

TO: HONORABLE CHAIRMAN AND PLANNING COMMISSION  
FROM: RON WHISENAND, COMMUNITY DEVELOPMENT DIRECTOR

SUBJECT: MISC. 08-001 – REVIEW OF MURAL – SPRING STREET LLC

DATE: APRIL 8, 2008

Needs: For the Planning Commission to review artist renderings for a mural.

- Facts:
1. The mural is proposed to be located on the north elevation (facing the parking lot) of the building located at 1215 Spring Street.
  2. The mural was reviewed by the DRC on March 17, 2008, where the DRC was generally in favor of the mural, but recommended that the Planning Commission discuss how much commercial advertising is acceptable.
  3. The Zoning Code’s definition of a “Mural” means an advertising art form such as a painting, picture or graphic illustration applied to and made part of an exterior wall.
  4. The maintaining and funding of the mural will be the burden of the property owner. A constructive notice will be filed with the County Recorder to ensure responsibility of maintenance of the mural is the ongoing responsibility of the building owner.

Analysis  
and

Conclusions: While a mural of a grapevine would be appropriate in our City since the mural helps to materialize the City’s identity of tourism and wine industry, the inclusion of wine label graphics detracts from the “art”, causing the mural to function as a large sign. There may be other ways to artistically celebrate being a premier wine region without an excessive use of winery graphics. One option would be to have an artistic vine on the wall and a smaller display case that would contain a winery map. Other options to the mural as presented should be explored.

Policy

Reference: Paso Robles General Plan Land Use Element, Paso Robles Zoning Code

Fiscal

Impact: None

Options: After consideration of all public testimony, the Planning Commission should consider the following options:

- a. Direct the applicant to explore an artistic rather than signage approval to the mural.
- b. Approve Misc. 08-001, approving the mural as proposed by the applicant to be located on the north facing elevation of the building located at 1215 Spring Street;
- c. That the Planning Commission amend, modify, or reject the above options.

Attachments:

1. Proposed Mural Design



Attachment 1:  
Mural Plan