



**CITY OF CORNING
PLANNING COMMISSION AGENDA**

**TUESDAY, AUGUST 16, 2011
CITY COUNCIL CHAMBERS
794 THIRD STREET
CORNING, CA 96021**

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

B. ROLL CALL:

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

C. MINUTES:

1. Waive the Reading and Approve the Minutes of the July 19, 2011 Planning Commission Meeting with any necessary corrections.

D. BUSINESS FROM THE FLOOR: If there is anyone in the audience wishing to speak on items not already set on the Agenda, please come to the podium, and briefly identify the matter you wish to have placed on the Agenda. The Commission will then determine if such matter will be placed on the Agenda for this meeting, scheduled for a subsequent meeting, or recommend other appropriate action. If the matter is placed on tonight's Agenda, you will have the opportunity later in the meeting to return to the podium to discuss the issue. The law prohibits the Commission from taking formal action on the issue, however unless it is placed on the Agenda for a later meeting so that interested members of the public will have a chance to appear and speak on the subject.

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. Continued Public Hearing: Discuss Amending the Outdoor Sign Regulations.
Continued discussion with Staff and Citizens regarding amending the "Outdoor Advertising Sign Regulations" to allow the placement of "Welcome/Gateway Signs" within the City.

F. REGULAR AGENDA: All items listed below are in the order which we believe are of most interest to the public at this meeting. However, if anyone in the audience wishes to have the order of the Agenda changed, please come to the podium, and explain the reason you are asking for the order of the Agenda to be changed.

G. ITEMS PLACED ON THE AGENDA FROM THE FLOOR:

H. ADJOURNMENT:

POSTED: THURSDAY, AUGUST 11, 2011



**CITY OF CORNING
PLANNING COMMISSION MINUTES**

**TUESDAY, JULY 19, 2011
CITY COUNCIL CHAMBERS
794 THIRD STREET
CORNING, CA 96021**

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

B. ROLL CALL:

**Commissioners: Reilly
Barron
Poisson
Vacant**

Chairman: Robertson

All members of the Commission were present except Commissioner Barron. Chairperson Robertson announced that Commissioner Hatley's term on the Commission has expired as of June 30, 2011 and he has chosen not to renew.

C. MINUTES:

1. Waive the Reading and Approve the Minutes of the June 21, 2011 Planning Commission Meeting with any necessary corrections.

Commissioner Reilly moved to approve the minutes of the June 21, 2011 as written and Commissioner Poisson seconded the motion. **Ayes: Robertson, Reilly, and Barron; Opposed: None. Absent/Abstain: Barron. Motion was approved by a vote of 3-0 with Barron absent and one vacancy on the Commission.**

D. BUSINESS FROM THE FLOOR:

Planning Director John Stoufer announced the vacancy on the Planning Commission stating if anyone is interested in applying for the vacant position; please contact City Clerk Lisa Linnet.

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. Public Hearing: Make a recommendation to the City Council on proposed amendments to the Outdoor Advertising Sign Regulations that would allow the placement of "Gateway Signs" and "Wayfinding Signs" within the City of Corning.

Chairperson Robertson introduced this item by title and Planning Director John Stoufer briefed the Commission on the proposed amendments to the Outdoor Advertising Sign Regulations based upon the previous study sessions. Chairperson Robertson then opened the public hearing at 6:35 p.m.

Ron Craig: Stated his belief that the concept of this is good, however he stated that he didn't believe we need two gateway signs at the intersection. Commissioner Ryan asked if he was referring to item G, he stated yes. He stated his belief that there are some problems with the "Wayfinding" signs, specifically in regards to the current proposal offering the City very little control over the locations of the signs, (he referenced paragraph C on page 4 relating to sign size). Mr. Craig also stated that the current draft would allow signs almost anywhere in town; Planning Director Stoufer clarified that signs could only be allowed in Commercial or Industrial Zones as stated in proposed Section VI.

Commissioner Robertson stated that many of the marginal businesses such as her husbands and Laundromats probably wouldn't want to put up these signs. Commissioner Poisson stated she was under the impression the City would specify specific locations for the "Wayfinding" signs and that more than one business could be put on the signs with arrows directing people towards the businesses.

Planning Director Stoufer explained his thought process for not limiting the wayfinding signs to more than one business. He explained that the Commission, if they want, could recommend specifying more than one business on the signs. Commissioner Poisson responded suggesting that maybe the City could be the architect for the signs and the locations.

Mr. Stoufer further explained the signs would be required to come before the Planning Commission for approval of the administrative sign permit. If the location of the sign would be within the City's easement, businesses would be required to come before the City Council to request an Encroachment Permit.

Mr. Craig stated his interpretation of the proposed regulations would allow one business to place a sign advertising their business on another business. He further stated the City could end up with many signs on private property adjacent to Interstate 5 explaining that he was under the impression that the intent was to get away from that. Mr. Stoufer presented some possible suggestions to address this that could be added to the regulations.

Chairperson Robertson asked if locating a business on the wayfinding signs would be on a first come, first serve basis, and if once the maximum sign spacing was met, would new businesses be required to wait until an opening becomes available? Mr. Stoufer answered yes. Commissioner Poisson and Chairperson Robertson stated their concerns with this becoming a free-for-all rather than something akin to what is used at Disneyland.

Planning Director Stoufer stated a decision doesn't have to be made tonight; the Commission can continue the hearing and accept comments and suggestions until such time as they are comfortable with the final product.

Chairperson Robertson stated that she possibly might like to hold off on a final decision until after such time as the City can obtain more information from Roger Brooks.

Commissioner Reilly stated that he would not vote for specific wording limiting the signs to agritourism (Gateway Signs). He further stated he would like to see the wording in Item D changed to state "encourage" rather than "must".

Audience member Tony Miller spoke distinguishing the difference between the gateway and wayfinding signs. Ron Mesker asked what method would be used to distinguish a business's association with Olives. He asked if whether gas stations and/or Truck Stops selling olives would be entitled to being placed on the gateway sign. Mr. Crain emphasized again that the gateway signs are to lure tourist off the Interstate and the wayfinding signs will then direct them to the local businesses. Mrs. Syed suggested listing that a percentage of the business's sales must be related to the olive industry...such as 50% or 51% of sales associated with the olive industry. Paulyne White stated that once off the freeway, people do migrate downtown; many visit the Chamber of Commerce.

Commissioner Reilly stated that the suggested gateway signs suggested at Edith/Solano and South Avenue gets people off the freeway, they are already off the freeway at that point. He further stated that he was somewhat torn on whether to take action tonight, continue the public hearing and have John come back to the Commission with changes to some of the language, or even possibly create an Ad-Hoc Committee to review options and come back with a draft product.

A member of the audience asked if a decision had to be made on a package deal or if some of it can be separated out and finalized.

Paulyne White stated that the City of Corning was known as the Olive Capital and we need to emphasize that.

Commissioner Poisson moved to continue the public hearing to the next Planning Commission meeting and create an Ad-Hoc Committee consisting of two members of the Planning Commission and two members of the City Council along with City Staff to review the proposed regulations for presentation at the August Planning Commission Meeting. Commissioner Reilly seconded the motion. **Ayes: Robertson, Reilly, and Barron; Opposed: None. Absent/Abstain: Barron. Motion was approved by a vote of 3-0 with Barron absent and one vacancy on the Commission.**

By consensus of the Commission, Commissioners Reilly and Poisson were appointed to the Ad-Hoc Committee.

- F. REGULAR AGENDA: None.
- G. ITEMS PLACED ON THE AGENDA FROM THE FLOOR: None.
- H. ADJOURNMENT: 7:53 p.m.

Lisa M. Linnet, City Clerk

ITEM NO. : E-2

CONTINUED PUBLIC HEARING: MAKE A RECOMMENDATION TO THE CITY COUNCIL ON PROPOSED AMENDMENTS TO THE OUTDOOR ADVERTISING SIGN REGULATIONS THAT WOULD ALLOW THE PLACEMENT OF "WELCOME-WAYFINDING" SIGNS WITHIN THE CITY OF CORNING.

AUGUST 16, 2011

TO: PLANNING COMMISSION OF THE CITY OF CORNING

FROM: JOHN STOUFER; PLANNING DIRECTOR

BACKGROUND:

At the November, 2010, June, 2011, and July 2011 Planning Commission meetings staff and members of the community met with the Planning Commission to discuss amending the existing Outdoor Advertising Sign Regulations to allow the placement of off-site directional or "wayfinding" signs. In July staff presented a proposal that would permit "Gateway Signs" and "Wayfinding Signs". The "Gateway Signs" would have only allowed businesses associated with the olive industry or agri-tourism to be on the sign.

The Commission expressed concerns with the amendment to the regulations and instead of making a recommendation and moving them forward to the Council voted to create an adhoc committee to work with staff to create regulations for "wayfinding signs".

The adhoc committee decided to first move forward with regulations that would permit "Welcome/Wayfinding" signs within 100 feet of the Edith Ave. - Hwy. 99W. / Solano St. intersection or the Hwy 99W. / South Ave. intersection and continue to research and work on preparing regulations that would allow "Wayfinding Signs" at specific locations within the City.

The adhoc committee discussed several concepts for "Welcome/Wayfinding" signs and came up with the following regulations pertaining to "Welcome/Wayfinding" signs only:

Amend Section V. (A) of the Outdoor Advertising Sign Regulations to read as follows: *Billboards and Off-premises signs, except "Welcome/Wayfinding Signs" as permitted by Section VI of the Outdoor Advertising Sign Regulations.*

Add Section VI to the Outdoor Advertising Sign Regulations to read as follows:
“Welcome/Wayfinding Signs” adhering to the following regulations may be permitted within 100 feet of the Edith Ave. - Hwy. 99W. / Solano St. intersection or the Hwy 99W. / South Ave. intersection.

- A) Only one sign will be permitted at each intersection.*
- B) Have a maximum of 10 business plaques per sign. Five plaque spaces will be reserved for businesses associated with the olive industry and the only businesses, not located in the City Limits, allowed to place plaques on the sign must be associated with agri-tourism or the olive industry.*
- C) Each business or businesses placing a plaque on the sign must make an initial deposit with the City of Corning of \$100.00 for the removal of the plaque if that particular business ceases to exist or the businesses fail to maintain the sign or plaque in proper condition as determined by the City Council.*
- D) Each business with a plaque on the sign must pay a yearly fee of \$100.00 to the City of Corning.*
- E) Be Freestanding.*
- F) The maximum size shall be 350 cubic feet, maximum height 30 feet above grade, maximum width of 15 feet including support structures.*
- G) Incorporate the Corning marketing logo with graphics, color, design, and style as adopted by the City Council. Each plaque placed on the sign must be identical in size, style, color and design.*
- H) Be composed of materials that are durable for the projected life span of the sign and protected with approved graffiti coatings.*
- I) Be developed to require low or no maintenance and located in an area that will not impede vehicular sight distance at the intersections and minimize the likelihood of being struck by an errant vehicle.*
- J) Be located where maintenance can be easily performed.*
- K) Must obtain a building permit from the City of Corning Building Department prior to construction of the sign and comply with any applicable Local, State, and Federal regulations.*

ACTION

MOVE TO RECOMMEND THAT THE CITY COUNCIL ADOPT A RESOLUTION AMENDING THE OUTDOOR ADVERTISING SIGN REGULATIONS ALLOWING “WELCOME/GATEWAY SIGNS” AS RECOMMENDED BY THE ADHOC COMMITTEE

OR,

MOVE TO RECOMMEND THAT THE COUNCIL NOT ADOPT A RESOLUTION AMENDING THE OUTDOOR ADVERTISING SIGN REGULATIONS ALLOWING “WELCOME/GATEWAY SIGNS”.