

**CITY OF MADERA PLANNING COMMISSION  
REGULAR MEETING  
August 11, 2020**

**CALL TO ORDER:** The meeting was called to order by Chairperson Cortes at 6:00 p.m.

**ROLL CALL**

**PRESENT:** Commissioner Israel Cortes (Chairperson)  
Commissioner Robert Gran, Jr. (Vice Chairperson)  
Commissioner Richard Broadhead  
Commissioner Pamela Tyler  
Commissioner Ramon Lopez-Maciel  
Commissioner Ryan Cerioni

**ABSENT:** Commissioner Alex Salazar (arrived late)

**STAFF:** Gary Conte, Planning Manager  
Keith Helmuth, City Engineer  
Brandi Garcia, Recording Secretary  
Olga Garcia, Community Services Coordinator/Planning Assistant  
Joseph Carrello, Communications Specialist

**PLEDGE:** None

**PUBLIC COMMENT:** None

**MINUTES:** None

**NON-PUBLIC HEARING ITEMS:** None

**CONSENT ITEMS:** None

**PUBLIC HEARING ITEMS:**

**1. VAR 2020-04 – Vallarta Supermarket Sign**

A noticed public hearing to consider a variance to allow for 309.84 sq. ft. of signage where only 200 sq. ft. is allowed. Vallarta is a full-service supermarket located approximately 350 feet east of the southeast corner of Country Club Drive and West Clark Street (1467 Country Club Drive), in the C1 (Light Commercial) Zone District with a C (Commercial) General Plan land use designation (APN: 003-210-018). This project is determined to be categorically exempt per CEQA guidelines, Section 15311(a) Accessory Structures (on premise signs).

Planning Assistant Olga Garcia presented the item.

Commissioner Gran said based on the Ordinance there is a formula but if we are interpreting the sign with the formula it would be at about 266 sq. ft. of signage.

Mrs. Garcia said that is true.

Commissioner Gran said we have to remember that these signs are writing and not really like the presentation where they are measured as a rectangle. They aren't really a rectangle.

Mrs. Garcia said it was measured to the peak or point of the top. As a major tenant you are allowed linear feet, so they did get a little extra being the major occupant of the site. It's 1 sq. ft. for every 1.5 linear feet so they were given the extra allowance.

Commissioner Salazar joined the meeting at 6:14 pm.

Mrs. Garcia said this is their trademark. Karen is here and can speak on that but it's their staple signage of all their stores. They all have the panaderia, tortilleria, etc.

Commissioner Gran said he went on their website and checked, and it is correct, all the signage is there but it's just a question of how big. Some are larger than this one.

Mrs. Garcia said yes, and some stores are larger, but it was hard to tell on the website.

Commissioner Gran said that is correct.

Mrs. Garcia said that's how their stores are identified, by having all those components as signage.

Commissioner Cerioni said he definitely thinks it dresses up the site and based on the proposal he really thinks it's scaled well, and he thinks the building looks amazing. It will be a beautiful addition the City.

Commissioner Gran said the last thing we want is another Mervyn's that is here then gone after a couple years.

Karen Saitta of Vallarta Supermarkets joined the meeting.

Commissioner Cortes asked her to state her name and her address if she wished to do so.

Mrs. Saitta said her work address is 12881 Bradley Ave. in Sylmar, Ca. She said the palm tree is their registered trademark. You will see that on all the stores. This store is going to be one of the largest. They only have two other stores that are near this square footage. This store is almost 60,000 sq. ft. The one in Fresno on Clinton is only 45,000 sq. ft.

Commissioner Gran said it's standard for them, but they just need to make sure they can make the correct findings.

Commissioner Cortes asked if there was anyone else that would like to speak on the item.

Mr. Conte said the meeting will need to be opened for public hearing when entertaining questions.

Commissioner Cortes announced he was opening the item for public hearing and asked if anyone would like to speak on the item.

Seeing no one to speak on the item, the public hearing was closed, and the item was returned to the Commission for further processing.

Commissioner Gran said this is going to be Madera's big project at this time. They're not asking for the moon, just a balanced sign presentation that's available from the street. There won't be A frames out front or windows plastered with the specials, he thinks they need to agree that the findings are of a special need. They have a proven track record of running clean stores and this is standard operating procedure.

Commissioner Cerioni said there's that other undeveloped pad and structure that can in essence block the visibility. That justifies the request.

Commissioner Lopez said he wanted to mention something about the signs. If he needs to go to the taqueria he knows what part of the store to go to. He doesn't have to run all over, looking for what he needs like he has had to do before.

Commissioner Gran moved to approve motion 1. Seconded by Commissioner Tyler, the motion carried unanimously.

**ADMINISTRATIVE REPORTS:** None

**COMMISSIONER REPORTS:**

Commissioner Broadhead asked why we have a new fire station that is sitting empty, why? Is it not done?

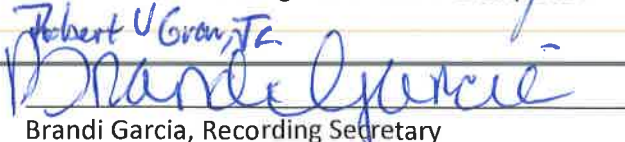
Mr. Conte said he didn't have that answer but could to find out. He believes they are still in the process of trying to fill it with manpower.

Mr. Helmuth said he could help answer the questions. Gary is correct as far as the manpower. The station is substantially complete. Towards the end of the construction they decided to put in a different flooring system and there were delays in getting the materials due to COVID and supply chain. It will be substantially complete probably before the end of this month. Once that happens, they will be putting in doors and a few other pieces of equipment. The fire department will then make the decision on hiring in coordination with the City Manager.

**ADJOURNMENT:** 6:27pm



Israel Cortes, Planning Commission Chairperson



Brandi Garcia, Recording Secretary