

CITY OF ROSEVILLE PLANNING DEPARTMENT STAFF REPORT DESIGN COMMITTEE MEETING SEPTEMBER 15, 2005

Prepared by: Tricia Stewart, Assistant Planner

<u>ITEM IV-B:</u> PLANNED SIGN PERMIT PROGRAM – 7451 FOOTHILLS BOULEVARD – PLEASANT GROVE PAVILLIONS - FILE # PSP-000022

REQUEST

The applicant requests approval of a Planned Sign Permit Program (PSPP) modification for the Pleasant Grove Pavillions retail center. The proposed sign program would modify existing criteria to allow for internally illuminated channel letter signs and allow for signs on the north end of building B1 to exceed the maximum height of 36 inches.

Applicant: Capital Neon, Cynthia Durfee Owner: Batch Pleasant Grove, L.P., Robert Batch

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 two (2) conditions of approval.

SUMMARY OF OUTSTANDING ISSUES

The applicant is not in agreement with Staff's recommendation to deny the increase for the maximum sign height for the north end of building B1. It is the applicant's position that because of the dimensions of the fascia on building B1 an increase in sign height should be allowed to improve the aesthetics of the sign.

BACKGROUND

Location: The Pleasant Grove Pavillions retail center is located at 7451 Foothills Boulevard, which is on the southeast corner of Foothills and Pleasant Grove Boulevards within the Northwest Roseville Specific Plan (see Vicinity Map – Attachment 1).

Permit History: On December 28, 2004, the Design Committee approved a Planned Sign Permit Program (PSPP) for the Pleasant Grove Pavilions retail center establishing sign criteria, including maximum size, maximum area, and location criteria for wall signs and the project monument sign, consistent with the City's Sign Ordinance. On February 17, 2005 a PSPP was established for the Arbor View Village retail center, which neighbors the Pleasant Grove Pavillions Center. 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 PSPP was developed for each individually, with the understanding that the PSPP criteria would be consistent for the two properties.

The sign criteria, which was established and approved for the Arbor View Village, included a style of wall signs, which had not been allowed for the Pleasant Grove Pavillions retail center. At this time the applicant for the Pleasant Grove Pavillions is requesting a modification to the existing PSPP to allow for sign criteria

that is consistent with the neighboring center. Additionally, the applicant for the Pleasant Grove Pavillions is requesting approval to allow for an overall height of 44 inches on the north end of building B1 (see Attachment 2), which is not consistent with the PSSP for the Arbor View Village or other shopping centers near that location.

EVALUATION

<u>Wall Sign Style:</u> The proposed modification to the PSPP for the Pleasant Grove Pavillions retail center revises the criteria for the wall signs and would affect two sections of the PSPP. A modified sign program is included as Exhibit A. The sign program had previously only allowed for reverse pan channel lettering (halo lighting) in order to reduce potential impacts to adjacent neighbors. During the process to establish the PSPP for the Arbor View Village center, it was determined that internally illuminated pan channel letters would be acceptable provided that any elevations facing the residences to the south would be restricted to halo illuminated lighting only. In the case of the Pleasant Grove Pavillions the southern elevations are blocked from the residences by two buildings from the Arbor View retail center, therefore the illuminated pan channel letters will not impact the residences. Staff recommends approval of the PSPP to allow for internally illuminated pan channel letters.

<u>Wall Sign Height:</u> Currently the maximum allowed sign height for tenants in the Pleasant Grove Pavillions center is 36 inches. The applicant is requesting an increase in sign height for the north end of building B1. The applicant has requested that a maximum height of 44 inch letters be allowed for the tenant in this location. This request is not consistent with the PSPP criteria for Arbor View Village, which it had been previously agreed that the Pleasant Grove Pavillions and Arbor View Village centers would have the same sign criteria in their PSPPs. Also, this request is not consistent with the sign criteria established for the Woodcreek Plaza, which is located directly to the west of Pleasant Grove Pavillions retail center at 7450 Foothills Boulevard (see Attachment 3). The PSPP for the Arbor View Village allow tenants a maximum of 36 inches in height for signs while tenants in the Woodcreek Plaza are allowed a maximum height of 24 inches for single line copy or 30 inches in height for a stacked copy sign.

The tenant that will be located on the north end of building B1 will have optimum site visibility to potential customers because the building fronts both Pleasant Grove and Foothills Boulevard. The building location affords tenants of this building greater sign visibility than any other buildings in either Arbor View or Woodcreek Plaza. Signs that are 36 inches in height will be clearly seen from both streets. The applicant is concerned that a sign with a maximum height of 36 inches will not be as aesthetically pleasing as a sign that is 44 inches in height because of the dimensions of the fascia. During the development of the original PSPP for Pleasant Grove Pavillions, staff evaluated various heights for the building complex and found that 36 inches is appropriate for the size of the building fascias and is in harmony with surrounding building complexes.

It is important to note that there are no other centers in this vicinity that exceed a maximum height of 36 inches. Staff recommends that the request to increase the maximum sign height for the north end of building B1 from 36 inches to 44 inches be denied because it is inconsistent with the other PSPPs in this area and in the City of Roseville and the increased sign height would allow for the tenant to have an unfair advantage over other tenants in the Pleasant Grove Pavillions Center, the Arbor View Village Center, the Woodcreek Plaza and other similar retail centers located in the City of Roseville. Furthermore, the applicant has not demonstrated any unique circumstance or hardships that would apply to the tenant of the north end of building B1; rather the tenant will enjoy full frontage from both Foothills and Pleasant Grove Boulevards.

<u>Consistency with the City of Roseville Sign Ordinance</u>: The Sign Ordinance does not have provisions related to lettering style and illumination. Also with regards to sign height, the Sign Ordinance does not state a minimum or maximum sign height, but rather states that the size of the letters should be

balanced for the tenants in the building complex. It is through the PSPP development process that these types of criteria are evaluated and established.

FINDINGS

- 1. The proposed PSPP, as conditioned, is consistent with the provisions and intent of the Roseville Sign Ordinance.
- 2. The proposed PSPP, as conditioned, is in harmony with, and visually related to the buildings and uses within Pleasant Grove Pavillions retail center and the surrounding developments.

ENVIRONMENTAL DETERMINATION

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

RECOMMENDATION

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

- A. Adopt the two findings of fact for approval of the Planned Sign Permit Program NWRSP Parcel 18, Pleasant Grove Pavillions File #PSP-000022:
 - 1. For the reasons cited in the staff report and as conditioned below, the planned sign permit program is consistent with the provisions and intent of the Roseville Sign Ordinance;
 - 2. For the reasons cited in the staff report and as conditioned below, the planned sign permit program would be in harmony with, and visually related to the buildings within the planned sign permit program and the surrounding development.
- B. Approve the Planned Sign Permit Program NWRSP Parcel 18, Pleasant Grove Pavillions File #PSP-000022.

CONDITIONS OF APPROVAL FOR PLANNED SIGN PERMIT PROGRAM (PSP-000022):

- The Planned Sign Permit Program (PSPP) is approved as shown in Exhibit A, subject to the reference to 44 inch letters being removed from the PSPP, which will allow for a maximum of 36 inches for all signs in the Pleasant Grove Pavillions retail center. Prior to issuance of a building permit for any signs, a revised PSPP, which incorporates the required changes, shall be submitted to the Planning Department. (Planning)
- 2. The applicant shall secure a City of Roseville Sign Permit and Building Permit before installation of any signs. (Planning, Building)

Attachments

- 1. Vicinity Map
- 2. Site Plan
- 3. Woodcreek Plaza Location Map

Exhibit

A. Planned Sign Permit Program

<u>Note to Applicant and/or Developer:</u> Please contact the Planning Department staff at (916) 774-5276 prior to the Commission meeting if you have any questions on any of the recommended conditions for your project. If you challenge the decision of the Commission 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.