

CITY OF CERES
PLANNING COMMISSION
MINUTES

July 7, 2014

MEETING CALLED TO ORDER: 6:00 p.m.

ROLL CALL:

PRESENT: Chapman, Del Nero, Kachel, Molina, Smith

ABSENT: None

ALSO PRESENT: City Manager/City Engineer Toby Wells, Director of Community Development Tom Westbrook, City Attorney Mike Lyons, Associate Planner James Michaels, Secretary/Deputy City Clerk Ann Montgomery

PLEDGE OF ALLEGIANCE:

The Pledge of Allegiance was led by Chairperson Chapman.

APPROVAL OF MINUTES:

1. **ACTION:** It was moved by Commissioner Molina; seconded by Commissioner Del Nero to approve the minutes from the meeting of June 16, 2014. Motion passed by the following vote:

AYES: Commissioners Chapman, Del Nero, Molina, Smith

NOES: None

ABSENT: None

ABSTENTION: Kachel

CONFLICT OF INTEREST DECLARATION:

None

CITIZEN COMMUNICATIONS:

None

APPROVAL OF AGENDA AS POSTED (OR AMENDED) AND CERTIFICATION OF POSTING:

ACTION: It was moved by Commissioner Kachel; seconded by Commissioner Molina to approve the agenda as posted (or amended) and certification of posting. Motion passed by the following vote:

AYES: Commissioners Chapman, Del Nero, Kachel, Molina, Smith
NOES: None
ABSENT: None

CONSENT CALENDAR:

None

PUBLIC HEARING:

2. Variance (VAR) 14-04; Consideration of a proposal to allow wall signs to exceed the maximum allowable square footage requirement for a proposed “WSS” retail footwear and apparel store at 1342 E. Hatch Road; Eurostar, Inc. dba WSS, applicant.

Associate Planner, James Michaels presented the staff report.

Brief discussion ensued regarding measurement of proposed signage and explanation of the code for standard retail commercial signage is one square foot to one linear foot of building space; secondary signage is half square foot to one linear foot. Suggestion of utilization of pole signage was made.

The public hearing was opened at 6:14 p.m.

- Michael Eschger, Project Manager, WSS

Mr. Eschger stated he realizes his company is asking for approval of signage that’s almost double of what the code allows. His company has a sign program that they believe is essential to their success. It’s important to have the brand logos on the building, to make people aware that WSS is not just a shoe store; that they have those particular brands.

Commissioner Smith inquired if all the WSS signs are of this size at their other stores.

Mr. Eschger responded that approximately 95% are of this size, at their 75 stores located in the greater Los Angeles area, as well as Fresno and Bakersfield.

Mr. Westbrook mentioned that during the conversations he had with Mr. Eschger over the past few months, he suggested that window graphics could be utilized to advertise the brand logos.

Mr. Westbrook stated that the decision of the Planning Commission can be appealed to the City Council.

The public hearing was closed at 6:29 p.m.

The Commissioners agreed that the sign is very attractive, but could not make the findings to approve the Variance.

ACTION: It was moved by Commissioner Smith; seconded by Commissioner Molina to adopt PC Resolution 14-11, denying the request for a Variance. Motion passed by the following vote:

AYES: Commissioners Chapman, Del Nero, Kachel, Molina, Smith
NOES: None
ABSENT: None

NEW BUSINESS:

None

PUBLIC MEETING(S):

None

UNFINISHED BUSINESS:

None

MATTERS INITIATED BY PLANNING COMMISSION AND STAFF

None

REPORTS:

Mr. Westbrook reported:

- The Mitchell Ranch case will be heard on Friday morning in Civil Court.
- Concerts in the Park – There are two concerts remaining in the series.
- Chamber event – On August 23, 2014 – “Smoke on the River,” a barbeque competition and music festival at the Tuolumne River Lodge. Tickets are available on the Chamber web site.

Planning Commission Minutes
July 7, 2014

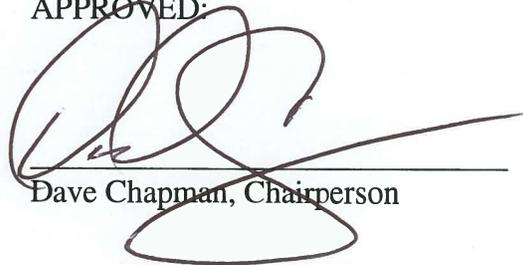
Mr. Wells reported:

- Whitmore Avenue, PG&E final repairs – Teichert Construction has contracted with PG&E to do the finish paving.

ADJOURNMENT:

The Commission adjourned at 6:39 p.m. to the next regularly scheduled meeting of Monday, July 21, 2014.

APPROVED:



Dave Chapman, Chairperson

ATTEST:



Tom Westbrook, Secretary