

ORDINANCE NO. 787 N.S.

AN ORDINANCE OF THE CITY OF EL PASO DE ROBLES
AMENDING CHAPTER 21.19 OF THE ZONING CODE (SIGNS)
TO PROVIDE FOR OFF-PREMISE DIRECTIONAL SIGNS FOR WINERIES AND
BILLBOARD PERFORMANCE STANDARDS
(CODE AMENDMENT 99003 - CITY INITIATED)

WHEREAS, the City of Paso Robles has initiated Code Amendment 99003 which proposes changes to Chapter 21.19 of the Zoning Code (Signs) to establish provisions for off-premise directional signs for wineries and performance standards for billboards on a City-wide basis, and

WHEREAS, an Ad Hoc Sign Committee was formed and met multiple times on this subject, making recommendations that were considered by both the Planning Commission and City Council, and

WHEREAS, the City has adopted Economic Development Goals which support tourism and related services industries, and

WHEREAS, the City has adopted General Plan Goals which support preserving and promoting a positive community image, and

WHEREAS, the proposed amendments to the sign code are expected to support desired economic goals, while preserving community image along highway corridors by reducing sign clutter, and

WHEREAS, at its meeting of June 22, 1999, the Planning Commission took the following actions:

- a. Considered the facts and analysis, as presented in the staff report prepared for this project; including recommendations by the Ad Hoc Sign Committee;
- b. Conducted a public hearing to obtain public testimony on the proposed project;
- c. Based on the information contained in the Initial Study prepared for this project, found that there was no substantial evidence that this project would have significant adverse effects on the environment and recommended that the City Council approve a Negative Declaration;
- d. Recommended that the City Council approve the proposed code amendment; and

WHEREAS, at its meeting of July 6, 1999, the City Council took the following actions:

- a. Considered the facts and analysis, as presented in the staff report prepared for this project; including recommendations by the Ad Hoc Sign Committee;
- b. Considered the recommendation of the Planning Commission;
- c. Conducted a public hearing to obtain public testimony on the proposed project;
- d. Based on the information contained in the Initial Study prepared for this project, found that there was no substantial evidence that this project would have significant adverse effects on the environment and approved a Negative Declaration.

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:

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 1. Section 21.19 of the Municipal Code (Signs) is hereby amended as shown on the attached Exhibit A.

SECTION 2. 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 3. 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.

SECTION 4. 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 5. 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 January 4, 2000 and passed and adopted by the City Council of the City of El Paso de Robles on the 18th day of January 2000 by the following roll call vote, to wit:

AYES: Baron, Macklin, Mecham, Swanson and Picanco
NOES: None
ABSENT: None
ABSTAIN: None

Duane Picanco, Mayor

ATTEST

Sharilyn M. Ryan, Deputy City Clerk

Exhibit A

The following amendments to Chapter 21.19, show new text in ***bold and italics***, while deleted text is in ~~strike-through~~ format.

Section 21.19.020 - Definitions:

“Directional Signs” mean signs that are limited solely to directional messages such as “one way,” “entrance,” “exit.” Directional signs do not contain any message that identifies businesses or activities or that advertise products or services. (Exception: real estate ***and winery directional*** signs as described in this chapter ~~may identify property or development projects~~).

“Highway-oriented sign” means a freestanding sign exceeding six feet in height, located on designated properties near the intersections of State Highway 101 and 46, that identifies tourist-oriented businesses such as gasoline service stations, restaurants, motels, and regional commercial uses ***and are located on the same property as the business they identify***.

“Off-premise Sign” means a sign which promotes a business, activity, product, or service available on property other than that on which the sign is located, or which directs the public to business or activity on another property. ~~Directory signs located on a parcel separate from the business they identify are a type of off-premise sign.~~

“Visitor Serving Directional Signs” means an off-premise sign within the City of Paso Robles public right of way that is of uniform design as adopted by City Council and used to identify public facilities, services, and/or recreational and visitor-serving uses as deemed appropriate by the City.

“Winery Directional Sign” means an off-premise sign that is intended solely to direct the public to wineries that are located either in or out of the City limits, and meet the design criteria established by this chapter.

Section 21.19.070 C (Freestanding Signs), 6. Billboards:

- a. On private property subject to approval of a conditional use permit. On public property, owned in fee or easement, the city council may approve billboards and other off-premise signs designed to provide public information relative to goods and services available within the city without the need for a conditional use permit.
- b. ***Except as provided for on public property, all new billboards shall be subject to the following performance standards, as determined through the conditional use permit process. A conditional use permit cannot be approved unless the following performance standards are met:***
 1. ***Other Agency Permits*** - ***An application for a conditional use permit must be accompanied by a Caltrans approved billboard permit.***
 2. ***Location*** - ***Qualified properties must be adjacent to the 101 or 46 Corridors (i.e., none along Spring Street or other lesser street corridors). Adjacent would include properties separated by frontage roads.***
 3. ***Zoning*** - ***Qualified properties must have either commercial or industrial zoning designations in accordance with the State’s Outdoor Advertising Act parameters.***
 4. ***Minimum Spacing*** - ***No more than 1,000 feet from any other off-premise sign on the same side of the right-of-way, and/or no more than 3 signs per 1 mile stretch (whichever is more stringent).***

5. Size - No greater than 300 square feet in area (including irregularly shaped features of certain sign graphics).
6. Height - No higher than 30 feet to top of sign (with ability for isolated features of the sign graphic to protrude above) as measured from closest adjacent grade.
7. Construction Quality - Signs to be metal construction (or similar structural integrity) as demonstrated through the conditional use permit process.
8. Landscaping - Landscaping may be required at the base of the sign (shall be considered in conjunction with the conditional use permit) as a means of bringing the sign into a less obtrusive scale to its surroundings.
9. Electronic Reader Copy - Not permitted. Static graphics only.
10. Lighting Methods - All lighting shall be indirect and shielded so as not to create off-site glare.
11. Distance from Highway - Billboard shall be set back from the State right-of-way a minimum of one (1) foot for every linear foot of sign height.
12. Relation to Buildings - The top of a Billboard shall not be higher than buildings located on the same and/or adjacent lots, unless separated from said buildings by one (1) foot for every linear foot of sign height.

Section 21.19.070 I (Winery Directional Signs): In addition to any signs allowed by this chapter, where allowed by state law adjacent to roads leading to the winery and/or tasting room, for the purpose of directing patrons to the site, Winery Directional Signs are subject to the following conditions:

1. Development Review Committee approval is required for the number, location, and placement of such signs;
2. Written consent of the owner of the property on which the winery directional sign is to be placed shall be provided in conjunction with the sign permit application;
3. Maximum area and height - A maximum area of 4.5 square feet and a maximum height of 10 feet above the elevation of the adjoining roadway;
4. Appearance - All winery directional signs shall be of a uniform design, consistent with State of California - Department of Transportation standards for tourism oriented signs as shown in Figure 1;
5. Sign copy - Shall consist only of directional information (arrow, mileage, grape logo, and "winery" or "wineries" reference as shown in Figure 1), but shall not contain the name of individual wineries.
6. Necessary permits shall be obtained from State of California - Department of Transportation, where applicable, prior to installation of the directional sign.

Section XXXXXXXXX (Visitor Serving Directional Signs): In addition to any signs allowed by this chapter, within the City of Paso Robles street right of way, for the purpose of directing visitors of the community to places of civic or public importance, and/or to recreational, service or business landmarks that are deemed appropriate by the City, Visitor Serving Directional Signs are subject to the following conditions:

1. A request must be considered by the City Council Streets and Utilities Committee, and may be approved if the standards set forth in this section are determined to be met. .

2. *The Committee must be able to make the finding that the sign is necessary in order to aid a visitor to the community to a place of recreational, service or landmark importance.*
3. *The sign must reference or "list" the visitor-serving use in general terms. The sign is not intended to name, identify, or otherwise advertise a specific business.*
4. *Signs shall be placed at one or more locations as deemed necessary to aid in locating the visitor-serving use from an adjacent or nearby thoroughfare(s).*
5. *Only the City's adopted Uniform Sign face size, graphic format and installation specifications shall be used (no logos or special fonts).*