



CITY OF MILPITAS
ECONOMIC DEVELOPMENT SUBCOMMITTEE
MILPITAS CITY HALL COMMITTEE MEETING ROOM
APPROVED MINUTES
May 17, 2010

- I. Call to Order** Councilmember Althea Polanski called the meeting to order at 5:30 p.m. Present were Council Member Althea Polanski, Economic Development Manager Diana Barnhart, Assistant City Attorney Bryan Otake and Recording Secretary Veronica Bejines.
- II. Approval of the Agenda** MOTION to approve the agenda.
M/S: Polanski Ayes: 1 Noes: 0
- III. Approval of Minutes** MOTION to approve the minutes of February 8, 2010.
M/S: Polanski Ayes: 1 Noes: 0
- IV. Public Forum** There were no requests to speak.
- V. Freeway Signs** Economic Development Manager Diana Barnhart announced that staff reviewed the draft Sign Ordinance with the McCarthy Ranch developers and Milpitas Automotive Group who provided their detailed comments to staff. Both parties were in agreement with the Sign Ordinance; however, CBS Outdoor with Milpitas Auto Properties (MAP) did request that the site design for the Piercey Toyota site be consistent with the design of the dealership. In response to a question from Council Member Polanski, Ms. Barnhart requested that the Subcommittee move the Sign Ordinance forward to the Planning Commission and City Council.

Councilmember Polanski asked if the Sign Ordinance will move forward to the Planning Commission and City Council before the month of July and Ms. Barnhart said it depends on the direction of the Subcommittee.



Ms. Barnhart listed the staff recommendations:

- That the City Council approve a development or lease agreement for freeway signs with Milpitas Auto Properties that will include approval of the Piercey Toyota on-site freeway sign;
- Staff will work with both sign developers to create remaining signs that are compatible with the Piercey sign so that all Milpitas freeway signs are similar;
- All signs, except the Piercey on-site sign, are subject to the City's design review process and PC review; and
- Sign ordinance approval will be coordinated with the Milpitas Auto Properties freeway sign agreement.

Ms. Barnhart added that staff wants to come up with something that works for both McCarthy Ranch and Milpitas Auto Properties with the exception that the Piercey sign be more modern. Staff also felt that they could move the Sign Ordinance and Piercey Agreements forward while McCarthy Ranch finishes their environmental review.

Bob Harbin with CBS Outdoor said they are comfortable working with staff and want to do what makes sense for Milpitas.

Ms. Barnhart added that she talked to Tom Chadwell of MAP, and he suggested that a sign that is different from the Piercey Toyota sign may be more cost effective on the City owned I-880 site.

Councilmember Polanski said that she has no objections with the sign on the Toyota site but would like the other signs to have something in common.

Mr. Harbin said that CBS Outdoor wants to develop a brand or image that the City is pleased with and is completely on board.

Ms. Barnhart said that McCarthy Ranch is pleased with the Sign Ordinance.

Councilmember Polanski suggested that the signs definitely need to incorporate the City of Milpitas. She does not know if it would be in the logo or name, but thinks that the name is the cleanest way to go to make sure the signs have a similar look and feel. She believes in a



cleaner and simpler modern design, not overloaded with unnecessary ornamentation.

Mr. Harbin said that a simple font can be effective on signage. Councilmember Polanski said that she would prefer the name Milpitas instead of Silicon Valley. She also agreed to move the project forward.

Assistant City Attorney Otake said that he needs to see some type of agreement with CBS Outdoor in order for it to go to City Council. If both the Sign Ordinance and Agreement get approved by City Council, the Ordinance takes two actions: one Planning Commission meeting and two City Council meetings. He also said that a development agreement would be reviewed by the Planning Commission but that a Lease Agreement would only be reviewed by the City Council.

Ms. Barnhart suggested that staff take the Sign Ordinance to the June 9th Planning Commission meeting and, if it is possible, to take the Milpitas Auto Properties Lease Agreement to City Council on June 15th. The Sign Ordinance would be reviewed by the City Council on August 3rd with an anticipated 2nd reading of the Ordinance on August 17th. The Ordinance will be effective 30 days after.

Ms. Barnhart pointed out that McCarthy Ranch wants to set up a meeting with the Planning Director to begin their environmental review process.

Ms. Barnhart asked CBS Outdoor, once the Council approves their project, when the City will expect to see signs erected. Mr. Harbin said that once the ordinance is approved and they have an agreement in place with the City of Milpitas, they can get a building permit and submit it to the State. To process an application with the State takes approximately six weeks and is a pretty brisk process.

Councilmember Polanski said that she would like the Freeway Signs package to be finalized by the August 17th City Council meeting.

VI. Future Items

Ms. Barnhart said she would like to provide an update to the Subcommittee on the Conference Center Market Demand Study and suggested moving the Subcommittee meeting from June 21st to June 14th. She would also like to provide an update on the Conference Center funding strategies and suggested moving the August 16th



meeting to August 2nd. This schedule allows work to continue during the summer if the Council so directs. Councilmember Polanski said she does not have a problem with the dates and Ms. Barnhart said she would double check with Mayor Livengood if he is available.

Councilmember Polanski asked for an update on Seafood City and Ms. Barnhart said they are scheduled to open in a couple of weeks and the City Council should have received invitations to their Inaugural Celebration on May 26th.

VII. Adjournment

Councilmember Polanski adjourned the meeting at 6:10 p.m. to the June 14, 2010 meeting.

Respectfully submitted,

Veronica Bejines, Recording Secretary