

Planning Commissioners Present: Sam Cannon, Robert Dugan, Kim Hoskinson, Audrey Huisking, David Larson

Planning Commissioners Absent: Don Brewer, Gordon Hinkle

Staff Present: Paul Richardson, Director, Planning & Redevelopment  
Chris Burrows, Senior Planner  
Mike Isom, Senior Planner  
Tricia Stewart, Associate Planner  
Chris Kraft, Engineering Manager  
Robert Schmitt, Assistant City Attorney  
Carmen Bertola, Recording Secretary

**PLEDGE OF ALLEGIANCE** - Led by Commissioner Hoskinson

**ORAL COMMUNICATIONS** None.

**CONSENT CALENDAR**

Vice-chair Dugan asked if anyone wished to remove any of the items from the Consent Calendar for discussion.

Vice-chair Dugan asked for a motion to approve the CONSENT CALENDAR as listed below:

**IV-A. MINUTES OF NOVEMBER 13, 2008.**

**IV-B. TREE PERMIT – 1950 BLUE OAKS BL. – WRSP FIDDYMENT PARCEL F-31 – FILE #2008PL-139; PROJECT #TP-000111.** The applicant requests approval of a Tree Permit to remove two native oak trees related to construction of streets and infrastructure between commercial parcel F-31 and three adjacent High Density Residential parcels. Applicant: Steve Hicks, Signature Properties. (Lindbeck)

**IV-C. GENERAL PLAN AMENDMENT - SAFETY ELEMENT- INCORPORATING THE MULTI-HAZARD MITIGATION PLAN - FILE #2008PL-159; PROJECT #GPA-000050.** The applicant requests approval of a General Plan Amendment to update the Safety Element to include reference to the Multi-Hazard Mitigation Plan. Applicant: City of Roseville. (Cucchi)

MOTION

Commissioner Cannon made the motion, which was seconded by Commissioner Huisking, to approve the Consent Calendar as submitted.

The motion passed with the following vote:

Ayes: Cannon, Huisking, Larson, Hoskinson, Dugan

Noes:

Abstain:

## **NEW BUSINESS**

**V-A. ANNEXATION, GENERAL PLAN AMENDMENT AND PRE-ZONE – 2850 WESTSIDE DRIVE – FILE #2008PL-166; PROJECT #ANN-000005; GPA-000051; RZ-000049.** The City requests approval of a 10.06 acre Annexation of two parcels into the City of Roseville; a General Plan Amendment from Agriculture/Timberland 80 acres to Light Industrial (LI); and a Pre-zone from F-B-X 80 acre minimum to General Commercial (GC) and Light Industrial (M1). Applicant: City of Roseville. (Luken)

Senior Planner, Nela Luken, presented the staff report and responded to questions.

Vice-chair Dugan opened the public hearing and invited comments from the applicant and/or audience.

There was discussion on the following:

- Distance of proposed shelter to nearest residence, 400'.

Vice-chair Dugan closed the public hearing and asked for a motion.

### **MOTION**

Commissioner Huisking made the motion, which was seconded by Commissioner Hoskinson, to Recommend the City Council consider and adopt the Mitigated Negative Declaration from the O'Brien (City) Annexation; Recommend the City Council approve the General Plan Amendment for the O'Brien (City) property; Recommend the City Council adopt the two (2) finds of fact for the Pre-zone; and Recommend the City Council approve the Pre-zone for the O'Brien property.

The motion passed with the following vote:

Ayes: Huisking, Hoskinson, Cannon, Larson, Dugan

Noes:

Abstain:

**V-A. MODIFICATION TO THE REGIONAL MALL MASTER SIGN PROGRAM– 1151 GALLERIA BL. – NCRSP PCL 35 GALLERIA MALL TEMPORARY SIGNAGE – FILE #2008PL-161; Project #PSP-000102.** The applicant requests approval of a modification to the existing Regional Mall Master Sign Program (RMMSP) for the Galleria Mall. The revisions will provide criteria for three types of temporary wall graphics (Vertical Garage Images, 25' x 25' Wall Images, and 20' x 10' Entrance Tower Images) that will be located in seven (7) locations throughout the exterior of the mall complex. The applicant proposes this temporary Commercial Art/Advertising Program in association with the grand opening of the mall expansion. Applicant: Keith Kaplan, Westfield, LLC. (Stewart)

Associate Planner, Tricia Stewart, presented the staff report and responded to questions.

Vice-chair Dugan opened the public hearing and invited comments from the applicant and/or audience.

Applicant, Keith Kaplan, Westfield LLC, 11601 Wilshire Bl, 11<sup>th</sup> Floor, Los Angeles, CA, addressed the Commission and responded to questions. He stated that he had received a copy of the staff report and asked the Commission to please approve the request as submitted and not as recommended by Staff.

Daron Anderson, Professional Service Advisors, 121 Miller Ct, Roseville, addressed the Commission in regards to Commission concerns on how the community would react to the new type of signage and explained why the applicant is requesting a 6-month temporary signage permit. The proposed signs represent a significant investment on the part of the advertisers and they are more likely to contract for a 6-month sign lease vs. a 3-month sign lease. The permit would represent a trial period and an opportunity to test use of the outside signage; with the understanding that after 6 months, the Planning Commission can revoke or modify the permit.

Michael Wagner, Clear Channel Outdoor, 1107 9<sup>th</sup> Street, Suite #500, Sacramento, CA, responded to questions from the Commission.

There was discussion on the following:

- Planning Commission's ability to not renew permit or make modifications to the permit;
- Permit conditions of approval contains date certain;
- Sign Ordinance has specific provision relative to the regional mall;
- Proposal is temporary and the Planning Commission has full discretion prior to it being made permanent. This is a trial run;
- Planning Commission may only regulate number, location, and size of signs not what is displayed (copy);
- Limiting verbiage to a certain percentage of the sign area;
- Proposal is mutually beneficial to vendors and Westfield Galleria;
- Signage has been done in other Westfield centers;
- Go with 6-months to allow true test with limited copy space;
- Replace tower panels with graphics that match sign;
- Look at entire Sign Ordinance for district or citywide applicability;

Vice-chair Dugan temporarily closed the public hearing and asked for a motion.

## MOTION

Commissioner Larson made the motion, which was seconded by Commissioner Cannon, to Approve the proposed temporary modifications to the Regional Mall Master Sign Program with four (4) conditions of approval with modifications listed below and as submitted in the staff report.

1. The RMMSP is approved as shown in Exhibit A and as conditioned or modified below. (Planning)
2. ~~The sign labeled "Vertical Garage Image 1" shall not be located on the parking structure. The image may be located in the area between Nordstrom and Crate & Barrel as described in the staff report. (Planning)~~
2. The two graphic panels not proposed for signage on each of the three entrance towers shall be replaced with graphic images complementary to the images/advertising displayed on the signage panel. (Planning)
3. All signs approved by this modification to the RMMSP are approved on a six month 90-day trial basis. The six month 90-day trial shall commence, and the applicant shall notify the Planning Department, upon erection of the first sign. At the conclusion of the six month 90-day trial, the applicant may request Planning Commission approval of the signage on a permanent basis. After six months 90-days from the date of the first sign installation, the applicant shall meet with the Planning Director to determine if the Commercial Art Program can be considered on a permanent basis. (Planning)
4. A Sign Permit and Building Permit are required prior to installation of any signage. (Planning, Building)

The motion passed with the following vote:

Ayes: Larson, Cannon, Hoskinson, Dugan  
Noes: Huisking  
Abstain:

## **REPORTS/COMMENTS/COMMISSION/STAFF**

### A. REPORTS FROM PLANNER

#### **PUBLIC HEARING NOTIFICATION PROCEDURES** (Burrows).

Senior Planner, Chris Burrows, gave a presentation on Planning & Redevelopment's public notification procedures.

- Commission asked about storage of material at the corner of Earl and Cherry Street. The storage is associated with the Riverside Improvement project.
- Commissioner Larson congratulated Roseville School Board winners and congratulated the newly elected City Council members. He expressed his appreciation for being a member of the Planning Commission, and thanked all the City committee and commission members for their volunteer work.
- Commissioner Cannon concurred with Commissioner Larson and wished everyone Happy Holidays.

#### **ADJOURNMENT**

Vice-chair Dugan asked for a motion to adjourn the meeting.

#### MOTION

Commissioner Larson made the motion, which was seconded by Commissioner Huisling, to adjourn to the meeting of January 8, 2009. The motion passed unanimously at 8:15 PM.