

# CITY PLANNING COMMISSION

1231 I STREET, ROOM 200, SACRAMENTO, CALIFORNIA 95814

APPLICANT	Pacific Neon Company, P.O. Box 15100, Sacramento, CA 95821		
OWNER	Hornet Group, 1722 3rd Street, Suite 202, Sacramento		
PLANS BY	Pacific Neon Company		
FILING DATE	6-7-85	60 DAY CPC ACTION DATE	REPORT BY: FG:ec
NEGATIVE DEC.	Ex 15311, 15315 EIR	ASSESSOR'S PCL. NO.	79-200-27

APPLICATION: Variance to exceed 20-foot height limitation for attached signs within 660 feet of freeway for three attached signs.

LOCATION: 7823 Folsom Boulevard

PROPOSAL: The applicant is requesting the necessary entitlements to erect three attached signs within 660 feet of the freeway.

## PROJECT INFORMATION:

1974 General Plan Designation:	Commercial/Offices
1967 College Greens Community Plan Designation:	General Commercial
Existing Zoning of Site:	C-2
Existing Land Use of Site:	Office

## Surrounding Land Use and Zoning:

North: Highway 50; TC  
South: Offices, Light Industrial; M-2 (S)  
East: Offices; C-2  
West: Offices; C-2

Property Dimensions:	Irregular
Property Area:	3.11 + acres
Square Footage of Building:	45,000
Height of Building:	51 feet (4 stories)
Topography:	Flat
Street Improvements:	Existing
Utilities:	Existing
Exterior Building Materials:	Stucco/Glass
Size of Signs:	30" x 40'
No. of Signs:	3
Height of Signs:	44'

PROJECT EVALUATION: Staff has the following comments:

- A. The subject site is zoned General Commercial (C-2) and is designated for commercial uses on both the General Plan and the 1967 College Greens Community Plan. Surrounding land uses include offices, residential and Highway 50.
- B. The applicant is requesting to erect three attached signs which would be visible from Highway 50. The proposed signs would be located less than 660 feet from Highway 50 and exceed the 20-foot maximum height limit by 24 feet.

In August of 1981, the City Council adopted various amendments to the Sign Ordinance which resulted in more restrictive requirements for freeway visible signs. The general intent of these amendments was to reduce the amount of signage visible from the freeway and to prevent sign proliferation adjacent to the freeways. Highway commercial uses, such as gas stations, hotels, and restaurants, were allowed more signage than non-highway commercial uses, however, the subject site does not qualify as a highway commercial use. In addition, the proposed office(s) are located within the C-2 zone which allows a liberal amount of signage.

Staff cannot justify the Variance in that there are no hardships or unusual circumstances which warrant approval of the signs. These signs will add to the sign proliferation along Highway 50.

- C. The proposed signage was reviewed by Traffic and Building Inspections. No comments were received.
- D. A similar request was considered by the Commission for the structure to the west (National University) to locate two signs that would be visible from Highway 50 (National University and Dental Association). The Commission at that time determined these signs would add to the sign proliferation along Highway 50 and denied the Variance and signs. The applicant appealed to the City Council who approved the Variance and signs.

Staff recommends the Commission be consistent with their original decision and uphold the purpose of the Sign Ordinance and thereby deny the Variance.

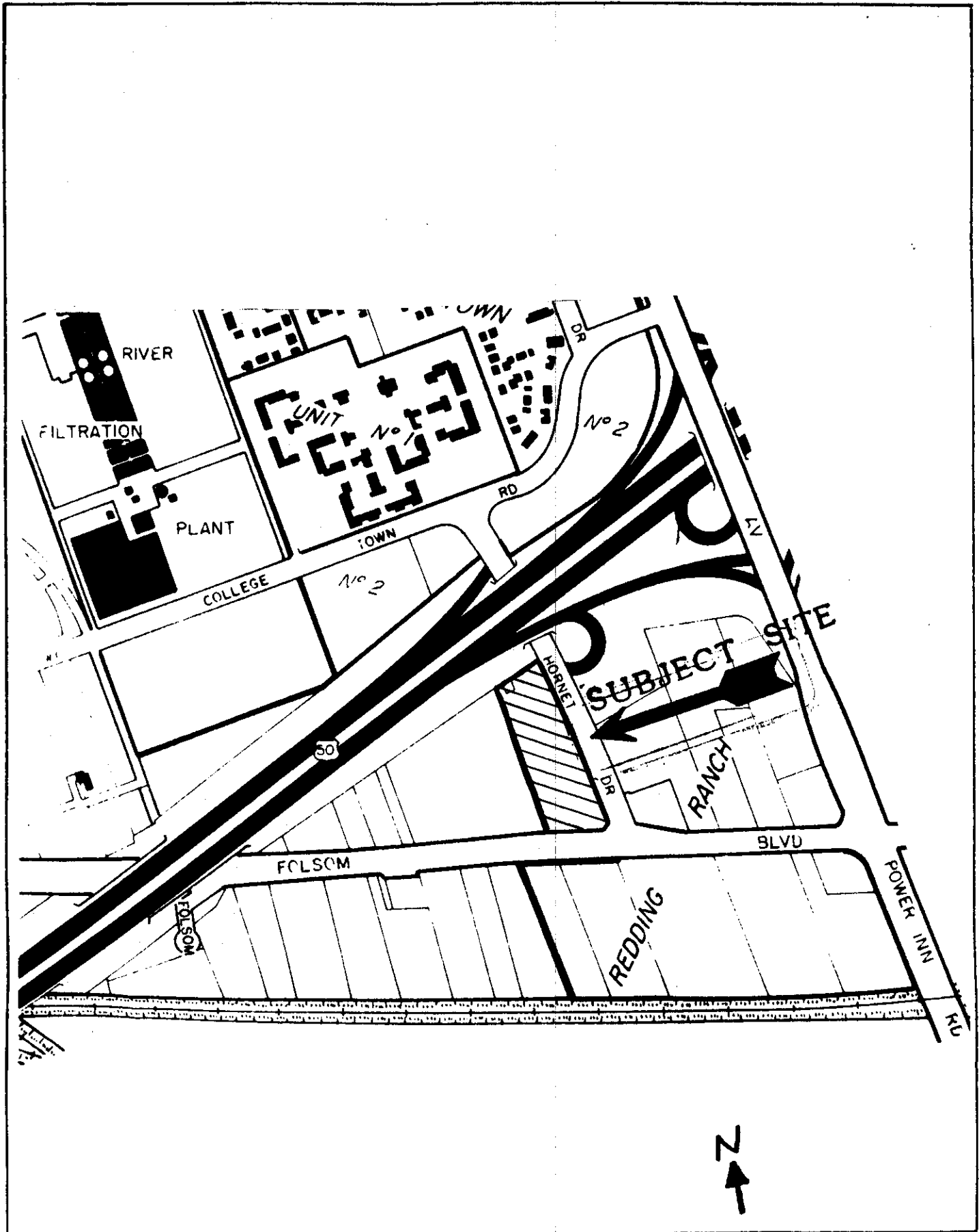
ENVIRONMENTAL DETERMINATION: The proposal is exempt from environmental review pursuant to State EIR Guidelines (CEQA, Section 15311 and 15315).

STAFF RECOMMENDATION: Staff recommends the following:

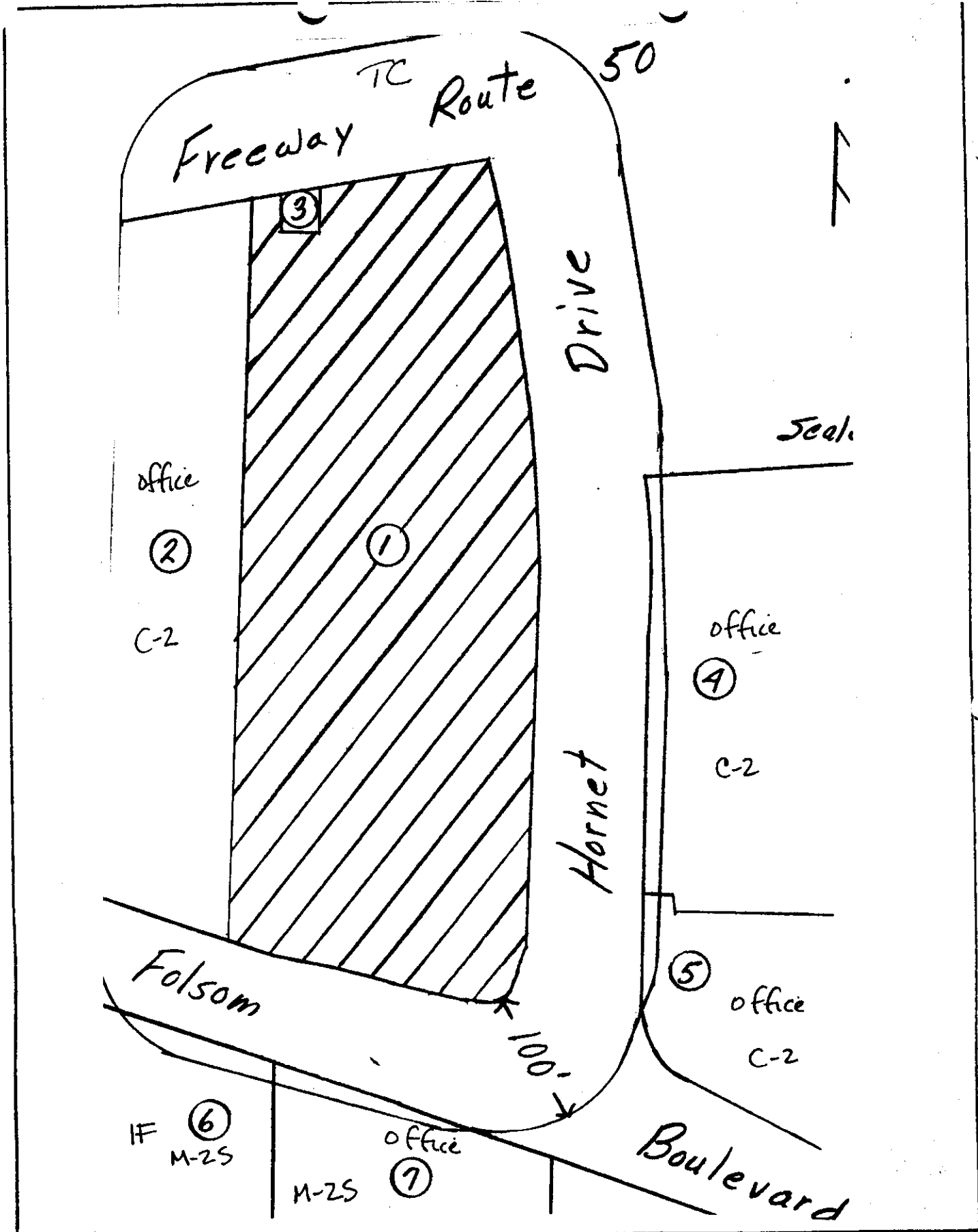
Denial of the Variance based upon Findings of Fact which follow:

Findings of Fact - Variance

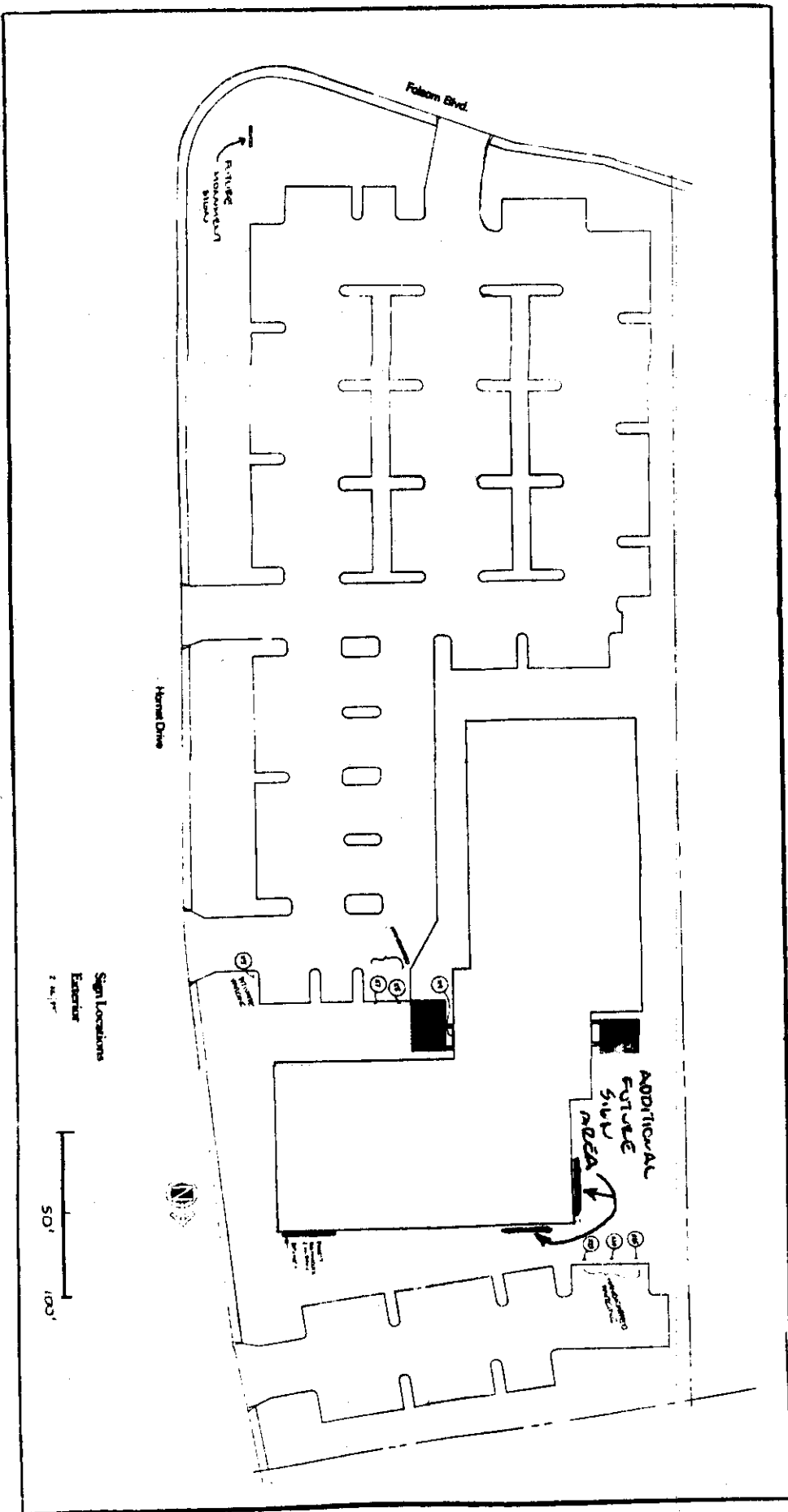
- a. The project is not based on sound principles of land use in that the proposed signage would create a proliferation of signs adjacent to the freeway.
- b. The applicant has not shown that any extraordinary circumstances or conditions presently exist which limit the applicants' ability to utilize the subject site.
- c. The granting of the Variance would constitute a special privilege being extended to one property owner, in that other similar non-highway uses also have the same standards and similar circumstances.

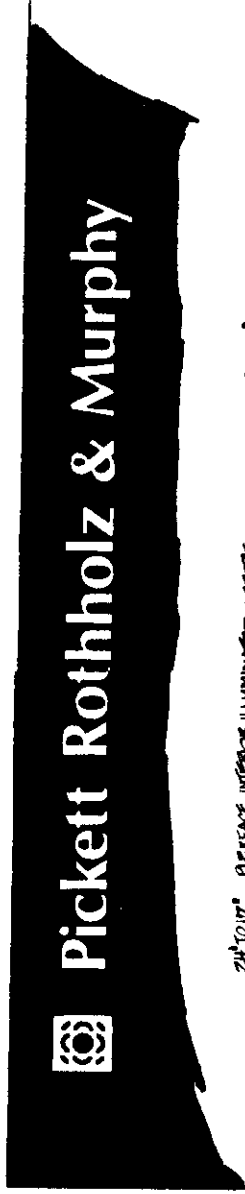
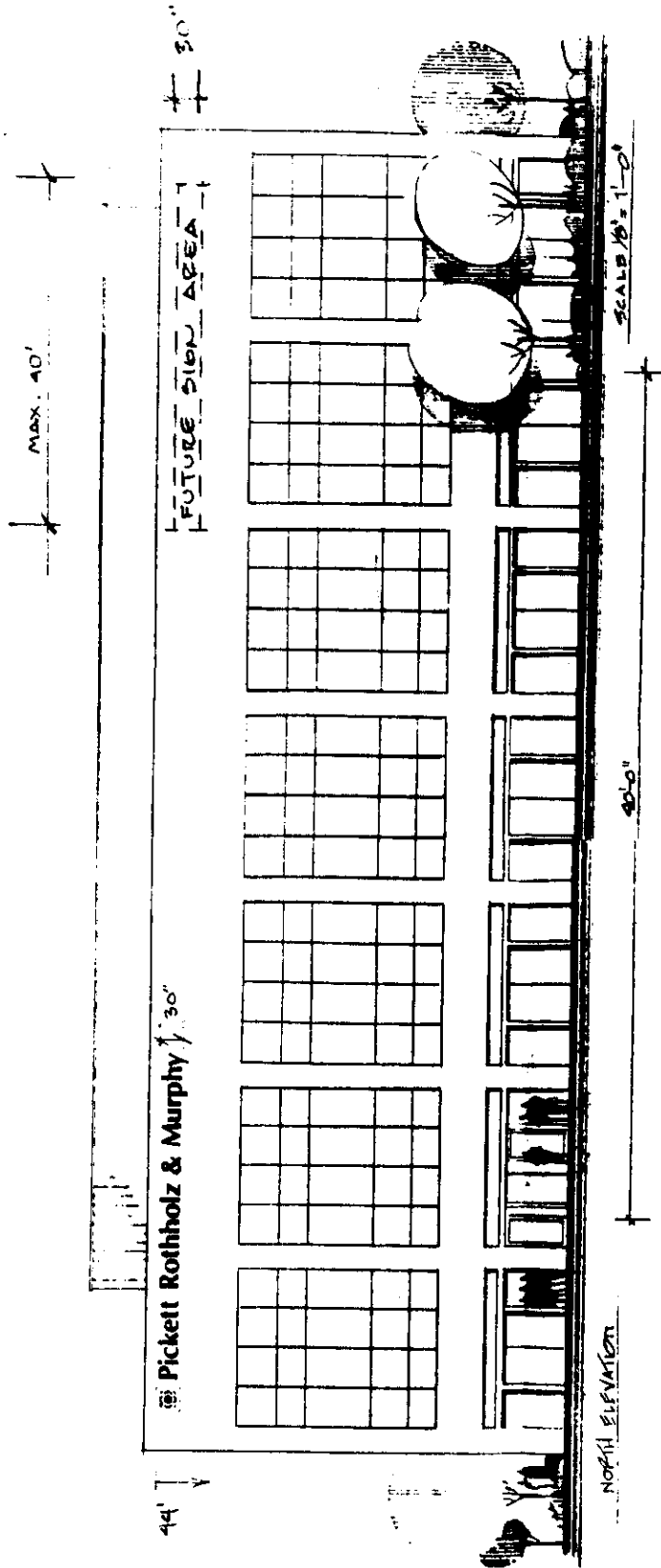


# VICINITY MAP



**LAND USE & ZONING MAP**





24" TO 18" PLACEMENT INTERIOR ILLUMINATED LETTERS

- WHITE PLACES
- BLACK CHANNELS RETURN
- NEON ILLUMINATION

30" X 50" ILLUMINATED LOGO

- WHITE PLAC FACE
- PC O CHANNEL RETURN
- BLACK CHANNELS RETURN
- NEON ILLUMINATION