

CITY OF ROSEVILLE PLANNING DEPARTMENT STAFF REPORT DESIGN COMMITTEE MEETING January 20, 2005

Prepared by: Michael Isom, Associate Planner

ITEM III-A: PLANNED SIGN PERMIT PROGRAM – 1251 PLEASANT GROVE BOULEVARD (NWRSP PARCEL 18 – ARBOR VIEW VILLAGE) -- FILE# PSPP 04-25

REQUEST

The applicant requests approval of a Planned Sign Permit Program for the Arbor View Village project. The proposed sign program will establish sign criteria, including maximum size, maximum area, and location criteria for wall signs and the project monument signs, consistent with the City's Sign Ordinance.

Applicant – Yvonne Beebe, Ellis & Ellis Signs Property Owner – Brian Natov, Arbor View Properties, LLC.

SUMMARY RECOMMENDATION

The Planning Department recommends that the Design Committee:

- A. Adopt the two (2) findings of fact for the Planned Sign Permit Program; and,
- B. Approve the Planned Sign Permit Program subject to three (3) conditions of approval.

OUTSTANDING ISSUES

The proposed PSPP meets the criteria outlined in the City's Sign Ordinance. On December 15, 2004, the Planning Department noticed surrounding property owners of the City's intent to administratively approve the proposed PSPP. On December 27, 2004, the City received a request for a public hearing on the PSPP from a resident of the Ridgewood subdivision, located south of the Arbor View property across the open space. The resident requesting the hearing (Kathy Sheldon) states that she is opposed to viewing any retail signs from her residence. Additional detail is provided in the Evaluation section below.

BACKGROUND

The Arbor View Village project is located at 1251 Pleasant Grove Boulevard, which is on the southeast corner of Foothills and Pleasant Grove Boulevards within the Northwest Roseville Specific Plan. On June 26, 2003, the Planning Commission approved a Design Review Permit to allow the construction of six one-story retail buildings totaling 42,341 square feet with associated lighting, parking, and landscaping. Construction is currently underway.

The Arbor View Village project is located adjacent to the Pleasant Grove Pavilions (AKA Batch Retail) project site, which is also under construction. The two projects share parking and access, but were processed separately and are owned by separate property owners. As such, each project is considered a separate building complex and a Planned Sign Permit Program will be developed for each project. To ensure continuity between the projects, the sign criteria (e.g., size, illumination, etc.) have been coordinated between the two PSPPs. The PSPP for the Pleasant Grove Pavillions project was approved administratively on December 28, 2004.

EVALUATION

The proposed PSPP for the Arbor View Village retail center establishes guidelines for the installation of wall signs and freestanding signs within the building complex (Exhibit A). The guidelines specify the number, height, area, and location of all signs. It should be noted that the Urban Design Guidelines

section of the Northwest Roseville Specific Plan contains guidelines for commercial signs. These guidelines precede adoption of the Citywide Sign Ordinance (adopted 1993). The standards contained in the specific plan document are primarily considered as guidelines. The Sign Ordinance ultimately governs signage within the city. As such, the proposed PSPP has been evaluated against the standards for building complexes contained in the Sign Ordinance.

Freestanding Signs

Two freestanding monument signs are proposed for the center. The signs will be located within the landscape setback along Foothills and Pleasant Grove Boulevards (see Site Plan - Exhibit B). The sign dimensions will be 12' tall by 12'6" wide with a total area of 150 square feet and a sign area of 67 square feet (see Sign Criteria - Exhibit A). The sign will be constructed out of texture-coated aluminum and will be internally illuminated. A stone veneer matching the main buildings will also be applied to the base. The freestanding sign will have space provided to accommodate 20 tenant signs (10 panels on either side).

The Sign Ordinance allows one (1) on-site freestanding sign per street with a primary entrance. In this case, 2 freestanding signs are permitted and proposed, as the project has primary entrances on Pleasant Grove and Foothills Boulevard. The Sign Ordinance also restricts the height of freestanding signs to 15' and sign area to 100 square feet not including base and embellishments, and 150 square feet including base and embellishments. As evidenced above, the proposed signs meet the height and area requirements. As proposed the freestanding sign meets the City of Roseville Sign Ordinance.

Wall Signs

The proposed PSPP requires all wall signs to be constructed out of aluminum and to be individual letters. The maximum sign height for all tenants is restricted to 24" for single lines of copy, and 36" for stacked copy. Ascending or descending letters shall not exceed an overall height of 36". All wall signs will be illuminated. The City's Sign Ordinance limits the letter height for wall signs to 2/3 the height of the fascia to which the sign is attached. The fascia to which the letters will be attached is approximately 5' tall. With a maximum 36" sign height the proposed signs will conform to this standard.

Tenants are generally limited to one wall sign, unless located on a corner, in which case two signs may be permitted. Consistent with the Sign Ordinance, freestanding pad buildings with one tenant are permitted three wall signs; freestanding pad buildings with two or more tenants are permitted two wall signs. However, freestanding pad buildings shall be limited to a total sign area of 200 square feet per building.

To reduce potential impacts to adjacent neighbors, and to ensure consistency with the Pleasant Grove Pavilions project, the wall signs on the buildings will be limited to reverse pan channel lettering (halo lighting) only. Halo-illuminated signs are preferred in this case since they do not produce a direct light source that could potentially result in off-site glare. Condition #3 has been added to prohibit translucent sign or logo faces, which helps to clarify the halo-illumination intent.

To further minimize impacts to adjacent neighbors, signs shall be prohibited on southern faces of the buildings closest to the open space (A1/A2, C, D, E, F). Southern facing signs would be permitted on the south elevation of Building G, which backs up to Pleasant Grove Boulevard. The storefront entries to Building G are located on the south elevation facing the parking lot, which necessitates signage on that side of the building. It should be noted that tenants within Building G could have two signs (on separate elevations) since the building has frontages that face a public street and a parking lot.

Given that all signs are to be halo-lit, and signs are prohibited on the southern side of the buildings (except Building G), impacts to neighbors across the open space should be minimized. Condition #4 reflects the requirement prohibiting signs on the south elevations. The applicant is in agreement with this condition.

Neighbor Concern

Kathy Sheldon, an adjacent neighbor, has contacted staff with concerns regarding the proposed PSPP. An email from Mrs. Sheldon is included as Attachment 2. As indicated in Attachment 2, Mrs. Sheldon's concern is that the Building G signs facing the neighborhood are not "residential in appearance." In a follow-up telephone call, Mrs. Sheldon informed staff that she is not in favor of being able to see any of the retail signs, regardless of whether or not they are illuminated.

As indicated above, wall signs are prohibited on the southern-facing sides of all buildings except Building G. Building G is the only building within the project that does not directly abut the open space, and is oriented south toward the parking lot. It should be noted that the south elevation of Building G is located approximately 470 feet from the nearest residential unit.

Staff has prepared a sight line exhibit (Attachment 3) to illustrate the location of the building in relation to the Ridgewood subdivision, and to illustrate which residences would have views of Building G. As shown in Attachment 3, many of the residences within the sign "view shed" are not directly facing the project site, and are instead slightly angled away. Photographs from different vantage points within the open space (at ground level) have also been included (Attachments 4a-g) to provide the Design Committee an idea of the site's topography and tree population. The attached photographs were taken from the south side of open space at ground level. The photos are not intended to represent views from second story windows.

As shown in Attachment 4g, a large soil stockpile currently occupies the pad location of Building G. According to the contractor, the height of the stockpile is approximately 16 feet, which is the approximate height of the proposed signs. As indicated in Photos 4c and 4f, the top of the stockpile is somewhat visible from the residential side of the open space. This would indicate that it might be possible to see signage on Building G from the residences. However, staff does not believe the signs will be discernable due to the distance factor (470 feet) and the number and location of existing native oak trees in the open space and on the project site. Furthermore, the approved landscape plan for the Arbor View Village project (Attachment 5) shows four Interior Live Oaks (evergreen) to be planted south of Building G, in addition to multiple other deciduous trees including Flowering Pear, Blue Oak, and Valley Oak. These landscape plantings will further screen any remaining views of the signs on Building G.

As previously indicated, staff has recommended the use of halo-illumination. Halo-illumination reduces off-site glare impacts by eliminating direct light sources. Instead of glare, the signs produce a soft glow. Halo-illuminated signs have been used successfully in commercial/residential interfaces where sensitivity to sign lighting is greatest. An example of halo-illuminated signs can be found at the Renaissance Creek project (Sierra College / Douglas Bl.). A photograph of halo-illuminated signage is included as Attachment 6.

Based on the information presented above, staff does not believe signs on the south elevation of Building G will result in significant impacts to the adjacent neighborhood and recommends approval of the sign program as submitted. However, should the Committee find that an impact may occur, the following options are available for consideration:

- Approve the Planned Sign Permit Program as presented in Exhibit A;
- Approve the Planned Sign Permit Program as presented in Exhibit A, but prohibit *illuminated* signage on the south side of Building G;
- Approve the Planned Sign Permit Program as presented in Exhibit A, but prohibit *all* signage on the south elevation of Building G.

ENVIRONMENTAL DETERMINATION

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

RECOMMENDATION

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

- A. Adopt the findings of fact for the PLANNED SIGN PERMIT PROGRAM 1251 PLEASANT GROVE BOULEVARD (ARBOR VIEW VILLAGE) -- FILE# PSPP 04-25:
 - 1. The proposed PSPP is consistent with the provisions and intent of the Roseville Sign Ordinance.
 - 2. The proposed PSPP is in harmony with, and visually related to, the buildings and uses within Arbor View Village center and the surrounding development.
- B. Approve the PLANNED SIGN PERMIT PROGRAM 1251 PLEASANT GROVE BOULEVARD (ARBOR VIEW VILLAGE) -- FILE# PSPP 04-25, subject to three (3) conditions of approval.

CONDITIONS OF APPROVAL FOR PLANNED SIGN PERMIT PROGRAM (PSPP 04-25):

- 1. The Planned Sign Permit Program (PSPP) is approved as shown in Exhibit A. (Planning)
- 2. The applicant shall secure a City of Roseville Sign Permit and Building Permit before installation of any signs. (Planning, Building)
- 3. All sign/logo faces shall be constructed of opaque materials; translucent sign/logo faces are prohibited. Planning)
- 4. Signs are prohibited on the southern-facing side of Buildings A1/A2, C, D, E, & F. (Planning)

ATTACHMENTS:

- 1. Vicinity Map
- 2. December 27, 2004 Email from Kathy Sheldon
- 3. Sight-Line Study
- 4a-g Photographs
- 5. Approved Landscape Plan for Arbor View Village
- 6. Photograph of Halo-Illuminated Lighting

EXHIBITS:

- A. Sign Criteria
- B. Site Plan

Note to Applicant and/or Developer: Please contact the Planning 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 Director at, or prior to, the public

hearing.