

DESIGN COMMITTEE MEETING MARCH 20, 2008 MINUTES

Committee Members Present: Kim Hoskinson, Naaz Alikhan, Anna Robertson

Committee Members Absent:

Staff Present: Mike Isom, Senior Planner

Elisa Reynolds, Associate Planner

Michelle Sheidenberger, Deputy City Attorney

Bev Avery, Recording Secretary

CONSENT CALENDAR

Chair Hoskinson asked if anyone wished to remove any of the items from the Consent Calendar for discussion.

Chair Hoskinson asked for a motion to approve the CONSENT CALENDAR as listed below:

II-A MINUTES OF FEBRUARY 21, 2008

MOTION

Naaz Alikhan made the motion, which was seconded by Anna Robertson, to approve the Consent Calendar item as submitted.

The motion passed unanimously.

NEW BUSINESS

<u>II-A MODFICATION TO A PLANNED SIGN PROGRAM PERMIT AND SIGN VARIANCE – WRSP FIDDYMENT FARMS – 4900 FIDDYMENT ROAD– FILE #2008PL-008 (PROJECT#'S PSP-000077 & V-000053).</u> The applicant requests approval of a modification to a Planned Sign Program Permit and a Sign Variance to allow development signs that exceed the maximum height and area allowed by the Sign Ordinance and to allow the signs to be located closer than 1,000 linear feet from each other. The applicant also requests a modification to the Planned Sign Program Permit to allow a change in the design of "future site" signs. Applicant: John Bayless, West Roseville Development Co. (Reynolds)

Associate Planner, Elisa Reynolds, presented the staff report and responded to questions.

Chair Hoskinson opened the public hearing and invited comments from the applicant and/or audience.

Applicant, Steve Hicks, Signature Properties, 1322 Blue Oaks, Suite 100, Roseville, CA, addressed the Design Committee and responded to questions. He stated that he had received a copy of the staff report and was in agreement with most of Staff's recommendations. He apologized, on behalf of Signature Properties, for having signs that are out of compliance with the approved Planned Sign Permit Program and assured the Committee that Signature Properties would be more careful in the future. He asked that Signature Properties be allowed to keep the signs that are already posted in recognition of the \$40,000 investment that has been made and agreed to reduce the 48 square-foot

signs to 32 square feet and leave the 36 square-foot signs as is or modify them by removing the iron scroll work on the top of the sign.

John Borges, Motivational Systems, Inc., 11437 Sunrise Gold Circle, Rancho Cordova, CA, Sign Designer for Signature Properties, told the Committee that the prior company representative for this project was no longer with Motivational Systems. He suggested lowering the large signs to ground level and removing the scroll work which would make the sign height ten feet.

There was discussion on the following:

- Un-permitted signs:
 - o 2 signs: 18' h X 10' w / 104 square feet.
 - o 7 signs: 12' h X 8' w / 48 square feet.
 - o 14 signs: 12' h X 6' w / 36 square feet.;
- Allow Signature the same sign variance recommendations as Pulte for the Westpark portion of the WRSP:
 - o 21 signs: 10' h / 48 square feet. (remove scroll from top and place on the side of the sign);
- Follow staff's recommendation of tearing down all the signs and adhere to the existing sign ordinance:
 - o 15' / 112 square feet;
- Committee members Hoskinson and Alikhan stated that lowering the sign to the ground and completely removing the scroll work was not a viable option;
- City's option to issue a citation for \$100 per sign violation totaling of \$2200.

Chair Hoskinson closed the public hearing and asked for a motion.

MOTION

Anna Robertson made the motion, which was seconded by Naaz Alikhan, to adopt the three (3) findings of fact for the Sign Variance; approve the Sign Variance with three (3) conditions of approval with the modification to Condition 2 listed below; Adopt the three (3) findings of fact for the Planned Sign Permit Program; Approve the Planned Sign Permit Program with nine (9) conditions of approval; and advise the City Attorney to issue a \$100 citation per sign violation totaling \$2200.

V-000053 #2

Development Project "Future Site" signs shall not exceed 32 48 square feet and are limited to six ten feet in height as measured from the grade of the adjacent right of way. Ladder (off-site subdivision) signs shall be limited to 15' in height and 10' in length in overall sign area and 14' in height and 8' in length of display area.

The motion passed unanimously.

REPORTS/COMMENTS/COMMISSION/STAFF

- Senior Planner, Mike Isom, reported City Council introduced for First Reading the Sign Ordinance
 with direction that Banner Signs be readdressed in one year. The Design Committee will be asked
 to review it. He thanked the Design Committee members for their participation in the process.
- Senior Planner, Mike Isom said that he will be giving a presentation to the Chamber Government Relations Committee next week concerning the New Community Design Guidelines and was asked to possibly present to the Economic Development Committee.

ORAL COMMUNICATIONS: None

ADJOURNMENT

Chair Hoskinson asked for a motion to adjourn the meeting.

MOTION

Naaz Alikhan made the motion, which was seconded by Anna Robertson, to adjourn to the meeting of March 20, 2008. The motion passed unanimously at 5:17 P.M.

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