

TO: JAMES L. APP, CITY MANAGER

FROM: BOB LATA, COMMUNITY DEVELOPMENT DIRECTOR *Bob*

SUBJECT: CONDITIONAL USE PERMIT 98006
(APPLICANT: SYLVESTER WINERY)

DATE: October 19, 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 July 20, 1999. The project was continued to that July meeting (from a March 16, 1999 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. On May 18, 1999, 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. This directive was made after the Council's consideration of recommendations by An Ad Hoc Sign Committee that was formed to address the highway corridor sign study.
 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 was originally expected to be ready for Planning Commission consideration in August/September 1999. However, based on difficulties in locating written standards already in

place with other sample communities, preparation of the revised code amendment have been delayed.

6. The Code Amendment requested by the City Council is expected to be processed by the end of this calendar year.

Analysis
and

Conclusion:

Previously with this item, the City Council has 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:

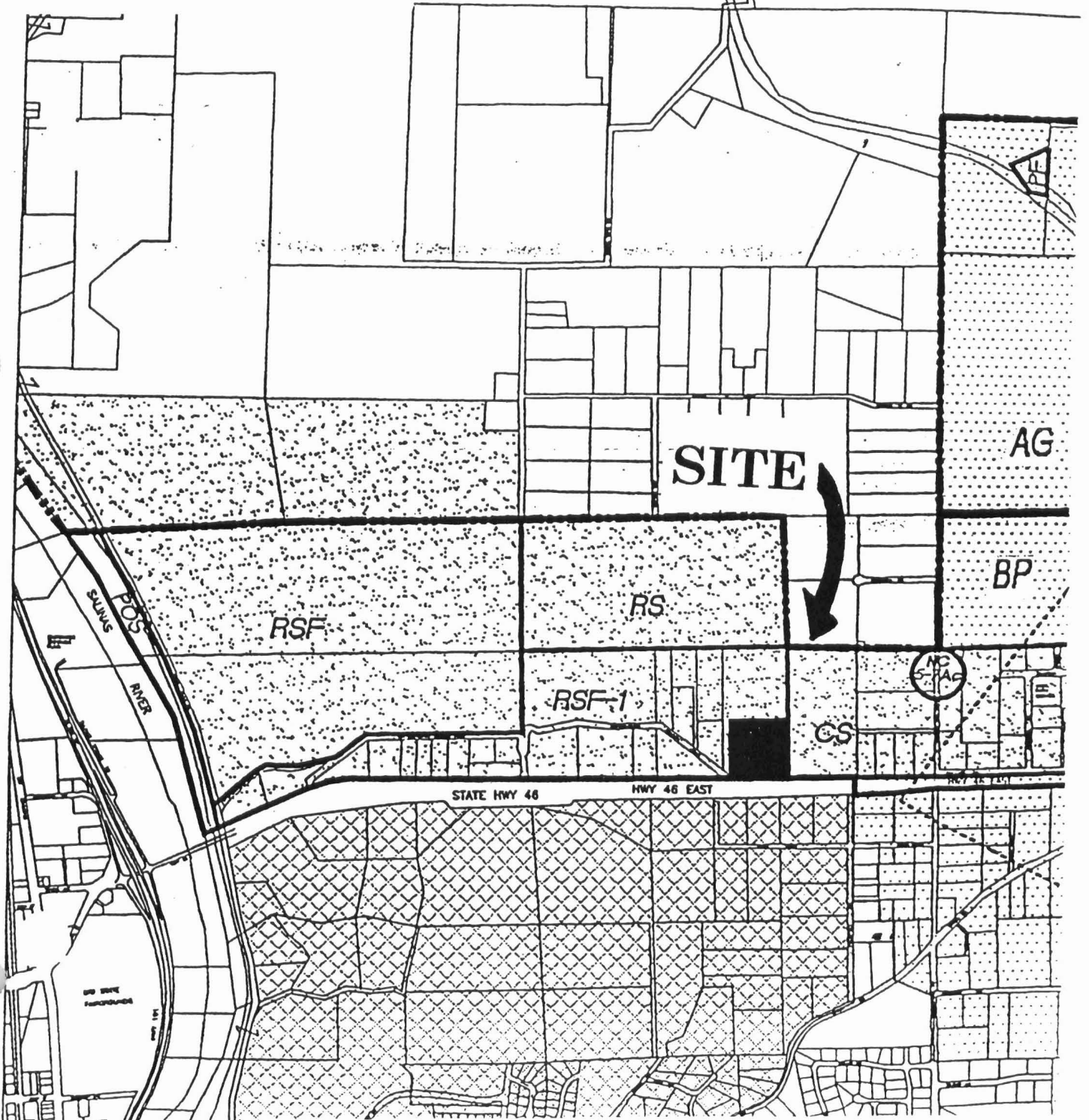
Subject to consideration of public testimony:

- a. That the City Council continue the open public hearing to the regular meeting of January 18, 2000 to allow the completion of a Code Amendment that will more fully 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
921 EXPERIMENTAL STATION ROAD
LOCATION MAP**



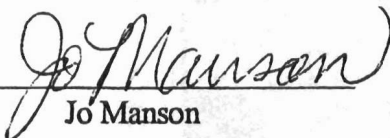
AFFIDAVIT
OF MAIL NOTICES
PLANNING COMMISSION/CITY COUNCIL PROJECT NOTICING

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

H:/Jo/mail.affidavit

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 consider 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 residential property at 1921 Experimental Station Road which has frontage and visibility from Highway 46 East. The application 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 Environmental Quality Act (CEQA).

Comments on the proposed project may be mailed to the Community Development Department, 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 application, please call Meg Williamson at (805) 237-3970.

The staff report for the sign proposal will be available for review at the Community Development Department, 1000 Spring Street, Paso Robles, CA 93446, on the Thursday before the scheduled date of this hearing.

If you challenge the conditional use permit application 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 correspondence delivered to the City Council at, or prior to, the public hearing.

Meg Williamson, Principal Planner
Mar. 3, 1999 5131128