

CITY OF SACRAMENTO PLANNING COMMISSION
1231 "I" STREET, SUITE 200, SACRAMENTO, CA 95814

APPLICANT <u>River City Signs, 2419 Sellers Way, West Sacramento, California 95691</u>		
OWNER <u>John O. Hammens, 4243 Hunt Road, Cincinnati, Ohio 45242</u>		
PLANS BY <u>River City Signs, 2419 Sellers Way, West Sacramento, California 95691</u>		
FILING DATE <u>December 12, 1990</u>	ENVIR. DET. <u>Exempt 15302(b)</u>	REPORT BY <u>CG</u>
ASSESSOR'S PCL. NO. <u>006-0081-038</u>		

APPLICATION: Variance to increase the permitted square footage from 455 to 519 square feet for an existing sign on 1.1± developed acres in the Central Business District (C-3) zone.

LOCATION: 300 J Street

PROPOSAL: The applicant is requesting the necessary entitlements to increase the square footage of an existing sign and adding a 64 square foot company logo.

PROJECT INFORMATION:

General Plan Designation:	Regional Commercial & Offices
Central City Community Plan Designation:	Central Business District
Existing Zoning of Site:	C-3
Existing Land Use of Site:	Holiday Inn

Surrounding Land Use and Zoning:

North:	Office; C-3
South:	Commercial; C-3
East:	Office; C-3
West:	Interstate 5; C-3

Square Footage of Existing Sign:	455 square feet
Square Footage of Proposed Sign:	519 square feet
Height of Sign:	142 feet
Property Dimensions:	280' x 175'
Property Area:	1.1± acres
Topography:	Flat
Street Improvements:	Existing
Utilities:	Existing

BACKGROUND INFORMATION: In 1976 Holiday Inn requested a variance to allow three signs, each 634 square feet in area, on the hotel building (P7286). On May 27, 1976, the Planning Commission approved a variance to allow Holiday Inn 10' x 50' signs to be attached to the building, with no third sign. The applicant agreed to comply with the two 500± square foot signs.

PROJECT EVALUATION: Staff has the following comments:

A. Land Use and Zoning

The subject site consists of 1.1± developed acres in the Central Business District (C-3) zone. The General Plan designates the site Regional Commercial & Offices. The Central City Community Plan designates the site Central Business District. The surrounding zoning is C-3. The surrounding land use is office to the north and east, commercial to the south, and Interstate 5 to the west.

B. Applicant's Proposal

The applicant is requesting the necessary entitlements to modify the existing Holiday Inn sign on the north and south side of the building. The signs exist on the north and south faces of the mechanical penthouse approximately 140 feet high and each sign is 455 square feet in area. The applicant proposes to replace the "a" and "y" of Holiday Inn, and add a new 64 square foot company logo. If modified the square footage of each sign would increase to 519 square feet in area.

C. Existing Sign Regulations

The existing sign regulations are a part of the Urban Design Guidelines which are incorporated into the Zoning Ordinance. The regulations allow signs to have a maximum of 45 square feet. The maximum height of a sign allowed is 60 feet and the maximum individual letter height allowed is three feet. The Ordinance allows corporate logos above the 60 feet, however, no sign copy is allowed. The existing Holiday Inn sign does not conform to this criteria.

D. Proposed Sign Regulations

The Planning Department is currently working on an Ordinance amendment which modifies signage on highrise developments. The proposed criteria also limits the height of a building identification sign to 60 feet. The size of the sign is limited to 3 feet in height and 25 feet in length, exclusive of a logo. The logo may not exceed 5 feet by 5 feet. The existing Holiday Inn signage, and the proposed signage, does not meet this criteria.

E. Conclusion

The existing sign found on the two building faces are each 140 feet high and 455 square feet in area. Staff recommends the variance to increase the square footage of the sign by 64 square feet with a logo be denied. Staff has no objections to the modification of the "a" and "y" since a variance was previously granted for this sign. This modification could be made without requiring another variance. The logo would be allowed in this location if there were no sign copy. Staff can find no hardship to support this variance request. Any modifications to existing signs should conform to the existing or proposed sign criteria.

F. Agency Comments

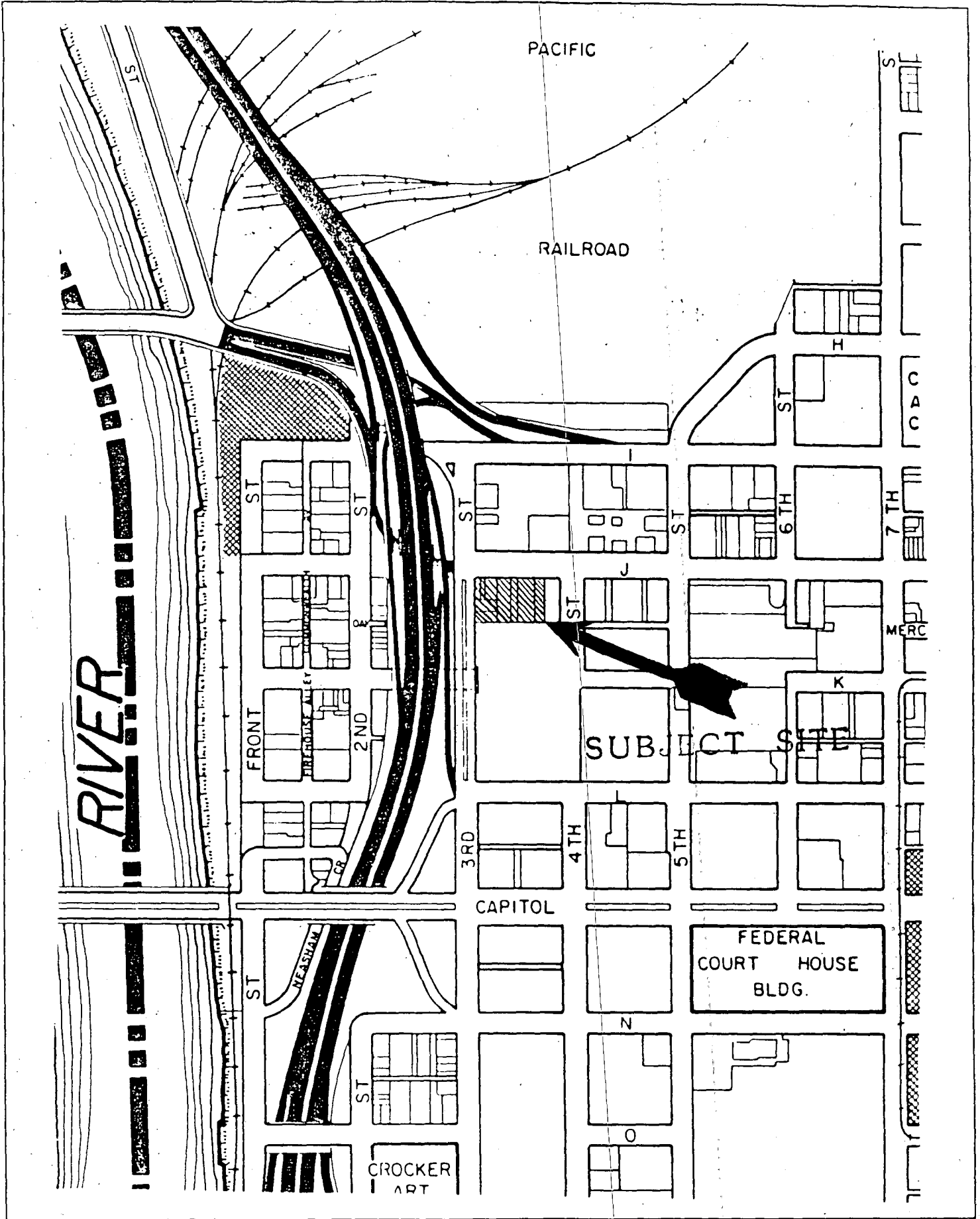
The proposed project has been reviewed by City Traffic Engineering, City Engineering Development Services, City Neighborhood Services, Sacramento Old City Association, and the Downtown Business Improvement Association. No comments were received.

ENVIRONMENTAL DETERMINATION: This project is exempt from Environmental Review pursuant to State EIR Guidelines (CEQA Section 15302b).

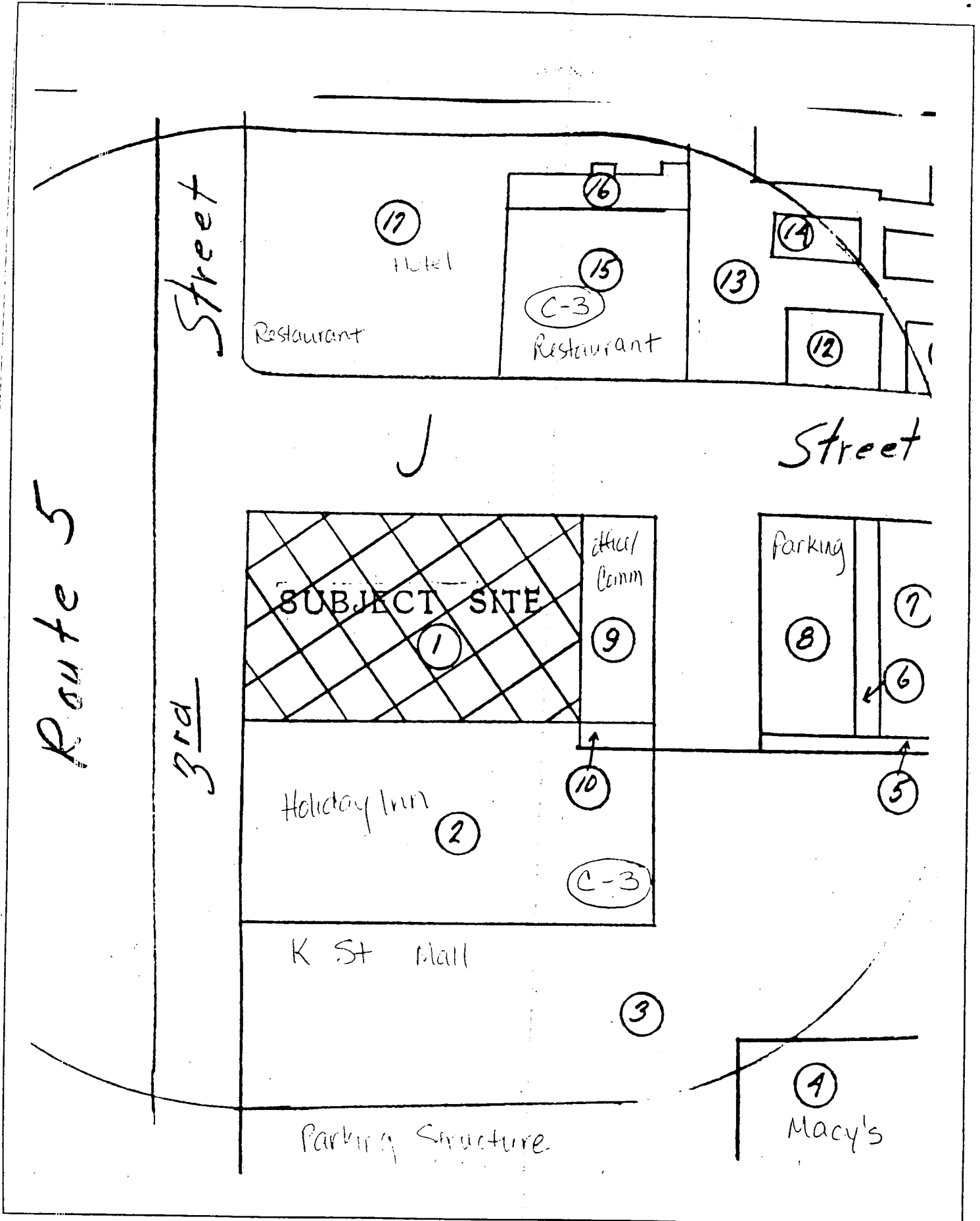
RECOMMENDATION: Staff recommends the Planning Commission deny the variance to increase the permitted square footage from 455 to 519 square feet for an existing sign based upon findings of fact which follow.

Findings of Fact

1. Granting the variance would constitute a special privilege extended to an individual applicant in that:
 - a. a variance would not be granted to other property owners facing similar circumstances;
 - b. there is no hardship involved to support the request.
2. Granting the variance would be injurious to the public welfare in that it would be contrary to the purpose of the Sign Ordinance to eliminate excessive and confusing sign displays.
3. Granting the variance would be contrary to the existing Central City Urban Design Guidelines and proposed Sign Guideline Amendment.



VICINITY MAP



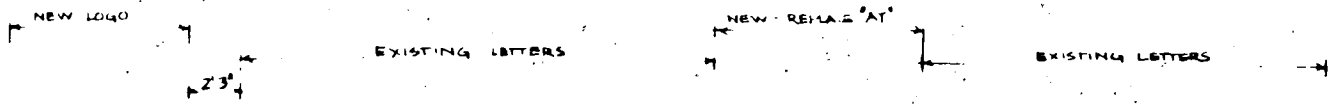
LAND USE & ZONING MAP

P90-475

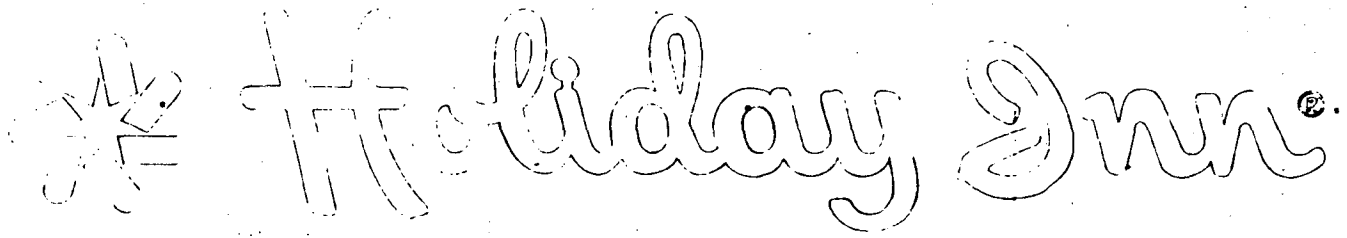
February 14, 1991

Item # 24

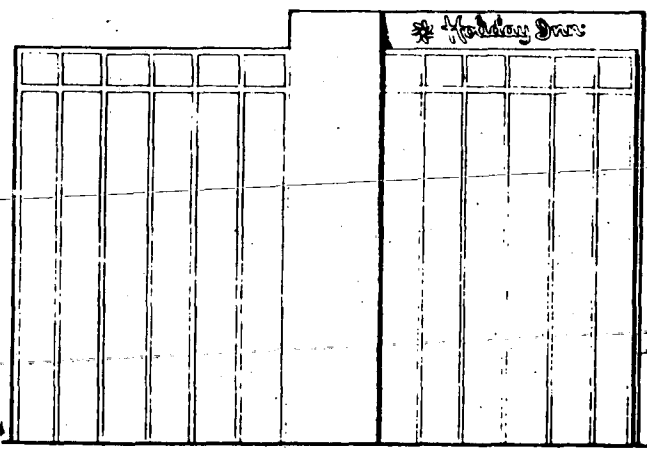
PROPOSED SIGN



13' 6" x 9' 8"

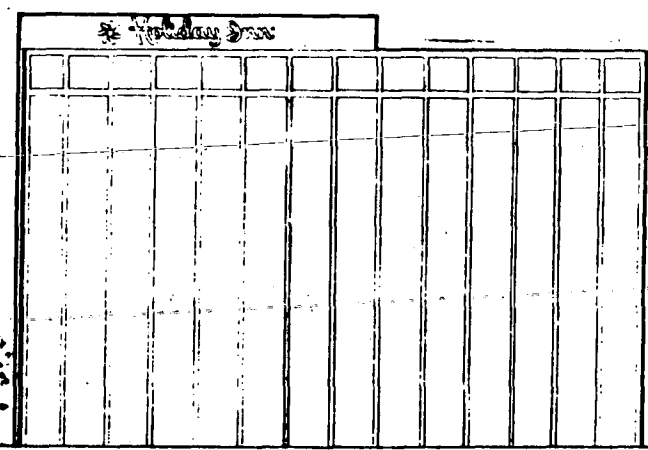


SCALE 1/4" = 1'-0"



NORTH ELEVATION

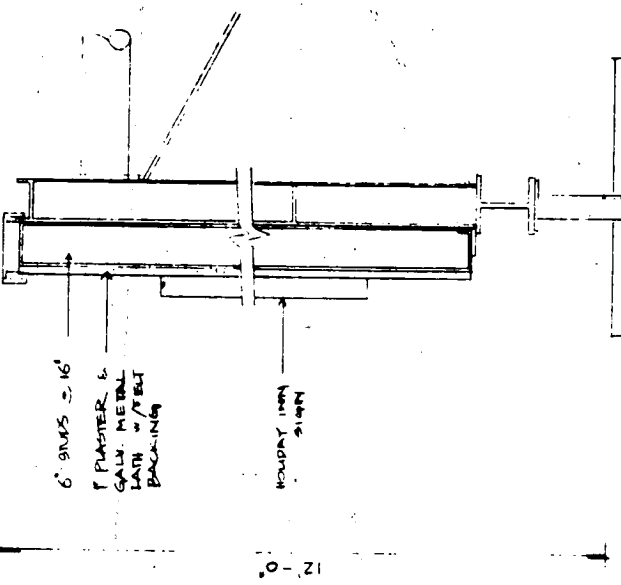
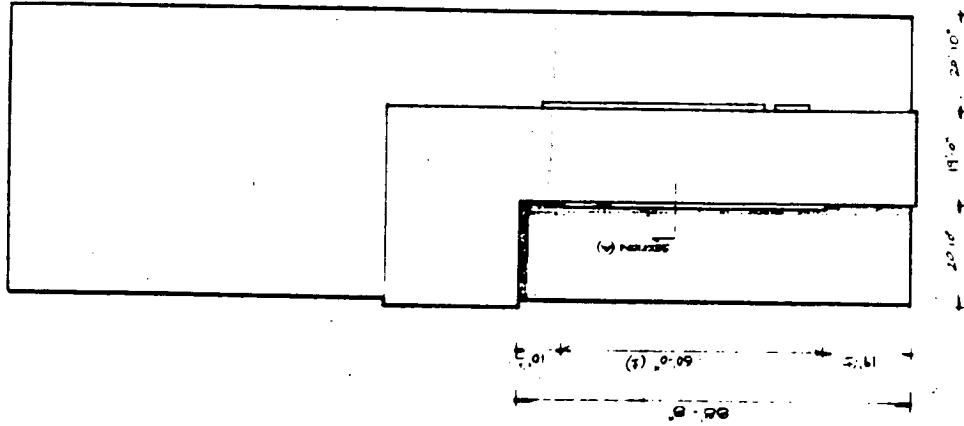
SCALE 1" = 30'-0"



SOUTH ELEVATION

SCALE 1" = 30'-0"

HOLIDAY INN			
SCALE NOTED	APPROVED BY	DESIGNED BY	ED
DATE: NOV - 13 '90	LEFL	REVISED	
CAPITOL PLAZA			
SACRAMENTO CA			DRAWING NUMBER 1 of 2



TOWER ROOF PLAN
SCALE 1" = 20'-0"

HOLIDAY INN
CAPITOL PLAZA
SACRAMENTO CA

SCALE: 1" = 20'-0"
DATE: NOV. 13, 1990
DRAWN BY: LEB
CHECKED BY: S.D.
PROJECT NO.:
SHEET NO.: 2 of 2

A-A SECTION SCALE 1" = 1'-0"

EXISTING SIGNS

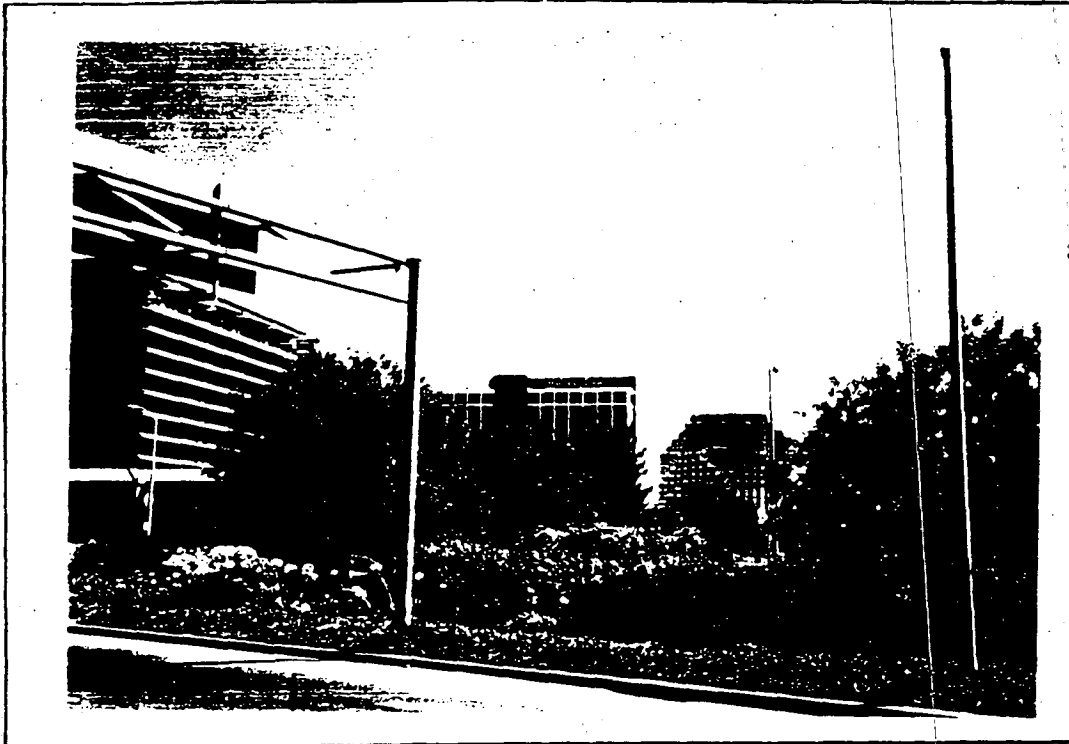
WE ARE ALL RESPONSIBLE FOR QUALITY

NAME John J. Caputo

STREET ADDRESS 300 T ST

CITY/STATE 11111

PHOTO CARD



Comments

11111

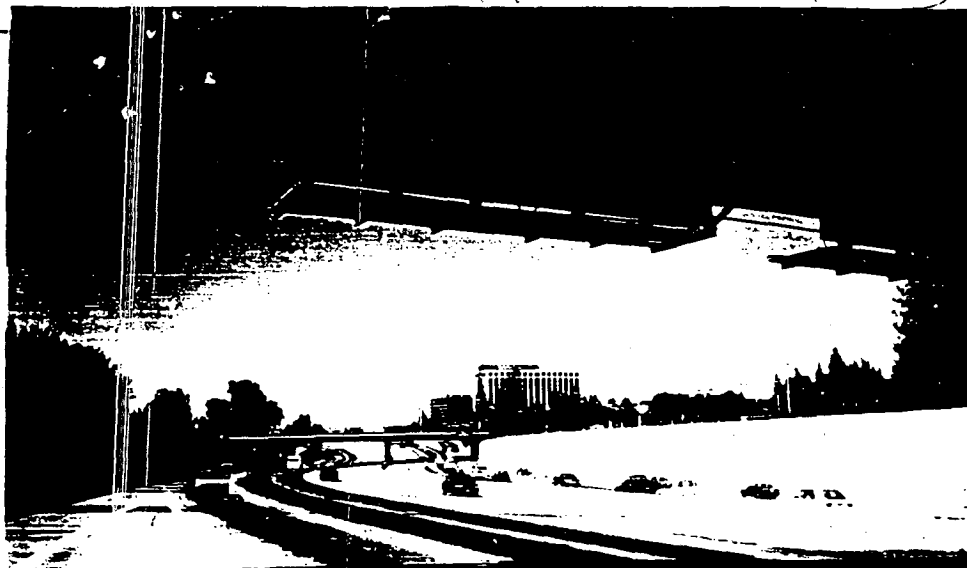
5'



Comments

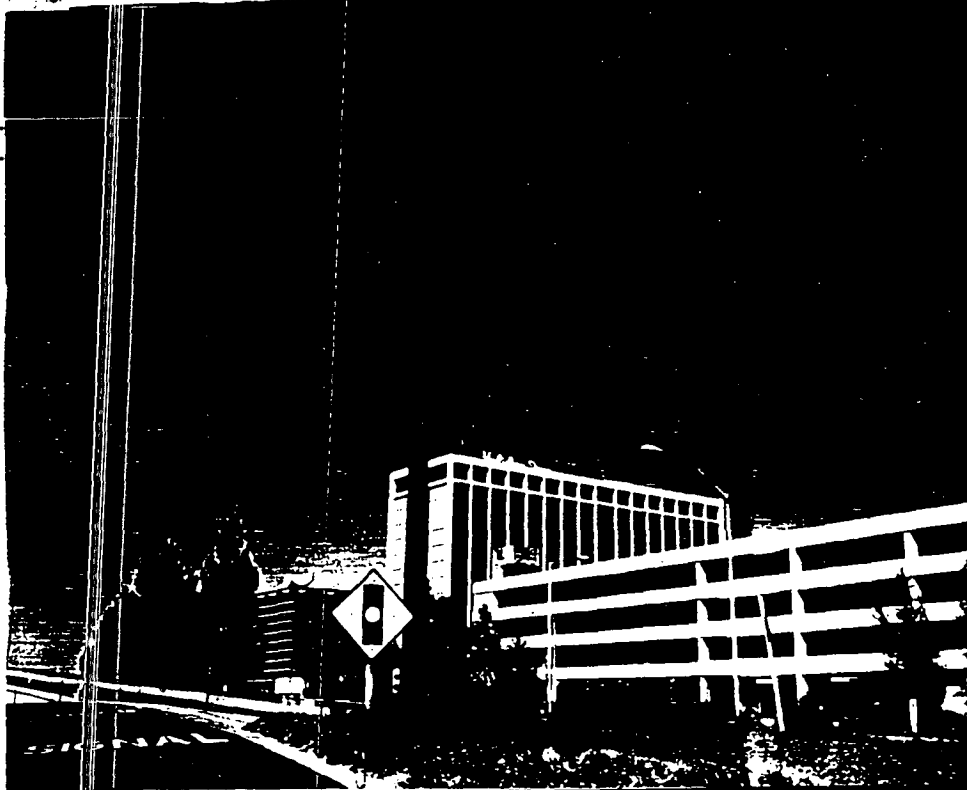
11111
116' height

EXISTING SIGNS



Comments

Don't know what
53' sign is



Comments

Don't know what
sign is



Comments

Don't know what
sign is
11/6/80

16 m #24



RECEIVED
FORM A

DEC 12 1990

APPLICATION AND ENVIRONMENTAL QUESTIONNAIRE CITY OF SACRAMENTO
(COMPLETE FIVE COPIES) CITY PLANNING DIVISION

This document will assist the Planning Division in evaluating the proposed project and its potential environmental impacts. Complete and accurate information is required for environmental review and will minimize future requests for additional information. Please contact Environmental Services Division, 1231 I Street, Room 300, Sacramento, CA 95814 (916) 449-2037 if there are any questions concerning environmental issues. Contact the Current Planning Section, Room 200, at the address listed above, (916) 449-5604 for zoning interpretations.

SUBDIVISION NAME OR PROPOSED COMMON NAME FOR PROJECT: Holiday Inn

PROPERTY OWNER'S NAME: John Q. Hammens
Mailing Address: 4243 hunt Rd. Cincinnati, Ohio Zip Code 45242
Telephone: Business () _____ Home () _____

APPLICANT'S/AGENT'S NAME: River City signs / John Emig
Mailing Address: 2419 Sellers Way West Sacramento, CA Zip Code 95691
Telephone: Business (916) 371-3300 Home () _____
Contact Person's Name: John Emig Phone () 371-3300

PROJECT SITE INFORMATION **LEGAL DESCRIPTION MUST BE ATTACHED**
Property Address or Location 300 J Street
Property Assessor Parcel Number (s) 006-0081-038-0000
Property Dimensions: two hundred eighty feet x one hundred seventy five feet
Property Area: Square Footage (gross) 49,000 sq. ft. (net) _____
Acreage (gross) _____ (net) _____
Land Use: Undeveloped/Vacant _____ Developed (give bldg. sq. ft.) 12738.645 X 10 fls
Existing Zoning of Project Site: C-3 Proposed Zoning: none

DESCRIBE ADJACENT ZONING AND EXISTING LAND USE WITHIN 300 FEET OF PROJECT SITE:

	ZONE	EXISTING LAND USE (i.e., residential, commercial, industrial)
North	<u>C-3</u>	<u>Retail/Commercial</u>
South	<u>C-3</u>	<u>Parking Garage</u>
East	<u>C-3</u>	<u>I-5 Freeway</u>
West	<u>C-3</u>	<u>Retail/Commercial</u>

P90 475

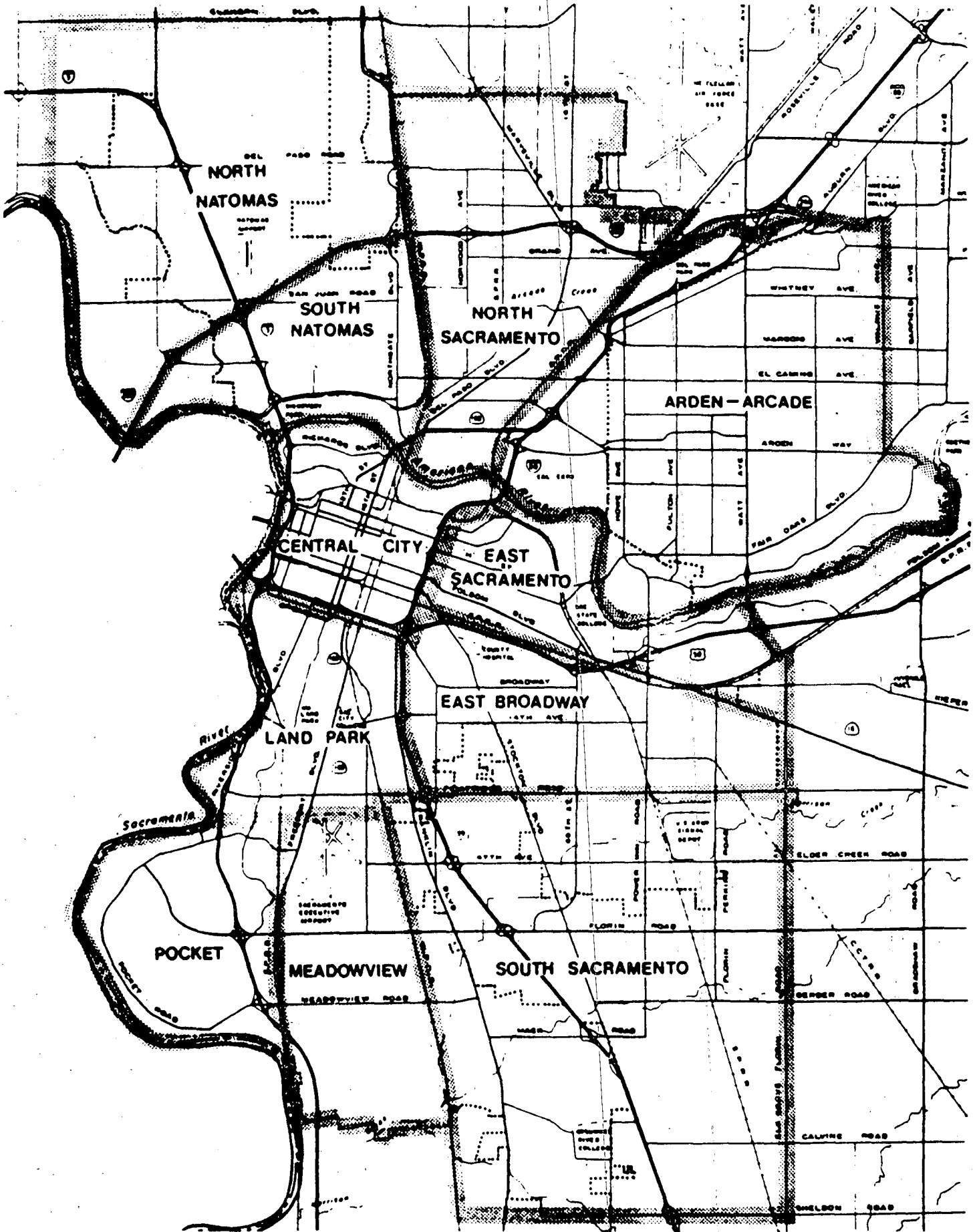
FOR OFFICE USE ONLY

P No.: _____ Date Rec'd: 12-12-90 By: [Signature]

General Plan Design:	Rezone	_____
Amend To: _____	Tent. Map	_____
Com. Plan Area: _____	Spec. Permit	_____
Existing Design: _____	Variance	<u>[Signature]</u>
Amend To: _____	Sub. Mod.	_____
Other Plan Design: _____	LLA	_____
Amend To: _____	Other	_____

Environmental Determination: Exempt: _____; Neg. Dec _____; EIR _____;
By: _____, Date _____

***PLEASE MARK ON THIS MAP THE APPROXIMATE LOCATION OF YOUR PROJECT**



LETTER OF AGENCY

Date: _____

City of Sacramento
Department of Planning and Development
1231 I Street, Suite 200
Sacramento, CA 95814

Gentlemen:

I, the undersigned legal owner of record, hereby grant permission to:

Applicant: RIVER CITY SIGNS Phone: 916-371-3300

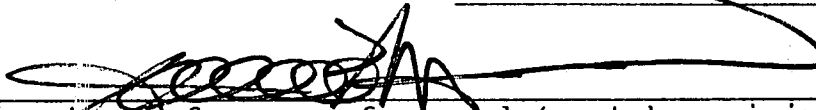
Applicant's address: 2419 SELLER'S WAY, WEST SACRAMENTO, CA 95691

to apply for the following entitlement(s):

- Plan Amendment
- Rezoning
- FUD Designation
- Tentative Map
- Lot Line Adjustment
- Subdivision Modification
- Special Permit
- Planning Director's Special Permit
- Variance
- Planning Director's Variance
- "R" Review (Development Plan Review)

The subject property is located at 300 "J" STREET, SACRAMENTO, CA

Assessor's Parcel Number 006-0081-038-0000


Signature of owner of record (must be original)

JOHN Q. HAMMONS
Name of owner of record

4243 HUNT ROAD
CINCINNATI, OHIO 45242
Address of owner of record

417-864-4300
Phone

Application Number _____

APPLICANT'S STATEMENT OF INTENT: This is a 3-part statement to be provided in the spaces below and shall contain the following:

- a. A description of what it is you propose to do. This description should include the entitlements being requested (i.e., rezone, tentative map, special permit, etc.)
- b. Information pertinent to the application, such as the number of units, size of buildings, number of off-street parking spaces, height of fence and any other pertinent information not shown on the submitted plans.
- c. Information and reasoning justifying your request.

STATEMENT OF INTENT: It is the intent of this variance to modify the existing
rooftop signage @ the Holiday Inn 300 J St. so they can comply with
the franchise contract. Failure to modify this sign will cause a
breech of contract and lose of Franchise support.

PREVIOUS LAND USE

Explain existing and previous land use(s) of site for last ten years:

Same

PREVIOUS ENVIRONMENTAL DOCUMENTS

If this project is part of a larger project for which a Negative Declaration or Environmental Impact Report has been prepared, reference the document below (include date and project number if applicable):

N/A

NO PREVIOUS ENVIRONMENTAL DOCUMENTS

Is this project part of a larger project for which no environmental review has been prepared? _____ yes _____ NO _____ no

SITE CHARACTERISTICS

Are there any Trees/Shrubs on the Project Site? Yes

Are any to be removed? No

Are any to be transplanted? No If so, state location of transplant site. N/A

Plot on Site Plan by Size and Type all trees to be removed and/or transplanted. N/A

Is the site part of an Airport Overlay Zone? Explain: No

Will the proposed use involve any toxic or hazardous materials or waste?

Explain: No

DEMOLITION OF STRUCTURES

Are there any structures on the project site? No

Present Use of Existing Structure(s): Hotel

Proposed Use of Existing Structure(s): N/A

Are any Structures Occupied: Yes

Describe the type of occupancy (number of residents, type of use)

Hotel

Structures to be Demolished: NONE
 Structures to be Moved: NONE
 Describe age, condition, size, and architectural style of all existing on-site structures (include photos): N/A

**RETAIL, COMMERCIAL, INDUSTRIAL, INSTITUTIONAL, OR OTHER PROJECT
 (IF PROJECT IS ONLY RESIDENTIAL, DO NOT ANSWER THIS SECTION)**

Type of Use(s): IDENTIFY HOTEL
 Oriented to: Regional YES City YES Neighborhood _____
 Hours of Operation: 24 HOURS, 7 DAYS, 52 WEEKS
 Total Occupancy/Capacity of Building(s): HOTEL
 Total Number of Fixed Seats: HOTEL
 Square Footage of: _____ Warehouse Area: NONE
 Office Area: N/A Loading Area: _____
 Sales Area: _____ Storage Area: _____

Total Number of Employees: N/A
 Anticipated Number of Employees Per Shift: N/A
 Total Number of Visitors/Customers on site at any one time: VARY
 Other Occupants (specify): _____

RESIDENTIAL PROJECTS

*** N/A ***

Total Lots: _____ Total Dwelling Units: _____
 Total Acreage: _____ Net Density/Acre: _____ Gross Density/Acre: _____

	Single Family	Two Family Duplex/Halfplex	Multi-Family (Apartments)	Multi-Family (Condominiums)
Number of Units	_____	_____	_____	_____
Acreage	_____	_____	_____	_____
Square Feet per Unit	_____	_____	_____	_____
For Sale or Rent	_____	_____	_____	_____
Price Range	_____	_____	_____	_____
Type of Unit:				
Studio	_____	_____	_____	_____
1 Bedroom	_____	_____	_____	_____
2 Bedroom	_____	_____	_____	_____
3 Bedroom	_____	_____	_____	_____
4+ Bedroom	_____	_____	_____	_____

Are any of these units proposed to be subsidised? _____
 If yes, describe the type and source of the subsidy.

PROPOSED BUILDING(S) CHARACTERISTICS
FOR ENTIRE PROJECT

Size of New Structure(s) or Building Addition(s): 20 Gross Sq. Ft.

Building Height (Measured from Ground to Highest Point):
135 Ft. No. of Floors 10

Height of Other Appurtenances (Excluding Buildings) Measured from Ground to Highest Point (e.g., Antennas, Microwave Equipment, Solar Energy Equipment, Light Pole Standards, etc.)

TOP OF ROOF APPLIANCE STRUCTURE IS 150'.

Project Site Coverage:	Building Coverage:	<u>12,738</u>	Sq. Ft.	<u>25.99</u>	%
	Landscaped Area:	<u>12,691</u>	Sq. Ft.	<u>25.90</u>	%
	Paved Surfaced Area:	<u>23,573</u>	Sq. Ft.	<u>48.11</u>	%
	Total:	<u>49,000</u>	Sq. Ft.	<u>100</u>	%

Exterior Building Materials: EXISTING BEIGE Roof Materials: TAR GRAVEL?

Exterior Building Colors: BEIGE

Describe the need and demand for child care services generated by the proposed project and indicate any plans for providing such services in conjunction with the project:

NONE

Total Number of Off-Street Parking Spaces: N/A
On-Site Required On-Site Proposed:

Total Number of Proposed Off-Site Parking: N/A
(Include a Signed Lease Agreement or Letter of Agency)

Total Number of Bicycle Locker Facilities Proposed: N/A Required:

Describe the Type of Exterior Lighting Proposed for the Project (Height, Intensity): Building: Parking:

Estimate Total Construction Cost for Project: \$ 1,500.00

Construction Starting Date: 12/23/90 Estimated Completion Date: 12/23/90

Does this Proposal include Signage? YES If yes, explain the following:

Height: NEW LOGO 8' "AY" 5' Illumination: NEON
Area: LOGO 64sq.ft. "AY" 35sq.ft. Type: PAN CHANNEL LETTER
Dimensions: LOGO 8'x8' "AY" 5'x7' Colors/Materials: SAME AS EXISTING
Locations (On/Off-Site): ON SITE, MODIFY EXISTING SIGN

NOTE:


IF THE PROJECT SITE IS ON OR NEAR A HISTORICAL SITE, ARCHAEOLOGICAL SITE, LANDFILL SITE, RIVER, FLOODPLAIN, FREEWAY, RAILROAD, OR AIRPORT, THEN SPECIFIC TECHNICAL STUDIES MAY BE REQUIRED. APPLICANTS ARE ENCOURAGED TO CONTACT THE ENVIRONMENTAL SECTION AT THE EARLIEST OPPORTUNITY TO DETERMINE THE POSSIBLE NEED AND SCOPE OF SUCH STUDIES.

OTHER PERMITS OR APPROVALS

List any and all other public approvals required for this project. Specify type of permit or approval, agency/department, address, person to contact, and their telephone number.

<u>Permit or Approval</u>	<u>Agency</u>	<u>Address</u>	<u>Contact Person</u>	<u>Phone Number</u>
PERMIT	NUISANCE ABATEMENT	10th STREET	JUAN TREVINO	448-5948

AS THE APPLICANT/AGENT FOR THIS PROPOSAL, I HEREBY STATE THAT TO THE BEST OF MY KNOWLEDGE, THE ABOVE ANSWERS AND STATEMENTS ARE TRUE AND COMPLETE. I CERTIFY THAT THE PROPOSAL DESCRIBED IN THIS APPLICATION IS NOT A PART OF A LARGER PROJECT OR A PHASE OF A LARGER PROJECT.



Signature of Applicant/Agent

12/12/90

Date

JOHN EMIG, PERMIT DIRECTOR

Print Name and Title of Applicant/Agent

(916) 371-3300

Phone

BECAUSE THE TIME REQUIRED FOR ENVIRONMENTAL OR STAFF REVIEW MAY VARY ACCORDING TO THE COMPLEXITY OF THE PROJECT, THE PLANNING DIVISION WILL NOTIFY YOU OF THE SCHEDULED HEARING DATE ON YOUR PROJECT ONCE IT HAS BEEN RELEASED FROM THE ENVIRONMENTAL SERVICES DIVISION.