

CITY OF ROSEVILLE PLANNING DEPARTMENT STAFF REPORT DESIGN COMMITTEE MEETING February 17, 2005

Prepared by: Michael Isom, Associate Planner

ITEM III-A: PLANNED SIGN PERMIT PROGRAM – 1251 PLEASANT GROVE BOULEVARD (NWRSP PARCEL 18 – ARBOR VIEW VILLAGE) -- FILE# PSPP 04-25 (CONTINUED FROM THE MEETING OF JANUARY 20, 2005)

REQUEST

The applicant requests approval of a Planned Sign Permit Program for the Arbor View Village project. The proposed sign program will establish sign criteria, including maximum size, maximum area, and location criteria for wall signs and the project monument signs, consistent with the City's Sign Ordinance.

Applicant – Yvonne Beebe, Ellis & Ellis Signs Property Owner – Brian Natov, Arbor View Properties, LLC.

SUMMARY RECOMMENDATION

The Planning Department recommends that the Design Committee:

- A. Adopt the two (2) findings of fact for the Planned Sign Permit Program; and,
- B. Approve the Planned Sign Permit Program subject to three (3) conditions of approval.

OUTSTANDING ISSUES

The Design Committee held a public hearing on the proposed PSPP at its January 20th meeting. At the hearing, the applicants stated that they were no longer in agreement with the requirement for halo-illuminated signage and requested that the Design Committee continue the hearing until February. An adjacent neighbor also addressed the Committee with questions regarding the project and proposed signage. As indicated in the January 20th staff report (Attachment 1), this neighbor was initially opposed to the project signage, but was ultimately satisfied with the halo-illuminated signs.

Following the public hearing, staff met with the applicant and adjacent neighbor. The neighbor indicated that the applicant's proposal for internally illuminated pan-channel letters would be acceptable, provided the elevation of Building G (see site plan – Exhibit B) facing the residences would be restricted to halo-illuminated signs. The applicant has agreed to this restriction for Building G. Staff finds this compromise acceptable, as it reduces potential glare impacts to adjacent neighbors.

Should the Design Committee approve the pan-channel lettering as requested, staff anticipates the adjacent Batch Retail project to request similar signage. In that case, staff intends to evaluate the proposed signage and apply restrictions similar to Building G (i.e., halo-illumination) if it is found necessary to reduce impacts to residential properties.

EVALUATION

A modified sign program is included as Exhibit A. The analysis contained in the January 20th staff report (Attachment 1) remains applicable with respect to sign size, area, quantity, etc. The sign program has been revised to restrict the south elevation of Building G to halo-illuminated signage only. Staff has no objections to the revised sign program as proposed and recommends its approval.

ENVIRONMENTAL DETERMINATION

The project is categorically exempt pursuant to Section 15311(a) of the California Environmental Quality Act (CEQA) Guidelines, on-premise signs.

RECOMMENDATION

The Planning Department recommends that the Design Committee take the following actions:

- A. Adopt the findings of fact for the PLANNED SIGN PERMIT PROGRAM 1251 PLEASANT GROVE BOULEVARD (ARBOR VIEW VILLAGE) -- FILE# PSPP 04-25:
 - 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 and uses within Arbor View Village center and the surrounding development.
- B. Approve the PLANNED SIGN PERMIT PROGRAM 1251 PLEASANT GROVE BOULEVARD (ARBOR VIEW VILLAGE) -- FILE# PSPP 04-25, subject to three (3) conditions of approval.

CONDITIONS OF APPROVAL FOR PLANNED SIGN PERMIT PROGRAM (PSPP 04-25):

- 1. The Planned Sign Permit Program (PSPP) is approved as shown in Exhibit A and as amended below. (Planning)
- 2. The applicant shall secure a City of Roseville Sign Permit and Building Permit before installation of any signs. (Planning, Building)
- 3. Signs are prohibited on the southern-facing side of Buildings A1/A2, C, D, E, & F. (Planning)
- 4. Signs on the south elevation of Building G (facing residences) shall be either halo-illuminated or non-illuminated. (Planning)
- The applicant shall amend the text of the Arbor View PSPP to include the modifications required by Conditions 3 and 4. The amended PSPP shall be provided to the Planning Department prior to the issuance of any sign permits. (Planning)

ATTACHMENTS:

1. Staff Report to the Design Committee – January 20, 2005

EXHIBITS:

- A. Sign Criteria
- B. Site Plan

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.