

TO: JAMES L. APP, CITY MANAGER

FROM: RON WHISENAND, COMMUNITY DEVELOPMENT DIRECTOR

SUBJECT: MISC. 10-001, VISITOR SERVING DIRECTIONAL SIGNS

DATE: APRIL 6, 2010

Needs: For the City Council to consider a request filed by Wine Country Alliance, to place winery directional signs at various locations within City limits.

Facts:

1. Stacie Jacob, from the Wine Country Alliance has provided a project description that explains the signage request and gives the background of their proposal (see Attachment 1). The Wine Country Alliance hired Kraftwerk Design, Inc., to design the proposed signs (see Attachment 3, Exhibit A), and Lisa Bodrogi (from the Alliance) prepared a graphic presentation that indicates where the signs are proposed to be located (see Attachment 3, Exhibit B).
2. The Sign Ordinance provides for Visitor Serving Directional Signs, which is defined as “an off-premise sign within City limits used to identify public facilities, services, and/or recreational and visitor-serving uses as deemed appropriate by the City”.
3. The proposed sign program is consistent with the sign code provisions for Visitor Serving Directional Signs and also the Gateway Plan Design Standards, which calls for “a unified signage system” at key Gateway locations. (see Attachment 2). The proposed sign design was patterned after these standards and will be compatible with a master gateway sign program when developed in the future.
4. On March 23, 2010 the Planning Commission reviewed the proposed sign program and recommended that the City Council approve the program, with the requirement that the sign be 6-inch by 24-inch and use the wine bottle logo on the signs.
5. This application is Exempt from environmental review per Section 15061 (b) (3) (General Rule) of the State’s Guidelines to Implement the California Environmental Quality Act (CEQA).

Analysis
and

Conclusion: Since wineries are a visitor serving use, the Sign Ordinance section on Visitor Serving Directional Signs applies to the proposed sign program. This section along with the criteria outlined in the Gateway Plan provides for small scale, detailed signs, which seem to fit the winery directional sign program proposed by the Wine Country Alliance (see Attachment 4).

The intent for the proposed program is to co-locate the signs on existing street sign poles (where appropriate) or install new sign posts if necessary. The potential locations have

been reviewed by the DRC and Public Works Department, and they have determined that the proposed locations would not conflict with the existing street signs or other street appurtenances. The addition of other directional signage consistent with the Gateway Standards concept may involve some modifications to the poles and sign locations but the two programs will be compatible.

The Wine Country Alliance proposes to pay for the signs as well as reimburse the City for the labor involved with this installation. The Alliance would also be responsible for the on-going maintenance of the signs.

In the future, if there are other visitor serving businesses that wish to have signs, they would need to go through the City review process (Master Gateway Sign Program). The type of business/service/point of interest, size, style and location of the signs would need to be consistent with what has been established with this application by the Wine Country Alliance, and with the City's Gateway Design Standards.

Policy

Reference: City of Paso Robles Municipal Code, Gateway Design Standards.

Fiscal

Impact: Fiscally neutral. The cost of the production of the signs, as well as the installation and maintenance of the signs would be paid for by the Wine Country Alliance.

Options: After consideration of all public testimony the City Council considers the following options:

- a. Adopt the attached Resolution approving the request to install visitor serving directional signs at the locations proposed by the applicant, and consistent with the design provided by Kraftwerks, inc., with a requirement that the sign size be consistent with the City's standard for street signs (6" x 24") with the use of the wine-bottle logo, based on the design being consistent with the design described within the Gateway Plan in the proposed locations;
- b. Amend, modify or reject the foregoing options.

Prepared by Darren Nash

Attachments:

1. Project Description
2. Gateway Design Plan – Signage System
3. Draft Resolution approving sign program
 - Exhibit A, Sign Design
 - Exhibit B, Sign Locations
4. Public Notice Affidavit



Paso Robles

JAN 13 2010

Planning Division

City of Paso Robles
1000 Spring Street
Paso Robles, CA 93446

January 12, 2010

Re: Proposed Winery Directional Signage

Dear Mr. Nash:

The Paso Robles Wine Country Alliance is pleased to submit an application for a total of 8 intersection locations within the City limits for the installation of Winery Directional Signage. We appreciate your support and guidance leading us to the proposed Winery Direction Sign Plan contained herein. Last fall we met to discuss the City's gateway standards and requirements to implement Winery Directional Signage within the City of Paso Robles city limits. As you suggested, we took a series of photographs and a variety of intersections for consideration which were presented to you on December 7, 2009. At that time, we mutually agreed that this was a conceptual proposal to allow city staff time to consider city requirements and parameters and for members of the Alliance Signage Committee to discuss the proposed locations.

Upon review of the original conceptual plan, identifying a series of 23 total proposed signs, the Committee narrowed the proposal down to 8 proposed sign locations. Accompanying our application is a modified power point presentation illustrating the signage agreed upon by our Sign Committee members. You will find included in the power point presentation a total of 13 proposed sign locations. This is on account of offering suggestions for consideration of alternative signage at some of the key intersections where the committee felt the community would be better represented with alternative signage in lieu of winery directional signs. In the case of 6th and Spring Street the committee agreed that a double-sided single sign directing towards Peachy Canyon Road would be preferable to a winery directional sign or signs. In which case, the Alliance would be installing a total of 7 winery directional signs (eliminating a winery sign at this location).

If the City is not in favor of adding a Peachy Canyon Road sign or signs at this intersection, the Alliance would opt to add the winery directional signage. Likewise, a two sided sign at this intersection would be more efficient and effective than adding two signs in both directions. In the case that the City will not allow a two-sided sign, the Alliance would opt for a total of 2 signs at this intersection, bringing the total number of winery signs up to 9.

Background:

The Signage Committee met on January 5, 2010 to review the conceptual signage for the purposes of directing visitors to Paso Robles to area wineries. Committee members representing Eastside, Westside, Downtown, Far Out and Back Road winery groups reviewed a series of locations proposed for winery directional signage. The objectives for consideration in selecting the ultimate locations included the following:

Attachment 1

Project Description

Misc. 10-001

(Wine Country Alliance)



- Sensitivity to over cluttering the City with too many winery directional signs;
- Financial/budgetary limitations of the Alliance;
- Only adding meaningful signage (i.e. arrows directing traffic in more than 2 directions loses their purpose);
- Limiting signage to major roadway corridors away from neighborhood corridors;
- Suggested alternative signage that would benefit area businesses and city visitors beyond just winery interests;
- Interest in guiding visitors to the downtown wineries;
- Additional interest in developing a cooperative signage plan that can be used in outlying areas to direct visitors to other downtown businesses.

We are looking forward to working with the City on this exciting proposal. We are hopeful to complete this first stage of a Comprehensive Sign Plan for the Paso Robles Wine Country by early March. Please feel free to contact our Government Affairs Coordinator, Lisa Bodrogi, at 805-260-2461 or lbodrogi@pasowine.com for any further information.

Sincerely,

Stacie Jacob, Executive Director
Paso Robles Wine Country Alliance

Cc: Meg Williamson, Assistant City Manager
Lisa Bodrogi, Government Affairs Coordinator

Signage System

Signage System

A unified signage system shall be developed to address the need for directional information at key Gateway locations. The proposed system should be flexible and modular to evolve over time as additional directional needs develop. It should be appropriate for installation in both T2 and T4 environments.

Municipal signage programs often seek to imbue directional signage with a distinctive "local theme." This often has the effect of either making the signage hard to read, or very expensive to expand over time. And if the signage is not very simple and easy to read, its usefulness in providing direction to the moving motorist in time for the motorist to utilize the information is significantly reduced.

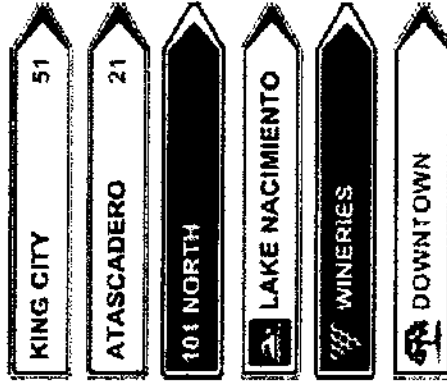
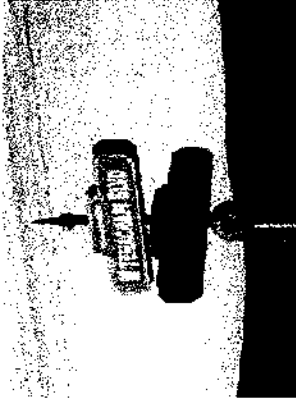
We recommend the adoption of a simple directional signage system, with arrow-shaped signs printed with large and easy-to-read names of destinations. In many traditional towns, the distinctive character of the place is defined by the unique streetscapes and building types, such that there is no need to try to convey the town's identity through decorative directional signs. The exact graphic design of the arrows and the color or graphic coding should be developed by a signage design specialist. Signs could be unified by way of a distinctive and unique pole system.

Paso Robles Gateway Standards are likewise focused on conveying the town's unique character through careful and coherent urban design, such that the directional signs can be freed up to direct visitors.

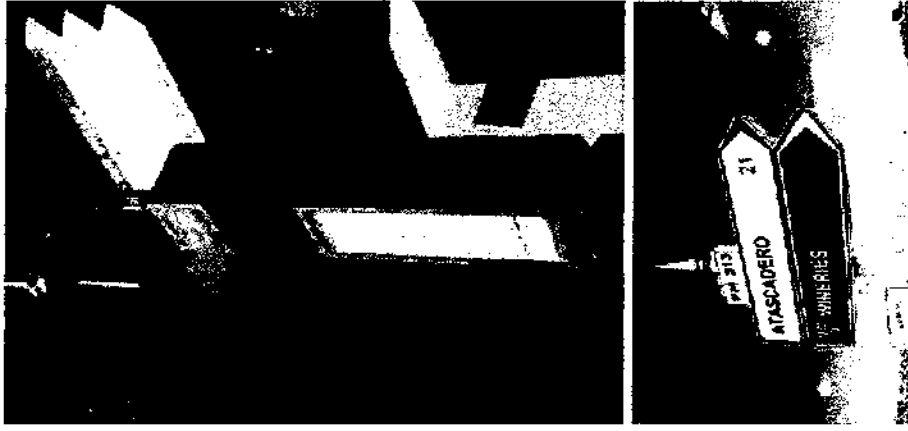
In a signage system of this type, several categories of destinations can be made graphically distinct from one

another, through simple variations of color and graphics on the sign blades. Types of destinations to which it will be important to direct visitors, and some basic graphic characteristics for each type of sign, include:

- 1) Nearby Towns: White background with black outline and black text.
 - 2) Highways: Green background with white outline and white text.
 - 3) Recreational Destinations: White background with blue outline, blue international symbols and black text.
 - 4) Wineries: Purple background with white outline and white text, and a logo symbolizing a bunch of grapes.
 - 5) Downtown Destinations: White background with red outline, red text, and a stylized oak tree logo similar to that on the City seal.
- * Add signs to Business District at Highway 46, Highway 101, and 24th Street.
- ** Limit proliferation of freeway signs over 30 feet high.



Sample Signage



GATEWAY DESIGN PLAN

City of Paso Robles

Signage and Public Art Elements

23

Attachment 2
Gateway Standards
Misc. 10-001
(Wine Country Alliance)

RESOLUTION NO.

**A RESOLUTION OF
THE CITY COUNCIL OF THE CITY OF PASO ROBLES
APPROVING MISCELLANEOUS 10-001
WINERY DIRECTIONAL SIGNS
APPLICANT – WINE COUNTRY ALLIANCE**

WHEREAS, the Wine Country Alliance has submitted an application to install winery directional signs at various locations within City limits; and

WHEREAS, the proposal is for eight (8) signs to be placed within the public right of way; and

WHEREAS, Section 21.19.080.C, of the Zoning Ordinance Sign Code provides for Visitor Serving Directional Signs to be placed in the public right of way; and

WHEREAS, the Gateway Plan establishes criteria for directional signs including a suggested size, shape and color; and

WHEREAS, Section 21.19.080.C, of the Zoning Ordinance Sign Code indicates that the signs and specific locations need to be reviewed and approved by the City's Streets and Utilities Committee; and

WHEREAS, the Streets and Utilities Committee is no longer in operation, therefore, the final review of the proposed sign program is by the City Council; and

WHEREAS, on March 9, 2010, the Planning Commission on a 4-1 vote recommended that the City Council approve the proposed winery directional sign program where the sign would be 6-inches by 24-inches and use the "wine bottle" logo; and

WHEREAS, this application is Categorically Exempt from environmental review per Section 15061(b)(3) (General Rule) of the State's Guidelines to Implement the California Environmental Quality Act (CEQA); and

WHEREAS, at its meeting on April 6, 2010, the City Council took the following actions regarding the proposed sign program:

- a. Considered the facts and analysis, as presented in the staff report prepared for this project;
- b. Conducted a noticed public hearing to obtain public testimony on the proposed project;
- c. Made the necessary findings that the signs are necessary in order to aid visitors to the community to a place of recreational importance and the location of each sign is necessary to aid in locating the visitor serving use from adjacent or nearby thoroughfares, thereby complying with the intent of the Sign Ordinance for Visitor Serving Directional Signs;
- d. That the size of the signs shall be consistent with the City's standards for street signs (6" x 24") and that the color and design with the wine bottle logo prepared by Kraftwerk Design, Inc. would be consistent with the design described in the Gateway Plan.

- e. The applicant (Wine Country Alliance) shall enter into a legal agreement with the City of Paso Robles to insure on-going repair and maintenance for the signs by the Wine Country Alliance, so that the City does not incur costs associated with the program, and to ensure that the signs are maintained in good repair and condition.

THEREFORE, BE IT HEREBY RESOLVED that based on the City Council of the City of El Paso de Robles, independent judgment, the City Council does hereby approve Misc. 10-001, approving a Winery Directional Sign program for the Wine Country Alliance, in accordance with Section 21.19.080.C of the Paso Robles City Municipal Code, based on the signs being consistent with the design provided by Kraftwerk Design, Inc. attached as Exhibit A, at the locations indicated in attached Exhibit B.

PASSED AND ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 6th day of April, 2010 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Duane Picanco, Mayor

ATTEST:

Lonnie Dolan, Deputy City Clerk

KRAFTWERKDESIGNINC.

Signage Presentation

Client

PRWCA

Description

COMPREHENSIVE DESIGNS OF
THE SIGNAGE BRANDING PASO ROBLES
WINE COUNTRY AND CORRESPONDING
SIGNAGE FOR THE CITY OF PASO ROBLES

Date

03.09.10

All concepts designed by

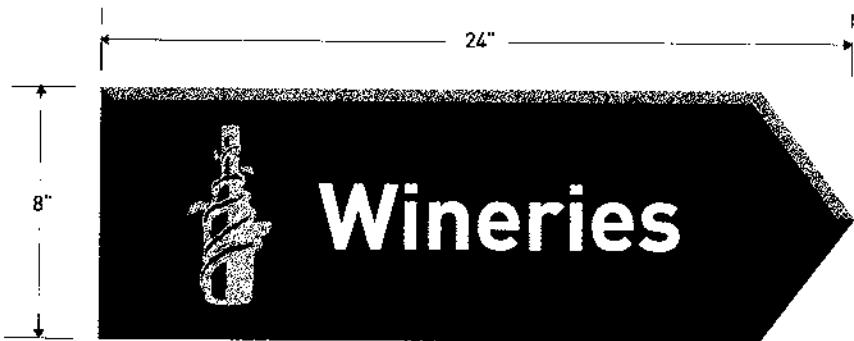
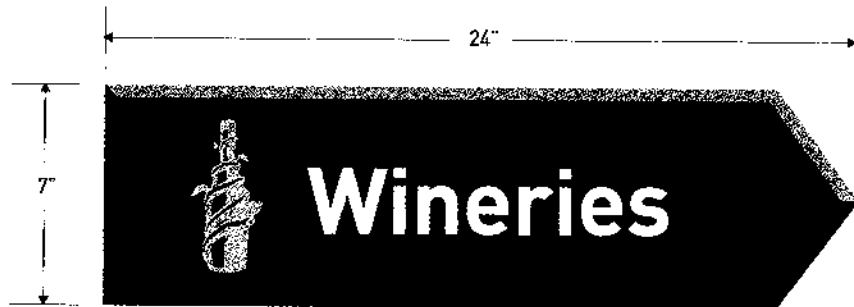
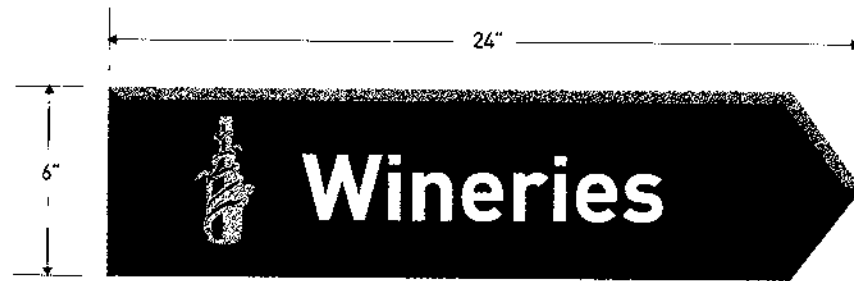
KRAFTWERKDESIGNINC. ©2010

Exhibit A

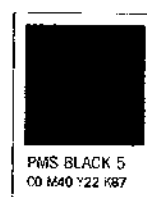
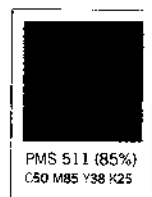
Sign Design

Misc. 10-001

(Wine Country Alliance)



Winery Signage Color Scheme



Project

PRWCA & City of
Paso Robles Signage

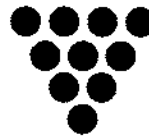
Notes

Various sizing/proportion options and color
scheme for proposed winery signs

All concepts designed by

KRAFTWERKDESIGN Inc. kraftwerkdesign.com ©2010

Winery Icon Options



LEFT POINTING SIGNAGE



RIGHT POINTING SIGNAGE



STRAIGHT AHEAD POINTING SIGNAGE



STRAIGHT AHEAD & RIGHT POINTING SIGNAGE



STRAIGHT AHEAD & LEFT POINTING SIGNAGE



Project

PRWCA & City of
Paso Robles Signage

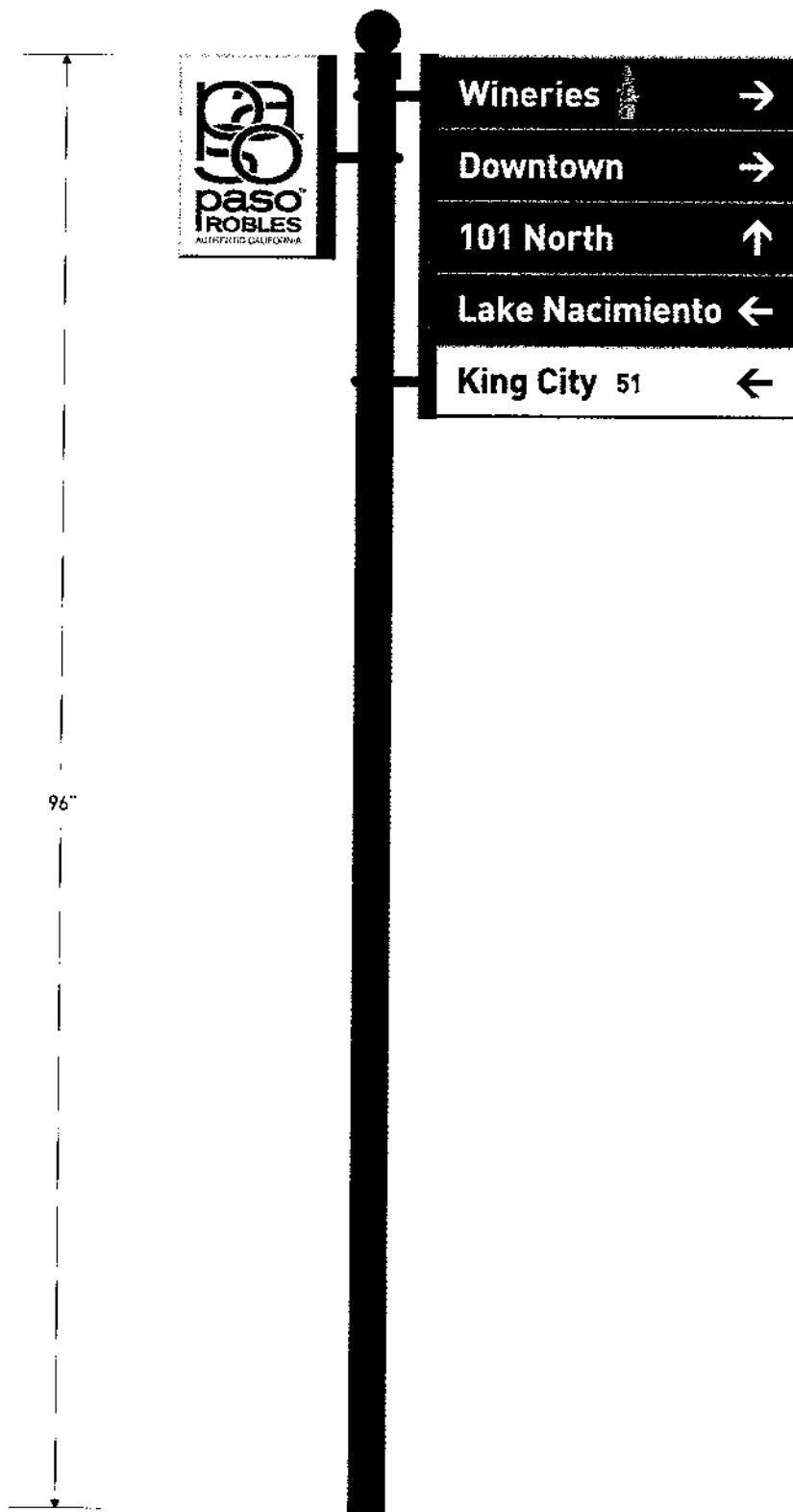
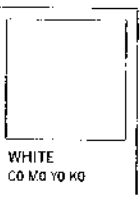
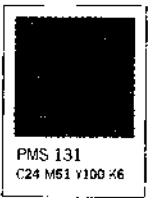
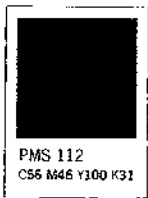
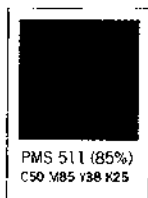
Notes

Various directional layouts and icon usage
for proposed winery signs

All concepts designed by

KRAFTWERKDESIGN Inc. kraftwerkdesign.com ©2010

City Signage Color Scheme
Designed to match tourism brand of the
City of Paso Robles



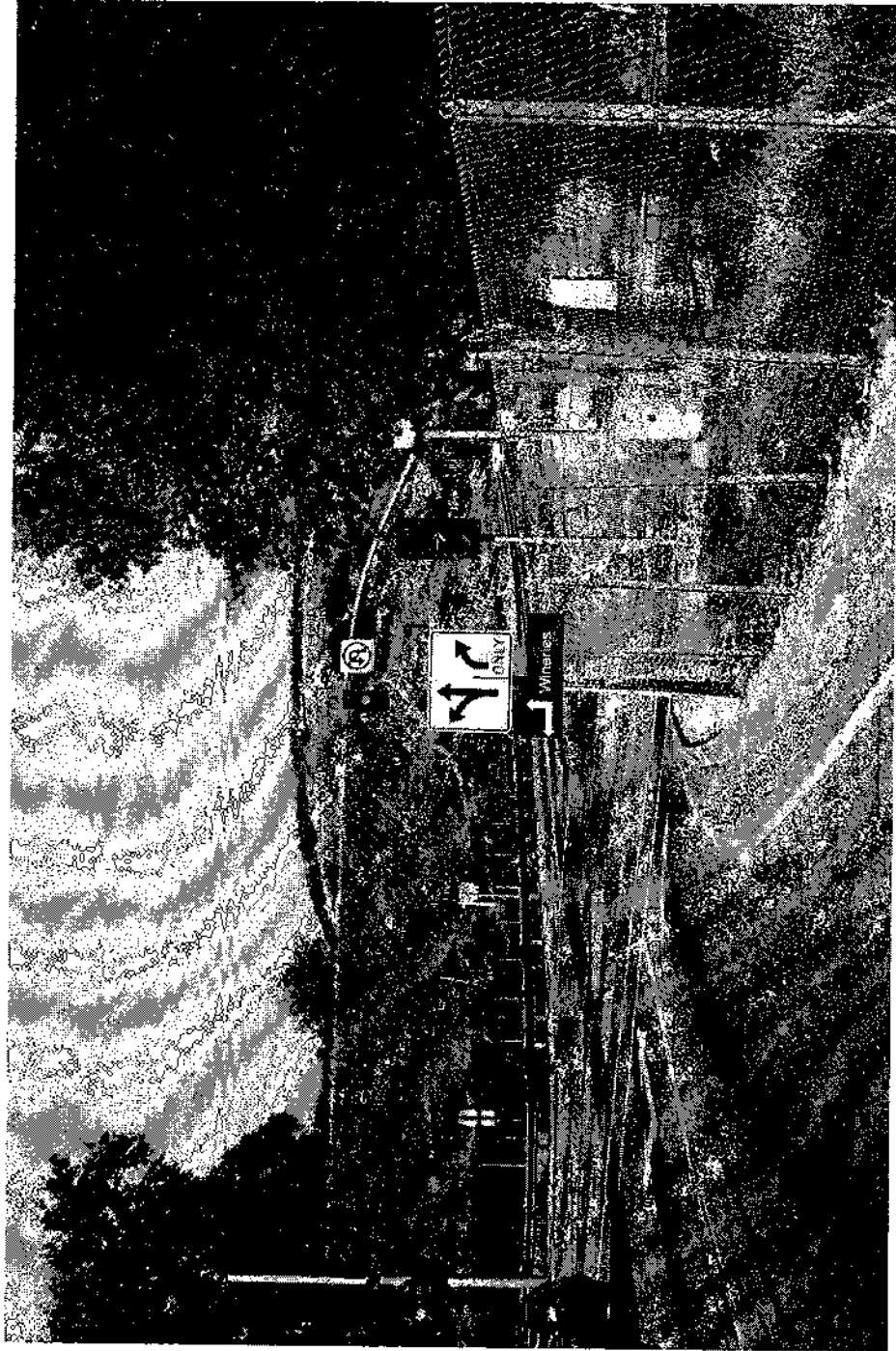
Project
PRWCA & City of
Paso Robles Signage

Notes
Proposed look for signage within City of Paso
Robles sizes attached to 8' post with color scheme

All concepts designed by
KRAFTWERKDESIGNINC. kraftwerkdesign.com ©2010



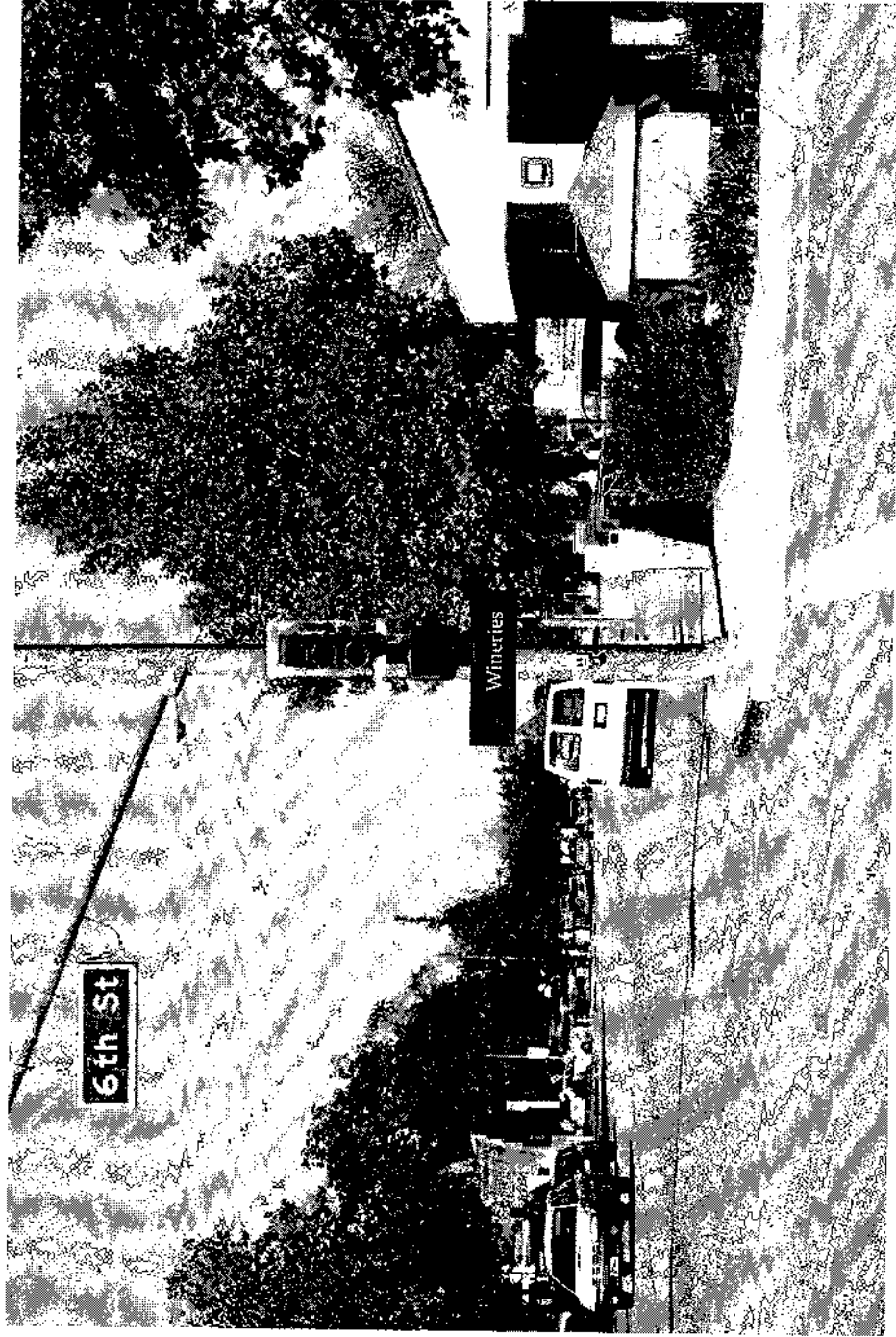
1: So Vine/46 W Northbound



2: 6th St/Spring St Southbound



3: 6th St/Spring St Northbound



PRWCA would prefer a two-sided Peachy Canyon Rd sign in lieu of Winery Signage

4: 6th Street/Olive Street





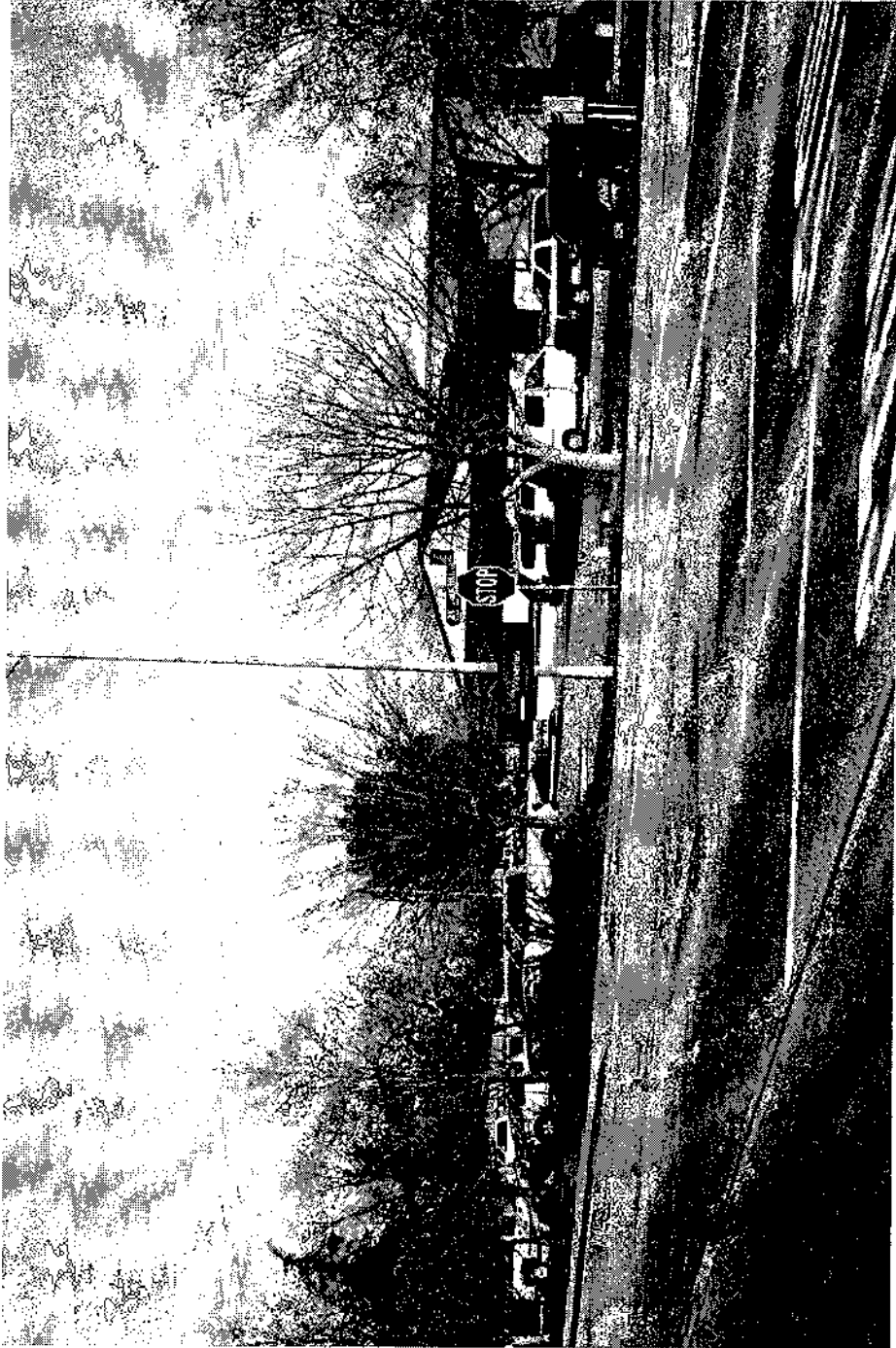
5: 6th/Peachy Canyon Road



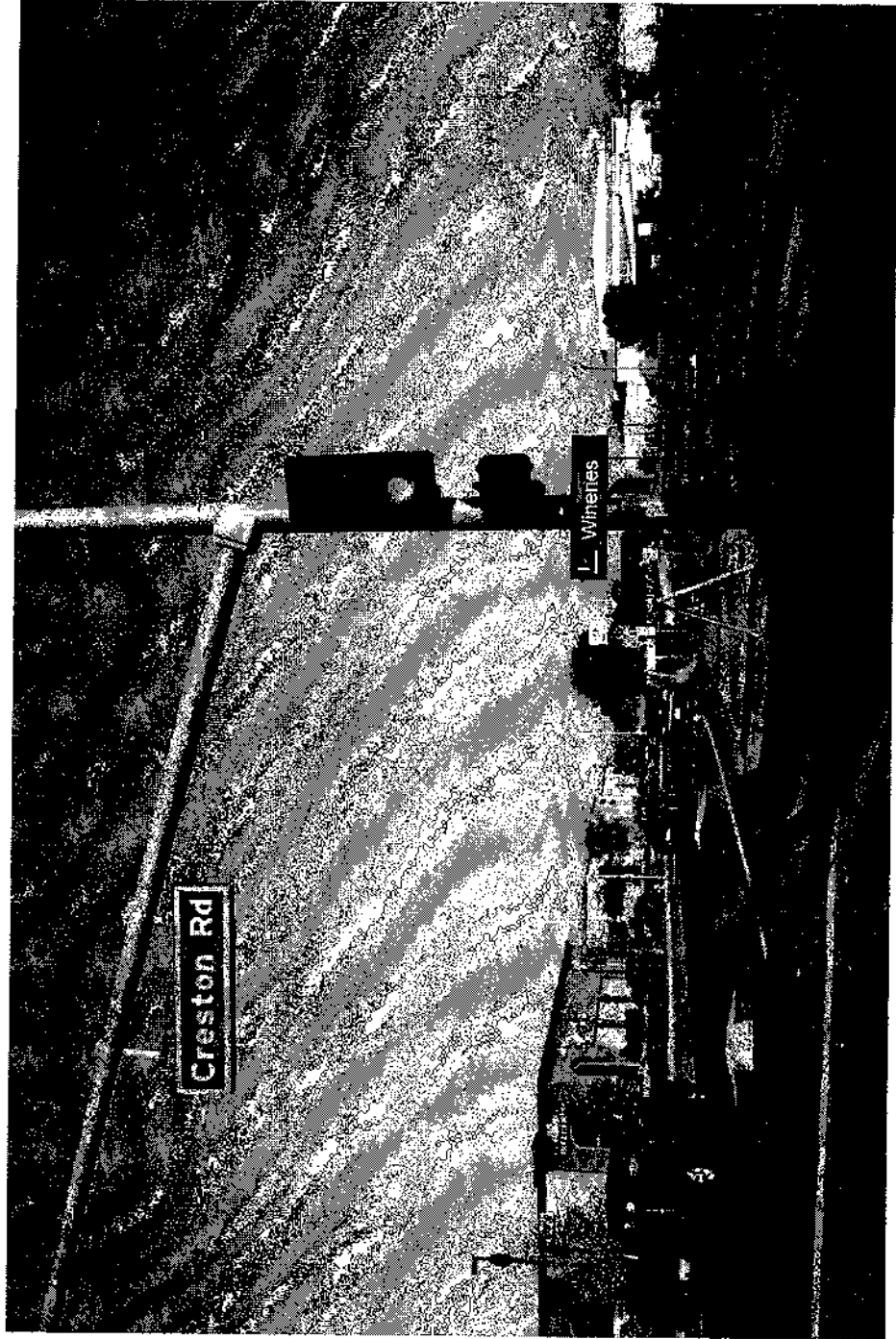
6: Nacimientto Road



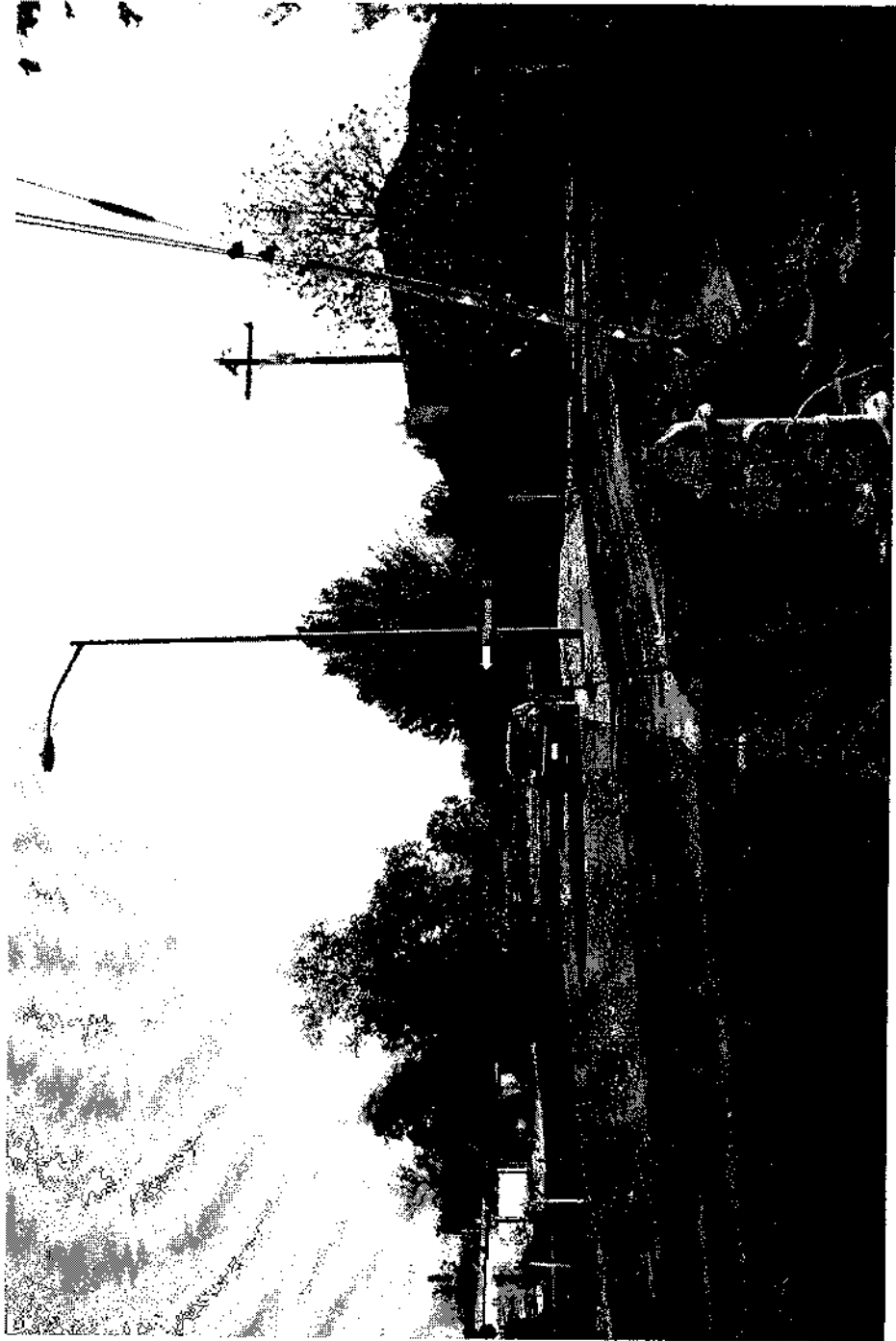
7: Golden Hill/Union Road



8: Creston Rd/Niblick Rd



9: Airport Rd/Linne Rd



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Engineering Division

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In The Superior Court of The State of California
In and for the County of San Luis Obispo
AFFIDAVIT OF PUBLICATION

AD #6875967
CITY OF PASO ROBLES

STATE OF CALIFORNIA

ss.

County of San Luis Obispo

I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen and not interested in the above entitled matter; I am now, and at all times embraced in the publication herein mentioned was, the principal clerk of the printers and publishers of THE TRIBUNE, a newspaper of general Circulation, printed and published daily at the City of San Luis Obispo in the above named county and state; that notice at which the annexed clippings is a true copy, was published in the above-named newspaper and not in any supplement thereof – on the following dates to wit; MARCH 23, 2010 that said newspaper was duly and regularly ascertained and established a newspaper of general circulation by Decree entered in the Superior Court of San Luis Obispo County, State of California, on June 9, 1952, Case #19139 under the Government Code of the State of California.

I certify (or declare) under the penalty of perjury that the foregoing is true and correct.


(Signature of Principal Clerk)

DATED: MARCH 23, 2010
AD COST: \$96.07

