

P96-006 ADDITIONAL SIGNAGE FOR HOME DEPOT @ 8000 FOLSOM BOULEVARD

REQUEST: **Variance** to allow two additional attached signs for a total of four attached signs in the Heavy Industrial (M-2(S)) zone.

LOCATION: 8000 Folsom Boulevard
APN: 079-0230-008, 009, 010, and 034
Council District 6

APPLICANT:	AD/S Brilliant Sign (Robin Bell), 714-578-2662 1802 American Street, Anaheim, CA 92801
OWNER:	The Home Depot, 714-738-5200 601 South Placentia, Fullerton, CA 92631
APPLICATION FILED:	January 16, 1996
STAFF CONTACT:	Mike Dale, 264-8309

SUMMARY: The applicant is seeking the necessary entitlement to allow additional attached signage on the existing Home Depot building at the above location. The Heavy Industrial (M-2(S)) allows a maximum of two attached signs. The applicant is requesting a Variance to allow four attached signs in the M-2(S) zone.

RECOMMENDATION: The project's primary issues relate to the function and design of the additional signage. The 11.6-acre site and 102,862 square-foot, "big box", building are large enough to support additional attached signage. The signage, however, should be both functional and aesthetically compatible with the building and existing signage. The applicant is proposing a signage program which is compatible with the site, building, and existing signage. **Staff therefore supports the requested Variance subject to conditions.**

PROJECT INFORMATION:

General Plan Designation:	Heavy Commercial or Warehouse
Zone:	Heavy Industrial (M-2(S))
Existing Land Use of Site:	Retail Building with Surface Parking Lot
School District:	Sacramento Unified

Surrounding Land Use and Zoning (see Attachment B):

- North: Commercial and Office; C-2
- South: Light Rail Tracks; M-2(S)
- East: Industrial; M-2(S)
- West: Single Family and Industrial; M-2(S)

Property Area: 11.6 Acres
 Property Dimensions: Irregular
 Building Size: 102,862 Square Feet
 Height of Existing Building: 40 Feet

OTHER APPROVALS REQUIRED: In addition to the requested entitlement, the applicant will be required to obtain the following permits or approvals, including but not limited to:

<u>Permits</u>	<u>Agency</u>
Sign Permit	Development Services Division

BACKGROUND: On October 4, 1994, the Zoning Administrator approved a Lot Line Adjustment (Z94-104) to merge four parcels into two parcels totaling 14.6 acres. On February 6, 1996, the Zoning Administrator approved a Variance (Z96-009) to waive the required masonry wall between the subject site and the neighboring residential lots. On March 5, 1996, the Zoning Administrator approved a Lot Line Adjustment (Z96-015) to relocate the property lines among three parcels totaling 15.3 acres to provide more space for the Shell Station at the southwest corner of Folsom Boulevard and Power Inn Road.

STAFF EVALUATION: Staff has the following comments:

A. Policy Considerations

General/Community Plan. The subject site is designated as "Heavy Commercial or Warehouse" by the General Plan. No Community Plan exists for the area. The applicant's proposal would not result in a change to the present or anticipated land use of the site or area. The proposal is considered to be compatible with the goals of the General Plan which encourage land use compatibility and which discourage the proliferation of unnecessary signage.

Zoning. The subject site is zoned "Heavy Industrial (M-2(S))" which permits the manufacture or treatment of goods from raw materials. The "S" suffix pertains to special regulations to enhance front landscaping. The sign regulations for the M-2(S) zone specify a maximum of two attached signs with an aggregate area not to exceed three square feet for each front foot of building occupancy. No height limit is specified for attached signs. A further discussion of the project's design features is provided below.

square feet. The signs should be too large and very bright from the adjoining area.

B. Site Plan

Two attached signs already exist on the Home Depot building: a 290 square foot "THE HOME DEPOT" sign on the north side of the building and a 290 square foot "THE HOME DEPOT" sign on the east side of the building. Two 95.22 square foot, ten-foot tall "THE HOME DEPOT" monument signs exist at the two driveway entrances along Folsom Boulevard. A total of 770.44 square feet of attached and detached signage therefore exist on the subject site.

The sign regulations allow a maximum of three square feet of attached signage per each front foot of building occupancy. The front footage of building occupancy equals 585 feet along Folsom Boulevard. The building is therefore entitled to a maximum of 1,755 (3 x 585) square feet of attached signage.

The sign regulations establish a maximum of two attached signs for each occupancy. The single-tenant building accommodates two attached signs. The applicant is requesting a Variance to allow the placement of two more attached signs on the building's north elevation facing Folsom Boulevard (Exhibit 1A). An 86 square-foot (30" x 34'5") "LUMBER ENTRANCE" sign is proposed for location on the north-east corner of the building (Exhibit 1B); and a 15 square-foot (18" x 10'0") "NURSERY" sign is proposed for location on the north-west corner of the building (Exhibit 1C). The 101 square feet of additional signage would result in a total of 681 square feet of attached signage or 871.44 square feet of total signage including monument signs. This is far less than the building's entitled allocation of 1,755 square feet of attached signage.

The proposed signs are intended to assist both customers and suppliers in locating the drive-through lumber and garden areas of the building. The signs will be mainly visible to motorists entering the site from Folsom Boulevard. The applicant states that, due to the very large building and site, the directional signs are important to assist persons in finding the specific entrances. The applicant also states that the signs will enhance safety by assisting general contractors in locating delivery locations instead of driving from place to place within the parking lot. Staff agrees that the subject site and "big box" building are exceptionally large and warrant additional, directional signage. Staff therefore is supportive of the requested number and location of attached signs.

C. Design

The applicant's original "LUMBER ENTRANCE" sign was a 97 square-foot (3' x 32'4") internally illuminated cabinet "can" sign with white letters and orange film background. The original "NURSERY" sign consisted of internally illuminated channel letters of orange plexiglass totaling 29 square feet (2' x 14'6"). Staff considered the signs to be too large and very different from the existing attached

signs. Neither of the proposed signs matched the style of the existing attached signs. Staff therefore recommended that the signs be reduced in size and redesigned to match the existing signs. The applicant revised the plans as described below.

The proposed "LUMBER ENTRANCE" sign is 86 square feet (30" x 34'5"). The sign is longer, but narrow and smaller, than the originally proposed "can" sign. The sign will consist of internally illuminated channel letters of orange plexiglass with black film separation detail matching the existing attached signage (Exhibit 1B). The proposed "NURSERY" sign is 15 square feet (18" x 10'0"). The sign is both shorter and narrower than the originally proposed sign and will consist of internally illuminated channel letters of orange plexiglass matching the style of the existing attached signage. The sign will be mounted to the building's exterior wrought iron fencing (Exhibit 1C). Staff is supportive of the revised proposal and therefore is supportive of the requested Variance subject to conditions.

PROJECT REVIEW PROCESS:

A. Environmental Determination

The proposed project involves the minor alteration of an existing private structure involving no expansion of the use beyond that currently existing. The project therefore qualifies for a Categorical Exemption pursuant to Section 15301 of the California Environmental Quality Act (CEQA) Guidelines. No further environmental review is required.

B. Neighborhood Response

The project application was routed to College Glenn Neighborhood Association, 21st Avenue Neighborhood Association, and the Sacramento Round Tree Homeowners Association.

The South Sacramento Chamber of Commerce (Tom Burruss) responded with: "No Negative Comments". At the time of this writing (4/29/96), Staff has received no other comments from these organizations.

C. Summary of Agency Comments

The project has been reviewed by several City Departments and other agencies. No specific concerns or comments were received.

PROJECT APPROVAL PROCESS: The Planning Commission has the authority to approve or deny the requested entitlement(s). The Commission action may be appealed to the City Council within 10 days following the Commission's action. Any modification to the project shall be subject to review and approval by Planning staff prior to the issuance of building permits.

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

Approve the **Variance** to allow two additional attached signs for a total of four attached signs in the Heavy Industrial (M-2(S)) zone subject to conditions and findings of fact.

Report Prepared By,

Mike Dale
Mike Dale, Associate Planner

Report Reviewed By,

Barbara L. Wendt
Barbara L. Wendt, Senior Planner

Attachments

Attachment 1	Notice of Decision & Findings of Fact
Exhibit 1A	Site Plan
Exhibit 1B	"LUMBER ENTRANCE" Sign
Exhibit 1C	"NURSERY" Sign
Attachment 2	Vicinity Map
Attachment 3	Land Use and Zoning Map

signed, dated, and
designed by

ATTACHMENT 1:**NOTICE OF DECISION AND FINDINGS OF FACT FOR****ADDITIONAL SIGNAGE FOR HOME DEPOT @ 8000 FOLSOM BOULEVARD****SACRAMENTO, CALIFORNIA,
IN THE HEAVY INDUSTRIAL (M-2(S)) ZONE. (P96-006)**

At the regular meeting of May 9, 1996, the City Planning Commission heard and considered evidence in the above entitled matter. Based on verbal and documentary evidence at said hearing, the Planning Commission took the following actions for the location listed above:

Approved the **Variance** to allow two additional attached signs for a total of four attached signs in the Heavy Industrial (M-2(S)) zone.

These actions were made based upon the following findings of fact and subject to the following conditions:

FINDINGS OF FACT

The Variance to allow two additional attached signs for a total of four attached signs in the Heavy Industrial (M-2(S)) zone is approved subject to the following findings of fact:

1. The Variance does not constitute a special privilege extended to an individual property owner in that the circumstances are such that the same Variance would be appropriate for any property owner facing similar circumstances.
2. The Variance does not constitute a "use variance" in that attached signs are allowed in the M-2(S) zone.
3. The Variance will not be injurious to the public welfare, nor to property in the vicinity of the applicant in that:
 - a. The project involves the minor alteration of an existing structure.
 - b. The signs will be of an appropriate size and design to match the existing site and building.

- 4. The Variance is in harmony with the general purpose of the Zoning Ordinance in that:
 - a. The total aggregate area of the signs will be below the maximum amount of allowable attached signage in the M-2(S) zone.
 - b. The proposed signs will provide an important function and will not result in the proliferation of unnecessary signage.
- 5. The Variance will not adversely affect the General Plan or specific plans of the City in that the project is compatible with the "Heavy Commercial or Warehouse" designation of the General Plan.

CONDITIONS OF APPROVAL

The Variance is hereby approved subject to the following conditions:

- 1. The applicant shall obtain all necessary building and/or sign permits prior to the installation of any signs.
- 2. The size, location, and design of the signs shall be consistent with the Exhibits 1A, 1B, and 1C, attached.
- 3. The total (aggregate) square footage of attached and detached signage shall not exceed 871.44 square feet.
- 4. Any modification to the project shall be subject to review and approval by Planning staff prior to the issuance of building permits.

CHAIRPERSON

ATTEST:

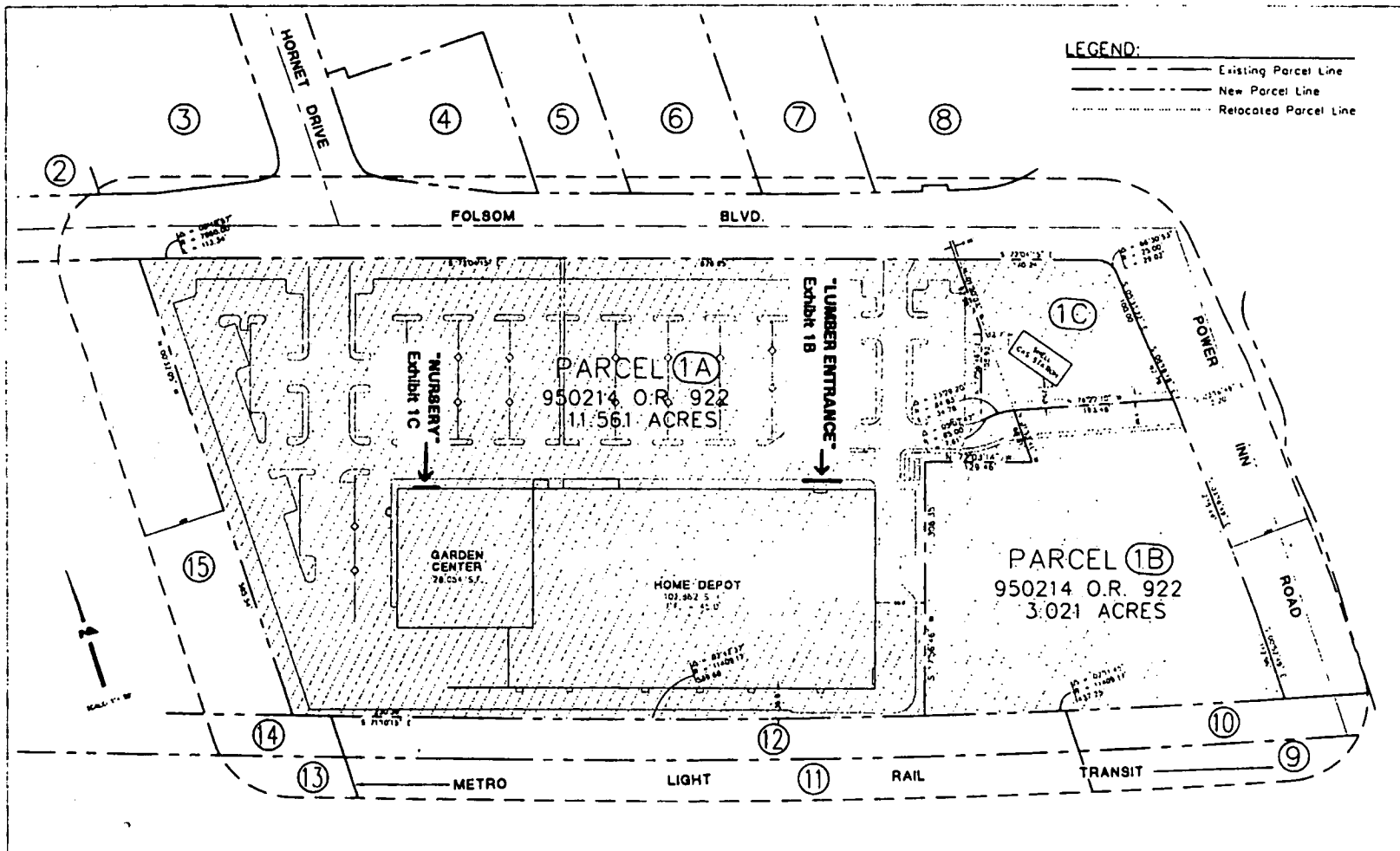
SECRETARY TO CITY PLANNING COMMISSION

DATE (P96-006)

Attachments

- Exhibit 1A Site Plan
- Exhibit 1B "LUMBER ENTRANCE" Sign
- Exhibit 1C "NURSERY" Sign





LEGEND:
 — Existing Parcel Line
 - - - New Parcel Line
 ····· Relocated Parcel Line

DATE	REVISION	BY	CHK
05/09/96	1

CAUTION
 The engineer preparing these plans is not responsible for or liable for any errors or omissions in these plans. All changes to the plans must be made and must be approved by the engineer of these plans.

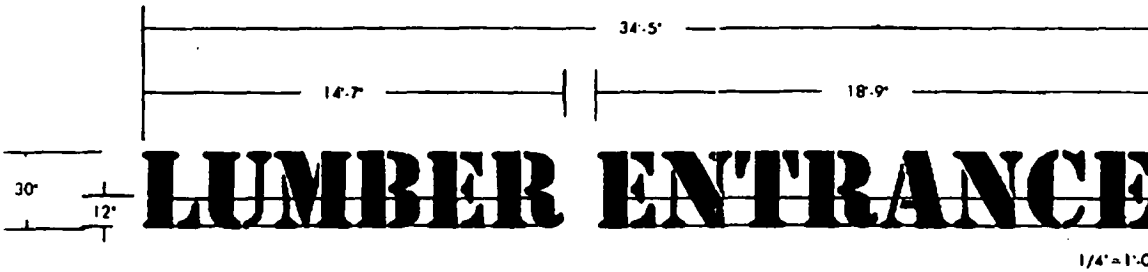
NOLTE and ASSOCIATES, Inc.
 Engineers / Planners / Surveyors
 1750 Greenback Oaks Drive, Sacramento, CA 95811

Property Ownership Map
 8000 Folsom Boulevard - Home Depot, U.S.A.
 8040 Folsom Boulevard - Shell Oil

SHEET	1
DATE	05/09/96
CAD	...

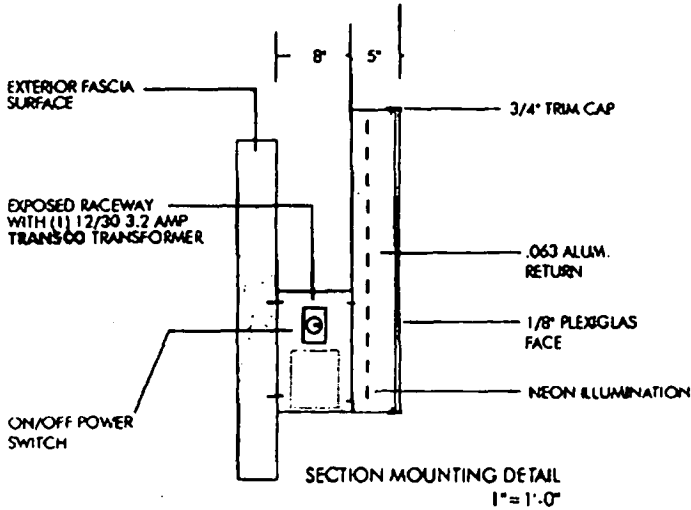
Exhibit 1A
Site Plan

Exhibit 1B
"LUMBER ENTRANCE" Sign



PROJECT LOCATION

8000 FOLSOM BLVD. @ POWER INN
SACRAMENTO, CA



DESCRIPTION

NEW SET OF INT. ILLUMINATED CHANNEL LETTERS CONSTRUCTED OF ALUMINUM (RETURNS AND BACKS) PAINTED DK. BRONZE FINISH. LETTERS TO BE MOUNTED TO EXPOSED RACEWAY PAINTED WHITE GLOSS FINISH.

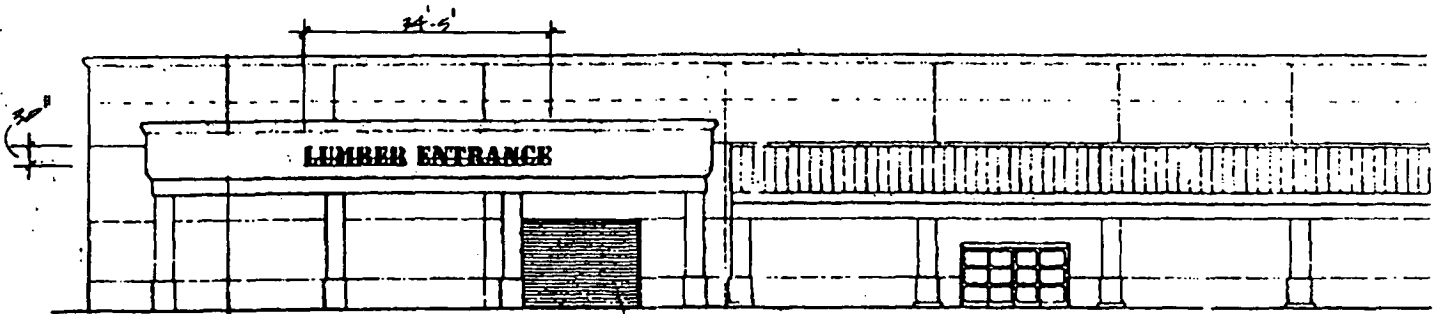
FACES CONSTRUCTED OF 3/16" ORANGE PLEXIGLAS #2119 WITH BLACK FILM SEPARATION DETAIL. FACES TO HAVE 3/4" BRONZE TRIM CAP EDGE.

LETTERS ILLUMINATED WITH 6500 15MM WHITE/ARGON GLASS.

CHANNEL LETTERS TO BE MOUNTED TO EXPOSED SHEET METAL RACEWAY PAINTED TO MATCH BLDG. FASCIA COLOR.

NOTE

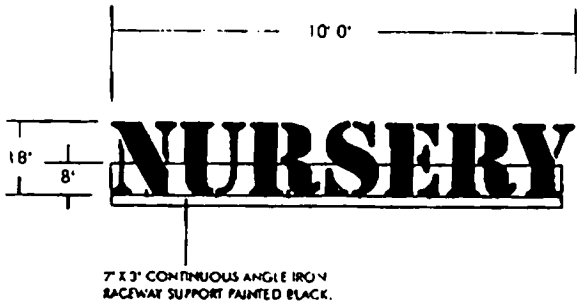
120V CIRCUIT JUNCTION BOX TO BE SUPPLIED BY GENERAL CONTRACTOR.



PARTIAL NORTH ELEVATION

1/16" = 1'-0"

Exhibit 1C
"NURSERY" Sign



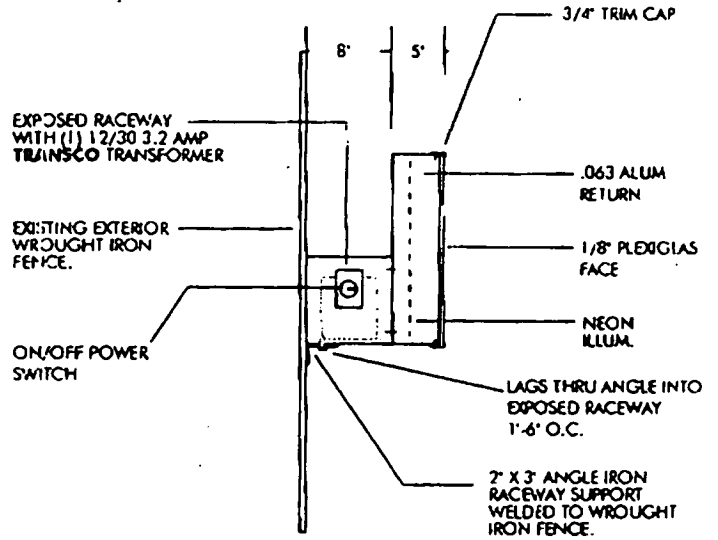
DESCRIPTION

NEW SET OF INT. ILLUMINATED CHANNEL LETTERS CONSTRUCTED OF ALUMINUM (RETURNS AND BACKS) PAINTED DK. BRONZE FINISH. LETTERS TO BE MOUNTED TO EXPOSED RACEWAY PAINTED WHITE GLOSS FINISH.

FACES CONSTRUCTED OF 3/16" ORANGE PLEXIGLAS #2119 WITH 3/4" BRONZE TRIM CAP.

LETTERS ILLUMINATED WITH 6500 WHITE/ARGON GLASS (30 MA)

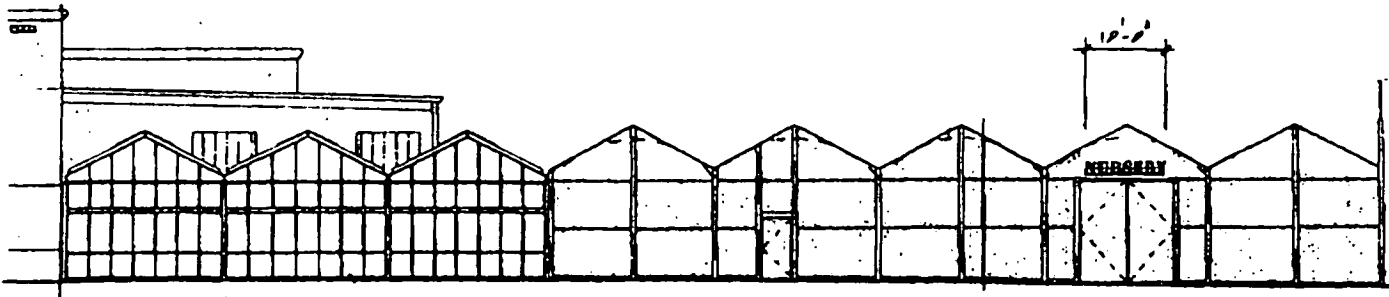
RACEWAY TO BE MOUNTED TO EXISTING EXTERIOR WROUGHT IRON FENCE (SEE SECTION DETAIL)



SECTION MOUNTING DETAIL
1" = 1'-0"

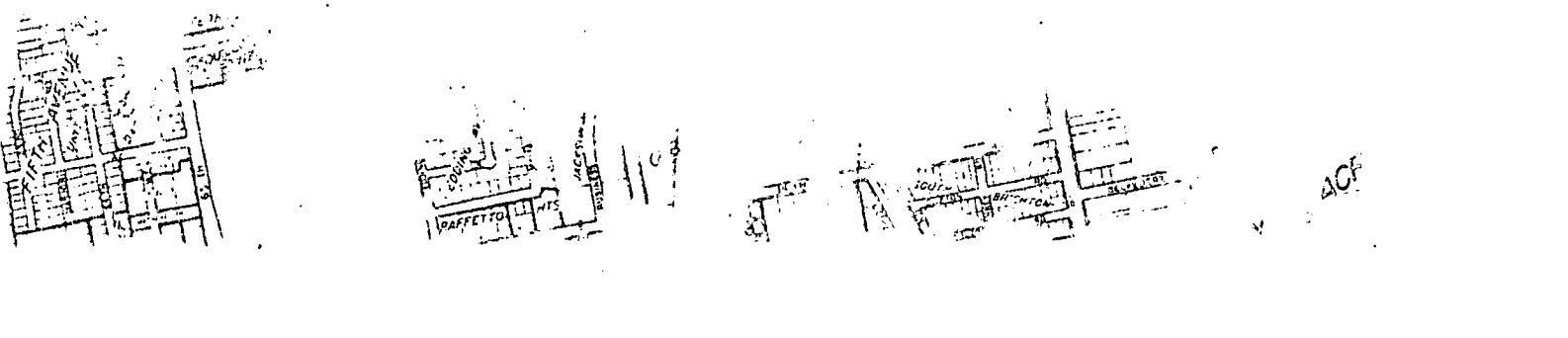
PROJECT LOCATION

8000 FOLSOM BLVD. @ POWER 11
SACRAMENTO, CA

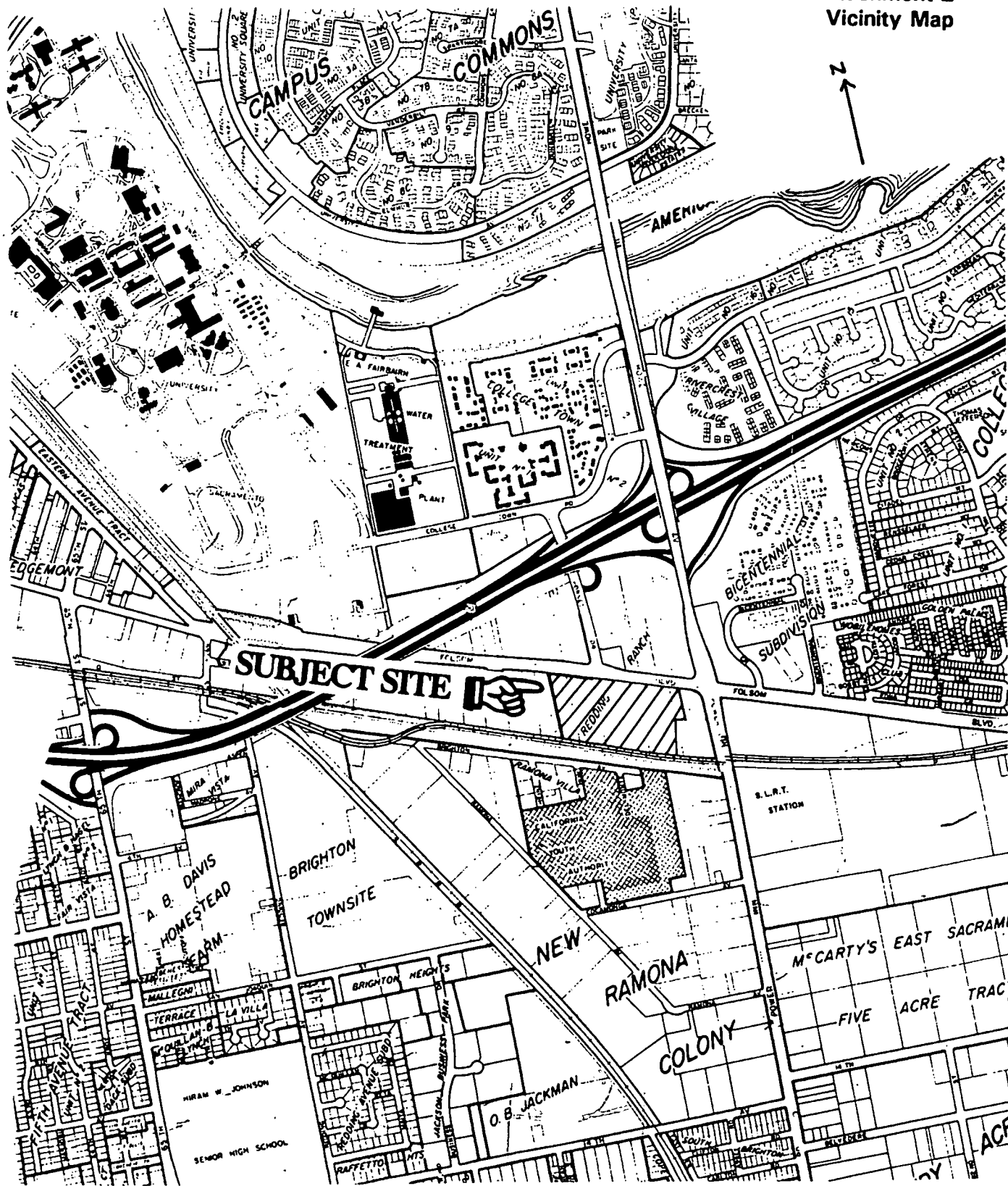


PARTIAL NORTH ELEVATION

1/16" = 1'-0"



Attachment 2
Vicinity Map



Attachment 3
Land Use and Zoning Map

