

**COUNTY OF EL DORADO
PLANNING AND BUILDING DEPARTMENT
PLANNING COMMISSION
STAFF REPORT**



Agenda of:

March 14, 2019

Staff:

Emma Carrico

PLANNED DEVELOPMENT REVISION

FILE NUMBER: PD-R18-0003/Sienna Ridge Sign Program Revision

APPLICANT: Donahue Schriber Realty Group-Neil Madewell

OWNER: Donahue Schriber Realty Group/Safeway Inc.

REQUEST: Revision to the Sign Program for the approved Serrano Village J5 (“Sienna Ridge”) Commercial Planned Development Permit (PD07-0008). The revisions include construction of a fourth monument sign, and relocation of Monument Sign C.

LOCATION: South side of the intersection of Sienna Ridge Road and Bass Lake Road, in the El Dorado Hills community region, Supervisorial District 1. (Exhibit A)

APN: 123-570-05 (Exhibit B)

ACREAGE: 11.875 acres

GENERAL PLAN: Adopted Plan-El Dorado Hills Specific Plan (AP-EDHSP) (Exhibit C)

ZONING: Commercial, Community-Planned Development (CC-PD) (Exhibit D)

ENVIRONMENTAL DOCUMENT: Categorically Exempt pursuant to 15311(a) Accessory Structures: On-premise signs, of the CEQA Guidelines.

RECOMMENDATION: Staff recommends the Planning Commission take the following actions:

1. Find that the project is Categorically Exempt pursuant to California Environmental Quality Act Section 15311(a) Accessory Structures: On-premise signs; and
2. Approve Planned Development Revision PD-R18-0003 based on the Findings and subject to the Conditions of Approval as presented.

EXECUTIVE SUMMARY

The proposed revision to the Serrano Village J5 development plan would amend the previously approved sign program for the commercial development to include a fourth monument sign, and re-location of monument sign C of the originally approved monument signs. These revisions are consistent with the original Development Plan and sign program, and with Zoning Code 130.36.

BACKGROUND

The development plan for Serrano Village J5 (“Sienna Ridge”) was approved in 2009 under PD07-0008 along with a tentative commercial parcel map (P07-0013), which divided the project site into nine commercial parcels each containing a commercial building pad ranging in size from 3,080 to 62,000 square feet (Exhibit F). The approved development plan also included the sign program specifying three monument signs and standards for wall attached signs (Exhibit H).

Building permits are currently under review for the nine commercial buildings and signs. During this review it was determined that the proposed monument signs did not match the approved sign program. The applicant has submitted this revision to the development plan detailing the requested changes to the sign program to allow revisions to the monument signs, subject to review by the Planning Commission.

PROJECT INFORMATION

Site Description: The project is located south of the intersection of Sienna Ridge Road and Bass Lake Road within the approved Serrano Village J5 Commercial Development. Surrounding uses include single unit residential to the west, north west, and east; community commercial to the north east; and vacant residential property owned by the Rescue School District to the south (Exhibit D).

Project Description: The proposed development plan revision would amend the original sign program for the approved Serrano Village J5 Commercial Planned Development (Sienna Ridge). Proposed changes include the addition of a fourth monument sign, and a slight location change for sign C, one of the originally approved monument signs. The new monument sign (sign D) would be a digital price sign for the Safeway gasoline station, and is consistent in design with the three originally approved monument signs (Exhibit E3). Sign D would be located at the southern ingress access from Bass Lake Road. The originally approved locations of sign B, at the northern ingress from Bass Lake Road, and sign A, at the intersection of Bass Lake Road and Sienna

Ridge Road, would not change. The location of sign C would change from the ingress side of the Sienna Ridge access to the egress side (Exhibit G). No change in size or design is proposed for signs A, B, or C. Sign D would be a digital sign for the Safeway fuel station prices. Digital signs were previously prohibited under Sign Ordinance 130.16, the Sign Ordinance was revised in 2015 as a part of the comprehensive Zoning Ordinance update and digital signs are now allowed under 130.36 the new Sign Ordinance (see finding 3.4). Safeway will occupy the large “market” building pad, and building pad B for the fuel station.

SIENNA RIDGE MONUMENT SIGNS

| Sign | Size | | Location | | Digital |
|-------------|--|---|---|--|----------------|
| | Original | Change | Original | Change | |
| A | Height: 10’6” Sign face area (x2): 6’2” x 12’11” | No change | Corner | None | No |
| B | Height: 14’ Sign face area: 10’2” x 8’7.5” | No change | Ingress on north Bass Lake access | None | No |
| C | Height: 14’ Sign face area: 10’2” x 8’7.5” | No change | Ingress on Sienna Ridge access | Egress on Sienna Ridge access | No |
| D | None | Height: 11’ Sign face area: 9’ 5” x 5’ 6” Digital price sign | None | Ingress on south Bass Lake access | Yes |

CONSISTENCY

As discussed in the findings section below, the project conforms with General Plan policies regarding land use compatibility and site adequacy, as well as all Zoning Ordinance provisions including consistency with applicable development standards. The project was also reviewed and verified for consistency with the original Serrano Village J5 Commercial Development Plan for sign colors and materials.

ENVIRONMENTAL REVIEW

The project has been found to be Categorically Exempt from the requirements of California Environmental Quality Act (CEQA) pursuant to 15311(a) Accessory Structures: On-premise signs, of the CEQA Guidelines.

A \$50.00 processing fee is required by the County Recorder to file the Notice of Exemption (NOE). The filing of the NOE is optional; however, not filing the NOE extends the statute of limitations for legal challenges to the project from 35 days to 180 days.

SUPPORT INFORMATION

Attachments to Staff Report:

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|------------------------|---|
| Findings | |
| Conditions of Approval | |
| Exhibit A | Location Map |
| Exhibit B | Assessor's Parcel Map |
| Exhibit C | General Plan Land Use Map |
| Exhibit D | Zoning Map |
| Exhibits E1-3 | Elevations |
| Exhibit F | Site Plan |
| Exhibit G | Sign Location Plan |
| Exhibit H | Original Sign Program for Serrano Village J5 Commercial Development Plan |
| Exhibit I | Proposed New Sign Program for Serrano Village J5 Commercial Development Plan |