



CITY OF RED BLUFF

555 Washington Street Red Bluff, California 96080 Phone (530) 527-2605 Fax (530) 529-6878 www.ci.red-bluff.ca.us

April 23, 2019

Honorable Chairman and Members of the Planning
Commission
Red Bluff, CA

**SUBJECT: PUBLIC HEARING; DESIGN REVIEW-SIGN
2019-01/OFF-PREMISE SIGN APPROVAL; TO ALLOW
CONSTRUCTION OF AN OFF-SITE IN THE C-3 (GENERAL
COMMERCIAL) ZONING DISTRICT; 2320 S. MAIN
STREET, APN 035-060-060; BEACHHEAD PROPERTIES
(OWNER).**

PUBLIC HEARING

This is a public hearing item. Notice of this public hearing was posted and on April 19, 2019.

PROJECT DESCRIPTION

The project applicant is requesting the approval for the construction Off-Premise free standing pole sign at 2320 S. Main Street. See Attachment "A" for location. This sign is proposed to be an eight (8) foot by five (5) foot non-illuminated/non electric ground mounted sign. See

Attachment “**B**”. The proposed sign will replace an existing non-illuminated ground mounted sign of similar size.

The proposed sign is considered to be an “Off-Premise Sign” as the proposed business advertising on the sign are not located on the project site property. The City Sign Regulations requires approval of Off-premise sign by the Planning Commission. The requirements are included in Sign Regulations Section 7.7 and are as follows:

Section 7.7: Off-Premise Signs

1. Off-premise signs for directional purposes only, not for advertising.
2. Must be removed no later than 12 months after the sign permit issuance date. The 12 month limit can be increased or decreased by the Planning Commission. Extensions can be granted by the Planning Commission.
3. Not more than two signs are allowed per business.
4. Off-premise signs can be illuminated only when approved by the Planning Commission.
5. Written approval of property owner is required as a condition of issuing the sign permit. This agreement must include owner's authorization to install sign and note who assumes responsibility for removing the sign at end of approved term.
6. Must comply with local and state regulations.

7. Must be approved by the Planning Commission.
8. Maximum height: 14'. Maximum area of all display surfaces: 32 sq. ft. Planning Commission may allow signs of greater or lesser height and area.
9. Minimum spacing between signs 1,000 feet.
10. Off-premise freeway oriented signs must comply with this section except as noted in Section 7-F of these regulations.

As shown, the Planning Commission has the authority to approve of an off-premise sign that does not necessarily comply with those requirements identified in Section 7.7.7.

GENERAL PLAN

This project will be consistent with all Elements of the General Plan if the Conditions recommended by staff are approved.

ZONING

The project site is located in the C-3 zoning district. RBMC Section 25.77 requires all signage in the C-3 district to comply with the City's sign regulations.

STAFF ANALYSIS

The technical issues relating to this project are discussed in the attached document (Attachment "C") titled "Staff Analysis-Sign Permit No. DR-SGN 2019-01. The Staff Analysis also

includes the CEQA document (Categorical Exemption) filed for this project.

CEQA

The proposed project is exempt from CEQA per CEQA Guidelines Section 15061(b)(3) which allows of an exemption for projects which it can be seen with certainty that no possibility that the project would have an effect on the environment.

FINDINGS & CONDITIONS

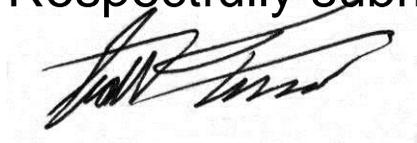
Conditions and findings are listed within the text of the attached Planning Commission Resolution No. 02-2017

STAFF RECOMMENDATION

That the Planning Commission:

1. Conduct the Public Hearing.
2. Consider all public testimony and all other information relating to this project submitted to the Commission.
3. Adopt Resolution No. 04-2019, approving exceptions to the Red Bluff Sign Regulations Section 7.7. (See Attachment “D”)

Respectfully submitted,

A handwritten signature in black ink, appearing to be 'John R. ...', is written over a rectangular stamp area.

Scott Friend
Community Development Director

Attachments

- A Site Location
- B. Sign Plan
- C. Staff Analysis
- D. Planning Commission Resolution No. 04-2019

cc: Signarama, 1355 Hartnell Ave., Redding, CA 96002

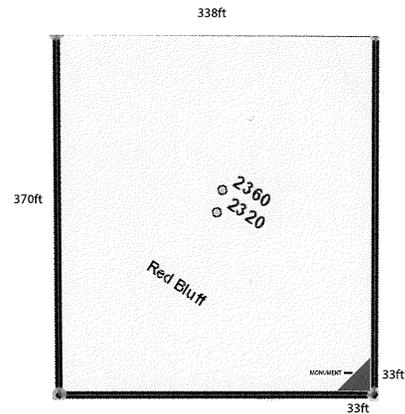
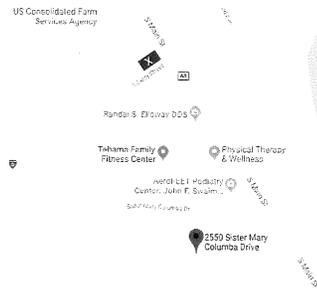
Attachment "A" Proposed Sign Location



Attachment "B" Proposed Signage



2320 SO MAIN ST
LIBERTY STREET & S. MAIN STREET, RED BLUFF, CA 96080



Client
Sascha Schmitt

Contact
530-529-8131

Order/Project

Revision /Date

Drawing By

I have checked this proof for correct spelling, formatting, punctuation and visual clarity. I have checked the quality of the fonts and graphics, page order margin, gray scale, colors and legibility. Based on this proof, I authorize Signarama to produce this job to agreed specifications. All elements and information contained in this drawing are the property of Signarama Redding. Any reproduction or distribution of the drawing(s) to outside person without written permission from Signarama Redding will be punished to the fullest extent of the law.

-Approved
-Approved with Changes
-Please Revise

Client Signature

Date

Notes



Address 1355 Hartnell Ave
Redding, CA 96002
License 914306
Office (530) 224-9655
Fax (530) 224-1877

Attachment "B" (Cont.) Proposed Signage



1 96" X 60"
QUANTITY

MONUMENT SIGN

ALLUMINUM FABRICATED
DOUBLE SIDED
NON ILLUMINATED

X8 - 45"X7.5" SEPARATE 1"
PAN FACE DIRECTIONAL PANELS

Client _____

Sascha Schmitt

Contact _____

530-529-8131

Order/Project _____

Revision /Date _____

Drawing By _____

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Signarama
The way to grow your business.

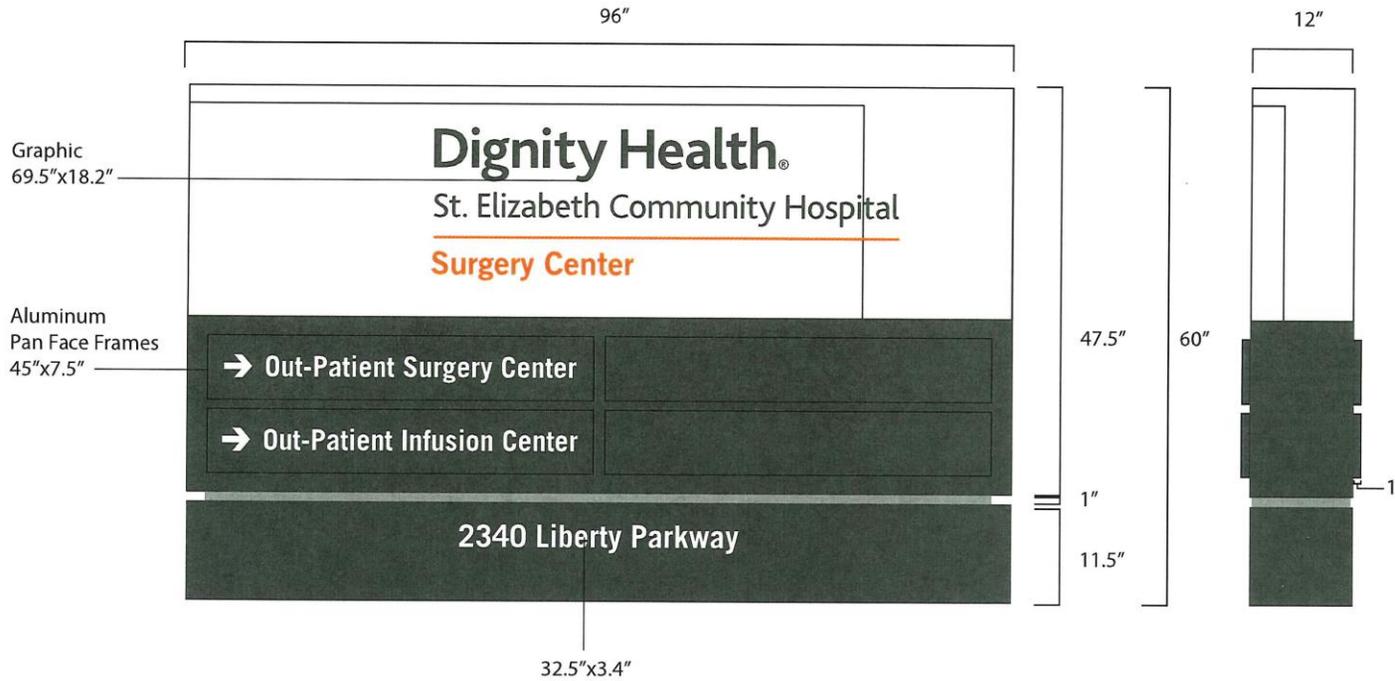
Address 1355 Hartnell Ave
Redding, CA 96002

License 914306

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Fax (530) 224-1877

Attachment "B" (Cont.) Proposed Signage



***NON ILLUMINATED/NON ELECTRIC**



96" X 60"

MONUMENT SIGN

ALLUMINUM FABRICATED
SEPARATE PAN FACE DIRECTIONAL PANELS
DOUBLE SIDED

X8 - 45"X7.5" SEPARATE 1"
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Attachment “C”

STAFF ANALYSIS – DR-SGN 2019-01

The following is an analysis of the proposed sign and its consistency with Section 7.7:

1. Off-premise signs for directional purposes only, not for advertising. *Sign not consistent as it includes an advertising sign. However, Section 7.7.7 allows for advertising signs with Planning Commission approval.*
2. Must be removed no later than 12 months after the sign permit issuance date. The 12 month limit can be increased or decreased by the Planning Commission. Extensions can be granted by the Planning Commission. *Sign is not consistent as it will be a permanent sign. However, extensions can be granted by Planning Commission.*
3. Not more than two signs are allowed per business. *Sign is consistent. Only one Off-Premise Sign is proposed.*
4. Off-premise signs can be illuminated only when approved by the Planning Commission. *Sign is consistent as it will not be illuminated.*
5. Written approval of property owner is required as a condition of issuing the sign permit. *Sign is consistent as the property owner has provided a signed consent form.*
6. Must comply with local and state regulations. *Upon approval of Planning Commission, Sign would be consistent with state and local regulations.*
7. Must be approved by the Planning Commission.
8. Maximum height: 14'. Maximum area of all display surfaces: 32 sq. ft. Planning Commission may allow signs of greater or lesser height and area. *Height of proposed sign is 60” plus an approximately two-foot pole. Total sign area is 40 sq. ft. Sign is not consistent. However, Planning Commission may allow signs of greater or lesser height and area.*
9. Minimum spacing between signs 1,000 feet. *Consistent. There are no other off-premise signs with the area.*
10. Off-premise freeway oriented signs must comply with this section except as noted in Section 7-F of these regulations. *Does not apply as location is not in the Freeway Oriented Sign area.*

NOTICE OF EXEMPTION

CEQA: California Environmental Quality Act

To: Office of Planning and Research
1400 Tenth Street, Room 121
Sacramento, CA 95814

From: City of Red Bluff
555 Washington St.
Red Bluff, CA 96080

County Clerk
County of Tehama
P.O. Box 250, Red Bluff, CA 96080

Project Title: Sign Permit No. DR-SGN 2019-01; To Establish an Off-Premise Sign in a C-3 Zoning District; 2320 S. Main Street; Assessor's Parcel Number 035-060-060

Project Location - Specific: 2320 S. Main St. (APN 035-060-060)
- **City:** Red Bluff
- **County:** Tehama

Description of Nature, Purpose, and Beneficiaries of Project:

The Project is an application to construct an Off-Premise Sign. Off-Premise signs require the approval of the Planning Commission

Name of Public Agency Approving Project: City of Red Bluff

Name of Person or Agency Carrying Out Project: Signarama

Exempt Status: (check one)

- Ministerial (Sec. 21080 (b) (1); 15268);
- Declared Emergency (Sec. 21080 (b) (3); 15269 (a));
- Emergency Project (Sec. 21080 (b) (4); 15269 (b) (c));
- Categorical Exemption. Type and Section Number: General rule, Section 15061(b)(3)
- Statutory Exemption. Code Number: Section xxxxxxxxxxxx

Reasons why project is exempt: The proposed expansion of an existing pole sign for off-site signage to serve nearby locations. This signage will replace the existing use of similar size and height. Off-Premise signs require the approval of the City Planning Department. Per Section 15061(b)(3) of the CEQA Guidelines, the proposed project is exempt, as no possibility that the project would have an effect on the environment with completion of the project.

Lead Agency Contact Person: Scott Friend; Community Development Director

Area Code/Telephone/Extension: (530) 527-2605, Extension 3059.

If filed by applicant:

1. Attach certified document of exemption finding.
2. Has a Notice of Exemption been filed by the public agency approving the project? Yes No

Signature: _____ Date _____ Title: Community Development Director
 Signed by Lead Agency Date Received for Filing At OPR: _____

**ATTACHMENT “D”
CITY OF RED BLUFF**

PLANNING COMMISSION RESOLUTION NO. 04-2019

WHEREAS, the Planning Commission of the City of Red Bluff, California did complete the necessary studies thereon, as provided by law, and;

WHEREAS, the Planning Commission has found that **Sign Permit No. DR-SGN 2019-01** does generally conform to the Zoning Code and the Building Code.

NOW THEREFORE BE IT RESOLVED, that **Sign Permit No. DR-SGN 2019-01** is approved with the following Findings and Conditions:

Findings:

1. None of the conditions listed in CEQA Guidelines Sections 15065 (a-d) will exist with regards to Design Review-Signs 2019-01.
3. This project is exempt as provided in Section 15061(b)(3) of the CEQA Guidelines.
4. The Design Review-Signs 2019-01 is consistent with the Red Bluff General Plan.
5. The Planning Commission may approve an Off-Premise Sign, on the basis of the application and the evidence submitted, if the Commission makes the following findings:
 - (A) The proposed location of the off-premise sign is in accordance with the objectives of the Sign Regulations and the allowance of modifications by the Planning Commission;
 - (B) The proposed location of the off-premise sign and the conditions under which it would be operated or maintained will not be detrimental to the public safety or welfare or materially injurious to properties or improvements in the vicinity;
 - (C) The proposed off-premise sign will comply with the applicable provisions of this article.

Conditions:

1. All signage within the off-premise sign are limited to those the Dignity Health Surgery Center.
2. The off-premise sign shall be 96' X 60" in size, unless otherwise approved by the Planning Commission.
3. No electronic reader board type signs are allowed in the off-premise sign.
4. All construction and improvements shall be completed, maintained and operated in general conformance with the plans, information and documents reviewed and approved by the Planning Commission on April 23, 2019, unless otherwise modified herein. At the discretion of the Community Development Director minor modifications to the project and/or these conditions may be approved by the Planning Department.

5. All signs will adhere to the Sign Aesthetic Guidelines in Section 5 of Red Bluff's Sign Regulations resolution. Changes to the design scheme must be resubmitted to the Red Bluff Planning Department for TAC approval.
6. Applicant shall submit project plans and specifications for building permits as required to be reviewed and approved by all appropriate City Departments.
7. Construction activities shall be limited to the hours of 7AM to 7PM during weekdays and 9AM to 6PM during weekdays and holidays. These hours may be restricted by City staff if complaints relating to noise before or after these hours are received from individuals residing in the vicinity of the construction site.

The foregoing resolution was passed and adopted at a regular adjourned meeting of the Red Bluff Planning Commission held on **April 23, 2019** by the following vote:

AYES: Commissioners

NOES: Commissioners

ABSENT OR NOT VOTING: Commissioners

Scott Friend, Community Development Dir.