



Prepared by: Wendy W. Hartman, Associate Planner

**ITEM II-B:    *SIGN VARIANCE & PLANNED SIGN PERMIT PROGRAM – 915 HIGHLAND POINTE DRIVE – NCRNSP PARCEL 43 (HIGHLAND POINTE OFFICE COMPLEX) – FILE# SV 05-04 & PSPP 05-04.***

**REQUEST**

The applicant requests approval of a Sign Variance to allow up to 318 square feet of wall sign area per building where the Sign Ordinance allows for 200 square feet of wall sign area per building and to increase the permitted area for directory signs from 16 square feet to 24 square feet in size. Approval of a Planned Sign Permit Program to establish a comprehensive sign program for the Highland Pointe Office Complex is also being requested.

Applicant: Mark Lloyd, Weidner Architectural Signage  
Property Owner: Charles Sumner II, Mourier Land Investment Corporation

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

**OUTSTANDING ISSUES**

There are no outstanding issues associated with this request. The applicant has reviewed and is in agreement with all recommended conditions of approval.

**BACKGROUND**

The project site is located on the southeast corner of Pleasant Grove Boulevard and Highway 65 (see Attachment 1). The 26.3-acre site is known as Parcel 43 of the North Central Roseville Specific Plan (NCRSP) area. The zoning designation for Parcel 43 is Business Professional/Special Area-North Central Roseville Specific Plan (BP/SA-NC). The General Plan and North Central Roseville Specific Plan (NCRSP) land use designation for Parcel 43 is Business Professional (BP).

**Entitlement History:**

On September 11, 2003, the Planning Commission approved a Design Review Permit (DRP 03-30) to construct three (3) four-story office buildings and one single-story office building totaling 368,000 square feet. A Parcel Map (PM 02-01) to divide the 26.3-acre property into five (5) parcels ranging in size from 1.32 to 7.32 acres was also approved.

The first four-story building is almost completed. The applicant has also just started construction of the single-story building.

## **EVALUATION**

Since the Planned Sign Permit Program is dependent upon the Sign Variance the evaluation of this request will first consider the Sign Variance, and then secondly consider the Planned Sign Permit Program.

## **SIGN VARIANCE**

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 and are followed by an evaluation.

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.*
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.*

**Wall Signs:** The applicant is requesting 318 square feet of wall sign area per four-story building based on the following:

- Project's prominent location along Highway 65;
- The project is unique in that it has three frontages: Highway 65, Pleasant Grove Boulevard, and Highland Pointe Drive;
- Given the size and height of the four-story buildings (75 feet tall and 118,000 square feet in size) additional wall sign area is warranted; and,
- The request is consistent with other large office and retail projects along the Highway 65 corridor.

The Design Committee previously acknowledged that additional wall sign area might be appropriate for large buildings that were adjacent to Highway 65. Based on this, the Design Committee approved a variance allowing up to 300 square feet of wall sign area for the Shea Center Office Complex which is located to the east of this project. Sign Variances allowing over 200 square feet of wall sign area have also been approved for large office projects along the Douglas Boulevard Corridor.

Given the large size of the buildings (118,000 s.f.) and unique location of the project site (Highway 65 visibility and multiple street frontages), staff believes that there are extraordinary circumstances that apply to the Highland Pointe Corporate Center that do not generally apply to other office projects in the City. In addition, granting the variance will help preserve the property rights of the applicant and will maintain consistency with other projects along the Highway 65 corridor.

**Directory Signs:** The applicant is requesting to increase the permitted sign area of three (3) of the directory signs from 16 square feet to 24 square feet in size. The directory sign in front of the single-story building (Building A) will be a maximum of 16 square feet in area. The applicant believes a sign variance is warranted for the directory signs based on the following:

- The ability to recruit and maintain tenants is dependent on Highland Pointe Corporate Center's ability to provide tenants with adequate sign area;
- Given the size of each building at four stories in height and 285 feet in length, the proposed directory signs are in scale with the buildings;
- The size of the signs will provide adequate visibility to visitors driving up to the buildings to identify the location of the business they are looking for; and,

- The directory signs are being used in lieu of additional freestanding monument signs along the street frontages.

The project site has a total of 3,390 lineal feet of street frontage. Based on this, the project is permitted a total of four (4) freestanding signs. Each of these signs could be 100 square feet in size for a total of 400 square feet. The applicant is proposing to construct one 90 square foot monument sign at the corner of Pleasant Grove and Highland Pointe Drive. The applicant has requested to increase the size of the directory signs in lieu of having the other three monument signs.

The buildings are located a significant distance from the street frontages. Therefore, the applicant believes that the directory signs, which will be located within ten feet of the buildings, will provide a greater benefit to their tenants than monument signs located along the street frontage. These signs will allow clients to easily see which businesses are located in a particular building. Directional signs located at the driveway entrances and key points within the complex will be used to direct clients to the various building addresses and delivery/drop off zones within the complex.

Based on this information, staff believes increasing the size of the directory signs for the four-story buildings is appropriate.

### **Sign Variance Conclusion**

The City has recognized that it may be appropriate for large buildings adjacent to the interstate or highway to exceed the wall signage requirements of 200 square feet. The request is consistent with past Sign Variance approvals that have been granted for buildings in excess of 100,000 square feet in size that also have highway visibility. Due to the size of the buildings and the location of signage on both the front and backside of the buildings (facing the interstate/highway) additional signage will not appear out of scale with the size of the buildings and is less likely to create visual clutter.

Increasing the size of the directory signs in lieu of utilizing monument signs along the street frontage will not result in the granting of a special privilege or adversely affect the neighborhood. Based on this information and past approvals, staff recommends that the Design Committee approve the applicant's request.

### **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.

1. *The proposed PSPP is consistent with the provisions and intent of the Roseville Sign Ordinance.*

The proposed sign program is not consistent with the provisions of the Sign Ordinance as the proposed sign program exceeds the allowable area for wall signs and directory signs. However, should the Design Committee approve the associated Sign Variance then the sign program can be found consistent with the Sign Ordinance except as provided for by the Sign Variance.

**Monument signs:** the lineal frontage of the Highland Pointe Corporate Center is 3,390 feet. Pursuant to the Sign Ordinance, the project would be permitted a total of four (4) freestanding monument signs. The applicant is proposing one 90 square foot monument sign at the corner of Pleasant Grove Boulevard and Highland Point Drive. Therefore, the number, height, and area of the monument sign is consistent with the Sign Ordinance.

**Wall Signs:** The size and number of walls signs is as follows:

- Building A (single-story): A maximum of four signs, 45 square feet each for a cumulative total of 180 square feet.

- Buildings B – D (four-story): A maximum of 3 signs per building with a cumulative sign area per building of 318 square feet. The permitted locations and size of each individual sign is specified in the Planned Sign Permit Program (Exhibit A)

With approval of the Sign Variance, the proposed walls signs will be consistent with the Sign Ordinance.

**Directory signs:** One directory sign will be permitted for each building. The maximum height of the signs is six feet and the signs shall be located within ten feet of the buildings. The maximum area of the directory sign for Building A will be 16 feet. The maximum area of the directory signs for Buildings B through D will be 24 feet. The height and location of the directory signs is consistent with the Sign Ordinance. As discussed above, a Sign Variance is required to allow for the directory signs to exceed 16 square feet in size.

**Directional signs:** A total of 10 directional signs are proposed for the Center. The signs shall not exceed four (4) square feet in area and four (4) feet in height. The signs are proposed to be located at each driveway entrance and at key locations throughout the site to direct clients to various buildings and delivery/drop off areas. The proposed number, height, and size of the directory signs is consistent with the Sign Ordinance.

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 colors, materials, and design of the signs are compatible with the approved buildings. Ground mounted light fixtures will provide lighting to the monument and directory signs. The wall signs will be internally illuminated. As proposed, the Planned Sign Permit Program will provide visual continuity throughout the Center.

### **Planned Sign Permit Program Conclusion**

Based on the unique nature of the Highland Pointe Corporate Center, 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.

### **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 – 915 HIGHLAND POINTE DRIVE (HIGHLAND POINTE CORPORATE CENTER) - FILE#: SV 05-04
- B. Approve the SIGN VARIANCE – 915 HIGHLAND POINTE DRIVE (HIGHLAND POINTE CORPORATE CENTER) - FILE#: SV 05-04 with two (2) conditions of approval.
- C. Adopt the two (2) findings of fact as stated in the staff report for approval of the PLANNED SIGN PERMIT PROGRAM – 915 HIGHLAND POINTE DRIVE (HIGHLAND POINTE CORPORATE CENTER) - FILE#: PSPP 05-04;

- D. Approve the PLANNED SIGN PERMIT PROGRAM – 915 HIGHLAND POINTE DRIVE (HIGHLAND POINTE CORPORATE CENTER) - FILE#: PSPP 05-04 with two (2) conditions of approval.

**Conditions of Approval – Sign Variance (SV 05-04)**

1. This Sign Variance is approved as shown in Exhibits D and F and as conditioned or modified below. (Planning)
2. A Sign Permit is required prior to installation of any sign. (Planning)

**Conditions of Approval – Planned Sign Permit Program (PSPP 05-04)**

1. This PSPP is approved as shown in Exhibits A-G and as conditioned or modified below. (Planning)
2. A Sign Permit is required prior to installation of any sign. (Planning)

**ATTACHMENTS:**

1. Vicinity Map
2. Applicant's Justification Letter

**EXHIBITS:**

- A. Planned Sign Permit Program (5 pages)
- B. Sign Locations – Site Plan (3 pages)
- C. Proposed Monument Sign
- D. Proposed Wall Signs (4 pages)
- E. Proposed Wall Sign Locations by Building Type (2 pages)
- F. Proposed Directory Signs
- G. Proposed Directional Signs (2 pages)

**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.