

**Town of Truckee
California**

PLANNING COMMISSION RESOLUTION 2026-05

**A RESOLUTION OF THE TOWN OF TRUCKEE PLANNING COMMISSION
UPHOLDING COMMUNITY DEVELOPMENT DIRECTOR DECISION AND DENYING
APPEAL ON
MARTIS VALLEY MESSAGE UNPERMITTED SIGN**

WHEREAS, the Town of Truckee has received a timely appeal of a Community Development Director determination on the unpermitted use of a digital display at Martis Valley Massage; and

WHEREAS, the Planning Commission is responsible for the review and consideration of appeals of Community Development Director determinations; and

WHEREAS, the determination was made following notification to the business owner by Code Compliance staff that the sign was unpermitted and a prohibited sign type; and

WHEREAS, the Development Code prohibits animated, moving, flashing, blinking, reflecting, revolving or other similar signs; changeable copy signs; and electronic reader board signs; and

WHEREAS, the United States Supreme Court ruled in Reed v. Town of Gilbert that in most cases a jurisdiction may not regulate sign content; and

WHEREAS, the definition of a window sign is an interior sign placed in a window, exposed to public view, and located within three feet of the window; and

NOW THEREFORE BE IT RESOLVED, the Planning Commission hereby takes the following actions on Application 2026-00000005 (Martis Valley Massage Unpermitted Sign Appeal):

1. Uphold the determination of the Community Development Director that the digital window display at Martis Valley Massage is a prohibited sign as described in the January 8, 2026 Director's Determination.
2. Deny the appeal.
3. Determine the Community Development Director determination to be exempt pursuant to CEQA Guidelines Section 15061(b)(3), which states that CEQA does not apply to projects that do not have potential environmental impacts.

BE IT FURTHER RESOLVED, the Planning Commission adopts the findings set forth in Exhibit A (Findings), in support of the Commission's decision to uphold the Community Development Director's decision and to deny the appeal.

PASSED AND ADOPTED by the Town of Truckee Planning Commission on this 19th day of May, 2026 by the following vote:

AYES:

NOES:

ABSENT:

Jason Toups – Chair
Town of Truckee Planning Commission

ATTEST:

Kayley Metroka, Administrative Technician

Attachments:

Exhibit A— Findings

RESOLUTION 2026-05

EXHIBIT A

APPLICATION NO. 2026-00000005 MARTIS VALLEY MESSAGE UNPERMITTED SIGN APPEAL COMMUNITY DEVELOPMENT DIRECTOR DETERMINATION APPEAL

FINDINGS

1. The Planning Commission finds that the Director's Determination correctly identified the digital display at Martis Valley Massage as a prohibited sign type in compliance with Development Code, Section 18.54.060 (Prohibited Signs). The Planning Commission finds that the digital display is considered a sign and cannot be approved due to being a prohibited sign type. The Planning Commission now acts as the review authority due to the appeal of the Community Development Director's determination.
2. The Planning Commission requires that the digital display sign be removed within 30 days, or the violation will be referred to the Town of Truckee Code Compliance Division. Noncompliance will result in Code Compliance action including but not limited to citations and/or initiation of revocation of existing land use entitlements.
3. The Planning Commission requires that the additional neon sign be removed within 30 days, or the violation will be referred to the Town of Truckee Code Compliance Division. Noncompliance will result in Code Compliance action including but not limited to citations and/or initiation of revocation of existing land use entitlements.
4. The Planning Commission also finds that the findings to approve the proposed sign cannot be made as discussed below:

Section 18.54.030 Sign Plan Review Requirements

Approval of Sign Plan. The review authority shall approve a Sign Plan application, with or without conditions, only if all of the following findings are made:

- a. **The proposed sign is for a use that is allowed by Article II (Zoning Districts) and complies with all applicable provisions of this Chapter, the Development Code, the Municipal Code, the Public Improvements and Engineering Standards, any applicable Specific Plan or Master Plan, and any applicable Comprehensive Sign Program.**
- b. The proposed sign is for a "personal services" use within the Regional Commercial (RC) zone district in the Joerger Ranch Specific Plan Area. Table 4.1A of the Joerger Ranch Specific Plan lists "personal services" as a permitted use within this zone and the use complies with all applicable provisions of the Development Code, Municipal Code, Public Improvements and Engineering Standards and the Joerger Ranch Specific Plan. **The proposed sign is consistent with the design guidelines and historic design guidelines (for signs in the -HP district), achieves the overall design objectives of the guidelines, and would not impair the design and architectural integrity and character of the surrounding neighborhood.**

This finding cannot be made. The proposed sign is not consistent with the requirements of Development Code, Chapter 18.54. The sign falls under three

different prohibited sign types described by Development Code, Section 18.54.060 (Prohibited Signs), including animated signs, changeable copy signs and electronic reader board signs. The proposal would not be allowed under current Development Code regulations.