



City of Paso Robles Planning Commission Agenda Report

From: Darren Nash, Associate Planner

Subject: MUR 16-001 – Wall Mural consistency determination
625 12th Street
Applicant: Steve Kalar on behalf of Paso Robles Main Street Association
Planning Commission to review the request to install a historic themed wall mural (black and white T&D Theatre photo recreation) on the east elevation (alley wall) of the building located at 625 12th Street.

Date: January 10, 2016

Facts

1. The mural would be placed on the wall adjacent to the alley of the building located at 625 12th Street (see attached location map, Attachment 1).
2. The mural is a 14-foot by 27-foot black and white photo rendering of the T&D Theater that was once located within the same building and would not be considered a commercial sign. (See Exhibit A and B of Draft Resolution A, Attachment 2).
3. The placement of the mural is being requested by Steve Kalar on behalf of Main Street Association. Mr. Kalar will be involved with the making and the installation of the mural.
4. Mainstreet will enter into a contract with the building owner, Philip Cagliero, where Main Street Association will be responsible for the purchase, installation and the on-going maintenance of the mural.
5. The mural was reviewed by the Development Review Committee (DRC) on October 3, 2016, where the DRC recommended that the Planning Commission review and approve the mural.

Options

1. Approve the request to install the mural on the alley side of the building located at 625 12th Street;
2. Approve the mural for a different location;
3. Amend, modify or reject the above noted options.

Agenda Item 5

Analysis and Conclusions

Project Summary:

Consider the applicant's request to install the 14-foot by 27-foot mural on the alley side of the building located at 625 12th Street.



Architecture and Appearance:

The size, scale, and content of the proposed mural would seem to be appropriate for the proposed location.

Neighborhood Compatibility:

The mural would be visible from the Spring Street and 12th Street, and would not seem to negatively affect businesses in the neighborhood.

CEQA Issues:

none

General Plan & Zoning Compatibility:

The Zoning Code does not address a specific process for the review and approval of murals, however past precedent for the approval of non-commercial murals has been review and approval by the Planning Commission. The process of reviewing the T&D Theatre mural is similar to the mural that exists on the north elevation of the Paso Robles Inn of Daniel B. Blackburn, James Blackburn and Drury James. That mural was also applied for and maintained by Mainstreet.

Fiscal Impact

This mural will not have a fiscal impact to the City.

Recommendation

Approve Option 1 allowing for installation of the mural on the building located at 625 12th Street.

Agenda Item 5

Attachments

1. Vicinity Map
2. Resolution – A
 - Exhibit A - Mural Exhibit
 - Exhibit B - Building Photo



Attachment 2

Draft Resolution A

RESOLUTION NO: 16-xxx

A RESOLUTION OF THE PLANNING COMMISSION
OF THE CITY OF EL PASO DE ROBLES
APPROVING MUR 16-001 – HISTORIC T&D THEATRE WALL MURAL
(PASO ROBLES MAIN STREET ASSOCIATION - 625 12TH STREET)
APN: 009-036-013

WHEREAS, Steve Kalar on behalf of the Paso Robles Main Street Association has submitted a request to install a mural on the building located at 625 12th Street; and

WHEREAS, the mural represents the T&D Theatre that was once located in the building located at 617-625 12th Street owned by Philip Cagliero and would not be considered a commercial sign or commercial speech; and

WHEREAS, Mainstreet will enter into a contract with the building owner, Philip Cagliero, where Main Street Association will be responsible for the purchase, installation and the on-going maintenance of the mural; and

WHEREAS, the Planning Commission is empowered through the Zoning Code to approve exterior changes to buildings such as murals; and

WHEREAS, a public hearing was conducted by the Planning Commission on January 10, 2017 to consider facts as presented in the staff report prepared for this mural request, and to accept public testimony regarding the extension; and

NOW, THEREFORE, BE IT RESOLVED, that the Planning Commission of the City of El Paso de Robles does hereby approve the installation of the T&D Theatre mural to be placed on the alley side of the building located at 625 12th Street, subject to the following conditions:

1. The mural shall substantially comply with Exhibits A&B listed below and attached to this resolution.:

EXHIBIT	DESCRIPTION
A	Mural Photo
B	Building Photo

2. The on-going maintenance of the mural shall be the responsibility of Paso Robles Mainstreet Association.

PASSED AND ADOPTED THIS 10th day of January 2017 by the following roll call vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

BOB ROLLINS, CHAIRMAN

ATTEST:

WARREN FRACE, PLANNING COMMISSION SECRETARY

Option A



14 ft.

27 ft.

