



City of Rohnert Park Planning Commission Report

DATE: February 8, 2018

ITEM NO: 8.2

SUBJECT: File No. PLTU18-0001 –Temporary Conditional Use Permit for Southeast Specific Plan (SESP) Model Home Complexes related to Project Signage

LOCATION: Within the Southeast Specific Plan (SEPA) (approximately 80 acres located south of the Canon Manor Specific Plan Area, west of Petaluma Hill Road and undeveloped land, north of Valley House Drive and undeveloped land, and east of Bodway Parkway and undeveloped land.)

REQUEST: Approval of the Model Home Temporary Sign Program

APPLICANT: Penngrove Mountain LLC

SUBJECT

Matters relating to the Southeast Specific Plan (“SESP”) Project (“the Project”): as proposed the SESP includes approximately 80 acres of lands and allows for a maximum of 475 residential units, 10,000 square feet of commercial uses and a 5-acre park.

1. Resolution No. 2018-14 approving Temporary Conditional Use Permit for the Southeast Specific Plan Model Home Complexes Related to Project Signage.

BACKGROUND

The Rohnert Park City Council, at a Special Meeting of Tuesday, December 7, 2010 and a regularly scheduled meeting of December 14, 2010, adopted Resolution(s) No. 2010-134– 2010-141 and Ordinance Nos. 831 & 832, determining the following action(s) pertaining to the Southeast Specific Plan Project:

Resolution No. 2010-134 - Certification of the Final Environmental Impact Report

Resolution No. 2010-135 - Approval of General Plan Amendments and Amended General Plan Land Use Diagram

Resolution No. 2010-136 - Approval of Southeast Specific Plan and Design Guidelines

Resolution No. 2010-137 - Approval of the Final Development Plan

Resolution No. 2010-138 - Approval of the Tentative Map

Resolution No. 2010-139 - Approval of the Development Area Plan

Resolution No. 2010-140 - Denial of Inclusionary Housing Ordinance Adjustment Appeal

Resolution No. 2010-141 - Authorization to File Application of Reorganization with LAFCO

Ordinance 831 – Rezoning Specific Plan (SP)

Ordinance 832 – Development Agreement

The SESP is one of five specific plan areas designated in the City's General Plan for future development. The Specific Plan was adopted in 2010 and amended in 2014. An Environmental Impact Report (EIR) was prepared and certified in conjunction with the 2010 Specific Plan approvals. Revisions in 2014 included adoption of amendments to the Specific Plan, Final Development Plan, Tentative Map, Development Area Plan and Development Agreement.

PROPOSED PROJECT

Temporary signage will be installed for the purpose of announcing that sales are open to the public. Signs will remain on the property only during the sales phase of the project. Signs will be removed when sales are complete. These signs will be located solely on the Willow Glen property.

Signs will consist of four "Main Entry" signs that will be located on the perimeter of the property. The text will contain the project name, "Models Open" and minimal additional text. "Wayfinding" signs will be located on the interior streets and will direct vehicles to the Sales Office and model homes. At the Sales Office site, there will be one "Sales Office" sign, and one "Water Conservation" sign. There will be a "Model" home sign at each model home, for a total of six signs.

Signage details are provided as Exhibit 1 to the Resolution and are summarized as follows:

- The "Main Entry" sign would be a 4-foot by 14-foot double faced sign panel mounted on base with landscaping. Total height of the sign would be approximately five (5) feet. There would be a total of five (5) of these signs located on Valley House Drive (2) and Bodway Parkway (3).
- The "Wayfinding" signs would be 10-inches in width by 9-feet in height double faced sign indicating the direction of the model homes. Of the two (2) "Wayfinding" signs, one would be located at the corner of the public park at the intersection of Wisdom Lane and Watson Drive. The other "Wayfinding" sign would be located adjacent to the model homes at the intersection of Watson Drive and Waterside Lane.
- The one (1) "Sales Center" sign would be 3-feet by 5.5-feet and located in front of one of the model homes across the street from the public park along Watson Drive.

- The “Model” signs would be 2.5 feet in width by 4.5 feet in height. There would be a total of six (6) “Model” signs, each placed in front of the respective model home along Waterside Lane and Watson Drive.
- The one (1) “Water Conservation” sign would be approximately 2 feet in width and 3 feet in height. The sign would be placed adjacent to the drought tolerant landscaping in front of one of the model homes.

Signs will be constructed with overlaid ply, wrapped with a four-color process matte print. The panels will have substantial thickness, ranging from 6” to 10”. The “WG” sign would be cut from metal and will be mounted flush to the sign panels, ranging in depth from 4” to 1”, depending on the size of the panel. The overall intention is to give a look of premium quality.

Staff Analysis

The Southeast Specific Plan temporary sign proposal consists of a moderate number of signs to direct customers to and from the model homes and overall Willow Glen development. For the most part, the signs are located along the main entry roads to the development, and on the main model home access roads in the development.

Environmental Determination

The proposed Sign program is categorically exempt from the requirements of the California Environmental Quality Act (CEQA) under Article 19 Categorical Exemptions Section 15311 Accessory Structures Class II (a) On-Premises signs. No further action is required pertaining to environmental review.

Findings

Findings for the Temporary Sign Program are included in the attached resolution.

Public Notification

This item has been duly noticed by publication in the Community Voice for the Temporary Conditional Use Permit and posted at the prescribed locations in Rohnert Park. Property owners within 300 feet of the project were mailed notices of the proposed application.

Staff Recommendation

Based on the analysis of this report and the attached resolution, Staff recommends that the Planning Commission, by motion, adopt Resolution No. 2018-14 approving a Temporary Conditional Use Permit for a Temporary Sign Program for the Willow Glen model homes, subject to the Conditions of Approval.

Attachments:

A. Resolution No. 2018-14

EXHIBITS:

1. Willow Glen Temporary Sign Program

APPROVALS:

B. Bollinger /sw
Brett Bollinger, Planning Consultant

2.2.18
Date

J. Beiswenger /sw
Jeff Beiswenger, Planning Manager

2.2.18
Date

PLANNING COMMISSION RESOLUTION NO. 2018-14

**A RESOLUTION OF THE PLANNING COMMISSION OF THE
CITY OF ROHNERT PARK, CALIFORNIA, APPROVING THE TEMPORARY
CONDITIONAL USE PERMIT FOR SOUTHEAST SPECIFIC PLAN MODEL
HOME COMPLEX RELATED TO PROJECT SIGNAGE**

WHEREAS, the applicant, Penngrove Mountain LLC, filed Planning Application No. PLTU18-0001 a Temporary Conditional Use Permit for the Willow Glen model homes temporary sign program in the Southeast Specific Plan in accordance with the City of Rohnert Park Municipal Code;

WHEREAS, Planning Application No. PLTU18-0001 was processed in the time and manner prescribed by State and local law;

WHEREAS, pursuant to California State Law and the RPMC, public hearing notices were mailed to all property owners within an area exceeding a three hundred foot radius of the subject property and a public hearing was published for a minimum of 10 days prior to the first public hearing in the Community Voice; and

WHEREAS, on February 8, 2018, the Planning Commission reviewed Planning Application No. PLTU18-0001 at which time interested persons had an opportunity to testify either in support of or opposition to the project; and,

WHEREAS, at the February 8, 2018 Planning Commission meeting, upon considering all testimony and arguments, if any, of all persons desiring to be heard, the Planning Commission considered all the facts relating to Planning Application No. PLTU18-0001;

**NOW, THEREFORE, THE PLANNING COMMISSION OF THE CITY OF
ROHNERT PARK DOES RESOLVE, DETERMINE AND ORDER AS FOLLOWS:**

Section 1. That the above recitations are true and correct.

Section 2. Factors considered. The Planning Commission, in approving Planning Application No. PLTU18-0001, makes the following factors, to wit:

- A. That the proposed location of the temporary use is consistent with the objectives of the Zoning Ordinance and the purposes of the district in which the site is located;*

The proposed signs will direct the public to the model home complexes in Southeast Specific Plan area. They will also inform potential home purchasers to the location of the model homes development within Southeast Specific Plan. The signs are located on the major surrounding streets bordering the development for the convenience of potential home buyers.

- B. That the proposed location of the use and the conditions under which it would be operated or maintained will not be detrimental to the public health, safety or welfare, or*

materially injurious to properties or improvements in the vicinity, and that the operation and maintenance of the Conditional Use will be compatible with the surrounding uses.

The signs are located to safely direct potential home buyers to the model home complexes within the development. They are in locations that will not obstruct construction activities in the development.

- C. *The proposed temporary use will comply with each of the applicable provisions of this title.*

The proposed signs are consistent with the Southeast Specific Plan Development Area Plan as approved by the City Council.

Section 3. Environmental Clearance. The proposed Sign program is categorically exempt from the requirements of the California Environmental Quality Act (CEQA) under Article 19 Categorical Exemptions Section 15311 Accessory Structures Class II (a) On-Premises signs. No further action is required pertaining to environmental review.

NOW THEREFORE BE IT RESOLVED, that the Planning Commission does hereby approve Planning Application No. PLTU18-0001 subject to the following conditions:

- 1) The Temporary Conditional Use Permit is approved for up to 48 months from the Planning Commission approval date of February 8, 2018, subject to an annual review by Development Services staff for compliance with application provisions and conditions of approval. A report on the status and compliance with conditions shall be submitted to the Planning Commission. After reviewing the report the Planning Commission may determine if further review of the permit is necessary.
- 2) Temporary signage shall be installed as shown on the Willow Glen Temporary Sign Program Exhibits except as hereinafter modified.
- 3) Any graffiti or damage to signs shall be promptly repaired.

BE IT FURTHER RESOLVED that said action shall not be deemed final until the appeal period has expired and that the appeal period shall be ten (10) working days from the date of said action. No building permits shall be issued until the appeal period has expired, providing there are no appeals.

DULY AND REGULARLY ADOPTED on this 8th day of February, 2018 by the City of Rohnert Park Planning Commission by the following vote:

AYES: _____ NOES: _____ ABSENT: _____ ABSTAIN: _____

ADAMS _____ BLANQUIE _____ BORBA _____ GIUDICE _____ HAYDON _____

Susan Adams, Chairperson, Rohnert Park Planning Commission

Attest: _____
Susan Azevedo, Recording Secretary



WILLOWGLEN
HOMES

PETALUMA HILL ROAD
ROHNERT PARK

TEMPORARY SIGN PROGRAM



Jim Burch+Associates

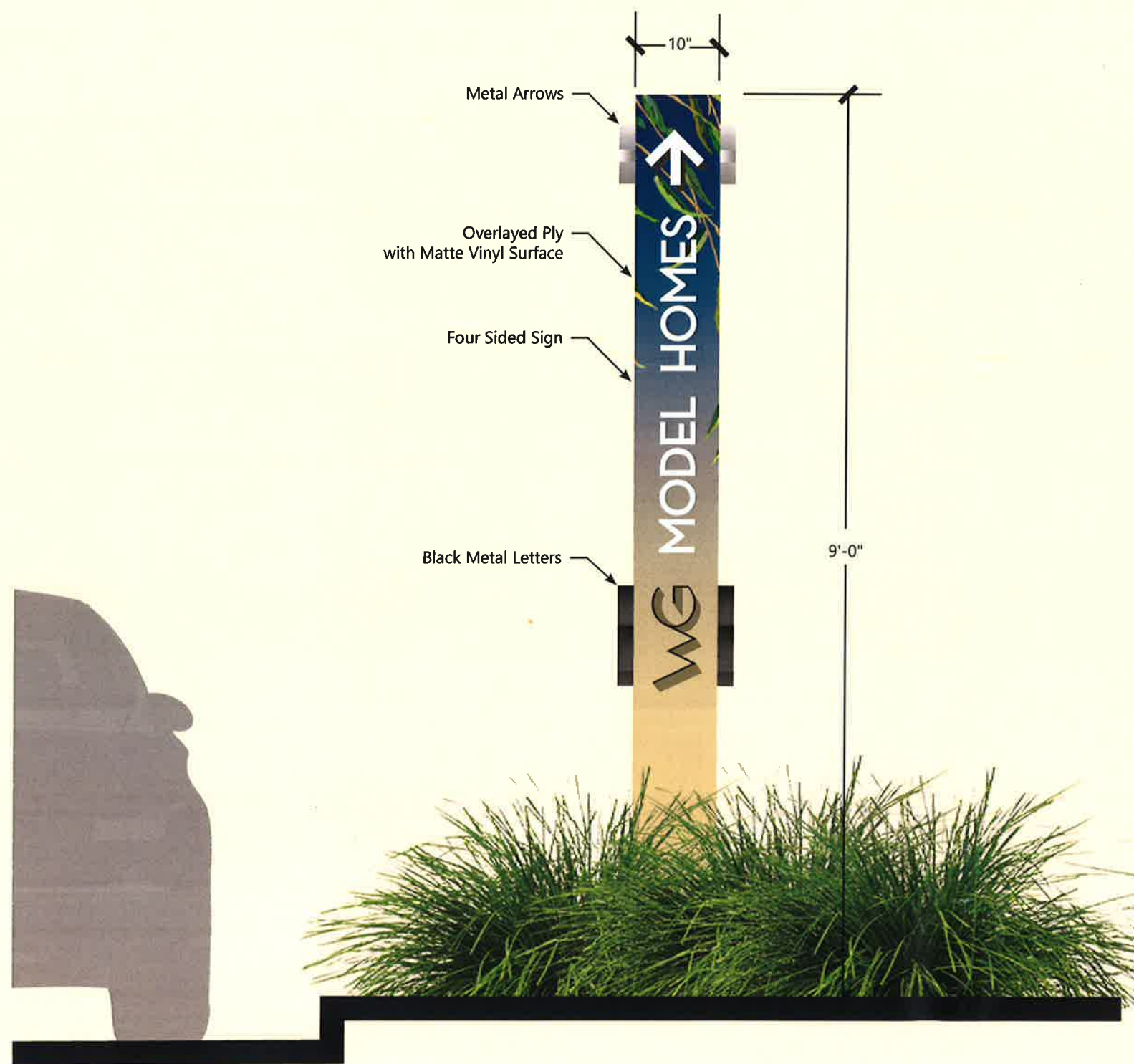
RECEIVED

JAN 02 2018

CITY OF ROHNERT PARK



MWT Main Entries - Temporary

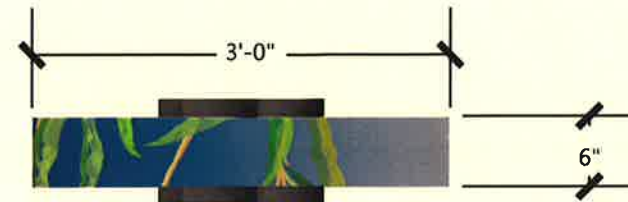


FRONT VIEW



SIDE VIEW

WT Wayfinding - Temporary

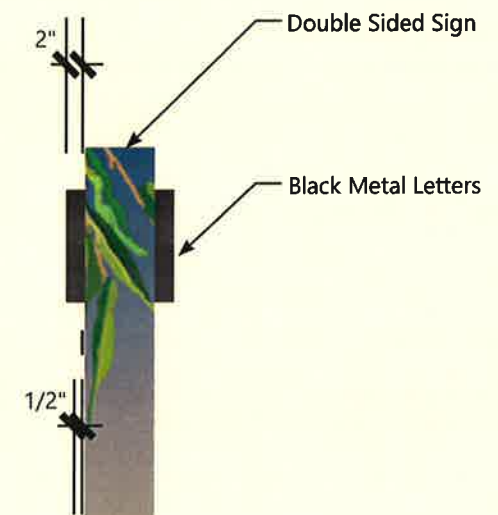


TOP VIEW

Overlaid Ply
with Matte Vinyl Surface

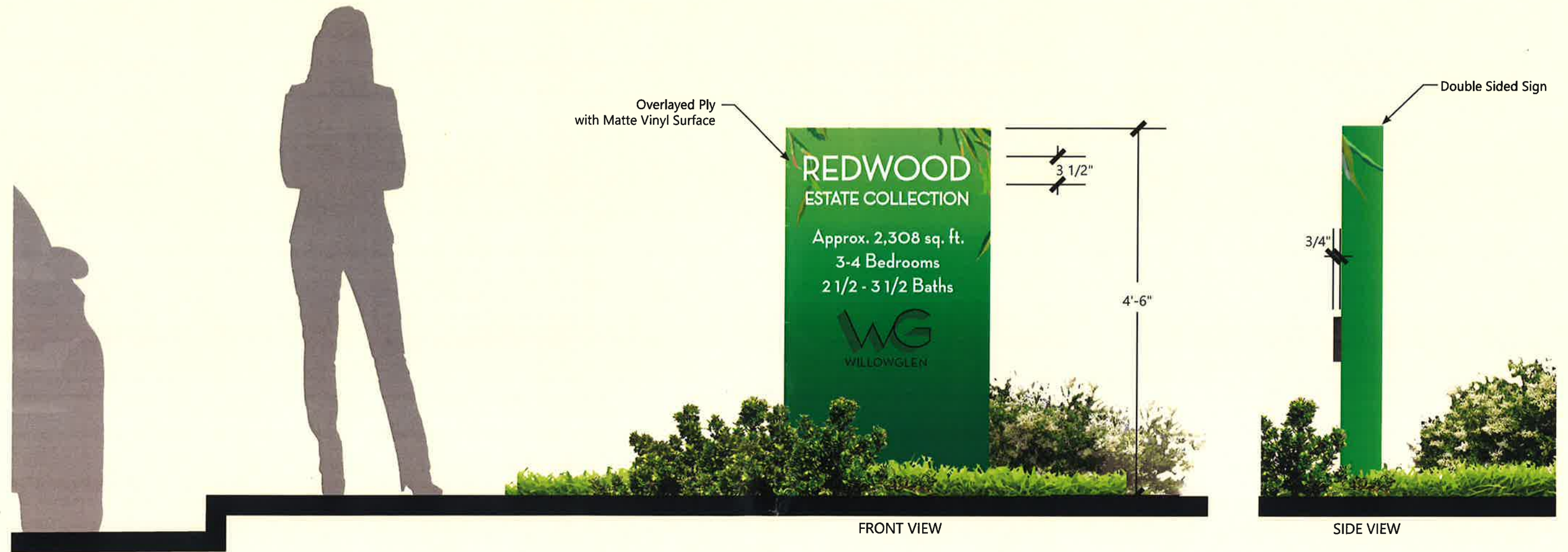
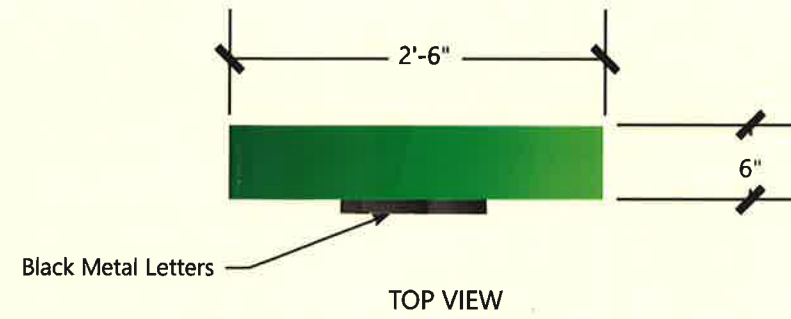


FRONT VIEW



SIDE VIEW

ST Sales Center - Temporary



MT Models - Temporary



FRONT VIEW

WCT Water Conservation Temporary