

CITY PLANNING COMMISSION

915 "I" STREET - SACRAMENTO, CALIFORNIA 95814

APPLICANT	John E. Otto, P.O. Box 2858, Sacramento, CA 95812		
OWNER	First Management Corp., 3731 Wilshire Blvd., Los Angeles, CA 90010		
PLANS BY	Alan Oshima, 1723 "J" Street, Sacramento, CA 95814		
FILING DATE	12-02-77	50 DAY CPC ACTION DATE	REPORT BY: HLK:dv
NEGATIVE DEC	1-2-78	EIR --	ASSESSOR'S PCL. NO. 277-271-16

APPLICATION: This application consists of two requests:

1. Special Permit (P-8037) to develop a commercial building on a 1.2 acre site in the Point West PUD.
2. Request for waiver of PUD guidelines prohibiting free-standing signs.

LOCATION: North side of Exposition Boulevard, 300+ feet east of Challenge Way.

PROJECT INFORMATION:

General Plan:	Commercial and office
Point West PUD Schematic Plan:	Retail and service commercial
Existing land use of site:	Vacant
Square footage of proposed building:	29,250 square feet
<u>Surrounding Land Use and Zoning:</u>	
North:	Across parking lot Savings & Loan and "SC-R"
South:	Cal Expo and "A-PC"
East:	Dep. store and "SC-R"
West:	Restaurant and "SC-R"

This is a proposal to develop a 29,250 square foot commercial building to be used as a furniture store. 18,040 square feet will be retail furniture; 5,330 square feet for storage and 5,880 square feet of leaseable retail space. This use will require 127 parking spaces. The parking spaces were previously approved and developed under Special Permit P-5657

STAFF EVALUATION

The applicant proposed to install a free-standing monument type sign on the southwest corner of the parcel facing the access road off of Exposition Boulevard. Free standing signs are prohibited by the Point West Schematic

Plan, and the applicant requests a waiver in order to provide the sign. The free standing monument sign is necessary to alert east-bound traffic on Exposition Boulevard to the location of the store. Due to the street access, if east-bound traffic misses the Challenge Way turn from Exposition Boulevard, they will be required to travel over one-half mile farther east to Howe Avenue, then execute a U-turn to get back to the site. The attached sign on the southerly elevation should be eliminated as the free standing monument sign will be sufficient to alert on-coming traffic. The southerly elevation of the building presents a large bare wall to travelers on Exposition Boulevard and should have sufficient landscaping to break up this large wall area in order to present a more pleasing appearance to passersby. Point West PUD Guidelines prohibit using wording which describes the products sold. The proposed sign has the wording "Distinctive Home Furnishings." As "Distinctive Home Furnishings" describes the products sold, this wording should be eliminated from the signs.

The applicant has indicated the location of the trash bin will be on the loading dock on the south elevation. The staff is concerned that this trash bin will be visible to vehicular traffic east-bound on Exposition Boulevard. It should be located in such a manner within the loading dock, so as to screen the bin from public view.

STAFF RECOMMENDATION:

The staff recommends approval of the Special Permit and waiver of the PUD Guidelines prohibiting free standing signs subject to the following conditions:

1. Building materials and building colors shall be the same as those used in the construction of the larger commercial use to the east, i.e. sandblast block and earth tone colors; as indicated by architectural drawings submitted by applicant.
2. Five feet of landscaping shall be provided along the south elevation in such a manner as to break up the large visible area of the building from traffic on Exposition Boulevard. Landscaping shall be of a type specified in the PUD guidelines;
3. The sign proposed for the south elevation be deleted;
4. The wording "Distinctive Home Furnishings" be eliminated from all signage;
5. The location of heating, air conditioning equipment, and trash bins be in conformance with the PUD guidelines, and screened accordingly;
6. Review and approval of detailed landscape plans by staff prior to issuance of building permits.
7. The materials, colors, wording, and precise location of the monument sign be approved by staff prior to issuance of building permits;
8. The size of the monument sign shall be limited to 16 square feet in total area.

Added by CPC:

Cond.#3 was deleted by CPC

The staff's recommendation is based upon the following assertions:

1. The project conforms to sound principles of land use in that:
 - a. The project site is an area designated for retail development.
 - b. Adequate parking is available to the site.
2. The project is not injurious to the general public or surrounding properties as indicated by the following facts;
 - a. Surrounding uses are similar in nature.
 - b. The project is located in an area designated for shopping and commercial uses.
3. The proposal conforms to the 1974 General Plan and the Point West PUD Schematic Plan in that:
 - a. The plans designate the subject site for commercial development.
 - b. The project is a commercial building which is permitted in the "SC" zone and in the Point West PUD with the approval of a Special Permit.

