

CITY PLANNING COMMISSION

1231 "I" STREET, SUITE 200, SACRAMENTO, CA 95814

APPLICANT Ellis & Ellis Signs/Displays (ASI) - 1111 Joellis Way, Sacramento, CA 95815
OWNER Woodside Medical Assoc. - 825 Battery, San Francisco, CA 94111
PLANS BY ASI Sign Systems
FILING DATE 4-12-89 ENVIR. DET. Negative Declaration REPORT BY BW:sg
ASSESSOR'S PCL. NO. 252-0302-005

- APPLICATION:
- A. Negative Declaration
 - B. Rezone of 3.36± developed acres from Standard Single Family (R-1) to Hospital (H) zone
 - C. Special Permit to allow exterior signage for Woodside Medical Center on 3.36± developed acres

LOCATION: 3201 Dei Paso Boulevard

PROPOSAL: The applicant is requesting the necessary entitlements to establish a sign program for Woodside Medical Center.

PROJECT INFORMATION:

General Plan Designation:	Low Density Residential
1984 North Sacramento Community Plan Designation:	Hospital
Existing Zoning of Site:	R-1
Existing Land Use of Site:	Woodside Medical Center

Surrounding Land Use and Zoning:

North: Single family; R-1
South: Vacant/single family; OB, R-1
East: Single family; R-1
West: Duplex/single family; R-1

Property Dimensions:	Irregular
Property Area:	3.36± acres
Height of Building:	One-story
Topography:	Flat
Street Improvements:	Existing
Utilities:	Existing

PROJECT EVALUATION: Staff has the following comments:

A. Land Use and Zoning

The subject site is 3.36± developed acres on one parcel in the Standard Single Family (R-1) zone. The site contains a one-story building known as the Woodside Medical Center. The site is designated for Low Density Residential in the General Plan and Hospital in the 1984 North Sacramento Community Plan. Surrounding land uses and zoning include single-family to the north and east, zoned R-1; a duplex and single-family to west, zoned R-1; and a vacant lot and a single family home to the south, zoned OB and R-1. The existing medical center facility is a non-conforming use in the R-1 zone, and has been in existence for more than ten years.

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B. Applicant's Proposal

The applicant's proposal involves the construction of six signs for the Medical Woodside Center (see Exhibit A).

1. Sign #1

Sign one that is proposed for the subject site is a 24 square foot detached illuminated monument sign. The monument sign will identify the "Woodside Medical Center" and the various tenants and doctors at the facility. This monument sign will be located in the front yard setback of the subject site to be visible from Arcade Boulevard, Del Paso Boulevard and Marconi Avenue.

2. Signs #2 and #3

The proposed signage includes two, six square foot attached directional signs. The signs will be non-illuminated single-faced with an enamel finish. The applicant has indicated that the signs will be mounted to the wall. Staff observed an existing canopy at the rear of the site where sign three is proposed. Planning staff is unsure of the exact location for sign three. There are currently windows along the building, therefore, an attached sign would not be feasible at this location. Staff recommends that the applicant relocate the proposed sign (#3) and specify the exact location on the revised site plan. The new location shall be subject to staff review.

3. Sign #4

This sign will be a 4.5 square foot attached identification sign, single-faced with two colors. The sign will identify "Woodside Health Medical Care" and will be non-illuminated. Staff has no objection to the proposed signage nor its location. This sign would be located on the west side of the building facing Diggs Park Drive (see Exhibits A and B).

4. Sign #5

The proposed sign consists of one set of six inch aluminum letters attached to the wall above the administrative office entrance. The letters will be metal with an enamel finish over the doorway. The sign will identify the entrance to the administration office at the rear of the building.

5. Sign #6

The subject sign provides direction to the Medical Center. A 1.5 square foot directional sign identifying the "Entrance" will be placed at two parking lot entrances on Diggs Park Drive and Del Paso Boulevard. The signs will be double-faced with vinyl graphics and an

enamel finish. These signs will be free-standing pole signs on a two inch tube frame.

C. Staff's Evaluation

Planning staff has no objection to the proposed attached and detached signs for the subject site. The applicant will be replacing existing signs with new signage in order to give the Medical Center a sign program, and improve the image of the facility. In addition, the proposed signage will eliminate illegal signs. Staff recommends that all of the proposed signage for the subject site fit a color scheme and be reviewed and approved by the Planning Director prior to issuance of sign permits. Staff also recommends that any new signage or refacing of approved signage (on site plan) be subject to special permit approval by the Planning Commission. Exhibits A, B and C depict the proposed sign locations and characteristics. Staff recommends approval of the overall sign program as shown on Exhibits A, B and C.

Planning staff finds that the applicant's request will be in harmony with the purpose of the City's Sign Ordinance to : "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 and trade."

D. Rezone

The medical facility is currently being renovated by new owners. Some tenants, however, are currently in operation. The facility has been a non-conforming use for over ten years. Staff has, therefore, recommended that the applicant rezone the subject site to a Hospital (H) zone. Rezoning of the subject site to Hospital (H) would resolve the non-conforming issue and make the facility a legal use. The use will also be in conformance with the 1984 North Sacramento Community Plan. Staff recommends that any future building expansion of the subject site be subject to a special permit.

E. Agency Comments

The proposed project has been reviewed by the City's Traffic Engineer, Engineering, Building Inspections, and the East Del Paso Heights (PAC). The following comments were received:

Traffic Engineering

Proposed signs will be in compliance with the City's Visibility Ordinance.

ENVIRONMENTAL DETERMINATION: The Environmental Coordinator has determined that the project will not have a significant effect on the environment and has filed a negative declaration.

RECOMMENDATION: Staff recommends the Commission take the following actions:

- A. Ratify the negative declaration:
- B. Recommend approval of rezoning 3.36± developed acres from Standard Single Family (R-1) to Hospital (H), subject to the following condition and forward to City Council: and
- C. Approve the special permit request, subject to conditions and based upon findings of fact.

Condition/Rezone

Any future building expansion on the subject site shall be subject to special permit approval by the Planning Commission.

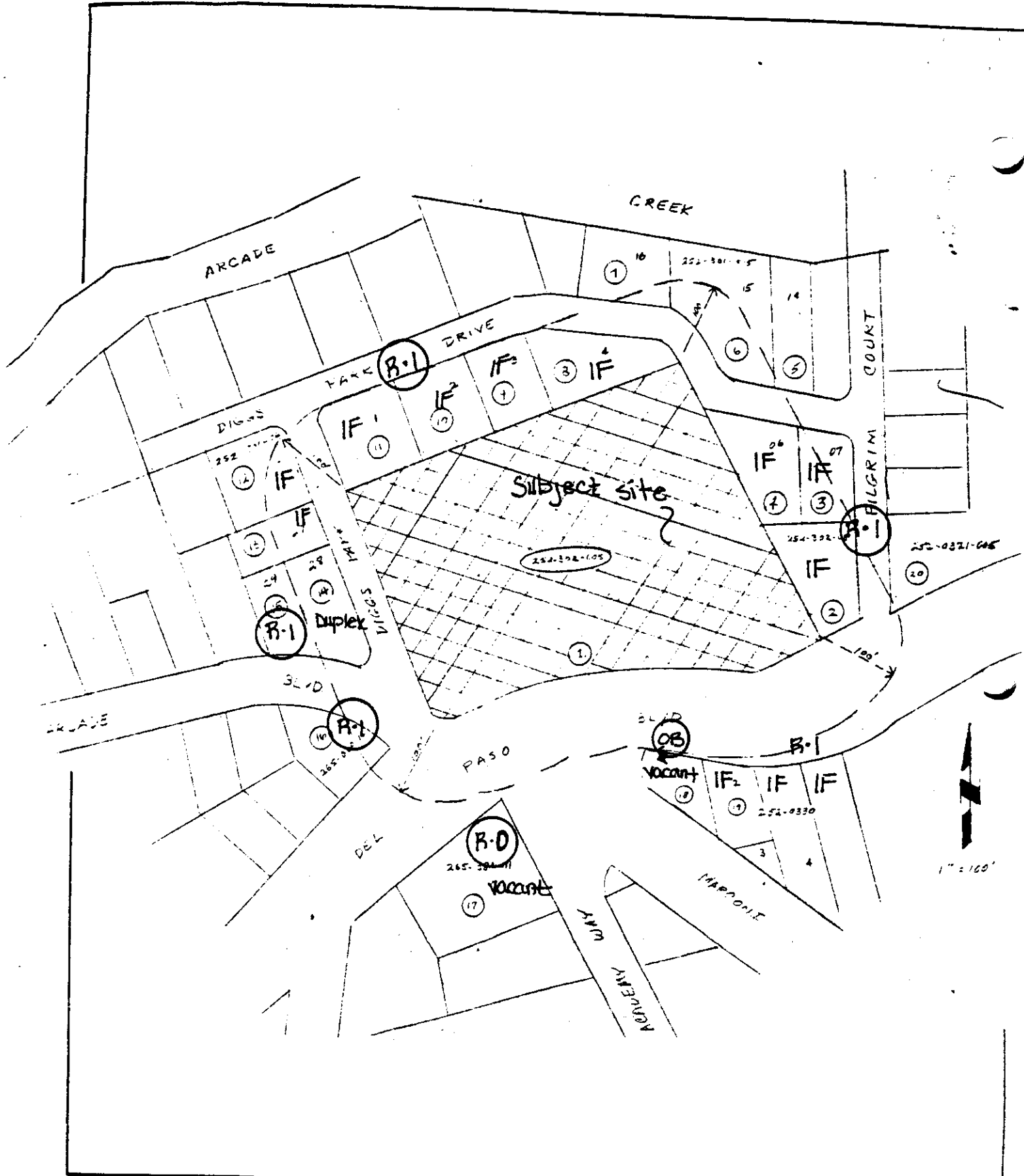
Conditions/Special Permit

1. The proposed signage for the subject site shall have a color scheme and shall be reviewed and approved by the Planning Director prior to issuance of sign permits.
2. All additional signage and/or refacing signs shall be subject to special permit approval by the Planning Commission.
3. Sign number three shall be relocated and its new location shall be reviewed and approved by the Planning Director prior to issuance of a sign permit.

Findings of Fact/Special Permit

1. The proposed project is based upon sound principles of land use in that the proposed signs will assist in project identification.
2. The proposed project, as conditioned, will not be detrimental to the public health, safety or welfare, nor result in the creation of a nuisance in that:
 - a. the proposed signage will be an improvement to the facility's appearance and will be compatible with the facility's design; and
 - b. the proposed signage will be in harmony with the purpose of the City's Sign Ordinance to : "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 and trade."; and
 - c. the proposed attached signs will be in compliance with the City's Visibility Ordinance.

3. The proposed project is consistent with the General Plan which designates the site for a hospital use.



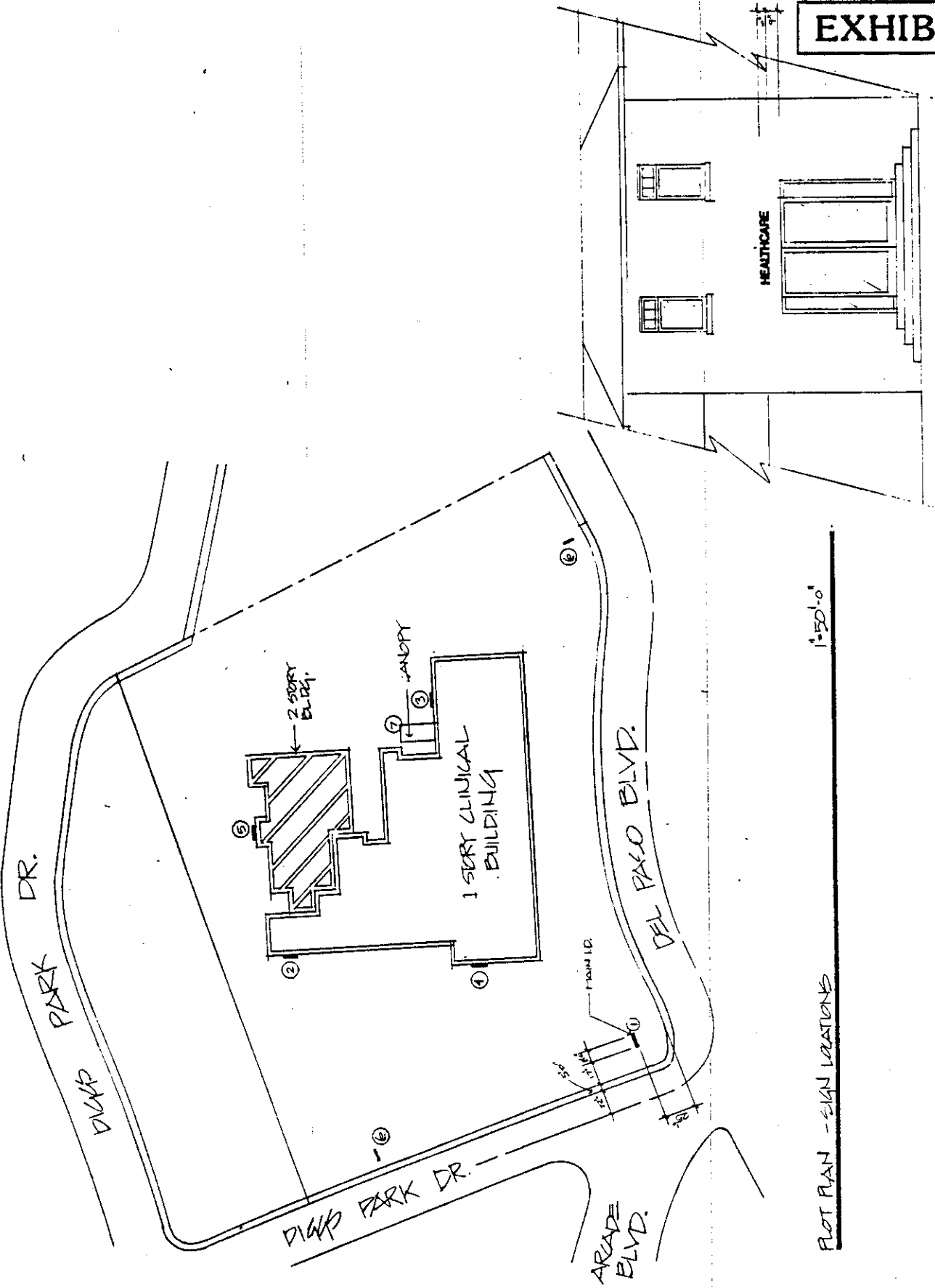
LAND USE & ZONING MAP

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EXHIBIT A



INDIVIDUAL LETTERS
 2"x4" METAL LETTERS - BRASS FINISH
 5/16" MTR. OVER ROUND

1" = 50'-0"

1/4" = 50'-0"

FLAT PLAN - SIGN LOCATIONS

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5-25-89

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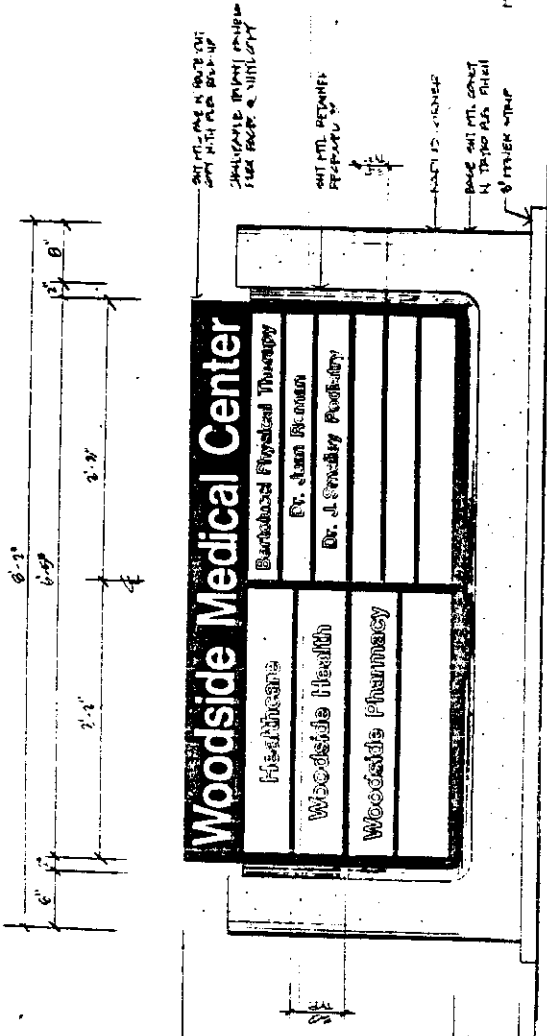
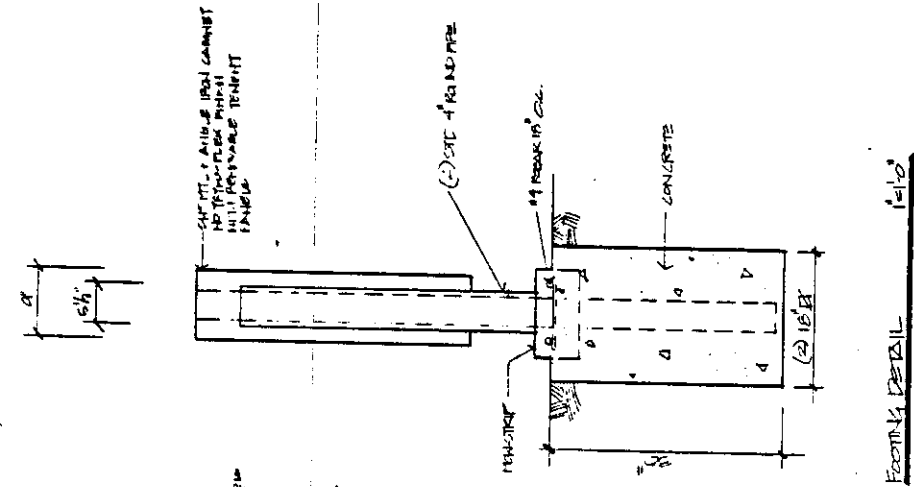
EXHIBIT B



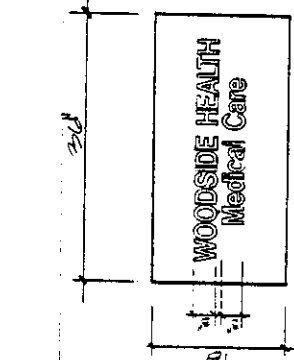
ASI SIGN SYSTEMS
 2401 MARINO STREET SACRAMENTO, CA 95815
 916-924-1836 FRESNO 208-288-2320
 ARCHITECT

REVISIONS:
 4-11-89
 3002

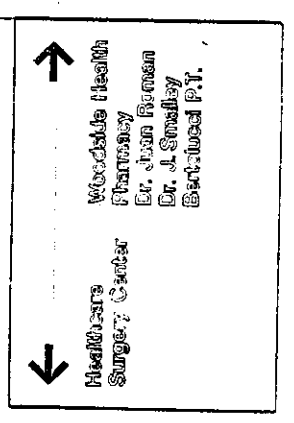
PROJECT: WOODSIDE MEDICAL CENTER
 JOB NO. A-574
 DRAWN BY: V.C.
 SHEET NO. OF:



FRONT VIEW
 ONE SIDE ILLUM SIGN DISPLAY @ 1"=1'-0"



1/4"=1'-0"
 3/16" FLAT SF 2710 COLOR BACKGROUNDED, RIBBED ALUMINUM BAR



1/4"=1'-0"
 PREPARED WITH 2710 SF 2710 COLOR BACKGROUNDED, RIBBED ALUMINUM BAR

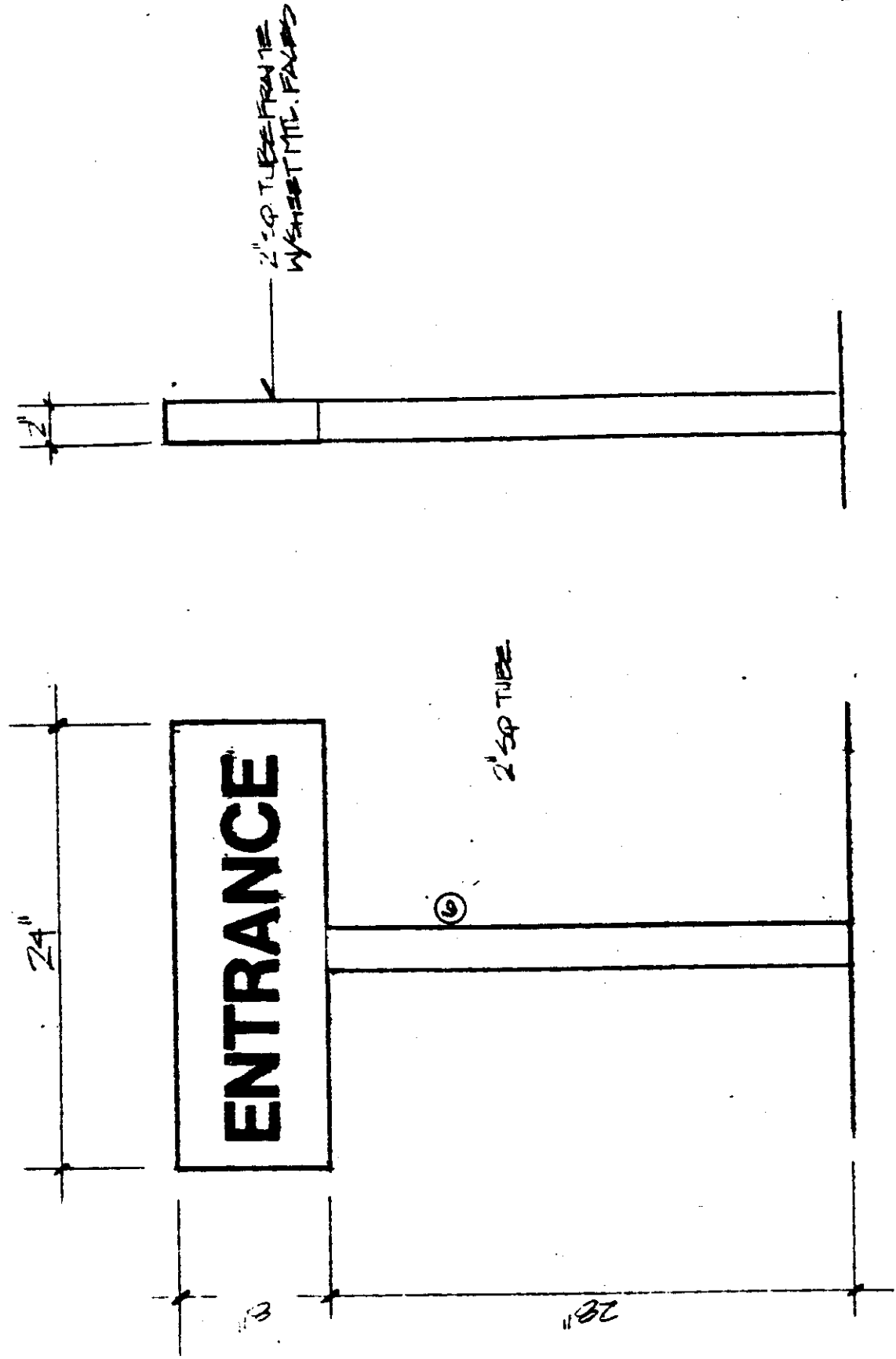
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EXHIBIT C



1 1/2"

DIRECTIONAL SIGN

DOUBLE FACE VINYL GRAPHICS

ENAMEL FIN. PRESTANDING - POLE MTR

