

**ITEM III-A**      **SIGN VARIANCE & PLANNED SIGN PERMIT PROGRAM MODIFICATION– 4250 BOB DOYLE DRIVE – (WRSP MASTER SIGN PROGRAM - PHASES 1 & 2) - FILE # 2007PL-038 (V-000048 & PSP-000062)**

**REQUEST**

The applicant requests approval of a Sign Variance to allow development identification signs to range from 96 to 288 square feet and to be 15 feet tall, exceeding the six-foot maximum height and 32 square feet maximum area permitted by the Sign Ordinance. Through the Sign Variance, the applicant seeks approval to allow the signs to be located closer than 1,000 lineal feet from each other. Lastly, the applicant requests approval of a Planned Sign Permit Program Modification to revise the sign criteria for the advertisement of residential subdivisions and future development projects within the WRSP Westpark Phases 1 & 2 areas.

Applicant & Property Owner – Maggie Ayers, PL Roseville, LLC.

**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 two (2) 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 eight (8) conditions of approval.

**OUTSTANDING ISSUES**

As further explained in the evaluation, staff believes a variance is warranted for the spacing of the development identification signs, but does not believe a variance is warranted for an increase in the permitted area and height of the signs. Therefore, staff has included Condition #2 (SV) and #4 (PSPP), which limits the size of the development project signs to 32 square feet and a maximum of six feet in height consistent with the guidelines of the Sign Ordinance. The applicant disagrees with this condition and, as indicated in Attachment 2, believes that larger development signs are warranted in order to effectively inform the community of future development projects.

**BACKGROUND**

The sign program encompasses the area bounded by Philip Rd, Westpark Dr, Fiddymnt Rd and Placer County Limits within the WRSP. Figure 1 illustrates the Phase 1 & 2 area.

On February 16, 2006, the Design Committee approved a Sign Variance (SV) and Planned Sign Permit Program (PSPP) for the project area. The SV permitted off-site subdivision signs to be located closer than 2,500 feet from each other, given the large scale of the project area and the need for a uniform and clear way-finding system. The PSPP



**Figure 1:**  
Site Plan – Phase 1 & 2 Area

was developed as a comprehensive sign program that established guidelines (number, dimensions, location, color, etc.) for temporary informational and directional signs within the Phase 1 & 2 areas. The types of signs approved with the PSPP include both on- and off-site subdivision signs including: “Village Entrance”, “Future Site”, “Temporary Project”, “Ladder”, “Directional”, and flags. Guidelines for and illustrations of these signs are provided as Attachment 1.

## EVALUATION

### SIGN VARIANCE:

The applicant believes that there is a need for additional signage within the Phase 1 & 2 project area to better inform visitors and potential customers of the future development within the plan area. The applicant is proposing to deviate from the standards outlined in the Sign Ordinance for development project signs (identified as “future site” signs in the existing PSPP), which is defined as *an on-site temporary sign identifying the location of an unconstructed development project*. The Sign Ordinance indicates that these signs are exempt from permit as long as:

- Not more than one sign is erected for every 1,000 feet of street frontage, and
- The signs do not exceed 32 square feet in area and the maximum height of the sign does not exceed six feet.

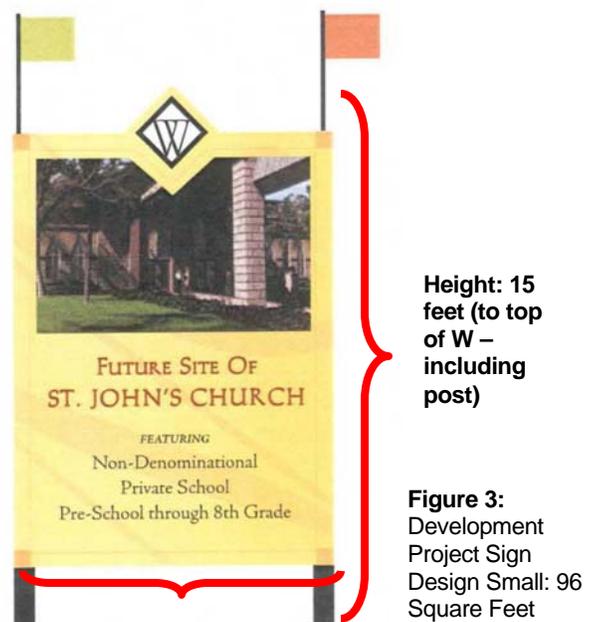
Approval of a Sign Variance is required in order to deviate from these standards.

### Development Project (“Future Site”) Signs:

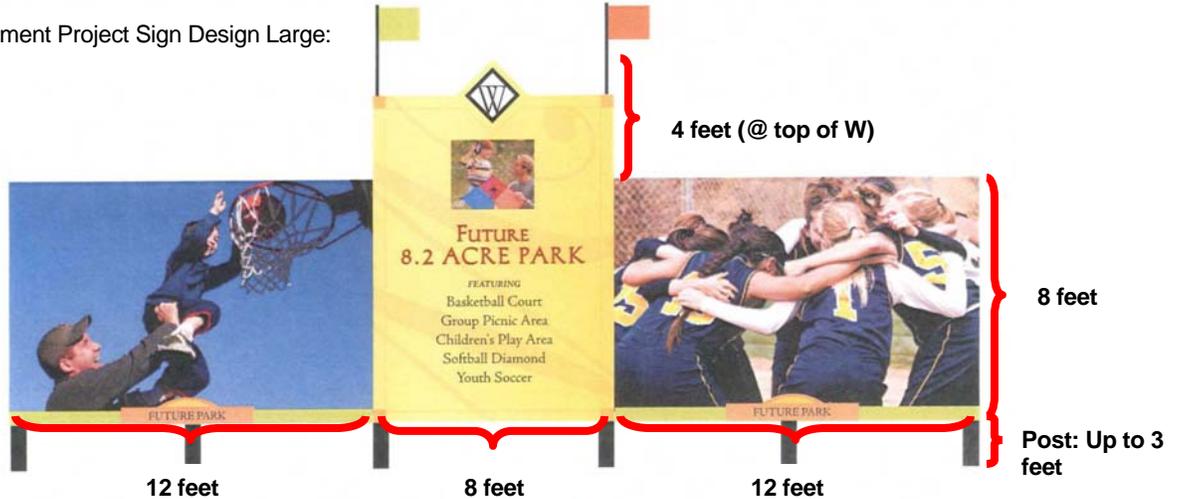
The applicant seeks approval to erect 11 development project signs ranging in distance from 112 lineal feet to 1,420 lineal feet from each other (see Figure 2). Two designs are proposed: a smaller design that is 96 square feet which would be located in two of the 11 locations, and a larger design that is 288 square feet which would be located in the remaining nine locations. Either sign design would reach 15 feet in height at its tallest point (inclusive of the posts). Examples of the two designs are provided in Figures 3 and 4 and all designs are shown in Exhibit A.



Figure 2: Development Project Sign Locations



**Figure 4:** Development Project Sign Design Large:  
288 Square Feet



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.***
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.***

#### Sign Proximity:

Staff believes that a variance allowing more than one development project sign for every 1,000 feet of street frontage is warranted within the Phase 1 & 2 project area. The primary reason is that development project signs on vacant sites that are slated for future parks, schools, subdivisions, open space, etc. are a requirement of the Development Agreement between the City and Westpark. The purpose of these signs is to disclose the intended uses for these parcels to the public.

Second, staff believes that allowing signs to be in closer proximity is appropriate due to the size of the project area (1500 acres), the multitude of development planned within the area, and the number of vacant sites that still exist in the plan area. Staff agrees that development project signs are needed to effectively inform the public of future development plans and therefore recommends approval of the sign variance related to the quantity of signs within the plan area.

#### Sign Area:

Staff is concerned about the design and overall size of the development project signs. As noted above, the Sign Ordinance states that development project signs may not exceed 32 square feet in area and may not exceed a height greater than six feet as measured at grade from the adjacent right of way.

Staff believes that the applicant has not demonstrated any unique or extraordinary circumstances to warrant approval of this request. There are no visual hindrances that would make it difficult to see the signs within the plan area. Additionally, assuming the Design Committee approves the variance related to the quantity of signs, there will be an increased number of signs within the plan area that will help facilitate informing the public of future development. As currently designed, the proposed designs significantly exceed the Sign Ordinance area standard and would result in signs that are three times (@ 96 s.f.) and nine times (@ 288 s.f.) the size of a typical development project sign. Staff recommended that the applicant reduce the size of the signs in hopes of reaching a compromise, but the applicant stated that the signs as proposed are preferred.

Furthermore, staff believes that approving the Sign Variance related to the area of the signs, would provide a special privilege that would create a competitive advantage to the applicant that has not been permitted to others. Staff believes that the future development intent of the vacant parcels can be adequately conveyed by using a 32 square foot design. Additionally, the proposed signs are comparable to the size of a billboard, which is prohibited by the Sign Ordinance.

Staff has included Condition #2 (SV) and #4 (PSPP), requiring that development project signs not exceed 32 square feet and not exceed six feet in height. The applicant has submitted a justification letter explaining why they believe a Sign Variance is warranted. A copy of this letter is provided as Attachment 2.

**PLANNED SIGN PERMIT PROGRAM:**

In addition to the Sign Variance, the applicant requests a modification to the current PSPP. The applicant would like to change the following:

- Alter the color scheme of the existing ladder signs;
- Add a second ladder sign design specific to the Del Webb subdivision; and
- Incorporate the new design for development project signs.

Exhibit A illustrates the proposed location of all new signs.

Existing Ladder Signs:

The first request, to change the color of the existing ladders signs, is minor and would typically be handled administratively. The design of the ladder signs would change only in color and is intended to be in keeping with the existing design and color theme of the PSPP (see Figure 4). No changes are proposed to the size of the sign. In addition to changing the face of the sign, the applicant is proposing to include an additional eight ladder signs throughout the Phase 1 & 2 area to enhance the way-finding system to the various subdivisions within the plan area. A Sign Variance was approved in February 2006 that permitted ladder signs to be located closer than 2,500 lineal feet from each other given the size of the project area.

Del Webb Ladder Signs:

The second request is to include an alternate ladder sign design for the Del Webb area (see Figure 5). The sign would be approximately half the height of the standard ladder sign and a total of eight signs are proposed. Seven of the signs



Figure 4: Proposed Design Typical Ladder Sign

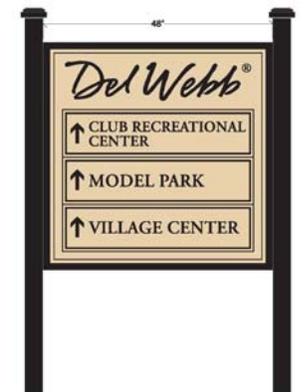


Figure 5: Proposed Design for Del Webb

would be located along Kennerleigh Pw. between Pleasant Grove Dr. and Village Green Dr. and one sign would be located on Bob Doyle Dr. The signs are intended to facilitate way-finding within the Del Webb subdivision.

All ladder signs are temporary and will be removed as subdivisions are sold out.

#### Development Project Signs:

Depending on the outcome of the Sign Variance, the applicant would like to update the provisions of the development signs (future site signs) within the PSPP.

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.***

The proposed changes to the PSPP are minor. The signs as proposed and as described in Exhibit A, meet the intent of the Sign Ordinance and are therefore appropriate as temporary on and off-site subdivision 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 currently under construction. 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**

Based on the analysis contained in this staff report and with the project conditions, the required findings for approval can be made for the Sign Variance and PSPP.

#### **ENVIRONMENTAL DETERMINATION**

This project is categorically exempt from the environmental review requirements of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15311(a), accessory structures/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 in the staff report, for approval of the **SIGN VARIANCE - 4250 BOB DOYLE DRIVE - WRSP MASTER SIGN PROGRAM, PHASE 1 & 2 - FILE # 2007PL-038 (V-000048)**;

- B. Approve the **SIGN VARIANCE - 4250 BOB DOYLE DRIVE - WRSP MASTER SIGN PROGRAM, PHASE 1 & 2 - FILE # 2007PL-038 (V-000048)** subject to two (2) conditions of approval as stated below;
- C. Adopt the two (2) findings of fact as stated in the staff report for the **PLANNED SIGN PERMIT PROGRAM – 4250 BOB DOYLE DRIVE - WRSP MASTER SIGN PROGRAM, PHASE 1 & 2 - FILE # 2007PL-038 (PSP-000062)**; and
- D. Approve the **PLANNED SIGN PERMIT PROGRAM – 4250 BOB DOYLE DRIVE - WRSP MASTER SIGN PROGRAM, PHASE 1 & 2 - FILE # 2007PL-038 (PSP-000062)** subject to eight (8) conditions of approval as stated below.

**CONDITIONS OF APPROVAL: SIGN VARIANCE (V-000048)**

- 1. The Sign Variance is approved as shown in Exhibit A and as conditioned or modified below. (Planning)
- 2. Development Project “Future Site” signs shall not exceed 32 square feet and are limited to six feet in height as measured from grade of the adjacent right of way. (Planning)

**CONDITIONS OF APPROVAL: PLANNED SIGN PERMIT PROGRAM (PSP-000062)**

- 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). (Planning)
- 3. All signs within this PSPP are temporary signs and shall be removed according to the timeframes identified in Attachment 1 and in the Sign Ordinance. (Planning)
- 4. Development Project “Future Site” signs shall not exceed 32 square feet and are limited to six feet in height as measured from grade of the adjacent right of way. (Planning)
- 5. Signs shall be placed as to not interfere with vehicle sight distance in accordance with Section 7 of the City’s Design Standards. (Engineering)
- 6. Any proposed signs that are proposed to be located over the top of existing joint utility trenches that will reach a depth of four feet shall 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)
- 7. A Sign Permit and Building Permit are required prior to installation of any signage. (Planning, Building).
- 8. The applicant shall update the current PSPP guidelines (Attachment 1) to reflect the approved changes of the subject SV and PSPP. (Planning)

**ATTACHMENTS:**

1. Current PSPP
2. Applicant's Justification Letter

**EXHIBITS:**

- A. Proposed Signage
  - a. Overall Site Plan (Current & Proposed) - (pg 1)
  - b. Proposed Ladder Sign Design – (pg 2)
  - c. Proposed Mini-Ladder Sign Design (Del Webb) – (pg 3)
  - d. Site Plan for Development Project Signs – (pg 4)
  - e. Development Project Sign Details – (pgs 5 – 16)
  - f. Development Project Sign Locations (pgs 17 -24)

**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 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.