

RESOLUTION NO: 96-35  
A RESOLUTION OF THE CITY COUNCIL  
OF THE CITY OF EL PASO DE ROBLES  
ESTABLISHING DESIGN PARAMETERS FOR HIGHWAY -ORIENTED SIGNS  
IN THE GOLDEN HILL ROAD/HIGHWAY 46 EAST HIGHWAY SIGN DISTRICT

WHEREAS, public hearings were conducted by the Planning Commission on January 8, 1996, February 12, 1996, February 26, 1996, and March 11, 1996, and the City Council on February 6, 1996, March 5, 1996 and April 2, 1996, to consider design parameters associated with the proposed code amendment 95014, and

WHEREAS, the Ordinance amending the highway oriented sign district in the Golden Hill Road and Highway 46 East intersection area calls for the City Council to adopt by resolution a set of design standards for highway signs in that same area, and

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of El Paso De Robles does hereby approve the following design standards for freestanding signs located in the Highway-Oriented Sign District at Golden Hill Road and Highway 46 East:

1. A Conditional Use Permit shall be required for all pole signs within this district.
2. Sign height shall be limited to 30 feet (to the top of any super-structure)\*.
3. Sign area shall be limited as follows (excluding super-structure)\*:
  - o 150 square feet for joint freestanding business or mixed center signs;
  - o 60 square feet for single business/user;

The approving body shall have the discretion to limit the size and height as appropriate when signs have closer proximity to a freeway.

4. A one (1) acre minimum lot size shall be required for a pole sign to be applied for, unless approved as part of a comprehensive sign program for a mixed use center (under which the City may approved pole signs for smaller parcels).
5. Consolidated sign identification for separate freestanding businesses (on the same or adjoining parcels) is encouraged, not exceeding two businesses per sign.

6. Where there is more than one freestanding business on a single parcel, more than one pole sign can be applied for via a conditional use permit, provided the ratio of sign to parcel area does not exceed one sign per acre.
  7. Creative signage solutions are encouraged, subject to review and approval of the appropriate approving authority. Dimensional/architectural solutions to hide support structures are encouraged and may be required as part of the review process.
  8. The sign message shall be limited to identifying the business or center only ( no listing of products, prices or other superfluous information).
  9. Pole signs shall only be permitted for those businesses which can be determined as being service related to the traveling and/or freeway customer, or serving a regional need.
  10. Design standards are to apply to any existing and newly proposed signs in this district.
  11. Parcels of three (3) acres or larger could forego the ability to apply for more than one sign on the property, and apply for a single pole sign of up to 40 feet in height and 150 square feet in area.
- \* See number 11 of the standards effecting height and size potential.

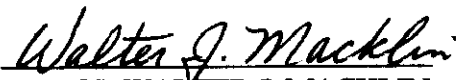
PASSED AND ADOPTED THIS 2nd day of April, 1996 by the following roll call vote:

AYES: Iversen, Martin, Macklin

NOES: Heggarty, Picanco

ABSTAIN: None.

ABSENT: None.

  
 MAYOR WALTER J. MACKLIN  
 City of El Paso de Robles

ATTEST:

  
 RICHARD J. RAMIREZ, CITY MANAGER/ CITY CLERK

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