

# CITY PLANNING COMMISSION

927 - 10th Street, Suite 300 - SACRAMENTO, CALIFORNIA 95814

APPLICANT	House of Signs, 3151-21st Street, Sacramento, CA 95818				
OWNER	Commerce Realty, Inc., P.O. Box 2311, Sacramento, CA 95811				
PLANS BY	House of Signs, 3151-21st Street, Sacramento, CA 95818				
FILING DATE	8-20-82	50 DAY CPC ACTION DATE		REPORT BY:	TM:bw
NEGATIVE DEC.	9-13-82	EIR		ASSESSOR'S PCL. NO.	006-142-37

- APPLICATION:
1. Conditional Negative Declaration
  2. Variance to allow a real estate sign to exceed the maximum area of six square feet by 64 square feet.
  3. Variance to exceed the maximum area of 24 square feet permitted for signs within 660 feet of a freeway (Withdrawn)

LOCATION: Southeast corner of Third Street and Capitol Mall

PROPOSAL: The applicant is proposing to erect an 'L' shaped sign totaling 200± square feet. Approximately 70± square feet of this sign is for real estate purposes, whereas the Sign Ordinance allows only 6± square feet for real estate purposes.

PROJECT INFORMATION:

1974 General Plan Designation: Central Business District  
1980 Central City Community Plan Designation: Urban Office  
Existing Zoning of Site: C-3  
Existing Land Use of Site: Vacant and Capitol Bank of Commerce

Surrounding Land Use and Zoning:

North: Offices; C-3  
South: Multiple Family Residential; R-5  
East: Offices; C-3  
West: Interstate Fire; C-3 and TC

Property Dimensions: 360' x 180'  
Property Area: 108,000 square feet  
Height of Proposed Sign: 8 ft.-4 in.

- Area= 200± sq. ft. (total)  
✓ Area for real estate purposes = 70 sq. ft. total

STAFF EVALUATION: The City Sign Ordinance permits a maximum area of six square feet per parcel for real estate advertising purposes. The proposed sign, which consists of a four-sided 'L' shaped sign, devotes approximately 64 square feet of sign area to such use and therefore requires approval of a variance prior to issuance. Staff has the following comments and concerns regarding this variance request:

1. The Sign Ordinance requires certain findings to be made to justify the granting of a variance. Specifically, these findings are:
  - a. That exceptional or extraordinary circumstances or conditions apply to the case referred to in the application which do not apply generally in the same district and the enforcement of the regulations of this article would have an unduly harsh result upon the utilization of the subject property;

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MEETING DATE December 9, 1982

CPC ITEM NO. 20

002413

- b. That the variance will not result in a special privilege to one individual property owner, and the circumstances are such that the variance would be appropriate for any property owner facing similar circumstances;
- c. That the requested variance will not materially and adversely affect the health and safety of persons residing or working in the neighborhood, and will not be materially detrimental to the public welfare or injurious to property and improvements in the neighborhood.

Staff cannot find any evidence that the ordinance limit on the area permitted for real estate purposes creates an unduly harsh result upon the utilization of the subject site.

In addition, staff finds that the granting of signage in excess of the Ordinance requirements will constitute a special privilege extended to one property owner.

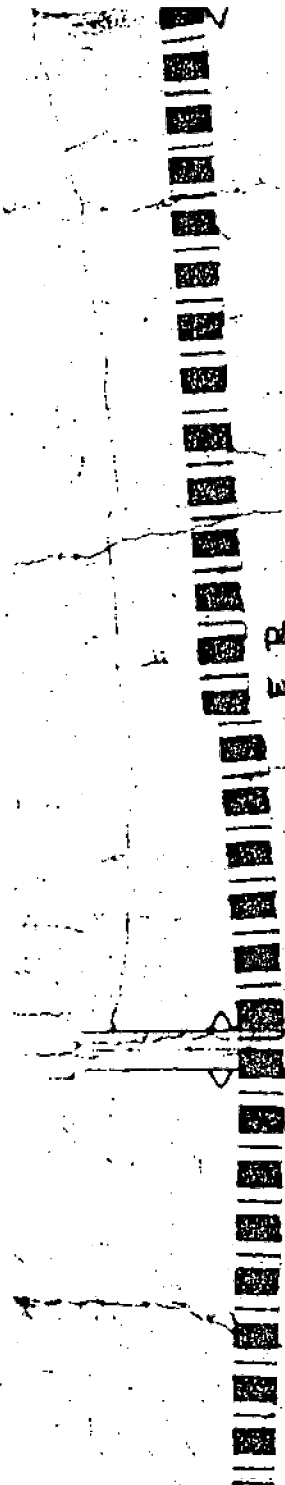
2. Capitol Mall was originally designed to provide a clear vista of the State Capitol for incoming visitors. Signage along Capitol Mall consists of both attached signage or low profile monument type signs. None of these existing signs detract from the view of the Capitol. The proposed reflective aluminum sign is not compatible to the existing buildings and signage. Staff finds that the proposed sign represents a garish intrusion on the Capitol Mall area.
3. The Redevelopment Agency has issued a letter of agency allowing the requested variance. The agency staff indicated that they would defer design review comments to the City Design Review Board.

ENVIRONMENTAL DETERMINATION: The City Environmental Coordinator has reviewed the proposed project and has posted a Negative Declaration with the following conditions:

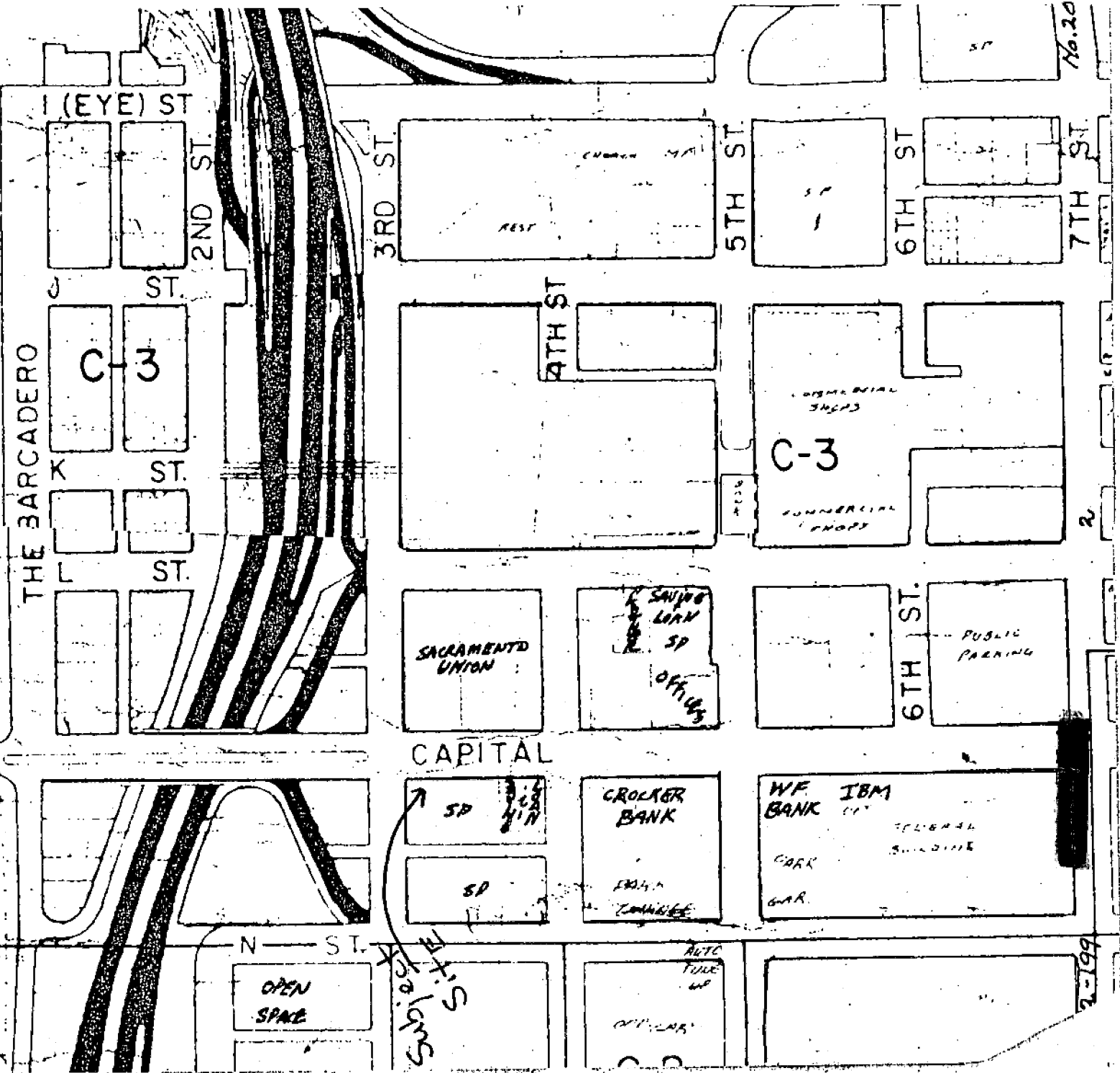
1. The proposed sign should be substantially reduced in size to comply more closely with signage requirements.
2. The sign should be reviewed by the City's Design Review/Preservation Board to determine aesthetic compatibility of the sign with its surroundings. The Board may require further design mitigation measures.

STAFF RECOMMENDATION: The staff recommends the following actions:

1. Ratification of the Negative Declaration with conditions;
2. Denial of the Variance, based upon Findings of Fact which follow:
  - a. The granting of the variance would result in a special privilege being granted to one property owner;
  - b. No special circumstances or hardships have been demonstrated which indicate that the current signage requirements have unduly harsh results upon the utilization of the subject site.

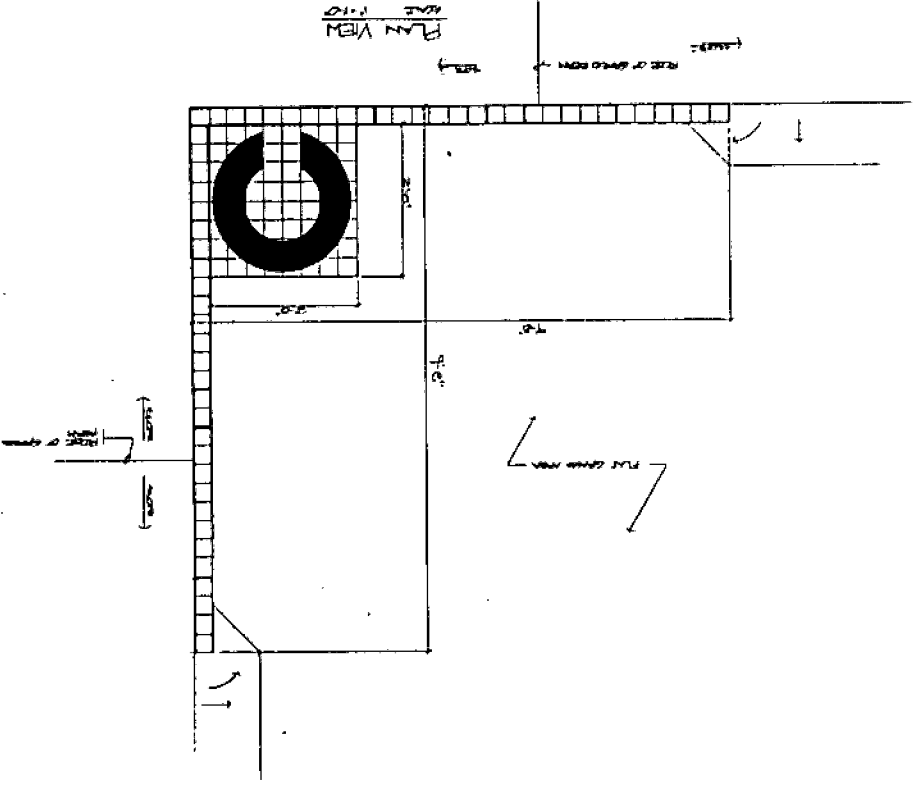
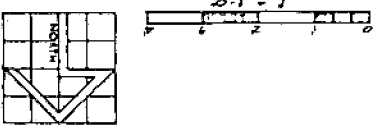


SACRAMENTO R.R.

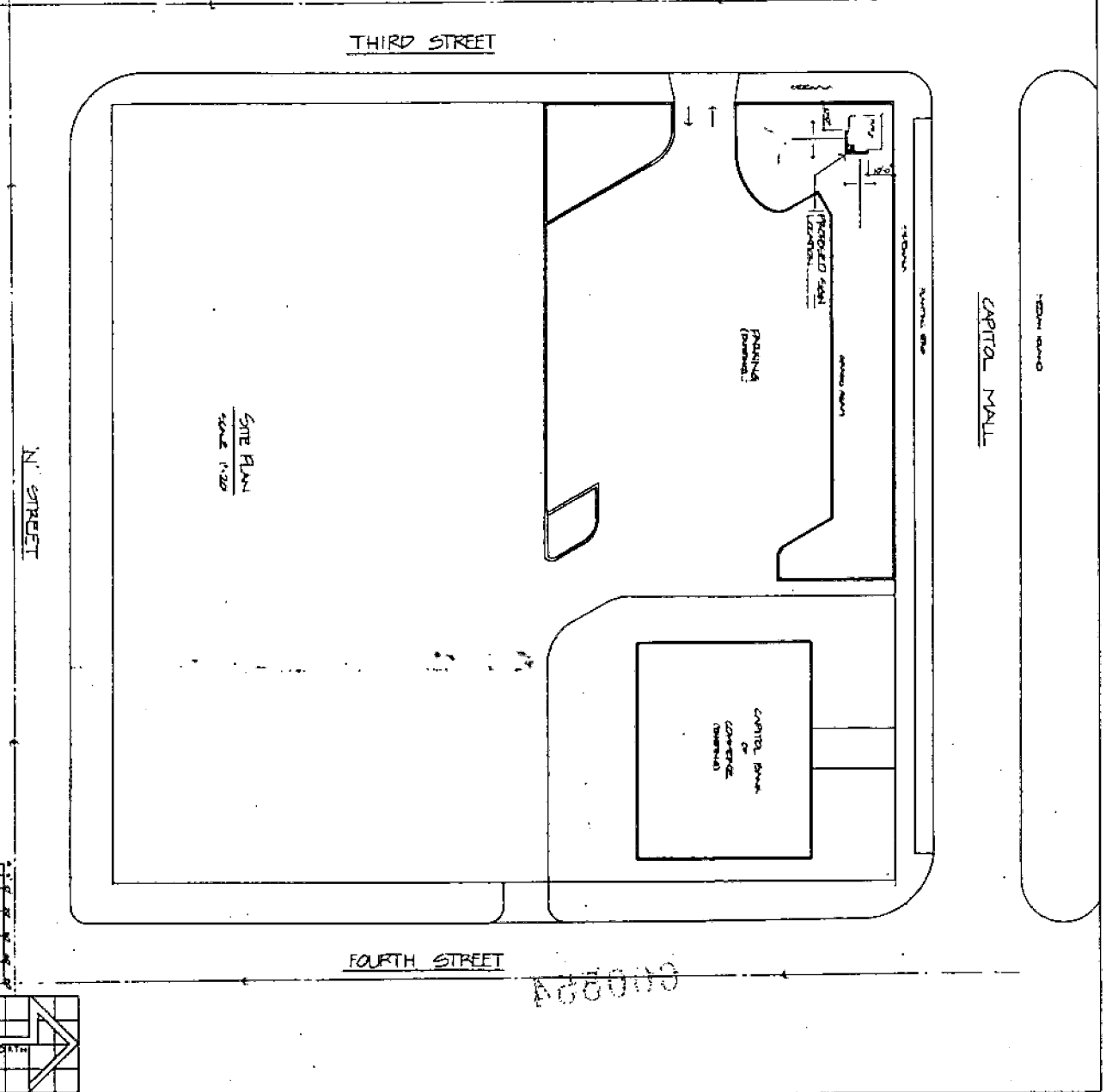
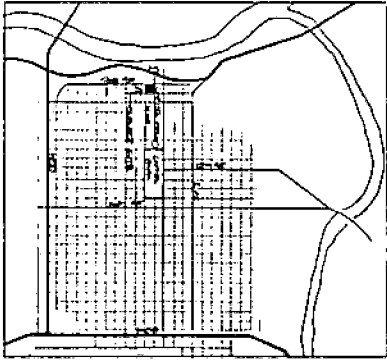


002417

002418



DATE 12-9-82	PROJECT R 2
NO. 20	NO. 20
TEMPORARY LEASING SIGN CAPITAL BANK OF COMMERCE THIRD & CAROL, SACRAMENTO, CA	
HOUSE OF SIGNS 1515 J STREET, SACRAMENTO, CA 95811 (916) 442-8000	



002419

DATE	12/9/82
JOB NO.	002419
DATE	12/9/82
SCALE	1/8"
SHEET	1 OF 2

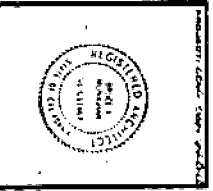
TITLE OF PROJECT  
**SITE PLAN**

**TEMPORARY LEASING SIGN**  
**CAPITAL BANK OF COMMERCE**  
**THIRD & CAPITAL, SACRAMENTO CA**

BRUCE A. MCKENNA  
 ARCHITECT

**HOUSE OF SIGNS**

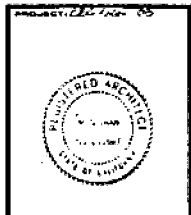
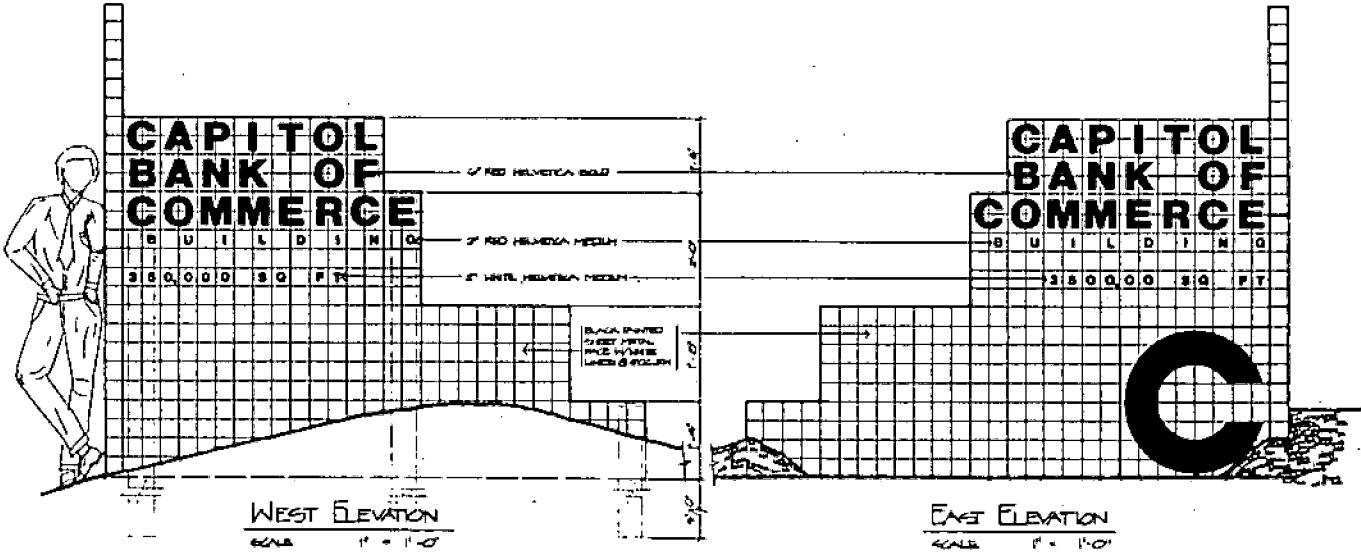
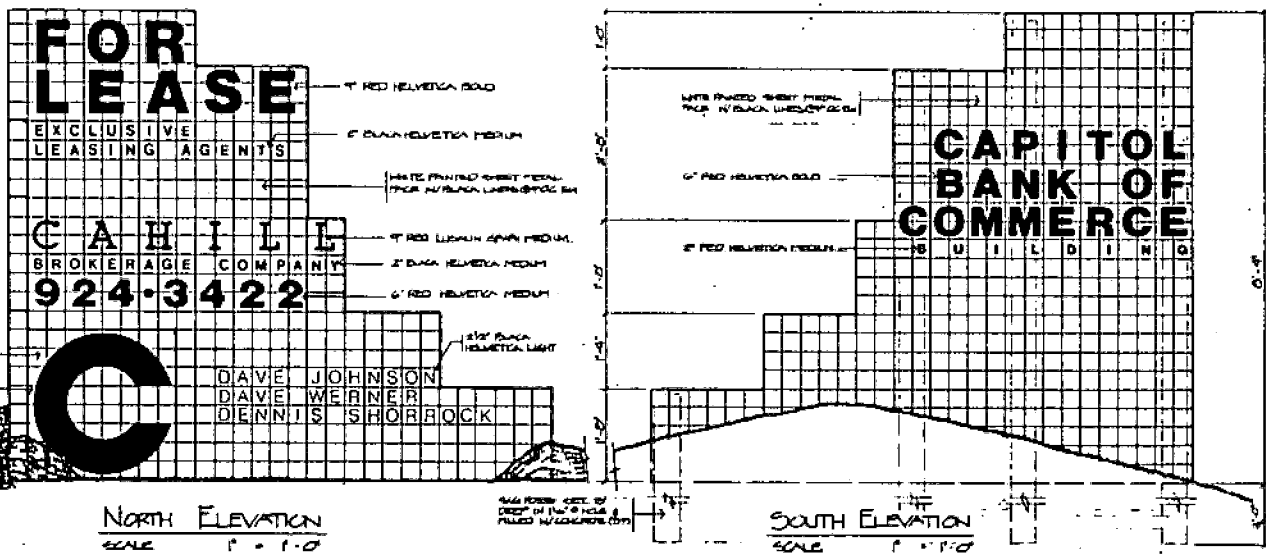
1000 J STREET, SACRAMENTO, CA 95811  
 (916) 444-8004



P&S-199

12-9-82

No. 20

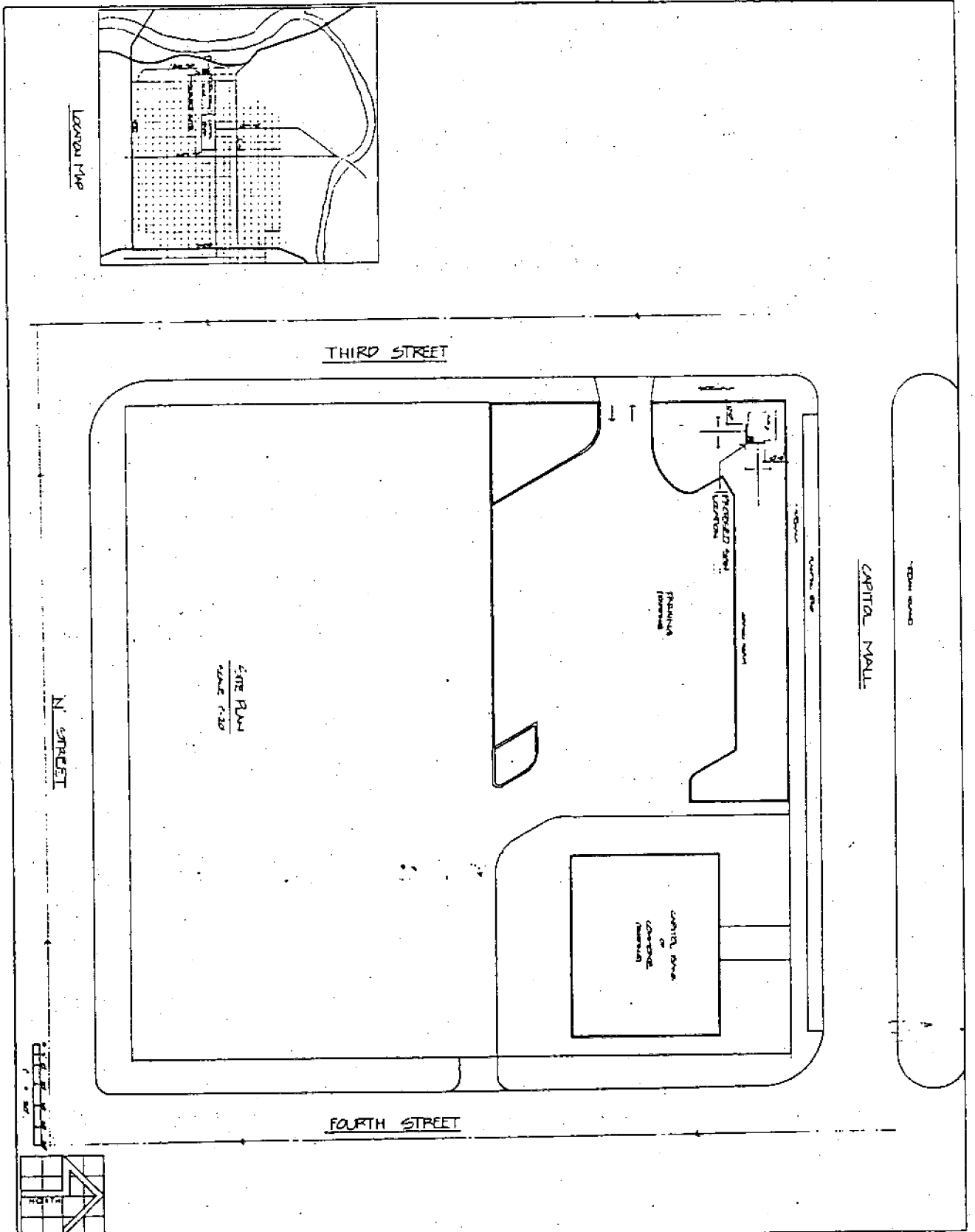


HOUSE OF SIGNS  
 1000 J STREET, SACRAMENTO, CALIF. 95811  
 (916) 441-1111

TEMPERARY LEASING SIGN  
 CAPITOL BANK OF COMMERCE  
 THIRD & CAPITOL, SACRAMENTO, CA

TITLE OF SHEET: ELEVATIONS	
DATE: 01/4/82	DRAWING NO. 5
JOB NO. 103	SHEET 5 OF 5

002420



DATE	12-9-82
BY	[Signature]
SCALE	1" = 100'
PROJECT	TEMPORARY LEASING SIGN
SHEET	1 OF 1

TEMPORARY LEASING SIGN  
 CAPITAL BANK OF COMMERCE  
 THIRD & CAPITAL, SACRAMENTO CA

BRUCE AS MONSIEUR  
 HOUSE OF SIGNS  
 1234 5th Street, Sacramento, CA  
 (916) 442-1234

