

# CITY PLANNING COMMISSION

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

APPLICANT	Winter Motor Co., c/o Pacific Neon Co., P.O. Box 15100, Sacramento 95851		
OWNER	Ford Motor Dev. Co., P.O. Box 1730, Dearborn, MI 48121		
PLANS BY	Pacific Neon, P.O. Box 15100, Sacramento, CA		
FILING DATE	12-09-82	50 DAY CPC ACTION DATE	REPORT BY: TM:CP
<del>NEGATIVE DEC</del>	Ex. 11511	EIR	ASSESSOR'S PCL. NO. 041-120-12

APPLICATION: Variance to waive the 300 foot spacing requirement for detached signs.

LOCATION: 3805 Florin Road

PROPOSAL: The applicant is requesting a variance to allow three detached pole signs whereas the Sign Ordinance permits one sign for the subject site.

### PROJECT INFORMATION:

1974 General Plan Designation:	Commercial and Offices
1965 Southgate Community Plan Designation:	Shopping-Commercial
Existing Zoning of Site:	C-2
Existing Land Use of Site:	Automobile dealership
Surrounding Land Use and Zoning:	
North:	Commercial; and M-1-S
South:	Commercial; and C-2
East :	Commercial; and C-2
West :	Commercial; and C-2
Public Street Frontage:	371
Property Area:	4.3+ acres
Number of Attached Signs:	Four
Number of Detached Signs:	Three
Height of Detached Signs:	30'
Area:	60-80 sq. ft. each

BACKGROUND INFORMATION: The subject site currently has two detached pole signs. Both of these signs were erected prior to the 1970 Sign Ordinance and both of these signs, which are approximately 120 feet apart, are less than the 300 foot spacing as required by the Sign Ordinance.

The applicant has indicated that the western mast sign, the used car sign, will be removed if a new pole sign is permitted. This new pole sign is desired to identify a different car product. However, the proposed sign, located at 150 feet from the center sign, is still less than 300 feet away and hence a variance is necessary to waive or reduce this spacing requirement.

STAFF EVALUATION: In general, staff does not oppose the erection of a new pole sign as long as one of the existing pole signs is removed and the distance between the remaining sign and the new sign is greater than the distance between the existing signs.

001367

However, staff notes that the existing entry and service sign must be replaced to conform to the Sign Ordinance requirements.

STAFF RECOMMENDATIONS: Staff recommends the following actions:

1. Approval of the variance to reduce the 300 foot spacing requirement between detached signs subject to conditions and based upon findings of fact which follow:

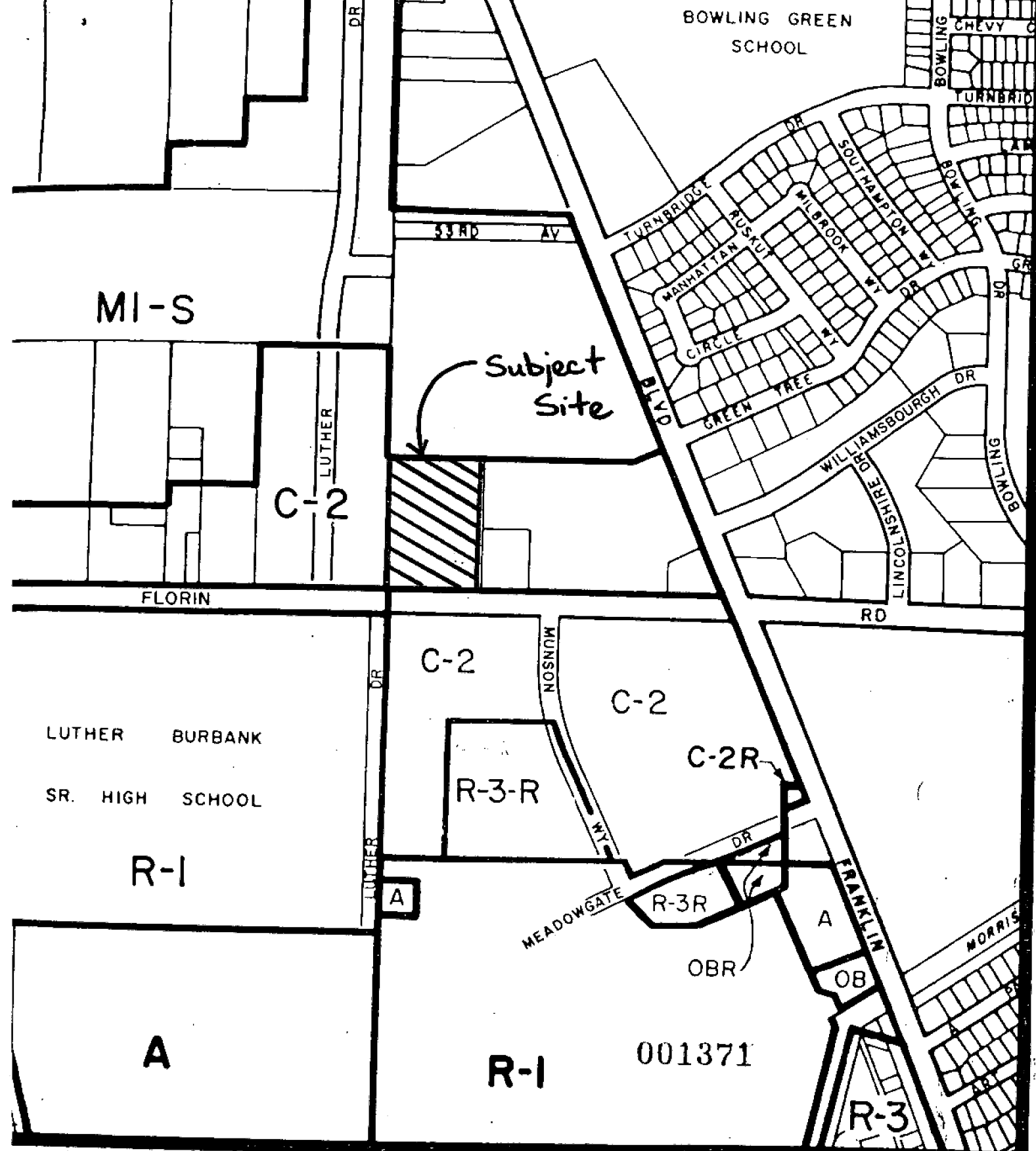
Conditions

- a. Only two pole signs shall be permitted. Prior to issuance of a sign permit, one of the existing pole signs must be removed.
- b. The distance between the existing sign and the new sign shall be greater than the distance between the existing pole signs.
- c. The entry and service signs shall be replaced with signs that conform to Sign Ordinance requirements prior to the issuance of sign permits for the pole signs.

Findings of Fact

- a. The granting of the variance, as conditioned, is based upon extraordinary circumstances in that one of the two existing pole signs is to be replaced so that greater consistency with the Sign Ordinance can be achieved as well as proper product identification.
- b. The granting of the variance, as conditioned, is not a special privilege in that the net result is to visually enhance the subject site and gain *consistency* consistency with the Sign Ordinance requirements.
- c. The requested variance will not materially or adversely affect the health, safety or welfare of either persons or property in the vicinity of the project in that adequate setbacks are required and the square footage complies with Sign Ordinance requirements.

001368



**LOCATION  
MAP**

CITY OF SACRAMENTO  
 ORD. NO 2948-4 TH SERIES  
 ADOPTED JAN 7, 1971 AS AMENDED  
 TO INCLUDE ALL CHANGES  
 THROUGH ORD. NO 4174 4 TH SERIES



P-82-289

1-13-83

#34

P82-289

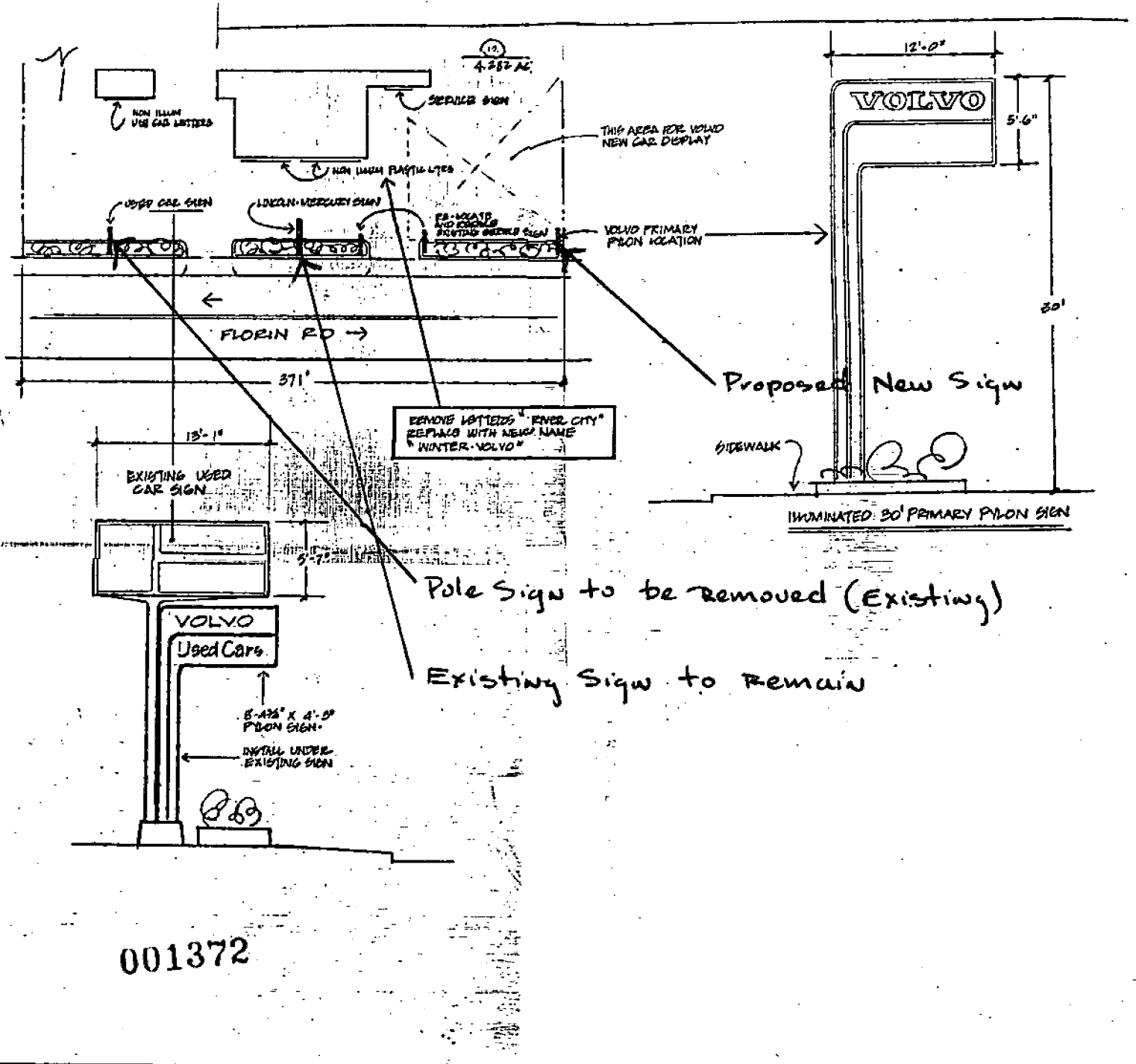
1-13-83

#34

CUSTOMER	WALTER VOLVO
ADDRESS	FLOREN ROAD
DATE	7 29 82
DESIGNED BY	R. J. EDWARDS
CHECKED BY	



DESIGNER	
SCALE	
QUANTITY	
CHECKED BY	
APPROVED BY	



REMOVE LETTERS "EVER CITY"  
REPLACE WITH NEW NAME  
"WATER VOLVO"

Pole Sign to be Removed (Existing)

Existing Sign to Remain

001372

P 82289

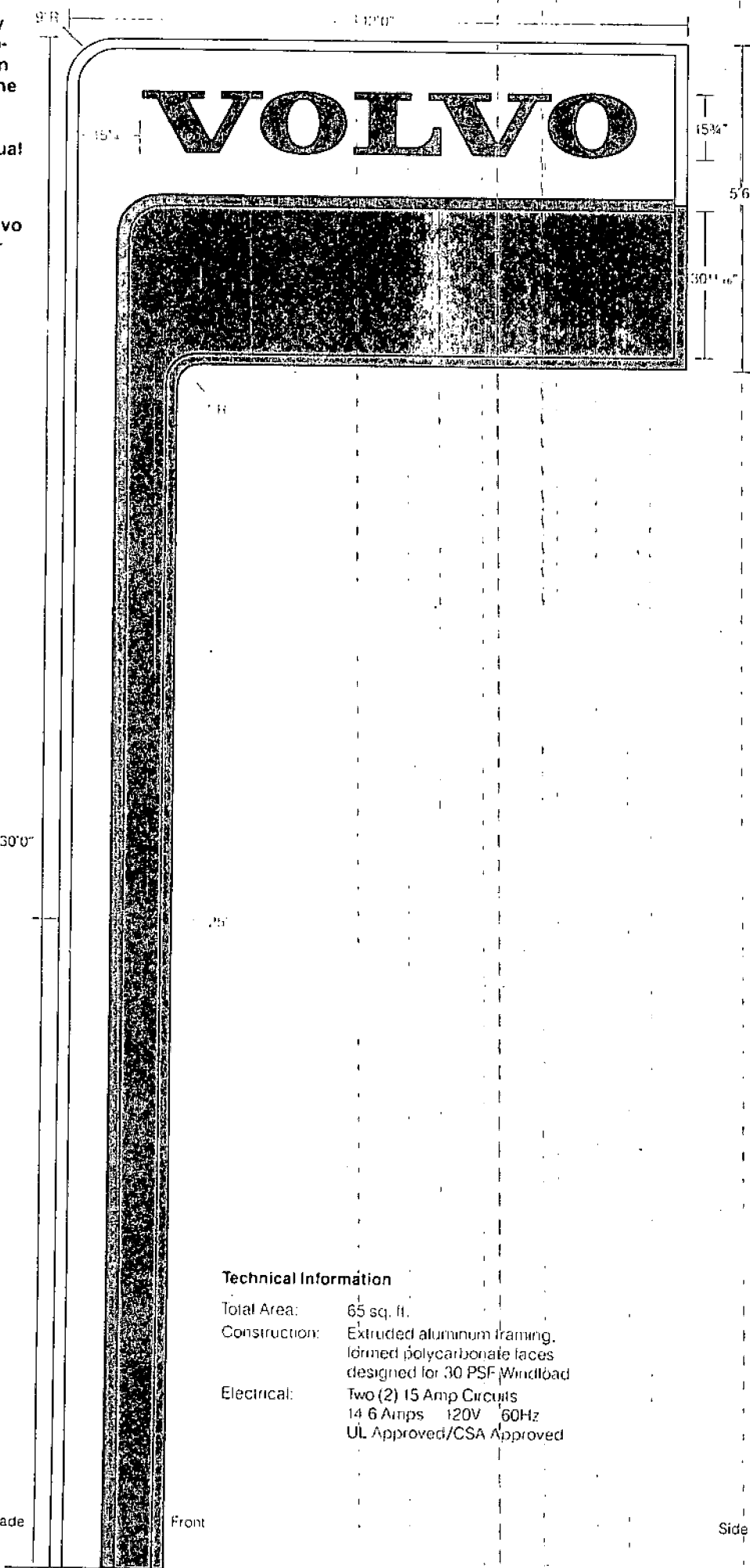
# 30' Primary Pylon\*

P 82289

EXHIBIT A  
PAGE 1 of 3

The 30' pylon illustrated here is the primary element of the dealership identification program. It represents a unique new concept in signage. It is completely illuminated from the base to the top. The black line, running the complete length of the sign, separates the blue and white colors and offers greater visual impact than conventional pole signs; yet conforms to most local sign requirements.

All primary pylon signs are provided by Volvo to the dealer FREE OF CHARGE. The dealer is responsible for the installation, freight charges and any other work performed at the dealership.



#### Technical Information

Total Area: 65 sq. ft.  
Construction: Extruded aluminum framing,  
formed polycarbonate faces  
designed for 30 PSF Windload  
Electrical: Two (2) 15 Amp Circuits  
14.6 Amps 120V 60Hz  
UL Approved/CSA Approved

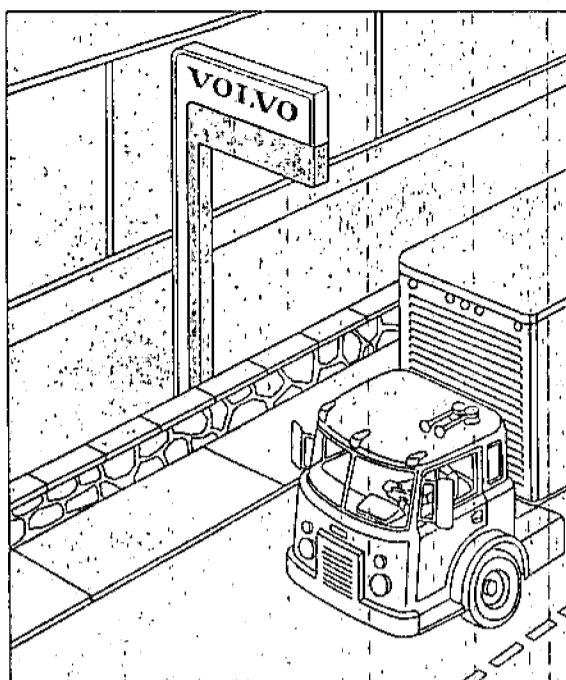
\*AVAILABLE IN U.S. MARKET ONLY.

001373

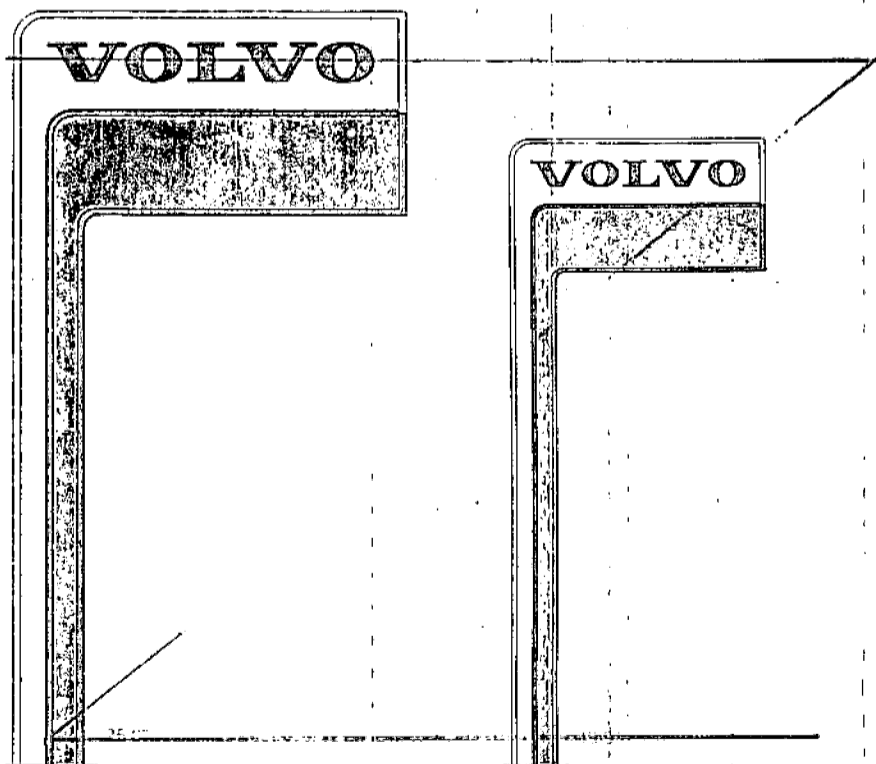
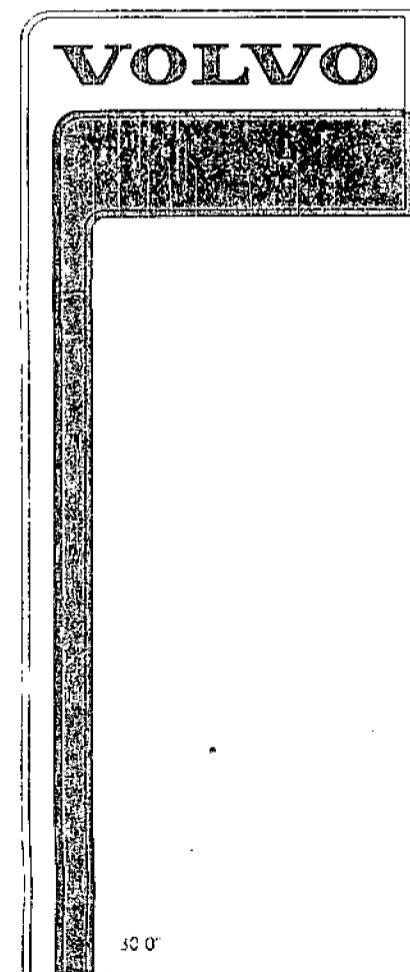
# Pylon Orientation

As indicated by the illustration, both the primary pylon and the used car pylon should be installed so that the sign faces have the best exposure to the major street or highway which offers access to the dealership. Usually this means placing the sign at a 90-degree angle to the thoroughfare.

Volvo Corporate Policy requires all signs to be flagged away from building (See illustration).



## Comparison of Proportions



PLOT PLAN

