

CITY OF ROSEVILLE DESIGN COMMITTEE MEETING NOVEMBER 15, 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 Bob Schmitt, Assistant City Attorney Carolyn Alexander, 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 OCTOBER 18, 2007**

<u>II-B</u> SIGN VARIANCE – 2030 DOUGLAS BOULEVARD – ROCKY RIDGE TOWN CENTER – FILE #2007PL-175 (PROJECT# V-000049). The applicant requests approval of a Sign Variance to allow an increase in sign area for the monument signage fronting on Douglas Boulevard. The increase to 61.2 square feet and 6 feet, 6 inches, (6'6") in height exceeds the 60 square foot allowable sign area and six foot (6') height limit prescribed by the Southeast Roseville Specific Plan but is within the 150 square foot area and 15 foot height limits prescribed by the City's Sign Ordinance. Additionally, the applicant requests approval for six (6) tenants to be identified on the proposed monument sign, where the Southeast Roseville Specific Plan allows only four (4) tenants to be identified. (Reynolds)

<u>II-C DESIGN REVIEW PERMIT – 1241 PLEASANT GROVE BL – STARBUCKS COFFEE – FILE</u>

#2007PL-113 (DRP-000206) The applicant requests approval of a Design Review Permit to construct a drive-thru coffee shop in the Arbor View Shopping Center with associated landscaping, lighting, and parking. (Cucchi)

Motion

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

Motion carried.

## III-A UPDATE TO THE CITY OF ROSEVILLE SIGN ORDINANCE - FILE# 2007PL-037 (OA-000010).

The Planning and Redevelopment Department is proposing specific updates to various sections of the existing Sign Ordinance. These proposed updates include the following:

- Implement administrative updates, such as editing, document organization, etc;
- Clarify, expand, and add definitions;
- Add pictures and graphics to clarify standards;
- Establish criteria for wall signs for Corporate Center buildings (4 plus stories),
- Establish standards for large footprint buildings ("big box" greater then 100,000 square feet) adjacent to Interstate 80 and Highway 65:
- Simplify the permit process for signs in building complexes;
- Add prohibitions for searchlights and mobile billboards;
- Establishing time limits for the display of temporary banner signs. (Cucchi, Isom)

Associate Planner, Joanna Cucchi, 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 person spoke in objection to the proposed sign ordinance revisions:

Jim Viele – Sun City HOA Governmental Affairs, 4288 Echo Rock Lane, Roseville, CA Expressed his concern with the following:

- Section 17.06.910 of the proposed Ordinance requires a banner sign permit for every temporary event.
   This would be a burden on the Sun City HOA due to the number of events they have with temporary banner signs. However, they will endure if necessary.
- Concerned with the timing of Sun City events and meeting the requirements as specified in the Ordinance.
- Sun City uses temporary banners to draw the attention of the residents, during events such as elections, and often the general public for art events and golf tournaments.
- The proposed Ordinance changes would cause too many restraints and Sun City would like to come to some sort of common ground that will meet their needs and the city's needs.

Chair Hoskinson temporarily closed the public hearing.

The committee discussed the following:

- Schools and fair grounds are exempt from the Sign Ordinance;
- Sun City may be exempt if non-commercial speech (for example: elections, HOA events, etc.)
- Strong preference for ban on commercial banner signs;
- If Council chooses to continue to allow commercial banner signs, then the Ordinance should be strongly enforced;
- Discussion of how Downtown signage will be addressed through the Specific Plan process.
- Recommend approval of the Sign Ordinance.

Chair Hoskinson reopened the public hearing.

The following person questioned the Sign Ordinance:

Rex Clark-Alternate Design Committee Member, 7721 Rosestone Lane, Roseville, CA He directed his question to Bob Schmitt, Assistant City Attorney.

Was the provision for deposits for campaign signs in the Campaign Finance Ordinance being interfered
with? Mike Isom answered yes. The deposits are constitutionally questionable and the deposit provision
is recommended for removal. Bob Schmitt and outside legal counsel will further research the issue and
report to Council.

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

**MOTION** 

Anna Robertson made the motion, which was seconded by Naaz Ailkhan, to recommend approval of the Sign Ordinance Amendment that will repeal the existing Sign Ordinance and adopt the proposed Sign Ordinance. In making its recommendation, the Design Committee included a recommendation to the City Council that the ordinance be modified to prohibit the display of temporary banners.

Motion carried.

# REPORTS/COMMENTS/COMMISSION/STAFF

Mike Isom polled the Committee of its availability for a December 20<sup>th</sup> Meeting. A quorum would not be available and the December 20<sup>th</sup> meeting will be cancelled. Mike Isom also introduced Bev Avery as the new recording secretary. The committee will reconvene January 17, 2008.

## **ORAL COMMUNICATIONS:** None

## **ADJOURNMENT**

Chair Hoskinson asked for a motion to adjourn the meeting.

#### **MOTION**

Chair Hoskinson made the motion, which was seconded by Anna Robertson, to adjourn to the meeting of November 15, 2007. The motion passed unanimously at 5:24 P.M.