



**CITY OF CORNING  
PLANNING COMMISSION AGENDA**

**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  
Hatley  
Barron  
Poisson  
Chairman: Robertson
- C. **MINUTES:**
1. **Waive the Reading and Approve the Minutes of the June 21, 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 th 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.**
- 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, JULY 14, 2011**



**CITY OF CORNING  
PLANNING COMMISSION MINUTES**

**TUESDAY, JUNE 21, 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**

All Commissioners were present except Commissioner Hatley.

**C. MINUTES:**

**1. Waive the Reading and Approve the Minutes of the May 17, 2011 Planning Commission Meeting with any necessary corrections.**

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

**D. BUSINESS FROM THE FLOOR: None.**

**E. PUBLIC HEARINGS AND MEETINGS: None.**

**F. REGULAR AGENDA:**

**2. Study Matter 2010-1; Discuss Amending the Outdoor Sign Regulations:** Continued discussion with Staff and Citizens regarding amending the "Outdoor Advertising Sign Regulations" to allow the placement of off-site directional or "wayfinding" signs within the City.

Chairperson Robertson introduced this item by title and Planning Director John Stoufer reiterated that the Ordinance presented in the Staff Report is not being considered for adoption tonight. He stated that the example Ordinance is being used as a tool to start a discussion enabling local businesses and residents an opportunity to present their suggestions on this subject. Mr. Stoufer thanked Chamber of Commerce Manager Valanne Cardenas for assisting him by sending out the Staff Report to businesses on her email list and inviting them to the meeting tonight. Mr. Stoufer then introduced Dewey Lucero stating that Mr. Lucero has actively been involved in promoting the "Wayfinding Signs" and the Branding Project.

Mr. Lucero provided a PowerPoint presentation on "Wayfinding/Directional Signs" as part of the "Branding Project" explaining that this is an effort to lure visitors off the Freeway and to our local businesses. Mr. Lucero pointed out through his presentation the steps necessary to initiate this should the City be interested in participating.

Commissioner Barron stated that he is interested in the thoughts of the Community and Business Owners.

Commissioner Reilly stated he had been contacted by some local business members that were upset specifically with item 1 on the Ordinance example ("Business must be associated with agritourism, olives, olive oil or wine). He also mentioned page three, specifically relating to the maximum of one sign per company; he doesn't think that is necessary. He also mentioned other items listed in the Ordinance such as: pg. 4, Section D, item (a), last part of the last sentence "but must be approved by the City, Commissioner Reilly stated he believes it should be more specific, such as stating approved by the Planning Commission or Planning Director.

**The City of Corning is an Equal Opportunity Employer**

Commissioner Poisson thanked Mr. Lucero for his presentation stating that it answered some of the questions or objections she initially had; however she still believes that there is some exclusivity in the verbage and believes that the Commission needs to look at this a little closer.

Steve Barrot (Chamber Board Member) stated his confusion regarding the wayfinding signs and Billboards. Which would be inside the City and which would be outside of the City Limits? Commissioner Reilly stated he was somewhat confused also however Dewey's presentation referred to "interior wayfinding signs" for within the City.

Mr. Stoufer asked the Planning Commissioners if the final Sign Ordinance should list specific allowed locations and signage type, to which he was informed yes. An audience member stated that the Ordinance should also define what a major intersection is. Commissioner Reilly suggested possibly using a traffic count as a defining tool for this determination.

Local businessman Don Holden suggested that the City might want to carefully consider interior wayfinding sign locations in regards to side streets so that they won't prohibit or interfere with future businesses. Another audience member suggested the City approve a specific uniform sign style or limited choice of possibly 3 styles that tie together by style or color and limit all signs to these standards. She also suggested the formation of an Adhoc Committee to assist with coordinating suggestions.

Mr. Stoufer stated that he and Public Works Director John Brewer reviewed some of the sites suggested by Mr. Lucero. He stated that there is limited space for these signs and the signs can't obstruct signage from other businesses. He explained that the City does own the street light poles and they present an opportunity for signage via banners. Sonja Akers of the Chamber of Commerce stated that Chico State seems to successfully utilize banners on their light posts for directional/wayfinding signs.

Mr. Nash spoke commending Mr. Lucero on his presentation and stated that he has attended three or four City meetings and doesn't see what the City is doing to promote local businesses. He also mentioned the billboard within the City, explaining that he was told he couldn't place a sign offsite; however Red Bluff businesses are allowed to use this billboard within the City. Mr. Stoufer explained this billboard was installed many years ago and was grandfathered in as it existed prior to the existing sign Ordinance.

Mr. Lucero asked what steps need to be taken to make this happen. Commissioner Reilly stated that an Ordinance would be developed by Staff based upon the suggestions presented. This proposed Ordinance would then be presented to the Planning Commission via a public hearing at a public meeting where members of the public and business owners could participate by making suggestions as to what additions/corrections they would like in the Ordinance. The final Ordinance would then be presented to the Planning Commission where they would decide whether or not to make the recommendation to the City Council for adoption of a final Ordinance or make further changes.

Linda Tousey volunteered to be a member of an Adhoc Committee to work on this. She stated that she is a member of the Chamber of Commerce Board of Directors.

Joslyn Ollander, local Corning Attorney stated that she loves what Mr. Lucero has done and believes that we must promote the Olive Industry. If they prosper, so will the other businesses. Willie Smith stated that she and other members of the Chamber of Commerce are behind and support Mr. Lucero however they did have concerns with the limitation to agritourism.

Lenny Barbo stated he was confused; are the businesses promoting the City, or is it the job of the City to promote the businesses? Commissioner Barron stated that he believed it should be a partnership. Mr. Barbo stated that a partnership could be a win-win situation.

Tony Cardenas clarified that we are now to the point of drafting an Ordinance, followed by a few public hearings to discuss any additions/corrections of the proposed Ordinance followed by presentation of the Ordinance to the City Council for final adoption.

Don Holden stated that the billboard signs and interior directional/wayfinding signs must be put in place at the same time so that the smaller businesses will benefit as well as the Olive Industry.

Commissioner Reilly suggested allowing Mr. Stoufer to draft an Ordinance and schedule another study session to review and suggest any changes first. By consensus of the Commission they have directed Mr. Stoufer to prepare a draft Ordinance for review by the next meeting.

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

**H. ADJOURNMENT: 8:05 p.m.**

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**Lisa M. Linnet, City Clerk**

**ITEM NO. E-2**

**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.**

**JULY 19, 2011**

**TO: PLANNING COMMISSION OF THE CITY OF CORNING**

**FROM: JOHN STOUFER; PLANNING DIRECTOR**

**BACKGROUND:**

At the November, 2010 and June, 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. The concept and interest in "wayfinding" signs was sparked by presentations from Roger Brooks with Destination Development International.

The Tehama County Economic Development Corporation is currently conducting fund raising events to acquire funds to contract with Destination Development International to work with the citizens of Tehama County and the communities of Corning, Red Bluff, and Manton to create a "brand" and marketing concepts for the brand to attract tourist dollars into the communities. These events have generated enough funds to start phase 1 of the branding project and work on the project is expected to commence in August, 2011.

Dewey Lucero, with Lucero Olive Oil, has been spearheading an effort to create a "brand" for the City of Corning in an effort to promote the community and attract travelers on Interstate 5 and throughout the country to Corning. Dewey appeared before the City Council and presented his concept of promoting Corning as "everything olive" and the tradition and heritage of the olive industry in and around Corning. Dewey's presentation to the Council did spark interest in this concept and in Roger Brooks previous presentations to the community he states "*Find your niche and promote it like crazy.*"

When the City Council adopted the Outdoor Advertising Sign Regulations in 2005 they also adopted Ordinance No. 623 that deleted several sections of Title 17 of the Corning Municipal Code (CMC) and added Section 17.50.230 to Title 17 of the CMC to read as follows:

*17.50.230. Outdoor Advertising Signs. The City of Corning shall adopt and may periodically amend regulations for the placement of outdoor advertising signs by resolution of the City Council.*

Since the adoption of the sign regulations in 2005 they have not been amended. After considering comments at the two study sessions, staff has created the following language for consideration as an amendment to the Outdoor Advertising Sign Regulations pursuant to Section 17.50.230 of the CMC.

**Amend Section V. (A) of the Outdoor Advertising Sign Regulations to read as follows:**

*Billboards and Off-premises signs, except "Gateway Signs" and "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:**

*"Gateway Signs" and "Wayfinding Signs" as defined below may be permitted in commercial and industrial zones upon the issuance of an Administrative Sign Permit issued by the Planning Commission.*

**Definitions:**

*Gateway Signs. A sign or signs located only at, or near, the intersection of Solano St. / Edith Ave – Hwy 99W, and at, or near, the intersection of South Ave. / Hwy 99W which only advertise businesses associated with agritourism, and the olive or olive oil industry.*

*Wayfinding Signs. Signs located off-premises of an established business or businesses that provide direction only to the business location.*

**"Gateway Signs" Administrative Sign Permit Regulations:**

*A) Have a minimum of three businesses associated with agritourism, and the olive or olive oil industry advertised on the sign. Each business must deposit with the City of Corning \$500.00 for the maintenance and removal of the sign if that particular business ceases to exist or the businesses fail to maintain the sign in proper condition as determined by the City Council. The \$500.00 deposit must be maintained for each business displayed on the sign.*

*B) Be Freestanding.*

- C) *Be in proper size and scale with its surroundings. The maximum size shall be 350 cubic feet, maximum height 30 feet above grade, maximum width of 15 feet including support structures.*
- D) *Incorporate the Corning marketing logo with graphics, color, design, and style as adopted by the City Council.*
- E) *Be composed of materials that are durable for the projected life span of the sign and protected with approved graffiti coatings.*
- F) *If required obtain an encroachment permit from the applicable public agency. If an encroachment permit is required by the City of Corning the permit must be issued by the City Council and all businesses with 500 feet must be notified of the encroachment permit application.*
- G) *A maximum of two signs, at a minimum spacing of 200 feet per intersection.*
- H) *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.*
- I) *Be located where maintenance can be easily performed.*
- J) *The Administrative Sign Permit application submitted to the Planning Commission must include a scaled colored drawing or photo of the sign which must conform to the Corning marketing logo with graphics, color, design, and style as adopted by the City Council. If the proposed sign does not conform to these standards then the Administrative Sign Permit application must be denied by the Planning Commission.*
- K) *Must obtain a building permit from the City of Corning Building Department prior to construction of the sign and comply with any applicable State and Federal regulations.*

***“Wayfinding Signs” Administrative Sign Permit Regulations:***

- A) *A single business or each business displayed on a “Wayfinding Sign” must deposit with the City of Corning \$250.00 for the maintenance and removal of the sign if that business or a particular business ceases to exist or the businesses fail to maintain the sign in proper condition as determined by the City Council. The \$250.00 deposit must be maintained for each business displayed on the sign.*
- B) *Be Freestanding.*

- C) Be in proper size and scale with its surroundings. The maximum size shall be 64 square feet, maximum height 15 feet above grade, including support structures, maximum width of 10 feet including support structures.*
- D) Incorporate the Corning marketing logo with graphics, color, design, and style as adopted by the City Council.*
- E) Be composed of materials that are durable for the projected life span of the sign and protected with approved graffiti coatings.*
- F) If required obtain an encroachment permit from the applicable public agency. If an encroachment permit is required by the City of Corning the permit must be issued by the City Council and all businesses within 500 feet must be notified of the encroachment permit application.*
- G) A maximum of two signs per business.*
- H) A minimum spacing of 200 feet per sign. May not be placed within 300 feet of a "Gateway Sign".*
- I) Be developed to require low or no maintenance and located in an area that will not impede vehicular sight distance at intersections and minimize the likelihood of being struck by an errant vehicle.*
- J) Be located where maintenance can be easily performed.*
- K) The Administrative Sign Permit application submitted to the Planning Commission must include a scaled colored drawing or photo of the sign which must conform to the Corning marketing logo with graphics, color, design, and style as adopted by the City Council. If the proposed sign does not conform to these standards then the Administrative Sign Permit application must be denied by the Planning Commission.*
- L) Must obtain a building permit from the City of Corning Building Department prior to construction of the sign and comply with any applicable State and Federal regulations.*

**ACTION**

**MOVE TO RECOMMEND THAT THE CITY COUNCIL ADOPT A RESOLUTION AMENDING THE OUTDOOR ADVERTISING SIGN REGULATIONS ALLOWING “GATEWAY SIGNS” AND “WAYFINDING SIGNS” AS DEFINED AND WITH THE PROPOSED ADMINISTRATIVE SIGN PERMIT REQUIREMENTS AS PRESENTED IN THE STAFF REPORT.**

**OR,**

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