

DESIGN REVIEW & PRESERVATION BOARD  
1231 T Street - SACRAMENTO, CALIFORNIA 95814

EXHIBIT B

APPLICANT	JOHN T. MADDELL, 4432 Enterprise #T, Fremont, CA 94538
OWNER	Joseph & Rose Hagopian, 787 Perkins Way, Sacramento, CA 95818
PLANS BY	Mark-Shaffer & Associates, 3039 El Camino Ave., Sacramento, CA 95821
FILING DATE	9/30/87
REPORT BY	RXL:VT
NEGATIVE DEC.	EIR
ASSESSOR'S PCL. NO.	010-235-16 thru 20

APPROVED WITH AMENDED CONDITIONS OCTOBER 21, 1987  
LOCATION: 2601 Broadway

PROPOSAL: The applicant proposes development of a 90 seat, fast food restaurant with drive up window service (Carl's Jr.).

PROJECT INFORMATION:

Existing Zoning of Site: C-2  
Existing Land Use of Site: Vacant

Surrounding Land Use and zoning:

North: Multiple-Family; R-0. C-2  
South: Auto repair, DMV parking; C-2  
East : Restaurant (Straw Hat Pizza), single family; C-2  
West : Multiple-Family, Single Family, Commercial; C-2

Seating Proposed: 90 seats  
Parking Required: 30 spaces  
Parking Proposed: 39 spaces  
Parking Ratio: 1 per 3 seats required  
Property Area: 0.75± acre  
Square Footage of Building: 3,515 sq. ft.  
Height of Building: 16' 8" to top of parapet  
Exterior Building Colors: Swan, Chamois, Terra Cotta  
Exterior Building Materials: Stucco, Brick, Wood

BACKGROUND INFORMATION: On January 21, 19<sup>87</sup>~~78~~, the Board approved plans for a proposed Long John Silver's Seafood Restaurant. The Special Permit for the drive-thru restaurant had been previously approved by the Planning Commission (P86-419, 12/4/86).

Carl's Jr. became involved when the earlier project proposal fell through. In order to expedite the design process Carl's Jr. attempted to follow the general site planning of the former proposal. Yet to be determined is whether or not the revized project can be heard at staff level, as a Planning Director's Special Permit. If not, re-advertizing and rehearing by the Commission will be required.

PROJECT EVALUATION: Staff has the following comments and concerns regarding the proposed project.

02620

### Building Design

The building design of the proposed Carl's Jr. is in staff's opinion an improvement over the previously Long John Silver's application. Certainly there is not the same need for extensive revision of the submitted plans as previously was the case. Staff's concerns are few and minimal. Staff suggests that the reveal lines in the stucco areas be at least 3/4" to provide an adequate shadow line. With regard to building color. Staff finds the need to mute the proposed yellow body color. A more subtle shade would be desirable.

### Site Plan

Staff has the following concerns regarding the applicant's site plan and departures from the approved Long John Silver's plan.

1. The jog in the drive-thru exit lane has been eliminated, thereby, opening the view onto the asphalt length of the drive-thru.
2. The jog in the sidewalk between the west parking lot has been eliminated, opening the view into the parking lot.
3. The walk along the east side of the building needs to be one foot wider.
4. Concrete islands are indicated for separation of the drive-thru lane from the main driveway up to the food service window instead of the planter strips previously approved for the Long John Silver's plan.
5. The concrete block wall along the alley will contribute to a bleak, sterile condition along the alley unless some landscaping is created at least in pockets along the wall.

### Signage

Staff has concerns regarding the sign program. The pole sign seems excessive in sign height and a throwback in time with respect to its design. Staff has required lower pole signs along Broadway, i.e., the Foster Freeze sign at 2700 Broadway is 18' 0" high. Staff would like to maintain 18 ft. as the maximum height on Broadway but realizes that the Burger King Pole sign exceeds that height. Therefore, staff would allow the Carl's Jr. sign to be 20 ft. in height to compete with the Burger King sign.

Previously, the Board approved a 30' 0" pole sign for Long John Silvers. The height was allowed on the basis of the elimination of a large attached identification sign. For this project Staff suggests a 20' 0" pole sign with the "Happy Star" incorporated into the main panel. The "directional signs" do not comply with City regulations in that the Carl's Jr. logo is incorporated into the message design.

### Billboard

Now that the former used car structures have been removed, the billboard at the southeast corner of the site will be more visible to the public. The continued presence of the billboard will also detract from any new development of the site.

Staff would prefer that the billboard be removed. This particular billboard is designated a "replaceable" billboard on the City inventory. Therefore, it can be relocated elsewhere. Staff's concern would be that its relocation would simply create a visual problem somewhere else.

STAFF RECOMMENDATION: Staff recommends approval of the proposed project subject to the following conditions:

1. The reveals in the stucco wall surfaces shall have a 3/4" width.
2. The body color of the structure shall be more muted. The final color shall be subject to staff review and approval.
- \* ~~3. The jog in the drive thru exit lane shall be restored subject to staff review and approval of the design. DELETED BY STAFF~~
- \* ~~4. The jog in the connecting walk from the west parking lot to the street sidewalk shall be restored subject to staff review and approval of the design. DELETED BY STAFF.~~
5. The walk along the east (main entry) side of the building shall be increased to a minimum six foot width (two foot parking overhang and a four ft. pedestrian clearance).
6. Planting shall be restored and extended in islands separating the drive thru lane from the main drive. However, the concrete island opposite the trash enclosure may be removed to facilitate delivery truck movement. Provide that a colored course of brick, or other alternative material shall be placed to visually define and separate the surfaces of the drive-thru lane and adjacent main drive. The design shall be subject to staff review and approval.

7. The concrete wall along the alley shall be jogged to along some planting along the alley but provide maximum planter width for the trees on the project side of the wall.

The final layout shall be subject to staff review and approval.

8. Directional signs shall be modified to exclude company name and logo for conformance with the City's sign regulations.
9. The pole sign shall be reduced to a maximum 20' 0" height and the "Happy Star" incorporated into the main parcel. Placement closer to the street and/or closer to the intersection of 26th and Broadway shall justify a lower and possibly smaller sign. Placement size and height shall be subject to staff review and approval.
10. Pending the City Attorney's opinion on the City's authority to require removal, the billboard shall be removed from the site.

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Approval is based on the following findings of fact:

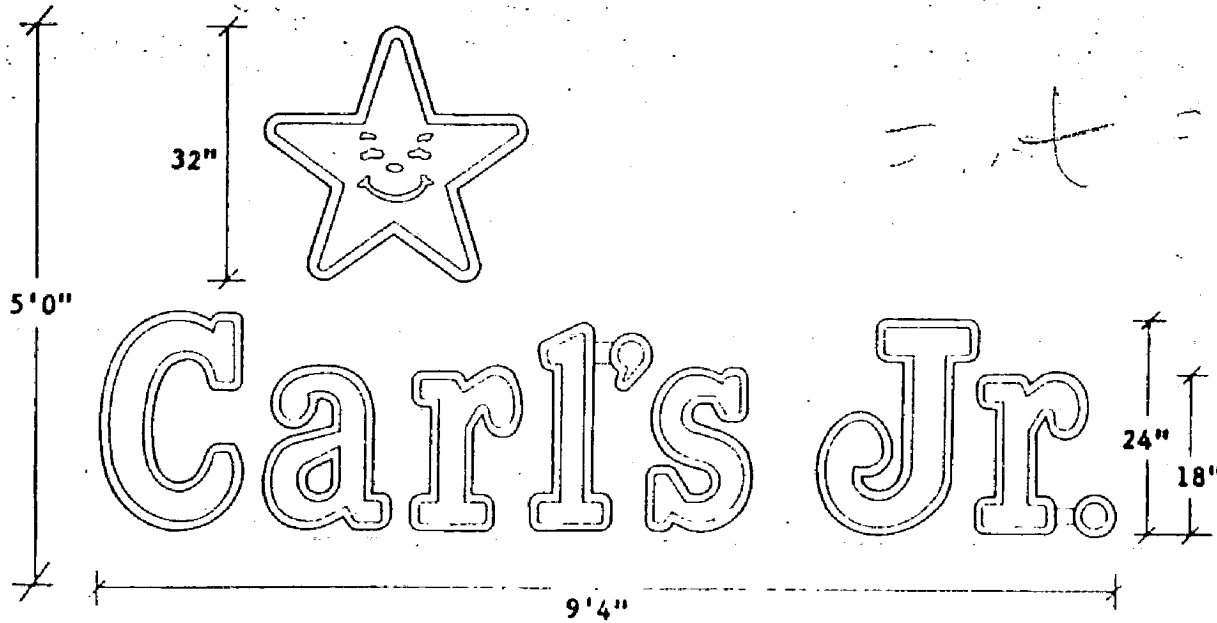
1. The project, as conditioned, will blend into the neighborhood.
2. The project, as conditioned, is in conformance with the Board's design criteria.

APPROVAL BY THE DESIGN REVIEW/PRESERVATION BOARD DOES NOT RELIEVE THE APPLICANT OF THE RESPONSIBILITY TO MEET REQUIREMENTS OF ALL ZONING ORDINANCES AND BUILDING CODES.

FINAL PLANS SUBMITTED TO THE CITY FOR A BUILDING PERMIT WILL INCLUDE ALL CHANGES REQUIRED AS CONDITIONS OF APPROVAL BY THE BOARD. THE CHANGES WILL BE SHOWN BY DRAWING REVISIONS AND/OR BY NOTATION, WHICHEVER IS MORE APPLICABLE. PLANS WHICH HAVE OMISSIONS WILL BE RETURNED TO THE APPLICANT FOR CORRECTION AND WILL NOT BE PROCESSED. THE APPLICANT IS RESPONSIBLE FOR ANY TIME LOST DUE TO INCOMPLETE PLANS. NO EXCEPTIONS WILL BE MADE.

THE APPLICANT IS RESPONSIBLE FOR ANY DELAYS RESULTING FROM NONCOMPLIANCE WITH CONDITIONS OF APPROVAL.

- \*\*11. Left elevation, tan brick on both projections, windows to have smaller break up /Brick to return on side of projections to meet the abutting wall. Dining room windows to have similar breakup to left and right elevation. Awning to be continued around to a portion of the left elevation.  
*Parks and Recreation*
- \*\*12. 26th Street: City/to look at possibility of removing tree adjacent to driveway and if permitted driveway to be realigned to rear angle.



*front*

*front*

26

*47.5*

02624

PAN CHANNEL LETTER (INT. ILLUM)  
 60 MA; DOUBLE STROKE; 15 MM,  
 6500 WHITE NEON.

STAR - MOLDED YELLOW (2037) W/RED  
 (2793) FEATURES & BORDER, GOLD TRIM CAP

FACES - YELLOW (2037) W/RED INSET (3630-73)

GOLD TRIM CAP

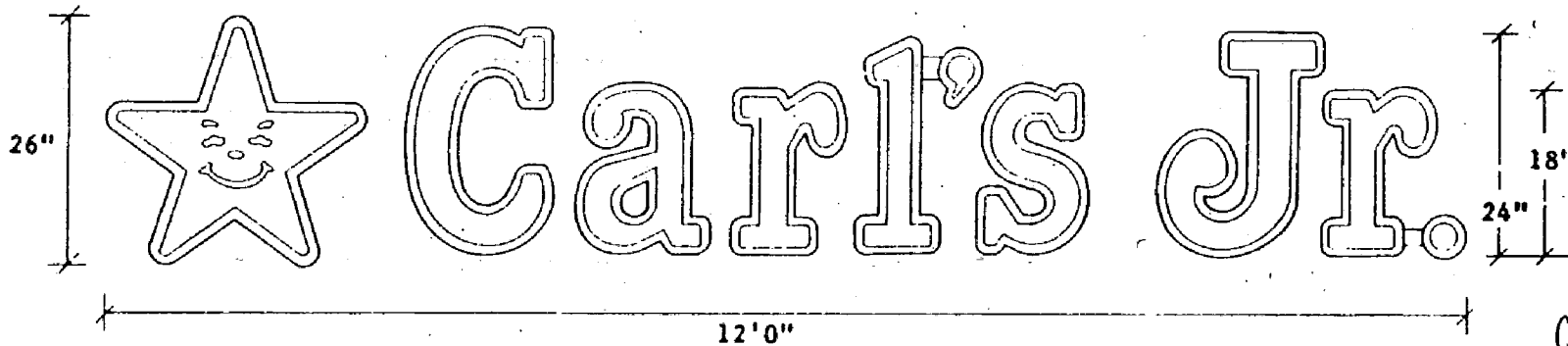
RETURNS - DARK BROWN (497)

27 SQ. FT.

N-BS-PC-5PK

*front*

*East Elevation*



*right side*

27#

02625

PAN CHANNEL LETTER (INT. ILLUM)

60 MA; DOUBLE STROKE; 15 MM,

6500 WHITE NEON.

STAR - MOLDED YELLOW (2037) W/RED

(2793) FEATURES & BORDER, GOLD TRIM CAP

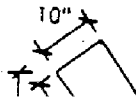
FACES - YELLOW (2037) W/RED INSET (3630-73)

GOLD TRIM CAP

RETURNS - DARK BROWN (497)

26 SQ. FT.

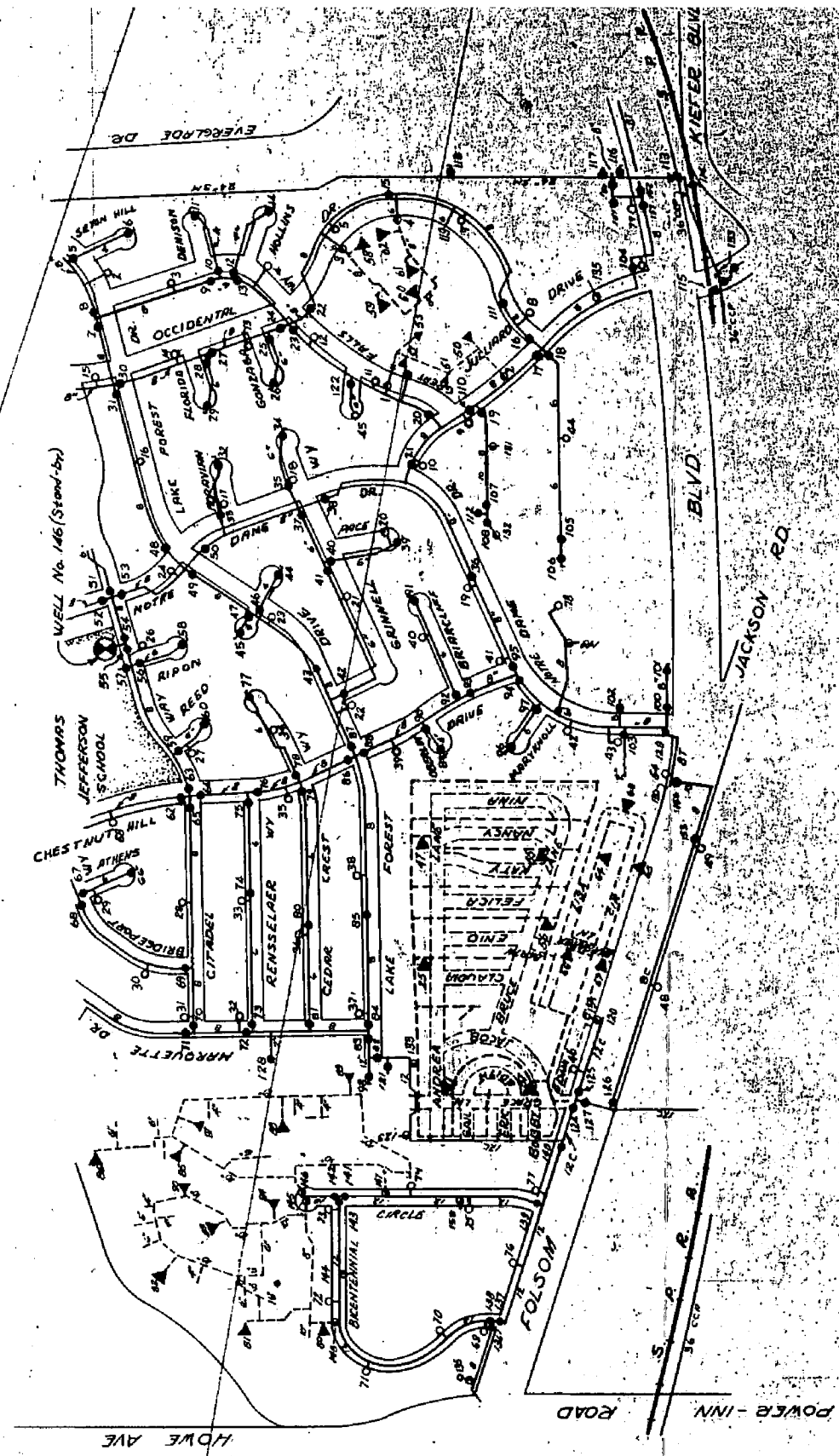
N-BS-PC-6PK



REF.

40  
41

02627



Waterlines

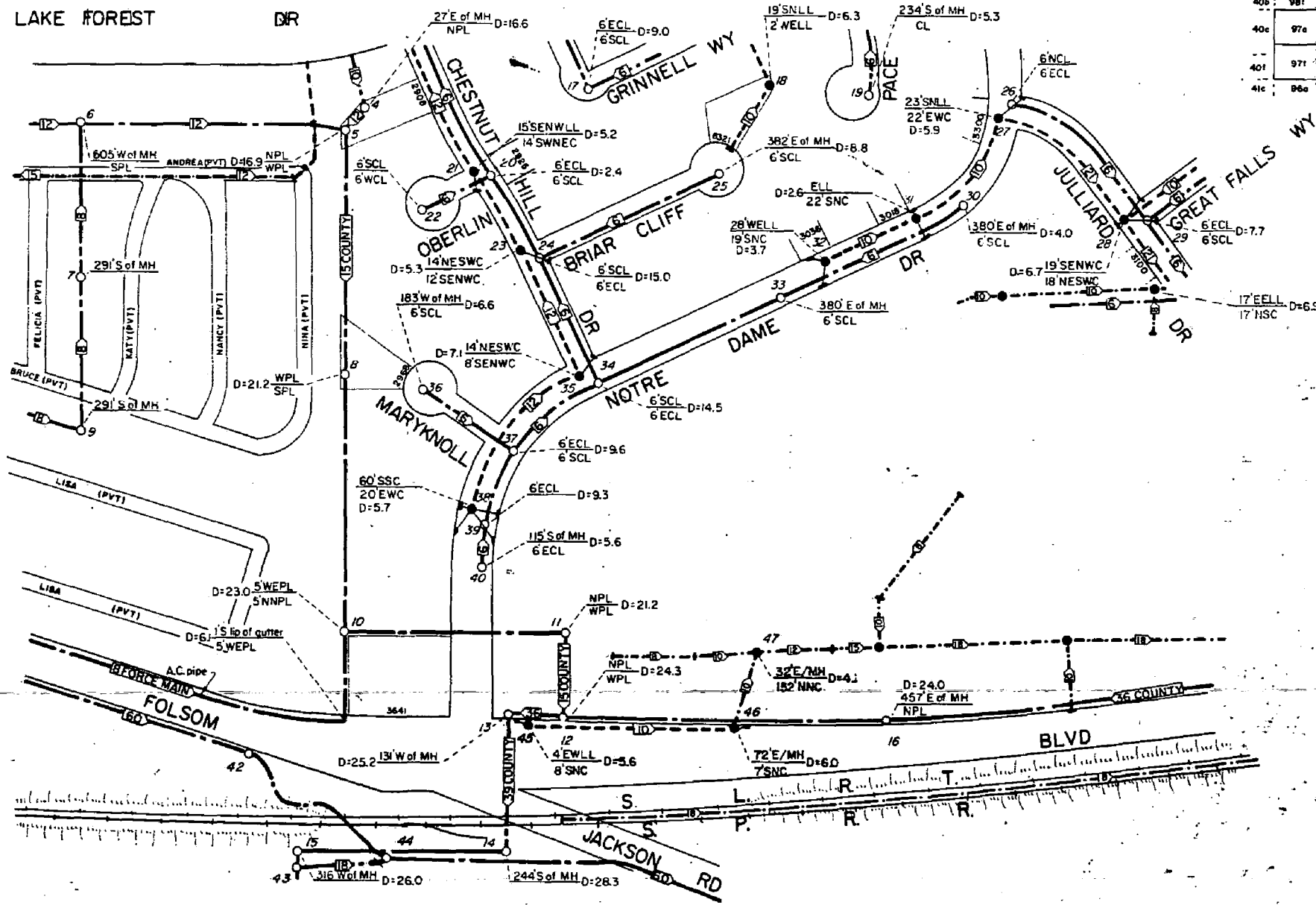
# SEWER<sup>88</sup> ALL CO. SAN. NO. 1

9

LAKE FOREST DR

DR

40b	981	78	6800	9
40c	976	79	6870	10
40d	971	80	6870	10
41c	966	81	6880	10



TOTAL MH & FB = 47

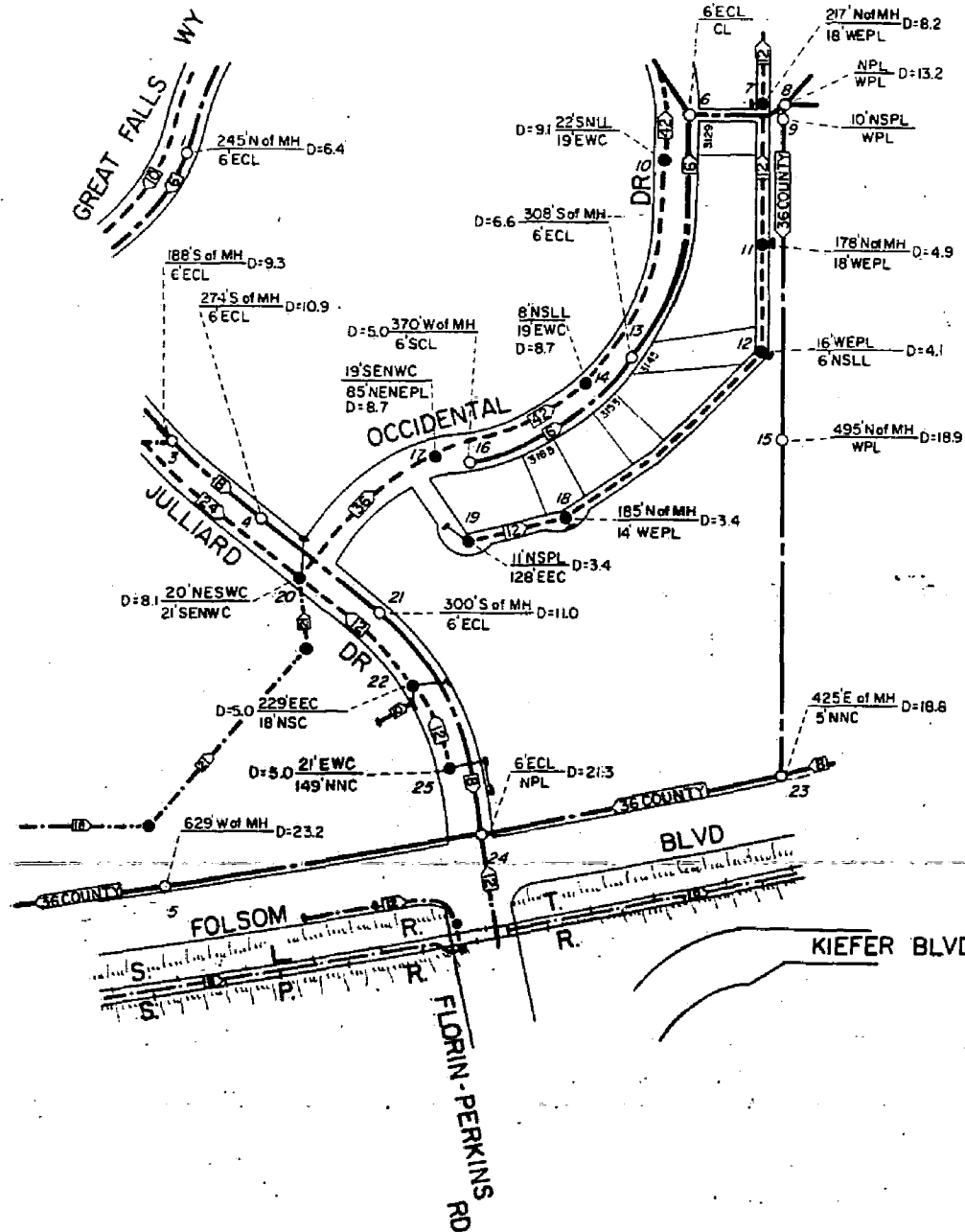
9

02828

# SEWER 88

ALL CO. SAN. NO. 1

40b	981	98a	98b
40c	97a	97b	97c
40f	971	97a	97c
41c	96a	96b	96c



02629

TOTAL MH & FB = 25