

**AGENDA MEMO**

**CITY COUNCIL MEETING DATE: AUGUST 2, 2006**  
**DEPARTMENT: PLANNING AND DEVELOPMENT**  
**ITEM DESCRIPTION: ARC-13764 - APPLICANT/OWNER: MONTECITO**  
**MARKETPLACE, LLC**

---

**\*\* CONDITIONS \*\***

The Centennial Hills Architectural Review Committee (2-1 vote) and staff recommend DENIAL of the additional 24 pylon sign.

1. Conformance to the sign elevations and documentation as submitted and date stamped May 23, 2006 in conjunction with this request, except as modified herein.
2. All signage shall have proper permits obtained through the Building and Safety Department.
3. Waiver from the Town Center Development Standards to allow two pylon signs where one is the maximum permitted per frontage.
4. Any additional signage for the development shall require an amendment to the Master Sign Plan, approved by the Centennial Hills Architectural Review Committee-Town Center (CHARC-TC).

**\*\* STAFF REPORT \*\***

**APPLICATION REQUEST**

This is a request for approval of a Major Modification to an already approved Master Sign Plan (CHARC-0019-05) for a 380,000 square foot commercial development on 45.6 acres adjacent to the southeast corner of Durango Drive and Elkhorn Road.

**EXECUTIVE SUMMARY**

The applicant is appealing the Centennial Hills Architectural Review Committees (CHARC) decision to deny the addition of a 24 pylon sign along the Durango Drive frontage of its project. The appeal is authorized by Town Center Development Standards Manual D(1)k.4.f This was the second time that CHARC had considered and denied the request and the second time that staff had recommended denial as well. The Town Center Development Standards allows for one 24 pylon sign per street frontage per project.

**BACKGROUND INFORMATION**

***A) Related Actions***

- 05/20/64      The City Council approved an annexation (A-0003-64) of land generally located north of Cheyenne Avenue and west of Decatur Boulevard, containing approximately 10,136 acres, including the easterly portion of the subject site. The effective date of this annexation was May 29, 1964.
- 12/07/98      The City Council approved a Rezoning (Z-0076-98) to TC (Town Center) of a 1,468-acre portion of the Northwest, including the easterly portion of the subject site. The Planning Commission and staff recommended approval.
- 01/17/01      The City Council approved an annexation (A-0003-99) of land generally located west of El Capitan Way and east of Hualapai Way between Grand Teton Drive and Rome Avenue, containing approximately 615 acres, including the westerly portion of the subject site. The effective date of this annexation was January 26, 2001. The Planning Commission and staff recommended approval on March 25, 1999.
- 12/19/02      The Planning Commission approved a request for a Tentative Map (TMP-1244) for a three-lot commercial subdivision on 80 acres on the east side of the El Capitan alignment (Durango Drive) between Elkhorn Road and Deer Springs Way. Staff had recommended approval.

- 04/07/04 The City Council approved a Site Development Plan Review (SDR-3764) related to a Modification (MOD-3763) and Rezoning (ZON-3840) for a proposed 587,750 square-foot mixed-use commercial development on 45.6 acres in Montecito Town Center, adjacent to the southeast corner of Elkhorn Road and Durango Drive. Additionally, the following Special Use Permits were also approved: (SUP-3765) for liquor sales on Pad A, (SUP-3767) for gaming (incidental) on Pad A, (SUP-3769) for a drive-through facility on Pad A, (SUP-3770) for a drive-through facility on Pad O, (SDR-3771) for a tavern on Pad P, (SUP-3773) for gaming (incidental) on Pad P, (SDR-3764) for gasoline sales on Pad Q, (SUP-3776) for a car wash on Pad Q, (SUP-3777) for gaming (incidental) on Pad Q, (SUP-3778) for liquor sales on Pad Q, (SUP-3779) for a tavern on Pad Z, (SUP-3780) for gaming (incidental) on Pad Z, (SUP-3781) for a drive-through on Pad F, (SUP-3783) for liquor sales on Pad HH, (SUP-3785) for gaming (incidental) on Pad HH, (SUP-3786) for a drive-through facility on Pad HH, (SUP-3788) for a drive-through facility on DD, and (SUP-3789) for a drive-through facility on EE. The Planning Commission and staff recommended approval on March 11, 2004.
- 02/16/05 The City Council approved a revised Site Development Plan Review (SDR-5731) and associated Special Use Permit (SUP-5718, SUP-5720, SUP-5722, SUP-5723) applications for the subject property. The overall square footage of the project was reduced to 380,003 square feet. The Planning Commission recommended approval of the applications on 01/13/05; staff also recommended approval of the applications.
- 03/01/05 The Centennial Hills Architectural Review Committee approved a Master Sign Plan (CHARC-0019-05) for the entire 380,003 commercial center located at the Southeast Corner of Elkhorn Road and Durango Drive.
- 06/06/06 The Centennial Hills Architectural Review Committee approved the addition of two new monument signs along Durango Drive and denied the request for an additional 24 pylon sign along Durango Drive for a commercial center located at the Southeast Corner of Elkhorn Road and Durango Drive.

***B) Pre-Application Meeting***

- 05/12/06 At the pre-application conference, issues were discussed relative to the location of the proposed 24 pylon, and the two 8 monument signs. The applicant was advised to provide reasonable justification in the required justification letter.

***C) Neighborhood Meetings***

A neighborhood meeting is not required as part of this application request, nor was one held.

**DETAILS OF APPLICATION REQUEST**

**A) Existing Land Use**

Subject Property: Commercial  
 North: Undeveloped  
 South: Undeveloped  
 East: Undeveloped  
 West: Commercial

**B) Planned Land Use**

Subject Property: UC-TC (Urban Center Mixed Use - Town Center) and MS-TC (Main Street Mixed Use - Town Center)  
 North: PF-TC (Public Facilities - Town Center)  
 South: UC-TC (Urban Center Mixed Use - Town Center) and MS-TC (Main Street Mixed Use - Town Center)  
 East: PF-TC (Public Facilities - Town Center)  
 West: UC-TC (Urban Center Mixed Use - Town Center)

**C) Existing Zoning**

Subject Property: T-C (Town Center)  
 North: T-C (Town Center)  
 South: T-C (Town Center)  
 East: T-C (Town Center)  
 West: T-C (Town Center)

**D) General Plan Compliance**

The General Plan designation of the subject parcels on the Centennial Hills Sector Plan map is TC (Town Center), with special land use designations of UC-TC (Urban Center Mixed Use - Town Center) and MS-TC (Main Street Mixed Use - Town Center) under the Town Center Development Standards Manual. The parcels are currently designated as Montecito Town Center Mixed Use Commercial pursuant to the Montecito Town Center Development Agreement. The project is in compliance with the provisions of the Development Agreement.

<b><i>SPECIAL DISTRICTS/ZONES</i></b>		
<b>Special Area Plan</b>	Yes	No
Town Center	X	
<b>Rural Preservation Overlay District</b>		X
<b>Development Impact Notification Assessment</b>		X
<b>Project of Regional Significance</b>		X

## **ANALYSIS**

### ***A) Zoning Code Compliance***

#### **General project description**

The following additional signage is proposed for the property along the east side of Durango Drive:

- (1) 24-foot high Pylon Sign

A discussion of the compliance of the signage with the Town Center Development Standards Manual follows.

#### **A1) Residential Separation Standards**

Section D-1(G)(2) of the Town Center Development Standards Manual requires a minimum separation of 330 feet between any proposed pylon sign and any existing single-family residential development; the proposed pylon signs will be a minimum of 750 feet from existing residential development.

#### **A2) Sign Standards**

Pursuant to Section D-1(G)(2) of the Town Center Development Standards Manual, the following Sign Standards apply to the subject proposal:

**Pylon Signs: 24 in Height**

<b>Standards</b>	<b>Allowed</b>	<b>Provided</b>	<b>Complies</b>
Maximum Number	1/street frontage	2/Durango Drive (East)	No
Maximum Area	1 SF/150 SF gross floor area (2,533 SF maximum allowed)	140 SF Each (255 SF Cumulative)	Yes
Maximum Height	24	24	Yes
Minimum Setback	5	5	Yes
Illumination	No fugitive light	Internal	Yes

One additional pylon sign is proposed, for a total of two pylon signs, for the east side of the Durango Drive frontage where one pylon sign is permitted. This is the same proposal as the original for the east side of Durango Drive that CHARC denied last year. The approved Master Sign Plan allows for one each on the east side and the west side of the Durango Drive frontage. The proposed additional sign will exceed the Town Center Development Standard maximum for pylon signage on the Durango Drive frontage.

***B) General Analysis and Discussion***

The applicant did not put forth a valid reason to deviate from the Town Center Development Standards to allow for the additional pylon sign in the justification letter, only that they were requesting it. The fact that the Centennial Hills Architectural Review Committee voted to approve two additional monument signs along Durango Drive certainly off sets the denial of the additional pylon sign request. This was also the second time that CHARC reviewed and considered the request for an additional pylon sign and the second time they voted to deny the request. Staff concurs with CHARC and recommends that this appeal be denied.

**NEIGHBORHOOD ASSOCIATIONS NOTIFIED** 9

**ASSEMBLY DISTRICT** N/A

**SENATE DISTRICT** N/A

**NOTICES MAILED** 375 by the Planning Department

**APPROVALS** 0

**PROTESTS** 0