

DESIGN COMMITTEE MEETING MARCH 19, 2009 MINUTES

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

Committee Members Absent:

Staff Present: Mike Isom, Senior Planner

Michelle Sheidenberger, Deputy City Attorney

Ron Miller, Associate Planner

Carmen Bertola, 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 FEBRUARY 19, 2009.

MOTION

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

Ayes: Robertson, Alikhan

Noes:

Abstain: Hoskinson

Chair Hoskinson abstained from the minutes of February 19, 2009, due to her absence from the meeting.

NEW BUSINESS

<u>III-A. ADMINISTRATIVE PERMIT FOR SIGN EXCEPTION – SERSP PCL 40 GRANITE BAY PAVILIONS SIGN EXCEPTION – 9243 SIERRA COLLEGE BOULEVARD - FILE #2006PL-094; PROJECT# AP-000287.</u> The applicant requests approval of a Sign Exception to allow three (3) wall signs for an in-line corner tenant where two (2) signs are the maximum permitted by the Sign Ordinance. Applicant: Gary Muljat, Panattoni Development Company. (Miller)

Associate Planner, Ron Miller, presented the staff report and responded to questions.

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

Applicant, Gary Muljat, Panattoni Development Company, 8775 Folsom BI, #200, Sacramento, addressed the Committee and responded to questions. He stated that he was not in agreement with Staffs findings. He feels that denial of this exception negatively impacts the corner tenant by denying additional advertising (3rd sign) along one of the two street side walls of the building. He feels the additional signage would put the corner tenant on equal footing with the other tenants in the complex.

The following people spoke in favor of the project:

- Steve Sanders, Roseville, member of the Johnson Ranch East Community Association, stated that when this project originally came before the Community Association, it was denied in an effort to keep signage down. But after further consideration and discussion with the Applicant, the Association has agreed to approve the signage. With the Association's sign agreement, the developer promised to increase the fence screen on the North side of the property. If the Design Committee does not approve the permit request, the Community Association will not receive the additional fencing. Denial would be a "lose lose" for both the Applicant and the neighboring residential community. He asked the Design Committee to approve the application.
- Dale Schlotfeldt, Roseville, Member of the Johnson Ranch East Community Association, submitted
 a letter to the Design Committee stating that he is in complete support of the sign variance and asks
 the Committee to approve it. He feels the public would benefit from the additional signage. He gave
 examples of other retailers who have 3 signage faces that are not located on major intersections.

There was discussion on the following:

- Signage needs for inline stores;
- Free standing pad buildings with one tenant are allowed three signs;
- Balance between strict sign ordinance and the current economic needs that exists for business owners:
- Needs to assist smaller business owners at the same time that variances are being approved for larger retailers;
- Tenants are entitled to window signs and banners;
- Allowing three signs sets a precedence;
- Possibility of revising the sign ordinance to allow three signs for corner/inline tenants;
- Some Committee members do not want to see three signs on buildings;
- City allows banners, which it creates clutter;
- Alternative types of signage that the applicant can use;
- Definition of end unit and corner unit:

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

MOTION

Naaz Alikhan made the motion, which was seconded by Anna Robertson, to Adopt the four (4) findings of fact for denial of the Administrative Permit for Sign Exception – SERSP Parcel 40, Granite Bay Pavilions, and Deny the Administrative Permit for Sign Exception, as submitted in the staff report.

The motion passed unanimously.

REPORTS/COMMENTS/COMMISSION/STAFF

Chair Hoskinson asked staff to prepare an Agenda Item that would allow the Design Committee to review the sign ordinance as it pertains to signage for inline and corner tenants. The Design Committee may elect to forward a recommendation to the City Council that the City initiate a Sign Ordinance Amendment.

The required ethics training has been completed by all Design Committee members.

ORAL COMMUNICATIONS

None

ADJOURNMENT

Chair Hoskinson asked for a motion to adjourn the meeting.

MOTION

Naaz Alikhan made the motion, which was seconded by Anna Robertson, to adjourn to the meeting of April 23, 2009. The motion passed unanimously at 5:20 P.M.