



CITY OF SACRAMENTO

24

CITY MANAGER'S OFFICE
RECEIVED

CITY PLANNING DEPARTMENT

APR 4 1980

Marty Van Duyn

915 "I" STREET

SACRAMENTO, CALIF. 95814

CITY HALL - ROOM 308

TELEPHONE (916) 449-5604

PLANNING DIRECTOR

April 3, 1980

City Council
Sacramento, California

Honorable Members in Session:

- SUBJECT:
1. Amend the Lake Crest Village PUD Schematic Plan to increase the main building floor area from 174,730 to 202,730 square feet (P-8939)
 2. Amend the Lake Crest Village PUD Development guidelines to permit tenant identification on two freestanding signs.

LOCATION: Southeast corner of Florin Road and Greenhaven Drive

SUMMARY

This is a request for entitlements necessary to allow the development of a Marshall's Department Store and allow the placement of two free-standing signs that will advertise the three major tenants of the shopping complex. The staff and Planning Commission recommend approval of the requests. The Planning Commission also approved a special permit to allow development of the retail store.

BACKGROUND INFORMATION

A shopping complex consisting of two major tenants and many specialty stores and shops is presently under construction. The applicant is proposing to develop one additional major tenant (department store) at the rear of the present complex. The proposed store will be one story and will be visible from the Florin Road frontage. There was no objection to the proposal to increase the original square footage because the site is large enough to accommodate the required parking and necessary landscaping.

Two freestanding signs are also being proposed in order to identify the three major tenants of the shopping complex. There was no objection to this proposal because the sign will be smaller than allowable under the PUD guidelines.

APPROVED
BY THE CITY COUNCIL

APR 8 1980

OFFICE OF THE
CITY CLERK


VOTE OF COMMISSION

On March 13, 1980 the Planning Commission, by a vote of eight ayes, one absent, recommended approval of the project.

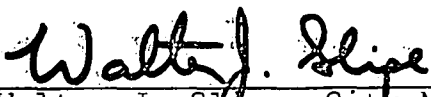
RECOMMENDATION

The staff and Planning Commission recommend that the City Council approve the request for PUD Amendment and adopt the attached resolution.

Respectfully submitted,


Marty Van Duyen
Planning Director

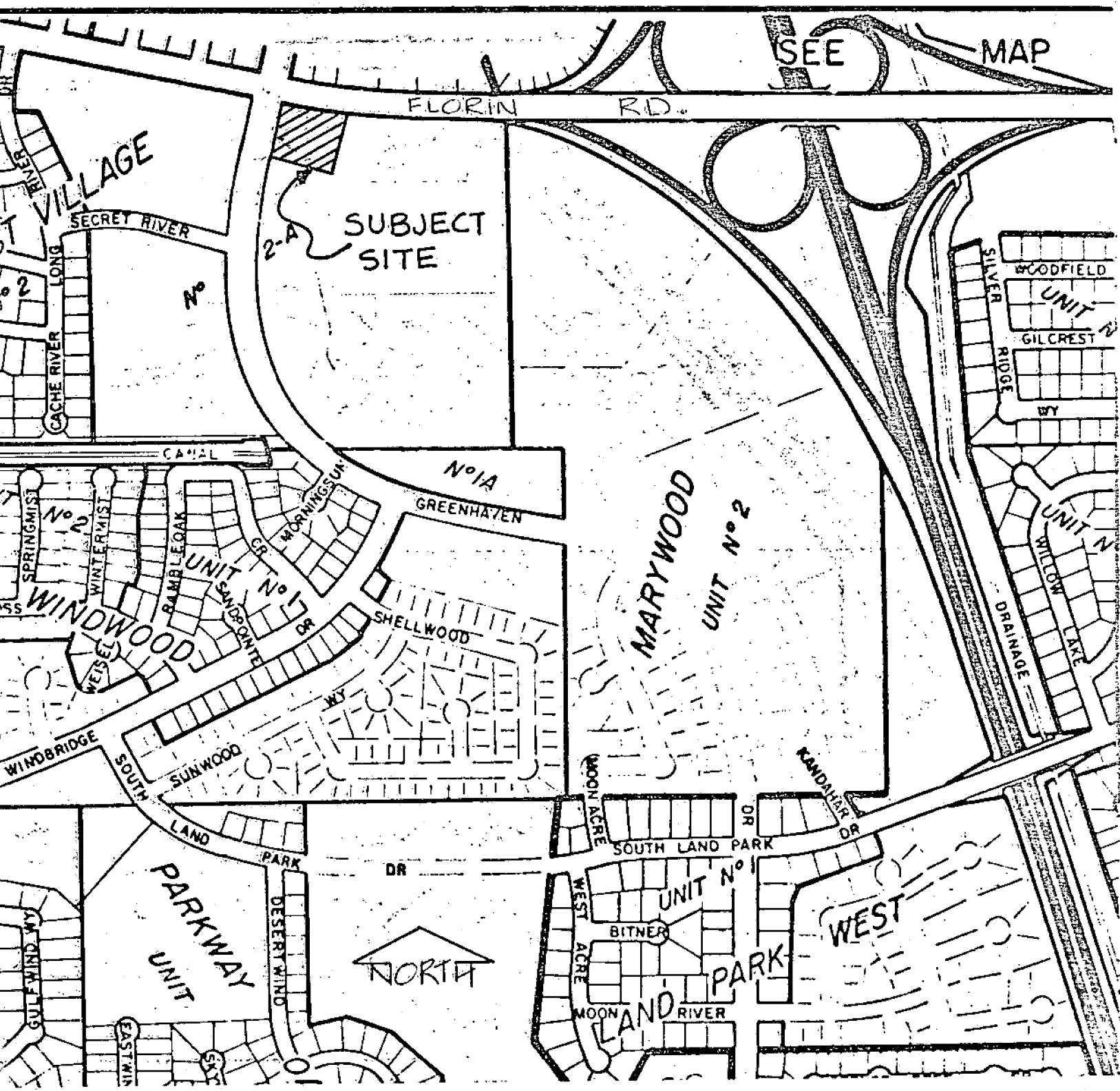
FOR TRANSMITTAL TO CITY COUNCIL:


Walter J. Slupe, City Manager

MVD:HY:bw

April 8, 1980
District No. 8

Attachments
P-8939



CITY PLANNING COMMISSION

915 "I" STREET - SACRAMENTO, CALIFORNIA 95814

APPLICANT	Peter Bollinger Investment Co., 117 "J" Street, Sacramento, CA				
OWNER	Florin 5 Developers, 615-10th Street, Sacramento, CA				
PLANS BY	Leslie Peterson, architect				
FILING DATE	1-25-80	50 DAY CPC ACTION DATE		REPORT BY:	WW:bw
NEGATIVE DEC.	2-18-80	EIR		ASSESSOR'S PCL. NO.	031-050-790

APPLICATION:

1. Environmental Determination
2. Amend Lake Crest Village PUD Schematic Plan to increase main building floor area from 174,730 to 202,730 sq. feet
3. Special Permit for an additional 28,000 sq. feet retail store
4. Amend Lake Crest Village PUD Development guidelines to permit tenant identification on the two free-standing signs (P-8939)

LOCATION:

Southeast corner of Florin Road and Greenhaven Drive in the Lake Crest Village Shopping Center

PROJECT INFORMATION:

General Plan Designation:	Commercial and Offices
South Pocket Specific Plan:	Commercial; Shopping Center
Existing Zoning of Site:	SC
Existing Land Use of Site:	Shopping Center under construction

Surrounding Land Use and Zoning:

North:	Single family; R-1
South:	Vacant; A
East:	Vacant; A
West:	Vacant, Multiple-family; OB-R and R-2B

Parking Required for Addition:	112
Total Parking Required for Shopping Center:	899
Total Parking Provided:	956
Ratio Required:	1:250

Property Area:	19+ acres
PUD approved building floor area:	174,730 sq. feet
New amended floor area:	202,730 sq. feet
Square footage of building:	28,000+ sq. feet
Height of proposed sign:	17'-3"
Height permitted:	18 feet
Size of Sign:	9'8" x 17'3"

The applicant proposes development of a single story building that would be used by Marshall's Department Store which is a retail clothing store for men, women, and children. This structure is situated at the rear of the site behind the Pay-N-Save Store and individual specialty shops.

The structure will be 130' x 215' in size and contain approximately 28,000+ sq. feet in area.

In addition, the applicant proposes to install individual identification signs on the two shopping center free-standing signs located along Florin Road and Greenhaven Drive. These signs will be individually illuminated letters identifying "SAFEWAY", "MARSHALL'S" and "PAY-N-SAVE."

BACKGROUND INFORMATION: The Resolution of Designation for establishment of the Lake Crest Village PUD and the Special Permit for the 19+ acre shopping center was approved by the Planning Commission on July 14, 1977 (P-7812). Rezoning from "A" to "SC" was subsequently approved by the City Council on August 9, 1977. The Lake Crest Village PUD Development Guidelines were approved by the Commission on April 27, 1978. See attached site plan for overall development of the PUD.

STAFF EVALUATION: The staff has reviewed the overall proposal and has no major objection to the schematic plan amendment or special permit to increase the floor area in order to develop a department store. The staff, however, has the following concerns:

1. Circulation: The City Fire Marshal has indicated that the driveway located at the southeast corner of the proposed Marshall's building, is designed with a jog. They have requested that this driveway be widened at this point in order to allow adequate width for the maneuvering of fire fighting equipment. (Exhibit A).
2. Landscaping: Additional landscaping should be provided in the rear parking area. Staff suggests a planting strip be designed against the east side of the new building. In addition, the concrete strip east of the new building should be replaced with a planting strip as shown on Exhibit A.
3. Signage: According to the Lake Crest Village PUD Development Guidelines, "the shopping center may have two (2) free-standing pole signs identifying the center." The maximum height shall be 18 feet, and the area of the sign shall not exceed 68 square feet. The applicant is requesting to amend these guidelines in order to allow the major stores to attach identification signs to the free-standing signs. These signs would identify Safeway, Marshall's and Pay-N-Save.

The proposed free-standing signs are approximately 17'3" in height and contain approximately 60 sq. feet (see Exhibit C). The sign consists of redwood material with individual illuminated letters.

Staff has no objection to amending the sign guidelines in order to allow additional signage. The staff, however, suggests the three identification signs be reduced in size and lowered to approximately two feet from the base of the sign. (See Exhibit B). This would reduce the overall square footage to approximately 45 sq. feet, and would also have the effect of separating the store signs from the shopping center identification and thereby making the "Lake Crest Village" sign visually more dominating. The applicant does not object to the staff's recommended modification.

4. Building Design: The applicant has only submitted the north elevation of Marshall's which is a new Mall entrance. The applicant, however, has indicated the architecture of the structure will match that of other existing structures.
5. Parking Design: The proposed parking area between the drug and home improvement building and the proposed Marshall's is poorly designed because it requires a vehicle to negotiate a U turn in order to utilize the first two parking spaces. Staff suggests that the parking stalls be relocated to face the Marshall's store. This would improve the circulation of this parking area.

STAFF RECOMMENDATION: Staff recommends that the Planning Commission:

1. Ratify the Negative Declaration;
2. Approve the PUD Schematic Plan Amendment to increase the floor area from 174,730 sq. feet to 202,730 sq. feet;
3. Approve the special permit request for one additional retail store subject to the following conditions and based on findings of fact;
4. Approve the amendment of the PUD Development Guidelines to permit tenant identification on two free-standing signs as reflected in the staff's recommended modification (see Exhibit B).

Conditions

1. The applicant shall redesign the driveway located adjacent to the southeast corner of the Marshall's store in order to allow additional maneuvering area for fire fighting equipment (see Exhibit A).
2. The applicant shall redesign the proposed parking area between the drug and home improvement building and Marshall's new retail store in order to allow the stalls to face Marshall's building.
3. The applicant shall provide a three to four-foot planting strip against the east side of Marshall's building and along the concrete strip as indicated on Exhibit A. The planting strip shall contain a combination of shrubs and ground cover.
4. A revised site plan and landscape plan as indicated in conditions one through three shall be submitted to staff for review and approval.
5. The proposed free-standing signs shall be modified as indicated by Exhibit B. The three tenant signs shall be reduced in size and shall be located two feet above the base of the sign.
6. The architecture of the new structure shall match the design of the existing structures in the complex. The east, west and south elevations of the new structure shall be reviewed and approved by staff.

Findings of Fact

1. The proposal is based on sound principles of land use in that:
 - a. adequate parking is available on site for the additional square footage of the proposed retail store;
 - b. the proposed use would provide necessary retail services to the surrounding community;

2. The proposed use is not detrimental to the public health, safety or welfare, nor will it create a nuisance in that:
 - a. the special permit as conditioned would allow better maneuvering and circulation for fire fighting equipment;
 - b. additional planting areas would be provided to the rear of the shopping center;
 - c. the architecture of the new retail store will be consistent with the architecture of the shopping complex;
 - d. the proposed signage for the center and new retail store would not visually clutter the streetscape.

3. The project is consistent with the General Plan, and the South Pocket Specific Plan in that:
 - a. both plans designate the subject site for commercial development;
 - b. the PUD Development Guidelines allow two free-standing signs for the shopping center complex.

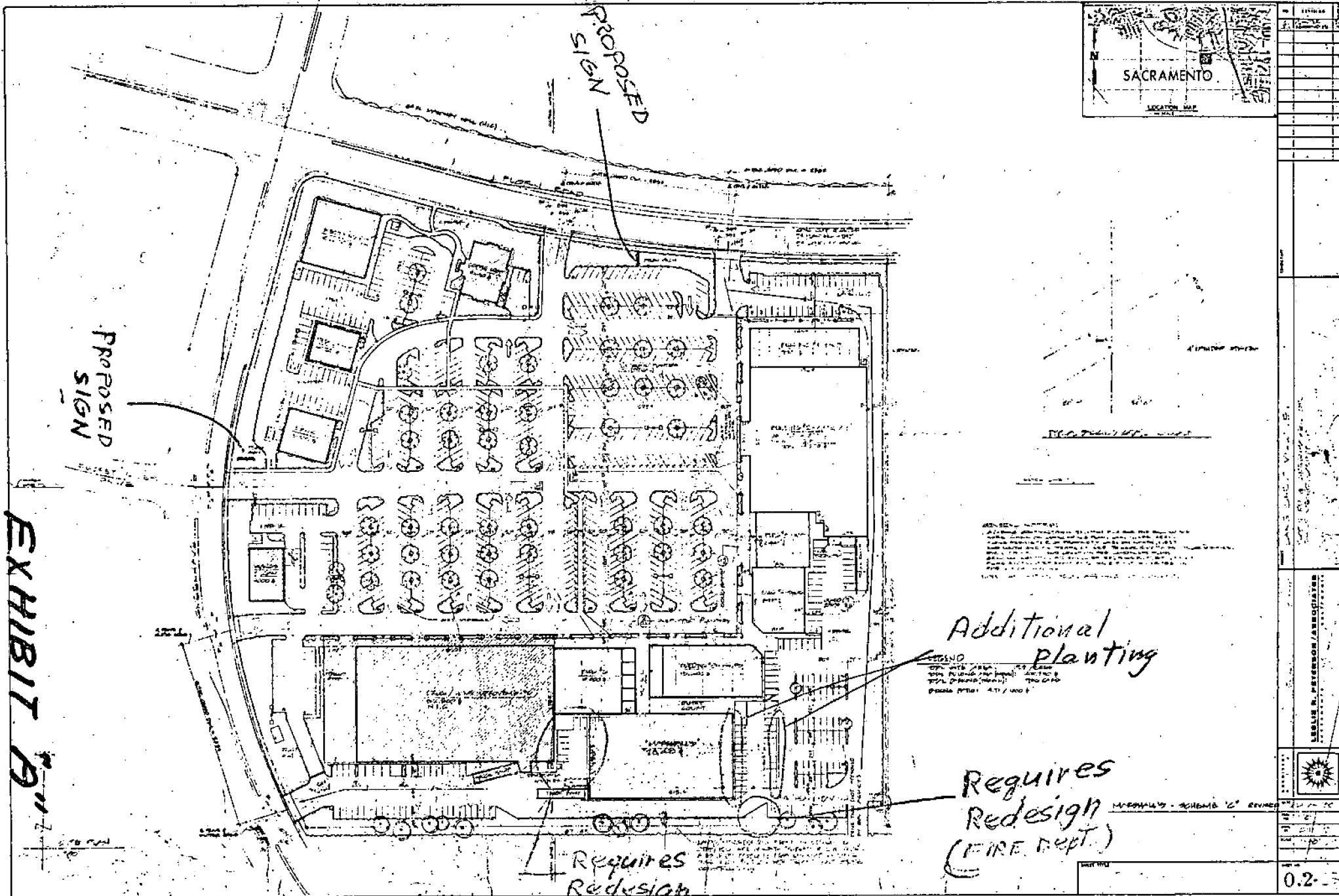
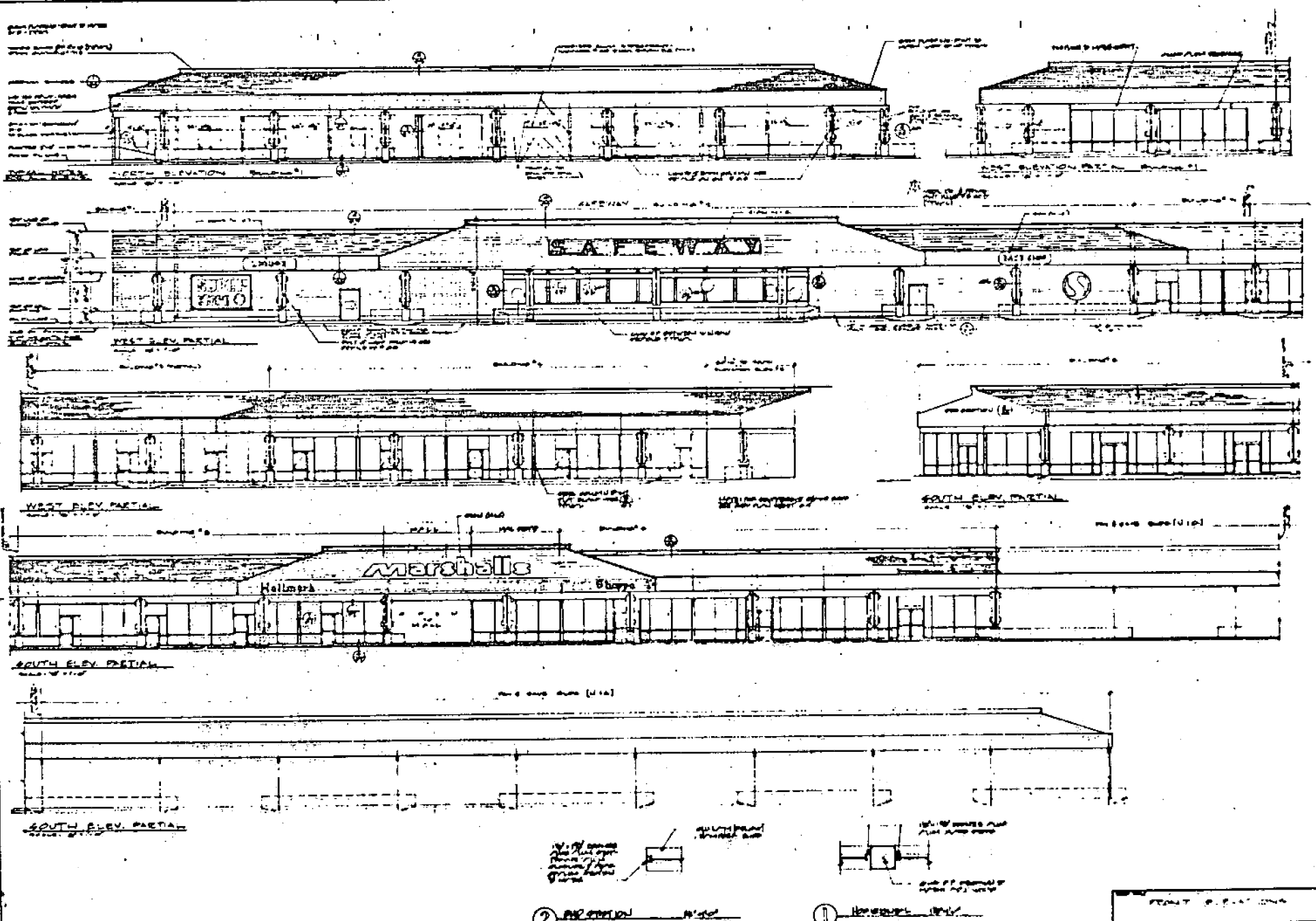


EXHIBIT A-7



DATE: _____	DRAWN BY: _____
CHECKED BY: _____	SCALE: _____
PROJECT NO.: _____	SHEET NO.: _____
OVERALL FRONT ELEVATIONS	
UNLESS OTHERWISE SPECIFIED	
ARCHITECT: _____	
ENGINEER: _____	
P-8939	
0.8	

RSURE DP. SU' CLAPK PPK

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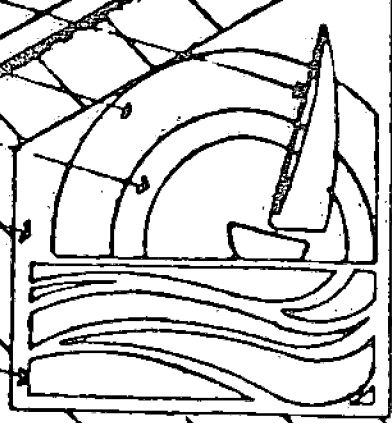
TEB

white

Red

Blue

white



Lake Crest
VILLAGE

SAFEWAY
Marshall's
PAY'N SAVE

17'3"

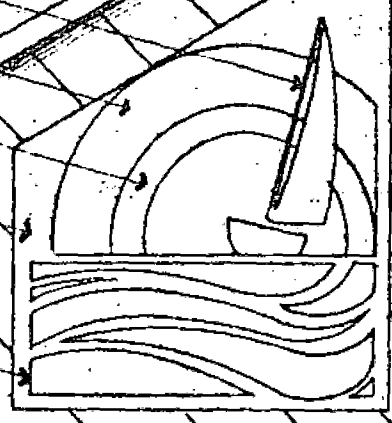
2'

EXHIBIT 'B'

P-8939

8'8"

TOP SW CORNER BOX



Lake Crest
VILLAGE

SAFEWAY
Marshalls
PAYNSAVE

white
Red
Blue
white

17'3"

APPLICANTS PROPOSAL

P-8939

4'-8"
March 13, 1980

EXHIBIT "C"

#5

RESOLUTION NO. 80-209

Adopted by The Sacramento City Council on date of

APRIL 8, 1980

RESOLUTION AMENDING THE LAKE CREST VILLAGE PUD SCHEMATIC PLAN TO INCREASE THE MAIN BUILDING FLOOR AREA FROM 174,730 to 202,730 SQUARE FEET AND TO PERMIT TENANT IDENTIFICATION ON TWO FREESTANDING SIGNS AT THE LAKE CREST VILLAGE SHOPPING CENTER LOCATED AT THE SOUTHEAST QUADRANT OF GREENHAVEN DRIVE AND FLORIN ROAD (APN: 031-050-79) (P-8939)

WHEREAS, the City Council conducted a public hearing on April 8, 1980, concerning the above amendment and based on documentary and oral evidence submitted at the public hearing, the City Council hereby finds as follows:

1. The proposed plan amendment is compatible with the surrounding land uses.
2. The proposal is consistent with the policies of the 1974 General Plan.
3. The site is large enough to accommodate the additional square footage for the proposed department store.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Sacramento that the Schematic Plan shall include a maximum of 202,730 square feet of floor area and that major tenant identification shall be permitted on two freestanding signs.

MAYOR

ATTEST:

CITY CLERK

P-8939

APPROVED
BY THE CITY COUNCIL

APR 8 1980

OFFICE OF THE
CITY CLERK