



## AGENDA MEMO

**CITY COUNCIL MEETING DATE: JULY 11, 2007**  
**DEPARTMENT: PLANNING AND DEVELOPMENT**  
**ITEM DESCRIPTION: RQR-21572 - APPLICANT: REAGAN OUTDOOR**  
**ADVERTISING - OWNER: HIGHLAND INDUSTRIAL PARK PARTNERSHIP**

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### **\*\* CONDITIONS \*\***

Staff recommends DENIAL. The Planning Commission (5-0 vote) recommends APPROVAL, subject to:

#### **Planning and Development**

1. This Special Use Permit shall be reviewed in five (5) years at which time the City Council may require the Off-Premise Advertising (Billboard) Sign be removed. The applicant shall be responsible for notification costs of the review. Failure to pay the City for these costs may result in a requirement that the Off-Premise Advertising (Billboard) Sign is removed.
2. All of the supporting structure shall be repainted, as required by the Planning and Development Department, within 30 days of final approval of this review by the City Council. Failure to perform the required painting may result in fines and/or removal of the Off-Premise Advertising (Billboard) Sign.
3. The Off-Premise Advertising (Billboard) Sign and its supporting structure shall be properly maintained and kept free of graffiti at all times. Failure to perform the required maintenance may result in fines and/or removal of the Off-Premise Advertising (Billboard) Sign.
4. The property owner shall keep the property properly maintained and graffiti-free at all times. Failure to perform required maintenance may result in fines and/or removal of the Off-Premise Advertising (Billboard) Sign.
5. If the existing off-premise sign is voluntarily demolished, this Special Use Permit shall be expunged and a new off-premise sign shall not be permitted in the same location unless a Special Use Permit is approved for the new structure by the City Council.
6. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

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

**PROJECT DESCRIPTION**

This is a request for a Required Two Year Review of an approved Special Use Permit (SUP-1876) that allowed a 45-foot tall, 24-foot by 28-foot Off-Premise Advertising (Billboard) Sign at 2901 Highland Drive.

This is the second review of the subject Off-Premise Advertising (Billboard) Sign. The sign does have a building permit; however, a final inspection was not conducted. The sign was found to contain graffiti. A condition of approval shall be added to clean-up the sign and resolve this issue. The sign is otherwise in good condition. Denial of this request is recommended due to the lack of a final inspection on the building permit and the presence of graffiti. If approved a five year review shall be required.

**BACKGROUND INFORMATION**

<b><i>Related Relevant City Actions by P&amp;D, Fire, Bldg., etc.</i></b>	
05/07/03 *	The City Council approved a Special Use Permit (SUP-1876) for the 45-foot tall, 24-foot by 28-foot Off-Premise Advertising (Billboard) Sign and a Variance (VAR-1947) which allowed a 45-foot tall Off-Premise Advertising (Billboard) Sign where 40 feet is the maximum height permitted on this site, subject to a two-year review. The Planning Commission recommended approval on 04/10/03. Staff recommendation was for denial.
06/15/05	The City Council approved a Required Two Year Review (RQR-6169) of an approved Special Use Permit (SUP-1876) for a 45-foot tall, 24-foot by 28-foot Off-Premise Advertising (Billboard) Sign located at 2901 South Highland Drive. The Planning Commission and staff recommended approval.
06/14/07	The Planning Commission voted 5-0 to recommend APPROVAL (PC Agenda Item #59/ng).
<b><i>Related Building Permits/Business Licenses</i></b>	
09/15/03	A building permit (#3019899) was issued. The permit expired on 03/13/04; a final inspection was not completed.
<b><i>Pre-Application Meeting</i></b>	
A pre-application meeting is not required, nor was one held.	
<b><i>Neighborhood Meeting</i></b>	
A neighborhood meeting is not required, nor was one held.	
<b><i>Field Check</i></b>	
05/18/07	A field inspection was conducted and photographs were taken. The sign was found to contain graffiti. A condition of approval shall be added to resolve this issue.

<b>Details of Application Request</b>	
<b>Site Area</b>	
Gross Acres	1.12

<b>Surrounding Property</b>	<b>Existing Land Use</b>	<b>Planned Land Use</b>	<b>Existing Zoning</b>
Subject Property	Retail Commercial and Industrial	C (Commercial)	M (Industrial)
North	Retail Commercial and Industrial	C (Commercial)	M (Industrial)
South	Retail Commercial and Industrial	C (Commercial)	M (Industrial)
East	Retail Commercial and Industrial	LI/R (Light Industrial/Research)	M (Industrial)
West	Retail Commercial and Industrial	C (Commercial)	M (Industrial)

<b>Special Districts/Zones</b>	<b>Yes</b>	<b>No</b>	<b>Compliance</b>
<b>Special Area Plan</b>			
Redevelopment Plan Area	X		Y
<b>Special Districts/Zones</b>	<b>Yes</b>	<b>No</b>	<b>Compliance</b>
<b>Special Purpose and Overlay Districts</b>			
A-O Airport Overlay District (175-Foot)	X		Y
<b>Trails</b>		X	N/A
<b>Rural Preservation Overlay District</b>		X	N/A
<b>Development Impact Notification Assessment</b>		X	N/A
<b>Project of Regional Significance</b>		X	N/A

**DEVELOPMENT STANDARDS**

<b>Standards</b>	<b>Code Requirement</b>	<b>Provided</b>	<b>Compliance</b>
Off-Premise Advertising (Billboard) Sign	Minimum 300-foot distance separation from any other off-premise sign	Approximately 396 feet separation	Y
Location	No off-premise sign may be located within the public right-of-way	Not in right-of-way	Y
Zoning	Off-premise signs are permitted in the C-1, C-2, C-M and M Zoning Districts only	Located within a M (Industrial) zoning district	Y

Area	No off-premise sign shall have a surface area greater than 672 square feet, except that an embellishment of not to exceed five feet above the regular rectangular surface of the sign may be added if the additional area contains no more than 128 square feet.	The north and south faces are each 672 square feet.	Y
Height	No higher than 40 feet from grade at the point of construction	Maximum height of 45 feet from grade	N*
Setback	Off-premise signs shall not be located closer than 50 feet to the intersection of the present or future rights-of-way of any two public roads, streets or highways.	The subject sign is set back approximately 207 feet from the nearest intersection.	Y
Screening	All structural elements of an off-premise sign to which the display panels are attached shall be screened from view.	Screened from view by sign faces and metal panel on side not facing the right-of-way	Y
Other	All off-premise signs shall be detached and permanently secured to the ground and shall not be located on property used for residential purposes.	Permanently secured to ground; located on strictly commercial property	Y

\* The 45-foot height was approved through the approval of Special Use Permit (SUP-1876).

**ANALYSIS**

This is the second review of the subject Off-Premise Advertising (Billboard) Sign. The sign does have a building permit; however, a final inspection was not conducted. The sign was found to contain graffiti. A condition of approval shall be added to clean-up the sign and resolve this issue. The sign is otherwise in good condition. Denial of this request is recommended due to the lack of a final inspection on the building permit and the presence of graffiti. If approved a five year review shall be required.

**FINDINGS**

The subject off-premise advertising (billboard) sign is not considered appropriate. There was not a final inspection conducted for the off-premise advertising (billboard) sign; therefore, all city requirements have not been satisfied. Denial of this request is recommended.

**PLANNING COMMISSION ACTION**

The applicant agreed to provide an engineers report to Building & Safety for final approval prior to City Council.

**NEIGHBORHOOD ASSOCIATIONS NOTIFIED** 13

**ASSEMBLY DISTRICT** 10

**SENATE DISTRICT** 7

**NOTICES MAILED** 40 by City Clerk

**APPROVALS** 0

**PROTESTS** 1