



Committee Members Present: David Larson, Naaz Alikhan, Mike Motroni

Committee Members Absent:

Staff Present: Chris Burrows, Principal Planner
Michelle Sheidenberger, Senior Deputy City Attorney
Derek Ogden, Associate Planner
Marc Stout, Senior Engineer
Carmen Bertola, Recording Secretary

WELCOME 4:30pm

ROLL CALL (Silent)

CONSENT CALENDAR

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

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

II-A MINUTES OF FEBRUARY 21, 2013.

MOTION

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

The motion passed unanimously.

NEW BUSINESS

II-B. DESIGN REVIEW PERMIT MODIFICATION – 8660 AUBURN BL. – FLYER’S STORE RE-IMAGE – FILE# 2013PL-003 (DRP-000475). The applicant requests approval of a Design Review Permit Modification to repaint the convenience store with Flyers corporate colors. Applicant: Pat Corey, McHale Sign Company. Property Owner: Jack Rhoades, Flyers Energy. (Ogden)

Associate Planner, Derek Ogden, presented the staff report and responded to questions.

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

Owner, Tom Dwelle, Flyers Energy Corporation, and David Ford, McHale Sign Company, addressed the Committee and responded to questions. He stated that he had received a copy of the staff report and was not in complete agreement with staff’s recommendations.

Public Comment:

None

Committee Discussion:

- Possibility of using Shell Brand colors on convenience store;
- Review conditions of approval recommended by staff vs. alternative conditions of approval which are supported by the Applicant;
- Applicant asks that Committee allow the colors to be different between the canopy and the market;
- Comparison of other fuel stations with markets color compatibility;
- Clarification of Sign Ordinance as it applies to this project;
- Approval of alternate conditions could set precedence for other stations/convenience stores if the color conflict is allowed;
- Committee support for reducing yellow brand color around canopy;
- Obligation to support established Design Guidelines;
- The proposed project does not include the car wash;
- Possibility of amending the application to include the car wash and continue this project to the next meeting, allowing time to review possible color compromise as well as add car wash to DRP.

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

MOTION

Mike Motroni made the motion, which was seconded by David Larson, to continue this item Off-Calendar.

The motion passed unanimously.

SPECIAL PRESENTATIONS/REPORTS/WORKSHOPS

IV-A. SPECIAL PRESENTATION – DIGITAL BILLBOARD PROJECT. Staff requests that the Design Committee review and comment on the design of a proposed digital billboard to be erected on City-controlled property adjacent to Interstate 80.

Staff recommended that the Design Committee review and provide comment regarding the design of the proposed digital billboard. Comments provided by the Design Committee will be forwarded to the City Council for consideration of a ground lease/sublease and billboard relocation agreement at its May 15th meeting.

Principal Planner, Chris Burrows, presented the staff report on behalf of Mike Isom, Development & Operations Manager, and responded to questions.

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

Michael Wagener, Clear Channel Outdoor Advertising, responded to comments and questions from the Committee.

Public Comment:

None

Committee Discussion:

- Clarification of which signs along I-80 between Douglas Bl and Eureka Rd are owned/managed by Clear Channel;
- Concern with traffic volume and merging onto and off the freeway near the proposed sign location;

- 8 second static intervals per ad to mitigate driver distraction;
- Display area in comparison to Roseville Auto Mall sign;
- Possible alternative sites for the digital sign;
- Trade of 1 static sign for new digital locations;
- In favor of technology, utility, and dynamic of digital sign, but adamantly opposed to proposed location due to possible traffic liabilities;
- This project to be presented to City Council May 15.

REPORTS/COMMENTS/COMMISSION/STAFF - none

ORAL COMMUNICATIONS - None

ADJOURNMENT

Chair Larson asked for a motion to adjourn the meeting.

MOTION

Naaz Alikhan made the motion, which was seconded by Mike Motroni, to adjourn to the meeting of May 16, 2013. The motion passed unanimously at 5:52pm.