

## **MINUTES**

### **TURLOCK CITY PLANNING COMMISSION THURSDAY, NOVEMBER 3, 2011 7:00 PM**

**YOSEMITE COMMUNITY ROOM  
TURLOCK CITY HALL, 156 SOUTH BROADWAY**

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**COMMISSIONERS PRESENT:** Salcedo, Hackler, Hillberg, Brem, Fregosi, Dias

**ALTERNATE COMMISSIONERS:** Pedroza, Williams

**COMMISSIONERS ABSENT:** Bean

**STAFF PRESENT:** Debra Whitmore, Deputy Director of Development Services; Mike Pitcock, Director of Development Services; Rose Stillo, Senior Planner; Adrienne Werner, Planning Technician; Dorinda Soiseth, Staff Services Technician

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**A. CALL TO ORDER** The meeting was called to order at 7:03 p.m.

**B. APPROVAL OF MINUTES**

Chairman Brem asked for corrections or a motion for approval of the minutes of the October 6, 2011 Planning Commission meeting. Motion by Commissioner Hillberg, seconded by Commissioner Hackler and carried unanimously with Commissioner Pedroza abstaining and Commissioner Bean absent.

**C. ANNOUNCEMENTS**

Debbie Whitmore provided information on the upcoming Special Joint City Council/Planning Commission meeting to be held on November 8.

**D. DECLARATION OF CONFLICTS OF INTEREST AND DISQUALIFICATIONS**

There were none.

**E. PUBLIC PARTICIPATION**

Milt Trieweiller presented a video on growth and spoke about being open minded when planning for the future growth of Turlock.

**F. CONSENT CALENDAR**

None

**G. PUBLIC HEARINGS**

**CONSENT ITEMS\*:**

1. **\*AMENDMENT TO CUP 2003-12 (SIGN PROGRAM FOR MI PUEBLO SHOPPING CENTER)** This is a request to amend Conditional Use Permit 2003-12 to add two monument signs to the Master Sign Program, allow additional height to tenant wall signs, permit tenants of the 1200 W. Main St. building to have additional signage on the street-side of the building, and various text amendments as proposed. The subject property is located at 1200, 1300 and 1400 West Main Street (Stanislaus Count Assessor's Parcel Nos. 050-001-033, 034 & 027.

Chairman Brem asked for comments.

Commissioner Fregosi asked how this request compares with other requests for increases in sign heights that the Commission has reviewed.

Rose Stillo advised that prior requests include a 12' tall sign for CVS; an 8' tall sign for the Ten Pin Fun Center; and a 20' sign for Turlock Memorial Park.

**MOTION:** Commissioner Hackler moved, Commissioner Pedroza seconded, that the Planning Commission find the Amendment to Conditional Use Permit 2003-12 (Master Sign Program for Mi Pueblo Plaza) to be "Categorically Exempt" from the provisions of CEQA, and approve this Amendment to Conditional Use Permit 2003-12, having determined that the appropriate findings have been made, subject to the conditions of approval listed in Draft Resolution No. 2011-23. Motion carried unanimously with Commissioner Bean absent.

**NONCONSENT ITEMS:**

None

**H. OTHER MATTERS**

None

**I. COMMISSIONER'S CONSIDERATION**

**1. SIGN ORDINANCE WORKSHOP:**

Debbie Whitmore provided an overview of City regulations regarding business signs and said the purpose of the ordinance is to establish a level playing field for advertising among businesses. She explained the permitting process required for processing a sign permit and when a Master Sign Program is required. Other information presented included sign regulations and standards for each zoning district. She advised that State laws govern signs adjacent to highways, gas station price signs and real estate (For Sale) signs.

Debbie also provided information about the 3-step sign compliance process of education, compliance and enforcement and said the goal of this process is to obtain compliance. Debbie spoke about the challenges staff faces with the promotional type of signage such as feather signs, human signs, vehicle mounted signs, snipe signs, balloons and inflatable type signs.

Commissioner Dias asked about the use of signage on storefront windows. Debbie said that all



windows signs are exempt from the Sign Ordinance.

Chairman Brem asked if the franchise requirements that require certain types of signage for auto dealers had been addressed in the ordinance. Rose advised that changes have been made in the last 10 years in that the current ordinance allows for more signage for auto dealers.

Commissioner Fregosi commented that if we change the ordinance too much it may affect what has been allowed in the past. She commented that the role of the Planning Commission is to look long term, not where we are now, as changes will impact the character of our community.

Chairman Brem commented about the visual difference in signs permitted under the current ordinance versus signs that have been permitted under former sign regulations.

Commissioner Brem asked for an update from Neighborhood Services concerning sign enforcement issues.

#### **J. STANISLAUS COUNTY PLANNING REFERRAL ITEMS**

- 1. STANISLAUS COUNTY GENERAL PLAN AMENDMENT TO REVISE REQUIREMENTS FOR AGRICULTURAL BUFFERS.** Debbie provided an overview of the amendments proposed by the County to their Agricultural Buffers in the Stanislaus County General Plan, and the City of Turlock's response to these proposed amendments.

Chairman Brem commented that Supervisor Chiesa should be copied on all responses related to a County referral project.

#### **K. COMMISSIONER'S COMMENTS**

Commissioner Dias commented about the landscaping on Christoffersen Parkway and said this is a great example of how the City has improved their standard. He also agreed with Mr. Trieweiller's comments about a city "growing up and not out" in that the 3-story apartments constructed on Christoffersen Parkway do not stand out because the landscaping and trees that have matured around the project.

Commissioner Fregosi thanked Debbie Whitmore and the consultants from Dyett and Bhatia for the way they conducted the last General Plan Update Community Workshop.

Chairman Brem commented on his attendance at a presentation by the Friends of the Library, and said a suggestion was made to expand the existing library by adding a second floor instead of finding a new location and constructing a new building.

**L. STAFF UPDATES**

Debbie Whitmore provided an update on the status of the Mayors' Agricultural Preservation Plan. She said the desire is to continue the process of developing a plan to preserve agriculture in this county. She advised that the Mayors wanted to make it clear that this is a first draft and their goal is to gather comments and get input from the community.

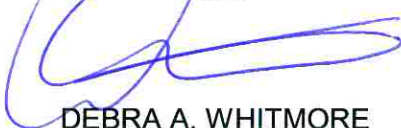
Chairman Brem commented that we need to get engagement from the County to accomplish this goal.

**M. ADJOURNMENT:** Having no further business Chairman Brem adjourned the meeting at 8:08 p.m.

Respectfully Submitted,



MIKE BREM  
Chair



DEBRA A. WHITMORE  
Deputy Director of Development Services,  
Secretary of the Turlock Planning Commission