



**CITY OF CORNING
PLANNING COMMISSION MINUTES
TUESDAY, NOVEMBER 16, 2010
CITY COUNCIL CHAMBERS
794 THIRD STREET
CORNING, CA 96021**

A. CALL TO ORDER: 6:30 p.m.

B. ROLL CALL:

**Commissioners: Robertson
Reilly
Hatley
Barron
Chairman: Lopez**

All Commissioners were present except Commissioner Hatley.

C. MINUTES:

1. Waive the Reading and Approve the Minutes of the September 21, 2010 Planning Commission Meeting with any necessary corrections.

Commissioner Reilly moved to approve the Minutes as written and Commissioner Barron seconded the motion. **Ayes: Lopez, Robertson, Reilly and Barron. Opposed: None. Absent: Hatley. Abstain: None. Motion approved by a 4-0 vote with Hatley absent.**

D. BUSINESS FROM THE FLOOR: None.

E. PUBLIC HEARINGS AND MEETINGS: Any person may speak on items scheduled for hearing at the time the Chairman declares the Hearing open. ALL LEGAL NOTICES PUBLISHED IN ACCORDANCE WITH LAW.

2. Revised Use Permit 2009-257, House of Brews; Approve or deny a revision to Use Permit 2009-257, House of Brews that would allow live acoustic/minimal amplification music on Friday nights from 6 to 9 PM. Address: 615 4th St.; APN: 71-116-06.

Chairman Lopez introduced this item by title stating the location and name of the petitioner. Planning Director Stoufer presented the Commission with a brief explanation of what is being requested. Mr. Stoufer stated that Mr. Holden approached Staff requesting a revision of his existing Use Permit that would allow live acoustic/minimal amplification music on Friday nights from 6 to 9 p.m. at his business, House of Brews. He further stated that neighbors within 500 feet of the business location were notified of the requested revision and to date the City has received no responses. He also informed the Commission that Mr. Holden has had a few people in playing music and have received no complaints to date.

Mr. Stoufer said Staff is recommending adding one additional Condition to the original 2 listed on the existing Use Permit. **Condition No. #3 is: Live music will only be allowed to be played on Friday nights from the hours of 6:00 p.m. to 9:00 p.m. Amplification of the music may not exceed 70dB at the residence located at the southwest corner of the 4th Street/Butte Street intersection. If there is a question as to the noise level at this residence it will be the responsibility of the applicant to provide information from an accoustical engineer or other qualified professional to assure that the noise level does not exceed 70 dB.** Mr. Stoufer also stated that the petitioner is present to answer any questions. Chairman Lopez then opened the public hearing.

Commissioner Robertson stated she had stopped by and saw the room; it is very small. Commissioner Barron asked if he expected this to occur every Friday night and was informed no, possibly every other Friday night.

Commissioner Robertson moved to close the Public Hearing and Commissioner Barron seconded the motion. **Ayes: Lopez, Robertson, Reilly and Barron. Opposed: None. Absent: Hatley. Abstain: None. Motion approved by a 4-0 vote with Hatley absent.**

Commissioner Robertson moved to adopt the four Findings and Subfindings as presented in the Staff Report and approve a revision to Use Permit 2009-257 allowing live acoustic minimal amplification music on Friday nights from 6 to 9 p.m. subject to the two original Conditions and with the addition of Condition No. 3 (as highlighted above). Commissioner Reilly seconded the motion. **Ayes: Lopez, Robertson, Reilly and Barron. Opposed: None. Absent: Hatley. Abstain: None. Motion approved by a 4-0 vote with Hatley absent.**

F. REGULAR AGENDA:

3. Study Matter 2010-1, Discuss Amending the Outdoor Sign Regulations

Discuss adopting a resolution to amend the "Outdoor Advertising Sign Regulations" allowing off-site directional or wayfinding signs for locating businesses within the City.

Chairman Lopez introduced the matter to be discussed. Planning Director Stoufer stated that this is a study matter only; no action will be taken tonight. This matter will come before the Planning Commission at a later date for action. Mr. Stoufer briefed the Commission on "Branding" as presented by Mr. Brooks to entice travelers to City businesses. He also stated that currently City Ordinances do not allow off-site signage. He stated it would be beneficial to local businesses to provide signage at the two off-ramps from I-5 (South Avenue and Corning Road) that directs potential customers to the businesses located in the City. Mr. Stoufer contacted and informed Chamber of Commerce Manager Valanne Cardenas of the tonight's discussion topic with the hope she would inform local businesses owners and seek their attendance at tonight's meeting, as we want their input. He stated he was happy with the number of representative present.

Chairman Lopez stated that the City should continue working with the businesses on methods to capture more business from those utilizing the freeway.

Commissioner Robertson asked where the sign funding would come from and what method would be used to determine which businesses would be advertised on the signs? Mr. Stoufer stated that the businesses would probably be required to pay their share of the signage; the amount would have to be determined. He emphasized that we are still in the infant stage of planning.

Dewey Lucero of Lucero Olive Oil suggested, (as Roger Brooks suggests) to start the signage with the well known existing businesses in the first stage. These businesses will bring people in, and those people will in turn bring people to other local businesses that are not as well known in other areas of the City. Mr. Stoufer clarified this as "Anchor Businesses" (as Mr. Brooks calls them).

Business owner Bruce Christensen (Miracle Apholstry) stated that his shop is two blocks south of Solano on 4th Street. He currently has no signage and would love to get some kind of signage on Solano Street directing people to his business.

Melodie Poisson of DM-Tech stated that she really likes this idea a lot. She stated that she is visualizing the directional signs throughout town that would create a style, a design having that quaint feeling with a theme so that they all match. She also stated that she agrees with Commissioner Barron in that the signs should be perpendicular to the street.

Commissioner Robertson suggested a "Theme Sign Design" contest with some type of prize. Mr. Stoufer suggested that possibly the Chamber could assist with this.

Commissioner Reilly stated that he believes the business owners present are in favor of pursuing this type of signage, as is he. He feels we should move forward with this quickly.

****Commissioner Barron stated that he would like to see at the next meeting what the current Ordinances/Regulations are.**

Valanne Cardenas suggested having three or four businesses on each signpost at the intersections on Solano. Dewey Lucero suggested having the main signage at the off-ramps with the other signs placed along Solano Street, in other words two types of signs.

Mr. Stoufer stated that he would look into what other Cities are doing and informed the Commission that this item probably won't come back before the Commission in December, but rather in January.

Chairman Lopez asked what the procedure would be for advertising at the I-5 Rest Area? He stated that he thinks it would be especially beneficial to our local businesses and that we should contact Caltrans to find out if that would be possible.

Don Holden stated many people travel looking for historical sites and suggested signage that advertises the Corning Museum, especially since you have to go through most of the town to get there. Commissioner Robertson stated that it would be nice to have the big Olive that is located on South Avenue in Corning. Mr. Stoufer suggested possibly getting Mr. Brooks in to work with us on this.

Louis Davies stated that many people get lost trying to find Hwy. 99 W since there really isn't a Hwy. 99-W street sign other than at Solano Street and Highway 99-W/Edith Avenue.

Paulyne White suggested that it might be beneficial to get all the local businesses here to further discuss this and offered to form a group to hand out flyers to the local businesses. Commissioner Robertson suggested taking someone bilingual with them when contacting the business owners.

Chairman Lopez stated that he would like to get as many people involved as possible, the more the better.

Julie Johnson stated that it is a really good idea to draw people into the downtown, however there are so many of the downtown business frontages in the older section of town that look really bad. She further stated that if we plan on drawing people into the Community we really need to do something with about this.

Chairman Lopez stated that some of these businesses at this time might not be able to financially afford to change their business façade. However, with time and through the process, programs might be found to help finance façade improvement through grants, etc. He emphasized that this won't happen overnight, but through small steps over time.

Mr. Stoufer stated that if the Commission agrees, he would work with Valanne Cardenas and keep the Commission and Business owners informed. By consensus the Commission agreed.

G. ITEMS PLACED ON THE AGENDA FROM THE FLOOR: None.

H. ADJOURNMENT: 7:25 p.m.

Lisa M. Linnet, City Clerk