

PLANNING & REDEVELOPMENT DEPARTMENT STAFF REPORT PLANNING COMMISSION MEETING APRIL 12, 2007

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ITEM V-C:

REGIONAL MALL MASTER SIGN PROGRAM MODIFICATION - 1151 GALLERIA BOULEVARD - GALLERIA AT ROSEVILLE, NCRSP PARCEL 35 - FILE# 2007PL-029 (PSP-000061)

REQUEST

The applicant requests approval of a modification to the existing Regional Mall Master Sign Program for the Galleria Mall. The revisions will provide criteria for temporary construction signage and temporary signage related to the Sacramento Capitals World Tennis event.

Applicant/Property Owner – Bryan Tessner, 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 ten conditions of approval.

SUMMARY OF OUTSTANDING ISSUES

There is one outstanding issue associated with this request. The applicant would like to incorporate signage on the exterior of the perimeter fencing which will include the Sacramento Capitals logo and Jamba Juice logo. The logos would be 4' x 4' and would be imprinted on the windscreen (facing outwards). The logos are proposed to be printed in white which will contrast with the dark windscreen for greater visibility. The logos would alternate between Sacramento Capitals and Jamba Juice logos and would be spaced every 25 feet for a total of 60 logos. Staff is concerned with the visual appearance of this portion of the proposal and has recommended eliminating the perimeter fence signage. The applicant disagrees with this recommendation. Staff's concerns are addressed in greater detail in the evaluation section of this report.

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 (Attachment 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 that requires a comprehensive Regional Mall Master Sign Permit (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 (NCRSP Parcel 35). 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 it's unique distinction as the only conventional regional retail mall in the City, with approximately 1.1 million square feet (at the time) and 140 tenants under one roof.

As required by the Sign Ordinance, the RMMSP is subject to the review and approval of the Planning Commission. On September 23, 1999, the Planning Commission approved the RMMSP, which established the criteria for all wall-mounted and freestanding signs throughout the mall complex. The sign program was amended by the Planning Commission in 2004 following the purchase of the mall by Westfield. The purpose of those changes was to establish Westfield's corporate identity at the mall and identify the mall as a Westfield property.

The current proposal is to modify the sign program to permit temporary signage on construction fencing during construction of the Mall expansion (including the construction of the parking decks). Furthermore, the applicant proposes to include criteria for temporary signage related to the Sacramento Capitals World Tennis event that will be held during the summer months in the southeast parking lot of the Mall (Attachment 2- Tennis Event Location Map).

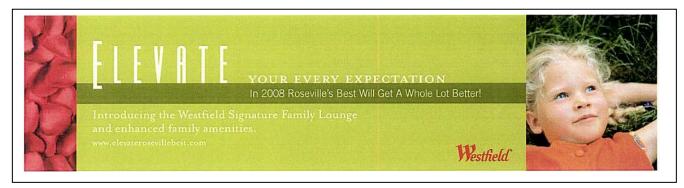
EVALUATION

Temporary Construction Signage

The Galleria Mall is currently undergoing various construction activities related to the expansion of the Mall. The construction activities are occurring in phases and are expected to span approximately thirty-four months (January 2007 through October 2009).

Temporary construction fencing will be installed sequentially around each area of activity. The applicant proposes to place individual 6 x 20 foot banners along the fenced area with intentions to lessen the visual impact of the construction areas and fencing. A photo of the construction fencing without banners is provided as Attachment 3. Staff believes the addition of the banners will provide more visual interest to otherwise bland construction fencing, and will aid in informing the public of the temporary construction activities.

Figures 1 and 2 below are examples of the proposed banner designs. The banners will maintain a consistent design format with coordinated layouts, colors, and text. All banners will include the statement "Elevate Your Every Expectation – In 2008 Roseville's Best Will Get A Whole Lot Better!" Twelve different designs are proposed which are illustrated in Exhibit A.





The banners are temporary and will be limited to the fenced area Figures 1 & 2: Construction Banners be required to be removed within thirty days of completion of each phase. Stall linus the proposed designs to be colorful, attractive, complementary to the existing permanent signs on site, and an

improvement to the alternative plain beige fencing. The full sign criteria for the temporary construction are provided as Exhibit A.

In addition to the banners shown in Figures 1 and 2 and as shown in Exhibit A, the applicant also proposes to attach temporary directional signage to the construction fencing to serve as a way finding tool during construction. These signs are proposed to be 3 feet wide by 5 feet tall. Figure 3 illustrates the proposed design and dimensions of the directional signage. Page 70.02 of Exhibit A illustrates how both the banner signs and the directional signage will appear on the construction fencing. Given the amount of construction that will be occurring on site, staff believes that it is appropriate to include these signs on the construction fencing to facilitate way finding.

Sacramento Capitals - World Team Tennis Event

The applicant also proposes to include sign criteria for the Sacramento Capitals World Team Tennis event that will be located within the parking lot near the corner of Galleria Boulevard and Roseville Parkway. The event is proposed to be held at this location for the next five years during the summer months. The 2006 season will consist of ten events between July 5th and July 29th. A temporary stadium will be constructed for the event, for which an Administrative Permit is currently under review.

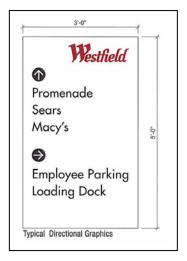


Figure 3: Temporary Directional Signage

Stadium and Sponsor Signage: The applicant proposes to display approximately seventy 3 x 8 foot sponsor banners along the top perimeter of the fence interior to the grandstands facing center court. All of the signs will be color coordinated and will have blue lettering on a blue canvas. The photo below (Figure 4) shows how the proposed signage will appear.



Figure 4: Sacramento Capitals Signage

As shown on page 80.02 of Exhibit A, a single row of 8 x 20 foot banners are proposed along the backside of the bleachers (5 banners each along the east and west sides and 3 banners along the north and south side). Given the proximity of the southern grandstands to Roseville Parkway, staff does

not believe that banners are appropriate at this location. Staff has included Condition 4 which limits banners on the exterior of the stadium to the north, east, and west elevations. The applicant is in agreement with the condition.

Miscellaneous Signage: Additional temporary signage associated with the Sacramento Capitals event will be located on site to provide general information to the public to assist in way finding, identification of vendors and products, to provide ticket prices, and to provide the season's schedule (Attachment 4). Staff has included Condition 5 that will require these signs to be complementary to the sponsor signs in design and color in order to achieve a coordinated appearance. These signs will be subject to approval of the Planning & Redevelopment Director. The full sign criteria for the World Tennis event are provided as Exhibit A. At the completion of the event the signs will be removed, the stadium will be deconstructed, and the parking lot will be restored to its original condition.

Perimeter Fence Signage: As noted in the outstanding issues section, the applicant requests approval of signage on the exterior of the perimeter fencing. Staff believes that an additional sixty signs along the fence perimeter will appear cluttered, especially considering the number of banner signs proposed on the grandstands. The applicant has informed staff that the incorporation of these logos is important for sponsorships purposes.

Staff has found that the type of grandstand signage requested is typical for the proposed sporting event. With the exception of the signs proposed on the exterior of the perimeter fencing, staff has determined that the applicant's request is reasonable, given the short duration of the event and the fact that the signs will maintain a consistent and coordinated appearance.

Future RMMSP Modifications

Staff expects to receive another request to modify the RMMSP within the near future to address signage as it relates to the Mall expansion and new parking decks. The changes to the sign criteria are expected to include revisions to freestanding, wall and directional signage. These modifications have not been drafted at this time, but are expected to be forwarded to the Planning Commission later this year.

CONCLUSION

The proposed modifications to the Mall's sign program have been developed in consultation with City staff in an effort to improve the appearance of the areas under construction and to facilitate the Sacramento Capitals operations. Staff has found that the proposed sign designs are appropriate for the temporary events described in this report. The signs are temporary and will be removed following completion of each activity. Staff recommends that the Planning Commission approve the Regional Mall Master Sign Program Modification as conditioned.

ENVIRONMENTAL DETERMINATION

In accordance with Section 15311 of the California Environmental Quality Act (CEQA) Guidelines, the project is exempt from environmental review as a project for on-premise signs.

RECOMMENDATION

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

A. Approve THE REGIONAL MALL MASTER SIGN PERMIT MODIFICATION – 1151 GALLERIA BL. GALLERIA AT ROSEVILLE, NCRSP PARCEL 35 - FILE#2007PL-029 (PSP-000061) - as shown in Exhibit A and subject to ten conditions of approval below.

CONDITIONS OF APPROVAL

- 1. The RMMSP is approved as shown in Exhibits A and as conditioned or modified below. (Planning)
- 2. All signs approved by this RMMSP for the construction banners are considered temporary signs and shall only be located on construction fencing as shown in Exhibit A. The temporary signs shall be removed within 30 days of completion of each phase. (Planning)
- 3. All signs approved by this RMMSP for the World Team Tennis event are considered temporary signs and shall be removed within three days of the completion of the event. (Planning)
- 4. Temporary signs shall not be affixed to the exterior of the southern grandstands that abut Roseville Parkway. Temporary signs that are exterior to the stadium are limited to being placed on the north, east, and west elevations as identified in Exhibit A. (Planning)
- 5. All signage for the World Team Tennis event shall maintain consistency through the use of complementary colors and design. All signage is subject to review and approval of the Planning & Redevelopment Director. (Planning)
- 6. The City of Roseville name and logo shall not be used on any of the temporary signs without express written consent of the City. (Planning, Attorney)
- 7. All temporary signs shall be placed as to not interfere with vehicle sight distance in accordance with Section 7 of the City's Design Standards. (Engineering)
- 8. Change pages for the RMMSP shall be provided to the Planning and Redevelopment Department to reflect this approval. (Planning)
- 9. A Sign Permit and Building Permit are required prior to installation of any signage. (Planning, Building)
- 10. Signs are not permitted to be incorporated on the perimeter fence of the Sacramento Capitals site. (Planning)

ATTACHMENTS

- 1. Vicinity Map
- 2. World Team Tennis Location Map
- 3. Construction Fencing Photo
- 4. Season Schedule Sign and Box Office Sign

EXHIBITS

A. Proposed Additions to Regional Mall Master Sign Program (Sections 7 and 8)

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.