



COUNTY OF PLACER
Community Development Resource Agency

Michael J. Johnson, AICP
Agency Director

PLANNING

E.J. Ivaldi, Deputy Director

HEARING DATE: April 16, 2015
TIME: 9:40 A.M.

DATE: April 9, 2015

TO: Zoning Administrator

FROM: Planning Services Division

SUBJECT: Variance to allow for up to four tenant names on both sides of a new freestanding monument sign at the Granite Bay Town Center (PLN15-00088)

APPLICANT: Frank Calton / Calton Granite Bay, LLC.

STAFF PLANNER: Roy Schaefer, Associate Planner

ZONING: CPD-Dc (Commercial Planned Development, combining Design Scenic Corridor)

LOCATION: 8741 and 8749 Auburn Folsom Road, Granite Bay

APN: 047-150-050-000

PROPOSAL:

The applicant is requesting a Variance to allow a new multi-tenant, freestanding monument sign (7 feet high by 8 feet wide) to have up to four business tenant names on both sides of the sign, where typically only the name of the shopping center is allowed. In addition, the sign is proposed to be constructed with a 5-foot setback from the property boundary and would be located approximately 180 feet north of the intersection of Auburn Folsom Road and Fuller Drive.

CEQA COMPLIANCE:

The project is categorically exempt from environmental review pursuant to provisions of Section 15305 of the California Environmental Quality Act Guidelines and Section 18.36.070 of the Placer County Environmental Review Ordinance (Class 5, Minor Alterations in Land Use Limitations).

BACKGROUND/ANALYSIS:

Staff conducted a field review of the project site on March 28, 2015. The 3.05-acre development is at the northeast corner of the intersection of Auburn Folsom Road and Fuller Drive in Granite Bay. The subject property is zoned CPD-Dc (Commercial Planned Development, combining Design Scenic

Corridor) and is designated Commercial in the Granite Bay Community Plan. The four parcels (Granite Bay Village Shopping Center – South) are currently developed with a total of 26,015 sq. ft. of commercial buildings, paved parking areas, and landscaped perimeter areas. The development currently consists of four buildings with eighteen suites available for leasing.

The applicant is requesting a Variance to Section 17.54.180.A.1.e. in the Placer County Zoning Ordinance. This section states the following: “Freestanding signs for all projects defined as shopping centers and all uses in CPD zone districts shall advertise only the name of the shopping center as a whole. Individual business names are not permitted on freestanding signs in such instances.” This Variance request is to allow for up to four business names on each side of a new freestanding monument sign.

Staff supports this Variance request because there are special circumstances applicable to the property that include the need to provide for reasonable identification for business tenants with a new freestanding monument sign that would allow for up to four business names on either side of the sign. This sign would enable these businesses the opportunity to better compete in the current marketplace. Due to these circumstances the strict application of the Zoning Ordinance has been found to deprive the subject property of privileges enjoyed by other properties in the vicinity and under identical zone classifications. In addition, the site for the monument sign should provide for optimum visibility based on the applicant’s analysis of other potential locations on the property.

The Engineering and Surveying Division (ESD) and Environmental Health Services (EHS) support the recommendation of approval for this Variance request and their memos are attached to this staff report.

RECOMMENDATION:

Staff recommends **approval** of this Variance request to allow for a new freestanding monument sign with up to four business names on both sides of the sign, based on the following findings and recommended conditions of approval.

FINDINGS:

CEQA FINDINGS

1. The project is categorically exempt from environmental review pursuant to provisions of Section 15305 of the California Environmental Quality Act Guidelines and Section 18.36.070 of the Placer County Environmental Review Ordinance (Class 5, Minor Alterations in Land Use Limitations).

VARIANCE FINDINGS

1. There are special circumstances applicable to the shopping center property that includes the need to provide for reasonable identification for business tenants with a new freestanding monument sign that would allow for up to four business names on either side of the sign (this sign would enable these businesses the opportunity to better compete in the current marketplace) and because of such circumstances the strict application of the Zoning Ordinance has been found to deprive the subject property of privileges enjoyed by other properties in the vicinity and under identical zone classifications.

2. The granting of this Variance will not constitute a grant of special privileges inconsistent with the limitations upon other properties in the vicinity and in the same zone district.
3. The Variance does not authorize a use that is not otherwise allowed in the CPD-Dc Zone District.
4. The granting of this Variance does not, under the circumstances and conditions applied in this particular case, adversely affect public health or safety, is not materially detrimental to the public welfare, nor injurious to nearby property or improvements.
5. The Variance is consistent with the *Granite Bay Community Plan* and *Placer County General Plan*.

ATTACHMENTS:

Attachment A – Recommended Conditions of Approval

Attachment B - Memo from Engineering and Surveying Division

Attachment C - Memo from Environmental Health Services

Attachment D - Site Plan

RECOMMENDED CONDITIONS OF APPROVAL:

1. Approval of this Variance allows for the installation / construction of a new freestanding monument sign (7 feet high by 8 feet wide) with a 5-foot setback from the property line and approval to allow for up to four tenant names on both sides of the freestanding monument sign, where typically only the name and address of the shopping center is allowed on a monument sign.
2. The applicant shall satisfy any conditions set forth by the South Placer Fire Protection District.
3. The applicant shall obtain a Sign Permit and a Building Permit for the new freestanding monument sign from the Placer County Building Department.
4. Prior to commencing with the construction of the signs, the owner is responsible for contacting all utility companies for verification at the construction site of the locations of all underground facilities where such facilities may possibly conflict with the placement of the improvements shown on the site plan. Call "Underground Service Alert" at 800-227-2600 two (2) days minimum to fourteen (14) days maximum before any excavation is started. **(ESD)**
5. All new signs shall be constructed entirely outside of any public easements and/or rights-of-way. **(ESD)**
6. The applicant shall defend, indemnify, and hold harmless the County of Placer, the County Board of Supervisors, and its officers, agents, and employees, from any and all actions, lawsuits, claims, damages, or costs, including attorneys fees awarded in any proceeding brought in any State or Federal court, challenging the County's approval of that certain Project known as the PLN15-00088, Variance for a new freestanding Monument Sign. The applicant shall, upon written request of the County pay, or at the County's option reimburse the County for, all reasonable costs for defense of any such action and preparation of an administrative record, including the County staff time, costs of transcription and duplication. The County shall retain the right to elect to appear in and defend any such action on its own behalf regardless of any tender under this provision. This indemnification obligation is intended to include, but not be limited to, actions brought by third parties to invalidate any determination made by the County under the California Environmental Quality Act (Public Resources Code Section 21000 et seq.) for the Project or any decisions made by the county relating to the approval of the Project. Upon written request of the County, the applicant shall execute an agreement in a form approved by County Counsel incorporating the provisions of this condition.
7. This Variance (PLN15-00088) shall expire on April 27, 2017 unless previously exercised.



Placer County Health and Human Services Department

Jeffrey S. Brown, M.P.H., M.S.W.
Department Director

Wesley G. Nicks, R.E.H.S.
Environmental Health, Director

MEMORANDUM

DEPARTMENT OF HEALTH & HUMAN SERVICES
ENVIRONMENTAL HEALTH SERVICES

To: Zoning Administrator

From: Laura Rath, REHS
Land Use and Water Resources Section

Date: March 25, 2015

Subject: PLN 15-00099, Field of Dream Growers, APN 026-212-020

Environmental Health Services has reviewed the above mentioned application for variance and has no comments or recommended conditions of approval.

Perspective, Hope, and Opportunity

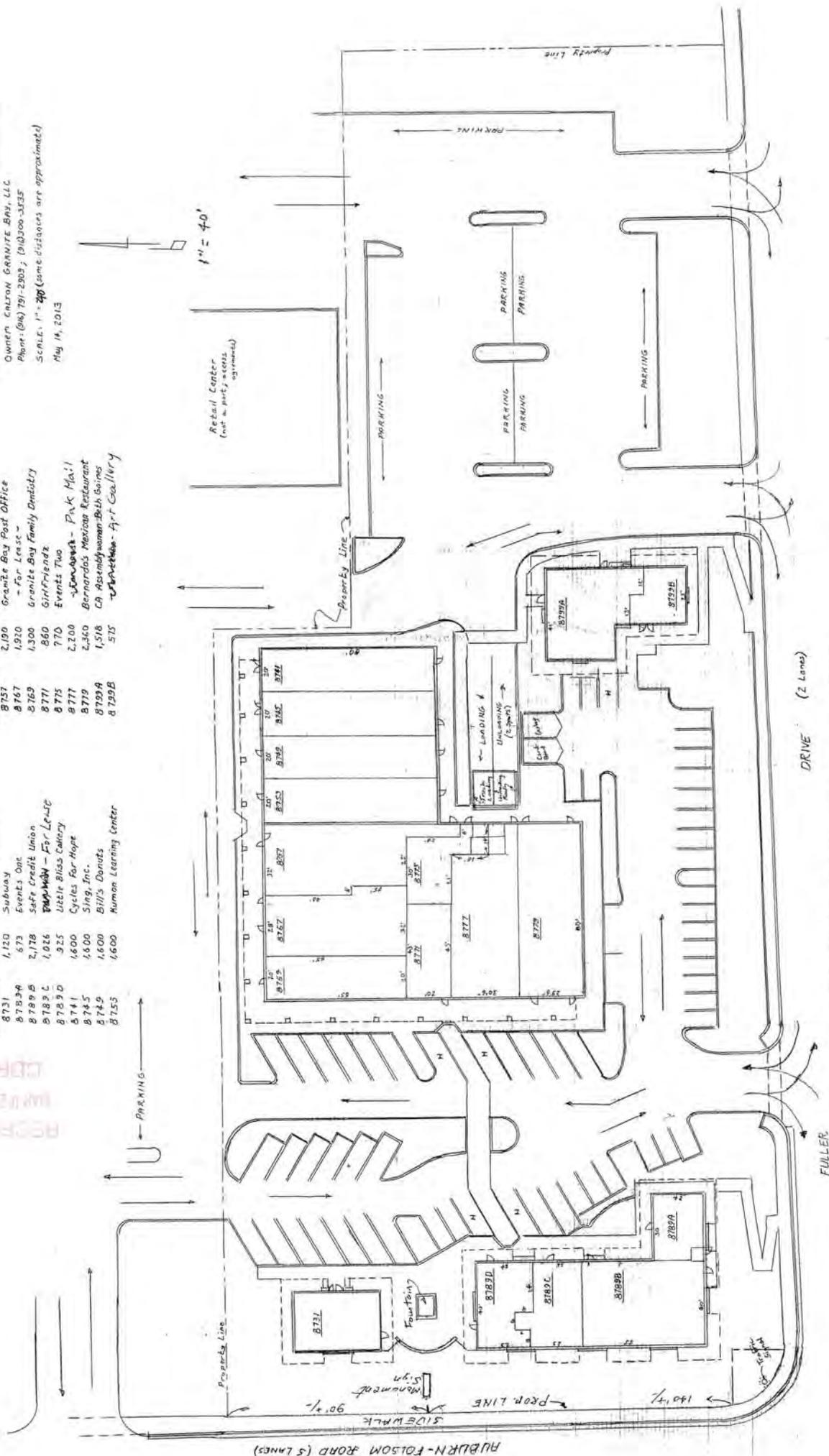
RECEIVED
MAY 16 2013
CDRA

GRANITE BAY VILLAGE Shopping Center (South)
 Owner: GRANT GRANITE BAY, LLC
 Phone: (84) 791-2903, (916) 300-3135
 SCALE: 1" = 40' (some distances are approximate)
 May 14, 2013

BUSINESS
 Granite Bay Post Office
 - for Lease -
 Granite Bay Family Dentistry
 Gifford's
 Events Two
 - KAWASAKI - PAK MAIL
 Bernardo's Mexican Restaurant
 CA Assemblywoman Beth Gaines
 - Art Gallery

ADDRESS	Sq. Ft.	BUSINESS
8757	2,190	
8767	1,920	
8769	1,300	
8771	860	
8775	770	
8777	2,200	
8779	2,360	
8799A	1,518	
8799B	515	

ADDRESS	Sq. Ft.	BUSINESS
8731	1,120	Subway
8783A	673	Events One
8789B	2,718	Safe Credit Union
8789C	1,026	BUY-MAN - For Le-lic
8789D	925	Little Bliss Gallery
8741	1,600	Cycles For Hope
8745	1,600	Sing, Inc.
8749	1,600	Bill's Donuts
8753	1,600	Human Learning Center



GRANITE BAY TOWN CENTER

CONCEPTUAL

Granite Bay Town Center

little bliss



SUBWAY

PAKMAIL

8731 - 8799

RECEIVED
MAR 02 2015
CDRA