

CITY OF ROSEVILLE  
DESIGN COMMITTEE MEETING  
JANUARY 17, 2008  
MINUTES

Committee Members Present: Kim Hoskinson, Anna Robertson, Rex Clark

Committee Members Absent: Naaz Alikhan

Staff Present: Kevin Payne, Assistant Planning Director  
Eileen Bruggeman, Project Planner  
Michelle Sheidenberger, Deputy City Attorney  
Bev Avery, 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 NOVEMBER 15, 2007**

Motion

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

Motion carried.

**NEW BUSINESS**

**III-A SIGN VARIANCE AND PLANNED SIGN PROGRAM – 1175 ROSEVILLE PARKWAY – THE FOUNTAINS – FILE #2007PL-204 (PROJECT#S V-000052 & PSP-000074).** The applicant requests approval of a Planned Sign Permit Program to establish a comprehensive sign program for The Fountains shopping center. The applicant also requests approval of a Sign Variance to allow: an increase in the area of the monument sign at the intersection of Roseville Parkway and Galleria Boulevard, an increase in the area and height of directional and directory signs, an increase in the area of tenant wall signs, marquee signs for Main Street and Major Anchor tenants, and more than one sign per elevation for tenants. (Bruggeman)

Project Planner, Eileen Bruggeman, presented the staff report and responded to questions.

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

The following people spoke in favor of the project:

Gloria Wright, General Manager of the Fountains:

- The Fountains' name reflects the fountains located in the center, which will have white illumination.
- The Fountains' logo will be a "f" designed in a palette of bronze and black.

- Whole foods will have the only sign visible from the street; other tenants are national and do not need promotion.

Martin Swartz, Graphic designer:

- The sign fabricators have specifications of a high standard and design that will maintain integrity.
- The log and color, oval f or full name, is quality and continuity that will make a cohesive environment.
- The main street will have directional signs to make it pedestrian friendly.
- The sign in the center fountain will have the appearance of the letters floating in water.
- The archway will meet all the clearance heights for emergency vehicles.
- A pair of monuments with the branded “f” logo will be present at the Roseville Parkway entry.
- Pedestrian directional poles will list three tenants mounted on each side with additional wall mounted signs.
- There will be several parking signs, to guide you to the parking areas. Straight forward and simple but elegant.
- Restroom signs, ADA approved: triangle for men and circle for women, nice in detail will be mounted to the wall.
- The banners will have some patterns to offer festivity for the main street only.

Kim Hoskinson questioned the bathrooms signs represented by a triangle and a circle is that new? And is the parking sign just the letter “p”?

Martin Stewart replied that the ADA, Americans with Disabilities Act, requires the shapes with or with out the pictograph. The parking sign is a “p” with an arrow that makes it simple and clean yet unified.

Kim Hoskinson stated the pictograph was not necessary.

Rex Clark questioned the several references to “main street” which conflicts with Roseville’s Main Street. Were they going to name the “main street”?

Gloria Wright stated that they are considering naming the main street and the alley ways but will not be promoting the street or naming it anything that will conflict with the City of Roseville. The term “main street” is only internal verbiage at this point.

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

#### MOTION

Rex Clark made the motion, which was seconded by Anna Robertson, to approve the Sign Variance and Planned Sign Program.

The motion passed unanimously.

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

Kevin Payne passed out an update on the Downtown Specific Plan. He gave a brief overview of accomplishments that had been completed, since June of last year. These consisted of a number of technical studies as follows: the fire station relocation study; flood impact study; implementation and funding plan; and a parking management plan. The planning department is anticipating public hearings in the summer of this year.

**ORAL COMMUNICATIONS:**           None

#### **ADJOURNMENT**

Chair Hoskinson 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 January 17, 2008. The motion passed unanimously at 5:12 P.M.