

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



Agenda of: April 9, 2020
Staff: Evan Mattes

PLANNED DEVELOPMENT REVISION

FILE NUMBER: PD-R19-0004/Prospector's Plaza Sign Program

APPLICANT: 3964 Placerville, LLC

OWNER: 3964 Placerville, LLC

ENGINEER: Chipman Architects

REQUEST: Revision to Prospector's Plaza Commercial Development Plan under Planned Development Permit PD90-0001 modifying the existing U.S. Highway 50 oriented pylon sign and creating a new sign program for the commercial center.

LOCATION: Northwest side of the intersection of Missouri Flat Road and US Highway 50, in the El Dorado Diamond Springs community region, Supervisorial District 3. (Exhibit A)

APN: 327-290-060 (Exhibit B)

ACREAGE: 19.87 acres

GENERAL PLAN: Commercial (C) (Exhibit C)

ZONING: Commercial, Regional-Planned Development (CR-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 Categorical Exempt pursuant to California Environmental Quality Act Section 15311(a) Accessory Structures: On-premise signs; and

2. Approve Planned Development Revision PD-R19-0004 based on the Findings and subject to the Conditions of Approval as presented.

EXECUTIVE SUMMARY

The proposed revision to the Prospector's Plaza development plan would revise and expand the existing U.S. Highway 50 oriented sign to 620 square feet and establish a new sign program over the Prospector's Plaza Commercial Development. These revisions are consistent with the original development plan, architectural features of the site, and the Missouri Flat Design Guidelines.

BACKGROUND

The development plan for Prospector's Plaza was originally approved under zone change Z78-0110, as Planned Development permit applications were previously processed under rezone applications. The current project number, PD90-0011, was established when a proposal for a new building was submitted in 1990. The existing US Highway 50 oriented monument sign was approved by the Planning Commission on July 11, 2013 under revision PD90-0011-R-2. Two additional multi-tenant monument signs, located along Missouri, were approved by the Planning Commission on May 9, 2019 under revision PD90-0011-R-3.

PROJECT INFORMATION

Site Description: The project is located on the northwest side of the intersection of Missouri Flat Road and US Highway 50, in the El Dorado Diamond Springs community region (Exhibit A). Primary site access is on Missouri Flat Road directly across from the El Dorado Villages (Safeway Center) main entrance, with a secondary access approximately 350 feet north of the primary access also on Missouri Flat Road. The existing U.S. Highway 50 oriented monument sign is 50 feet tall with a gable top with approximately 484 square feet of tenant signage. Current tenants in Prospector's Plaza include CVS Pharmacy, Ross Dress for Less, and Save Mart Supermarkets. The anchor tenant space has been vacant since January 2019 when the previous anchor tenant, K-mart department stores, closed its doors. Surrounding uses include undeveloped regional commercial to the west and north, the El Dorado Villages/Safeway Center (PD97-0012) to the northeast, and US Highway 50 to the west and south (Exhibit D).

Project Description: The proposed revision to development plan PD90-0011 (Prospector's Plaza) would revise and expand an existing U.S. Highway 50 oriented multi-tenant sign and implement a new sign program over the development plan. The proposed revision would add approximately 136 square feet to the existing U.S. Highway oriented sign for a total sign area of 620 square feet. The existing gable top would be flattened to allow for five tenant logo signs. Two new 55 square foot signs would be placed directly under the existing 110 square foot "Ross" sign. The existing sign is proposed to be repainted from its current color scheme of beige and off-white to a mix of earth tones. No increase in sign height is being requested.

Consistent with the Sign Ordinance under Section 130.36 of the Zoning Ordinance, the proposed sign program would regulate the allowable signage, sign square footage and number of allowable signs. Building (wall) tenant signage is categorized between Major Building Tenants and Minor Building Tenants. Major tenants are allowed one sign per elevation with a maximum sign area not to exceed two square feet per every one lineal foot of the building's frontage. Minor tenants are allowed one sign per elevation facing parking lots or nonresidential street with a maximum sign area not to exceed one and on half (1 ½) square feet per every one lineal foot of the building's frontage. No sign may exceed 75 percent of the tenant leasehold space.

The sign program through the Planned Development Permit would allow for signs in excess of section 130.36.070.1b (Community Region Area Signage Standards for Permanent On-Site Signs) of the El Dorado County Zoning Ordinance, which provides limits for signs within the Regional Commercial Zone. Section 130.36.080.B (Uniform Sign Program Required) requires a Uniform Sign Program for all new multi-tenant shopping centers, office parks, and other multi-tenant, mixed use of otherwise integrated developments of three or more separate tenants/uses. The Prospector's Plaza development does not currently have a sign program. Approval of this project would bring the project into compliance with this requirement.

The project was reviewed by the El Dorado Diamond Springs Community Advisory Committee (EDDS CAC) and governmental agencies including, but not limited to El Dorado County (EDC) Transportation Department, EDC Environmental Management Department and Diamond Springs-El Dorado Fire Protection District who did not offer any comments or concerns.

CONSISTENCY

As discussed in the findings section below, the project conforms to General Plan policies regarding land use compatibility and site adequacy, as well as Zoning Ordinance development standards. The project was also reviewed and verified for consistency with the original development plan, architectural features of the site, and the Missouri Flat Design Guidelines.

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. The sign would be consistent with the existing architectural features of Prospector's Plaza and would supplement the existing sign on the site.

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:

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
Exhibit E.....Aerial Map
Exhibit F.....Elevations and Site Plan
Exhibit G.....Planned Sign Program