



**PLANNING COMMISSION HEARING DATE: MAY 19, 2016**

**AGENDA ITEM NO.: 4**

**PROPOSED PROJECT**

<i>Case Numbers</i>	P15-0820 (Specific Plan Amendment) and P16-0219 (Design Review)		
<i>Request</i>	To consider an amendment to the Canyon Springs Business Park Specific Plan and Design Review to allow an additional 90 square foot sign panel on the existing freeway oriented pylon sign, increase its overall sign area to a maximum of 690 square feet, and allow businesses within Planning Area 2 to be identified on the pylon sign.		
<i>Applicant</i>	Katy Noel, on behalf of Merlone Geier		
<i>Project Location</i>	Located on the south side of State Route 60, and approximately 250 feet west of Day Street		
<i>Project area</i>	5.27 acres		
<i>Ward</i>	2		
<i>Neighborhood</i>	Sycamore Canyon Business Park/ Canyon Springs		
<i>APN</i>	291-600-035		
<i>Specific Plan</i>	Canyon Springs Business Park Specific Plan		
<i>General Plan Designation</i>	C - Commercial		
<i>Zoning Designation</i>	CR-SP - Commercial Retail, Specific Plan ( Canyon Springs Business Park) Overlay Zones		
<i>Staff Planner</i>	Sean P. Kelleher, Associate Planner; 951-826-5712; <a href="mailto:skelleher@riversideca.gov">skelleher@riversideca.gov</a>		

## RECOMMENDATIONS

Staff recommends that the Planning Commission:

1. **RECOMMEND** that the City Council **DETERMINE** that this project is categorically exempt from the provisions of the California Environmental Quality Act per Section 15301 (Existing Facilities) of the CEQA Guidelines; and
2. **RECOMMEND APPROVAL** of Planning Cases P15-0820 (Specific Plan Amendment) and P16-0219 (Design Review) based on the findings outlined in the staff report and subject to the recommended conditions.

## SITE BACKGROUND

The 2.57 acre property is located within the CR-SP – Commercial Retail District in the Canyon Springs Business Park Specific Plan. The Specific Plan is comprised of 10 Planning Areas. The site is developed with a multi-tenant commercial building, a component of a larger commercial shopping center, and a 75 foot high freeway oriented pylon sign.

A total of five (5) freeway oriented pylon signs have been approved within the Canyon Springs Business Park Specific Plan. In October 2002, a 75 foot high pylon sign was approved to be located on the south side of State Route 60 and west of Day Street (Pylon Sign A). In 2002, a second 75 foot high pylon sign was approved to be located along Interstate 215 and north of Eucalyptus Avenue (Pylon Sign E). In 2005, three (3) additional 75 foot high pylon signs, two (2) along State Route 60 (Pylon Signs B and C) and one (1) on Interstate 215 (Pylon Sign D), were approved. All the pylon signs have been constructed, except for Pylon Sign E (Exhibit 5).

## PROPOSAL

The applicant is requesting approval of a Specific Plan amendment to allow an additional 90 square foot tenant panel, that will be six (6) feet in height and fifteen (15) feet in length, at the bottom of the tenant panels of Pylon Sign A, increase the overall sign area of the pylon sign from 600 to 690 square feet, and allow for identification of businesses within Planning Area 2 (Exhibit 5). Pylon Sign A includes a 105 square foot center identification sign and four (4) tenant identification signs for a maximum sign area of 600 square feet. Three of those panels are 90 square feet each and one tenant panel is 225 square feet in area. Pylon Sign A currently serves to identify businesses within Planning Areas 1, 3, 4, and 5. Except for the proposed additional tenant panel sign, no modifications are proposed to the existing freeway pylon sign. The applicant has indicated the desire for the additional tenant panel sign as a means to attract tenants through the offer of increased visibility.

## PROJECT ANALYSIS

<i>Authorization and Compliance Summary</i>			
	Consistent	Inconsistent	N/A
<b><i>General Plan 2025</i></b> The proposed panel addition to the existing pylon sign is consistent with the existing General Plan 2025 land use	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

designation of C – Commercial, which will further the intent of the General Plan by facilitating the economic growth within the Sycamore Canyon Business Park/ Canyon Springs Neighborhood.			
<b><i>Specific Plan/Zoning</i></b> This proposal proposes to amend the Master Signing Program in the Section IV – Specific Development Plan and Program of the Canyon Springs Business Park Specific Plan to allow one additional sign panel and increase the sign area of the freeway pylon sign, identified as Pylon Sign A, to a maximum area of 690 square feet. The addition of a single tenant panel will not increase the overall height or change the appearance of the freeway pylon sign. This additional tenant panel sign will provide the necessary degree of freeway identification for another business in the Valley Springs shopping center. Thus, it can be concluded that the proposed amendment will further the policies and intent of the Specific Plan.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b><i>Compliance with Citywide Design &amp; Sign Guidelines</i></b> The proposed project meets the objectives of the Citywide Design Guidelines and Sign Guidelines, subject to the recommended conditions of approval detailed below.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## DESIGN REVIEW

### ***Sign Size, Design and Location***

The proposal will add a fourth 90 square foot tenant panel beneath the existing tenant panels. The background color of the panel will be white with the aluminum cabinet being paint a beige color (Frazee 8242W Northern Plains). The overall pylon sign design will not change as a result of this project. It will continue to retain its minimalist design with stucco covered columns and simple trim elements framing the sign panels.

## ENVIRONMENTAL REVIEW

This proposal is exempt from California Environmental Quality Act (CEQA) review pursuant to Section 15301, as the project constitutes new sign copy on an existing on premise freestanding sign.

## NEIGHBORHOOD COMPATIBILITY

The proposed panel addition is a minor modification to an existing freeway oriented pylon sign within an established commercial area in the Canyon Spring Business Park Specific Plan. As the pylon sign currently serves to identify businesses within Planning Areas 1, 3, 4, and 5, the additional panel will allow for a business within Planning Area 2 to be advertised without the need to remove one of the existing businesses. The proposed total sign area of 690 square feet is consistent with the existing signs within the specific plan with maximum sign areas ranging from 600 – 705 square feet. The additional sign panel will not significantly modify the design of the existing pylon sign and will not be detrimental to surrounding land uses.

## PUBLIC NOTICE AND COMMENTS

In accordance with noticing requirements for Specific Plan amendments, an ad was published in the Press Enterprise. Additionally, Public Notices were mailed to the owners of the subject property and property owners within 300 feet of the site. As of the writing of this report, no responses have been received by Planning Staff.

## APPEAL INFORMATION

Actions by the City Planning Commission, including any environmental finding, may be appealed to the City Council within ten calendar days after the decision. Appeal filing and processing information may be obtained from the Planning Department Public Information Section, 3rd Floor, City Hall.

## EXHIBITS LIST

1. Staff Recommended Conditions of Approval
2. Aerial Photo/Location
3. General Plan Map
4. Canyon Springs Business Park Specific Plan / Zoning Map
5. Specific Plan Amendment
6. Specific Plan Amendment Final
7. Project Plans (Freeway Oriented Signs, Elevations, Photo Simulation, Site Plan / Location)
8. Existing Site Photos

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Report and Recommendations Prepared by:	Sean P. Kelleher, Associate Planner
Report and Recommendations Reviewed by:	Ted White, City Planner
Report and Recommendations Approved by:	Rafael Guzman, Community and Economic Development Director



EXHIBIT 1 – STAFF RECOMMENDED CONDITIONS OF APPROVAL

Planning Cases:

Meeting Date: May 19, 2016

P15-0820 (Specific Plan Amendment)

P16-0219 (Design Review)

**CONDITIONS**

*The applicant is advised that the business or use for which this conditional use permit is granted cannot be legally conducted on the subject property until all conditions of approval have been met to the satisfaction of the Planning Division.*

**Case Specific**

**Planning**

1. The Canyon Springs Business Park Specific Plan shall be amended to revise Section IV.B.3.e. "Master Signing Programs" to allow for Pylon Sign A to have a maximum sign area of 690 square feet and allow a total of five 5 tenant panel signs. The Pylon Sign will provide sign area for businesses within Planning Areas 1, 2, 3, 4, and 5 of the Canyon Springs Business Park Specific Plan.
2. The pylon sign shall be developed as described in the text of this staff report and as shown on the plot plan on file with the case, except for any specific modification that may be required by these conditions of approval.
3. The applicant shall comply with conditions of approval of the County of Riverside Airport Land Use Commission Development Review Number ZAP1193MA16.

**Standard Conditions**

4. There shall be a 24-month time limit in which to commence construction of the project beginning the day following approval by the Planning Commission unless a public hearing is held by City Council; in that event the time limit begins the day following City Council approval.
5. Enumeration of the conditions herein shall not exclude or excuse compliance with all applicable rules and regulations in effect at the time this permit is exercised.
6. The Project must be completed per the Design Review approved by the Planning Commission, including all conditions listed in this report. Any substantial changes to the Project must be approved by the Planning Commission or minor modifications by Planning Staff. Upon completion of the Project, a Staff inspection must be requested, UTILITIES will not be released until it is confirmed that the approved plans and all conditions have been implemented.

7. Within 30 days of approval of this case by the City, the developer shall execute an agreement approved by the City Attorney's Office to defend, indemnify, including reimbursement, and hold harmless the City of Riverside, its agents, officers and employees from any claim, action, or proceeding against the City of Riverside, its agents, officers, or employees to attack, set aside, void, or annul, an approval by the City's advisory agency, appeal board, or legislative body concerning this approval, which action is brought within the time period provided for in Section 66499.37 of the Government Code. The City will promptly notify the developer of any such claim, action or proceeding and the City will cooperate in the defense of the proceeding.
8. This project shall fully and continually comply with all applicable conditions of approval, State, Federal and local laws in effect at the time the permit is approved and exercised and which may become effective and applicable thereafter, and in accordance with the terms contained within the staff report and all testimony regarding this case. Failure to do so will be grounds for Code Enforcement action, revocation or further legal action.
9. The plans shall be submitted for plan check review to assure that all required conditions have been met prior to exercising of this permit.
10. The applicant shall continually comply with all applicable rules and regulations in effect at the time permit is approved and exercised and which may become effective and applicable thereafter.