

STAFF REPORT AMENDED 6-9-83
CITY PLANNING COMMISSION

927 10TH STREET, SUITE 300 - SACRAMENTO, CALIFORNIA 95814

APPLICANT	House of Signs - 4517 Franklin Blvd., Sacramento, CA 95820				
OWNER	Commerce Realty Inc./ c/o Ed Lammerding - P.O. Box 2311, Sacramento 95811				
PLANS BY	House of Signs - 4517 Franklin Blvd., Sacramento, CA 95820				
FILING DATE	5-5-83	50 DAY CPC ACTION DATE		REPORT BY:	TM:sg
EXEMPT	15111a & 15103e	EIR		ASSESSOR'S PCL. NO.	006-142-37

- APPLICATION:
1. Variance to exceed the maximum height for a fence from six feet to 19 feet.
 2. Variance to exceed the maximum area of six square feet allowed for real estate signage.
 3. Variance to exceed the maximum area of 32 square feet allowed for a construction sign.

LOCATION: 324 Capitol Mall

PROPOSAL: The applicant is requesting the necessary entitlements to erect a 2,400+ square foot fence/sign around the southeast corner of 3rd Street and Capitol Mall.

PROJECT INFORMATION:

1974 General Plan Designation: Central Business District
1980 Central City Community
Plan Designation: Urban Office
Existing Zoning of Site: C-3
Existing Land Use of Site: Bank and temporary parking lot, new office under construction

Surrounding Land Use and Zoning:

North: Office; C-3
South: Multiple Family; R-5
East: Office; C-3
West: Freeway; C-3

Height of Proposed Sign: Six feet nine inches to 19 feet six inches
Significant Features of Site: New office building under construction

BACKGROUND INFORMATION: On December 9, 1982 the Commission approved the necessary entitlements to allow the placement of an "L" shaped sign which totaled 200+ square feet on the subject site (see exhibits D and E). Staff had recommended against this request.

STAFF EVALUATION: Staff has the following comments relative to these requests:

1. The applicant proposes to locate a combination fence/sign starting north of the existing driveway on Third Street and continuing easterly to the existing bank. The height of this structure varies from 6'9" to 19'8" and the total area is approximately 2,400+ square feet. As proposed, it would be constructed out of plywood and be painted white and gray with red lettering denoting the site identification as well as Real Estate signage.

001100

APPLC. NO. P83-141

MEETING DATE June 9, 1983

CPC ITEM NO. 31

2. Staff cannot find any justification for the granting of the requested variances. The proposed sign/fence is intended solely to attract as much attention as possible and would constitute a special privilege extended to one property owner. The sign is not necessary for construction purposes because it does not restrict access and there currently exists a construction fence on the south side of the parking lot. Furthermore, staff believes this proposal would significantly alter the streetscape along Capitol Mall.
3. The City Traffic Engineer expressed concern relative to visibility in and out of the existing parking lot. The Traffic Engineer recommends that, if approved, the height of the fence/sign be limited to 3'6" within 20 feet of each driveway.
4. Staff notes that, if approved, the sign must be located on-site and not within the public right-of-way. A survey of the site may be required to determine the location of the property lines and public right-of-way.

STAFF RECOMMENDATION: The staff recommends the following actions:

1. Denial of the variance to exceed the maximum height for a fence; and
2. Denial of the variance to exceed the maximum area allowed for real estate signage;
3. Denial of the variance to exceed the maximum area allowed for a construction sign.

These recommendations are based upon the following findings of fact:

- a. The granting of the requested variances would result in a special privilege being granted to one property owner;
- b. No special circumstances or hardships have been demonstrated which indicate that the current signage requirements have unduly harsh results upon the utilization of the subject site.

The Planning Commission indicated an intent to approve the variances, subject to the following conditions:

- a. *The sign is approved for a period not to exceed 18 months.*
- b. *There shall be a sign posted on the inside of the fence to indicate left turn only on 3rd Street.*
- c. *The 3rd Street wall shall be stepped down at the point of egress, subject to staff review and approval.*
- d. *The cubes shall be removed on both ends.*
- e. *A maintenance agreement to insure the removal of graffiti shall be provided.*

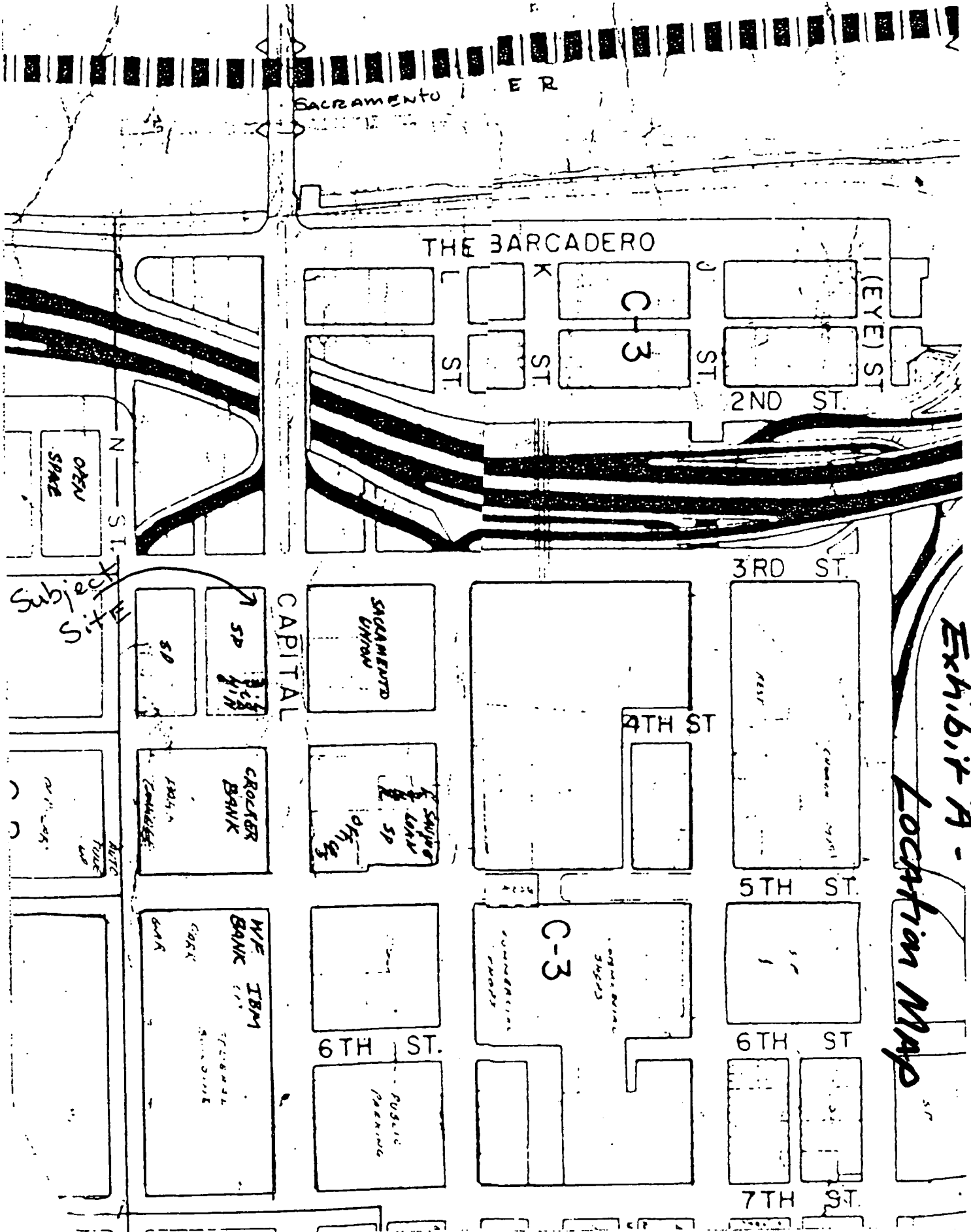


Exhibit "A" -
 Location Map

SACRAMENTO

THE BARCADERO

(EYE) ST

2ND ST.

3RD ST.

4TH ST

5TH ST.

6TH ST

7TH ST.

CAPITAL

SACRAMENTO UNION

SACRAMENTO C-3

ROCKER BANK

W.F. IBM BANK

C-3

6TH ST.

PUBLIC PARKING

OPEN SPACE

N ST.

Subject Site

SP

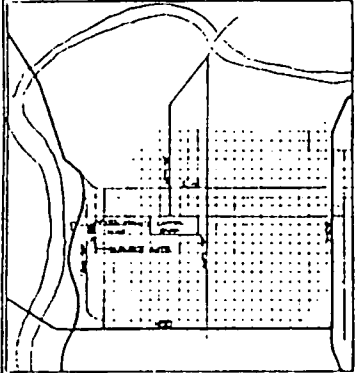
SP

ROCKER BANK

W.F. IBM BANK

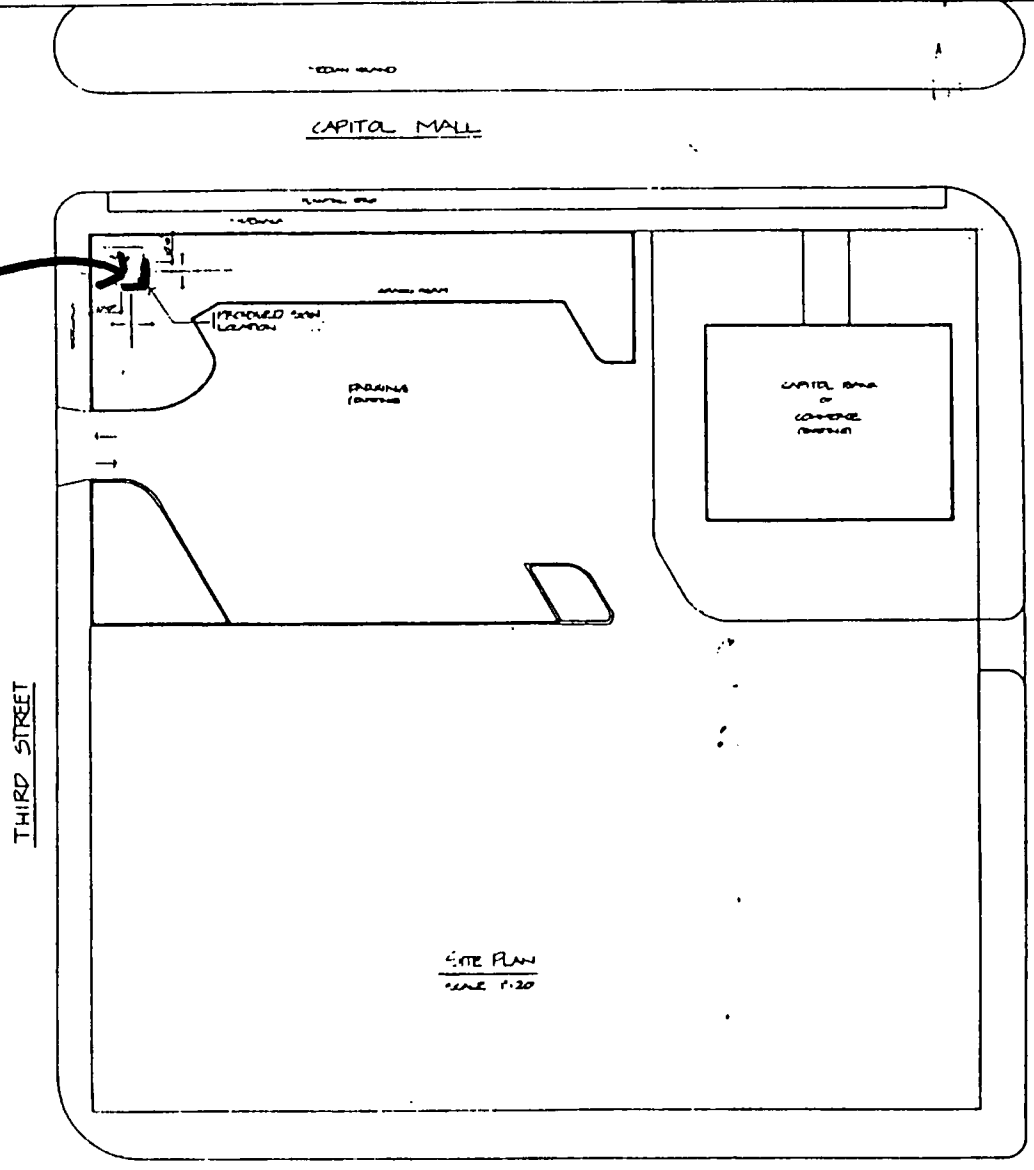
SACRAMENTO C-3

Exhibit "D" - Location of Previously Approved Sign



LOCAL MAP

Location of Previously Approved Sign



SITE PLAN
SCALE 1/2" = 1'-0"

10720
601

SITE PLAN

TEMPERARY LEASING SIGN
CAPITAL BANK OF COMMERCE
THIRD & CAPITAL, SACRAMENTO CA
001105

HOUSE OF SIGNS



P82-199
P83-141

12-9-82
6-9-83

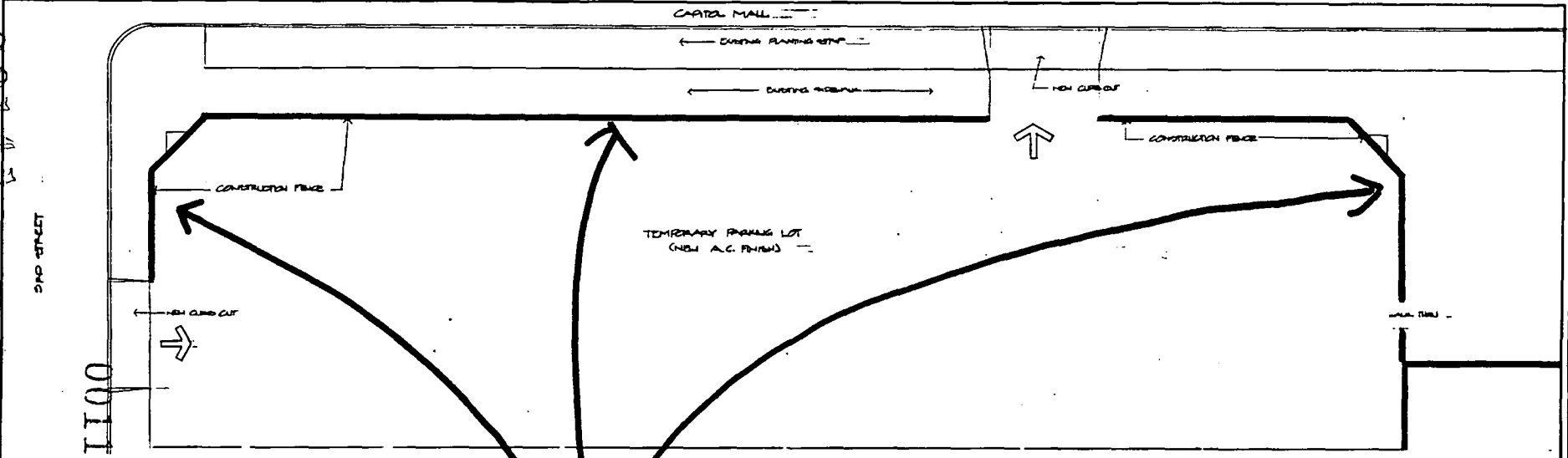
No. 20
No. 31

Exhibit "B" - Signage/Fence Location

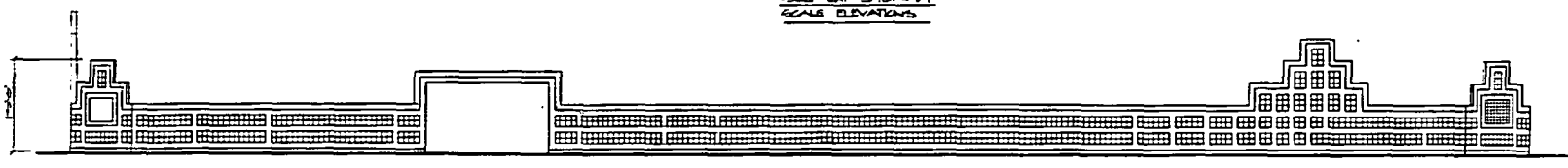
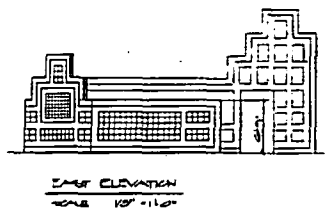
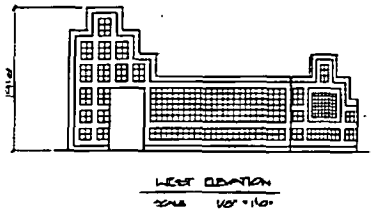
P
83141

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Item 31



Location of proposed fence/sign



ELEVATIONS

REVISION	BY

BRUCE A. MONIGHAN
ARCHITECT
AIA
2211 Polk Blvd Sacramento 958 241

HOUSE OF SIGNS

TEMPORARY CONSTRUCTION FENCE
CAPITOL BANK OF COMMERCE
DND & CAPITAL MALL

1	2/2/83
2	1/1/83
3	1/1/83
4	1/1/83

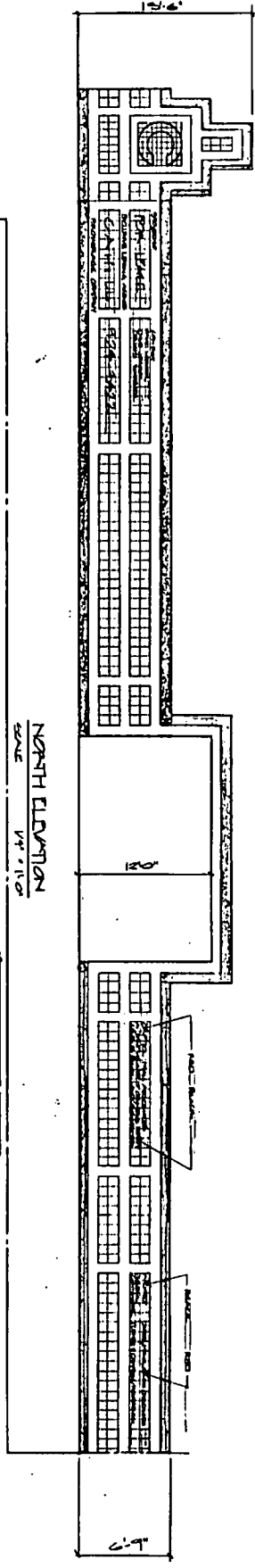
Exhibit "C". Elevation Plans

P 83141

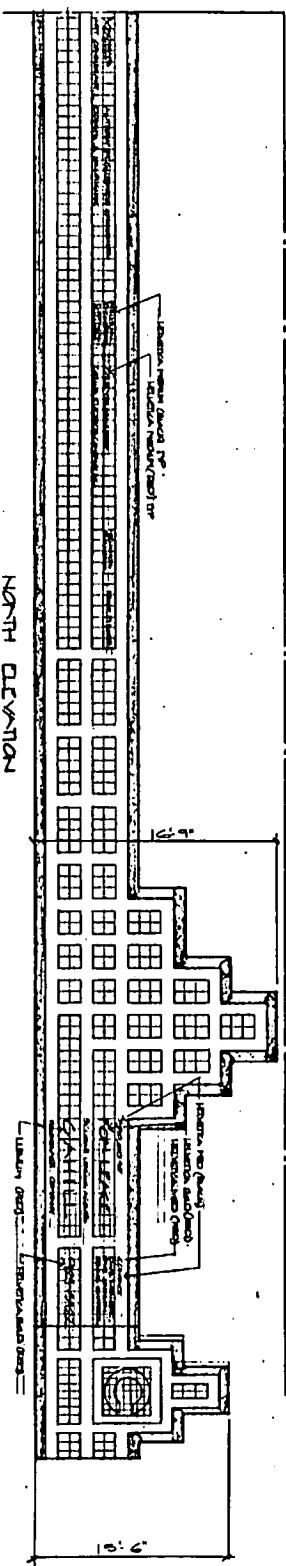
June 9, 1983

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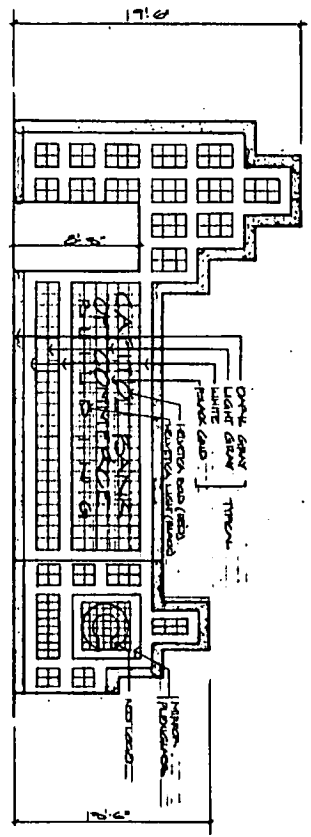
001107



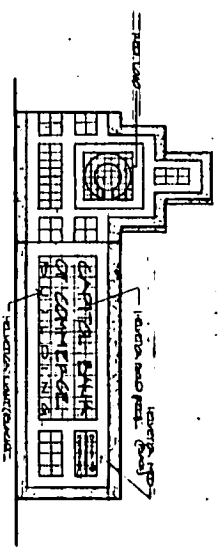
NORTH ELEVATION
SCALE: 1/4" = 1'-0"



WEST ELEVATION
SCALE: 1/4" = 1'-0"



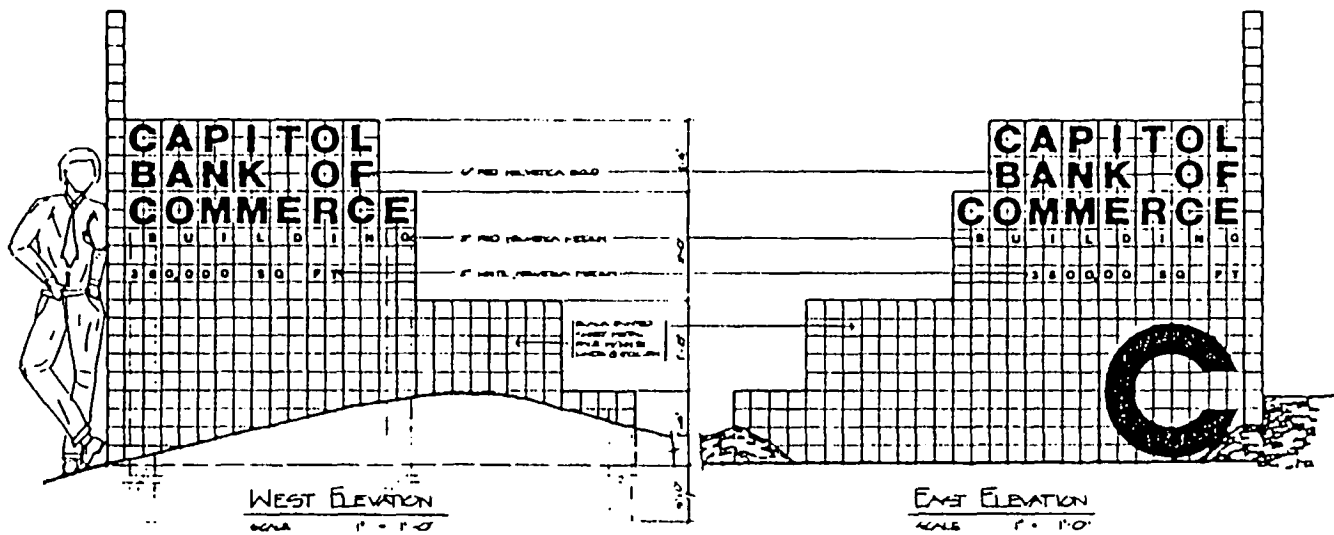
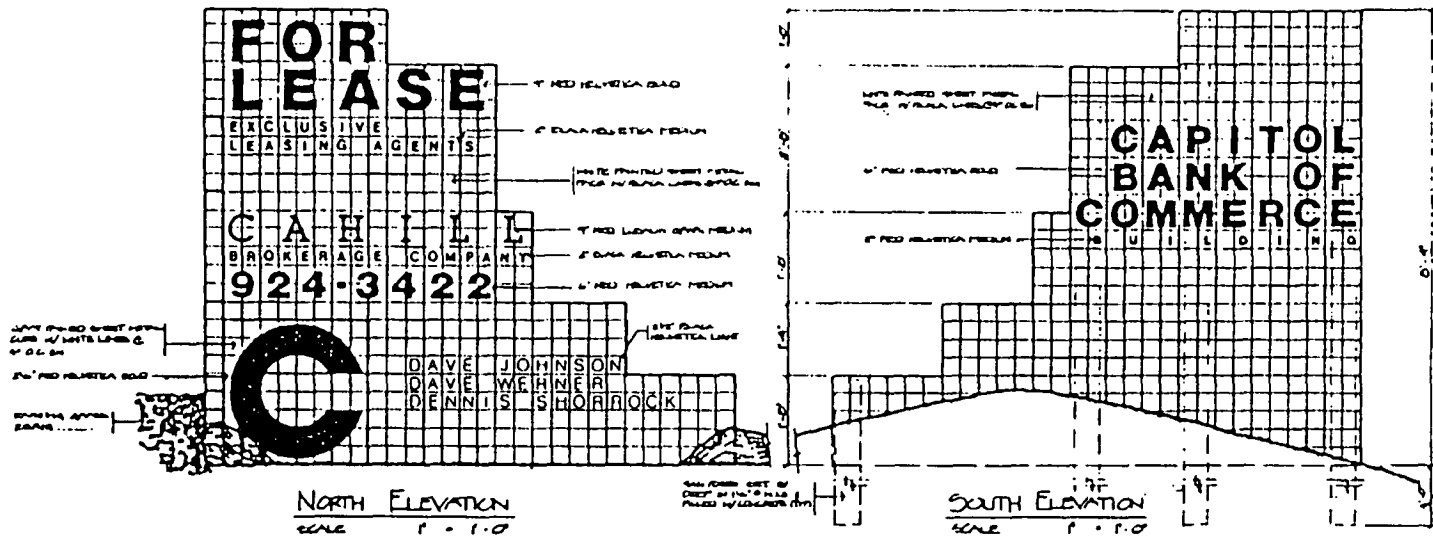
NORTH ELEVATION
SCALE: 1/4" = 1'-0"



EAST ELEVATION
SCALE: 1/4" = 1'-0"

TEMPORARY CONSTRUCTION FENCE CAPITOL BANK OF COMMERCE 300 & CAPITOL MALL		BRUCE A. MONIGHAN ARCHITECT AIA 224 Fulton Blvd Sacramento 95811-2246	HOUSE OF SIGNS
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Exhibit "E" - Elevation of Previous Signs



HOUSE OF SIGNS
 1234 5678 910111213141516171819202122232425262728293031323334353637383940414243444546474849505152535455565758596061626364656667686970717273747576777879808182838485868788899091929394959697989900

TEMPORARY LEASING SIGN
 CAPITAL BANK OF COMMERCE
 THIRD & CAPITOL, SACRAMENTO, CA

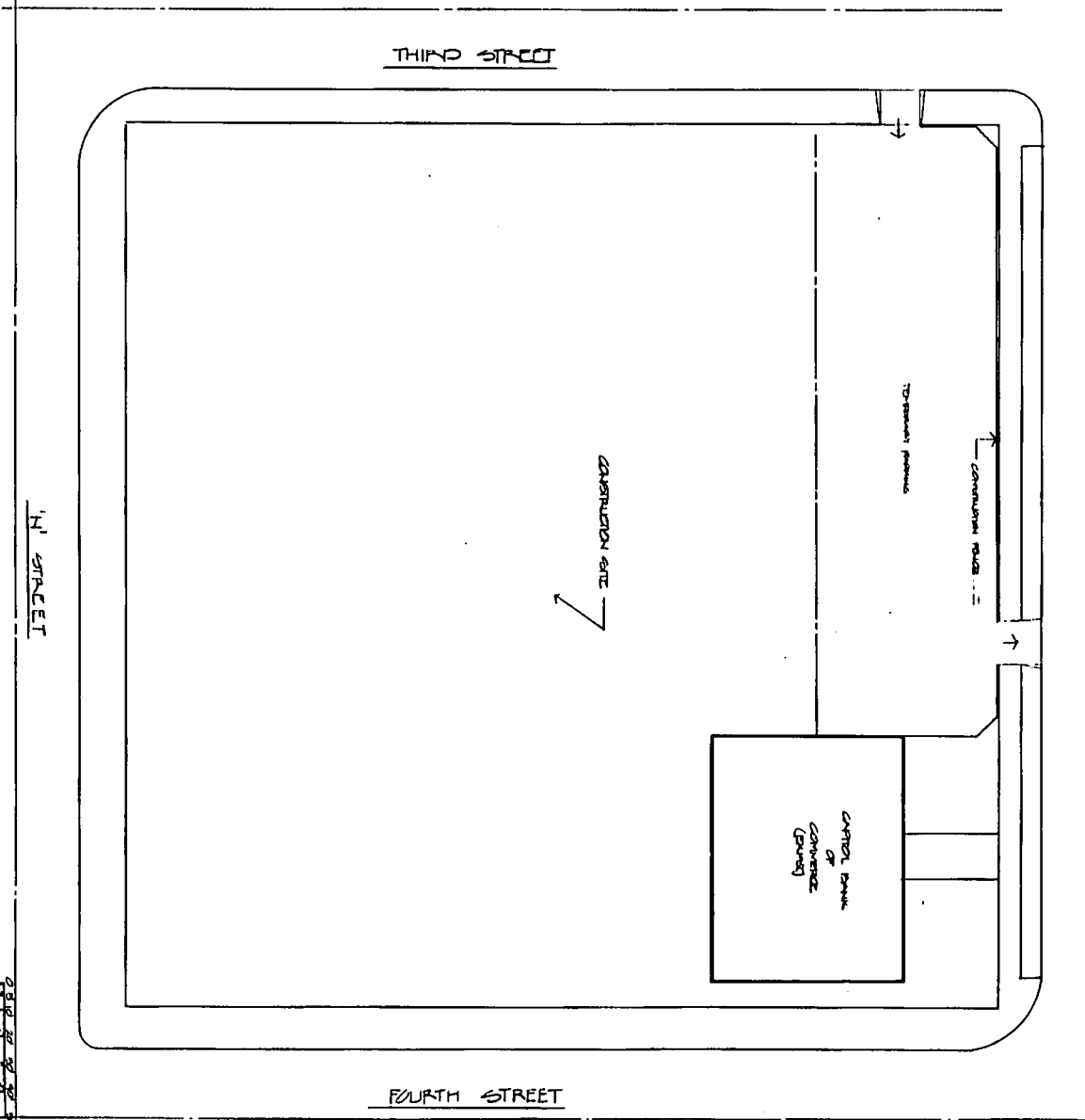
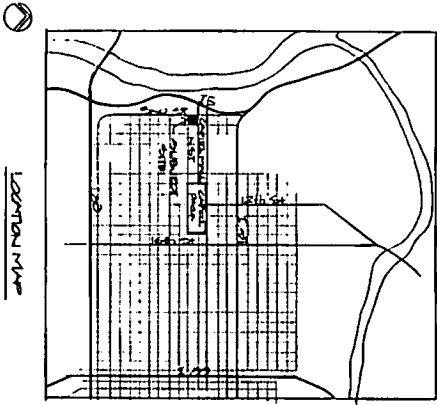
ELEVATION
 103
 0922

001108

P82-199
 P83-141

12-9-82
 6-9-83

Ng:20
 (10.3)



001109

DATE	5/17/20
BY	BRUCE A. MONIGHAN
CHECKED	
DATE	
BY	
CHECKED	
DATE	
BY	
CHECKED	
DATE	
BY	

TEMPORARY CONSTRUCTION FENCE
 CAPITAL BANK OF COMMERCE
 5300 & CAPITAL MALL

BRUCE A. MONIGHAN
 ARCHITECT
 AIA

1241 Folsom Blvd Sacramento 95811-3240

HOUSE OF SIGNS

NO.	
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