

PLANNING & REDEVELOPMENT STAFF REPORT DESIGN COMMITTEE MEETING January 17, 2008

Prepared by: Eileen Bruggeman, Project Planner

ITEM III-A: SIGN VARIANCE AND PLANNED SIGN PROGRAM – 1175 ROSEVILLE PARKWAY – THE FOUNTAINS – FILE # 2007PL-204 (V-000052 & PSP-000074)

REQUEST

The applicant requests approval of a Planned Sign Permit Program to establish a comprehensive sign program for The Fountains shopping center. The applicant also requests approval of a Sign Variance to allow: an increase in the area of the monument sign at the intersection of Roseville Parkway and Galleria Boulevard and an increase in the height limitation of two other freestanding signs, an increase in the area and height of directional and directory signs, an increase in the area of tenant wall signs, marquee signs for Main Street and Major Anchor tenants, and more than one sign per elevation for tenants.

Applicant/Owner: Inter-Cal Real Estate, Gloria Wright

SUMMARY RECOMMENDATION

The Planning & Redevelopment Department recommends that the Design Committee:

- A. Adopt the three (3) findings of fact for the Sign Variance;
- B. Approve the Sign Variance with four (4) conditions of approval;
- C. Adopt the two (2) findings of fact for the Planned Sign Permit Program; and
- D. Approve the Planned Sign Permit Program with four (4) conditions of approval.

SUMMARY OF OUTSTANDING ISSUES

There are no outstanding issues associated with this Sign Variance and Planned Sign Program request. The applicant is in agreement with staff's recommendation.

BACKGROUND

The project site is located at 1175 Roseville Parkway, at the southwest corner of the Galleria Boulevard and Roseville Parkway intersection. The site totals approximately 51.7 acres (see Figure 1, Vicinity Map).

The Planning Commission approved a Major Project Permit (Stage 1) application for the project on October 26, 2000. The Stage 1 Major Project Permit approval established the preliminary development and grading plans for the retail/office project.

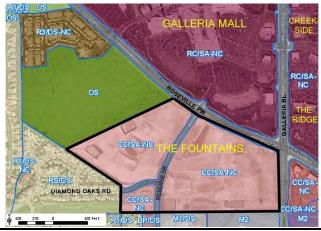


FIGURE 1: VICINITY MAP

In December 2002, the Planning Commission approved a three (3) year extension of the approval of the Stage 1 Major Project Permit.

On March 24, 2005 the Planning Commission approved a Stage 1 Major Project Permit Modification (file # MPP MOD 98-03A), and on February 9, 2006 the Stage 2 Major Project Permit was approved (file #MPP 04-05). The project was modified through removal of the larger big-box style retail buildings, and substitution of smaller, retail restaurant buildings clustered around several plaza areas, inter-connected with wide pedestrian walkways to create a Main Street area with outlying buildings. The project also contains three (3) office buildings, located west of Reserve Drive. The total project is approximately 582,664 square feet.



FIGURE 2: Artist Rendering of The Fountains, Main St.

A lifestyle center is a mixed-use development that combines the traditional retail functions of a shopping mall, but with an open air design and leisure amenities to create a center that is a destination for entertainment and relaxation along with shopping. Shoppers are encouraged to linger in lifestyle centers through a variety of retail and restaurant uses along with amenities such as interactive fountains, outdoor performances, and open air dining. Lifestyle centers target a segment of the market, and typically there are not multiple lifestyle centers in a community. Lifestyle centers create the image of a vibrant urban street that is pedestrian oriented and easily accessible with the majority of the parking located around the perimeter.

Similar to typical retail centers, directional signage for vehicles is necessary to provide center identification. In addition, lifestyle centers also provide signage that promotes the downtown main street feeling and is intended to provide directions and tenant identification for pedestrians that are walking through the center.

The applicant has submitted and is requesting approval of a Planned Sign Permit Program (PSPP) that thoroughly addresses all signs for The Fountains (Exhibits A and B). The PSPP includes location, design and number of freestanding, on-site directional signs, directory signs, and wall signs. The PSPP also includes signs exempt from fee, permit and sticker requirements of the Sign Ordinance, such as business addresses, door and window signs, and informational signs.

The applicant is requesting approval of a Sign Variance to authorize inclusion in the proposed Planned Sign Program several criteria that are not consistent with the City of Roseville Sign Ordinance as follows:

- Increase the permitted area of the freestanding sign at the intersection of Roseville Parkway and Galleria Boulevard and the height limitation for two other freestanding signs;
- Increase the maximum allowable area of tenant wall signs;
- Permit more than one sign per elevation for tenants;
- Permit marquee signs for Main Street and Major Anchor tenants; and
- Increase the area and height of directional and directory signs.

EVALUATION

Since the Planned Sign Program for The Fountains is dependent upon the Sign Variance, the evaluation of this request will first consider the Sign Variance, and then secondly consider the Planned Sign Program. A summary of the Variance request is provided as Attachment 1, which is further detailed below.

VARIANCE

In accordance with the provisions of the Sign Ordinance, three (3) specific findings must be made in order to approve a Sign Variance. The required findings for a Sign Variance are listed below and are followed by an evaluation.

- 1. There are exceptional or extraordinary circumstances or conditions applying to the land, building or signs involved which do not generally apply to other land, buildings or signs in the neighborhood.
- 2. The granting of this variance is necessary for the preservation and enjoyment of substantial property rights of the applicant.
- 3. The granting of this variance will not materially and adversely affect the health, safety or welfare of persons in the neighborhood, nor be materially detrimental or injurious to property or improvements in the neighborhood.

A. Freestanding Sign

The proposed freestanding signs are consistent with the Sign Ordinance criteria, with the exception of the area of the project identification sign proposed for the corner of Roseville Parkway and Galleria Boulevard. In addition, the height of two project identification signs that will be interior to the site on archways spanning entrances to the Main Street area exceed fifteen feet (Exhibit A, pgs.8-12).

Section 17.06.220 of the Sign Ordinance contains provisions for freestanding signs within a complex. Each sign is permitted a maximum height of fifteen feet, an area of 100 square feet excluding the base and embellishments, and an area of 150 square feet inclusive of the base and embellishments.

The project identity sign at Roseville Parkway and Galleria Boulevard is not considered to have a base or embellishments. It will include cut aluminum letters spelling 'Fountains' mounted on a shelf in front of a 40-foot long row of water jets shooting water vertically up 20 to 30 feet, creating the image of letters suspended in front of a wall of water. The lettering is considered the sign; the sign is permitted to be a maximum 100 square feet.

The majority of the lettering is four feet (4 ft.) in height, with the exception of the first letter which is fifteen feet (15 ft.). This is consistent with the permitted maximum sign height of fifteen feet. However, the overall area of the sign (text area) is 192 square exceeding the permitted maximum sign area excluding base or embellishments of 100 square feet.

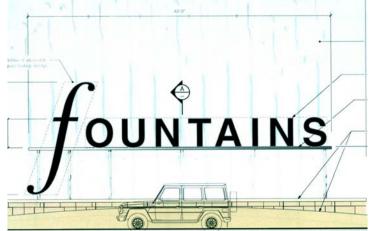


FIGURE 3: Roseville Pkwy & Galleria Blvd. Sign

Previously approved requests to increase the freestanding sign criteria of other business complexes (not inclusive of the Auto Mall or the Westfield Galleria Mall) have permitted increases in sign height from fifteen feet to a maximum of twenty feet, i.e., the Shea Center and the Roseville Crossing shopping center. However, consistent with the Sign Ordinance both signs have a maximum sign area of 100 square feet (text area). The Shea Center sign was permitted an overall size of approximately 420 square feet including base and embellishments, due in part to its unique design (two angle panels flanking a tower feature).

The sign at Roseville Parkway and Galleria Boulevard is different from any other previously considered freestanding sign in that it will be a component of a unique, very prominent water feature and architectural element that is tied in with the design and theme of The Fountains. The Sign Ordinance established maximum sign area criteria to avoid permitting signs that are out of scale to the project, unsightly or create a competitive disadvantage to other businesses. The applicant considered various letter sizes and spacing, however, the proposed letter heights and spacing resulting in the 192 square feet is believed to be aesthetically correct and proportional to the architectural water feature that the sign is fronting. The water feature is very distinctive to this location; to date no other center has proposed a feature of this scale as a component of their freestanding signage.

In addition, two (2) freestanding signs are proposed interior to the site that would be mounted on arches spanning the drive aisles entering the Main Street area (Exhibit A, pgs. 6, 10-12). The arches will be illuminated at night, and will provide a decorative architectural feature creating a sense of entry to the main commercial area. Staff confirmed with the Fire Department that the arches provide sufficient clearance for emergency vehicles (14 feet, 6 inches). The height of sign (text only) is eight feet, three inches (8 ft. 3 in.), however, due to the clearance below the arch the total height of the sign is 22 feet, 9 inches. The Sign Ordinance height limitation of fifteen feet (15 ft.) is intended in part to create a consistent amount of signage and control visual impacts along street frontages. In this case the two arches will be interior to the site and provide a decorative architectural element that will not create a negative visual impact along the public street frontages.

Although the sign text at the corner of Roseville Parkway and Galleria Boulevard exceeds the sign area permitted by the Sign Ordinance, staff believes the sign text is appropriate given the uniqueness and size of the water feature of which the letters will be a component. Given the unique nature of the design of The Fountains, staff does not believe approval of the requests for the freestanding signs would establish a precedent. Similar centers, if proposed, would be given similar consideration. Staff recommends that the Design Committee approve the request to allow the project identification sign at Roseville Parkway and Galleria Boulevard to be 192 square feet in area, and allow the two (2) internal archway signs to be over fifteen feet in height consistent with Exhibit A.

B. Main Street Pedestrian Signs (Tenant, Marquee, Directory, and Directional Signs)

As previously noted, a key component of a lifestyle center is the creation of a vibrant urban main street that is pedestrian oriented. The Tenant Sign Criteria (Exhibit B) indicates the Main Street signage district includes the buildings and tenant spaces fronting the central interior drive aisle and a portion of the drive aisle accessing the Main Street core area from Roseville Parkway (exclusive of Whole Foods, the one major anchor, and the three mini-anchors which include DSW, West Elm and Orvis). Tenant signage in this area will not be visible to the surrounding public streets or the perimeter parking fields, but will be primarily visible to pedestrians through the Main Street area.



Tenant Signs: The Tenant Signage Criteria indicates Main Street tenants will be required to provide a primary (wall) sign and a blade sign. They may select up to two (2) additional types of signs from a list of optional signage: inlaid entry vestibule floor sign, applied window graphics, wall mounted plaques, valance of awning, canopy sign, or vertical marquee.

The Fountains Signage Criteria (Exhibit A) also includes locations and dimensions of directory and directional signs intended to further assist pedestrians (pgs. 6, 15-19). Figure 4 indicates typical lifestyle center Main Street signage.

FIGURE 4: Santana Row, San Jose, CA

Section 17.06.210 of the Sign Ordinance provides criteria for building complex signs inclusive of wall signs, directories, directional signs, and under canopy signs. A summary of how the proposed sign program is not consistent with the Sign Ordinance criteria is provided (Attachment 1).

Unlike a city's main street, the Main Street area of The Fountains is not a public street and will not be directly visible to public streets. Similar to the interior signage and the promenade area of the Westfield Galleria Mall, the tenant signage will provide directional assistance to pedestrians within a private shopping center. Staff recommends approval of the variety and numbers of signs encouraged by the proposed sign program, but recommends **Condition 1a** to require revision of the sign program to remove references to maximum sign area per Main Street area tenants, and include a statement to clarify that multiple types of signs are permitted only on elevations which provide public access to the tenant space. With this revision, tenant signs within the Main Street area will be treated similar to the tenant signage within the Galleria Mall and the Promenade.

Marquee Signs: The proposed sign criteria offers marquee signs to Main Street tenants and the Major Anchor tenant as one of the possible four (4) sign types they may select. The Major Anchor tenant (Whole Foods) could choose to use a maximum 40 square foot marquee sign and the Main Street tenants could choose to install 30 square foot marquee signs.

The marquee sign would be a large double-sided cabinet sign mounted perpendicular to the building façade, with the option to apply individually illuminated letters to the cabinet. A photo of existing projecting cabinet signs on Vernon Street is shown below. *Figure 5: Vernon St. Photo*

Sections 17.06.180 and 17.06.310 E. of the Sign Ordinance permit projecting signs in the Downtown, and Riverside areas and in the Old Town Historic District, but not in other areas of the City. The sections do not restrict the size of the projecting sign, but do require the area of the projecting sign is included in calculations of the permitted area of wall signs for the use. The Sign Ordinance does provide location criteria, such as the sign may extend over the sidewalk a maximum of six feet (6 ft.), it may not extend above the roof line, and it shall have a minimum vertical clearance of eight feet (8 ft.) from the sidewalk to the bottom of the sign. Projecting signs are required to be located on the street side even if the building entrance is located on a side street.



In keeping with the intent of lifestyle centers to create a pedestrian oriented main street, Staff believes the marquee signs are appropriate in certain circumstances within the Main Street area. Staff recommends inclusion of Condition 1b to require revision of the Planned Sign Program to incorporate the location criteria currently applicable in the City of Roseville downtown and historic areas, inclusive of limiting placement of marquee signs on elevations fronting the Main Street. The area of the marquee sign will be required to be included in the sign area calculations for the Major Anchor Tenant.

Directory and Directional Signs: One directory sign is permitted per building, within ten feet (10') of the building (Section 17.06.150). The applicant proposes five (5) pedestrian directory signs that are not building specific, but similar to a shopping mall will provide pedestrians a map of the center and listing of tenants.

The area of the directory sign is not to exceed sixteen square feet (16 sq. ft.), and the height is to not exceed six feet (6'). The proposed PSP states the area of each sign will be twenty-four square feet (24 sq. ft.). Each sign will be seven feet (7') in height (Exhibit A, pgs 6, 7 and 15).

The Sign Ordinance location criteria for on-site directional signs states one (1) directional sign is permitted for each driveway, and one (1) for each delivery or service entrance. The area of each sign is not to exceed four square feet (4 sq. ft.), and the height of the sign inclusive of the pole or base is not to exceed four feet (4') (Section 17.06.140).

The proposed sign program includes two (2) building mounted and six (6) pole mounted directional signs that will be 3.5 square feet in size (Exhibit A, pgs. 6, 7 and 16-19). The signs will be mounted to provide a minimum six feet (6 ft.) clearance between the sidewalk and the bottom of the sign.

The permitted directional and directory signs are typical of office complexes. The Fountains is oriented towards providing additional direction to pedestrians, and the proposed signs are consistent with that intent. The appearance and proposed mounting methods of the directional signs also reinforces the design theme of lifestyle centers to create a downtown main street. Staff recommends approval of the proposed request related to the proposed directory and directional signs without modifications.

C. Major Anchor Tenant

The Sign Ordinance defines a Major Tenant as a single tenant who occupies at least 40,000 square feet or 50% of floor area of a building complex (Section 17.04.330). Whole Foods (Major 2) is the one tenant that meets this criterion. The Sign Ordinance permits a Major Tenant an unlimited number of wall signs, with a maximum combined area of 20% of the front tenant space façade up to a maximum of two hundred square feet (200 sq. ft.).

The Fountains sign program proposes to be consistent with the criteria of the Sign Ordinance, with the exception to permit the Major Anchor Tenant (Whole Foods) up to a maximum combined wall sign area of 230 sq. ft. This standard is consistent with both the Creekside and The Ridge shopping centers which through approved Sign Variances permit their larger tenants with 40,000 to 80,000 square feet a maximum of 230 square feet of wall signs.

Consistent with the Sign Ordinance the Major Anchor signs would be required to comply with the other Sign Ordinance criteria to promote wall signs that are proportional to the size of the tenant façade (i.e., signs shall not exceed two-thirds of the height of the area to which the sign is attached, the length of the signs shall not exceed 70% of the length of the tenant space façade).

The Fountains is a major project, competing with three other major projects located at or near the intersection of Roseville Parkway and Galleria Boulevard. Staff recommends approval of the request to permit The Fountains' Major Anchor Tenant a maximum of 230 square feet for wall signs; this will provide the major anchor wall sign area that will be equitable with other similarly sized uses located in the vicinity of this intersection.

VARIANCE CONCLUSION

For the reasons discussed previously there are unique conditions related to this project due to its incorporation of a prominent water feature and design considerations as a lifestyle center.

The additional pedestrian signs will be primarily along the Main Street, oriented towards the interior of the center, and not intended to provide direction visible to the perimeter of the center or the surrounding public streets. The request for additional pedestrian oriented directional signage and measures to promote tenant signage in the Main Street area will provide signage that is consistent with the design of other lifestyle centers to create a vibrant main street. Approval of the proposed Sign Variance items will provide The Fountains with tenant and center signage that will be equitable with other lifestyle centers.

Approval of the proposed Sign Variance will not result in a proliferation of out-of-scale or unsightly signs. The provisions to promote additional pedestrian signs will be visible primarily interior to the site. Signs that will be visible to the surrounding parking areas or the adjacent public streets will remain consistent with the Sign Ordinance criteria, with the exception of the Major Anchor Tenant. However, as discussed approval of the Sign Variance will provide the Major Anchor Tenant a maximum amount of wall signage that will be equitable with the nearby major projects. As a result, the approval of the Sign Variance will not be materially detrimental to the health, safety, or welfare of the public.

PLANNED SIGN PERMIT PROGRAM

In accordance with the provisions of the Sign Ordinance, two (2) specific findings must be made in order to approve the Planned Sign Permit Program (PSP). The required findings for a Planned Sign Permit Program are listed below and are followed by an evaluation.

1. The proposed PSP is consistent with the provisions and intent of the Roseville Sign Ordinance.

The proposed sign program is not consistent with the provisions of the Sign Ordinance as the proposed sign program would exceed the allowable area of one freestanding sign, increase the maximum allowable area of the Major Anchor Tenant wall signs; permit more than one sign per elevation for tenants within the Main Street area; permit marquee signs for Main Street and Major Anchor tenants; and increase the area and height of directional and directory signs.

However, should the Design Committee approve the associated Sign Variance then the sign program can be found consistent with the Sign Ordinance except as provided for by the Sign Variance.

Freestanding Signs: The PSP is consistent with the Sign Ordinance in regards to the number of permitted freestanding signs and location. A total of five (5) freestanding signs are proposed. Separate from the three signs discussed under the Evaluation of the Variance there will be two (2) additional signs at on both sides of Reserve Drive at Roseville Parkway. Both signs also include water features of pooling water spilling over the face of each monument sign below the sign text (Exhibit A, pgs. 13-14).

Mini Anchor Tenants and Pad Buildings: The wall sign criteria for buildings classified as mini anchor tenant and pad buildings (Exhibit B, last page) is consistent with the Sign Ordinance in terms

of number of signs, maximum area (200 square feet), number of signs permitted per each elevation, location and design criteria.

Office Building Signs, Project Identification Plaques, and Grills: The proposed sign program indicates information regarding the appearance or size or location of these three sign types are not determined at this time. Staff recommends inclusion of Condition 2 to require that these items be removed from the program at this time and incorporated at a later date thorough the PSP modification process when more information is available.

2. The proposed PSPP is in harmony with, and visually related to, the buildings within the Planned Sign Permit Program and the surrounding development.

The proposed signs are designed to compliment and enhance the approved lifestyle center, and to enforce the concept of a main street. It is anticipated the proposed signs will provide a level and style of signs that meets the appearance and quality of the signs of the surrounding development.

CONCLUSION

Based on the unique nature of The Fountains and the need of the center to provide directional signage that is useful to both vehicles entering the site and subsequently for pedestrians enjoying the outdoor design of the center, staff believes that approval of the Sign Variance as conditioned is consistent with the intent of the Sign Ordinance. And as noted above, the findings can be made for approval of the Planned Sign Permit Program with approval of the Sign Variance. Therefore, staff recommends approval of a Sign Variance and Planned Sign Permit Program, as conditioned.

ENVIRONMENTAL DETERMINATION

The project is categorically exempt pursuant to Section 15311(a) of the California Environmental Quality Act (CEQA) Guidelines pertaining to on-premise signs.

RECOMMENDATION

The Planning & Redevelopment Department recommends that the Design Committee take the following actions:

- A. Adopt the three findings of fact as stated in the staff report for approval of the SIGN VARIANCE
 1175 ROSEVILLE PARKWAY THE FOUNTAINS FILE # 2007PL-204 (V-000052);
- B. Approve the SIGN VARIANCE as shown in EXHIBITS A and B with the Conditions as provided by PSP-000074 1175 ROSEVILLE PARKWAY THE FOUNTAINS FILE # 2007PL-204 (V-000052) subject to four (4) conditions of approval as stated below;
- C. Adopt the two (2) findings of fact as stated in the staff report for the PLANNED SIGN PERMIT PROGRAM – 1175 ROSEVILLE PARKWAY – THE FOUNTAINS – FILE # 2007PL-204 (PSP-000074);
- D. Approve the PLANNED SIGN PERMIT PROGRAM 1175 ROSEVILLE PARKWAY THE FOUNTAINS FILE # 2007PL-204 (PSP-000074) subject to the four (4) conditions of approval as stated below.

CONDITIONS OF APPROVAL FOR FILE #2007PL-204 (V-000052 and PSP-000074)

- 1. The Planned Sign Program (PSP) for The Fountains is approved as shown in Exhibits A and B and as conditioned or modified below. (Planning)
- 2. A revised Planned Sign Program (PSP) for The Fountains shall be submitted to the Planning & Redevelopment Department for review and approval prior to issuance of any Sign Permit. The PSP shall be modified to incorporate the signage modifications approved with this Sign Variance and Planned Sign Program (PSP-000074 & V-000052). The modifications listed below shall be incorporated to the satisfaction of the Planning & Redevelopment Director. (Planning & Redevelopment, Building)
 - a. The Tenant Signage criteria shall be revised to remove references to maximum sign area per tenants within the Main Street area, and to include a statement that multiple tenant signs may be provided only on elevations that provide public access to the tenant space.
 - b. The Tenant Signage criteria shall be revised to incorporate location criteria for the marquee signs that will be optional for Main Street tenants and the Major Anchor tenant:
 - Placement of marquee signs shall only be permitted on elevations fronting the Main Street;
 - The area of the marquee sign shall be required to be included in the sign area calculations for the Major Anchor Tenant;
 - Marquee signs may extend over the sidewalk a maximum of six feet (6 ft.) and shall not project into the drive aisle;
 - A minimum vertical clearance of eight feet (8 ft.) shall be provided from the sidewalk to the bottom of the marquee sign;
 - A marquee sign shall not extend above the roof line; and
 - A marquee sign may extend above the window sill of a second floor.
- 3. References to Office Building, Project Identification Plaques, and Grills sign types shall be removed from the Planned Sign Program at this time and incorporated at a later date thorough the PSP modification process when more information is available. (Planning & Redevelopment)
- 4. A Sign Permit is required prior to installation of any sign. (Planning & Redevelopment, Building)

ATTACHMENTS

1. Summary of The Fountains Planned Sign Program Variance Request

EXHIBITS

- A. Proposed Design Development The Fountains Non-Tenant Sign Criteria
- B. Proposed Tenant Sign Criteria for The Fountains

Note to Applicant and/or Developer: Please contact the Planning & Redevelopment Department staff at (916) 774-5276 prior to the Committee meeting if you have any questions on any of the recommended conditions for your project. If you challenge the decision of the Committee in court, you may be limited to raising only those issues which you or someone else raised at the public hearing held for this project, or in written correspondence delivered to the Planning & Redevelopment Director at, or prior to, the public hearing.