

PLANNING DIVISION APPLICATION

The City of Sacramento Planning Division has designed this application in order to obtain important information about your proposed project that will help us in expediting the application process. Please complete all sections providing as much detail as possible regarding the scope of your proposal. Questions regarding the application can be directed to the Development Services Helpdesk from 7:30 a.m. - 3:30 p.m. weekdays at 916-808-5656 (option 3 for Planning) or you can visit either public counter at 915 I Street, 3rd Floor, New City Hall or 2101 Arena Blvd. Suite 200 to speak to a Planner-on-Duty. Visit our website at www.cityofsacramento.org/dsd

SUBJECT SITE INFORMATION

Site Address/

Location of Property: 6200 Mack Rd.

Assessor's Parcel Number 117-0012-016

Total Property Size in acres (Gross/Net) N/A

or square feet if less than 1 acre: N/A

Lot Dimensions: N/A

APPLICANT INFORMATION

Contact Name: Laurel Winter

Company Name: Pro Ad Signs & Lighting

Mailing Address: 5961 W. OAKS Blvd, Ste. A

City: Rocklin State: Ca Zip: 95765

Phone: (916) 435-1055 Ext: 14 Fax: (916) 435-2066

E-Mail lwinter@proadsigns.com

STAFF USE ONLY

Dated Filed: 3-16-06

Received By: Debra Russell

File Number(s): P06-045

P06-045

3-16-2006

OWNER INFORMATION

Property Owner Name: Theodore Kruger of Valley Mack Plaza Co.
 Mailing Address: 28632 Roadside Dr. #285
 City: Agoura Hills State: Ca Zip: 91301
 Phone: (818) 707-6738 Ext: _____ Fax: (_____)
 E-Mail _____

ZONING INFORMATION

Zoning: C-2 RETAIL COMMERCIAL
 Overlay Zone: —
 Special Planning District: —
 Planned Unit Development: —
 Design Review District: —
 Preservation Area: — Landmark Structure: _____ Yes _____ No
 Community Plan Designation: GENERAL COMMERCIAL
 General Plan Designation: COMMUNITY/NEIGHBORHOOD COMMERCIAL & OFFICES

ZONING & EXISTING LAND USE ADJACENT TO THE PROJECT SITE:

	Zone	Existing Land Use (i.e., residential, commercial, industrial)
North	<u>C-2/Mack Rd</u>	<u>COMMERCIAL/Mack Rd.</u>
South	<u>R-3. PUD</u>	<u>RESIDENTIAL</u>
East	<u>C-2</u>	<u>COMMERCIAL</u>
West	<u>C-2</u>	<u>COMMERCIAL</u>

PER
zip 5
3.16.06
DKP

PER ZIP
3.16.06
DKP

PROJECT INFORMATION

Name of your Project: Starbucks - Valley Mack Plaza
(Please enter a name you would like to give your project for future reference.)

PLANNING ENTITLEMENT TYPE

- | | | |
|--|--|---|
| <input checked="" type="checkbox"/> Planning Commission | <input type="checkbox"/> Zoning Administrator | <input type="checkbox"/> Planning Director |
| <input type="checkbox"/> Design Review | <input type="checkbox"/> Preservation | |
| <input type="checkbox"/> Special Permit | <input type="checkbox"/> Tentative Map | <input type="checkbox"/> Preliminary Review |
| <input type="checkbox"/> Major Modification | <input type="checkbox"/> Subdivision Modification | <input type="checkbox"/> Rezone |
| <input type="checkbox"/> Minor Modification | | <input type="checkbox"/> General Plan Amendment |
| <input type="checkbox"/> Plan Review | | <input type="checkbox"/> Community Plan Amendment |
| <input type="checkbox"/> Major Modification | <input type="checkbox"/> Time Extension | <input type="checkbox"/> Planned Unit Development |
| <input type="checkbox"/> Minor Modification | (file #) _____ | <input type="checkbox"/> Schematic Plan Amendment |
| <input checked="" type="checkbox"/> Variance | <input type="checkbox"/> Special Permit | <input type="checkbox"/> Guidelines Amendment |
| <input type="checkbox"/> Design Review (Board) | <input type="checkbox"/> Plan Review | |
| <input type="checkbox"/> Design Review (Staff) | <input type="checkbox"/> Variance | |
| <input type="checkbox"/> Preservation (Board) | <input type="checkbox"/> Tentative Map | |
| <input type="checkbox"/> Preservation (Staff) | | |

* If you are unsure of the planning entitlement type you are applying for, please meet with a Planner-on Duty to review your project at one of our two public counters listed on the first page of this application.

PREVIOUS LAND USE

List existing and previous land use(s) of site for the last 10 years:

Retail Shopping Center

Has the project or project site received previous planning entitlement? _____ No Yes

If yes, please identify the project number and date of approval:

POS-111 (1.26.06) , 204-348 (12.10.04)

STATEMENT OF INTENT

Your Statement of Intent will provide Planning staff with a clear vision of what you are proposing to do. Answer in complete sentences in the space below or on a separate attachment. The description of your project should include ALL the entitlements being requested for your project (i.e., Rezone, Tentative Map, Special Permit, Variance, Design Review, Preservation, etc.). Provide as much detail as possible regarding all the characteristics of your project. Explain the reasons why you are applying for this project.

The city of Sacramento's sign ordinance only allows for two wall signs per leased tenant space. The intent of this application for variance is to change the sign ordinance allowing for a third attached wall sign per tenant space.

The main purpose for this would be to allow the tenant more exposure and visibility. Restaurants and retail shops' success rely on the advertisement signage provides.

Without this variance, Starbucks Coffee will not have a wall sign on the west elevation of their suite. The signage on this elevation is crucial, in order to acquire business of all East bound traffic. Even more so, because West bound traffic will, most likely, not contribute as much business due to lack of accessibility.

Please refer to site plan.

NEIGHBORHOOD CONTACT

Please describe contact with property owners and/or neighbors adjacent to the subject site:

Property owner has been contacted to discuss proposed signage, which he has approved.

Please describe any contact you have had with Neighborhood Associations, Community Groups, and/or Business Associates in the area surrounding your project site:

none

SITE CHARACTERISTICS

Are there any structures on the project site? No Yes.

If yes, how many? 5 buildings total

Proposed use of existing structure(s) retail businesses

Are any structures to be demolished? No Yes. If yes, the age _____

Are there any trees on the project site? No Yes.

Are trees to be removed? No Yes.

Are there any easements crossing the site? No Yes. If yes, please show on site plan.

RESIDENTIAL PROJECTS

PART 1 N/A

Fill in the next three sections if your project has residential use components. Complete both residential and non-residential sections if you are submitting a mixed-use project.

Total Number of Lots: _____ Gross Density/Acre: _____

Total Dwelling Units: _____ Total Acreage: _____

Acreage gross and/or net: _____ Square Feet per Unit: _____

Number of Single-family Units: _____

Number of 2-family/Duplex/Halfplex Units: _____

Number of Multi-family/Apartments/3+ Units: _____

Number of Condominium Units: _____

Are any of these proposed units to be subsidized? _____ No _____ Yes.

If yes, please describe the number of subsidized units, the type and source of the subsidy.

Has the required number of low-income units been provided? _____ No _____ Yes. Number _____

RESIDENTIAL PROJECTS

PART 2 N/A

Structure Size

Size of all existing structures. (Identify separately):

Residence Gross square footage _____

Garage Gross square footage _____

Other Gross square footage _____

Size of new structure(s) or building addition(s): Gross square footage _____

Total Sq. Ft. _____

Building Height

Existing Building Height

(Measured from Ground to Highest Point): _____ Ft. _____ Number of floors.

Proposed Building Height

(Measured from ground to Highest Point): _____ Ft. _____ Number of floors.

Lot Coverage

Building Coverage Area* (Sq. Ft.): _____ Project Site Lot Area (Sq. Ft.): _____

Total lot Coverage Percentage _____ %

Example: Building Area (2000')/Lot Area (5000') = 40% total lot coverage

*Include all covered structures (patios, porches, sheds, detached garage, etc.)

RESIDENTIAL PROJECTS

PART 3 N/A

Exterior Materials

Existing Exterior Building Materials: _____

Existing Roof Materials: _____

Proposed Exterior Building Materials: _____

Proposed Roof Materials: _____

Existing Exterior Building Colors: _____

Proposed Exterior Building Colors: _____

Parking Requirements

Total Number of Off-Street Parking Spaces: On site req. _____ Proposed _____

Total Number of Off-Site Parking: _____

(Include a Signed Lease Agreement or Letter of Agency)

Signage

Does this Proposal include signs? _____ No Yes.

NON-RESIDENTIAL PROJECTS

PART 1

Fill in the next three sections if your project has non-residential use components.

Complete both residential and non-residential sections if you are submitting a mixed-use project.

Type of use(s) proposed: illuminated wall signage for Starbucks

Last former use(s) in the building: N/A (new building)

Hours of operation of proposed use: 5pm - 7am

If your project includes fixed seats, how many are there?: N/A

Gross Square Footage of :

Warehouse Area: _____

Sales Area: _____

Office Area: _____

Medical Office Area: _____

Storage Area: _____

Church Area: _____

Restaurant/Bar Area: _____

Theater Area: _____

Other Area*: 12.56

Other Area*: _____

(Sign)

*Describe use type of "other" areas

**NON-RESIDENTIAL PROJECTS
PART 2**

Structure Size

Size of all existing structures. (Identify separately):

Commercial Gross square footage _____
Other Gross square footage _____
Other Gross square footage _____

Size of new structure(s) or building addition(s): Gross square footage _____
Total Sq. Ft. _____

Building Height

Existing Building Height
(Measured from Ground to Highest Point): _____ Ft. _____ Number of floors.

Proposed Building Height
(Measured from ground to Highest Point): _____ Ft. _____ Number of floors.

Lot Coverage

Building Coverage Area* (Sq. Ft.): _____ Project Site Lot Area (Sq. Ft.): _____ Total lot Coverage Percentage _____ %

Example: Building Area (2000')/Lot Area (5000') = 40% total lot coverage

*Include all covered structures (patios, carports, detached outbuildings, etc.)

**NON-RESIDENTIAL PROJECTS
PART 3**

(Signage materials)

Exterior Materials

Existing Exterior Building Materials: wall

Existing Roof Materials: _____

Proposed Exterior Building Materials: aluminum returns, acrylic face, neon

Proposed Roof Materials: _____ lighting

Existing Exterior Building Colors: _____

Proposed Exterior Building Colors: _____

Parking Requirements

Total Number of Off-Street Parking Spaces: On-site required _____ Proposed _____

Total Number of Off-Site Parking: _____
(Include a Signed Lease Agreement or Letter of Agency)

Signage

Does this Proposal include signs? _____ No Yes.

CITY OF SACRAMENTO
LETTER OF AGENCY

If the applicant is not the owner of record of the subject site, a Letter of Agency from the owner or the owner's authorized representative must be submitted which grants the applicant permission to submit an application for the requested entitlement(s).

Date: 2/21/06

To: City of Sacramento
Development Services Department
1231 I St., Suite 200
Sacramento, CA 95814

Development Services Department:

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

Applicant: Pro Ad Signs & Lighting % Laurel Winter Phone: (916) 435-1055

Applicant's Address: 59101 W. OAKS BLVD. ROCKLIN, CA 95765

to apply for the following entitlement(s):

- | | | |
|---|---|---|
| <input type="checkbox"/> Special Permit | <input type="checkbox"/> Tentative Map | <input type="checkbox"/> Preliminary Review |
| <input type="checkbox"/> Major Modification | <input type="checkbox"/> Subdivision Modification | <input type="checkbox"/> Rezone |
| <input type="checkbox"/> Minor Modification | <input type="checkbox"/> Lot Line Adjustment | <input type="checkbox"/> General Plan Amendment |
| <input type="checkbox"/> Plan Review | <input type="checkbox"/> Parcel Merger | <input type="checkbox"/> Community Plan Amendment |
| <input type="checkbox"/> Major Modification | <input type="checkbox"/> Time Extension | <input type="checkbox"/> Planned Unit Development |
| <input type="checkbox"/> Minor Modification | (file #) _____ | <input type="checkbox"/> Schematic Plan Amendment |
| <input checked="" type="checkbox"/> Variance | <input type="checkbox"/> Special Permit | <input type="checkbox"/> Guidelines Amendment |
| <input checked="" type="checkbox"/> Design Review (Board) | <input type="checkbox"/> Plan Review | |
| <input type="checkbox"/> Design Review (Staff) | <input type="checkbox"/> Variance | |
| <input type="checkbox"/> Preservation (Board) | <input type="checkbox"/> Tentative Map | |
| <input type="checkbox"/> Preservation (Staff) | | |

The subject property located at: 6200 Mack Rd.

Assessor's Parcel Number: 117-0012-010

Signature of owner of record: by: Theodore M. Kruger
(must be original signature)

Printed name of owner of record: BY: THEODORE M. KRUGER

Address of owner of record: 28632 ROADSIDE DRIVE #285 Phone: 818-707-6738
Agoura Hills CA 91301

ENVIRONMENTAL QUESTIONNAIRE

Providing the following information regarding the environmental setting with your application is one of the most effective ways to expedite your environmental review. If your site contains structures more than 49 years old, large trees, natural drainage ways, low lying areas where water pools during the rainy season, or wetland areas, supplemental information may be requested in order to conduct the environmental review of your project. If you are quite certain that your project includes the demolition of older structures, removal of trees or impact wetlands you may wish to provide the appropriate information with your original submittal.

You may contact Environmental Planning Services at (916) 801-9736 to obtain information on the types of reports that may be required in these situations.

**ENVIRONMENTAL QUESTIONNAIRE
PART 1**

Describe the project site as it exists today, including information on topography, water features, soil stability, plants and animals and any cultural, historical or scenic aspects. Describe any existing structures on the site and the use of the structures. Attach photographs of the site.

Basic / Standard landscaping for retail center consisting of trees along walkways and scattered throughout center as well as bushes. Grass borders the perimeter of center.

**ENVIRONMENTAL QUESTIONNAIRE
PART 2**

Describe the surrounding properties, including information on plants and animals, water features and any cultural, historical or scenic aspects. Indicate the type of land use (residential, commercial, etc.), intensity of land use (one-family, apartment houses, shops, department stores, etc.) and scale of development (height, frontage, setback, rear yard, etc.). Attach photographs of the vicinity.

Surrounding properties also consist of
retail centers consisting of standard
landscaping, etc.

CERTIFICATION

I hereby certify that the statements furnished above and in the attached exhibits present the data and information required for this initial evaluation to the best of my ability and that the facts, statements and information presented are true and correct to the best of my knowledge and belief.

DATE: 2/21/06

SIGNATURE: 