

# PLANNING DIVISION STAFF REPORT PLANNING COMMISSION MEETING

**SEPTEMBER 26. 2013** 

Figure 1 – Thematic Tower

Prepared by: Wayne Wiley, Associate Planner

ITEM V-A: MAJOR PROJECT PERMIT MODIFICATION – 1120 GALLERIA BOULEVARD – NCRSP PARCEL 36 – THE RIDGE AT CREEKSIDE TOWER MODIFICATION – FILE # 2013PL-

010 (MPP-000042)

## **REQUEST**

The applicant requests approval of a Major Project Permit Modification to install three LED screens to be used for architectural lighting on the northwest tower of the old Expo building (currently occupied by Bed Bath & Beyond and Buy Buy Baby).

Applicant – Brian Williams, Perkins, Williams & Cotterill Architects Property Owner – Trey Gundlach, Evergreen/Britannia LJV

# **SUMMARY RECOMMENDATION**

The Planning Division recommends that the Planning Commission:

- A. Adopt the two (2) findings of fact for the Major Project Permit Modification; and
- B. Approve the Major Project Permit Modification subject to the seven (7) conditions of approval.

## **SUMMARY OF OUTSTANDING ISSUES**

There are no outstanding issues with the request.

#### **BACKGROUND**

The 28 acre project site is part of the Creekside development (southern retail portion) and is located east of Galleria Boulevard and south of Antelope Creek Drive within the North Central Roseville Specific Plan. The subject property has a zoning designation of RC/SA-NC (Regional Commercial/Special Area-North Central Roseville Specific Plan) and is developed with nine pad buildings and two multi-tenant buildings.

Since the 1999 approval of the Major Project Permit – Stage Two (architecture and landscape component), the northern and southern retail portions of the site have undergone design enhancements to help distinguish their individual identities. To further establish a unique design that provides visual interest and a distinctive appearance, the applicant is currently proposing to construct three LED screens on the northwest tower of the old Expo building.

#### PROJECT DESCRIPTION

With the proposed modifications to the Ridge at Creekside, the center's main tower feature will be remodeled with LED screens attached to the fascia of the structure. The three screens will be located on different sides of the tower with the largest screen located on the east elevation (fronting the parking lot) and two smaller screens, identical in size, located on the north and south elevations. As proposed, the screens will display corresponding thematic graphics and will incorporate an aesthetic lighting display that coincides with the remaining six iconic tower features

lighting elements that were approved through a previous MPPMOD application.

The Zoning Ordinance requires that requests for significant modifications to Major Project Permits, such as this, be reviewed and approved by the Planning Commission.

## SITE INFORMATION

**Location:** The project site is bordered by Antelope Creek Drive to the north, Creekside Ridge Drive to the east, Roseville Parkway to the south, and Galleria Boulevard to the west.

**Total Acreage:** approximately 28 acres

Land Use & Zoning: Regional Commercial/Special Area-North Central Roseville Specific Plan (RC/SA-NC)



As noted above, the project site is outlined in red and the subject tower (on which the proposed screens would be located) is highlighted in yellow.

## **EVALUATION**

The proposed LED screens are considered a lighting design element (and not signage), as no advertising or messages of any kind are proposed (or permitted) to be displayed on the screens. Evaluation of the proposed project has been based on the applicable standards and design guidelines within the City's Zoning Ordinance, North Central Roseville Specific Plan, Community Design Guidelines (CDGs), and the previously approved Major Project Permit. Staff reviewed the proposal for consistency with all applicable standards and found the project to be consistent with the pertinent requirements and guidelines. The following discussion is provided as clarification on specific areas of interest.

**Design Intent:** The intent of the proposed tower modification is to provide the center with a more distinctive appearance while also providing a cohesive design through the use of corresponding lighting effects. In addition, the applicant is requesting the use of LED screens in an attempt to take advantage of new technology that will help create a visual identity for the shopping center. While portions of the tower will be visible from the adjacent roads (see Attachment 1), the primary purpose of the modification is for the benefit of the center's tenants and patrons, and will help establish a gathering place for the public within the shopping center. As such, the proposed tower modification is consistent with the CDGs by creating opportunities for outdoor activity space while also providing exterior lighting that will emphasize and enhance prominent architectural features of the site.

**Tower Design:** The subject tower is centrally located within the center, setback approximately 600' from all adjacent roads and measures 52' in height (approximately seven feet taller than the center's remaining towers). With the proposed modification, three LED screens will be mounted on the exterior of the tower on different sides. The main elevation of the tower (facing Galleria Boulevard) will be constructed with a 25' by 14' LED screen



and the north and south elevations (visible from East Roseville Parkway and Antelope Creek Drive, respectively) will be constructed with 14' by 14' screens. The north and south elevations of the primary tower will also include a trellis feature located on the bottom half to provide a cohesive design that matches the remaining iconic tower elements (see Exhibits B & C). As such, the modification will provide a project design that creates a sense of identity and place, while also incorporating a lighting strategy that is intended to enhance the aesthetics of the center.

**Lighting Scheme:** As proposed, the LED screens will primarily display a clock tower with a dynamic changing background. The display will change to a 15 minute theme oriented clip (based on the season or holiday) at 3:00pm, 6:00pm, and 9:00pm daily. A total of 19 themed oriented clips will be used throughout the year (see Exhibit D) and will alternate on a daily basis. Staff has raised concerns regarding the potential for the screens to be used for advertisement purposes; however, words, graphics, characters and logos are prohibited, as the LED screens are identified as architectural lighting and can be regulated like any other design feature (see Condition #4). In addition, staff has included a condition requiring the applicant to receive approval of any theme oriented clip that will be displayed (see Condition #5).

**LED Technology:** The proposed lighting scheme will consist of three surface-mounted LED screens comprised of more than 300,000 RGB pixels (with a resolution of 480 pixels by 280 pixels for the main screen and 280 pixels by 280 pixels for the two smaller screens). The displays will be designed with Green standards and will utilize alternating power supplies that, on average, use 30% less energy than other similar technologies. Each screen will be capable of working independently or as part of a complete display, including working in concert with the existing illuminated towers within the center. The LEDs will have an average lifespan of 100,000 hours and will be capable of a maximum brightness of 8000 nits (which is 1500 nits brighter than the Auto Mall Electronic Reader Board Sign). However, the signs will run at approximately 60% brightness during the day and 5% brightness at night to reduce potential off-site glare and "sky glow" impacts (see Condition #6). In addition, the displays will include technology that automatically adjusts the screens brightness to .03 Foot Candles above ambient light conditions (measured from approximately 300' from the light source). To further ensure the lighting levels are consistent with the surrounding environment, Condition #7 has been included requiring the applicant to adjust the screens brightness at any time if contacted by City staff.

**Design Elements:** With the most recently approved modifications to the Ridge at Creekside, the towers located throughout the site were redesigned to incorporate trellis features and accent lighting. At night, the trellis features will be back lit with wall-wash linear fixtures and will provide an illuminated glow behind the trellis elements that correspond to the primary colors displayed on the thematic tower. As proposed, the lighting scheme is consistent with the intent of the CDGs by creating a visually engaging design that is coordinated throughout the site.

## **CONCLUSION**

Through the use of the proposed lighting display, the project will create a visually engaging design that enhances the centers architectural features. In addition, because the proposed technology is identified as architectural lighting, the appearance of the LED screens and its



content can be regulated like any other design feature. As such, signage is prohibited on the display screens in accordance with the Sign Ordinance. Staff supports the proposed request to allow three LED screens on the center's primary iconic tower feature and finds the proposed design consistent with the intent of the CDGs and with previous Major Project Permit approvals for the center.

Zoning Ordinance Section 19.78.060 J. requires two findings of fact be made in order to approve a Major Project Permit Modification. Based on the analysis contained in this staff report and with the project conditions, the required findings for approval can be made for the proposed modification to construct LED screens on the northwest corner of the multi-tenant building adjacent to Roseville Parkway in The Ridge at Creekside (south retail portion). The two findings for approval of the Major Project Permit Modification are contained in the Recommendation section of this report.

Copies of the application were sent to other City departments and no additional comments or issues were raised that were not noted above or in the Conditions of Approval for this request.

## **PUBLIC OUTREACH**

A Public Hearing Notice was mailed to property owners within a 300-foot radius. To date, no comments or issues were raised by adjacent property owners or interested individuals.

## **ENVIRONMENTAL DETERMINATION**

This project is exempt from the provisions of the California Environmental Quality Act (CEQA) per Section 15301 (Existing Facilities) and pursuant to Section 305 of the City of Roseville CEQA Implementing Procedures.

### RECOMMENDATION

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

- A. Adopt the two (2) findings of fact as listed below for the MAJOR PROJECT PERMIT MODIFICATION 1120 GALLERIA BOULEVARD NCRSP PARCEL 36 FILE # 2013PL-010 (PROJECT# MPP-000042):
  - 1. The proposed modification is substantially consistent with the intent of the original approval.

- 2. The proposed modification complies with all applicable standards and requirements of the Zoning Ordinance with the applicable goals, policies and objectives set forth in the General Plan, the applicable Community Design Guidelines, the North Central Roseville Specific Plan and the previously approved Major Project Permit.
- B. Approve the MAJOR PROJECT PERMIT MODIFICATION 1120 GALLERIA BOULEVARD NCRSP PCL 36 – FILE #2013PL-010 (PROJECT# MPP-000042) subject to seven (7) conditions of approval below.

# **CONDITIONS OF APPROVAL**

- 1. All existing conditions for the Stage 2 Major Project Permit (MPP) for The Ridge at Creekside (MPP 99-06) shall apply to this entitlement (Modification to a Stage 2 Approved Major Project Permit), except as conditioned below. (Planning)
- 2. This Major Project Permit Modification approval shall be effectuated within a period of two (2) years from this date and if not effectuated shall expire **on September 26, 2015**. Prior to said expiration date, the applicant may apply for an extension of time. (Planning)
- 3. The project is approved as shown in Exhibits A D and as conditioned or modified below. (Planning)
- 4. The proposed LED screens and associated images shall be considered architectural lighting features and shall not display any words, logos, characters, or signs at any time. (Planning)
- 5. All theme oriented clips shall be reviewed and approved by staff prior to use, with no more than 24 themed oriented clips displayed in a calendar year. (Planning)
- 6. The maximum brightness level for the LED displays shall not exceed 4,800 nits when measured from the sign's face at its maximum brightness, during daylight hours, and 400 nits when measured from the sign's face at its maximum brightness between dusk and dawn. (Planning)
- 7. The property owner shall be required to adjust the LED brightness within 24 hours of a request from Planning staff. A fact sheet with the lighting calcs shall be provided upon request. (Planning)
- 8. Permits shall be required for Electrical changes/additions and structural analysis to determine if any additional loads might be imposed on the structure. (Public Works)

#### **ATTACHMENTS**

- 1. Photo Simulations
- 2. MPP 99-06 Conditions of Approval

#### **EXHIBITS**

- A. Site Plan
- B. Iconic Tower Elevations
- C. Building Elevations
- D. Themed Oriented Clips

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.