



311 Vernon Street, Roseville, CA 95678 (916) 774-5276

ADMINISTRATIVE PERMIT FOR SIGN EXCEPTION STAFF REPORT

Prepared By:	Approved By:	
Ron Miller, Associate Planner	Mike Isom, Senior Planner	
ate: September 24, 2010		

Project Description

Applicant: Borges Architectural Group, Roger Davis **Owner:** John L. Sullivan Family Limited Partnership

Date Filed: August 23, 2010

File/Project Number: 2010PL-083 (AP-000352)

Project Name, Address & Location: NERSP PCL 13A Roseville Toyota Sign Exception; 700 Automall

Drive

Request: The applicant requests approval of a Sign Exception to; 1) allow two signs (stacked logo and sign letters) 11'-3" (135") in height where the maximum height allowed in the Automall Master Use Permit (MUP) is 36" and, 2) allow logos on secondary building facades. The MUP allows exceptions to Automall signage standards through the City's Sign Exception process.

Environmental Determination: This project is categorically exempt from the environmental review requirements of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15311(a), accessory structures/on-premise signs.

BACKGROUND

The Roseville Automall (Automall) is located in the Northeast Roseville Specific Plan Area (NERSP Parcel 13 A) of the City of Roseville and is a distal arm of the City's Redevelopment Area boundary. The Automall is comprised of 17 individual parcels totaling approximately 75 acres in size. The Automall is bordered by Lead Hill Boulevard to the south, North Sunrise Avenue to the west, Rocky Ridge Drive to the East, and commercial development to the north. Since the Automall was constructed in the late 1980s, the City has granted multiple entitlements for the Automall and individual dealerships within the Automall which addressed items such as initial construction and subsequent

dealership modifications, additions, and

Automall signage.

In 2008, the Planning Director approved a Design Review Permit Modification (DRPMOD) for the Chevrolet dealership at 700 Automall Drive (the subject property) in anticipation of a "swap" of dealership locations, with the Chevrolet dealership moving to the site of Roseville Toyota, and Roseville Toyota relocating to the subject property. The



DRPMOD approved construction of a 3,750 square foot showroom area expansion, 6,000 square foot express lube area, 2,100 square foot parts department expansion and an upgrade to the building's exterior features and finishes, including the addition of an entry portal for placement of signage mandated by the automobile manufacturer (see Figure 1). The height of the Toyota logo and sign exceeds that which is allowed by the Automall Master Use Permit (MUP). Additionally, the manufacturer's logo is mandated with other signage, including signage that will be located on facades other than the building's front facade. Logos on secondary building facades are not allowed by the MUP, except with approval of a sign exception.

Chapter 17.06.520 of the City's Sign Ordinance (Automall Dealership Signs) states that signs for uses within the Automall are permitted in accordance with the approved Master Use Permit (MUP) for the Automall, provided a sign permit is first obtained. The intent of the Signage Guidelines within the MUP is to provide for dealer signage that is tasteful and compatible with overall signage guidelines of the City of Roseville and to ensure common design elements preserving the identity of specific dealerships. A primary goal of the Signage Guidelines is minimize the visual impact of interior Automall signage from adjacent perimeter streets outside the Automall, while providing for internal dealership signage and identification within the Automall.

The MUP allows for exceptions to Automall signage standards through the City's Sign Exception process as provided for in the City's Sign Ordinance. Per the MUP the Automall Association must consent to submittal of a sign exception application by any dealer. The Association consented to the filing of the subject application (see Attachment 1).

EVALUATION

Section 17.08.410 of the City of Roseville's Sign Ordinance provides criteria for exceptions to Sign Ordinance requirements in cases where practical difficulties, unique site or building design, or other physical restrictions on the land or buildings not generally shared by other properties resulting from the strict application of the Sign Ordinance requirements.

In accordance with the provisions of the Sign Ordinance, four (4) specific findings must be made in order to approve an Administrative Permit for Sign Exception. The required findings for a Sign Exception are listed below in **bold italics** and are followed by an evaluation.

- 1. The requested sign is consistent with the purpose and intent of the Sign Ordinance.
- 2. The requested signs are in harmony with the individual building, and visually related to the buildings within a planned sign permit program and the surrounding development.
- 3. The requested signs are consistent with the adopted specific plan sign guidelines for the applicable specific plan or other applicable regulations in which it is located.
- 4. There are exceptional or extraordinary circumstances or conditions applying to the land, buildings, uses, or signs involved which do not generally apply to other land, buildings, or signs in the neighborhood.

Sign Design and Height: The Automall MUP establishes a maximum height limitation of 36 inches for any wall signage (letters, logos, or any combination thereof) on either front or Secondary Building Facades. Additionally, the MUP does not permit placement of logos on Secondary Building Facades.

The current request for a Sign Exception is to allow two signs (stacked logo and letters) on the building that are 11' - 3" (135") in height. The design (stacked logo and letters) and size of the signs meet the specifications as required by the automobile manufacturer (Toyota). It is a manufacturer requirement that the signs meet their specifications.

The Automall MUP states that the combined area of all building facade signs shall not exceed seven percent (7%) of the main building façade fronting on Automall Drive. The combined area for all signs proposed for the dealership at 700 Automall Drive is approximately 488 square feet, or approximately four percent (4%) of the main building facade, which is less than the maximum square footage allowed by the Automall MUP.

The proposed signs also meet the Sign Ordinance size requirements which state that, 1) signs shall not exceed two-thirds (2/3) of the height of the area to which the sign is attached and 2) the length of wall signs shall not exceed seventy percent (70%) of the length of the building's facade. Additionally, the proposed signage is proportional to the building.

It is staff's belief that the design and size of the proposed signs is both compatible and in scale with the building's architecture.

Sign Location: One sign will be placed on the glazed entry portal on the west elevation (considered the front building facade) that will be constructed as part of the DRPMOD referenced above. The entry portal was designed as a prominent entry feature for the building and to accommodate a sign the size and scale of that which is proposed.

The second sign will be placed on the south elevation (the service bay side of the building), which, is considered a Secondary Building Facade. The facade on the south side of the building is similar in mass to the new entry portal; therefore, the proposed stacked logo and letter sign will be in appropriate scale with the building.

As discussed above, a specific objective of the Signage Guidelines of the MUP is minimize the visual impact of interior Automall signage from adjacent perimeter streets outside the Automall, while providing for internal dealership signage and identification within the Automall. Neither of the signs requested in this application will be visible from streets or properties outside the Automall.

Unique Site and Building Design: As referenced above, the south elevation, for purposes of sign placement, is referred to as a Secondary Building Facade. A Secondary Facade is a façade (other than the Front Building Facade) that is visible to oncoming traffic on the one-way internal loop road (Automall Drive). Generally, secondary building facades may be considered the "side" of a building, and not facing Automall Drive. As discussed above, MUP does not permit logos on Secondary Building Facades.

Since the building on the subject property is located on a lot adjacent to a curve on Automall Drive, both the west elevation (the Front Building Facade) and the south elevation (the Secondary Building Facade) face Automall Drive (see Exhibit A). Neither elevation is visible from adjacent properties or perimeter streets outside the Automall. It is staff's belief that this is a unique site and building design that meets the criteria for a Sign Exception.

The proposed signs are consistent with the Signage Guidelines in the Automall MUP and the purpose and intent of the Sign Ordinance. It is staff's belief that the unique design and site layout for building on which the signs are proposed are unique circumstances to subject property. Given these unique circumstances, and as discussed above, staff believes the required findings can be made to approve the requested Sign Exception.

In addition to the required findings listed above:

- There were no additional comments or issues raised by other City departments not noted within.
- A Notice of Intent to Approve the proposed Sign Exception and PSP Modification was distributed to property owners within 300 feet of the subject site. To date, no comments or issues were raised by adjacent property owners or interested individuals.

NOTICE OF ACTION

The Administrative Permit for Sign Exception and Planned Sign Permit Program are hereby APPROVED as the required findings, noted above, can be made based on the analysis contained in this staff report and as conditioned below:

CONDITIONS FOR PROJECT # 2007PL-204

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

APPEAL AND PERMIT EXTENSION REQUIREMENTS:

Appeal Procedure: The decision of the Planning Director is final unless appealed. Persons dissatisfied with the Planning Director's decision may appeal it to the Design Committee by filing a written appeal and associate appeal fee within 10 calendar days of the date of Administrative Permit for Sign Exception approval. All appeals shall be filed with the Planning & Redevelopment Department. You may be precluded from filing a lawsuit to challenge this decision unless you use this opportunity for administrative appeal and raise any issue you believe to be wrongly decided.

ATTACHMENT:

Automall Association Approval Letter

EXHIBITS:

- A. Site Plan/Sign Locations
- B. Elevations
- C. Signage Details