MEETING: April 3, 2012
TO: The Board of Supervisors
FROM: Kevin Cann, District IV Supervisor
RE: Highway 140 Welcome Sign

RECOMMENDATION AND JUSTIFICATION: Select and approve a design for the Highway 140 welcome sign.

The sign located at the Merced County line is in need of updating. The Tourism Bureau, in conjunction with the Chamber of Commerce, is prepared to refurbish the sign in order to welcome visitors into Mariposa County. Previously, the Board established a requirement that the final design for the sign be subject to Board approval. Attached are the three designs for consideration. The Tourism Board has requested the words "Stay, Play and Shop" be added to the selected version. The Tourism Bureau has budgeted for this project utilizing Business Improvement District (BID) funds.

BACKGROUND AND HISTORY OF BOARD ACTIONS: The Board has required that the final design be subject to Board approval.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION: Unless a design is approved the Tourism Bureau cannot move forward with repainting the sign.

ATTACHMENTS:
120319 County Line Sign with Half Dome (PDF)
120319 County Line Sign with Waterfall(PDF)
120319 County Line Sign TYPE ONLY (PDF)

CAO RECOMMENDATION
Requested Action Recommended
RESULT: ADOPTED AS AMENDED [UNANIMOUS]
MOVER: Kevin Cann, District IV Supervisor
SECONDER: Lee Stetson, District I Supervisor
AYES: Stetson, Turpin, Bibby, Cann, Allen
COUNTY of MARIPOSA
P.O. Box 784, Mariposa, CA 95338 (209) 966-3222

JANET BIBBY, CHAIR
LYLE TURPIN, VICE-CHAIR
LEE STETSON
KEVIN CANN
JIM ALLEN

DISTRICT III
DISTRICT II
DISTRICT I
DISTRICT IV
DISTRICT V

MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: SUPERVISOR CANN

FROM: MARGIE WILLIAMS, Clerk of the Board

SUBJECT: Select and Approve a Design for the Highway 140 Welcome Sign (Supervisor Cann)

RES. 12-161

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA

ADOPTED THIS Order on April 3, 2012

ACTION AND VOTE:

1. Board of Supervisors -2012-161

Select and Approve a Design for the Highway 140 Welcome Sign (Supervisor Cann)

Supervisor Cann initiated discussion relative to this matter, and he thanked everyone that has been involved, especially the Tourism Bureau, the Chamber of Commerce and Kathy McCorry, and Larry Vilott for voluntarily preparing the designs. Kathy McCorry thanked the Board and Larry Vilott for working on this project; and she noted that the preference is the option with the waterfall. Bob Kirchner thanked the Tourism Bureau and Larry Vilott and the Board; and he advised that the Chamber will be taking action to move forward on this project at their meeting on Thursday. Jeff Hentz thanked the Chamber and Larry Vilott for their work on this project; and he provided input on the options that were presented and advised of consideration of installing another billboard in the future at another location advertising what is available in the County.

Eleanor Keuning suggested that less detail on the sign is better for highway travelers; and she thanked everyone involved in this project and is happy that it is getting done.

Supervisor Cann commented on the review of the options at the Tourism Bureau meeting and of discussion relative to adding wording at the bottom of the sign to “stay, play, dine, and shop.” Kathy McCorry advised that the bottom strip is called a "snipe" and she advised of their work on this and of their work with CalTrans on the permit, and of the estimated costs and changes to vinyl versus a painted sign. Bob Kirchner provided input on the permit process.
Input from the public was provided by the following:
Ruth Catalan provided input and stated she likes all three options.
Marvin Wells asked why there is advertising on the other side of the sign; and he stated he likes the idea of a butterfly on the sign.
Discussion was held. Supervisor Turpin suggested that consideration be given to addressing signage for the other entrances into the County. Supervisor Cann advised that they are working on the draft sign ordinance to allow this type of signage, and he noted that this billboard is located on privately owned property.
Additional input from the public was provided by the following:
Marvin Wells noted the shrink-wrap signage used on the YARTS buses is what is being proposed for this sign.
Lester Bridges provided input on the history of this sign.
Further discussion was held. The Board accepted the design with the Yosemite Falls on the right side and the miner on the left, with the request that there be a bottom sign with language for shop, play and dine.

RESULT: ADOPTED AS AMENDED [UNANIMOUS]
MOVER: Kevin Cann, District IV Supervisor
SECONDER: Lee Stetson, District I Supervisor
AYES: Stetson, Turpin, Bibby, Cann, Allen

Cc: Peter Rei, Public Works Director
File
STATE OF CALIFORNIA • DEPARTMENT OF TRANSPORTATION

OUTDOOR ADVERTISING STRUCTURE PERMIT / APPLICATION
ODA-0002 (REV. 8/93)

PERSONAL INFORMATION NOTICE
Pursuant to the Federal Privacy Act (PL 93-579) and the California Information Practices Act of 1977 (Civil Code sections 1798, et seq.), notice is hereby given that certain personal information is voluntary. The principal purpose of the voluntary information is to facilitate this structure permit application. The failure to provide all or any other part of the requested information will terminate processing of this application and no permit will be issued. No disclosure of personal information will be made unless permissible under the above-mentioned acts. Each individual, from whom personal information has been requested, has the right to request and proper identification, to inspect all personal information related to that individual in any record maintained on that individual in an identifiable manner.

COMPLETE ALL SECTIONS. ISSUANCE OF A PERMIT WILL BE DELAYED UNLESS ALL ITEMS ARE FILLED IN; IMPRINT IS PLACED; THE PROPER FEES REMITTED, AND A COPY WILL BE RETURNED FOR YOUR RECORDS. MAKE CHECKS, MONEY ORDERS, ETC., PAYABLE TO DEPARTMENT OF TRANSPORTATION.

RETURN TO: DEPARTMENT OF TRANSPORTATION
OUTDOOR ADVERTISING PROGRAM
P.O. Box 942374 • Sacramento, CA 94274-0001

V-shaped structures are separate displays and require separate applications. All permits expire December 31.

DISPLAY TYPE: ☑ GENERAL ADVERTISING ☐ MESSAGE CENTER (On-Premise) ☐ EXCEPTION (5405 et seq.)

APPLICATION will not be approved if the advertising display is violation of the Outdoor Advertising, State Regulations, or Local Ordinances.

APPLICATION non-refundable ☐ ☑ PERMIT refundable if application not approved ☐ ☑ PRELIMINARY REVIEW REQUEST only if preview is requested ☐ ☑

Total Fees Due $ 200

1. DISPLAY OWNER (Print or type name of firm owning structure/sign)
MARIPOSA COUNTY CHAMBER OF COMMERCE

NAME OF OWNER OF FIRM

2. PROPERTY OWNER, PERSON IN CONTROL OF PROPERTY UPON WHICH DISPLAY IS SITUATED (Print or Type Name)

PROPERTY OWNER MUST SIGN HERE IF CONSENT IS VERBAL

3. DISPLAY TO BE INSTALLED IN (COUNTY NAME OR INCORPORATED CITY)
DNA - EXISTING BUILT IN 1988 on the N.S.E.W. of STATE ROUTE NO. 140

ROAD OR STREET NAME

4. PROPOSED INSTALLATION DATE
DNA

OWNERS LEASE NUMBER (Optional)

5. TO BE PLACED BY, NAME OF FIRM

FIRM'S ADDRESS

6. DISPLAY LOCATION SKETCH:
Show U.S. State Route Numbers or Name of Street
Show Name of Nearest Crossroad, Over Underpass or Nearest Landmark:
Distance of Display from Intersection. Indicate single panel thus: L V-shaped display thus: V.

7. DESCRIPTION OF DISPLAY

HEIGHT (4') BANNER ON BOTTOM

COPY: ☐ ONE SIDE ☑ BOTH SIDES 1/2 OF A V-SHAPED DISPLAY

The applicant hereby agrees to place and maintain the advertising described above in accordance with the provisions of the Outdoor Advertising, local zoning ordinances, and any other applicable regulations. The applicant understands that a change in the approved physical configuration or size requires a new permit in advance. The applicant certifies that the statements made in this application are true and understands that any incorrect statement of fact may be grounds for denial of a permit or for revocation if already granted.

8. ADVERTISING COPY:
CHAMBER OF COMMERCE MEMBERSHIP SERVICES MESSAGES WELCOME SIGNS

SIGNATURE OF DISPLAY OWNER OR AUTHORIZED AGENT

ADDRESS

PRINT OR TYPE NAME

DATE

BUSINESS PHONE

ASSessor's PARCEL NO.
018-000-001

ZONING

THIS SPACE FOR LOCATION SKETCH

SEE PHOTOS

SEE PHOTOS
July 2, 1997

To Whom It May Concern:

As in the past I authorize that Mariposa County Chamber of Commerce the use of the billboard at the Merced/Mariposa Co line on Hwy 140. I will not allow any commercial advertising on the billboard.

Kathleen Crookham

Dwight Oliver has permission to represent me.

Kathleen M. Crookham
Supervisor, District Two

MERCESD COUNTY
Board of Supervisors

MERCESD COUNTY
CHAMBER OF COMMERCE
P.O. BOX 425
MARIPOSA, CA 95338

Mariposa County
CHAMBER OF COMMERCE
P.O. BOX 425
MARIPOSA, CA 95338

MERCED COUNTY
Board of Supervisors

Kathleen M. Crookham
Supervisor, District Two

2222 M Street, Third Floor
Merced, CA 95340
Telephone (209) 385-7366
Fax (209) 726-7977
NOW ENTERING

MARIPOSA COUNTY

HOME OF

Yosemite National Park!
Established in 1850

MARIPOSA COUNTY

home of

Yosemite National Park!

WELCOMES YOU!

Historic & Scenic
MARIPOSA COUNTY
home of Yosemite National Park!
WELCOMES YOU!