

TO: HONORABLE CHAIRMAN AND PLANNING COMMISSION
FROM: RON WHISENAND, COMMUNITY DEVELOPMENT DIRECTOR
SUBJECT: CONDITIONAL USE PERMIT 07-008 - APN: 025-421-004 & 005
(APPLICANT: PASO ROBLES FORD)

DATE: JUNE 26, 2007

Needs: For the Planning Commission to consider an application filed by Center Neon on behalf of Paso Robles Ford, requesting to construct a 30-foot tall highway oriented pole sign for the newly constructed Paso Robles Ford dealership.

Facts:

1. The site is located at 2401 Oakwood Drive (See attached Vicinity Map, Attachment 1).
2. Section 21.19.040.H, Sign Ordinance, would allow the installation of a pole sign in this geographic area of the City with the Planning Commission's approval of a Conditional Use Permit and meeting the following requirements:
 - a. Purpose. A conditional use permit for a highway-oriented sign shall be approved for those signs that identify tourist-oriented businesses such as gasoline service stations, restaurants, motels and regional commercial uses.
 - b. Design. The city shall limit the number, height and visual impact of highway-oriented signs when considering the conditional use permit. Pole signs shall be discouraged if adequate signage can be provided on the sides of buildings and in the form of monument signs. Combinations of more than one sign on a pole are strongly encouraged.
 - c. Height. The height of permitted signs shall be limited to the lowest practical elevation when considering the line of sight from nearby highways. However, the planning commission or the DRC may require minimum clearances beneath a highway-oriented sign if necessary to protect the public health and safety.
3. Besides the requirements listed above, Resolution 96-35 specifically addresses design parameters for Highway Oriented Signs in the Highway 46 East and Golden Hill Road district. The parameters address sign height, square footage, minimum lot size and architecture. The proposed Paso Robles Ford sign would meet the 30-foot height limit and the 60 square foot requirement for single users. (See Resolution 96-35, Attachment 2).

4. There are other pole signs on sites in the area of Highway 46 East and Golden Hill Road. More recent signs include the pole signs for the Mobile fuel station on the northwest corner and the 76 station sign on the northeast corner of the intersection. Both of these signs meet the 30-foot height limit and the 60 square foot criteria.
5. The DRC reviewed the proposed pole sign at their meeting on June 18, 2007. The Committee reviewed the proposed plans with the Design Standards listed in Resolution 96-35 and based on the sign meeting the criteria and being similar to other highway oriented signs at the Highway 46 East / Golden Hill Road intersection, recommended that the Planning Commission approve the CUP.
6. This application is Categorically Exempt from environmental review per Section 15301c of the State's Guidelines to Implement the California Environmental Quality Act (CEQA).

**Analysis
and**

Conclusions: One of the criteria that staff brought up at the DRC meeting is whether the sign meets Section 21.19.040.H b (Design) of the Sign Ordinance, which states that *"Pole signs shall be discouraged if adequate signage can be provided on the sides of buildings and in the form of monument signs"*. The new Paso Robles Ford building has a tower/entry element that is 38-feet tall and has existing wall mounted signage. At the DRC meeting, Bob Burgess of Paso Robles Ford indicated that while the existing tower signage can be seen from traffic on Highway 46 heading west in to town, because the building is oriented to the east, traffic heading east out of town can not see the signage on the tower element.

In order to avoid sign clutter and to improve the design quality of this entry to town, the Planning Commission should discuss the required findings outlined in facts 2 and 3 of this staff report and determine if the proposed sign meets the requirements.

Reference: Paso Robles General Plan and EIR, Paso Robles Zoning Ordinance, Economic Strategy and CEQA.

**Fiscal
Impact:** None.

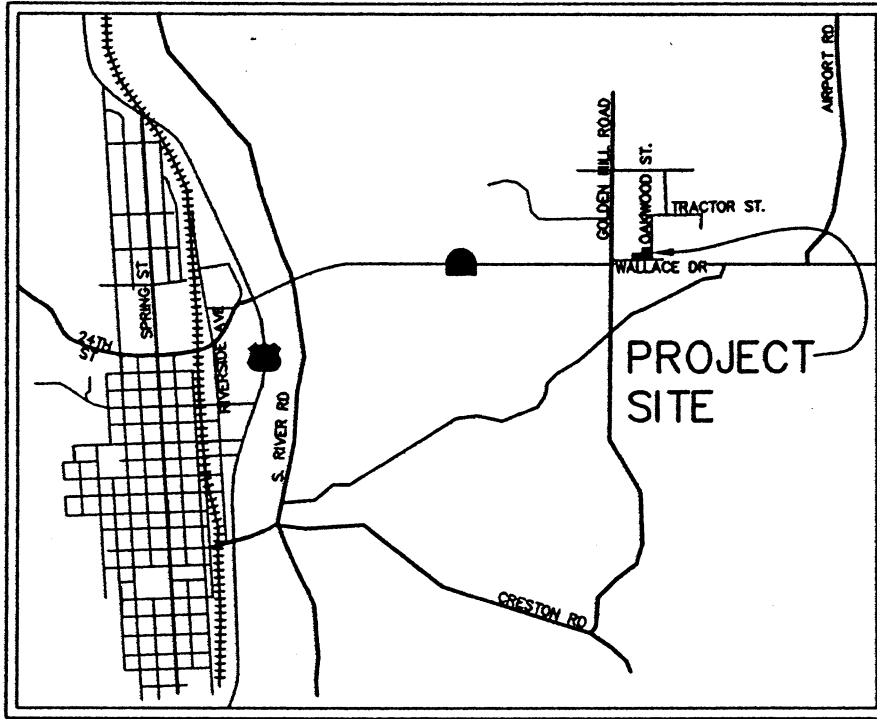
Options: After opening the public hearing and taking public testimony, the Planning Commission is requested to take one of the actions listed below:

- A. Adopt the attached Resolution approving Conditional Use Permit 07-008;
- B. Amend, modify, or reject the above-listed action;

Attachments:

- 1. Vicinity Map
- 2. Pole Sign Elevation
- 3. Resolution 96-35
- 4. Resolution to Approve the Conditional Use Permit 07-008
- 5. Newspaper and Mail Notice Affidavits

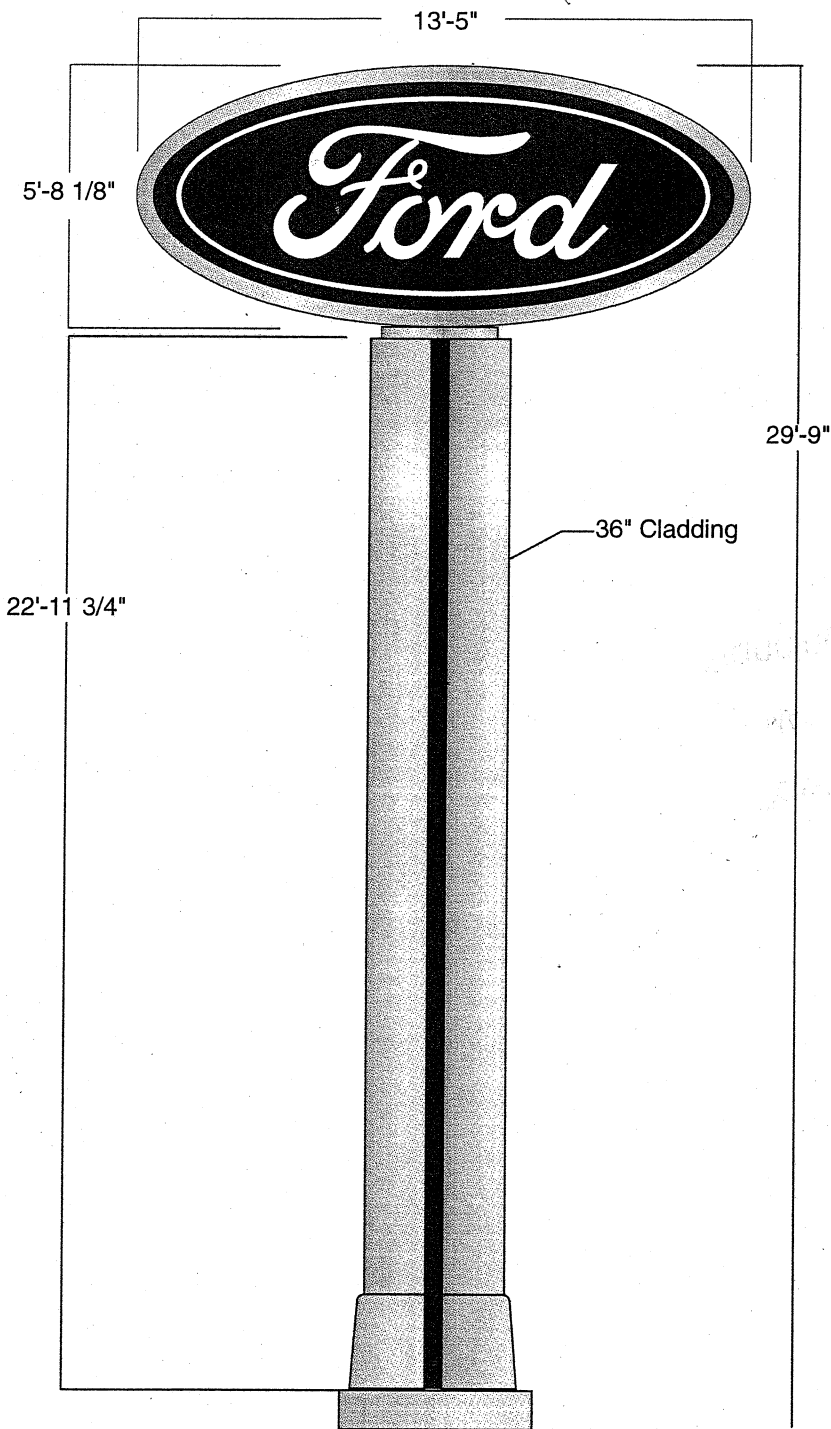
H:darren/cup/PR Ford/PCReport



Vicinity Map
CUP 07-008
(Paso Robles Ford)

FO F-60

P-25



Dealer signature	
Date	

Account FORD
 Project Title FO F-60 P25 PYLON
 Scale 1:48
 Date Created 18 July 06

Drawn By J. Allington
 IP Rep.
 Approved E
 Date Revis

All ideas, plans or arrangements indicated in this drawing are

Attachment 2
 Pole Sign - Elevation
 CUP 07-008
 (Paso Robles Ford)

imagepoint
 PO Box 59043
 Knoxville, TN 37950-9043
 1-800-444-7446
 www.imagepoint.com

05-1995 Pg 1

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.

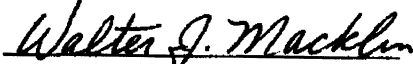
PASSED AND ADOPTED THIS 2nd day of April, 1996 by the following roll call vote:

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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RESOLUTION NO: _____

A RESOLUTION OF THE PLANNING COMMISSION
OF THE CITY OF EL PASO DE ROBLES
TO APPROVE CONDITIONAL USE PERMIT 07-008
(Paso Robles Ford)
APN: 025-421-004 & 005

WHEREAS, Center Neon on behalf of Paso Robles Ford, has submitted an application for CUP 07-008 requesting to construct a 30-foot tall Highway Oriented pole sign; and

WHEREAS, the sign is proposed to be constructed at the newly constructed Paso Robles Ford site, located at 2401 Oakwood Drive; and

WHEREAS, according to Section 21.19.040.H, Sign Ordinance, Highway Oriented Signs are permitted in this geographic area of the City subject to the approval of a Conditional Use Permit; and

WHEREAS, according to Resolution 96-35 Highway Oriented Signs can be placed in the geographic area of Highway 46 East and Golden Hill Road subject to meeting the required design standards; and

WHEREAS, a public hearing was conducted by the Planning Commission on July 26, 2007, to consider the facts as presented in the staff report prepared for this project, and to accept public testimony regarding this Conditional Use Permit request; and

WHEREAS, this application is Categorically Exempt from environmental review per Section 15301c of the State's Guidelines to Implement CEQA; and

WHEREAS, based upon the facts and analysis presented in the staff report, public testimony received and subject to the conditions of approval listed below, the Planning Commission makes the following findings:

- a. that the establishment, maintenance or operation for the requested use or building applied for, will not, under the circumstances of the particular case, be detrimental to the health, safety, morals, comfort, convenience and general welfare of the persons residing or working in the neighborhood of such proposed use, or be injurious or detrimental to property and improvements in the neighborhood or to the general welfare of the City; and
- b. that the highway oriented sign as shown in Exhibits A & B of this resolution, meets the intent of Section 21.19.040.H, since the Ford dealership is a highway oriented use and the proposed 30-foot height would seem reasonable for visibility from Highway 46 East and consistent with other poles signs in the area.

- c. that the highway oriented sign as shown in Exhibits A & B of this resolution, meets the design criteria outlined in Resolution 96-35 which specifies height, square footage and architectural design for signs in the Highway 46 East/Golden Hill Road intersection.

NOW, THEREFORE, BE IT RESOLVED, that the Planning Commission of the City of El Paso de Robles does hereby approve Conditional Use Permit 07-008 subject to the following conditions:

- 1. The project shall be constructed so as to substantially conform with the following listed exhibits and conditions established by this resolution:

<u>EXHIBIT</u>	<u>DESCRIPTION</u>
A	Sign Elevation
B	Site Plan

- 2. The approval of CUP 07-008 allows for the installation of a 30-foot tall Highway Oriented Pole Sign as described in Exhibits A & B.
- 3. This CUP 07-008 is valid for a period of two (2) years from approval and must be activated within this time frame. Once the CUP is activated, the entitlement shall apply to the property. The Planning Commission may extend this expiration date for an additional three (3) years if a time extension application has been filed with the City along with the fees before the expiration date.
- 4. All on-site signage shall conform with the Sign Ordinance, including any temporary signage, which includes inflatable signs and banners.
- 5. Any condition imposed by the Planning Commission in granting this Conditional Use Permit may be modified or eliminated, or new conditions may be added, provided that the Planning Commission shall first conduct a public hearing in the same manner as required for the granting of the original permit. No such modification shall be made unless the Commission finds that such modification is necessary to protect the public interest and/or neighboring properties, or, in the case of deletion of an existing condition, that such action is necessary to permit reasonable operation and use under the conditional use permit.

PASSED AND ADOPTED THIS 26th day of July 2007, by the following roll call vote:

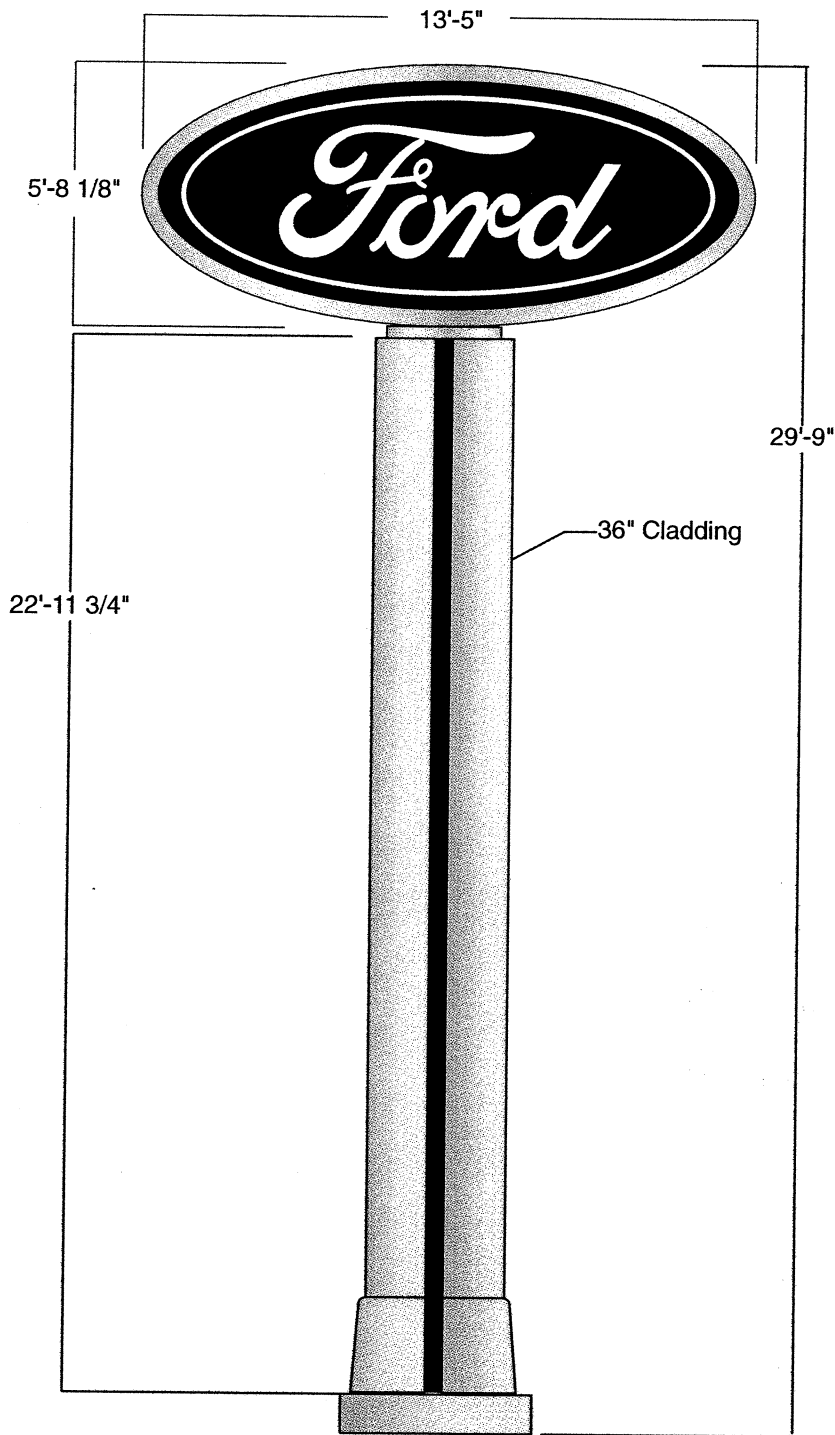
- AYES:
- NOES:
- ABSENT:
- ABSTAIN:

CHAIRMAN MARGARET HOLSTINE

ATTEST:

RON WHISENAND, PLANNING COMMISSION SECRETARY

FO F-60 P-25



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Date	<input type="text"/>

Account FORD
 Project Title FO F-60 P25 PYLON
 Scale 1:48
 Date Created 18 July 06

Drawn By J. Allington
 IP Rep. S. Locicero
 Approved
 Date R

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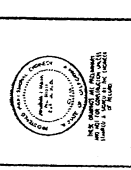
Exhibit A
 Pole Sign - Elevation
 CUP 07-008
 (Paso Robles Ford)

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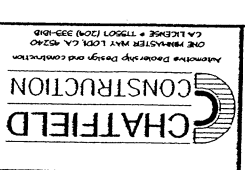
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NO.	DATE	REVISION



MARTIN CONSULTING
 PROVIDING STRUCTURAL DESIGN
 2951 SWEET RIDGE, STE 100-402
 ROCKLEDGE, CA 93765

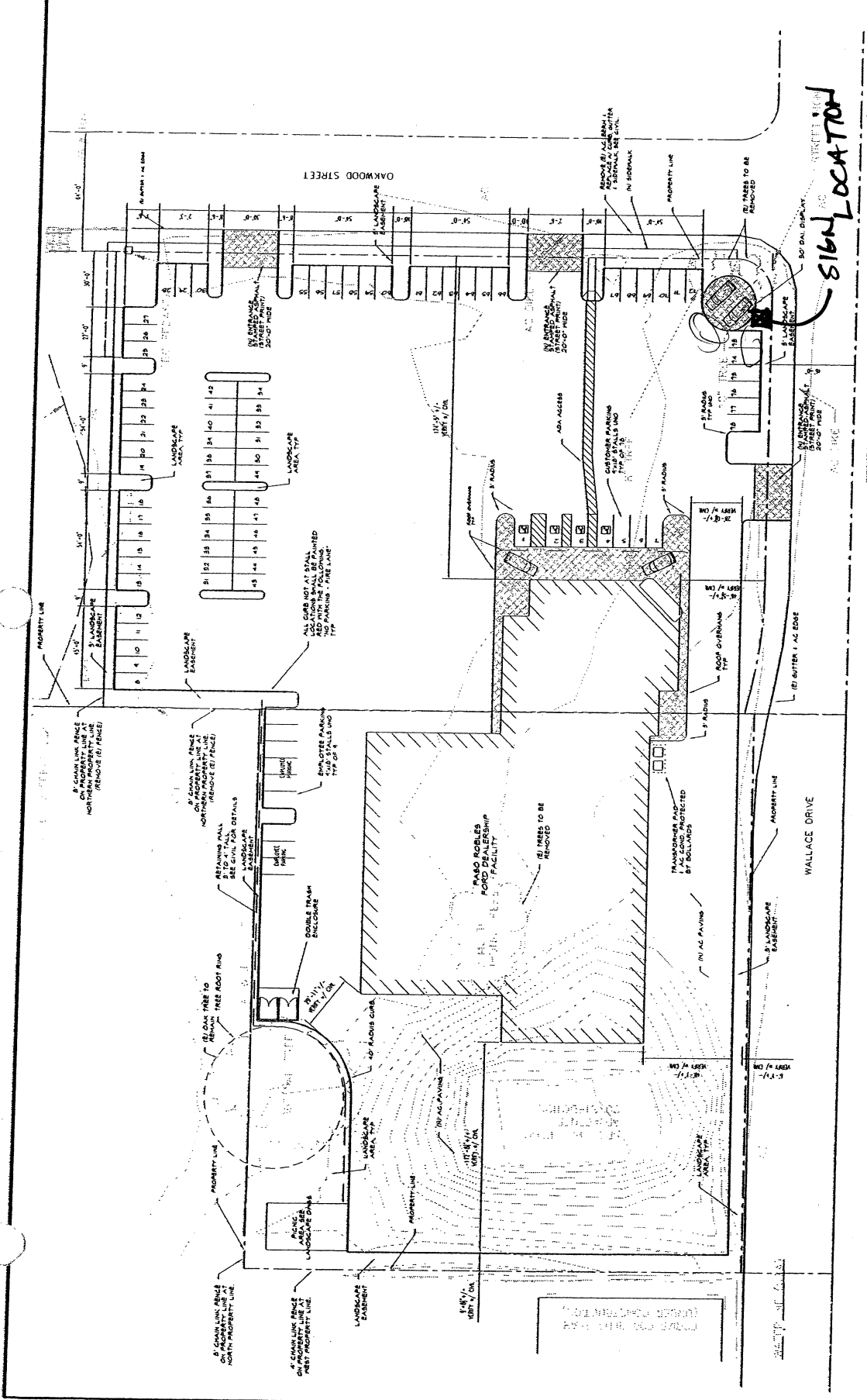


CHATFIELD CONSTRUCTION
 Automotive Dealership Design and Construction
 ONE BERRYVIEW WAY, SUITE 100, CA 93760
 (415) 935-2200

BOB BURGESS FORD - LINCOLN - MERCURY
 AUTOMOTIVE DEALERSHIP
 LOT B
 PASO ROBLES, CA

PROJECT NO.: 0708
 DATE: OCTOBER 1, 2008
 DRAWN BY: JLM
 SHEET NAME: SITE PLAN

SHEET NO.: A1.0



PROJECT DATA SUMMARY

LOT AREA	9.88 ACRES (424,853 SQ FT)
BUILDING SQUARE FOOTAGE	84,838 SQ FT
PERCENTAGE OF LOT COVERAGE	8.48%
FLOOR AREA RATIOS	(SF) 24.28
PERCENTAGE OF LANDSCAPE COVERAGE	10.28%

PARKING CALCULATION

AREAS	RATIO	VEHICLES REQUIRED
(TOTAL) IMPROV. SQ. FT.		18
PARKING SPACES REQUIRED	1:15	135
PARKING SPACES PROVIDED	1:61	293

PROJECT SITE NOTES

- ALL DRIVEWAYS, PAVEMENTS, AND LANDSCAPED AREAS SHALL BE SHOWN AND Labeled.
- STRUCTURES INCLUDE ALL COVERED ELEMENTS.
- REFER TO CIVIL SITE PLAN FOR PROPERTY LINE.
- REFER TO CIVIL SITE PLAN FOR DRAINAGE AND OTHER DETAILS.
- THIS NOT NOTED ON ARCHITECTURAL SITE PLAN.

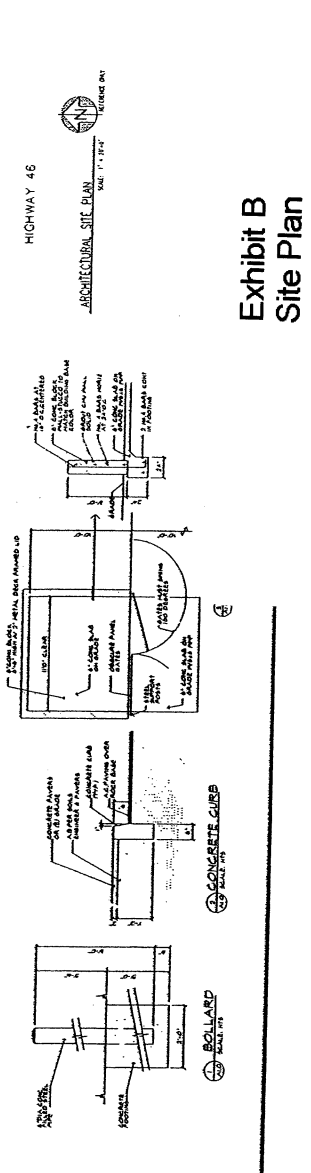


Exhibit B
Site Plan
CUP 07-008
(Paso Robles Ford)

PROOF OF PUBLICATION

LEGAL NEWSPAPER NOTICES

PLANNING COMMISSION/CITY COUNCIL
PROJECT NOTICING

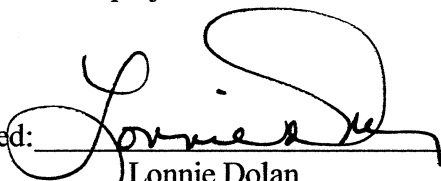
Newspaper: Tribune

Date of Publication: June 15, 2007

Meeting Date: June 26, 2007
(Planning Commission)

Project: Conditional Use Permit 07-008
(Paso Robles Ford Pole Sign)

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

forms\newsaffi.691

NOTICE OF PUBLIC HEARING

NOTICE IS HEREBY GIVEN that the Planning Commission of the City of El Paso de Robles will hold a Public Hearing to consider Conditional Use Permit 07-008, a request by Center Neon on behalf of Paso Robles Ford to install a 30-foot tall highway oriented sign at the new Paso Robles Ford dealership located at 2401 Oakwood Road.

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, June 26, 2007, at which time all interested parties may appear and be heard.

This application is Categoricaly Exempt from environmental review per Section 15304c of the State's Guidelines to implement the California Environmental Quality Act (CEQA).

Comments on the proposed Conditional Use Permit 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.

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 Planning Commission at, or prior to, the public hearing.

Darren R. Nash, Associate Planner
June 15, 2007

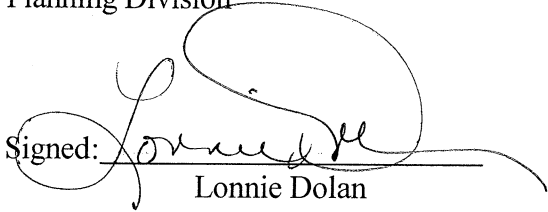
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**AFFIDAVIT
OF MAIL NOTICES**

PLANNING COMMISSION/CITY COUNCIL PROJECT NOTICING

I, Lonnie Dolan, employee of the City of El Paso de Robles, California, do hereby certify that the mail notices have been processed as required for Conditional Use Permit 07-008 (Paso Robles Ford) on this 13th day of June 2007.

City of El Paso de Robles
Community Development Department
Planning Division

Signed: 

Lonnie Dolan