

CITY OF ROSEVILLE PLANNING & REDEVELOPMENT DEPARTMENT STAFF REPORT DESIGN COMMITTEE MEETING March 19, 2009

Prepared by: Ron Miller, Associate Planner

<u>ITEM III-A:</u> ADMINISTRATIVE PERMIT FOR SIGN EXCEPTION – SERSP PCL 40 GRANITE BAY PAVILIONS – 9243 SIERRA COLLEGE BOULEVARD - FILE #2006PL-094 (PROJECT# AP- 000287).

MODIFIED ADMINISTRATIVE PERMIT FOR SIGN EXCEPTION RECOMMENDATION - AP-000287:

RECOMMENDATION

The Planning & Redevelopment Department recommends that the Design Committee take the following actions:

- A. Adopt the four (4) findings of fact for denial of the Administrative Permit for Sign Exception SERSP Parcel 40, Granite Bay Pavilions File #2009PL-094 (AP-000287):
- 1. The requested sign is not consistent with the purpose and intent of the Sign Ordinance.
- 2. <u>The requested signs are not in harmony with the individual building, and are not visually related to the buildings within a planned sign permit program and the surrounding development.</u>
- 3. <u>The requested signs are not consistent with the adopted specific plan sign guidelines for the applicable specific plan or other applicable regulations in which it is located.</u>
- 4. <u>There are no exceptional or extraordinary circumstances or conditions applying to the land, buildings, uses, or signs involved which do not generally apply to other land, buildings, or signs in the neighborhood.</u>
- B. Deny the Administrative Permit for Sign Exception SERSP Parcel 40, Granite Bay Pavilions File #2009PL-094 (AP-000287).