



DEPARTMENT OF PLANNING AND BUILDING

Promoting the wise use of land - Helping to build great communities

Date: March 10, 2016
To: Planning Commission
From: Airlin M. Singewald, Senior Planner (805-781-5198)
Subject: SLOCOG Monument Sign CUP DRC2014-00123 Continuance

Dear Planning Commissioners:

On October 22, 2015, your Commission heard a request by the San Luis Obispo Council of Governments (SLOCOG) for a Conditional Use Permit to allow the construction of a new community identification sign to read "San Luis Obispo." The sign would be located at the city's northern gateway entrance at Highway 1 and Highland Drive.

A conditional use permit was required to waive the 100 square-foot maximum allowable display area set by the land use ordinance for a community identification sign. At the October hearing, your Commission indicated that the sign was too large and expressed concerns about the lack of a sidewalk along the property's frontage on Ferrini Road and North Chorro Street. Your Commission continued the item until January 14, 2016 and then again to March 10, 2016 to give SLOCOG time to return with a new proposal that addresses these concerns.

In response to your Commission's comments, SLOCOG has submitted the attached revised plans showing a 20 to 25 percent reduction in the size of the proposed sign and new sidewalk segments on Ferrini Road and North Chorro Street. See figures 1 and 2, below. The sign would be reduced from 38' wide and 20'-8" tall to 30' wide and 19' tall, and would be comparable in size to the existing Paso Robles gateway sign at the Highway 101 Spring Street off-ramp.

As described in the attached email from Jeff Brubaker of SLOCOG (see Attachment 3), the revised project balances your Commission's concerns about the size and scale of the sign with the minimum sizing requirement for adequate visibility based on the 150 foot viewing distance and average travel speeds (between 45 and 50 MPH) for southbound vehicles on Highway 1.

Staff recommends approval of the revised project based on the revised findings in Exhibit A and revised Conditions in Exhibit B (see Attachment 4).

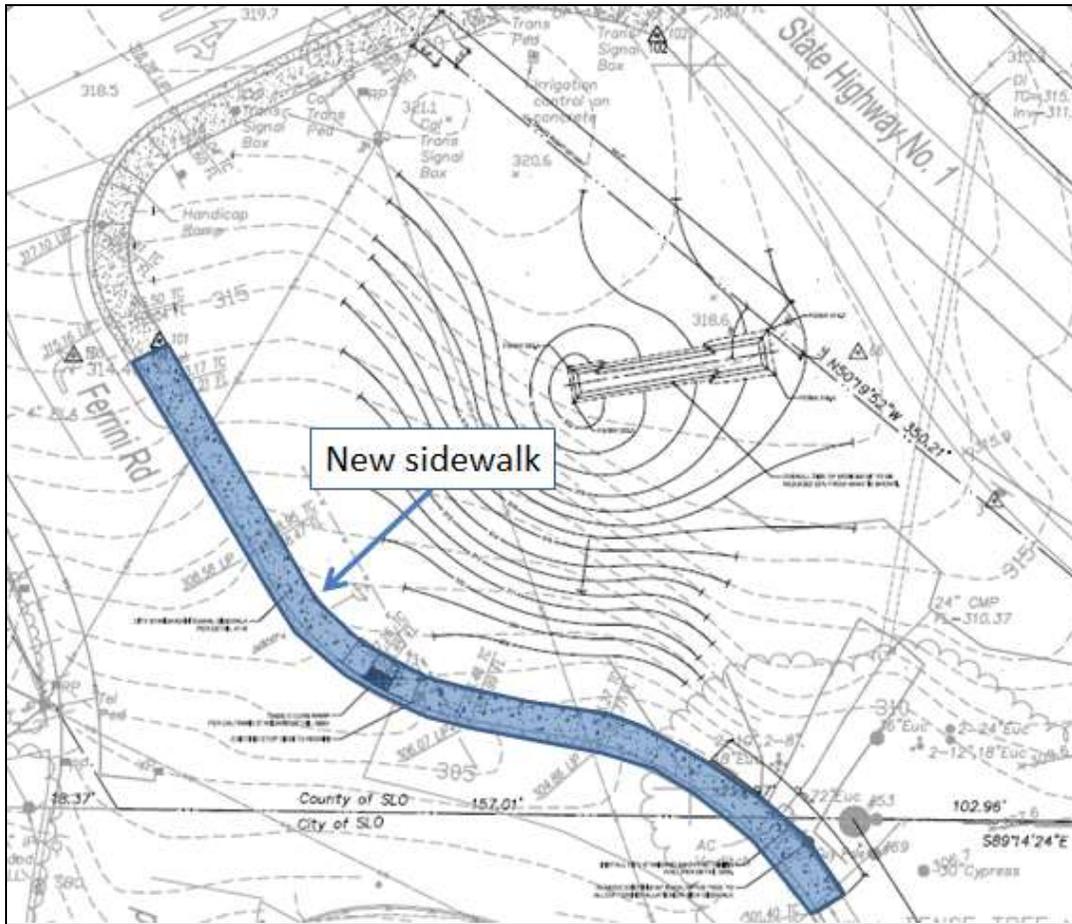


Figure 1: Revised Site Plan showing Proposed Sidewalks

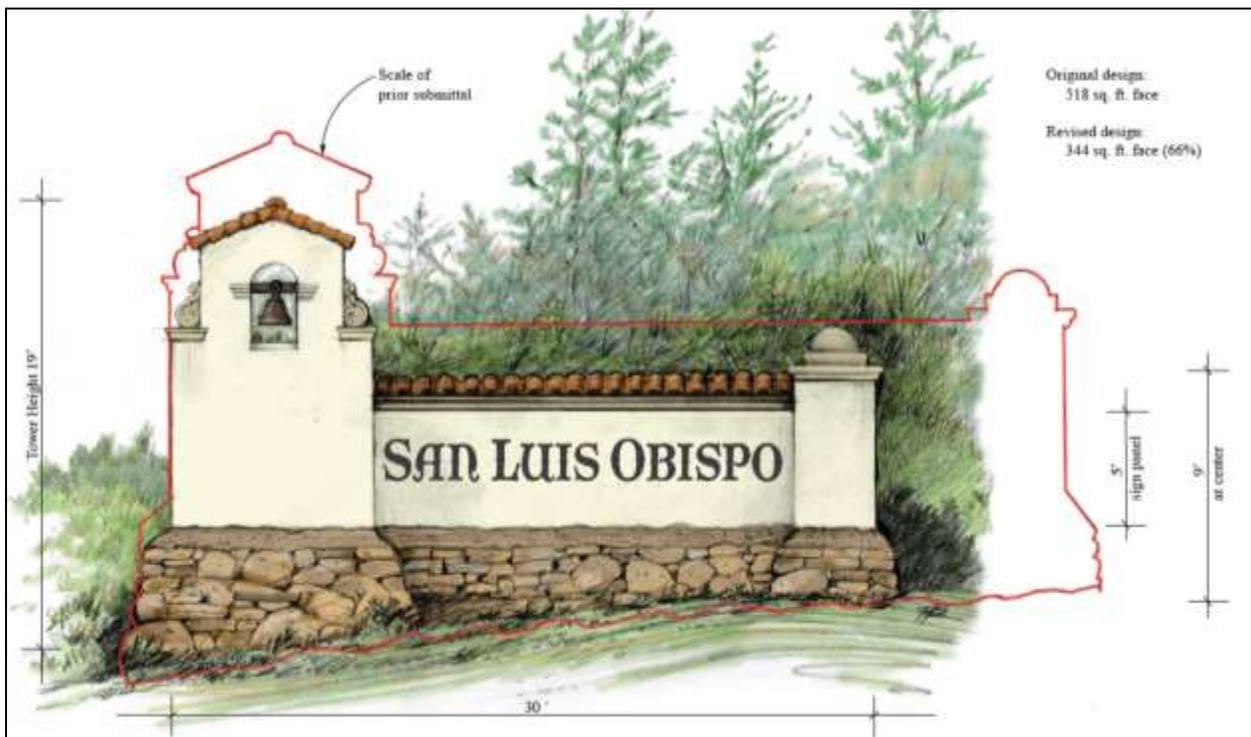


Figure 2: Sign Reduction

Attachments:

1. SLOCOG Revised Project Memo, including revised site plan showing proposed sidewalks (Jeff Brubaker; February 3, 2016)
2. Comparison showing sign reduction (Pierre Rademaker; February 12, 2016)
3. Email describing modified sign elevation, with elevation of proposed sign and Paso Robles Highway 101 sign (Jeff Brubaker; February 10, 2016)
4. Revised Findings and Conditions with track changes
5. October 22, 2015 Planning Commission staff report