

ITEM V-A: **MODIFICATION TO THE REGIONAL MALL MASTER SIGN PROGRAM – 1151 GALLERIA BL. – NCRSP PCL 35 GALLERIA MALL RMMSP MODIFICATION – FILE #2007PL-029 (PSP-000180)**

REQUEST

The applicant requests approval of a modification to the existing Regional Mall Master Sign Program (RMMSP) for the Galleria Mall. The revisions would provide criteria for two additional freestanding signs. One sign is proposed to be located along Roseville Pw. and the second sign would be located along Galleria Bl.

Applicant & Property Owner – Keith Kaplan, Westfield LLC.

SUMMARY RECOMMENDATION

The Planning Department recommends that the Planning Commission:

- A. Approve the proposed modifications to the Regional Mall Master Sign Program as shown in Exhibit A and subject to three (3) conditions of approval.

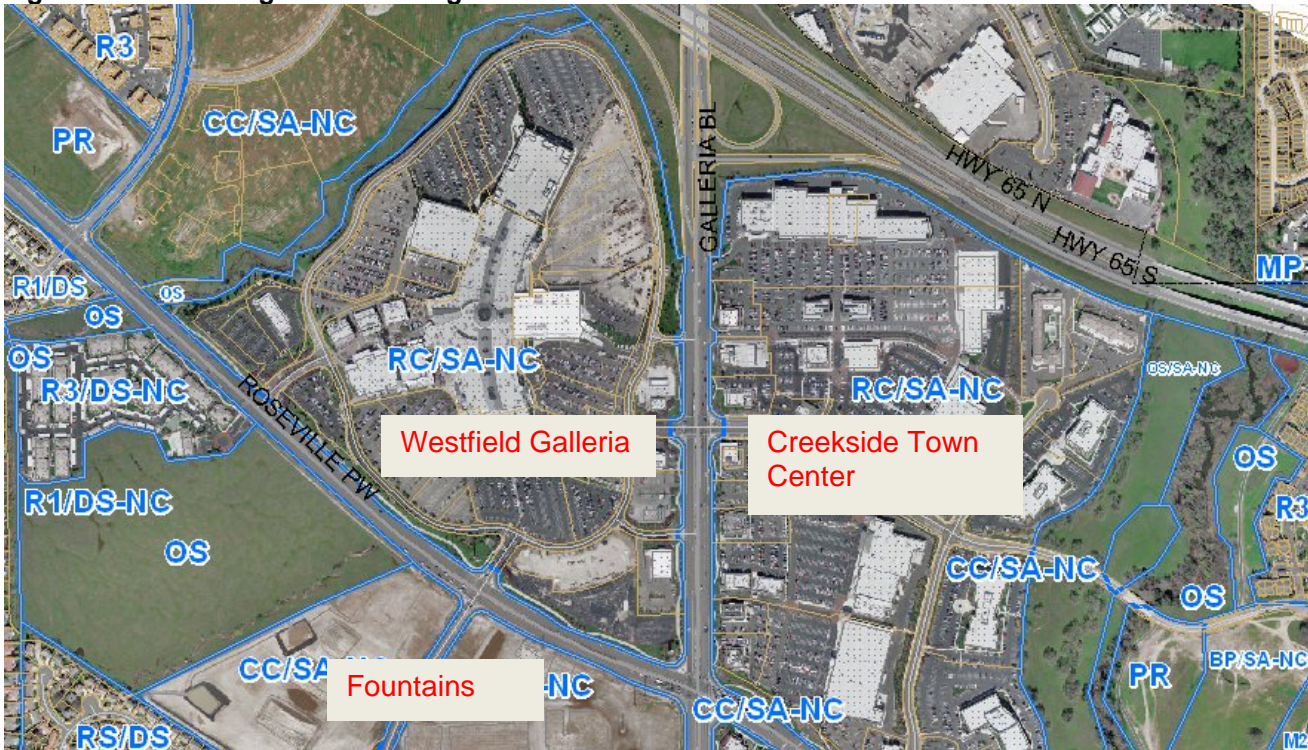
SUMMARY OF OUTSTANDING ISSUES

There is one outstanding issue with the request. The applicant has proposed to locate one of the freestanding signs along Roseville Pw. within an existing Public Utility Easement (PUE) that is for the benefit of Pacific Gas and Electric (PG&E). Staff has received comments from PG&E that the signs will need to receive approval of a waiver from the California Public Utilities Commission (CPUC) in order to construct this sign within the PUE. Staff has added Condition #2 that requires the applicant to receive approval of the waiver before constructing the sign along Roseville Pw. If the applicant is unable to get a waiver approved, the condition provides that the Planning Director could approve an alternative location along Roseville Pw.

BACKGROUND

The Galleria Mall is located at the northwest corner of Galleria Boulevard and Roseville Parkway on Parcel 35 of the North Central Roseville Specific Plan (NCRSP) (Figure 1). On January 6, 1999, the City Council approved a Sign Ordinance Amendment that established a separate section in the Ordinance, similar to the Automall provision, which requires a comprehensive RMMSP for exterior signage for the Mall and the anchor stores. The RMMSP provides a detailed sign program for the shopping center and all of the parcels on the Mall property. The Ordinance amendment was approved by the City Council with the understanding that the RMMSP would include signs that exceed the maximum height, area, and number limitations, due to the magnitude of the mall project and its unique distinction as the only regional mall in the City.

Figure 1: Surrounding Uses & Zoning



Entitlement History

As required by the Sign Ordinance, the RMMSP is subject to review and approval by the Planning Commission. On September 23, 1999, the Planning Commission approved the original RMMSP, which established the criteria for all wall-mounted and freestanding signs throughout the mall complex. Construction was completed and the mall was opened for business in August of 2000.

The RMMSP has been amended four times since the original approval as follows:

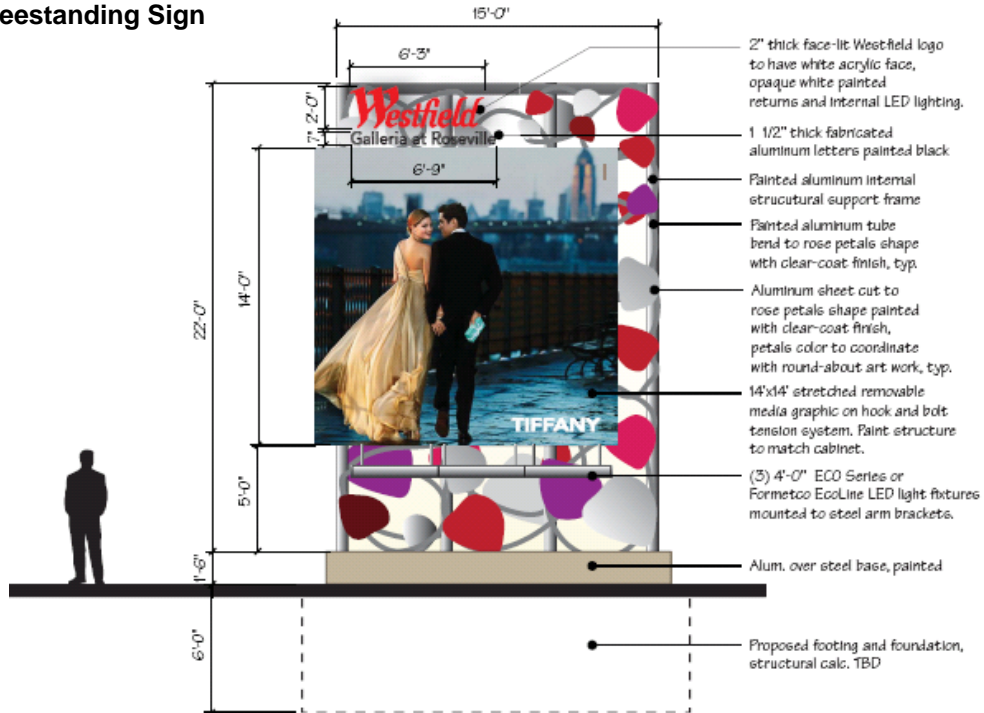
- On April 22, 2004, the Planning Commission approved a modification following the purchase of the mall by Westfield. The purpose of the changes was to establish Westfield's corporate identity at the mall and identify the mall as a Westfield property.
- On April 12, 2007, the Planning Commission approved a modification that permitted temporary signage on construction fencing during construction of the Mall expansion. Changes to the RMMSP were also included that permitted criteria for temporary signage related to the Sacramento Capitals World Team Tennis event held during the summer months.
- On January 10, 2008, an amendment was approved updating the graphic design of on-site signage, adding new on-site directory signage, and adding criteria to address signage for the expanded retail areas and parking garages.
- On December 11, 2008 the Planning Commission approved an Amendment to the criteria to provide for three types of temporary wall graphics.

At this time, the applicant requests approval of a modification to the RMMSP to permit two freestanding signs that have been described by the applicant as "Commercial Art" in order to highlight the tenants of the Galleria Mall and the new stores that have been located within the mall. As described by the applicant, the purpose of the proposed changes to the sign program is to "enhance the customer experience, encourage sales, and further brand the Galleria as the premier shopping destination in the region."

EVALUATION

As described above, the applicant proposes two “commercial art” freestanding signs. The signs will be 23 feet 6 inches tall by 15 feet wide with an overall sign or graphic area of 196 square feet. An example of the proposed sign is shown in Figure 2 below. The image is representative of the proposed sign design, but will be subject to seasonal changes in the graphic.

Figure 2: Freestanding Sign



A photo simulation of the signs is also included in Exhibit A. Staff has worked with the applicant to come up with a design that relates the proposed signs to other elements of the Galleria’s artwork, most notably the artwork located in the Mall roundabout (see Figure 3 below). Staff has also asked the applicant to create a design for the signs that are of a size and scale that will be complementary to the existing signs within the project.

Figure 3: Roundabout Artwork

The City’s Sign Ordinance recognizes the unique characteristics of the mall and the need to address signs for the mall based on those characteristics. Typically the sign program for the Mall has identified the project with signs located on the main arterial streets. Major tenants such as Nordstrom, Macy’s, Sears and JC Penney’s have also been permitted to place wall signs on their buildings that are visible from the surrounding arterial streets and Highway 65. Smaller individual tenants are allowed interior signage within the mall. This “tiered” approach to signage has led to an attractive appearance with limited exterior signage at the adjacent roadways.



However, the current request proposes to expand this approach. The applicant is requesting that the new signs contain space for individual tenants to display images for advertising purposes along Galleria Bl. and Roseville Pw. The content of these images will be determined and managed by Westfield and not the City. While the City's Sign Ordinance does not allow the City to control content of advertising, Westfield has asserted that these images will be tastefully displayed.

Given the scale and regional significance of the Galleria Mall and expanding number of tenants, staff believes that the proposed signs are appropriate to promote the mall and the recent expansion efforts. Staff has worked with the applicant to come up with a design that is mindful of the importance of this area as a regional shopping district. As such Staff supports the requested sign program modification.

ENVIRONMENTAL DETERMINATION

The application is exempt from the provisions of the California Environmental Quality Act per Section 15311(a), which exempts the construction of on-premise signs, and pursuant to Section 304 of the City of Roseville CEQA Implementing Procedures.

RECOMMENDATION

The Planning Department recommends that the Planning Commission take the following action:

- A. Approve THE MODIFICATION TO THE REGIONAL MALL MASTER SIGN PERMIT – 1151 GALLERIA BL. - NCRSP PARCEL 35 – WESTFIELD GALLERIA RMMSP MODIFICATION - FILE#2007PL-029 (PSP-000180) - as shown in Exhibit A and subject to three (3) conditions of approval below.

CONDITIONS OF APPROVAL

1. The RMMSP is approved as shown in Exhibit A and as conditioned or modified below. (Planning)
2. The applicant shall receive approval of PG&E (and CPUC as necessary) before the installation of the sign along Roseville Pw. If the applicant cannot secure approval to place the sign within the PUE then an alternative location shall be approved by the Planning Director. (Planning)
3. A Sign Permit and Building Permit are required prior to installation of any signage. All signs to be placed within City of Roseville Utility easements shall receive approval of the City's Electric and Environmental Utilities Departments prior to issuance of building permits. (Planning, Building)

ATTACHMENT

1. Letter from Applicant: Galleria at Roseville Commercial Art Proposal

EXHIBIT

- A. Sign Plans

Note to Applicant and/or Developer: 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.