

Cupertino, CA 95014
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**ACTION MINUTES OF THE REGULAR MEETING OF
THE DESIGN REVIEW COMMITTEE HELD ON December 6, 2018**

ROLL CALL

Committee Members present: David Fung, Commissioner
Geoff Paulsen, Commissioner

Committee Members absent: Alan Takahashi, Chairperson

Staff present: Ellen Yau, Associate Planner
Benjamin Fu, Assistant Director of Community Development

Staff absent: none

APPROVAL OF MINUTES:

1. September 6, 2018
Approval of the minutes of the September 6, 2018 Design Review Committee meeting were postponed to the following meeting due to a lack of quorum

ORAL COMMUNICATION:

None

POSTPONEMENTS/REMOVAL FROM CALENDAR:

None

WRITTEN COMMUNICATIONS:

None

CONSENT CALENDAR:

None

PUBLIC MEETING:

2. Application No.(s): EXC-2018-04
Applicant: Jennifer Kirby (Target)
Location: 20745 Stevens Creek Blvd APN: 326-32-055

Sign Exception to allow for two (2) additional wall signs (a logo and an Order Pick-Up), with both signs on one frontage on an existing retail building (Target)

Design Review Committee decision final unless appealed.

Staff Member Yau explained that the subject property recently gained an approval for façade and parking lot upgrades/modifications to facilitate curbside pickup of items purchased on-line. The new signage was not part of that approval. The applicant is now seeking approval for additional signs for the curbside pickup entrance part of the new façade. These new signs will be on the eastern side of the

building facing Bandley Drive. Staff supports the project as it meets the intent of the Sign Ordinance in that the existing building is large on a large lot and the additional signs will help identify the retailer from both street frontages with our being visually “cluttered”. The current Target sign, before the remodel, is approximately 210 square feet. The four signs (two on each frontage) will total approximately 200 square feet. No public comments in opposition to the sign exception have been received.

The applicant, Jennifer Kirby, representing Target, addressed the Committee. She reiterated that the new signage and façade modification project are all part of Target’s re-branding and being done to enhance the customer’s experience when shopping.

Commissioner Paulsen confirmed the traffic pattern for the curbside pickup. He suggested that a ground sign along Bandley Drive might be a good alternative to a large sign high up on the wall. He didn’t feel that a large sign would perhaps “grow” into the future look of the City, with the trend being for smaller signs, more trees, slower traffic and more walkability. Staff member Yau pointed out that Target’s frontage along Bandley is small. A ground sign along there would have to be placed on someone else’s property. The applicant explained that Target had specifically designed smaller wall signs for this project. Commissioner Paulsen asked about the trees along Bandley Drive and if the tree growth had been taken into consideration. The applicant explained that they had. They felt that the trees will help diminish the visual massing of the signs over time. Commissioner Fung commented that the curbside pickup area has been changed from the approval at the Planning Commission. He felt that customers might have a challenge locating the pickup area given that there are no directional signs. However, he understood the design limitations of the site and in general supports the project. Staff member Fu mentioned that directional signs are permitted on site. Such signs do not need Design Review Committee approval so it is possible that these signs can be added in the parking lot areas during the construction phase.

Commissioner Fung opened the Public Comment period.

There were no speakers

Commissioner Fung closed the Public Comment period.

There was no additional discussion.

MOTION: Commissioner Paulsen moved to approve EXC-2018-04 per the draft resolution

APPROVE: Commissioner Fung

ABSENT: Chair Takahashi

ABSTAIN: none

VOTE: 2-0-1 (Takahashi absent)

OLD BUSINESS:

None

NEW BUSINESS:

None

Respectfully submitted:

_____/s/Beth Ebben

Beth Ebben

Deputy Board Clerk