

P93-125 - BREUNERS/AUTO PARTS CLUB SIGNS

REQUEST: Variance to increase the number of signs allowed per tenant from two to four for a 102,848 square foot, two tenant, retail building on 7.05± developed acres in the General Commercial (C-2) zone.

LOCATION: 6700 Mack Road, Mack Road at Highway 99  
117-0170-062 and 117-0170-064  
South Sacramento Community Plan Area  
Sacramento City Unified School District  
Council District 8

APPLICANT:	Ad Art Signs, Inc., Ralph Cundiff, (800)350-7773 P.O. Box 8570, Stockton, CA 95208
OWNER:	Breuners 3250 Buskirk Avenue, Pleasant Hill, CA 94523-4395
APPLICATION FILED:	August 20, 1993
STAFF CONTACT:	Cindy Gnos, 264-7636

**SUMMARY/RECOMMENDATION:** The applicant proposes to erect two additional signs on an existing building with three attached signs. The 102,848 square foot building is being divided into two tenant spaces, therefore the applicant is requesting additional signage for the second tenant. In order to meet the applicant's objectives, the project requires the variance described above. **Staff recommends approval of the project.** This recommendation is based on the unusual circumstances of the building design and parcel shape.

**PROJECT INFORMATION:**

General Plan Designation:	Community/Neighborhood Commercial & Offices
Community Plan Designation:	General Commercial
Existing Land Use of Site:	Breuners
Existing Zoning of Site:	C-2

**Surrounding Land Use and Zoning:**

North: Mack Road and Vacant land; C-2  
 South: Kaiser Hospital; H-R  
 East: Highway 99; C-2  
 West: Retail; C-2

Property Dimensions:	Irregular
Property Area:	7.05± acres
Square Footage of Building:	102,848 square feet
Height of Building:	47 feet, 1 story
Exterior Building Materials:	Concrete
Number of Proposed Attached Signs:	5
Number of Detached Signs:	1
Topography:	Flat
Street Improvements:	Existing
Utilities:	Existing

**OTHER APPROVALS REQUIRED:** In addition to the entitlements requested, the applicant will also need to obtain the following permits or approvals, including, but not limited to:

<u>Permit</u>	<u>Agency</u>
Sign Permit	Building Division

**BACKGROUND INFORMATION:** The existing 102,848 square foot building was constructed approximately 25 years ago for the Breuners furniture store. Breuners has indicated that the furniture sales no longer require the amount of storage which was constructed with the original building. The building, therefore, has been remodeled in the interior to allow the Auto Parts Club to lease a portion of the building.

**STAFF EVALUATION:** Staff has the following comments:

A. Policy Considerations

The existing retail use is consistent with the commercial designations in both the General Plan and the South Sacramento Community Plan. The General Plan and South Sacramento Community Plan also promote the rehabilitation and revitalization of existing commercial strips. The conversion of the storage area to a tenant space supports these policies. The purpose of the Sign Ordinance is to encourage signs which, by their good design, are integrated with and harmonious to the buildings and sites which they occupy, and which eliminate excessive sign displays. The applicant's proposal does not increase the total number of signs allowed, nor exceed the maximum square footage allowed. The proposal, therefore, is not in conflict with the purpose of the Sign Ordinance.

---

**B. Site Plan Design/Zoning Requirements****1. Setbacks/Parking**

There are no proposed increases in the total building square footage. This results in no changes in existing setbacks or additional required parking. Also, no additional parking is required based on the conversion of use from Breuners to Auto Parts Club.

**2. Signage**

The existing Breuners building has three attached signs located on the north, south, and east sides of the building. There is also one detached sign which is located on the west side of the property. The applicant is proposing to locate two additional attached signs on the building.

The site is located within 660 feet of the freeway, therefore the criteria for freeway oriented signs apply to the site. This limits attached signs to a maximum area of one square foot for each front foot of building occupancy, with a maximum of 200 square feet. It also limits the height of the signs to 20 feet. The Breuners tenant space would be allowed four attached signs, and the Auto Parts Club would be allowed two attached signs.

The Sign Ordinance addresses sign requirements based upon tenant space. Due to the configuration of the existing building, two existing Breuners signs are located on the Auto Parts Club tenant space. This results in four instead of two attached signs for Auto Parts Club, and one instead of four attached signs for Breuners. The total number of attached signs is less than the maximum allowed by the Sign Ordinance. Staff, therefore, has no objection to the Variance to increase the number of signs. Staff does recommend that the Breuners tenant space not be allowed to have any additional attached signage. In order to comply with the Sign Ordinance Breuners would be required to relocate the sign to their tenant space. This would mean relocating the sign on the north elevation approximately 30 feet to the west. Since the signs have been on the building for over 25 years, the relocation constitutes a hardship. Breuners has also indicated that the freeway visibility of the signage is necessary for their business.

The sign area of the signs also does not exceed the requirements. The north elevation is allowed 402 square feet of signage, with each tenant sign not exceeding 200 square feet. The east elevation is allowed 346 square feet of signage with each tenant sign not exceeding 200 square feet.

The other requirement of the Sign Ordinance is that attached signs visible from the freeway not exceed 20 feet in height. The existing Breuners signs

exceed the 20 feet in height, however, were constructed prior to the current codes. The new Auto Parts Club signs meet the height requirement.

In summary, staff supports the Variance to allow four attached signs on the Auto Parts Club tenant space for the following reasons:

- o The building was not designed originally to be a multi-tenant building.
- o The existing Breuners signs have been in their location for about 25 years.
- o The total number of signs is not being exceeded.
- o The total area of signs allowed is not being exceeded.
- o The two proposed signs are meeting Sign Ordinance requirements.

C. Building Design

The existing building has a concrete finish. The colors are beige and maroon. The only modification to the exterior of the building is the construction of the entrance to the Auto Parts Club. Staff has no objection to the proposed modification.

PROJECT REVIEW PROCESS:

A. Environmental Determination

The proposed project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15305 and 15311(a)).

B. Public/Neighborhood/Business Association Comments

The proposed sign variance was sent to property owners within 500 feet of the property, and the South Sacramento Chamber of Commerce. No comments have been received.

C. Summary of Agency Comments

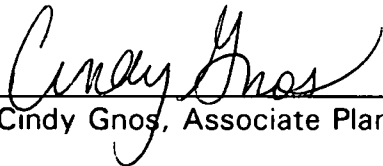
The project has been reviewed by several City Departments and other agencies. The agencies had no comments on the requested sign variance.


PROJECT APPROVAL PROCESS: The Planning Commission has the authority to approve or deny the requested sign variance. The Planning Commission action may be appealed to the City Council. The appeal must occur within 10 days of the Planning Commission action.

**RECOMMENDATION:** Staff recommends the Planning Commission Adopt the attached Resolution approving the Variance to increase the number of signs allowed per tenant from two to four.

Report Prepared By,

Report Reviewed By,

  
Cindy Gnos, Associate Planner

  
Barbara Wendt, Senior Planner

Attachments

Attachment A	Vicinity Map
Attachment B	Land Use and Zoning Map
Resolution	Variance
Exhibit A	Site Plan
Exhibit B	Elevations

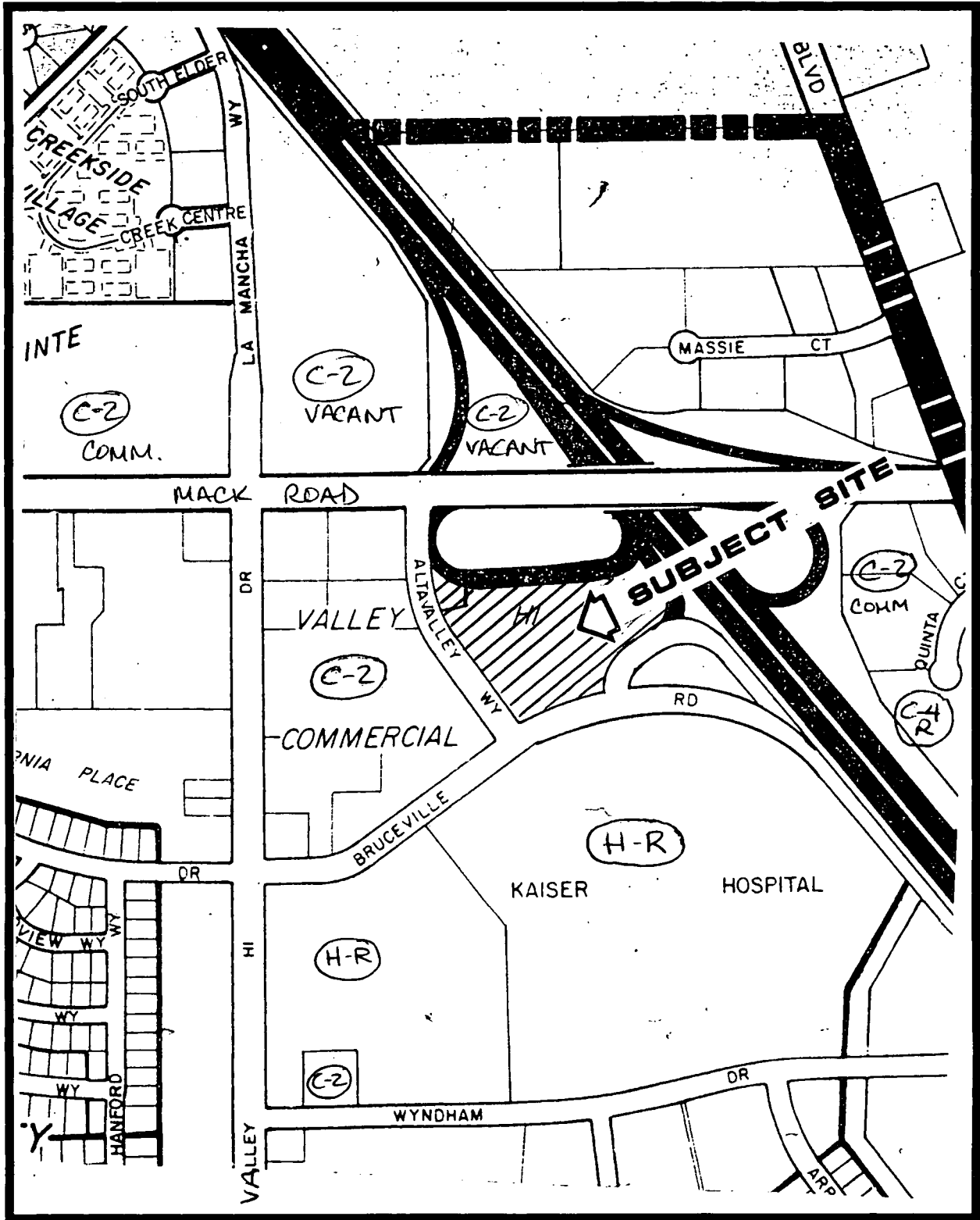
gnosc\P93-125.rpt

ATTACHMENT B

P93-125

OCTOBER 14, 1993

ITEM #7



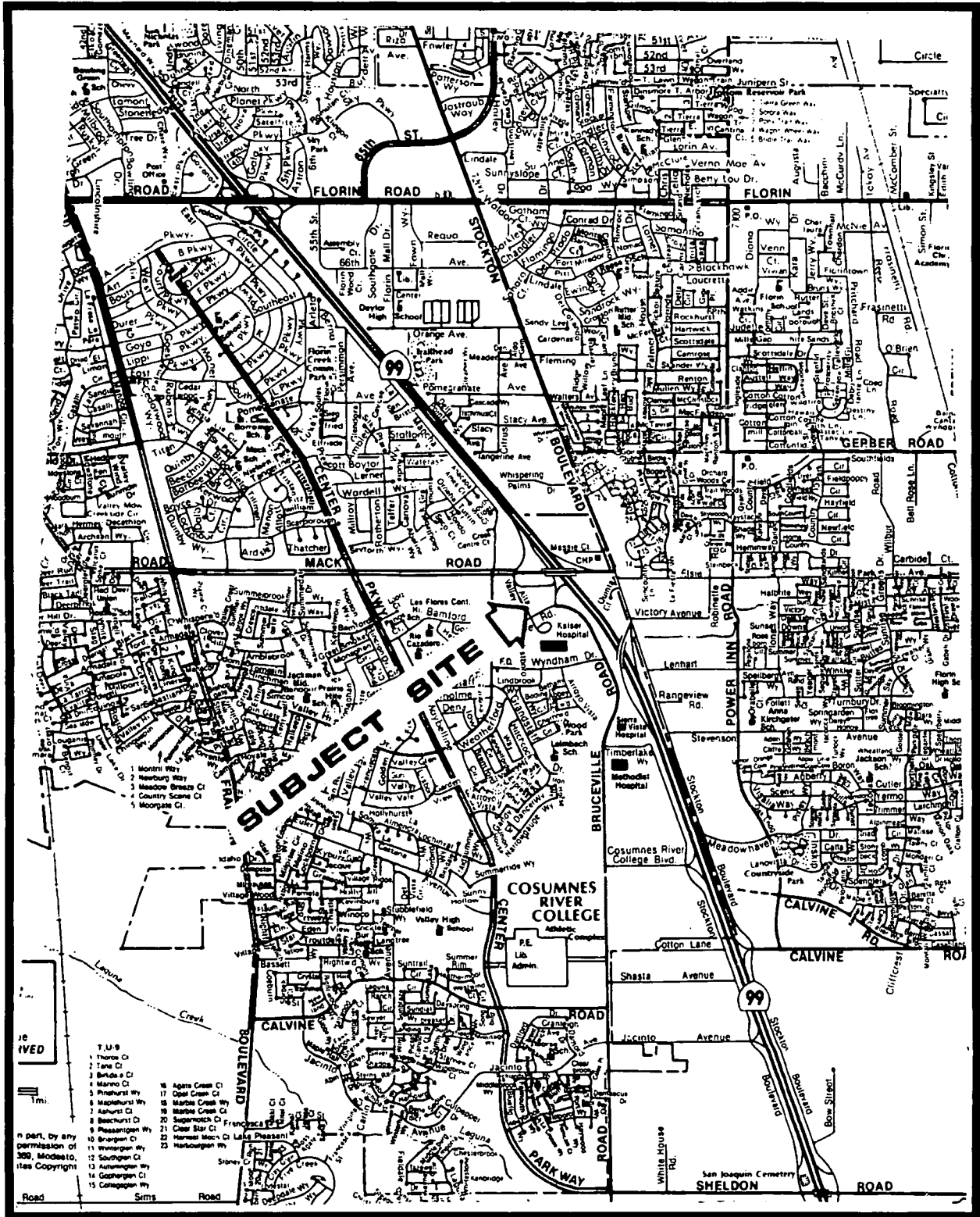
LAND USE AND ZONING MAP

ATTACHMENT A

P93-125

OCTOBER 14, 1993

ITEM # 17

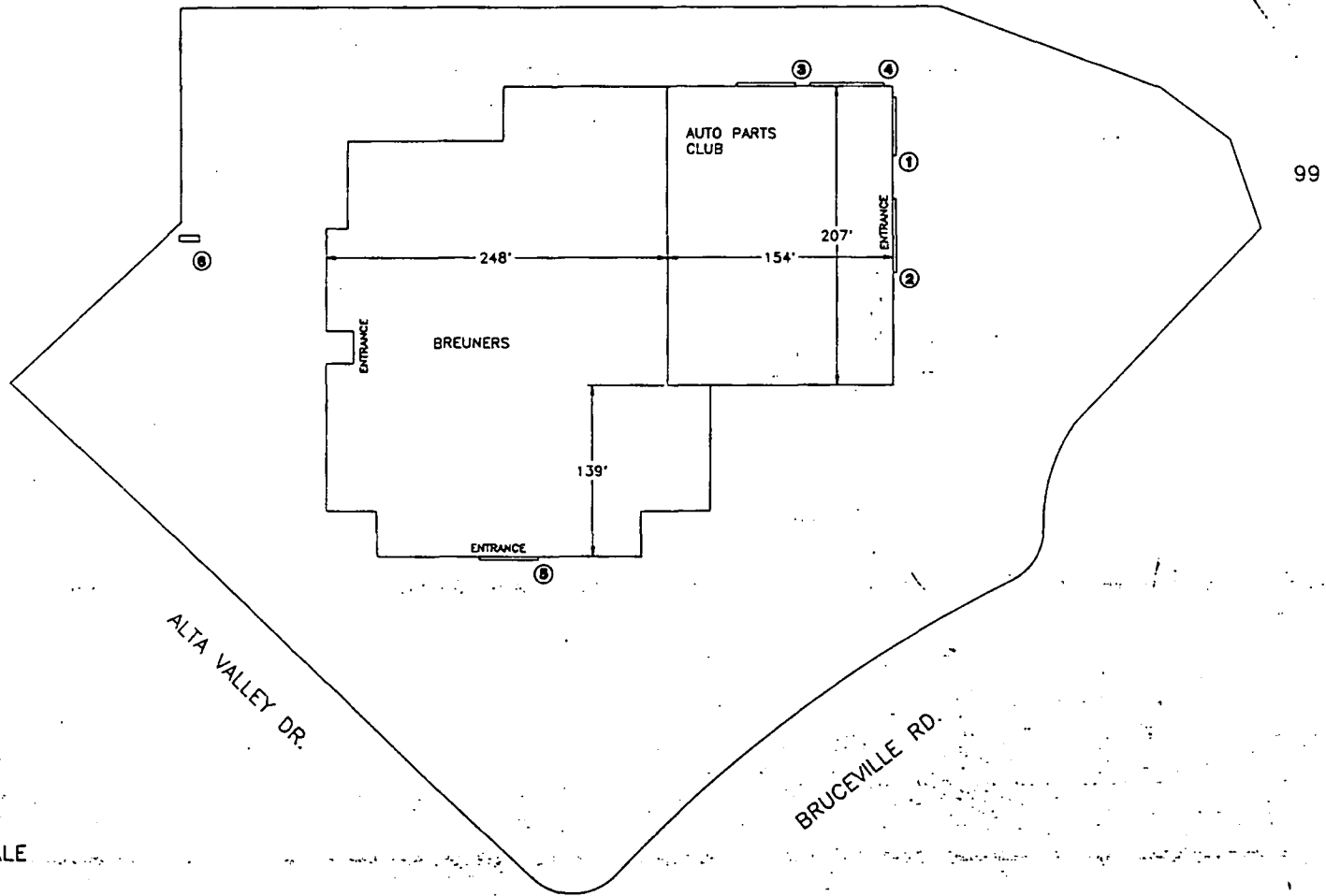


VICINITY MAP

P93-125

EXHIBIT A  
October 14, 1993

Nov #7



SITE PLAN  
NOT TO SCALE



NOTE: This is an original unpublished drawing, created by Ad-Art Signs Incorporated. It is submitted for your personal use in connection with a project being planned for you by Ad-Art Signs Incorporated. It is not to be shown to anyone outside your organization, nor is it to be reproduced, copied, photographed, scanned or used in any fashion without the expressed written approval of Ad-Art Signs Incorporated.

SALES: EC  
 DESIGNER: ML  
 DES NO: ML CPU NO: ST20003

REVISIONS	
NO.	
BY:	
DATE:	

APPROVALS	
SALES	DATE
PRODUCTION	DATE

CUSTOMER  
BREUNERS  
 DISPLAY ADDRESS  
4700 HALE ROAD STATE  
SAN FRANCISCO CA

CUSTOMER APPROVAL	
DATE	

JOB NO.  
 SCALE  
1/4" = 1'  
 DATE  
11/93



**RECEIVED**

**AUG 20 19**

**CITY OF SACRAMENTO  
CITY PLANNING DIVISION**

**P 93 - 125**

8700 MACK ROAD, SACRAMENTO

SIGN SCHEDULE

EAST ELEVATION:

- TOTAL AREA ALLOWED - 348 SQ. FT.
- ① BREUNERS SIGNAGE - 179 SQ. FT.
- NOTE: HOME FURNISHERS' SIGN TO BE REMOVED.
- ② AUTO PARTS CLUB (30%) ALLOTMENT - 104 SQ. FT.
- REMAINING ALLOTMENT - 67 SQ. FT.

NORTH ELEVATION:

- TOTAL AREA ALLOWED - 402 SQ. FT.
- ① BREUNERS SIGNAGE - 322.3 SQ. FT.
- ② AUTO PARTS CLUB (30%) ALLOTMENT - 120.5 SQ. FT.
- REMAINING ALLOTMENT - 19 SQ. FT.

SOUTH ELEVATION:

- TOTAL AREA ALLOWED - 900 SQ. FT. (SEE NOTE BELOW)
- ① BREUNERS SIGNAGE - 104 SQ. FT.
- AUTO PARTS CLUB ALLOTMENT - 200 SQ. FT. MAX.
- REMAINING ALLOTMENT - 200 SQ. FT. PER TENANT
- ② Pylon sign  
BREUNERS 8' x 24', 30' OVERALL HEIGHT

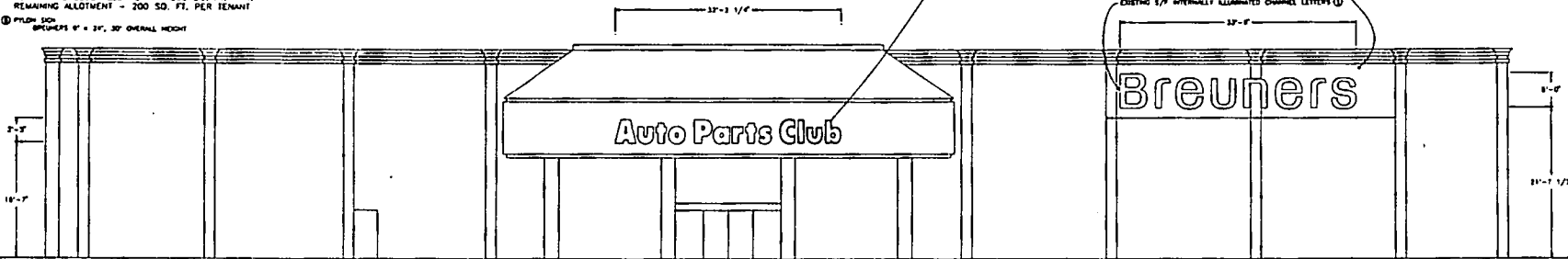
3/4" INTERNALLY ILLUMINATED CHANNEL LETTERS ①

"Auto Parts" COPY:  
FACES TO BE WHITE.  
TRIM CAP AND RETURN TO MATCH BLUE PMS #281C.

"Club" COPY:  
FACES TO BE WHITE PLASTIC w/ RED #3430-33 FILM APPLIED  
FIRST SURFACE. WHITE OUTLINE AROUND LETTERS.  
TRIM CAP AND RETURN TO BE RED TO MATCH #3430-33.

BURROUNDY BACKGROUND PAINTED BEHIND BREUNERS LETTERS.

EXISTING 3/4" INTERNALLY ILLUMINATED CHANNEL LETTERS ①



EAST ELEVATION  
SCALE: 1/8"=1'-0"

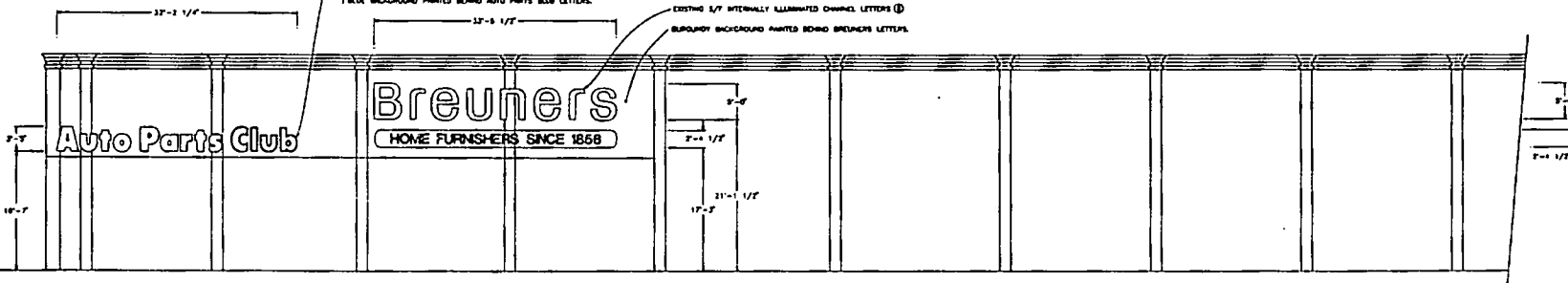
3/4" INTERNALLY ILLUMINATED CHANNEL LETTERS ①

"Auto Parts" COPY:  
FACES TO BE WHITE.  
TRIM CAP AND RETURN TO MATCH BLUE PMS #281C.

"Club" COPY:  
FACES TO BE WHITE PLASTIC w/ RED #3430-33 FILM APPLIED  
FIRST SURFACE. WHITE OUTLINE AROUND LETTERS.  
TRIM CAP AND RETURN TO BE RED TO MATCH #3430-33.  
BLUE BACKGROUND PAINTED BEHIND AUTO PARTS CLUB LETTERS.

EXISTING 3/4" INTERNALLY ILLUMINATED CHANNEL LETTERS ①

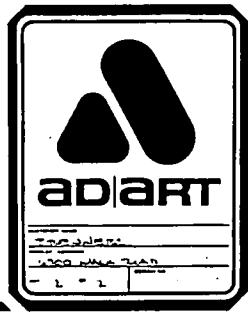
BURROUNDY BACKGROUND PAINTED BEHIND BREUNERS LETTERS.



NORTH ELEVATION  
SCALE: 1/8"=1'-0"

PROJECT NO.	10-14-93
CLIENT	ADART
DATE	10-14-93
DESIGNER	
CHECKER	
APPROVER	
SCALE	
PROJECT LOCATION	
PROJECT DESCRIPTION	
PROJECT STATUS	
PROJECT CONTACT	
PROJECT PHONE	
PROJECT FAX	
PROJECT E-MAIL	
PROJECT WEBSITE	
PROJECT ADDRESS	
PROJECT CITY	
PROJECT STATE	
PROJECT ZIP	
PROJECT COUNTY	
PROJECT DISTRICT	
PROJECT ZONE	
PROJECT MAP SHEET	
PROJECT MAP SCALE	
PROJECT MAP DATE	
PROJECT MAP NO.	
PROJECT MAP SHEET	
PROJECT MAP SCALE	
PROJECT MAP DATE	
PROJECT MAP NO.	

EXHIBIT B  
10-14-93



10/14/93

**RECEIVED**

AUG 20 1993

CITY OF SACRAMENTO  
CITY PLANNING DIVISION

**P 93 - 125**