

CITY PLANNING COMMISSION

915 "I" STREET - SACRAMENTO, CALIFORNIA 95814

APPLICANT	Diamond Signs, Inc. - 2001 Tarob Court, Milpitas, CA 95035				
OWNER	Gov. Sq. East/West Inc.				
PLANS BY	Diamond Signs, Inc. - 2001 Tarob Court, Milpitas, CA 95035				
FILING DATE	1/5/83	50 DAY CPC ACTION DATE	2/10/83	REPORT BY	SC:sg
NEGATIVE DEC.	Ex.	EIR		ASSESSOR'S PCL. NO.	006-254-28 & 006-192-23

APPLICATION: Variance to the sign ordinance to exceed the number of square feet of signage allowed for an identification sign by 12 square feet for one sign and three square feet for five signs.

LOCATION: 520 P Street and 1451 3rd Street

PROPOSAL: The applicant is requesting a variance of the sign ordinance to erect six identification signs on various corners of Governor's Square East and West which exceed the maximum size by a total of 27 square feet total.

PROJECT INFORMATION:

1974 General Plan Designation:	Residential
1980 Central City Community Plan Designation:	Multiple Family Residential
Existing Zoning of Site:	R-5
Existing Land Use of Site:	Apartment complex

Surrounding Land Use and Zoning:

North: Commercial; C-2
South: Residential; R-5
East: Commercial & Residential; C-2, R-5
West: Commercial & Residential; C-2, R-5

Property Dimensions:	West - 760' x 320'; East - 320' x 320'
Property Area:	West - 5.5± acres; East - 2.3± acres
Square Footage of Lot(s):	West - 243,200 sq. ft.; East - 102,400 sq. ft.
Height of Structure(s):	Six feet
Significant Features of Site:	Existing apartments
Topography:	Flat with berms
Street Improvements:	Existing
Utilities:	Existing
✓ Sign Colors:	Navy and beige with wood trim

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

1. The sign ordinance allows one identification sign for each developed parcel or each street frontage. Since this project is developed so that it is bounded by public streets on all four sides, the number of signs proposed conforms to the sign ordinance. The proposed signs do, however, exceed the maximum square footage of 12 square feet for this type of sign. The area used to compute the size of the sign was the framed portion and the base with directional information was not included in determining excessive signage (see exhibits A-1 and B-1)

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2. The applicant proposes locating the signs on three corners of each project. Since these locations are situated at street intersections, the signs may interfere with traffic visibility in the area. The City Traffic Department requires that a 25 foot clearance area be provided on each frontage to eliminate visibility problems.
3. The maximum allowable height for this type of sign is six feet. The plans submitted for these signs indicate the height to be 6-1/8 feet for one sign and 4-3/4 feet for the remaining five signs. Some of the corners on which the signs are proposed to be located are bermed and signs located on these corners should not exceed the six foot maximum height as measured from the sidewalk (see exhibits A-2 and B-2).
4. The minimum front setback for the R-5 zone is 10 feet and any signs located on this site must be set back at least this distance from the property line. Plans submitted by the applicant are not to scale so it is not possible to determine whether the proposed signs comply with the setback requirements. Furthermore, staff believes the permitted 12 square feet of signage is adequate to identify a residential use.

STAFF RECOMMENDATION: Staff recommends the Commission deny the variance request based on the following findings of fact:

Findings of Fact - Variance

1. The variance as proposed would constitute a special privilege extended to one property owner in that there are no special circumstances which would preclude the applicant from complying with the size limitations of 12 square feet as determined in the sign ordinance.
2. As proposed the variance may be injurious to public welfare in that the proposed signs may obstruct traffic visibility in the area.
3. This variance is not consistent with the sign ordinance which prohibits signs in excess of 12 square feet for identification purposes in this zone.

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OB

C-2R
COUNTY
COURT HOUSE

POST
OFFICE

CITY
HALL

CITY
LIBRARY

PLAZA
PARK

C-3

C-3

EMBARCADERO

THEY

PARKING
LOT
(CITY)

CAPITOL

MALL

M-I

C-2

GROCKER ART
GALLERY

R-5

C-2

R-4R
M-I

LINCOLN
SCHOOL

ROOSEVELT
PLAY
GROUND

SUBJECT SITE

2ND

M-I

3RD

4TH

5TH

6TH

7TH

8TH

RHODIN
LN

HOLY ANGELS

SCHOOL

February 15, 1983

9TH
C-2

10TH

P88

FRONT

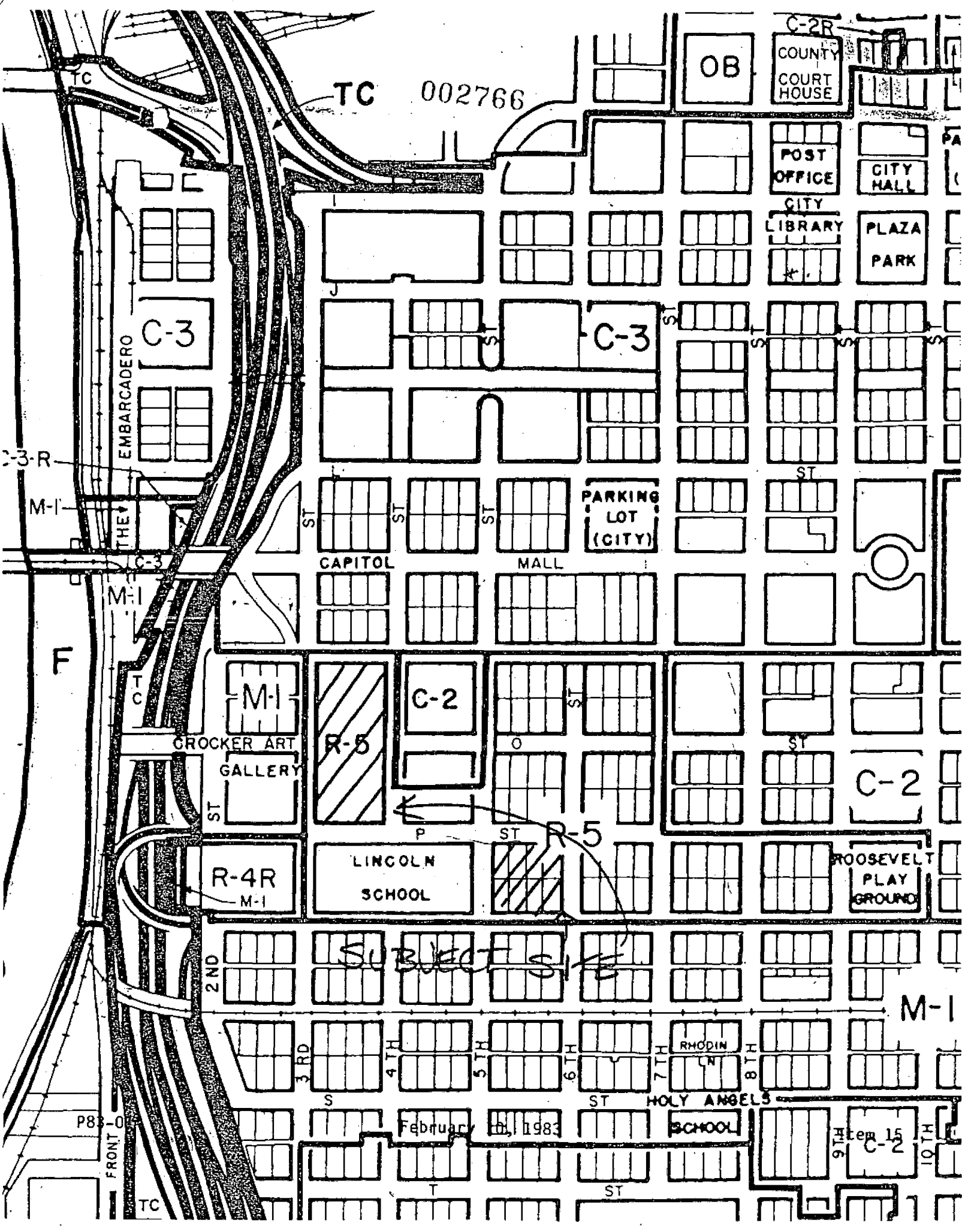
TC

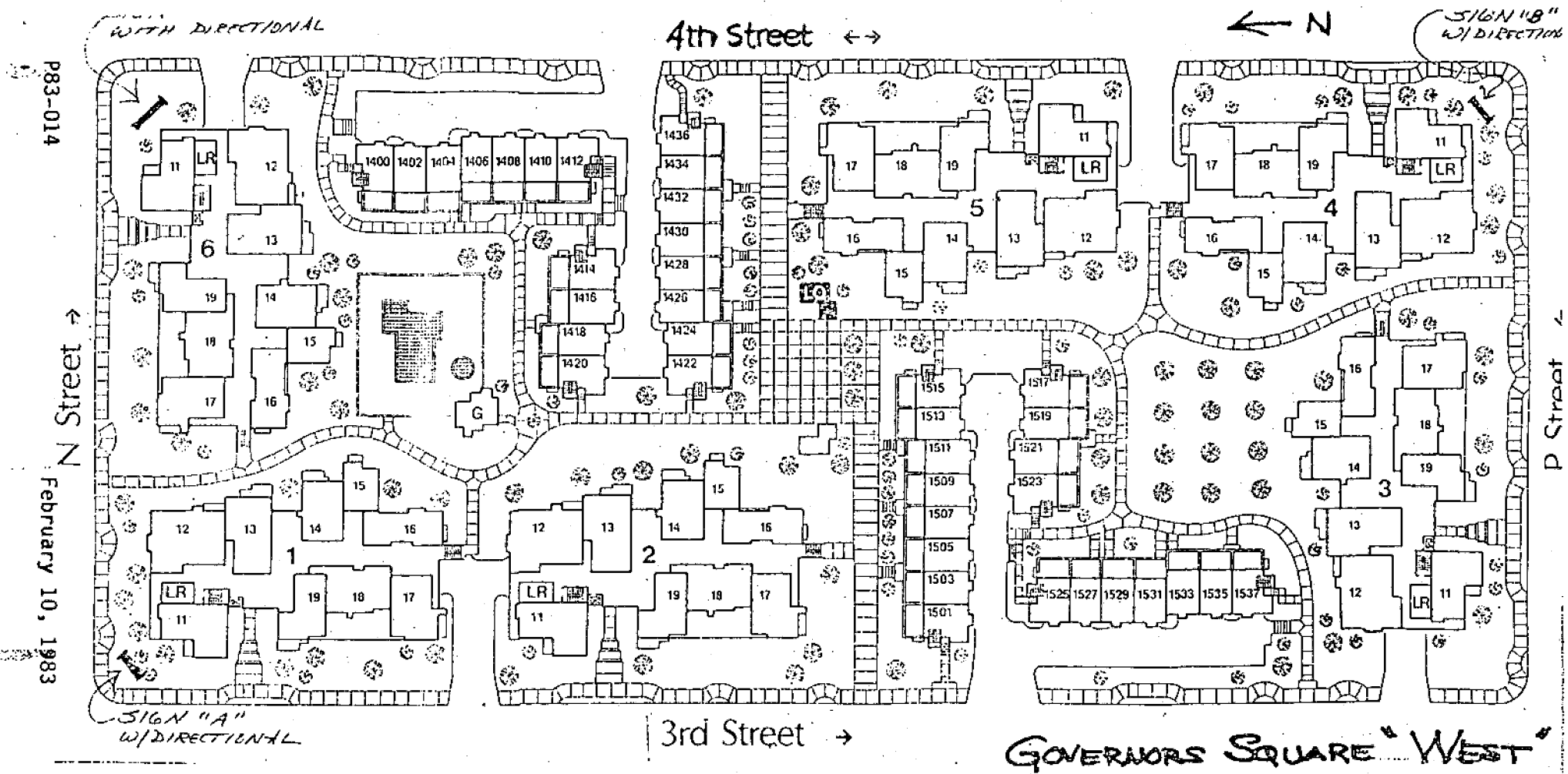
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- d Leasing Office
- Gym, Sauna, Showers and
- Pool and Spa
- LR Laundry Room


- Building Addresses # 11-19, 21-29, 31-39
- | | | | |
|---|-----------------|---|-----------------|
| 1 | 1401 3rd Street | 4 | 1530 4th Street |
| 2 | 1431 3rd Street | 5 | 1500 4th Street |
| 3 | 301 P Street | 6 | 330 N Street |

- Townhouse Addresses
- 1400-1436 4th Street
 - 1501-1537 3rd Street

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Item 15

EXHIBIT A-2

- LO** Leasing Office
- G** Gym, Sauna, Showers and Lavatory
-  Pool and Spa

Building Addresses

- 1** 520 P Street #10-19, 20-29, 30-39
- 2** 1611 5th Street #10-19, 20-29, 30-39
- 3** 511 Q Street #10-19, 20-29, 30-39

Townhouse Addresses

- 521-529 Q Street
- 1616-1628 6th Street

You are here ★

**GOVERNORS SQUARE
"EAST"**

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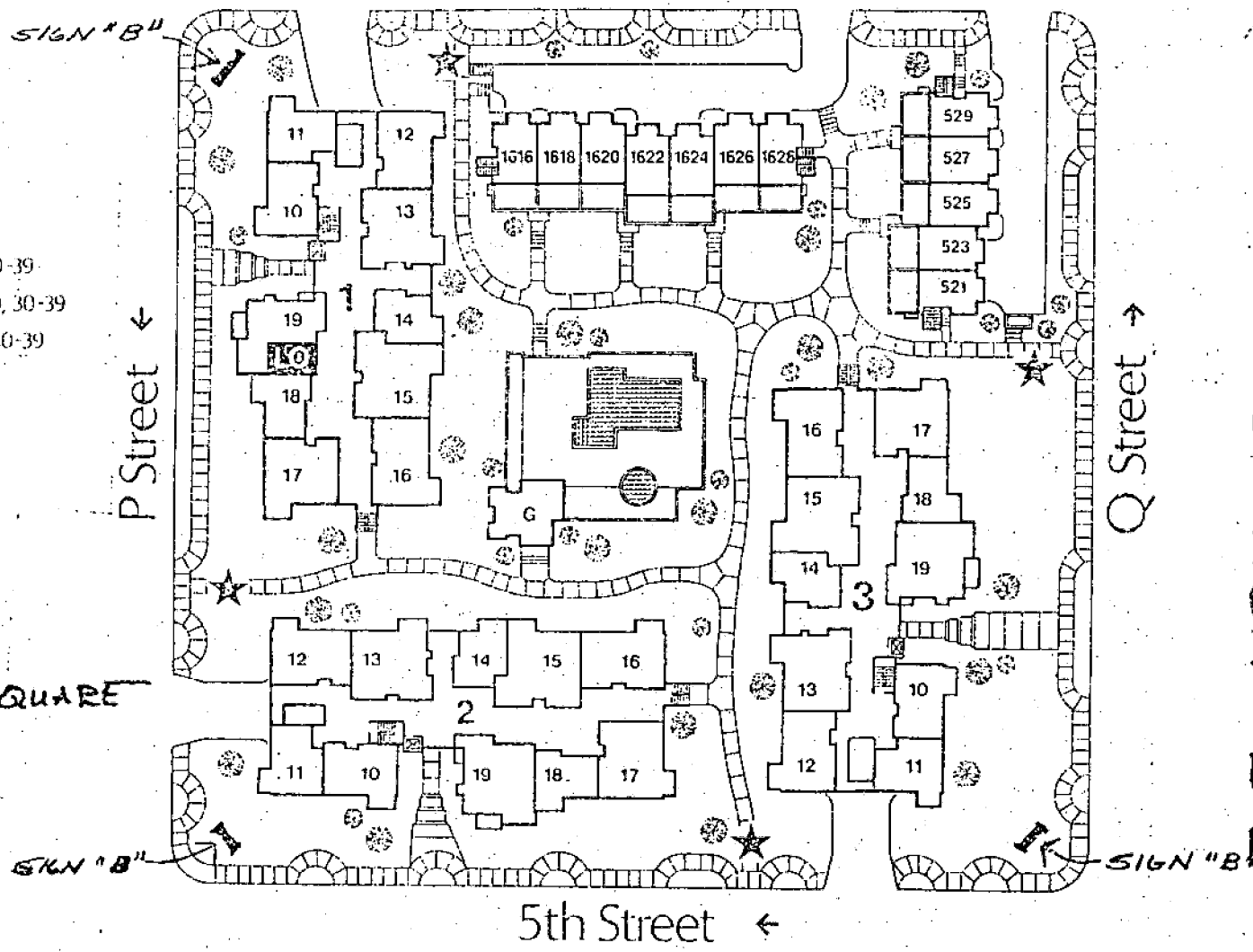
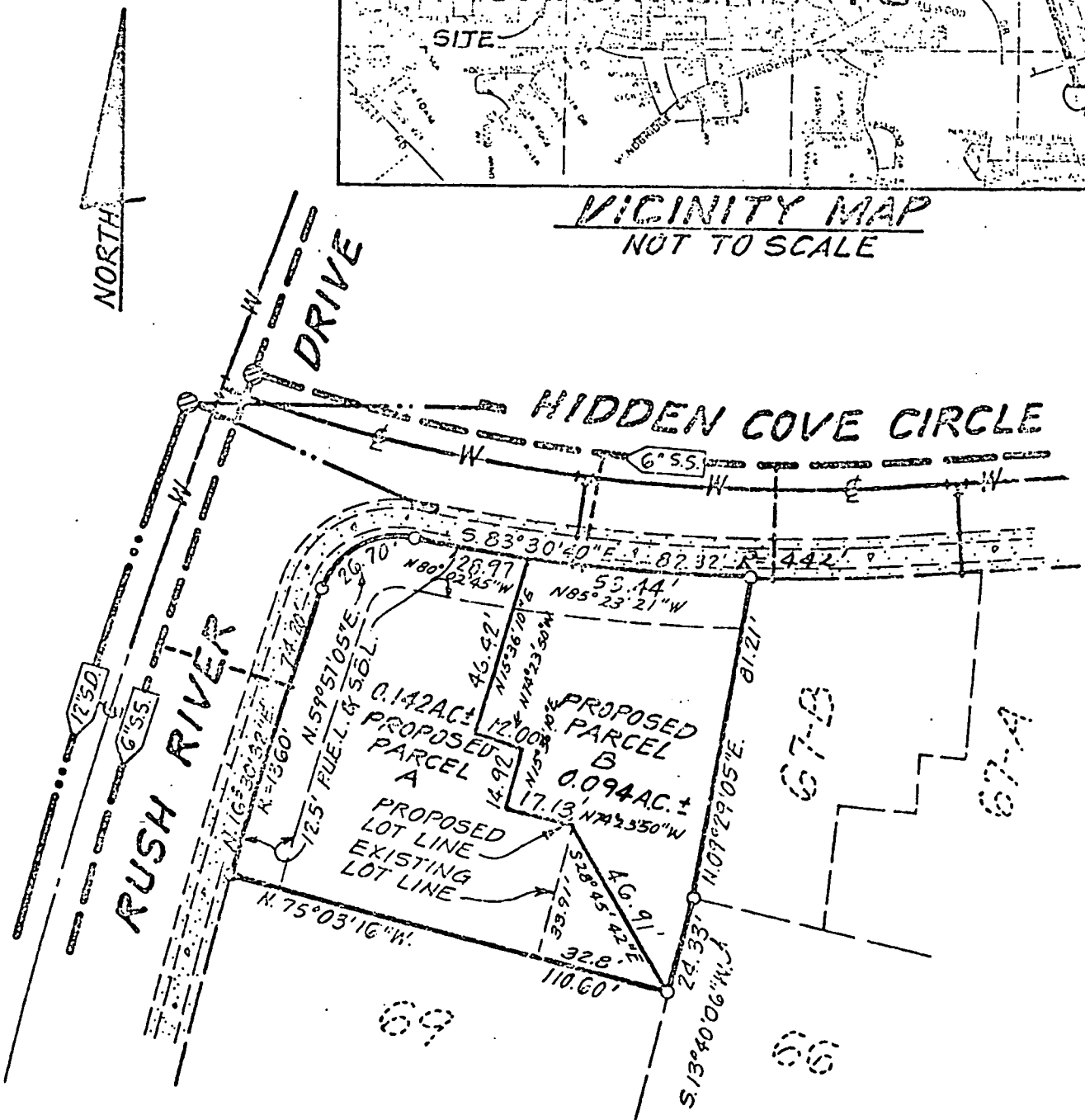
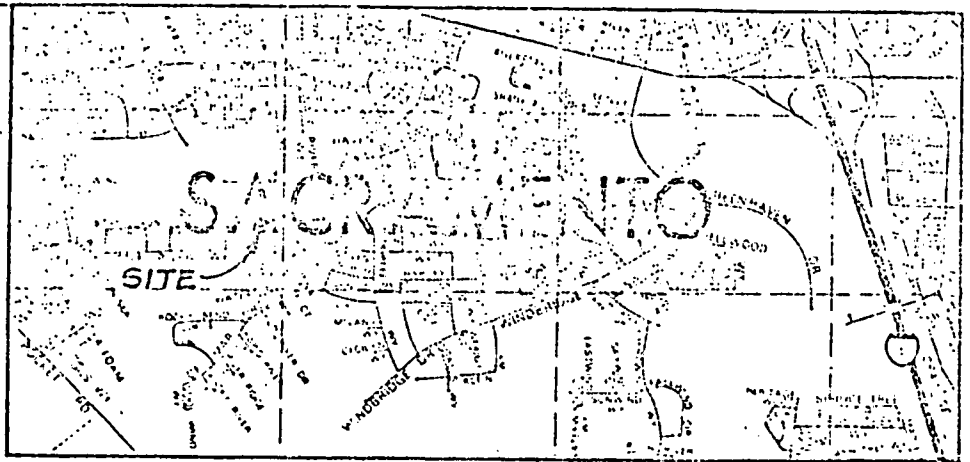
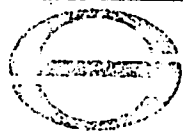


EXHIBIT B-2

Exhibit "B"



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JOB NO. 3872-012 DATE: 1-12-64 P. B. 2141 PAGE: 75 SCALE: 1" = 40' DRAWN BY: C.H. CHECKED BY: C.H.	TITLE: SITE PLAN - LOT LINE ADJUSTMENT LOT 68 RIVER BEND COMMONS.	 THE SPINK CORPORATION ENGINEERS - PLANNERS - SURVEYORS
	CLIENT: HEART OF CALIFORNIA	
	PROJECT NO. 18	
	OR NO H-5907	

A

SIGN

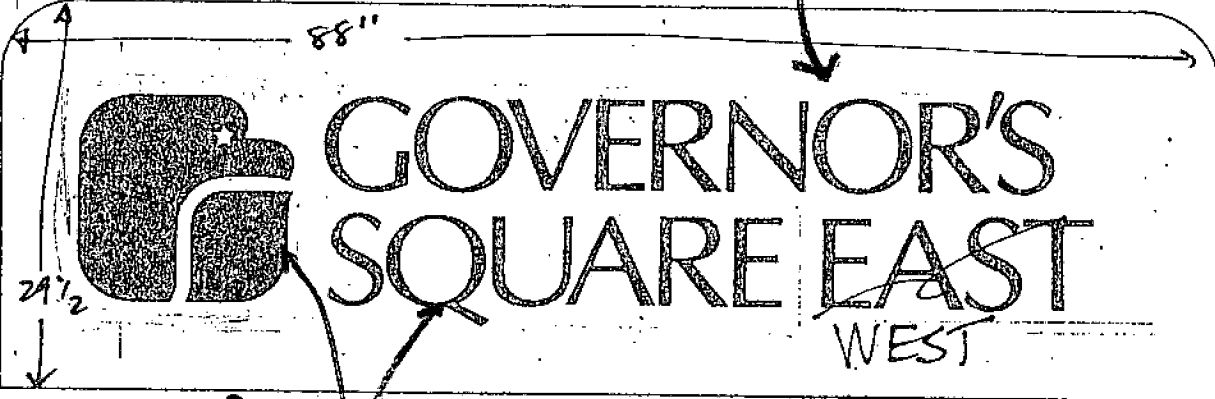
LOCATION N+3RD ST 1@ West ←

PANTONE 468C

BACKGROUND

8'

3 1/8'



PANTONE 539C

LETTERING to 3 FT
BORDER

Leasing Office →

8"

33"

3 1/2'

* Arrow will face other way ←