

# CITY PLANNING COMMISSION

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

APPLICANT	Windsong Architecture, 865 University Avenue, Sacramento, CA 95825
OWNER	Shell Oil Company, P.O. Box 13678, Sacramento, CA 95825
PLANS BY	Shell Oil Company, P.O. Box 13678, Sacramento, CA 95825
FILING DATE	3/7/86
ENVIR. DET.	Exempt 15311(a)
ASSESSOR'S-PCL. NO.	079-230-25
REPORT BY	CV:bw

- APPLICATION:**
- A. Variance to allow two 3' x 6' price signs in addition to two existing detached logo signs on a corner lot.
  - B. Variance to allow two 6' x 3' price signs to be located in a 25-foot landscape setback area.

**LOCATION:** Southwest corner of Power Inn Road and Folsom Boulevard

**PROPOSAL:** The applicant is requesting the necessary entitlements to allow two eight foot high, 3' x 6' price signs to be placed on Folsom Boulevard and Power Inn Road.

**PROJECT INFORMATION:**

1974 General Plan Designation:	Industrial
1967 College Greens Community Plan Designation:	Industrial
Existing Zoning of Site:	M-2(S)
Existing Land Use of Site:	Shell service station and convenience market

**Surrounding Land Use and Zoning:**

North:	Chevron Service Station; C-2
South:	Industrial; M-2(S)
East:	Electrical Transmission Substation; M-2(S)
West:	Industrial; M-2(S)

Property Dimensions:	Irregular
Property Area:	0.72+ acre
Square Footage of Building:	1,950 (convenience market)
Topography:	Flat
Street Improvements/Utilities:	Existing

Signs

Height:	Eight feet
Size:	3' x 6'; 18 square feet
Materials:	Plastic: steel bronze tubing, plywood
Colors:	Black letters with yellow background

**PROJECT EVALUATION:** Staff has the following comments:

- A. Land Use/Zoning: The subject site is zoned Heavy Industrial (M-2(S)). The site is developed with a Shell service station, convenience store and two pump islands with canopies. Surrounding land uses include a Chevron service station to the north, an electrical substation to the east, industrial to the west and south.

- B. Proposed Signage: The applicant proposes to locate two 3' x 6', 8' high Shell price signs. These signs are to be located within planter areas adjacent to Folsom Boulevard and Power Inn Road. These signs will be located approximately 10 feet from the property lines.

There are presently two pole signs located on the property which are 35 feet and 20 feet high. These pole signs contain two logos, 12' x 12' and 8' x 8' respectively. In addition, there are a total of four existing price signs attached to the four poles supporting two canopies above the pump islands. These four existing canopy price signs are to be removed according to the applicant.

The applicant is requesting a variance to allow two detached price signs in addition to the two permitted existing detached pole signs. In addition, a variance is required to allow the two price signs to be located in the 25-foot landscape setback areas.

Article 12, Chapter 14 of the State of California Business and Professions Code requires people who sell motor vehicle fuel to the public to post a sign indicating:

- The price per gallon
- Brand of motor fuel
- Specify type of gasoline or motor fuel sold
- Grade of motor fuel

Such signs must be clearly visible from the street or highway adjacent to the service station. If the station is located on an intersection, the price sign must be visible to drivers on both streets of the intersection going both directions.

- C. Price Signs - Staff Comments: The applicant is contending there are no visible free standing price signs presently located on the project site. Further, the applicant is required by Article 12, Chapter 14, Section 13531(a) of the California Business and Professions Code to post a sign indicating vehicle fuel sold. This sign must be visible to motorists on both streets of the intersection.

Staff notes that two existing light poles located along Power Inn Road and Folsom Boulevard are being used as signs to advertise various products. Staff recommends the light poles not be used as signs. The metal sign face should therefore be removed.

The applicant proposes two 3' x 6', eight-foot high price signs to be located approximately 10 feet from the property line along Folsom Boulevard and Power Inn Road. Staff recommends that the monument signs be used instead. As a trade-off for the price sign and to limit the clutter of free-standing signs, staff suggests the logo pole sign fronting Folsom Boulevard be removed. These monument signs should be no higher than six feet as measured from the sidewalk. The primary material of the monument base should be decorative masonry, such as brick, or split face concrete block or similar material which complements the design of the main building. In addition, these monument signs should be set back 12 feet from the front property line.

ENVIRONMENTAL REVIEW: The project is exempt from environmental review pursuant to State EIR Guidelines (CEQA, Section 15311(a)).

RECOMMENDATION: Staff recommends the following action:

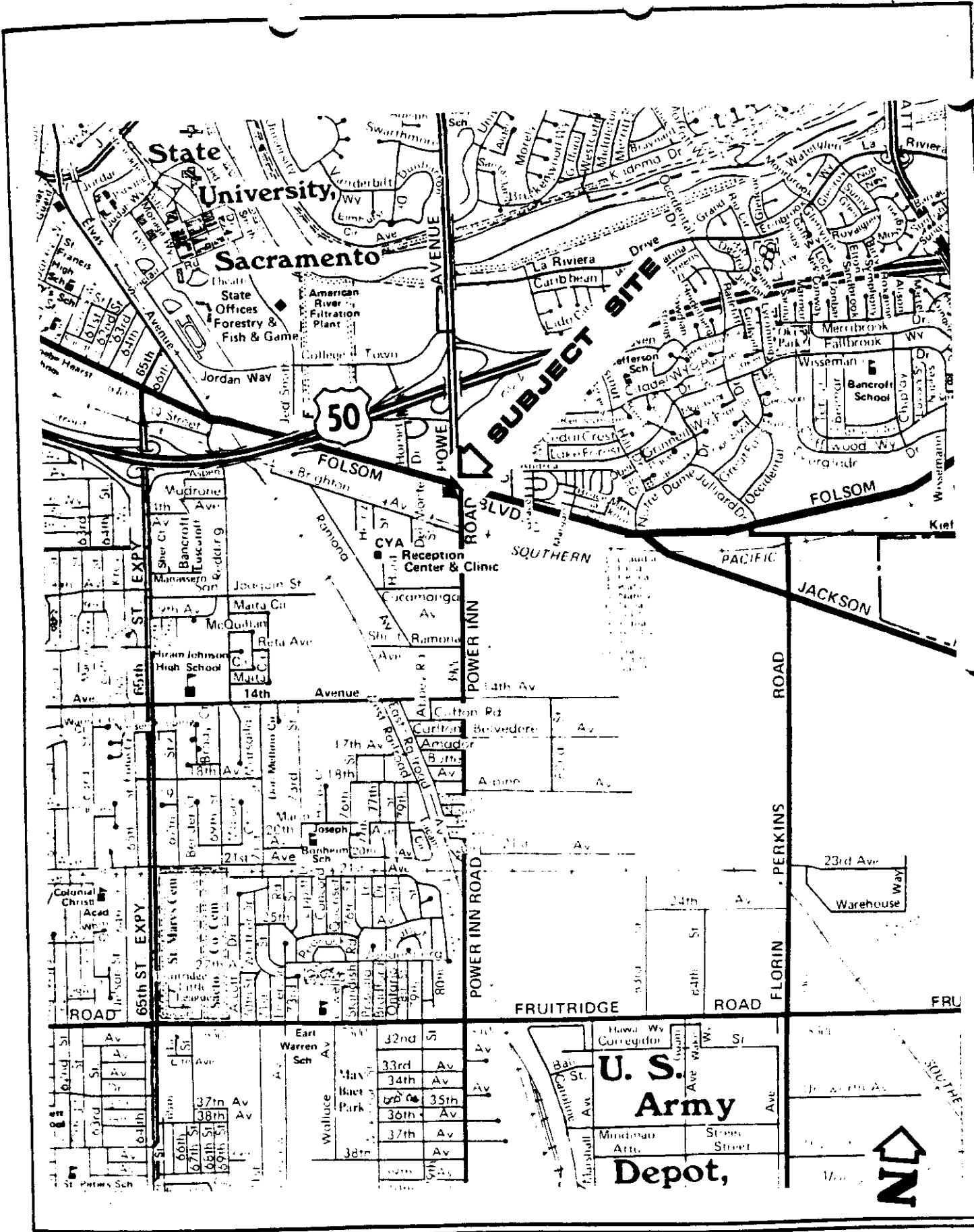
- A. Approval of the Variance to allow additional free-standing signs, subject to conditions and based on Findings of Fact which follow.
- B. Approval of the Variance to locate the price signs in the 25-foot landscape setback, subject to conditions and based on Findings of Fact which follow:

Conditions

1. The two price signs shall be incorporated into a monument sign. This sign shall be no higher than six feet when measured from the sidewalk;
2. The primary material of the monument base shall be decorative masonry which complements the design of the main building;
3. The existing metal sign face on the light poles shall be removed prior to issuance of sign permits for the monument price signs.
4. The new price signs shall be set back 12 feet from the front property line as indicated by Exhibit C;
5. The revised design for the monument price signs shall be reviewed and approved by the Planning Director;
6. The logo pole sign on Folsom Boulevard shall be removed prior to issuance of sign permits for the new price signs.

Findings of Fact:

1. There are unusual circumstances in this case, in that:
  - a. in order for the two price signs to be visible to motorists from both directions, they need to be located within the setback areas as proposed;
  - b. the proposed monument signs will not detract from the landscaped areas.
2. The proposal will not negatively affect the commercial areas by creating signage in excess of what is required. The four existing price signs under the canopy will be removed.
3. Granting the variance will not result in a special privilege for the property owner, in that the price signs must be visible to motorists traveling in both directions along Folsom Boulevard and Power Inn Road.
4. The proposed project is consistent with the City's Discretionary Interim Land Use Policy, in that the site is designated for industrial use by the 1974 General Plan and the proposed sign use conforms with the plan designation.



# VICINITY MAP

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**SUBJECT**

SCALE: 1" = 100'

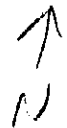
OFFICE  
C-2

5

CHEVRON  
SERVICE  
STATION  
C-2

4

VAC C-2



**SOM**

**BLVD.**

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INDUST.  
M-2 S

1

INDUST  
M-2 S

3


POWER INN RD.

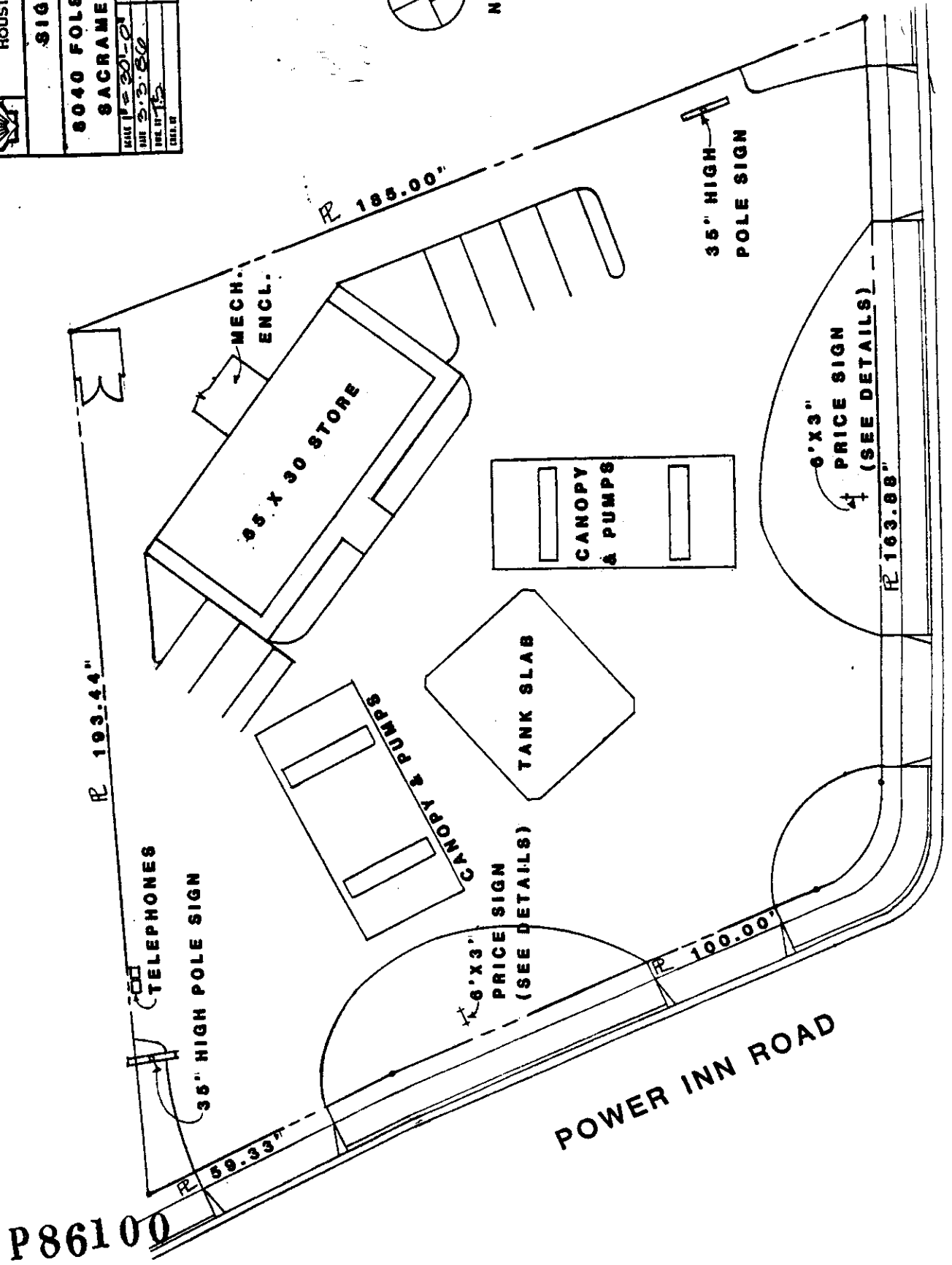
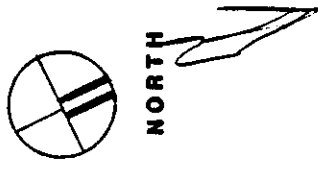
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STATION  
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# LAND USE & ZONING MAP

**EXHIBIT A**

DATE	BY	REVISION	DATE	BY	REVISION
 <b>SHELL OIL COMPANY</b> HOUSTON, TEXAS					
<b>SIGN</b>					
<b>8040 FOLSOM BLVD.</b> <b>SACRAMENTO, CA</b>					
DATE	BY	REVISION	DATE	BY	REVISION
11/20/73	SP				
12/1/73	SP				
12/1/73	SP				
					D



**P86100**

**FOLSOM BLVD.**

**EXHIBIT B**

3'-0"

18 SQ FT  
PLASTIC  
PRICE SIGN

**SELF SERVE  
REGULAR**

**100**  $\frac{9}{10}$

**UNLEADED**

**109**  $\frac{9}{10}$

**SUPER UNLEADED**

**129**  $\frac{9}{10}$

**SHELL GASOLINE**

3" x 3" x 1/16" STEEL  
TUBE 'BRONZE'

6'-0"

2'-0"

EXISTING PLANTER  
CURB

SHELL OIL CO.  
PRICE SIGN

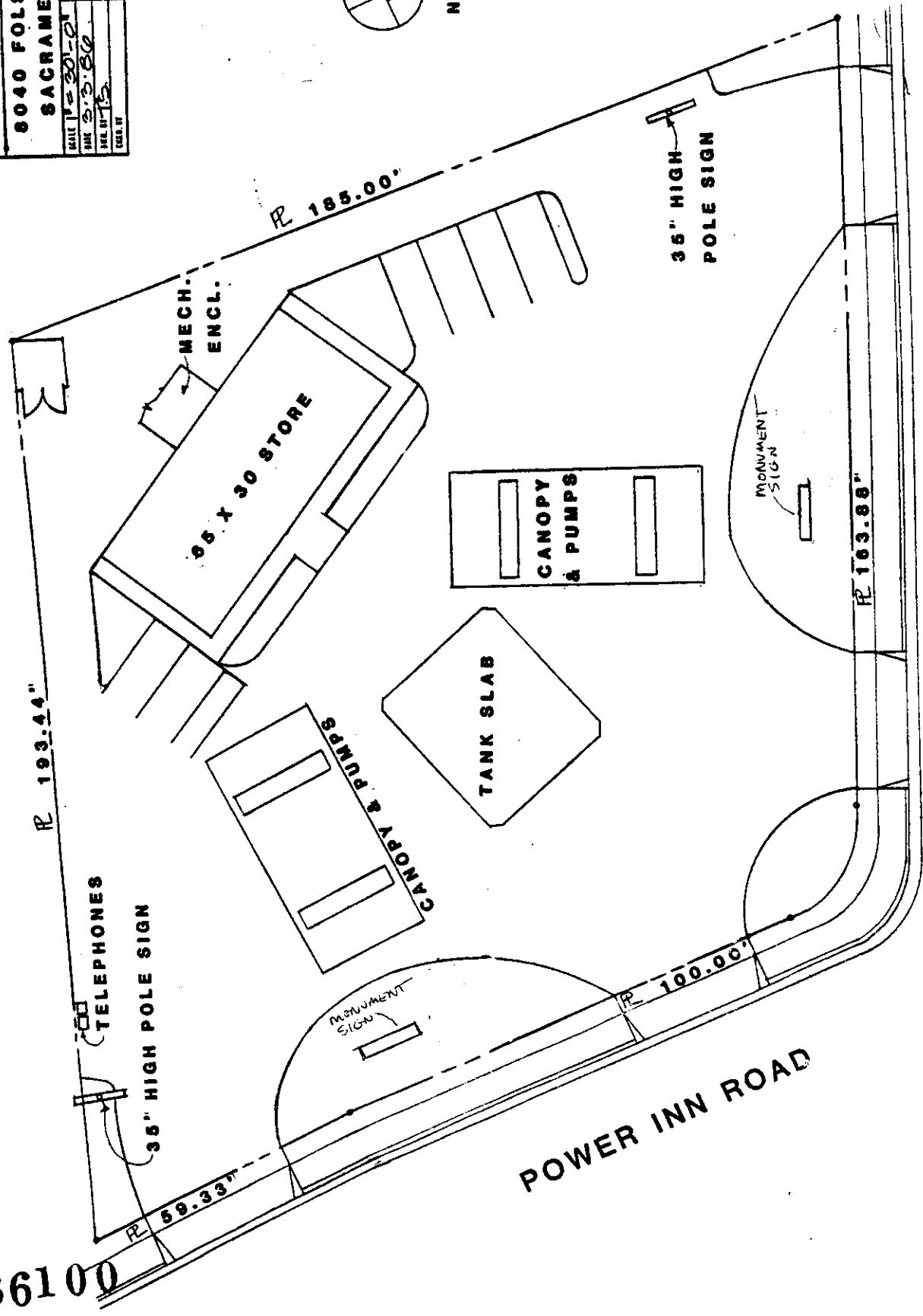
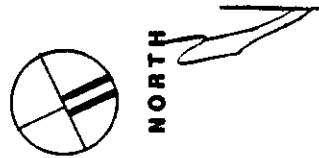
A-12174

P86100

4-24-86

13.12

DATE	REVISION	BY
SHELL OIL COMPANY HOUSTON, TEXAS		
SIGN		
8040 FOLSOM BLVD. SACRAMENTO, CA		
SCALE	DATE	REVISION
1" = 20'-0"	9.5.80	D-
DATE	BY	
9.5.80		
SCALE	DATE	



FOLSOM BLVD.

POWER INN ROAD

P86100