

### PLANNING & REDEVELOPMENT DEPARTMENT

311 Vernon Street, Roseville, CA 95678 (916) 774-5276

### AGENDAS ARE AVAILABLE ON THE INTERNET AT WWW.ROSEVILLE.CA.US

# AGENDA DESIGN COMMITTEE MEETING NOVEMBER 15, 2007 4:30 PM – 311 VERNON STREET CIVIC CENTER – MEETING ROOMS 1 & 2

### **DESIGN COMMITTEE MEMBERS:**

Kim Hoskinson - Chair Naaz Alikhan - Vice-Chair Anna Robertson

### STAFF:

Mike Isom, Senior Planner
Joanna Cucchi, Associate Planner
Elisa Reynolds, Associate Planner
Carolyn Alexander, Deputy City Attorney
Marc Stout, Senior Engineer
Bev Avery, Recording Secretary

# I. ROLL CALL

### II. CONSENT CALENDAR

The consent calendar consists of routine items that are to be considered upon one motion for approval as recommended in the staff reports. However, since each routine item requires a public hearing, each and every one may be considered separately upon requests by the audience, the Design Committee or the staff. Any item removed will be considered following old business.

### A. MINUTES OF OCTOBER 18, 2007

B. 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)

C. DESIGN REVIEW PERMIT – 1241 PLEASANT GROVE BL – STARBUCKS COFFEE – FILE #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)

### III. NEW BUSINESS

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

<u>000010)</u>. 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, and
- 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)

# V. REPORTS/COMMISSION/STAFF

VI. ORAL COMMUNICATIONS Note: Those addressing the Design Committee on any item or under Oral Communications are limited to five (5) minutes, unless extended by the Chair. Comments from the audience without coming to the podium will be disregarded. Please address all comments/questions to the Chair, not to staff members.

# VII. ADJOURNMENT

Notes: (1) The applicant or applicant's representative must be present at the hearing.

- (2) Complete Agenda packets are available for review at the main library or in the Planning Department.
- (3) All items acted on by the Design Committee may be appealed to the City Council.
- (4) No new items will be heard after 7:00 p.m.
- (5) No smoking permitted in the building.
- (6) If you plan to use audio/visual material during your presentation, it must be submitted to the <u>Planning Department 24 hours</u> in advance.

All materials introduced at a public hearing or included with the project's staff report, including but not limited to exhibits, photographs, video or audio tapes, plan sets, architectural drawings, models, color and materials palettes, and maps must be retained by the Planning Department as a part of the public record for one year following the City's final action on the project. Official project file materials will be kept in conformance with the Department's adopted retention schedule. Color renderings and material boards will be disposed of after the project is built and the project receives a certificate of occupancy or at the end of one year, whichever is later.