

CITY PLANNING COMMISSION
1231 "I" STREET, SUITE 200, SACRAMENTO, CA 95814

APPLICANT: Patrick Media Group (David McWalters), 1601 Maritime Street, Oakland, CA 94607
OWNER: SPTCo (James Horstman), 1 Market Plaza, Ste 912, San Francisco, CA 94105
PLANS BY: Applicant
FILING DATE: 4/14/93 **ENVIR. DET.:** Exempt **REPORT BY:** Mike Dale
ASSESSOR'S PCL. NO.: 001-0170-025

APPLICATION: Variance to allow the expansion of a non-conforming, 300 square foot, freeway oriented, off-site sign from 300 to 672 square feet on 13 \pm vacant acres in the Heavy Industrial (M-2(PC)) zone.

LOCATION: Next to Highway 80 at Southern Pacific Overpass
(City Council District 3)

SUMMARY: The applicant is requesting the necessary entitlement to add 372 square feet to an existing, non-conforming billboard along Business 80. In exchange, the applicant proposes to remove three billboards totaling 900 square feet elsewhere in the City. Staff recommends approval subject to conditions.

PROJECT INFORMATION:

| | |
|--|-------------------------------------|
| General Plan Designation: | Parks, Recreation, Open Space |
| Central City Community Plan Designation: | None |
| Existing Zoning of Site: | Heavy Industrial (M-2(PC)) |
| Existing Land Use of Site: | Transportation Corridor & Billboard |

Surrounding Land Use and Zoning:

| | |
|--------|--|
| North: | Vacant, Industrial, Railroad: M-2(PC)/ARP(F) |
| South: | Vacant, Industrial, Railroad, Single Family: M-2/R-1 |
| East: | Vacant, Industrial: M-2(PC)/ARP(F)/R-1 |
| West: | Vacant, Industrial, City Dump: M-2 |

| | |
|---------------------------|------------------|
| Existing Signage On-Site: | 12 x 25 (300 sf) |
| Proposed Signage On-Site: | 14 x 48 (672 sf) |
| Utilities: | Existing |

BACKGROUND INFORMATION: On April 14, 1993, the City Planning Division received the request for the variance to enlarge the existing billboard. Staff subsequently recommended that the applicant propose the removal of other off-site signs located in residentially sensitive areas. In particular, since

the freeway served as a gateway to the Central City and East Sacramento areas, signs should be considered for removal in these areas as well as in areas needing revitalization. In response, the applicant proposed the removal of one billboard located along Marysville Boulevard and one billboard located along Franklin Boulevard. Based on comments received from neighborhood associations, the applicant has agreed to the removal of a third billboard along Folsom Boulevard.

The sign proposed for expansion is located on a 13 acre parcel owned by the Southern Pacific Transportation Company. The site is situated on the northeast quadrant formed by the intersection of the Business 80 freeway and the Southern Pacific Railroad tracks. The site is bordered by the SPRR tracks to the west, the Business 80 freeway to the south and southeast, and a vacant parcel to the north and northeast - in close proximity to the American River.

PROJECT EVALUATION: Staff has the following comments:

A. Land Use

The subject site is zoned Heavy Industrial Parkway Corridor (M-2(PC)) which is compatible with the "Parks, Recreation, Open Space" designation of the General Plan. The Central City Community Plan does not offer a land use designation for this part of the Central City. Off-site signs are generally allowed in the M-2(PC) zone subject to qualifying criteria. The site presently supports one off-site sign (to be enlarged under this proposal). There are other off-site signs located within 500 feet of the subject site. The sign is not within the view of the Parkway Corridor.

B. The Applicant's Proposal

The sign proposed for expansion (Sign A) faces on-coming traffic headed toward the Central City on the Business 80 freeway. Neither the location nor orientation of the sign will be changed. Rather, the dimensions of the sign will be increased from 12'x25' to 14'x48' - resulting in an increase of signage from 300 to 672 square feet, respectively.

In exchange for the additional square footage, the applicant proposes to remove one sign from Marysville Boulevard (Sign B, APN: 265-0180-004), one sign from Franklin Boulevard (Sign C, APN: 010-0294-028), and one sign from Folsom Boulevard (Sign D, APN: 008-0341-026). All four subject signs constitute 300 square feet each for a total of 1,200 square feet (see table below).

| Signs | Existing Square Footage | Proposed Square Footage | Zone |
|---------------------|-------------------------|-------------------------|------|
| A (B-80/SPRR) | 300 (12x25) | 672 (14x48) | M-2 |
| B (Marysville Blvd) | 300 (12x25) | 0 | C-2 |
| C (Franklin Blvd) | 300 (12x25) | 0 | C-2 |
| D (Folsom Blvd) | 300 (12x25) | 0 | C-2 |
| Total | 1,200 sf | 672 sf | |

As the above table indicates, the proposal will result in a net reduction in signage.

C. Sign Criteria - Variance Required

Section 3.66(b) of the City's Sign Ordinance provides the criteria for establishing or modifying off-site signs in the M-2 zone. The subject sign (Sign A) does not, and will not, meet these criteria as follows:

1. The existing sign:
 - a. is located within 500 feet of another off-site sign on the same side of the street; and
 - b. is located and visible within 660 feet of the freeway.
- (and)*
2. The expanded sign:
 - a. will exceed 300 square feet in area.

Due to the fact that the proposal will result in greater non-conformity with the City's sign regulations, a variance is required. However, staff supports the applicant's request for the variance for the following reasons:

- The subject sign (Sign A) is located in a part of the City which supports three other non-conforming off-site signs - many of which are larger than the subject sign. The freeway adjacent to the subject site is not considered to be a "scenic highway" and is generally used by persons commuting between the Central City and the northern portions of the City and County. The site is zoned "Heavy Industrial" and more intense uses would be allowable on the site. In light of the site's present land use, location, exposure to commuter traffic, zoning, and the opportunity to remove even more signage from more sensitive areas of the City, enlargement of the subject sign would not be considered significant.
- The City has remained interested in the removal of billboards and other off-site signs which detract from the general well-being of residential neighborhoods. The proposal, though increasing the size of one billboard, will result in the removal of three other billboards resulting in a total reduction in signage (a 44% reduction).
- Signs B, C, and D are located in areas of the City which would especially benefit from their removal. Sign B is located in an area of the City designated for redevelopment. Sign C is located at a prominent intersection visible from Franklin Boulevard, Broadway, 1st Avenue, and San Fernando Way. Furthermore, Sign C is located at an important entry/exit point for the Oak Park, Curtis Park, and Central City communities. Sign D is located on property adjacent to a low-income housing project sponsored by the Redevelopment Agency. Each of these signs is located in a different community, and the removal of such will benefit the City both locally and regionally.

D. Agency Comments

Copies of the proposal have been routed to the Public Works Department (Engineering Development and Transportation Sections), Utilities Department, Building Division, Cal Trans, and local neighborhood associations. The East Sacramento Improvement Association has indicated that a second sign should be removed from their neighborhood. The Sacramento Old City Association is generally not supportive of the expansion, but if the Planning Commission is going to approve the project, then the sign removal should be fairly distributed. The following comments were received:

Cal Trans:

Tom Meyer of CalTrans District 3 indicated via telephone that the District Office has no interest in the subject sign (Sign A). He also said that the project should be conditioned to require a "State Outdoor Advertising Permit" from the CalTrans Headquarters (Outdoor Advertising Department, P.O. Box 942874, Sacramento, CA 94274-0001).

Sacramento Housing and Redevelopment Agency:

The Agency has requested the removal of a second sign from East Sacramento near its 10-unit apartment complex. In response, the applicant has provided the following language:

"As a part of a pending application with the Planning Department of the City of Sacramento to upgrade an existing sign on the northwest bend of I-80 going southwest near the city's landfill site, Patrick Media stands prepared to remove three billboards in three separate neighborhoods as part of the company's dedication to good corporate citizenship. We have included one of the signs on Folsom Boulevard, and are willing to state that first priority will be given to the removal of a second sign along Folsom Boulevard between Alhambra Boulevard and Elvas Avenue in any future program with the City to improve the urban landscape."

E. Environmental Determination

The Environmental Coordinator has determined that the project will not have a significant effect on the environment and is exempt pursuant to Section 15311(a) of the California Environmental Quality Act Guidelines.

RECOMMENDATION: Staff recommends that the Planning Commission take the following actions:

Approve the Variance to allow the expansion of a non-conforming, 300 square foot, freeway oriented, off-site sign from 300 to 672 square feet on 13 \pm vacant acres in the Heavy Industrial (M-2(PC)) zone subject to conditions and based on findings of fact which follow.

CONDITIONS:

1. The following signs shall be removed prior to the issuance of building permits to enlarge Sign A:
 - a. One (1) 12' x 25' off-site sign located along Marysville Boulevard (Sign B, APN: 265-0180-004);
 - b. One (1) 12' x 25' off-site sign located along Franklin Boulevard (Sign C, APN: 010-0294-028); and
 - c. One (1) 12' x 25' off-site sign located along Folsom Boulevard (Sign D, APN: 008-0341-026).
2. Prior to issuance of building permits to enlarge Sign A, the applicant shall submit approval of a "State Outdoor Advertising Permit" from CalTrans.

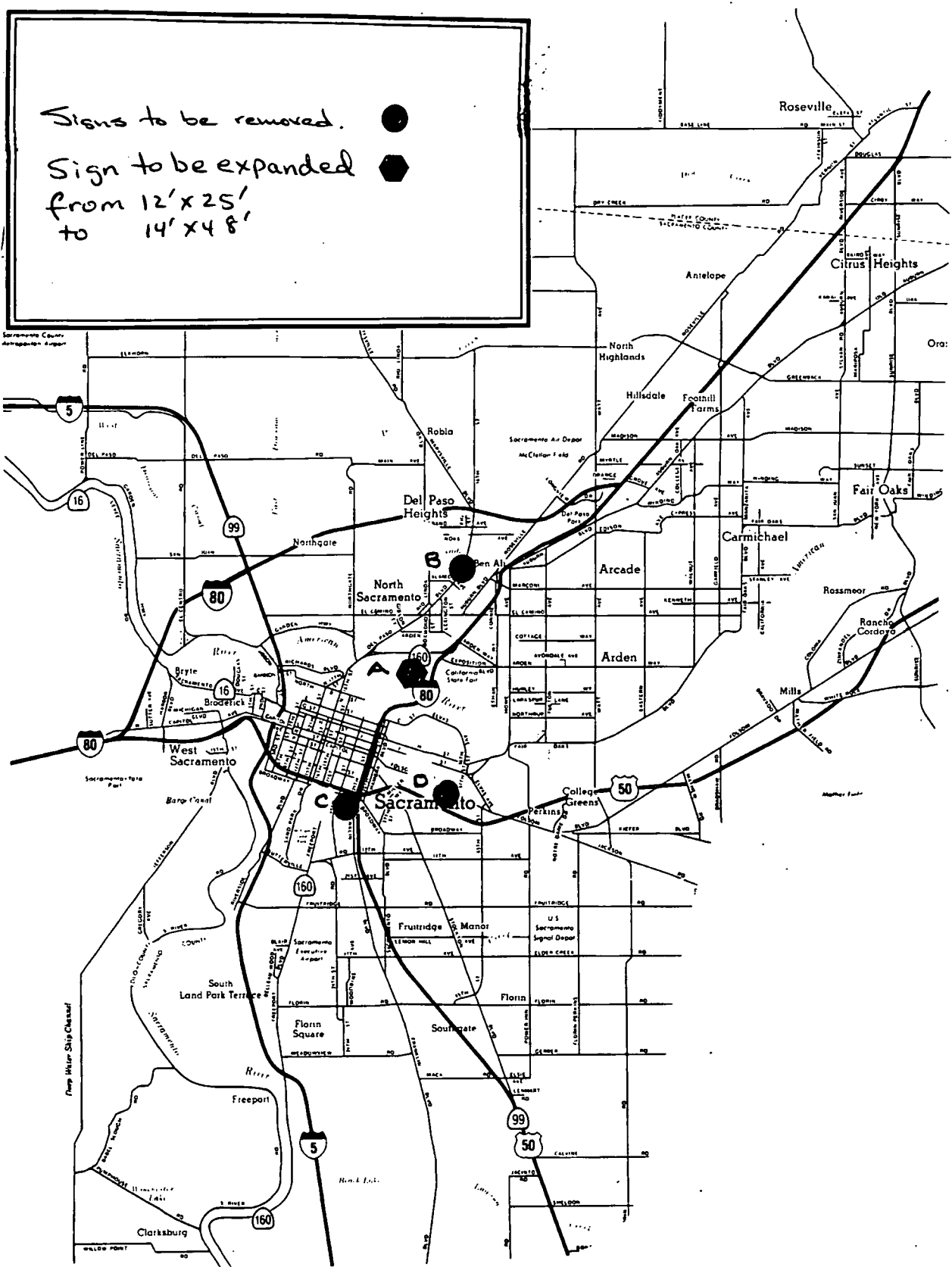
3. The sign shall not exceed 35 feet in height.

FINDINGS OF FACT:

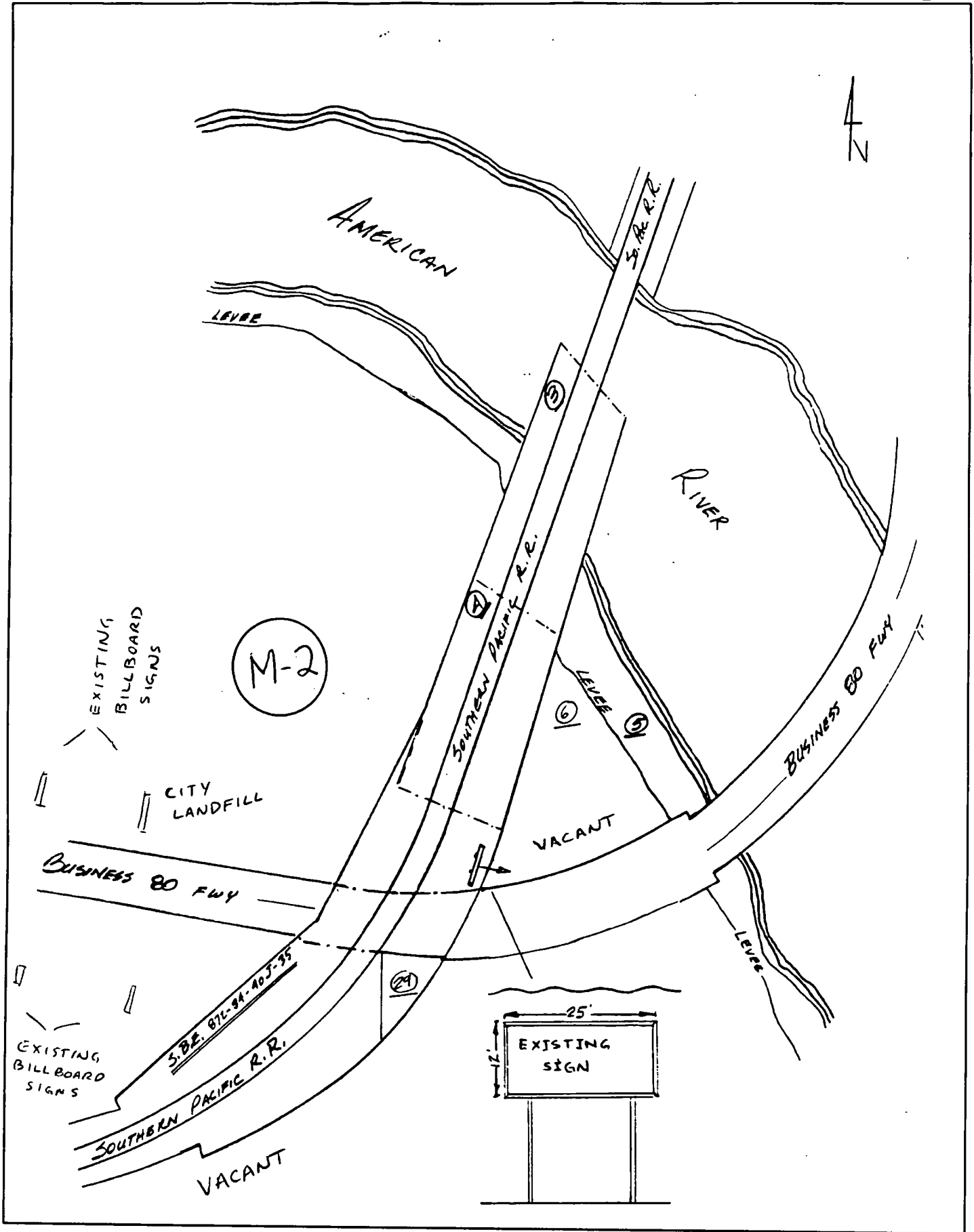
1. The variance does not constitute a special privilege extended to one individual property owner in that:
 - a. The subject site is located in the M-2 zone, presently supports one off-site sign, is located along a non-"scenic highway", is within close proximity to other off-site signs;
 - b. The request for sign expansion is coupled with a proposal to remove a significant amount of other signage located in residentially sensitive areas in the City; and
 - c. The same variance would be appropriate for any other property owner facing similar circumstances.
2. The proposal does not constitute a use variance in that off-site signs (billboards) are acceptable uses in the M-2 zone.
3. The proposal, as conditioned above, will not be injurious to the public welfare nor to property in the vicinity of the applicant in that:
 - a. Signs B, C, and D, which are proposed for removal, are located in areas of the City which would especially benefit from their removal; and
 - b. The subject sign (Sign A) is located in an area of the City which is not especially sensitive to residential concerns.

Signs to be removed. ●

Sign to be expanded
from 12' x 25'
to 14' x 48' ●

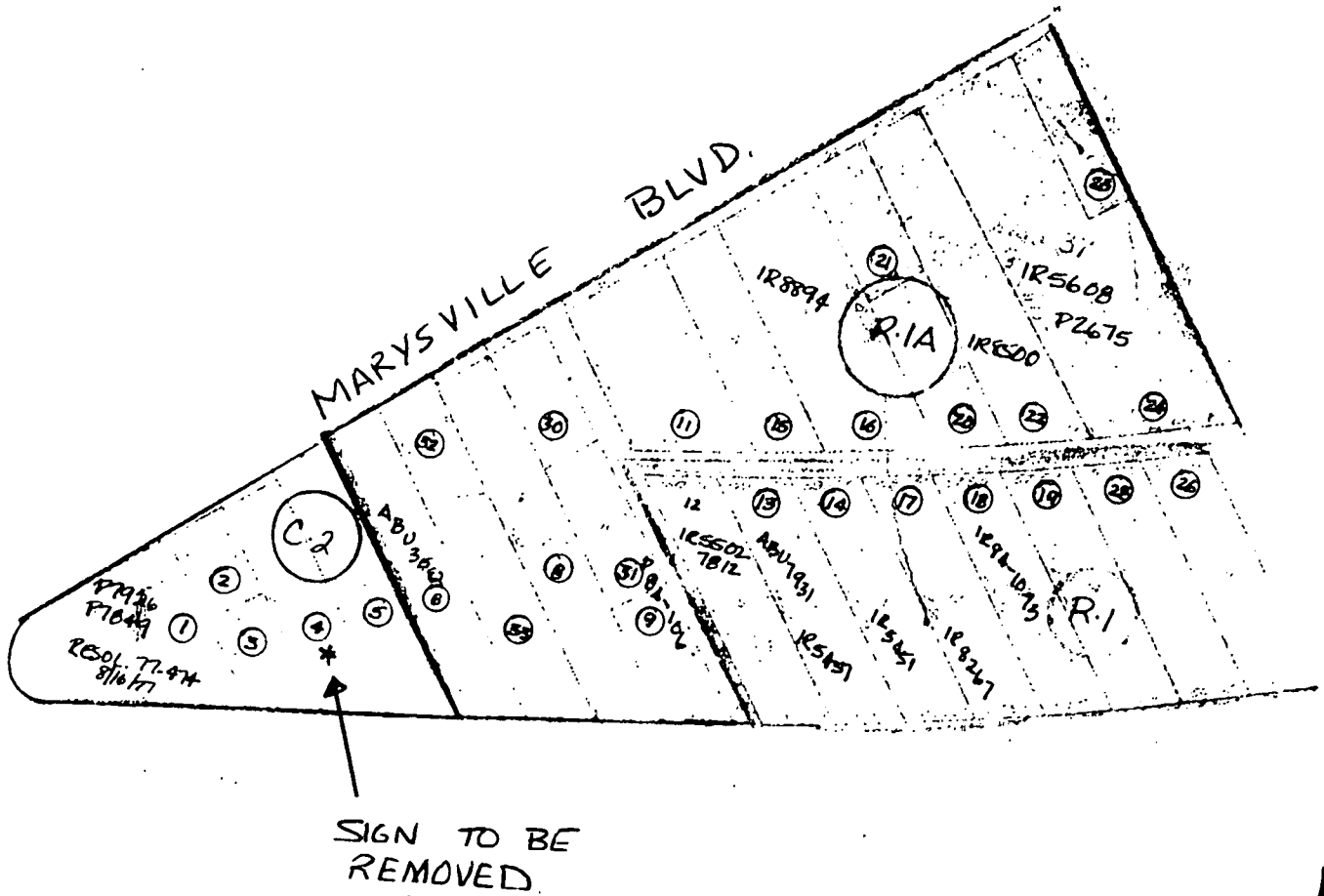


VICINITY MAP



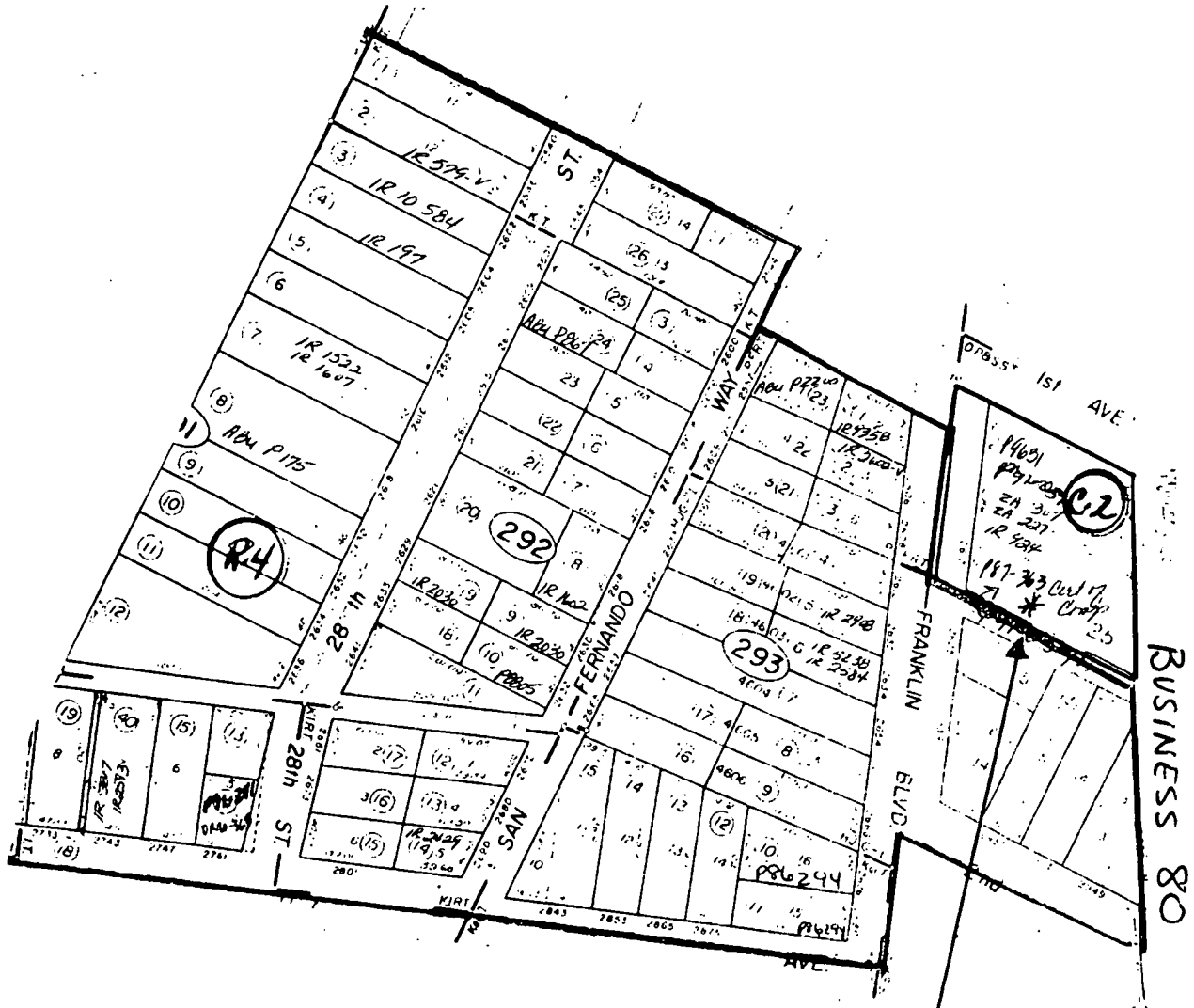
LAND USE & ZONING MAP

Exhibit C
Parcel Page - Marysville Boulevard



APN: 265-0180-004

Exhibit D
Parcel Page - Franklin Boulevard



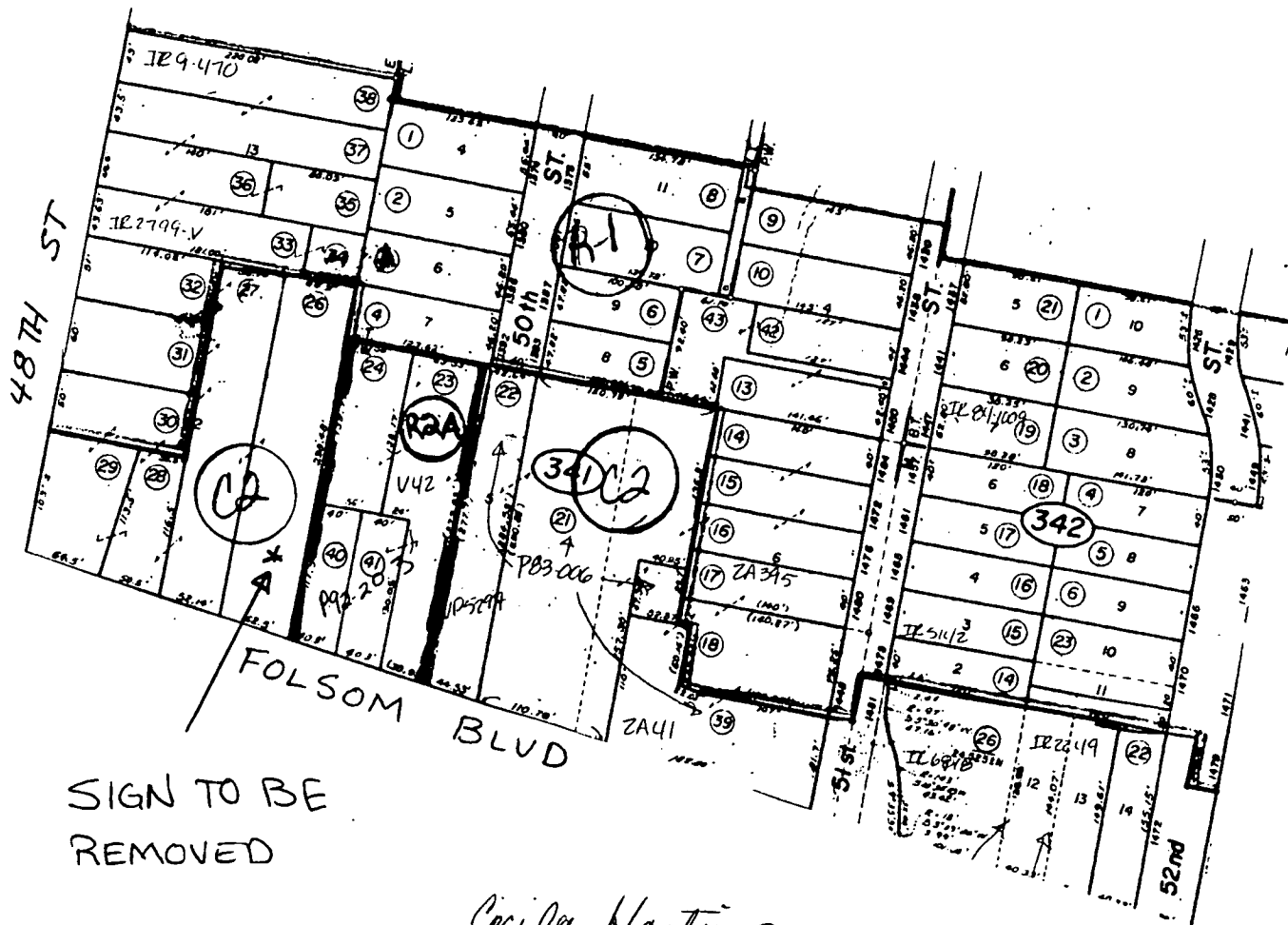
SIGN TO BE
REMOVED



APN: 010-0294-028

02216

Exhibit E Parcel Page - Folsom Boulevard



SIGN TO BE
REMOVED

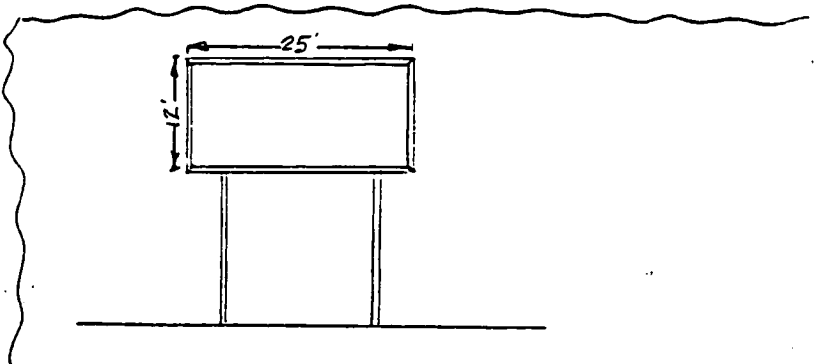
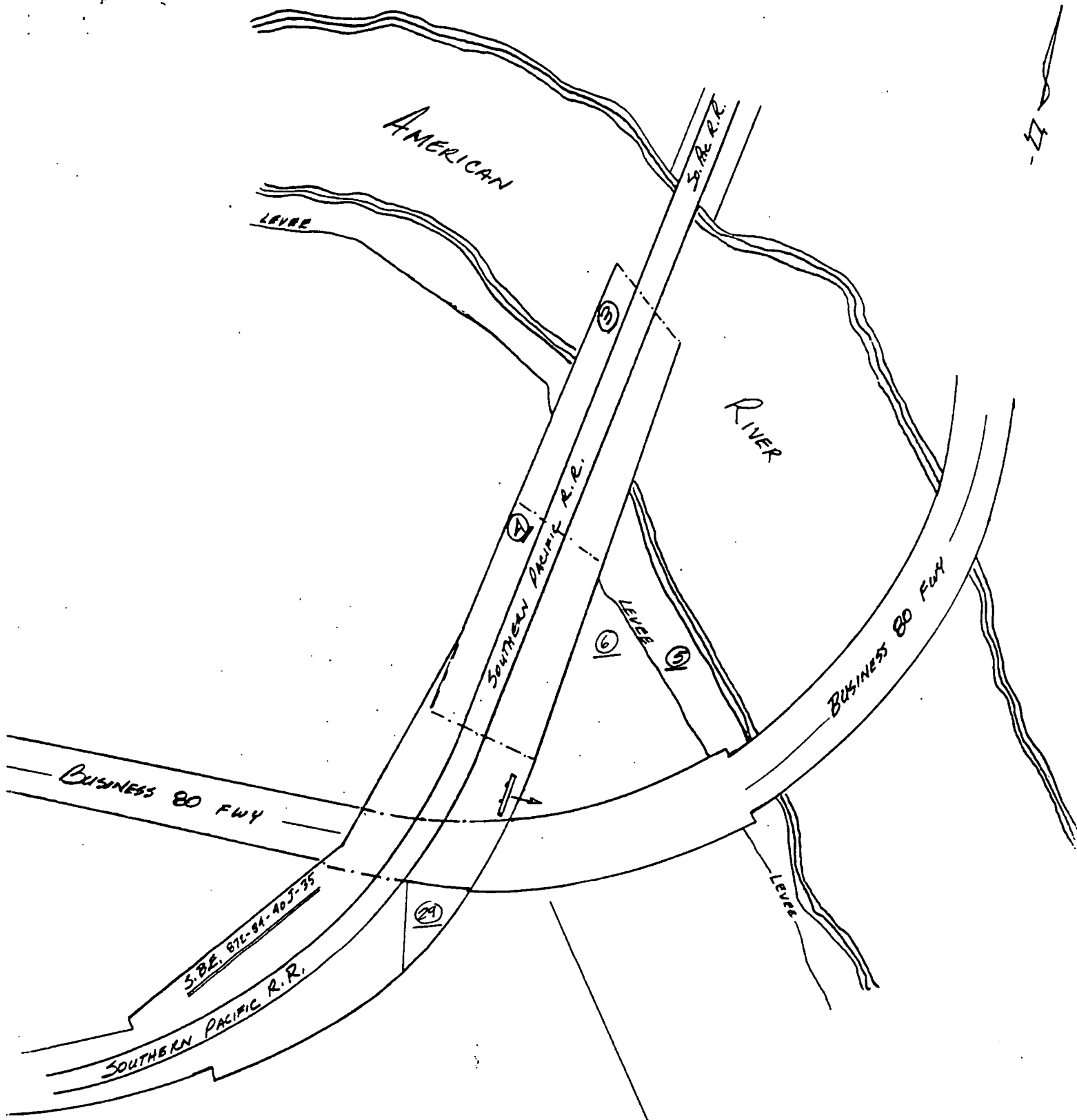
Cecily Hastings

Cecily Hastings

*Cecily
Cecily*

APN: 008-0341-026

02217



02212

RECEIVED

APR 14 1993

**CITY OF SACRAMENTO
CITY PLANNING DIVISION**

P 93 - 075

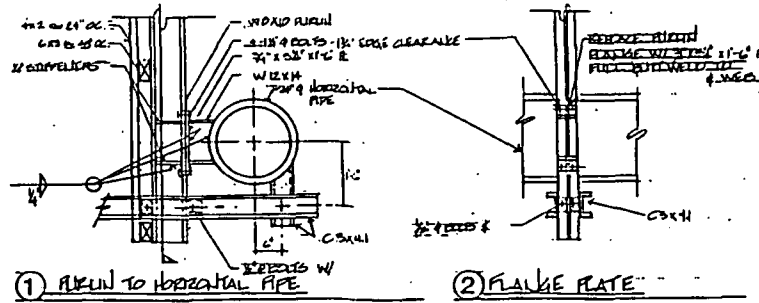
patrick

**SACRAMENTO
Metropolitan Market**

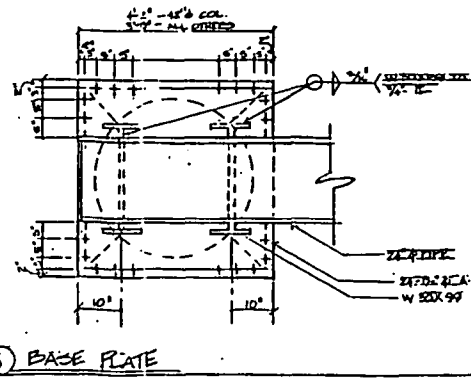
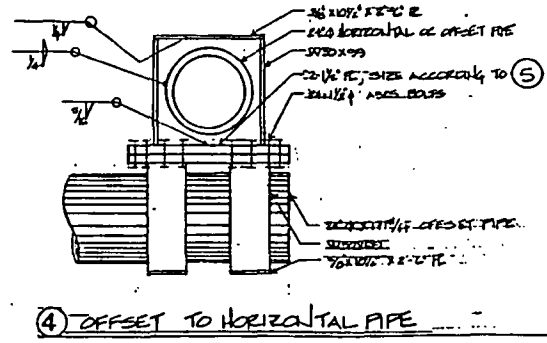
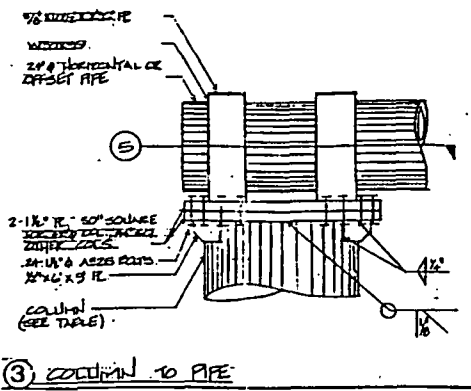
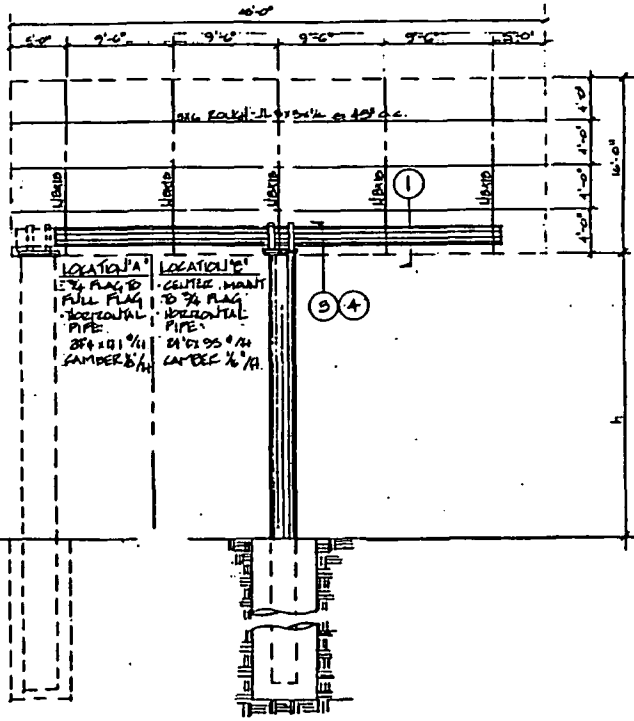
Sign to be enlarged.



| | | | | |
|----|----------------|------------|----------------|------------|
| 5 | 24" x 126 3/4" | 5'0" x 18' | 24" x 95 1/4" | 4'0" x 17' |
| 10 | 24" x 111 1/4" | 18' | 24" x 106 1/4" | 17' |
| 15 | 24" x 126 3/4" | 18' | 24" x 141 1/4" | 17' |
| 20 | 24" x 126 3/4" | 18' | 24" x 156 3/4" | 17' |
| 25 | 30" x 126 3/4" | 18' | 24" x 186 3/4" | 17' |
| 30 | 30" x 126 3/4" | 18' | 24" x 216 3/4" | 17' |
| 35 | 30" x 126 3/4" | 18' | 30" x 251 3/4" | 17' |
| 40 | 36" x 126 3/4" | 20' | 30" x 281 3/4" | 21' |
| 45 | 36" x 126 3/4" | 20' | 36" x 231 3/4" | 21' |
| 50 | 36" x 126 3/4" | 20' | 36" x 251 3/4" | 22' |
| 55 | 42" x 126 3/4" | 21' | 36" x 256 3/4" | 22' |



02220



GENERAL NOTES

- Contractor shall verify site conditions.
- Structural steel shall be grade A-36.
- Steel shall be A.S.T.M. A-507 unless noted otherwise.
- Steel pipe shall be A.S.T.M. A-53-B. Mill tests are required to confirm strength of pipe.
- Concrete to be used in foundations shall have a 28 day compressive strength of 3000 p.s.i. Maximum aggregate size shall be 3/4".
- Soil to be assumed to be sand, clayey, compact. The assumed design values are:
Allowable bearing pressure = 1500 psf
Passive lateral pressure = 100 psf/ft.
Maximum lateral pressure = 250 psf
Soil friction = 250 psf
The Inspector shall verify the soil conditions at the job site.
- All steel fabrication shall conform to the requirements of the A.S.T.M. manual.
- Welding shall be performed by a certified welder to the shop of a State Licensed Fabricator, unless otherwise noted in applicable contracts of the local building code.
- All field welds shall be continuously inspected by a deputy inspector.
- All steel which is less than 1/4" thick shall be galvanized.
- All holes shall be drilled to prevent corrosion. Any holes which are damaged in erection of the structure shall be repaired.
- Foundations shall bear on undisturbed natural soil, if fill is encountered the foundations must be re-engineered.
- Sign facing shall be non-reflective.
- This structure is designed for "back-sight" signs.
- Column, projections and attachments shall be limited to 10% of the area of the sign.

VINCENT KEVIN KELLY & ASSOCIATES
 CIVIL & STRUCTURAL ENGINEERING
 2225 VALLEY BLVD., SUITE 1000 OAKLAND, CALIF. 94612
 PHONE (415) 763-9411
 FAX (415) 763-9411

SINGLE POST BULLETIN
 PATRICK MEDIA GROUP
 1601 MARITIME STREET OAKLAND, CA.

NO. 4-23-90
 115
 115
 115
 115

STANDARD #101

CITY OF OAKLAND & SAN FRANCISCO

RECEIVED

APR 14 1993

**CITY OF SACRAMENTO
CITY PLANNING DIVISION**

P93-075