

CITY PLANNING COMMISSION

927 - 10th Street, Suite 300 - SACRAMENTO, CALIFORNIA 95814

APPLICANT	Howard Newman Signs, 121-B Otto Circle, Sacramento, CA 95822				
OWNER	Secret River Group, 7220 Greenhaven Drive, Suite 7, Sacramento, CA 95821				
PLANS BY	Howard Newman Signs, 121-B Otto Circle, Sacramento, CA 95822				
FILING DATE	5-13-83	50 DAY CPC ACTION DATE		REPORT BY	JP:bw
NEGATIVE DEC.	Exempt 15111(a) AIR	ASSESSOR'S PCL. NO.	031-430-06		

- APPLICATION:
1. Variance to allow a 32 square foot detached sign within the required 25-foot building setback;
 2. Variance to exceed the 16 square foot display area limit for signs in the OB-R zone.

LOCATION: 7220 Greenhaven Drive

PROPOSAL: The applicant is requesting the necessary entitlements to erect a 32 square foot tenant identification sign in the required building setback.

PROJECT INFORMATION:

1974 General Plan Designation: Commercial and Offices
1976 South Pocket Community
Plan Designation (amended): Business and Professional Offices
Existing Zoning of Site: Office Building Review (OB-R; Lake Crest Village PUD)
Existing Land Use of Site: Office Building

Surrounding Land Use and Zoning:

North: Offices (under construction); OB-R
South: Condominiums; R-2B
East: Lake Crest Shopping Center; SC, PUD
West: Offices; OB-R

Property Area: 36,808± square feet
Square Footage of Building: 7,500
Size of Sign: 32 square feet
Height of Sign: Six feet
Type of Sign: Tenant identification sign
Colors: White, green and light and dark brown
Materials: Plywood and Plexiglas

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

1. The applicant is proposing to construct a 32 square foot, six-foot high tenant identification sign for an existing office building within the Lake Crest Village PUD. (Exhibits A,B,C and D.) The sign would be located in the required 25-foot building setback off of Greenhaven Drive, eight feet from the eastern property line and 25 feet south of the driveway entrance off of Greenhaven Drive.
2. Both the City Sign Ordinance and the Lake Crest Village PUD Development Guidelines prohibit signage display areas exceeding a total of 16 square feet and detached signs in the required building setbacks in the OB-R zone.

002328

APPLC. NO. P83-157

MEETING DATE 7-28-83
June 23, 1983

CPC ITEM NO. 27 6

2. (Cont'd.)

The intent of the PUD Guidelines relating to signs was to prevent a proliferation of large signs in the landscaped setback areas and to allow flat signs placed against the walls of the office buildings. As the proposed sign is not in conformance with the above requirements, the applicant is requesting the necessary variances to allow the sign to be erected.

3. Only two variance requests for signage have been approved for the Lake Crest Village PUD. Both of the approved signs had a smaller display area than the 32 square feet proposed for the tenant identification sign (Walk-in Medical Clinic (P83-004): 17.5 square feet; Security Pacific Bank (P-9384): 25 square feet). They were also monument signs, unlike the proposed sign, with a solid base on the ground substantially equivalent in width and depth to the base of the sign (Exhibit E).
4. In conclusion, staff cannot find any hardship or unusual circumstances relative to this site. A tenant identification sign could be placed on the office building which would serve the same purpose as a detached sign and be in conformance with both the City's Sign Ordinance and the Lake Crest Village PUD Development Guidelines. Staff, therefore, recommends denial of the proposed variances.

STAFF RECOMMENDATION: Staff recommends the following actions:

1. Denial of the Variance to allow a 32 square foot detached sign within the 25-foot building setback, based on Findings of Fact which follow;
2. Denial of the Variance to exceed the 16 square foot display area limit for signs in the OB-R zone, based on Findings of Fact which follow.

Findings of Fact

- a. The granting of the requested variances would constitute a special privilege extended to one individual property owner in that no hardship has been demonstrated that would preclude the erection of a sign in conformance with existing sign regulations;
- b. The granting of the requested variances would not be in harmony with the expressed purpose of the City's Sign Ordinance to:
 - 1) "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 or trade"; and
 - 2) "which eliminates excessive and confusing sign displays."

City Planning Commission
Sacramento, California

Members in Session:

- APPLICATION:
1. Variance to allow a 12 square foot detached sign within the required 25-foot building setback;
 2. Variance to exceed the 16 square foot display area limit for signs in the OB-R zone (Withdrawn)

BACKGROUND INFORMATION: This project was originally scheduled for the June 23, 1983 Commission meeting. At that time, staff had concerns relative to the size and design of the proposed sign and its location in the required 25-foot building/landscaping setback (see attached staff report). The applicant requested continuance so that a revised sign design could be submitted for Commission review.

STAFF COMMENT ON REVISED SIGN:

1. The revised sign is a 12 square foot, three foot-eight inch high monument sign proposed to identify only the existing office building on the site and not the building tenants as originally proposed (see Exhibits 1,2 and D). The proposed colors are light and dark browns and green. Proposed materials are plywood, redwood and plexiglas. The revised sign design conforms to the City's Sign Ordinance and the Lake Crest Village PUD Guidelines regarding signage display areas. Staff, therefore, has withdrawn the variance to exceed the 16 square foot display area limit for signs in the OB-R zone.
2. The applicant has also submitted a revised location for the proposed sign of 10 feet from the eastern property line (Exhibits 3 and B). The sign, however, would still be located in the required 25-foot building setback area. No other attached or detached signs are proposed for the subject site.
3. While staff approves of the revised sign design, staff still cannot find any hardship or unusual circumstances for allowing placement of the sign in the required 25-foot setback area. The proposed sign could be located in an area by the southeast corner of the office building which would be out of the required building setback yet still be visible from both Greenhaven and Secret River Drives (Exhibit 3). Staff, therefore, recommends denial of the variance.

STAFF RECOMMENDATION: Staff recommends denial of the variance to allow a detached sign within the required 25-foot building setback, based on Findings of Fact which follow.

Findings of Fact

The granting of the requested variances would constitute a special privilege extended to one individual property owner in that no hardship has been demonstrated that would preclude the erection of a sign in conformance with existing sign regulations.

Respectfully submitted,

002330

Howard Yee
Principal Planner

W. 65.26
P93-157

TRASH DUMPSTER
RWP. FENCE

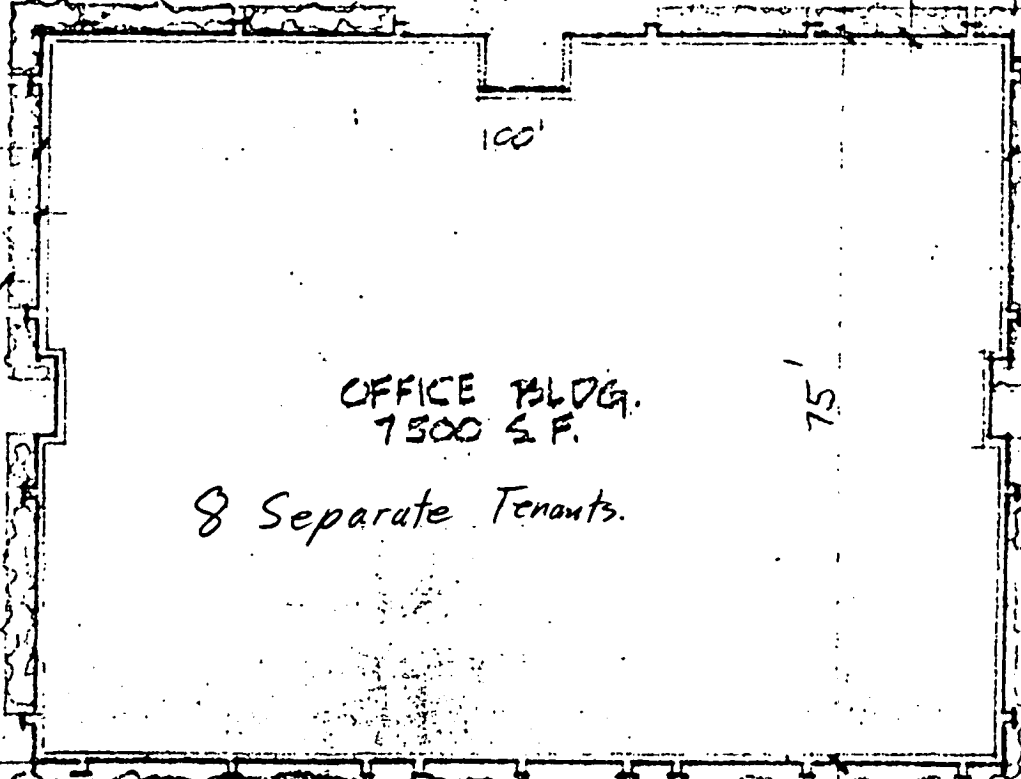
7-28-83
7-23-83

North ↑



7

8



OFFICE BLDG.
7500 S.F.

8 Separate Tenants.

25'

72'-6"

19'

9'

25'

75'

33'

33'

33'

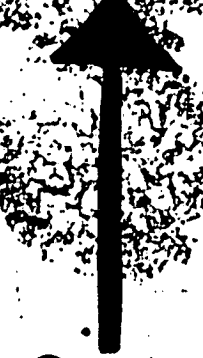
33'

Driveway

35' DRIVEWAY

25'

OFFICE
SIGN



Sign
Location

S. 09°46'28" W

Greenhaven Dr

Exhibit B

N. 76°00'00" W. 105.00'

N. 80°27'16" W. 31.07'

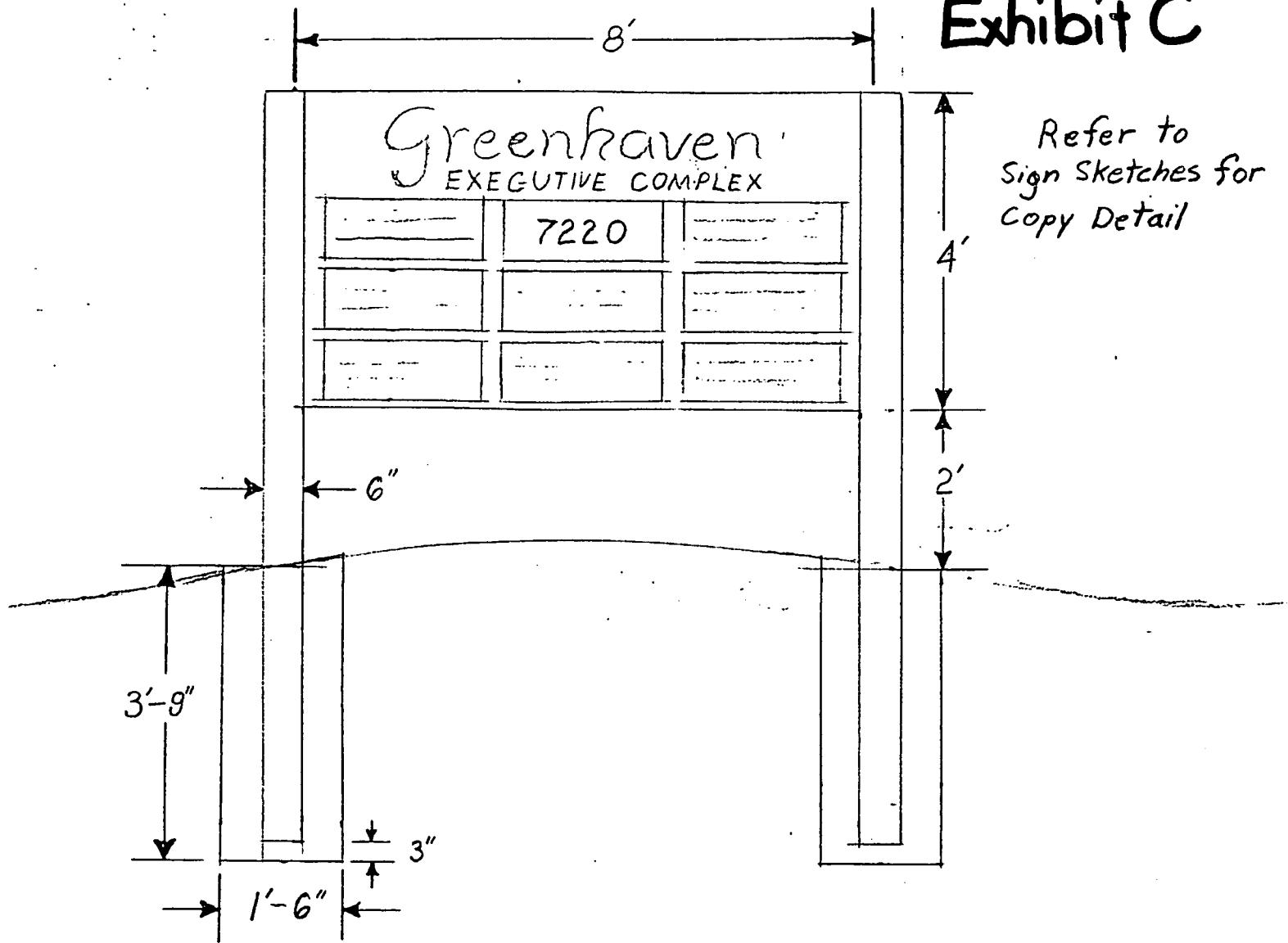
R. = 559.60'

4°25'

530'19'12" W

Elevation Map

Exhibit C



7220 Greenhaven Drive, Suite 7

PROPERTY OWNERS: SECRET RIVER GROUP Sacramento, CA 95831

SIGN COMPANY: HOWARD NEWMAN SIGNS Sacramento, CA 95822

121-B Otto Circle

SIGN COLOR LEGEND: Green Logo w/ Dark Brown Outline; Dark Brown

Panels & Street Numbers; White Lettering on Panels; Light Earth-tone

Brown Background; Dark Brown Posts.

CONSTRUCTION SPECIFICATIONS: 2 4'x8'x 5/8" Rough Sawn Plywood panels laminated together w/ logo routed and 1/8 plexiglass panels (each mounted w/ 4 3/16 x 3/4 round-head screws. 2" deep miters will be made in 6"x6" posts to accommodate plywood panels which will be secured by 8 1/2"x7" Lag Bolts. Concrete footings will be used.

002332

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BASIS OF BEARINGS:

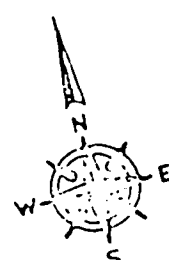
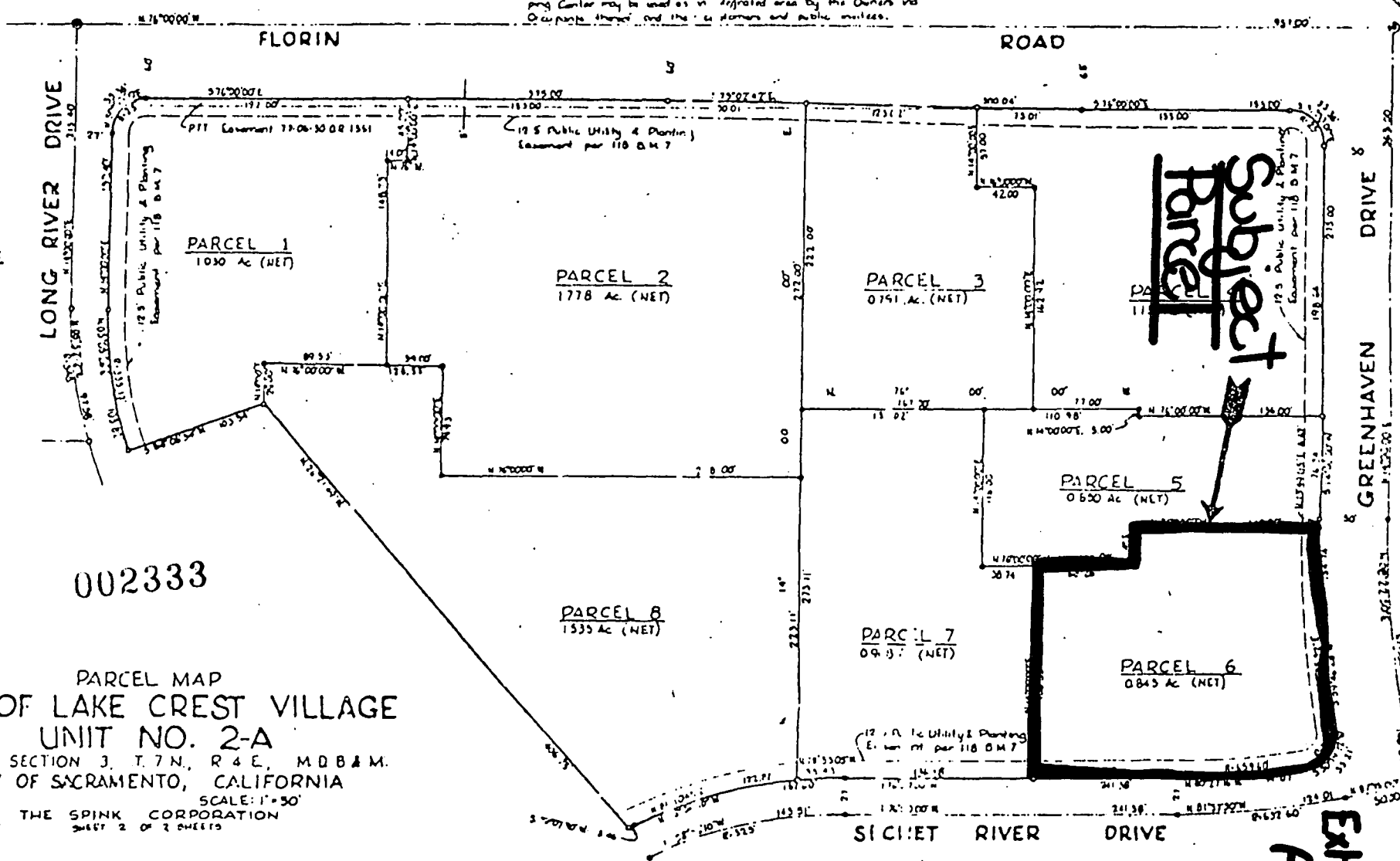
The Basis of Bearings of this survey is identical with that of the Cornerline of Florin Road, a public street as shown on 'Lake Crest Village Unit No 2-A', the official plat of which is recorded in Book 118 of Maps, map no 7 on which the bearing is given as N 76°00'00" W.

NOTE:

Distances along curved lines are chord measurements. An easement for the purpose stated herein, is hereby granted to the owners and occupants of the Shopping Center, their customers and business invitees for the ingress and egress and for the passage and driving of motor vehicles and pedestrians into, out of, or over an access all automobile parking areas, driveway walkways and service areas from time to time authorized within the Shopping Center so that the Shopping Center may be used as a designated area by the Owners and Occupants thereof and the customers and public invitees.

LEGEND:

Dimension point
Found 6" Iron Pipe monument
Monument Set Interior.



7-28-83
6-23-83

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PARCEL MAP
LOT 8 OF LAKE CREST VILLAGE
UNIT NO. 2-A
PORTION OF SECTION 3, T.7N., R.4E., M.D.B. & M.
CITY OF SACRAMENTO, CALIFORNIA

SCALE: 1" = 30'
THE SPINK CORPORATION
SHEET 2 OF 2 SHEETS

Exhibit
A

No. 376

Greenwood EXECUTIVE COMPLEX

7-28-83
13 18 21

J CALINT, INC

7220

TAKEHARA & ASSOC

KIRK INDUSTRIES

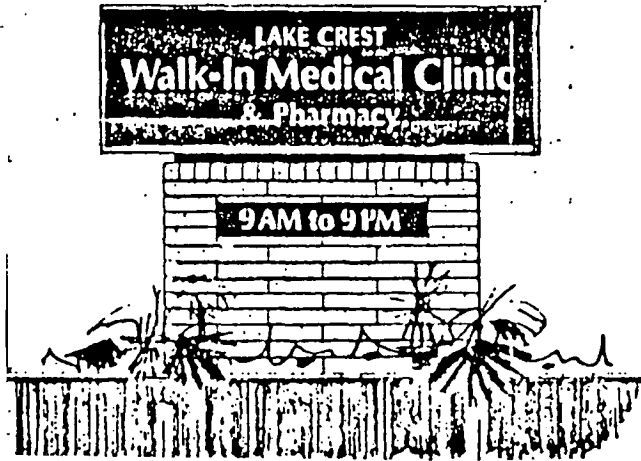
BEN NAKAHIRA, CPA

WESTERN BARK SALES

JOE LAL

STATE FARM INS

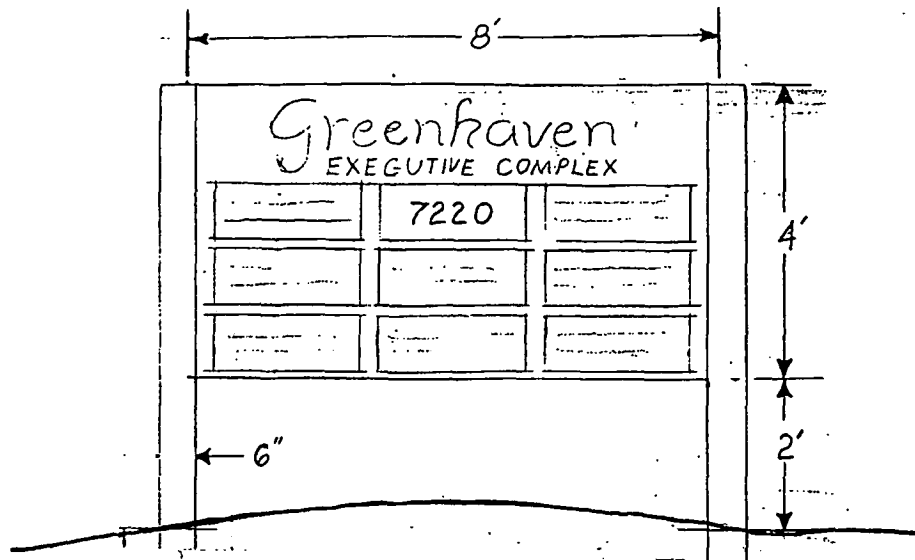
TOSH G YAMAMOTO



Previously Approved Monument Signs

7-28-83

002336



Proposed Sign

Exhibit E

(Not To Scale)

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7-28-83



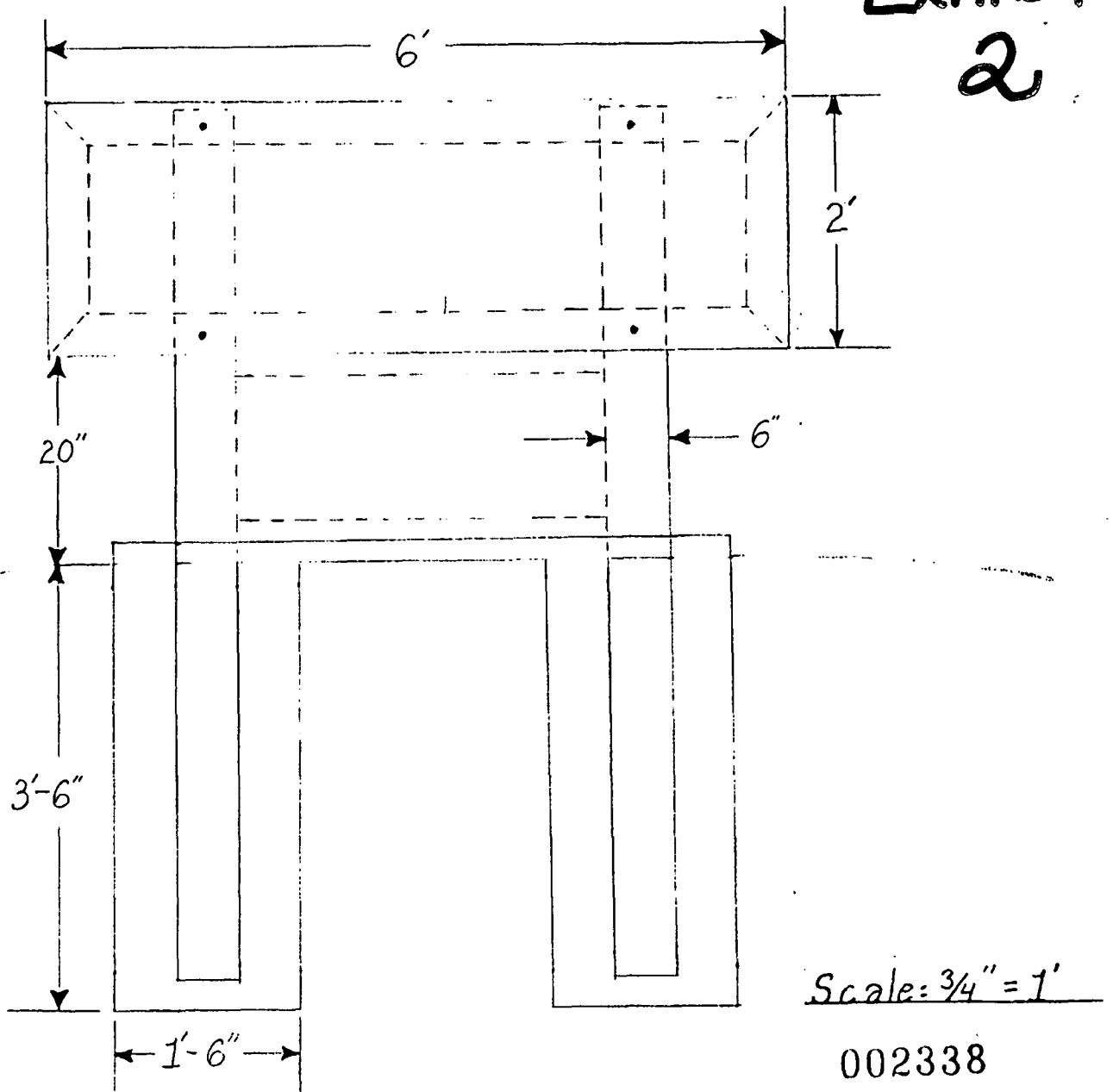
Sign Dimension: 2' x 6' Total Height: 3'8"

Scale: 1 1/2" = 1'

Exhibit 1

No. 6

Exhibit 2



PROPERTY OWNERS: Secret River Group, 7220 Greenhaven Drive, Suite 7
Sacramento, CA 95831

SIGN COMPANY: Howard Newman Signs, 121-B Otto Circle, Sacramento, CA 95822

COLOR LEGEND: Bright green acrylic logo letters cemented to brown acrylic outline;
Remaining letters are brown acrylic. Light Brown background

CONSTRUCTION SPECIFICATIONS: 2-2'x6' rough sawn plywood panels attached with 4 $\frac{1}{2}$ re-bolts inserted through 1 panel, 2x4 framing, 6'x6" post, 2x4 framing and 2nd panel. In between panels 1" thick redwood cut to proper width and length will cap sign using $\frac{1}{4}$ " x 2" flathead screws. Panel faces will be framed with 1" x 2" redwood, stained to match brown letters, using $\frac{1}{4}$ " x 2 $\frac{1}{2}$ " flathead screws. Pedestal will consist of 2-6" x 6" redwood posts using 2-2" x 6" x 3" stringers capped with 1" x 3" redwood slats tongue and groove on 45° diagonal. Concrete footing and ground cap.

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WASH. WINDSTOPPER
RIMP. FENCE

7-28-83
3-2-83

North

Parking

Parking

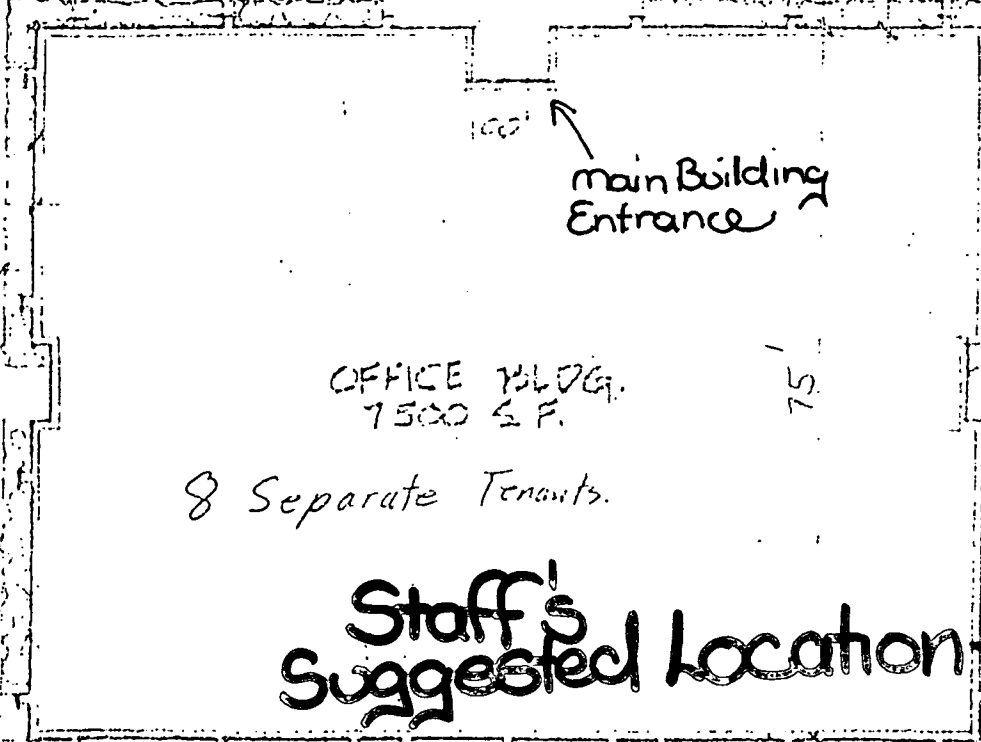
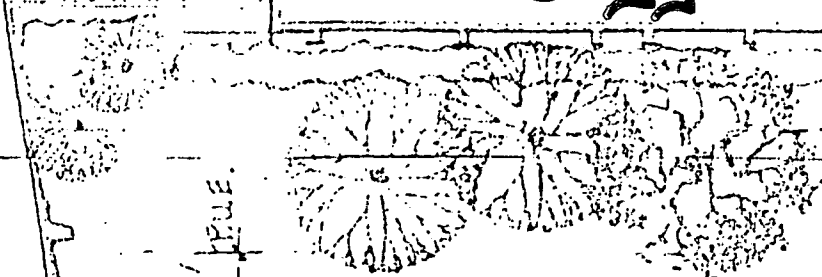
002334

N. 6

N. 76' 00" 00" W. 105.00'

Secret River Dr.

N. 40' 00" 00" W. 51.01'

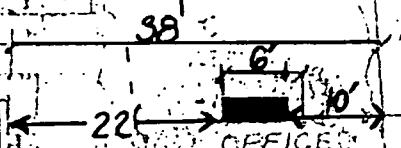


Staff's Suggested Location

Proposed Sign Location



25' Building Setback



Driveway

55' DRIVEWAY

25'

Greenhaven Dr.

Exhibit 3