



City of Riverbank
Planning Commission Meeting
City Hall North • Council Chambers
6707 Third Street • Suite B • Riverbank • CA 95367

Agenda

Tuesday, June 19, 2018 – 6:00 P.M.

CALL TO ORDER: Chair: John Dinan

ROLL CALL: Chair: John Dinan
Vice Chair: Robert Ball
Commissioner: Joan Stewart
Commissioner: Melissa Hughes
Commissioner: Mallorie Fenrich

Alternate Member: Commissioner: Steve Link (serves in the absence of a primary commissioner).

CONFLICT OF INTEREST

Any Planning Commission Member or Staff who has a direct Conflict of Interest on any scheduled agenda item to be considered is to declare their conflict at this time.

1. PUBLIC COMMENTS (No action to be taken)

At this time, members of the public may comment on any item not appearing on the agenda, and within the subject matter jurisdiction of the Planning Commission Board. Individual comments will be limited to a **maximum of 5 minutes** per person and each person may speak once during this time; time cannot be yielded to another person. Under State Law, matters presented during the public comment period cannot be discussed or acted upon. For record purposes, state your name and City of residence. Please make your comments directly to the Planning Commission Board.

2. CONSENT CALENDAR

All items listed on the Consent Calendar are to be acted upon by a single action of the Planning Commission Board unless otherwise requested by an individual Planning Commissioner Member for special consideration. Otherwise, the recommendation of staff will be accepted and acted upon by roll call vote.

Item 2.1: Posting of the Agenda. The Agenda for the June 19, 2018 Planning Commission Meeting was posted on the City Community Center bulletin board, City Hall North & South bulletin boards, Post Office, city website and emailed to the Library on June 14, 2018.

Item 2.2: Approval of the Agenda. This provides an opportunity for the Planning Commission or Staff to recommend that an item be placed on the agenda for discussion or to adjust the proposed agenda to allow an item to be taken out of order.

Item 2.3: Approval of the Minutes for the April 17, 2018 and May 15, 2018 Planning Commission Meetings, having been read by the individual Commissioners and stands approved as submitted.

1ST _____ 2ND _____

Recommendation: It is recommended that Planning Commission approve the Consent Calendar by roll call vote.

3. PUBLIC HEARING PRESENTATIONS

None.

4. PLANNING COMMISSION WORKSHOP / PRESENTATIONS

Item 4.1: Food Trucks - The Planning Commission will hold a discussion on food trucks within Riverbank. Currently food trucks can operate within city limits if they remain mobile and move every 10 minutes. Is the community interested in having food trucks permitted in permanent locations? If so, where and through what process?

Item 4.2: Downtown Specific Plan Signage – The Planning Commission will have a discussion on signage because some downtown businesses feel the current sign ordinance within the Downtown Specific Plan is too restrictive, allowing them to only have one temporary A-frame or sandwich-type sign directly in front of their business. Are citizens interested in seeing more signage in the downtown and if so, what types of signage and where?

5. PLANNING COMMISSION COMMENTS (Information Only – No Action)

None.

6. COUNTY REFERRAL/CORRESPONDENCE/INFORMATION (Information Only – No Action)

None.

7. STAFF COMMENTS (Information Only – No Action)

Item 7.1: May 22nd and June 12th City Council Meeting Updates.

8. ADJOURNMENT - Regular Planning Commission meeting – July 17, 2018 @ 6:00 p.m.

All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the Planning Commission Board will be available for public inspection at the address where the meeting is taking place as indicated on the agenda, at the same time that the public records are distributed or made available to the Planning Commission Board.

AFFIDAVIT OF POSTING

I, Janet Smallen, do hereby certify under penalty of perjury, under the laws of the State of California that the foregoing agenda was posted 72 hours to the meeting in accordance to the Brown Act.

*Posted this 14th day of June, 2018
Janet Smallen, Sr. CDS*

NOTICE REGARDING AMERICANS WITH DISABILITIES ACT: In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Development Services Department at (209) 863-7128 or jsmallen@riverbank.org. Notification 72-hours before the meeting will enable the City to make reasonable arrangements to ensure any special needs are met. [28 CFR 35.102-35.104 ADA Title II].

NOTICE REGARDING NON-ENGLISH SPEAKERS: Pursuant to California Constitution Article III, Section IV, establishing English as the official language for the State of California, and in accordance with California Code of Civil Procedures Section 185, which requires proceedings before any State Court to be in English, notice is hereby given that all proceedings before the City of Riverbank City Planning Commission shall be in English and anyone wishing to address the Planning Commission is required to have a translator present who will take an oath to make an accurate translation from any language not English into the English language.

GENERAL INFORMATION: The Riverbank Planning Commission meets on the third Tuesday of each month at 6:00 p.m.

COMMISSION AGENDAS: The Planning Commission agenda is posted pursuant to the California Brown Act, which only requires these agenda title pages to be posted near the entrance of the location where the meeting is to be held and, when technologically able, on the City's website. Additional documents may be provided by the City in its efforts of transparency to keep the public well informed. The agenda packet (agenda plus supporting documents) are posted for public review at the Development Services Department, 6617 Third Street, Riverbank, CA and at www.riverbank.org upon distribution to a majority of the Planning Commission. A subscription to receive the agenda can be purchased for a nominal fee through the City Clerk's Office.

PUBLIC HEARINGS: In general, a public hearing is an open consideration within a meeting of the Planning Commission Board, for which special notice has been given and may be required. During a specified portion of the hearing, any resident or concerned individual is invited to present protests or offer support for the subject under consideration.

Televised/Video of Meetings: Charter – Channel 2; AT&T Uverse – Channel 99
Visit www.riverbank.org to connect to meeting videos. (Note: Technical difficulty occurs on occasion preventing the televising or recording of the meeting.)

City Hall Hours: City Hall is open Monday – Thursday: 7:30 am – 5:30 pm and Fridays: 8:00 am – 5:00 pm; CLOSED alternating Fridays. **QUESTIONS:** Contact the Developmental Services Department at (209) 863-7128.

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City of Riverbank Development Services Department

Planning Division ≈ Building Division ≈ Neighborhood Improvement Division

6707 Third Street, Riverbank, CA 95367 Office (209) 863-7128 FAX (209) 869-7126

PUBLISH DATE: June 6, 2018

LEGAL DEPT: PLANNING

CITY OF RIVERBANK **NOTICE OF PUBLIC WORKSHOP**

Notice is hereby given that the City of Riverbank Planning Commission will conduct a public workshop to discuss the items below at 6:00 p.m. on Tuesday, June 19, 2018 in Council Chambers, 6707 Third Street, Riverbank, California.

Project Descriptions: PUBLIC WORKSHOP / PRESENTATIONS

Item 4.1: Food Trucks - The Planning Commission will hold a discussion on food trucks within Riverbank. Currently food trucks can operate within city limits if they remain mobile and move every 10 minutes. Is the community interested in having food trucks permitted in permanent locations? If so, where and through what process?

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The City of Riverbank will hold a Public Workshop as follows:

Planning Commission Meeting
June 19, 2018 at 6:00 pm
City Hall Council Chambers - 6707 Third Street - Riverbank, California

ALL INTERESTED PARTIES are invited to attend the public workshop on **June 19, 2018** at the time and place specified above to express opinions or submit evidence for or against the subject matter being discussed. Written comments via e-mail to dkenney@riverbank.org by postal service, or hand delivered to **6707 Third Street, Suite A, Riverbank, California, 95367**, will be accepted by the Development Services Department **up to 5:00 p.m.** on said date. All written comments received by said time will be distributed to the Planning Commission for consideration. Oral comments will be received by the Planning Commission prior to the close of the Workshop on the subject matter being discussed. The Planning Commission will receive all testimony into consideration. Testimony cannot be given over the telephone. If you challenge the City's action on these matters in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice or in written correspondence delivered to the City at, or prior to, the public hearing.

Meeting facilities are accessible to persons with disabilities. Any person requiring special assistance to participate in the meeting should notify the Administration Dept. at (209) 863-7122 or cityclerk@riverbank.org at least seventy-two (72) hours prior to the meeting. For questions regarding the public hearing matter contact Donna M. Kenney, Planning & Building Manager, at (209) 863-7124; dkenney@riverbank.org.

Any public record materials pertaining to the presentation of the subject matter being considered will be made available for review at the Development Services Counter at 6717 Third Street, Riverbank, and (if technologically possible) at <http://www.riverbank.org/Depts/planning/default.aspx> upon distribution to a majority of the Planning Commission (typically 72 hours prior to the meeting).

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June 6, 2018

RN #18-055



City of Riverbank
Planning Commission Meeting
6707 Third Street • Riverbank • CA 95367

MINUTES
Tuesday, April 17, 2018

The following minutes reflect action minutes, with added clarification for the record. A copy of the verbatim recording may be obtained, if available, for a fee by contacting the Development Services Department at (209) 863-7128.

CALL TO ORDER/ROLL CALL:

Present: Chair Dinan, Vice Chair Ball and Commissioners: Fenrich, Stewart and Hughes, Alternate Commissioner Link in audience.

Absent: None

CONFLICT OF INTEREST: Any Planning Commissioner and Staff who would have a direct Conflict of Interest on any scheduled agenda item to be considered are to declare their conflict.

No one declared a conflict.

1. PUBLIC COMMENTS (No action to be taken)

At this time, members of the public may comment on any item not appearing on the agenda, and within the subject matter jurisdiction of the Planning Commission. Individual comments will be limited to a **maximum of 5 minutes** per person and each person may speak once during this time; time cannot be yielded to another person. Under State Law, matters presented during the public comment period cannot be discussed or acted upon. For record purposes, state your name and City of residence. Please make your comments directly to the Planning Commission.

None.

2. CONSENT CALENDAR

All items on the Consent Calendar are to be acted upon by a single action of the Planning Commission unless otherwise requested by an individual Planning Commissioner for special consideration. Otherwise, the recommendation of staff will be accepted and acted upon by roll call vote.

Item 2.1: Posting of the Agenda. The Agenda for the April 17, 2018 Planning Commission Meeting was posted on the City Community Center bulletin board, City Hall North & South bulletin boards, Post Office, city website and emailed to the Library on April 12, 2018.

Item 2.2: Approval of the Agenda. This provides an opportunity for the Planning Commission or Staff to recommend that an item be placed on the agenda for discussion or to adjust the proposed agenda to allow an item to be taken out of order.

Item 2.3: Approval of the Minutes of the March 20, 2018 Planning Commission Meeting, having been read by the individual Commissioners and stands approved as submitted.

ACTION: *By motion moved/second (Stewart / Ball / passed 5-0) was approved as submitted; motion carried by unanimous roll call vote.*

Ayes: Planning Commissioners: Dinan, Ball, Stewart, Hughes and Fenrich

Nays: None

Absent: None

Abstained: None

3. PUBLIC HEARING PRESENTATIONS

Item 3.1: **Architecture & Site Plan Review 03-2017 - Toby Vonalvensleben Retail Building. Project Description:** Request for an Architectural and Site Plan Review of a future retail space, formerly a tow yard. Property is located at 3301 Atchison Street and currently contains an existing vacant 2,520 sf building, paved yard, and chain link fencing. The proposed Project is to remodel the exterior of the building (interior remains a shell), remove the fencing, improve the parking lot, and add landscaping. APN: 132-004-045 within the Downtown Core (DC) Zoning District in the Downtown Specific Plan.

- Donna Kenney, Planning and Building Manager presented item 3.1 and PowerPoint presentation.
- Commissioners Ball and Fenrich had some questions and comments in regards to the project.
- Donna Kenney responded to their comments.
- Public Hearing was opened at 6:13 p.m.
- Annabelle Gammon spoke about project, saying that it was good that they are revitalizing an old building, but she has concerns about it becoming a dispensary.
- Haskell Moore also stated his concerns - we did not need any more dispensaries.
- The speakers were assured that the dispensary moratorium was still in effect.
- Being no further comments the Public Hearing was closed at 6:20 p.m.

ACTION: By motion moved/second (Ball / Fenrich / passed 5-0) was approved as submitted; motion carried by unanimous roll call vote.

Ayes: Planning Commissioners: Dinan, Ball, Stewart, Hughes and Fenrich

Nays: None

Absent: None

Abstained: None

4. PLANNING COMMISSION WORKSHOP / PRESENTATIONS

Item 4.1: Development Agreements workshop presentation.

- John Anderson with JB Anderson Land Use Planning presented PowerPoint on item 4.1
- Mr. Anderson asked the Planning Commissioners if they had any questions.
- Planning Commissioners had no questions.

Item 4.2: 2017 General Plan and Housing Element Annual Progress Report.

- Donna Kenney presented PowerPoint on item 4.2.
- Planning Commissioners asked Donna Kenney questions.
- Donna Kenney responded to their questions.

5. PLANNING COMMISSION COMMENTS (Informational Only – No Action)

Item 5.1: League of Cities conference, Monterey - update.

- Planning Commissioners who attended the conference said they enjoyed it and learned a lot.

Item 5.2: Chair John Dinan informd the Commissioners he attended a meeting with Donna Kenney and others at the Cannery site.

6. COUNTY REFERRAL/CORRESPONDENCE/INFORMATION (Informational Only – No Action)

Item 6.1: Stanislaus County Planning Commissioners Workshop Update.

- Donna Kenney provided an update to the Planning Commissioners.

7. STAFF COMMENTS (Information Only – No Action)

Item 7.1: City Council meeting update for March 27, 2018.

- Donna Kenney provided an update to the Planning Commissioners.

Item 7.2: Upcoming workshop topics – Specific Plans, Zoning.

- Donna Kenney informed them of the upcoming workshop topics and asked if they would like to see any other topics of interest.

8. ADJOURNMENT – There being no further business, the meeting was adjourned. Next Regular scheduled Planning Commission meeting – May 15, 2018 @ 6:00 p.m.

ATTEST:

APPROVED:

Donna M. Kenney,
Planning and Building Manager

John Dinan, Chair
Planning Commission



City of Riverbank
Planning Commission Meeting
6707 Third Street • Riverbank • CA 95367

MINUTES
Tuesday, May 15, 2018

The following minutes reflect action minutes, with added clarification for the record. A copy of the verbatim recording may be obtained, if available, for a fee by contacting the Development Services Department at (209) 863-7128.

CALL TO ORDER/ROLL CALL:

Present: Chair Dinan, Vice Chair Ball and Commissioners: Fenrich, Stewart and Hughes,
Alternate Commissioner Link in audience

Absent: None

CONFLICT OF INTEREST: Any Planning Commissioner and Staff who would have a direct Conflict of Interest on any scheduled agenda item to be considered are to declare their conflict.

No one declared a conflict.

1. PUBLIC COMMENTS (No action to be taken)

At this time, members of the public may comment on any item not appearing on the agenda, and within the subject matter jurisdiction of the Planning Commission. Individual comments will be limited to a **maximum of 5 minutes** per person and each person may speak once during this time; time cannot be yielded to another person. Under State Law, matters presented during the public comment period cannot be discussed or acted upon. For record purposes, state your name and City of residence. Please make your comments directly to the Planning Commission.

None.

2. CONSENT CALENDAR

All items on the Consent Calendar are to be acted upon by a single action of the Planning Commission unless otherwise requested by an individual Planning Commissioner for special consideration. Otherwise, the recommendation of staff will be accepted and acted upon by roll call vote.

Item 2.1: Posting of the Agenda. The Agenda for the May 15, 2018 Planning Commission Meeting was posted on the City Community Center bulletin board, City Hall North & South bulletin boards, Post Office, city website and emailed to the Library on May 10, 2018.

Item 2.2: Approval of the Agenda. This provides an opportunity for the Planning Commission or Staff to recommend that an item be placed on the agenda for discussion or to adjust the proposed agenda to allow an item to be taken out of order.

ACTION: *By motion moved/second (Ball / Stewart / passed 5-0) was approved as submitted; motion carried by unanimous roll call vote.*

Ayes: Planning Commissioners: Dinan, Ball, Stewart, Hughes and Fenrich

Nays: None

Absent: None

Abstained: None

3. PUBLIC HEARING PRESENTATIONS

Item 3.1: **Zoning Ordinance Amendment No. 2018-01.** The project consists of an amendment to Title XV: Land Usage, Chapter 153 Single-Family Residential District (R-1) concerning skate ramps in residential yards. The amendment to the City of Riverbank Municipal Code is exempt from environmental review because it is not a project within the meaning of Section 15378 of the State CEQA Guidelines.

- Donna presented item 3.1 and PowerPoint.
- Public Hearing was opened up at 6:14 p.m.
- Donna Kenney informed the Commissioners we received a letter and input into the public record.
- Being there were no further comments the public hearing was closed at 6:15 p.m.
- Commissioners asked Donna Kenney some questions.
- Donna Kenney responded to the Commissioners questions.

ACTION: *By motion moved/second (Hughes / Stewart / passed 4-1) was approved as submitted; motion carried by roll call vote.*

Ayes: Planning Commissioners: Dinan, Stewart, Hughes and Fenrich

Nays: Planning Commissioner: Ball

Absent: None

Abstained: None

At the end of item 3.1, Haskell Moore and Ramon Bermudez came up to speak about an item that had been posted for this meeting then canceled. They are against the canceled item and stated they did not know it had been canceled. They were assured that the cancelation was posted appropriately.

4. PLANNING COMMISSION WORKSHOP / PRESENTATIONS

None.

5. PLANNING COMMISSION COMMENTS (Informational Only – No Action)

Item 5.1: Planning Commissioners Comments.

- Commissioner Hughes asked about our Food Truck ordinance and if the Planning Commission could review it for updates.
- Donna Kenney informed the Commission that the Food Truck ordinance is something she has been looking into and would bring it to them in a workshop.
- Commissioner Stewart is concerned about unkempt yards and the effect it could have on property values.
- Donna Kenney informed the Commissioner she is working to hire an additional Neighborhood Improvement Officer to help out.
- Chair Dinan disclosed he had recently met with the Mayor.

6. COUNTY REFERRAL/CORRESPONDENCE/INFORMATION (Informational Only – No Action)

Item 6.1: Stanislaus County Planning Commissioners Workshop Update.

- Donna Kenney informed the Planning Commissioners that the date of this workshop has been changed to September 15, 2018. More information will be provided when available.

7. STAFF COMMENTS (Information Only – No Action)

Item 7.1: Housekeeping item.

- Staff asked the Planning Commissioners what contact information they want on their business cards. All Commissioners want to provide city contact information only.

8. ADJOURNMENT – There being no further business, the meeting was adjourned. Next Regular scheduled Planning Commission meeting – June 19, 2018 @ 6:00 p.m.

ATTEST:

APPROVED:

Donna M. Kenney,
Planning and Building Manager

John Dinan, Chair
Planning Commission

**CITY OF RIVERBANK
PLANNING COMMISSION**

STAFF REPORT

ITEM NO: 4.1

APPLICATION: **Food Trucks Workshop.** The Planning Commission will hold a discussion on food trucks within Riverbank. Currently food trucks can operate within city limits if they remain mobile and move every 10 minutes. Is the community interested in having food trucks permitted in permanent locations?

CEQA: A workshop is exempt from environmental review because it is not a project within the meaning of Section 15378 of the State CEQA Guidelines.

PROJECT PLANNER: Donna M. Kenney, Planning and Building Manager

RECOMMENDATION: That the Planning Commission reviews the provided information, takes public comment, and provides direction to staff.

ACROMYMS: CEQA – California Environmental Quality Act
CUP – Conditional Use Permit

I. SUMMARY

As food trucks become more prevalent in the region, the perception is that they can negatively impact nearby brick and mortar restaurants, cafes, and coffee shops which pay more overhead. There are areas in Riverbank that lack these businesses, where residents and employees must drive some distance from their homes and jobs to purchase a coffee, their lunch, or a dinner. Current Riverbank code allows mobile vendors like lunch wagons and push carts to operate under a permit but to refrain from stopping or parking more than ten (10) minutes in any one location for a bona fide sale. Larger cities, which have experimented with alternative permitting such as stationary locations, monthly or special events, and permanent group locations, have experienced success in attracting diners to the food trucks as well as bringing in dollars to the surrounding businesses.

II. BACKGROUND

The Planning Commission and public have requested a review of the presented materials, to discuss various food truck options, and to provide staff with direction. Paraphrased, Riverbank Municipal Code §71.12 currently states that:

- (A) No vehicle selling goods at parks or upon city streets may stop longer than 10 minutes to make a sale.
- (B) No vehicle selling goods at parks or upon city streets may do so without a permit that designates specific locations.
- (C) Does not apply to food trucks.
- (D) Does not apply to food trucks.
- (E) If a vendor violates their permit by operating outside of their specified locations, they could be convicted by a court, their permit revoked by the Council, and no permit reissued for six months after the conviction.

Food truck regulations can be broken down into the following four categories:

Mobile Food Trucks: Food vendors that are essentially 'on wheels', and can move swiftly between multiple locations. In Riverbank, they are required to have a city permit, pass a County Health inspection, stick to specific locations, and move every 10 minutes. Patrons must take their purchases with them as there are no amenities such as seating areas or restrooms. Push carts or wagons fall under the same regulations.



Stationary Food Trucks: Food vendors that are of similar style to mobile food trucks, but remain in one permitted location, usually on private property. The location includes amenities for the public such as shaded seating areas, condiment tables, and trash receptacles. Usually there is a restroom and hand washing facility available to the truck employees.



Is the community interested in having access to stationary food trucks? Should they be regulated through the Conditional Use Permit process? Where would the community like to see stationary food trucks locate (if at all)? Although permitted, the possible zoning districts which do not currently have restaurants and cafes include Commercial – Industrial, Light Industrial, Mixed Use, and some Downtown Specific Plan Land Use Categories like Workplace, Light Industrial, Lodging, Civic & Culture, and the Cannery.

Weekly / Events: Cities like Hayward (photo below) contract with a business called Off The Grid which provides a rotating list of food trucks every Monday in front of Hayward City Hall from 5 pm to 8 pm. This business claims to have in contract 320+ mobile food vendors, serves over 75,600 meals per week, and serves over 3,300 public and private events per year. Staff has been in contact with a similar business, SactoMoFo which does not currently operate in Stanislaus County, but would like to in the near future. It would require a special event permit and a temporary permit for each food truck. The City's cost for permits per event is estimated at \$211.



Permanent Group Site: Would the community like to see a permanent group site where food trucks can park together to sell their products? If so, where? The drawing below is of the SoMa StrEat Food Park site. Besides being a permanent location, they host frequent events, like Golden State Warrior Playoff Viewing Parties. It is located at 11th and Division Streets in San Francisco. Besides entertaining customers with 10 big screen TVs, they allow the serving of alcoholic drinks.



Examples of what other cities are doing:

Elk Grove:

1. Hours of Operation – Three (3) hour time maximum in one location; hours of 7:00 am to 10:00 pm allowed.
2. Permit Requirements – Business License
3. Time Limits – Three Hours
4. Operations in public right-of-way – setback requirements from schools, and brick and mortar restaurants.
5. ADA requirements – clear path of travel on the sidewalk; may not block any handicap spaces on private property.

Ceres: The City of Ceres is currently working through updating their mobile food vendor ordinance, and is focusing on the following specifics:

1. Permit Requirements – require a planning application permit to operate as a mobile food vendor. Conditional Use Permit, Temporary Use Permit or Administrative Use Permit possible. The permit is based upon how many days the mobile food vendor plans on operating in the City.
2. Hours of Operation – examined during the permit process.
3. Sanitary Facilities – operators shall provide sanitary lavatory facilities or have written agreement for use of lavatory facilities by operators and patrons within 200 feet of the vehicles location.
4. Location Standards – Shall not be located within 1,000 feet of any school, nor within 1,000 feet from another itinerant restaurant vehicle.

Hayward: The City of Hayward has a specific permit entitled, 'Food Vendor Permit', which requires: property owner signature, location on a rough plot plan, description of the business, etc.

1. Location – The City of Hayward only allows Food Vendors in Industrial Zoning Districts throughout their City.
2. Operations – The City of Hayward regulates where sanitary, trash, signage, exterior lighting, etc. may or may not be located.
3. Types of mobile food vendors – The City of Hayward prohibits mobile cart vendors, and has special requirements for special events, and food sharing events.

General Plan:

Goals of the General Plan that are relevant to this workshop are as follows:

- *Policy LAND – 4.3:* The City will encourage and assist small, locally-owned businesses that wish to locate, expand, or simply continue to do business in Riverbank through flexible development standards, public investment, property assemblage, incentives, streamlined entitlement processes, public-private partnerships, and other means.

- *Policy ED-2.5:* The City of Riverbank will take a targeted approach to business attraction that focuses on industry sectors that help the City address the following priorities:
 - Attract businesses that tie into regional growth opportunities
 - Attract businesses that address local-serving and regional retail market opportunities.
 - Attract uses that contribute towards a vibrant and revitalized downtown district.
- *Policy ED-8.1:* The City will continue to promote downtown Riverbank as a vibrant and pedestrian-oriented center for local-serving business activity, and future office activity.
- *Policy ED-8.5:* Downtown revitalization will include exploring new options for entertainment and visitor-serving uses.
- *Policy ED-8.7:* The City will continue to support visitor attracting activities, such as the annual Cheese and Wine Exposition, and seek out similar activities that raise the visibility of downtown.

III. ENVIRONMENTAL REVIEW:

A workshop is not project within the meaning of Section 15378 of the State CEQA Guidelines because it has no potential for resulting in a physical change in the environment, directly or ultimately.

IV. WORKSHOP NOTICE:

The Planning Commission workshop notice was published in the Riverbank News on June 6, 2018 and posted at City Hall North, South, Post Office, Community Center and website on June 6, 2018. At the time of writing this Staff Report (June 13, 2018), the City has not received any written public comment. Written comments received by the City shall be supplied to the Commission on the day of the meeting.

Respectfully Submitted By:

Donna M. Kenney
 Donna M. Kenney
 Planning and Building Manager

**CITY OF RIVERBANK
PLANNING COMMISSION**

STAFF REPORT

ITEM NO: 4.2

APPLICATION: **Downtown Specific Plan Signage Workshop.** The Planning Commission will have a discussion on signage because some downtown businesses feel the current sign ordinance within the Downtown Specific Plan is too restrictive, allowing them to only have one temporary A-frame or sandwich-type sign directly in front of their business. Are citizens interested in seeing more signage in the downtown and if so, what types of signage and where?

CEQA: A workshop is exempt from environmental review because it is not a project within the meaning of Section 15378 of the State CEQA Guidelines.

PROJECT PLANNER: Donna M. Kenney, Planning and Building Manager

RECOMMENDATION: That the Planning Commission reviews the provided information, takes public comment, and provides direction to staff.

ACROMYMS: CEQA – California Environmental Quality Act
CUP – Conditional Use Permit

I. WORKSHOP INFORMATION:

The Downtown Specific Plan's Section 2.3.4 'Signage', provides regulations for commercial signage in the Downtown Specific Plan Area separate from the Municipal Code which regulates the rest of the City. Downtown parcels with commercial zoning tend to be smaller in size than those in shopping centers, providing business owners with less space to install signage. On one hand, a pleasant looking projecting sign with a restaurant name, a decorated a-frame menu board listing appetizing dishes, and colorful window decals can appeal to and draw in pedestrians traveling along the sidewalk. On the other hand, numerous sale ads wallpapering the windows, competing

business signs blocking the sidewalk, and several a-frame signs chained to telephone poles can overwhelm, distract, or even repel customers.

The City can regulate the number, type, and location of signs a business can have but it cannot regulate a sign's content. Each downtown business can have two (2) feet of total sign area per linear foot of building frontage, distributed among permitted sign types. A business in the Downtown Core district might choose to have a wall sign, window signage, and a blade sign with its name and logo. A veterinarian may choose to include a drawing of a pet, a florist may choose to include a picture of a bouquet, and a gun shop owner may choose to include a photo of an AR-15. All three graphics are examples of free speech.

Currently in the Downtown Specific Plan, permitted sign types include:

- Wall signs
- Awning / Canopy signs
- Projected / Blade signs
- Window signs
- Marque signs
- Monument signs (code includes a description of monument signs but monument signs were left off the Permitted Sign Type chart)
- Free-swing a-frame signs are encouraged as temporary on-site signage
- Animated signs are discouraged unless they blend in with the building architecture (the City is interested in looking at an electronic sign advertising community events and downtown uses).

Prohibited signs currently include:

- Pole mounted signs
- Off-site commercial signs on non-contiguous parcels
- Billboards
- Flags and bunting
- Sandwich signs which block pedestrian access
- Human signs (are not permitted so, therefore are prohibited)

II. WORKSHOP NOTICE:

The Planning Commission workshop notice was published in the Riverbank News on June 6, 2018 and posted at City Hall North, South, Post Office, Community Center and website on June 6, 2018. At the time of writing this Staff Report (June 13, 2018), the City has not received any written public comment. Written comments received by the City shall be supplied to the Commission on the day of the meeting.

III. ATTACHMENTS:

1. Downtown Specific Plan Section 2.3.4 Signage

Respectfully Submitted By:

Donna M. Kenney
Donna M. Kenney
Planning and Building Manager

2.3 DISTRICT -WIDE REGULATIONS

2.3.4 SIGNAGE

Purpose and Intent

This section contains standards and guidelines to control the location, type, and size of signage throughout the Downtown Specific Plan.

Applicability

New development that chooses to adorn their building or buildings with signage, whether to attract customers or to welcome home its residents, is required to follow the standards for permitted sign types contained within this section. Guidelines in this section suggest additional qualities that will help to shape the future look of Downtown as it continues to grow.

Overview

Signs in the Downtown Specific Plan shall embrace the qualities of scale and materials that are supportive of Riverbank's small-town character. Permanent signs throughout the Downtown are limited to types that are incorporated into building architecture or are affixed to buildings and/or the landscape.

Permitted Sign Types

Downtown Specific Plan Zones	Downtown Core	Downtown General	Mixed-Use Neighborhood	Highway Boulevard	Downtown Neighborhood	Cannery District
Sign Types						
A. Wall Sign	permitted	permitted	permitted	permitted	---	permitted
B. Awning / Canopy Sign	permitted	permitted	permitted	permitted	---	permitted
C. Projected / Blade Sign	permitted	permitted	permitted	permitted	---	permitted
D. Window Sign	permitted	permitted	permitted	permitted	---	permitted
E. Marquee Sign	permitted	permitted	---	permitted	---	permitted

Prohibited Sign Types

Any sign type not expressly permitted by this Code shall be prohibited. Examples of prohibited sign types include but are not limited to the following:

- Pole mounted signs.
- Signs referring to off-site commercial uses on non-contiguous parcels.
- Billboards.
- Flags & Bunting.
- Sandwich boards which block pedestrian access to public sidewalks and thoroughfares.

General Standards and Guidelines for all Types

- For each establishment, 2 feet of total sign area is allowed per lineal foot of building frontage, distributed among permitted sign types.
- Signs shall be located to coordinate with building architecture. Signs should be coordinated with architectural features, and shall not obscure or interfere with them.
- Animated signs are discouraged. Electronic displays, blinking, flashing, or otherwise motioning signs should be designed in consideration of Riverbank's small-town character.
- Signs shall promote the aesthetic of the envisioned Downtown Specific Plan. Signs shall in

2.3 DISTRICT -WIDE REGULATIONS

- no way detract from the attractiveness of the Downtown as a place to live, work, and shop.
5. No permanent or temporary sign shall project above the roof lines or cornice or parapet lines of a building, except when the sign is an integral feature of the building such as a marquee sign.
 6. Community directory signs such as public information signs shall not be deducted from the sign allotment of the private property on which it is located.
 7. Temporary construction signs are limited to a maximum size of 16 square feet. No off-site construction signage is permitted. Such sign shall be removed 30 days after construction has been completed.

Content

1. Content may identify, advertise, or attract attention only to a business, product, service, event, or activity located on the premises.
2. Permanent signs should not include price information or phone numbers.

Materials and Colors

1. Materials should be consistent with building architecture and may include wood, metal, glass, and ceramic.
2. Synthetic materials including plastics and acrylics should be discouraged and only used if they are designed to a high level of quality and craft.
3. Each permanent sign shall be constructed using durable materials and shall be structurally secured to the building by direct attachment to a rigid wall, frame, or structural element.
4. Colors should relate to and contribute to overall building design and aesthetic. A simple palette of colors that creates attractive contrast between letters and background or graphics and borders is preferred.
5. Fluorescent colors are strongly discouraged.
6. Cabinet signs shall be discouraged.

Lighting

1. Lighting of signs should be considered an element of overall building and site design and presents an opportunity to heighten overall district character.
2. Signs should be illuminated directly from external lighting sources located immediately adjacent to the sign. Preferred methods include direct spot lighting, front lighting from above or below, and backlighting letter volumes to project a shadow or halo on a backing surface.
3. Lighting shall not cause glare on surrounding rights-of-way, properties, or adjacent structures.
4. Individual letters should be back-lit using low-level lighting that does not cause glare or cast light on other building elements, or shall be internally illuminated.
5. Recommended light sources include compact fluorescent, LED, neon gas signs, low wattage incandescent, and other energy-efficient modes.
6. High-pressure sodium, low pressure sodium, and tube fluorescent lighting is strongly discouraged.

Temporary Signs

A temporary sign includes any impermanent sign or banner advertising a business promotion, grand opening, sale, or community event. Only one temporary sign per business is permitted and shall be removed no longer than 30 days after the first day of the event.

2.3 DISTRICT-WIDE REGULATIONS

Display Boards, Menu Boards, and Sidewalk Signs

Temporary signs including menu display boards and other pedestrian-oriented signs are encouraged for commercial uses throughout the Downtown Specific Plan Area. Signs shall be constructed with a heavy base and durable materials and should incorporate a free-swinging message board placed within an open designed, non-rectangular frame. Signs shall be located so that they do not interfere with pedestrians or sight distance requirements.

2.3 DISTRICT -WIDE REGULATIONS

2.3.4.A WALL SIGNS

Located on and parallel to a building wall.

Standards

1. Maximum of 1 wall sign is permitted per business.
2. Maximum individual sign area is 1 square foot per 1 linear foot of primary business frontage.
3. One additional wall sign such as masonry or bronze plaque bearing an owner's or building's name is permitted in the building's cornice or parapet wall or under the eaves, not to exceed 8 square feet.
4. Maximum height of sign shall be 48 inches.
5. Letters should be 3 dimensional, created by raised letter forms mounted to the building's facade or sign panel. Maximum height of letters shall be 18 inches.
6. Signs shall be mounted a minimum of 2 feet below parapet or eave line.

Guidelines

1. Preferred locations for ground-floor uses include sign bands and architectural features within shop front architecture, above first floor windows, and between upper story windows.
2. Upper story uses may locate signs on walls centered between upper story windows.



Wall sign located in sign band.



Wall sign on workplace commercial building



Wall sign on mixed use building.

2.3 DISTRICT -WIDE REGULATIONS

2.3.4.B AWNING & CANOPY SIGNS

Standards

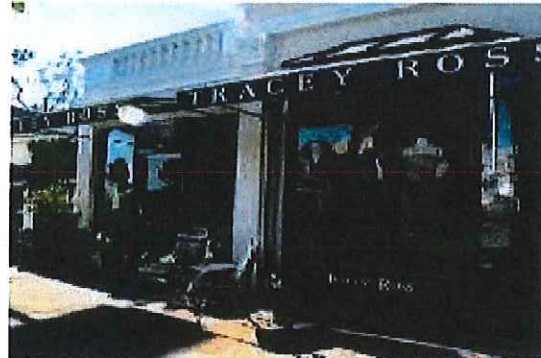
1. Maximum of 1 sign is permitted per awning
2. Maximum sign area is 50% of awning valence area.
3. Maximum height of letters on valence is 18" or 2/3 of valence height, whichever is smaller.

Guidelines

1. Signs may be painted directly on the awning or attached. Letters may also be 'punched' into or cut out of metal awnings.
2. Awnings should be illuminated using external lighting sources.
3. Colors of letters and graphics should complement building architecture yet provide contrast to be visible and attractive.



Business name on valence.



Business name on valence and on wall sign.



Sign on side of ornate canopy.

2.3 DISTRICT-WIDE REGULATIONS

2.3.4.C PROJECTED & BLADE SIGNS

Standards

1. Maximum of 1 sign is permitted per business frontage.
2. Maximum sign area is 8 square feet.
3. Signs must remain minimum 8 foot clear above the sidewalk.
4. Signs shall be mounted using durable structural elements.

Guidelines

1. Signs should be made of wood, metal, or other architecturally compatible material.
2. Signs should be consistent with overall character of building architecture.
3. Signs should be illuminated using external lighting sources.



Projecting blade sign.



Community directory sign.



Blade sign projecting from upper story.

2.3 DISTRICT -WIDE REGULATIONS

2.3.4.D WINDOW SIGNS

Standards

1. Maximum of 1 sign is permitted per business window.
2. Maximum sign area shall be 25% of window area.
3. Maximum letter height is 18 inches.
4. Letters may be painted on windows or signs may be suspended behind or appended to the interior of windows.

Guidelines

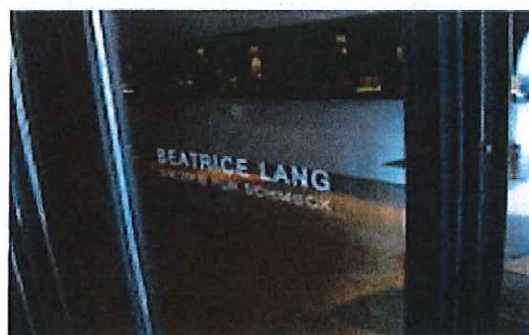
1. Exposed neon tube illumination should be limited to a single color.
2. The combination of all window signs, including both primary and temporary window signs should not cover more than 25 percent of the total window area.
3. Window signs should present a neat and aligned appearance.
4. Adhesive 'stick-on' letters should not be used.
5. Signs identifying hours of operation, menus, newspaper reviews and other customer information should be framed, board-mounted, or laminated for a finished appearance.



Subtle window sign lettering complements building style.



Window and door signs designed to be compatible.



Simple text makes for an effective window sign.

2.3 DISTRICT-WIDE REGULATIONS

2.3.4.E MARQUEE SIGNS

Standards

1. Marquee sign is limited to Theater, Playhouse, or similar Civic/Cultural Use.
2. Maximum of 1 sign is permitted per business.
3. Signs shall project a maximum of 12 feet from the façade of the building.
4. Signs must maintain a minimum 8 foot clear area above the sidewalk.

Guidelines

1. Signs should be consistent with overall character of building architecture.
2. Signs should be illuminated using external bulbs, exposed neon tubes, internal, or external lighting.



Grand marquee sign on historic theater building



Neon light details the Grand Lake marquee.



Grand blade sign announce the theater.

2.3 DISTRICT -WIDE REGULATIONS

2.3.4.F MONUMENT SIGNS

A free standing sign resting on the ground (not pole mounted) used to announce an address, building name, or name of business.

Standards

1. Maximum of 1 sign is permitted for each building.
2. Maximum permitted height of letters on monument is 18 inches.
3. Signs shall be constructed with a base treatment and a cap treatment.
4. Monument shall not exceed 6 feet in length and 5 feet in height. Maximum sign area occupied by text shall be 24 square feet.
5. Signs shall be located to allow sufficient sight distances at all intersections and driveways and to maintain adequate visibility for pedestrians, vehicles, and bicycles.

Guidelines

1. Monuments signs should be constructed of materials and style similar to that of primary building architecture. Recommended materials include masonry, wood, stucco, brick and pre-cast concrete.
2. Monument signs should be illuminated from external light sources only.
3. Colors of letters and graphics should complement building architecture yet provide contrast to be visible and attractive.



Building address and business names on monument.



Low lying monument set in landscape.



Monument sign designed as part of decorative fence.