

## FROM THE PLANNING COMMISSION MINUTES OF DECEMBER 10, 2009

### 7. SPECIAL USE PERMIT

**S09-0018/Western Sign Monument/Tenant Sign** submitted by WESTERN SIGN COMPANY to allow the installation of a new freestanding internally illuminated monument sign. The sign would be 12 feet tall with an overall sign face of approximately 102 square feet. An approximately 17 square foot digital message center would be included as part of the monument sign. The property, identified by Assessor's Parcel Number 329-240-22, consisting of 4.3 acres, is located on the north side of Enterprise Road, 500 feet west of the intersection with Missouri Flat Road, in the Diamond Springs area, Supervisorial District III. [*Project Planner: Jonathan Fong*] (Categorical Exemption pursuant to Section 15311(a) of the CEQA Guidelines)\*\*

Jonathan Fong presented the item to the Commission with a recommendation of approval with exclusion of the digital message center from the proposed monument sign.

There was discussion on the sign size in regards to how it is calculated, what is the ratio of sign space between Western Sign and the other tenants, and what was planned for the space designated for the LED readerboard if it was not approved.

Keith Wills/applicant stated they wanted to showcase the types of signs they can fabricate and coincide it with the commemoration of their 50<sup>th</sup> year in business. He indicated that the LED readerboards can be done tastefully, small, and with adjustable light output to where it can be a win-win situation. Mr. Wills stated that it was their intent to promote local non-profit organizations and events, in addition to promoting Western Sign Company. He indicated that the location is in a business park, cannot be seen from Missouri Flat Road, has low traffic count and would only be run during business hours. Mr. Wills stated that examples could be created for the Commission's review, but in fairness, they would have to be viewed in the field and not in a controlled environment.

Chair Mathews stated that he was interested in allowing this, but there is no code to authorize it and there is significant concern about creating a Folsom Lake Auto Mall atmosphere in the County. He also indicated that past requests for LED readerboards have been denied and applicants had been requested to return with different options but that has not happened.

Commissioner Rain stated that at a past meeting, Commissioner Tolhurst had requested a workshop be conducted on the different technologies available and encouraged the applicant to participate in that when it occurs.

Pierre Rivas informed the Commission that staff is preparing a background paper on the LED readerboards and the legality issues. Once they are finished, County Counsel will review it prior to it being agendaized for the Commission.

Commissioner Tolhurst cautioned that since the applicant is a sign company and would be showcasing the LED readerboard, that others would want the same sign so it was important to be careful on what was allowed.

County Counsel Paula Frantz said that as of today, the Commission did not have the authority to approve the moving portion of a sign (text) pursuant to the Ordinance and the Commission's past routine interpretation. An approval can not be based on location, therefore, if a new interpretation was used, it would be county-wide.

Mr. Rivas stated that many past applicants that have been denied the LED readerboard have designed their signs so that it is pre-wired in the event that the Ordinance is revised and the LED readerboards are allowed.

No further discussion was presented.

**Motion: Commissioner Heflin moved, seconded by Commissioner Pratt, and unanimously carried (5-0), to take the following actions: 1. Certify the project is Categorically Exempt from CEQA pursuant to Section 15311(a) of the CEQA Guidelines; and 2. Approve Special Use Permit S09-0018 based on the findings proposed by staff, subject to the conditions as presented, excluding the digital message center from the proposed monument sign.**

**AYES: Rain, Tolhurst, Pratt, Heflin, Mathews**

**NOES: None**

This action can be appealed to the Board of Supervisors within ten (10) working days.