

ORDINANCE NO. 744 N.S.
AN ORDINANCE OF THE CITY OF EL PASO DE ROBLES
AMENDING SECTION 21.19.070 OF THE MUNICIPAL CODE
(CODE AMENDMENT 97008)

WHEREAS, the City has initiated Code Amendment 97008 to revise the regulations contained within Municipal Code Section 21.19.070.C pertaining to monument and highway oriented signs; and

WHEREAS, at its meeting of January 27, 1998, the Planning Commission took the following actions regarding this ordinance:

- a. Considered the facts and analysis, as presented in the staff report prepared for this project;
- b. Conducted a public hearing to obtain public testimony on the proposed ordinance;
- c. Recommend that the City Council to approve the proposed ordinance; and

WHEREAS, at its meeting of February 3, 1998 the City Council opened the public hearing and continued the item to its meeting on February 17, 1998; and

WHEREAS, at its meeting of February 17, 1998 the Council considered and continued the discussion to allow further recommendations from the Planning Commission regarding the highway oriented sign provisions; and

WHEREAS, at its meeting of February 24, 1998 the Planning Commission revised the existing provisions of Section 21.19.070 C 5 of the Zoning Code to provide for a height limit and to encourage multi-use of pole signs. and

WHEREAS, at its meeting of March 3, 1998 the City Council discussed the proposed sign code amendment with the Planning Commission revisions and directed staff to revise the ordinance to reflect the Planning Commission revisions for first reading on March 17, 1998; and

WHEREAS, at its meeting of March 17, 1998, the City Council took the following actions regarding this ordinance:

- a. Considered the facts and analysis, as presented in the staff report prepared for this project;
- b. Conducted a public hearing to obtain public testimony on the proposed ordinance;
- c. Based on the information contained in the Initial Study, the City Council found that there would not be a significant impact on the environment as a result of the code amendment and adopted a Negative Declaration in accordance with the California Environmental Quality Act; and
- d. Considered the Commission's recommendation from the Planning Commission's January 27th and February 24th, 1998 public meetings;
- e. Introduced said ordinance for first reading; and

WHEREAS, on April 7, 1998, the City Council held second reading of said ordinance.

NOW, THEREFORE, BE IT KNOWN that the Paso Robles City Council, based upon the substantial evidence presented at the above referenced public hearing, including oral and written staff reports, finds as follows:

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1. The above stated facts of this ordinance are true and correct.
2. This code amendment is consistent with the City's General Plan.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF EL PASO DE ROBLES DOES ORDAIN AS FOLLOWS:

Section 21.19.070.C of the Municipal Code is hereby amended by modifying Figure 21-19-1 as indicated in the attached Exhibit "A" and Section 21.19.070.C.5b regarding highway oriented signs is hereby amended to read as follows:

b. Conditional use permits for highway-oriented signs shall only be approved for those signs that identify tourist -oriented businesses such as gasoline service stations, restaurants, motels and regional commercial uses. The City shall limit the number, height, and visual impact of highway oriented signs. Pole signs will be discouraged where adequate signage can be provided on the sides of buildings and in the form of monument signs. The height of permitted signs shall be limited to the lowest practical elevation, considering line of sight from nearby highways. Combinations of more than one sign on a pole are strongly encouraged.

Section 21.19.070.C.2 regarding monument signs is hereby amended to read as follows:

2. Sign Area and Height. All freestanding signs shall be monument signs that do not exceed thirty-two square feet in area and six feet in height, Height limits include the architecturally integrated base/foundation of a sign, measured from the highest adjacent ground level. These sign size limitations apply to directory signs that combine on- and off-site identification.

Exceptions:

- a. Highway-oriented signs meeting the locational criteria established in subsection (C)(5) of this section.
- b. Developments of twenty acres or more, where the monument sign shall not exceed one-hundred square feet in area and twelve feet in height. The one-hundred square foot monument signs shall be subject to review by the Development Review Committee(DRC) and is subject to the following criteria:
 1. The one-hundred square foot monument sign shall be limited to only the center name, no other names, products or services can be listed on the monument sign.
 2. The sign shall only be placed on exterior public streets which surround the project, they shall not be placed on the interior streets within the subdivision.
 3. The one-hundred square feet may be split into two fifty-foot monument signs on the same street frontage.
 4. Two one-hundred square foot monument signs can be placed on the same street frontage, as long as there is at least one-thousand feet separating the two signs.

SECTION 1. Publication. The City Clerk shall cause this ordinance to be published once within fifteen (15) days after its passage in a newspaper of general circulation, printed, published and circulated in the City in accordance with Section 36933 of the Government Code.

SECTION 2. Severability. If any section, subsection, sentence, clause, or phrase of the Ordinance is, for any reason, found to be invalid or unconstitutional, such finding shall not affect the remaining portions of this Ordinance.

The City Council hereby declares that it would have passed this ordinance by section, subsection, sentence, clause, or phrase irrespective of the fact that any one or more sections, subsections, sentences, clauses, or phrases are declared unconstitutional.

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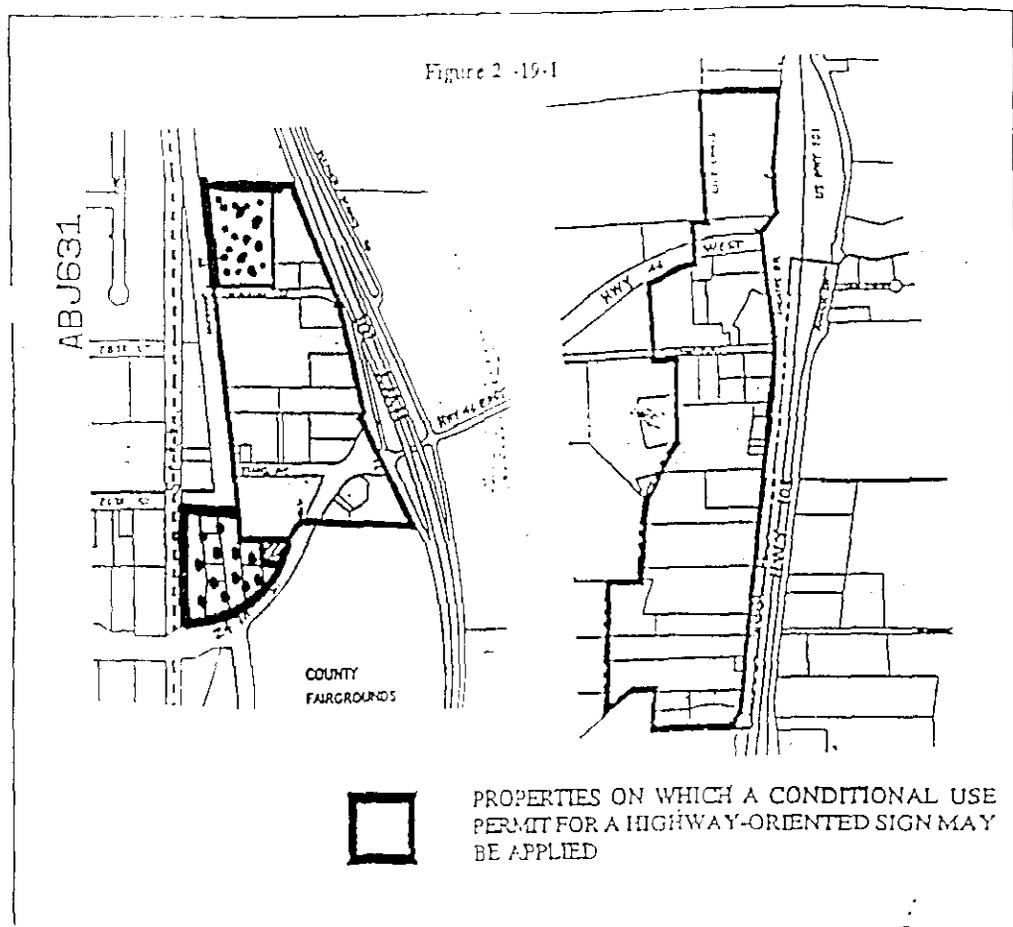


EXHIBIT "A" (C.A. 97008)

AMENDMENT TO FIGURE 21-19-1



PROPOSED EXPANSION OF GEOGRAPHIC AREA WHERE A CONDITIONAL USE PERMIT FOR A HIGHWAY-ORIENTED SIGN CAN BE APPLIED (SUBJECT TO A CONDITIONAL USE PERMIT)



EXISTING AREA WHERE A CONDITIONAL USE PERMIT FOR A HIGHWAY-ORIENTED SIGN CAN BE APPLIED (SUBJECT TO A CONDITIONAL USE PERMIT)

SECTION 3. Inconsistency. To the extent that the terms of provisions of this Ordinance may be inconsistent or in conflict with the terms or conditions of any prior City ordinance(s), motion, resolution, rule, or regulation governing the same subject matter thereof and such inconsistent and conflicting provisions of prior ordinances, motions, resolutions, rules, and regulations are hereby repealed.

SECTION 4. Effective Date. This Ordinance shall go into effect and be in full force and effect at 12:01 a.m. on the 31st day after its passage.

Introduced at a regular meeting of the City Council held on March 17, 1998, and passed and adopted by the City Council of the City of El Paso de Robles on the 7th day of April, 1998, by the following roll call vote, to wit:

AYES: Baron, Iversen, Macklin, Swanson, and Picanco

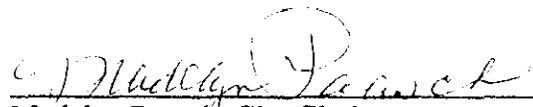
NOES: None

ABSENT: None

ABSTAINING: None


Duane J. Picanco, Mayor

ATTEST:


Madelyn Paasch, City Clerk

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