

CITY OF ROSEVILLE  
DESIGN COMMITTEE MEETING  
SEPTEMBER 21, 2006  
MINUTES

Committee Members Present: Rex Clark, Naaz Alikan, Kim Hoskinson - Alternate

Committee Members Absent: Anna Robertson - Excused

Staff Present: Mike Isom, Senior Planner  
Wayne Wiley, Assistant Planner  
Ron Miller, Assistant Planner  
Michelle Sheidenberger, Deputy City Attorney  
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 JULY 20, 2006**

**II-B DESIGN REVIEW PERMIT – 1590 VINEYARD ROAD – VINEYARD POINT GARDEN OFFICES – PROJECT # 2006PL-102 (FILE # DRP-000148).** The applicant requests approval of a Design Review Permit to allow construction of two office buildings totaling 42,650 square feet with associated parking, lighting, and landscaping. (Wiley)

**II-C SIGN VARIANCE – 7451 FOOTHILLS BOULEVARD – NWRSP PARCEL 18 – BATCH RETAIL BUILDINGS 1 & 2 - FILE# 2006PL-138 (V-000031).** The applicant requests approval of a Sign Variance to allow two (2) wall signs per retail tenant where one (1) wall sign is the maximum number permitted by the Sign Ordinance. (Miller)

MOTION

Kim Hoskinson made the motion, which was seconded by Naaz Alikan, to approve the minutes of July 20, 2006 as submitted and items II-B and II-C.

The motion passed unanimously.

**NEW BUSINESS**

**III-A SIGN VARIANCE AND PLANNED SIGN PERMIT PROGRAM – 9243 SIERRA COLLEGE BOULEVARD – SERSP PARCEL 40 GRANITE BAY PAVILIONS – PROJECT # 2006PL-094 (FILE #'s V-000029 & PSP-000049).** The applicant requests approval of a Sign Variance to allow an increase in the number of wall signs and monument signs allowed by the Sign Ordinance. The Sign Ordinance allows one wall sign per inline retail tenant and two monument signs (based on frontage). The project proposes two wall signs per tenant (for buildings that back up to Sierra College Boulevard) and three monument signs. The application also includes a request to modify the Planned Sign Permit Program for the center. (Wiley)

Assistant Planner, Wayne Wiley, 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:

Ted Luthin  
848 Third Street  
Santa Rosa, CA

There was discussion on the following:

- Visibility of center
- Number of tenants in office buildings
- Addresses displayed on monument signs
- Coordination of colors on signs
- Possible relocation of signs
- Identity of office buildings
- Lack of demonstrated need for third monument sign

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

#### MOTION

Naaz Alikan made the motion, which was seconded by Kim Hoskinson, to adopt the three (3) findings of fact for the Sign Variance; approve the Sign Variance with one (1) condition of approval (eliminating the third monument sign); adopt the two (2) 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.

**III-B DESIGN REVIEW PERMIT – 991 ROSEVILLE PARKWAY – NCRSP PARCEL 41 RITE AID – FILE DRP 04-67.** The applicant requests direction from the Design Committee on the proposed design feature that will be incorporated into the Rite Aid Retail Center at the corner of Pleasant Grove Boulevard and Roseville Parkway. At their meeting of July 20, 2006 the Design Committee approved the DRP for the proposed shopping center with a condition of approval that required the applicant to develop alternative designs for an architectural feature on the corner. The proposed design features include blocked columns with associated artwork and water features. (Wiley)

**THIS ITEM HAS BEEN CONTINUED TO THE MEETING OF OCTOBER 19, 2006.**

#### **REPORTS/COMMENTS/COMMISSION/STAFF**

- Discussion of architectural treatment on buildings backing to roadways or on corner
- Utilities, service doors & fire control rooms need to be better integrated into design

**ORAL COMMUNICATIONS:** None

#### **ADJOURNMENT**

Chair Clark asked for a motion to adjourn the meeting.

MOTION

Kim Hoskinson made the motion, which was seconded by Naaz Alikan, to adjourn to the meeting of October 19, 2006. The motion passed unanimously at 4:55 P.M.