PLANNING COMMISSION AGENDA

CHAIRPERSON:
Marvin Hansen



VICE CHAIRPERSON:
Adam Peck

COMMISSIONERS: Mary Beatie, Chris Tavarez, Chris Gomez, Adam Peck, Marvin Hansen

MONDAY, OCTOBER 24, 2022 VISALIA COUNCIL CHAMBERS LOCATED AT 707 W. ACEQUIA AVENUE, VISALIA, CA MEETING TIME: 7:00 PM

- 1. CALL TO ORDER -
- 2. THE PLEDGE OF ALLEGIANCE -
- 3. CITIZEN'S COMMENTS This is the time for citizens to comment on subject matters that are not on the agenda but are within the jurisdiction of the Visalia Planning Commission. You may provide comments to the Planning Commission at this time, but the Planning Commission may only legally discuss those items already on tonight's agenda.
 - The Commission requests that a five (5) minute time limit be observed for Citizen Comments. You will be notified when your five minutes have expired.
- 4. CHANGES OR COMMENTS TO THE AGENDA -
- CONSENT CALENDAR All items under the consent calendar are to be considered routine and will be enacted by one motion. For any discussion of an item on the consent calendar, it will be removed at the request of the Commission and made a part of the regular agenda.
 - No items on the Consent Calendar
- 6. PUBLIC HEARING Cristobal Carrillo, Associate Planner

Conditional Use Permit No. 2021-18: A request by Cris George to construct an electronic monument sign on a site zoned C-MU (Mixed Use Commercial). The project site is located at 6500 South Mooney Boulevard (APN: 126-340-010). The project is Categorically Exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15311, Categorical Exemption No. 2021-28.

7. PUBLIC HEARING – Josh Dan, Associate Planner

Conditional Use Permit No. 2022-03: A request for the development of a new single-family residence on a vacant R-M-3 (Multi-family Residential, 1,500 square foot of lot area per unit) zone. The property is located on the northside of Northwest 5th Avenue between North Court Street and Strawberry Street. (Address: 1209 N. Court Street) (APNs: 094-055-005). The project is Categorically Exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15303, Categorical Exemption No. 2022-11.

8. PUBLIC HEARING – Josh Dan, Associate Planner

Conditional Use Permit No. 2022-20: A request by Robert Gaalswyk to construct a new 22,500 square foot building for use as a retail gun store and indoor shooting range facility within the Village at Willow Creek Specific Plan, located in the C-MU (Mixed Use Commercial) zone. The property is located on the southside of West Flagstaff Avenue between North Demaree Street and North Leila Street. (Address: not yet assigned) (APN: 078-210-023). The project is Categorically Exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15332, Categorical Exemption No. 2022-47.

9. PUBLIC HEARING – Cristobal Carrillo, Associate Planner

Conditional Use Permit No. 2022-22: A request by Carolina Gonzalez to establish beauty salon within the O-PA (Professional Administrative Office) Zone. The site is located at 340 West Caldwell Avenue (APN: 123-240-009). The project is Categorically Exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15301(a), Categorical Exemption No. 2022-50.

10. PUBLIC HEARING - Josh Dan, Associate Planner

San Marino Tentative Subdivision Map No. 5594: A request to subdivide a 4.30-acre parcel into 22 lots for residential use and one out lot for future block wall and landscaping purposes in the R-1-5 (Single-Family Residential, minimum 5,000 square foot lot size) zone. The site is located on the northeast corner of North Shirk St. and future West Delaware Ave. alignment. (Address: not yet assigned) (APN: 077-650-001). The project is Categorically Exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15332, Categorical Exemption No. 2022-52.

11. CITY PLANNER/ PLANNING COMMISSION DISCUSSION -

- a. The next Planning Commission meeting is November 14, 2022
- b. Annexation No. 2022-01 set for City Council on November 7, 2022.
- c. Housing Element Workshop set for October 26th at 5:00 p.m. (via Zoom).

The Planning Commission meeting may end no later than 11:00 P.M. Any unfinished business may be continued to a future date and time to be determined by the Commission at this meeting. The Planning Commission routinely visits the project sites listed on the agenda.

For Hearing Impaired – Call (559) 713-4900 (TTY) 48-hours in advance of the scheduled meeting time to request signing services.

Any written materials relating to an item on this agenda submitted to the Planning Commission after distribution of the agenda packet are available for public inspection in the City Office, 315 E. Acequia Visalia, CA 93291, during normal business hours.

APPEAL PROCEDURE THE LAST DAY TO FILE AN APPEAL IS THURSDAY, NOVEMBER 3, 2022, BEFORE 5 PM

According to the City of Visalia Zoning Ordinance Section 17.02.145 and Subdivision Ordinance Section 16.04.040, an appeal to the City Council may be submitted within ten days following the date of a decision by the Planning Commission. An appeal form with applicable fees shall be filed with the City Clerk at 220 N. Santa Fe, Visalia, CA 93291. The appeal shall specify errors or abuses of discretion by the Planning Commission, or decisions not supported by the evidence in the record. The appeal form can be found on the city's website www.visalia.city or from the City Clerk.

THE NEXT REGULAR MEETING WILL BE HELD ON MONDAY, NOVEMBER 14, 2022



REPORT TO CITY OF VISALIA PLANNING COMMISSION

HEARING DATE: October 24, 2022

PROJECT PLANNER: Cristobal Carrillo, Associate Planner

Phone No. (559) 713-4443

Email: cristobal.carrillo@visalia.city

SUBJECT: Conditional Use Permit No. 2021-18: A request by Cris George to replace an

existing freestanding monument sign with a new changeable copy electronic sign on a site within the C-MU (Mixed Use Commercial) Zone. The project site is located at

6500 South Mooney Blvd. (APN: 126-340-010).

STAFF RECOMMENDATION

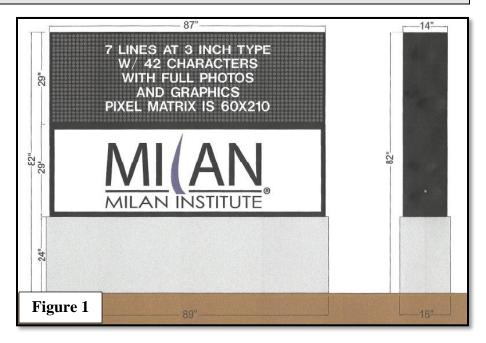
Staff recommends approval of Conditional Use Permit No. 2021-18, as conditioned, based upon the findings and conditions in Resolution No. 2021-29. Staff's recommendation is based on the conclusion that the request is consistent with the City's General Plan and Zoning Ordinance.

RECOMMENDED MOTION

I move to approve Conditional Use Permit No. 2021-18 based on the findings and conditions in Resolution No. 2021-29.

PROJECT DESCRIPTION

Conditional Use Permit No. 2022-18 is a request by Cris George to allow one changeable copy electronic monument sign for use by the Milan Institute career training school (see Figure 1). The monument sign has already been placed onsite without Planning Commission review and Building Permit issuance and is currently operational. The sign replaces an existing monument sign at approximately the same location, along the western boundary of the project site, adjacent to South Mooney



Boulevard as shown in Exhibit "A". The original monument sign was destroyed due to a vehicle hitting the sign. Like the former monument sign, the electronic sign is double sided and angled so that it is visible to traffic on north and southbound Mooney Boulevard.

The elevations in Exhibit "B" depict the electronic sign mounted on a two-foot-tall base. The overall height of the monument sign is approximately 6'-10". The sign will contain both LED (light emitting diode) electronic copy and fixed copy signage, with each area measuring 2'-5" x 7'-3", or 17.5

square feet, in size. The total signage area will be 35 square feet per side, not including the base, which is consistent with the sign area permitted for monument signs.

Per the Operational Statement in Exhibit "C", the sign is intended to identify the Milan Institute and the educational services it provides, such as dental assistant programs and massage therapy classes. The proposed hours of operation for the signage where initially proposed as 24 hours a day, seven days a week, but have since been revised by the proprietors of the Milan Institute to only during business hours: 6:00 a.m. to 10:00 p.m., Monday through Saturday.

BACKGROUND INFORMATION

General Plan Land Use Designation Commercial Mixed Use

Zoning C-MU (Mixed Use Commercial)

Surrounding Zoning and Land Use North: C-MU / Mixed commercial uses.

South: C-MU / Mixed commercial and office uses,

vacant commercial land.

East: Tulare County jurisdiction (AE-20 Zone) /

Calvary Visalia church.

West: Tulare County jurisdiction (R-1 Zone) / Single

family residences, vacant rural residential

land.

Environmental Review Categorical Exemption No. 2021-28

Site Plan Review Not applicable.

RELATED PROJECTS

2016 Sign Ordinance Update: On July 20, 2016, the update to the City's Sign Ordinance went into effect, providing regulations and standards for allowing electronic copy signs in the City of Visalia.

Conditional Use Permit No. 2016-29: On December 12, 2016, the Planning Commission approved Conditional Use Permit No. 2016-29 to replace an existing freestanding sign with a new sign having changeable electronic sign copy, associated with an existing church in the Single-family Residential (R-1-6) Zone. The sign contains LED electronic copy measuring 22.5 square feet, and a fixed sign (shown as reading "The Methodist Church") measuring 12.5 square feet. The total sign copy area per side, not including the base, is 35 square feet.

PROJECT EVALUATION

Staff supports the requested Conditional Use Permit (CUP), as conditioned, based on project consistency with the General Plan and the Zoning Ordinance.

Sign Ordinance Regulations

The Milan Institute is located within the C-MU zoning designation. Visalia Municipal Code (VMC) Chapter 17.48 (Signs) includes standards pertaining to electronic signs with changeable copy. The Sign Ordinance allows one freestanding sign per street frontage for sites in commercial zones (VMC Section 17.48.110.C). The Sign Ordinance further allows electronic copy as a display medium wherever monument signs are allowed, subject to the issuance of a Conditional Use Permit (VMC Section 17.48.080.E).

Compliance with Development Standards

VMC Section 17.48.110.C, provides development standards for the installation of specific signage types, such as monument (i.e. freestanding) signs. The applicable regulations are as follows:

- 1. Where Allowed. Minimum five feet from the street right-of-way.
- 2. **Maximum Number.** One per street frontage or one per occupancy/tenant.
- 3. Maximum Height. Commercial Districts 12 feet.
- Maximum Area. Must not exceed 35 square feet per face, 70 square feet in total. The total aggregate surface of the sign faces and structure shall not exceed 140 square feet.
- 5. **Setback.** Minimum five feet from the front property line, and 20 feet from any interior side property line.
- 6. **Sign Base.** Freestanding signs of 10 feet or less shall be mounted on a base, the width of which shall not be less than 50 percent of the width of the widest part of the sign.

Per Exhibit "A", staff finds that the proposed monument sign meets the regulations prescribed by this section of the VMC. The structure contains 35 square feet of signage area per face, is approximately seven feet in height, is setback a minimum five feet from property line, and contains a sufficiently sized base. Staff recommends inclusion of Condition of Approval No. 4 requiring an onsite inspection by Planning Staff prior to finalization of a Building Permit for the monument sign, verifying compliance with all VMC development standards.

Compliance with Electronic Copy Standards

VMC Section 17.48.080.E provides sign regulations for any sign with electronic copy. In addition to requiring the issuance of a CUP, all signs are required to comply with certain physical and operational standards described in the Sign Ordinance. The regulations are as follows:

1. **Location.** Electronic copy is allowed as a display medium wherever monument signs are allowed. A CUP is required for the installation of any electronic sign except an interior electronic sign or digital display, which are regulated as permanent window signs.

2. Physical Standards.

- a. The sign display face must be directed in a manner that is not visible from the front or side yards of residential properties located in a residential zone district.
- b. Electronic display faces must be an integral part of the remainder of the sign area.

3. Operational Standards.

- a. Electronic display shall be limited to no more than 30 lumens output, measured at 10 feet from the sign face.
- b. No portion of the electronic display (either sign copy or pictures) shall change more frequently than once every six seconds.
- c. No audible output from any portion of the sign shall be permitted.
- d. Electronic signs shall be operative only during the hours of operation of the associated business.

- e. Sign copy or electronic picture displays shall be limited to advertising related to the use(s) on the property for which the monument sign is located, except for message substitution, as allowed in Section 17.48.080 D.
- f. No change of lighting intensity may occur during a display or between displays except to respond to a change in ambient lighting conditions.
- g. No display shall create a potential distraction to drivers by virtue of the frequency of changes of images (i.e., the time between images expressed in seconds), and the Planning Commission may impose limitations on the number of images that can be displayed over a specified time period for reasons of traffic safety.

Information regarding the operational characteristics of the monument sign electronic display have not been provided by the applicant. In order to obtain information, staff conducted a daytime site inspection on October 17, 2022 to verify compliance with standards. Staff confirmed that there was no audible output from the signage, that images were solely related to the Milan Institute, and that the sign is oriented so as to not directly face residential uses to the west. Furthermore, per the Operational Statement in Exhibit "B", the sign will only be operated when the Milan Institute is open.

However, staff also observed that aspects of the sign were not in compliance, specifically the frequency with which sign copy would change (Intervals between two to seven seconds, with an average of five seconds). There is also no information provided by the applicant or their sign contractor on the lumen production and intensity of the electronic display.

To enforce compliance with electronic display standards, staff recommends the Planning Commission adopt the following Conditions:

- Condition of Approval No. 2, requires compliance with the Operational Statement, and specifically noting that the sign's LED electronic copy display shall not be illuminated between the hours of 10:00 p.m. and 6:00 a.m.
- Condition of Approval No. 3, requires the applicant to obtain a Building Permit, in which
 they will be required via building plans to demonstrate compliance with the development
 and operational standards of the VMC, in particular Section 17.48.080.E;
- Condition of Approval No. 4, requires verification of compliance with VMC standards via an onsite inspection by Planning Division staff.

Please note, a code enforcement case was opened by the City's Neighborhood Preservation Division as a result of the new electronic monument sign being installed without a Building Permit and CUP. Failure by the applicant to obtain required approvals or abide by development/operational standards shall result in enforcement action by the City of Visalia. This enforcement action can include fines, revocation of CUP approvals, and/or removal of the monument sign.

Visibility from Residences

The Sign Ordinance's standards regarding electronic sign copy state that electronic sign displays "must be directed in a manner that is not visible from the front or side yards of residential properties located in a residential zone district" (VMC Section 17.48.080.E.2.a). The proposed monument sign, as situated, will be within sight distance of two residences located west of the project site, across Mooney Boulevard. The residences are within Tulare County jurisdiction, on parcels zoned R-1 (One-Family Zone, per the County Zoning Ordinance). However, the sign is oriented so that each face points directly north/south away from the residence, to align with

Mooney Boulevard. Due to the presence of Mooney Boulevard, the sign is also approximately 191 feet from the closest residence, resulting in a significant decrease to the intensity of any light produced by the sign, especially when compared to lighting produced by passing vehicles at night. Lastly, the closest residence is screened by existing trees which reduces the visibility from lighting produced by the monument sign (see Figure 2).







Conversely, there is one property located 265-feet northwest of the project site that does not have vegetation along its Mooney Boulevard frontage to aid in reducing potential light impacts. However, staff concludes that the physical separation between the residential structure and the monument sign, combined with the Sign Ordinance standards for electronic signs, will eliminate any light impacts upon the residence. Staff has prepared a finding to the effect that the electronic monument sign is located in a manner that is not inconsistent with the purpose and intent of City standards. This finding is supported by the fact that the sign is not located directly adjacent to residential properties, and is overshadowed in impacts by light emitted from existing commercial uses and vehicle traffic.

Staff's recommendation takes into account this finding and recommends approval of the monument sign as conditioned. Alternately, if the Planning Commission determines that the monument sign conflicts with operational standards, it is recommended that the sign be approved with modifications so that any impacts are mitigated. Possible modifications could include a reduction to the hours of operation.

Environmental Review

The requested action is considered to be Categorically Exempt under Section 15311 of the Guidelines for the Implementation of the California Environmental Quality Act (CEQA). (Categorical Exemption No. 2021-28). Projects determined to meet this classification consist of the construction of minor accessory structures, such as on-premise signage.

RECOMMENDED FINDINGS

- 1. That the proposed project will not be detrimental to the public health, safety, or welfare, or materially injurious to properties or improvements in the vicinity.
- 2. That the proposed conditional use permit is consistent with the policies and intent of the General Plan and Zoning Ordinance. Specifically, the project is consistent with the required findings of Zoning Ordinance Section 17.38.110:
 - a. The proposed location of the conditional use permit is in accordance with the objectives of the Zoning Ordinance and the purposes of the zone in which the site is located. The display face of the proposed monument sign is located approximately 265 feet from the nearest unscreened residence, with heavily trafficked Mooney Boulevard/State Highway 63 located in between. On account of these factors, and application of operational standards, the visibility impact from the monument sign to the residential properties is significantly diminished, especially in comparison to nighttime traffic and existing commercial uses. Furthermore, the sign is situated in a manner that is not inconsistent with the purpose and intent of monument sign development standards.
 - b. The proposed location of the conditional use and the conditions under which it would be operated or maintained will not be detrimental to the public health, safety, or welfare, or materially injurious to properties or improvements in the vicinity. The display face of the proposed monument sign is located approximately 265 feet from the nearest unscreened residence, with heavily trafficked Mooney Boulevard/State Highway 63 located in between. On account of these factors, and application of operational standards, the visibility impact from the monument sign to the residential properties is significantly diminished, especially in comparison to nighttime traffic and existing commercial uses. Furthermore, the sign is situated in a manner that is not inconsistent with the purpose and intent of monument sign development standards.
- 3. That the project is considered Categorically Exempt under Section 15311 of the Guidelines for the Implementation of the California Environmental Quality Act (CEQA). (Categorical Exemption No. 2021-28).

RECOMMENDED CONDITIONS OF APPROVAL

- 1. That the sign be developed in substantial compliance with the development plan attached as Exhibit "A".
- 2. That the sign be developed in substantial compliance with the operational statement attached as Exhibit "B", except that the sign's LED electronic copy display shall not be illuminated between the hours of 10:00 p.m. and 6:00 a.m.
- 3. That signage shall require a separate building permit and shall be designed consistent with Visalia Municipal Code Chapter 17.48 (Sign Ordinance).

- 4. Staff shall verify that all aspects of the proposed monument sign complies with all requirements of Visalia Municipal Code Chapter 17.48. Compliance shall be verified via an onsite inspection conducted prior to finalization of the Building Permit for the monument sign.
- 5. That all other federal and state laws and city codes and ordinances be complied with.

APPEAL INFORMATION

According to the City of Visalia Zoning Ordinance Section 17.02.145, an appeal to the City Council may be submitted within ten days following the date of a decision by the Planning Commission. An appeal with applicable fees shall be in writing and shall be filed with the City Clerk at 220 N. Santa Fe Street, Visalia CA. The appeal shall specify errors or abuses of discretion by the Planning Commission, or decisions not supported by the evidence in the record. The appeal form can be found on the city's website www.visalia.city or from the City Clerk.

Attachments:

- Related Plans & Policies
- Resolution No. 2021-29
- Exhibit "A" Development Plan
- Exhibit "B" Operational Statement
- Categorical Exemption No. 2021-28
- General Plan Land Use Map
- Zoning Map
- Aerial Map
- Vicinity Map

RELATED PLANS AND POLICIES

VISALIA MUNICIPAL CODE Chapter 17.38 CONDITIONAL USE PERMITS

Sections:

- 17.38.010 Purposes and powers.
- 17.38.020 Application procedures.
- 17.38.030 Lapse of conditional use permit.
- 17.38.040 Revocation.
- 17.38.050 New application.
- 17.38.060 Conditional use permit to run with the land.
- 17.38.065 Abandonment of conditional use permit.
- 17.38.070 Temporary uses or structures.
- 17.38.080 Public hearing—Notice.
- 17.38.090 Investigation and report.
- 17.38.100 Public hearing—Procedure.
- 17.38.110 Action by planning commission.
- 17.38.120 Appeal to city council.
- 17.38.130 Effective date of conditional use permit.
- 17.38.010 Purposes and powers.

In certain zones conditional uses are permitted subject to the granting of a conditional use permit. Because of their unusual characteristics, conditional uses require special consideration so that they may be located properly with respect to the objectives of the zoning ordinance and with respect to their effects on surrounding properties. In order to achieve these purposes and thus give the zone use regulations the flexibility necessary to achieve the objectives of this title, the planning commission is empowered to grant or deny applications for conditional use permits and to impose reasonable conditions upon the granting of such permits.

17.38.020 Application procedures.

- A. Application for a conditional use permit shall be made to the planning commission on a form prescribed by the commission which shall include the following data:
 - 1. Name and address of the applicant;
 - 2. Statement that the applicant is the owner of the property or is the authorized agent of the owner;
 - 3. Address and legal description of the property;
 - 4. The application shall be accompanied by such sketches or drawings as may be necessary by the planning division to clearly show the applicant's proposal;

- 5. The purposes of the conditional use permit and the general description of the use proposed;
- 6. Additional information as required by the historic preservation advisory committee.
- 7. Additional technical studies or reports, as required by the Site Plan Review Committee.
- 8. A traffic study or analysis prepared by a certified traffic engineer, as required by the Site Plan Review Committee or Traffic Engineer, that identifies traffic service levels of surrounding arterials, collectors, access roads, and regionally significant roadways impacted by the project and any required improvements to be included as a condition or mitigation measure of the project in order to maintain the required services levels identified in the General Plan Circulation Element.
- B. The application shall be accompanied by a fee set by resolution of the city council sufficient to cover the cost of handling the application.

17.38.030 Lapse of conditional use permit.

A conditional use permit shall lapse and shall become void twenty-four (24) months after the date on which it became effective, unless the conditions of the permit allowed a shorter or greater time limit, or unless prior to the expiration of twenty-four (24) months a building permit is issued by the city and construction is commenced and diligently pursued toward completion on the site that was the subject of the permit. A permit may be renewed for an additional period of one year; provided, that prior to the expiration of twenty-four (24) months from the date the permit originally became effective, an application for renewal is filed with the planning commission. The commission may grant or deny an application for renewal of a conditional use permit. In the case of a planned residential development, the recording of a final map and improvements thereto shall be deemed the same as a building permit in relation to this section.

17.38.040 Revocation.

Upon violation of any applicable provision of this title, or, if granted subject to a condition or conditions, upon failure to comply with the condition or conditions, a conditional use permit shall be suspended automatically. The planning commission shall hold a public hearing within sixty (60) days, in accordance with the procedure prescribed in Section 17.38.080, and if not satisfied that the regulation, general provision or condition is being complied with, may revoke the permit or take such action as may be necessary to insure compliance with the regulation, general provision or condition. Appeals of the decision of the planning commission may be made to the city council as provided in Section 17.38.120.

17.38.050 New application.

Following the denial of a conditional use permit application or the revocation of a conditional use permit, no application for a conditional use permit for the same or substantially the same conditional use on the same or substantially the same site shall be filed within one year from the date of denial or revocation of the permit unless such denial was a denial without prejudice by the planning commission or city council.

17.38.060 Conditional use permit to run with the land.

A conditional use permit granted pursuant to the provisions of this chapter shall run with the land and shall continue to be valid upon a change of ownership of the site or structure that was the subject of the permit application subject to the provisions of Section 17.38.065.

17.38.065 Abandonment of conditional use permit.

If the use for which a conditional use permit was approved is discontinued for a period of one hundred eighty (180) days, the use shall be considered abandoned and any future use of the site as a conditional use will require the approval of a new conditional use permit.

17.38.070 Temporary uses or structures.

- A. Conditional use permits for temporary uses or structures may be processed as administrative matters by the city planner and/or planning division staff. However, the city planner may, at his/her discretion, refer such application to the planning commission for consideration.
- B. The city planner and/or planning division staff is authorized to review applications and to issue such temporary permits, subject to the following conditions:
 - 1. Conditional use permits granted pursuant to this section shall be for a fixed period not to exceed thirty (30) days for each temporary use not occupying a structure, including promotional enterprises, or six months for all other uses or structures.
 - 2. Ingress and egress shall be limited to that designated by the planning division. Appropriate directional signing, barricades, fences or landscaping shall be provided where required. A security officer may be required for promotional events.
 - 3. Off-street parking facilities shall be provided on the site of each temporary use as prescribed in Section 17.34.020.
 - 4. Upon termination of the temporary permit, or abandonment of the site, the applicant shall remove all materials and equipment and restore the premises to their original condition.
 - 5. Opening and closing times for promotional enterprises shall coincide with the hours of operation of the sponsoring commercial establishment. Reasonable time limits for other uses may be set by the city planner and planning division staff.
 - 6. Applicants for a temporary conditional use permit shall have all applicable licenses and permits prior to issuance of a conditional use permit.
 - 7. Signing for temporary uses shall be subject to the approval of the city planner.
 - 8. Notwithstanding underlying zoning, temporary conditional use permits may be granted for fruit and vegetable stands on properties primarily within undeveloped agricultural areas. In reviewing applications for such stands, issues of traffic safety and land use compatibility shall be evaluated and mitigation measures and conditions may be imposed to ensure that the stands are built and are operated consistent with appropriate construction standards, vehicular access and off-street parking. All fruits and vegetables sold at such stands shall be grown by the owner/operator or

purchased by said party directly from a grower/farmer.

- 9. Fruit/Vegetable stands shall be subject to site plan review.
- C. The City Planner shall deny a temporary use permit if findings cannot be made, or conditions exist that would be injurious to existing site, improvements, land uses, surrounding development or would be detrimental to the surrounding area.
- D. The applicant or any interested person may appeal a decision of temporary use permit to the planning commission, setting forth the reason for such appeal to the commission. Such appeal shall be filed with the city planner in writing with applicable fees, within ten (10) days after notification of such decision. The appeal shall be placed on the agenda of the commission's next regular meeting. If the appeal is filed within five (5) days of the next regular meeting of the commission, the appeal shall be placed on the agenda of the commission's second regular meeting following the filing of the appeal. The commission shall review the temporary use permit and shall uphold or revise the decision of the temporary use permit, based on the findings set forth in Section 17.38.110. The decision of the commission shall be final unless appealed to the council pursuant to Section 17.02.145.
- E. A privately owned parcel may be granted up to six (6) temporary use permits per calendar year.

17.38.080 Public hearing--Notice.

- A. The planning commission shall hold at least one public hearing on each application for a conditional use permit.
- B. Notice of the public hearing shall be given not less than ten days nor more than thirty (30) days prior to the date of the hearing by mailing a notice of the time and place of the hearing to property owners within three hundred (300) feet of the boundaries of the area occupied or to be occupied by the use that is the subject of the hearing, and by publication in a newspaper of general circulation within the city.

17.38.090 Investigation and report.

The planning staff shall make an investigation of the application and shall prepare a report thereon that shall be submitted to the planning commission. The report can recommend modifications to the application as a condition of approval.

17.38.100 Public hearing--Procedure.

At the public hearing the planning commission shall review the application and the statement and drawing submitted therewith and shall receive pertinent evidence concerning the proposed use and the proposed conditions under which it would be operated or maintained, particularly with respect to the findings prescribed in Section 17.38.110. The planning commission may continue a public hearing from time to time as it deems necessary.

17.38.110 Action by planning commission.

A. The planning commission may grant an application for a conditional use permit as requested or in

modified form, if, on the basis of the application and the evidence submitted, the commission makes the following findings:

- 1. That the proposed location of the conditional use is in accordance with the objectives of the zoning ordinance and the purposes of the zone in which the site is located;
- 2. That the proposed location of the conditional use and the conditions under which it would be operated or maintained will not be detrimental to the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity.
- B. A conditional use permit may be revocable, may be granted for a limited time period, or may be granted subject to such conditions as the commission may prescribe. The commission may grant conditional approval for a permit subject to the effective date of a change of zone or other ordinance amendment.
- C. The commission may deny an application for a conditional use permit.

17.38.120 Appeal to city council.

The decision of the City planning commission on a conditional use permit shall be subject to the appeal provisions of section 17.02.145.

17.38.130 Effective date of conditional use permit.

A conditional use permit shall become effective immediately when granted or affirmed by the council, or ten days following the granting of the conditional use permit by the planning commission if no appeal has been filed.

Chapter 17.19 MIXED USE ZONES

Sections:

17.19.010 Purpose and intent.

17.19.015 Applicability.

17.19.020 Permitted uses.

17.19.030 Conditional and temporary uses.

17.19.040 Required conditions.

17.19.050 Off-street parking and loading facilities.

17.19.060 Development standards in the C-MU zones outside the downtown area.

17.19.070 Development standards in the D-MU zone and in the C-MU zones inside the downtown area.

17.19.10 Purpose and intent.

- A. The several types of mixed zones included in this chapter are designed to achieve the following:
 - 1. Encourage a wide mix of commercial, service, office, and residential land uses in horizontal or vertical mixed use development projects, or on adjacent lots, at key activity nodes and along corridors.
 - 2. Maintain Visalia's downtown Conyer Street to Tipton and Murray Street to Mineral King Avenue

including the Court-Locust corridor to the Lincoln Oval area) as the traditional, medical, professional, retail, government and cultural center;

- 3. Provide zone districts that encourage and maintain vibrant, walkable environments.
- B. The purposes of the individual mixed use zones are as follows:
 - 1. Mixed Use Commercial Zone—(C-MU). The purpose and intent of the mixed use commercial zone district is to allow for either horizontal or vertical mixed use development, and permit commercial, service, office, and residential uses at both at key activity nodes and along corridors. Any combination of these uses, including a single use, is permitted.
 - 2. Mixed Use Downtown Zone—(D-MU). The purpose and intent of the mixed use downtown zone district is to promote the continued vitality of the core of the community by providing for the continuing commercial development of the downtown and maintaining and enhancing its historic character. The zone is designed to accommodate a wide mix of land uses ranging from commercial and office to residential and public spaces, both active and passive. The zone is intended to be compatible with and support adjacent residential uses, along with meeting the needs of the city and region as the urban center of the city; to provide for neighborhood, local, and regional commercial and office needs; to accommodate the changing needs of transportation and integrate new modes of transportation and related facilities; and to maintain and enhance the historic character of the city through the application of architectural design features that complement the existing historic core of the city. (Ord. 2017-01 (part), 2017)

17.19.015 Applicability.

The requirements in this chapter shall apply to all property within the C-MU and D-MU zone districts. (Ord. 2017-01 (part), 2017)

17.19.020 Permitted uses.

Permitted uses in C-MU and D-MU zones shall be determined by Table 17.25.030 in Section 17.25.030. (Ord. 2017-01 (part), 2017)

17.19.030 Conditional and temporary uses.

Conditional and temporary uses in the C-MU and D-MU zones shall be determined by Table 17.25.030 in Section 17.25.030. (Ord. 2017-01 (part), 2017)

17.19.040 Required conditions.

- A. A site plan review permit must be obtained for any development in any C-MU and D-MU zones, subject to the requirements and procedures in Chapter 17.28.
- B. All businesses, services and processes shall be conducted entirely within a completely enclosed structure, except for off-street parking and loading areas, gasoline service stations, outdoor dining areas, nurseries, garden shops, Christmas tree sales lots, bus depots and transit stations, electric distribution substation, and recycling facilities;
- C. All products produced on the site of any of the permitted uses shall be sold primarily at retail on the site where produced. (Ord. 2017-01 (part), 2017)

17.19.050 Off-street parking and loading facilities.

Off-street parking and off-street loading facilities shall be provided as prescribed in Chapter 17.34. (Ord. 2017-01 (part), 2017)

17.19.060 Development standards in the C-MU zones outside the downtown area.

The following development standards shall apply to property located in the C-MU zone and located outside the Downtown Area, which is defined as the area that is south of Murray Avenue, west of Ben Maddox Way, north of Mineral King Avenue, and east of Conyer Street:

- A. Minimum site area: five (5) acres.
- B. Maximum building height: fifty (50) feet.
- C. Minimum required yards (building setbacks):
 - 1. Front: fifteen (15) feet
 - 2. Rear: zero (0) feet;
 - 3. Rear yards abutting an R-1 or R-M zone district: fifteen (15) feet;
 - 4. Side: zero (0) feet;
 - 5. Side yards abutting an R-1 or R-M zone district: fifteen (15) feet;
 - 6. Street side yard on corner lot: ten (10) feet.
- D. Minimum required landscaped yard (setback) areas:
 - 1. Front: fifteen (15) feet;
 - 2. Rear: five (5) feet;
 - 3. Rear yards abutting an R-1 or R-M zone district: five (5) feet;
 - Side: five (5) feet (except where a building is located on side property line);
 - 5. Side yards abutting an R-1 or R-M zone district: five (5) feet;
 - 6. Street side on corner lot: ten (10) feet.
- E. The provisions of Chapter 17.58 shall also be met, if applicable. (Ord. 2017-01 (part), 2017)

17.48.080 General Sign Standards

E. Electronic Copy.

1. **Location.** Electronic copy is allowed as a display medium wherever monument signs are allowed. A Conditional Use Permit, issued pursuant to Chapter 17.38 of the Visalia Municipal Code, is required for the installation of any electronic sign except an interior electronic sign or digital display, which are regulated as permanent window signs.

2. Physical Standards.

- a. The sign display face must be directed in a manner that is not visible from the front or side yards of residential properties located in a residential zone district.
- b. Electronic display faces must be an integral part of the remainder of the sign area.

3. Operational Standards.

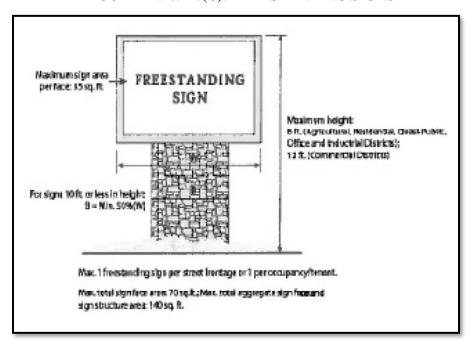
a. Electronic display shall be limited to no more than 30 lumens output, measured at 10 feet from the sign face.

- b. No portion of the electronic display (either sign copy or pictures) shall change more frequently than once every six seconds.
- c. No audible output from any portion of the sign shall be permitted.
- d. Electronic signs shall be operative only during the hours of operation of the associated business.
- e. Sign copy or electronic picture displays shall be limited to advertising related to the use(s) on the property for which the monument sign is located, except for message substitution, as allowed in Section 17.48.080 D.
- f. No change of lighting intensity may occur during a display or between displays except to respond to a change in ambient lighting conditions.
- g. No display shall create a potential distraction to drivers by virtue of the frequency of changes of images (i.e. the time between images expressed in seconds), and the Planning Commission may impose limitations on the number of images that can be displayed over a specified time period for reasons of traffic safety.

17.48.110 Standards for Specific Sign Types.

- C. **Freestanding Signs**. Freestanding signs are subject to the following standards:
- 1. **Where Allowed**. The base of the supporting structure must be setback at least five feet from the street right-of-way.
 - 2. **Maximum Number**. One per street frontage or one per occupancy/tenant.
 - 3. Maximum Height.
 - a. Agricultural, Residential, and Quasi-Public Districts. Six feet.
 - b. Commercial Districts. 12 feet.
 - c. Office and Industrial Districts. Six feet.
- 4. **Maximum Area**. The sign area must not exceed 35 square feet per face, not to exceed 70 square feet in total. The total aggregate surface of the sign faces and sign structure shall not exceed 140 square feet.
- 5. **Setback**. Freestanding signs may be located within the required setback areas as long as they are a minimum of five feet from the front property line, and 20 feet from any interior side property line.
- 6. **Sign Base**. Freestanding signs of 10 feet or less shall be mounted on a base, the width of which shall not be less than 50 percent of the width of the widest part of the sign. Figure 17.48.110(C): Freestanding Signs
- 7. **Monument Base Exception**. The City Planner, or their designee, may approve a post or similar style sign structure instead of the required monument base for properties which are residential conversions wherein all of the following criteria are met:
- a. The sign structure is designed to match the primary structure on the site in architectural style and general appearance.
 - b. All other sign requirements are met.
- c. The primary structure is a residential conversion which has maintained a residential character/appearance.
- 8. **Open Air Uses**. For open air uses such as automobile dealerships, the additional standards apply to freestanding signs:
 - a. Maximum Sign Area. 35 square feet per face, with the total sign area not exceeding 70 square feet.
 - b. Setback. 20 feet from any interior side property line.

FIGURE 17.48.110(C): FREESTANDING SIGNS



RESOLUTION NO. 2021-29

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF VISALIA APPROVING CONDITIONAL USE PERMIT NO. 2021-18, A REQUEST BY CRIS GEORGE TO REPLACE AN EXISTING FREESTANDING SIGN WITH A NEW CHANGEABLE COPY ELECTRONIC SIGN, ON A SITE WITHIN THE C-MU (MIXED USE COMMERCIAL) ZONE. THE PROJECT SITE IS LOCATED AT 6500 SOUTH MOONEY BLVD. (APN: 126-340-010).

WHEREAS, Conditional Use Permit No. 2021-18, is a request by Cris George to replace an existing freestanding sign with a new changeable copy electronic sign, on a site within the C-MU (Mixed Use Commercial) Zone. The project site is located at 6500 South Mooney Blvd. (APN: 126-340-010); and

WHEREAS, the Planning Commission of the City of Visalia, after duly published notice did hold a public hearing before said Commission on October 24, 2022; and

WHEREAS, the Planning Commission of the City of Visalia finds the Conditional Use Permit to be in accordance with Chapter 17.38.110 of the Zoning Ordinance of the City of Visalia based on the evidence contained in the staff report and testimony presented at the public hearing; and

WHEREAS, the Planning Commission finds the project to be Categorically Exempt consistent with the California Environmental Quality Act (CEQA) and City of Visalia Environmental Guidelines.

NOW, THEREFORE, BE IT RESOLVED that the project is exempt from further environmental review pursuant to CEQA Section 15311.

NOW, THEREFORE, BE IT FURTHER RESOLVED that the Planning Commission of the City of Visalia makes the following specific findings based on the evidence presented:

- 1. That the proposed project will not be detrimental to the public health, safety, or welfare, or materially injurious to properties or improvements in the vicinity.
- That the proposed conditional use permit is consistent with the policies and intent of the General Plan and Zoning Ordinance. Specifically, the project is consistent with the required findings of Zoning Ordinance Section 17.38.110:
 - a. The proposed location of the conditional use permit is in accordance with the objectives of the Zoning Ordinance and the purposes of the zone in which the site is located. The display face of the proposed monument sign is located approximately 265 feet from the nearest unscreened residence, with heavily trafficked Mooney Boulevard/State Highway 63 located in between. On account of these factors, and application of operational standards, the visibility impact from the monument sign to the residential properties is significantly diminished, especially in comparison to nighttime traffic and existing commercial uses. Furthermore, the sign is situated in a manner that is not inconsistent with the purpose and intent of monument sign development standards.
 - b. The proposed location of the conditional use and the conditions under which it would be operated or maintained will not be detrimental to the public health,

safety, or welfare, or materially injurious to properties or improvements in the vicinity. The display face of the proposed monument sign is located approximately 265 feet from the nearest unscreened residence, with heavily trafficked Mooney Boulevard/State Highway 63 located in between. On account of these factors, and application of operational standards, the visibility impact from the monument sign to the residential properties is significantly diminished, especially in comparison to nighttime traffic and existing commercial uses. Furthermore, the sign is situated in a manner that is not inconsistent with the purpose and intent of monument sign development standards.

3. That the project is considered Categorically Exempt under Section 15311 of the Guidelines for the Implementation of the California Environmental Quality Act (CEQA). (Categorical Exemption No. 2021-28).

BE IT FURTHER RESOLVED that the Planning Commission hereby approves the Conditional Use Permit on the real property here described in accordance with the terms of this resolution under the provisions of Section 17.38.110 of the Ordinance Code of the City of Visalia, subject to the following conditions:

- 1. That the sign be developed in substantial compliance with the development plan attached as Exhibit "A".
- 2. That the sign be developed in substantial compliance with the operational statement attached as Exhibit "B", except that the sign's LED electronic copy display shall not be illuminated between the hours of 10:00 p.m. and 6:00 a.m.
- 3. That signage shall require a separate building permit and shall be designed consistent with Visalia Municipal Code Chapter 17.48 (Sign Ordinance).
- 4. Staff shall verify that all aspects of the proposed monument sign complies with all requirements of Visalia Municipal Code Chapter 17.48. Compliance shall be verified via an onsite inspection conducted prior to finalization of the Building Permit for the monument sign.
- 5. That all other federal and state laws and city codes and ordinances be complied with.

CUSTOMER ADDRESS:

GEORGE FAMILY TRUST

315 E. TULARE AVE

VISALIA, CA.

CUSTOMER PHONE:

559-730-6612

JOB ADDRESS:

6500 S. MOONEY BLVD:

VISALIA, CA.

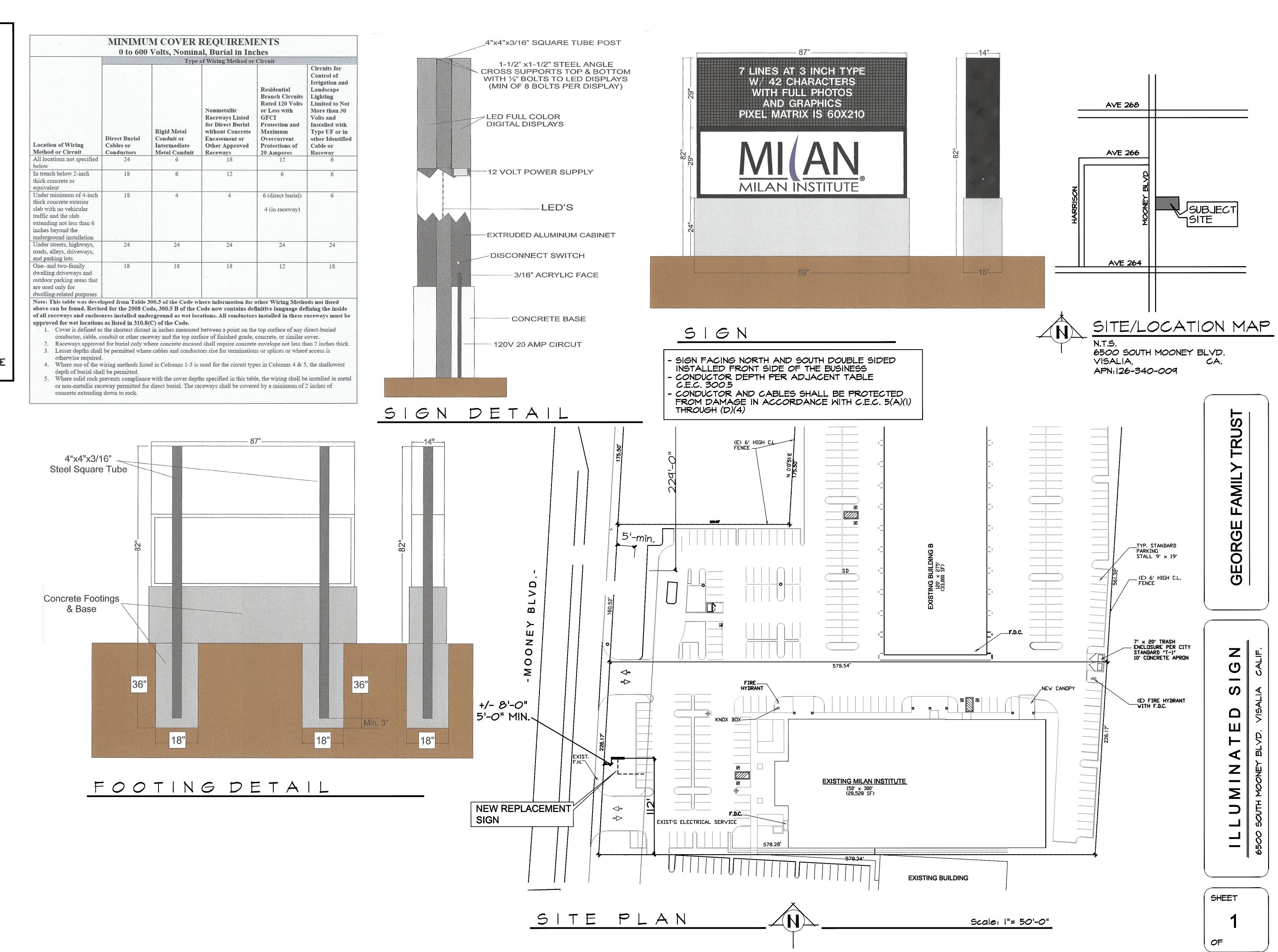
JOB DESCRIPTION:

87" X 58" SIGN CABINET

89" X 24" BASE

MATERIALS:

METAL, CONCRETE, POLY CARBONATE



resubmit

EXHIBIT "B"

Re: City of Visalia: Milan Institute Signage - Remaining Items to Complete CUP Application



Cris George <cris@oliveplantwarehouse.com>







Good morning,

please let me know if there is anything that I am missing in order to get this completed. Thanks,

- 1. payment in the amount of \$1,590.00 was made on 9/8/2022
- 2. Attached in this email.
- 3. The LED sign will operate 24/7. The sign cycles through the various "new" programs that Milan is offering on their campus, with background photos having to do with the classes offered. For example new dental assistant programs (with a dental student in the background. Same for massage therapy classes, with a background photo of a massage table. A car accident destroyed old sign, Milan wanted to upgrade to new digital reader sign in hopes to attract new students that may be unaware of some programs they offer. (Still trying to track down Lumens for the LED sign, all im finding is NIT's(?))

Reply

≪ Reply All

...

→ Forward

Thu 09/08/2022 11:56 AM

4. The old sign was in the exact spot of the proposed new sign. The original electrical circuit will be used for new signage. The old sign was 8' wide and 7' tall.

Cris George Owner J.F. George Enterprises, inc. George Family Trust The Oliveplant Warehouse 315 E Tulare Avenue Visalia, Ca. 93277

(559) 798-8779

From: Alfonso Cumplido <a complido@milaninstitute.edu>

Sent: Thursday, October 6, 2022 11:40 AM

To: Cris George < cris@oliveplantwarehouse.com>

Subject: Digital Sign

To George Family Trust,

I would like to state that our business hours are 6:00am to 10:00pm Monday through Saturday.

It is our intention to comply with city ordinance and only run our digital sign only within hours of operation.

Thank you,

Alfonso Cumplido Campus Director Milan Institute - Visalia P: 559-684-3900 ext. 1501

E: acumplido@milaninstitute.edu

MI(AN

Environmental Document # 2021-28

NOTICE OF EXEMPTION

City of Visalia 315 E. Acequia Ave. Visalia, CA 93291 (559) 713-4359

To: County Clerk
County of Tulare
County Civic Center
Visalia, CA 93291-4593

Visalia, CA 93291-4593 Conditional Use Permit No. 2021-18 **PROJECT TITLE** The project site is located at 6500 South Mooney Blvd. (APN: 126-340-010). **PROJECT LOCATION** Visalia Tulare COUNTY **PROJECT LOCATION - CITY** A request by Cris George to replace an existing freestanding monument sign with a new changeable copy electronic sign on a site within the C-MU (Mixed Use Commercial) Zone. **DESCRIPTION - Nature, Purpose, & Beneficiaries of Project** City of Visalia, Attn: Cristobal Carrillo, Associate Planner, 315 E. Acequia Avenue, Visalia, CA 93291, Email: cristobal.carrillo@visalia.city NAME OF PUBLIC AGENCY APPROVING PROJECT J.F. George Enterprises, Inc., Attn: Cris George, 315 E. Tulare Avenue, Visalia CA 93277, (559) 651-1788, cris@olivepw.com NAME AND ADDRESS OF APPLICANT CARRYING OUT PROJECT J.F. George Enterprises, Inc., Attn: Cris George, 315 E. Tulare Avenue, Visalia CA 93277, (559) 651-1788, cris@olivepw.com NAME AND ADDRESS OF AGENT CARRYING OUT PROJECT **EXEMPT STATUS:** (Check one) Ministerial - Section 15073 Emergency Project - Section 15071 Categorical Exemption - State type and Section number: Section 15311 Statutory Exemptions- State code number:

A request to replace an existing freestanding monument sign with a new changeable copy electronic sign on a site within the C-MU (Mixed Use Commercial) Zone. The exemption is appropriate in that the project consists of the construction of minor accessory structures, such as on-premise signage.

REASON FOR PROJECT EXEMPTION

Cristobal Carrillo, Associate Planner

CONTACT PERSON

October 24, 2022

DATE

ENVIRONMENTAL COORDINATOR Brandon Smith, AICP

