

**ITEM III-B**      **MODIFICATION TO A PLANNED SIGN PERMIT PROGRAM – VINEYARD POINTE  
RETAIL CENTER –3031 FOOTHILLS BLVD- FILE # 2008PL-004 (PSP-000076)**

**REQUEST**

The applicant requests approval of a modification to a Planned Sign Permit Program to allow an additional freestanding monument sign at the Opportunity Drive entrance to the center. The public hearing is being requested by an adjacent property owner.

Applicant – Brad Mills, Ellis & Ellis Sign Systems  
Property Owner – Brian English for Century Management

**SUMMARY RECOMMENDATION**

The Planning Department recommends that the Design Committee:

- A. Adopt the three (3) findings of fact for the Planned Sign Permit Program; and
- B. Approve the Planned Sign Permit Program with six (6) conditions of approval.

**SUMMARY OF OUTSTANDING ISSUES**

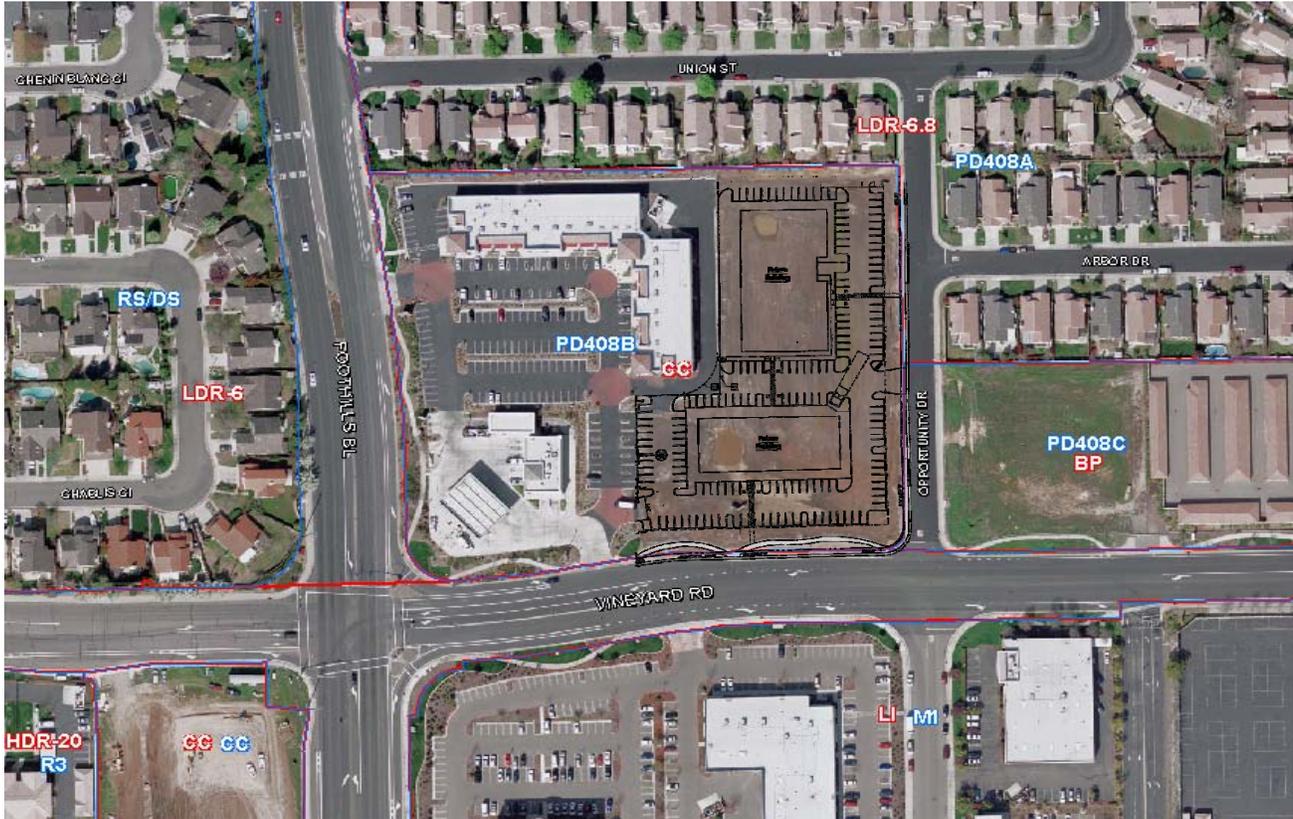
This public hearing is the result of a request from Judith Molloy, who owns a residential property at 1201 Arbor Drive. Ms. Molloy objects to the additional monument sign which is proposed to be located 150 feet from the edge of her property. Ms. Molloy has not expressed any concerns with the size or design of the sign; rather, her objection is to any additional monument sign.

**BACKGROUND**

**Location:** The project address is 3031 Foothills Boulevard. The site is bounded by Foothills Boulevard to the west, Vineyard Road to the south, Opportunity Drive to the east, and single family residences to the north. The proposed sign will be located 200 feet north of the intersection of Vineyard Road and Opportunity Drive (See Exhibit A).

**Permit History:** The center was entitled for two retail buildings totaling 22,600 square feet (DRP03-62) and two office buildings totaling 42,650 square feet (DRP-000128). The retail is fully constructed and the office buildings are in the final stages of construction. A Planned Sign Permit Program (PSPP 05-06) was approved for the Vineyard Pointe Retail and Office Center in 2005. The existing PSPP addresses wall and freestanding signage for the retail and office buildings. The existing PSPP is provided as Attachment 1.

**SURROUNDING LAND USE AND ZONING**



**EVALUATION**

**PLANNED SIGN PERMIT PROGRAM:**

The applicant is requesting a modification to the PSPP to allow an additional freestanding monument sign on the north side of the center’s Opportunity Drive entrance. Section 17.06.220 of the Sign Ordinance allows one (1) freestanding sign per street with a primary entrance to the complex if the project frontage exceeds 1,000 lineal feet. The Vineyard Pointe Retail Center has over 1,600 lineal feet of frontage and deiveways on Foothills Boulevard, Vineyard Road, and Opportunity Drive. Therefore, per the Sign Ordinance standard described above, the center should be allowed one (1) freestanding sign per street with an entrance. There are currently two (2) monument signs at the center, one on Foothills Boulevard and one on Vineyard (Exhibit A, Site Plan). As shown in Table 1 below, the proposed sign complies with all standards prescribed by the Sign Ordinance.

	<b>Height</b>	<b>Area (Including base &amp; embellishments)</b>	<b>Area (Excluding base &amp; embellishments)</b>
Sign Ordinance Standard	15 feet maximum	150 square feet	100 square feet
Proposed Sign	5’5”	41 square feet	26 square feet

In addition, the applicant has agreed that the sign will not be illuminated to minimize potential impacts to the residential neighborhood. The proposed freestanding monument sign is shown in Figure 1, below.

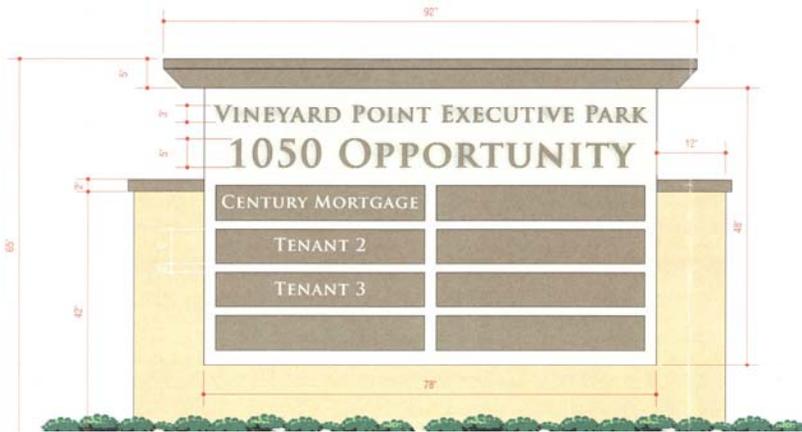


Figure 1 – Proposed Monument Sign

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

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

As described above, the proposed sign is consistent with the provisions of the Roseville Sign Ordinance. The Sign Ordinance permits a third freestanding monument sign by right in this case, as the applicable criteria are met.

**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 Sign Criteria requires a consistent sign appearance throughout the development. As shown in Attachment 2 and Exhibit A, the design of the proposed sign is compatible with the existing permitted signage. Staff supports the request to modify the PSPP and recommends that the PSPP be approved with Condition 6 which prohibits the proposed sign from being illuminated.

**3. The proposed PSPP is consistent with the adopted Specific Plan sign guidelines for the Specific Plan or other applicable regulations in which it is located, if applicable.**

The project site is not located within an adopted Specific Plan area; therefore, no additional regulations beyond those identified in the Sign Ordinance are applicable.

**CONCLUSION**

As noted above, the findings can be made for the approval of the Planned Sign Permit Program.

Therefore, staff recommends approval of the modification to the Planned Sign Permit Program to allow a third freestanding monument sign at the Vineyard Pointe Retail and Office Center.

## **ENVIRONMENTAL DETERMINATION**

This project is categorically exempt from the environmental review requirements of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15311(a), accessory structures/on-premise signs.

## **RECOMMENDATION**

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

- A. Adopt the three (3) findings of fact as stated in the staff report for the **MODIFICATION TO A PLANNED SIGN PROGRAM PERMIT – VINEYARD POINTE RETAIL CENTER –3031 FOOTHILLS BLVD- FILE # 2008PL-004 (PSP-000076)**; and
- B. Approve the **MODIFICATION TO A PLANNED SIGN PROGRAM PERMIT – VINEYARD POINTE RETAIL CENTER –3031 FOOTHILLS BLVD- FILE # 2008PL-004 (PSP-000076)** subject to six (6) conditions of approval as stated below.

### **CONDITIONS OF APPROVAL: PLANNED SIGN PERMIT PROGRAM (PSP-000076)**

1. The PSPP is approved as shown in Exhibit A and as conditioned or modified below. (Planning)
2. Signs shall be located consistent with applicable setback requirements as required by the Sign Ordinance. (Planning)
3. Signs shall be placed so as not to interfere with vehicle sight distance, pursuant to Section 7 of the Engineering Improvement Standards. (Engineering)
4. A Sign Permit and Building Permit are required prior to installation of any signage. (Planning, Building).
5. Within 10 days of approval, the applicant shall update the current PSPP guidelines (Attachment 1) to reflect the approved changes of the subject PSPP. (Planning)
6. The freestanding monument sign at the Opprotunity Drive entrance shall not be illuminated. (Planning)

## **ATTACHMENTS**

1. Existing PSP for Vineyard Pointe
2. Photos of Existing Signage

## **EXHIBIT**

- A. Proposed Signage & Site Plan

**Note to Applicant and/or Developer:** Please contact the Planning Department staff at (916) 774-5276 prior to the Design 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 Director at, or prior to, the public hearing.