



ITEM IV-B: PLANNED SIGN PERMIT PROGRAM – 751 PLEASANT GROVE BOULEVARD – HRNSP PARCEL 40 (PARK PLAZA SHOPPING CENTER) FILE# 2006PL-082 (PSP-000046)

REQUEST

The applicant requests approval of a Planned Sign Permit Program (PSPP) to establish criteria for wall mounted, blade signs and monument signs within the Park Plaza Shopping Center.

Applicant: McMurchie Design, Nancy McMurchie
Owner: Eureka Development Co., LLC, Jeffrey Smith

SUMMARY RECOMMENDATION

The Planning Department recommends that the Design Committee:

- A. Adopt the three (3) findings of fact for the Planned Sign Permit Program; and
- B. Approve the Planned Sign Permit Program with three (3) conditions of approval.

SUMMARY OF OUTSTANDING ISSUES

An adjacent residential property owner has requested a public hearing to discuss the proposed number of wall signs allowed on Building 5B.

BACKGROUND

Location: The project site is located at 751 Pleasant Grove Boulevard on approximately 14 acres bounded by Highland Park Drive on the north, Pleasant Grove Boulevard on the west, and Fairway Drive on the south (Attachment 1). The project shares a common eastern boundary with a proposed park site. The General Plan and Highland Reserve North Specific Plan (HRNSP) land use designation for the site is Community Commercial (CC). The zoning designation is Community Commercial/Special Area-Highland Reserve North Specific Plan (CC/SA-HR).

Permit History: On July 14, 2005 the Planning Commission approved a Design Review Permit and Tentative Parcel Map for construction of the Highland Park Shopping Center, subsequently renamed the Park Plaza Shopping Center. The commercial site consists of seven (7) commercial retail buildings, inclusive of a Nugget Market, totaling 131,900 square feet with associated site improvements.

The applicant is requesting approval of a Planned Sign Permit Program (PSPP) for the center. A PSPP has not been approved for the center and the applicant wishes to establish sign criteria for future tenants and to allow four (4) monument signs to identify the shopping center.

ADJACENT ZONING AND LAND USE

LOCATION	ZONING	GENERAL PLAN LAND USE	CURRENT USE OF PROPERTY
Site	Community Commercial/Special Area (CC/SA-HR)	Community Commercial (CC)	Under Construction

LOCATION	ZONING	GENERAL PLAN LAND USE	CURRENT USE OF PROPERTY
North	Residential Small Lot/Design Standards (RS/DS-HR)	LDR-3.39	Single Family Residences
South (across Fairway Drive)	CC/SA-HR	CC	Shopping Center
East	Parks & Recreation (PR)	Parks & Recreation (PR)	Vacant
West	RS/DS-HR	Low Density Residential (LDR-3.75)	Single Family Residences

PLANNED SIGN PERMIT PROGRAM

Consistent with the Sign Ordinance requirements, a Planned Sign Permit Program (PSPP) has been proposed to develop the sign criteria for Park Plaza Shopping Center. Typically these sign programs are not reviewed by the Design Committee but are instead approved administratively at staff level. After noticing the PSPP for administrative approval, an adjacent property owner requested a public hearing before the Design Committee (Attachment 2).

At issue is the visibility and number of wall signs to be mounted on Building 5B (Attachment 3). Consistent with Sign Ordinance requirements, Building 5B is classified as a freestanding pad building. As such each tenant would be permitted two (2) wall signs, provided each sign is located on a different side of the building and faces a public entrance, a public street, or a parking lot (Exhibit A, pgs. 7 and 16). Accordingly, the applicant proposes two (2) signs per tenant in the PSPP.

The property owner who resides north of the shopping center on the opposite side of Highland Park Drive is concerned that the wall signs will be visible from inside their home and from their rear yard. The property owner has requested that the number of permitted wall signs be limited, similar to how in-line tenant spaces are limited to one (1) wall sign except for corner tenants that are permitted two (2) wall signs; this would result in a maximum of two (2) wall signs that would be possible on the north elevation of Building 5B. This issue is discussed further under the evaluation of the PSPP component addressing wall signs.

EVALUATION

The proposed PSPP (see Exhibit A) establishes guidelines for the installation of freestanding, under canopy, and wall signs for the building complex. The guidelines specify the number, height, area, and location of all signs. The signs described in this sign program have been evaluated using the standards for building complexes contained in the City of Roseville Sign Ordinance. The Highland Reserve North Specific Plan Design Guidelines do not contain specific criteria for commercial project signage.

The proposed PSPP is consistent with the Sign Ordinance criteria. Components unique to this site are discussed briefly below; the Evaluation will focus on the issue of wall signage, specifically the issue related to Building 5B identified by the nearby resident.

Monument Signs: Four (4) freestanding monument signs are proposed for the project site. The signs would be located within the landscape planter at the four (4) entrances to the shopping center (Exhibit A, pg. 16, site plan). Three (3) of the monument signs will be fifteen feet tall (15 ft.), and will be located on Fairway Drive (1), and two (2) on Pleasant Grove Boulevard (Exhibit A, pg. 16). The fourth sign will be a smaller, secondary entrance monument sign located at the Highland Park Drive entrance (Exhibit A, pg. 16). The secondary sign will not exceed four feet, six inches (4 ft., 6 inches) in height (Exhibit A,

sign exhibit, pg. 17). The sign will be externally illuminated, using in-ground, up lighting, and centered on the face of the sign (Exhibit A, pg. 3).

Blade Signs: The proposed PSPP requires each tenant to have one blade sign. Consistent with Sign Ordinance the blade signs will have a minimum clearance of eight feet (8 ft.) from the sidewalk (Exhibit A, page 12). The tenant signs will be three feet (3 ft.) by eighteen inches (18”); the area will not exceed six square feet. The tenant blade sign area will count as part of the maximum allowable area of tenant wall signage.

Wall Signs/Nugget Market: The proposed PSPP allows an unlimited number of wall signs for major tenants occupying at least 40,000 square feet. Currently the Nugget Market in Building 1A is the only tenant that meets this criteria. The letter height, logos and stacked copy will not exceed a maximum six feet, six inches (6 ft.-6”) (Exhibit A, pgs. 6, 13 and 14). Three (3) wall signs are located on the tower feature, 49.6 square feet each, totaling 148.8 square feet.

As approved through the Design Review Permit process there will be lug art on the walls; the PSPP indicates one mural will include the words ‘Nugget Market’ (Exhibit A, pg. 14). The text portion of the mural (3 ft. x 10.5 ft., approximately 31.5 square feet) is counted within the total allowable wall sign area. The total wall sign area (31.5 + 148.8 = 180.3 square feet) is less than 200 square feet, meeting the maximum permitted wall sign area for a building.

Wall Signs/Entire Center: In consideration of the residential land use to the north, there is an additional restriction on Buildings 5 and 6 that wall signs on building elevations facing towards Highland Park Drive will not be illuminated (Exhibit A, pg. 16 for locations).

Tenants in buildings that are neither major tenants or pad buildings are permitted one wall sign; however, tenants on a corner of the building are permitted two wall signs provided each sign is located on a different side of the building and faces a public entrance, a public street, a parking lot, or the park located east of the site. Permitting a wall sign facing towards the park gives additional flexibility for corner tenants of Buildings 6 and 7; the signs would be visible from either Fairway Drive and/or Highland Park Drive. As such, the location of these signs is consistent with past Design Committee direction. Signs facing towards the park site will not be illuminated.

Pad buildings with one tenant are permitted up to three (3) wall signs, and pad buildings with two or more tenants are permitted two wall signs per tenant, provided each is located on a different side of the building and faces a public entrance, a public street, or a parking lot.

Pad buildings are defined in the Sign Ordinance as: “...a building within a building complex not attached to the major tenant” (see Section 17.04.210). The proposed Planned Sign Permit Program (PSPP) lists Buildings 2, 3, 4 and 5 as pad buildings (Exhibit A, pg. 16). There is an additional restriction on Building 5 that elevations facing towards Highland Park Drive will not be illuminated.

OUTSTANDING ISSUE: The resident on the north side of Highland Park Drive is concerned they will be able to see the non-illuminated second signs on the rear elevation of Building 5B. Consistent with the Sign Ordinance definition, Building 5B is identified in the PSPP as a pad building; as a pad building tenants in 5B are permitted a second wall sign, which may be placed on the rear elevation. Currently the owner anticipates that two (2) wall signs will be mounted on Building 5B. A third tenant has indicated their preference is to use the elevation angled towards the intersection of Highland Park Drive and Pleasant Grove Boulevard for their second wall sign (a location that is permitted to be illuminated).

The resident is concerned that over time the number of tenants and size of tenant spaces will change, and potentially four to five tenants could occupy Building 5B, resulting in 4-5 wall signs facing towards Highland Park Drive. They have verbally suggested if Building 5B could be subject to the same wall

sign limitations as in-line tenants, this would ensure that a maximum of two (2) wall signs could be placed on the rear elevation (since in-line tenants are permitted one wall sign, and a second wall sign is permitted only if the tenant space is on the corner of the building).

The Sign Ordinance does not contain standards for signs visible to residential uses. Rather, staff evaluates PSPP requests case-by-case to minimize potential incompatibilities. For example, in the Highland Reserve Marketplace at the northwest corner of Pleasant Grove Boulevard and Fairway Drive the wall signs on elevations facing Fairway Drive are required to use halo-illumination, and in the Highland Crossing Shopping Center at Pleasant Grove and Roseville Parkway the corner tenant adjacent to residences was required to lower the wall sign.

In this case, factors considered include:

- The PSPP precludes internal illumination of signs on elevations facing towards Highland Park Drive;
- The building wall is over one hundred feet (100 ft.) from the rear yard fences of the residences on the north side of Highland Park Drive (Attachment 3); and
- Trees planted in the landscape planter between the rear building walls and the public sidewalk will provide additional screening (Attachment 4).

Staff believes that as conditioned the PSPP criteria is consistent with the Sign Ordinance, and will provide a consistent sign treatment throughout the shopping center, similar to other shopping centers within the City of Roseville. Staff believes that incompatibilities between the signage and the residences have been addressed by requiring that the subject signs not be illuminated. As such, staff recommends approval of the PSPP as provided in Exhibit A.

CONCLUSION

The proposed PSPP conforms to the standards outlined in the Sign Ordinance. The proposed sign program is more restrictive than the Sign Ordinance in that illuminated wall signs are not permitted on elevations facing towards the park site or Highland Park Drive in consideration of nearby residences and users of the park. Staff recommends approval of the Park Plaza Shopping Center Planned Sign Permit Program as proposed and conditioned.

ENVIRONMENTAL DETERMINATION

The proposed project is categorically exempt from environmental review pursuant to Section 15311(a) of the California Environmental Quality Act (CEQA) Guidelines (On-site signs) and Section 305 of the City of Roseville CEQA Implementing Procedures.

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 PLANNED SIGN PERMIT PROGRAM – HRNSP PARCEL 40, PARK PLAZA SHOPPING CENTER – 751 Pleasant Grove Blvd. – File #2006PL-082 (PSP-000046):
 1. *The proposed sign criteria for Park Plaza Shopping Center is consistent with the provisions and intent of the Roseville Sign Ordinance;*
 2. *The proposed sign criteria for Park Plaza Shopping Center is consistent with the provisions and intent of the HRNSP; and*
 3. *The proposed signs are in harmony with, and are visually related to, the surrounding development.*

- B. Approve the PLANNED SIGN PERMIT PROGRAM – HRNSP PARCEL 40, PARK PLAZA SHOPPING CENTER – 751 Pleasant Grove Blvd. – File # 2006PL-082 (PSP-000046) with the three (3) conditions listed below.

CONDITIONS OF APPROVAL

1. The Planned Sign Permit Program (PSPP) is approved as shown in Exhibit A and as conditioned below. (Planning & Redevelopment)
2. The applicant shall secure a City of Roseville Sign Permit and Building Permit before installation of any signs. (Planning & Redevelopment, Building)
3. The landscaped areas around the monument signs shall be planted per the approved DRP 04-63 landscape plan. (Planning & Redevelopment)

ATTACHMENTS:

1. Vicinity Map
2. Request from Resident
3. Photograph of Building 5B under construction – Facing West on Highland Park Drive
4. Park Plaza Landscape Plan

EXHIBIT:

- A. Proposed Park Plaza Planned Sign Permit Program

Note to Applicant and/or Developer: Please contact the Planning Department staff at (916) 774-5276 prior to the Design Committee 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.