

CITY OF ROSEVILLE PLANNING DEPARTMENT STAFF REPORT DESIGN COMMITTEE MEETING JANUARY 19, 2006

Prepared by: Tricia Stewart, Assistant Planner

ITEM III-A: SIGN VARIANCE AND PLANNED SIGN PERMIT PROGRAM – FIDDYMENT RANCH PHASE 2 SIGN PROGRAM - FILE # V-000020 & PSP-000032

REQUEST

The applicant requests approval of a Planned Sign Permit Program to establish a sign program for the advertising of residential subdivisions and future development projects within the West Roseville Specific Plan (WRSP) Fiddyment Ranch Phase 2 area. The applicant also requests approval of a Sign Variance to allow subdivision signs to be located close than 2500 lineal feet from each other.

Applicant: Marketshare Inc., James Gochnauer Owner: Signature Properties, Linda Klume

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;
- C. Adopt the two (2) findings of fact for the Planned Sign Permit Program; and
- D. Approve the Planned Sign Permit Program (PSPP) with five (5) conditions of approval.

SUMMARY OF OUTSTANDING ISSUES

There are no outstanding issues. The applicant is in agreement with staff's recommendations.

BACKGROUND

Location: The project address is 4900 Fiddyment Road, however the proposed sign program will affect the area roughly bounded by Blue Oaks Bl, Hayden Pw, Bob Doyle Dr and Fiddyment Rd (Attachment 1).

Permit History: On November 10, 2005 and December 7, 2005, the Planning Commission and City Council approved a General Plan Amendment, Specific Plan Amendment, Rezone and Development Agreement for 4900 Fiddyment Road for the WRSP Phase 2 project (GPA-000018, SPA-000010, RZ-000020, DAA 05-06) to allow for development of single family residential subdivisions. A Sign Variance has been requested to permit off-site subdivision signs to be located within 2,500 lineal 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

Variance:

Similar requests have been made and approved for PSPPs including the Southeast Roseville Specific Plan, Northwest Roseville Specific Plan, and Northeast Roseville Specific Plan. These PSPPs established criteria for both on-site and off-site residential signs and in some instances for commercial projects as well. At this time, Signature Properties is preparing for the construction of several

subdivisions within the Fiddyment Ranch Phase 2 project area within the WRSP. The applicant is requesting to place six (6) ladder signs and five (5) subdivision directional signs on properties they own within the Fiddyment Ranch Phase 2 project area to direct potential homebuyers to the different subdivisions (Exhibit B-C). 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 sites within 2,500 lineal feet from each other a Sign Variance is required.

In accordance with the provisions of the Sign Ordinance, three (3) specific findings must be made in order to approve a Sign Variance. The required findings for a Sign Variance 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 Fiddyment Ranch Phase 2 area encompasses over 1600 acres in the Master Planned community. Due to the size of the development area and the various subdivisions that will be located in the development area, staff has found that the request for additional signs is valid as there is a need 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 previously, this type of request is common for Master Planned Communities that are preparing to install 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 a often a need to locate signs closer than 2,500 feet to one another, which is the case for Fiddyment Ranch Phase 2. 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, safely 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 signs not promoting a business or product, but rather providing a means for potential homebuyers and visitors to find the different subdivisions, therefore the applicant's request is consistent with the intent of the Sign Ordinance and does not grant a special advertising advantage.

Off-Site Directional Signs: The proposed off-site directional signs will be located at eleven (11) locations within the Fiddyment Ranch Phase 2 project area (Exhibit B) and are proposed to be located closer then 2,500 lineal feet from each other. The signs will be used to help potential homebuyers navigate through the development area. In order to ensure that sign clutter is limited, the PSPP contains requirements for the timely removal of the signs, as property develops.

Staff has evaluated the proximity of the signs and while they are closer than 2,500 lineal feet from one another, staff believes that the locations of the signs are appropriate and will provide clear direction to potential homebuyers. The PSPP restricts the off-site subdivision signs to vacant property owned by Signature Properties with the Fiddyment Ranch project area and the location of the signs are subject to the standards in the Sign Ordinance (i.e. setback, clear vision triangle and size.)

The sign program meets all of the requirements of the Sign Ordinance except the signs proximity to one another, as described above, and the design of the signs. All the proposed signs differ from the standard design provided in the Sign Ordinance in terms of their shape and copy area design. The Sign Ordinance provides that a freestanding sign design different than that allowed by the Sign Ordinance may be approved through a Planned Sign Permit Program.

Included in the PSPP are sixteen (16) "future site" signs that identify up and coming projects, which may include future parks, schools, subdivisions, open space, etc. Many of the signs designated as future site are required by the Development Agreement between the City and Fiddyment Land Ventures to ensure that potential residents are informed of the location of future projects.

In accordance with the provisions of the Sign Ordinance, two (2) specific findings must be made in order to approve the Planned Sign Permit Program. The required findings for a Planned Sign Permit Program 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 Fiddyment Ranch Phase 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 Fiddyment Ranch development.

CONCLUSION

The additional on-site signage is not for purposes of promoting commercial gain, but to assist people in way finding. Furthermore, the existing Development Agreement between the City and Fiddyment Land Ventures requires the future site signs. 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 Sign Variance and Planned Sign Permit Program, 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 FIDDYMENT RANCH PHASE 2 SIGN PROGRAM FILE # V-000020;
 - 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 EXHIBIT A with the Conditions as provided by PSP-000032 FIDDYMENT RANCH PHASE 2 SIGN PROGRAM FILE # V-000020.
- C. Adopt the two (2) findings of fact as stated below for the PLANNED SIGN PERMIT PROGRAM FIDDYMENT RANCH PHASE 2 SIGN PROGRAM FILE # PSP-000032; 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 FIDDYMENT RANCH PHASE 2 SIGN PROGRAM FILE # PSP-000032 with the following three (3) conditions of approval.
 - 1. The PSPP is approved as shown in Exhibit A 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).
 - 3. Future site signs will be limited to six (6) feet in height from the grade to the top of the sign and future site signs are limited to 32 square feet.
 - 4. A Sign Permit and Building Permit are required prior to installation of any signage. (Planning, Building).
 - 5. Additional signs may be added in the future. These signs shall be consistent with this PSPP and the City of Roseville Sign Ordinance and require review and approval by the Planning Department prior to installation. (Planning)

ATTACHMENTS:

Vicinity Map

EXHIBIT:

- A. Proposed Planned Sign Permit Program
- B. Site Plan
- C. Sign Exhibits
- D. Justification Letter from Applicant

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.