



**TAFF REPORT
HOLLISTER PLANNING COMMISSION
MEETING DATE: March 27, 2025
REPORT # Community Development-2025-14**

**AGENDA ITEM: SITE AND ARCHITECTURAL REVIEW 2024-2 600 ERNIE DRIVE
MONUMENT SIGN**

DEPARTMENT HEAD: Rod Powell, Assistant City Manager
STAFF CONTACT: Magda Gonzalez, Senior Planning Consultant

RECOMMENDED ACTION: Hold a public hearing to consider and adopt a resolution approving Site and Architectural Review 2024-2 to install a monument sign at 600 Ernie Drive also known as Project Almond (Amazon Inbound Cross-docking Distribution Center).

CEQA: This Project is exempt from CEQA pursuant to Section 15302, Existing Facilities.

PROJECT DESCRIPTION:

The Applicant is proposing a Site and Architecture Review 2024-2 for 600 Ernie Drive, to install a monument sign at an approved distribution center. The monument sign will be located at the corner of Ernie Drive and Michael Drive. The monument will be a double-faced illuminated monument sign with an area of 71.5" x 101" for a total of 50 square-feet. The monument sign is strategically located and will only be informational. This S&A is solely for the monument sign. Sign Plans are included as Exhibit A.

ANALYSIS:

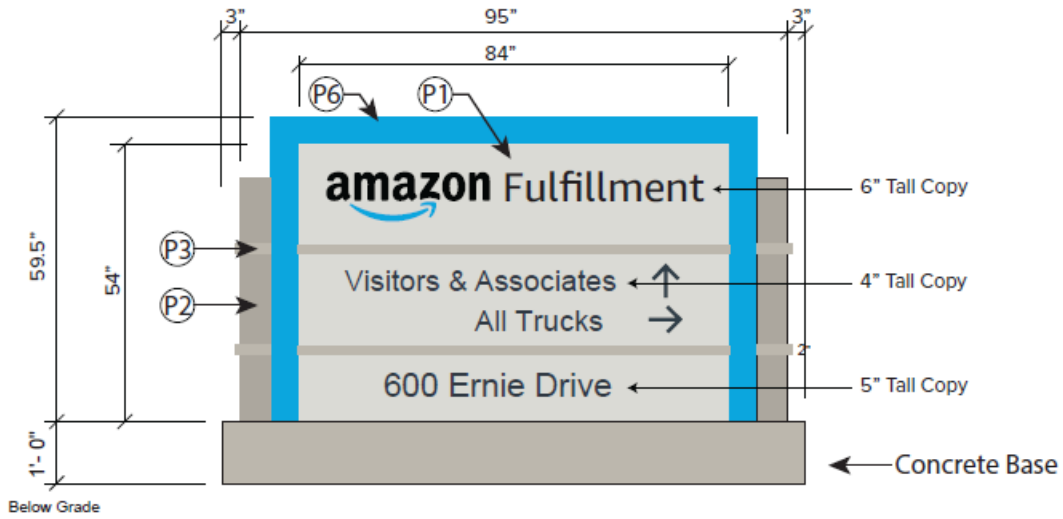
600 Ernie Drive, commonly known as Project Almond, is an approved Amazon inbound cross-docking distribution center. Project Almond is comprised of an 850' x 495' building with parking and associated infrastructure.

Monument Sign Details:

- Double-faced illuminated monument sign on a concrete base.
- 71.5" x 101" = 50 square-feet
- Both sides will read:
 - ***Amazon Fulfillment***
 - ***Visitors & Associates/ All Trucks***
 - ***600 Ernie Drive***
- Setbacks: 3'-6" and 30' from curb, respectively.

Sign Orientation: The monument sign will be double-faced, facing east and west.

Figure 1: Elevations



Sign Area: 71.5 x 101 = 50 Sq. Ft.

1 FRONT VIEW
SCALE: 3/8" = 1' - 0" MS-3

East Elevation



West Elevation



Figure 2: Project Site

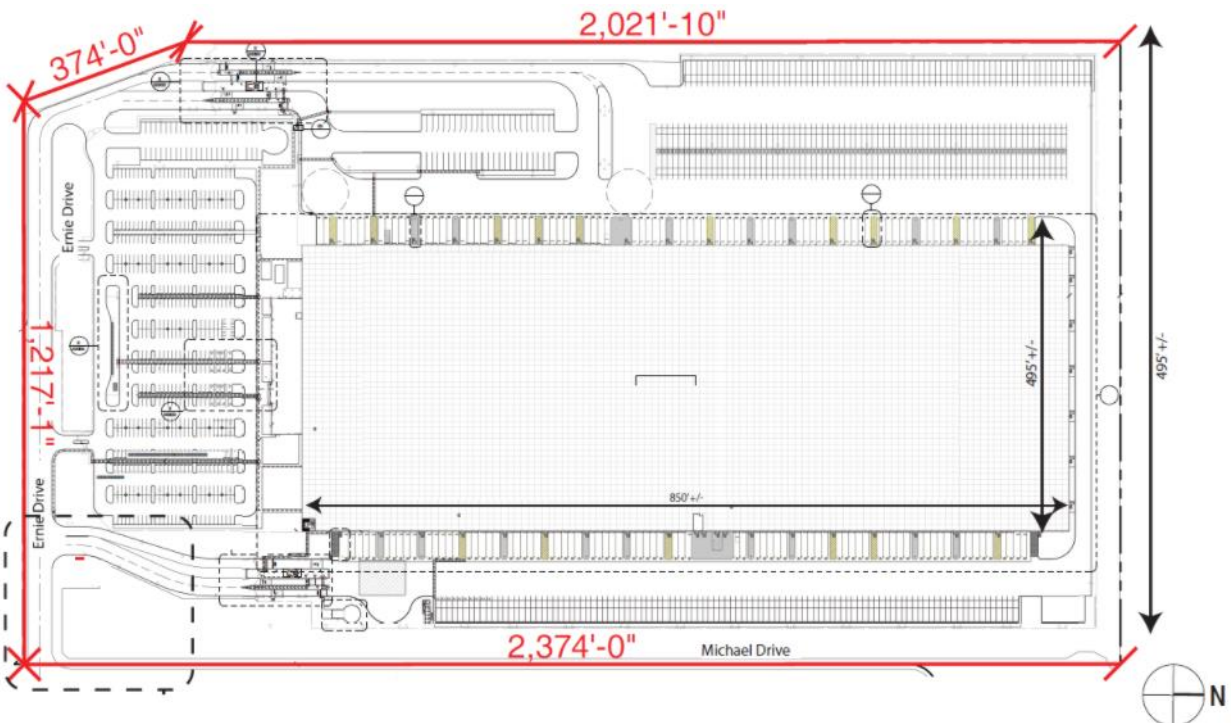
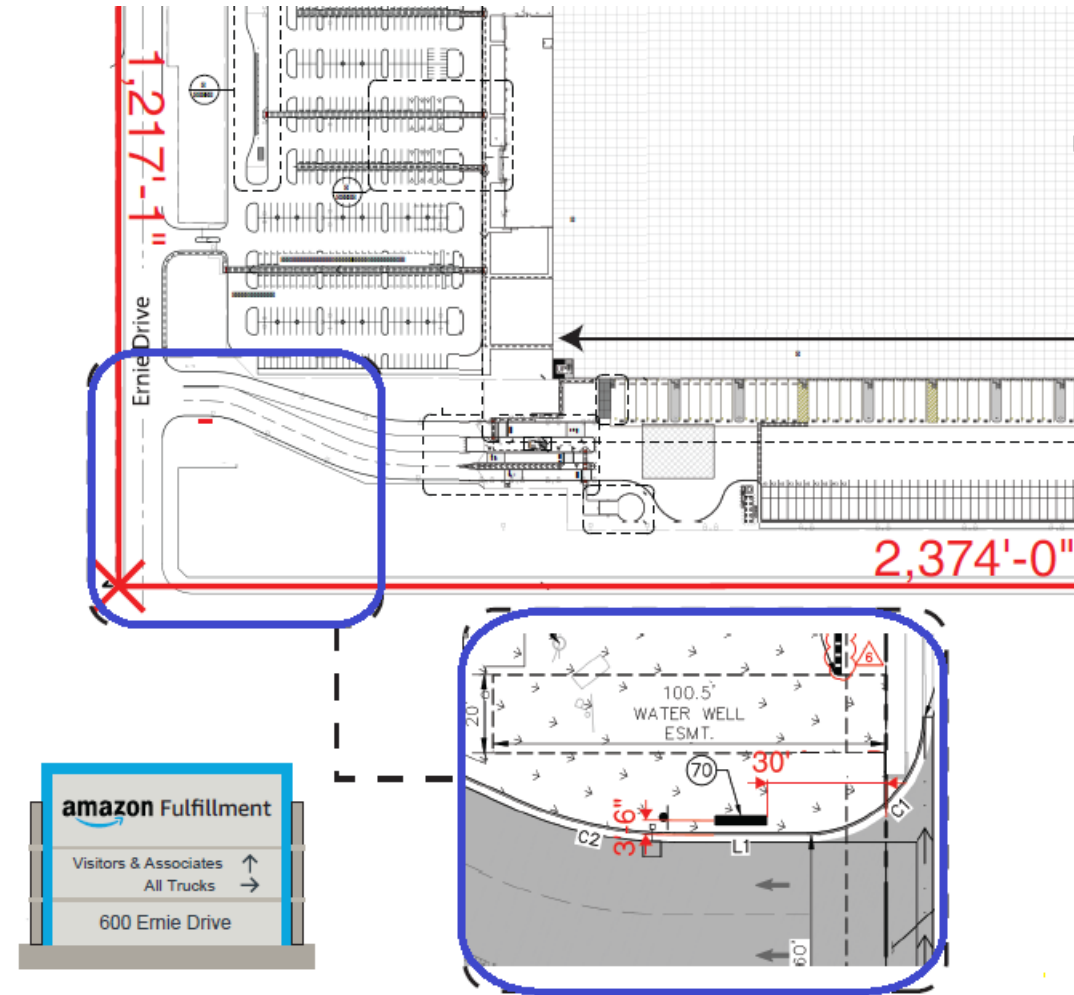


Figure 2: Site Plan



General Plan Compliance: The proposed monument sign is secondary to the existing use, a distribution center, which is compliant with the General Plan's goals and policies. The Airport Support zoning districts allow industrial or commercial development. The proposed monument sign will serve as an accessory feature to the approved distribution use.

- Goal LU11: Encourage well-designed buildings that are compatible with their surroundings.
- LU1.8 Signage: Require that building signs be designed to fit within the scale and character of buildings.

Zoning District Compliance: A monument sign proposed within the Airport Support (AS) zoning district requires a formal review by the San Benito Airport Land Use Commission (ALUC). On February 20, 2025, ALUC reviewed the proposed monument sign and determined that the project is consistent with the Airport Land Use Compatibility Plan

(ALUCP).

CONCLUSION:

The applicant is proposing to install a 50 square-foot monument sign at the corner of an existing distribution facility. The ALUC has reviewed the monument and has determined it is consistent within the ALUCP. The project is consistent with the General Plan and zoning district and not requesting any deviation. Additionally, Conditions of Approval have been included to ensure that the project is compliant with established regulations.

PREVIOUS COUNCIL OR COMMISSION ACTION: None

PLANNING COMMISSION OPTIONS:

The Planning Commission can choose one of the following options:

1. Adopt a Resolution approving S&A 2024-2, subject to the findings and conditions contained in the draft resolution (Attachment 1);
2. Adopt a Resolution approving S&A 2024-2, with findings or Conditions of Approval modified by the Planning Commission;
3. Deny the proposed Project; or
4. Continue the hearing and direct Staff to provide additional information or clarification.

Staff recommend the Planning Commission select Option 1 for this Item.

ATTACHMENTS:

1. Resolution Approval S&A 2024-2
2. Monument Sign Plans
3. ALUCP Consistency Determination

GENERAL INFORMATION:

Applicant	Craigo Investment DBA Fastsigns 1541 Railroad Ave Clovis, CA 93612
Property Owner	Duke Realty 1904 Franklin St. 8 th Floor Oakland, CA 94612
Location/Address	600 Ernie Drive
Assessor Parcel Number(s)	050-020-034
General Plan Designation	Airport Support
Zoning District	Airport Support (AS)

SURROUNDING USES:

Location	Zoning Designation	General Plan Land Use	Current Use of Property
Project Site	AS	AS	Distribution Center
North	San Benito County	Agriculture	Agricultural
South	AS	Airport Support	Clearist Industrial Park/Vacant
East	AS	Airport Support	Clearist Industrial Park/Vacant
West	A	Airport	Hollister Municipal Airport