

**RESOLUTION NO. 10-005**

**A RESOLUTION OF  
THE PLANNING COMMISSION OF THE CITY OF PASO ROBLES  
RECOMMENDING THAT THE CITY COUNCIL APPROVE  
MISCELLANEOUS 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, and with bottle logo and additional graphical directional arrows should they be necessary.

- 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: Nemeth, Garcia, Treach, Vanderlip, Gregory

NOES: None

ABSENT: Holstine

ABSTAIN: Peterson

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JOEL PETERSON, CHAIRMAN

ATTEST:

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RON WHISENAND, PLANNING COMMISSION SECRETARY