

CITY OF ROSEVILLE DESIGN COMMITTEE MEETING OCTOBER 18, 2007 MINUTES

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

Committee Members Absent:

Staff Present: Mike Isom, Senior Planner

Joanna Cucchi, Associate Planner Elisa Reynolds, Associate Planner Tricia Stewart, Associate Planner

Carolyn Alexander, Deputy City Attorney

Marc Stout, Senior Engineer

Brandy LeBeau, 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 AUGUST 16, 2007

Motion

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

<u>II-B DESIGN REVIEW PERMIT – 515 OAK STREET – OAK STREET OFFICE CONVERSION – FILE</u>

<u>#2007PL-122 (PROJECT # DRP-000211).</u> The applicant requests approval of a Design Review Permit to convert an existing 1052 square foot residence to a commercial office. (Cucchi)

Motion

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

<u>II-C DESIGN REVIEW PERMIT AND TREE PERMIT – 300 DEREK PLACE – CJ'S LIGHTING OFFICE AND WAREHOUSE – FILE #2007PL-109 (PROJECTS# DRP-000205 & TP-000101).</u> The applicant requests approval of a Design Review Permit to allow construction of a 9,000 square-foot office and warehouse building with associated landscaping, lighting, and parking. The applicant also requests approval of a Tree Permit to remove one (1) native oak tree from the project site. (Reynolds) (This item was continued from the meeting of September 20, 2007.)

Motion

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

NEW BUSINESS

III-A SIGN VARIANCE (V) AND PLANNED SIGN PERMIT PROGRAM (PSPP) – 4250 BOB DOYLE DR. – (WRSP MASTER SIGN PROGRAM – PHASES 1 & 2) – FILE #2007PL-038 (V-000048 & PSP-000062) The applicant requests approval of a Sign Variance to allow development identification signs to range from 96 to 288 square feet and to be 12 feet tall, exceeding the six-foot maximum height and 32 square feet maximum area permitted by the Sign Ordinance. Through the Sign Variance, the applicant seeks approval to allow the signs to be located closer than 1,000 lineal feet from each other. Lastly, the applicant requests approval of a Planned Sign Permit Program Modification to revise the sign criteria for the advertisement of residential subdivisions and future development projects within the WRSP Westpark Phases 1 & 2 areas. (Stewart)

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

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

The following people spoke in favor of the project:

Rick Jordan - PL Roseville, LLC, 4196 Douglas Blvd, Roseville, CA

Rick Jordan explained that the current market conditions are the primary reason for the request. Rick Jordan also indicated that he is will to compromise by scaling back the size or breaking up the mass of the large signs.

Jim Woodside - Meridian Group, 1435 Alhambra Blvd, Sacramento, CA

Meridian Group is the company making the signs for PL Roseville; Jim Woodside explained the sign sizes were based on 4'x8' panel dimensions. They use four panels per sign to get the final sizing; he also suggested a compromise to scaling back to only using three panels.

Additionally the sign could serve as a construction barrier to keep people from going onto the property while construction is occurring.

Greg Van Dam, PL Roseville, LLC, 4196 Douglas Blvd., Roseville, CA
Greg added the background justification on the signs sizing from the original master plan.

Committee discussion focused on the size and quantity of the current signs. Discussion followed about signs in the Fiddyment Ranch portion of WRSP; Pulte stated that they wanted consistent treatment. Mike Isom indicated that staff had not been asked to research the Signature Properties approval; this was just brought to the Planning Department's attention. Mike Isom stated that Pulte had indicated early on that there was no room for compromise and did not present any alternate requests to staff for consideration or research.

The committee concluded that the requested signs at 288 square feet and 12 feet tall would be too large. After brief discussion on the Sign Ordinance requirements and PL Roseville's requests, the Committee concluded that 11 signs (maximum 48 square feet) and maximum height not to exceed 10 feet including posts was warranted based on the unique nature of the Village Center.

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

MOTION

<u>Naaz Alikhan</u> made the motion, which was seconded by <u>Anna Robertson</u>, to adopt the three findings of fact for the Sign Variance and approve with two condition of approval; adopt the two findings of fact for the Planned Sign Permit Program and approve with 8 conditions of approval.

The motion passed unanimously.

REPORTS/COMMENTS/COMMISSION/STAFF

Mike Isom, Senior Planner provided a hard copy of the draft Sign Ordinance to the Committee members and indicated that the draft Sign Ordinance will be scheduled for the November hearing.

ORAL COMMUNICATIONS: None

ADJOURNMENT

Chair Hoskinson asked for a motion to adjourn the meeting.

MOTION

<u>Naaz Alikhan</u> made the motion, which was seconded by <u>Anna Robertson</u>, to adjourn to the meeting of October 18, 2007. The motion passed unanimously at 5:10 P.M.