

DATE: 7/06/99 AGENDA ITEM # 22
() APPROVED () DENIED
() CONTINUED

TO: JAMES L. APP, CITY MANAGER
FROM: BOB LATA, COMMUNITY DEVELOPMENT DIRECTOR *Bob*
SUBJECT: CODE AMENDMENT 99003 - SIGN CHAPTER 21.19
(BILLBOARDS AND OFF-PREMISE WINERY DIRECTIONAL SIGNS)
DATE: JULY 6, 1999

Needs: For the City Council to consider a modification to the City's sign code to permit for off-premise winery directional signs and to establish performance standards for billboards.

- Facts:
1. In September of 1998, as the result of an appeal of a conditional use permit for a billboard sign filed by Sylvester Winery, the City Council directed staff to formulate an Ad Hoc group to study and make recommendations regarding billboards along the Highway 101 and 46 corridors.
 2. The Ad Hoc Sign group was formed with representatives from the Chamber of Commerce, Main Street Program, Development Review Committee, and the Paso Robles Vintners and Growers Association.
 3. The Ad Hoc group began its series of meetings in January of 1999 and provided a status report of their work at the May 18, 1999 City Council meeting.
 4. At the meeting of May 18, 1999, the City Council considered public input and concluded their discussion with direction for the Ad Hoc Committee to focus on a set of specific performance standards for new billboards, as well as separate provisions for off-premise winery directional signs. An additional Ad Hoc member was added to the Group to represent the hospitality industry (Matt Masia).
 5. Three of the five Ad Hoc Group members met again with staff on June 2, 1999 to discuss draft performance standards and to solidify an approach for the sign code amendment per the Council's direction. The consensus of the group in attendance was for staff to prepare code amendment wording that would achieve the following:
 - a) Off-Premise Directional Winery Signs - allowing for uniform size/design signs directing travelers to wineries or wine tasting rooms (as are currently being used by PRVGA), consistent with SLO County and Caltrans existing standards.

Note: There was discussion on whether other types of tourism oriented businesses should be permitted to use similar off-premise directional signing (B&Bs, hotels, restaurants, etc.). The consensus of the group in attendance was that most other hospitality services were not as remotely located as wineries, and generally were located close to central business districts or highway corridors. Other types of directional signing through Caltrans could be pursued (such as generic "service available" signs at freeway exits) for these other uses.

b) Billboard Performance Standards - allowing for new billboards subject to a Conditional Use Permit and subject to a set of specific design performance standards.

Note: The draft set of billboard design performance standards that were the result of the June 2, 1999 Ad Hoc meeting were circulated to all Ad Hoc Committee members, and as of the date of publication of this report there were no suggested changes to those draft standards.

6. On June 22, 1999 the Planning Commission held a public hearing to consider the proposed code amendment. Public testimony was received from four members of the public, reflecting suggestions to modify or enhance the code amendment as follows:
 - o Ed Anshon of the Paso Robles Golf Club - encouraged that golf courses be included in the range of uses permitted to have an off-premise directional sign.
 - o Todd Hansen of Weyrich Development - requested a copy of the proposed standards out of interest in the topic.
 - o Matt Masia of the Adelaide Inn - was a member of the Ad Hoc committee for the last June 2, 1999 meeting. He provided a letter, dated June 18, 1999 (attached) and spoke in favor of the billboard performance standards with a suggested modification to the proposed set back from public right of way (wanted it reduced to 1/2 foot of linear distance for each 1 foot of vertical sign height). He also noted his consultation with Mr. Tom Martin who had made additional suggestions to allow the 30 feet of sign height to be measured from the highway grade and to eliminate the requirement for set back from buildings, but who was otherwise in favor of the proposed standards.
 - o Dale Gustin of 246 - 12th Street - suggested that Caltrans approval for off-premise winery directional signs be added to the set of permit criteria under the proposed ordinance.
7. At the conclusion of the hearing, the Commission unanimously supported recommendations to the City Council to adopt a negative declaration for the code amendment, and for Council adoption of the sign code amendment with the following modifications:

- o Clarification of sign height to be measured from highest adjacent grade (not from freeway grade);
 - o Addition of requirement to obtain necessary approvals from Caltrans for off-premise winery directional signs.
8. The Commission also recommended that staff come back at a future date with additional information and options relating to a comprehensive directional sign approach for tourism and related industries (golf courses, spas, conference facilities, etc.).
 9. Attached to this report is an Ordinance with draft text which would amend the City's Sign Code Chapter to provide for the two-part approach for off-premise signs described above.
 10. The proposed code amendment is subject to the California Environmental Quality Act (CEQA). An Initial Study has been conducted (on file in the Community Development Department) and concludes that the proposed code amendment will not have any significant effect on the environment.

Analysis
and
Conclusion:

As described in the facts and background above, the most logical means to balance community needs for directional and advertising signs along the freeway corridors appears to be a two part approach: The first part would involve creating a new definition and specifically providing for off-premise directional signs for wineries. The second part would involve establishing specific performance standards for billboards, to guide future requests for such signs. The purpose and intent of these code modifications is to provide an avenue for tourism signing needs, while still preserving the aesthetic character of the freeway corridors.

Allowing uniform off-premise directional signs for wineries will fill a need for that industry that is already provided for within the County and by the State of California. The wineries can continue to utilize the small blue and white directional signs that the PRVGA has worked to establish with Caltrans, providing a "seamless" sign treatment between City and County wine regions.

The proposed performance standards for billboards will still allow for individual sites along the Highway 46 and 101 corridors to be considered for future billboards, but will regulate the minimum spacing between signs, their height, size, set back from public rights-of-way and quality of construction.

Taking all performance standards into consideration, it is not likely that there would be additional billboards established along the Highway 46 corridor (unless land is annexed along that corridor, or property along the corridor is rezoned to commercial). There is a greater likelihood that new billboards would be proposed adjacent to the Highway 101 corridor.

In light of the foregoing, the affect of the proposed code amendment on Sylvester Winery's CUP request for a billboard sign is mixed. Sylvester Winery could benefit from the additional placement of uniform directional signs near key intersections and along key stretches of road (such as Buena Vista and Highway 46). However, the current design and location of the billboard sign they are requesting along Highway 46 would not meet the proposed set of performance criteria for spacing and construction standards. City Council action on their CUP request is scheduled for July 20, 1999 after the Council has considered this sign code amendment.

The City Council's options at the July 20, 1999 meeting with regards to the pending Sylvester application include:

- o Denial of the Conditional Use Permit based on inconsistency with the proposed billboard standards;
- o Approval of the Conditional Use Permit as a "grandfathered" sign, contingent upon Caltrans issuance of a permit for that location.

Policy

Reference: State's Outdoor Advertising Act; Zoning Code Sign Provisions.

Fiscal

Impact: No measurable fiscal impacts are anticipated.

Options:

After consideration of all public testimony, that the City Council consider the following options:

- a. (1) Adopt a Negative Declaration for the Code Amendment application;
- (2) Introduce the attached ordinance amending Chapter 21.19 of the Zoning Code (Title 21) and set July 20, 1999 for adoption;
- b. (1) Adopt a Negative Declaration for the Code Amendment application;
- (2) Introduce a *modified* ordinance amending Chapter 21.19 of the Zoning Code (Title 21) and set July 20, 1999 for adoption, reflecting additional recommendations received at the June 8, 1999 Planning Commission hearing, including but possibly not limited to:
 - o Sign set back from right-of-way by ½ linear foot for each 1 vertical foot of sign height;
 - o Sign height measured from freeway grade.
- c. Amend, modify or reject the foregoing options.

Attachments:

1. City Council resolution adopting a Negative Declaration status for Code Amendment 99003
2. City Council Ordinance approving Code Amendment 99003
3. Letter from Matt Masia, dated June 18, 1999
3. Public Notice Affidavit

h:\meg\1999\special projects\ordin\7-6 CC report

RESOLUTION NO: _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
APPROVING A NEGATIVE DECLARATION FOR
CODE AMENDMENT 99003 (SIGN CHAPTER / OFF-PREMISE DIRECTIONAL SIGNS FOR
WINERIES AND BILLBOARD PERFORMANCE STANDARDS)

WHEREAS, the City of Paso Robles has initiated Code Amendment 99003 which proposes changes to Chapter 21.19 of the Zoning Code (Signs) to establish provisions for off-premise directional signs for wineries and performance standards for billboards, on a city-wide basis, and

WHEREAS, an Ad Hoc Sign Committee was formed and met multiple times on this subject, making recommendations that were considered by the both the Planning Commission and City Council, and

WHEREAS, an Initial Study was prepared for this project (on file in the Community Development Department), which concludes that the project as proposed would not have significant impacts on the environment, and

WHEREAS, Public Notice of the proposed Negative Declaration was given as required by Section 21092 of the Public Resources Code; and

WHEREAS, public hearings were conducted by the Planning Commission on June 22, 1999, and by the City Council on July 6, 1999 to consider the Initial Study prepared for this application, and to accept public testimony regarding this proposed environmental determination for the proposed zoning code text modification; and

WHEREAS, based on the information contained in the Initial Study prepared for this zoning code text modification and testimony received as a result of the public notice, the City Council finds no substantial evidence that the project would have a significant impact on the environment;

NOW, THEREFORE, BE IT RESOLVED, that based on the City's independent judgment, the City Council of the City of El Paso de Robles does hereby approve a Negative Declaration for Code Amendment 99003 in accordance with the California Environmental Quality Act .

PASSED AND ADOPTED THIS 6th day of July, 1999 by the following roll call vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

DUANE J. PICANCO, MAYOR

ATTEST:

CINDY PILG, DEPUTY CITY CLERK

ORDINANCE NO. ____ N.S.

AN ORDINANCE OF THE CITY OF EL PASO DE ROBLES
AMENDING CHAPTER 21.19 OF THE ZONING CODE (SIGNS)
TO PROVIDE FOR OFF-PREMISE DIRECTIONAL SIGNS FOR WINERIES AND
BILLBOARD PERFORMANCE STANDARDS
(CODE AMENDMENT 99003 - CITY INITIATED)

WHEREAS, the City of Paso Robles has initiated Code Amendment 99003 which proposes changes to Chapter 21.19 of the Zoning Code (Sins) to establish provisions for off-premise directional signs for wineries and performance standards for billboards on a City-wide basis, and

WHEREAS, an Ad Hoc Sign Committee was formed and met multiple times on this subject, making recommendations that were considered by both the Planning Commission and City Council, and

WHEREAS, the City has adopted Economic Development Goals which support tourism and related services industries, and

WHEREAS, the City has adopted General Plan Goals which support preserving and promoting a positive community image, and

WHEREAS, the proposed amendments to the sign code are expected to support desired economic goals, while preserving community image along highway corridors by reducing sign clutter, and

WHEREAS, at its meeting of June 22, 1999, the Planning Commission took the following actions:

- a. Considered the facts and analysis, as presented in the staff report prepared for this project, including recommendations by the Ad Hoc Sign Committee;
- b. Conducted a public hearing to obtain public testimony on the proposed project;
- c. Based on the information contained in the Initial Study prepared for this project, found that there was no substantial evidence that this project would have significant adverse effects on the environment and recommended that the City Council approve a Negative Declaration;
- d. Recommended that the City Council approve the proposed code amendment; and

WHEREAS, at its meeting of July 6, 1999, the City Council took the following actions:

- a. Considered the facts and analysis, as presented in the staff report prepared for this project, including recommendations by the Ad Hoc Sign Committee;
- b. Considered the recommendation of the Planning Commission;

- c. Conducted a public hearing to obtain public testimony on the proposed project;
- d. Based on the information contained in the Initial Study prepared for this project, found that there was no substantial evidence that this project would have significant adverse effects on the environment and approved a Negative Declaration.

NOW, THEREFORE, BE IT KNOWN that the Paso Robles City Council, based upon the substantial evidence presented at the above referenced public hearing, including oral and written staff reports, finds as follows:

1. The above stated facts of this ordinance are true and correct.
2. This Code Amendment is consistent with the City's General Plan.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF EL PASO DE ROBLES DOES ORDAIN AS FOLLOWS:

SECTION 1. Section 21.19 of the Municipal Code (Signs) is hereby amended as shown on the attached Exhibit A..

SECTION 2. Publication. The City Clerk shall cause this ordinance to be published once within fifteen (15) days after its passage in a newspaper of general circulation, printed, published and circulated in the City in accordance with Section 36933 of the Government Code.

SECTION 3. Severability. If any section, subsection, sentence, clause, or phrase of the Ordinance is, for any reason, found to be invalid or unconstitutional, such finding shall not affect the remaining portions of this Ordinance.

The City Council hereby declares that it would have passed this ordinance by section, subsection, sentence, clause, or phrase irrespective of the fact that any one or more sections, subsections, sentences, clauses, or phrases are declared unconstitutional.

SECTION 4. Inconsistency. To the extent that the terms of provisions of this Ordinance may be inconsistent or in conflict with the terms or conditions of any prior City ordinance(s), motion, resolution, rule, or regulation governing the same subject matter thereof and such inconsistent and conflicting provisions of prior ordinances, motions, resolutions, rules, and regulations are hereby repealed.

SECTION 5. Effective Date. This Ordinance shall go into effect and be in full force and effect at 12:01 a.m. on the 31st day after its passage.

Introduced at a regular meeting of the City Council held on July 6, 1999, and passed and adopted by the City Council of the City of El Paso de Robles on the 20th day of July, 1999 by the following roll call vote, to wit:

AYES:

NOES:

ABSENT:

ABSTAINING:

Duane J. Picanco, Mayor

ATTEST:

Cindy Pilg, Deputy City Clerk

mw\special projects\Highway Signs\ordinance\ordinance doc

Exhibit A

The following amendments to Chapter 21.19, show new text in *bold and italics*, while deleted text is in ~~strike-through~~ format.

Section 21.19.020 - Definitions:

“Directional Signs” mean signs that are limited solely to directional messages such as “one way,” “entrance,” “exit.” Directional signs do not contain any message that identifies businesses or activities or that advertise products or services. (Exception: real estate *and winery directional* signs as described in this chapter ~~may identify property or development projects~~).

“Highway-oriented sign” means a freestanding sign exceeding six feet in height, located on designated properties near the intersections of State Highway 101 and 46, that identifies tourist-oriented businesses such as gasoline service stations, restaurants, motels, and regional commercial uses *and are located on the same property as the business they identify*.

“Off-premise Sign” means a sign which promotes a business, activity, product, or service available on property other than that on which the sign is located, or which directs the public to business or activity on another property. ~~Directory signs located on a parcel separate from the business they identify are a type of off-premise sign.~~

“Winery Directional Sign” means an off-premise sign that is intended solely to direct the public to wineries that are located either in or out of the City limits, and meet the design criteria established by this chapter.

Section 21.19.070 C (Freestanding Signs), 6. Billboards:

- a. On private property subject to approval of a conditional use permit. On public property, owned in fee or easement, the city council may approved billboards and other off-premise signs designed to provide public information relative to goods and services available within the city without the need for a conditional use permit.
- b. *Except as provided for on public property, all new billboards shall be subject to the following performance standards, as determined through the conditional use permit process. A conditional use permit cannot be approved unless the following performance standards are met:*
 1. *Other Agency Permits - An application for a conditional use permit must be accompanied by a Caltrans approved billboard permit.*

Location - Qualified properties must be adjacent to the 101 or 46 Corridors (i.e., none along Spring Street or other lesser street corridors). Adjacent would include properties separated by frontage roads.

3. **Zoning** - Qualified properties must have either commercial or industrial zoning designations in accordance with the State's Outdoor Advertising Act parameters.
4. **Minimum Spacing** - No more than 1,000 feet from any other off-premise sign on the same side of the right-of-way, and/or no more than 3 signs per 1 mile stretch (whichever is more stringent).
5. **Size** - No greater than 300 square feet in area (including irregularly shaped features of certain sign graphics).
6. **Height** - No higher than 30 feet to top of sign (with ability for isolated features of the sign graphic to protrude above) as measured from closest adjacent grade.
7. **Construction Quality** - Signs to be metal construction (or similar structural integrity) as demonstrated through the conditional use permit process.
8. **Landscaping** - Landscaping may be required at the base of the sign (shall be considered in conjunction with the conditional use permit) as a means of bringing the sign into a less obtrusive scale to its surroundings.
9. **Electronic Reader Copy** - Not permitted. Static graphics only.
10. **Lighting Methods** - All lighting shall be indirect and shielded so as not to create off-site glare.
11. **Distance from Highway** - Billboard shall be set back from the State right-of-way a minimum of one (1) foot for every linear foot of sign height.
12. **Relation to Buildings** - The top of a Billboard shall not be higher than buildings located on the same and/or adjacent lots, unless separated from said buildings by one (1) foot for every linear foot of sign height.

Section 21.19.070 I (Winery Directional Signs): In addition to any signs allowed by this chapter, where allowed by state law adjacent to roads leading to the winery and/or tasting room, for the purpose of directing patrons to the site, Winery Directional Signs are subject to the following conditions:

1. Development Review Committee approval is required for the number, location, and placement of such signs;

2. ***Written consent of the owner of the property on which the winery directional sign is to be placed shall be provided in conjunction with the sign permit application;***
3. ***Maximum area and height - A maximum area of 4.5 square feet and a maximum height of 10 feet above the elevation of the adjoining roadway;***
4. ***Appearance - All winery directional signs shall be of a uniform design, consistent with State of California - Department of Transportation standards for tourism oriented signs as shown in Figure 1;***
5. ***Sign copy - Shall consist only of directional information (arrow, mileage, grape logo, and "winery" or "wineries" reference as shown in Figure 1), but shall not contain the name of individual wineries.***
6. ***Necessary permits shall be obtained from State of California - Department of Transportation, where applicable, prior to installation of the directional sign.***

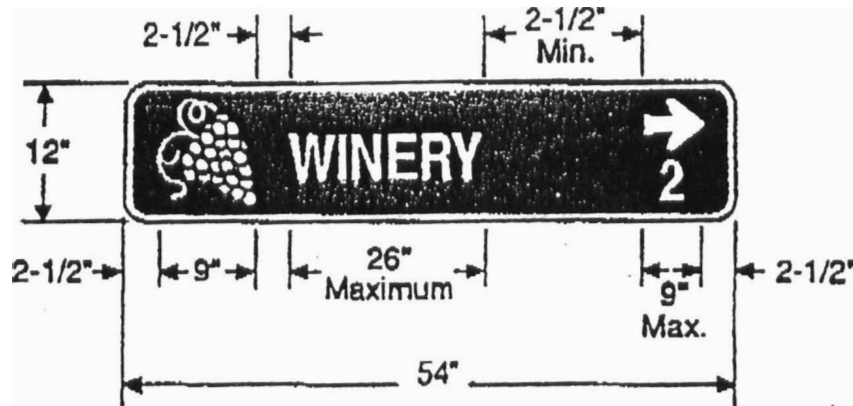
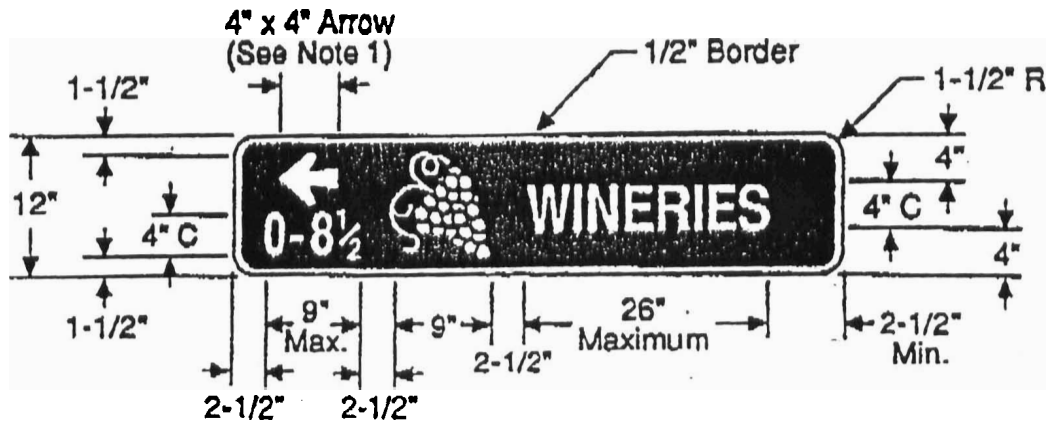
Code Amendment 99003

STATE OF CALIFORNIA - DEPARTMENT OF TRANSPORTATION

MUTCD NUMBER None

CODE SG44-1
Lt. & Rt

Typical TOD Sign Layout - 1 Line



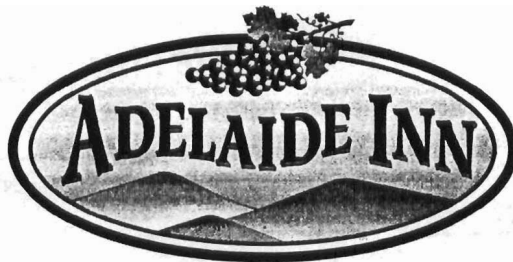
Notes:

1. For arrow dimensions, see Typical TOD Sign Arrow sheet.
2. Distances should be to the nearest whole mile, but the nearest 1/4 mile may be used to avoid any confusion to the motorist.
3. Letter size for fractions, when used, is 2"C.
4. All trailblazer signs should be in place, before this sign is placed on the State highway.
5. All signs on State highways shall be installed per Caltrans Standard Plans RS1 and RS2, Roadside Sign Typical Installation Details No. 1 and No. 2. Except that the minimum distance from the bottom of the sign to the ground shall be 7'-2" for the top sign, 6'-1" for the second sign and 5'-0" for the bottom sign.

COLORS
BORDER, SYMBOL & LEGEND - WHITE (REFLECTIVE)
BACKGROUND - BLUE (REFLECTIVE)

Figure 1 - Chapter 21.19 (Signs)

2-13



The Perfect Choice

RECEIVED

JUN 21 1999

18 June 1999

Gooday City Council and Planning Commission Members,

Thank you for the opportunity to give feedback on the billboard and winery sign discussion. I feel very satisfied with the dialogue that has been exchanged and the fairness in how it has been handled.

I ask for your support of the Code Amendment that regulates and restricts billboard approval. I don't feel a proliferation of the board is necessary and that strict guidelines are needed. A complete ban on boards would be extreme and shooting ourselves in the foot when trying to promote our city.

I am very comfortable with what has been requested except, however, for a change in the distance from the highway being only 1/2 a foot for every linear foot of the billboard.

I encourage your support for this Code Amendment.

Sincerely,

Matt Masia
Owner/Manager

MM/sk

PROOF OF PUBLICATION

LEGAL NEWSPAPER NOTICES

PLANNING COMMISSION/CITY COUNCIL
PROJECT NOTICING


Newspaper: TELEGRAM-TRIBUNE

Date of Publication: June 9, 1999

Meeting Date: June 22, 1999
(Planning Commission)
July 6, 1999
(City Council)

Project: Code Amendment 99003
(Billboards/Directional Signs)

I, Lonnie Dolan, employee of the Community
Development Department, Planning Division, of the City of
El Paso de Robles, do hereby certify that this notice is a true
copy of a published legal newspaper notice for the above
named project.

Signed: 
Lonnie Dolan

forms/newsaffi.691

NOTICE OF
PUBLIC HEARINGS
NOTICE OF INTENT
TO ADOPT NEGATIVE
DECLARATION
NOTICE IS HEREBY
GIVEN that the Planning
Commission of the City
of El Paso de Robles will
hold a Public Hearing to
consider making recom-
mendations regarding
adoption of Negative
Declaration and approval
of Code Amendment
99003, Initiated by the
City of Paso Robles.
The application proposes
to modify Chapter 21.19
(Signs) of the Municipal
Code as it relates to off-
premise signs (specifi-
cally billboards and direc-
tional signs). The
proposed code amend-
ment would be effective
City wide.
The Planning Commis-
sion's hearing will take
place in the Conference
Room of the Library /
City Hall at 1000 Spring
Street, Paso Robles, Cal-
ifornia, at the hour of
7:30 PM on Tuesday,
June 22, 1999, at which
time all interested parties
may appear and be
heard.
NOTICE IS ALSO
HEREBY GIVEN that the
City Council of the City
of El Paso de Robles will
hold a Public Hearing to
consider the same code
amendment application
and its negative declara-
tion finding.
The City Council's hear-
ing will take place in the
Conference Room of the
Library / City Hall at
1000 Spring Street,
Paso Robles, California,
at the hour of 7:30 PM
on Tuesday, July 6,
1999 at which time all
interested parties may
appear and be heard.
As part of the noticed
Public Hearings, the
Planning Commission
and the City Council will
consider adoption of a
Negative Declaration of
Environmental Impact
(statement that there will
be no significant environ-
mental effects) in accor-
dance with the provi-
sions of the California
Environmental Quality
Act (CEQA). The pro-
posed Negative Declara-
tion will be available for
public review from
Wednesday, June 9,
1999 to Tuesday, July
6, 1999.

Copies of the staff report
and draft Negative Decla-
ration will be available
for the cost of reproduc-
tion at the Community
Development Depart-
ment, City Hall, 1000
Spring Street, Paso Rob-
les, CA 93446. Please
write to this address or
call the Planning Division
at (805) 237-3970
should you have ques-
tions or comments
regarding this notice or
related matters.
If you challenge the res-
olution or ordinance in
court, you may be limited
to raising only those
issues you or someone
else raised at the public
hearing described in this
notice, or in written cor-
respondence delivered
to the Planning Commis-
sion and/or City Council
at, or prior to, the noted
public hearings.

Meg Williamson, Princi-
pal Planner
June 9, 1999 5160331

