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CITY OF SACRAMENTO

CITY PLANNING DEPARTMENT
915 "I" STREET
CITY HALL - ROOM 308

SACRAMENTO, CALIF. 95814
TELEPHONE (916) 449-5604

Marty Van Duyn
[REDACTED]
PLANNING DIRECTOR

February 7, 1980

CITY MANAGER'S OFFICE

RECEIVED

FEB 8 1980

RECEIVED
BY THE CITY CLERK

FEB 12 1980

OFFICE OF THE
CITY CLERK

*intent to
grant appeal
subject to
condition F of F due
2-28-80*

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: Appeal of Planning Commission's denial of a Variance request for directional signs (P-8847)

LOCATION: 300 J Street (Southeast corner of 3rd and J Streets)

SUMMARY

This request involves a proposal to install two monument type signs to identify the entrances to the Holiday Inn parking lot. Both of these signs would be approximately 4½ feet by 6 feet in size. One sign will be 6 feet 8 inches in height and the other 11 feet 8 inches in height. The requested variance is necessary to modify Variance P-7286 which permitted two 10-foot by 50-foot wall signs, subject to the condition that no additional signage be allowed at this location.

BACKGROUND

On May 27, 1976, the Planning Commission approved Variance P-7286 to permit two 10 feet by 50 feet wall signs attached to the north and south faces of the mechanical penthouse. As stated above, a condition of this variance stipulated that no other signs be allowed for the building.

On July 18, 1979, the Architectural Review Board approved seven directional signs for the Holiday Inn parking area. The City Sign Ordinance permits directional signs, however, they must not exceed four square feet in area. Also, directional signs may not contain any information that is non-directional in nature.

The staff and Planning Commission believe that the existing directional signs are sufficient to direct traffic to the facility. Any additional signage would promote visual clutter and encourage other properties to do the same.

February 7, 1980

The staff notes that the City Traffic Engineer recommends that directional signage be placed at these locations as indicated on the attached memorandum.

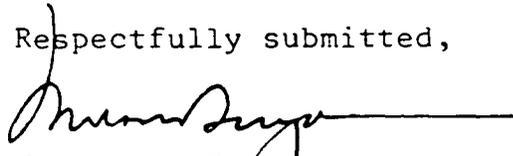
VOTE OF COMMISSION

On December 13, 1979, the Planning Commission held a public hearing on the proposed project and the request was denied by a vote of eight ayes, one absent.

RECOMMENDATION

The staff and Planning Commission recommend denial of the appeal. If the Council does not concur with the Commission, the proper action would be to indicate an intent to grant the Variance and direct staff to prepare the necessary findings of fact to be presented at a subsequent meeting.

Respectfully submitted,



Marty Van Duyn
Planning Director

FOR TRANSMITTAL TO CITY COUNCIL:



Walter J. Slipes, City Manager

MVD:HY:jm
Attachments
P-8847

February 12, 1980
District No. 1

OLD CITY
PARKING

HOBO JOE'S

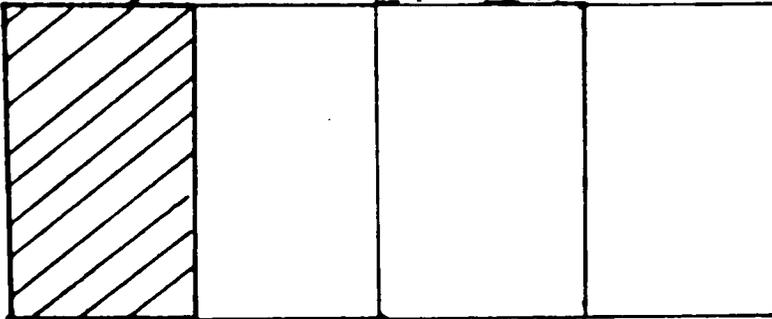
CHINA
TOWN

SUBJECT SITES
"J" STREET

OLD CITY
PARKING

OLD CITY

3rd STREET

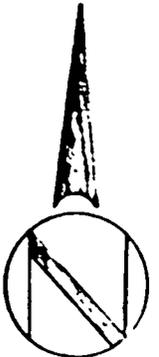


4th STREET

ALLEY



"K" STREET MALL



P. 8847

DECEMBER 13.79

ITEM NO. 35

CITY PLANNING COMMISSION

915 "I" STREET - SACRAMENTO, CALIFORNIA 95814

APPLICANT	Pacific Neon, P. O. Box 15100, Sacramento, CA 95813		
OWNER	John Q. Hammons, 1525 S. Glenstone Avenue, Springfield, MO 65804		
PLANS BY	Pacific Neon, P. O. Box 15100, Sacramento, CA 95813		
FILING DATE	50 DAY CPC ACTION DATE	REPORT BY: WW:cm	
NEGATIVE DEC. 12-3-79	EIR	ASSESSOR'S PCL. NO.	006-081-38

APPLICATION: 1. Environmental Impact Determination
2. Variance to modify variance P-7286 to delete condition prohibiting additional signage.

LOCATION: 300 "J" Street, southeast corner of 3rd and "J" Streets

PROJECT INFORMATION:

General Plan Designation:	Central Business District
Community Plan Designation:	Central Business District
Existing Zoning of Site:	C-3
Existing Land Use of Site:	Hotel (Holiday Inn)

Surrounding Land Use and Zoning:

North:	Restaurant and Motel; C-3
South:	Parking Garage; C-3
East:	Offices and Parking; C-3
West:	I-5 Freeway and Parking; TC

Property Dimensions:	Irregular	Area:	102,300 Sq. Ft.
Square Footage of Building:			33,600 Sq. Ft.
Size of Directional Sign A:	4' 6" x 6'	Height:	6' 8"
Size of Directional Sign B:	6' 2" x 8'	Height:	11' 8"
Type of Signs:	Double Faced-Interior Illuminated		
Materials:	Metal cabinet with Lexan faces and slumpstone faces		
Colors:	Brown and White		

The applicant proposes to install two monument type signs to identify the entrances to the Holiday Inn parking area. Directional Sign A which is 4½' x 6' and 6' 8" in height would be installed at the 3rd Street entrance that is adjacent to the entrance to the public parking garage. Directional Sign B would be installed at the "J" Street entrance. Each sign would be placed on a slumpstone base that matches the building.

BACKGROUND INFORMATION:

On May 27, 1976, the commission approved Variance P-7286 to permit two 10' x 50' wall signs that would be attached to the north and south face of the mechanical penthouse. This approval was subject to the condition that no other signs be allowed for the building.

On July 18, 1979, the Architectural Review Board approved 7 Directional Signs on the Holiday Inn parking area. According to the City Sign Ordinance, Directional Signs are exempt but must not exceed four square feet in area. These Directional Signs were 12" x 18" and 18" x 34" in size and, as approved, complied with the ordinance

STAFF EVALUATION:

The Directional Signs which were approved, by the Architectural Review Board have been installed; however each sign contains the Holiday Inn name which is prohibited and not part of the Architectural Review Board approval. According to the City Sign Ordinance "Directional or Instructional signs cannot in any way advertise a business and cannot exceed four square feet in area."

The staff inspected the subject site and surrounding properties and found only one free standing sign on 3rd Street between Capitol Mall and "I" Street (4 blocks). This sign was installed by the Traffic Engineering Division for direction to the parking garage. This sign is cubical in shape and is approximately 9' in height and 1½' wide. The proposed monument sign #A is 6' 8" in height and 6' wide and would be located across from the parking sign.

The proposed monument sign #B at the "J" Street entrance is larger in size with a height of 11' 8" and a width of 8'.

Staff believes these signs are not necessary in that additional visual clutter would be created in an area that has predominantly wall signs. In addition, the scale and height of the signs would aesthetically overpower the landscaping in the parking area, and the massive illumination from the signs would waste energy and create unnecessary sign clutter in redevelopment area.

The "J" Street corridor is a major vehicular entry from I-5 Freeway and therefore it is critical to maintain a streetscape that is aesthetically pleasing to the public.

In addition, given the number of cars located within the parking lot it does not appear that patrons are having any difficulty finding how to get into the facility.

The sign proposal was transmitted to the Redevelopment Agency for review and comments. Their comments will be presented at the City Planning Commission meeting.

STAFF RECOMMENDATION:

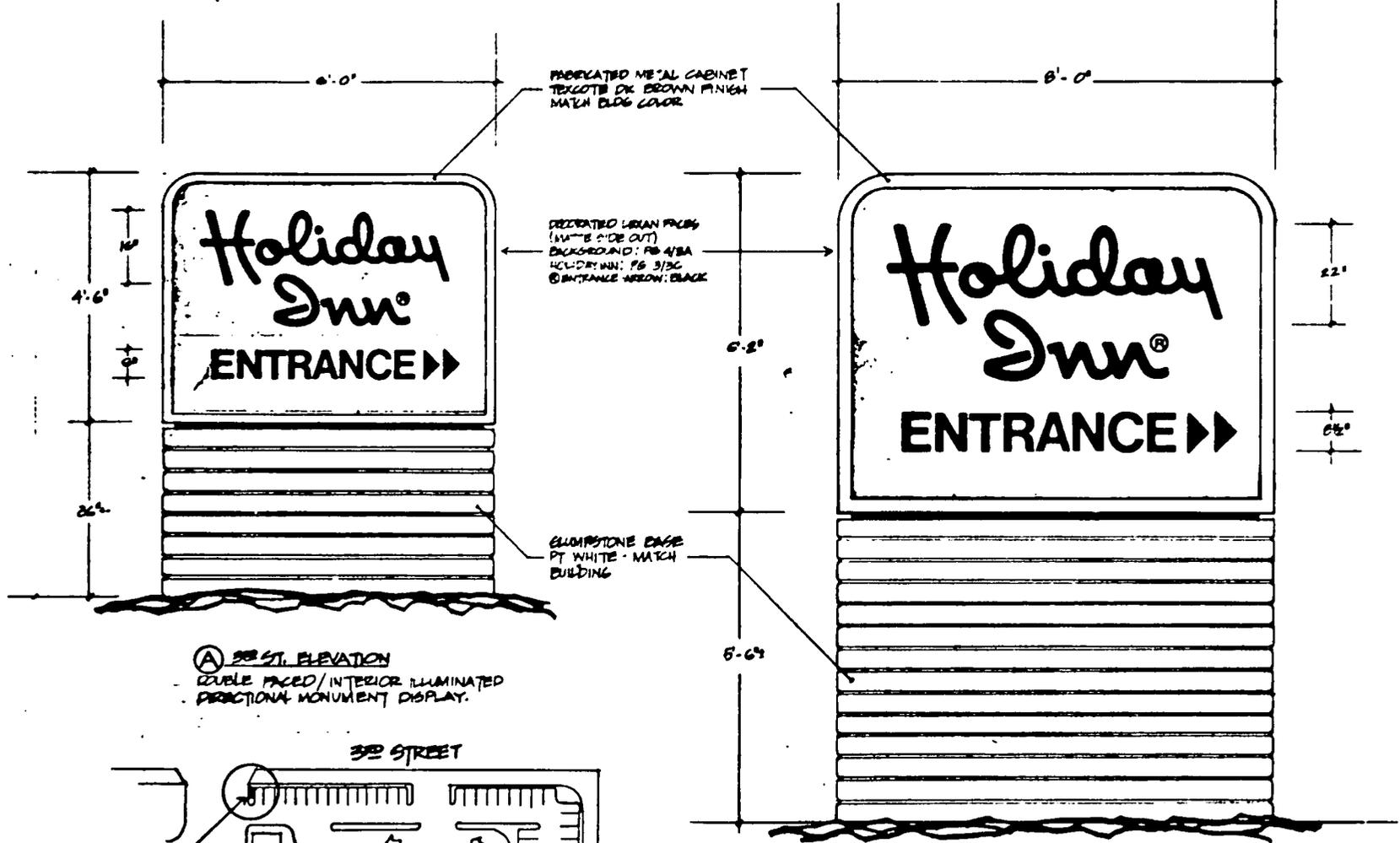
Staff recommends denial of the Variance request to allow two additional signs based on the following findings of fact:

1. The proposal constitutes a special privilege in that:
 - a. The proposal is not one of an extraordinary condition.

- b. There are no other signs in the immediate area that are free standing, except for the public parking sign which is exempt.
 - c. The existing hotel structure has two 500 square foot signs which exceeds the Sign Ordinance requirements.
2. The proposal will be injurious to the public welfare and to properties in the general vicinity in that:
 - a. The location of the 6 foot and 11 foot monument signs will adversely influence the location of other similar signs in the vicinity.
 - b. The signs would be a visible intrusion on the "J" Street corridor and in a Redevelopment Area.
 3. The proposed project is adverse to the General Plan and the Old City Design Review District in that:
 - a. General Plan goal: Emphasize and promote the overall visual attractiveness of Sacramento.
 - b. Old City Design Review District goals:
 - To insure that non-residential developments are designed and landscaped so as to be compatible with surrounding neighborhoods.
 - All new signs and graphics shall be compatible with the design of proposed buildings and/or structures as well as the surrounding properties.

If the Commission approves the Variance request the staff suggest the following conditions be made a part of the approval:

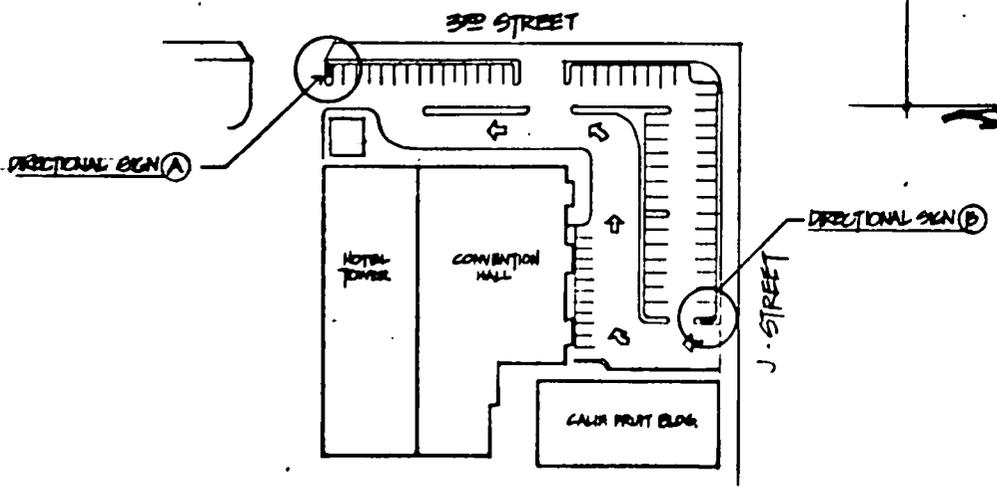
1. The monument signs shall be a maximum of 3' x 4' in size and a maximum of 5 feet in height.
2. The existing directional signs shall be removed.
3. No other signs shall be allowed on the subject property.



(A) 300 ST. ELEVATION
 DOUBLE FACED / INTERIOR ILLUMINATED
 DIRECTIONAL MONUMENT DISPLAY.

**(B) DOUBLE FACED / INTERIOR ILLUMINATED
 DIRECTIONAL MONUMENT DISPLAY**

J ST ELEVATION



DESIGNER	HYUNDAI	APPROVED BY
SCALE	1/4" = 1'-0"	
QUANTITY		
CHECKED BY		



CUSTOMER	HOLIDAY INN
ADDRESS	300 S J ST. OAKTO
SALESMAN	LEE RANBY
DATE	8.19.79

CITY PLANNING COMMISSION

AUG 23 1979

RECEIVED

August 22, 1979

MEMO TO: ETHAN BROWNING, PLANNING DIRECTOR

FROM: L. M. FRINK, TRAFFIC ENGINEER



SUBJECT: HOLIDAY INN-CAPITOL PLAZA, ENTRANCE SIGN

My staff and I have been observing traffic conditions around the Holiday Inn and we find many problems. It is absolutely imperative that they have adequate and probably lighted entrance signs at their two driveways. Many hazardous conditions are being created on 3rd and on J by confused motorists stopping in the middle of the street and making illegal turning movements as they attempt to get in and out of the hotel. We are posting several signs at 3rd and K today to partially take care of the exiting problem and we are making arrangements for a contractor to construct an island to physically prevent hazardous movements by people exiting the hotel.

It is my understanding that Frank James is having drawings prepared for some adequate entrance signs. I hope that the approvals can be expedited so these signs can be posted as soon as they can be constructed. Thank you for your consideration in this matter.

LMF/mf

cc: Ron Parker
Frank James

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CITY OF SACRAMENTO

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OFFICE OF THE CITY CLERK

915 I STREET

CITY HALL ROOM 203

SACRAMENTO, CALIFORNIA 95814

TELEPHONE (916) 449-5426

LORRAINE MAGANA
CITY CLERK

February 13, 1980

Timothy D. Taron
555 Capitol Mall, Suite 1425
Sacramento, CA 95814

Dear Mr. Taron:

On February 12, 1980, the City Council heard your appeal of the Planning Commission's denial of the variance to modify a variance by deleting a condition for property located at 300 J Street.

The City Council took the following action:

It is the Council's intent to grant the appeal based on Findings of Fact due February 26, 1980 subject to the following: approve the placement of illuminated direction signs at driveways; the appellant and staff to meet to decide size and wording (i.e. hotel parking) and to bring back design to the Council on February 26, 1980.

Sincerely,

Lorraine Magana
City Clerk

LM:l

32

cc: John Q. Hammons
Pacific Neon
Planning Department

Old Sacramento Parking

NO TURN ON RED

