



**ITEM V-A: REGIONAL MALL MASTER SIGN PERMIT MODIFICATION – 1151 GALLERIA BOULEVARD – GALLERIA AT ROSEVILLE, NCRSP PARCEL 35 – FILE# 2007PL-183 (PROJECT# PSP-000070)**

**REQUEST**

The applicant requests approval to modify the approved Regional Mall Master Sign Permit (RMMSP) for the Galleria Mall. Proposed changes include updating the graphic design, adding new on-site directory signage, and adding criteria to address signage for the expanded retail areas and parking garages.

Applicant/Owner: Keith Kaplan, Westfield, LLC

**SUMMARY RECOMMENDATION**

The Planning & Redevelopment Department recommends that the Planning Commission take the following action:

- A. Approve the proposed modifications to the Regional Mall Master Sign Permit.

**SUMMARY OF OUTSTANDING ISSUES**

There are no outstanding issues associated with this request.

**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. 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, which requires a comprehensive Regional Mall Master Sign Permit (RMMSP) for exterior signage for the Mall and the anchors. The RMMSP is intended to establish the details of the 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 acknowledgement that the RMMSP would include signs that exceeded the maximum height, area, and quantity limitations. The Council believed that this was appropriate 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 that time. The Mall is currently undergoing a major expansion to add 480,000 square feet for a total of 1.6 million square feet consistent with the expansion approvals granted in June 2006 (see Attachment 1, Mall Development Plan).

***Entitlement History***

As required by the Sign Ordinance Amendment, the RMMSP is subject to the review and approval of the Planning Commission. On September 23, 1999, the Planning Commission approved the original Regional Mall Master Sign Permit, which established the criteria for all wall-mounted and freestanding signs throughout the mall complex. Construction was completed and the mall opened for business in August of 2000.

The RMMSP has been amended twice since the original approval as follows:

- On April 22, 2004 the Planning Commission approved a modification to the RMMSP to allow changes to the sign criteria that allowed the new owners of the Mall, Westfield LLC, to incorporate the Westfield corporate identity into the Mall's signage.
- On April 12, 2007 the Planning Commission approved another modification to the RMMSP to provide criteria for temporary construction signage as well as criteria for temporary signage for the annual Sacramento Capitols World Tennis event.

The current request is to modify the RMMSP to allow various changes to the sign criteria to address signage needs for the expansion now under construction. These changes include updating the graphic design of signs, adding new on-site directory signage, and adding criteria to address signage for the Mall's expanded areas and two new parking garages. Further details of the proposed modifications are described in the Evaluation section below.

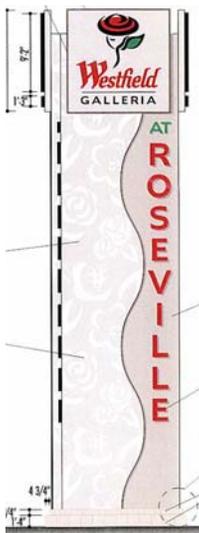
## **EVALUATION**

Exhibit A illustrates the revised sign program and includes existing signs, which will remain unchanged, and the proposed modifications. Discussion is provided below with the intention of clarifying the extent of the proposed changes.

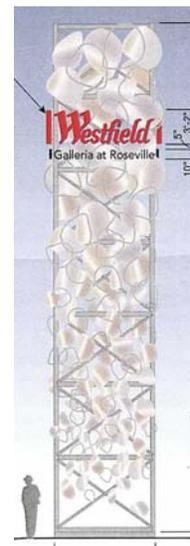
### **Center Identification Signs**

- **Page 10.06 – Main Pylon Sign (Sign AA1):** This sign is located at the northwest corner of Galleria Boulevard and Roseville Parkway. The existing sign is 46 feet tall and is clad with brushed aluminum and overlaid with white rose graphics containing the Westfield logo at the top and the words "at Roseville" in vertical text down the right side of each face. The existing sign structure will be re-clad to feature aluminum petals and petal outlines of various sizes. The petals will be slightly bent to provide dimension and will be attached to the steel frame with mesh. The redesigned Westfield logo will be located on each face near the top of the sign. See Figure 1 below for illustrations of both the existing and proposed signs.

**Figure 1 – Pylon Sign**



**Existing Pylon Sign**

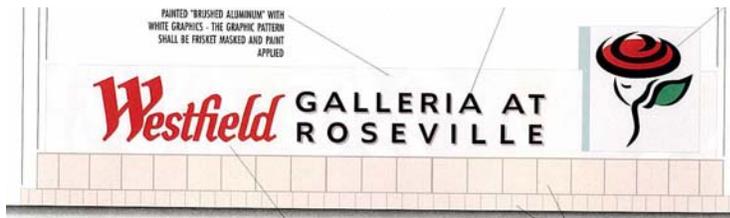


**Proposed Pylon Sign**

- **Page 10.07 - Entry Monument Signs (Signs AA2):** There are currently eight (8) entry monument signs located at the Mall, with two (2) at each major entrance from Roseville Parkway and Galleria Boulevard. The applicant proposes to replace these eight (8) signs with four (4) entry monument signs, with one (1) located at each major entrance to the mall (Signs AA2 on the Site Location Plan).

The background of the existing signs are brushed aluminum with white rose patterned graphics overlaid with the Westfield logo and a red rose graphic. The existing monument signs are 198 square feet each. The proposed signs will be constructed of brushed aluminum petal shaped sign panels that are curved to provide dimension. The design of the proposed monument signage is consistent with the proposed pylon sign shown above. The monument signs will be 166 square feet each, 32 square feet smaller than the existing. The eight (8) existing entry monument signs total 1,584 square feet of sign area. The proposed four (4) entry monument signs will total 664 square feet of sign area. Figure 2 below illustrates the existing and proposed entry monument signage.

**Figure 2.1 –Existing Entry Monument Signage**



**Figure 2.2 –Proposed Entry Monument Signage**



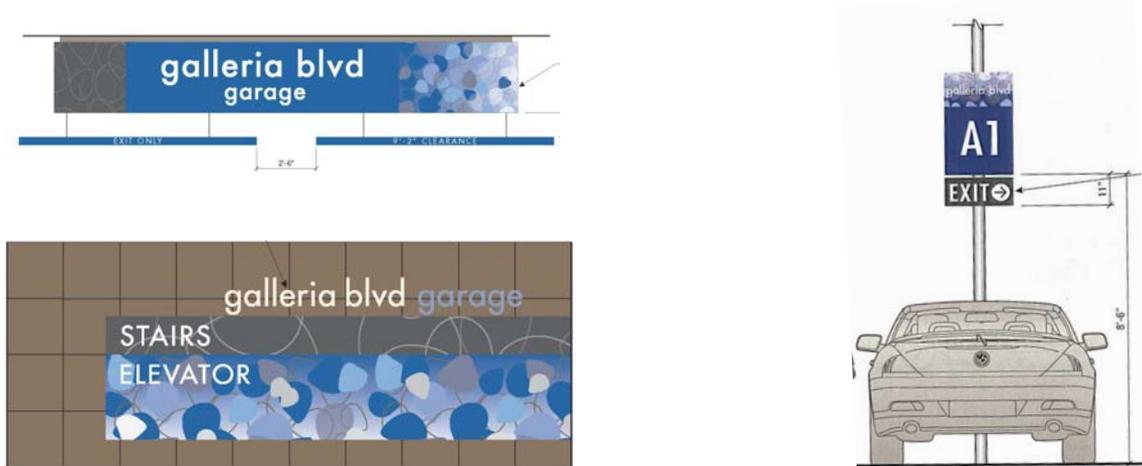
### **Mall Expansion – New Signage**

Westfield will construct two parking garages as part of the Mall's expansion, one of which is completed. The completed "Plateau Deck" is a one-story (grade plus the parking deck) parking structure located between the Macy's store and Galleria Boulevard. The "Cliff Deck" will be a five-story parking structure (grade plus four parking decks) located near Sears.

- **Plateau Deck (pages 50.01 – 50.09):** The applicant proposes new sign criteria to address center identification signage on the exterior of the parking garage and directional signage on the interior of the parking garage. There will be one (1) exterior "Westfield" sign located on the east side of the garage, facing Galleria Boulevard, directly over the vehicle entrance (see page 50.01 for exact

location and page 50.03 for elevations of the proposed Westfield logo). The directional signage is shown on pages 50.04 through 50.09 and select illustrations are provided in Figure 3 below. As shown, the petal theme is carried over into the parking garage signage and compliments the pylon and entry monument signage shown above.

**Figure 3 – Plateau Deck Parking Garage Signage**



- **Cliff Deck (page 30.09 and pages 60.01 – 60.04):** The applicant proposes three (3) wall signs on the exterior of this parking garage, including one (1) Westfield logo and two (2) Sears' logos (page 30.09). In reviewing the submittal, staff felt that the Sears logo on the north elevation of the garage (see Figure 4-1 below, or sign 13 on page 30.09) was too large for the area to which it was proposed to be attached. Staff discussed these concerns with the applicant, who agreed to a condition requiring that the sign be no larger than 2/3 the height and 70% the length of the area to which it is to be attached, consistent with Sign Ordinance requirements (Condition 2). The west elevation of the garage is proposed to contain the Westfield logo and the other Sears logo (see Figure 4-2).

**Figure 4-1 – Cliff Deck, North Elevation**



**Figure 4-2 – Cliff Deck, West Elevation**



The proposed signage internal to the Cliff Deck parking structure is identical to the signs proposed in the Plateau Deck parking garage except that the signs will have an orange base color instead of a blue base color.

- **Pages 30.18 & 30.19 - Cheesecake Factory**

The applicant has provided criteria for the new Cheesecake Factory pad building. There are four (4) wall signs proposed, totaling 263 square feet of wall sign area. The signs are internally illuminated channel letter signs depicting the Cheesecake Factory logo (see Figure 5 below). As previously mentioned a special section of the Sign Ordinance was approved by the City Council

acknowledging that due to the size and scale of the Mall, the RMMSP will include signs that exceed the height, area, and quantity requirements prescribed by the Sign Ordinance. Staff evaluated the proposed Cheesecake Factory signs and found them to be proportional to the building and consistent with previous sign approvals for other tenants within the Mall.

**Figure 5 – Cheesecake Factory Signs**



➤ **Pages 40.10 – 40.12 and 10.15 – 10.16 – Promenade Signs**

As shown in the attached Development Plan (Attachment 1) one of the areas undergoing substantial modification is the Promenade. While most of the Promenade signs are interior to the Mall and are not visible from the street (and therefore not subject to review per the Sign Ordinance) staff reviewed the signs for consistency with other signage throughout the Mall.

Changes to Promenade signage include the addition of sign criteria for newly constructed tenant spaces. The wall sign envelopes are centered over each tenant space façade. The wall sign area for these tenant spaces vary, but generally fall within 150 to 220 square feet. Other changes include a new directory sign in the Promenade, which will have a stone slab base and an aluminum cabinet painted a deep red and overlaid with the petal theme (see Figure 6 below). The face of the sign is approximately 40 square feet. There are no changes proposed to the Light Cannons at the entry to the Promenade.

**Figure 6 – Promenade Directory Sign**

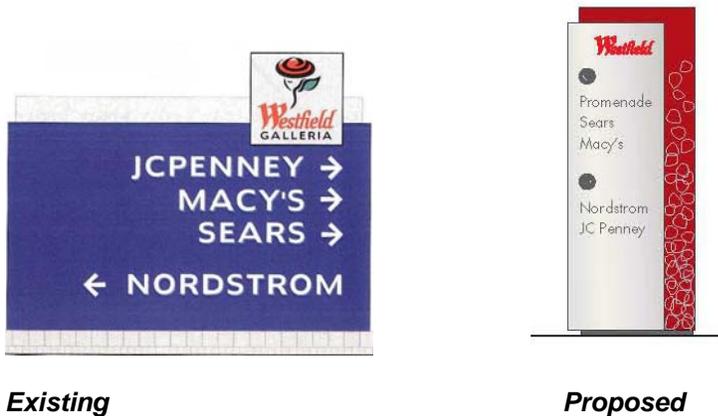


## Other Changes

- **Page 10.01 - Primary Directional Signs (Signs AD1 & AD2):** There are nine (9) new vehicle directional signs proposed throughout the Mall site to replace the existing five (5) directional signs. They are generally located along the ring road around the mall, on the side of the road that is interior to the Mall, near the drive aisle entrances to the parking fields. See Figure 7 below for illustrations of the proposed and existing directional signs.

The existing directional signs are 56.5 square feet. The proposed signs are 30-square feet and serve as a way finding measure. They be brushed aluminum with black text on the sign face. Each sign will list anchors and amenities such as Macy's, Nordstrom, The Promenade, etc. and will have an arrow pointing the direction to each. The sign casing will be identical to the casing shown in Figure 6 above (painted the deep red with the petal overlay). The total area of the current directional signs is 283 square feet. The total area of the proposed directional signs is 270 square feet.

**Figure 7 – Directional Signs**



- **Page 10.01 – Ring Road Directional Signs (Signs AD3):** The ring road directional signs serve the same way finding purpose as the Primary Directional signs but are located along the perimeter of the ring road and are 9.5 feet high with a sign area of 4.5 square feet. The face of the sign will be brushed aluminum with black text.
- **Page 10.01 – Roundabout Signs (Sign AE3):** These signs are required for traffic control and have already been installed. The signs are 4 feet high and have black and white arrows pointing in the direction of vehicle traffic. The signs are brushed aluminum and have no copy.

## CONCLUSION

The Planning Department has reviewed the proposed changes to the Regional Mall Master Sign Permit and has found them to be consistent with past RMMSP approvals and past Planning Commission approvals. While the majority of the Mall's signs will not be affected by the proposed changes, staff feels that the updated graphics and additional signage for the expanded areas of the Mall are tasteful, well coordinated, and will be complementary to the design and appearance of the Mall. Therefore, staff recommends that the Planning Commission approve the request as proposed and conditioned.

## **ENVIRONMENTAL DETERMINATION**

This project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) Guidelines per Section 15311(a), which exempts the construction of on-premises signs, and pursuant to Section 305 of the City of Roseville CEQA Implementing Procedures.

## **RECOMMENDATIONS**

The Planning and Redevelopment Department recommends that the Planning Commission take the following actions:

- A. Approve the REGIONAL MALL MASTER SIGN PERMIT MODIFICATION – 1151 GALLERIA BL. GALLERIA AT ROSEVILLE, NCRSP PARCEL 35 - FILE#2007PL-183 (PSP-000070) - 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 Exhibits A and as conditioned or modified below. (Planning)
2. The “Sears” sign (Sign 13) on the north side of the five (5) story parking garage shall be no larger than 2/3 the height and 70% the length of the area to which the sign will be attached.
3. Complete sign criteria for the RMMSP shall be provided to the Planning and Redevelopment Department to reflect this approval within 30 days from the date of approval. (Planning)
4. A Sign Permit and Building Permit are required prior to installation of any signage. (Planning, Building)

## **ATTACHMENTS:**

1. Site Development Plan

## **EXHIBIT:**

- A. Proposed Additions to Regional Mall Master Sign Permit

**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.