



**STAFF REPORT
HOLLISTER PLANNING COMMISSION
MEETING DATE: September 25, 2025
REPORT # Community Development-2025-58**

AGENDA ITEM: MASTER SIGN PLAN (MSP 2025-2) FOR 1901 LANA WAY (POLAR SERVICES)

DEPARTMENT HEAD: Rod Powell, Assistant City Manager
STAFF CONTACT: Erica Fraser, AICP, Contract Senior Planner

RECOMMENDED ACTION: Adopt a Resolution approving Master Sign Plan 2025-2.
CEQA: The project is Categorically Exempt project pursuant to Section 15302, Existing Facilities because the project is consistent with the General Plan Land Use Designation and Zoning District and furthermore it is not proposing any development.

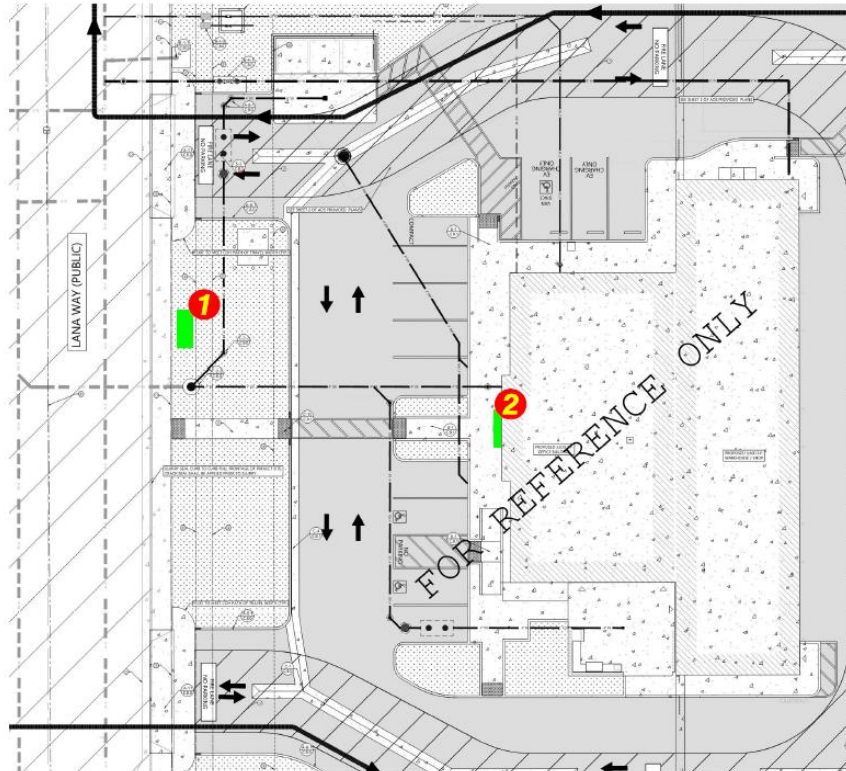
PROJECT DESCRIPTION: The Applicant has submitted a Master Sign Plan for one new wall sign and one new monument sign for a new building (currently under construction) located at 1901 Lana Way. For projects that include a monument sign, a Master Sign Plan is required and the signs must be reviewed by the Planning Commission in accordance with Section 17.20.120.

Figure 1: Project Location



ANALYSIS: The Applicant is proposing two signs which are discussed in detail below. The location of the signs is shown on the following site plan. Sign 1 is the monument sign and Sign 2 is the wall sign.

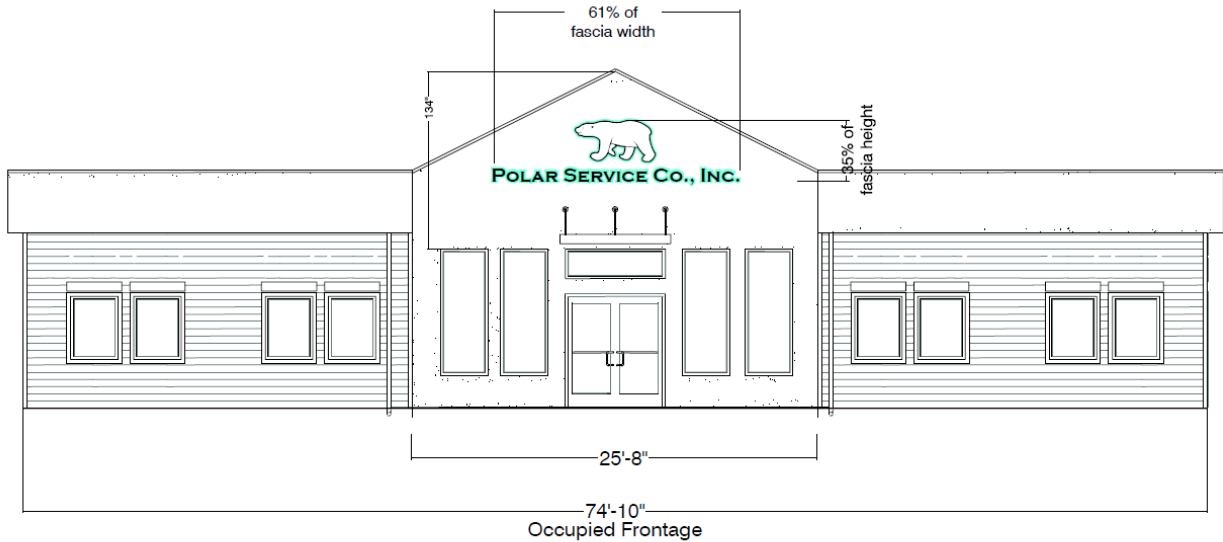
Figure 2: Project Sign Locations



Wall Sign

The proposed wall sign is 63.2 square feet in size and will be illuminated. The sign is 4 feet tall and 15 ½ feet long. The wall sign will be installed over the front entry to the building as shown below.

Figure 3: Wall Sign

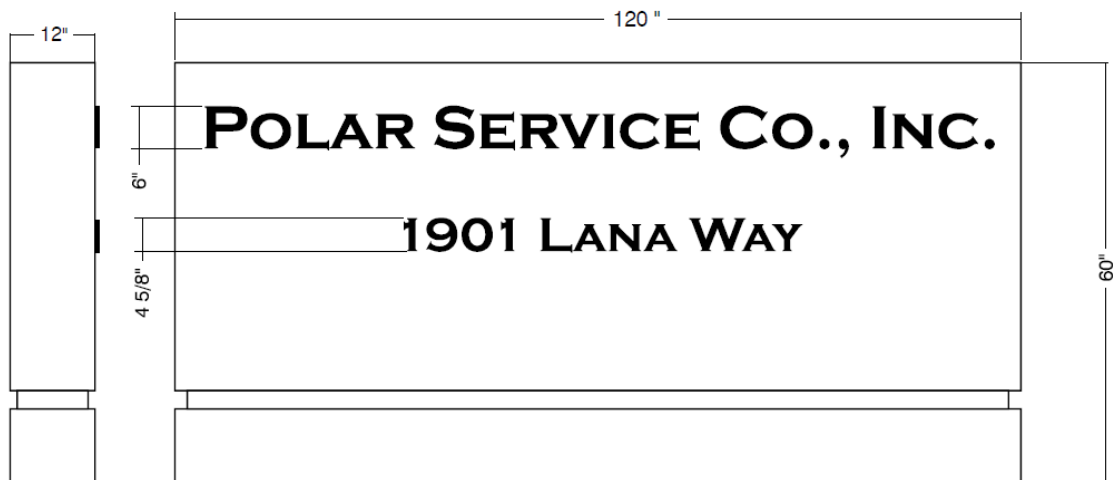


The proposed sign is 63.2 square feet in size and the Zoning Ordinance limits this sign to 74 square feet. The sign is well positioned above the front entrance. Staff recommends approval as proposed.

Monument Sign

The proposed monument sign is orientated towards Lana Way. The new monument sign will be 5 feet tall and 10 feet wide (or 50 square feet). The Zoning Ordinance allows the business to have one monument sign which is no more than 50 square feet in size.

Figure 4: Monument Sign



The proposed monument sign is oriented to face the street and will not impede views of those entering or existing the site. The sign size meets the requirements of the Zoning Ordinance for setbacks and height. Staff recommends approval as proposed.

CEQA: The project is Categorically Exempt project pursuant to Section 15302, Existing Facilities because the project is consistent with the General Plan Land Use Designation and Zoning District, furthermore it is not proposing any development.

CONCLUSION: The new signs meet the requirements of the Zoning Ordinance with regards to size and location. Staff recommends approval of the signs as proposed.

PREVIOUS COUNCIL OR COMMISSION ACTION: None

PLANNING COMMISSION OPTIONS: The Planning Commission can take one of the following actions:

1. Adopt a Resolution approving MSP 2025-2, subject to the findings and conditions of approval contained in the draft resolution; or
2. Adopt a Resolution approving MSP 2025-2 with findings or conditions modified by the Planning Commission; or
3. Deny MSP 2025-2; or
4. Continue the hearing and direct staff to provide additional information or clarification.

ATTACHMENTS:

1. Resolution approving MSP 2025-2, with the sign plans included as Exhibit A.

GENERAL INFORMATION:

Applicant	ASAP Signs and Printing
Property Owner	Dennis and Heidi Pack
Location/Address	1901 Lana Way
Assessor Parcel Number(s)	051-162-002
General Plan Designation	Light Industrial
Zoning District	M1 (Light Industrial)

SURROUNDING USES:

Location	Zoning Designation	General Plan Land Use	Current Use of Property
Project Site	M1	Light Industrial	Industrial
North	M1	Light Industrial	Vacant
South	M1	Light Industrial	Industrial
East	M1	Light Industrial	Industrial and Vacant
West	M1	Light Industrial	Industrial