



CITY OF SACRAMENTO

32 ~~94~~

CITY PLANNING DEPARTMENT

725 "J" STREET

SACRAMENTO, CALIF. 95814

TELEPHONE (916) 449-5664

MARTY VAN DUYN

PLANNING DIRECTOR

APPROVED  
BY THE CITY COUNCIL

May 19, 1981

JUN 16 1981

OFFICE OF THE  
CITY CLERK

*Intent to grant based on f. of f. Due 6-30-81*

APPROVED  
BY THE CITY COUNCIL

MAY 26 1981

OFFICE OF THE  
CITY CLERK

*Cont. to 6-9-81*

City Council  
Sacramento, California

Honorable Members in Session:

SUBJECT: Appeal of the City Planning Commission's decision to deny a Special Permit and Variance to erect six signs to identify a banking facility located in the OB(PUD) Zone (P-9384)

LOCATION: Southwest corner of Florin Road and Greenhaven Drive

SUMMARY

This is a request for entitlements necessary to erect six identification signs for a proposed bank building that is situated on a corner lot. The Planning Commission, in concurrence with staff's recommendation, denied the requests; and the applicant subsequently appealed the Commission's decision.

BACKGROUND INFORMATION

The subject site is located in the OB Office Building Zone and within the Lake Crest Village PUD. Surrounding land uses consist of residential units to the north, future offices to the west and south, and a shopping center to the east.

The applicant is proposing to locate four attached signs on the building and two monument signs within the landscaped setback area. The Sign Ordinance and PUD Guidelines allow two signs not to exceed 32 square feet in area (16 square feet per sign) for this site because it has two street frontages. The proposed attached signs exceed the number and square footage requirements; and the monument signs exceed the area, height, and setback requirements of the guidelines and ordinance.

In general, the staff and Planning Commission believe that the signage proposed by the applicant is excessive. In consideration of the proposal, the Commission discussed the following concerns:

1. There are no special circumstances or conditions that would justify the granting of a Variance for the additional signage. The approval for additional signs for this parcel would encourage other sites to request similar signage. There are other sites within the PUD that are designated for financial institutions.
2. The applicant indicated that the attached signage was necessary to identify the building, and the monument signs are needed to direct traffic into the site. It was pointed out, however, that the proposed bank is a neighborhood oriented facility and there was no need for six signs because people living in the area and utilizing the facility will know where it is located and will not be searching for the location.
3. There was a concern regarding the location of monument signs within the setback. The Lake Crest Village Office Complex PUD consists of four sites along Florin Road and three sites along Greenhaven Drive. The location of monument signs for this parcel will encourage similar monument signs for other sites along the major street. It could result in a row of monument signs along Florin Road and Greenhaven Drive.

In addition to the proposed signs, the applicant indicated that five directional signs will be provided to direct the public. These signs are exempt providing they do not exceed four square feet in area.

The staff believes that the signage permitted by the guidelines and Sign Ordinance are sufficient to identify the site.

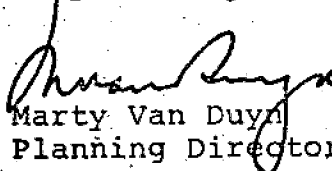
VOTE OF COMMISSION

On April 23, 1981, the Planning Commission, by a vote of six ayes, two noes, one absent, denied the Special Permit and Variance applications.

RECOMMENDATION

The staff and Planning Commission recommend that the City Council deny the appeal based on Findings of Fact due at the June 9, 1981, Council meeting.

Respectfully submitted,

  
 Marty Van Duyen  
 Planning Director

FOR CITY COUNCIL INFORMATION  
 WALTER J. SLIPE  
 CITY MANAGER

MVD:HY:jm  
 Attachments  
 P-9384

May 26, 1981  
 District No. 8

NOTICE OF APPEAL OF THE DECISION OF THE  
SACRAMENTO CITY PLANNING COMMISSION

DATE: May 1, 1981

TO THE PLANNING DIRECTOR:

I do hereby make application to appeal the decision of the City  
Planning Commission of April 23, 1981 when:  
(Date)

     Rezoning Application                      X   Variance Application  
  X   Special Permit Application                        

was:      Granted   X   Denied by the Commission

GROUND'S FOR APPEAL: SEE ATTACHED

PROPERTY LOCATION: Southwest corner Florin Road and Greenhaven Drive

PROPERTY DESCRIPTION: Land Area: 1.14 acres; zoning: OB Land Use: Vacant

ASSESSOR'S PARCEL NO. 31 - 430 - 04

PROPERTY OWNER: Florin 5 Developers

ADDRESS: 610 Tenth Street, Sacramento, California 95814

APPLICANT: THE SPINK CORPORATION

ADDRESS: 720 F Street, Sacramento, California 95814

APPELLANT: THE SPINK CORPORATION

(SIGNATURE)

ADDRESS: 720 "F" Street, Sacramento, California 95814

*David F. Malone*

FILING FEE: \$60.00      RECEIPT NO.                     

FORWARDED TO CITY CLERK ON DATE OF:                     

CITY OF SACRAMENTO  
PAID FILE

P- 9384

MAY 1 1981

7/80

(4 COPIES REQUIRED)      PLANNING

**Grounds for Appeal:**

1. The proposed bank building has a setback of 50 feet, which is 25 feet more than the 25-foot setback requirement of the Office Building Zone.
2. The requirement of a maximum 16 square foot of sign in the Office Building Zone is insufficient to provide reasonable readability at a 50-foot setback. The 16 square foot requirement under the sign ordinance was designed to compliment the maximum 25-foot building setback as provided under Section 3, paragraph C, sub-section 1 of the Zoning Ordinance.
3. The Lake Crest Village P.U.D. Guidelines exceeded the maximum 25-foot setback requirement provision of Section 3, paragraph C, subsection 1 of the Zoning Ordinance.

We believe there is sufficient evidence and findings of fact showing that there is unequal treatment between the subject building and other buildings in the same zone.

SACRAMENTO CITY PLANNING COMMISSION

MEETING DATE April 23, 1981

ITEM NO. 210-f FILE NO. P-9384  
M-

- GENERAL PLAN AMENDMENT
- COMMUNITY PLAN AMENDMENT
- REZONING
- SPECIAL PERMIT
- VARIANCES
- TENTATIVE MAP
- SUBDIVISION MODIFICATION
- EIR DETERMINATION
- OTHER \_\_\_\_\_

Recommendation:

- Favorable
- Unfavorable
- Petition
- Correspondence

LOCATION: All corners of Florin Blvd & Greenbush (Duke)

<u>PROPOSERS</u>	
<u>NAME</u>	<u>ADDRESS</u>
<u>Carl Durling</u>	<u>7200 College Town Drive, Sacramento</u>

<u>OPPOSERS</u>	
<u>NAME</u>	<u>ADDRESS</u>

MOTION NO. 2

	YES	NO	MOTION	2ND
Augusta		✓		
Fong		✓		
Goodin	<u>absent</u>			
Holloway	✓			
Hunter	✓		✓	
Larson	✓			
Muraki	✓			✓
Silva	✓			
Stepson	✓			

MOTION:

- TO APPROVE
- TO DENY
- TO APPROVE <sup>with</sup> ~~SUBJECT TO COND.~~ & BASED ON FINDINGS OF FACT IN STAFF REPORT
- INTENT TO APPROVE SUBJ. TO COND. & BASED ON FINDINGS OF FACT DUE \_\_\_\_\_
- TO RECOMMEND APPROVAL \_\_\_\_\_ & FORWARD TO CITY COUNCIL
- TO RATIFY NEGATIVE DECLARATION
- TO CONTINUE TO \_\_\_\_\_ MEETING
- OTHER \_\_\_\_\_



3. Directional signs (5): Non-illuminated  
3 signs at 16" x 28"  
1 sign at 24" x 28"  
1 sign at 3'7" x 6"

Signage Permitted:

No: one sign per street frontage  
Total Area: 16 square feet  
Total for subject site: 2 signs (32 sq. ft.)

Note: See Exhibits A and B for location.

BACKGROUND INFORMATION: On August 30, 1978 the City Council approved an amendment of the Lake Crest Village Planned Unit Development to permit an office complex development on the subject site. The amendment was approved subject to conditions which included a stipulation that the project be designed in accordance with the Lake Crest Village PUD Guidelines.

The subject requests concern Sign Ordinance and variances and modifications of the original special permit and the PUD Guidelines. The subject site is located in the Office-Building-Review zone. Both the City Sign Ordinance and the Lake Crest Village Guidelines specify the following guidelines for signage within the OB zoning classification:

- a. "One identification sign and one bulletin board for each developed parcel not exceeding a total of 16 square feet in area for all displays;
- b. All signs shall be placed flat against a building or designed as part of an architectural feature thereof. Signs may also be detached if they do not exceed a height of six feet nor project into any required building setback area;
- c. No height limit is specified for signs placed flat against the wall of a building or for other attached signs provided all other provisions of these regulations are complied with.

STAFF EVALUATION: Staff has the following concerns and comments regarding this proposal:

1. There are three designated financial institution sites within this office complex. All three are within the Office-Building-Review zone and subject to the same signage requirements.

The other two sites are also located on street corner frontages. Staff notes that the outcome of this application will have an impact on the signage requests for these other properties as well as the other office structures located within this development.

2. Among the entitlements requested are variances to locate two eight-foot tall, 24 square foot monument signs within the required landscaped setback area on both Florin Road and Greenhaven Drive.

Staff cannot find any hardship relative to this site and therefore recommends denial of this variance request. (See Exhibits A & B.)

3. The applicant also proposes to locate four attached signs which state "Security Pacific Bank" on all four sides of the structure. The total square footage proposed for these signs is approximately 60 square feet. Two of these signs will be directed towards the street frontages and two of the signs will be directed towards the surrounding office complex. The PUD Guidelines permit one identification sign for each public street exposure. Two of the proposed signs (14" x 11'0"), which are located on the south and west elevations, fall within the permitted square footage. Staff suggests that these signs be utilized on those portions of the structure facing the public streets. Staff finds no grounds for hardship for additional attached signs at this location. (See Exhibits A and B.)
4. Across Greenhaven Drive from the subject site is the Lake Crest Village Shopping Center which is located in the shopping center SC zone and is subject to different signage requirements in both the PUD guidelines and the City Sign Ordinance. Staff wishes to emphasize that the permitted signage is different for both sites.
5. The applicant also proposes to install five directional signs. These signs are necessary to direct the public and eliminate circulation problems. All directional signs less than four square feet in area are exempt from review. One directional sign, however, exceeds the square footage by 0.7 square feet. The Sign Ordinance allows the Commission to approve larger directional signs. The staff believes this larger directional sign is not a significant increase in size. In addition, the staff has no objection to the proposed directional signs.

In conclusion, staff cannot find any hardship relative to this site and therefore recommends denial of the variance requests.

STAFF RECOMMENDATION: Staff recommends the following actions:

1. Denial of the special permit based upon findings of fact which follow;
2. Denial of the variance to increase the permitted number of signs based upon findings of fact which follow;
3. Denial of the variance to permit two detached monument signs based upon findings of fact which follow;
4. Denial of the variance to exceed the six-foot height limit for detached signs based upon findings of fact which follow;
5. Denial of the variance to increase the total sign area based upon findings of fact which follow.



Special Permit - Findings of Fact

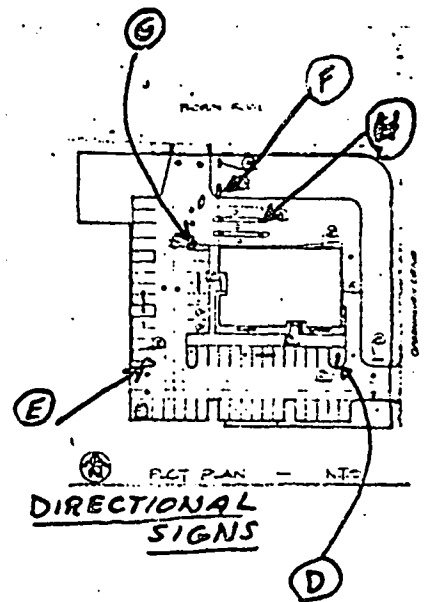
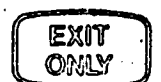
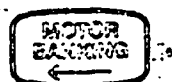
1. The granting of the special permit would be contrary to the expressed purpose of the Lake Crest Village Guidelines to:
  - a. observe and enhance the appearance of Lake Crest Village; and to
  - b. avoid excessive and confusing sign displays.

Variance - Findings of Fact

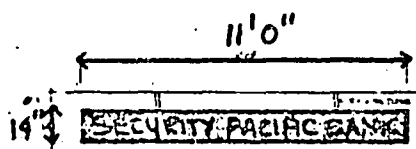
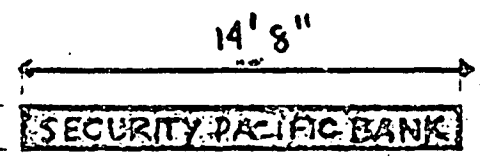
1. The granting of the requested variances would constitute a special privilege extended to one individual property owner in that no hardship has been demonstrated.
2. The granting of the requested variances would not be in harmony with the expressed purpose of the City Sign Ordinance to:
  - a. "preserve and improve the appearance of the City as a place in which to live and to work and as an attraction to non-residents who come to visit or trade;
  - b. and which eliminate excessive and confusing sign displays.

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4-23-81

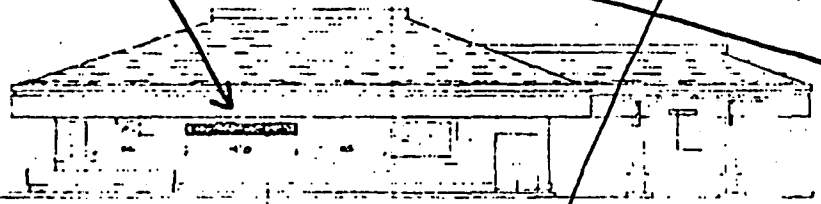


DIRECTIONAL SIGNS

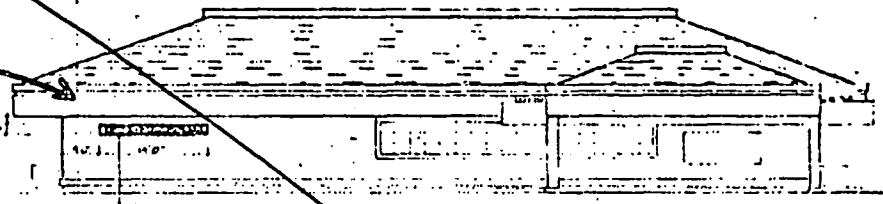


SECURITY PACIFIC BANK

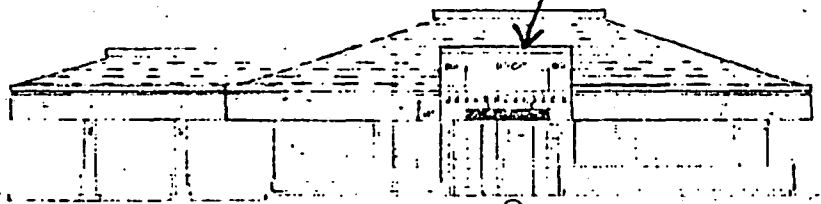
SECURITY PACIFIC BANK



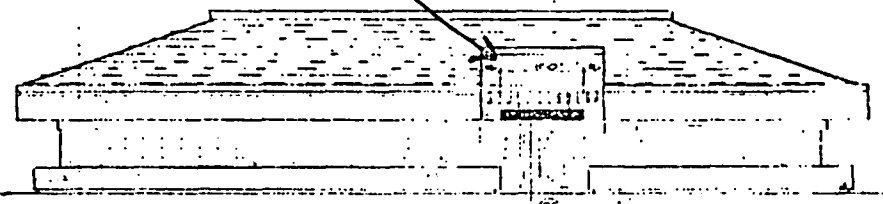
EAST ELEVATION



NORTH ELEVATION



WEST ELEVATION



SOUTH ELEVATION

EXHIBIT A

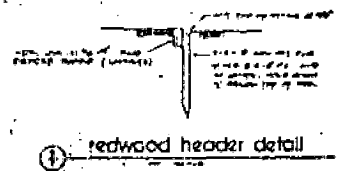
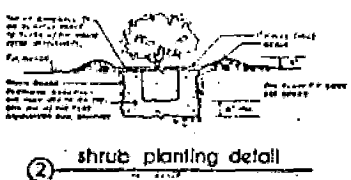
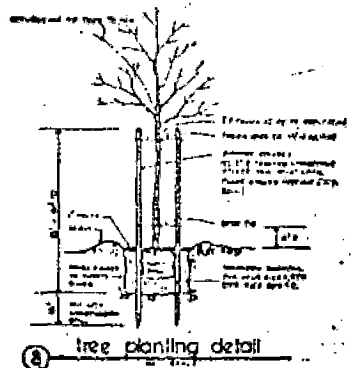
-10-

No. 24

DATE	4-23-81		CLIENT	Security Pacific Bank
BY	SW		PROJECT	Security Pacific Bank
BY	SW		LOCATION	Security Pacific Bank
BY	SW		SCALE	1/2" = 1'-0"

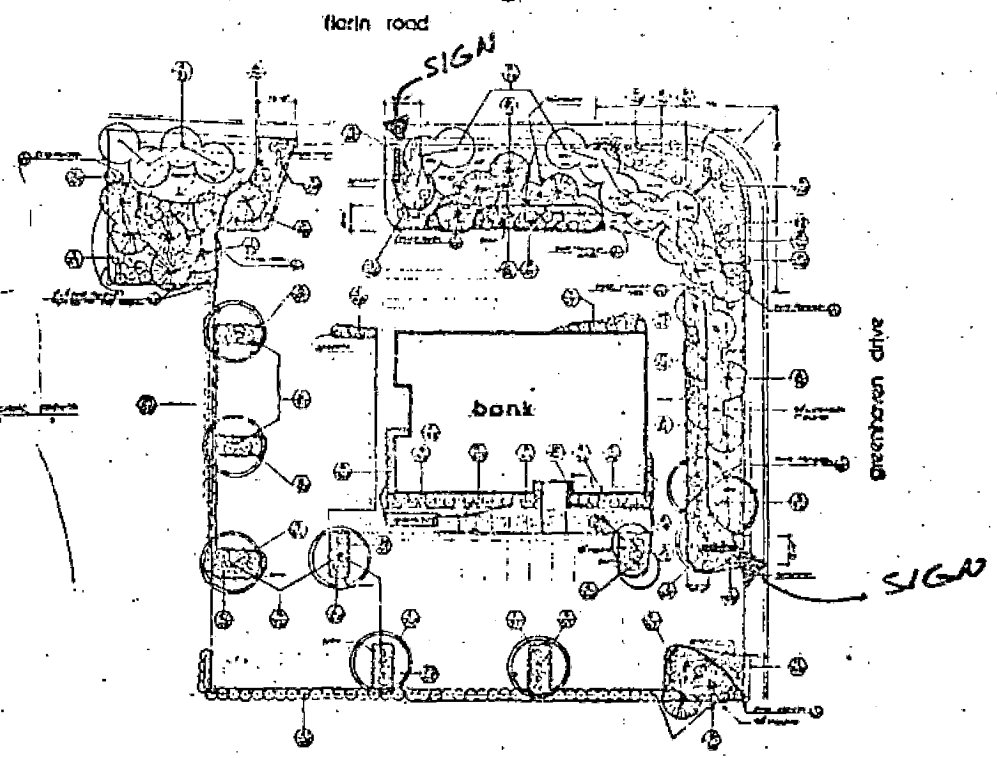
P-19384

4-23-81



**LEGEND**

1	Redwood
2	Shrub
3	Tree
4	Grass
5	Flower
6	Sign
7	Bank
8	Greenhaven Drive
9	Barin Road
10	Water
11	Path
12	Light
13	Structure
14	Wall
15	Roof
16	Floor
17	Foundation
18	Drainage
19	Utility
20	Other



**PLANTING PLAN**  
**MONUMENT SIGNS**

1. ALL PLANTING SYMBOLS ARE TO BE PLACED AT THE CENTER OF THE PLANTING AREA UNLESS OTHERWISE NOTED.  
 2. THE PLANTING SYMBOLS ARE TO BE PLACED AT THE CENTER OF THE PLANTING AREA UNLESS OTHERWISE NOTED.  
 3. THE PLANTING SYMBOLS ARE TO BE PLACED AT THE CENTER OF THE PLANTING AREA UNLESS OTHERWISE NOTED.  
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**SECURITY PACIFIC NATIONAL BANK**  
FLORN ROAD & GREENHAVEN DRIVE  
SACRAMENTO, CALIFORNIA

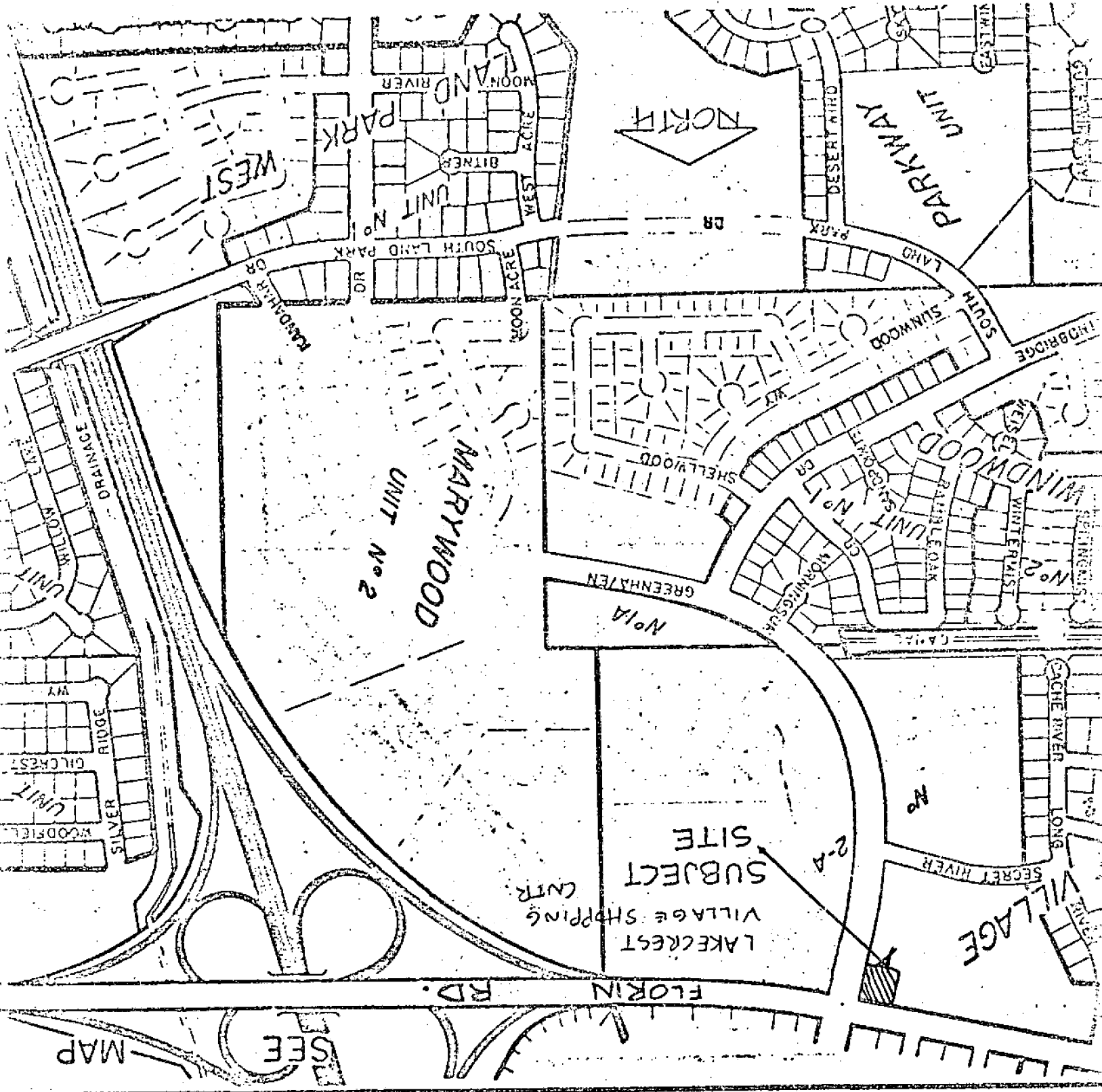
DATE: 4/23/81  
DRAWN BY: [Name]  
CHECKED BY: [Name]  
APPROVED BY: [Name]

**L1**

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MARCH 13, 1980  
APRIL 23, 1981

ITEM NO 24



MAP

SEE

P-9384

4-23-81

-13-

#24

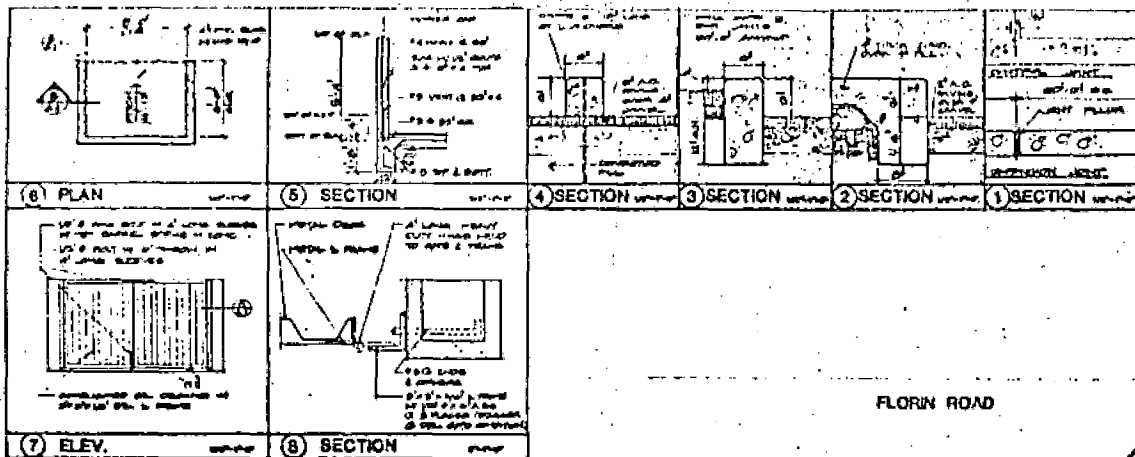
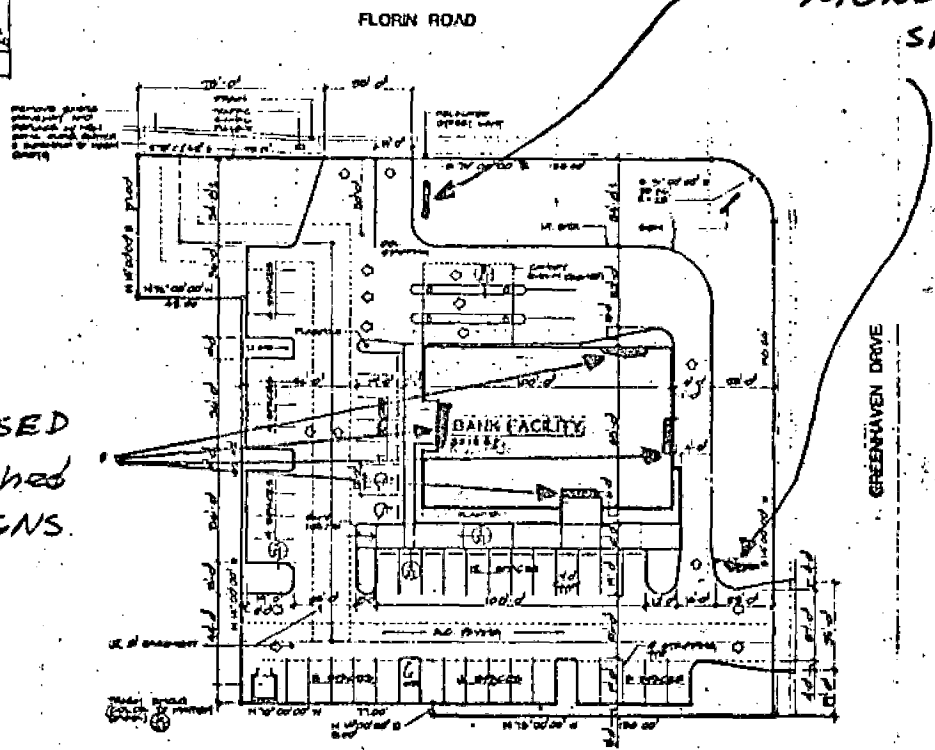


EXHIBIT B

PROPOSED Attached SIGNS

PROPOSED MONUMENT SIGN



**SITE PLAN**  
 LEGAL DESCRIPTION  
 PARCEL 4  
 LOT 5  
 UNIT 5-A  
 LAKE CREST VILLAGE  
 SACRAMENTO, CALIFORNIA  
 PAGE 4 OF 4



**SECURITY PACIFIC NATIONAL BANK**  
 FLORN ROAD & GREENHAVEN DRIVE  
 SACRAMENTO, CALIFORNIA

PROJECT: SECURITY PACIFIC NATIONAL BANK  
 LOCATION: FLORN ROAD & GREENHAVEN DRIVE  
 DATE: 4-23-81  
 DRAWN BY: [Name]  
 CHECKED BY: [Name]  
 APPROVED BY: [Name]



Professional seal and registration information.