

CITY OF ROSEVILLE PLANNING DEPARTMENT STAFF REPORT DESIGN COMMITTEE MEETING JANUARY 19, 2006

Prepared by: Tricia Stewart, Assistant Planner

ITEM III-B: SIGN VARIANCE AND PLANNED SIGN PERMIT PROGRAM – HEWLETT PACKARD - 8000 FOOTHILLS BOULEVARD - FILE # V-000017 & PSP-000031

REQUEST

The applicant requests approval of a Planned Sign Permit Program to establish a sign program for the Hewlett Packard campus. The applicant also requests approval of a Sign Variance to allow an increase in the number, area and height of on-site directional signs and an increase in the area and height of informational signs allowed by the Sign Ordinance.

Applicant: Icon Identity Solutions, Dave Caulkins Owner: Hewlett Packard, Jo Dee Raimondo

SUMMARY RECOMMENDATION

The Planning Department recommends that the Design Committee:

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

SUMMARY OF OUTSTANDING ISSUES

There are no outstanding issues. A Sign Variance is requested to permit directional and informational signage interior to the site in excess of what is permitted pursuant to the Sign Ordinance to facilitate efficient parking and accessing of buildings and facilities within the campus. The additional on-site signage is not for purposes of promoting commercial gain, but to assist people in way finding. Staff supports the request for a Sign Variance and the proposed Planned Sign Permit Program.

BACKGROUND

Location: The project site is located at 8000 Foothills Boulevard, at the southwest corner of Foothills Boulevard and Blue Oaks Boulevard in the North Industrial Specific Plan (NI) area (see Attachment 1). Hewlett Packard owns two parcels totaling ±494.5 acres, of which entitlements are being requested on ±297 acres for residential and commercial development. The Hewlett Packard campus is located on the remaining ±198-acre parcel, which is the location for the requested SV and PSPP.

Permit History: Currently a PSPP does not exist for the Hewlett Packard campus. The existing signs were installed prior to the adoption of the City's Sign Ordinance and therefore a number of the signs are considered legal non-conforming. Since the original signs were installed, signs that conform to the City's Sign Ordinance have been approved. The sign permits that have been approved in the past include new signs, replacements for existing signs and monument signs.

EVALUATION

The proposed Planned Sign Permit Program (PSPP) includes sign criteria for directional and informational signs. The Variance evaluation discusses the number, area and height of the directional and informational signs contained in the proposed PSPP that are in excess of the Sign Ordinance standards. Approval of the Sign Variance allowing directional and informational signage in excess of the Sign Ordinance criteria is discussed first because it is necessary to approve the Sign Variance to approve the PSPP as proposed.

VARIANCE

As previously stated, the Planned Sign Permit Program (PSPP) includes sign criteria for directional and informational signs that are in excess of the permitted area, number, and height criteria of the Sign Ordinance. The evaluation of the Sign Variance request therefore focuses on the on-site directional and informational signage.

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.

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.

The Sign Ordinance provides standards for commercial and office centers related to sign quantities, size and placement. Typically, the centers that the Sign Ordinance criteria are most applicable to are areas such as strip centers and building complexes, which often are located on parcels significantly smaller than the Hewlett Packard campus, which is nearly 200 acres. The Hewlett Packard campus is unique from other uses, not only because of the size of the campus, but also because of the multiple buildings that exist on the site and the various functions and services provided on the campus. Due to these reasons, staff has found that the Hewlett Packard campus is unique and calls for additional signage. Furthermore, staff has found that the increased size of the directional and informational signs is reasonable due to the size and function of the Hewlett Packard campus and because the signs are all located internal to the site and are not viewable from any public streets.

2. The granting of this variance is necessary for the preservation and enjoyment of substantial property rights of the applicant.

As noted throughout the report, the size of the Hewlett Packard campus is extraordinary in comparison to other uses in the City that have established PSPPs. To hold Hewlett Packard to the same standards and sign criteria as these other uses would be unfair. The campus has six existing buildings and three buildings planned for construction in the near future, all with associated parking lots on site. Because of the many different buildings, parking lots and various separate entrances for employees, visitors and deliveries it is reasonable that more signs would be needed to provide a clear way finding system on campus in comparison to a site with only two or three buildings on a smaller parcel for example. Because of these reasons, staff finds that the granting of the variance is necessary for the preservation and enjoyment of substantial property rights for the Hewlett Packard campus.

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.

The additional signs and increase in size, height and area will in no way affect the health, safely or welfare of persons in the neighborhood, nor be materially detrimental or injurious to property or improvements in

the neighborhood. Staff has made this finding based on the fact that the proposed signs do not promote a business or product and the signs are not visible to the public outside of the campus, therefore the applicant's request is consistent with the intent of the Sign Ordinance and does not grant a special advertising advantage.

Directional Signs: By definition, according to the City's Sign Ordinance, a directional sign is "an onsite sign designed to guide vehicular or pedestrian traffic that does not promote or advertise a business, property or product." 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 PSPP includes twenty-four (24) directional signs based on inclusion of three (3) sign types:

- Large Freestanding (17): These signs are either single or double faced and are six feet (6') tall by two feet, nine inches (2'9") for a total area of 16.5 square feet (Exhibit A, pgs. 14, 15-18, 20-22, 26, 28-29, 31-32);
- Medium Freestanding (3): These signs are single faced and are six feet tall (6') by two feet, three
 inches (2'3") for a total area of 13.5 square feet (Exhibit A, pgs. 27, 31, 32); and
- Small Freestanding (2): These signs are single faced and are six feet tall (6') by one foot, nine inches (1'9") for a total area of 10.5 square feet (Exhibit A, pg. 33).

The two (2) remaining directional signs are replacement panels for existing signs. The panels are four feet, nine inches (4'9") tall by two feet, six inches (2'6") for a total area of 11.9 square feet. An example of these panels can be found on page 34 of Exhibit A.

Informational Signs: An informational sign is defined by the Sign Ordinance as "a sign erected for the safety or convenience of the public including but not limited to "restrooms", "telephone", "danger", "No Smoking", "Manager's Office", and other signs of similar nature that do not promote or advertise a business, property or product." The Sign Ordinance states that informational signs are exempt from permit as long as the sign does not exceed two (2) square feet. The proposed informational signs exceed two (2) square feet and require a Sign Variance.

The proposed PSPP includes twenty-five (25) informational signs based on inclusion of five (5) sign types:

- Large Freestanding (2): These signs are single faced and are six feet (6') tall by two feet, nine inches (2'9") for a total area of 16.5 square feet (Exhibit A, pgs. 13, 27);
- Medium Freestanding (4): These signs are single faced and are six feet tall (6') by two feet, three inches (2'3") for a total area of 13.5 square feet (Exhibit A, pgs. 13, 19);
- Small Freestanding (15): These signs are single faced and are six feet tall (6') by one foot, nine inches (1'9") for a total area of 10.5 square feet (Exhibit A, pgs. 30, 36);
- Non-Illuminated Wall Mounted (1): This sign is three feet, seven inches (3'7") by two feet (2') for a total area of 7.2 square feet (Exhibit pg. 28); and
- Small Wall Mounted (3): These signs are one foot, four inches (1'4") tall by seven feet, four inches (7'4") for a total area of 9.8 square feet (Exhibit A, pgs. 14, 20)

The Hewlett Packard campus is a unique facility within Roseville. The additional signage is internal to the site, and is structured to provide adequate and easy to follow signage for assisting customers, delivery trucks, employees and visitors in finding their way around the ±198-acre site. The granting of this Variance does not adversely affect surrounding properties, however, it is necessary for promoting public safety and accessibility to the buildings located on site.

Sign Variance Conclusion

Staff has reviewed the quantity, size and location of the proposed signs for the Hewlett Packard campus. The signs are needed to eliminate confusion of customers, delivery trucks, employees and visitors trying to navigate through the complex, thereby promoting the health, safety and welfare of persons visiting the complex.

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. The required findings for a Planned Sign Permit Program are listed below and are followed by an evaluation.

- The proposed PSPP is consistent with the provisions and intent of the Roseville Sign Ordinance.
 - The proposed sign program meets the intent of the Sign Ordinance because it does not increase an advertising advantage for Hewlett Packard over other uses in the City and the proposed signs will not create a cluttered or blighted environment for the public because all signs are located interior to the site and cannot been see from public streets.
- 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 be compatible with the buildings and other existing signs within the campus. The Planned Sign Permit Program will provide continuity throughout the center through use of design and colors, with inclusion of the Hewlett Packard logo on various signs. Implementation of the proposed PSPP will replace previously installed signs with signs consistent with the new PSPP.

CONCLUSION

Based on the unique nature of the Hewlett Packard campus and the need to provide clear directional and informational signage, staff believes that approval of the Sign Variance 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, on-premise signs.

RECOMMENDATION

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

- A. Adopt the three findings of fact, as stated below, for approval of the SIGN VARIANCE -HEWLETT PACKARD - 8000 FOOTHILLS BOULEVARD - FILE # V-000017;
 - 1. For reasons cited in the staff report, there are exceptional or extraordinary circumstances or conditions applying to the land, buildings or signs involved which do not generally apply to other land, buildings or signs in the neighborhood.
 - 2. For reasons cited in the staff report, the granting of this variance is necessary for the preservation and enjoyment of substantial property rights of the applicant.
 - 3. For reasons cited in the staff report, the granting of this variance will not materially and adversely affect the health, safety or welfare of persons in the neighborhood, and will not be materially detrimental or injurious to property or improvements in the neighborhood.
- B. Approve the SIGN VARIANCE as shown in EXHIBIT A with the Conditions of Approval as provided by PSP-000031 HEWLETT PACKARD 8000 FOOTHILLS BOULEVARD FILE # V-000017.
- Adopt the two (2) findings of fact as stated below for the PLANNED SIGN PERMIT PROGRAM
 HEWLETT PACKARD 8000 FOOTHILLS BOULEVARD FILE # PSP-000031: and
 - 1. For reasons cited in the staff report, the proposed PSPP is consistent with the provisions and intent of the Roseville Sign Ordinance.
 - 2. For reasons cited in the staff report, the proposed PSPP is in harmony with, and visually related to, the buildings within the Planned Sign Permit Program and the surrounding development.
- D. Approve the PLANNED SIGN PERMIT PROGRAM HEWLETT PACKARD 8000 FOOTHILLS BOULEVARD FILE # PSP-000031 with the following three (3) Conditions of Approval.
 - 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 pursuant to the Sign Ordinance (Section 17).
 - 3. A Sign Permit and Building Permit are required prior to installation of any signage. (Planning, Building).

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.

ATTACHMENTS:

Vicinity Map

EXHIBIT:

- Proposed Planned Sign Permit Program Justification Exhibit from Applicant A.
- B.