

**ITEM 5.2: Regional Mall Master Sign Permit Modification – 1151 Galleria BL. STE. 200– NCRSP
PCL 35 – Cinemark Signs – PL20-0100**

REQUEST

The applicant requests approval to modify the approved Regional Mall Master Sign Permit (RMMSP) for the Galleria Mall. Proposed changes will incorporate signage for a new Cinemark Theatre, including illuminated exterior signs, modifications to directional signs, and an illuminated banner with a frame.

Applicant- Robin Mendoza-Esquivel, Viking Sign Installations, Inc.

Owner – Seritage SRC Finance, LLC

SUMMARY RECOMMENDATION

The Planning Division recommends that the Planning Commission take the following actions:

- A. Approve the proposed modifications to the Regional Mall Master Sign Permit subject to two (2) conditions of approval.

SUMMARY OF OUTSTANDING ISSUES

There are no outstanding issues associated with this request. The applicant has reviewed and is in agreement with the recommended conditions of approval.

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 (File # RMMSP 99-02) 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 underwent a major expansion to add 480,000 square feet for a total of 1.6 million square feet, beginning in 2006. The building formerly occupied by Sears is being renovated to include an indoor entertainment facility (Round 1) on the ground floor and a movie theater (Cinemark) on the second floor. To accommodate the movie theater use, the roof of the building has been raised approximately 35 feet.

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 three times since the original approval as follows:

- On April 22, 2004 the Planning Commission approved a modification to the RMMSP (File # RMMSP 04-05) 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 a modification to the RMMSP (File # 2007PL-0183) to provide criteria for temporary construction signage as well as criteria for temporary signage for the annual Sacramento Capitols World Tennis event.
- On January 10, 2008, the Planning Commission approved a modification to the RMMSP (File # 2008PL-161) to add signage for the Promenade, including The Cheesecake Factory, as well as directional, parking garage, and plateau deck signage as part of the Mall’s expansion.

The current request is to modify the RMMSP to allow various changes to the sign criteria to address signage needs for a new Cinemark movie theatre. Cinemark will occupy the second floor of the former Sears building on the north side of the Mall. These changes include new exterior wall signs for Cinemark, revised on-site directory signage, an illuminated banner sign, and parking garage signage. Table 1 provides a summary of the area of each of the proposed signs. Further details of the proposed modifications are described in the Evaluation section below.

Table 1 – Proposed Cinemark Signs

Sign Name	Location	Area (square feet)
A – Wall Sign	North Elevation	369.61 square feet
C1, C2 – Vertical Signs	South, West Elevations	49.26 square feet
D – XD Sign	West Elevation	148.8 square feet
E – Banner Sign	North Elevation	140 square feet
F1 – F6 – Wayfinding Signs	Various, Ring Road	1.5 square feet
G – Garage Sign	West (Parking Garage)	92.32 square feet
Total		801.49 square feet

EVALUATION

Section 17.06.540 of the Sign Ordinance establishes the Regional Mall Master Sign Permit program for the City’s Regional Mall. Location, height, area, design, and overall number of signs are considered as part of the evaluation. Discussion is provided below to evaluate the proposed changes.

Exterior Wall Signs

The proposed project includes wall signs for the new Cinemark movie theatre. There are four (4) wall signs proposed, totaling 567.67 square feet of wall sign area (not including the illuminated banner sign).

The signs are internally illuminated channel letter signs depicting the Cinemark logo, as well as an approximately 148.8 square foot “XD” sign. 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.

To evaluate the requested signs, staff compared the proposed sign package for Cinemark to previously permitted signs for the Mall. For example, Macy’s has approximately 665 square feet of signage (excluding the parking garage), and JC Penney has approximately 673 square feet. Excluding the parking garage sign, Cinemark is proposing approximately 709 square feet of exterior signage. Staff finds the Cinemark signs to be proportional to the building and consistent with previous sign approvals for other tenants in the Mall.

Figure 1: Primary “Cinemark” Logo Wall Sign

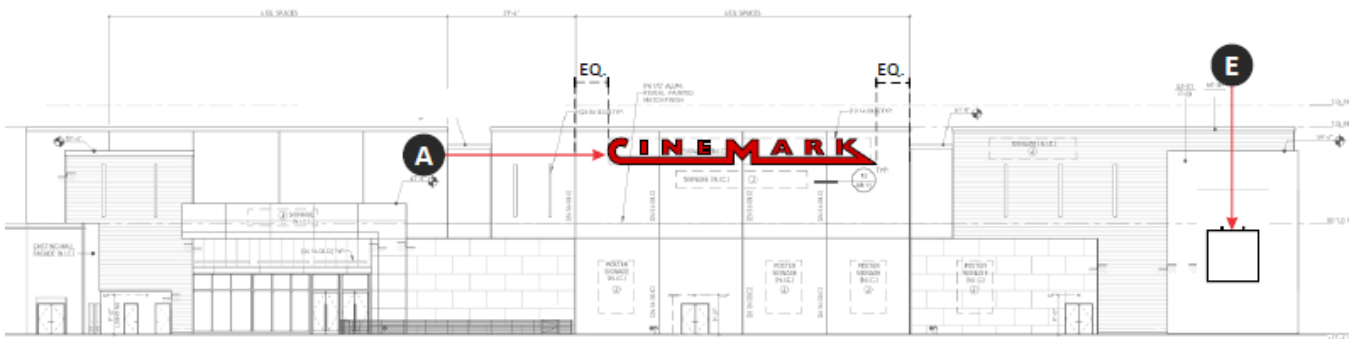
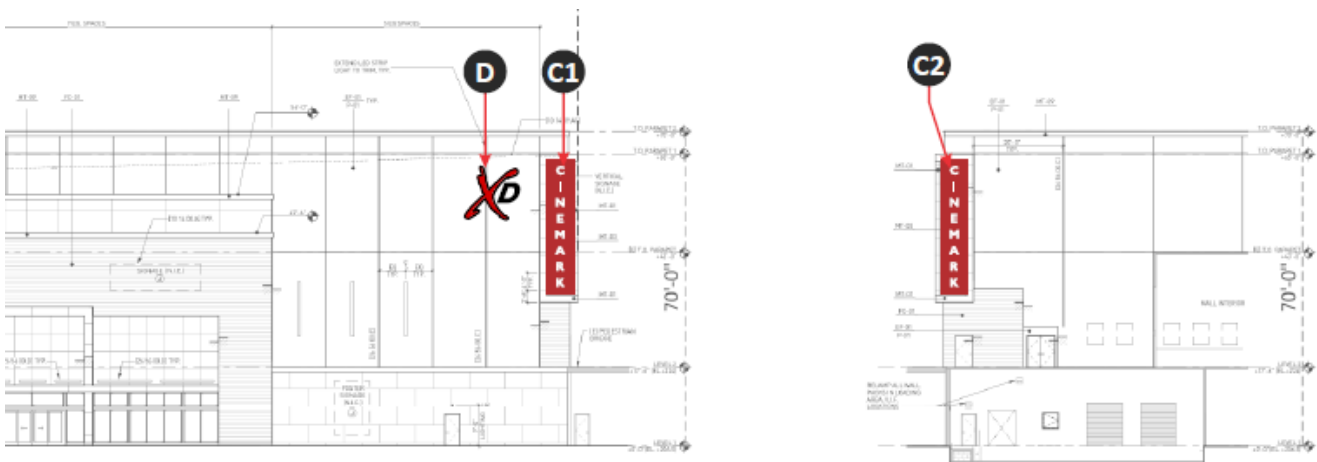


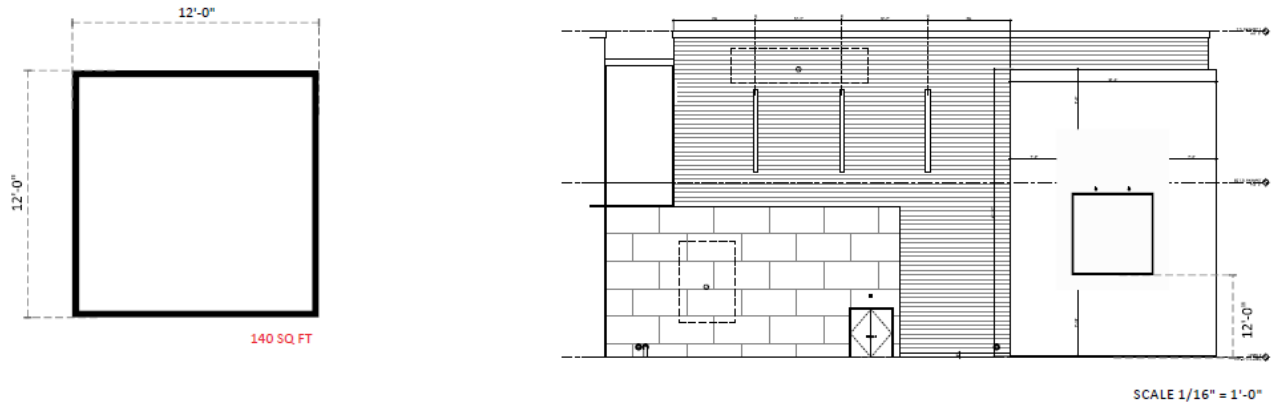
Figure 2: Vertical and XD Sign



Illuminated Banner Sign

The sign package proposes an externally illuminated banner sign along the north elevation. It includes a black banner grip stretch frame, which will allow for interchangeable, vinyl banners with digitally printed graphics to be displayed. The banner sign is an approximately 12-foot by 12-foot square (140 square feet) and will display banners to support the movie theatre use. The proposed banner will bring visual interest to the north elevation, which is also visible from Highway 65, while remaining in scale for the internal users of the site.

Figure 3: Illuminated Banner Sign



Ring Road Directional Sign

The request also includes updating the existing Ring Road Directional Signs. The face of these signs are brushed aluminum with black text, and no changes to the overall design of the signs are proposed. The proposed change would remove Sears and add the identification for Cinemark. Updates to six (6) wayfinding signs are proposed as part of the sign package.

Figure 4: Ring Road Directional Sign Example (Before and After)



Parking Garage Sign

The project proposes to replace the Sears sign on the parking garage with a new Cinemark sign. As proposed, the parking garage sign will be approximately 92.32 square feet, with face lit channel letters.

The proposed sign will display the Cinemark logo is in scale with the parking garage. The project does not propose to place a Cinemark sign on the west elevation of the parking garage, where a Sears sign was previously located.

Figure 5: Parking Garage Sign (Before and After)



PUBLIC OUTREACH

The proposed project was distributed to the various agencies and departments which have requested notice of City applications, and all comments were considered and incorporated into the Conditions of Approval, as appropriate. Notice of the application was also distributed to the Roseville Coalition of Neighborhood Associations. No comments were received. A public notice of the Planning Commission hearing was published on September 25, 2020, and was distributed to all property owners within 300 feet of the project site. To date, no comments have been received.

CONCLUSION

The Planning Division 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 revisions and additional signage 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

The project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15311(a), which exempts the construction of on-premises signs, and pursuant to Section 205 of the City of Roseville CEQA Implementing Procedures.

RECOMMENDATION

The Planning Division recommends the Planning Commission take the following actions:

- A. Adopt the findings of fact as stated in the staff report and approve the **REGIONAL MALL MASTER SIGN PERMIT MODIFICATION – 1151 GALLERIA BL. STE. 200 –NCRSP PARCEL 35 – CINEMARK SIGNS** – PL subject to 2 (two) conditions of approval.

CONDITIONS OF APPROVAL FOR REGIONAL MALL MASTER SIGN PERMIT MODIFICATION

PL20-0100

1. The RMMSP 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, Building)

Exhibits

- A. Sign Locations
- B. Wall Signs
- C. Banner Sign
- D. Ring Road Directional Signs
- E. Parking Garage Sign

Note to Applicant and/or Developer: Please contact the Planning Division 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 Manager at, or prior to, the public hearing.