



City of Rohnert Park
Planning Commission Report

DATE: February 9, 2017

ITEM No: 8.2

SUBJECT: PLUP2017-0001, Conditional Use Permit for Digital Message Center Sign

LOCATION: 5401 Snyder Lane,

APPLICANT: City of Rohnert Park

ACTION: Conditional Use Permit: Approve Resolution No. 2017-06 Approving a Conditional Use Permit to Allow an Electronic LED Message Center Sign on the Community Center Complex property at the southwest corner of Rohnert Park Expressway and Snyder Lane.

Background

On April 23, 2013, the City Council adopted a resolution authorizing and approving the Digital Billboard Lease Agreement (Lease) by and between the City and Veale Outdoor Advertising (Veale), for the financing, installation, operation, and maintenance of the City's digital billboard adjacent to the Highway 101 freeway sign. The Lease also included provisions to have Veale replace the manual (non-digital) message board at the Community Center Complex with a digital billboard sign. The construction and installation of the digital Community Center sign was to be at no cost to the City. Furthermore, the City was to receive the exclusive use of thirty-five percent (35%) of all advertising time in order to promote events and announcements that the City determined best to serve the needs of the City and its residents.

Upon adoption of the Lease, City Council directed staff to explore sign alternatives, but indicated that the sign should no longer be used for commercial advertising. Veale agreed to relinquish rights and responsibility of the Community Center sign, and make a payment of \$50,000 to the City for construction and installation. The City would have exclusive use of the new Community Center sign and would be responsible for its construction, operation, and maintenance.

Staff returned to the City Council on October 13, 2015 seeking direction on possible sign alternatives at the Community Center Complex. The options ranged from a small, single-faced

digital sign that would display up to two lines of text and no graphics to a double sided, V-shaped digital sign with capacity to display text, photos and graphics. The costs ranged from no additional cost to the City (cost fit within Veale's \$50,000 credit) to an estimated \$77,000 net City cost. The City Council directed staff to design and install a dual-faced (V-shaped) digital reader board with at least two lines of text that could be purchased within the \$50,000 credit from Veale. City Council selected this sign style as it fit within the budget and has minimal operation and maintenance costs.

On July 12, 2016, the City Council adopted a resolution to execute a First Amendment to the Lease with Veale. Included in this First Amendment was an increase in the payment from Veale from \$50,000 to \$65,000 for the construction and installation of the Community Center sign. The First Amendment also relieved Veale of any additional responsibility for the Community Center sign and prohibited the City from using the sign to engage in commercial advertising.

On August 22, 2016 public works staff held a public meeting to discuss the proposed sign project with residents. Five residents attended and voiced concerns about brightness and the potential of the sign to distract drivers. Residents indicated they would not have an issue with a sign displaying text only. Staff considered those comments and reviewed research on distracted driving that indicated while videos, animations, or rapidly changing pictures could cause a distraction, static images would not.

Staff advertised the project for construction and entered into an agreement with YESCO, LLC for the construction and installation of the sign. YESCO has since provided the City with a new sign option that was not available when City Council first considered the sign choices. The sign proposed by YESCO LLC fits within the new amount provided by Veale and is of better quality than the type of sign previously presented to the City Council. On November 22, 2016 City Council selected the design proposed by applicant in this application.

Zoning and Surrounding Use

The property is part of the Community Center Complex at the corner of Rohnert Park Expressway and Snyder Lane.

Figure A. Sign Location



The property is zoned Public Institutional. The property to the north is Sunrise Park which is also zoned Public Institutional. Diagonally to the northeast are a number of properties that are zoned Office Commercial. The only immediately adjacent residential properties that could be impacted by this project are the homes on “J Section” on Jasmine Court. These homes are zoned Low Density Residential and back up to the Rohnert Park Expressway and Snyder Lane intersection.

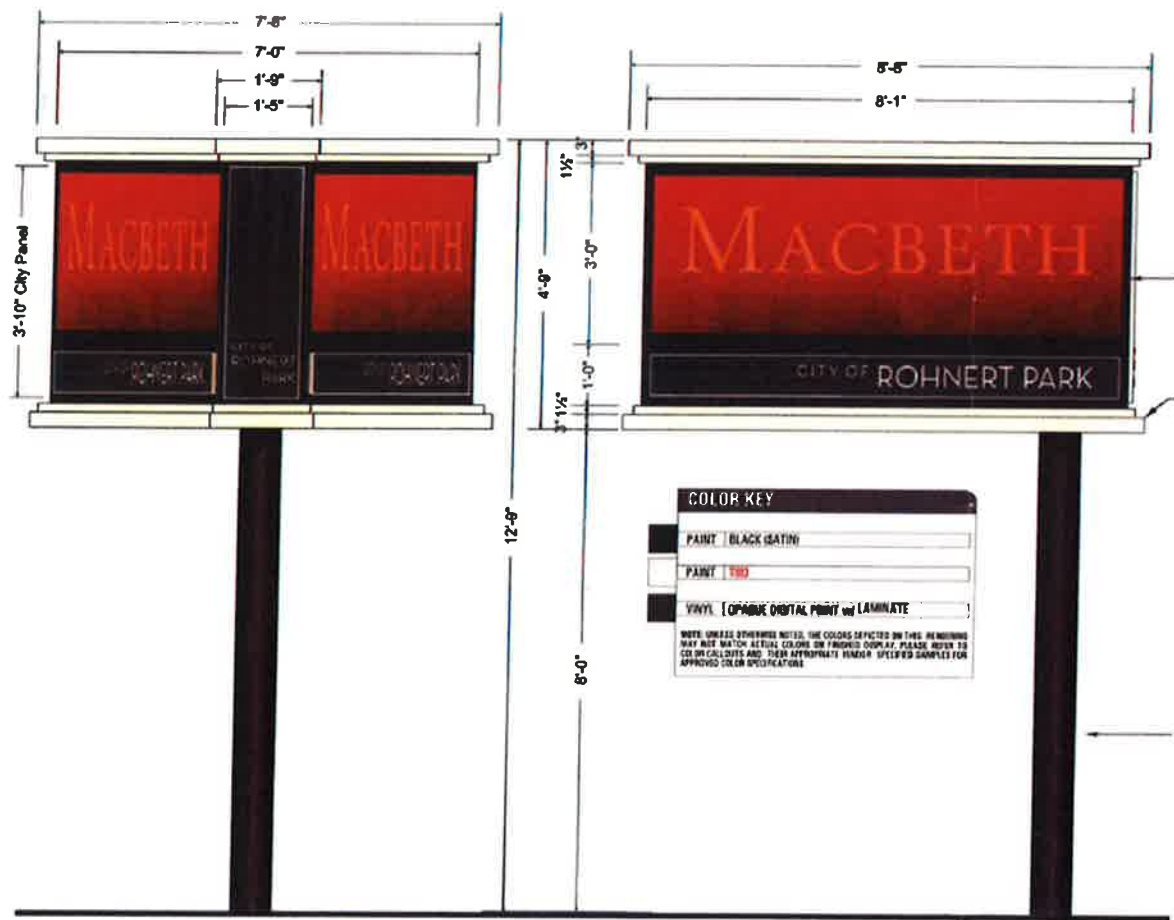
Under Zoning Ordinance Section 17.27.100.C. Special Sign Types Requirements, electronic message centers are permitted by a Conditional Use permit on publicly owned property adjacent to a major arterial or highway.

Applicant’s Proposal

Sign Details

The new sign option is a dual-faced (V shaped), full color, LED display sign with the capacity for graphic animation (similar to the Highway 101 sign). The sign will be programmed to display text and static images only. The cost of the new sign would be \$49,882.22, well within the available \$65,000 of funding from Veale.

Figure B. Proposed Sign Design



The existing Community Center sign will be replaced with a new two-side digital sign. The new sign will have a total height 12 feet 9 inches. The sign cabinet would measure 4 feet 9 inches (height) by 8 feet 8 inches (width). This is a standard industry size. In addition to the main sign face, there would be a 2 feet 7 inch (height) by 7 feet 9 inch (width) interior illuminated panel on each face with the name City of Rohnert Park below.

The digital billboard would be equipped with a light sensor that automatically adjusts the brightness of the sign as the ambient light changes, night or day. Display times for each image or message will be relatively long (3-5 minutes). The sign will be continuously monitored by technicians so they can determine when a problem occurs allowing for prompt repair of the problem. The sign will be programmed to shut down automatically at night (for example from 10 p.m. to 6 a.m.).

Sign Copy

The City is working to create a new Community Center sign policy to govern this sign. Commercial advertising will be prohibited. Likely advertising on the sign will be for community events sponsored by the City and local non-profits, productions at the Performing Arts Center, public safety alerts and announcements, public service announcements, and local public educational institution announcements. As indicated previously, sign copy will not flash or change rapidly, and no animations will be allowed – only text or images.

Staff Analysis

Sign Details

The proposed sign will replace the existing Community Center sign. The sign is attractively designed and is the design preferred by City Council. Staff does not believe that the sign will be overly distracting to drivers or residents of nearby properties. The dimming features, prohibition of videos or animations, and the nighttime automatic shutoff limit such concerns considerably.

Sign Intensity or Brightness

The Sections of the Zoning Ordinance regarding signs does not contain a standard with which to regulate sign intensity or brightness, but these limits can be established through the CUP process. The sign will be equipped with a light sensor that automatically adjusts the brightness as the ambient light changes night and day. On overcast or poor weather days, the sign would automatically adjust to the ambient light level. The sign will be programmed to automatically turn off during overnight hours.

CEQA

Signs such as this are categorically exempt under the California Environmental Quality Act. Gov. Code §15311. Accessory Structures, includes on premise signs as being exempt from CEQA.

Findings

The recommended findings and conditions of approval for a conditional use permit for the proposed electronic sign are included in the attached resolution.

Public Notification

A public hearing notice has been published in the Community Voice and posted at the prescribed locations in Rohnert Park. Property owners within 300 feet of the project were mailed notices of the proposed application.

Staff Recommendation

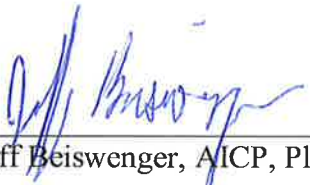
Based on the analysis and findings of this report and the attached resolution, Staff recommends that the Planning Commission, by motion, adopt Resolution No. 2017-06 approving the Conditional Use Permit to allow the installation of an electronic message center sign, subject to the conditions of approval.

Attachments:

Exhibit A – Site Plan Showing Sign Location

Exhibit B – Detailed Sign Elevation

APPROVALS:



Jeff Beiswenger, AICP, Planning Manager

2/3/17

Date



Zach Tusinger, Planner I

2/3/17

Date

PLANNING COMMISSION RESOLUTION NO. 2017-06

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF ROHNERT PARK, CALIFORNIA, FILE NO. PLUP17-0001: APPROVING A CONDITIONAL USE PERMIT TO ALLOW AN ELECTRONIC LED MESSAGE CENTER SIGN LOCATED AT 5401 SNYDER LANE (APN 143-330-070)

WHEREAS, the applicant, City of Rohnert Park has filed Planning Application No. PLUP17-0001 for a Conditional Use Permit approval to allow an electronic message center sign at the Rohnert Park Community Center at 5401 Snyder Lane (APN 143-330-070) in accordance with the City of Rohnert Park Municipal Code;

WHEREAS, Planning Application No. PLUP17-0001 was processed in the time and manner prescribed by State and local law;

WHEREAS, on February 9, 2017, the Planning Commission reviewed Planning Application No. PLUP17-0001 during a scheduled public meeting at which time interested persons had an opportunity to testify in support or opposition to the project;

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. Findings. The Planning Commission, in approving Planning Application No. PL2UP17-0001 makes the following findings:

1. *The proposed location of the conditional use is consistent with the objectives of the Zoning Ordinance and the purpose of the district in which the site is located.*

The proposed location is in the Public Institutional district which allows an electronic LED message center sign as a conditionally permitted use because the sign location is adjacent to a major arterial or highway. The applicant has applied for the required use permit. The purpose of the district is to provide community facilities. This sign will help advertise the events that occur at those facilities, as well as other pertinent community information.

2. *That the proposed location of the use and the conditions under which it would be operated or maintained will not be detrimental to the public health, safety, or welfare, or materially injurious to properties or improvements in the vicinity and that the operation and maintenance of the use will be compatible with the surrounding uses.*

The project will not have a negative effect on the public health, safety, or welfare or be materially injurious to properties or improvements in the vicinity due to features associated with this sign and its operation. The brightness of the sign will be regulated during the day time, no animations or flashing messages will be displayed, and the sign will cease to operate during overnight hours, in accordance with the sign policy to be drafted by Public Works. The

sign will benefit the public welfare by virtue of the ability to instantaneously display emergency messages to communicate important information to the public.

3. *The proposed use will comply with each of the applicable provisions of this title.*

The sign will be located on the subject property adjacent to a major arterial as provided for in the Zoning Ordinance. The applicant has applied for a Conditional Use Permit for the proposed electronic message center sign and the project will comply with all applicable Zoning Ordinance standards.

NOW THEREFORE BE IT RESOLVED, that the Planning Commission does hereby approve Planning Application No. PLUP17-0001 to allow an electronic message center sign, subject to the following conditions:

1. Conformance with Municipal Code and Other Agency Plans – All improvements shall comply with all applicable sections of the City of Rohnert Park Municipal Code and any other applicable relevant plans of affected agencies.
2. The applicant shall obtain all necessary permits and clearances from the Rohnert Park Building Department.
3. The project is approved as shown in Exhibits A-N, except as conditioned or modified below.
4. The maximum brightness level for the electronic reader board sign shall not exceed 0.3 foot candles over ambient light levels per Outdoor Advertising Association of America guidelines.
5. An automatic ambient light monitor shall be installed on the sign to automatically adjust the brightness level of the electronic sign based on the ambient light conditions to conform to the light levels in condition 4 above.
6. Upon submittal of a sign permit application, a statement shall be provided from a qualified lighting or sign consultant indicating that the sign has been designed to comply with the illumination standard identified in Condition 6. Within one week after the sign is activated, a qualified lighting consultant/electrical engineer shall measure the sign intensity at the sign face and confirm compliance with the lighting standard. Written verification of compliance shall be provided to the Development Services Department within one week following sign activation.
7. Changes of image shall be instantaneous as seen by the human eye and shall not use blinking, fading, rolling, shading, dissolving or similar effects as part of the change.
8. The “dwell time” for each message shall be a minimum of 1 minute.
9. No videos, moving images, scrolling displays, intermittent lights, or animations will be allowed.

10. The sign shall not be highlighted or illuminated with additional direct or indirect lighting, (e.g., floodlighting) other than the interior illuminated band saying "City of Rohnert Park".
11. All electrical service to the sign shall be placed underground and electrical service to the face of the sign shall be placed within the sign structure so as not to be visible from the exterior.
12. All electronic equipment to control the electronic digital message center sign shall be screened by the sign structure.

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 10 working days from the date of said action. No building permits shall be issued nor shall the use be initiated until the appeal period has expired, providing there are no appeals.

DULY AND REGULARLY ADOPTED on the 9th day of February, 2017, by the City of Rohnert Park Planning Commission by the following vote:

AYES: _____ NOES: _____ ABSENT: _____ ABSTAIN: _____

ADAMS _____ BLANQUIE _____ BORBA _____ GIUDICE _____ HAYDON _____

Chairperson Susan Haydon, Rohnert Park Planning Commission

Attest: _____
Susan Azevedo, Recording Secretary



4119 S. Market Court
Suite F / 10
Sacramento, CA 95834
(916) 419-8101

0620270

YOUNG

For info on abstracts, call 1-800-352-2663 or visit www.elsevier.com/locate/locate/locate

© 2015 by YESCO
All rights reserved

For more information, contact the author at carol@carolmccann.com.

THE UNIVERSITY OF CHICAGO PRESS

and the fact that the system is not a simple one, it is not possible to make a simple statement about the system.

of the following Domestic Code apply to this contract and order. See website page:

800-368-7766

6401 SWYDER LANE

ROSEMONT PARK, CA

Weather: 100%

100

IL Factor **07H6H2**

KA BA114114

KA
05/11/1916

D. No. 08/22/16

1

1

11

CUSTOMER	DATE
----------	------

NAME _____

100

1

100

ORDER NUMBER

noir blanc

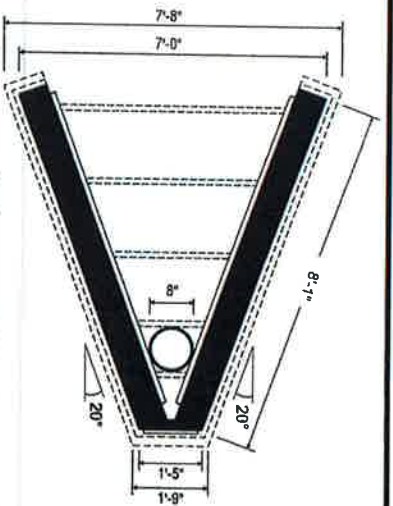
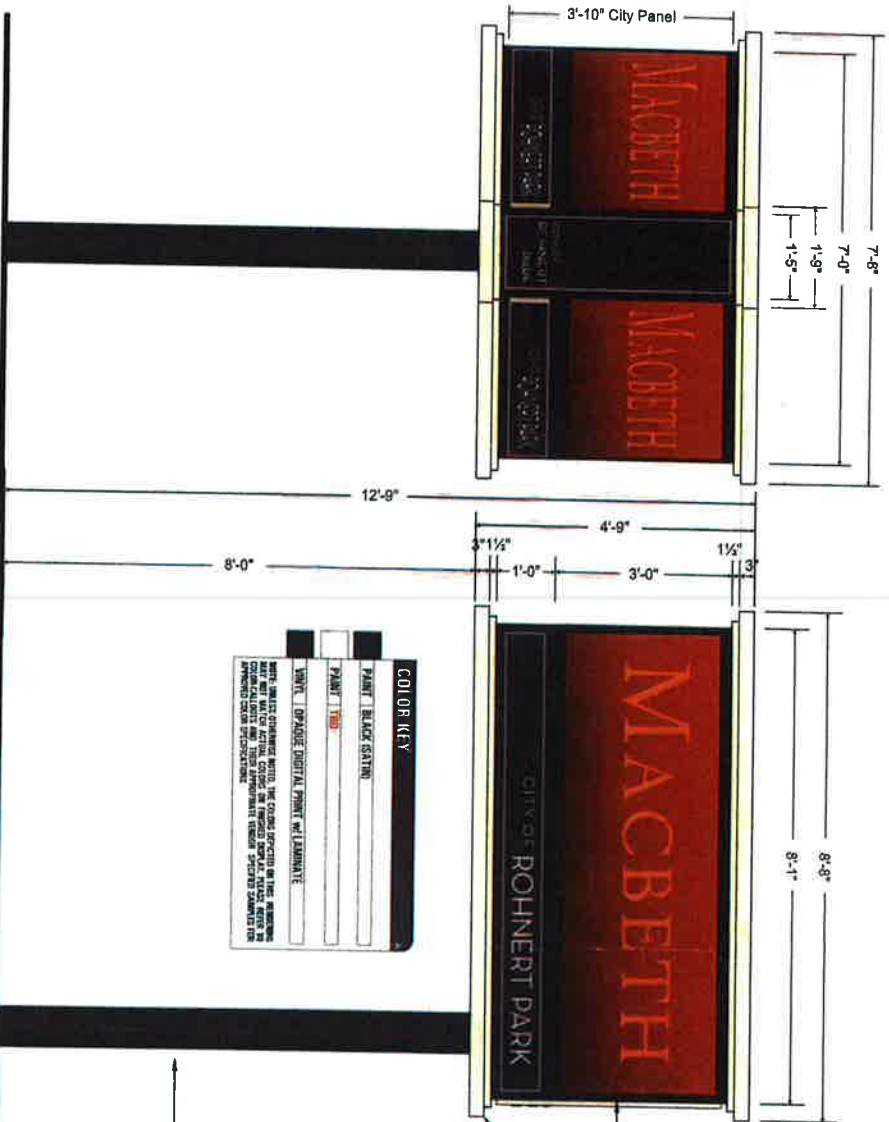
100

Page 1 of 1

1

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

STAMPED ENGINEERING DRAWING TO SUPERCEDE THIS DETAIL WHERE DISCREPANCIES OCCUR.



PLAN VIEW (SEE ENGINEERING FOR ACTUAL)
Scale: 3/8" = 1'-0"

FULL COLOR LED DISPLAY
"V"-Configuration for Better Viewing Angle

48 X 144 matrix
Cabinet: 2'-10.9" x 8'-0.8"
Active Area: 2'-7.2" x 7'-9.6"
TOP & BOTTOM CORNICE
Alum. over steel frame construction
Painted beige (smooth)

CITY PANEL (End)

One (1) Required
Non-Illuminated
Fabricated 1" deep aluminum panel
with printed vinyl graphics
Letters to be 1/2" thick flat cut-out

CITY PANEL (Bottom)

Two (2) Required
Non-Illuminated
Fabricated 1" deep aluminum panel
with printed vinyl graphics
Letters to be 1/2" thick flat cut-out

POLE

Exposed support pipe, painted
black semi-gloss finish

NOTE: (COLORS TO BE DETERMINED)
SEE ENGINEERING FOR FOOTING AND
STRUCTURAL DETAILS

SCALE: 1/2" = 1'-0"

SQUARE FOOTAGE: 32.3

1 NEW DOUBLE FACE PYLON SIGN WITH "V"-SHAPED FULL COLOR LED DISPLAY
QUANTITY: One (1), Manufacture and install

ELECTRICAL LOAD: MULTITAP
PRIMARY POWER TO BE PROVIDED BY CUSTOMER

YESCO
SACRAMENTO
BRANCH

4113 S. Market Court
Suite F/10
Sacramento, CA 95834
(916) 419-8101
CA CONTRACTOR LICENSE NO.
9008488

Notice to the Customer
The drawings were prepared by YESCO
and are the property of YESCO. They
are not to be used for any other
purpose without the written consent
of YESCO. YESCO is not responsible
for any errors or omissions in the
drawings.

© 2015 BY YESCO
All rights reserved

PROJECT: ROHNERT PARK, CA
DATE: 07/28/12
DESIGNED BY: B. Thibodeau
DRAWN BY: B. Thibodeau
CHECKED BY: B. Thibodeau
DATE: 07/28/12
SCALE: AS SHOWN
PROJECT NO.: 07/28/12
SHEET NO.: 07/28/12

APPROVAL
DATE: 07/28/12
BY: B. Thibodeau
DATE: 07/28/12
BY: B. Thibodeau
DATE: 07/28/12
BY: B. Thibodeau
DATE: 07/28/12

OWNER: DATE: 07/28/12
DATE: 07/28/12
DATE: 07/28/12
DATE: 07/28/12

566465 prod
ARCHITECT: DATE: 07/28/12

SHEET
1 of 1

GENERAL STRUCTURAL NOTES

DESIGN CRITERIA

1. BUILDING CODE: CBC 2013
2. DEAD LOAD: SIGN CABINETS <= 15 PSF
3. FRONT ELEVATION AREA (URBAN, SUBURBAN)
4. SEISMIC DESIGN CATEGORY = E, $S_s = 1.816$, $S_1 = 0.728$

STRUCTURAL STEEL

5. DESIGN AND FABRICATION ACCORDING TO AISC-360, 14TH EDITION
6. PIPE: (HSS ROUNDED) ASTM A53 GRADE B, FY = 42 KSI
7. STEEL TUBE (HSS): ASTM A500 GRADE B, FY = 46 KSI
8. ANGLE: ASTM A36, FY = 36 KSI
9. STEEL PLATE & ROD: ASTM A36
10. BOLTS: UP TO AND INCLUDING 1/2" = SAE GRADE 5
11. REINFORCING STEEL: ASTM #15, GRADE 60 (#4+) GRADE 40 (#3+)
12. DESIGN AND FABRICATION ACCORDING TO AWS D1.1, CURRENT EDITION.
13. E70XX ELECTRODES FOR SAW PROCESS
14. 3/8" MIN FILET WELD UNLESS OTHERWISE NOTED

FOUNDATION

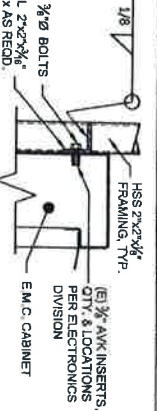
15. CONCRETE COMPRESSIVE STRENGTH, $f'_c = 2500$ PSI AT 28 DAYS MIN.
16. CONCRETE POURED AGAINST UNDISTURBED NATIVE SOILS
17. SOIL ALLOWABLE LATERAL BEARING CAPACITY = 100 PSF/FT

OTHER NOTES

18. SEE ART DRAWINGS FOR SIGN FINISHES, COLORS, AND LIGHTING SPECIFICATIONS
19. ALL STEEL IN CONTACT WITH ALUMINUM TO BE PRIMED AND PAINTED

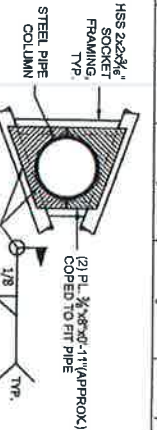
A E.M.C. ATTACH DETAIL

SCALE: 1-1/2" = 1'-0"



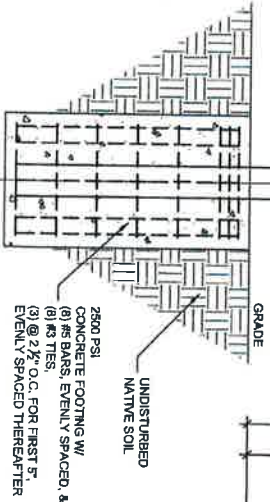
B TYP. POLE POCKET

SCALE: N.T.S.



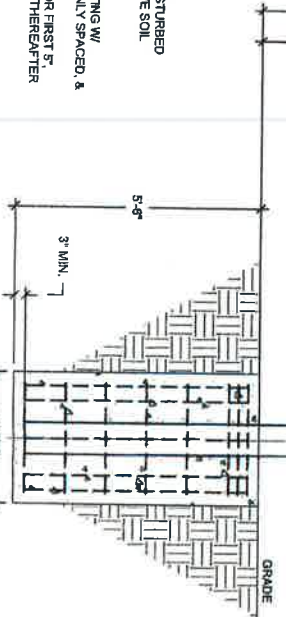
2 END VIEW

SCALE: 3/8" = 1'-0"



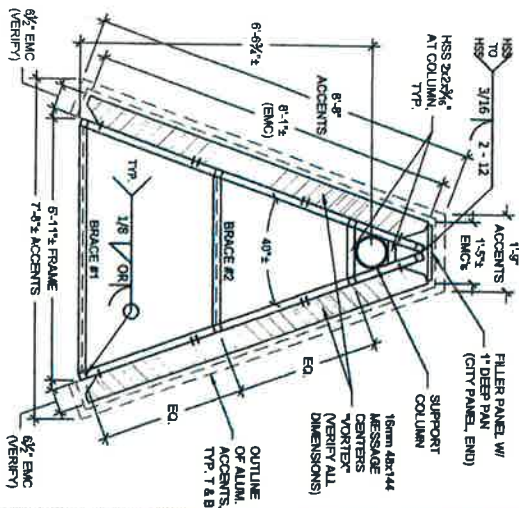
1 FACE ON VIEW

SCALE: 3/8" = 1'-0"



3 PLAN VIEW

SCALE: 3/8" = 1'-0"



ENGINEERING

1605 South Gramercy Rd.
Salt Lake City, UT 84104
(801) 487-5441

www.yesco.com

© 2014 YESCO LLC. All rights reserved.

Revisions

No.	Date	Description
1	8-23-15	



Drawn by: MARY W. B.L.
Checked by: B.L.

CITY OF
ROHNERT PARK

5401 SANDER LANE,
ROHNERT PARK, CA

Engineer: BEN JONES
Account Exec: SCOTT ZUPLET
Designer: JERRY ALCAANTARA

Date: 8-23-16

Project No.

566465

S-1

