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City of Salinas

COMMUNITY DEVELOPMENT DEPARTMENT • 65 W. Alisal St • Salinas, California 93901

(831) 758-7387 (P) • (831) 758-7368 (F) • cityofsalinas.org

November 24, 2020

County of Monterey
 Resource Management Agency – Planning
 1441 Schilling Place, South 2nd Floor
 Salinas, CA 93901

RE: COUNTY REFERRAL: A REQUEST FOR CITY OF SALINAS TO REVIEW A VARIANCE FOR A HIGHWAY SIGN LOCATED IN MONTEREY COUNTY JURISDICTION AT 201 HARRISON ROAD

Dear Planning staff:

The Community Development Department would like to thank the Monterey County Planning Department for the opportunity to review the requested Variance as described above, which is located outside of the City of Salinas limits in Monterey County Jurisdiction.

We offer the following comments based on current City Zoning regulations:

1. **Variance findings:** According to Zoning Code Section 37-60.620. The City Planner or Planning Commission shall approve an application if all seven findings can be made. (see attachment).
2. **Highway Signs:** According to Zoning Code Section 37-60.620 (h)(6) restricts highway signs to restaurants, service stations, hotels, or motels as required by the traveling public. Otherwise, the free standing. (see attachment).
3. **Site Plan and Sign Design:** A scaled site plan with dimensions that includes the height of the sign and pole and include both sides of the proposed sign will need to be submitted with any Development Review Application.
4. **Area Calculation:** With an application a table or list of all signs along with the dimensions and square footage of each of the signs on the project site. In accordance with Zoning Code Section 37-50.620(h), the freeway sign proposed is considered a freestanding sign and must comply with the maximum allowed building sign area for the entire project site based on Table 37-50.170 (see table below).

Zoning District	Maximum Building Sign Area	Maximum Freestanding Sign Area and Height
C and I Districts (except for the CO and CO/R districts)	1.25 square feet per lineal feet of occupancy frontage with a minimum of 15 square feet permitted per occupancy frontage.	(A) One freestanding sign not exceeding 50 square feet in sign area per sign face and 20 feet (15 feet in the IBP district) in height is permitted per site; or
		(B) Two monument signs not exceeding 32 square feet in sign area per sign face and 8 feet in height is permitted per site. Sites with more than 250 feet of lineal street frontage may have one additional monument sign not exceeding 32

Zoning District	Maximum Building Sign Area	Maximum Freestanding Sign Area and Height
		square feet in sign area per sign face, and 8 feet in height for every additional 250 lineal feet of street frontage on the site.

We are happy to work with County Staff to expedite the project through the process. Please contact us at (831) 758-7206 to answer any questions or provide clarifications.

Sincerely,



Oscar Resendiz
Associate Planner

Cc: Megan Hunter, Community Development, Courtney Grossman, Planning Manager, Current Planning Division, Lisa Brinton, Planning Manager, Plan & Project Implementation

Attachments: Zoning Code Division 9 Section 37-60.620 and Section 37.60.620 (h)(6)

Sec. 37-60.620. - Required findings.

The city planner or planning commission, as applicable, shall approve an application for a variance as it was applied for or in modified form if, on the basis of the application and testimony submitted, all of the following findings can be made:

- (a) That because of special circumstances or conditions applicable to the development site, including size, shape, topography, location, or surroundings, strict application of the requirements of this Zoning Code deprive such property of privileges enjoyed by other property in the vicinity and under identical zoning classification;
- (b) That granting the application will not be detrimental or injurious to property or improvements in the vicinity of the development site, or to the public health, safety, or general welfare;
- (c) That granting the application is consistent with the purposes of the Salinas general plan and this Zoning Code and will not constitute a grant of special privilege inconsistent with limitations on other properties in the vicinity and in the same zoning district;
- (d) That any variance shall not be granted which authorizes a use or activity which is not otherwise expressly authorized within the zoning district;
- (e) That the hardship peculiar to the property was not created by any act of the current owner; and
- (f) That personal, family, or financial difficulties and loss of prospective profits are not hardships or reasons justifying a variance.

(Ord. No. 2463 (NCS).)

lessee of the property on which the signs are to be placed, agreeing that if such signs are not removed within seven days after expiration of permit, they may be removed by the city without further notice.

(h) **Highway Signs.** The allowable height, number of freestanding signs, and the total maximum sign area may be increased for on-site freestanding signs located within six hundred sixty feet of U.S. Highway 101 subject to the issuance of a conditional use permit. One-half of the area of the highway sign shall be deducted from the maximum total sign area allowed for the site. Highway signs shall be in addition to the number of otherwise allowable freestanding signs on a site. In addition to findings required for a conditional use permit, the following findings shall also apply:

- (1) Photo studies have been provided by the applicant and site distance/speed of travel or other data exists which supports the determinations that a safe exiting distance is provided and that the sign is the minimum necessary to convey its intended message;
- (2) The increase in sign height or sign area is not primarily for the purpose of giving the business a competitive advantage over another. Criteria for establishing this finding may include an evaluation of signs on neighboring properties;
- (3) The increase in sign height or sign area shall not contribute to visual clutter;
- (4) The need for the increased sign height or sign area cannot be met through changing the location of the sign on the site or the design of the sign, consistent with good site design;
- (5) The sign structure is coordinated with the architecture of the buildings on the property on which the sign is located and is well proportioned as to height in comparison with width and as to design/width of supporting structure in comparison with design/width of sign message. Sign illumination has accounted for adjacent uses;
- (6) The use advertised is a restaurant, service station, hotel, or motel, and is required by the traveling public. The site has immediate access to U.S. Highway 101; and
- (7) The sign area does not exceed one hundred twenty-five square feet per face and contains a maximum of two faces; height does not exceed fifty feet.

(Ord. No. 2463 (NCS).)

(Ord. No. 2507 (NCS), §§ 4, 6, 21, 5-18-2010; Ord. No. 2569 (NCS), §§ 14—17, 4-19-2016)