



CITY OF ROSEVILLE

PLANNING DEPARTMENT STAFF REPORT

DESIGN COMMITTEE MEETING

MARCH 16, 2006

Prepared by: Chris Dougherty, Assistant Planner

ITEM II-D: SIGN VARIANCE – SULLIVAN AUTO GROUP PARKING FACILITY – 1431 ROCKY RIDGE DR. – FILE # V - 000022

REQUEST

The applicant requests approval of a Sign Variance to allow a second freestanding sign, where the Sign Ordinance allows one.

Applicant: Carl Cook, Pacific Neon
Owner: John L. Sullivan Family LP

SUMMARY RECOMMENDATION

The Planning Department recommends that the Design Committee:

- A. Adopt the three findings of fact for the approval of the Sign Variance.
- B. Approve the requested Sign Variance

SUMMARY OF OUTSTANDING ISSUES

There are no outstanding issues.

BACKGROUND

Location: The 6.5 acre parcel is located at 1431 Rocky Ridge Dr. which is between Lead Hill Bl. and Rocky Ridge Dr. within the North East Roseville Specific Plan (NERSP) (see Vicinity Map – Attachment 1). Currently the parcel is being used as an overflow parking lot for the John L. Sullivan Auto Group. Specifically, the parcel is bordered on the south by Olympus Point Retail Center and to the north by Rosemead at Olympus Point apartments.

Permit History: On May 13, 2004, the Planning Commission approved a Parcel Map (PM 03-11). On June 4, 2004, the City Council approved a General Plan Amendment (GPA 03-14), Specific Plan Amendment (SPA 03-08), Rezone (RZ 03-13), and Development Agreement Amendment (DAA 03-16) for the parcel at 1431 Rocky Ridge Dr. to construct a parking facility for Sullivan Auto Group.

EVALUATION

The Sullivan Auto Group Parking Facility houses a capacity of 1062 new and used vehicles within a walled and paved facility. Currently the parcel consists of an overflow parking lot for the John L. Sullivan Auto Group. The parcel has one existing freestanding sign on the north-west facing frontage. The Sign Ordinance recognizes signs located on perimeter walls as freestanding signs. The Sign Ordinance has specific provisions for the number of freestanding signs allowed. The Sign Ordinance allows one freestanding sign for an individual use and additional freestanding signs where the street frontages exceed 1,000 linear feet. The subject property does not exceed 1,000 linear feet of frontage therefore the applicant has requested the variance.

Section 17.78.060(B) of the Sign Ordinance requires that three findings be made in order to approve a Sign Variance. The required findings for a Sign Variance are listed below in ***bold italics***, followed by an evaluation.

1. ***There are exceptional or extraordinary circumstances or conditions applying to the land, building or signs involved which do not generally apply to other land, buildings or signs in the neighborhood.***

The Sullivan Auto Group Parking Facility is an overflow parking lot for the Sullivan Auto Group retail center. Per the City's Sign Ordinance this use is allowed a single freestanding sign based on the number and length of street frontages. The applicant has requested a second freestanding sign, stating that orientation and shape of the parcel is unique in that it has frontages on both Rocky Ride Dr. and Lead Hill BL. that are accessible by car and are over six hundred yards apart. The proposed location of the sign is on the south-east elevation, each sign and frontage are not visible from one another. The project is also unique as there are no buildings on the property. The buildings are prohibited due to the overhead power lines. The inability to have buildings on site further limits the applicant's ability to identify the site as there is no opportunity for building mounted signs. Staff finds that unique and extraordinary circumstances apply to the property for the following reasons:

1. Unique parcel shape
2. Narrow street frontage
3. Two different street frontages
4. Each sign and frontage are not visible from one another
5. No buildings on site

2. ***The granting of this variance is necessary for the preservation and enjoyment of substantial property rights of the applicant.***

As noted above there are unique circumstances that apply to this property. This Sign Variance is necessary to allow a second freestanding sign, the second sign will allow sign recognition commensurate with other properties in the area. Staff finds the granting of this Sign Variance necessary for the enjoyment of property rights by 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 proposed Sign Variance deviates from the number of freestanding signs by allowing two freestanding signs. Staff has found that because the property has two frontages the addition of the proposed freestanding sign would not be excessive and would not allow for an unfair advantage over other businesses.

The Findings section of the Sign Ordinance, section 10.02.020(B), states, "where signs are not properly regulated, they contribute to visual clutter, confusion, aesthetic blight, and create an unpleasant impression." Staff feels that one additional sign will not constitute visual clutter or be distracting to motorists the signs and would not be out of character with other surrounding uses in the in the area due to the uniqueness of the site. The increase in the number of signs would not result in the granting of a special privilege not enjoyed by other buildings, business or persons in the area or the City.

The special privilege would not create a competitive advantage to the applicant not shared by other buildings, businesses, and persons. The Sign Ordinance treats sign users uniformly creating a level playing field for all sign users; staff believes that the granting of this request would not tilt the field unfairly.

CONCLUSION

Staff has demonstrated the unique circumstances that affect the parcel at 1431 Rocky Ridge Dr warrant the approval of the Sign Variance. The Sign Variance would not grant a special privilege not enjoyed by other properties in the NERSP, and the City of Roseville.

ENVIRONMENTAL DETERMINATION

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

RECOMMENDATION

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

- A. Adopt the three findings of fact for approval of the Sign Variance – 1431 Rocky Ridge Dr., Sullivan Auto Group Parking Facility – File #V-000022:
 1. *For the reasons cited in the staff report, there are exceptional or extraordinary circumstances or conditions applying to the land, building or signs involved which do not generally apply to other land, buildings or signs in the neighborhood.*
 2. *For the reasons cited in the staff report, the granting of this variance is necessary for the preservation and enjoyment of substantial property rights of the applicant.*
 3. *For the reasons cited in the staff report, the granting of this variance will materially and adversely affect the health, safety or welfare of persons in the neighborhood, and be materially detrimental or injurious to property or improvements in the neighborhood.*

- B. Approve the Sign Variance – 1431 Rocky Ridge Dr., Sullivan Auto Group Parking Facility – File #V - 000022

ATTACHMENTS

1. Vicinity Map
2. Applicant's Letter

EXHIBITS

- A. Sign Elevation

CONDITIONS OF APPROVAL

1. The Variance is approved for the sign shown in Exhibit A. (Planning)
2. A Sign Permit and Building Permit are required prior to installation of the sign. (Planning, Building).

Note to Applicant and/or Developer: Please contact the Planning Department staff at (916) 774-5276 prior to the Design Committee meeting if you have any questions on any of the recommended conditions for your project. If you challenge the decision of the Commission 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.