



ITEM II-B: PLANNED SIGN PERMIT PROGRAM AND SIGN VARIANCE – 10301 - 10351 FAIRWAY DRIVE (HIGHLAND RESERVE MARKETPLACE) -- FILE# 2007PL-082 (PSP-000064 & V-000043).

REQUEST

The applicant requests approval of a modification to the existing Planned Sign Permit Program (PSPP) for Highland Reserve Marketplace to allow two signs per tenant for freestanding pad buildings where one sign per tenant is currently permitted by the existing PSPP. The applicant also requests to exceed 200 square feet of wall signage buildings where only 200 square feet per building.

Applicant/Property Owner – Dave Murray, Donahue Schriber Realty Group

SUMMARY RECOMMENDATION

The Planning Department recommends that the Design Committee:

- A. Adopt the three (3) findings of fact for the Sign Variance; and,
- B. Approve the Sign Variance; and,
- C. Adopt the two (3) findings of fact for the modification to the Planned Sign Permit Program; and
- D. Approve the Planned Sign Permit Program Modification.

SUMMARY OF OUTSTANDING ISSUES

There are no outstanding issues and the applicant is in agreement with staff's recommendation.

BACKGROUND

Location: The project site is located on Highland Reserve North Specific Plan (HRNSP) Parcels 41 and 47C at 10301 and 10351 Fairway Drive at the southwest corner of Fairway Drive and Pleasant Grove Boulevard. The General Plan and Highland Reserve North Specific Plan designation for the site is Community Commercial (CC). The zoning designation is Community Commercial Special Area – Highland Reserve North Specific Plan (CC/SA – HR).

Entitlements: On January 23, 2003, the Planning Commission approved a Tentative Subdivision Map (SUBD 02-09) to subdivide the 21.74-acre site into 8 parcels. The Planning Commission also approved a Design Review Permit (DRP 02-46) to allow the construction of the Highland Reserve Marketplace. The shopping center consists of eight buildings totaling approximately 202,000 square feet, with major tenants including Kohl's, Sport Chalet, and Petsmart.

In December 2003, the Design Committee approved a Planned Sign Permit Program (PSPP) and Sign Variance for Highland Reserve Marketplace (PSPP-03-18). PSPP-03-18 allows 300 square feet of wall sign area on the Kohl's building where the Sign Ordinance allows 200 square feet. It also allows tenants that range from 15,000 to 39,999 square feet of lease area a total of four (4) wall signs where the sign ordinance allows 2 or 3 signs, depending on the number of tenants in the building.

The applicant now requests approval of a modification to the Planned Sign Permit Program (PSPP) and a Sign Variance for the Highland Reserve Marketplace. The proposed modification to the PSPP (Exhibit A, page 14) would allow tenants of freestanding pad buildings to have two signs, consistent with the Sign Ordinance. This type of modification is typically approved administratively. However, to allow two wall signs per tenant would exceed the 200 square feet maximum sign area permitted by the Sign Ordinance per building, which requires approval of a Sign Variance.

This request is similar in scope to several Sign Variances recently approved by the Design Committee where retail buildings back to arterial roadways. In these cases, the pad buildings usually contain four or more tenants and front the internal parking field as well as the roadway. In response to recent direction from the Design Committee, staff is revising the Sign Ordinance to allow two signs per tenant by right, which will eliminate the need for multiple Sign Variance approvals such as this one. However, until the Sign Ordinance revisions are adopted, a Sign Variance is still required.

EVALUATION

The signs described in this PSPP have been evaluated using the standards for building complexes contained in the City of Roseville Sign Ordinance (Section 17.06.220 and 230). The proposed changes to the PSPP would modify the guidelines for wall signs for the Highland Reserve Marketplace that were established by the PSPP approval in 2003. The proposed PSPP guidelines deviate from Sign Ordinance criteria for the maximum area of wall signs. The Sign Ordinance allows for 200 square feet of wall sign area for freestanding pad buildings, regardless of the number of tenant or size of the building. The Variance evaluation discusses the limitation on wall sign area in excess of the Sign Ordinance. Evaluation of the PSPP modification follows the Variance discussion.

Sign Variance

In accordance with the provisions of the Sign Ordinance, three (3) specific findings must be made in order to approve the Sign Variance as follows:

1. *There are exceptional or extraordinary circumstances or conditions applying to the land, building or signs involved which do not generally apply to other land, buildings or signs in the neighborhood.*
2. *The granting of this variance is necessary for the preservation and enjoyment of substantial property rights of the applicant.*
3. *The granting of this variance will not materially and adversely affect the health, safety or welfare of persons in the neighborhood, nor be materially detrimental or injurious to property or improvements in the neighborhood.*

The following table provides a comparison of the applicable Sign Ordinance standards against the proposed sign criteria for freestanding pad buildings. The deviation from the Sign Ordinance proposed in this Sign Variance request is described in **bold text**.

	Lease Area	Number of Signs	Maximum Sign Area	Maximum Height
Section 17.06.230 (Pad Buildings)	No min. sq. ft. 2 or more tenants	2 walls signs per tenant (secondary sign must be on different elevation and must face an entrance, street or parking lot	200 sq. ft per building.	Not Regulated
Proposed Criteria	Less than 6,000 sq. ft.	Same as Above. Signs that face Fairway Drive must be halo-lit.	200 sq. ft. per tenant**	Letter/logo/sign height not to exceed 2'- 6"

As shown in the table above, the applicant is requesting additional wall sign area for tenants that have a lease area of less than 6,000 square feet. All other proposed criteria for this category are consistent with, or more restrictive than, the City of Roseville Sign Ordinance and all previous approvals.

Sign Area – Under the current PSPP, only corner tenants in freestanding pad buildings are permitted two signs (one on each frontage). In response to this issue, the applicant has proposed a maximum of 200 square feet of wall sign area for each tenant of less than 6,000 sq. ft. in multiple tenant freestanding pad buildings. Consistent with the Sign Ordinance, the maximum wall sign area per tenant will be limited to 20% of the front tenant space façade, up to a maximum of 200 square feet. Depending on the size of the tenant space, a tenant may not be able to utilize all 200 square feet of sign area. Further, wall signs are restricted to 70% of the length of the tenant space façade, and 2/3 the height of the area between architectural features. These three Sign Ordinance Limitations ensure proportionality if wall signs on the building and ensure the signs maintain appropriate size and scale.

Approval of the PSPP modification as described below would allow each tenant to have two signs (one on the street side and one on the parking field side). Due to the small square footage of each tenant space there is room for multiple (3-6) tenants in each building. With all tenants desiring a sign on each frontage, the 200 square feet of wall sign area per building limitation would likely be reached before each tenant can erect a sign on each frontage, leaving some tenants without a second sign.

The design of the Highland Reserve Marketplace with pad buildings fronting on the street is a unique circumstance that warrants approval of the variance request. Further, similarly situated and sized businesses have received similar approval. For the reasons cited in this report staff finds that the granting of the variance is necessary for the preservation and enjoyment of substantial property rights for the center and its tenants. Lastly, as discussed previously the variance for wall signage is warranted due to special circumstances including the orientation of the buildings. Staff finds that additional wall signage will not affect the health, safety, or welfare of persons in the surrounding neighborhood, nor be detrimental or injurious to property or improvements in the neighborhood.

Planned Sign Permit Program

In accordance with the provisions of the Sign Ordinance, three (3) specific findings must be made in order to approve the Planned Sign Permit Program as follows:

1. *The proposed PSPP is consistent with the provisions and intent of the Roseville Sign Ordinance.*

2. *The proposed PSPP is in harmony with, and visually related to, the buildings within the Planned Sign Permit Program and the surrounding development.*
3. *The PSPP is consistent with the adopted specific plan sign guidelines for the specific plan or other applicable regulations in which is located.*

The applicant's request to modify the PSPP to allow two signs per tenant in multiple tenant freestanding pad buildings is in conformance with the guidelines for freestanding pad buildings as described in Section 17.06.230(A)3 of the Sign Ordinance which allows two signs per tenant in freestanding pad buildings with more than one tenant. The applicants revised guidelines state that only tenants in freestanding pad buildings with less than 6,000 square feet of tenant space will be allowed two signs per tenant. Previously, tenants of this size were allowed one (1) sign, unless located in a corner space, in which case the tenant could have two signs (similar to Sign Ordinance guidelines for in-line tenants).

The proposed modification to revise the guidelines to allow 200 square feet per tenant is not consistent with the provisions of the Sign Ordinance as discussed in the Sign Variance section of this staff report. However, should the Design Committee approve the associated Sign Variance, the sign program would be consistent with the Sign Ordinance.

The Highland Reserve Marketplace is located in the Highland Reserve North Specific Plan area. The Highland Reserve North Specific Plan Design Guidelines do not contain specific criteria for commercial project signage.

Summary: The PSPP modification request to allow two signs per tenant in freestanding pad buildings is consistent with the Sign Ordinance. The approval of the PSPP modification will cause the freestanding pad buildings to need more wall sign area than the current limit of 200 square feet per building. While requiring a Sign Variance, staff feels that the request for 200 square feet of wall sign area per tenant is reasonable and will help balance the existing signage at Highland Reserve Marketplace. Further, each tenant will be limited in the length and area of wall signs to 70% of the length of the tenant space facade and a maximum size of 20% of the front tenant space facade (per the Sign Ordinance) and limited in height by the Highland Reserve Marketplace Signage Guidelines. With approval of the Sign Variance the proposed PSPP is consistent with the Sign Ordinance.

CONCLUSION

Based on the number of tenants and that all of the freestanding pad buildings have dual frontage, staff believes that approval of the Sign Variance is consistent with the intent of the Sign Ordinance and other sign variances granted for similar properties. And as noted above, the findings can be made for approval of the Planned Sign Permit Program with approval of the Sign Variance. Therefore, staff recommends approval of a Sign Variance and Planned Sign Permit Program.

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, as stated in the staff report, for approval of the SIGN VARIANCE - 10301 & 10351 FAIRWAY DRIVE (HIGHLAND RESERVE MARKETPLACE) - FILE#: V-000043; and,
- B. Approve the SIGN VARIANCE – 10301 & 10351 FAIRWAY DRIVE (HIGHLAND RESERVE MARKETPLACE) - FILE#: V-000043.
- C. Adopt the two (3) findings of fact as stated in the staff report, for the PLANNED SIGN PERMIT PROGRAM – 10301 & 10351 FAIRWAY DRIVE (HIGHLAND RESERVE MARKETPLACE) - FILE # PSPP-000064; and,
- D. Approve the PLANNED SIGN PERMIT PROGRAM – 10301 & 10351 FAIRWAY DRIVE (HIGHLAND RESERVE MARKETPLACE) - FILE # PSPP-000064 with two (2) conditions of approval.

CONDITIONS OF APPROVAL FOR SIGN VARIANCE (V-000043) & PLANNED SIGN PERMIT PROGRAM (PSPP -000064):

- 1. The PSPP is approved as shown in Exhibit A and as conditioned or modified below. (Planning)
- 2. A Sign Permit and Building Permit are required prior to installation of any signage. (Planning and Building).

Note to Applicant and/or Developer: Please contact the Planning Department staff at (916) 774-5276 prior to the Committee meeting if you have any questions on any of the recommended conditions for your project. If you challenge the decision of the Committee 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.

ATTACHMENTS:

- 1. Vicinity Map
- 2. Photos of existing signage at Highland Reserve Marketplace

EXHIBIT:

- A. Revised Planned Sign Permit Program