

- A. **CALL TO ORDER** – Chairwoman Fregosi called the meeting to order at 6:00 p.m.  
PRESENT: Commissioners Jeanine Bean, Nick Hackler, Jeff Hillberg, and Chairwoman Fregosi.  
ABSENT: Elvis Dias, Eric Gonsalves, and Victor Pedroza.

B. **APPROVAL OF MINUTES**

1. Accepting minutes of regular Planning Commission meeting of October 1, 2015.

Motion by Commissioner Hillberg, seconded by Commissioner Bean, to accept the minutes as submitted. Motion carried unanimously.

C. **ANNOUNCEMENTS**

Deputy Director of Development Services/Planning Manger Debbie Whitmore introduced Jennifer Land, who will be serving as the interim clerk for the Planning Commission until a replacement is found for Dorinda Soiseth.

Ms. Whitmore also noted that the next joint meeting for the City Council and the Planning Commission is tentatively scheduled for January 26 at 5:00 p.m. This meeting will provide an opportunity to discuss the sign ordinance in detail and any other items that Commissioners would like to bring forward.

- D. 1. **DECLARATION OF CONFLICTS OF INTEREST AND DISQUALIFICATIONS:** None  
2. **DISCLOSURE OF EX PARTE COMMUNICATIONS:** None

E. **PUBLIC PARTICIPATION**

Deanna Davenport with the 20<sup>th</sup> Century Arts & Crafts Fair spoke about the upcoming event scheduled for November 21 & 22, 2015, noting that her organization fundraises money and volunteers time for the benefit of the community. Ms. Davenport stated that her reason for attending the meeting was to ask the Commissioners for assistance with signage requirements. She noted that in previous years, the process for posting signs around Turlock to advertise the event had been challenging, time consuming, and costly.

Chairwoman Fregosi referred Ms. Davenport to City staff, stating they would be able to provide assistance with this process and wished her luck with the upcoming event. Debbie Whitmore commented that she would be happy to sit down with Ms. Davenport to work through the process together.

Milt Triweiler spoke regarding a handout on global warming, economic peaks, and the future of water and farmland in Turlock. He expressed concerns over climate change, increases in water usage, costs for building a surface water plant, and ensuring that Turlock has sufficient water supply to support future growth and development.

**F. CONSENT CALENDAR:** None

**G. PUBLIC HEARINGS:** None

**H. OTHER MATTERS**

1. Workshop on the Zoning Ordinance Update

Deputy Director of Development Services/Planning Manager Debbie Whitmore presented draft recommendations on the various changes to the zoning ordinance including utility undergrounding and standards for commercial signs.

Utility Undergrounding

Debbie Whitmore provided information on the existing zoning ordinance outlining the requirements for underground utilities, exceptions within agriculture districts or in conditions where underground installation is deemed impractical, and the pros and cons of underground versus overhead installation. Ms. Whitmore shared concerns from developers regarding the process and costs for underground installation noting that staff is currently exploring options such as deferral of utilities in efforts to respond to the needs of the City. Ms. Whitmore also stated that staff would like guidance from the Commissioners to determine what impractical means.

Commissioner discussion included the requirements for industrial areas, older residential neighborhoods, or infill lots where overhead currently exists, high costs associated with underground installation, the deferral process, establishing different criteria for residential and commercial parcels, clarifying the definition of impractical, researching or surveying other cities to see how they address similar issues, and the desire to maintain an attractive and visually appealing City.

Sign Standards

Debbie Whitmore provided information on the importance of sign standards including standardized sizing and scaling, avoiding overcrowding, and to ensure that signs don't dominate the architecture of the building. Ms. Whitmore provided examples of existing sign programs including Monte Vista Crossings, Countryside, and Turlock Town Center that demonstrate the different types of signs installed in Turlock. Ms. Whitmore also provided information regarding potential sign standards similar to Rancho Cucamonga that include defining a sign band for the front façade of the building. The proposed sign band cannot be wider than 70% or taller than 85% of the portion of the façade that the sign is mounted on. A maximum letter height would also be factored. This standard will allow business owners to properly advertise their businesses without taking away from the architecture or identity of the building. Ms. Whitmore mentioned that standards for window signs, wall mounted boards, and directional signage will also need to be addressed.

Commissioner discussion included the potential of developers modifying building size to achieve larger signs and whether the potential standards have been presented to the business community. Debbie Whitmore responded that the potential standards will provide consistency in signage and assist with building design. She also noted that by the next Planning Commission meeting, staff should have information to share with the community.

Chairwoman Fregosi thanked Debbie Whitmore for her thoughtful and methodical work and noted that Turlock has an obligation to work with business owners yet maintain appeal throughout town. Commissioner Hillberg suggested that the draft standards be circulated to local businesses for their comment.

**I. COMMISSIONERS' CONSIDERATION**

1. Adoption of 2016 Planning Commission Calendar

Motion by Commissioner Hackler, seconded by Commissioner Bean, to adopt the 2016 Planning Commission Calendar. Motion carried unanimously.

**J. STANISLAUS COUNTY PLANNING REFERRAL ITEMS: None**

**K. COMMISSIONERS COMMENTS: None**

**L. STAFF UPDATES**

1. PG& E Safety Projects

Assistant Planner Brent Gibbons and Associate Planner Adrienne Werner provided an update on the safety improvements that are being installed throughout the City including PG&E Supervisory Control and Data Systems (SCADA) and PG& E Pipeline Pathways.

Mr. Gibbons noted that the new SCADA equipment allows PG&E to better monitor infrastructure, analyze gas lines, and identify potential leaks or ruptures.

Ms. Werner noted that she has been working with PG&E has identified a number of locations where landscaping could potentially create safety problems for major pipelines. Staff has been working with PG&E and has reached compromises with the property owner/business in many cases; however, there are still a few areas where PG&E and City staff still need to identify potential solutions.

2. Model Water Efficient Landscaping Ordinance (MWELO) Drought Update

Senior Planner Katie Quintero provided an update on the MWELO (Governor's Executive Order to increase water efficiency standards) including requiring more efficient irrigation systems, identifying uses for grey water usage, capturing onsite storm water, limiting the amount of turf planted in landscape areas, and installing drought-tolerant plants. The update also requires additional reporting for implementation and enforcement measures. Ms. Quintero also noted that staff will be reviewing the landscape portion of the City's existing ordinance to ensure consistency with these new requirements.

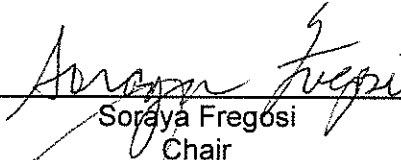
3. Mayor and City Council Goals and Implementation Plan

Development Services Director Mike Pitcock provided information regarding the newly adopted Mayor and City Council Goals and Implementation Plan. Mr. Pitcock explained the structure of the Plan including policy goals, general principles, action items, and implementation measures. He also noted that the Development Services Department has developed a color-coded spreadsheet to outline benchmarks and monitor timelines, progress, and achievement. Debbie Whitmore noted that several development projects including the Housing Element, Downtown Plan update, proposal for Montana West, the Active Transportation Plan, South County Corridor, and the Zoning Ordinance update have been incorporated in the Plan.

Commissioner discussion included questions about the spreadsheet (tracking mechanism) and if there are plans for the airport. Mr. Pitcock responded that the Plan is working very well as it provides clear direction from Council on items that are importance to them and the spreadsheet assists staff in defining clear target dates. Mr. Pitcock also noted that over the course of the next couple years, the City will be making several improvements to the airport including new lighting and resurfacing the runways to encourage more use.

- M. ADJOURNMENT:** Motion by Commissioner Hillberg, seconded by Commissioner Bean, to adjourn the meeting at 7:57 p.m.

RESPECTFULLY SUBMITTED

  
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Soraya Fregosi  
Chair

  
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Debra A. Whitmore  
Deputy Director of Development Services