



CITY OF ROSEVILLE DESIGN COMMITTEE MEETING MARCH 15, 2007 MINUTES

Committee Members Present: Rex Clark, Anna Robertson

Committee Members Absent: Naaz Alikhan - Excused

Staff Present: Mike Isom, Senior Planner

Joanna Cucchi, Associate Planner Gina La Torra, Associate Planner Tracie Callahan, Recording Secretary

CONSENT CALENDAR

Chair Clark asked if anyone wished to remove any of the items from the Consent Calendar for discussion.

Chair Clark asked for a motion to approve the Consent Calendar as listed below:

II-A MINUTES OF FEBRUARY 15, 2007

<u>II-B DESIGN REVIEW PERMIT MODIFICATION – 3000 TAYLOR ROAD –TAYLOR ROAD SELF STORAGE – FILE# 2006PL-201 (DRP-000154).</u> The applicant requests approval of a Design Review Permit Modification to allow an existing one-story self storage building (Building C) to be replaced with a three-story, 34,425 square foot self storage building in the location of the original building. No other modifications to the remaining seven buildings or site circulation within the self storage complex are proposed. (La Torra)

Motion

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

III. NEW BUSINESS

III-A DESIGN REVIEW PERMIT MODIFICATION – 8001 WASHINGTON BOULEVARD – CHEVRON RE-IMAGING – FILE 2006PL-233 (PROJECT # DRP-000170). The applicant requests approval of a Design Review Permit Modification to repaint the front elevation of the existing convenience store, replace the fuel pump covers, and to reface the existing fuel station canopy in association with the new Chevron branding theme. A component of the canopy reface is to add LED down lighting to the canopy façade. The applicant disagrees with the Planning & Redevelopment Department's recommendation to eliminate the LED canopy lighting from the request and has requested a public hearing before the Design Committee. (Isom)

Senior Planner, Mike Isom, 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:

Craig Schaffer RHL Design Group

There was discussion on the following:

- New trash valets to comply with ADA
- o LED's would be hidden underneath the hood light wash/low intensity
- o 2.9 watts per linear foot
- Food mart interior will be upgraded
- o Flags will be added to the canopy to identify fueling positions

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

MOTION

Anna Robertson made the motion, which was seconded by Rex Clark, to adopt the two (2) findings of fact for the Design Review Permit Modification; and approve the Design Review Permit Modification with five (5) conditions of approval, including a condition to eliminate the LED lighting from the project.

The motion passed unanimously.

III-B SIGN ORDINANCE WORKSHOP - (Isom/Cucchi)

Senior Planner, Mike Isom and Associate Planner, Joanna Cucchi presented the staff report and responded to questions.

There was discussion on the following:

- The definition of a PSPP Planned Sign Permit Program
- Staff's recommendation to allow over the counter approvals for PSPP's committee members being in agreement
- o The need for new definitions and graphics in the sign ordinance committee members in agreement
- Legal updates to ensure we are up to date on legal case law and legislation.
- o Goal to have an expert attorney look at our sign ordinance to make sure we are legally sound
- Review the schedule being looked at for the work program
- o Two biggest complaints being search lights and mobile billboards
- Banners and the issues of enforcing, as well as staff time involved
- Planning Department's intent to pursue looking at prohibiting mobile billboards and limiting searchlights to events
- Setting up page on web-site in interest of public disclosure
- No proposed changes to real estate signs
- Importance of letter size and sign definition to developers
- Current guidelines that Planning has on banners and that the quality of banners is enforced by Code Enforcement
- Goal to meet with Chamber to discuss concerns over current sign ordinance and get input
- Concern over banners and looking at restrictions
- o Taking a look at people on corners holding free-standing signs and "spinners"
- Approaches that other cities have taken and what can be done in Roseville
- o Definition and clarification of a pad buildings and examples
- Questions regarding office vs. retail and if they are covered under the same standards and the confusion it causes with clients
- Possible sign exception process

- Minor type of defined deviations (specified) could be approved at Director's level as opposed to taking to Committee
- What provisions the city has or can create when a business goes out of business and how we approach the removal of signs
- o The abandoned sign section in the Ordinance
- o Importance of complaint driven enforcement
- o Having another workshop once committee member, Naaz Alikhan returns
- Scheduling agenda items to check in on progress

REPORTS/COMMENTS/COMMISSION/STAFF

Senior Planner, Mike Isom, updated the committee members that the City Council denied the appeal for the Fry's Electronics Sign Variance and upheld the decision of the Design Committee to approve the Sign Variance as conditioned.

ORAL COMMUNICATIONS: None

ADJOURNMENT

Chair Clark asked for a motion to adjourn the meeting.

MOTION

Anna Robertson made the motion, which was seconded by Rex Clark, to adjourn to the meeting of March 15, 2007. The motion passed unanimously at 6:02 P.M.

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