



**CITY OF CORNING  
PLANNING COMMISSION AGENDA**

**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**

C. **MINUTES:**

1. **Waive the Reading and Approve the Minutes of the May 17, 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.**

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.

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.

G. **ITEMS PLACED ON THE AGENDA FROM THE FLOOR:**

H. **ADJOURNMENT:**

**POSTED: THURSDAY, JUNE 16, 2011**



**CITY OF CORNING  
PLANNING COMMISSION MINUTES**

**TUESDAY, MAY 17, 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 Chairperson Robertson and Commissioner Hatley.

**C. MINUTES:**

**1. Waive the Reading and Approve the Minutes of the March 15, 2011 Planning Commission Meeting with any necessary corrections.**

Commissioner Barron moved to approve the Minutes as written and Commissioner Poisson seconded the motion. **Ayes: Reilly, Barron and Poisson; opposed: None. Absent: Robertson and Hatley. Abstain: None. Motion was approved by a 3-0 vote with Robertson and 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. Ordinance No. 645, Medical Marijuana Dispensaries: Make recommendation to the City Council on an Ordinance that would define and prohibit the establishment of Medical Marijuana Dispensaries in the City of Corning.**

Acting Chairperson Ryan Reilly introduced this item by title and then opened the public hearing. Planning Director Stoufer presented information relating to Assembly Bill 2650. He briefly outlined the Staff Report presented to the Commission for action tonight and emphasized that the recommendation before the Commission specifically addresses Medical Marijuana Dispensaries. He emphasized that the law, Prop. 215 and AB420, does allow patients to collectively associate to cultivate medical marijuana and distribute to the members of a collective. He also reminded the Commission of the termination date of August 6, 2011 for Interim Ordinance 637 stating that there are no more extensions available.

Mr. Stoufer informed the Commission of the Ad Hoc Committees discussions and ideology relating to the proposed Ordinance. He also informed the Commission of the options relating to dispensaries currently being discussed by the County and the City of Red Bluff stating that he did not know what the final outcome in those jurisdictions would be. He stated that the County is looking at two Ordinances, one of which would ban dispensaries; the other would regulate it adding that both jurisdictions are also defining "Dispensaries". Mr. Stoufer explained that State Law currently does not define what a medical marijuana dispensary is. He then explained that the City's definition is similar to that of the County with the exception of the number of patients coming together.

Mr. Stoufer further outlined the contents of the proposed Ordinance stating that the Ad-Hoc Committee has defined what a dispensary is and the proposed Ordinance recommends to ban

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them in the City of Corning. He indicated that he has been informed that the City of Red Bluff is looking at banning dispensaries. As previously stated, the County is looking at two options – a “Ban Ordinance” and a “Regulate Ordinance”. He doesn’t know which way they will vote. He stated that the proposed “Regulate Ordinance” requires that a registered Medical Professional distribute the marijuana which is a point of contention because basically marijuana is still illegal under federal law. Therefore, any Medical Professional distributing it could be subject to federal prosecution and losing their license.

Mr. Stoufer emphasized that he could not state if the recommendation presented tonight would be upheld in the appellate court as this is still a grey area. He stated that many jurisdictions are voting to ban dispensaries. He has spoken with the City Attorney Michael Fitzpatrick, and should the court determine that a ban is illegal, Staff would recommend that we bring the issue back for public hearings and reconvene the Ad-Hoc Committee to study the matter and come up with an Ordinance that would best serve the City and its citizens.

Commissioner Barron pointed out a typo on page 2, 1<sup>st</sup> paragraph of the Ordinance (where it states impose) shouldn’t it state imposes? Mr. Stoufer stated yes.

Commissioner Poisson commended the Ad-Hoc Committee and City Staff for their work on the Ordinance. Chairperson Reilly pointed out that this proposed Ordinance is more stringent than the existing Ordinance and he is very pleased with that. Commissioner Barron clarified that the reference to clinics on page three refers to a clinic such as Rolling Hills Clinic, etc.; Mr. Stoufer stated yes.

With no further questions, Chairperson Reilly then closed the public hearing.

Commissioner Barron moved to recommend that the City Council adopt Factual Subfinding and Legal Finding No. 1 that the adoption of Ordinance No. 645 is exempt from CEQA pursuant to Section 15601 (b) (3). Commissioner Poisson seconded the motion. **Ayes: Reilly, Barron and Poisson; opposed: None. Absent: Robertson and Hatley. Abstain: None. Motion was approved by a 3-0 vote with Robertson and Hatley absent.**

Commissioner Poisson moved to recommend that the City Council adopt Ordinance No. 645 as presented to the Commission in the Staff Report. Commissioner Barron seconded the motion. **Ayes: Reilly, Barron and Poisson; opposed: None. Absent: Robertson and Hatley. Abstain: None. Motion was approved by a 3-0 vote with Robertson and Hatley absent.**

F. **REGULAR AGENDA:** None.

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

H. **ADJOURNMENT:** 6:46 p.m.

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Lisa M. Linnet, City Clerk

**ITEM NO.: F-2**

**CONTUNIED STUDY SESSION AND  
DISCUSSION WITH STAFF AND CITIZENS  
REGARDING AMENDING THE OUTDOOR  
ADVERTISING SIGN REGULATIONS  
ALLOWING OFF-SITE DIRECTIONAL OR  
“WAYFINDING” SIGNS.**

**JUNE 21, 2011**

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

**FROM: JOHN STOUFER; PLANNING DIRECTOR**

**BACKGROUND:**

At the November, 2010 Planning Commission meeting 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.*”

As discussed at the November study session the current sign regulations prohibit any type of off-site advertising thus prohibiting “wayfinding” signs. To allow “wayfinding” signs an ordinance amending the existing sign regulations must be adopted by the City Council. Staff has been working with Mr. Lucero and Ron Craig, owner of the Olive Pit, in researching “wayfinding” sign regulations adopted by other communities along with

Federal and State regulations for the placement of signs along Interstate 5 and within state easements.

This study session will allow the Commission and citizens to review draft regulations regarding allowing the placement of “wayfinding” signs within the city. Below is a proposal for consideration when adopting an ordinance that would allow the placement of “wayfinding” signs in the city. I would like to reiterate that this is just a draft proposal and intended to engage discussion between the Commission, staff, and citizens on how to regulate the placement of “wayfinding” signs in the city.

# **City of Corning Sign Ordinance**

## **WAYFINDING/DIRECTIONAL SIGN REGULATIONS**

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### **Wayfinding/Direction Signage – City and Private**

#### **Specific Regulations – City:**

The wayfinding/direction signs (four-sided or two-sided), at the major intersection in Corning, are for the purpose of directing tourists to specific destinations within the city of Corning. In order to be eligible to appear on a wayfinding/directional sign, an individual business, or group of businesses (i.e. “Down Town Shops” or “Truck Stop”) have to be within the City Limits. The business(s) will need to conform to all of the following:

1. Business must be associated with agritourism, olives, olive oil or wine.
2. Open to the public at least 40 hours per week and six days per week, for a minimum of three continuous months per year, and maintain regular hours and schedules.
3. Seasonal businesses and attractions closed more than one week at a time shall have the sign covered or removed by the department during the period of closure.
4. Possess any appropriate business license approved by the state and local agency regulating the particular business.
5. Each business or attraction identified on a tourist oriented directional sign shall provide assurance of its conformity with all applicable laws concerning the public accommodation without regard to race, color, sex, culture, social origin or condition, or political or religious ideas.
6. Fill out a permit at the City, then it must be reviewed and accepted by the Planning Commission.

#### **Specific Regulations – Private:**

Permit Requirements: Off-premise wayfinding/directional signs on private and/or public property may be allowed pursuant to issuance of an administrative sign permit approved

by the Planning Commission. In order to be eligible for a wayfinding/directional sign, an individual business or, if more than one business is to be included, then a majority of the businesses and attractions have to be within 100 ft. of each other. The business(s) will need to conform to all of the following:

A. Size Limitations:

- a. A maximum sign area of thirty-five square feet, and a maximum height of ten feet above grade of the adjoining roadway. The signs may be two-sided, and be no more than 24 inches in thickness.
- b. All letters and numbers on tourist-oriented directional signs, except on the logos, should be upper-case and at least 150 mm (6 in) in height, and not exceed 1/3 the height or width of the sign. Text cannot exceed the height or width of the company logo. Any legend should be proportional to the size of the sign, and not exceed 1/2 the total area of the sign.

B. Location:

- a. All Wayfinding directional signs located on private property shall be permanently located no less than one foot inside the property line, and a sign agreement signed before placement of sign by both parties if on property other than the company.
- b. Maximum 1 sign per company.
- c. Only one off-premises directional sign is permitted on a parcel.
- d. If there are multiple signs on one street, signs must be 50 ft apart.
- e. Must follow all rules and regulations set forth by CalTrans if inside their right-away.
- f. Must be located at least 1,000 ft from the activity to which it markets.
- g. The sign can't block other signs, or wayfinding/directional signs.

C. Appearance/Aesthetic Design:

- a. All Wayfinding directional signs shall be of a uniform design. May consist of the name of the business (including logo) and include the distance and direction from the sign. Illumination of Wayfinding directional signs shall be prohibited.

- b. The off-premises directional sign shall contain only directional information with one arrow on each side, and a maximum 2 lines of text with no more than 12 words per side.
- a. Must be used for marketing purposes related to agritourism, olives or olive oil.
- b. All signs shall be of a uniform design in accordance of Corning's color pallet (see attachment "A") and not veering "to far" in design when compared to the cities brand/logo.
- c. Sign must consist of business name and logo .
- d. The content of the legend on the sign shall be limited to directional arrow, and the distance to the facility shown beneath the arrow if necessary. Arrows can't be larger than 1/8 the size of the sign in square feet. When used, symbols and logos shall be an appropriate size. Logos resembling official traffic control devices shall not be permitted.
- e. Illumination of signs is permitted.
- f. Signs identifying the location or proximity of gambling activities are not eligible for placement under this section.
- g. The sign space, can't be sold to other's for marketing purposes, unless original sign owner is out of business. Other company must be within 1,000 ft of the sign.
- h. The sign can't use promotional advertising, like "Mega Sale," "Turn Now," "SPECIAL," etc.
- i. Sign owner is obligated to care for sign daily if graffiti'd or damaged. All repairs and maintenance should take no longer than 3 weeks to repair/correct/update.

D. Additional regulations:

- a. Colors such as: bright red, bright orange, bright yellow, bright purple, or fluorescent versions of these shall not be used, to minimize possible confusion with critical, higher-priority regulatory warning signs. These colors in pastel are permitted, but must be approved by the City.
- b. Abbreviations should be kept to a minimum, if used at all, to minimize confusion for tourists; simple clean wording and designs are best.

- c. All symbols and logos have to be approved for appropriate use.

E. Material:

- a. All Wayfinding directional signs shall be constructed of aluminum, stainless steel or steel coated with paint to protect it from the weather.
- j. Signs can be installed by the owner, but must be inspected by the City. The City can also install the sign for the owner. Installation, and all costs are the responsibility of the sign owner.
- b. Use of Public Facilities for Placement of Signs is possible, however an Encroachment Permit is required for all Wayfinding directional signs located on public property.