



County of Monterey

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Board Report

File #: RES 14-038, **Version:** 1

Public hearing continued from March 18, 2014 to consider adopting a resolution to:

- a. Deny the appeal by Sima Barnyard LLC from the Planning Commission's decision approving a General Development Plan to add a 2.6-acre portion of California State Parks property to the site of the Barnyard Shopping Center, denying a Variance for added signage for the Barnyard Shopping Center and denying a Design Review Application for the construction of a new 32 square foot monument sign and a new signage plan for the Shopping Center;
 - b. Find the project exempt per CEQA Guidelines Sections 15301;
 - c. Approve a General Development Plan to add a 2.6-acre portion of California State Parks property to the site of the Barnyard Shopping Center
 - d. Approve a Variance and Design Approval for the following:
 1. Water tower sign
 2. Barnyard Shopping and Dining Sign facing Highway 1 on the rear of the buildings advertising the Barnyard.
 3. No additional new signage on buildings facing Highway 1.
 4. Reduction of new tenant signage to 15 SF; all tenants would be limited to signage of 15 square feet. This will limit the overall amount of signage allowed on the buildings.
- (General Development Plan; Variance; and Design Approval - PLN120442/Sima Barnyard LLC, Highway One at Carmel Valley Road, Greater Monterey Peninsula Area Plan/Carmel Valley Master Plan)

PROJECT INFORMATION:

Planning File Number: PLN120442

Owner: Sima Barnyard LLC

Project Location: Southeastern corner of the Carmel Valley Road/Highway One Intersection

APN: 015-011-005-000 & 015-012-061-000

Agent: Anthony Lombardo and Associates

Plan Area: Carmel Valley Master Plan

Flagged and Staked: Yes

CEQA Action: California Environmental Quality Act (CEQA) Guidelines Section 15301 categorically exempts modifications to existing facilities including the installation of on building signage

RECOMMENDATION:

It is recommended that the Board of Supervisors adopt a resolution (Attachment B) to:

- a. Deny the appeal by Sima Barnyard LLC from the Planning Commission's decision approving a General Development Plan to add a 2.6-acre portion of California State Parks property to the site of the Barnyard Shopping Center, denying a Variance for added signage for the Barnyard Shopping Center and denying a Design Review Application for the construction of a new 32 square foot monument sign and a new signage plan for the Shopping Center;
- b. Find the project exempt per CEQA Guidelines Sections 15301;
- c. Approve a General Development Plan to add a 2.6-acre portion of California State Parks property to the site of the Barnyard Shopping Center
- d. Approve a Variance and Design Approval for the following:
 1. Thirty five square foot Water tower sign

2. Thirty five square foot Barnyard Shopping and Dining Sign facing Highway 1 on the rear of the buildings advertising the Barnyard.
3. No additional new signage on buildings facing Highway 1.
4. Reduction of new tenant signage to 15 SF; all tenants would be limited to signage of 15 square feet. This will limit the overall amount of signage allowed on the buildings.

SUMMARY:

The subject appeal was submitted in response to the Planning Commission's denial of a Variance for a 32 square foot monument sign built by the Barnyard Shopping Center on property owned by the State of California. The applicant and staff have met to discuss alternatives to the proposed monument sign, and have discussed an alternative plan which would not involve a monument sign in the scenic corridor of Highway 1, but instead would allow two new center identification signs to be placed on the Barnyard Shopping Center buildings.

The public hearing on this is de novo, meaning that the Board of Supervisors is considering this appeal and the whole of the application anew. The appeal and the application can be acted upon independently of each other.

The monument sign posed many policy issues and was denied by the Planning Commission. Since the filing of the appeal and as a result of discussions with staff, instead of the monument sign the applicant is now requesting two new on-building signs identifying the center. The trade off is that the size and location of the tenant signs would be reduced to 15 square feet and tenants would not be able to place those signs on the side of the building facing Highway 1. Staff recommends a condition that prior to installation of any additional signage, the applicant present a complete sign program limiting the overall signage area to that which would currently be allowed by ordinance within the center. This would reduce the amount of signage allowed to tenants and increase the amount of signage allowed for identification of the center.

Part of the discussion with the applicant involved use of directional signs in the public right of way as allowed in the Monterey County Code. This does not need to be approved by this action, but requires a separate process where staff will work with the applicant and other shopping centers in the area.

Based upon these revisions to applicant's proposal, staff recommends that the Board of Supervisors deny the appeal because the appeal is still for the monument sign, and approve the General Development Plan, Variance and Design Approval for the on-building signs.

DISCUSSION:

Detailed discussion is provided in **Attachment A**.

OTHER AGENCY INVOLVEMENT:

The following agencies have reviewed the project, have comments, and/or have recommended conditions:

- Environmental Health Bureau
- RMA-Public Works Department
- Water Resources Agency
- Cypress Fire Protection District
- California Department of Parks and Recreation
- Carmel Valley Land Use Advisory Committee

The proposed project was reviewed by the Carmel Valley Land Use Advisory Committee (LUAC) on

December 3, 2012. The LUAC recommended denial of the project by a vote of 7-0 (**Attachment E**). The LUAC vote was based on that “the project represents a significant expansion of the use of the property, the project sets a bad precedent for signage on Highway 1, the sign is too visible and the permit legalizes what is in fact an off-site sign.”

FINANCING:

Funding for staff time associated with this project is included in the FY13-14 Adopted Budget for the Planning Department.

Prepared by: John Ford, Planning Services Manager, 5158

Approved by: Mike Novo, Director, RMA-Planning, ext. 5192

Benny Young, Director Resource Management Agency

cc: Front Counter Copy; California Coastal Commission;; Applicant/Owner (Sima Barnyard LLC); Representative (Anthony Lombardo); The Open Monterey Project; LandWatch; Project File PLN120442

The following attachments on file with the Clerk of the Board:

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| Attachment A | Discussion |
| Attachment B | Draft Board Resolution including recommended Conditions of Approval and General Development Plan |
| Attachment C | Notice of Appeal |
| Attachment D | Planning Commission Resolution No. 13-041 |
| Attachment E | Carmel Valley Land Use Advisory Committee Minutes |
| Attachment F | Vicinity Map |