

FROM THE PLANNING COMMISSION MINUTES OF APRIL 23, 2009

8. SPECIAL USE PERMIT

b. **S09-0001/Diamond Springs Retail Center Monument Sign** submitted by GRADO EQUITIES II, LLC (Agent: Mike Rathbun/Superior Electrical Advertising) to authorize construction of one nine-foot tall three-sided internally illuminated monument sign with 150 square feet of display area for the Diamond Springs retail center. The property, identified by Assessor's Parcel Number 054-342-35, consisting of 1.1 acres, is located on the north side of Pleasant Valley Road at the intersection with State Route 49 in the Diamond Springs area, Supervisorial District III. (Categorical Exemption pursuant to Section 15303(c) of the CEQA Guidelines)

Jason Hade presented the item to the Commission with a recommendation for approval. He informed the Commission that the applicant had a revision to the request which was on the location of the sign. A revised Exhibit E was distributed to the Commission for their review. Mr. Hade also stated that staff was recommending the Commission delete condition #4, which is already addressed in conditions #9 & #10, and delete condition #5, as there is no other lighting and the outside lighting has already been addressed. He informed the Commission that no public comments were received on this item. However, Mr. Hade did state that staff was alerted that a permit was pulled from a sign company for this site for two more signs.

Bill Rankin, applicant's agent, was available for questions.

Dr. Richard Boylan said that the large illuminated sign was out of character with the historic Diamond Springs area and will be an eyesore. He requested that the Commission reject this proposal and direct the applicant to return with a different design.

Commissioner Pratt inquired on the California Weights & Measures' size requirements since this was a sign listing gas prices.

At the request of the Commission, Commissioner Tolhurst provided historical background in regards to the Commission and signs.

Pierre Rivas stated that the site has an approved Design Review and that the area is not in the historical district.

Commissioner Tolhurst expressed concern regarding staff's announcement that there are now three signs being proposed for this site. Mr. Hade summarized the following in regards to the three signs: (1) One is permitted under the approved Design Review; (2) One, being reviewed today, is before the Commission because it exceeds the maximum allowable sign area; and (3) One is not permitted and will need to be brought before the Commission for review.

Commissioner Pratt felt that this proposed sign was more traditional and tasteful than pole signs. He was curious about the cumulative effects of all the signs for that site.

County Counsel Paula Frantz stated that the entire site was granted a Master Sign Plan. The proposed sign is before the Commission today only because it is larger than what is allowed. If the other businesses on the site stay within the guidelines, then the Commission will not see them.

Mr. Rivas stated that it had been an oversight to not include the Master Sign Plan in today's agenda packet.

Mr. Rankin indicated that the intent of this sign was to ensure it was visible from all three directions at the intersection.

There was significant discussion regarding the sign height staying the same even though the applicant was now requesting to move the sign location out of the swale.

No further discussion was presented.

Motion: Commissioner Pratt moved, seconded by Commissioner Tolhurst, and unanimously carried (5-0), to continue item to the May 14, 2009, meeting to allow staff/applicant to return with the following: (a) California Weights and Measures requirements; (b) Master sign plan; (c) Size clarification with the new sign location; and (d) Photo simulation from street level

AYES: Rain, Heflin, Tolhurst, Pratt, Mathews
NOES: None