

CITY PLANNING COMMISSION

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

APPLICANT	Vitello & Associates, 1931 H Street, Sacramento, CA 95814
OWNER	Cal Worthington Imports, 3815 Florin Road, Sacramento, CA 95823
PLANS BY	Vitello & Associates, 1931 H Street, Sacramento, CA 95814 (APPLICANT)
FILING DATE	8/17/88
ENVIR. DET.	Ex. 15311 (a)
REPORT BY	BW:vf
ASSESSOR'S PCL. NO.	041-0120-004,016

- APPLICATION:
- A. Variance to replace an existing nonconforming directional sign with a new directional sign 18 sq. ft., seven ft. high on 14+ acres in the General Commercial (C-2) zone.
 - B. Variance to allow a 80 sq. ft., 36 ft. high freestanding pole sign off-site on .85+ vacant acres in the General Commercial (C-2) zone.

LOCATION: 3815 Florin Road

PROPOSAL: The applicant is requesting the necessary entitlements to replace an existing identification sign and allow an off-site pole sign for a car sales lot.

PROJECT INFORMATION:

General Plan Designation:	Regional Commercial/Offices
1986 South Sacramento Community Plan:	General Commercial
Existing Zoning of Site:	C-2
Existing Land Use of Site:	Cal Worthington/Mitsubishi Car Sales

Surrounding Land Use and Zoning: Setbacks: Required Provided

North: Bowling Green Business Park; M-1S
South: Shell Gas/Shopping Center; C-2
East : Commercial; County
West : Southgate Medical Building; C-2

Property Dimensions:	Irregular
Property Area:	14+ acres
Directional Sign Dimensions:	3' x 6' (18 sq. ft. & 7' high)
Pole Sign Dimensions:	8' x 10' (80 sq. ft. & 36' high)
Topography:	Flat
Street Improvements:	Existing
Utilities:	Existing

PROJECT EVALUATION: Staff has the following comments regarding this proposal:

A. Land Use and Zoning

The subject site is a 14+ acre parcel located in the General Commercial (C-2) zone. A Cal Worthington Chevrolet dealership is currently in operation. The Mitsubishi Motors dealership will soon join Cal Worthington for business on the subject site. There are three service areas on the site. Surrounding land uses are Bowling Green Business

APPLC. NO. P88-369 MEETING DATE October 13, 1988 ITEM NO. 24

Park zoned M-1S to the north; a Shell gas station and Neighborhood Shopping Center zoned C-2 to the south; the county area to the east; and commercial zoned C-2 to the west. The site is designated regional commercial/offices by the General Plan.

B. Applicant's Proposal

The applicant is proposing to replace an existing non-conforming directional sign (42 sq. ft., 10 ft. high) on the site with a new directional sign 18 sq. ft., 7 ft. high (see Exhibit A). In addition, the applicant proposes to locate a 80 sq. ft., 36 ft. high free standing pole sign off-site on .85+ acres to identify the new Mitsubishi business (see Exhibit B).

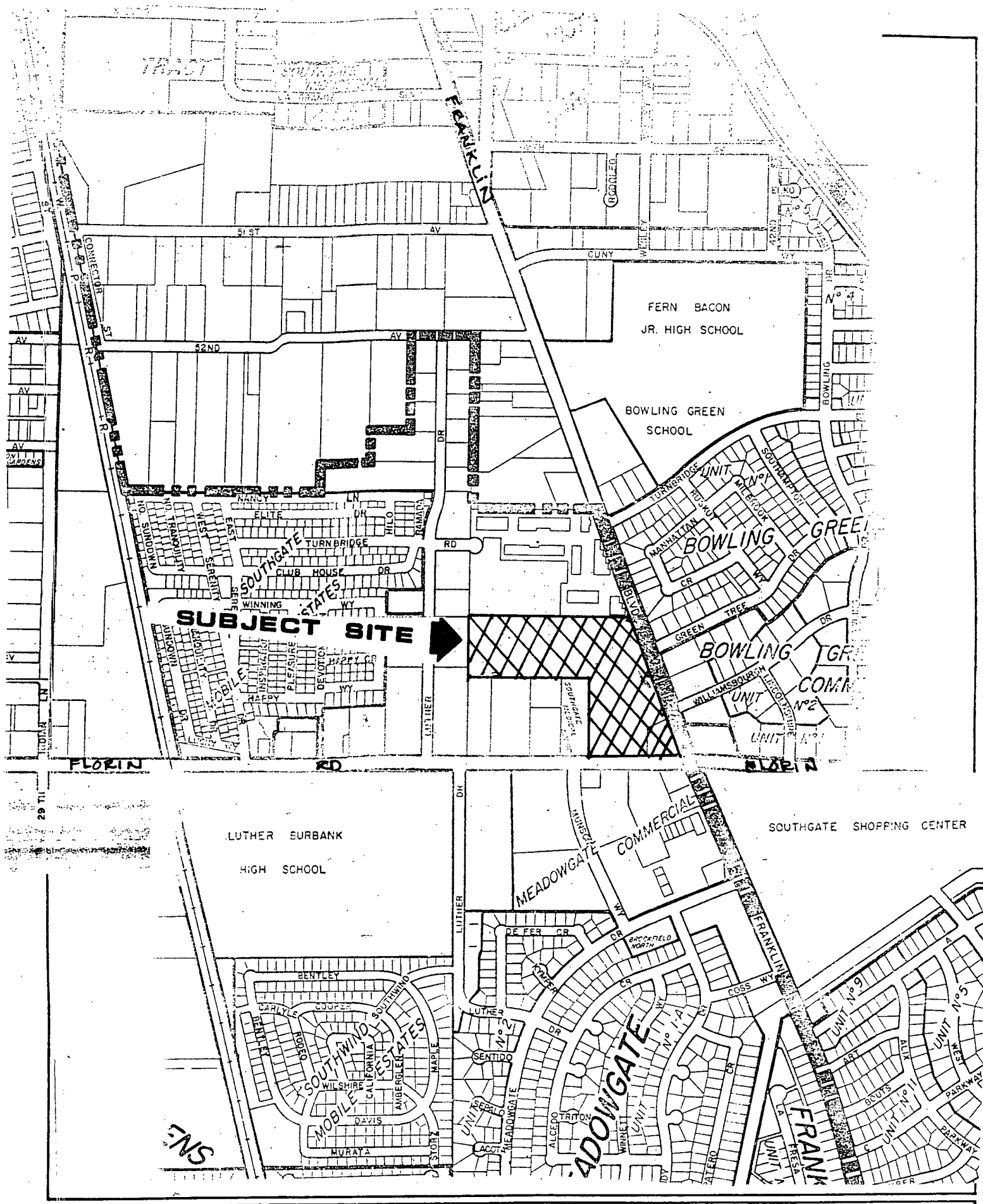
There are currently three identification signs attached to the buildings. Two non-conforming directional signs and one identification sign exist on the site along Franklin Boulevard. One Existing pole sign and one non-conforming directional sign exist on the site along Florin Road. The applicant has indicated that they will reduce the size of the existing non-conforming direction signs on Franklin Boulevard and Florin Road (see Exhibit C).

The current City Sign Ordinance prohibits directional signs greater than four sq. ft. in size. Because the proposed directional sign is greater than four sq. ft. (18 sq. ft.) and the Mitsubishi logo is illustrated on the sign, the proposed sign shall be designated as an identification sign. The proposed identification sign has a 250 foot distance between an existing identification sign on the subject site. The sign ordinance requires that all identification signs have a minimum of 300 feet of distance between each other at the street frontage. The applicant is requesting variances from these regulations in order to replace the existing non-conforming directional sign.

The applicant also proposes to erect an 80 sq. ft., 36 ft. high free-standing pole sign off-site (see Exhibit B). The off-site parcel is located at the northwest corner which abuts the Cal Worthington Chevrolet and Mitsubishi businesses (see land use and zoning map). The existing sign ordinance prohibits off-site pole signs in the General Commercial (C-2) zone. In addition, pole signs in the C-2 zone shall not exceed 30 feet in height. Because of these regulations, the applicant is requesting a variance.

C. Staff Analysis

Staff attempted to work out with the applicant alternative type of signs both off-site and on-site. Staff would be more inclined to support monument type signs since Florin Road has become cluttered with pole signs. A second alternative to the off-site sign is to install the Mitsubishi sign onto the existing Cal Worthington pole sign. The



VICINITY MAP

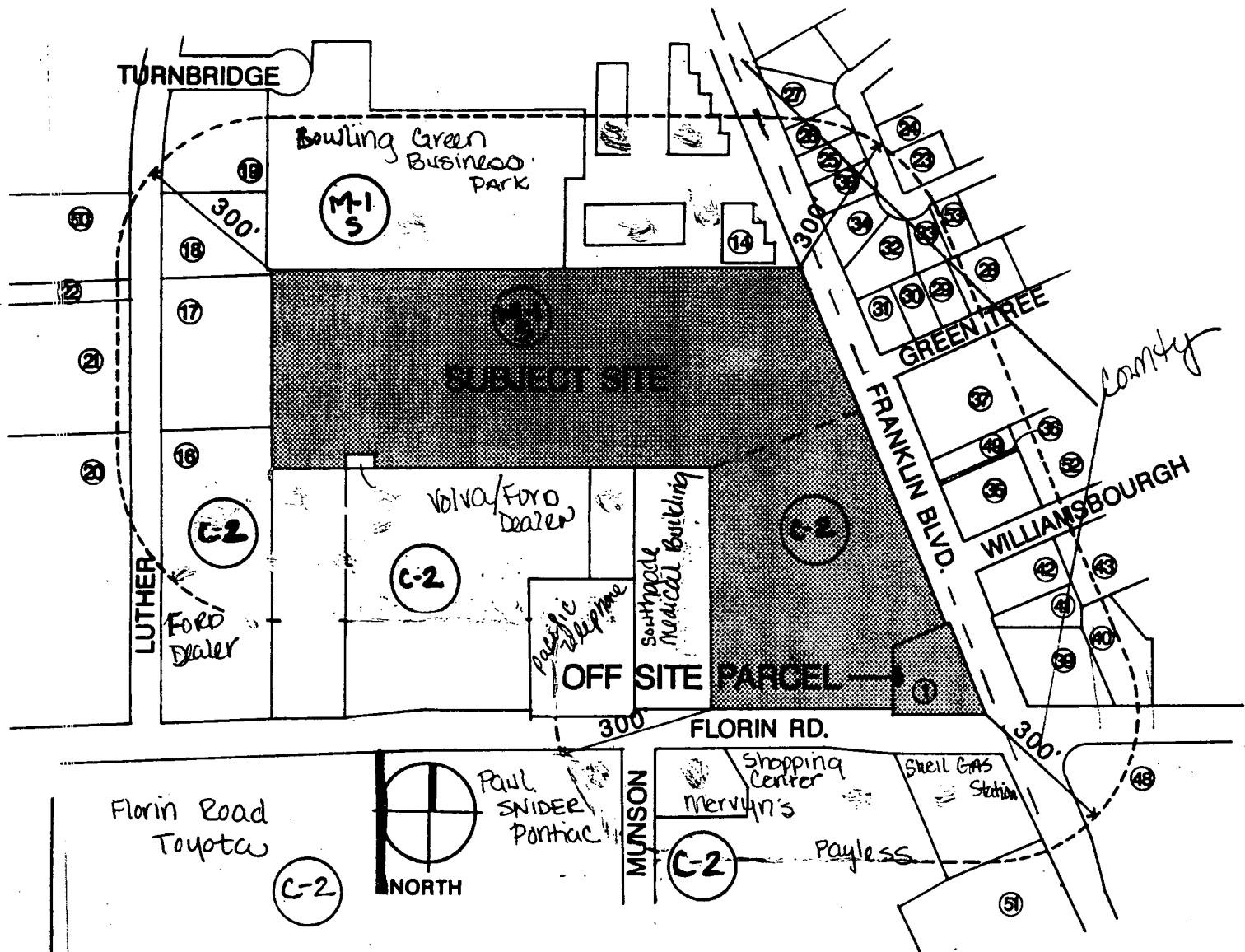
003395



P88-369

10-13-88

#24



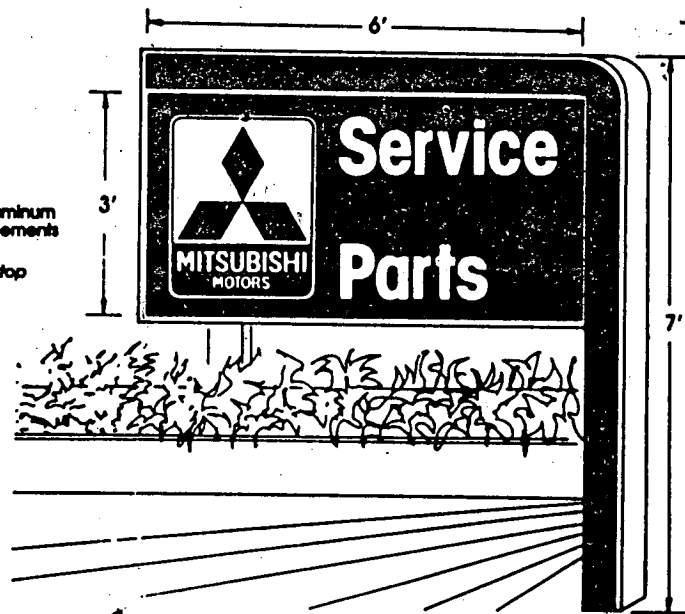
LAND USE & ZONING MAP



EXHIBIT A

**FREESTANDING
DIRECTIONAL
SIGNAGE**

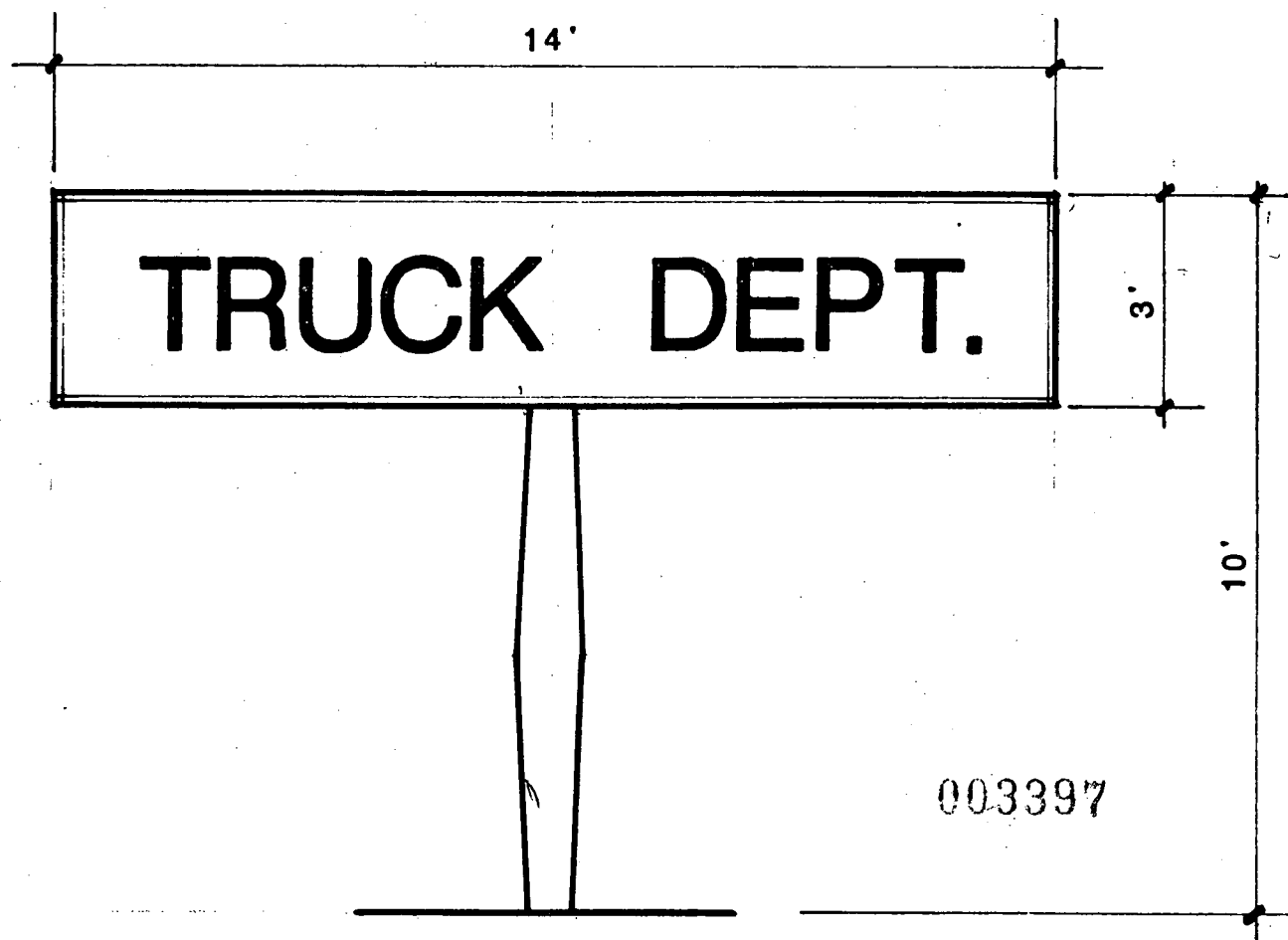
Poles on all signs are of brushed aluminum
with black interior surface which complements
the logograph portion of the sign.
*Pole height from ground surface to top
of sign.



PROPOSED SIGN

REFER TO SIGN K6

$3/8'' = 1'-0''$



SIGN TO BE REMOVED

REFER TO SIGN E9

$3/8'' = 1'-0''$
P88-369

10.13.88

#24

EXHIBIT B

DEALERSHIP IDENTIFICATION

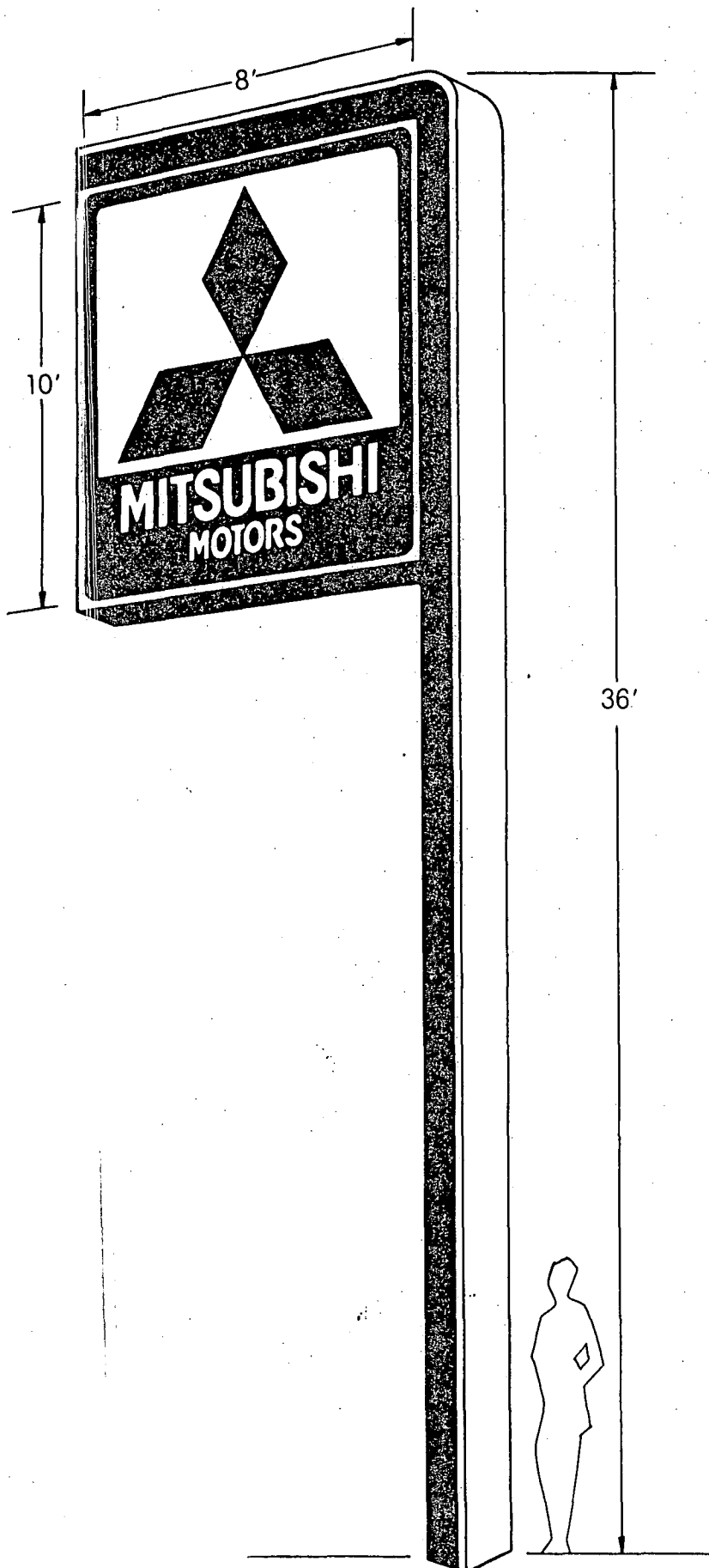
FREE STANDING BRAND SIGNAGE

MANDATORY (Local zoning ordinances permitting)

The primary means of identifying the Mitsubishi Motors dealership is through the free standing, double-faced, illuminated sign.

The pole is of brushed aluminum with a black interior surface and, together with the illuminated sign, combines strong identification with a high quality appearance.

The pole will accommodate only the Mitsubishi Motors logograph. No other signage will be accommodated.



003398

P88-369

10-13-88

#24

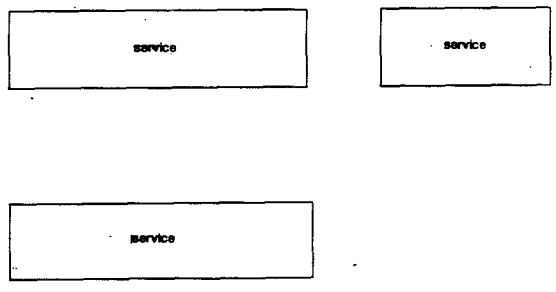
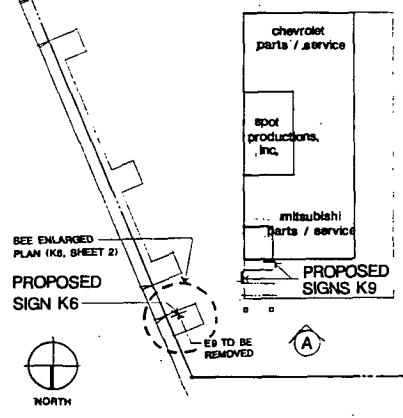
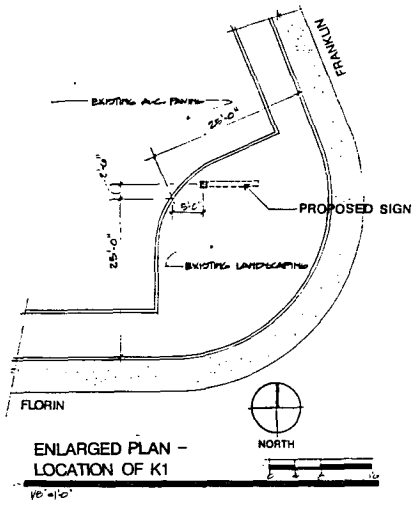
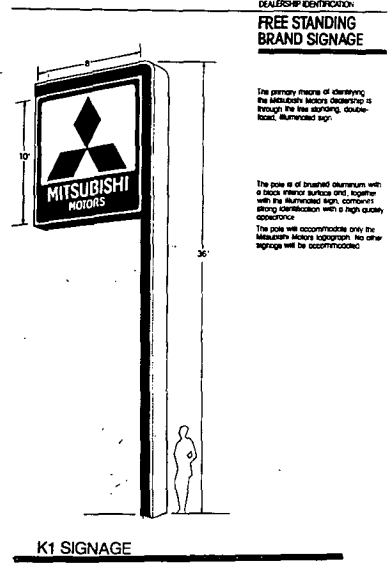
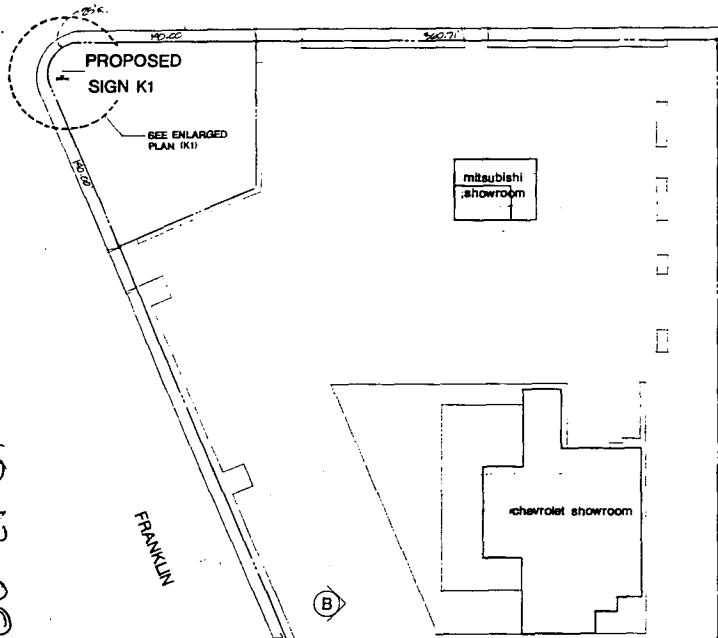
188.369

10.13.88

003100

21

FLORIN



SITE PLAN
1/8" = 1'-0"

Notes:

1. All dimensions are in feet and inches.

2. All dimensions are to the centerline of the road.

3. All dimensions are to the centerline of the road.

4. All dimensions are to the centerline of the road.

5. All dimensions are to the centerline of the road.

6. All dimensions are to the centerline of the road.

7. All dimensions are to the centerline of the road.

8. All dimensions are to the centerline of the road.

9. All dimensions are to the centerline of the road.

10. All dimensions are to the centerline of the road.

CAL
WORTHINGTON
MITSUBISHI

3815 FLORIN ROAD
SACRAMENTO,
CALIFORNIA

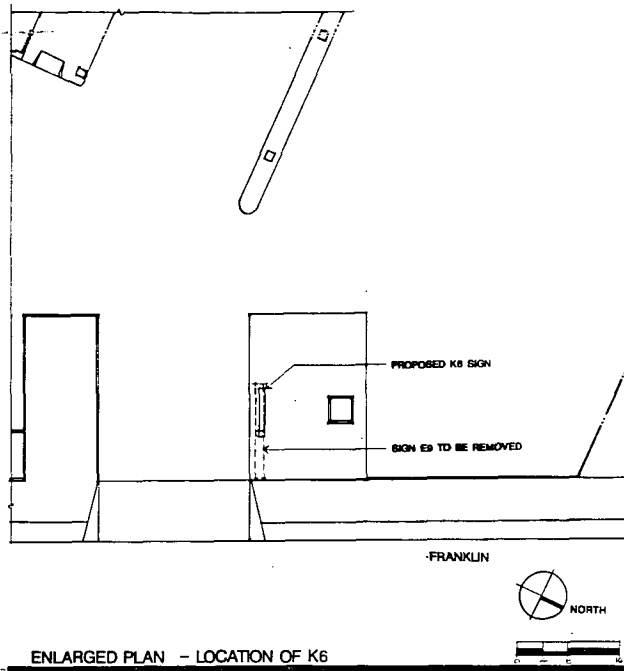
EXHIBIT D

SIGN 1

P88-369

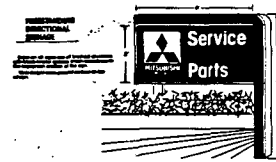
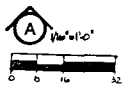
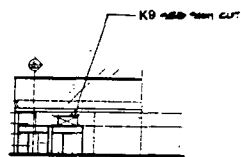
10.13.88

624 #

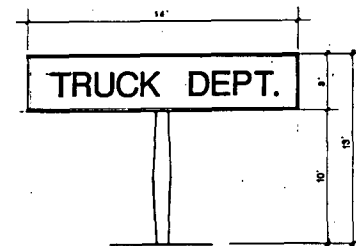


ENLARGED PLAN - LOCATION OF K6

SCALE: 1/8" = 1'-0"



K6 PROPOSED SIGN



E9 SIGN TO BE REMOVED

K6 SIGNAGE



K9 PROPOSED SIGN

WALL MOUNT SIGNAGE
ONE TO READ 'PARTS'
THE OTHER TO READ
'SERVICE' AS SHOWN

SIGN LEGEND

EXISTING

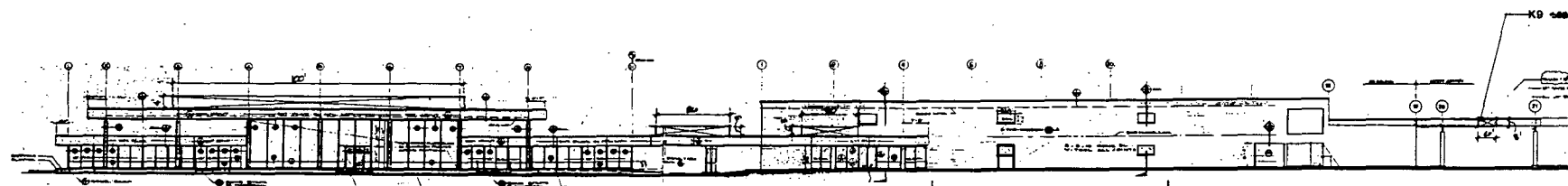
NO.	DESCRIPTION	DATE	BY	REVISION
E1	EXISTING SIGNAGE			
E2	EXISTING SIGNAGE			
E3	EXISTING SIGNAGE			
E4	EXISTING SIGNAGE			
E5	EXISTING SIGNAGE			
E6	EXISTING SIGNAGE			
E7	EXISTING SIGNAGE			
E8	EXISTING SIGNAGE			
E9	EXISTING SIGNAGE			
E10	EXISTING SIGNAGE			
E11	EXISTING SIGNAGE			
E12	EXISTING SIGNAGE			
E13	EXISTING SIGNAGE			
E14	EXISTING SIGNAGE			
E15	EXISTING SIGNAGE			
E16	EXISTING SIGNAGE			
E17	EXISTING SIGNAGE			
E18	EXISTING SIGNAGE			
E19	EXISTING SIGNAGE			
E20	EXISTING SIGNAGE			

0 6' 0" (LIMIT) ONLY TO BE APPLIED TO SIGN C. SIGN
MAY BE APPLIED TO:

DO NOT SIGN

PROPOSED

NO.	DESCRIPTION	DATE	BY	REVISION
K1	PROPOSED SIGNAGE			
K2	PROPOSED SIGNAGE			
K3	PROPOSED SIGNAGE			
K4	PROPOSED SIGNAGE			
K5	PROPOSED SIGNAGE			
K6	PROPOSED SIGNAGE			
K7	PROPOSED SIGNAGE			
K8	PROPOSED SIGNAGE			
K9	PROPOSED SIGNAGE			
K10	PROPOSED SIGNAGE			



SIGNAGE P

NO.	DESCRIPTION	DATE	BY	REVISION

87006.01

8/22/88

SIGN
2

0 3 000



Vitiello Associates
ARCHITECTS

1000 J Street
Sacramento, CA 95811
916/441-1111

The undersigned hereby certifies that the information furnished herein is true and correct to the best of his knowledge and belief, and that he is duly qualified to perform the services herein contemplated.

Very truly yours,

Title

CAL
WORTHINGTON
MITSUBISHI

3815 FLORIN ROAD
SACRAMENTO
CALIFORNIA

EXHIBIT E

003401