



## City of Rohnert Park Planning Commission Report

**DATE:** September 28, 2017

**ITEM NO:** 8.1

**SUBJECT:** PLSI17-0015 Sign Program for the Southwest Plaza Shopping Center

**LOCATION:** 93-121 Southwest Boulevard

**REQUEST:** Required Sign Program Approval

**APPLICANT:** Tom Jackson, Veale Investment Properties

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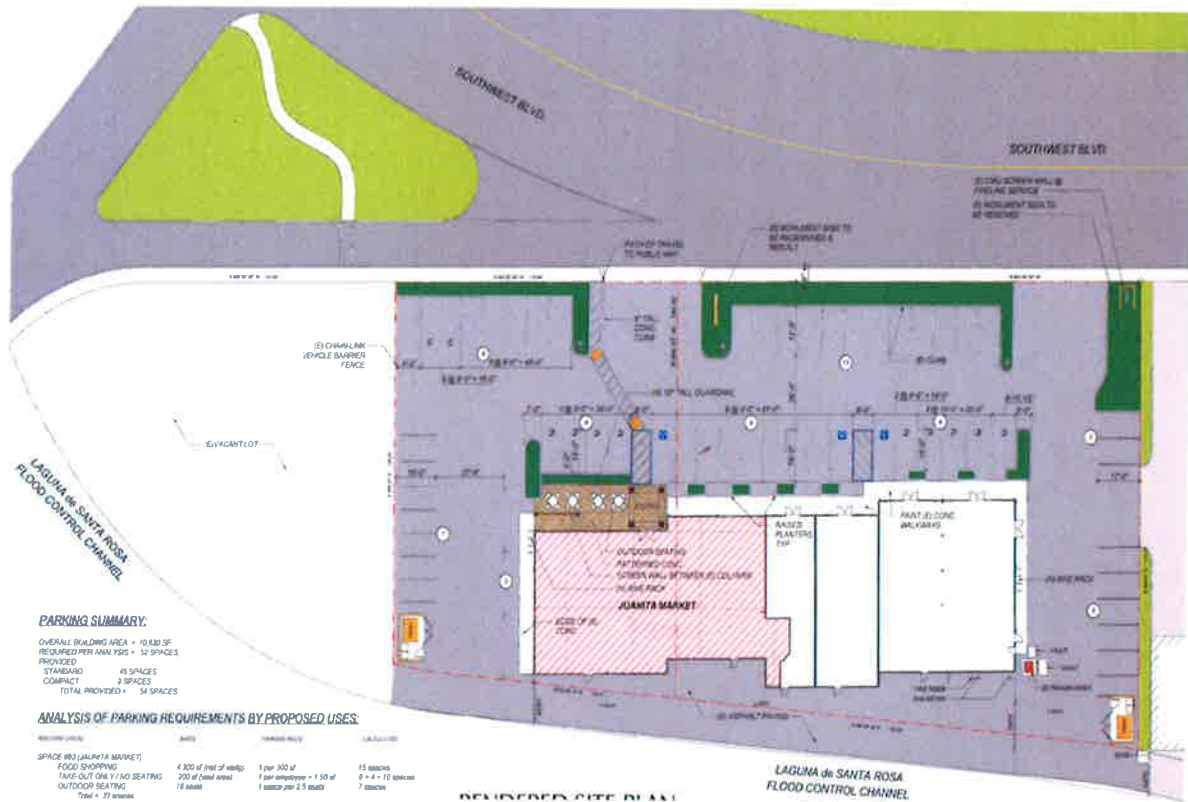
### **Recommendation**

Staff recommends that the Planning Commission adopt Resolution No. 2017-25 approving the sign program for Southwest Plaza Shopping Center.

### **Summary**

Southwest Plaza is located near the intersection of Commerce Boulevard and Southwest Boulevard. To the north of the shopping center across Southwest Boulevard are homes backing up to Southwest Boulevard with a masonry wall extending across the rear property line of the homes. To the east is an adjacent small shopping center. To the west is a small triangular piece of property zoned for commercial use. To the rear of the shopping center is a flood control channel. In 2014, the shopping center owner received Site Plan and Architectural Review for façade and other improvements to the shopping. These improvements have been completed. The owner of the shopping center is now proposing a Sign Program for building wall signs and a monument sign on the Southwest Boulevard frontage. Under the Section of the Zoning Ordinance regarding signs, any center with more than three (3) tenant spaces needs a Sign Program approved by the Planning Commission.

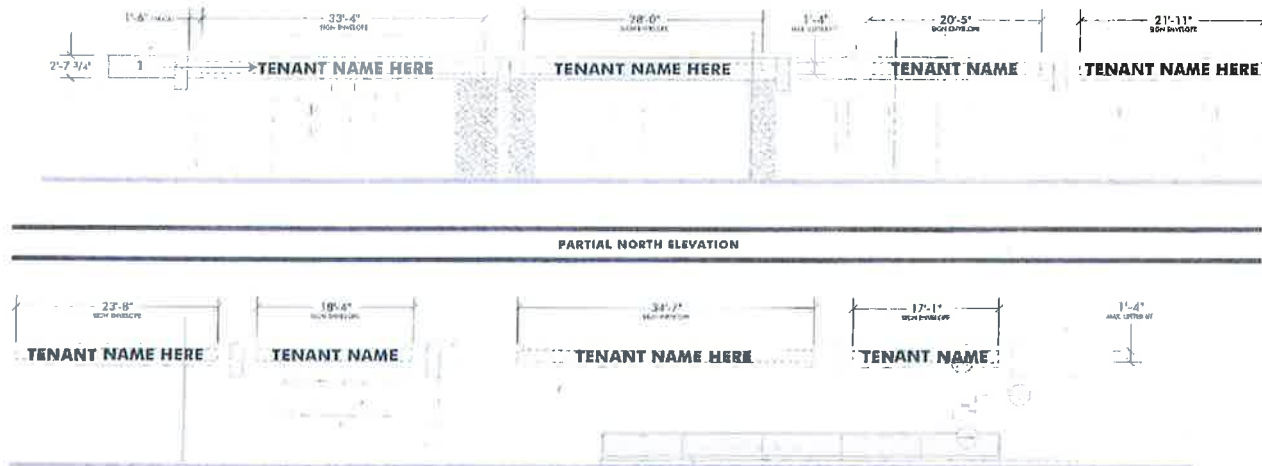
## Project Site



## Project Details

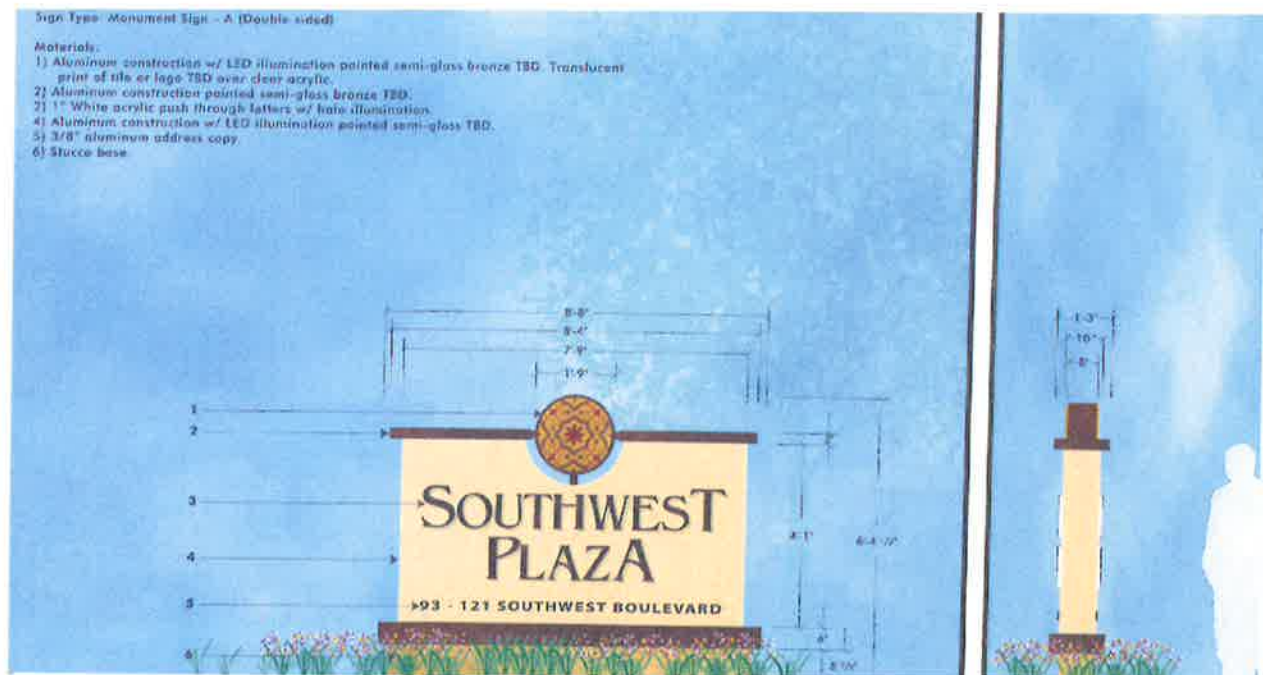
**Wall Signs-** Each tenant in the building would be allowed one wall identity sign listing the business name. The sign would be located on the front building wall centered over the tenant space (See Exhibits B & C). It would consist of 16 inch high pan channel letters internally illuminated with LED sighting (See Exhibit A). The font style and color of the letters would be up to the discretion of the tenant. The tenant sign may incorporate a logo but the logo could not exceed the 16 inch height. The length of the sign would be dependent on the length of the tenant business name. The letters would have an acrylic face and a 3 inch black aluminum return (Exhibit D).

## Proposed Wall Signs

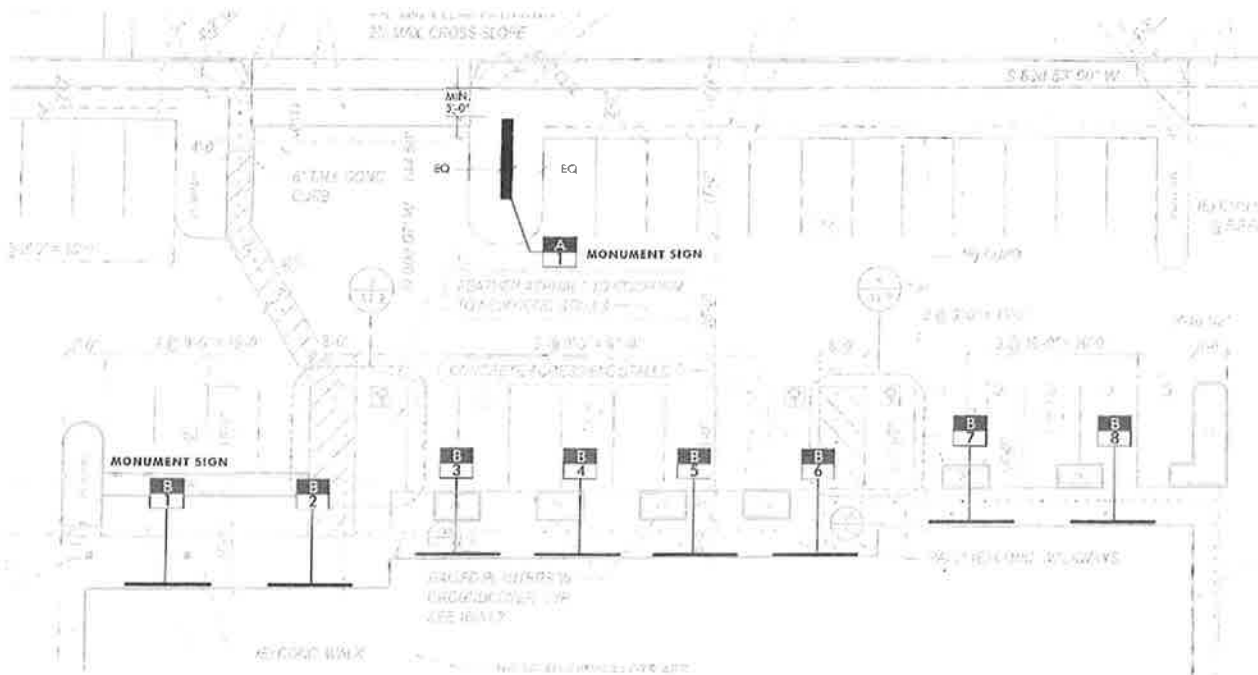


**Monument Sign-** The proposed monument sign is approximately five (5) feet high and eight (8) feet wide. The sign will have a stucco base, aluminum painted face and acrylic letters with halo illumination (Exhibit E). The sign will be located in an existing planter easterly of the main driveway to the property set back five (5) feet from the inside edge of the sidewalk (Exhibit B). There is an older monument sign at that location that will be removed. There is also an illegal monument sign adjacent to the easterly driveway to the property that will have to be removed since the property can only have a single monument sign.

## Monument Sign



## Site Plan Showing Sign Locations



### **Staff Analysis**

The Sign Program is to assure that signage on the buildings is in conformance with the provisions of the Zoning Ordinance in particular the provisions regulating the design, illumination, location, materials, number size and type of signs. The proposed wall signs are modest compared to the size of the building and the property frontage. The signs are consistent with the wall signs on the building plans when the Site Plan and Architectural Review for the center upgrade was approved by the Planning Commission in 2014. The 4 foot by 8 foot monument sign is an attractively designed structure that only includes the name of the shopping center building. Lighting of the sign faces and the sign structure will result in an attractive sign during the evening hours. The two existing unattractive monument signs on the property will be removed improving the appearance of the shopping center from Southwest Boulevard.

### **Environmental Determination**

The proposed Sign program is categorically exempt from the requirements of the California Environmental Quality Act (CEQA) under Article 19 Categorical Exemptions Section 15311 Accessory Structures Class II (a) On-Premises signs. No further action is required pertaining to environmental review.

### **Public Notification**

Public notification is not required for a Sign Program.

### Staff Recommendation

Based on the analysis of this report and the attached resolution, Staff recommends that the Planning Commission, by motion, adopt Resolution No. 2017-25 approving a Sign Program for Southwest Plaza at 93 to 121 Southwest Boulevard, subject to the Conditions of Approval.

#### Attachments:

Resolution No. 2017-25  
Exhibit A Sign Criteria  
Exhibit B Site Plan Indicating Wall and Monument Sign Locations  
Exhibit C Tenant Wall Signs  
Exhibit D Day Wall Sign Details  
Exhibit E Details of the Monument Sign

#### APPROVALS:

N. Weisbrod / SA  
Norman Weisbrod, Technical Advisor  
J. Beiswenger / SA  
Jeff Beiswenger, Planning Manager

10.6.17  
Date  
10.6.17  
Date

**PLANNING COMMISSION RESOLUTION NO. 2017-25**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE  
CITY OF ROHNERT PARK, CALIFORNIA, APPROVING A SIGN PROGRAM FOR  
SOUTHWEST PLAZA SHOPPING CENTER**

**WHEREAS**, the applicant, Tom Jackson, filed Planning Application No. PLSI17-0015 for a Master Sign Program for the property located at 93-121 Southwest Boulevard, in accordance with the City of Rohnert Park Municipal Code;

**WHEREAS**, Planning Application No. PLSI17-0015 was processed in the time and manner prescribed by State and local law;

**WHEREAS**, on October 12, 2017, the Planning Commission reviewed Planning Application No. PLSI17-0015 at which time interested persons had an opportunity to testify either in support of or opposition to the project; and,

**WHEREAS**, at the October 12, 2017, Planning Commission meeting, upon considering all testimony and arguments, if any, of all persons desiring to be heard, the Planning Commission considered all the facts relating to Planning Application No. PLSI17-0015;

**NOW, THEREFORE, THE PLANNING COMMISSION OF THE CITY OF  
ROHNERT PARK DOES RESOLVE, DETERMINE AND ORDER AS FOLLOWS:**

**Section 1.** That the above recitations are true and correct.

**Section 2. Factors considered.** The Planning Commission, in approving Planning Application No. PLSI17-0015 makes the following factors, to wit:

- A. That the proposed location of the use is in accordance with the objectives of the zoning ordinance and the purposes of the district in which the sign is located.*

Criteria Satisfied. On April 24, 2014, the Planning Commission approved Site Plan and Architectural Review for the façade and site renovation of the shopping center. The approved plans included new wall signs for the tenants and a monument sign for the shopping center. The proposed Sign Program reflects the improvements to the shopping center signage that was discussed at the April 24, 2014 Planning Commission meeting.

- B. That the proposed location of the sign(s) and the conditions under which the sign(s) would be operated and maintained will not be detrimental to the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity.*

Criteria Satisfied. The proposed wall signs are just over 2 ½ feet in height and extend almost the entire frontage of the tenant space. However, it is unlikely that a tenant would use all of that space. The 5 foot by 8 foot monument sign is very modest in size compared to the size of the building and the site frontage. The materials used in the

monument sign are compatible with shopping center building materials. The signs will clearly direct customers to the various business locations on the site.

**Section 3. Environmental Clearance.** The project is categorically exempt from the California Environmental Quality Act (CEQA), Article 19, Section 15311 accessory structures on-premises signs.

**NOW THEREFORE BE IT RESOLVED**, that the Planning Commission does hereby approve Planning Application No. PLSI17-0015 subject to the following conditions:

1. The Sign Program approval shall expire one year from the Planning Commission approval date, unless prior to the expiration a building permit is issued and construction is commenced and diligently pursued toward completion and the use is initiated, or an extension is requested and approved.
2. The facility shall comply with any and all applicable provisions of the Rohnert Park Municipal Code and any state or federal agency requirements.
3. Prior to the installation of any signs, the applicant shall submit and receive approval of a Sign Review application.
4. The signs shall conform to Exhibits A through E attached.
5. The two (2) existing monument signs shall be removed.
6. Any damage landscaping resulting from the installation of the new monument sign shall be replaced.
7. Prior to installation of the signs required building permits shall be obtained.

**BE IT FURTHER RESOLVED** that said action shall not be deemed final until the appeal period has expired and that the appeal period shall be ten (10) working days from the date of said action. No building permits shall be issued until the appeal period has expired, providing there are no appeals.

**DULY AND REGULARLY ADOPTED** on this 12th day of October, 2017 by the City of Rohnert Park Planning Commission by the following vote:

AYES: \_\_\_\_\_ NOES: \_\_\_\_\_ ABSENT: \_\_\_\_\_ ABSTAIN: \_\_\_\_\_

ADAMS \_\_\_\_\_ BLANQUIE \_\_\_\_\_ BORBA \_\_\_\_\_ GIUDICE \_\_\_\_\_ HAYDON \_\_\_\_\_

\_\_\_\_\_  
Susan Haydon, Chairperson, Rohnert Park Planning Commission

Attest: \_\_\_\_\_  
Susan Azevedo, Recording Secretary

## PROJECT ID

One internally illuminated double-side monument sign with LED illumination source. Aluminum (opaque) routed out faces with push-thru opaque-faced letters provide a subtle halo lighting effect.

## TENANT ID

Each tenant to be allowed one identity sign listing business name only, located and constructed according to the following criteria:

- All letters are to be 16" max. height pan channel letters internally illuminated with LEDs;
- All signs are to be individual letters mounted directly on soffit wall; no cabinets, raceways or exposed conduits will be allowed;
- All letters to utilize 3" deep black returns with black trim cap;
- Font style and face color to be at tenant's discretion;
- Logos may be incorporated into tenant's sign (16" max.) for design enhancement only and must also be centered vertically on the soffit; no "logo units" may be utilized for the purpose of extending sign copy;
- All signs are to be centered between the projections that occur at the building soffit, with a min. of 18" space between the tenant's sign and the projection or any other sign;
- All signs are to be located in the space closest to the tenant's primary entry; no signs will be allowed to be split by the building's projections;
- All signs are to be centered vertically on the soffit; should lower case letters be utilized in a tenant's design, the capital letters are to be used for vertical positioning;
- All signs are to utilize UL-approved materials and be maintained in like-new condition; should a tenant vacate the premises at any time, they will remove their sign and repair or replace the soffit in a like-new condition;
- The property owner reserves the right to approve all signs prior to tenant's application for required sign approvals and building permit with the City of Rohnert Park.



## SIGN CRITERIA

JUNE 26, 2017



2277 Chancery Court  
Santa Rosa, California 95403  
707-526-1908  
CA Lic. 856249

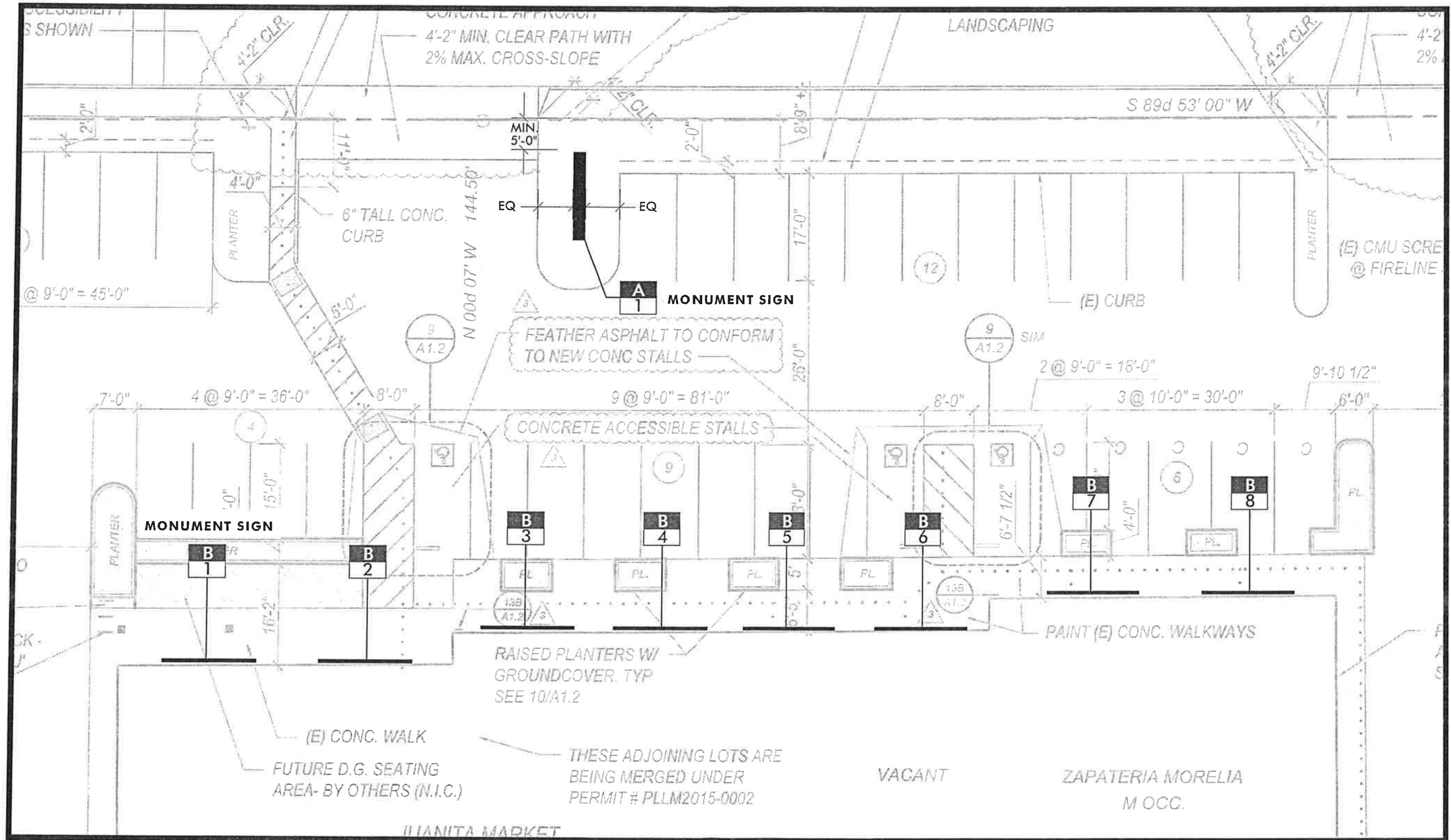
EXHIBIT A

RECEIVED

SEP 05 2017

CITY OF ROHNERT PARK





SITE PLAN

NOTE: one wall sign per tenant placed between wall projections closest to primary entry to tenant space.

# EXHIBIT B



PROJECT **SOUTHWEST PLAZA**  
93 SOUTHWEST BOULEVARD  
ROHNERT PARK, CALIFORNIA

PHASE  
☐ PLANNING  
☒ CONCEPTUAL  
☐ DESIGN DEVELOPMENT  
☐ DESIGN INTENT

REVISIONS 06.26.17

TITLE **SIGN LOCATIONS**

SCALE 3"=1'-0"

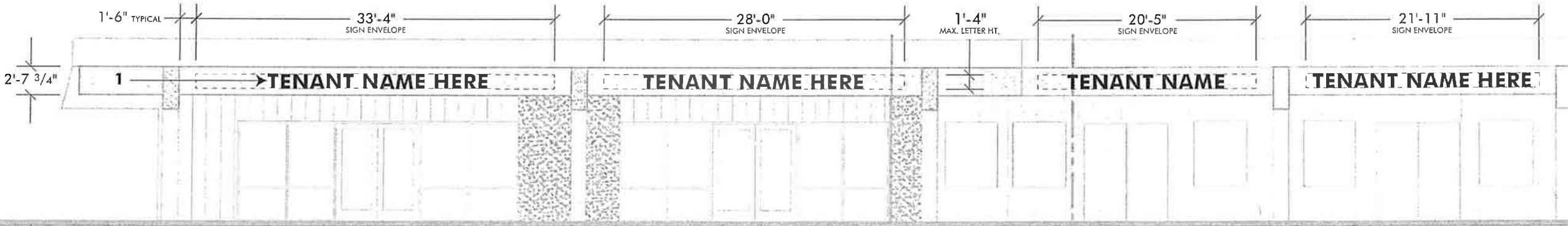
PAGE **3.0**

Sign Type: Tenant Letters - B (Single sided)

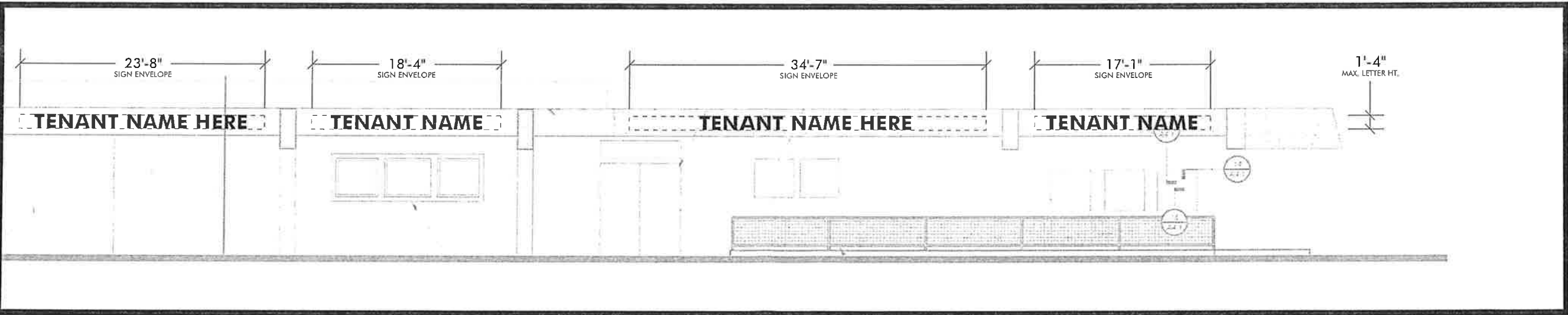
Materials:

1) Channel letters w/ 3" black trim cap and returns. Font and face colors at tenant's discretion.

**NOTE: Tenant signs will be centered in the recessed space closest to the primary entry with a minimum of 18" at each end of the projections from the wall.**



PARTIAL NORTH ELEVATION



PARTIAL NORTH ELEVATION



PROJECT  
**SOUTHWEST PLAZA**  
93 SOUTHWEST BOULEVARD  
ROHNERT PARK, CALIFORNIA

PHASE  
☐ PLANNING  
☒ CONCEPTUAL  
☐ DESIGN DEVELOPMENT  
☐ DESIGN INTENT

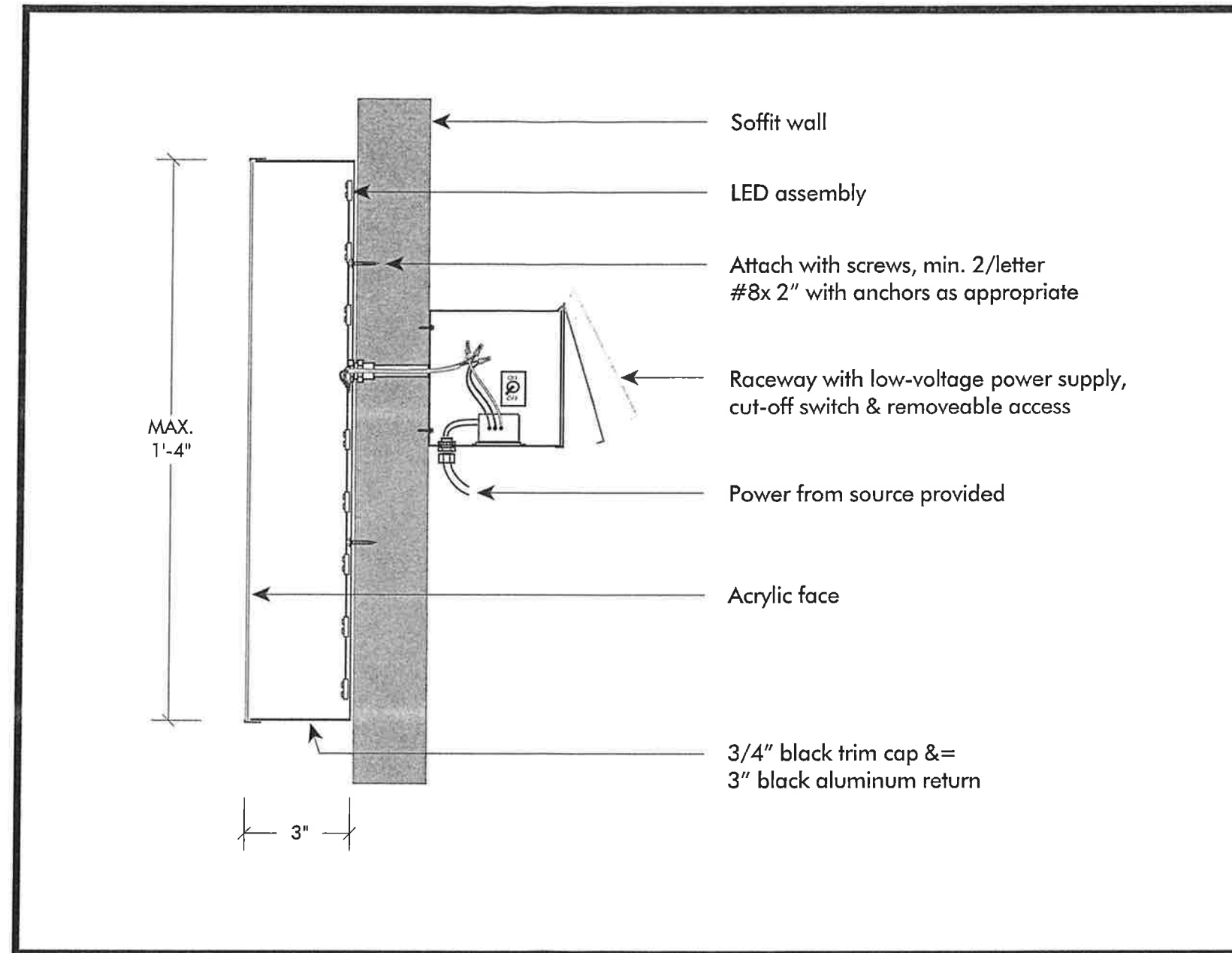
REVISIONS  
06.26.17

TITLE  
**TENANT SIGNS**

**EXHIBIT C**

SCALE  
3/32" = 1'-0"

PAGE  
**2.0**



PROJECT **SOUTHWEST PLAZA**  
93 SOUTHWEST BOULEVARD  
ROHNERT PARK, CALIFORNIA

PHASE  
☐ PLANNING  
☒ CONCEPTUAL  
☐ DESIGN DEVELOPMENT  
☐ DESIGN INTENT

REVISIONS 06.26.17

TITLE **TENANT SIGNS  
CONSTRUCTION DETAIL**

SCALE 3" = 1'-0"

PAGE **2.1**

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**EXHIBIT D**

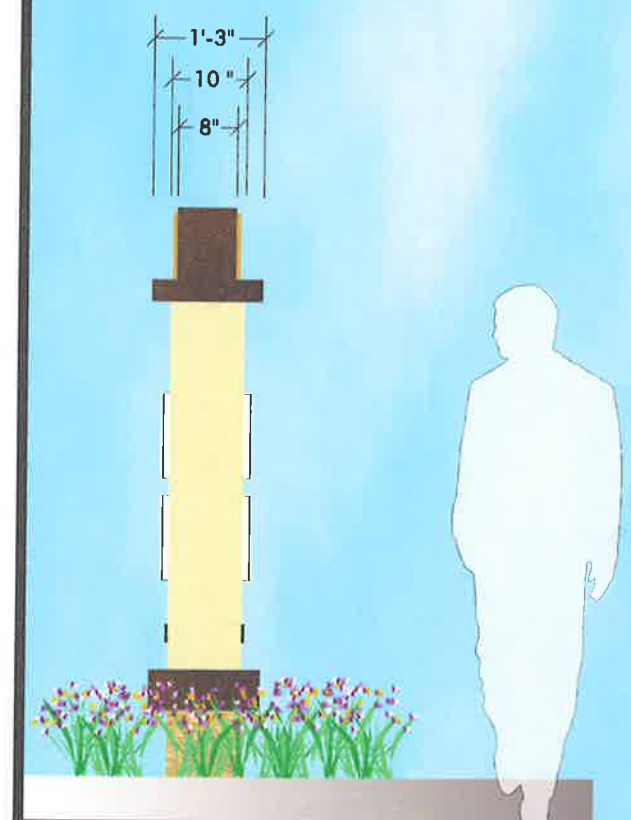
Sign Type: Monument Sign - A (Double sided)

Materials:

- 1) Aluminum construction w/ LED illumination painted semi-gloss bronze TBD. Translucent print of tile or logo TBD over clear acrylic.
- 2) Aluminum construction painted semi-gloss bronze TBD.
- 3) 1" White acrylic push through letters w/ halo illumination.
- 4) Aluminum construction w/ LED illumination painted semi-gloss TBD.
- 5) 3/8" aluminum address copy.
- 6) Stucco base.



FRONT VIEW



END VIEW



PROJECT **SOUTHWEST PLAZA**  
93 SOUTHWEST BOULEVARD  
ROHNERT PARK, CALIFORNIA

PHASE  
☐ PLANNING  
☒ CONCEPTUAL  
☐ DESIGN DEVELOPMENT  
☐ DESIGN INTENT

REVISIONS 06.26.17

TITLE **MONUMENT SIGN  
OPTION B**

EXHIBIT E

SCALE 1/2" = 1'-0"

PAGE 1.1