

# PLANNING & REDEVELOPMENT DEPARTMENT STAFF REPORT PLANNING COMMISSION MEETING DECEMBER 11, 2008

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ITEM V-B:

MODIFICATION TO THE REGIONAL MALL MASTER SIGN PROGRAM - 1151 GALLERIA BL. - NCRSP PCL 35 GALLERIA MALL TEMPORARY SIGNAGE - FILE #2008PL-161 (PSP-000102)

## 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 three types of temporary wall graphics (Vertical Garage Images, 25' x 25' Wall Images, and 20' x 10' Entrance Tower Images) that will located in eight (8) locations throughout the exterior of the mall complex. The applicant proposes this temporary Commercial Art/Advertising Program in association with the opening of the mall expansion.

Applicant – Keith Kaplan, Westfield LLC. Property Owner – Rory Parker, Westfield LLC.

# **SUMMARY RECOMMENDATION**

The Planning Department recommends that the Planning Commission:

A. Approve the proposed temporary modifications to the Regional Mall Master Sign Program as shown in Exhibit A and subject to four (4) conditions of approval.

## SUMMARY OF OUTSTANDING ISSUES

There are two outstanding issues associated with this request. First, the applicant would like to locate a sign, Vertical Garage Image 1, on the southeast corner of the cliff parking deck. This particular location is highly visible from the residences across Roseville Parkway. Given the large size of the image and its prominent location that can be seen from outside of the mall complex, staff recommends locating the image in a less conspicuous location as provided in Condition 2. Second, while the applicant has stated that the proposed changes to the sign program are temporary, a six (6) month trial period is requested to demonstrate to the City that a permanent amendment to the RMMSP to allow a formal "Commercial Art Program" is appropriate. Staff believes that a 90-day trial period will be enough time to determine if permanent changes to the sign program are warranted, which is reflected in Condition 3. The applicant disagrees with staff's recommendations. These issues are discussed 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 (NCRSP) (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 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 its unique distinction as the only conventional regional retail mall in the City, with approximately 1.1 million square feet and 140 tenants under one roof (at the time).

**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 three 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 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.

At this time, the applicant requests approval of a modification to the RMMSP to permit temporary signs that have been described by the applicant as "Commercial Art" in order to highlight the expansion of the Galleria Mall and the new stores that have been located within. As described by the applicant in Attachment 2 and page 2 of Exhibit A, the intent behind the proposed program is to "enhance the customer experience, encourage sales, and further brand the Galleria as the premier shopping destination in the region."

## **EVALUATION**

The grand opening of the first phase of the Galleria Mall expansion took place on November 13, 2008. The expansion included the addition of 400,000 square feet and over 100 new retailers. As described above, the applicant proposes a Commercial Art Program to highlight the newly expanded Mall complex. Eight images are proposed that include three Entrance Tower Images (one face per tower) (20' x 10'), three Wall Images (25' x 25'), and two Vertical Garage Images (varied sizes), all of which will be enhanced with lighting and LED technology. An example of each of the types of images proposed is shown in Figures 1-3 below. The images are representative of the proposed concept, but will be subject to seasonal changes for the duration of the approval.



Figure 1: Entrance Tower Image



Figure 2: Wall Image



riginal sign program that was presen Figure 3: Vertical Garage Image SP. Staff has worked closely with

program forward that can be tried on a temporary basis to determine if this type of adverstising and Commerical Art Program is appropriate on a permanent basis.

The applicant's long term goal is to permanently amend the sign program to establish a Commerical Art/Advertising Program. A longer-term goal of the applicant is to explore additional advertising opportunities throughout the Galleria Bl. retail corridor. An option being explored includes a signage district that could potentially include the other retail properties (Fouuntains, Creekside) that will coordinate advertising and marketing efforts through shared signage in the corridor. This idea is in its infancy; no firm plans have been developed for the City's consideration. Staff wanted to inform the Commission that additional requests for signage may be brought forward in the future.

Given the scale and regional significance of the Galleria Mall Expansion, staff believes that the proposed signs are appropriate on a temporary basis to promote the opening of the Expansion. It is the applicant's hope that the Commission will be more comfortable approving the signs on a permanent basis if the Commission has the opportunity to see full size mock ups.

With one exception, staff has found the proposed signs as depicted in Exhibit A to be consistent with the intent of the RMMSP, as the signs are consistent and coordinated in design, of high quality material, and generally oriented internal to the Mall complex. The one exception is the Vertical Garage Image 1 (Figure 4). The concern with this image is its proposed location at the southeast corner of the cliff parking structure which is in the direct line of sight of the residences across Roseville Parkway. In addition, the Commission expressed concern that the five-level parking garage be of significant architectural quality. Staff believes that the proposed 15' wide x 25'



Figure 5: View Across Roseville Pw

tall sign looks more like a building-mounted billboard and detracts significantly from the garage design. Figure 5 shows the proposed location for this sign from across Roseville Parkway directly in front of the Pinnacle at Galleria Apartments. The sign is visible along the majority of the frontage of this apartment complex as well as the single-family residences across Roseville Parkway.

Staff has identified an alternate location that would still be directly visible from Roseville Parkway, but not from the nearby residences. Figure 6 illustrates a section of building between Nordstrom and Crate & Barrel that staff believes would be better suited for the proposed wall image. This section of building is lower than the parking structure, is not directly across from a residential use, has a greater setback from Roseville Parkway than the parking structure, and is partially screened from the roadway outside of the Mall complex by parking lot landscaping. In addition, this section of wall is quite plain and could benefit from additional visual interest. Given these reasons, staff has recommended Condition 2 which requires the sign to be relocated to this wall. The applicant prefers their originally



Figure 6: Staff Recommended Alternate Location

proposed location on the parking structure and requests that this condition be deleted.

The second portion of the proposed sign program that staff and the applicant are in disagreement over pertains to the duration of the temporary program. The applicant has proposed that the trial sign program be permitted for a six-month period which 1) is more economically feasible given the cost of the initial investment (fabrication and installation of the signs and lighting), and 2) a six month lease will be more appealing to advertisers than a 90-day lease. Given that this is a trial program, staff believes that a 90-day program is sufficient to allow staff to determine if the Commercial Art Program warrants extending or allowing on a permanent basis. The decision to allow on a permanent basis would rest with the Planning Commission. Staff would return to the Planning Commission 90 days after the signs are erected with a recommendation. Should the Commission determine that six (6) months is appropriate, Condition 3 would need to be modified accordingly.

# **CONCLUSION**

The temporary signage is proposed on a trial basis to determine the City's (and Community's) comfort level in approving the signage on a permanent basis. With inclusion of the conditions requiring the removal of the garage sign and limiting the trial to 90 days as discussed above, as conditioned and on a trial basis, the proposed temporary modifications to the Mall's sign program are appropriate. Staff recommends that the Planning Commission approve the temporary RMMSP Modification.

# **ENVIRONMENTAL DETERMINATION**

The application is exempt from the provisions of the California Environmental Quality Act Guidelines Section 15311(a), which exempt 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 actions:

A. Approve THE MODIFICATION TO THE REGIONAL MALL MASTER SIGN PERMIT – 1151 GALLERIA BL. - GALLERIA MALL TEMPORARY SIGNAGE, NCRSP PARCEL 35 - FILE#2008PL-161 (PSP-000102) - as shown in Exhibit A and subject to four (4) 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 sign labeled "Vertical Garage Image 1" shall not be located on the parking structure. The image may be located in the area between Nordstrom and Crate & Barrel as described in the staff report. (Planning)
- 3. All signs approved by this modification to the RMMSP are approved on a 90-day trial basis. The 90-day trial shall commence, and the applicant shall notify the Planning Department, upon erection of the first sign. At the conclusion of the 90-day trial, the applicant may request Planning Commission approval of the signage on a permanent basis. After 90 days from the date of the first sign installation, the applicant shall meet with the Planning Director to determine if the Commercial Art Program can be considered on a permanent basis. (Planning)

4. A Sign Permit and Building Permit are required prior to installation of any signage. (Planning, Building)

# **ATTACHMENTS**

- 1. Vicinity Map
- 2. Letter from Applicant: Galleria at Roseville Grand Opening Commercial Art "Soft Launch" Proposal

## **EXHIBITS**

A. Roseville Galleria Grand Opening Commercial Art Proposal

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.