

AGENDA ITEM: 6.

DATE: 07-16-07

STAFF REPORT

CONDITIONAL USE PERMIT NO. 04-12 Amended

DATE: July 16, 2007

TO: Lancaster Planning Commission

FROM: Planning Department

APPLICANT: Developers Diversified Realty

LOCATION: 32.0± acres bounded by Lancaster Boulevard to the north, Central Court to the south, Valley Central Way to the east, and 25th Street West to the west

REQUEST: Review of Condition No. 29 (70-foot high freeway identification sign at Valley Central Shopping Center Sign) in the CPD Zone

RECOMMENDATION: Approve a 70-foot high freeway identification as proposed in elevation "C".

BACKGROUND: On May 16, 2005, the Planning Commission approved the revitalization of the Valley Central Shopping Center consisting of a new 218,490 square foot Wal-Mart building (including the garden center), retail shops and new freestanding pads totaling 119,475 square feet. The revitalized portion of the shopping center totals 361,978 square feet is in the CPD Zone. Condition No. 29, approved as part of CUP 04-12 Amended, allows a freeway-oriented sign subject to review and approval by the Planning Commission.

ANALYSIS: The applicant is requesting approval for a 70-foot high freeway identification freestanding sign along the eastern side of the Valley Central Shopping Center. The applicant has submitted three proposals for signage (see attached elevations for A, B, and C). The base of the sign is approximately 18 feet in width. Staff is also recommending that a landscape planter of approximately 360 square feet be added at the base of the sign. The Planning Commission approved the following freeway identification signage in past actions:

- Office Depot – 30-foot high freeway identification sign
- Auto Mall – 75-foot high freeway identification sign

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Staff is recommending approval of sign "C" as proposed with landscape planter at the base of the sign, which is consistent with the Valley Central Shopping Center (CUP 04-12) and the CPD Zone.

Respectfully submitted,

Silvia R. Donovan, Principal Planner

cc: Applicant
Engineer