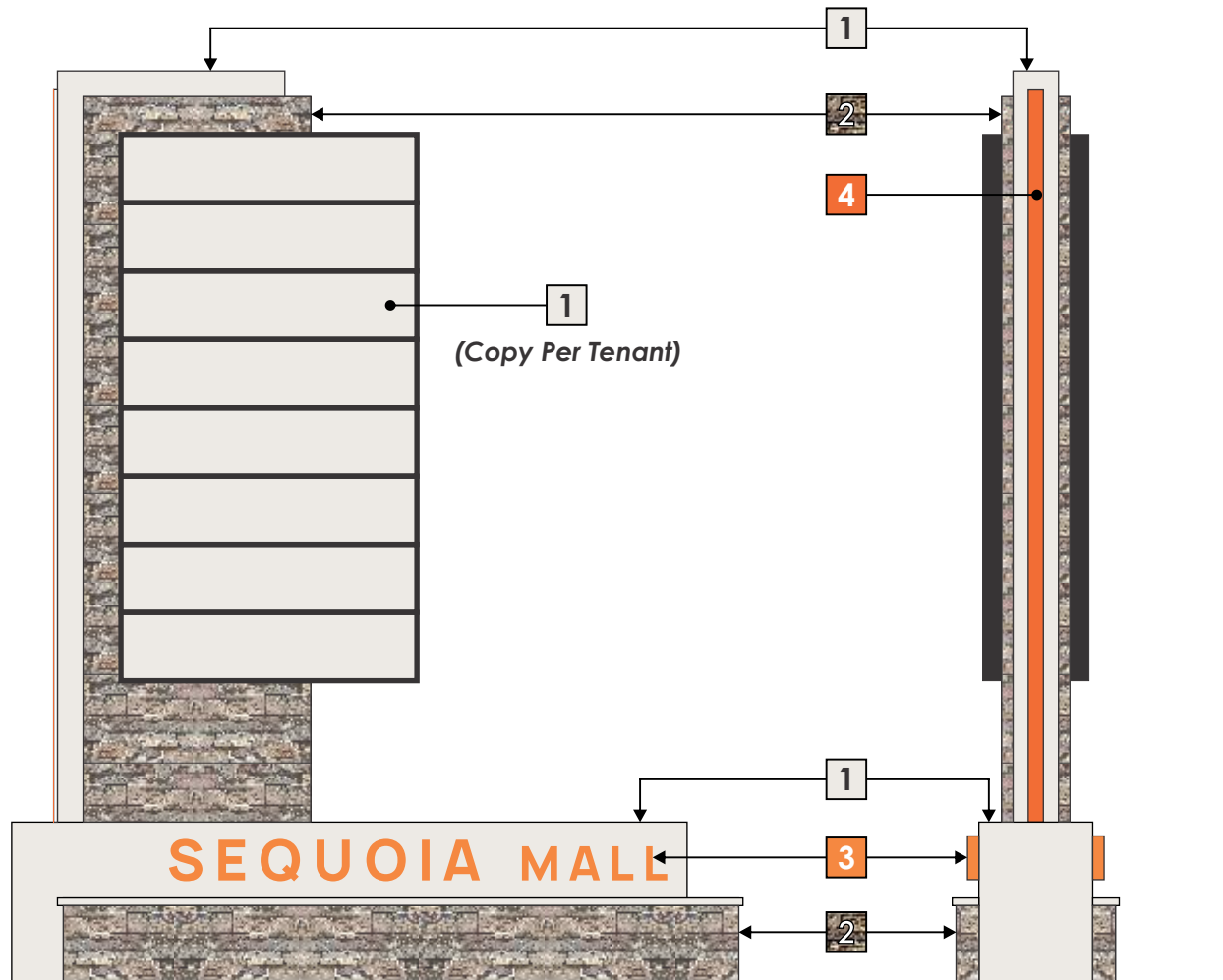


3
Translucent Vinyl:
3M 3630-84
"Tangerine"

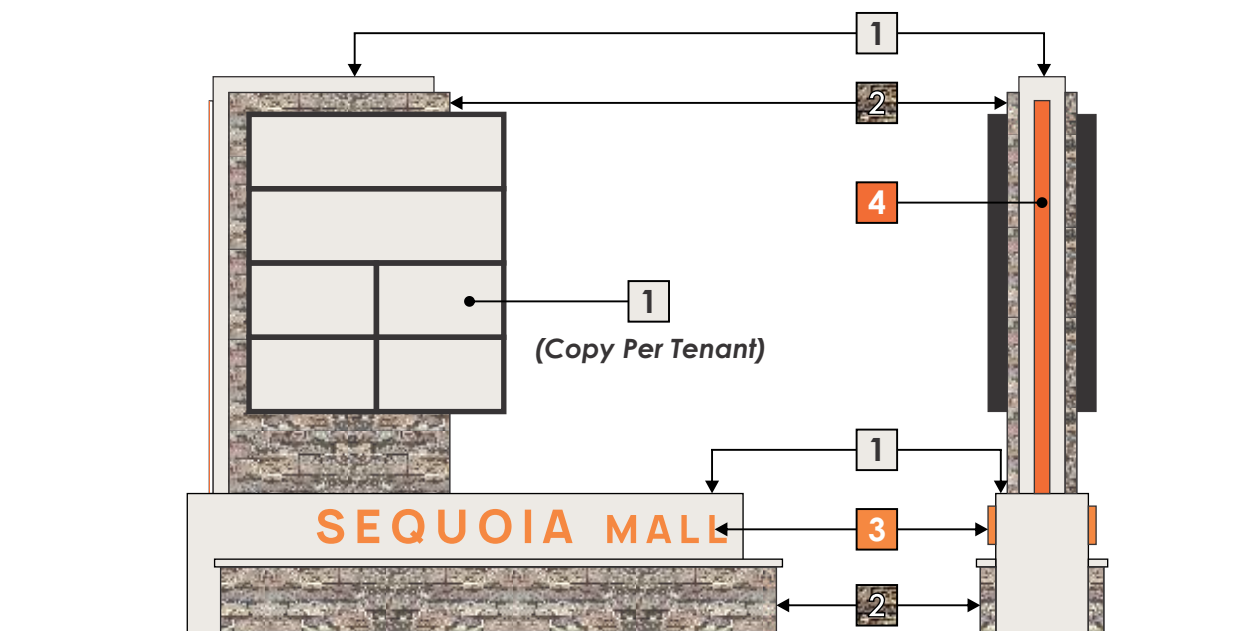


4
Translucent Vinyl:
3M 3630-44
"Orange"

COLOR SCHEDULE



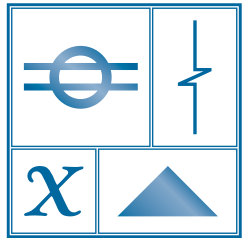
SIGN TYPE A



SIGN TYPE B

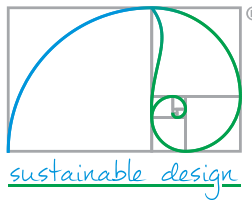


SIGN TYPE C



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CLIENT:



PROJECT:
SEQUOIA MALL
Master Sign Program

ADDRESS:
NWC W. Caldwell Ave.
& S. Mooney Blvd.
Visalia, CA 93277

DATE:
09/27/2022

DESIGNER:
K. Bossert

REVISIONS:	BY:
R1: 10/25/2022	KB
11/15/2022 A.W.	KB
R2: 12/12/2022	KB
01/05/2023 A.W.	KB
R3: 02/07/2023	KB
03/28/2023	KB

SEQUOIA MALL

Section ONE

SHEET 4

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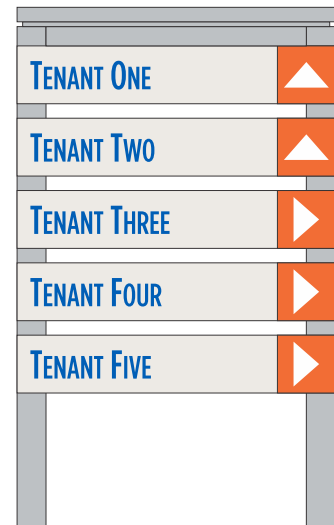
Section TWO

WAYFINDING:
SEQUOIA MALL

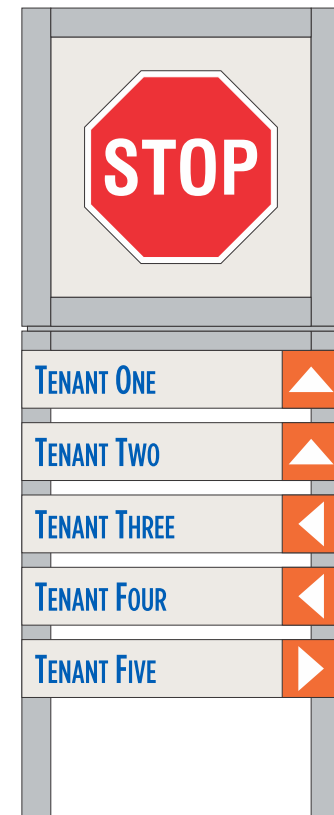
- Site Plan
- Signs Type D
- Signs Type E
- Signs Type F
- Rideshare
- Color/Finish Schedule



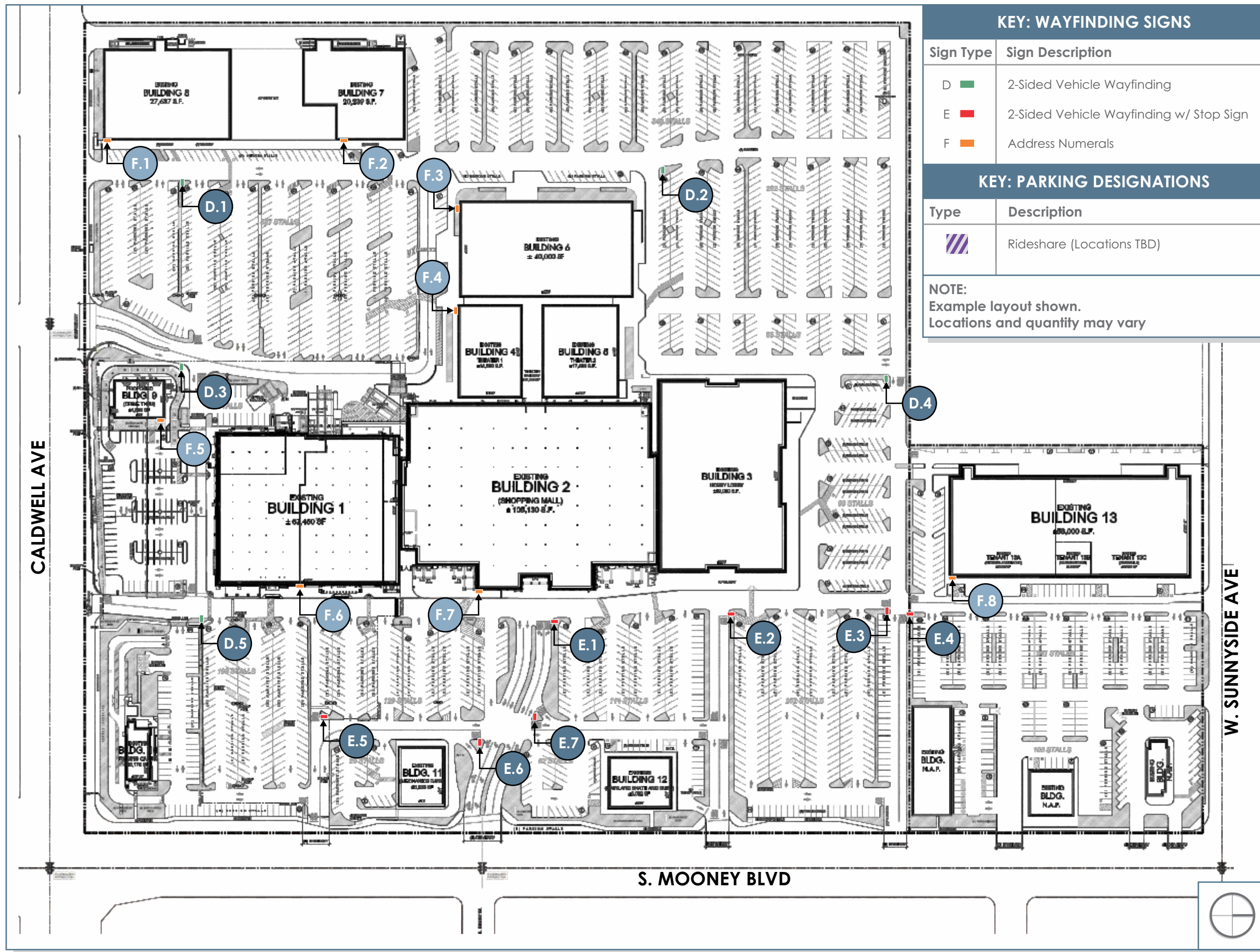
SIGNS TYPE: F - ADDRESS NUMERALS






SIGNS TYPE: D - 2-SIDED VEHICLE WAYFINDING




SIGNS TYPE: E - 2-SIDED VEHICLE WAYFINDING W/ STOP SIGN



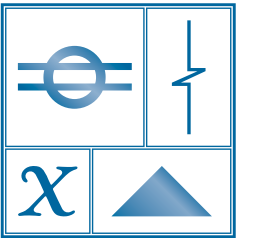
KEY: WAYFINDING SIGNS

Sign Type	Sign Description
D 	2-Sided Vehicle Wayfinding
E 	2-Sided Vehicle Wayfinding w/ Stop Sign
F 	Address Numerals

KEY: PARKING DESIGNATIONS

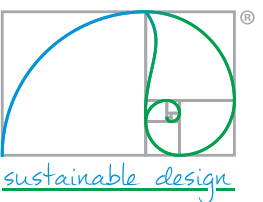
Type	Description
	Rideshare (Locations TBD)

NOTE:
Example layout shown.
Locations and quantity may vary



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CLIENT:

PAYNTER
REALTY & INVESTMENTS, INC.

PROJECT:
SEQUOIA MALL
Master Sign Program

ADDRESS:
NWC W. Caldwell Ave.
& S. Mooney Blvd.
Visalia, CA 93277

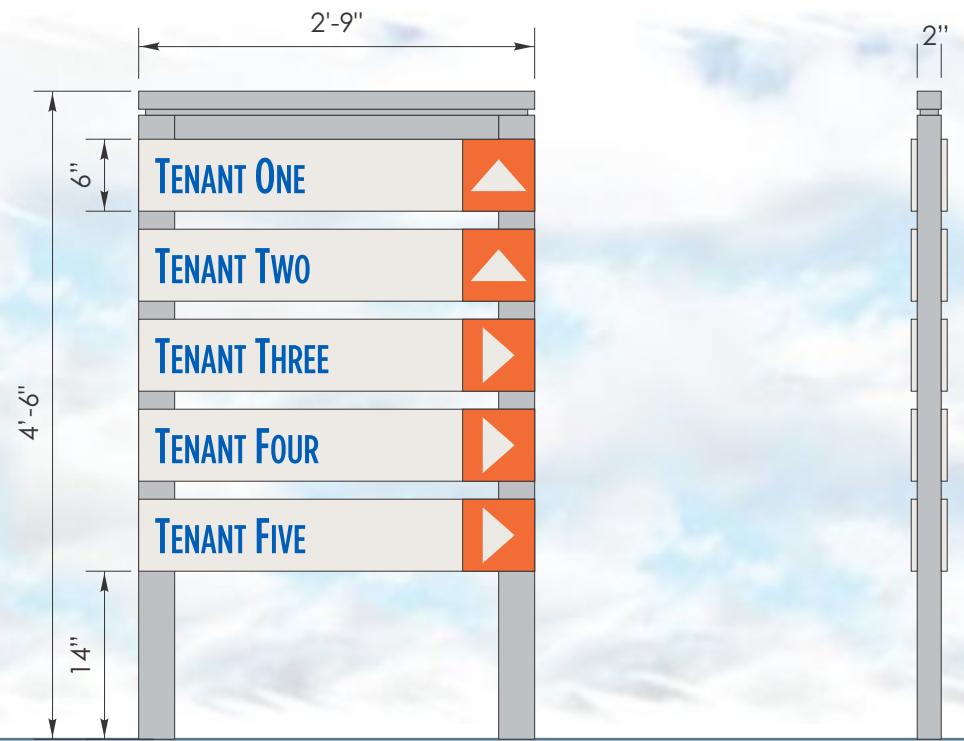
DATE:
09/27/2022

DESIGNER:
K. Bossert

REVISIONS:	BY:
R1: 10/25/2022	KB
11/15/2022 A.W.	KB
R2: 12/12/2022	KB
01/05/2023 A.W.	KB
R3: 02/07/2023	KB
03/28/2023	KB

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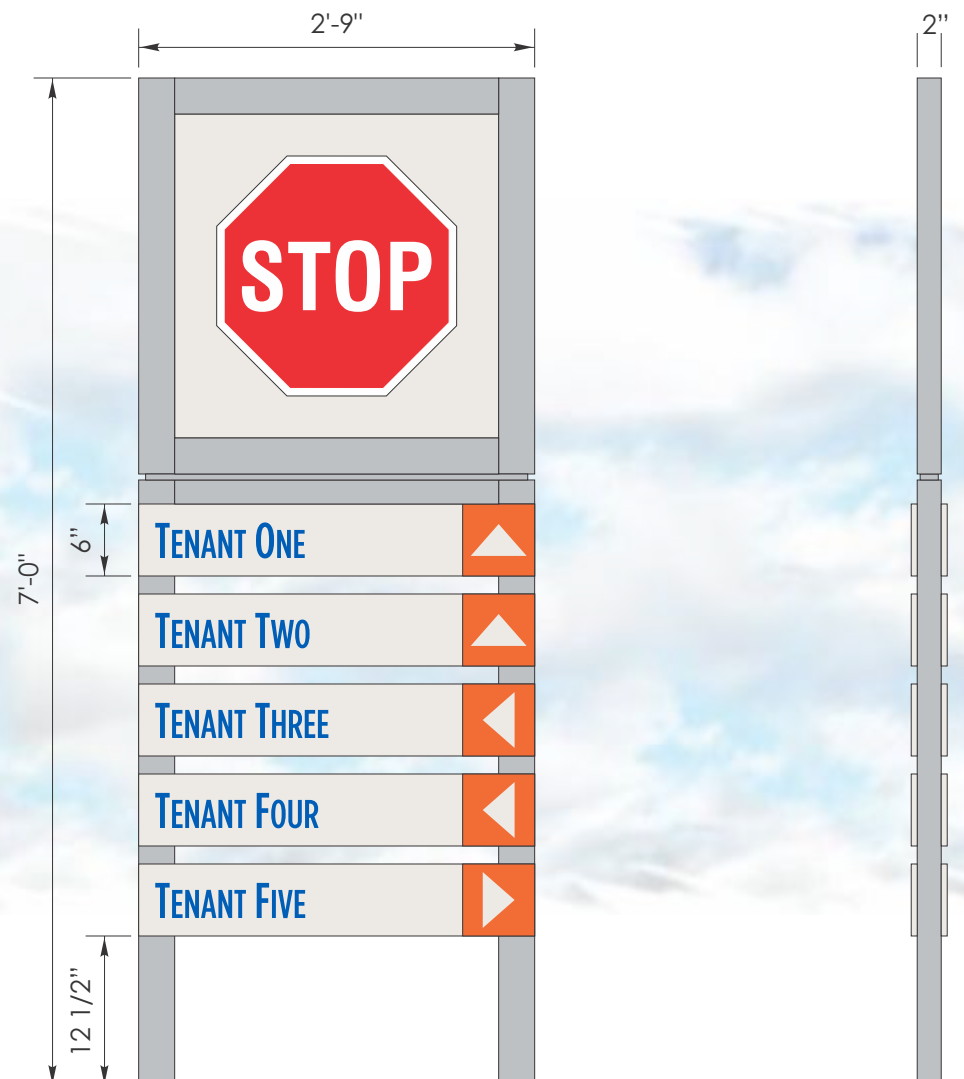
Section TWO
SITE PLAN



SIGNS TYPE: D - 2-SIDED VEHICLE WAYFINDING

END VIEW

SCALE: 3/4" = 1'-0"



SIGNS TYPE: E - 2-SIDED VEHICLE WAYFINDING W/ STOP SIGN

END VIEW

SCALE: 3/4" = 1'-0"

SIGNS TYPE: D/E - VEHICLE WAYFINDING

Purpose:

Signs type D and E are designed to provide vehicle wayfinding throughout the project and to identify desired destinations.

Description:

These displays are non-illuminated, single and double-sided post and panel displays. The body, panels and structure are to be fabricated aluminum. The message panels are individual and dimensional with 3M 680-14 "orange" reflective vinyl directional arrows.

Tenant Copy:

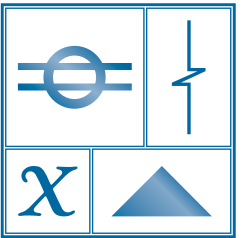
The tenant copy uses 3M 680-76 "light blue" reflective vinyl. The tenant copy will be consistent color and font from one panel to the next.

Quantity:

TBV.

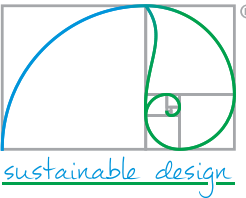
Location:

See site plan for precise locations and orientation.



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DATE:

09/27/2022

DESIGNER:

K. Bossert

REVISIONS:

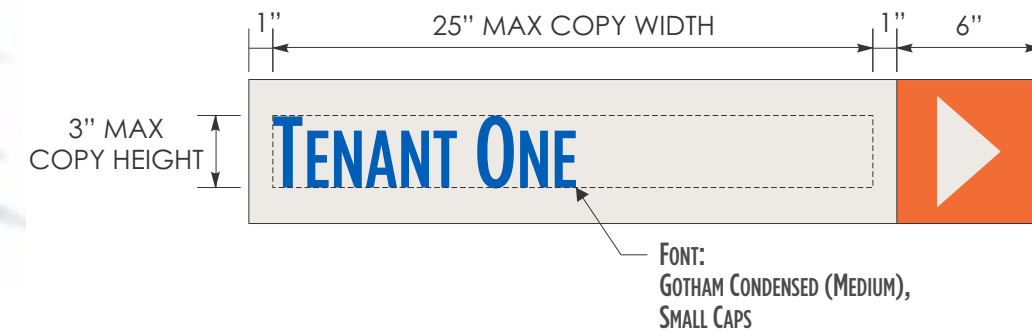
REVISIONS:	BY:
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R3: 02/07/2023	KB
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Section TWO

SHEET 1

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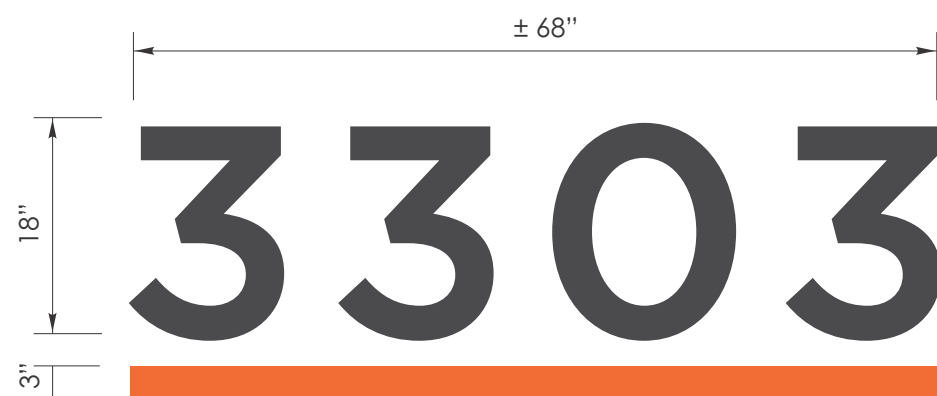


FONT:
GOTHAM CONDENSED (MEDIUM),
SMALL CAPS



ELEVATION (TYPICAL)

SCALE: 3/16" = 1'-0"



SIGNS TYPE: F - ADDRESS NUMERALS (TYPICAL)



END VIEW

SCALE: 3/4" = 1'-0"

SIGNS TYPE: F - ADDRESS NUMERALS

Purpose:

To identify the building address for first responders and to augment vehicle & pedestrian way-finding within the project.

Description:

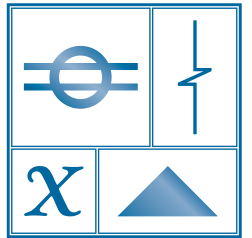
The address numerals are three-inch (3") deep, internally illuminated face-lit letters with LED's and white acrylic faces with translucent 3M vinyl overlays.

Quantity:

TBV

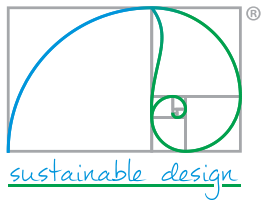
Location:

Preferred location: justified upper left on parapet of required elevation as per typical elevation shown in exhibits section of this document.



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DATE:

09/27/2022

DESIGNER:

K. Bossert

REVISIONS:

REVISIONS:	BY:
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01/05/2023 A.W.	KB
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SEQUOIA MALL

Section TWO

SHEET 2



EXAMPLE SHOWN

RIDESHARE

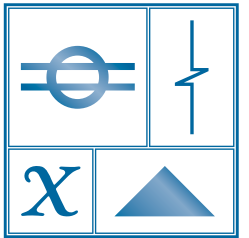
Purpose:
Intended to designate pick-up and drop-off locations for ride-share to and from the project.

Description:
The installed rideshare sign is double-sided or single-sided, non-illuminated, post & panel notice sign. The post is galvanized steel and the message panel is aluminum. The portable rideshare sign is a non-illuminated, double-sided, molded plastic "sandwich board".

Copy/Message:
Per landlord.

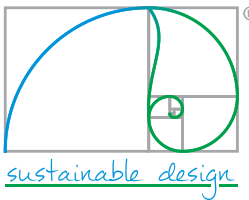
Quantity:
To be assigned by landlord.

Location:
To be assigned by landlord.



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DESIGNER:
K. Bossert

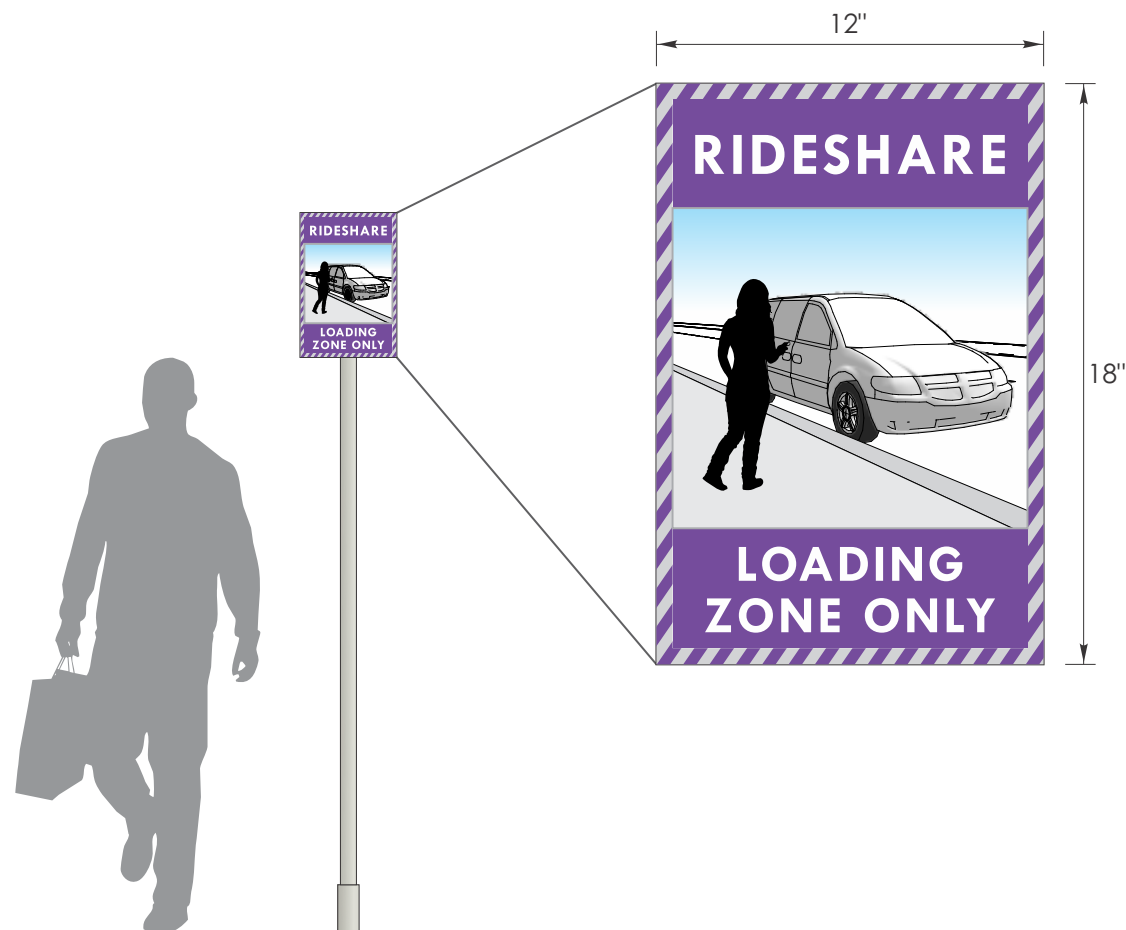
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R2: 12/12/2022	KB
01/05/2023 A.W.	KB
R3: 02/07/2023	KB
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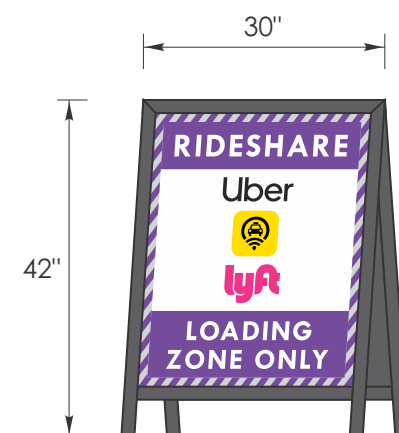
Section TWO

SHEET 3

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RIDESHARE (INSTALLED)



RIDESHARE (PORTABLE)

SCALE: 1/2" = 1'-0"



1
SW 7004
"Snowbound"



2
SW 6254
"Lazy Gray"



3
Reflective Vinyl:
3M 680-76
"Light Blue"



4
Reflective Vinyl:
3M 680-14
"Orange"

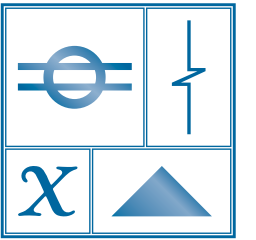


5
Translucent Vinyl:
3M 3630-44
"Orange"



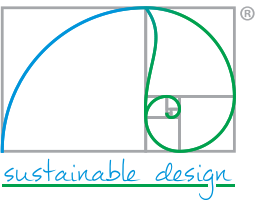
6
Perforated Vinyl:
"Charcoal"

COLOR SCHEDULE



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09/27/2022

DESIGNER:
K. Bossert

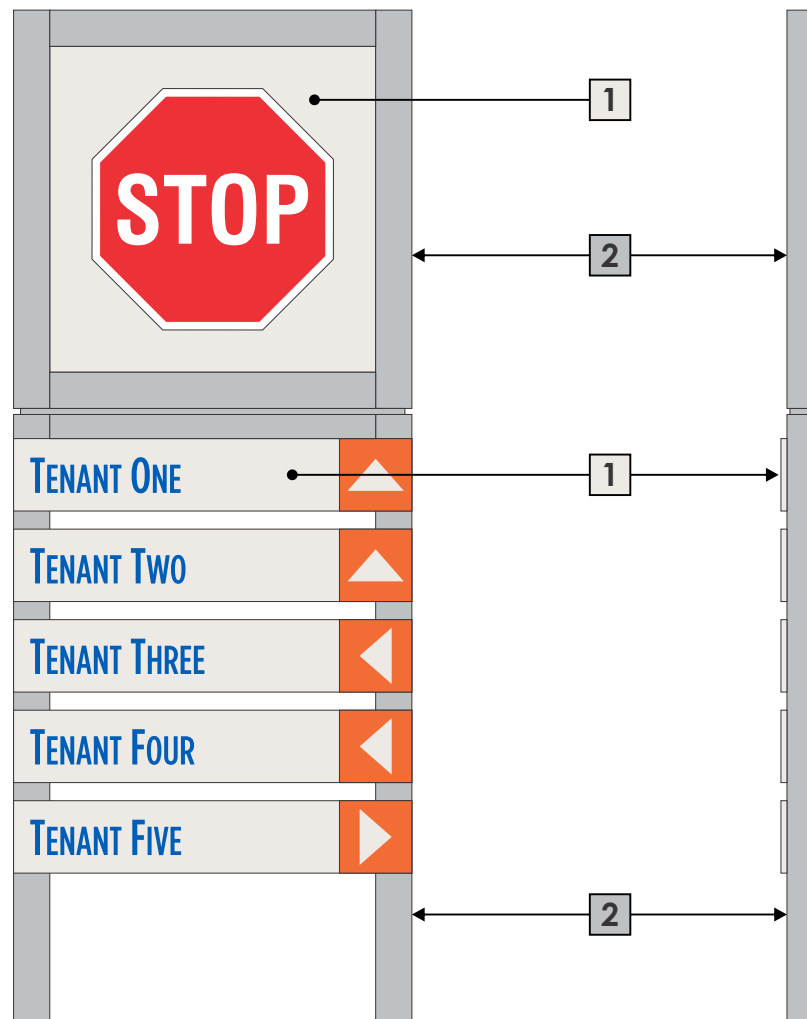
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R1: 10/25/2022	KB
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01/05/2023 A.W.	KB
R3: 02/07/2023	KB
03/28/2023	KB

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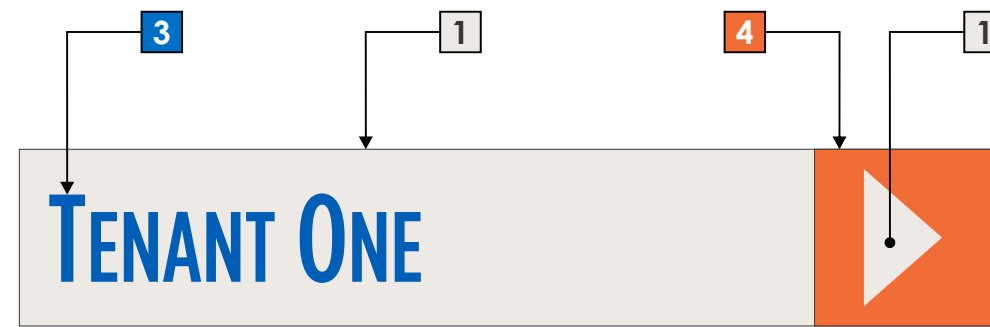
Section TWO

SHEET 4

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SIGN TYPE D/E



SIGN TYPE D/E TENANT PANEL DETAIL



SIGN TYPE F

Section THREE

TENANT SIGN CRITERIA: SEQUOIA MALL

- Tenant Sign Criteria
- Site Plan
- Tenant Elevations

SECTION III: Tenant Sign Criteria

A. Design Submittals & Guidelines

1. It is expected that professional designers will prepare artwork for all tenants and that such artwork will include;

- site plan
- scaled drawings, relevant elevations and proposed sign area
- detailed specifications, construction and install methods
- color representations
- use of LED illumination for all signs must be specified.

Note: Material and/or finish samples may also be required at the Landlord's option.

2. Submittals will be made to the Landlord for approval, and after receiving approval of the Landlord, the applicant shall then submit to the City of Visalia for a sign permit and in accordance with this document. Any work done without required approvals will be considered non-conforming and subject to removal.

3. It is intended that each tenant uniquely express its identity and location with the use of a creative and imaginative sign design, within the boundaries of the guidelines set forth in this document. Visual interest is central to the design of each sign type with the goal of creating a visually interesting experience.

4. Each tenant submittal must consider the design of its adjoining tenant and design elements. The same, or noticeably similar, design repeated by adjoining tenants is not allowed.

5. Each sign design shall be considered for approval on a case-by-case basis by the Landlord. The Landlord reserves the right to refuse acceptance of any design for aesthetic compliance with the theme of the project, as interpreted by the Landlord

B. Tenant Display Guidelines

Tenants shall be allowed to display sign(s) on each elevation that faces into the project or to a public right-of-way. See exhibits in this section for example layouts. Tenants, selected by the landlord, may display their identities on one or more of the ground signs described in the Common Area section of this document.

1. *Display(s) Allowed, Primary Elevation (main retail entry):*

- One (1) identity display
- Four (4) Ancillary Sign(s) / for tenants occupying 15,000 square feet or more only
- One (1) under-canopy or projecting blade sign, but not both, within 6' of entry
- One (1) plaque sign
- One (1) window identity

2. *Display(s) Allowed, Secondary Elevation(s) (side and/or rear):*

- One (1) identity display
- One (1) window identity

3. *Display Size Allowed:*

- Primary Elevation: 2 square feet per 1 lineal foot of building frontage, max 250 square feet; combined area including identity display and ancillary signs
- Secondary Elevation(s): 2 square feet per 1 lineal foot of building frontage, max 100 square feet

4. *Display Width Allowed:*

The overall width for each sign shall not exceed 80% of the width of the leasehold or area between architectural elements where the sign(s) is to be displayed.

5. *Display Placement:*

Displays must be placed on the adjoining wall of the tenants lease space, walls declared as common area excepted. A minimum vertical and horizontal space of six inches (6") must be maintained between the extent of a display and any significant architectural element such as fascia columns or change of finish materials, excluding expansion lines or unless otherwise approved by the Landlord. A display must be placed primarily below the roofline.

6. *Sign Type Construction/Illumination allowed for identity display and ancillary signs:*

- Face-lit channel letters
- Halo-illuminated channel letters
- Face-lit logo cabinets (not to exceed an area greater than 40% of the overall display)

7. *Other sign types allowed:* See Section IV: Tenant Sign Types

8. *Display Calculation:*

A geometric shape, up to 8 right-angles that encloses each word or graphic element shall be used for determining the sign area. Decorative and/or architectural design elements, if used for background, will not be used to calculate sign area. (See exhibits in this section for example)

SECTION III: Tenant Sign Criteria

C. General Requirements

1. No manufacturer or sign company decals may be visibly displayed on any tenant sign. All required UL and/or permit labels shall be placed on top surface of any sign or display so as to not be visible from the pedestrian path-of-travel. Manufacturer labels are not allowed.
2. All penetrations of any building structure required for sign installation shall be neatly sealed and continuously maintained in watertight condition.
3. All contractors for installation, removal or service must be fully licensed and provide the Landlord with certificates of insurance prior to commencing any work.
4. Sign removals shall include the patching and repairing of entire work areas plus the repainting of any "ghosted" areas or as directed by the Landlord. Tenant shall reimburse the Landlord if the Landlord or its agent performs removal and/or repair.
5. Should the tenants' sign or signs require repair or maintenance the tenant is required to perform such action within five (5) days of written notice from the Landlord, or the Landlord at its option, may bill the tenant for such work as required.
6. Hours of operation/illumination of all illuminated signs shall be approved by the Landlord.
7. Existing tenant signs, installed prior to date of adoption of this document by the City of Visalia, shall be allowed to remain "as is". New signs and/or replacement signs must comply with the Criteria set forth by this document.

D. Restrictions & Prohibitions

1. Conformance to the guidelines for signs will be strictly enforced. All non-conforming or unapproved signs are strictly forbidden.
2. Tenant shall not place, construct, or maintain on the premises any advertisement media, including, without limitation, searchlights, flashing lights, loudspeakers, sound systems, or any other similar visual or audio media without Landlord's consent. Tenant shall not solicit business in, on, or about the project identity areas, or distribute handbills or other advertising or promotional media in, on, or about the project identity areas.
3. Any sign or tenant name on a parked vehicle parked for duration of time that in the Landlord's sole judgment indicates its use for the purpose of advertising a particular Tenant, service or product is prohibited.

E. Prohibited Signs & Materials

1. Vacuum-formed or injection-molded plastic signs (except for use with logos).
2. Cabinet or standard "can type" signs with illuminated translucent backgrounds, other than approved logo cabinet signs.
3. Temporary or "sales" signs attached to storefront.
4. Paper, cardboard and Styrofoam signs.
5. Internally illuminated (face lit) awnings.
6. Signs of any kind not specifically allowed by this document.
7. Signs or displays deemed unsuitable by the Landlord.

F. Electrical & Illumination

1. All fabrication and installation shall comply with all Underwriters Laboratories requirements and all applicable building codes. All components shall bear the U.L. label indicating approval and be installed by a licensed contractor.
2. All conductors, transformers, ballasts and other equipment shall be concealed.
3. Primary electric service to all Tenant building signs shall be placed on the Tenant's electric service. Tenants may be required to provide time clocks and photocells for use in conjunction with the electric service each sign.
4. No visible raceways.

G. Exceptions

Exceptions must be submitted to Landlord in advance for consideration. The Landlord reserves the right to make specific exceptions that it deems will enhance the quality of the project and that are in keeping with the purpose and intent of this document. Requests for exceptions that are denied approval by the Landlord may be resubmitted for consideration after a period of twelve (12) months from date of notification of denial. All requests for exceptions shall be submitted to the community planning department for approval upon written approval by landlord.

SECTION III: Tenant Sign Criteria

H. Definition of Terms

1. Primary Elevation:

The main retail entry of the tenants building designated as primary.

2. Secondary Elevation(s):

The side and/or rear sides of the tenants building, other than primary.

3. Identity Display:

A display that identifies and brands the tenants place of business by use of their name and/or logo/tagline.

4. Logo Cabinet:

A sign cabinet that consists of a trademark logo or specific identity.

5. Tag Line:

Descriptive words or slogan that is affiliated with the brand.

6. Ancillary Sign:

A display in support of the tenant brand with unique features about the tenant. Also, it may be to identify a "shop within a shop" (for example: a bank or coffee shop inside the building of the primary tenant).

7. Channel Letters:

An identity display made up of individual dimensional letters.

8. Accessory Signs:

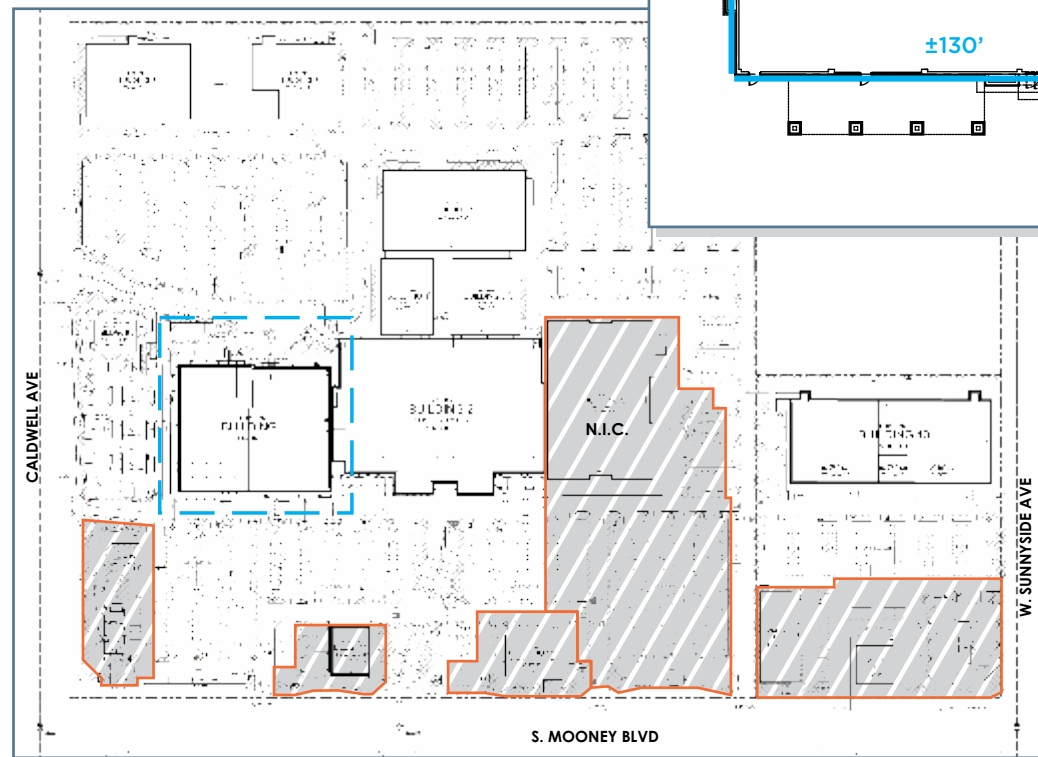
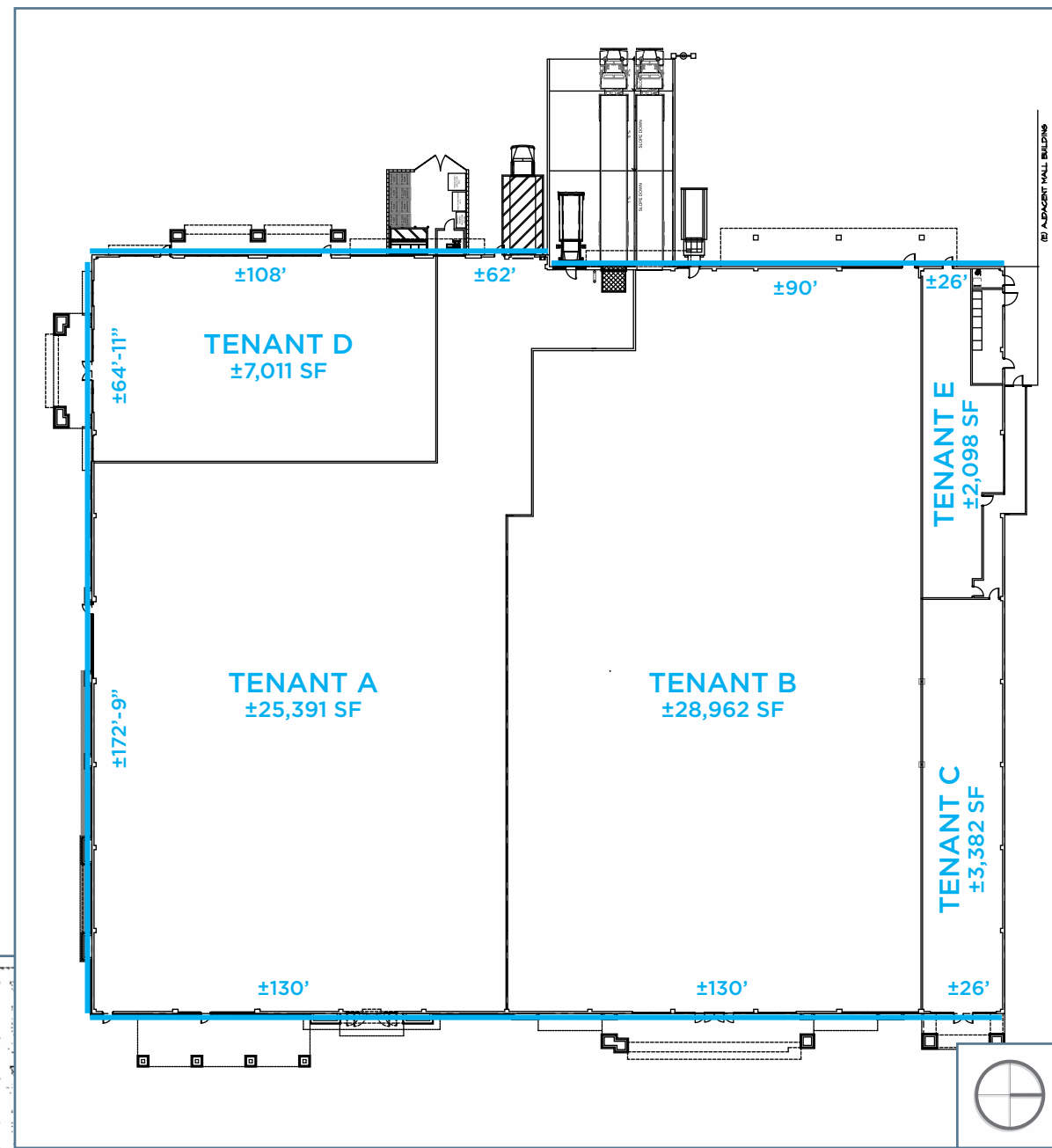
Pedestrian level signage that is either projecting or constructed as a plaque near the primary entrance.

9. Window Posters:

Printed or digital, framed and mounted displays facing out of a window.

10. Window Identity:

Tenant identity display of ID and/or graphic design placed on a window, second surface.



KEY

= Eligible Elevations

= Sign Area

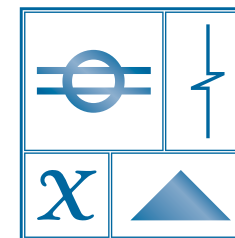
NOTE:
- LEASING PLAN WILL VARY OVER TIME

DISPLAY AREA: EXAMPLE CALCULATIONS

EXAMPLE 1

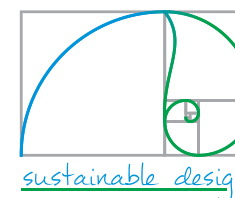
EXAMPLE 2

A geometric shape, up to 8 right-angles that encloses each word or graphic element shall be used for determining the sign area.



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DESIGNER:
K. Bossert

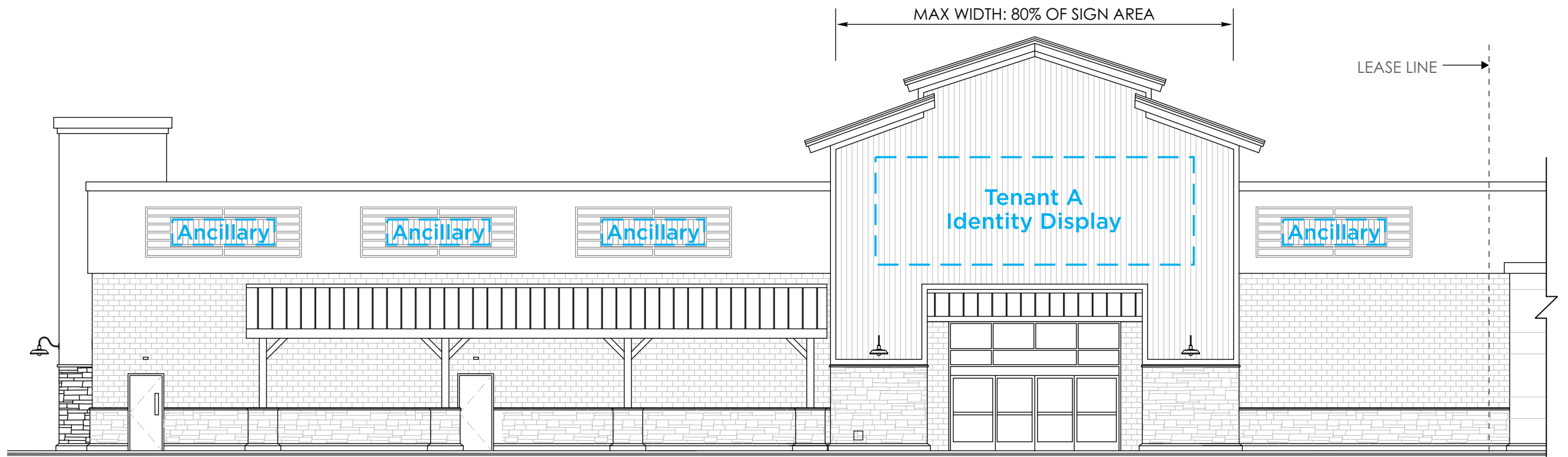
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SEQUOIA MALL

Section THREE

SITE PLAN

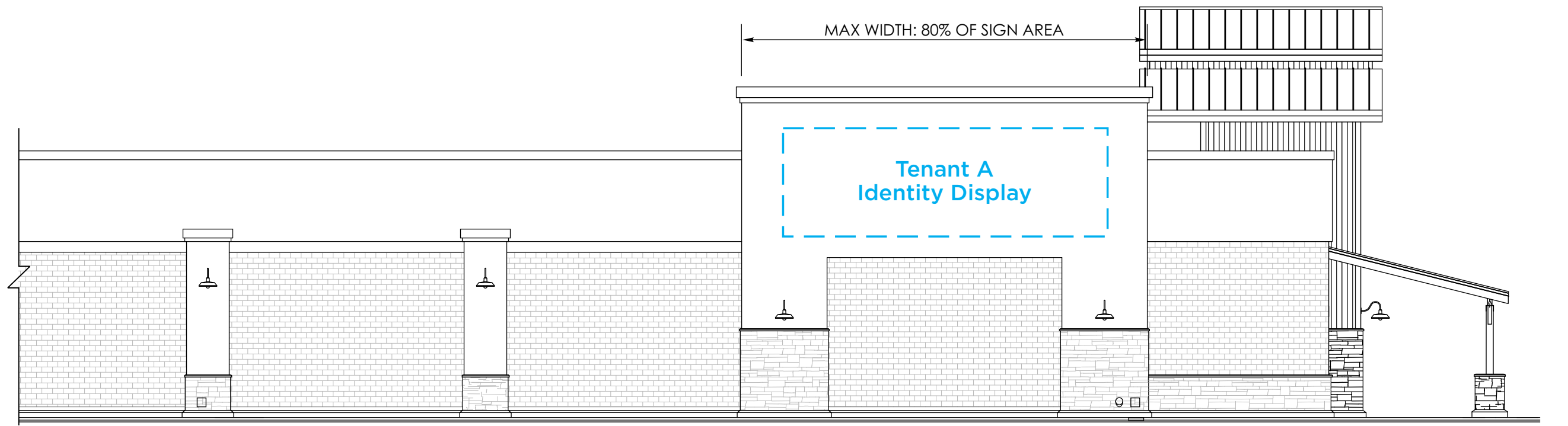
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TENANT A (PRIMARY) / PARTIAL EAST ELEVATION

ALLOWED: 2 SQ. FT. PER 1 LINEAL FOOT / MAX 250 SQ. FT. COMBINED AREA

SCALE: 3/32" = 1'-0"



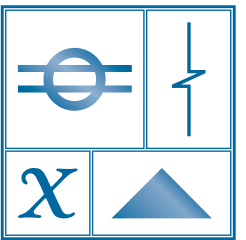
TENANT A (SECONDARY) / PARTIAL SOUTH ELEVATION

ALLOWED: 2 SQ. FT. PER 1 LINEAL FOOT / MAX 100 SQ. FT.

SCALE: 3/32" = 1'-0"

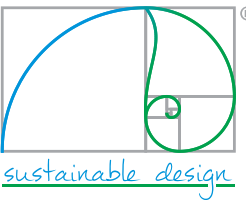
NOTE: EXAMPLE LAYOUT SHOWN, ACTUALS MAY VARY

TENANT ELEVATIONS



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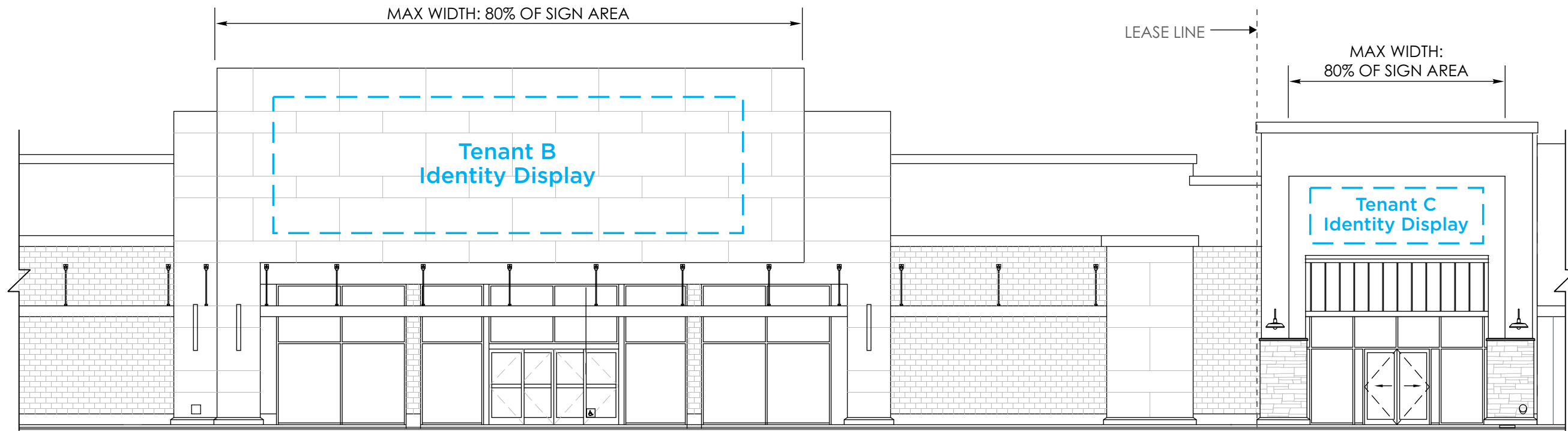
REVISIONS:	BY:
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01/05/2023 A.W.	KB
R3: 02/07/2023	KB
03/28/2023	KB

SEQUOIA MALL

Section THREE

SHEET 1

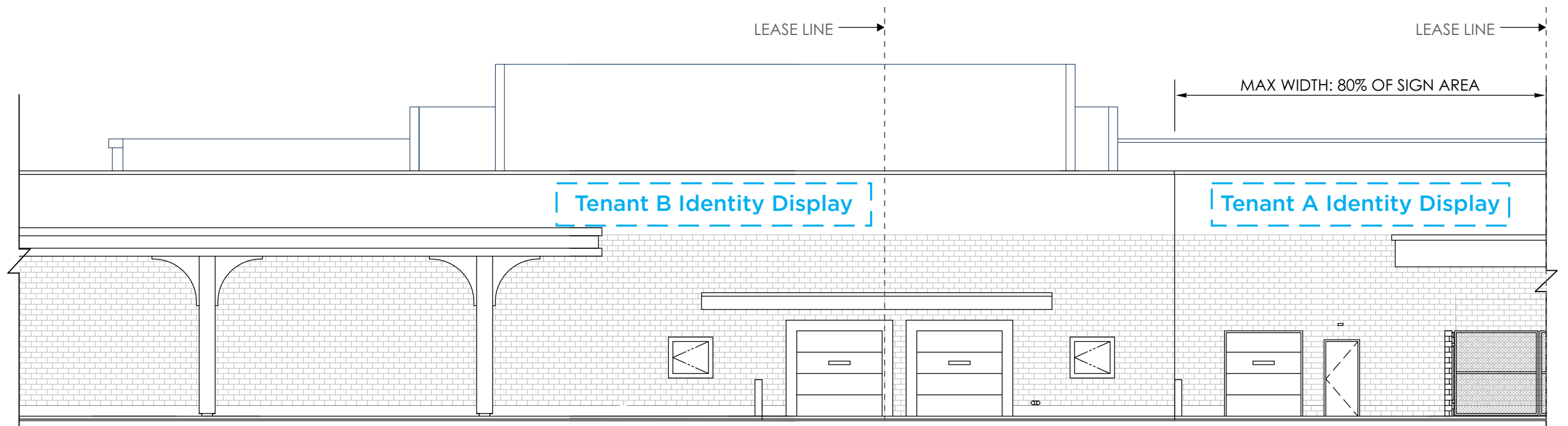
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TENANT B & C (PRIMARY) / PARTIAL EAST ELEVATION

ALLOWED: 2 SQ. FT. PER 1 LINEAL FOOT / MAX 250 SQ. FT. COMBINED AREA

SCALE: 3/32" = 1'-0"



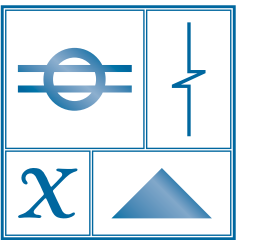
TENANT A & B (SECONDARY) / PARTIAL WEST ELEVATION

ALLOWED: 2 SQ. FT. PER 1 LINEAL FOOT / MAX 100 SQ. FT.

SCALE: 3/32" = 1'-0"

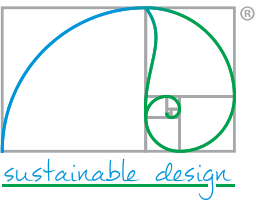
NOTE: EXAMPLE LAYOUT SHOWN, ACTUALS MAY VARY

TENANT ELEVATIONS



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DESIGNER:
K. Bossert

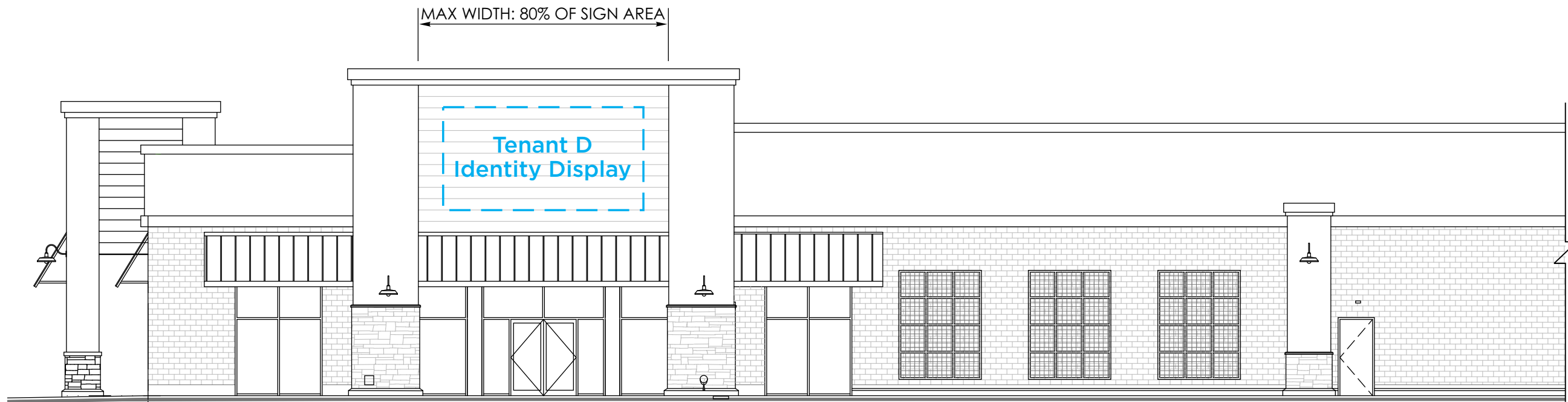
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Section THREE

SHEET 2

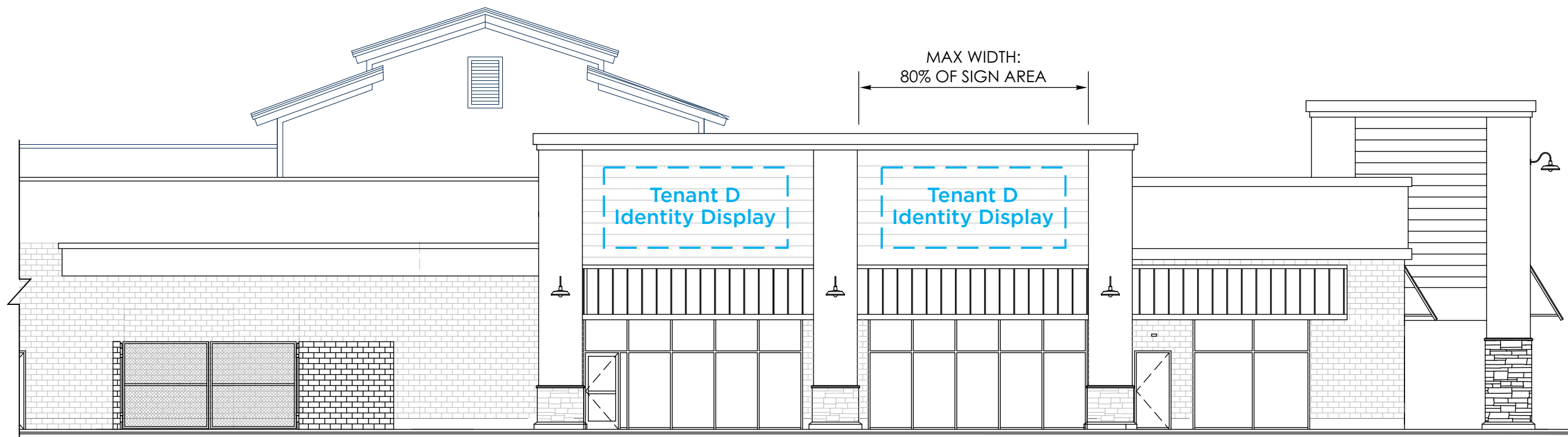
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TENANT D (PRIMARY) / PARTIAL SOUTH ELEVATION

ALLOWED: 2 SQ. FT. PER 1 LINEAL FOOT / MAX 250 SQ. FT. COMBINED AREA

SCALE: 3/32" = 1'-0"



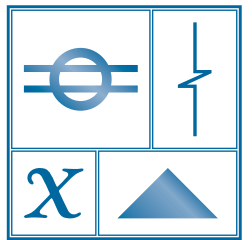
TENANT D (SECONDARY) / PARTIAL WEST ELEVATION

ALLOWED: 2 SQ. FT. PER 1 LINEAL FOOT / MAX 100 SQ. FT.

SCALE: 3/32" = 1'-0"

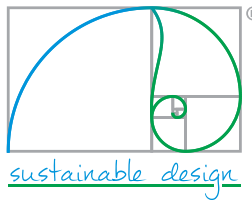
NOTE: EXAMPLE LAYOUT SHOWN, ACTUALS MAY VARY

TENANT ELEVATIONS



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CLIENT:



PROJECT:
SEQUOIA MALL
Master Sign Program

ADDRESS:
NWC W. Caldwell Ave.
& S. Mooney Blvd.
Visalia, CA 93277

DATE:
09/27/2022

DESIGNER:
K. Bossert

REVISIONS:	BY:
R1: 10/25/2022	KB
11/15/2022 A.W.	KB
R2: 12/12/2022	KB
01/05/2023 A.W.	KB
R3: 02/07/2023	KB
03/28/2023	KB

SEQUOIA MALL

Section THREE

SHEET 3

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Section FOUR

TENANT DISPLAY TYPES: SEQUOIA MALL

- Tenant Display Type Guidelines
- Exhibits/Examples

SECTION IV: Tenant Display Types - All Tenants

This section provides a selection of individual sign designs based upon their location, orientation and purpose. Illustrations of each sign type are provided in this section. Construction drawings to be provided by tenant, or, tenants' representative.

A. Channel Letters-Internally Illuminated (LED's)

- Face-lit channel letters
Fabricated aluminum bodies with translucent faces, five inches deep with LED illumination, either self-contained or with remote power supplies. No visible wireways or raceways allowed except as a base for ledge-mount letters.
- Halo-illuminated channel letters
Fabricated aluminum bodies and faces with clear acrylic backs, 3 inches deep with LED illumination, either self-contained or with remote power supplies. No visible wireways or raceways allowed except as a base for ledge-mount letters.
- Face-lit logo cabinets and/or accessory signs (not to exceed an area greater than 40% of the overall display) Fabricated aluminum bodies with translucent faces, five inches deep with LED illumination, either self-contained or with remote power supplies. No visible wireways or raceways allowed except as a base for ledge-mount displays.
- Ledge-mounted channel letters
Fabricated aluminum bodies with translucent faces (or opaque faces in cases of halo-lit letters), five inches deep with LED illumination, either self-contained or with remote power supplies. No visible wireways or raceways allowed except as a base for ledge-mount letters.

B. Accessory Signs: Under-Canopy/ Projecting Blade / Wall Plaques

1. All under-canopy and projecting blade signs shall be installed at right angles to the public path-of-travel as shown in the exhibits section of this document. Under-canopy, blade signs and wall plaques shall be located on the tenant's primary elevation.
2. The under-canopy/projecting blade signs are to be non-illuminated 2" deep fabricate aluminum construction with dimensional graphic/copy. Wall plaques are to be non-illuminated.
3. The maximum sign area is six square feet (6 sq. ft.). The copy/graphics area must maintain a border of 2" from the edge of the sign and as indicated in the exhibits section of this document.
4. Refer to the exhibits section for approved examples of sign types allowed, construction and illumination methods, layouts and locations. Various shapes are allowed so long as they are within the size restrictions, visual interest is the key element.

C. Window Posters: Static and/or Digital

1. Each window poster display shall not exceed 40% of the window pane area upon which the poster is to appear, up to a maximum of twenty (20) sq. ft. A maximum of two (2) poster displays are allowed on each eligible elevation.
2. The posters must be installed to the interior side of the glazing (second surface).
3. Static posters (print) must be professionally framed/mounted and may not be taped to the glazing. Dynamic (digital) posters shall be high-resolution and messages must be constant for a minimum of five (5) minutes per message.

D. Window Identity

1. Window identities shall not exceed twelve (12) sq. ft. per sign with a maximum of one (1) window identity per tenant, per elevation.
2. Window identities are encouraged to include a graphic representation of the tenant's products or services in addition to the display of the tenant name and/or logo. It is recommended that the graphic occupy at least 40% of the allowable display area described above.
3. The landlord reserves the right to approve window identities of any type and may, at its own discretion, deny the use of any window display by any tenant for any reason.

E. Window Graphics

1. Window graphics are intended to display seasonal, theme or lifestyle images and are not intended to promote specific products, product categories or contain commercial messages.
2. Window graphics shall not exceed 40% of the total window area upon which the graphic is to be applied, per eligible elevation.
3. The window graphics must be applied to the interior side of the glazing (second surface). The materials encouraged for use with window graphics are a combination of;
 - Gold or silver leaf
 - Enamel paints
 - Vinyl material such as 3M
 - Perforated vinyl such as 3M dual-color film

SECTION IV: Tenant Display Types - All Tenants

(E. Window Graphics, continued)

4. The use of plastic or paper materials is strongly discouraged. All window signage must be approved by the landlord and may require the submittal of materials and/or finishes.
5. Refer to the exhibits section for approved examples of sign types allowed, construction and illumination methods, layouts and locations.
6. Window graphics are limited to a maximum continuous display of two (2) weeks and not more than two (2) months per year.
7. The landlord reserves the right to approve window graphics and may, at its own discretion, deny the use of any graphic display by any tenant for any reason.

F. Temporary Banners

It is intended that temporary banner signs will advertise a tenant's "Coming Soon" and "Grand Opening" only. All such signs must be reviewed and approved by the Landlord.

1. Temporary banners must be professionally designed and fabricated from durable and weatherproof materials. The maximum area for any temporary banner is:
 - Tenants with up to 4,999 sq. ft.: 20 sq. ft., one banner only.
 - Tenants with 5,000 to 19,999 sq. ft.: 30 sq. ft., one per eligible elevation.
 - Tenants with 20,000 sq. ft. and above: 40 sq. ft., one per eligible elevation
2. Temporary banners may be displayed for no more than 14 days per year.
3. All temporary banners must be submitted for approval by the Landlord in advance of display

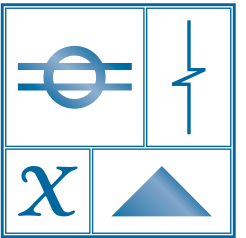
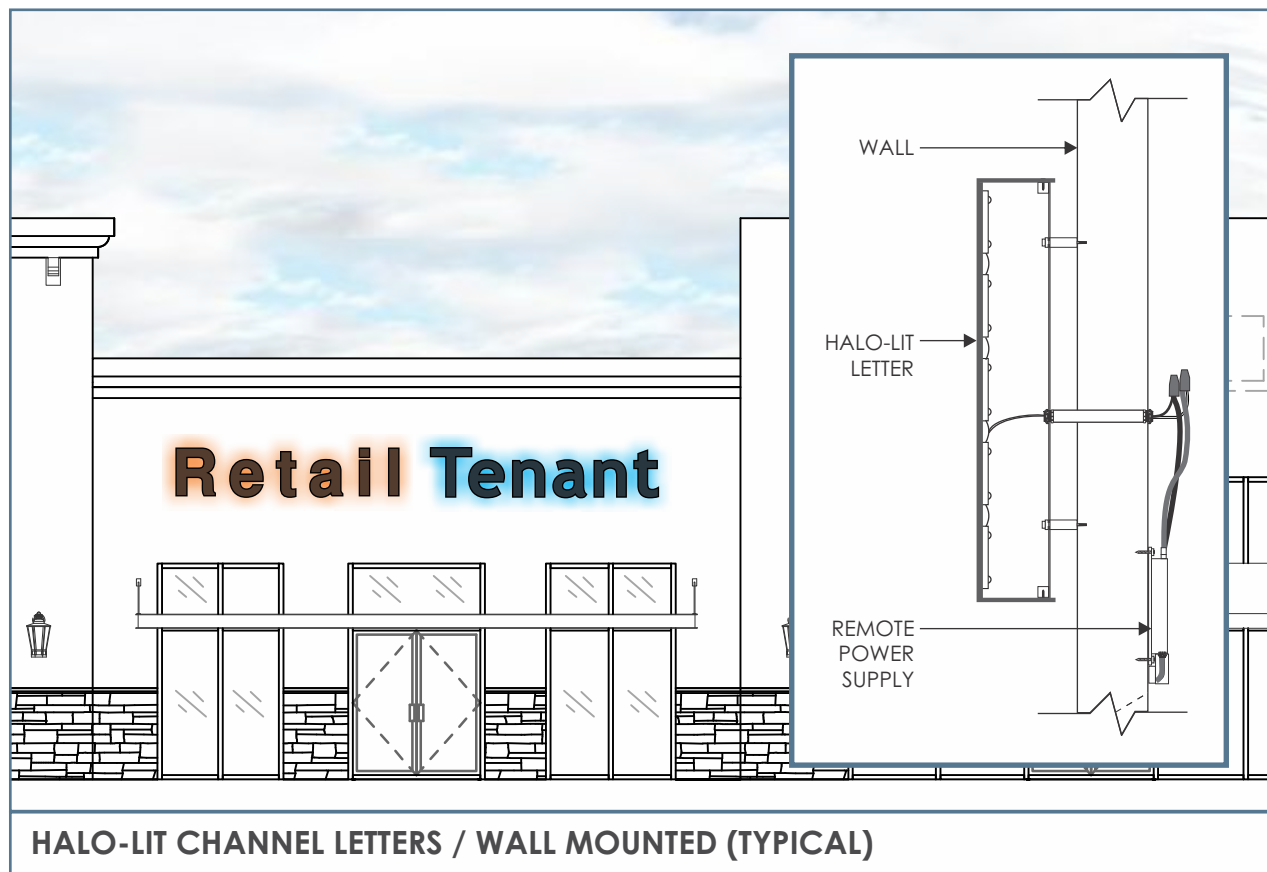
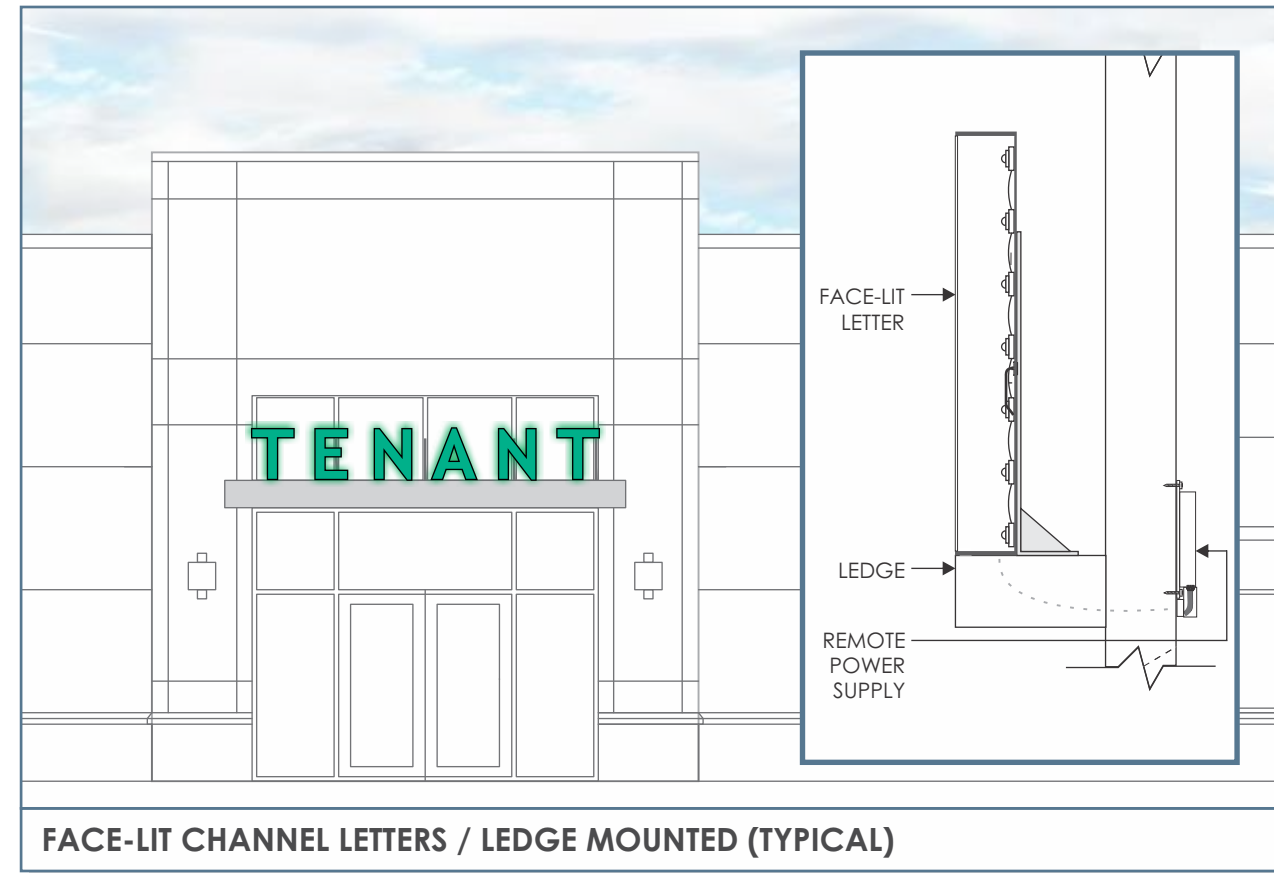
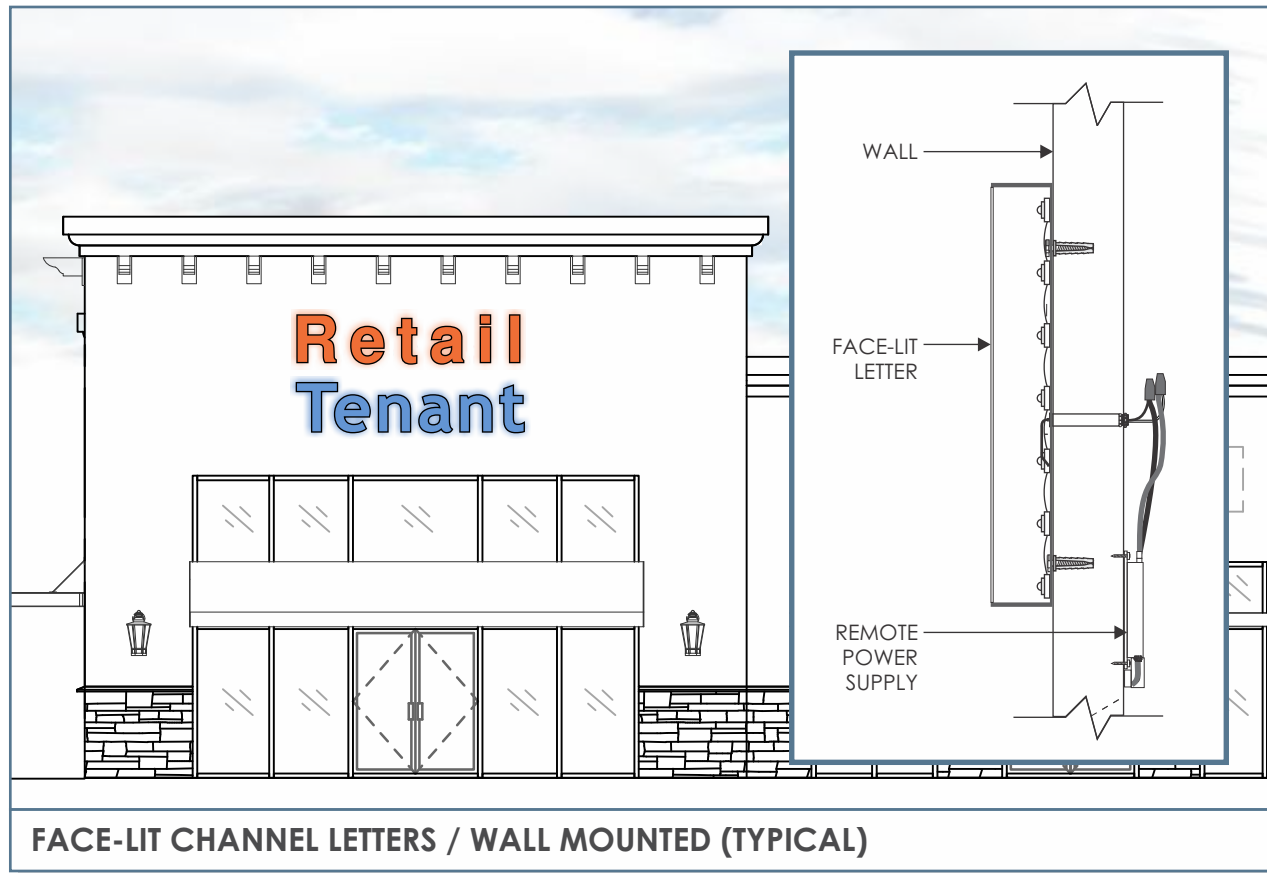
G. Incidental Tenant Signage

1. Tenant address numerals are to be fabricated and installed on the entrance door using 6" high medium Helvetica numerals. The material shall be 3M Scotchcal 7725-20, matte white (or equal).
2. Entry door decals shall be limited to the display of the tenant hours of operation, not to exceed 18" high X 12" wide, and no more than three (3) credit card decals.
Note: Does not include address numerals described above.
3. Rear entry signs shall be uppercase medium Helvetica style numerals and letters. The copy is limited to the tenant name and address numerals only. Copy height shall be 3" inches, and centered horizontally from top of each door with 2" space between address numbers and Tenant name and located 5' from grade. The material shall be 3M Scotchcal 7725-101, nimbus gray (or equal). Maximum sign area is two square feet (2 sq. ft.).
4. Refer to the exhibits section for example layouts and locations.

H. Menu Boards/Drive-thru signs

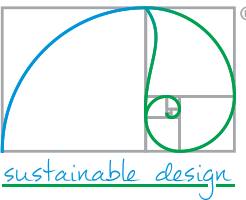
Tenants with drive-thru services may display menu boards and enter/exit signs as per the guidelines below:

1. Menu board display(s)
Permanent ground sign(s) which provide product and service prices and other product specific information (sizes available, etc.) for vehicle occupants at drive-through lanes. Menu boards are to be single-sided and internally illuminated and include video/voice communication systems.
 - One (1) "pre-menu" board, maximum sign area: 15 sq. ft.
 - One (1) "multi-panel" (main) menu board, maximum sign area: 25 sq. ft.
 - Maximum height allowed, either display: seven feet (7')
 - Location(s) to be on-premise (leasehold) property only
2. Vehicle directional sign(s)
Directional and entry/exit signs may be displayed at, or near, the entries and exits of the drive-thru service lanes and may not contain commercial messages beyond the identity of the food service provider. Directional signs may include a directional arrow or message (eg; "right turn"). Entry/exit and directional signs may be internally illuminated and double, or single-sided.
 - Two (2) "entry/exit" (one at each end of drive-thru), maximum sign area 5 sq. ft., each.
 - Two (2) "directional signs", maximum sign area 5 sq. ft., each.
 - Maximum height allowed is five feet (5')
 - Location(s) to be on-premise (leasehold) property only.



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PROJECT:
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 Master Sign Program

ADDRESS:
 NWC W. Caldwell Ave.
 & S. Mooney Blvd.
 Visalia, CA 93277

DATE:
 09/27/2022

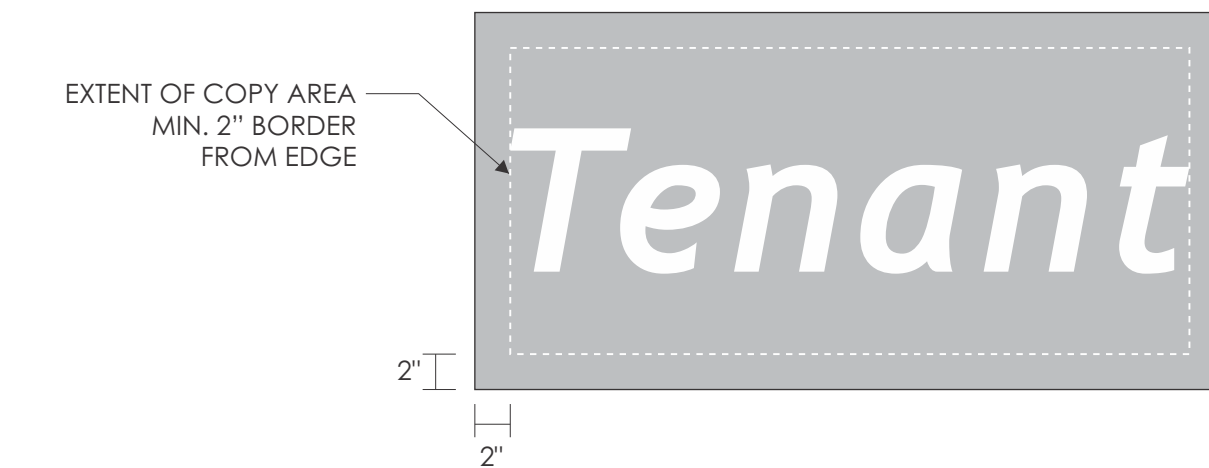
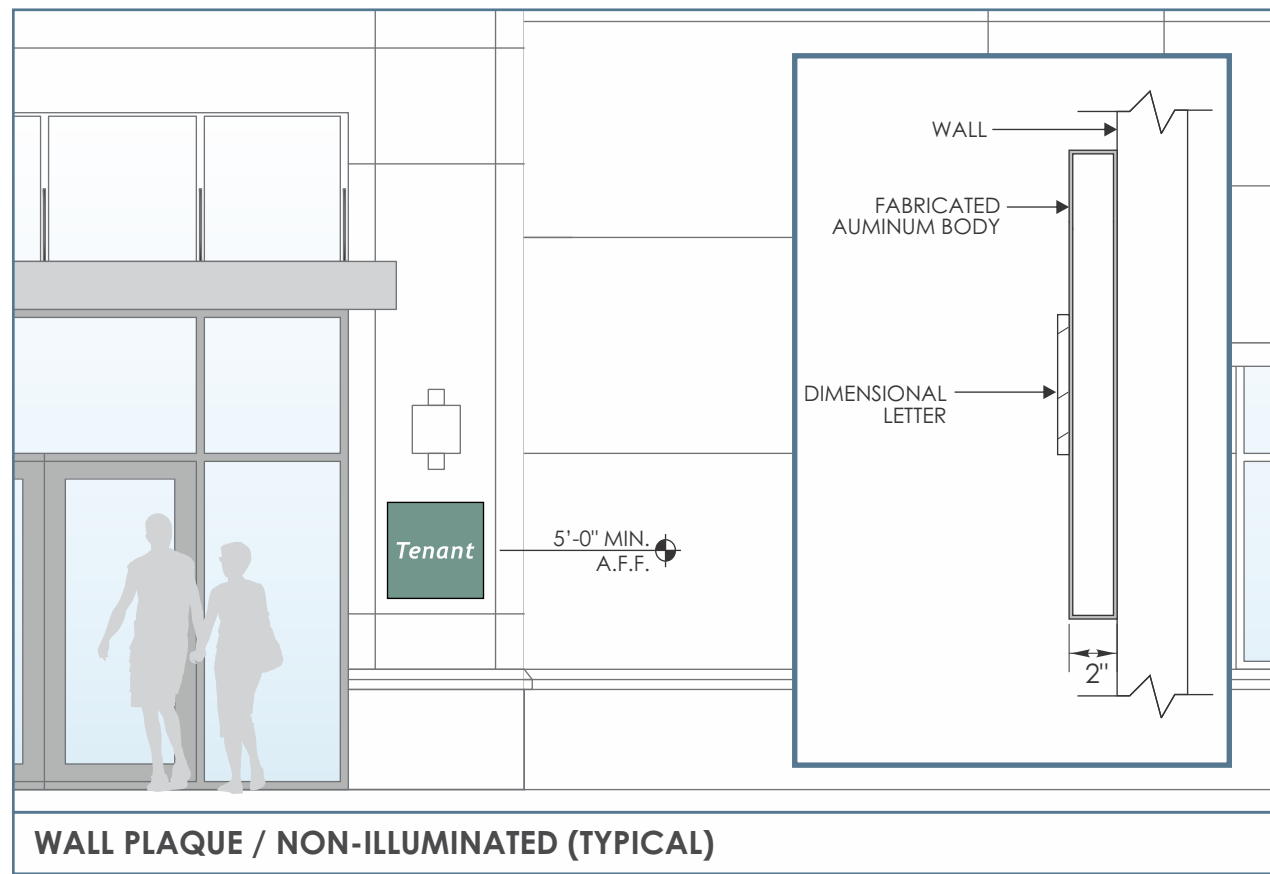
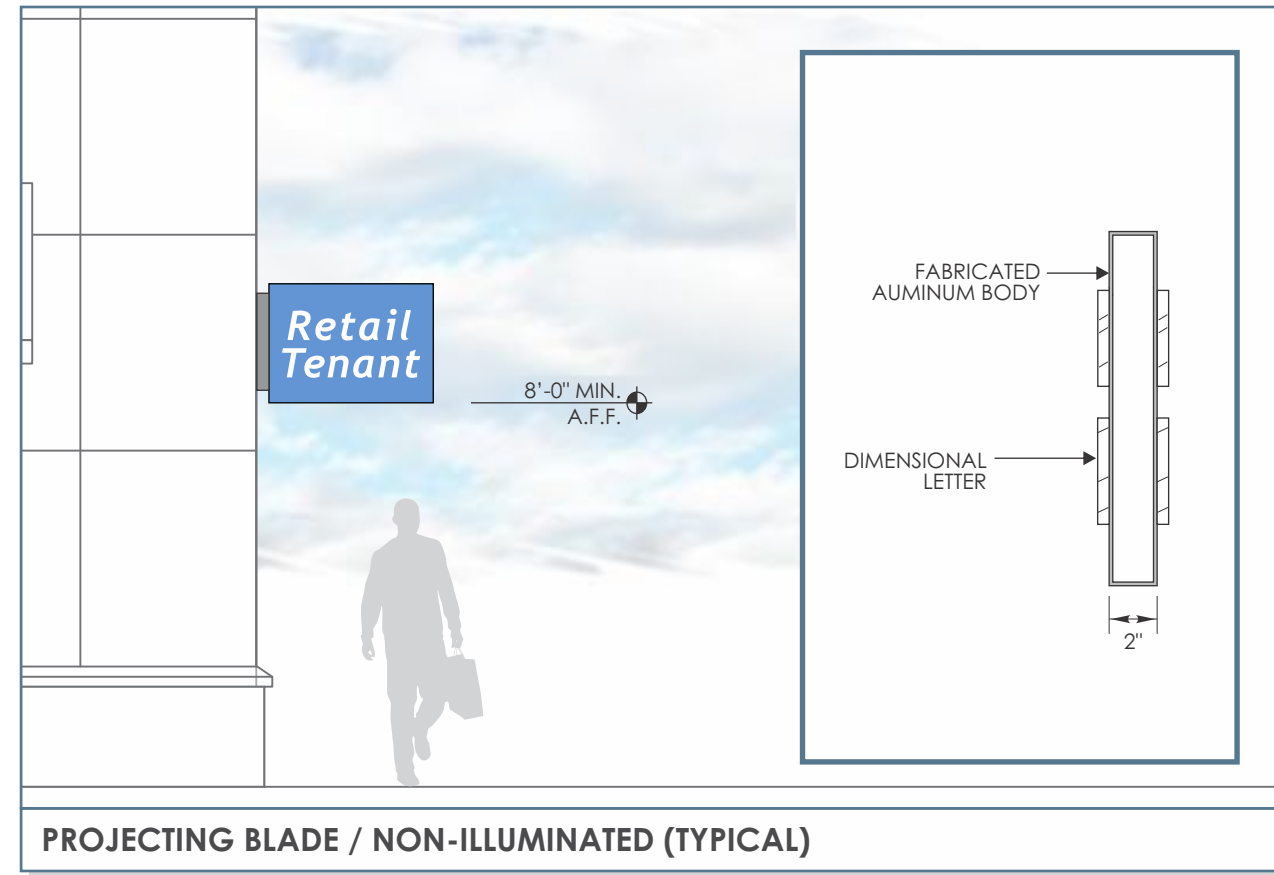
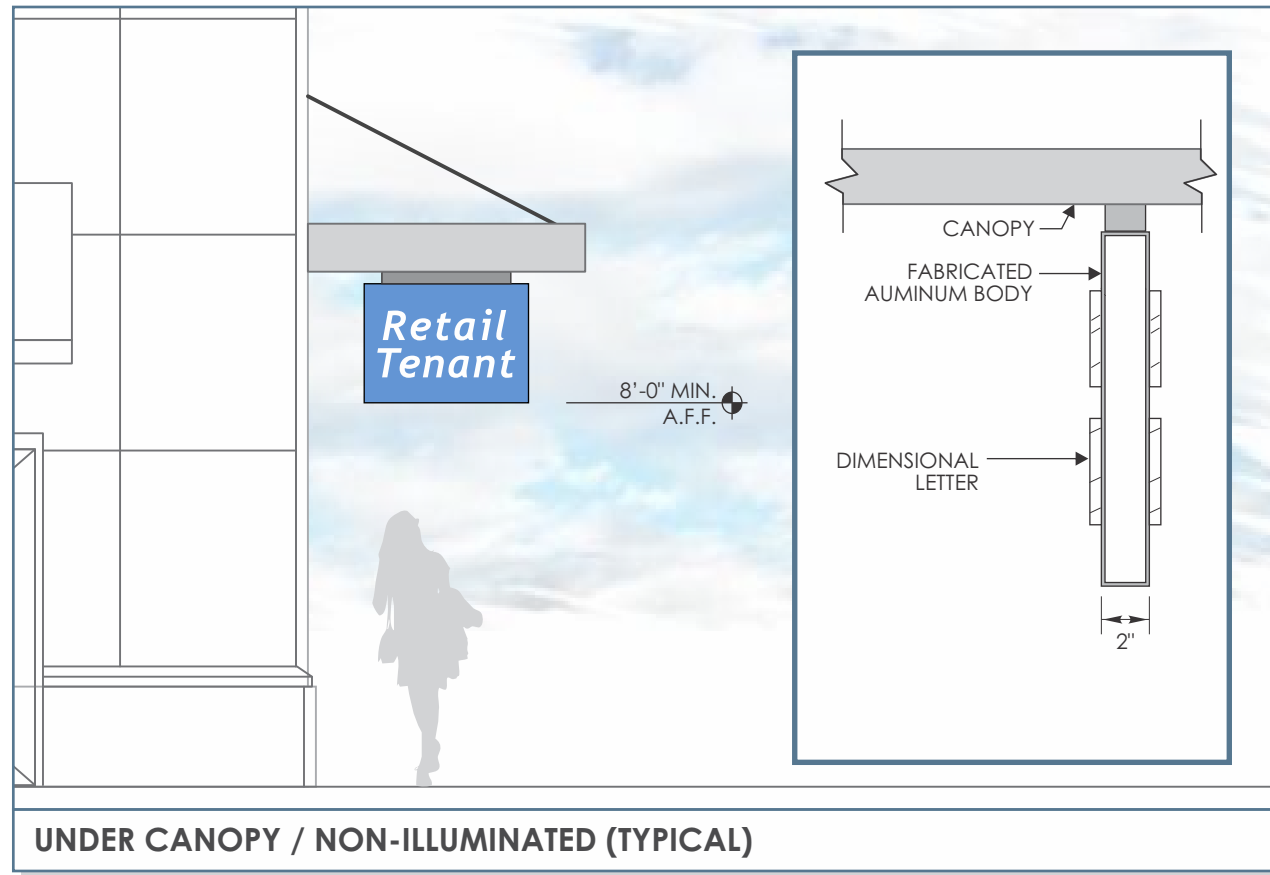
DESIGNER:
 K. Bossert

REVISIONS:	BY:
R1: 10/25/2022	KB
11/15/2022 A.W.	KB
R2: 12/12/2022	KB
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R3: 02/07/2023	KB
03/28/2023	KB

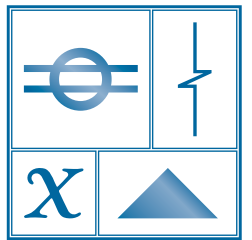
SEQUOIA MALL

Section FOUR

SHEET 1

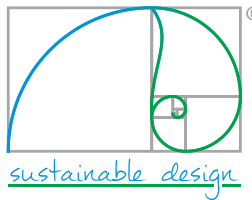


ALLOWED: MAX 6 SQ. FT.



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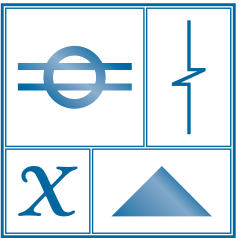
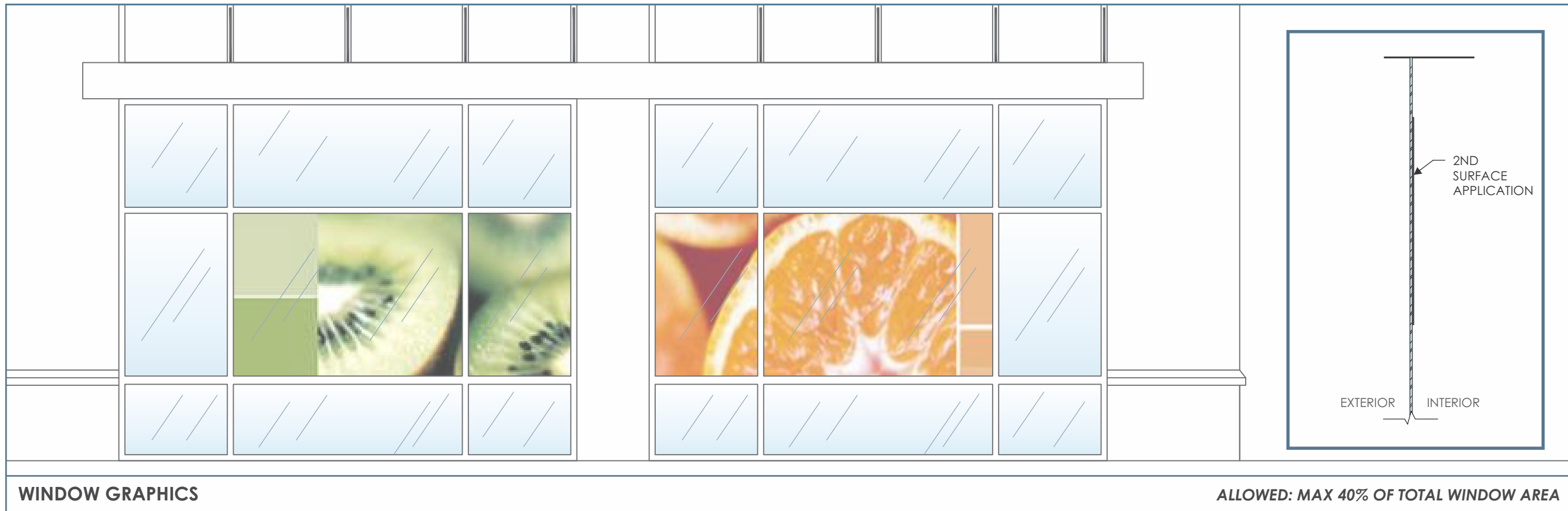
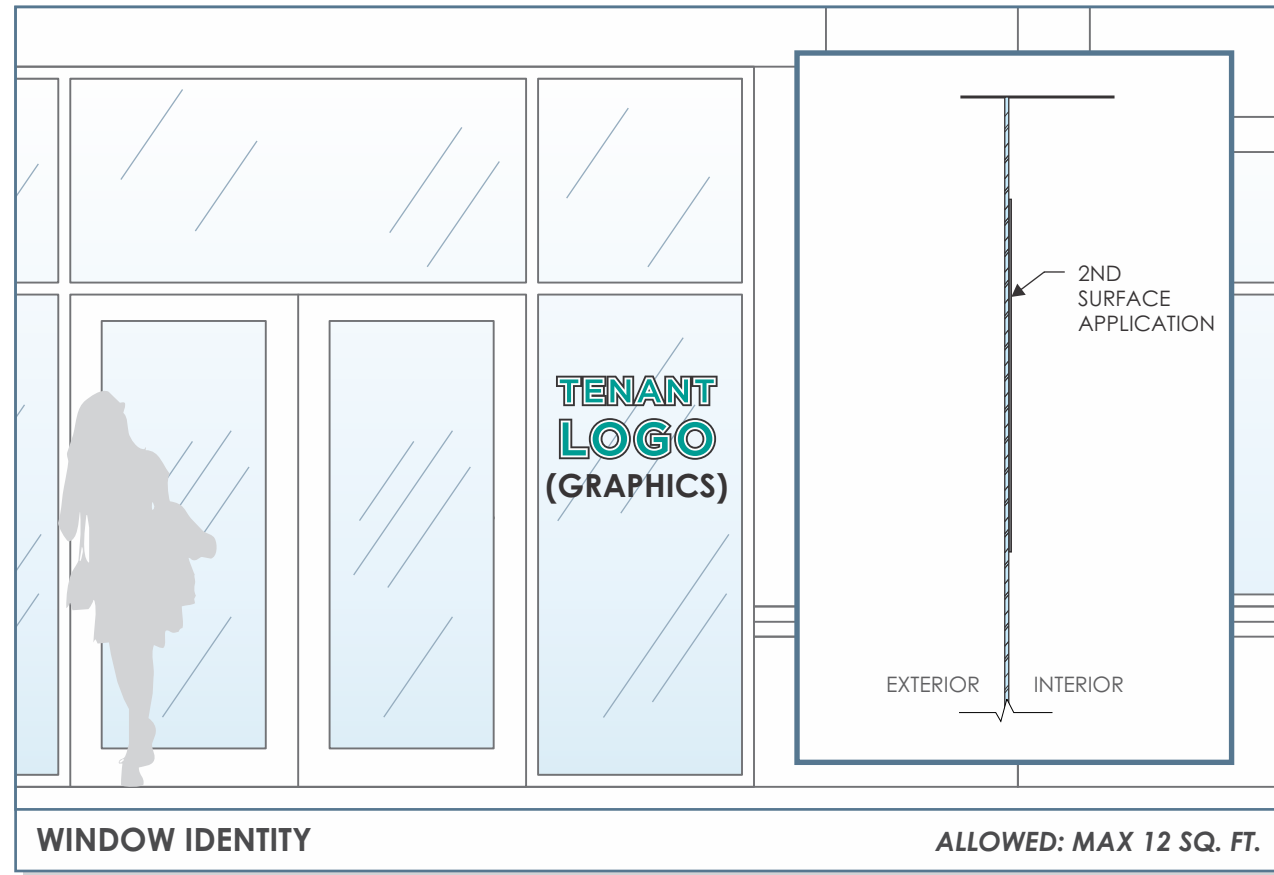
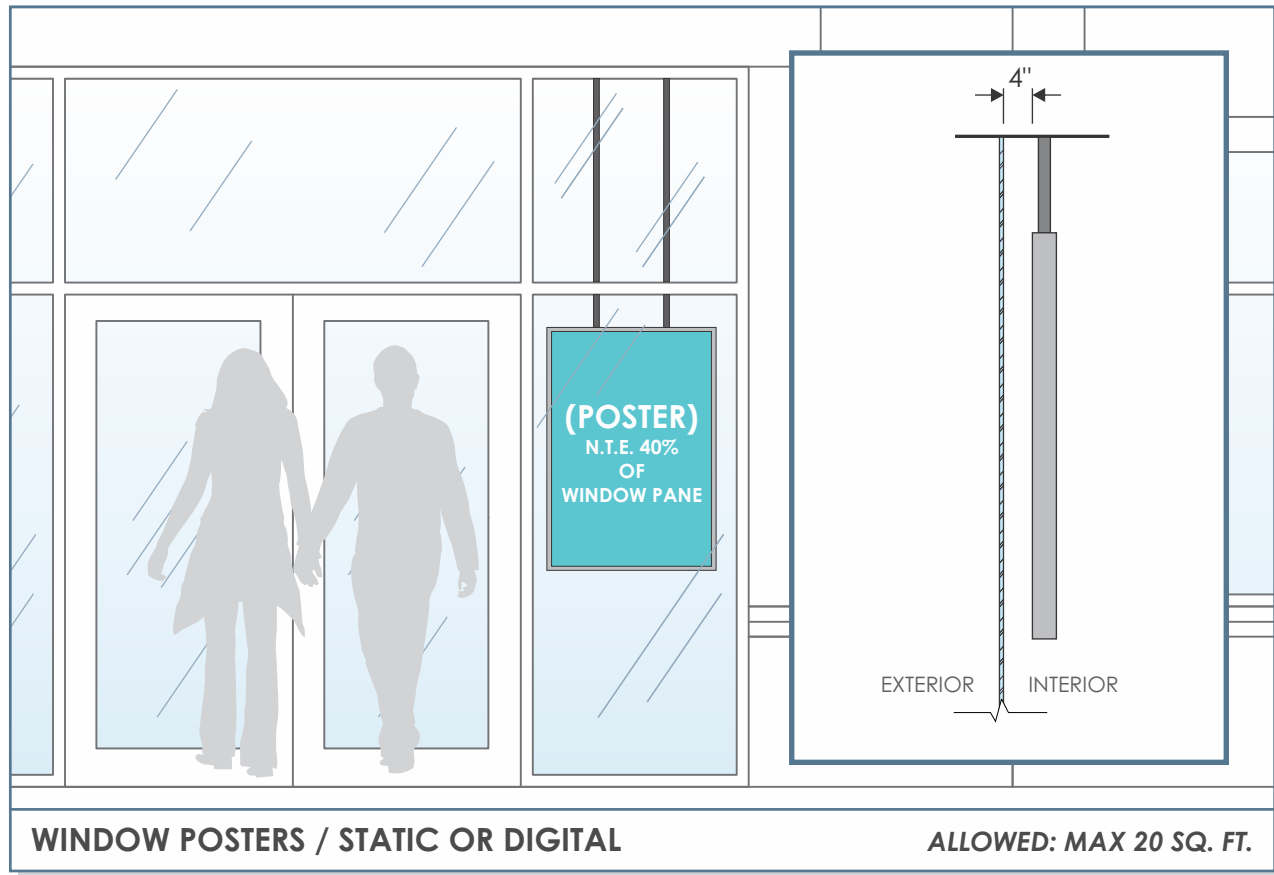
DESIGNER:
K. Bossert

REVISIONS:	BY:
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R2: 12/12/2022	KB
01/05/2023 A.W.	KB
R3: 02/07/2023	KB
03/28/2023	KB

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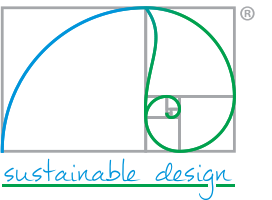
Section FOUR

SHEET 2



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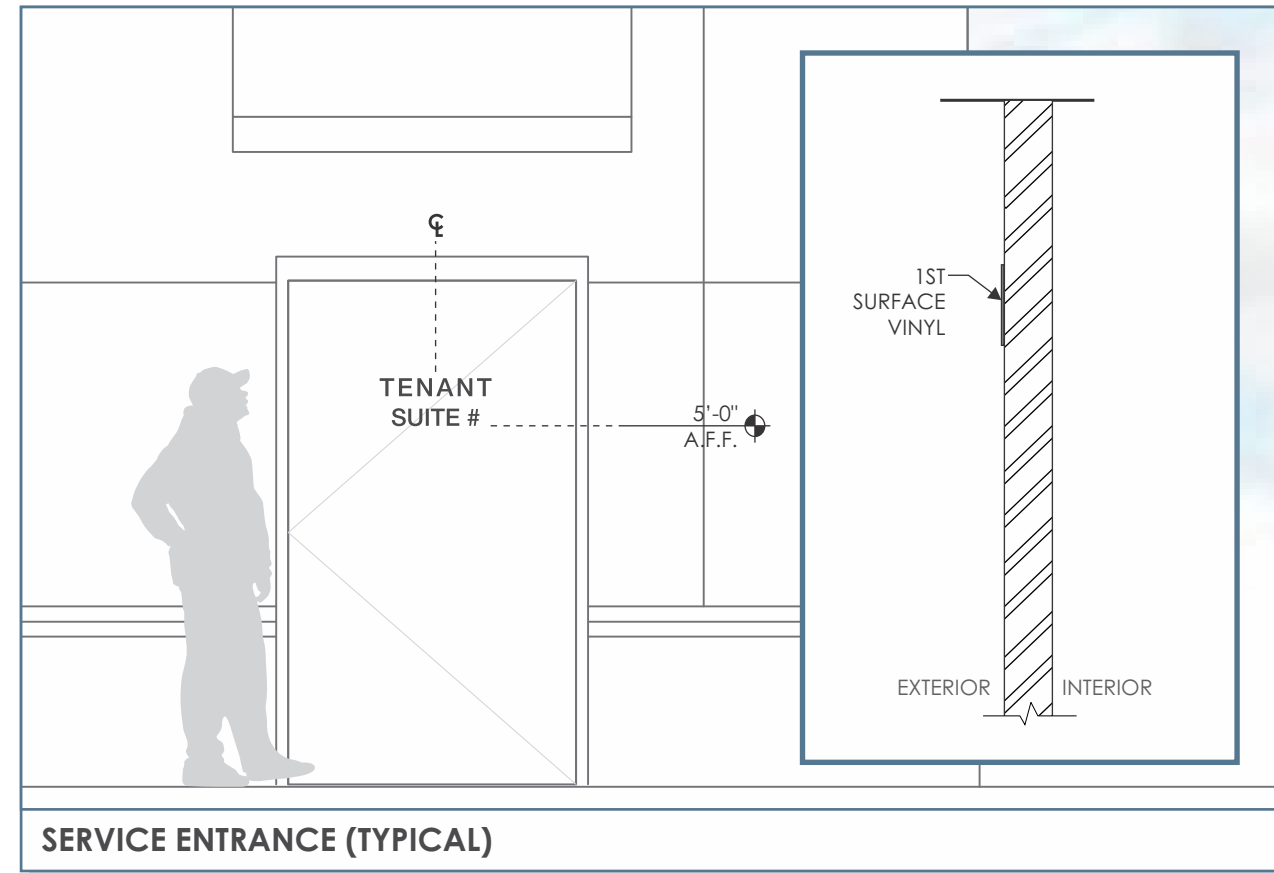
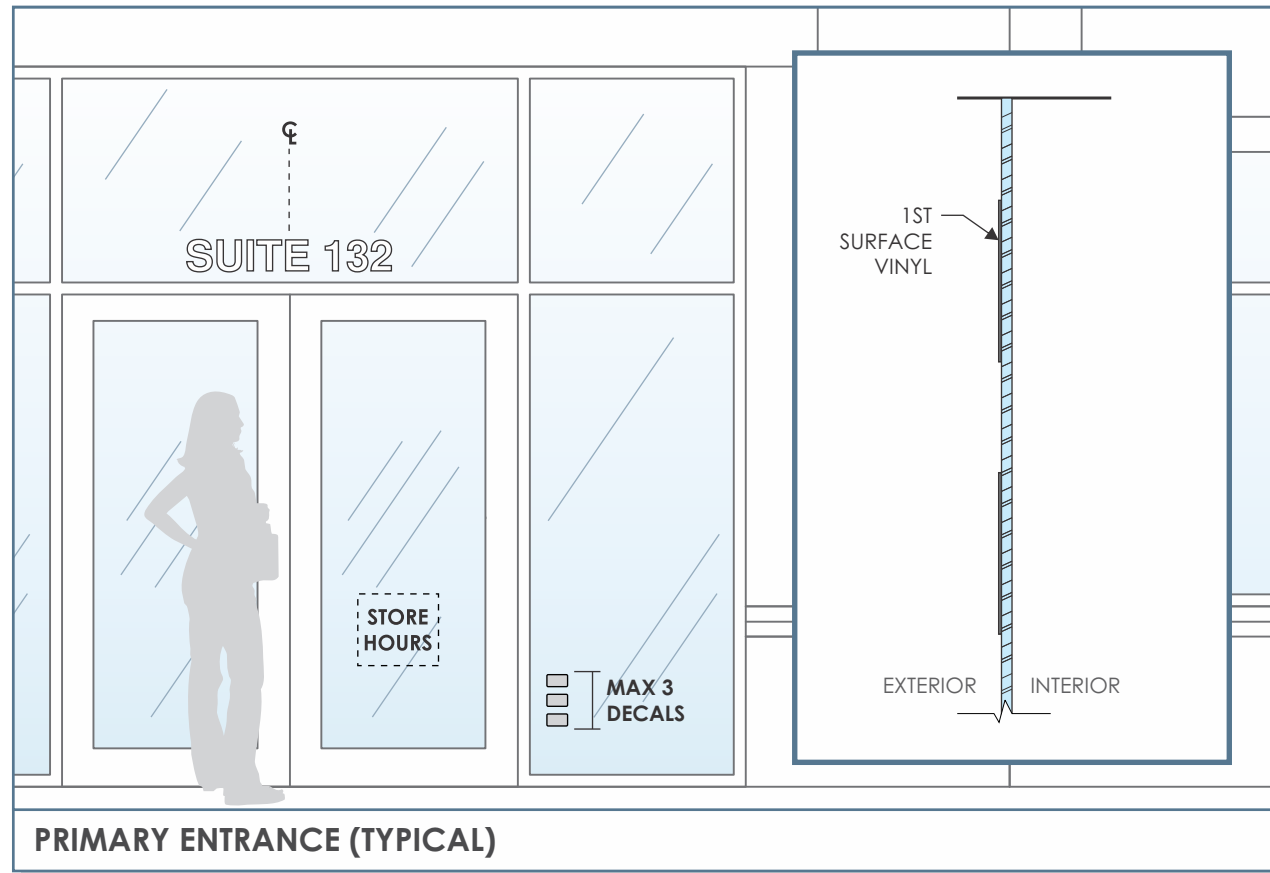
DESIGNER:
K. Bossert

REVISIONS:	BY:
R1: 10/25/2022	KB
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R2: 12/12/2022	KB
01/05/2023 A.W.	KB
R3: 02/07/2023	KB
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SEQUOIA MALL

Section FOUR

SHEET 3



MEDIUM HELVETICA,
1ST SURFACE VINYL

6" **SUITE 132**

INCIDENTAL: ADDRESS NUMERALS (TYPICAL)

	12" MAX		
	MON	8AM - 9PM	1ST SURFACE VINYL
	TUE	8AM - 9PM	
	WED	8AM - 9PM	
	THU	8AM - 9PM	
	FRI	8AM - 11PM	
	SAT	8AM - 11PM	
	SUN	CLOSED	
18" MAX			

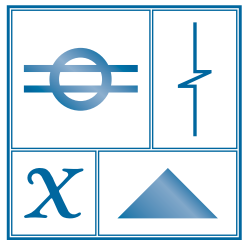
INCIDENTAL: STORE HOURS (TYPICAL)

MEDIUM HELVETICA,
1ST SURFACE VINYL

3"
2"
3" **RETAIL TENANT
SUITE 132**

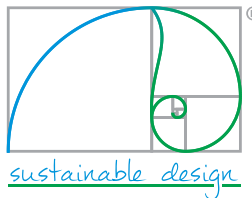
INCIDENTAL: SERVICE ENTRANCE (TYPICAL)

ALLOWED: MAX 2 SQ. FT.



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SEQUOIA MALL

Section FOUR

SHEET 4

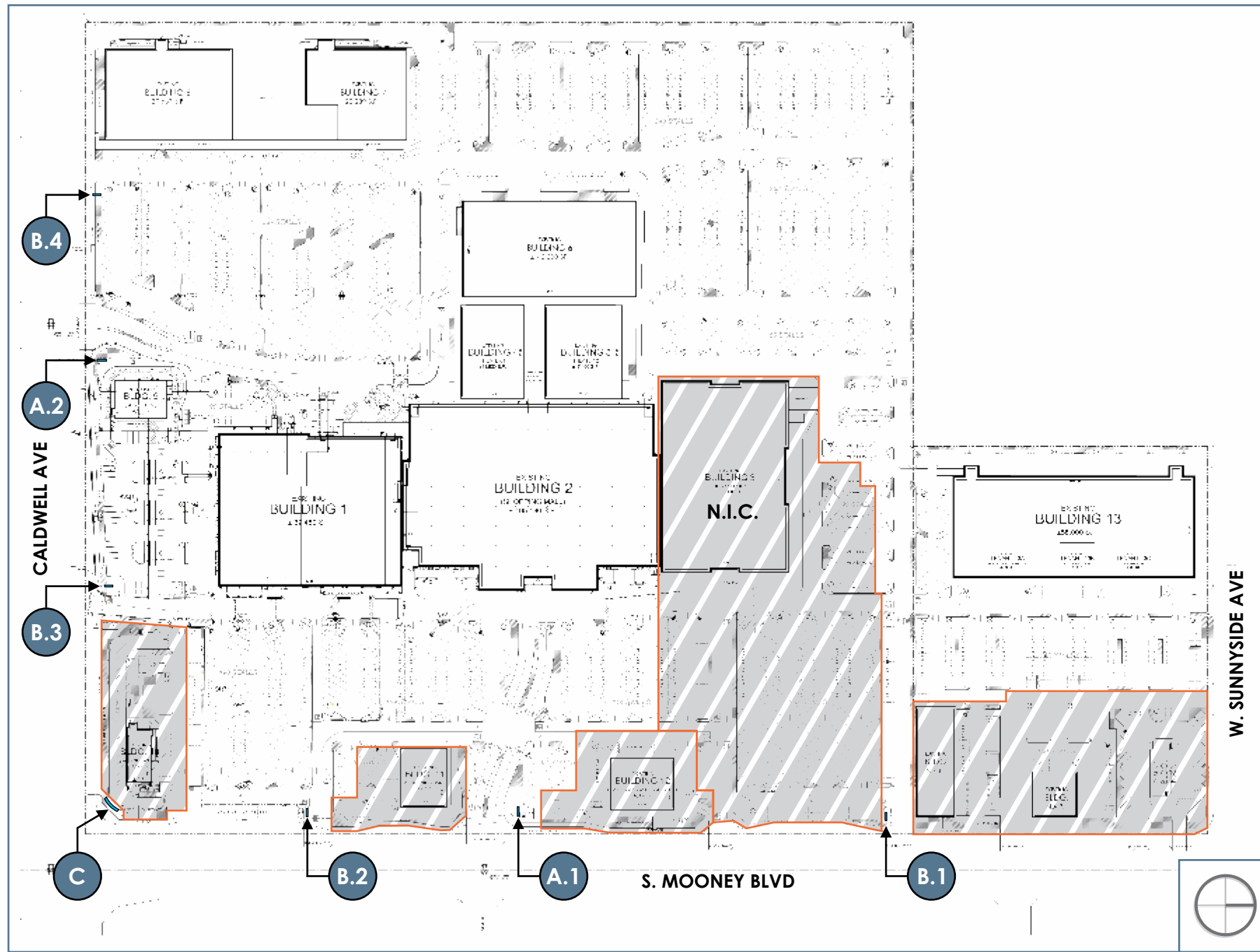
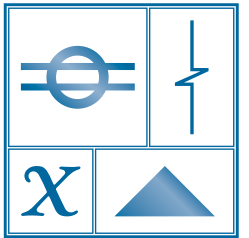
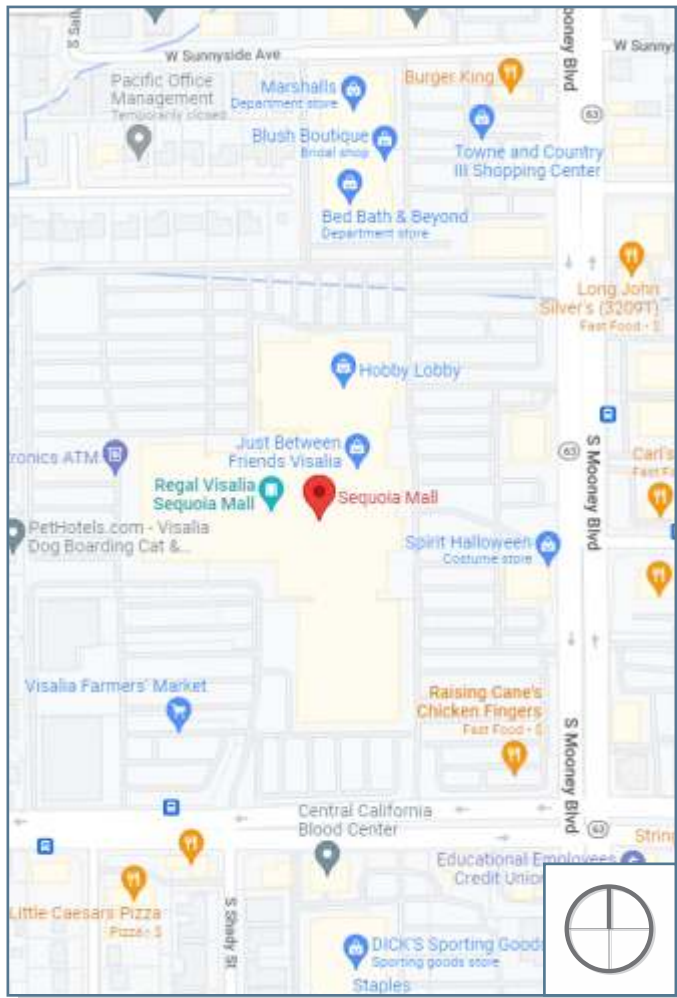


Exhibit "B" -
Map with Master Sign
Program Boundary

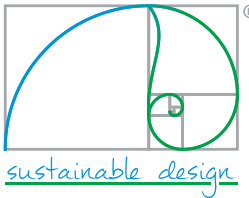
KEY: COMMON AREA SIGNS	
Sign Type	Sign Description
A.1-A.2	Boulevard Pylons
B.1-B.4	Entry Monuments
C	Corner ID

LEGEND	
	Not subject to this Master Sign Program



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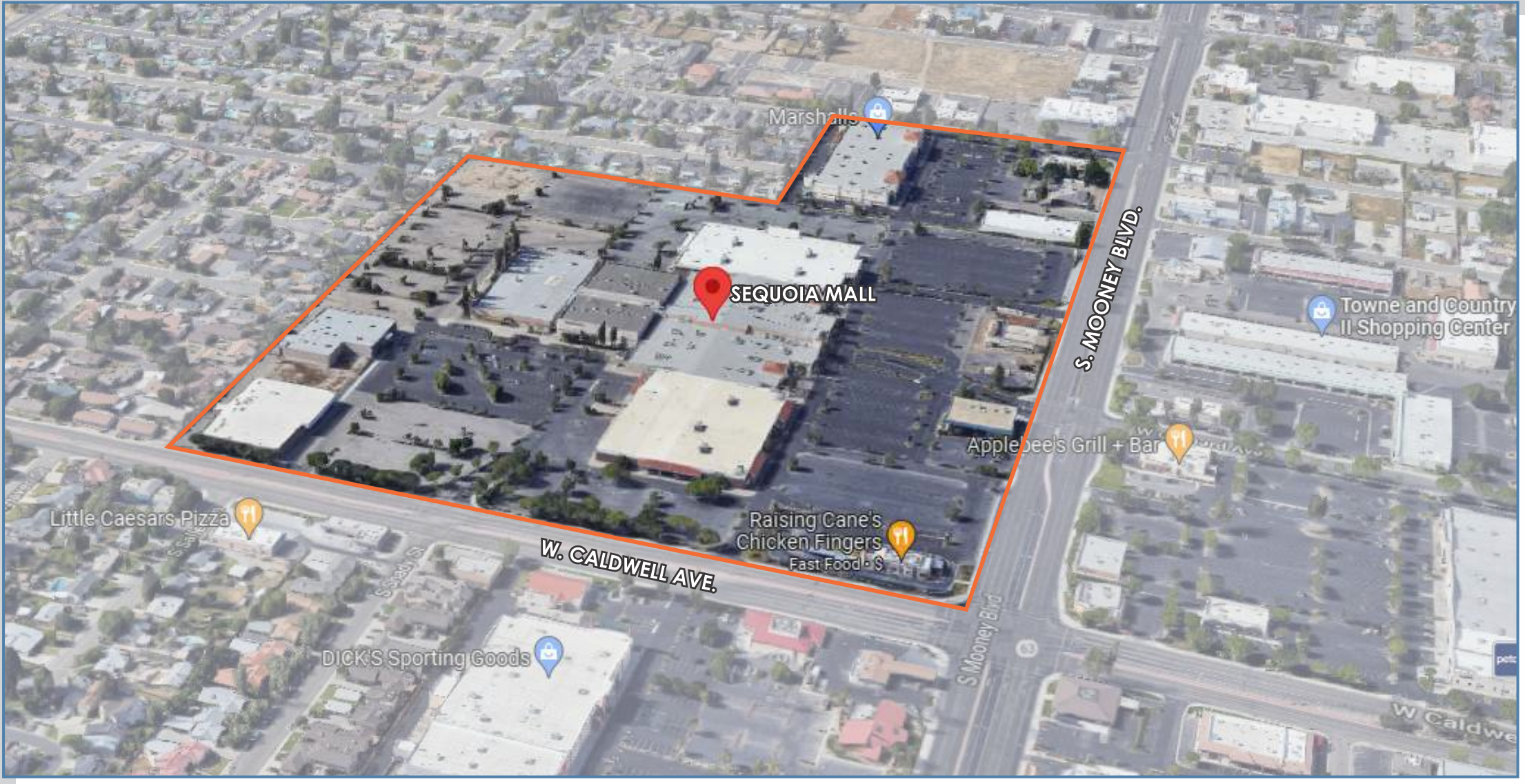
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R3: 02/07/2023	KB
03/28/2023	KB

SEQUOIA MALL

Section ONE
SITE PLAN

HARDSHIP STUDY

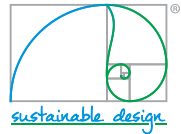
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9932 Prospect Ave
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Santee, CA 92071
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blair@blairsign.net
www.blairsign.net

Retail branding for
the built environment



NWC W. Caldwell Ave.
& S. Mooney Blvd.
Visalia, CA 93277



JANUARY, 2023

Introduction

This document is respectfully submitted in support of an application for approval of a newly created Master Sign Program for Sequoia Mall and for the purpose of re-imaging and re-branding the project. Hardships for achieving this goal arise, in part, from the current code which does not fully consider site-specific line-of-site conditions and visual hardships present at the project. Also, the current sign code does not consider more than one significant approach to the occupancy or adequately allow for multiple accessory signs favored by national retail and grocery store brands.

These hardships are presented by this report in two categories; I. Ground Signs, which addresses the line-of-site conditions, and II. Tenant Building Signs, which addresses the significant consumer approaches to multiple elevations and the requirement by national retail enterprises for strong identity, place-making and retail branding. Also, the hardships are demonstrated by way of illustrations, photographs and text descriptions. Relief from these site-specific hardships is sought by way of approval of the proposed *Master Sign Program*, as submitted.

I. Ground Signs

HARDSHIPS:

One: Project Set-backs and Visual Obstructions

The project's central tenant buildings are deeply setback from the Mooney Boulevard and Caldwell Avenue frontages (see cover & site plan). Also, the line-of-site view to the project by vehicle traffic traveling on Mooney Boulevard is obstructed by pad buildings (see photos 1, 2, 3, 4 & 5) and by foliage to vehicle traffic on Caldwell Avenue (see photos 6, 7, 8, 9 & 10). The scale of the project, the identity of major tenants and experiential features (existing and planned) are blocked from view by the identified obstructions.

Two: Visual distractions/traffic safety/right-angle views

The vehicle traffic traveling on Mooney Boulevard and Caldwell Avenue must focus their attention on other vehicles, traffic signals, entering/exiting traffic and crossing pedestrians. With three and two-lanes of traffic, each way, a driver is not able to safely look in to the project at right-angles between obstructions in order to view the project building frontages, tenant identities and features. Safe right-angle viewing is not present.

Three: Economic impact, "clicks vs. bricks"

With today's digital technology, commercial retail development must now compete with on-line shopping, and soon to come, "virtual-world" retail destinations. Code restrictions and physical conditions do not affect those retail venues which can be found by way of search engines and Meta ads from the comfort of one's couch. The commercial success of a real-world "brick and mortar" project have become more dependent upon a project's visibility and branding as a "real-world" retail/entertainment destination in order to compete against the World Wide Web and coming virtual communities.

PROPOSED SOLUTION:

Provide increased visual communication of the scale of the project, its features, the identities of its significant tenants and more clearly identify its major and minor vehicle entries by way of approval of the *Master Sign Program*, as submitted.

II. Tenant Building Signs

HARDSHIPS:

One: Set-backs and visual obstructions

The retail tenant elevations are deeply set-back from the surface vehicle traffic. This hardship is compounded by visual obstructions posed by buildings, foliage and urban clutter along Mooney Boulevard and Caldwell Avenue.

Two: Competitive presence

The visual obstructions and setbacks described in item one, above, are not experienced by many nearby commercial retail centers and outlets that have superior consumer visibility leaving Sequoia Mall at a competitive disadvantage.

Three: Multiple "primary" frontages

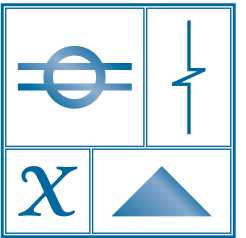
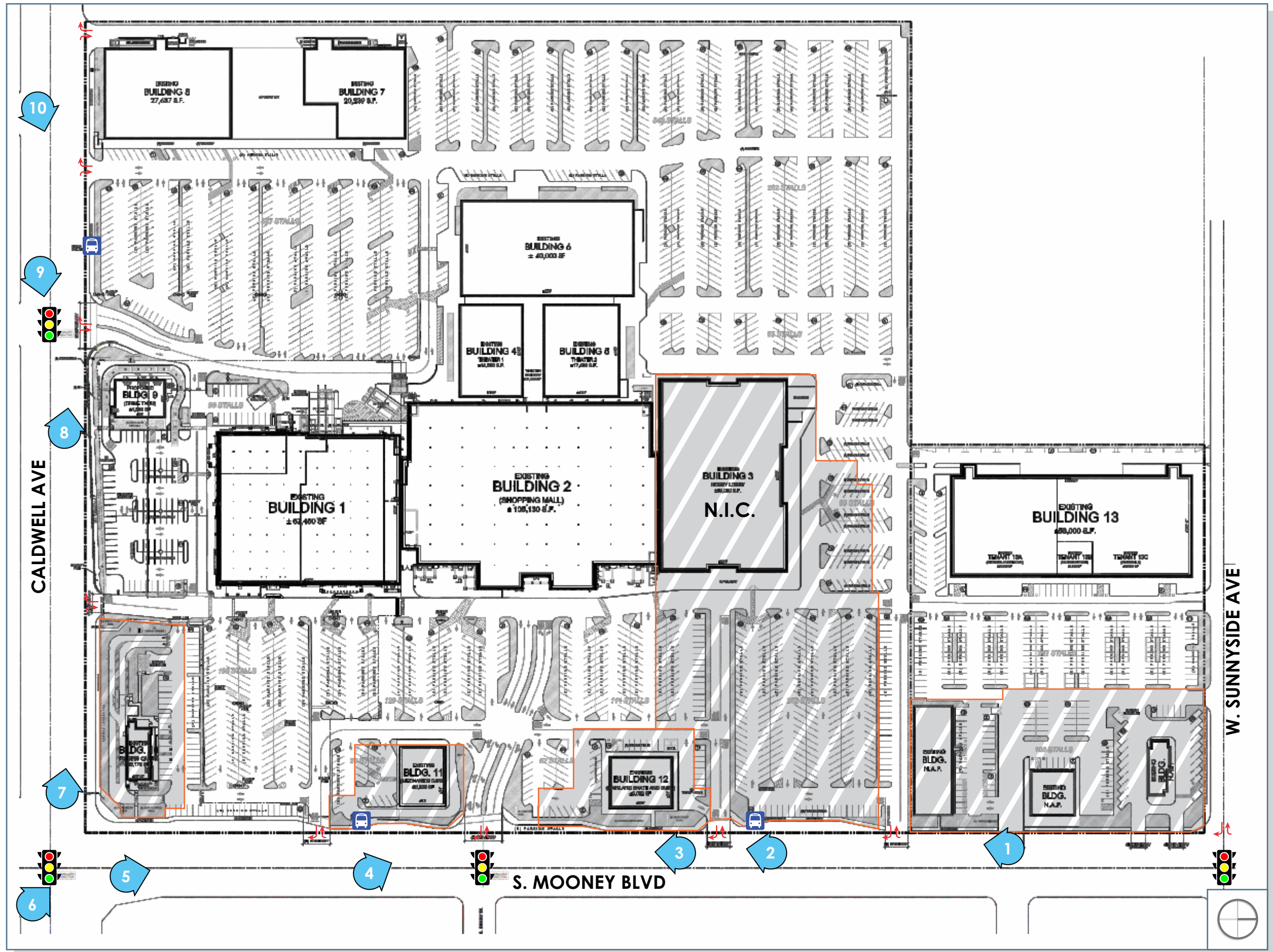
The project has two main vehicle surface street frontages (Mooney Blvd. & Caldwell Ave.) which result in three equally valuable vehicle approaches to end-cap and major tenant occupancies. Designating only one elevation as "primary" creates a hardship based arbitrary reduction of importance of equally important elevations and affects the aesthetics and proportional display of the other, equally important elevations.

PROPOSED SOLUTION:

Approve, as submitted, the "Tenant Criteria" section contained in the *Master Sign Program* which considers all significant elevations, use of accessory signs and imposes minimum quality standards.

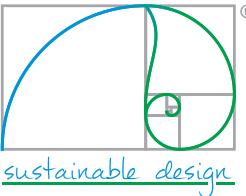
Conclusion

Approval of the *Master Sign Program* will not constitute a grant of special privilege but will acknowledge and provide for the need of site-specific remedies based upon the hardships present at Sequoia Mall. It is believed that approval of the *Master Sign Program* will support the goals of re-branding and re-imaging plans for Sequoia Mall, present and future, and benefit the City of Visalia and the public served.



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PAYNTER
 REALTY & INVESTMENTS, INC.

PROJECT:
 SEQUOIA MALL
 Hardship Study

ADDRESS:
 NWC W. Caldwell Ave.
 & S. Mooney Blvd.
 Visalia, CA 93277

DATE:
 01/10/2023

DESIGNER:
 K. Bossert

REVISIONS:	BY:

SEQUOIA MALL

Hardship Study

SHEET 1



EXHIBIT 1 MOONEY BLVD. / SOUTHBOUND



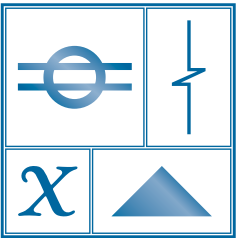
EXHIBIT 2 MOONEY BLVD. / SOUTHBOUND



EXHIBIT 3 MOONEY BLVD. / NORTHBOUND

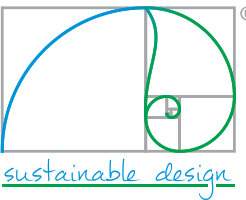


EXHIBIT 4 MOONEY BLVD. / NORTHBOUND



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& S. Mooney Blvd.
Visalia, CA 93277

DATE:
01/10/2023

DESIGNER:
K. Bossert

REVISIONS:	BY:

SEQUOIA MALL

Hardship Study

SHEET 2



EXHIBIT 5 MOONEY BLVD. / NORTHBOUND



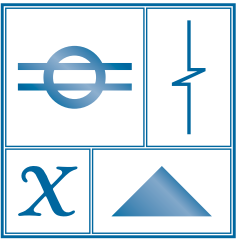
EXHIBIT 6 CORNER OF MOONEY BLVD. & CALDWELL AVE.



EXHIBIT 7 CALDWELL AVE. / WESTBOUND

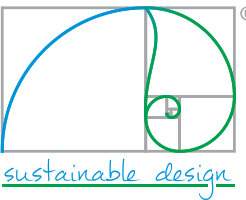


EXHIBIT 8 CALDWELL AVE. / WESTBOUND



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PROJECT:
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ADDRESS:
NWC W. Caldwell Ave.
& S. Mooney Blvd.
Visalia, CA 93277

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01/10/2023

DESIGNER:
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REVISIONS:	BY:

SEQUOIA MALL

Hardship Study

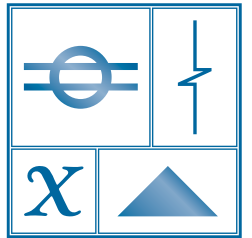
SHEET 3



EXHIBIT 9 CALDWELL AVE. / EASTBOUND

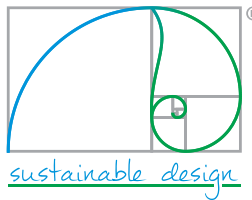


EXHIBIT 10 CALDWELL AVE. / EASTBOUND



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01/10/2023

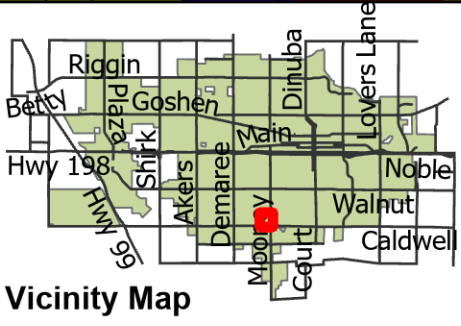
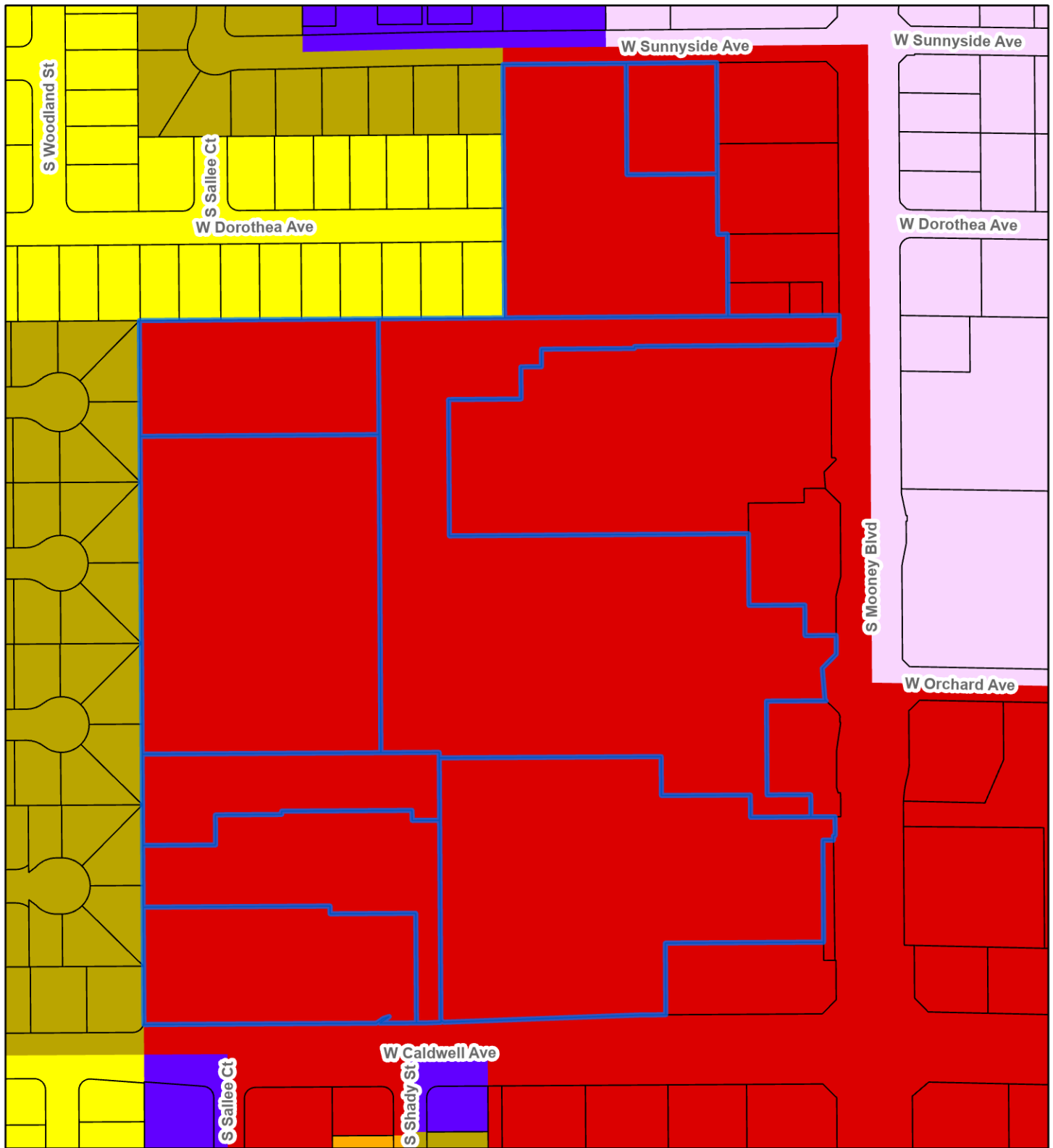
DESIGNER:
K. Bossert

REVISIONS:	BY:

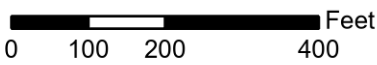
SEQUOIA MALL

Hardship Study

SHEET 4

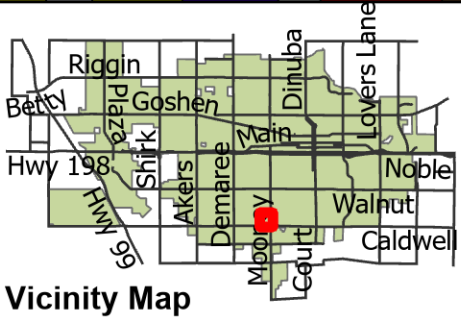
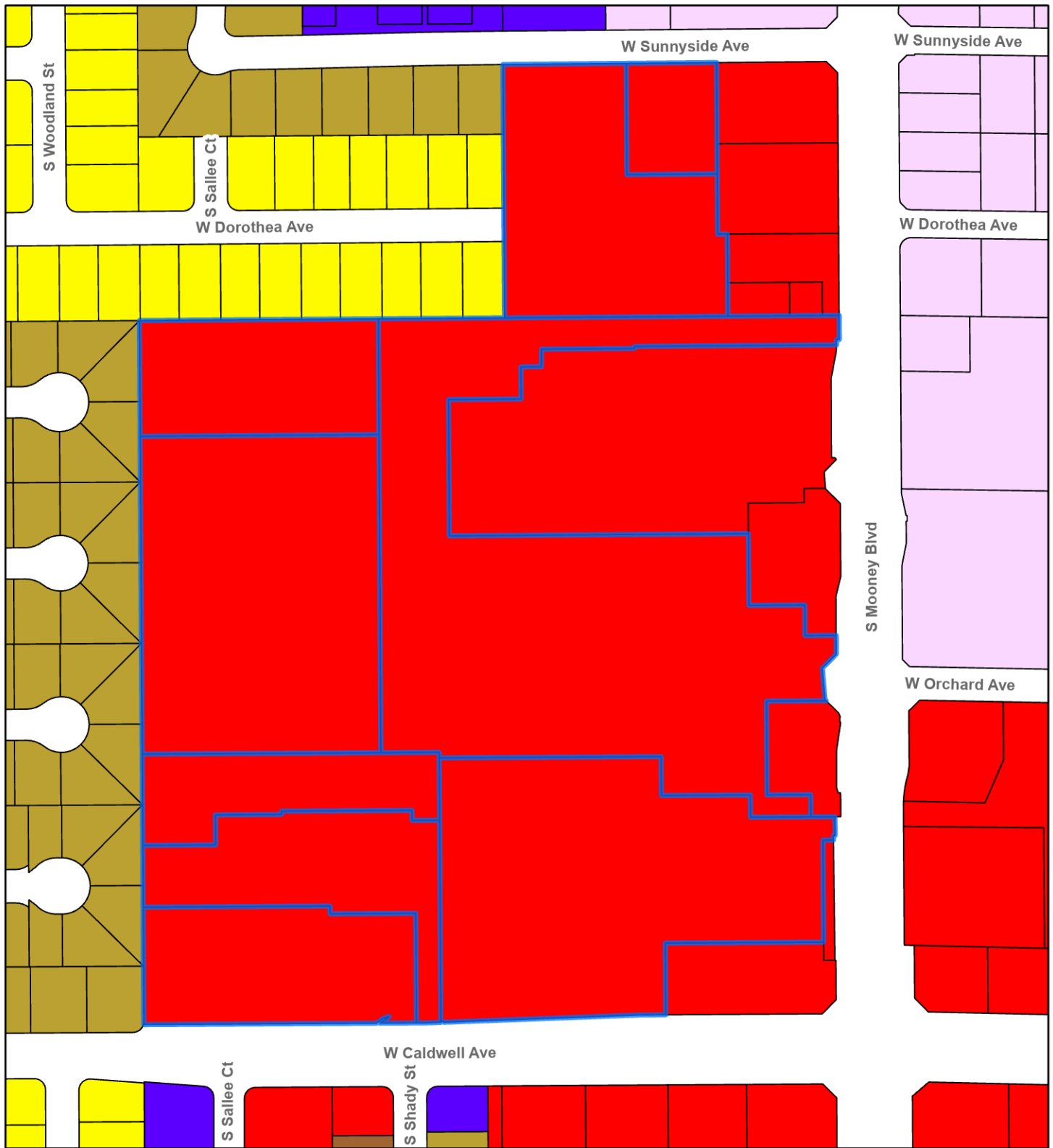


General Plan Land Use Map

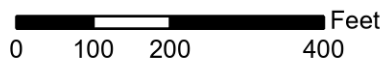


- Commercial Mixed Use
- Commercial Regional
- Office
- Residential High Density
- Residential Low Density
- Residential Medium Density



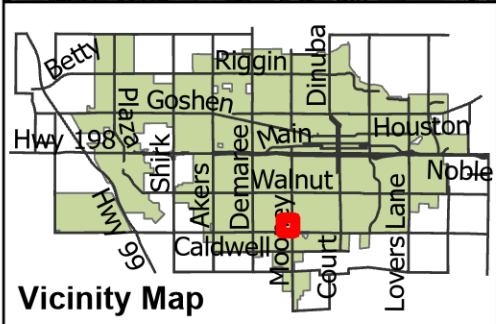
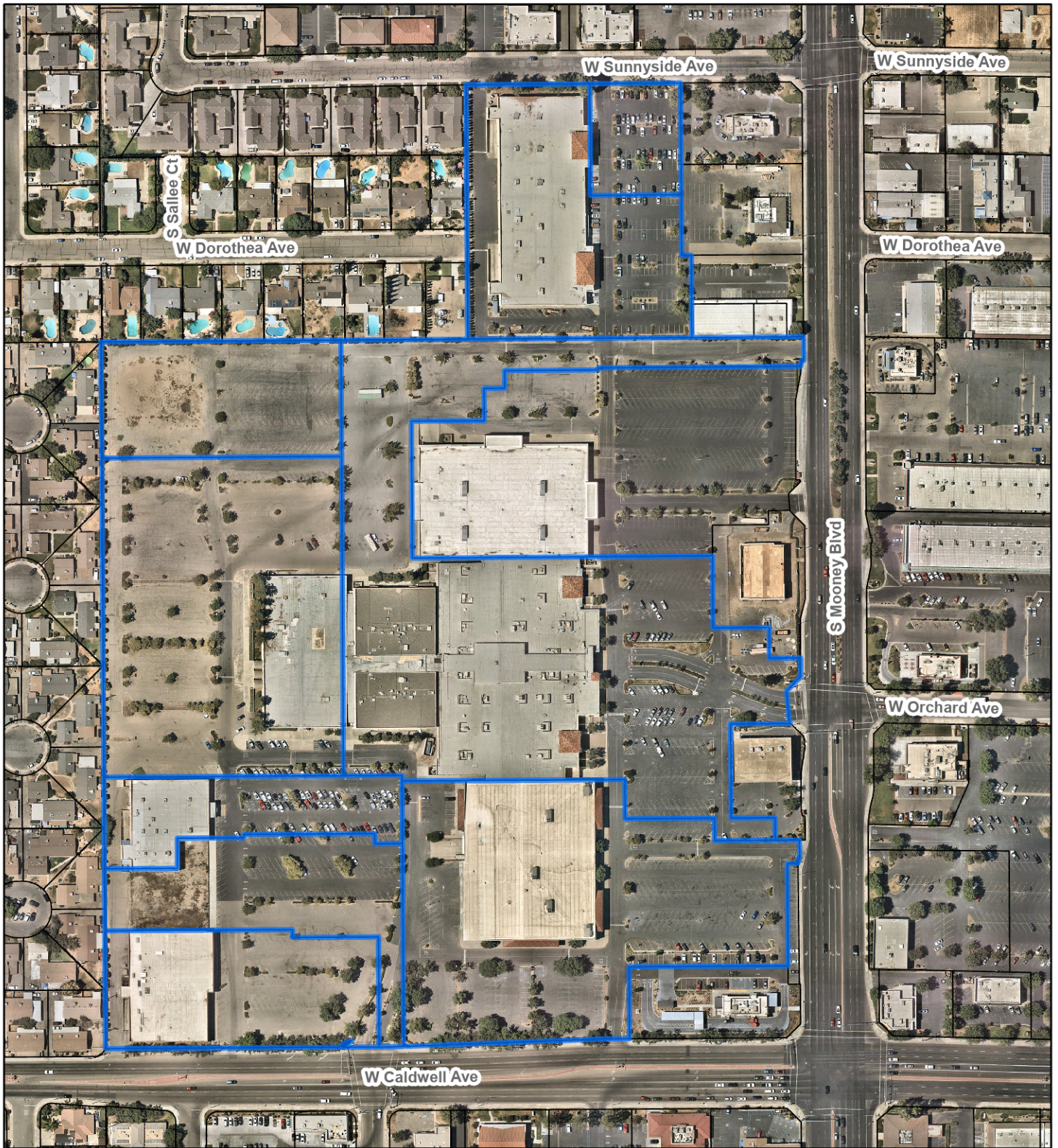


Zoning Map

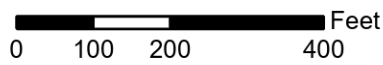


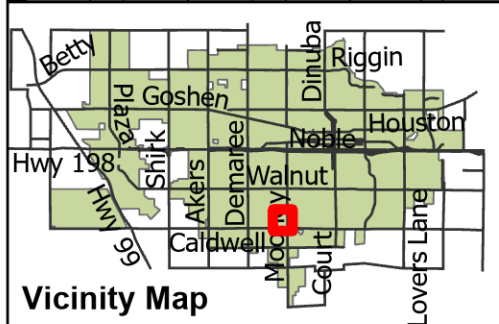
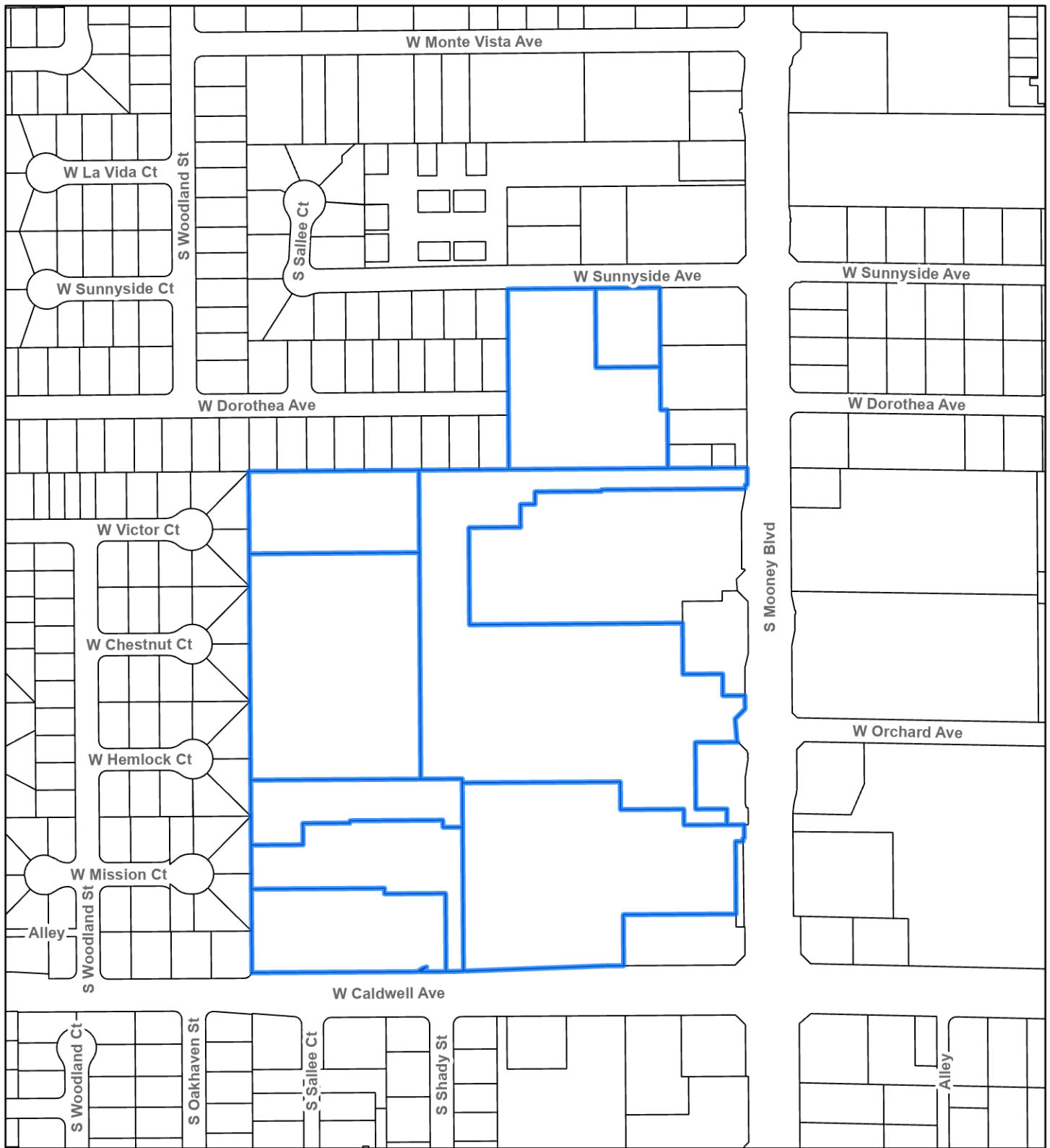
- C-R Regional Commercial
- C-MU Mixed Use Commercial
- O-PA Professional / Admin Office
- R-1-5 Single-family Residential
- R-M-2 Multi-family Residential
- R-M-3 Multi-family Residential





Aerial Photo 2022





Location Map

