

DATE: 12/7/99 AGENDA ITEM # 1
() APPROVED () DENIED
() CONTINUED

TO: CHAIRMAN AND MEMBERS OF THE PLANNING COMMISSION
FROM: ROBERT LATA, COMMUNITY DEVELOPMENT DIRECTOR *RL*
SUBJECT: CODE AMENDMENT 99003 - SIGN CHAPTER 21.19
(BILLBOARDS AND OFF-PREMISE WINERY DIRECTIONAL SIGNS)
DATE: DECEMBER 7, 1999

Needs: For the City Council to open the noticed public hearing and continue consideration of this item until the regular Council meeting of January 11, 2000.

Facts:

1. In September of 1998, as the result of an appeal of a conditional use permit for a billboard sign filed by Sylvester Winery, the City Council directed staff to formulate an Ad Hoc group to study and make recommendations regarding billboards along the Highway 101 and 46 corridors.
2. The Ad Hoc Sign group was formed with representatives from the Chamber of Commerce, Main Street Program, Development Review Committee, and the Paso Robles Vintners and Growers Association.
3. The City Council later provided direction for staff and the Ad Hoc group to prepare a Code Amendment regarding billboards and directional signs reflective of the findings of that group and Council-specific policy guidance.
4. Public hearings on Code Amendment 99003 were held by the planning Commission and City Council in June and July 1999, respectively.
5. At the July 6, 1999 City Council meeting, the Council directed the Code Amendment back to the Planning Commission for expansion of the provision of off-site directional signs. The Council wanted to see language that would expand the range of tourism serving uses (such as golf courses and related recreational uses) to qualify for directional signing.
6. Additional research was undertaken since that Council direction in order to provide guidance on appropriate land use and sign design parameters and the Code Amendment was renoticed for public hearing consideration.

Analysis
and

Conclusion:

Since the public noticing of this item, a series of other development applications have taken priority over the needed steps in presenting a revised ordinance to the Commission and Council (including a meeting of the Ad Hoc Sign group).

The suggested revised public hearing schedule is as follows:

Planning Commission – December 14, 1999

City Council – January 11, 2000

The revised schedule will provide the ability to maintain reasonably sized agendas in response to the number of development applications the City is responding to. Also, the modified schedule will provide additional time for a meeting to be called of the Ad Hoc sign group who has provided input from the beginning of the process.

Policy

Reference:

State's Outdoor Advertising Act; Zoning Code Sign Provisions.

Fiscal

Impact:

No measurable fiscal impacts are anticipated.

Options:

That the City Council open the noticed public hearing, and consider the following options:

- a. Continue the open public hearing to the regular City Council meeting of January 11, 2000;
- b. Continue the open public hearing to an alternative meeting date;
- c. Amend, modify or reject the foregoing option.

Attachments:

1. Public Notice Affidavit

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PROOF OF PUBLICATION

LEGAL NEWSPAPER NOTICES

PLANNING COMMISSION/CITY COUNCIL
PROJECT NOTICING

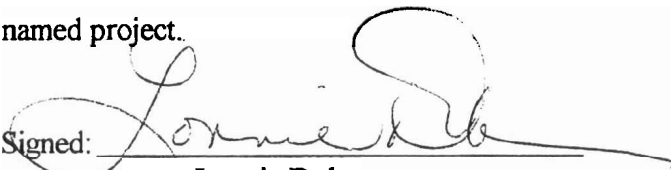
Newspaper: THE TRIBUNE

Date of Publication: October 20, 1999

Meeting Date: November 9, 1999
(Planning Commission)
-and- December 7, 1999
(City Council)

Project: Code Amendment 99003 (Off-
Premise Directional and Bill-
board 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

NOTICE OF
PUBLIC HEARINGS
NOTICE OF INTENT
TO ADOPT NEGATIVE
DECLARATION

NOTICE IS HEREBY
GIVEN that the Planning
Commission of the City
of El Paso de Robles will
hold a Public Hearing to
consider making recom-
mendations regarding
adoption of Negative
Declaration and approval
of Code Amendment
99003, initiated by the
City of Paso Robles.
The application pro-
poses to modify Chapter
21.19 (Signs) of the
Municipal Code as it
relates to off-premise
signs (specifically bill-
boards and directional
signs). The proposed
code amendment would
be effective City wide.

The Planning Commis-
sion's hearing will take
place in the Conference
Room of the Library /
City Hall at 1000 Spring
Street, Paso Robles,
California, at the hour of
7:30 PM on Tuesday,
November 9, 1999, at
which time all interested
parties may appear and
be heard.

NOTICE IS ALSO
HEREBY GIVEN that the
City Council of the City
of El Paso de Robles will
hold a Public Hearing to
consider the same code
amendment application
and its negative declara-
tion finding.

The City Council's hear-
ing will take place in the
Conference Room of the
Library / City Hall at
1000 Spring Street,
Paso Robles, California,
at the hour of 7:30 PM
on Tuesday, December
7, 1999 at which time all
interested parties may
appear and be heard.

As part of the noticed
Public Hearings, the
Planning Commission
and the City Council will
consider adoption of a
Negative Declaration of
Environmental Impact
(statement that there will
be no significant environ-
mental effects) in accord-
ance with the provisi-
ons of the California
Environmental Quality
Act (CEQA). The pro-
posed Negative Declara-
tion will be available for
public review from
Wednesday, October
20, 1999 to Tuesday,
December 7, 1999.

Copies of the staff
report and draft Negative
Declaration will be avail-

able for the cost of
reproduction at the Com-
munity Development
Department, City Hall,
1000 Spring Street,
Paso Robles, CA 93446.
Please write to this
address or call the Plan-
ning Division at (805)
237-3970 should you
have questions or com-
ments regarding this
notice or related matters.

If you challenge the res-
olution or ordinance 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 cor-
respondence delivered
to the Planning Commis-
sion and/or City Council
at, or prior to, the noted
public hearings.

Meg Williamson,
Principal Planner

Oct. 20, 1999 5202371

