

MINUTES

TURLOCK CITY PLANNING COMMISSION THURSDAY, JUNE 7, 2012 7:00 PM

YOSEMITE COMMUNITY ROOM
TURLOCK CITY HALL, 156 SOUTH BROADWAY

COMMISSIONERS PRESENT: Salcedo, Hackler, Hillberg, Brem, Bean

ALTERNATE COMMISSIONERS: Pedroza

COMMISSIONERS ABSENT: Dias, Fregosi, Williams

STAFF PRESENT: Debra Whitmore, Deputy Director of Development Services; Adrienne Werner, Planning Technician; Dorinda Soiseth, Staff Services Technician

A. CALL TO ORDER The meeting was called to order at 7:02 p.m.

B. APPROVAL OF MINUTES

Chairman Brem asked for corrections or a motion for approval of the minutes of April 5, 2012. Motion and second (Hillberg/Bean) to approve the minutes as submitted. Carried unanimously with Commissioners Dias, Fregosi and Williams absent, and Commissioner Salcedo abstaining.

C. ANNOUNCEMENTS

Debbie Whitmore provided the following announcements:

- The Planning Commissioners Journal will no longer be published but will be available electronically.
- Notes from the public hearing for Tentative Parcel Map 12-01 have been provided.
- A community meeting for the General Plan Draft EIR is scheduled for June 14 in the Turlock Senior Center starting at 6 p.m.
- The next Planning Commission meeting is scheduled for Thursday July 19.
- Turlock Journal reporter Alex Cantatore has received a journalism award from the Central California American Planning Association.

D. DECLARATION OF CONFLICTS OF INTEREST AND DISQUALIFICATIONS

There were none.

E. PUBLIC PARTICIPATION

None

F. CONSENT CALENDAR

None

G. PUBLIC HEARINGS

CONSENT ITEMS*:

* None

NONCONSENT ITEMS:

None

H. OTHER MATTERS

1. SIGN ORDINANCE WORKSHOP

Debbie provided a recap of past sign ordinance workshops; current sign regulations and standards; and master sign programs. She reviewed the timelines of a sign permit, the design guidelines for signage, temporary and promotional sign definitions and standards, and specific enforcement issues. She also provided information on how other cities regulate temporary signs.

Sharon Silva spoke about signage needs for Turlock businesses and asked that the Planning Commission consider these needs as they revise the ordinance. She commented that retail businesses have expressed a need for additional advertising signs during the holidays.

There was discussion about human signs and whether this type of advertising is effective and safe.

Sharon advised that the retail business community is adamant that these types of signs are effective, and agrees that guidelines are necessary but they need to be clear, easy to understand and flexible. She asked the Commission to consider today's marketing needs and allow businesses to market who they are. She offered to survey the Chamber members about their sign preferences.

Don Hernandez, owner of Vail Creek Jewelry, commented that his business increases up to 50% when they utilize human signs, or sign twirlers. He commented that advertising signs need to be large enough to get attention but be tasteful and professional, and said that the current sign regulations place a burden on small businesses. Mr. Hernandez said he would prefer the City allow sign twirlers to flag or feather signs.

Alta Fernandes commented that small businesses need to utilize creative signage in order to stand out in the market place.

Chairman Brem commented that the City needs to be mindful of community input and values as well as the business community.

Debbie Whitmore said that the goal of the sign ordinance is to provide a level playing field and environment for all businesses.

Chairman Brem asked staff to research options and bring this item back to the Commission for discussion at a future meeting.

Debbie Whitmore commented that Commissioner Fregosi had expressed concern with the safety of human sign holders.

I. COMMISSIONER'S CONSIDERATION

None

J. STANISLAUS COUNTY PLANNING REFERRAL ITEMS

None

K. COMMISSIONER'S COMMENTS

Commissioner Salcedo commented about the artificial turf that has been installed in the Christoffersen Parkway median. He commented that the black marks on the new curbing need to be corrected.

Chairman Brem commented about construction on Golden State Blvd. and a meeting at the Modesto Airport he attended.

L. STAFF UPDATES

Debbie Whitmore provided the following updates to the Commission:

- Construction status of the Olive Garden and Blue Diamond projects.
- AB 1779 legislation that would establish a regional rail authority for the San Joaquin passenger rail service and allow local agencies to take over operations from CalTrans.
- A Smart Valley Places Mid-Flight Conference that was attended by City staff and members of the public.
- The status of the Mi Pueblo project.
- The Highway 165 PSR is final and approved by CalTrans.
- A community meeting will be scheduled for August or September on the Morgan Ranch Draft Master Plan and EIR.
- Building permits have not been issued for the former Mervyn's building on Geer Road.
- Old Navy (Countryside Drive) tenant improvements have been submitted.

M. ADJOURNMENT: Having no further business Chairman Brem adjourned the meeting at 8:25 p.m.

Respectfully Submitted,

MIKE BREM
Chair

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