

CITY PLANNING COMMISSION

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

APPLICANT OFFICE CLUB, 1631 Challenge Dive, Concord, CA 94520
OWNER GONZALES-KIMMEL ENTERPRISES, 6700 Folsom Blvd., Sac, CA 95819
PLANS BY Sign Designs Inc. P O Box 4590, 204 Campus Way, Modesto, CA 95352-4590
FILING DATE 12/18/87 ENVIR. DET. Ex. 15311 REPORT BY CV/vf
ASSESSOR'S-PCL. NO. 015-0010-023

- APPLICATION:**
- A. Variance to allow three attached signs within 660 ft. of a freeway right-of-way (withdrawn by staff).
 - B. Variance to allow three attached signs totalling 255 sq. ft. (withdrawn by staff).
 - C. Variance to allow a 27 ft. high attached sign.

LOCATION: 6700 Folsom Boulevard

PROPOSAL: The applicant is requesting the necessary entitlements to locate one 140 sq. ft. attached sign.

PROJECT INFORMATION:

1974 General Plan Designation:	Heavy Commercial/Warehouse
Existing Zoning of Site:	M-1
Existing Land Use of Site:	Retail

Surrounding Land Use and zoning:

North: Gas Station, Car Wash; M-1
South: RT, light rail; M-1
East : Retail, M-1
West : Retail, bus stop; M-1

Property Dimensions:	217' x 420'
Property Area:	2.1+ acres
Height of Building:	1 Story
Topography;	Flat
Street Improvements & Utilities:	Existing

SIGN

Height:	27 ft.
Dimension:	To be determined
Illumination	Internal
Sign Area:	140 sq. ft.
Materials:	Clear lexan sign face with vinyl graphics, sheet metal cabinet
Color:	Royal Blue, Sunflower Yellow (copy)

APPLC. NO. P88-036 MEETING DATE January 28, 1988 ITEM NO. 24

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PROJECT EVALUATION: Staff has the following comments:

A. Land Use/Zoning

The subject site is zoned Light Industrial (M-1) and is developed with two retail stores, which are part of a shopping center. Surrounding land uses include retail to the east and west, gas station and car wash to the north and the RT light rail line to the south.

B. Proposal

The applicant's retail business is located in the south one-half of an existing building located between Q Street and Folsom Boulevard. The north one-half of this building faces Folsom Boulevard and is occupied by a carpet retail business.

The applicant has obtained sign permits for two existing attached signs located on the west building elevation. One of these signs is 44 sq. ft., while the other sign is 85 sq. ft.

The subject site is located within 660 ft. of a freeway right-of-way, Highway 50. The Sign Ordinance has specific requirements for signs located within 660 ft. of a freeway right-of-way:

1. Attached signs shall have a maximum area of one square foot for each front foot of first floor building occupancy provided in no event shall the total area of attached signs be visible by persons traveling on the freeway exceed 200 sq. ft. for each occupancy.
2. Attached signs shall have a maximum height of 20 feet measured from grade level.

In addition, the Sign Ordinance allows a total of two attached signs in the Light Industrial Zone for the project site.

Originally, the applicant desired to retain the two existing attached signs on the west building elevation and add a third attached 126 sq. ft. sign on the south building canopy elevation facing Q Street. This attached sign would be located 27₊ ft. above the ground.

Staff indicated to the applicant an intent to support the height variance to allow a proposed 27 ft. high sign for the south building covered loading dock elevation if the other two variance requests could be withdrawn. Staff recognizes the inherent difficulty in complying with the 20 ft. high attached sign requirement because the covered loading dock building fascia is located approximately 24'+ above the ground (see exhibit A).

The applicant has agreed to remove the two existing signs located on the west building elevation and instead, locate one attached 140 sq. ft. sign facing Q Street. Staff has no objection to this proposal provided the sign is not located more than four feet above the canopy fascia nor projects more than four feet into the public right-of-way. Staff notes that because the covered loading dock facing Q Street is located on the property line, a revocable encroachment permit from Public Works is required to allow the proposed sign to project into the public right-of-way.

The applicant has also indicated an intent to replace the two existing attached signs with a non-illuminated awning on the west building elevation. Staff has no objection to this provided the sign letters attached to this awning are no more than eight inches in height, limited to one line of letters and installed upon the hanging border (valance) of the awning.

C. Interdepartmental Review

This proposal was reviewed by the City Departments of Building Inspections, Code Enforcement and the East Sacramento Improvement Association. The following comment was received:

Code Enforcement

Office Club has two existing permanent signs as allowed by the Sign Ordinance. The business is located next to a freeway corridor which places additional restrictions on signs. A third sign means going against the freeway corridor sign restrictions.

ENVIRONMENTAL REVIEW: This project is exempt from environmental review pursuant to State EIR Guidelines (CEQA, Section 15311).

RECOMMENDATION: Staff recommends the Commission take the following action:

Approval of the variance to allow a 27 ft. high attached sign based upon the conditions and findings of fact which follow:

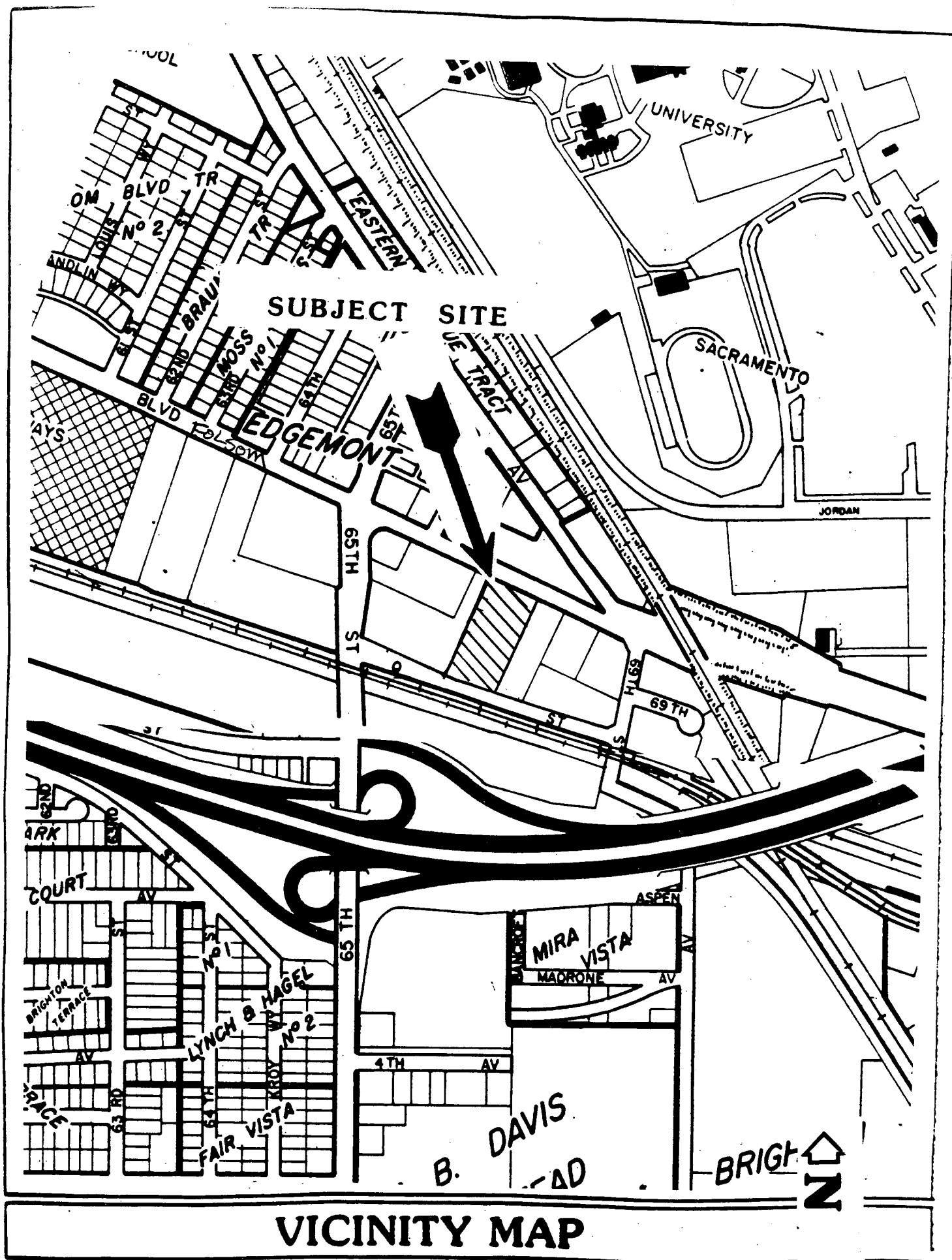
Conditions - Variance

1. The proposed sign shall be limited to 140 sq. ft. in area.

2. The two existing attached signs located on the west building elevation of the Office Club shall be removed prior to obtaining a sign permit for the proposed 140 sq. ft. sign.
3. The proposed sign shall not project more than four feet above the canopy face.
4. The proposed sign shall not project more than four feet into the public right-of-way.
5. The applicant shall obtain a revocable encroachment and sign permits for the proposed sign.
6. Signs consisting of one line of letters not exceeding eight inches in height may be painted, placed, or installed upon the hanging border (valance) only of any awning or canopy erected and maintained in accordance with Sections 38.54 to 38.60 of the Sacramento City Code.
7. The proposed awning shall not be illuminated.

Findings of Fact - Variance

1. Granting the variance does not constitute a special privilege extended to one property owner in that:
 - a. the existing covered loading dock structural design makes it difficult to attach a sign and still conform to the 20 ft. height requirement;
 - b. the projection of the existing covered loading dock along Q Street does not make it feasible to attach the proposed sign to the building wall to comply with the 20 ft. height restriction and still have reasonable sign visibility; and
 - c. Freeway Route 50 is elevated approximately 27 ft. and therefore, the sign would be difficult to be seen from the freeway.
2. The proposed variance will not be injurious to the public health, safety or welfare nor to property in the vicinity because the size and location of the proposed sign would not significantly impact surrounding properties.
3. The project is consistent with the General Plan which designates the site for commercial and warehouse use.

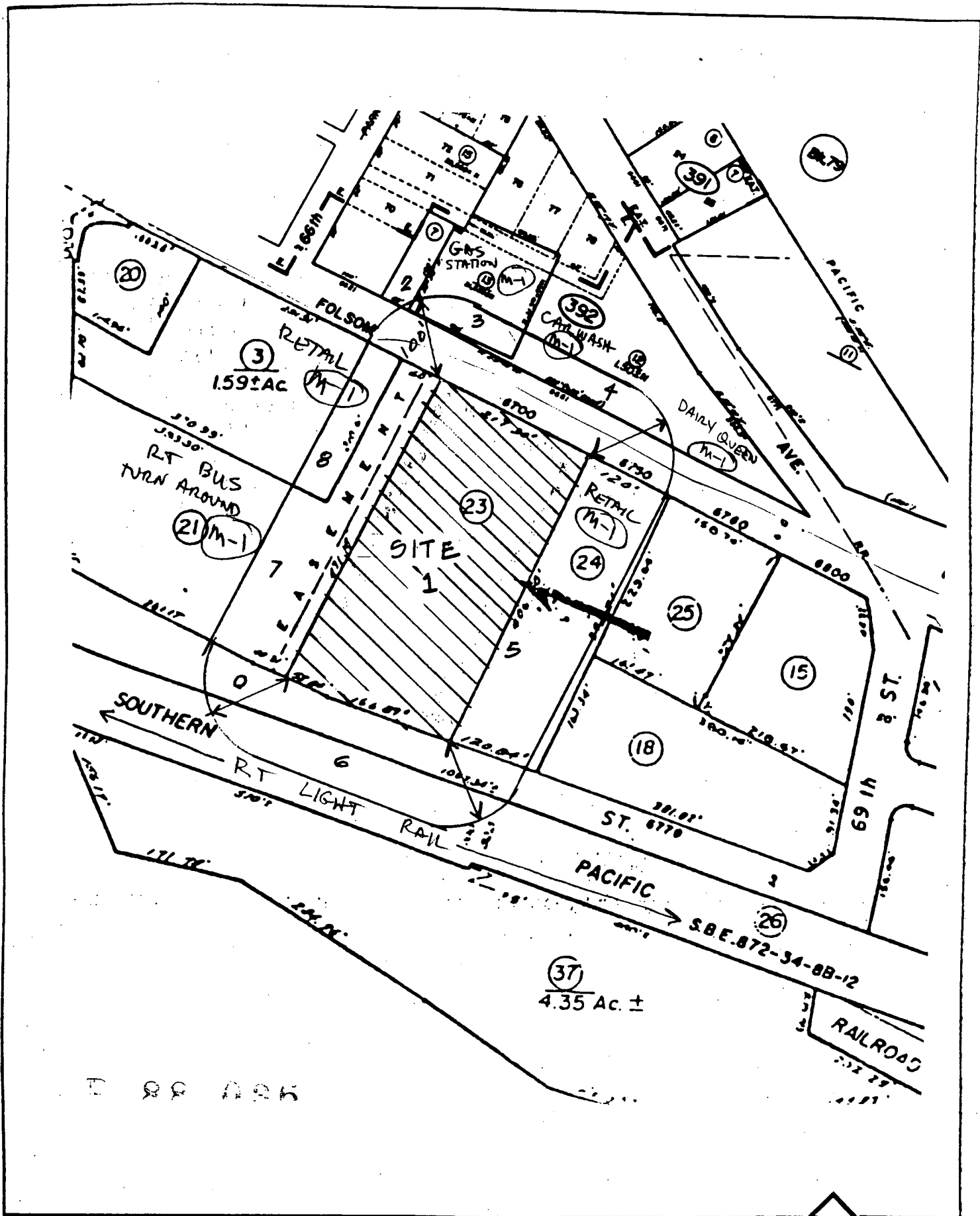


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LAND USE & ZONING MAP



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