



Folsom Plan Area Specific Plan Amendment for Electronic Readerboard Sign

Project Background



- August 14, 2003: City Approval of a Planned Development Permit Modification and Conditional Use Permit for Development of a 47-Foot-Tall Freeway Oriented Electronic Readerboard Sign at the Folsom Auto Mall.
- October 1, 2014: City Approval a Planned Development Permit Modification and Conditional Use Permit Modification for Development of a 65-Foot-Tall Freeway Oriented Electronic Readerboard Sign at the Folsom Auto Mall (Replaced Existing Electronic Readerboard Sign).
- April 2, 2014: City Approval for Development of an 80-Foot-Tall Freeway Oriented Electronic Readerboard Sign for the Palladio at Broadstone Shopping Center.

- Specific Plan Amendment for Electronic Readerboard Sign
 - Modify FPASP Table A.7 to Add “Electronic Readerboard Sign” as a Conditionally Permitted Use in the Regional (RC) Commercial District
 - Amendment Only Applies to Parcel 61
 - Amendment Only Allows One Electronic Readerboard Sign
 - Electronic Readerboard Important for Future Commercial Development
 - Improves Financial Stability of Future Commercial Development in Plan Area
 - Utilizes State of Art Technology and Design Elements to Showcase Businesses

Specific Plan Amendment

Table A.7 (Continued)							
SP-MU, SP-IND/OP, SP-CC, SP-GC & SP-RC Land Use Permitted Uses							
Use Description	Legend						Additional References
	P	A	(TCD)	Town Center District			
	Permitted Use	Accessory Use					
	UP	NP	NP	SP-MU	SP-CC	SP-GC	SP-RC
	Required Permits						
	SP-MU	SP-MU (TCD)	SP-IND/OP	SP-CC	SP-GC	SP-RC	

Services- Business, Financial, Professional

ATM	P	P	P	P	P	P	
Bank, Financial Services	P	P	P	P	P	P	
Laboratory-Medical	P	P	P	NP	P	P	
Health Care Facility	UP	NP	P	UP	P	P	Subject to FMC 17.22
Medical Services-Major	NP	NP	P	NP	P	P	3
Medical Services-Minor	P	P	P	P	P	P	4
Office-Business, Service or Government	P	P	P	P	P	P	
Office-Headquarters or Processing	UP	UP	P	NP	P	P	
Office-Professional, Administrative	P	P	P	P	P	P	

Services - General

Assisted Living Facility	UP	NP	UP	UP	P	P	
Adult Daycare Facilities	UP	NP	P	P	P	P	
Barber / Beauty Shops	-	-	P	P	P	P	
Child Care Facility	UP	UP	P/A	P	P	P	5
kennel, Animal Boarding	NP	NP	NP	NP	UP	NP	
Maintenance/Repair Services-Equipment, Appliances	NP	NP	P	UP	P	NP	
Mortuary, Funeral Home	NP	NP	UP	UP	P	NP	
Personal Services	P	P	UP	P	P	P	2
Public Safety Facility	P	P	P	P	P	P	
Vehicle Services-Major Repair/Body Work	NP	NP	NP	NP	UP	UP	
Vehicle Services-Maintenance and Minor Service	NP	NP	NP	NP	UP	UP	
Veterinary Clinic, Animal Hospital	UP	NP	P	P	P	P	

Transportation, Communication, Infrastructure

Alternative Energy Technologies	UP	UP	UP	UP	UP	UP	
City Water Facility	NP	NP	P	P	P	P	
City Wastewater Facility	NP	NP	P	P	P	P	
Parking Facility (Public/Private)	P	P	P	P	P	P	
Off-Site Parking Facility (Ancillary Use)	A	A	A	A	A	A	
Storm Drainage Facilities	P	P	P	P	P	P	Subject to FMC 17.95
Underground Utilities	P	P	P	P	P	P	
Utility Facilities	P	P	P	P	P	P	
Wireless Communication Facilities	UP	UP	UP	UP	UP	UP	Subject to FMC 17.58.080
Temporary Tract Construction Office	P	NP	-	-	-	-	
Temporary Tract Construction Equipment Yard	P	NP	-	-	-	-	Subject to FMC 17.58.080
Electronic Readerboard Signage	NP	NP	NP	NP	NP	UP	8

Notes:

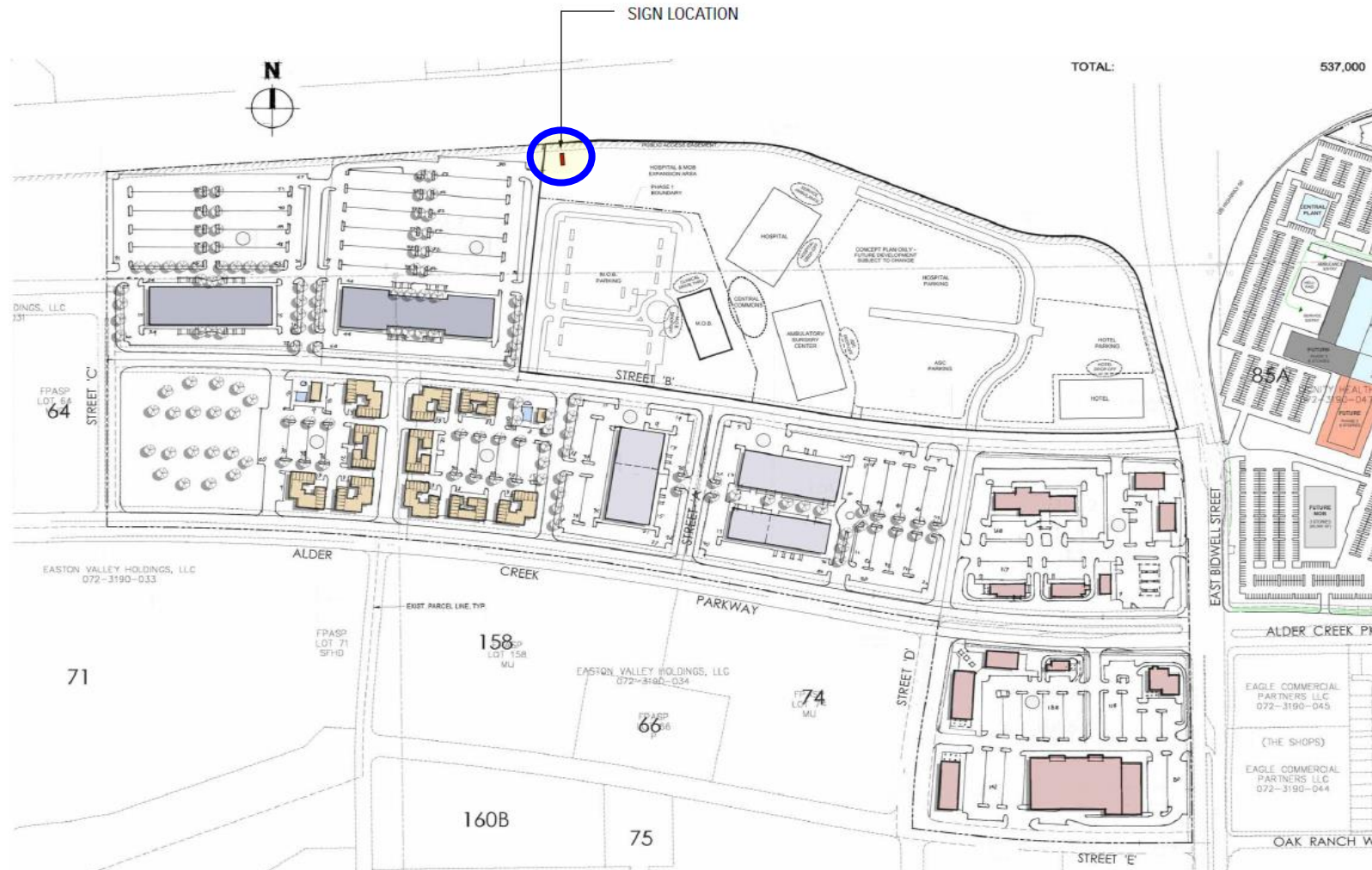
- Light manufacturing includes but is not limited to clean, non-toxic uses such as office centers, research and development facilities, warehouse and distribution centers and other similar uses located in a low intensity, landscaped setting.
- Personal services are defined intellectual or manual work performed by a service provider in serving a customer (for example, consulting services, massage therapy, weight counseling, personal concierge services, etc.).
- Major medical services are defined as services requiring in-patient hospitalization or other services that require acute medical attention.
- Minor medical services are defined as out-patient services including but not limited to Lasik surgery offices, dentistry offices, same day clinics, medical offices, etc.
- Child care facilities connected to office/professional businesses will be considered as an ancillary use.
- SP-GC (Parcels 77, 78 & 85A) and SP-RC (Parcel 61) only.
- Consistent with the SP-MLD development standards.
- Applies to SP-RC-PD Parcel 61 only. Maximum one sign; Conditional Use Permit required.

Temporary Tract Construction Office	P	NP	-	-	-	-	
Temporary Tract Construction Equipment Yard	P	NP	-	-	-	-	Subject to FMC 17.58.080
Electronic Readerboard Signage	NP	NP	NP	NP	NP	UP	8

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Preliminary Site Plan



Preliminary Sign Details



B SIGN ELEVATION SCALE: 1/4" = 1'-0"



B NIGHT ELEVATION SCALE: 1/8" = 1'-0"

Specific Plan Amendment Analysis

- Specific Plan Amendment Analysis
 - Existing Regulations Regarding Freeway Electronic Readerboard Signs
 - Number and Location of Existing Freeway Electronic Leaderboard Signs
 - Necessity for Additional Freeway Electronic Leaderboard Sign
 - Prior Electronic Readerboard Sign Agreements for Advertising

Specific Plan Amendment Analysis



- Necessity for Additional Freeway Electronic Readerboard Sign
 - Extensive Future Commercial Development in Plan Area including 524,000-Square Feet of Development on Parcel 61
 - Commercial Development Important from Local and Regional Perspective
 - Proposed Sign would Benefit Commercial Business in Plan Area
 - Sign would Provide Proper Identification for Plan Area Businesses

- Planning Commission
 - Reviewed Project at its November 15, 2023 Meeting
 - Commission Discussed a Number of Topics
 - Existing Sign Regulation
 - Implications of Specific Plan Amendment
 - Future Sign Location and Design
 - Caltrans Requirements
 - Sign Advertising Revenue
 - Commission Voted (5-1-0-1) to Recommend Approval of the Project to the City Council

Folsom Auto Mall Electronic Readerboard Sign



Palladio at Broadstone Electronic Readerboard Sign



Staff Recommendation



- Staff Recommends City Council Approve the Folsom Plan Area Specific Plan Amendment for Electronic Readerboard Sign Based on the Findings and Conditions of Approval Included in the Staff Report

Specific Plan Amendment Analysis

- Existing Freeway-Oriented Electronic Readerboard Signs
 - Folsom Auto Mall Electronic Readerboard Sign (65 Feet Tall)
 - Palladio at Broadstone Electronic Readerboard Sign (80 Feet Tall)
 - Two Static Freeway-Oriented Billboard Signs
 - Four Non-Electronic Freeway Oriented Monument Sign



Specific Plan Amendment Analysis

- Existing Regulations Regarding Electronic Readerboard Signs
 - FMC Section 17.59.040(E)(2.5) requires that animated freestanding freeway signs on property abutting U.S. Highway 50 be required to obtain approval of a Conditional Use Permit from the Planning Commission
 - FMC Section 17.59.040(E)(2.5) also requires the removal of more than one billboard along Highway 50 within city limits to ensure that any approval of animated freeway signs such as an electronic readerboard results in a net decrease of highway signs in Folsom.
 - Folsom Plan Area Specific Plan has no mechanism to allow for placement of an electronic readerboard sign adjacent to U.S. Highway 50, FMC prevails when the Specific Plan is silent on an issue.
 - Owner/Applicant has no authority or ability to remove existing freeway-oriented billboard signs

Specific Plan Amendment Analysis



- Prior Electronic Readerboard Sign Agreements for Advertising
 - Folsom Auto Mall and Palladio Sign Advertising Agreements with City
 - Management of Third-Party Off-Site Advertising on the Electronic Readerboards
 - Agreements Address Advertising Scheduling and Revenue Sharing
 - 40%-50% of Advertising Space Allocated to On-Site Businesses
 - 10% of Advertising Space Available to City of Folsom
 - 30%-40% of Advertising Space Available to Third-Party Advertisers
 - City Receives 10% of Net Payments Received by Sign Operator
 - Owner/Applicant Required to Enter into Advertising Agreement with the City
 - Condition No. 7 Included to Reflect these Requirements