

RESOLUTION NO: 97-91

**A RESOLUTION OF THE CITY COUNCIL
OF THE CITY OF EL PASO DE ROBLES
ESTABLISHING DESIGN PARAMETERS FOR FREESTANDING SIGNS
IN THE REGIONAL COMMERCIAL ZONING DISTRICT**

WHEREAS, a public hearing was conducted by the City Council on July 21, 1992, to consider design parameters associated with the proposed code amendment (ordinance) and to accept public testimony regarding the code amendment and potential design parameters, and

WHEREAS, on August 4, 1992, the City Council had second reading of an Ordinance which amended the Sign Regulations to permit application for freestanding signs within Regional Commercial Zoning Districts which are designed in scale and proportion to the center/use, and

WHEREAS, that Ordinance calls for the City Council to adopt by resolution a set of design standards for freestanding signs within the Regional Commercial zone, and

WHEREAS, on August 18, 1992, the City Council adopted Resolution 92-136 that established design parameters,

WHEREAS, the City initiated a review of the design parameters for freestanding signs in the Regional Commercial zone, and

WHEREAS, the Development Review Committee reviewed the design parameters for freestanding signs in the Regional Commercial zone on June 9, 1997, and

WHEREAS, the Planning Commission reviewed the design parameters for freestanding signs in the Regional Commercial zone on Tuesday, June 10, 1997.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of El Paso De Robles does hereby repeal the standards approved in Resolution No. 92-136 and approve the following design standards for freestanding signs located in the Regional Commercial (RC) zoning district:

- 1. Sign height shall be limited to 30 feet (to the top of any super structure).**
- 2. Sign area shall be limited to 150 square feet (excluding super-structure), with the approving body having the discretion to limit the size and height as appropriate when signs have closer proximity to a freeway.**

3. The sign shall be limited in identifying the following:

- The name of the center;
- The major anchor tenants within the center;
- No more than 4 major tenants name shall be placed on the sign.

4. Creative signage solutions are encouraged, subject to review and approval of the appropriate approving authority.

PASSED AND ADOPTED THIS 17th day of June, 1997 by the following roll call vote:

AYES: Baron, Iversen, and Picanco

NOES: Macklin

ABSTAIN: None

ABSENT: Swanson


DUANE J. PICANCO, MAYOR

ATTEST:


MADELYN PAASCH, CITY CLERK

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