

## MONTEREY COUNTY ZONING ADMINISTRATOR

<b>Meeting:</b> May 31, 2007. Time 2:10 PM	<b>Agenda Item No.:</b> 10
<b>Project Description</b> Use Permit to allow the replacement of an existing 160 square foot sign with a new 234 square foot sign for the advertisement of multiple businesses within an existing commercial development.	
<b>Project Location:</b> 11200 Merritt Street Castroville	<b>APN:</b> 412-061-010-000
<b>Planning Number:</b> PLN060602	<b>Name:</b> Castroville Station
<b>Plan Area:</b> North County Area Plan	<b>Flagged and staked:</b> Yes
<b>Zoning Designation:</b> "LC-Z" or [Light Commercial, and Improvement Zoning District (Non Coastal Zone)]	
<b>CEQA Action:</b> Categorically Exempt per Article 19 Section 15311 class 11(a)	
<b>Department:</b> Resource Management Agency Planning Department	

### RECOMMENDATION:

Staff recommends that the Zoning Administrator CONTINUE the Castroville Station Use Permit.

### PROJECT OVERVIEW:

The project site is a commercially developed 2-acre parcel located in the North County area within the city of Castroville. This parcel is developed with a mix of commercial uses approved under a General Development Plan (ZA-4023). The applicants propose to replace an existing 160 square foot monument sign with a new 234 square foot monument sign located within a landscape area between the sidewalk and the parking lot adjacent to Merritt Street. The use permit if approved would allow the Castroville Station Center (CSC) to upgrade an existing 25-foot tall sign identifying five tenants with a new 28.6-foot tall sign including signage for each of the current business establishments within the Castroville Station Center (total of 24 businesses).

The zoning administrator approved the Castroville Station Center on April 24, 1980 with a Use Permit and a General Development Plan. Staff researched the records, but could not find evidence that the existing sign had been permitted under the previously approved General Development Plan for the CSC. The current zoning ordinance requires a General Development Plan for development in the Light Commercial Zoning Districts that would outline uses as well as location and size of appurtenant structures such as signs. During our detailed analysis for this staff report, we determined that the proposed sign is not consistent with other sign standards.

On May 18, 2007, staff sent a letter to the applicant requesting that they work with staff to revise the proposed sign (Exhibit B). If they agree to a continuance to work with staff, we would encourage them to design a sign that meets the recently adopted Castroville Community Plan design guidelines as well (although not required). Not knowing how long that would take, staff would recommend tabling the item and we will re-notice it when we are ready. If they do not agree to redesign the sign, then staff recommends this item be continued to June 14, 2007, and staff will bring the item forward with our recommendation.

### OTHER AGENCY INVOLVEMENT:

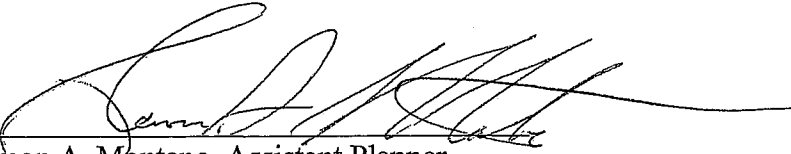
- ✓ North County Fire Protection District
- ✓ Public Works Department
- ✓ Environmental Health Division
- ✓ Water Resources Agency
- ✓ Redevelopment/Housing

All the above checked agencies, Divisions and departments have reviewed this project. None of the above agencies has incorporated comments or condition upon this project.

**LUAC RECOMMENDATION:**

The North County Land Use Advisory Committee (LUAC) reviewed the project on January 3, 2007 and recommended approval (vote 3 to 0) with no recommended changes or concerns:

**Note:** The project is appealable to the Board of Supervisors



Ramon A. Montano, Assistant Planner

(831) 883-7565 [montanor@co.monterey.ca.us](mailto:montanor@co.monterey.ca.us)

cc: Zoning Administrator; North County Fire Protection District; Public Works Department; Environmental Health Division; Water Resources Agency; Monterey County Redevelopment Agency; Carl Holm Planning Services Manager; Ramon A. Montano, Planner; Carol Allen, Greg Burch, Applicant; Planning File PLN060602.

Attachments: Exhibit "A" Project Data Sheet  
Exhibit "B" Letter to Applicant, dated May 18, 2007  
Exhibit "C" Proposed Plans  
Exhibit "D" Vicinity Map

Carl P. Holm, AICP, Acting Planning Services Manager reviewed this report.



## EXHIBIT A

### Project Information for PLN060602

**Project Title:** CASTROVILLE STATION SHOPPING

**Location:** 11200 MERRITT ST CASTROVILLE

**Primary APN:** 030-171-016-000-M

**Applicable Plan:** North County Area Plan

**Coastal Zone:** No

**Permit Type:** Use Permit

**Zoning:** LC-Z

**Environmental Status:** Exempt

**Plan Designation:** COMERCIAL

**Advisory Committee:** North County (Coastal)

**Final Action Deadline (884):** 3/23/2007

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#### Project Site Data:

**Lot Size:** 2 ACRES

**Coverage Allowed:** 50%

**Coverage Proposed:** NONE

**Existing Structures (sf):** N/A

**Height Allowed:** 35'

**Proposed Structures (sf):** N/A

**Height Proposed:** 28.6"

**Total Sq. Ft.:** N/A

**FAR Allowed:** N/A

**FAR Proposed:** N/A

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#### Resource Zones and Reports:

**Environmentally Sensitive Habitat:** No

**Erosion Hazard Zone:** N/A

**Biological Report #:** N/A

**Soils Report #:** N/A

**Forest Management Rpt. #:** N/A

**Archaeological Sensitivity Zone:** HIGH

**Geologic Hazard Zone:** HIGH

**Archaeological Report #:** N/A

**Geologic Report #:** N/A

**Fire Hazard Zone:** LOW

**Traffic Report #:** N/A

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#### Other Information:

**Water Source:** N/A

**Sewage Disposal (method):** N/A

**Water Dist/Co:** N/A

**Sewer District Name:** N/A

**Fire District:** NORHT COUNTY FIRE

**Grading (cubic yds.):** 0.0

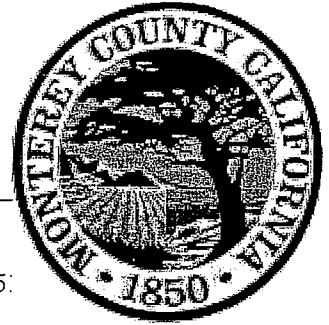
**Tree Removal:** N/A

**EXHIBIT B**  
**LETTER TO APPLICANT**  
**PLN060602/Castroville Station**

**MONTEREY** ~ ~ ~ ~ ~  
**RESOURCE MANAGEMENT AGENCY**

PLANNING DEPARTMENT, Mike Novo, Interim Director  
168 W. Alisal St., 2<sup>nd</sup> Floor  
Salinas, CA 93901

(831) 755-5025  
FAX (831) 757-95



May 18, 2007

Burch Group  
17872 Moro Road  
Prunedale CA. 93907

ATTN : Greg Burch

RE: The project is inconsistent with Title 21 therefore a recommendation that the project be denied

Dear Mr. Burch

This is to notify you that upon further review of your Use Permit application (PLN060602) it has been determined that the project as proposed is not consistent with the following provisions of Chapter 21.60 of the Zoning Ordinance as follows:

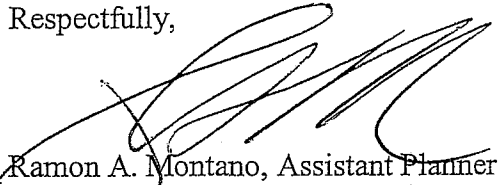
- 1) Purpose of the sign code is to protect areas from proliferation of signs while providing sufficient identification to adequately and safely inform and direct the public (Section 21.60.010 Zoning Code).
  - (a) The nine-foot solid base may block the view of vehicles creating a potential safety hazard.
  - (b) The number of signs plus small size of some signs makes the overall sign illegible, confusing, and distracting where it is not sufficient to safely inform
- 2) Signs are limited to 1 square foot per one linear foot of building frontage. You need to justify that the wall signs and the monument signs meet this criteria.
- 3) A sign may not be divided into more than six single-faced or double-faced signs (21.60.050.A.4). The proposed sign includes 27 double-faced signs.
- 4) Signs in the commercial zoning district require a General Development Plan [(GDP) (Sect. 21.60.050. F)]. A GDP was established for the site under permit (ZA-4023) however, there are no sign guidelines in this GDP.

For the reasons stated above staff cannot support the project as proposed. In light of this issue, we recommend that you consider redesigning the project in a manner consistent with the ordinance and create a sign program in the form of a (General Development Plan) for the entire Castroville Station. While we are doing this, we suggest that you consider the recently adopted design guidelines of the newly adopted Castroville Community Plan.

Thank you for your consideration and if you agree with our recommendation to redesign please respond by providing a letter indicating that the project be tabled for the redesign no later than May 21, 2007. If you are not in favor of the redesign, we will proceed with the scheduled hearing with staff's recommendation for denial. You will have an opportunity to state your argument to the Zoning Administrator; and in the event that the Zoning Administrator denies the project that decision can be appealed to the Planning Commission.

Please feel free to contact me at (831) 755-5169 or [montanor@co.monterey.ca](mailto:montanor@co.monterey.ca) for any additional information you may require or questions regarding this letter.

Respectfully,

A handwritten signature in black ink, appearing to be 'RAMON', written over a circular stamp or seal.

Ramon A. Montano, Assistant Planner

cc File



**Project:**  
Castroville Station

**Address:**  
11270 Merritt Street  
Castroville, CA

*Dates / Revisions:*  
03-01-2006  
07-19-2006  
08-15-2006  
09-13-2006

Approvals:

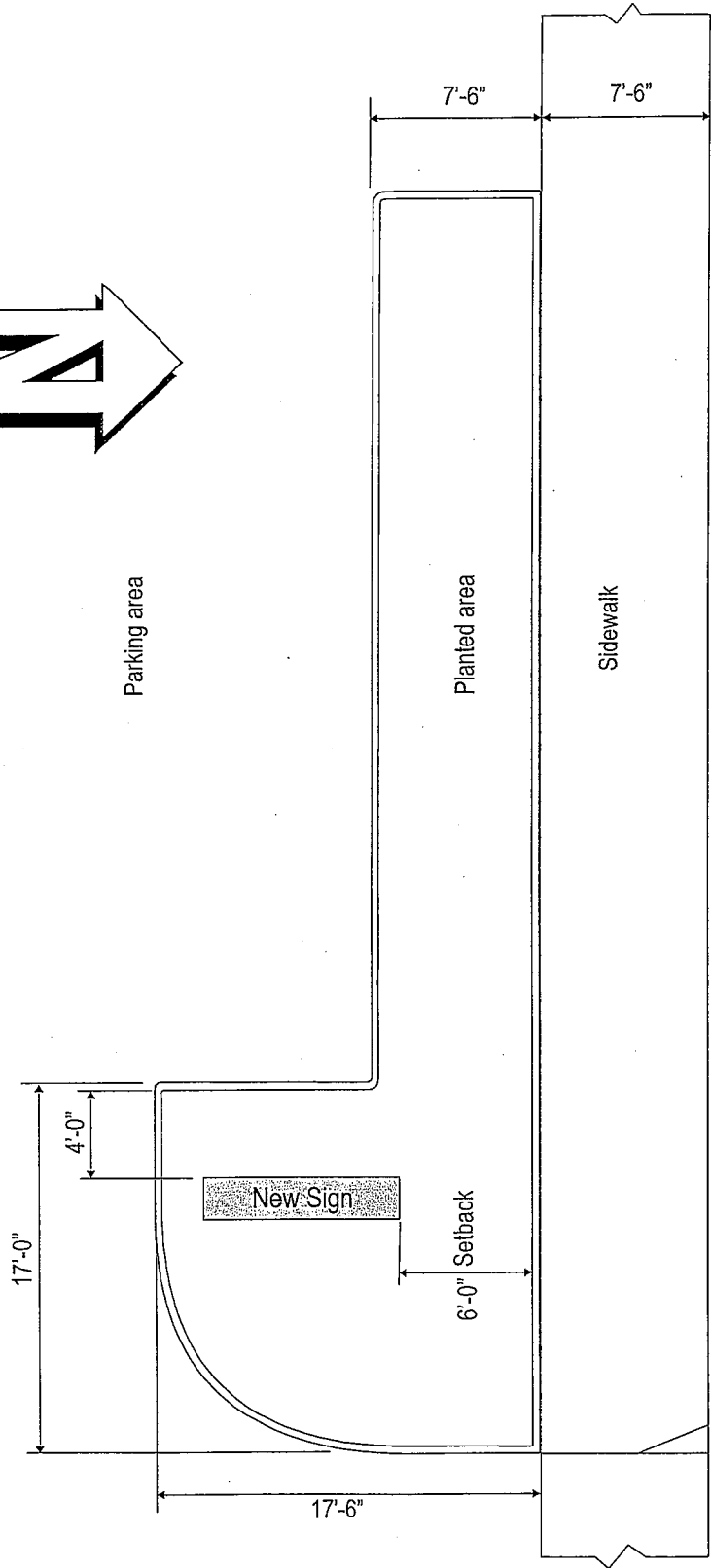
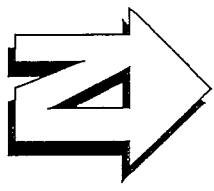
Client:

Architect:

Landlord:

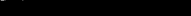
Project Manager:

Drawing Number: F-207.06  
 Page Number:  
 Salesman: Mike Terron  
 Drawn By: K. Johnson  
 Scale: As Noted

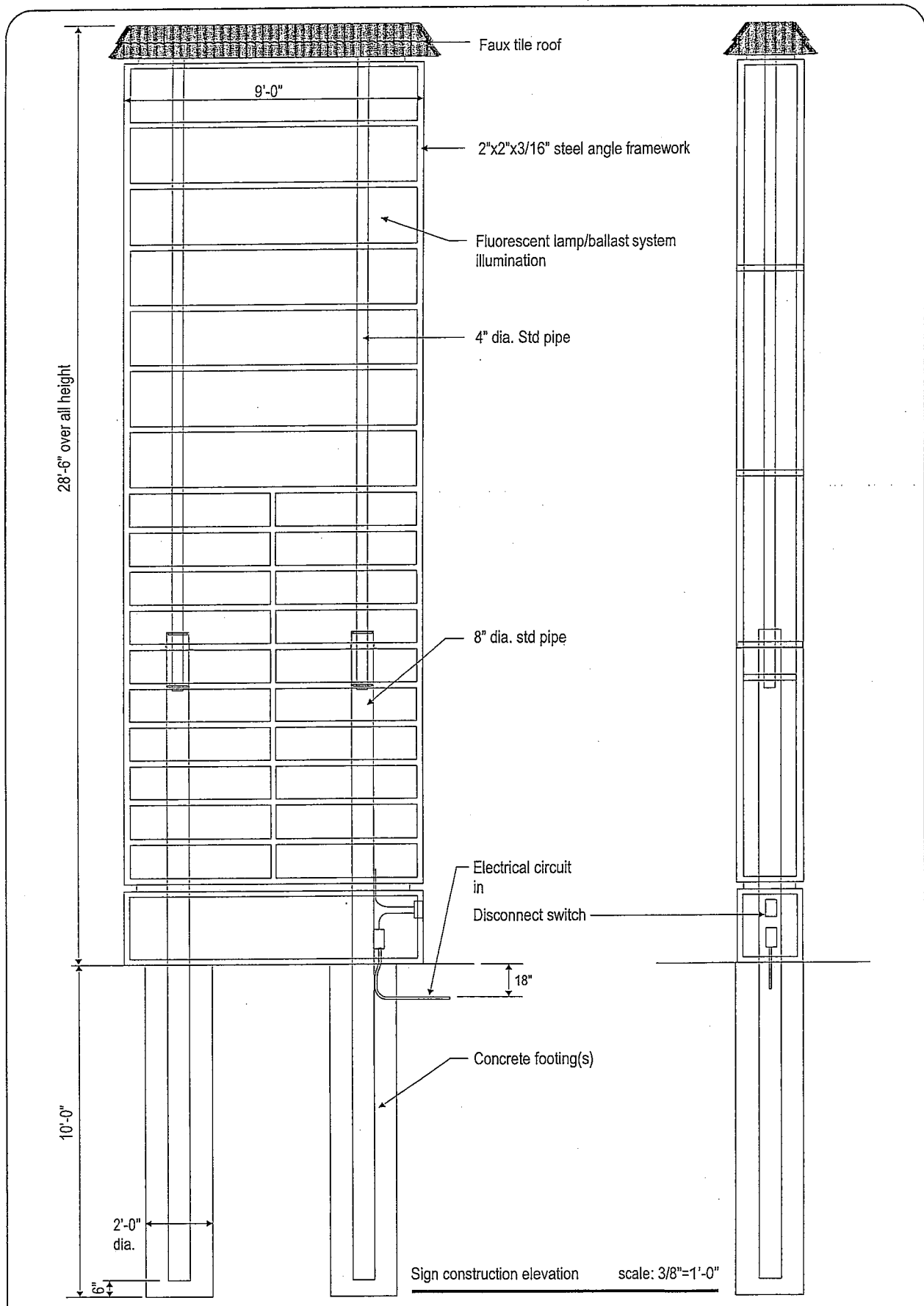


Sign location plan detail

3/16"=1'-0"

	120 Encinal Street Santa Cruz, CA 95060-2111		Project: Castroville Station Address: 11270 Merritt Street Castroville, CA	Dates / Revisions: 03-01-2006 07-19-2006 08-15-2006 09-13-2006	Approvals:  Client:  Architect:  Landlord:  Project Manager:	Drawing Number: F-207.06
	Phone: 831/469.8208					Page Number:
	Fax: 831/469.8172					Salesman: Mike Terron
	Email: mike@northwestsigns.com					Drawn By: K. Johnson
	Web: www.northwestsigns.com					Scale: As Noted





120 Encinal Street  
Santa Cruz, CA 95060-2111  
Phone: 831/469.8208  
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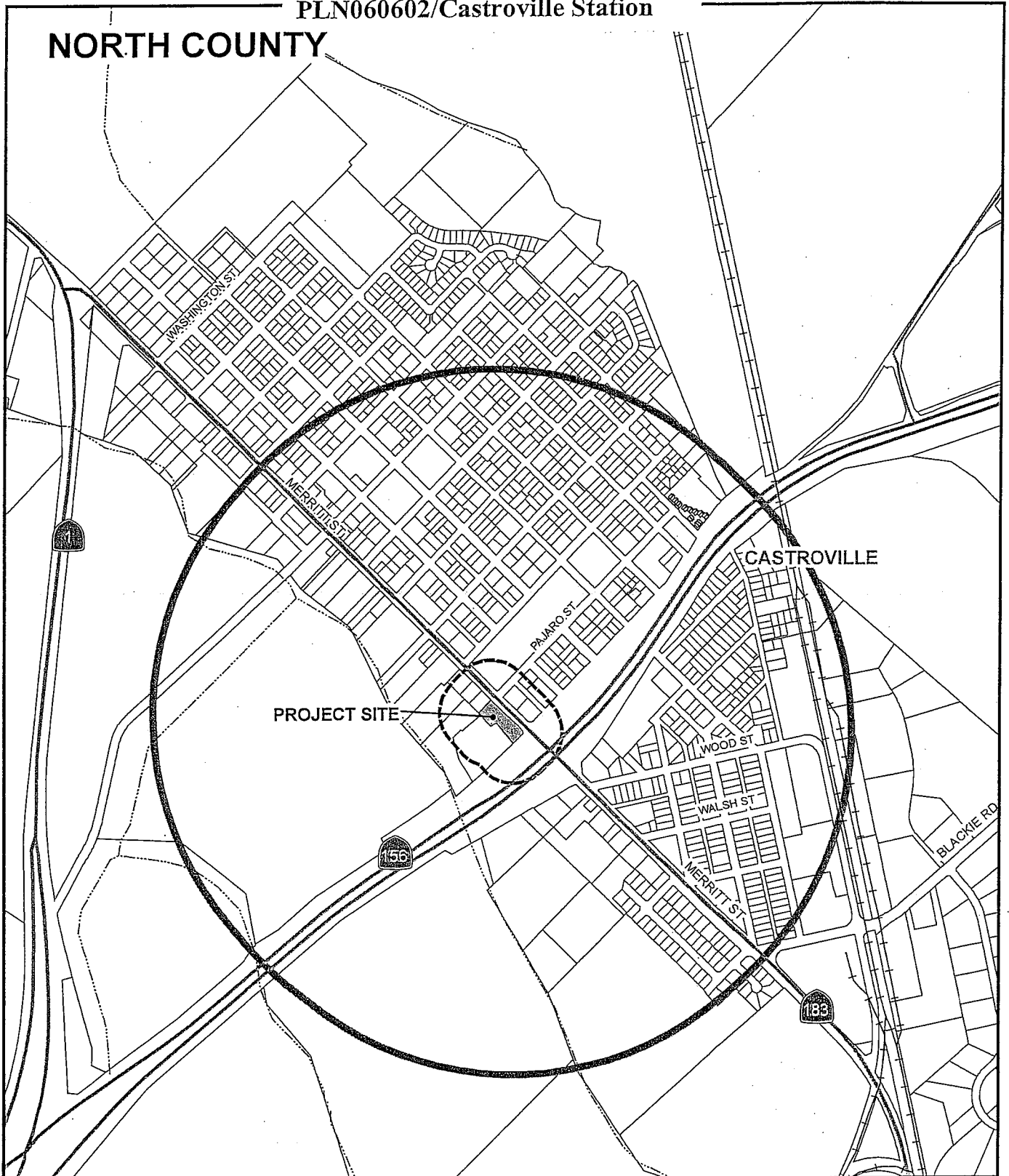
Approvals:  
Client:  
Architect:  
Landlord:  
Project Manager:

Drawing Number: F-207.06  
Page Number:  
Salesman: Mike Terron  
Drawn By: K. Johnson  
Scale: As Noted

EXHIBIT D  
VICINITY MAP

PLN060602/Castroville Station

NORTH COUNTY



APPLICANT: CASTROVILLE STATION SHOPPING CENTER

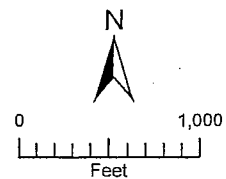
APN: 030-171-016-000

FILE # PLN060602

300' Limit

2500' Limit

City Limits



PLANNER: MONTANO