



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

Prepared by: Wendy Hartman, Associate Planner

**ITEM III-A:    SIGN VARIANCE – 1260 PLEASANT GROVE BLVD – NWRSP PARCEL 11 BRETON VILLAGE) – FILE# SV 04-04**

**REQUEST**

The applicant requests approval of a Sign Variance to allow for two freestanding monument signs where the sign ordinance only permits one freestanding sign and to replace the existing neighborhood identification sign and landscaping with a new sign that includes a plaza area and water feature.

Project Applicant/Owner: Paul Bollinger, Bollinger Investment Company

**SUMMARY RECOMMENDATION**

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

- A. Adopt the three (3) findings of fact for approval of the Sign Variance; and
- B. Approve the Sign Variance.

**OUTSTANDING ISSUES**

The applicant is in agreement with the proposed conditions of approval. There are no outstanding issues.

**BACKGROUND**

The project site is located on the northwest corner of Foothills Boulevard and Pleasant Grove Boulevard in the Northwest Roseville Specific Plan area (See Attachment 1). The 10.7 acre site is intended to be developed with a small retail center consisting of two buildings totaling 30,140 square feet and a 53 unit single family cluster development.

Permit History:

- On May 26, 2005, the Planning Commission approved a Design Review Permit (DRP) for the construction of two commercial buildings totaling 30,140 square feet and a second DRP to establish development standards for the construction of a 53 unit single family cluster development. A Parcel Map to divide the 10.7-acre site into two parcels (Lots A & B) and a Residential Tentative Subdivision Map to subdivide Lot B into 53 single-family residential lots and three common area parcels was also approved.
- In July of 2005, the City Council approved a General Plan Amendment & Specific Plan Amendment to change the land use of a portion of the property from Community Commercial (CC) to Medium Density Residential (MDR). The Council also approved a Rezone to change the zoning of a portion of the subject property from Community Commercial/Special Area-Northwest Roseville (CC/SA-NW) to Attached Housing (R3) and to establish a list of permitted uses for the remainder of the Community Commercial portion of the property. A Development Agreement Amendment to modify the Northwest Roseville Specific Plan Development Agreement reflecting the change in land use was also adopted.

There is an existing neighborhood identification sign and landscape planter located at the southeast corner of the site (intersection of Pleasant Grove Boulevard & Foothills Boulevard). The landscaping adjacent to the sign has not been actively maintained. In addition, the sign copy “Woodcreek Oaks” does not accurately identify the existing residential neighborhood or the recently approved Breton Village project. Therefore, the applicant is requesting to replace this sign and landscape planter with a new sign and landscape area that includes a plaza area and water feature. In addition, the applicant is requesting to add two additional freestanding monument signs (one on each street frontage) to advertise the name of tenants within the retail center.

The Sign Ordinance limits the number of freestanding signs per building complex to one (1) per complex, unless the frontage exceeds 1,000 lineal feet. If the complex lineal frontage exceeds 1,000 feet, then the complex is allowed one sign per street with a primary entrance. The retail portion of Breton Village has a frontage of approximately 416 feet along Pleasant Grove Boulevard and 387 feet along Foothills Boulevard for a total of 803 lineal feet. Therefore, limiting the center to one freestanding sign. A sign variance must therefore be approved to permit Breton Village a second freestanding sign.

## **EVALUATION**

In accordance with the provisions of the Sign Ordinance, all three (3) specific findings must be made in order to approve a Sign Variance. The required findings are listed below in ***italicized bold print*** and are followed by an evaluation.

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

Attachment 3 provides the applicant’s justification for allowing a second freestanding monument sign (tenant identification sign) for the Breton Village project. The location and design of the signs is shown on Exhibits A and B.

The project has entrances on both Pleasant Grove Boulevard and Foothills Boulevard. Typically a corner property that is permitted only one (1) freestanding sign places the sign at the corner of the site so that it is visible from both streets. In this case, the Northwest Roseville Specific Plan Sign Guidelines required that a “neighborhood identification” sign be located on the corner of the project site. In addition, the sign guidelines stipulate that the copy on the neighborhood identification sign is limited to the name of the neighborhood or commercial project.

The applicant believes that the restriction on advertising tenant’s names on this sign as well as the required location of this sign limit his ability to market tenants as compared to other centers. Therefore, the ability to have a tenant identification sign (freestanding sign) on each street frontage is essential to creating an equal playing field among adjacent commercial centers.

For example, the Woodcreek Plaza Shopping Center located immediately to the south of Breton Village has two tenant identification signs (one on each street frontage) in addition to the neighborhood identification sign. This center does have more street frontage than the retail portion of Breton Village and therefore the Sign Ordinance permitted a second freestanding sign. However, Breton Village is unique in that the project consists of a commercial and residential development. Although the commercial frontage is less than 1,000 lineal feet, the combined frontage of the entire project is 1,374 lineal feet. The

residential development will not directly benefit from the additional tenant identification sign, but will benefit from the new neighborhood identification sign. Considering the residential component of Breton Village a total of three freestanding signs would be permitted. The Sign Variance merely allows the these signs to be located solely on the commercial component of the project .

Overall, the applicant believes that if they are restricted to a single tenant identification sign, they will be at a distinct marketing disadvantage, and be perceived as having less exposure as compared to their competitors that qualify for more than one (1) tenant identification sign.

## **CONCLUSION**

Based on the information presented above, staff believes that there are unique circumstances that apply to the Breton Village project that do not generally apply to other projects. Granting their request for an additional tenant identification sign would afford them signage comparable to similar centers, protecting their property values and rights. In addition, replacing the existing neighborhood identification sign with a new sign that includes a water feature and plaza area will create a sense of place for the future residents of Breton Village as well as provide an appealing focal point at the intersection of Pleasant Grove and Foothills Boulevards. Lastly, the granting of the Sign variance will not cause any adverse visual effects or be detrimental to surrounding properties.

## **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 in the staff report for approval of the SIGN VARIANCE – 1260 PLEASANT GROVE BOULEVARD (BRETON VILLAGE) - FILE# SV 04-04;
- B. Approve the SIGN VARIANCE – 1260 PLEASANT GROVE BOULEVARD (BRETON VILLAGE) - FILE# SV 04-04; subject to the following conditions of approval.

## **CONDITIONS OF APPROVAL FOR SIGN VARIANCE (FILE SV 04-04):**

1. This Sign Variance approval shall be effectuated with the effectuation of the Design Review Permit for Breton village Commercial Center, File # DRP 04-41. The design review permit, if not effectuated shall expire on **May 26, 2007**. Prior to said expiration date; the applicant may apply for an extension of time, provided, however, the approval shall not be extended for more than a total of one year from **May 26, 2007**. (Planning)
2. The location of the tenant identification signs is as shown in Exhibit A. (Planning)
3. A Sign Permit is required prior to installation of any signs. (Planning)

**ATTACHMENTS:**

1. Vicinity Map
2. Sign Ordinance Section 17.06.220 (Criteria for Freestanding Signs)
3. Breton Village Justification Letter

**EXHIBIT**

- A. Free-Standing Monument Sign Locations and Sign Details
- B. Detail of New Neighborhood Identification Sign

**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.