

CITY OF ROSEVILLE PLANNING DEPARTMENT STAFF REPORT DESIGN COMMITTEE MEETING May 19, 2005

Prepared by: Eileen Bruggeman, Project Planner

ITEM III-C: SIGN VARIANCE – 9500 FAIRWAY DRIVE (FAIRWAY CREEK SHOPPING CENTER) –

FILE#: SV 05-05

REQUEST

The applicant requests approval of a Sign Variance for the Fairway Creek Shopping Center, specifically for the purposes of allowing a second monument sign for the center.

Property Owner/Applicant – Fairway Creek, LLC., Brian Natov

SUMMARY RECOMMENDATION

The Planning Department recommends that the Design Committee take the following actions:

- A. Adopt the three (3) findings of fact for approval of the Sign Variance; and
- B. Approve the Sign Variance.

OUTSTANDING ISSUES

The applicant is in agreement with the proposed conditions of approval. There are no outstanding issues.

BACKGROUND

The Highland Reserve North Specific Plan (HRNSP) was approved by the City Council on May 28, 1997 and is located on 615 acres immediately north of State Highway 65, at the corporate boundaries with the City of Rocklin. The plan is a multi-phased mixed-use development with a variety of commercial, residential, and other land uses.

The subject property (HRNSP, Parcels 43A and B) was previously a part of a larger 20.6± acre parcel of land approved with the implementation of the HRNSP. On July 24, 2003 the Planning Commission approved the Design Review Permit (file #DRP 02-51) to allow development of the 12.6-acre site as the Fairway Creek Shopping Center (Attachment 1). The applicant was authorized to construct the Fairway Creek Shopping Center in phases, consisting of eleven (11) single story retail buildings totaling 112,980 square feet (Attachments 2 and 3).

The Sign Ordinance limits the number of freestanding signs per building complex to one (1) per complex, unless the frontage exceeds 1,000 lineal feet (Attachment 4). If the complex lineal frontage exceeds 1,000 feet, then the complex is allowed one sign per street with a primary entrance. The Fairway Creek Shopping Center (FCSC) has a frontage of approximately 1,600 feet along Fairway Drive, however, there is no street frontage other than Fairway Drive, therefore limiting the center to one freestanding sign.

Fairway Creek Shopping Center wishes to install a second freestanding sign on Fairway Drive for the tenants of the Fairway Creek Shopping Center building. The request is not consistent with the definition of the allowable number of freestanding signs for a building complex with one street frontage. A sign variance must therefore be approved to permit Fairway Creek Shopping Center an additional, second free-standing sign.

EVALUATION

In accordance with the provisions of the Sign Ordinance, all three (3) specific findings must be made in order to approve a Sign Variance. The required findings are listed below in *italicized bold print* and are followed by an evaluation.

- 1. There are exceptional or extraordinary circumstances or conditions applying to the land, buildings or signs involved which do not generally apply to other land, buildings or signs in the neighborhood.
- 2. The granting of this variance is necessary for the preservation and enjoyment of substantial property rights of the applicant.
- 3. The granting of this variance will not materially and adversely affect the health, safety or welfare of persons in the neighborhood, nor be materially detrimental or injurious to property or improvements in the neighborhood.

The applicant has provided their justification for consideration to allow a freestanding monument sign for the Fairway Creek Shopping Center (FCSC), dated March 29, 2005 (Attachment 5). A separate Site Plan indicates the proposed location for the second monument sign (Exhibit A).

The site is unusual in that it is long (approximately 1,600 feet) and narrow, without an adjacent side street and primary entrance to qualify the center for an additional freestanding sign. However, along the one street frontage there are four driveway entrances. There are two (2) primary entrances. One of the primary entrances is part of the signalized intersection of Fairway Drive and Five Star Boulevard (Attachment 2, Driveway #2). The second primary entrance is opposite Home Depot (Attachment 3, Driveway #4). Driveways #1 and #3 are secondary entrances with right-turn in only access.

Typically shopping centers with this number of primary and secondary entrances would be fronted by more than one street, and therefore would qualify for an additional monument sign (for example, the Bel Air Center at Sunrise and Cirby).

If restricted to a single monument sign, it would logically be located towards the middle of the site. However, the applicant feels this would inappropriately draw motorists towards the middle of the center towards a single, secondary entrance and away from the two (2) primary, signalized intersections. With authorization to install two (2) monument signs the applicant would place the signs at either end of the site to provide motorists better direction towards primary entrances, and facilitate better flow of traffic on Fairway Drive (Exhibit A).

The Center was approved for construction of eleven (11) individual buildings, and the applicant states potentially close to forty (40) individual tenants will occupy the project. While the buildings are configured to accommodate a few large, single users, the majority of users will be smaller, in-line tenants, generating a desire for street front signage. The applicant believes they would be at a distinct marketing disadvantage, and be perceived as having less exposure as compared to their competitors that qualify for more than one monument sign.

CONCLUSION

The Fairway Creek Shopping Center is located on an unusually long and narrow site, with two (2) primary entrances. Other centers with similar amounts of lineal frontage and entrances typically have more than one street frontage, and therefore similar centers qualify for more than one monument sign. Granting their request for an additional monument sign would afford them signage comparable to similar centers, protecting their property values and rights. Staff believes that due to the length of the site, the granting of the request will not cause any adverse visual effects or be detrimental to surrounding properties.

As with other PSPPs that allow more than one monument sign, all monument signs within a PSPP are subject to the same design criteria. Exhibit B indicates the appearance of the monument sign. The PSPP will be conditioned to limit the number of half-size panels to four (4). **Condition 4** is recommended for inclusion to clarify that the second monument sign will also be subject to the PSPP criteria for monument signs.

ENVIRONMENTAL DETERMINATION

The project is categorically exempt pursuant to Section 15311(a) of the California Environmental Quality Act (CEQA) Guidelines, on-premise signs.

RECOMMENDATION

The Planning Department recommends that the Design Committee take the following actions:

- A. Adopt the three findings of fact, as stated below, for denial of the SIGN VARIANCE 9500 FAIRWAY DRIVE (FAIRWAY CREEK SHOPPING CENTER) FILE# SV 05-01;
 - 1. There are exceptional or extraordinary circumstances or conditions applying to the land, buildings or signs involved which generally apply to other land, buildings or signs in the neighborhood.
 - 2. The granting of this variance is necessary for the preservation and enjoyment of substantial property rights of the applicant.
 - 3. The granting of this variance will not materially and adversely affect the health, safety or welfare of persons in the neighborhood, and will not be materially detrimental or injurious to property or improvements in the neighborhood.
- B. Approve the SIGN VARIANCE 9500 FAIRWAY DRIVE (FAIRWAY CREEK SHOPPING CENTER) FILE# SV 05-05, subject to the following conditions of approval.

CONDITIONS OF APPROVAL FOR SIGN VARIANCE (FILE SV 05-05):

- 1. This Sign Variance approval shall be effectuated within a period of twelve (12) months from this date and if not effectuated shall expire on **May 19, 2006**. (Planning).
- 2. The location of the second monument sign is as shown in Exhibit A and in the Fairway Creek Shopping Center PSPP. (Planning)
- 3. A Sign Permit is required prior to installation of any signs. As part of the Sign Permit application a Site Plan shall be submitted that indicates the monument sign setbacks from Fairway Drive and the driveway. A second monument sign for the Fairway Creek Shopping Center may be installed subject to meeting clear vision triangle and traffic safety considerations. (Planning)
- 4. The second monument sign shall be subject to the design criteria contained in the Fairway Creek Shopping Center PSPP. (Planning)

ATTACHMENTS:

- 1. Vicinity Map
- 2. Fairway Creek Site Plan Sheet C-3

- 3. Fairway Creek Site Plan Sheet C-4
- 4. Sign Ordinance Section 17.06.220 (Criteria for Freestanding Signs)
- 5. Fairway Creek Shopping Center Letter, dated March 29, 2005

EXHIBIT

- A. Free-Standing Monument Sign Location(s)
- B. Fairway Creek Shopping Center Planned Sign Permit Program, Monument Sign Detail

Note to Applicant and/or Developer: Please contact the Planning Department staff at (916) 774-5276 prior to the Committee meeting if you have any questions on any of the recommended conditions for your project. If you challenge the decision of the Committee in court, you may be limited to raising only those issues which you or someone else raised at the public hearing held for this project, or in written correspondence delivered to the Planning Director at, or prior to, the public hearing.