

## DEVELOPMENT REVIEW COMMITTEE MINUTES

**3:30 PM Monday – February 22, 2010**

**Meeting Location: The Development Review Committee will meet at the Large Conference Room on the second floor of City Hall, at 1000 Spring Street, Paso Robles, California.**

**DRC Members Present: Vince Vanderlip, Chuck Trench, Steve Gregory**

**Staff Present: Darren Nash, Susan DeCarli**

**Applicants and others present: Marv Kohlman**

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File #: City Hall Landscape Plan  
Application: Landscape plan in conjunction with parking lot repair  
Location: 1000 Spring Street  
Applicant: City  
Action: No action was taken. This item is scheduled for March 1, 2010.

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File #: Wells Fargo Home Mortgage  
Application: Wall-mounted non-illuminated sign  
Location: 612 – 12<sup>th</sup> Street  
Applicant: The Sign Place on behalf of Wells Fargo Home Mortgage  
Discussion: The DRC questioned whether it was appropriate for this proposed sign to be placed on the side of the building (facing east) rather than on the front façade of the building. The new building has minimal frontage on 12<sup>th</sup> Street (22-feet) and only 22 square feet total will be allowed for wall-mounted signage on the building. The proposed sign is 9 square feet which would allow for only 13 additional square feet for future tenants.  
Action: The DRC approved the Wells Fargo sign to be placed on the side elevation, based on its small size and since it is non-illuminated.

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### **The DRC unanimously agreed to add the following items:**

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File #: Sign Plan  
Application: Request to install wall mounted sign and monument signage.  
Location: 624 24<sup>th</sup> Street  
Applicant: Bob Brown Auto  
Action: The DRC approved the proposed wall mounted sign and two monument signs that would be mounted on the existing tubular steel fence. Two monument signs were allowed at this site since the site is located on a corner that has two street frontages.

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File #: Street Furniture  
Application: Request to install outdoor patio railing along with tables and umbrellas at the front of the building within the sidewalk right of way.  
Location: 1032 Pine Street  
Applicant: Marv Kohlman- Dining with Andre

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Discussion:           The applicant is proposing to construct the fence out of oak wine barrel staves. After discussing various methods of constructing the fence with the applicant, the DRC asked the applicant to mock-up a portion of the fence at the site to be reviewed by the DRC at the next meeting. The DRC wants to make sure what is being proposed will be done in a quality manner that will hold up to the various weather conditions.

Adjournment to February 23, 2010, at 7:30 pm

## DEVELOPMENT REVIEW COMMITTEE MINUTES

**3:00 PM** Monday – March 1, 2010

**Meeting Location:** The Development Review Committee will meet at the Large Conference Room on the second floor of City Hall, at 1000 Spring Street, Paso Robles, California.

**DRC Members Present:** Vince Vanderlip, Margaret Holstine, Steve Gregory

**Staff Present:** Darren Nash, Susan DeCarli, Freda Berman, Doug Monn

**Applicants and others present:** Julie Friedrichsen, Bart Hollander

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File #: Street Furniture  
Application: Review request for railing, tables & umbrellas.  
Location: 1032 Pine Street  
Applicant: Marv Kohlman  
Action: This item was postponed to March 8, 2010 at the request of the applicant.

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Note: Vince Vanderlip was not in attendance for this item.

File #: City Hall Landscape Plan  
Application: Landscape plan in conjunction with parking lot repair.  
Location: 1000 Spring Street  
Applicant: City Initiated  
Discussion: Julie Friedrichsen presented the proposed landscape plan, which would not only landscape the repaired City Hall parking lot, but re-landscape areas that have degraded over the years and areas that historically have been planted with annual plants. The idea is to plant drought tolerant, native plants that can also be used as a demonstration area to educate the public on low water use landscaping.  
Action: The DRC was in favor of the plan, but suggested that the turf area located in the area of the north east corner of 11<sup>th</sup> and Park be removed and planted with low water use plants and still provide a design that could allow pedestrian use of the area such as benches and waling paths. The DRC also suggested that the City check with local volunteer groups regarding helping with maintenance of the landscaping.

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File #: Sign Plan  
Application: Review request for additional signage.  
Location: 2445 Golden Hill Road  
Applicant: Lowe's  
Discussion: Staff provided an overview of the wall sign regulations to the DRC. Staff also briefly outlined the applicants request for a Sign Exception to exceed the sign area permitted for wall signs. Staff noted the specific findings of the Exception section of the Sign Code.

The applicant presented the request to add sign area to the existing "Lowe's" sign above the main front entrance of the store. The applicant described that the additional sign area would include painting the background of the existing sign to conform to the Lowe's corporate brand, adding a blue painted background outlined with a red painted frame. He also noted that the existing white channel letters would remain the same, and that no additional illumination was proposed. This request would increase the total sign area of the wall sign to 555 s.f. The applicant explained

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the need for corporate identity, and noted that the sign would be in scale with the large building. He also noted that it is important to have a clearly visible business sign from the primary view of the building, which is from Highway 46 versus Dallons Road.

Staff discussed options for the DRC, and pointed out that a request for an exception has not been previously approved and that if approved, would set a precedent. Options included: deny the request (with the suggestion to use sign area from the existing rear wall sign on the front of the building), forward the request to the full Planning Commission; or approve the request with specific findings.

The DRC approved the request for an exception subject to the following findings:

1. The primary view of the front entrance is from Highway 46. Given the physical hardship of the long setback (460 feet +/-) of the building from this public right-of-way (Highway 46), a larger sign with the corporate logo would be justified.
2. Since the building technically has two frontages (including Hwy 46 and Dallons Road) and the primary view of the building is from only one frontage, it would be acceptable in this case to calculate the sign area using both frontages.
3. The proposed sign would not combine all sign area (calculated from both frontages) and locate it on only one elevation. The modified sign would only allow the sign to be 555 s.f.
4. The proposed sign would not be out of scale with the overall size of the building, and it would not result in visual sign clutter on the building or the site.
5. The sign exception would not result in negative or unattractive views of the site and building from the highway, and would not conflict with the intent of the Gateway Design Standards.
6. The granting of this exception for this specific building and site was reviewed on a case-by-case basis, and unique, site specific circumstances occur with the site and building location that cannot necessarily be applied in other potential circumstances.

The applicant also requested the DRC consider a change of color for the portico above the front entrance from orange to brown. He provided a revised colored elevation and paint sample. The DRC approved the revised front elevation change of color for the portico.

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File #:	Sign Plan
Application:	Review request for wall mounted signage.
Location:	2307 Theatre Drive
Applicant:	Verizon Wireless
Action:	The Committee approved the proposal as submitted with a requirement to scale down the sign on the store front elevation to be no larger than 26 square feet, which is the linear footage of the commercial space.

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Adjournment to March 8, 2010, at 3:30 pm