

TO: CHAIRMAN AND MEMBERS OF THE PLANNING COMMISSION  
FROM: RON WHISENAND, COMMUNITY DEVELOPMENT DIRECTOR  
SUBJECT: MISC. 10-001, WINERY DIRECTIONAL SIGNS  
DATE: MARCH 9, 2010

Needs: To consider a request filed by Wine Country Alliance, to place winery directional signs at various locations within City limits, and make a recommendation to the City Council on the proposed locations and sign design.

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). Lisa Bodrogi (also from the Alliance) prepared a graphic presentation that indicates where the signs are proposed to be located (see Attachment 2).
2. There are a couple different ways that the Sign Ordinance could address the proposed directional signs, either as a Winery Directional Sign, or as a Visitor Serving Directional Sign. The definitions of Visitor Serving Directional Signs and Winery Directional Signs are as follows:
  - Visitor Serving Directional Sign: 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.
  - Winery Directional Sign: an off-premise sign that is intended solely to direct the public to wineries that are located either within or outside of the City limits.
3. The Development Review Committee (DRC) reviewed the winery sign program on February 1, 2010. The DRC supported the program, yet had concerns with applying the sign standards for size and design as outlined in the Winery Directional Sign section of the sign code (see Attachment 3 & 4).
4. In August 2008 the City Council adopted the Gateway Plan Design Standards to provide guidelines for development at the City's Gateways. The Guidelines include a section on signage that suggests that "a unified signage system shall be developed to address the need for directional information at key Gateway locations. The proposed signage should be flexible and modular to evolve over time as additional directional needs develop". (see Attachment 5).
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:

While it seems that the intent of the Winery Directional Sign section of the Sign Ordinance is to address signs such as those proposed by Wine Country Alliance, the Sign Ordinance requires that these signs be consistent with the Caltrans standard, which requires the dimensions of the signs to be 1-foot by 4.5 feet. The Caltrans design might be appropriate along highways; however, the standards are out of scale for placement along City streets.

Conversely, since wineries are a visitor serving use, the Sign Ordinance section on Visitor Serving Directional Signs seems more appropriate. This section along with the criteria outlined in the Gateway Plan provides for smaller scaled, more detailed signs, which seem to better fit the winery directional sign program the Wine Country Alliance is proposing (see Attachment 3).

The intent for the proposed signs is to co-locate on existing street sign poles (if possible) or install a new sign post 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 Wine Country Alliance proposes to pay for the signs as well as reimburse the City for the labor involved with the installation of the signs. 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, but the size, style and location of the signs would be established with this application by the Wine Country Alliance.

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 Planning Commission considers the following options:

- a. Adopt the attached Resolution recommending that the City Council approve the request to install winery directional signs at the locations proposed by the applicant, with a requirement that the sign size be consistent with the City's standard for street signs (6" x 24") and that the color and design be consistent with the design described within the Gateway Plan;
- b. Amend, modify or reject the foregoing options.

Prepared by Darren Nash

Attachments:

1. Project Description
2. Applicant's Power Point Presentation – Sign Locations
3. Excerpts from Sign Ordinance
4. Figure 1 – Caltrans Standard
5. Gateway Design Plan – Signage System
6. 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 6<sup>th</sup> 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:



- 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.

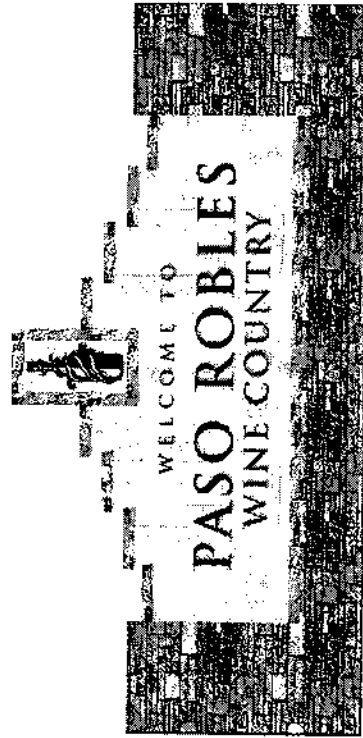
We are looking forward to working with the City on this exciting proposal. We are hopeful to complete this first stage of a Comprehensive Sign Plan for the Paso Robles Wine Country by early March. Please feel free to contact our Government Affairs Coordinator, Lisa Bodrogi, at 805-260-2461 or [lbodrogi@pasowine.com](mailto:lbodrogi@pasowine.com)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

# Proposed Winery Signage from the Paso Robles Wine Country Alliance



Prepared by:  
Lisa Bodrogi, Govt Affairs Coordinator  
Paso Robles Wine Country Alliance

**Attachment 2**  
Sign Location Presentation  
Misc. 10-001  
(Wine Country Alliance)



# Winery Directional Signage

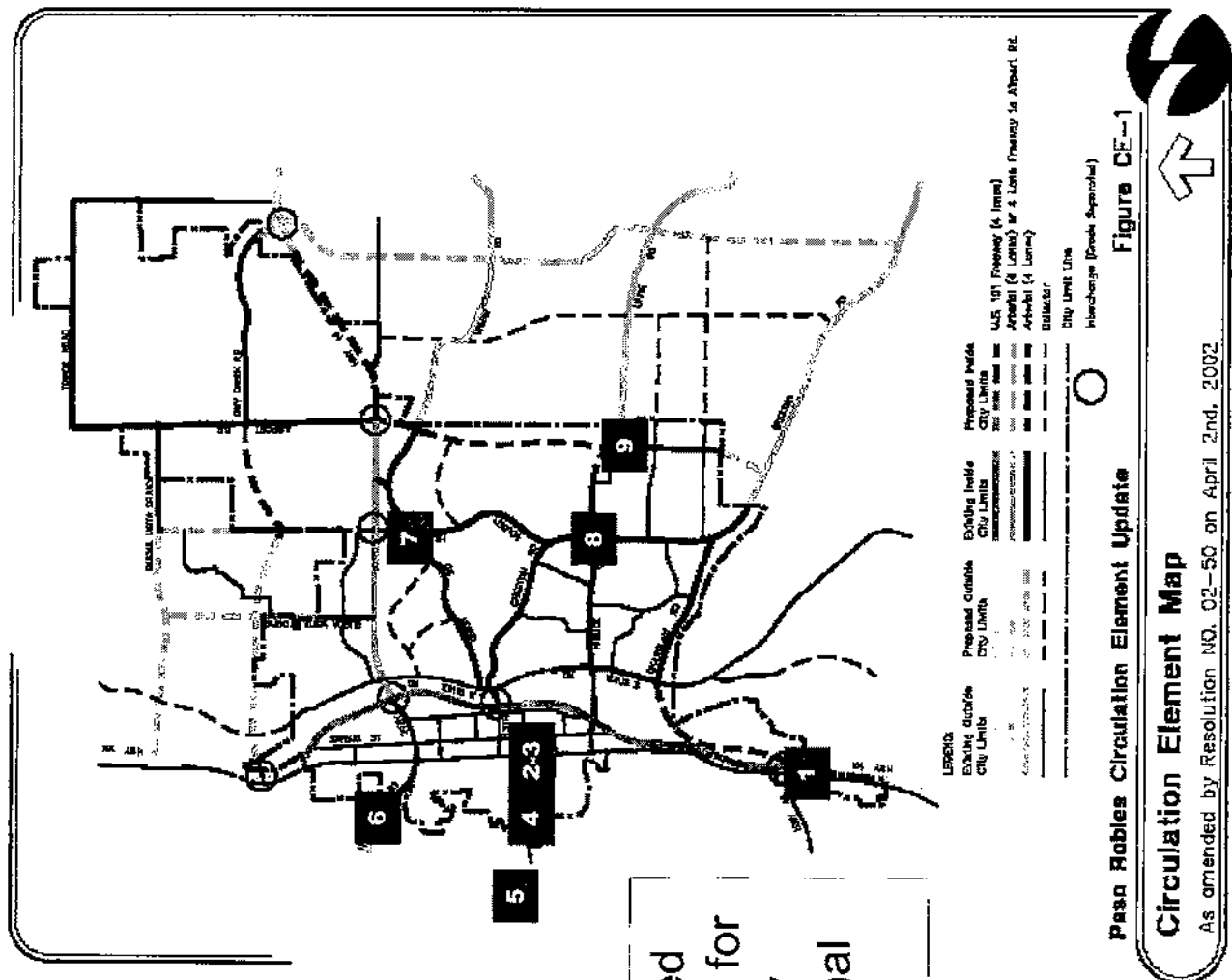
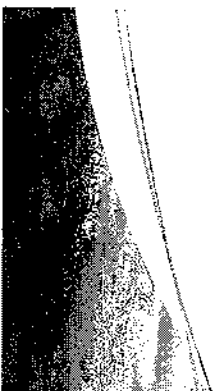
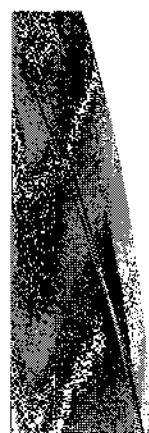
- Formal Application Submittal
  - Fee: \$1200.00
  - Materials: Location Map
- Obtain Feedback from Public Works
  - Posting Criteria
  - Right of Way Considerations
- Application Review and Approval
  - Design Review Committee 1/25/10
  - Planning Commission 2/09/10
  - City Council Approval



# Topic Points for Consideration

- Sensitivity to over-cluttering the City with signs;
- Financial/budgetary limitations of the Alliance;
- Meaningful Signage;
- Limiting signage to major roadway corridors;
- Alternative community-wide signage;
- Guiding visitors to downtown wineries;
- Cooperative sign planning with other businesses.





# Proposed Locations for Winery Directional Signs

Paso Robles Circulation Element Update  
 Figure CE-1

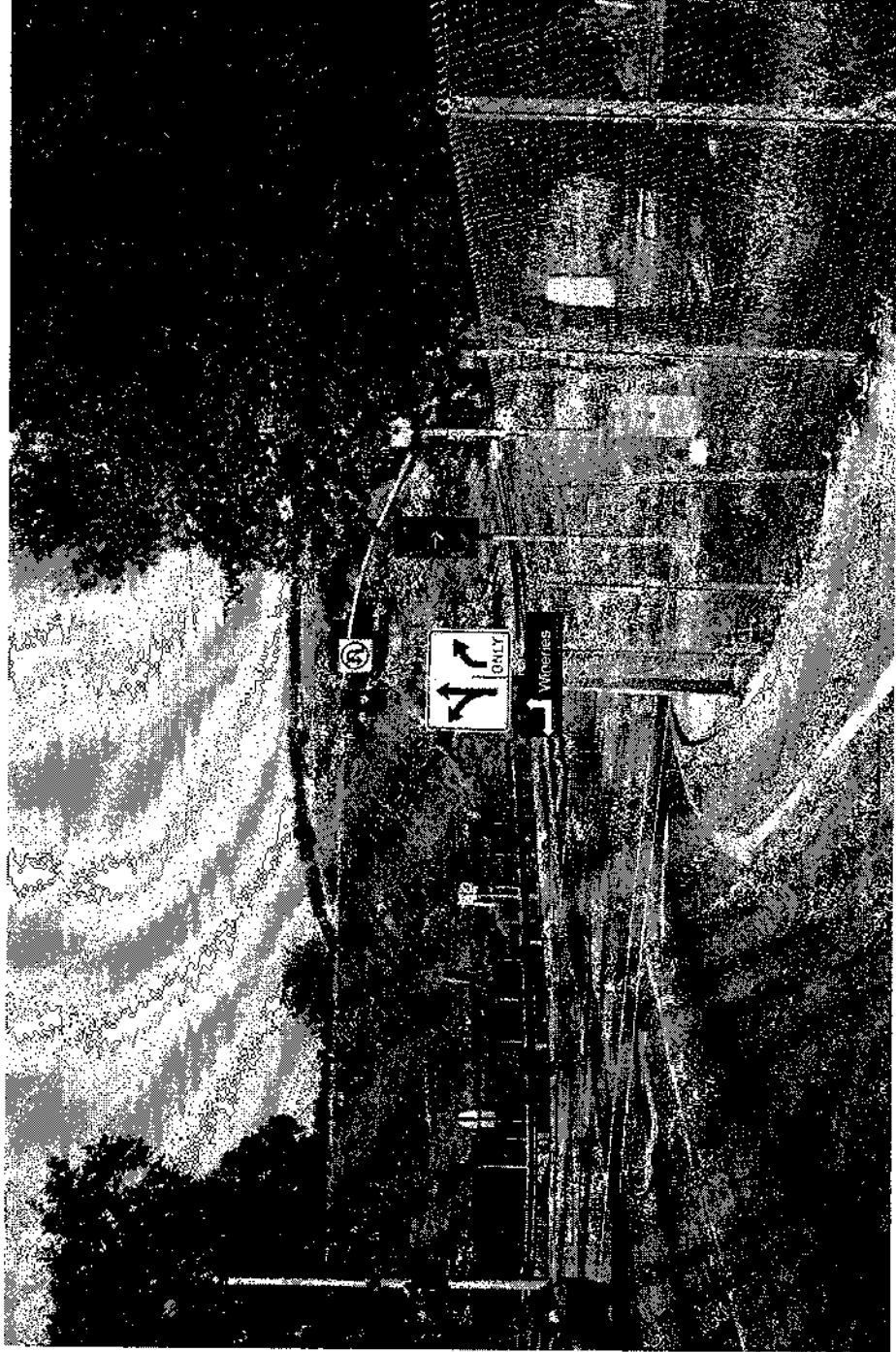


Circulation Element Map

As amended by Resolution NO. 02-50 on April 2nd, 2002.



# 1: So Vine/46 W Northbound

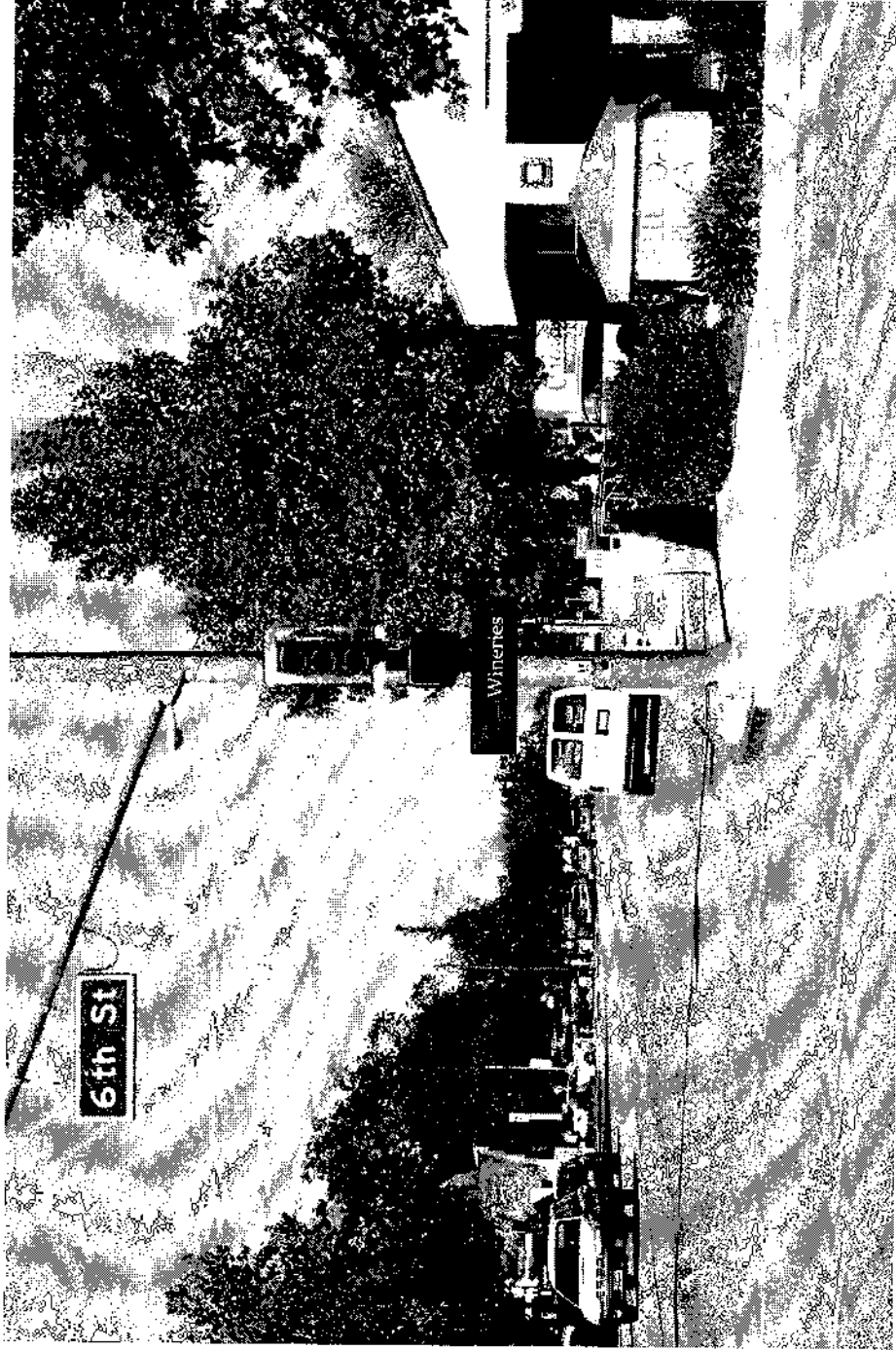


# 2: 6<sup>th</sup> St/Spring St Southbound



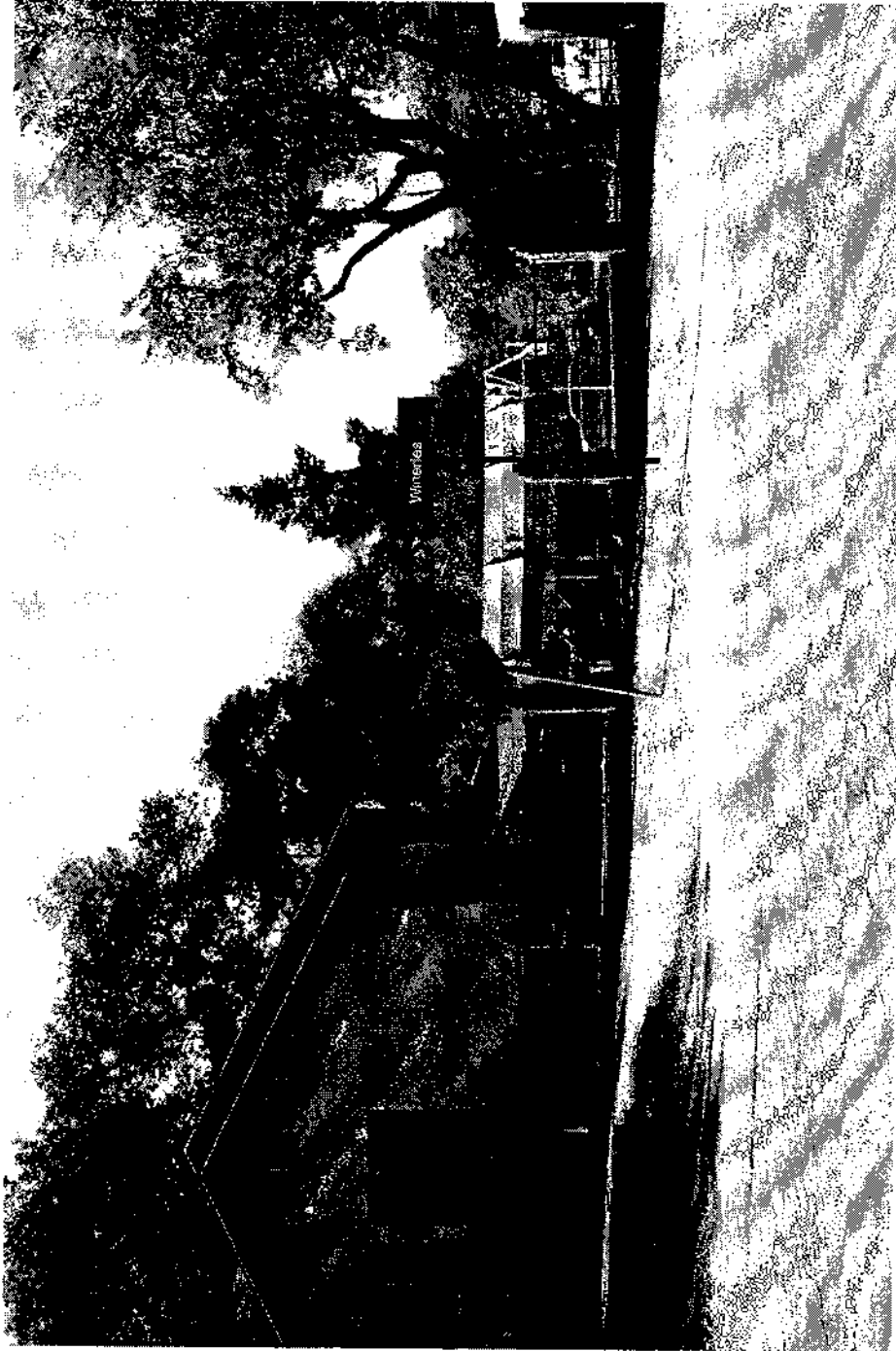


### 3: 6<sup>th</sup> St/Spring St Northbound



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

# 4: 6<sup>th</sup> Street/Olive Street



# 5: 6<sup>th</sup>/Peachy Canyon Road



# 6: Nacimiento Road





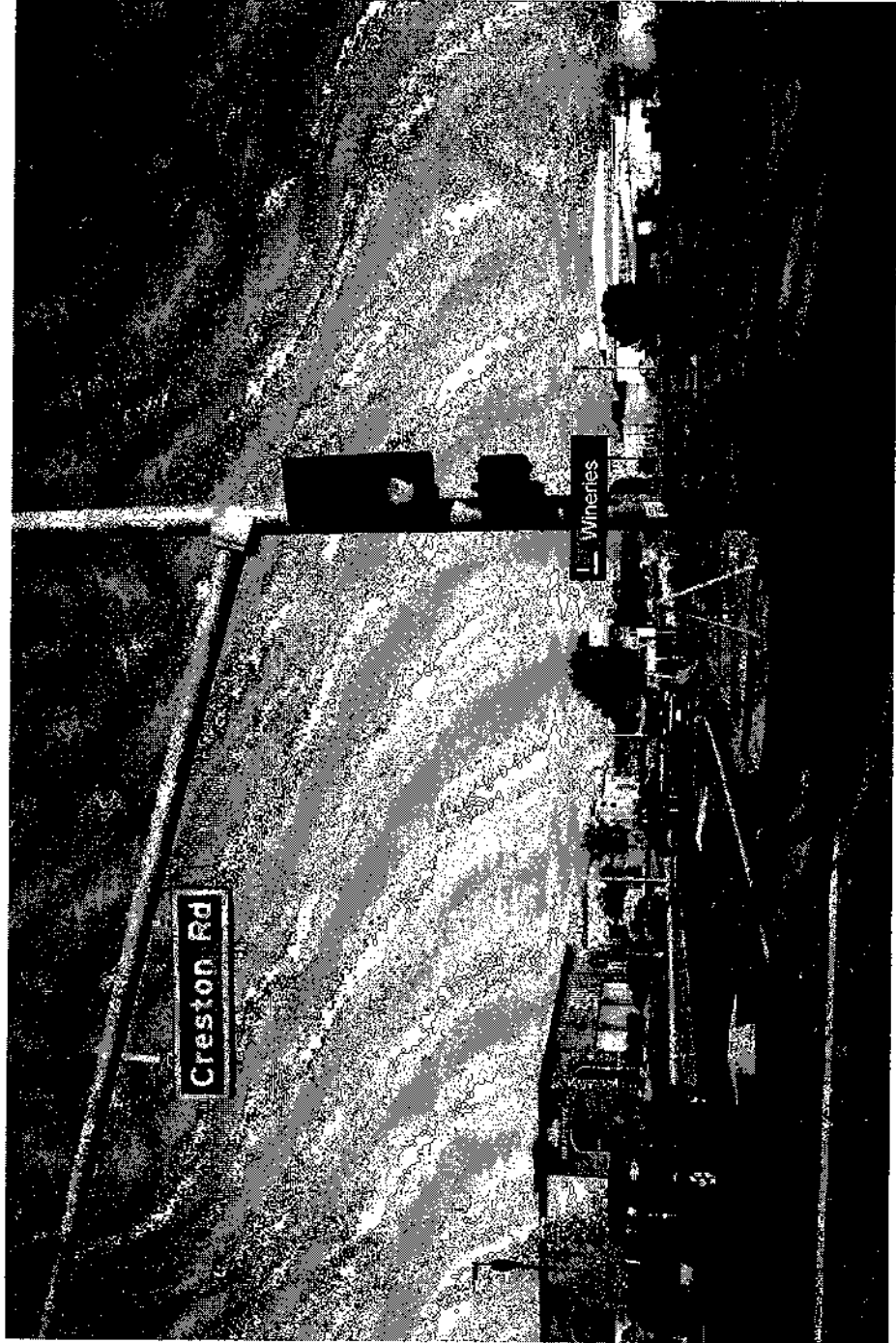
# 7: Golden Hill/Union Road







# 8: Creston Rd/Niblick Rd





# 9: Airport Rd/Linne Rd



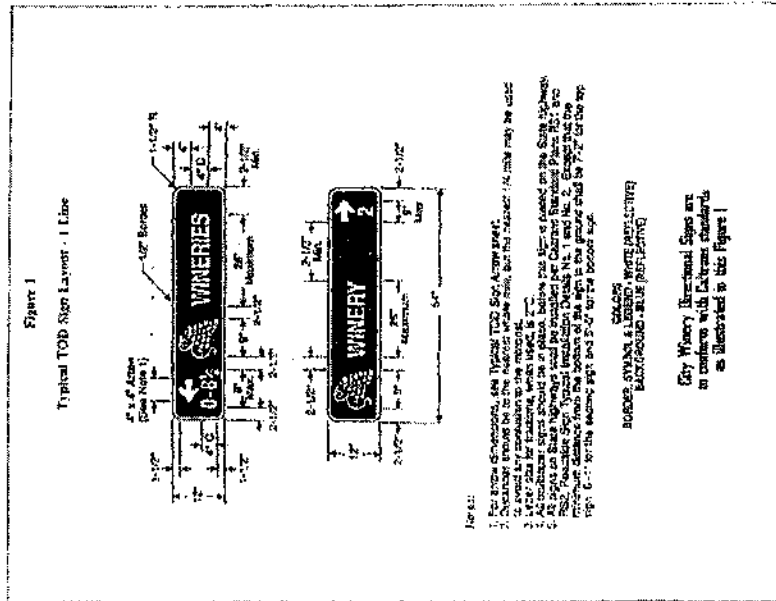


# Comprehensive Winery Signage

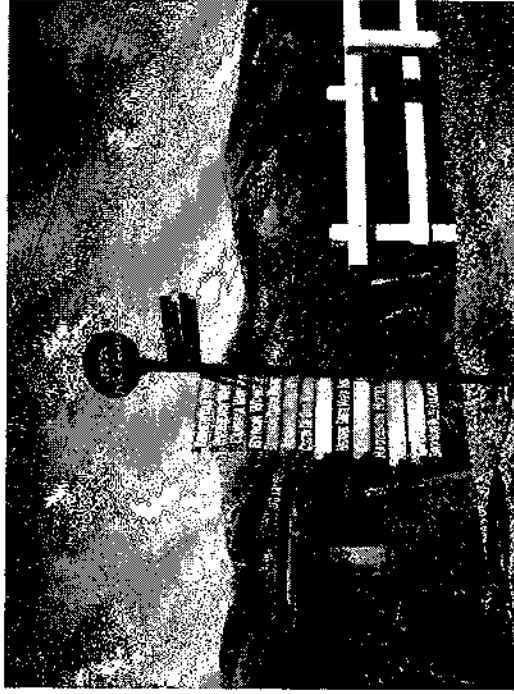
## Plan in Priority Order

- Winery Directional Signs within the Paso Robles City limits
  - Timing – Fourth Quarter 2009/First Quarter 2010
- Marquee signage with individual wineries/businesses around outlying areas
  - Timing - First/Second Quarter 2010
- Monument signage at the City's gateways
  - Timing – TBD based on first two priorities

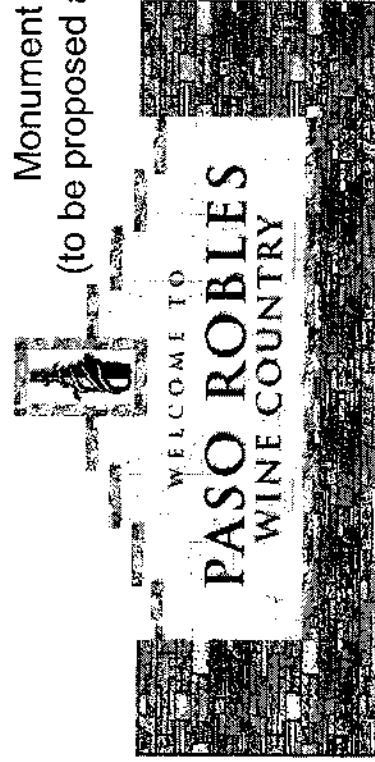
# Examples of Overall Signage



Marquee/Blade Signage (City/County Template to be Developed)



Monument Signage (to be proposed at a later date)



Winery Directional Signs (this application package)

## Attachment 3: Excerpts from Sign Ordinance

### Section 21.19.040.P

**Winery Directional Signs.** In addition to any signs allowed by this chapter, where allowed by state law adjacent to roads leading to a winery and/or tasting room, for the purpose of directing patrons to the site, winery directional signs are subject to the following conditions:

1. **Maximum Area and Height.** A winery directional sign shall not exceed a maximum area of four and one-half square feet and shall not exceed a maximum height of ten feet above the elevation of the adjoining roadway.
2. **Written Permission.** Written consent of the owner or other lawful resident of the property on which the winery directional sign is to be placed shall be provided in conjunction with the sign permit application.
3. **Design.** All winery directional signs shall be of a uniform design, consistent with California Department of Transportation (CalTrans) standards for tourism oriented signs as shown in Exhibit 3 (Figure 1) immediately following this section. Sign copy shall consist only of directional information, as shown in Figure 1, but shall contain the name of individual wineries.
4. **Additional Permits.** Necessary permits shall be obtained from CalTrans where applicable, prior to the installation of a winery directional sign.

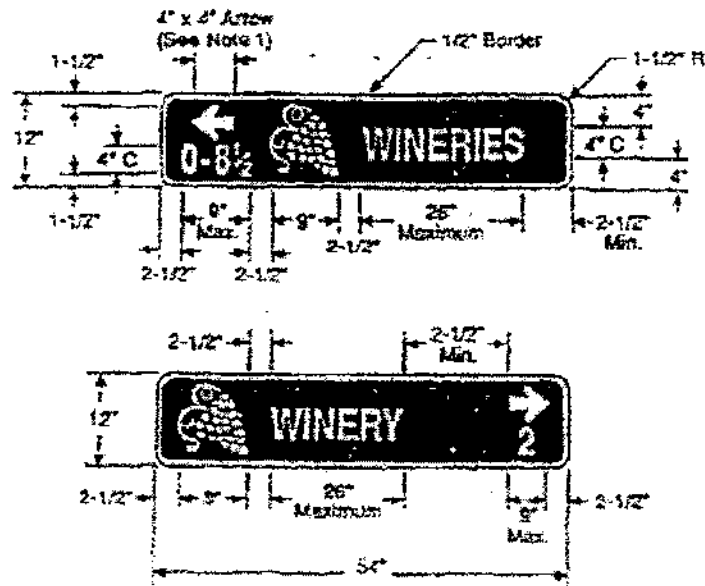
### Section 21.19.080.C

**Directional Signs.** Public service facility signs and visitor serving directional signs are exempt from the fee and permit provisions of this chapter as signs that are to be installed and maintained exclusively by the city for city purposes and within the city right-of-way. In addition to any signs allowed by this chapter, the city shall erect these signs for the purpose of directing visitors of the city to places of civic or public importance, and/or to recreational, service or business landmarks. These signs are subject to the following conditions:

1. **Review and Approval.** A request must be considered by the city council streets and utilities committee. The request may be approved in the standards set forth in this section are determined to be met. The committee must be able to make a finding that the sign is necessary in order to aid a visitor to the community to a place or recreational, service or landmark importance.
2. **Display.** The sign must reference or "list" the visitor-serving use in general terms. The sign is not intended to name, identify or otherwise advertise a specific business.
3. **Location.** Signs shall be placed at one or more locations as deemed necessary to aid in locating the visitor-serving use from an adjacent or nearby thoroughfare(s).
4. **Design.** Only the city's adopted Uniform Sign face size, graphic format and installation specifications shall be used. No logos or special fonts shall be allowed.

Figure 1

Typical TOD Sign Layout - 1 Line



Notes:

1. For arrow dimensions, see Typical TOD Sign Arrow sheet.
2. Distances should be to the nearest whole mile, but the nearest 1/4 mile may be used to avoid any confusion to the motorist.
3. Letter size for fractions, when used, is 2" C.
4. All multilayer signs should be in place, before this sign is placed on the State highway.
5. All signs on State highways shall be installed per Caltrans Standard Plans RS1 and RS2, Roadside Sign Typical Installation Details No. 1 and No. 2. Except that the minimum distance from the bottom of the sign to the ground shall be 7'-2" for the top sign, 5'-1" for the second sign and 5'-0" for the bottom sign.

COLORS  
 BORDER, SYMBOL & LEGEND - WHITE (REFLECTIVE)  
 BACKGROUND - BLUE (REFLECTIVE)

City Winery Directional Signs are  
 to conform with Caltrans standards  
 as illustrated in this Figure 1

Attachment 4

Figure 1 - Caltrans Standard  
 Misc. 10-001  
 (Wine Country Alliance)

# 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.

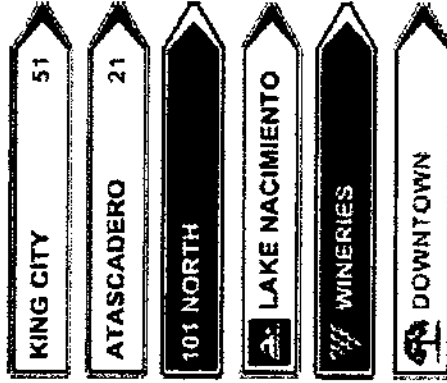
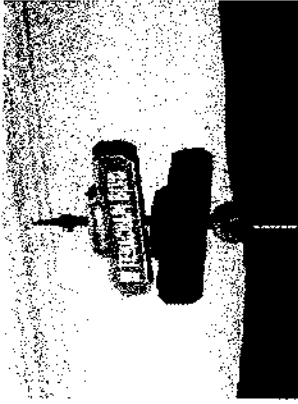
We recommend the adoption of a simple directional signage system, with arrow-shaped signs printed with large and easy-to-read names of destinations. In many traditional towns, the distinctive character of the place is defined by the unique streetscapes and building types, such that there is no need to 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.

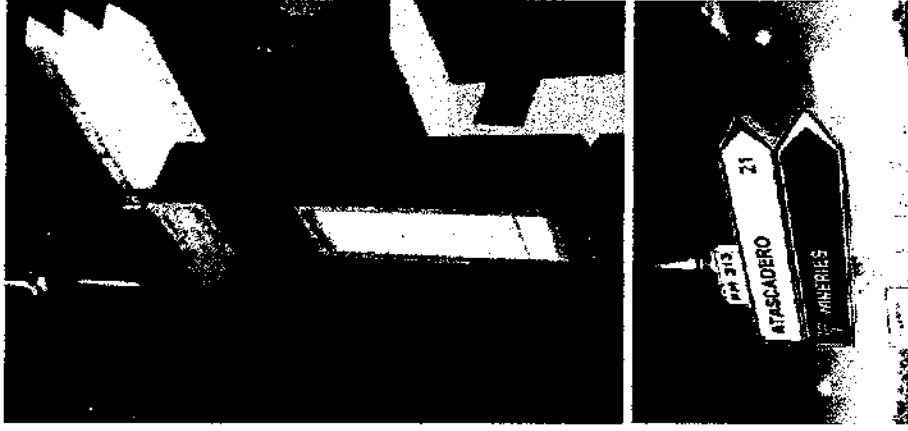
In a signage system of this type, several categories of destinations can be made graphically distinct from one

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

**Attachment 5**  
**Gateway Design Plan - Signage System**  
 Misc. 10-001  
 (Wine Country Alliance)

**RESOLUTION NO.**

**A RESOLUTION OF  
THE PLANNING COMMISSION OF THE CITY OF PASO ROBLES  
RECOMMENDING THAT THE CITY COUNCIL APPROVE MISC. 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**, 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 March 9, 2010, the Planning Commission 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. Recommended that the City Council approve the proposed sign program, making the 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. Recommend to the City Council 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 of each sign 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 is borne 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.

**PASSED AND ADOPTED THIS 9<sup>th</sup> day of March, 2010 by the following Roll Call Vote:**

AYES:

NOES:

ABSENT:

ABSTAIN:

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JOEL PETERSON, CHAIRMAN

ATTEST:

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RON WHISENAND, PLANNING COMMISSION SECRETARY

PROOF OF PUBLICATION

LEGAL NEWSPAPER NOTICES

PLANNING COMMISSION/CITY COUNCIL  
PROJECT NOTICING

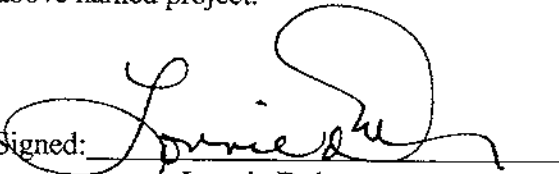
Newspaper: Tribune

Date of  
Publication: February 25, 2010

Meeting of: March 9, 2010  
(Planning Commission)

Project: Miscellaneous 10-001  
(PR Wine Country Alliance-directional signs)

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

CITY OF EL PASO DE ROBLES  
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 a request by the Paso Robles Wine Country Alliance, to place winery directional signs at various locations within City limits.

The Planning Commission hearing will take place on Tuesday, March 9, 2010, at the hour of 7:30 PM in the City Hall/Library Conference Room, 1000 Spring Street, Paso Robles, California, at which time all interested parties may appear and be heard.

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).

Comments on the proposed sign program 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. Should you have any questions regarding this application, please call Darren Nash at (805) 237-3970.

The Staff Report pertaining to the sign program will be available on the Thursday before the scheduled date of the hearing.

If you challenge the sign program 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 Nash, Associate Planner  
February 25, 2010