

# CITY PLANNING COMMISSION

1231 "I" STREET, SUITE 200, SACRAMENTO, CA 95814

<b>APPLICANT</b> Wade McClure for Ad Art, Inc. 1026 San Miquel Road, Concord, CA 94518
<b>OWNER</b> O.T.R. P O Box 5001, Buena Park, CA 90622
<b>PLANS BY</b> AD ART INC., 1026 San Miquel Road, Concord, CA 94518
<b>FILING DATE</b> 9/30/87 <b>ENVIR. DET.</b> 15311(a) <b>REPORT BY</b> PW:vf
<b>ASSESSOR'S-PCL. NO.</b> 118-0103-009

**APPLICATION:** Variance to add a third directional sign for a department store on 9.0+ developed acres in the General Commercial (C-2) zone.

**LOCATION:** 6051 Mack Road

**PROPOSAL:** The applicant is requesting the necessary entitlements to install an illuminated sign, reading "Garden Center" at a Target Department Store.

**PROJECT INFORMATION:**

1974 General Plan Designation:	Commercial
1986 South Sacramento Community Plan Designation:	General Commercial
Existing Zoning of Site:	C-2
Existing Land Use of Site:	Department Store

**Surrounding Land Use and Zoning:**

North: Residential; R-1  
South: Shopping Center; C-2  
East : Vacant; C-2  
West : Apartments; R-3

Property Dimensions:	800 ft. x 450 ft.
Property Area:	9.0+ acres
Height of Building:	210 ft.
Exterior Building Materials:	Masonry - remodeled this year.
Type of Sign:	One attached sign with interior illuminated letters
Sign Area:	40 sq. ft.
Height of Sign:	12 Ft.
Sign Materials and Colors:	Red plexiglass, 5 inch deep letters

**BACKGROUND INFORMATION:** In October, 1987, the building in which the proposed sign is to be placed, was re-opened as a Target Department Store. Previous to this time, a Gemco Department Store operated at the site.

**PROJECT EVALUATION:** Staff has made the following evaluation:

A. Land Use and Zoning

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The subject site is a portion of a 9.0+ acre parcel zoned C-2 and designated for General Commercial uses in the 1986 South Sacramento Community Plan. The site is located in a shopping center at the northwest corner of Mack Road and La Mancha. Surrounding land uses are single family residential to the north, shopping center and parking to the south, vacant and Highway 99 to the east, and apartments to the west.

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B. Applicant's Proposal

The applicant is proposing to attach a 40 square foot sign reading "Garden Center" onto the south elevation of the building. The City Sign Ordinance allows a maximum of two attached signs for each occupancy per street frontage in the C-2 zone. Target Department Store currently has two attached identification signs; one on the south elevation and the other on the east elevation of the building. The applicant, therefore, is requesting a variance to allow a third attached sign in order to identify the Garden Center.

C. Staff Analysis

The intent of the Sign Ordinance is to prevent the proliferation of signs throughout the City, improve the appearance of the City as a place to live and work and to eliminate excessive sign displays. The applicant is permitted two attached signs. Staff cannot find a hardship or unusual circumstance relative to the subject site that would warrant a third sign. The applicant also has a monument identification sign along Mack Road as well. The previous tenant of the building, Gemco, operated with the permitted two attached signs and did not need a sign to identify their garden center. All other commercial tenants along Mack Road operate in conformance with the City's Sign Ordinance. Approval of this third sign would set a precedent for other requests in the Shopping Center. Staff, therefore, recommends denial of the variance request.

ENVIRONMENTAL DETERMINATION: The proposed project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15311(a)).

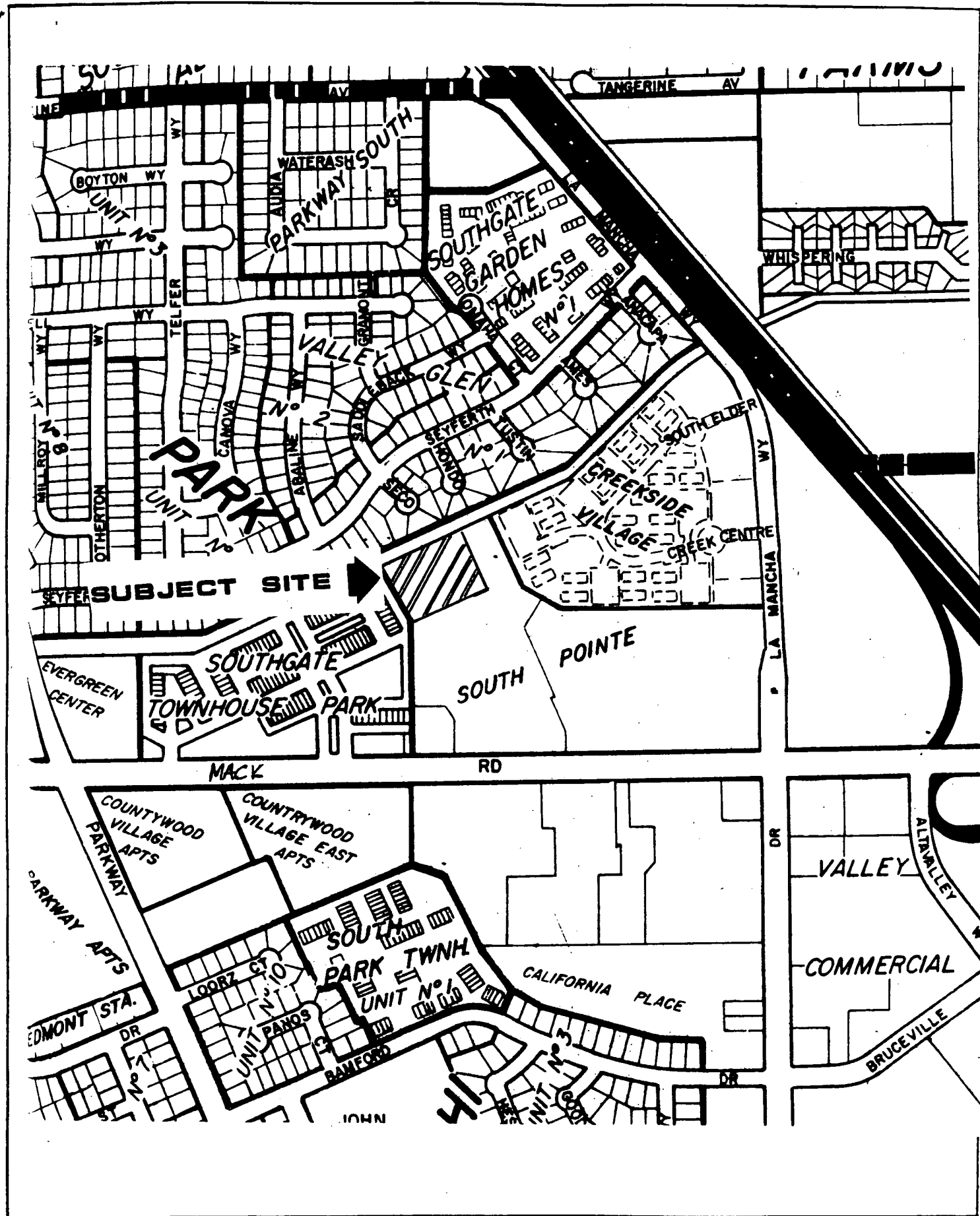
RECOMMENDATION: Staff recommends denial of the variance to allow a third attached sign based upon Findings of Fact which follow:

Findings of Fact

1. The granting of the variance request would result in a special privilege to one individual property owner in that no hardship has been demonstrated that would constitute a need for a third attached sign; and all other tenants in the shopping center operate within the allowed number of signs permitted in the Sign Ordinance.
2. The granting of the variance would not be in harmony with the expressed purpose of the City's Sign Ordinance to:

".....eliminate excessive sign displays and preserve and improve the appearance of the City as a place to live and work."

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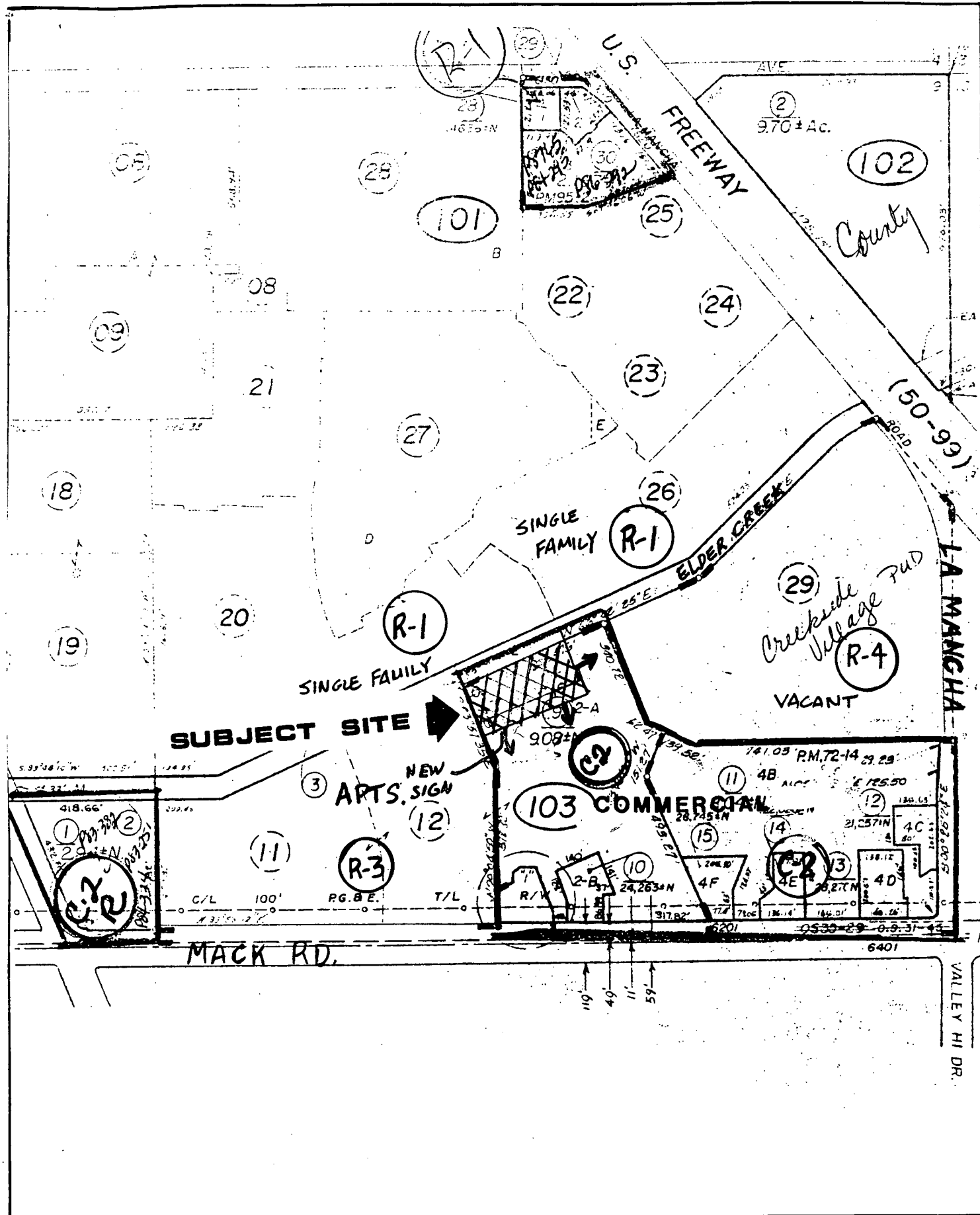
VICINITY MAP

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**LAND USE & ZONING MAP 002742**

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