

**MINUTES OF MEETING  
ALAMEDA COUNTY PLANNING COMMISSION  
JULY 7, 2008  
(Approved July 21, 2008)**

**FIELD TRIP: Cancelled**

The following property was on the Field Trip:

1. **ZONING UNIT, ZU-2261 – MANCINI** ~ Petition to reclassify one lot, containing 1.94 acres, from the R-1-L-B-E (Single Family Residence, Limited Agriculture, 5 acre Minimum Building Site Area) District to a P-D (Planned Development) District, to allow construction of a detached three-car garage, workshop and RV storage facility with a 948 square foot guest unit above the garage area, located at 6352 Alisal Street, east side, south of Sycamore Road, Pleasanton area of unincorporated Alameda County, bearing Assessor's Parcel Number: 949-0015-005-01. **Staff Planner: Jeff Bonekemper**

**REGULAR MEETING: 6:00 p.m.**

**MEMBERS PRESENT:** Commissioners Ken Carbone, Chair; Frank Imhof; Glenn Kirby; and Kathie Ready.

**MEMBERS EXCUSED:** Commissioners Jacob, Vice-Chair; Alane Loisel and Richard Rhodes.

**OTHERS PRESENT:** Albert Lopez, Planning Director; Rodrigo Orduña Senior Planner; Brian Washington, County Counsel's Office; Eileen Dalton, Redevelopment Manager; Marita Hawryluk, Redevelopment; and Nilma Singh, Recording Secretary.

There were three people in the audience.

**CALL TO ORDER:** The Chair called the meeting to order at 6:00 p.m.

**ANNOUNCEMENTS BY THE CHAIR:** *None*

**OPEN FORUM:** Open forum is provided for any members of the public wishing to speak on an item not listed on the agenda. Each speaker is limited to three (3) minutes. *No one requested to be heard under open forum.*

**CONSENT CALENDAR:**

1. **APPROVAL OF COMMISSION MINUTES** ~ June 17, 2008.  
*Commissioner Kirby made the motion to approve June 17<sup>th</sup> Minutes as*

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*submitted and Commissioner Ready seconded. Motion carried unanimously, 4/0.*

*Commissioner Ready made the motion to approve the Consent Calendar and Commissioner Kirby seconded. Motion carried unanimously, 4/0, with Commissioners Jacob, Loisel and Rhodes excused.*

**REGULAR CALENDAR:**

1. **PROPOSED AMENDMENT TO SIGN ORDINANCE – ADDING A SECTION RELATING TO BILLBOARDS AND ADVERTISING SIGNS** ~ The proposed amendments would include prohibition of installation of any billboard or advertising sign in the unincorporated areas of Alameda County except for those billboards which already legally exist; a valid permit has been issued and has not expired; and/or are installed pursuant to an agreement relocating presently existing, legal billboards. **Staff Planner: Marita, Redevelopment and Albert Lopez, Planning Director**

Mr. Lopez presented the staff report. This is the first of a series of steps which will be followed by regulation of the contents/messages of the billboards and Ordinance/Specific Plan language clean-up. Ms. Hawryluk discussed the Commission's questions from an earlier meeting when this item was discussed. She also noted that all Redevelopment advisory committees are strongly in support. The Chair expressed concern that it is not totally clear that the intent is for trade-offs only. Staff pointed out the existing billboard location map and Ms. Hawryluk added that the next presentation to the Commission will include the outline of the billboard review process, which will be similar to the Site Development Review process. Commissioner Kirby felt that the role of property owners was unclear and also requested the status of replacement electronic signs. Ms. Hawryluk explained that the tenant is party to the billboard agreement with the landlord and that they will work with the State Guidelines regarding replacement electronic signs.

Public testimony was called for. Ed Gonzales, property owner at 16153 E. 14<sup>th</sup> Street, stated that he has had a billboard on his property for the last sixty years for which he has paid taxes. He asked if all billboards will be relocated. Ms. Hawryluk confirmed that not all billboards will be relocated, but the expected result is that there will be a net decrease in the number of billboards in the unincorporated County.

The Chair requested clarification on advertisement signs. Ms. Hawryluk said that billboards, as the Ordinance language reflects, is an advertisement sign for a business that is not located on the property. Commissioner Ready asked for Ordinance language clarification for billboards in Mixed Use Districts with a residential component. A discussion followed regarding existing Sign Ordinance language, appraised value to the property owners; and fair market values.

Patrick Powers, representing Clear Channel Outdoor, stated that unless there is an economic benefit to companies, there will not be a necessity and/or an obligation to relocate. They were willing to take some community surface street signs down, which is also supported by communities, and relocate on freeways.

Public testimony was closed. In response to Commissioner Imhof, Ms. Hawryluk explained that this is a West County driven project, that the language includes potential for relocation of billboards in East County, but that relocation in East County is not anticipated, and that portable billboards in East County are subject to Code Enforcement action. *Commissioner Kirby made the motion to move staff recommendation and Commissioner Imhof seconded. Motion carried unanimously, 4/0, with Commissioners Jacob, Loisel and Rhodes excused.*

2. **APPEAL OF THE BOUNDARY CREEK FIRE HAZARD MANAGEMENT PLAN** ~ To consider the appeal of Diana Hanna/Sierra Club of the Alameda County's approval of the Fire Hazard Management Plan for a development proposal known as the Boundary Creek Project, Zoning Unit, ZU-2193 and Tentative Tract Map, TR-7530, located at 4524 Crow Canyon Place, approximately 500 feet south of Crow Canyon Road, Castro Valley area of unincorporated Alameda County, bearing Assessor's Parcel Numbers: 084C-1068-001-00, 084C-1068-007-00 and 084C-1068-008-00. **Staff planner: Jana Beatty** *This item was continued to a future date.*

**STAFF COMMENTS & CORRESPONDENCE:** *None.*

**CHAIRS REPORT:** *None*

**COMMISSION ANNOUNCEMENT, COMMENTS AND REPORTS:** Commissioner Kirby announced that he had requested additional background material and expressed concern creating new parcels in sensitive areas, especially because of the recent fires.

The Chair announced that he has been working with staff regarding the organization and status/definition of pending items and the planner assigned to each project.

**ADJOURNMENT:** There being no further business, Commissioner Imhof moved to adjourn the meeting at 6:45 p.m. *Commissioner Ready seconded the motion. The motion was carried 4/0.*

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**ALBERT LOPEZ, SECRETARY**  
**COUNTY PLANNING COMMISSION OF ALAMEDA COUNTY**