

TO: JAMES L. APP, CITY MANAGER
FROM: BOB LATA, COMMUNITY DEVELOPMENT DIRECTOR *BL*
SUBJECT: CONDITIONAL USE PERMIT 98006
(APPLICANT: SYLVESTER WINERY)

DATE: JULY 20, 1999

Needs: For the City Council to continue the open public hearing on this request for a billboard sign.

- Facts:
1. The applicant is seeking approval for a billboard sign on a residentially zoned parcel located at 1921 Experimental Station Road. The sign has been installed and is located on the side of a barn structure visible from Highway 46 East.
 2. This is an open public hearing, continued from the City Council's regular meeting of March 16, 1999. The project was continued to this July meeting in order to allow time for completion of a comprehensive highway corridor sign study to establish standards to which the sign proposal could be clearly measured. The sign was allowed to remain up during this period of time.
 3. An Ad Hoc Sign Committee was formed to address the highway corridor sign study and presented options for City Council consideration on May 18, 1999. At that meeting, the City Council directed the preparation of a Zoning Code Amendment to establish new performance standards for billboards, and for off-premise directional signs for wineries.
 4. On July 6, 1999, the City Council considered Code Amendment 99003 relating to billboards and off-premise directional signs. At the conclusion of the public hearing, the Council directed the Code Amendment back to the Planning Commission to expand the breadth of services covered under off -premise directional signing standards.
 5. A revised Code Amendment is expected to be ready for Planning Commission consideration in August/September 1999, followed by City Council consideration in October 1999.

Analysis
and

Conclusion:

Previously, on March 16, 1999, the City Council found it appropriate to postpone consideration of the Sylvester Winery billboard conditional use permit until such time that the highway corridor study and code amendment were completed. The purpose in waiting was to have the benefit of the study's findings and corresponding code standards to measure the appropriateness of a use permit action. To further continue action on this item to a date certain would provide the additional time necessary for the consideration of the code amendment that is underway.

Policy

Reference:

Zoning Code Sign Provisions.

Fiscal

Impact:

None

Options:

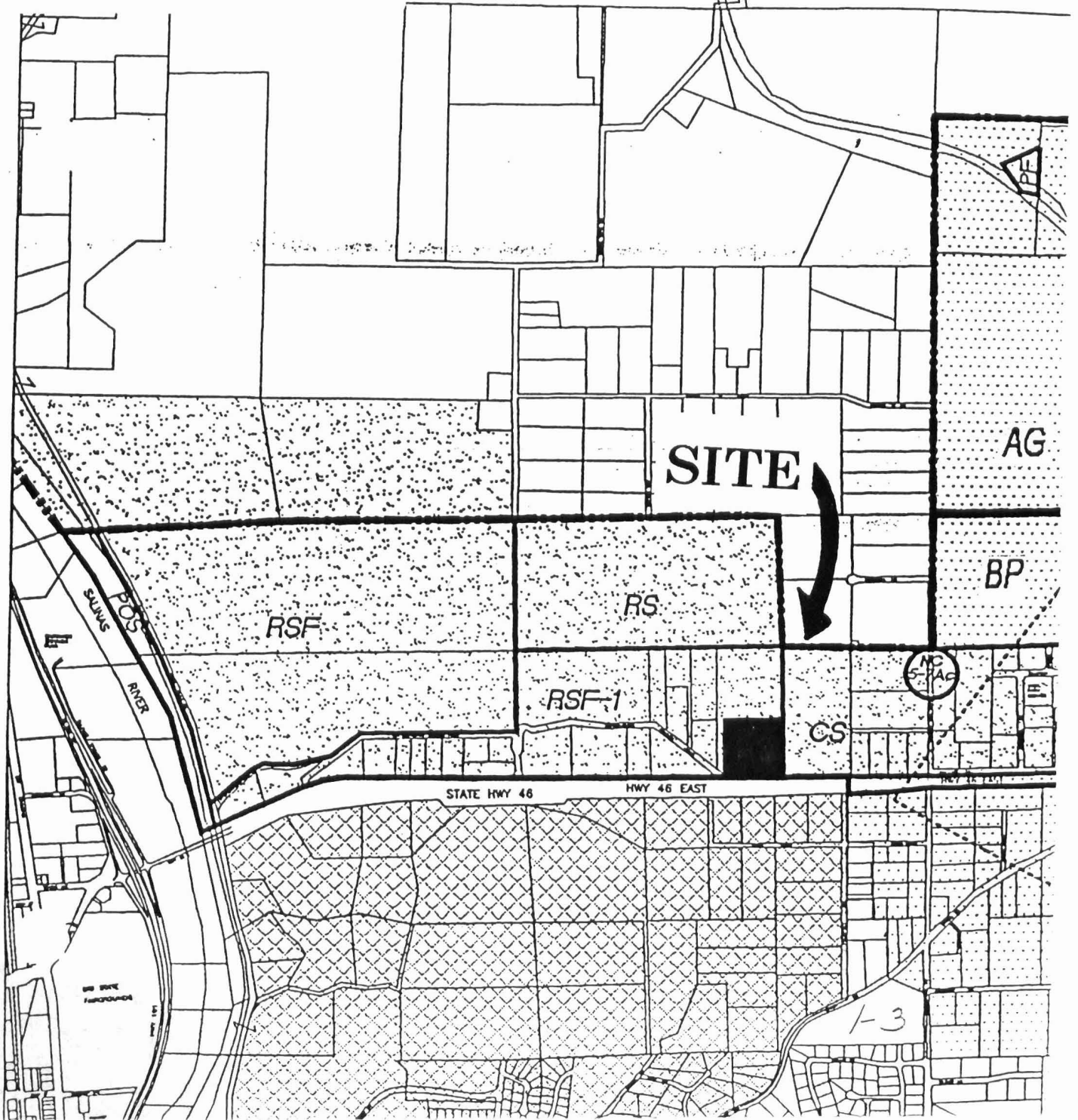
Subject to consideration of public testimony:

- a. That the City Council continue the open public hearing to the regular meeting of October 19, 1999 to allow the completion of Code Amendment 99003 that will address off-premise directional signs and billboards, prior to the City Council taking final action on the CUP;
- b. Amend, modify or reject the above noted option.

Attachments:

1. Location Map
2. Public Noticing affidavits

**CONDITIONAL USE PERMIT 98006
1921 EXPERIMENTAL STATION ROAD
LOCATION MAP**



**AFFIDAVIT
OF MAIL NOTICES**


PLANNING COMMISSION/CITY COUNCIL PROJECT NOTICING

I, Jo Manson, employee of the City of El Paso de Robles, California, do hereby certify that the mail notices have been processed as required for project Conditional Use Permit 98006 (Sylvester Winery) for the meeting on March 16, 1999 (City Council).

Mailed on this 3rd day of March 1999.

City of El Paso de Robles
Community Development Department
Planning Division

Signed: _____


Jo Manson

PROOF OF PUBLICATION

LEGAL NEWSPAPER NOTICES

PLANNING COMMISSION/CITY COUNCIL
PROJECT NOTICING

Newspaper: TELEGRAM-TRIBUNE

Date of Publication: March 3, 1999

Meeting Date: March 16, 1999
(City Council)

Project: Conditional Use Permit 98006
(Sylvester Winery)

I, Jo Manson, 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: Jo Manson
Jo Manson

NOTICE OF
PUBLIC HEARING
NOTICE IS HEREBY
GIVEN that the City
Council of the City of El
Paso de Robles will hold
a Public Hearing to con-
sider Conditional Use
Permit 98006, filed by
Sylvester Winery, for the
placement of an off-
premise directional sign
(billboard) identifying the
winery's location. The
sign is located on a resi-
dential property at 1921
Experimental Station
Road which has frontage
and visibility from High-
way 46 East. The appli-
cation was previously
considered by the City
Council at their meeting
of September 1, 1998,
on an appeal action. At
that meeting, the City
Council directed a six
month continuance to
allow further analysis of
the aggregate signage
along the Highway 46
and 101 corridors.
This hearing will take
place in the City Hall/
Library Conference
Room, 1000 Spring
Street, Paso Robles,
California, at the hour of
7:30 PM on Tuesday,
March 16, 1999, at
which time all interested
parties may appear and
be heard.
This application is
Categorically Exempt
from environmental
review per Section
15315 of the State's
Guidelines to implement
the California Environ-
mental Quality Act
(CEQA).
Comments on the pro-
posed project may be
mailed to the Community
Development Depart-
ment, 1000 Spring
Street, Paso Robles, CA
93446 provided that
such comments are
received prior to the time
of the hearing. Should
you have any questions
regarding this applica-
tion, please call Meg Wil-
liamson at (805)
237-3970.
The staff report for the
sign proposal will be
available for review at
the Community Develop-
ment Department, 1000
Spring Street, Paso Rob-
les, CA 93446, on the
Thursday before the
scheduled date of this
hearing.
If you challenge the con-
ditional use permit appli-
cation 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 correspon-
dence delivered to the
City Council at, or prior
to, the public hearing.
Meg Williamson, Princi-
pal Planner
Mar. 3, 1999 5131128