

ITEM 5.2: **CONDITIONAL USE PERMIT MODIFICATION – 400 AUTOMALL – NERSP PCL 13A – ROSEVILLE AUTOMALL MASTER USE PERMIT MODIFICATION – FILE # PL25-0408**

REQUEST

The applicant proposes to amend the Roseville Automall Master Use Permit to allow building facade signs with a maximum height limitation of forty-eight inches (48").

Applicant/Property Owner – Damon Eberhart, Roseville Automall Association

SUMMARY RECOMMENDATION

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

1. Adopt the two (2) findings of fact and approve the Conditional Use Permit Modification subject to one (1) condition of approval.

SUMMARY OF OUTSTANDING ISSUES

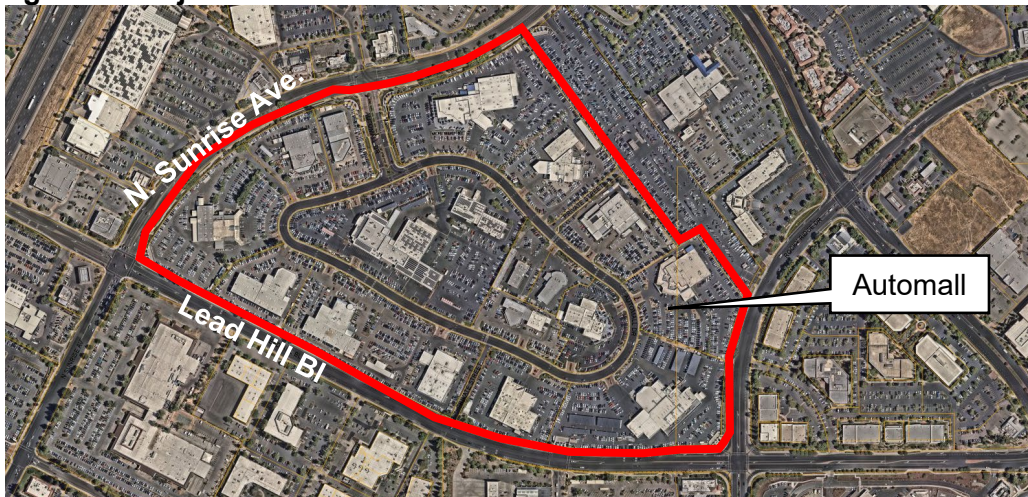
There are no outstanding issues associated with this request. The applicant has reviewed and is in agreement with all recommended conditions of approval.

BACKGROUND

The Project Review Commission (PRC) approved the original Automall Master Use Permit (MUP) on March 16, 1989. Article 4 of the MUP includes the Signage Design Guidelines. As stated in the MUP, any change to the Signage Design Guidelines shall require modification of the MUP.

The current request is for a Conditional Use Permit Modification to allow a modification to the Signage Design Guidelines. The request is to allow building wall signs of forty-eight (48) inches maximum height, whereas the current maximum height allowed in the guidelines is thirty-six (36) inches.

Figure 1: Project Location



CONDITIONAL USE PERMIT MODIFICATION EVALUATION

Section 19.78.060(J) of the Zoning Ordinance requires that two findings be made in order to approve a Conditional Use Permit Modification. The required findings are listed below in ***italicized bold print*** and are followed by an evaluation.

1. The proposed modification is substantially consistent with the intent of the original approval.

The objectives of the Automall signage program are to provide an integrated system of on-site and off-site signs that combine high marketing effectiveness with integrated, tasteful design compatible with the overall signage guidelines of the City of Roseville and Olympus Pointe development. The signage guidelines in the MUP include ten design goals. Many of the design goals are related to the other types of signage within the development including signs that lead to the Automall from exterior streets and monument signage within the development. The current request relates only to wall signage within the the Automall property. The design goals relevant to wall signage are listed below:

Provide for compatibility with applicable City ordinances and rules regarding signage, including and variances granted the Automall, any owner, or any dealership.

Minimize the potential for future uncertainty or dispute regarding application or interpretation of the applicable ordinances, rules and design standards or guidelines.

The request to increase the allowed wall signage from 36” maximum height to 48” maximum height is consistent with the City Sign Ordinance as the City ordinance does not specify any maximum sign height requirements. The City Sign Ordinance does include a requirement that any wall sign “shall not exceed two-thirds of the height of the area to which the sign is attached and must be centrally positioned.” This requirement will remain applicable to Automall signage and will ensure that any signage appear in scale with the building façade.

The request will minimize the potential for future disputes, as it will reduce the needs for individual sign exceptions by allowing more flexibility in wall signage. A previous sign exception for Roseville Toyota was approved in 2014 (File #PL13-0272), which approved a 42” logo sign. Under the proposed amendment, that sign would no longer need an individual sign exception approval.

2. The proposed modification complies with all applicable standards and requirements of this title, with the applicable goals, policies and objectives set forth in the General Plan, the applicable Community Design Guidelines and the applicable specific plan.

The General Plan and Community Design Guidelines do not contain criteria related to signage. They instead rely on the City Sign Ordinance. The requested amendment is consistent with Sign Ordinance as discussed above.

The Northeast Roseville Specific Plan contains signage criteria for the Olympus Pointe master plan area. The Automall is within the Olympus Pointe development. The Olympus Pointe Signage Guidelines have a maximum height requirement of 48” for Building Mounted Retail Tenant Identification signage. The request is therefore consistent with the Olympus Pointe Signage Guidelines.

In addition, an overall sign height of 48” is consistent with other nearby automobile dealerships. Staff researched the sign heights of other dealerships on North Sunrise Av.

CONCLUSION

Based on the analysis contained in this staff report and as conditioned, staff finds that the proposed project is consistent with the findings needed to approve the Conditional Use Permit Modification and meets the

requirements of the General Plan, Northeast Roseville Specific Plan, Zoning Ordinance, and Community Design Guidelines; and therefore, the required findings to approve the entitlement can be made.

ENVIRONMENTAL DETERMINATION

The project is categorically exempt from provisions of the California Environmental Quality Act (CEQA) pursuant to Section 15311(a) (On-premise signs) and pursuant to Section 305 of the City of Roseville CEQA Implementing Procedures.

PUBLIC OUTREACH

The proposed project was distributed to all internal and external agencies and departments who have requested such notice, and all comments or recommended conditions of approval have been incorporated into the project, as appropriate. A notice of the public hearing was published in the Press Tribune on September 12, 2025 and a notice of the hearing was also distributed to all property owners within 300 feet of the site, and to the Roseville Coalition of Neighborhood Associations. To date, no comments have been received.

RECOMMENDATION

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

1. Adopt the three (2) findings of fact and approve the Conditional Use Permit Modification subject to one (1) condition of approval.

CONDITIONS OF APPROVAL FOR CONDITIONAL USE PERMIT MODIFICATION (FILE # PL25-0408)

1. The amendment is approved as shown in **Exhibit A**.

EXHIBIT

A. Automall Master Use Permit redlined

Note to Applicant and/or Developer: Please contact 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.