



ITEM IV-B: SPECIFIC PLAN AMENDMENT – SOUTHEAST ROSEVILLE SPECIFIC PLAN SIGNAGE GUIDELINES - FILE# 2010PL-045 - (SPA-000041).

REQUEST

The applicant requests approval of a Specific Plan Amendment to modify signage guidelines for the Southeast Roseville Specific Plan (SERSP). The sign requirements of the SERSP are more restrictive than the citywide Sign Ordinance. The proposed Amendment would align certain requirements for wall signage with the Sign Ordinance (i.e., quantity of wall signs and maximum square footage per building).

Applicant: Eureka Development Co. LLC, Brian Natov

SUMMARY RECOMMENDATION

The Planning & Redevelopment Department recommends that the Planning Commission:

- A. Recommend the City Council adopt the one (1) finding of fact for the Specific Plan Amendment; and
- B. Recommend the City Council approve the Specific Plan Amendment.

JOHNSON RANCH APPROVALS

The Southeast Roseville Specific Plan (SERSP), at Section 7.6, states, "Written approval of the design, content, materials, colors, sizes and details of all signs must be obtained from the Johnson Ranch Architectural Review Committee (JRARC) prior to submittal to the City of Roseville."

Staff worked with the applicant and Johnson Ranch Management to ensure that the changes proposed by the applicant were agreed to by Johnson Ranch Management, as required by the SERSP. Johnson Ranch Management supports the proposed Specific Plan Amendment.

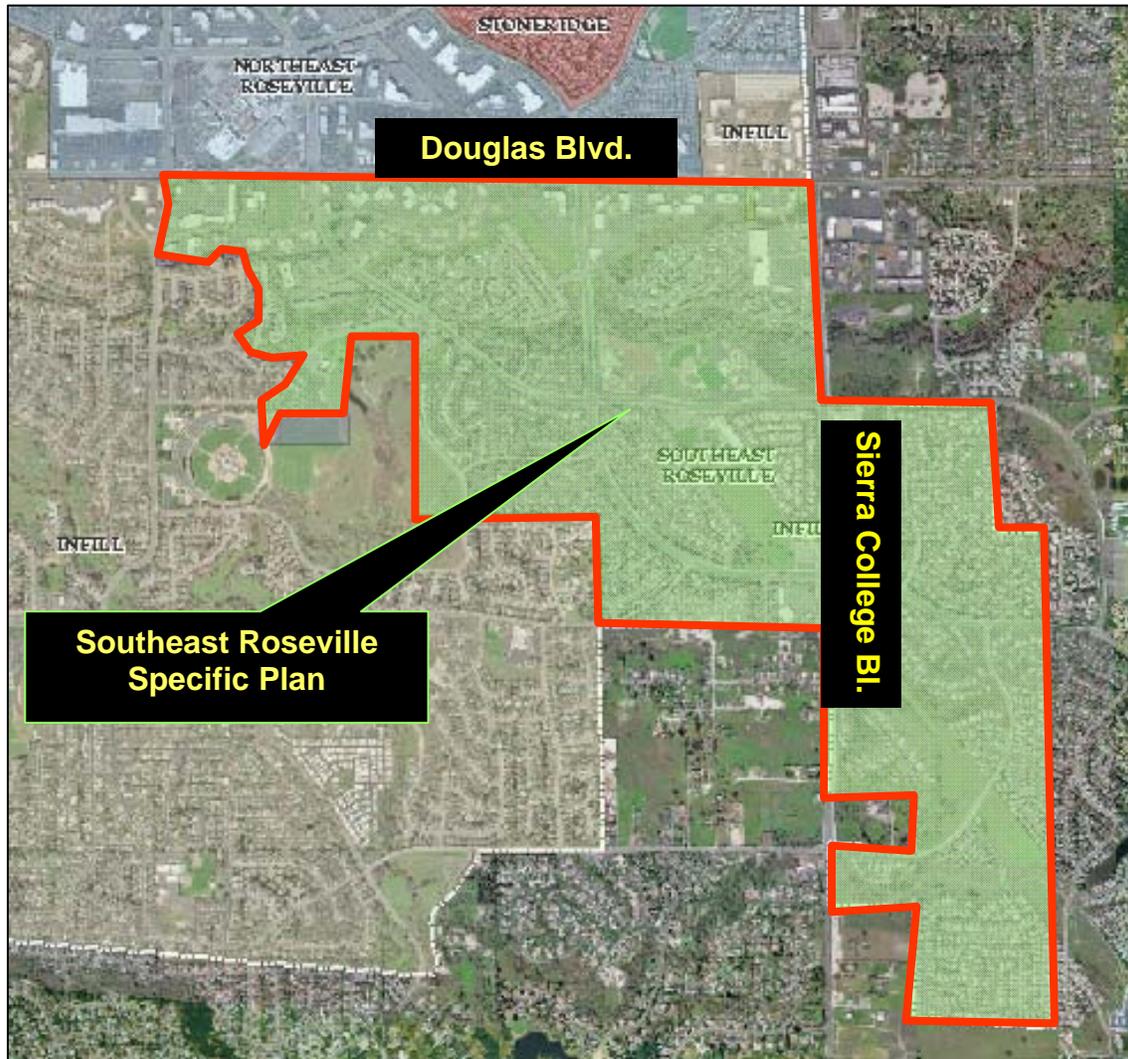
SUMMARY OF OUTSTANDING ISSUES

There are no outstanding issues associated with this request.

BACKGROUND

The Southeast Roseville Specific Plan (SERSP), also referred to as Johnson Ranch, was adopted in 1985 and encompasses approximately 1,000 acres on the City's southeast side, south of Douglas Boulevard and extending to the City's southeastern boundary approximately one-half mile east of Sierra College Boulevard (see SERSP Area Map above). The SERSP includes a mix of single-family and multi-family residential, retail commercial, and business professional uses. Johnson Ranch signage guidelines are included within the SERSP.

Southeast Roseville Specific Plan Area



The signage guidelines in the SERSP do not depict specific design details; but rather, define limits and direction with respect to sign quantity, square footage, height of letters, construction materials and fabrication methods. As referenced above, the signage guidelines are more restrictive than those in the citywide Sign Ordinance. Coker-Ewing, the master developer for Johnson Ranch, and not the City of Roseville, developed the existing guidelines.

As currently written, due to the more restrictive standards, the SERSP signage guidelines place businesses located in the SERSP at a competitive disadvantage concerning signage options, when compared to signage options available for businesses elsewhere in the city. This amendment will more closely align the SERSP signage guidelines with the City's Sign Ordinance; therefore, creating a more level playing field.

EVALUATION

As discussed above, the SERSP includes signage guidelines for commercial projects with the specific plan area. The sign requirements of the SERSP are currently more restrictive than the citywide Sign Ordinance. The proposed Amendment will align certain requirements for wall signage with the Sign Ordinance (i.e., quantity of wall signs and maximum square footage per building) and clarify tenant identification on monument (freestanding) signs. The table below shows the ***proposed modifications*** (***in bold italics***) to the signage guidelines in the SERSP, as compared to the existing standards included in the city's Sign Ordinance.

Criteria	Proposed Modification	Sign Ordinance Standard
Wall Sign Quantity	Increase maximum number of wall signs per building to 4 – SERSP Guidelines show a maximum of 2 signs	No limit – one sign per tenant, two signs for corner tenants – total quantity of signs limited by square footage
Wall Sign Size	No Change – guidelines allow one (1) square foot for each three (3) linear feet of building frontage, not to exceed 20% of the building facade	No specific size restrictions - shall not exceed twenty percent (20%) of the front tenant space facade
Height	No Change – guidelines allow a maximum sign height of 24” for a two-story building and 30 inches for a three stories or more	
Maximum Sq. Ft.	20% of building facade - Maximum of 200 sq. ft. per building – SERSP currently shows 75 sq. ft. max per sign or 150 sq. ft. per building	20% of front façade – maximum of 200 sq. ft. per building
Monument Sign – Tenant Identification	4 tenants per side, no tenant shown more than once per side; individual tenant identification may appear on one or both sides of sign – SERSP Guidelines currently show a maximum of 4 tenants per sign	Not Addressed

Planned Sign Permit Programs (PSPPs) - Property owners (business/shopping centers) within the SERSP are still free to establish their own individual PSPPs with requirements that are more stringent than the Sign Ordinance. Individual PSPP sign standards would apply to the specific business or center only, and not on a Specific Plan-wide basis, thus following existing City policies.

Text Corrections - During review of the application, staff noted two incorrect references within the text of the SERSP. Staff has incorporated corrections into this amendment, as follows:

Section 7.6.1.6 – “Project Review Commission” corrected to read “City of Roseville.”

Section 7.6.1.9 – “thirty (30) millimeter transformers” corrected to read “thirty (30) milliamp transformers.”

CONCLUSION

Staff has reviewed the proposed Specific Plan Amendment with Johnson Ranch Management, who supports the proposed modifications. The requested Specific Plan Amendment is consistent with the City’s Sign Ordinance, thereby entitling commercial entities located within the SERSP to the same quantity and area of signage that is currently entitled to businesses located elsewhere in the City. The signage guidelines, as proposed, also meet the intent of the signage guidelines for the SERSP; therefore, staff supports the Sign Exception request as proposed.

ENVIRONMENTAL DETERMINATION

As discussed above, the sign requirements of the SERSP are more restrictive than the citywide Sign Ordinance. The request is to amend Specific Plan signage guidelines only, which will now comply with the City’s Sign Ordinance; therefore, the application is exempt from the provisions of the California Environmental Quality Act (CEQA) per Section 15311(a) of the CEQA Guidelines pertaining to on-premise signs and pursuant to Section 305 of the City of Roseville CEQA Implementing Procedures.

RECOMMENDATION

The Planning & Redevelopment Department recommends the Planning Commission take the following actions:

Recommend the City Council adopt the one (1) finding of fact as stated below for the **SPECIFIC PLAN AMENDMENT – SOUTHEAST ROSEVILLE SPECIFIC PLAN SIGNAGE GUIDELINES - FILE# 2010PL-045 - (SPA-000041)**:

1. *The proposed Specific Plan Amendment is consistent with the objectives, policies, programs and land use designations specified in the City of Roseville General Plan and Southeast Roseville Specific Plan.*

D. Recommend the City Council approve the **SPECIFIC PLAN AMENDMENT – SOUTHEAST ROSEVILLE SPECIFIC PLAN SIGNAGE GUIDELINES - FILE# 2010PL-045 - (SPA-000041)** as shown in Exhibit B.

EXHIBIT

A. Specific Plan Amendment