



APPROVED 8/16/07

**DESIGN COMMITTEE MEETING
JULY 19, 2007
MINUTES**

Committee Members Present: Rex Clark, Naaz Alikhan, Anna Robertson

Committee Members Absent:

Staff Present: Mike Isom, Senior Planner
Eileen Bruggeman, Project Planner
Gina La Torra, Associate Planner
Elisa Reynolds, Associate Planner
Michelle Sheidenberger, Deputy City Attorney
Marc Stout, Senior Engineer
Carmen Bertola, Recording Secretary

Chair Rex Clark congratulated Anna Robertson for her reappointment to the Design Committee for a second four year term.

CONSENT CALENDAR

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

Chair Clark asked for a motion to approve the Consent Calendar as listed below:

II-A. REVISED MINUTES OF APRIL 19, 2007. The correction consists of listing Anna Robertson as opening Item III-A for public hearing and removing Rex Clark's name as he was absent from the meeting.

II-B. MODIFICATION TO A PLANNED SIGN PROGRAM PERMIT AND SIGN VARIANCE – 10301 FAIRWAY DRIVE – HIGHLAND RESERVE MARKETPLACE – FILE #2007PL-082 (PROJECTS# PSP-000064 & V-000043). The applicant requests approval of a modification to a Planned Sign Program Permit and a Sign Variance for the Highland Reserve Marketplace to revise the existing sign programs to allow two (2) building wall signs per tenant where one is allowed by the sign ordinance. (Reynolds)

Motion

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

The Motion passed.

NEW BUSINESS

III-A. DESIGN REVIEW PERMIT MODIFICATION & ADMINISTRATIVE PERMIT–3975 DOUGLAS BL – GRANITE BAY VENTURES–FILE #2007PL-048 (PROJECTS# DRP-000187, AP-000177). The applicant requests approval of a Design Review Permit Modification to allow the construction of a one story, 8,529 square foot office building, with associated landscaping, lighting, and parking. The proposed project would replace a previously approved, but undeveloped, 11,995 square foot two -story office building. An

Administrative Permit is requested to authorize a parking reduction from the required 34 off-street parking stalls to 30 parking stalls. (La Torra)

Associate Planner, Gina La Torra, presented the staff report and responded to questions.

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

Applicant, Roy Cotthill, PWC Architects, 1397 Cloverdale Circle, and Greg Myre, 2998 Douglas Bl #300, addressed the Committee and responded to questions. Mr. Cotthill stated that he had received a copy of the staff report and was in agreement with staff's recommendations.

The following people addressed the committee on the project:

William Baker, 320 Keehner, asked for clarification on new sidewalk grading. He felt that the existing sidewalks surrounding the project are challenging and is hoping that the new sidewalk will be more user friendly; less steep up and down.

There was no Committee discussion.

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

MOTION

Anna Robertson made the motion, which was seconded by Naaz Alikhan, to Adopt the two (2) findings of fact for the Design Review Permit Modification; and Approve the Design Review Permit Modification with seventy-seven (77) conditions of approval; and Adopt the two (2) findings of fact for the Administrative Permit; and Approve the Administrative Permit with two (2) conditions of approval.

The motion passed unanimously.

III-B. SIGN VARIANCE & PLANNED SIGN PERMIT PROGRAM MODIFICATION – HIGHLAND RESERVE NORTH SPECIFIC PLAN (HRNSP), PARCELS 42A & B – 10551 FAIRWAY DRIVE – ROSEVILLE CROSSING SHOPPING CENTER – FILE# 2006PL-091; PROJECT # PSP-000063 & V-000028.

The applicant requests approval of a Sign Variance and Planned Sign Permit Program Modification (PSP) to revise the existing comprehensive sign program for the Roseville Crossing Shopping Center. The proposed Variance and PSP requests a third monument sign, 25 feet in height, with an area of 275 square feet. The Sign Ordinance permits two (2) monument signs, up to 150 square feet each, and 15 feet tall. The request also includes wall signage of up to 300 square feet in area, where the Sign Ordinance permits 200 square feet per building. (Bruggeman)

Project Planner, Eileen Bruggeman, presented the staff report and responded to questions.

Chair Clark called for a short break.

Chair Clark called the meeting to order.

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

Applicant, Robert Atkinson, Sywest Development, 150 Pelican Way, San Rafael, addressed the Commission 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, but did not agree with the denial of the additional signage for pads and tenants over 4000 square feet, and the denial of a third monument/identification sign to be located along the Highway 65 property line.

Mr. Atkinson made a power point presentation to illustrate why Sywest is requesting the additional signage. They feel at a competitive disadvantage compared with other centers along 65 because Roseville Crossing is over one hundred yards from the freeway. They want to capture interest before the public passes the off-ramp to the center and Blue Oaks Bl. Sywest is continuing to work with City of Rocklin and the Diversified Corporation on the strip of land that is along Blue Oaks Bl and who will landscape and maintain it.

There was no public comment.

There was discussion on the following:

- Buildings 6, 7, and 8: some of the tenants will have highway frontage signs permitted up to 200 square feet of signage total per tenant.
- Four -story hotels will make public aware of center
- One of the two monument signs permitted along Fairway Dr can be moved to provide center identification along Highway 65.
- Committee felt that the four-story hotels will increase the visibility of the center, and as such, additional monument signage is not necessary.
- Committee supports larger signage for hotels (up to 300 square feet)
- Committee expressed concerned with the un-landscaped strip of property in Rocklin and hopes the applicant or City of Rocklin can gain control of the property and landscape it.

Mr. Atkinson again stated that Sywest feels that a hardship case is demonstrated by the distance from the freeway, and a third sign for project identification along freeway is warranted. A tenant sign along the freeway would be unreadable. Keeping the tenant signs along Fairway Dr allows neighborhood recognition. An identification sign along the freeway can be for center identification and keep Fairway signs for tenant identification.

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

MOTION

Anna Robertson made the motion, which was seconded by Naaz Alikan, to Adopt the three (3) findings of fact for the Sign Variance; Approve the Sign Variance with three (3) condition of approval; Adopt the three (3) findings of fact for the Planned Sign Permit Program; and Approve the Planned Sign Permit Program with three (3) conditions of approval.

The motion passed unanimously.

REPORTS/COMMENTS/COMMISSION/STAFF

Election of Design Committee Vice-Chair.

MOTION

Anna Robertson nominated Naaz Alikhan as Vice-Chair for the Design Committee.

The motion passed unanimously.

- Mike Isom updated the committee on the Sign Ordinance. He said the draft ordinance has been completed and presentations have already been made to the Chamber of Commerce and Placer County Board of Realtors. The Sign Ordinance is currently under review by the City's outside legal counsel, and is tentatively scheduled for review by Design Committee at the September or October meeting. Plans are to bring before City Council in November.

- The Zoning Ordinance is also being updated.
- The Community Design Visioning Committee will be brought back to City Council for discussion.
- Galleria Mall expansion plateau deck is nearing completion. Construction of retail expansion will begin in about a month or two; the round-a-bout improvements are scheduled to be completed in time for the December holiday traffic.
- Parking garage will also have landscaping on the top deck.

ORAL COMMUNICATIONS: None

ADJOURNMENT

Chair Clark asked for a motion to adjourn the meeting.

MOTION

Anna Robertson made the motion, which was seconded by Naaz Alikhan, to adjourn to the meeting of August 16, 2007. The motion passed unanimously at 5:23 P.M.

