

Jackson Planning Commission  
Minutes  
Regular Meeting of July 21, 2014

**COMMISSION MEMBERS PRESENT:**

Walt Hoeser, Chairman  
Paul Molinelli, Jr., Vice-Chairman  
Bob Stimpson  
George White

**CITY STAFF PRESENT:**

Susan Peters, City Planner  
Gisele Cangelosi, City Clerk

**COMMISSION MEMBERS ABSENT:**

Fred Hall

---

Note: The Staff Report Packet prepared for the Planning Commission is hereby incorporated into these minutes by reference as though set forth in full. Any Staff Report, recommended findings, mitigation measures, conditions, or recommendations which are referred to by Commissioners in their action motions on project decisions, which are contained in the Staff Reports, are part of these minutes. Any written materials, petitions, packets or comments received at the hearing also become part of these minutes. The recording tapes of this meeting are hereby incorporated into these minutes by reference and are stored in the City of Jackson Planning Department.

Vice-Chairman Mollinelli called the meeting to order at 6:30 p.m.

**1. Public Matters Not on the Agenda.**

None.

**2. Approval of Minutes.**

a. Minutes from the April 21, 2014 Regular meeting.

**Moved by Vice-Chairman Commissioner Molinelli, seconded by Commissioner Stimpson and carried by a 4 to 0 vote (Commissioner Hall absent) to approve the Planning Commission Minutes from April 21, 2014 as presented. Motion passed with the following vote:**

**AYES: Hoeser, Molinelli, Stimpson, White**  
**NOES: None**  
**ABSENT: Hall**  
**ABSTAIN: None**

**3. Variance - Sign Exception to allow the JO-ANN Fabric and Craft Store fascia sign to exceed the 90 square foot limit by approximately 70 square feet, 9 North Highway 49/88 APN 020-261-005, 020-400-026 & 020-400-037, Gary's Signs & Screen Printing.**

City Planner Peters reported Jo-Ann Fabric & Craft Store is proposing to occupy the third of the building not utilized by Grocery Outlet located at 11North Highway 49. They are requesting a sign exception to allow installation of a 160 square foot fascia mounted illuminated channel sign.

Section 17.54.175(B) of Article III of the Development Code allows for a maximum of 90 square feet for wall signs. The proposed signs total 160 square feet. The applicant is requesting the exception to allow for the larger signs because of the building's distance from Highway 49.

In order to allow for the sign exception one of the following findings from Section 17.54.160 must be made:

- A. The proposed exception is required to provide for safe installation of the proposed sign; or
- B. The proposed exception is consistent with the purpose and intent of Sign Ordinance as set forth in Section 17.54.010 and the resulting sign will be superior to the sign which would otherwise be allowed by this Chapter in its design, construction, and placement.

The applicant contends that Finding (B) applies because the larger signs will be more visible and therefore safer for motorists to locate their building. Grocery Outlet has 124 feet of frontage and Jo-Ann's will have 75 feet. The lettering on the Grocery Outlet sign is approximately 90 square feet. Grocery Outlet does have the larger portion of the pole sign, approximately 99 square feet compared to Jo-Ann's 24 square foot sign.

While exceptions are typically subject to the California Environmental Quality Act (CEQA), projects which have no possibility of causing an environmental impact can be categorically exempted from CEQA review in accordance with Section 15061(b)(3) of CEQA.

Gary Markle, Gary's Signs, was present to answer questions of the Planning Commission.

John Austin, Core Commercial, was present to answer questions of the Planning Commission. This sign represents JoAnn's brand and continuity awareness. He contends the larger signs will be more visible and therefore safer for motorists to locate their building.

Chairman Hoeser opened the Public Hearing. Hearing no comment from the public, Chairman Hoeser closed the public hearing.

For the Record, Commissioner Hall was absent, he presented a memo which outlined his concern that the Jo-Ann's store in Folsom is larger than the store in Jackson. He questioned the need for a sign in Jackson that is over 2.5 times the size on the Folsom building. He requested the Planning Commission consider his observation in their decision tonight.

City Planner Peters compared Grocery Outlet's signage to the proposed JoAnn's sign and noted the overall square footage was consistent.

After considerable discussion among the Planning Commission and staff the following motion were made:

**Moved by Commissioner Stimpson, seconded by Vice Chairman Molinelli, and unanimously carried by a 4 to 0 vote (Commissioner Hall absent) to approve carried to:**

1. **Instruct Staff to file a Categorical Exemption; and,**
2. **Adopt a Resolution approving Variance 2014-021, Sign Exception for Jo-Ann Fabric & Craft Store Located at 11 North Highway 49 (APN 020-261-005, 020-400-026 & 037) based on the Finding B in this report.**

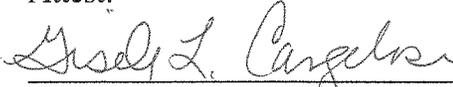
#### 4. Administrative Reports.

City Planner Peters reported on the following:

1. Development Code update has been reformatted and will be posted to the City's website.
2. Staff continues to work of the remaining Noise and Conservation elements.

Adjourn 7:07 p.m.

Attest:

  
\_\_\_\_\_  
Gisele L. Cangelosi, City Clerk

Date Approved: