

SACRAMENTO CITY PLANNING COMMISSION
March 14, 1967

MEMBERS IN SESSION:

SUBJECT: Appeal vs Architectural Advisory Committee
Disapproval of a proposed service station development,
Southeast corner of 2nd and Q Street. Shell Oil Company.

In late November, 1966, the Shell Oil Company submitted to the Redevelopment Agency a set of stock plans for a typical ranch type service station to be located on a 160'x160' parcel at the southeast corner of 2nd and Q Streets.

These plans were reviewed by the Agency staff, certain modifications recommended, and the revised plans approved by the Redevelopment Agency Board by Resolution No. 1093 on December 5, 1966. The modifications dealt principally with relocation of the service bays to the rear of the building, increased planting areas, more off street parking, and reduction of proposed signing on the project.

On December 19, 1966, the Shell Oil Company submitted the revised plans to the Architectural Advisory Committee for review and approval. At this meeting, and at subsequent meetings on January 16, 1967, and February 20, 1967, the Committee disapproved the plans submitted by the applicant. In lengthy discussions on the matter the Committee indicated its belief that a prototype station design should be developed for the property rather than the revised stock plan approach.

The primary reasons for considering something other than a revised stock plan approach to service station design at this location were:

1. The property is located in the Capitol Mall Riverfront Project No. 4, approved by the City Council on August 25, 1966.
2. The applicant's location is the first property encountered at the Q Street off ramp of Interstate Freeway Route 5. As such, it will be the motorist's first introduction to the Redevelopment area from this point. The Q Street off ramp is estimated to attain a traffic volume of approximately 20,000 vehicles per day by 1985.
3. The property is located across the street from a proposed multiple family complex as indicated by the adopted plan for the Redevelopment Project.
4. Considerable public funds are being expended to rebuild and revitalize the area. As reflected in many plans adopted for Redevelopment of the City's West End, the aim of this process is to create, not duplicate.

5. It is believed service station projects in the Redevelopment Area should reflect individual design, not duplicates of typical service station structures repeated throughout the balance of the community.

Respectfully submitted,


JOSEPH AVENA
PLANNING DIRECTOR