



CITY OF ROSEVILLE DESIGN COMMITTEE MEETING JANUARY 18, 2007 MINUTES

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

Committee Members Absent:

Staff Present: Mike Isom, Senior Planner

Eileen Bruggeman, Project Planner Steve Lindbeck, Project Planner Tricia Stewart, Associate Planner Marc Stout, Senior Engineer

Michelle Sheidenberger, Deputy City Attorney

Tracie Callahan, Recording Secretary

II CONSENT CALENDAR

II-A MINUTES OF NOVEMBER 16, 2006

Motion

Naaz Alikhan made the motion, which was seconded by Anna Robertson, to approve the minutes of November 16, 2006 as submitted.

The motion passed unanimously.

III-OLD BUSINESS

III-A MINUTES OF OCTOBER 19, 2006

Motion

Naaz Alikhan made the motion, which was seconded by Anna Robertson, to approve the minutes of October 19, 2006 as submitted.

The motion passed unanimously.

IV. NEW BUSINESS

IV-A Sign Variance - 180 N. SUNRISE AVENUE - FRY'S ELECTRONICS - FILE# 2006PL-193

(V-000035). The applicant requests approval of a Sign Variance to allow an increase in the permitted wall sign area from 200 square feet to 300 square feet and to allow one sign to protrude horizontally more than one foot (1') from the wall to which it will be attached. (Stewart)

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

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

The following people spoke:

Gary Graumann Menlo Park, CA Al Ross National Signs, Inc.

There was discussion on the following:

- Need for a sign over the front entrance
- Visibility of sign from all angles
- · Consistency to other Fry's stores and standard sign format
- · Curvature of sign and difficulties with mounting
- Projection of locomotive from tower
- · Scale of building to site
- Ease of tenant identification due to building size and design

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

Anna Robertson made the motion, which was seconded by Naaz Alikhan to adopt the three (3) findings of fact for the Sign Variance; and Approve the Sign Variance with six (6) conditions of approval as modified below.

3. The wall sign located on the tower shall not exceed two-thirds the height of the tower fascia; the maximum sign height shall be twelve feet five inches (12'5") tall thirteen feet, six inches (13'6") tall. (Planning)

The motion passed unanimously.

IV-B PLANNED SIGN PERMIT PROGRAM – 751 PLEASANT GROVE BLVD. – PARK PLAZA

SHOPPING CENTER – FILE # PSP-00046, PROJECT # 2006PL-082. The applicant requests approval of a Planned Sign Permit Program to establish a comprehensive sign program for the Park Plaza Shopping Center. The sign program will establish criteria such as maximum height, length, and area for building mounted wall signage and freestanding monument signs. The Planning & Redevelopment Department received a request for the sign program to be reviewed by the Design Committee at a public hearing. (Bruggeman)

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

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

The following people spoke in favor of the project:

Jeff Smith Eureka Development 1508 Eureka Road #130 Roseville CA

The following people spoke against the project:

Kathy Brazil 517 Heather Falls Ct Roseville CA 95678

There was discussion on the following:

 Applicant feels there would be a competitive disadvantage for center if sign criteria is not approved as proposed

- Number of businesses projected to be in buildings
- Type of lighting used on outside of buildings
- Residents concern with view from their upstairs windows across Highland Park Drive
- Location of main entrances into building and orientation away from residences

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

MOTION

Naaz Alikhan made the motion, which was seconded by Anna Robertson, to 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.

IV-C DESIGN REVIEW PERMIT - 7001 GALILEE ROAD - DIAMOND PLAZA OFFICES - FILE#

2005PL-108, DRP-000073. The applicant requests approval of a Design Review Permit for plans to construct ten office buildings totaling 46,000 square feet, and related site improvements including parking, landscaping and lighting. Staff requests that the Design Committee provide design direction regarding the project and direct staff and the applicant to make necessary changes to the project for future action by the Design Committee. (Lindbeck)

DIRECTION

- Move Building A closer to corner
- Show pedestrian amenities on plans
- Increase number of windows facing Pleasant Grove Boulevard
- Enhance roof material
- Tall trees on the SW corner
- More color options
- Natural dimensions on building
- Reduce parking spaces to improve circulation thru parking lot
- Brick columns on single story should be the same on 2nd story

THIS ITEM HAS BEEN CONTINUED OFF CALENDAR

REPORTS/COMMENTS/COMMISSION/STAFF

ORAL COMMUNICATIONS

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 January 18, 2007. The motion passed unanimously at 5:50 P.M.

