



ITEM III-A: SIGN VARIANCE AND PLANNED SIGN PERMIT PROGRAM – WESTPARK PHASE 1 & 2 SIGN PROGRAM - FILE # V-000019 & PSP-000036

REQUEST

The applicant requests approval of Planned Sign Permit Program (PSPP) to establish sign criteria for the advertising of residential subdivisions and future development projects within the Westpark Phase 1 & 2 areas of the West Roseville Specific Plan (WRSP) area. The applicant also requests approval of a Sign Variance (SV) to allow off-site subdivision signs to be located closer than 2,500 lineal feet from each other.

Applicant/Owner: Pulte Homes/Del Webb – Dayna Bedney

SUMMARY RECOMMENDATION

The Planning Department recommends that the Design Committee:

- A. Adopt the three (3) findings of fact for the Sign Variance;
- B. Approve the Sign Variance with nine (9) conditions of approval;
- C. Adopt the two (2) findings of fact for the Planned Sign Permit Program; and
- D. Approve the Planned Sign Permit Program with nine (9) conditions of approval.

SUMMARY OF OUTSTANDING ISSUES

There is one outstanding issue. The applicant is not in agreement with condition 4 related to the design of the off-site subdivision signs, which would be located outside of the WRSP. As presented in Exhibit I, the applicant believes that the images as shown in Exhibits F and G should be allowed to be incorporated into the design of the sign. Staff has found this design to be appropriate for off-site subdivision signs that are located within the project area (at Fiddymment/Pleasant Grove and Fiddymment/Village Green) to be used as part of an overall marketing theme, but that the use of this marketing tool outside of the project area presents an advertising advantage not received by other developers in the City of Roseville. This issue is discussed in further detail below.

BACKGROUND

Location: The project address is 2000 Pleasant Grove Bl, however the proposed sign program will affect the area roughly bounded by Philip Rd, Westpark Dr, Fiddymment Rd and Placer County Limits within the WRSP (Attachments 1 and 2).

Permit History: On February 4, 2004, the City Council approved the WRSP, which granted land use entitlements for new development to the west of Fiddymment Road. Subsequently, the Planning Commission has since approved Tentative Subdivision Maps for Westpark Phases 1 and 2. A Sign Variance has been requested to permit off-site subdivision signs to be located within 2,500 feet from other off-site subdivision signs as measured along existing roads. Also, the proposed signs deviate from the design called out in the City's Sign Ordinance and therefore a PSPP has been requested.

EVALUATION

Sign Variance:

Since the PSPP is dependent on the outcome of the SV, the SV will be discussed first. Similar requests have been made and approved in the past for variances and PSPPs. Most recently the Design Committee considered a SV and PSPP for the Fiddymment Ranch Phase 2 area just north of the subject area for a very similar type of program for temporary signs. The PSPP established criteria for both on-site and off-site temporary residential signs.

At this time, the applicant (Pulte Homes/Del Webb) is preparing for the construction of several subdivisions within the Westpark Phase 1 and 2 project areas within the WRSP. In addition to on-site signs, which are not included in the SV request, the applicant is requesting to include in the sign criteria, off-site subdivision signs to direct potential homebuyers to the different subdivisions within the area. Section 17.06.620 establishes criteria for the location, height, area, and design of off-site subdivision signs. Because the applicant proposes to locate off-site subdivision signs within 2,500 feet from each other a SV is required.

Off-Site Directional Signs:

The proposed off-site directional signs include Ladder Signs and Temporary Project Signs. The Sign Ordinance provides standards for these types of signs related to size, number, location and removal. As described above the signs are located closer than what is allowed in the Sign Ordinance, however staff has determined that the sign locations are appropriate in helping potential homebuyers in way finding.

The Sign Ordinance limits the size of off-site subdivision signs to a maximum display area of 14 feet by 8 feet and an overall sign dimensions (which include posts) of 15 feet by 10 feet. As proposed the signs are in compliance with these standards. The signs will be double faced and may only be located on vacant property. With regards to setbacks the signs must be setback at least one half the height of the sign and be outside of the clear vision triangle. The applicant has proposed eight ladder signs and two temporary project signs within the Westpark Phase 1 and 2 areas. The ladder signs and temporary project signs are freestanding signs that provide horizontal placards to identify individual subdivisions or builders. Exhibit B identifies the locations of these signs and Exhibits E, F and G provide sign details.

In order to ensure that sign clutter is limited, the sign criteria contain requirements for the timely removal of the signs. The off-site subdivision signs must be removed within thirty days if no model homes or lots are available of viewing or for sale. The applicant is in agreement with these conditions.

The applicant is also interested in locating additional off-site signs (similar to the design as shown in Exhibits F and G) that will be located outside of the Westplan area to direct traffic to the new subdivision areas. The signs are permitted, however they may only list the individual subdivision names and provide directional indicators to the subdivisions (i.e. cannot provide a special advertising advantage to Westpark alone). Staff has included condition 4 that states the signs shall be available for advertisement of other subdivisions within the city limits and may not be solely for Westpark subdivisions. No logos or photos are permitted on the sign. The signs must be located on vacant property and if the signs are to be located on property not owned by Westpark, authorization from the property owner must be provided to the City prior to installation of the signs. The signs must maintain the 2,500-foot separation requirement as stated in the Sign Ordinance. While the applicant is in agreement with staff to allow other subdivisions to be listed on the sign, they would like to continue to use a series of images related to Westpark's marketing plan (images shown on Exhibits F and G).

Given that the off-site (outside of the plan area) subdivision sign intent is to provide advertising to subdivisions citywide, staff believes it is inappropriate to solely promote the Westpark image. Rather staff is supportive of the sign design with the replacement of the word “Westpark” with “Roseville” and that the graphics be eliminated in favor of additional sign placards.

In accordance with the provisions of the Sign Ordinance, three (3) specific findings must be made in order to approve a SV. The required findings for a SV are listed below and are 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 Westpark Masterplan area encompasses approximately 1500 acres. Due to the size of the development area and the various subdivisions that will be located within the development area, staff has found that there is a need for signs to be located closer than 2,500 feet from each other in order to clearly direct potential homeowners to the various subdivisions.

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

As noted above, this type of request is common for Masterplanned Communities that are preparing to install directional signs to direct customers to the different subdivisions in the area. In order to provide a clear way finding system for potential homebuyers, there is often a need to locate signs closer than 2,500 feet to one another, which is the case for the Westpark Phase 1 and 2 area. The additional signs are needed to properly notify the public of the location of the subdivisions.

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 additional signs will not affect the health, safety or welfare of persons in the neighborhood, nor be materially detrimental or injurious to property or improvements in the neighborhood. Staff has made this finding based on the fact that the proposed signs provide a means for potential homebuyers and visitors to locate the different subdivisions. Therefore the applicant's request is consistent with the intent of the Sign Ordinance and sign programs for similar plan areas and does not grant a special advertising advantage.

Planned Sign Permit Program:

In addition to the off-site subdivision signs, the applicant has included temporary on-site signs (construction and development project signs) and a flag program in the PSPP. Permanent signs will be considered under a separate PSPP. All temporary on-site signs are subject to the Sign Ordinance related to size, number and setback and design requirements. The on-site signs may be a maximum of six feet in height from grade to the top of the sign and may not exceed 32 square feet in area.

The two types of on-site signs that are proposed for the Westpark area are future site (notification) and village entrance signs. The future site signs (Exhibit C) will be used to identify up and coming projects, which may include future parks, schools, subdivisions, open space, pump stations, etc. While the future site signs are required by the Development Agreement between the City and Westpark to ensure that potential residents are informed of the location of future projects, they are included in this PSPP to allow staff to consider the sign's size, overall design and consistency with the other signs proposed for Westpark Phase 1 and 2. Staff has included condition 5 to restrict the overall height from grade to the top of the signs

to a maximum of six feet (6') and an overall area of 32 square feet, which is consistent with the Sign Ordinance.

The village entrance signs as shown in Exhibit D will be used to announce the opening of model homes for the individual builders. The village entrance sign is considered a development project sign and is subject to the same standards as the future site signs as noted above.

As part of the PSPP, the applicant has included temporary project flags to be located along Pleasant Grove from Fiddymment Rd to Market Street (Exhibit H). The flags will primarily be used to draw attention to the subdivision and guide potential homebuyers to the area. The Sign Ordinance permits the use of flags as long as the flags do not contain any text or logos. Section 19.22.030.C.7 of the Roseville Municipal Code states that flags are permitted, but may not exceed 35 feet (35') in height and must be setback at least five feet (5') from the property line. Condition 6 has been included to ensure that flags do not have any copy or logos and that the flags are in conformance related to setback and maximum height. Staff has also included in this condition that the flags must be maintained in good condition.

In accordance with the provisions of the Sign Ordinance, two (2) specific findings must be made in order to approve the PSPP. The required findings for a PSPP are listed below and are followed by an evaluation.

1. *The proposed PSPP is consistent with the provisions and intent of the Roseville Sign Ordinance.*

While the design and copy of the proposed signs differ from the sample provided in the Sign Ordinance, Staff believes that the proposed signs meet the general intent of the Sign Ordinance and are therefore appropriate as temporary off-site subdivision directional signs.

2. *The proposed PSPP is in harmony with, and visually related to, the buildings within the Planned Sign Permit Program and the surrounding development.*

The Westpark Phase 1 and 2 project area is yet to be developed. The proposed signs are designed to be compatible each other and to appear in harmony with and visually related to the Westpark Phase 1 and 2 development area.

CONCLUSION

The additional signs are not for purposes of promoting commercial gain, but to assist people in way finding. Furthermore, the future site signs are required by the existing Development Agreement between the City of Roseville and Westpark. Staff has found that the design of the signs is consistent with the general intent of the Sign Ordinance. Therefore, staff recommends approval of a SV and PSPP, as conditioned.

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 approval of the SIGN VARIANCE - WESTPARK PHASE 1 & 2 SIGN PROGRAM - FILE # V-000019;

1. *As cited in the staff report, 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. *As 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. *As cited in the staff report, 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 as shown in EXHIBITS A - I with the conditions of approval as provided by PSP-000036 WESTPARK PHASE 1 & 2 SIGN PROGRAM - FILE # V-000019.
- C. Adopt the two (2) findings of fact as stated below for the PLANNED SIGN PERMIT PROGRAM – WESTPARK PHASE 1 & 2 SIGN PROGRAM - FILE # PSP-000036; and
1. *As cited in the staff report, the proposed PSPP is consistent with the provisions and intent of the Roseville Sign Ordinance.*
 2. *As cited in the staff report, the proposed PSPP is in harmony with, and visually related to, the buildings within the Planned Sign Permit Program and the surrounding development.*
- D. Approve the PLANNED SIGN PERMIT PROGRAM – WESTPARK PHASE 1 & 2 SIGN PROGRAM - FILE # PSP-000036 with the following nine (9) conditions of approval.
1. The PSPP is approved as shown in Exhibits A - I and as conditioned or modified below. (Planning)
 2. Signs shall be located consistent with applicable setback requirements as required pursuant to the Sign Ordinance (Section 17). (Planning)
 3. All signs within this PSPP are temporary signs; permanent subdivision and community identification signs shall be subject to review under a separate PSPP. (Planning)
 4. Off-site signs to be used outside of the project area may not contain photograph images or be labeled solely as a Westpark sign. The sign shall include placards for any subdivisions within the City of Roseville. The applicant shall provide property owner authorization prior to installing the off-site signs outside of the project area for any properties not owned by Westpark. These signs shall be removed as property develops. (Planning)
 5. The temporary future site and village entrance signs will be limited to six (6) feet in height from the grade to the top of the sign and are limited to 32 square feet. (Planning)
 6. Flags shall only be located along Pleasant Grove Bl from Fiddymnt Rd to Market St. Flags poles shall not exceed 35 feet in height and must be located five feet from the property line and shall be outside of the landscaped setback. No copy or logos are permitted on the flags and flags must be maintained in good condition. The developer will not be allowed to attach signs to City utility poles or light standards. (Planning, Electric)

7. Signs shall be placed as to not interfere with vehicle sight distance in accordance with Section 7 of the City's Design Standards. (Engineering)
8. Any proposed signs that are currently located over the top of existing joint utility trenches that are 4' deep will need to be moved so they are not directly over the utility trenches. Any signs located in the PUE shall be approved by the electric department prior to installation. (Electric)
9. A Sign Permit and Building Permit are required prior to installation of any signage. (Planning, Building).

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.

ATTACHMENTS:

1. Vicinity Map
2. Aerial Map
3. Applicant's PSPP Narrative

EXHIBIT:

- A. Proposed Planned Sign Permit Program
- B. Site Plan
- C. Notice Signs (Future Site)
- D. Village Entrance Signs
- E. Project Ladder Sign
- F. Temporary Project Sign 1
- G. Temporary Project Sign 2
- H. Flags
- I. Justification Letter from Applicant