

CITY PLANNING COMMISSION

1231 "I" STREET, SUITE 200, SACRAMENTO, CA 95814

APPLICANT Gary & Randy Beamer, 2422 Princeton, Sacramento, CA 95815
OWNER Clarence C. Oltmer, 3601 Alberta Ave. Sacramento, CA 95821
PLANS BY Pacific Neon Co., 1576 Silica Avenue, Sacramento, CA 95851
FILING DATE 12/30/88 ENVIR. DET. Ex. 15311 a REPORT BY PW:vf
ASSESSOR'S PCL. NO. 277-0051-017

APPLICATION: Variance to exceed the height and square footage and vary the type of detached sign permitted within 660 feet of the freeway (I-80) right-of-way for a 20 foot high, 94+ square foot pole sign on 2.0+ developed acres in the Light Industrial (M-1) zone.

LOCATION: 2422 Princeton Street

PROPOSAL: The applicant is requesting the necessary entitlements to erect a 20 foot high, 96 square foot pole sign adjacent to Business 80 Freeway.

PROJECT INFORMATION:

General Plan Designation: Heavy Commercial or Warehouse
Existing Zoning of Site: M-1
Existing Land Use of Site: Boat Sales

Surrounding Land Use and Zoning:

North: Residential, Commercial; M-1
South: Commercial; M-1
East: Residential; R-1
West: Business 80 Freeway; TC

Property Dimensions: Irregular
Property Area: 2.11+ acres
Height of Building: 10 feet
Topography: Flat
Street Improvements: Existing
Utilities: Existing
Type of Sign: Double face, interior illuminated pole sign
Color of Sign: White plexiglass face with dark blue background and white letters
Height of Sign: 20 feet
Sign Area: 93.75 square feet

STAFF EVALUATION: Staff has the following comments:

A. Land Use and Zoning

The site consists of 2.11+ acres in the Light Industrial (M-1) zone. The site is divided into two commercial operations; an RV sales and the subject boat sales operation. The 1988 General Plan designates the site for heavy commercial or warehouse uses. Surrounding land uses include residential and commercial uses zoned M-1 to the north, RV and auto sales zoned M-1 to the south, Business 80 Freeway adjacent on the east, and single family residential uses zoned R-1 to the west.

B. Applicant's Proposal

The applicant is proposing to erect a 20 foot high, 93.75 square foot pole sign adjacent to the Business 80 Freeway. The proposed sign will read, "California Boat & Ski" and have a two line reader board with 10 inch change ad. letters. The proposed location of the sign is within 660 feet of the Freeway right-of-way and is, therefore, subject to the special signs and sign district requirements of the City Sign Ordinance (see Exhibit A). All detached signs located within 660 feet of a freeway in the M-1 zone are subject to the following regulations:

1. Detached signs shall have a maximum area of 24 square feet.
2. Detached signs shall have a maximum height of 12 feet measured from grade level.
3. Detached signs shall be of a monument type and shall be located within a landscaped planter of at least a four foot radius measured from the perimeter of the sign.
4. Notwithstanding the above, motels, hotels, restaurants and gas stations located in the C-2, C-3, C-4, SC, M-1 and M-2 zones are permitted to have the signage allowed in the Highway Commercial zone due to the freeway services these uses provide.

The applicant's proposal does not adhere to any of the above requirements and is therefore requesting a variance.

C. Staff Evaluation

As previously mentioned, the subject site is directly adjacent to the Business 80 Freeway, which is a major entry into the City. Advertising signs are allowed for boat sales but must meet the stated requirements of the Zoning Ordinance. The applicant currently has a 14 foot high illegal sign erected on the site. A 12 foot monument sign is allowed. Based on staff's inspection of the site and the site's close proximity to the freeway, a 12 foot monument sign would be clearly visible from passing cars. The RV sales operation adjacent on the same parcel has an existing legal monument sign. Staff had originally considered the adjacent RV sales to be on a separate legal parcel but a closer analysis has revealed that both operations are on one parcel separated by a fence. Because both operations are on one parcel, the proposed boat and ski sign must be located at least 300 feet from the existing, legal RV sales sign. This is another requirement of the zoning Ordinance. The applicant has not demonstrated a hardship that would warrant the approval of this variance request. Retail boat sales is not considered the type of use that provides freeway services. Commercial uses such as motels, hotels, restaurants and gas stations provide services associated with a freeway. Allowing a pole sign such as that proposed, would set a precedent for other retail commercial sites along freeways throughout the City. A proliferation of signage along a freeway over time degrades the aesthetic quality of the

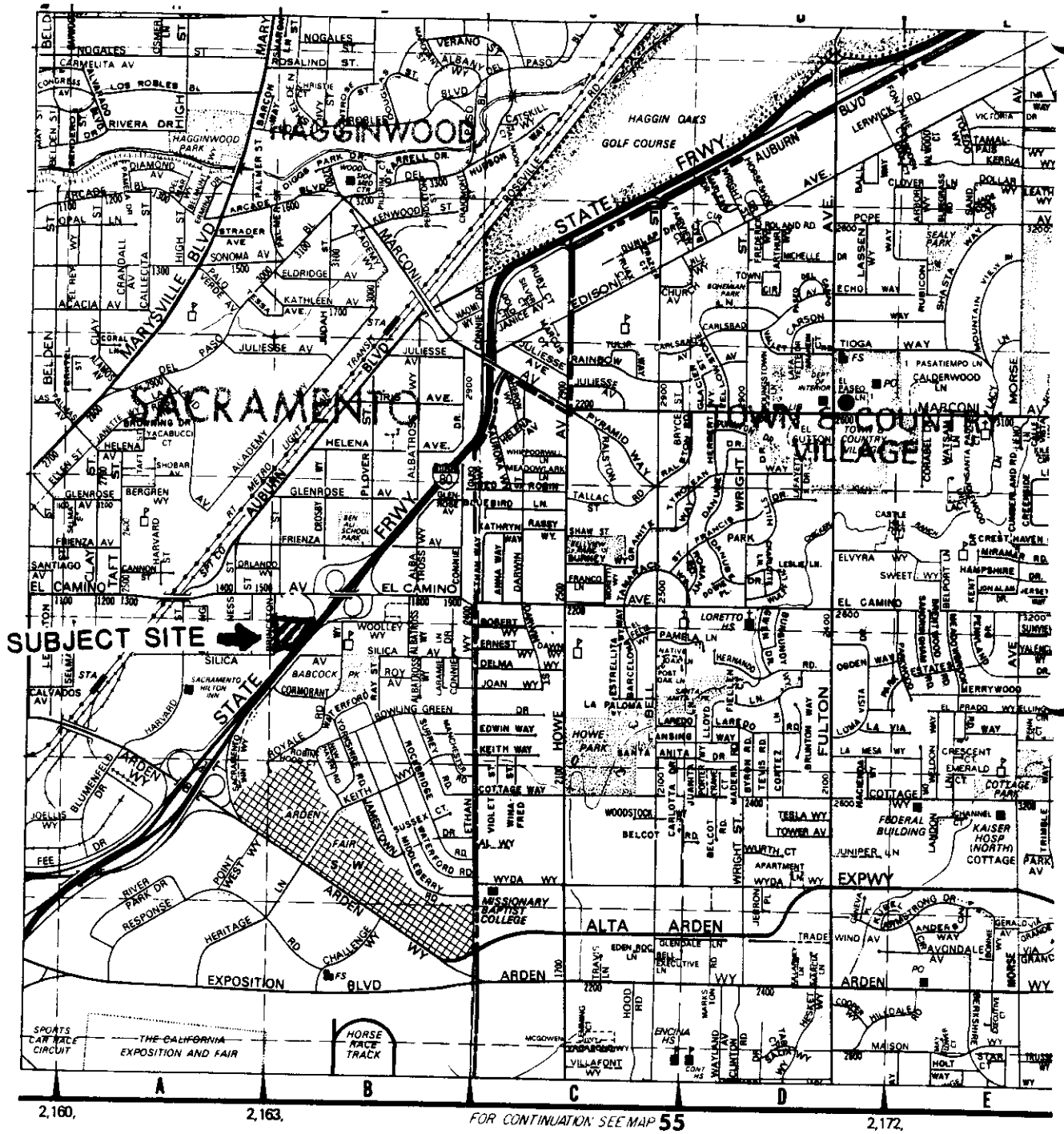
corridor. Finally, the proposed sign is not consistent with the purpose of the City's Sign Ordinance which is to preserve and improve the appearance of the City as a place to live and work.

ENVIRONMENTAL DETERMINATION: The proposed project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15311a).

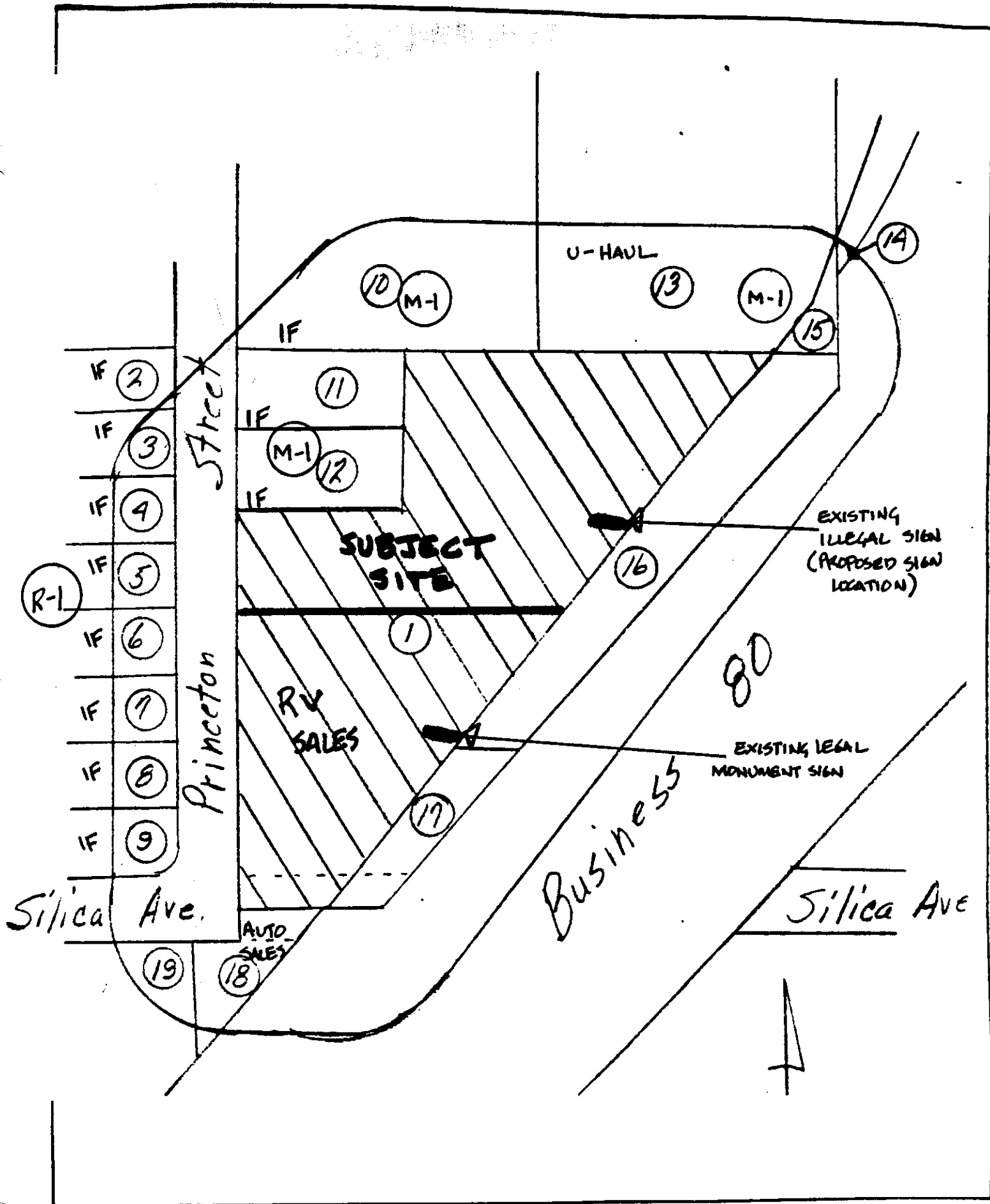
STAFF RECOMMENDATION: Staff recommends the Commission deny the variance request to exceed the height and square footage and type of detached sign permitted within 660 feet of the freeway right-of-way based upon findings of fact which follow:

Findings of Fact

1. The granting of the requested variance would constitute a special privilege extended to one individual property owner in that no hardship has been demonstrated that would preclude the erection of a sign in conformance with existing sign regulations.
2. The requested signage, if approved, would:
 - a. set a precedent for other commercial users along freeway corridors throughout the City; and
 - b. lead to a proliferation of excessive signage along the freeway corridors.
3. Staff cannot find, nor has the applicant produced a hardship relating to the subject site which indicates that the one allowable 12 foot monument sign would not adequately identify the commercial use located on the site.



VICINITY MAP



LAND USE & ZONING MAP

- B. The subject site contains two office buildings of 2,800 and 3,100 square feet. One of these buildings is occupied and the other is vacant. The proposed lot line adjustment is to allow law offices in the 2,800 square foot building to expand into the 3,100 square foot vacant office building. Any exterior work done to the structures that requires a building permit is subject to review of the Design Review Board.
- C. The proposed lot line adjustment was reviewed by City Transportation, Engineering, Water and Sewer and Real Estate Divisions. The following comments have been received:
1. File Certificate of Compliance and waive parcel map prior to recordation;
 2. Pay off or segregate any existing assessments; and
 3. Show all existing easements.

ENVIRONMENTAL DETERMINATION: The proposed lot line adjustment is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15305a).

RECOMMENDATION: Staff recommends the Planning Commission approve the lot line adjustment by adopting the attached resolution.