

TO: JAMES L. APP, CITY MANAGER
FROM: ROBERT LATA, COMMUNITY DEVELOPMENT DIRECTOR *RL*
SUBJECT: CODE AMENDMENT 99003 - SIGN CHAPTER 21.19
(BILLBOARDS AND OFF-PREMISE WINERY DIRECTIONAL SIGNS)
DATE: JANUARY 4, 2000

Needs: For the City Council to consider a proposal to modify the Sign Code to allow uniform off-premise directional signs and to establish performance standards for billboards.

- Facts:
1. This is a continued, open public hearing from the City Council meeting of December 7, 1999.
 2. The City Council had first considered this Code Amendment in July, 1999. At that time, the extent of proposed code modifications were to provide for:
 - a) Off-site Directional Signs for Wineries (blue and white signs with "generic" reference to wineries and directive arrow); and
 - b) Performance Standards for the establishment of new Bill Board Signs.
 3. After receiving public input on July 7, 1999, related to the need to provide directional signs for visitor-serving uses other than just wineries (e.g. Golf Courses), the Council directed the Code Amendment back to the Planning Commission for consideration of expanded parameters for Off-site Directional Signs.
 4. Follow up research was conducted with other Cities who utilize directional signage for visitor-serving uses in their community (e.g., Oxnard and Monterey). However, it was found that these cities either had no formal written programs, or were using a sign program that was highly specialized for a specific geographic portion of their community (e.g. Cannery Row in Monterey).
 5. The City of Paso Robles adopted its own City Sign Program in 1996 for uniform directional signing of facilities such as: parking, transit-stops, civic buildings and related points of interest. (See attached design sheet). These signs are currently being utilized throughout the City.

6. The Analysis section of this report outlines how the City's existing Uniform Sign Program could be expanded to include directional signing for visitor-serving uses subject to review by the Street and Utilities Committee (a Sub Committee of the City Council) since the signs are within City right of way.
7. The other portions of the Code Amendment have not changed from their previously recommended form (relating to winery directional signs and billboards).
8. Attached to this report is an Ordinance with draft text which would amend the City's Sign Code Chapter to provide for off-premise signs as outlined below:
 - a) clarification and addition to sign definitions
 - b) addition of a section on Winery Directional Signs
 - c) addition of a section on Visitor-Serving Directional Signs
 - d) modification of existing billboard section to add performance standards
9. 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.
10. At that their meeting of December 14, 1999, the Planning Commission recommended on a 5-1-1 vote (Commission Ferravanti dissenting, and Commissioner Nemeth absent) for the City Council to approve the code amendment and environmental determination as presented. Commissioner Ferravanti noted his dissenting vote was based in not wanting to allow for billboards at all.

Analysis
and
Conclusion:

Discussions of this Sign Code Amendment date back to January of this year, when the Ad Hoc Sign Committee was formed to address the Council's directive for a billboard sign corridor study to be prepared. The Planning Commission and City Council held numerous public meetings to discuss how the City's sign code could adequately balance the community needs for directional and advertising signs along the freeway corridors with community appearance goals. The consensus from those meetings was a call for a "uniform" approach for directional signs, and a set of design standards for billboard advertising signs.

The following approach for Winery Directional and Billboards **is proposed to remain unchanged in the Code Amendment text** from the previous consensus that was reached:

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.

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.

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

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.

The following **additional modifications to the Code Amendment are proposed** as an approach to accommodate Directional Signs for Visitor Serving Uses (other than wineries):

Off-Premise Directional for Visitor Serving/Tourism Uses – Allowing for the City’s Uniform Directional Sign Program to be expanded to include directional signage on City right of way when the following criteria are met:

- Request made to and approved by the Streets and Utilities Committee (City Council sub committee).
- The Streets and Utilities Committee must be able to make the finding that the sign is necessary in order to aid a visitor to the community in locating a recreational, service or business landmark.
The visitor-serving use is to be referenced in general terms of use (e.g., “golf course,” “historic downtown,” “recreational lakes”).
- The uniform 18”x24” sign face size, graphic format and installation specifications shall be adhered to as with all public 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 and local street corridors.

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:

- a. (1) **Adopt a Negative Declaration for the Code Amendment application;**
- (2) **Adopt an Ordinance approving Code Amendment 99003.**
- b. Amend, modify or reject the foregoing option.

Attachments:

1. City Council resolution adopting a Negative Declaration status for Code Amendment
2. City Council Ordinance approving Code Amendment 99003
3. Public Notice Affidavit

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RESOLUTION NO. 00-

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, on July 6, 1999, the City Council directed the code amendment back to the Planning Commission for additional text revisions, and

WHEREAS, the Planning Commission held public hearings on November 9, 1999 and December 14, 1999 to consider the revised code amendment and the initial study prepared for said code amendment, and

WHEREAS, the City Council held public hearings on December 7, 1999 and January 4, 2000 to consider the revised code amendment and the Initial Study prepared for this application, and to accept public testimony regarding the proposed amendment and its associated environmental determination, 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 by the City Council of the City of El Paso de Robles this 4th day of January, 2000, by the following roll call vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Duane Picanco, Mayor

ATTEST:

Sharilyn M. Ryan, 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 January 4, 2000, and passed and adopted by the City Council of the City of El Paso de Robles on the 18th day of January, 2000, by the following roll call vote, to wit:

AYES:
NOES:
ABSENT:
ABSTAIN:

Duane Picanco, Mayor

ATTEST

Sharilyn M. Ryan, Deputy City Clerk

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.~~

“Visitor Serving Directional Signs” means an off-premise sign within the City of Paso Robles public right of way that is of uniform design as adopted by City Council and used to identify public facilities, services, and/or recreational and visitor-serving uses as deemed appropriate by the City.

“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.*
2. **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:*

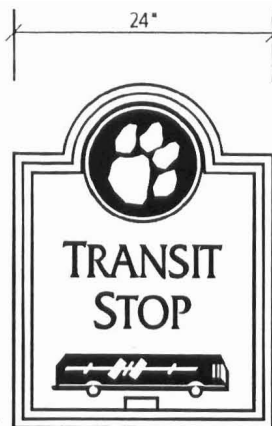
1. *Development Review Committee approval is required for the number, location, placement of such signs;*
2. *Written consent of the owner of the property on which the winery directional sign is to be placed shall be provided in conjunction with the sign permit application;*
3. *Maximum area and height - 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.*

Section XXXXXXXXX (Visitor Serving Directional Signs): *In addition to any signs allowed by this chapter, within the City of Paso Robles street right of way, for the purpose of directing visitors of the community to places of civic or public importance, and/or to recreational, service or business landmarks that are deemed appropriate by the City, Visitor Serving Directional Signs are subject to the following conditions:*

1. *A request must be considered by the City Council Streets and Utilities Committee, and may be approved if the standards set forth in this section are determined to be met. .*
2. *The Committee must be able to make the finding that the sign is necessary in order to aid a visitor to the community to a place of recreational, service or landmark importance.*
3. *The sign must reference or "list" the visitor-serving use in general terms. The sign is not intended to name, identify, or otherwise advertise a specific business.*
4. *Signs shall be placed at one or more locations as deemed necessary to aid in locating the visitor-serving use from an adjacent or nearby thoroughfare(s).*
5. *Only the City's adopted Uniform Sign face size, graphic format and installation specifications shall be used (no logos or special fonts).*

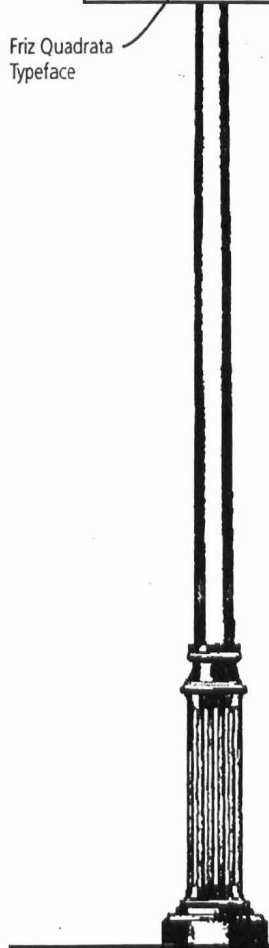


Friz Quadrata Typeface

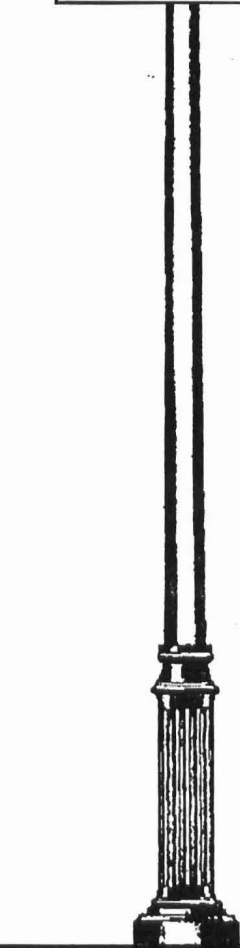


Alum .090" w/ Scotchlite and three colors applied via screen printing.

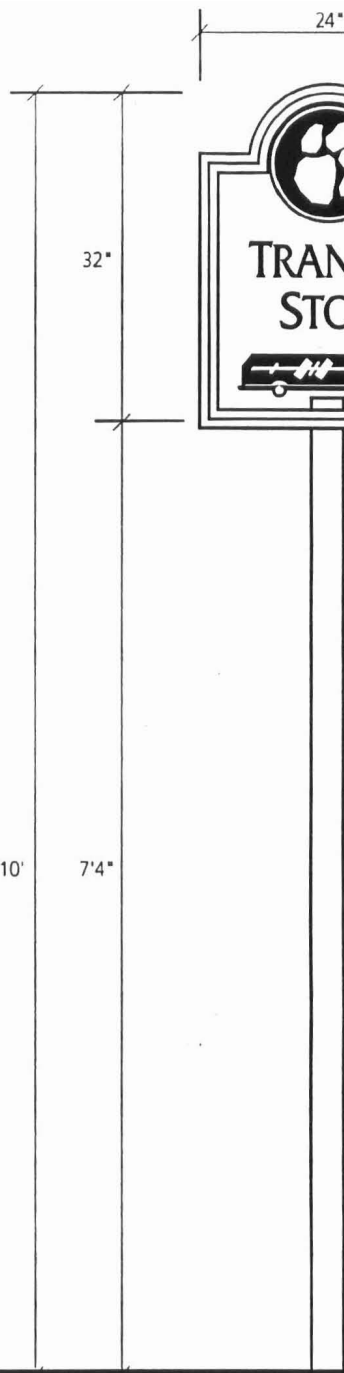
3" dia. Galvanized steel pole



City Entry Pole Sign



Off Site Directional Sign



Transit Sign



By: GT 8/26/96
MP 8.28.96
JB 9.18.96

CITY OF PASO ROBLES
SIGN PROGRAM

SCALE:
1" = 1' 6"

SHEET: Paso Robles Option 2.1

August 26, 1996 3-13

PROOF OF PUBLICATION

LEGAL NEWSPAPER NOTICES

PLANNING COMMISSION/CITY COUNCIL
PROJECT NOTICING

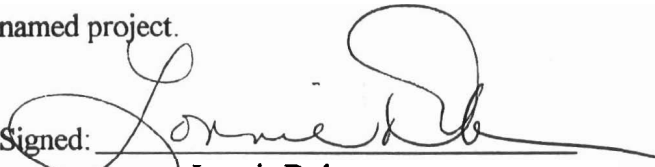
Newspaper: THE TRIBUNE

Date of Publication: October 20, 1999

Meeting Date: November 9, 1999
(Planning Commission)
-and- December 7, 1999
(City Council)

Project: Code Amendment 99003 (Off-Premise Directional and Bill-board 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

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 recommendations 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 (specifically billboards and directional signs). The proposed code amendment would be effective City wide.

The Planning Commission's hearing 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, November 9, 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 declaration finding.

The City Council's hearing 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, December 7, 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 environmental effects) in accordance with the provisions of the California Environmental Quality Act (CEQA). The proposed Negative Declaration will be available for public review from Wednesday, October 20, 1999 to Tuesday, December 7, 1999.

Copies of the staff report and draft Negative Declaration will be avail-

able for the cost of reproduction at the Community Development Department, City Hall, 1000 Spring Street, Paso Robles, CA 93446. Please write to this address or call the Planning Division at (805) 237-3970 should you have questions or comments regarding this notice or related matters. If you challenge the resolution 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 correspondence delivered to the Planning Commission and/or City Council at, or prior to, the noted public hearings.

Meg Williamson,
Principal Planner
Oct. 20, 1999 5202371