

# CITY PLANNING COMMISSION

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

APPLICANT	House of Signs - 4517 Franklin Blvd., Sacramento, CA 95820				
OWNER	Stephen F. Williams Enterprises Inc. - 7701 Greenridge Way, Fair Oaks 95820				
PLANS BY	House of Signs - 4517 Franklin Blvd., Sacramento, CA 95820				
FILING DATE	8-25-88	ENVIR. DET.	Exempt 15311a	REPORT BY	JP:sg
ASSESSOR'S PCL. NO.	008-0032-042				

**APPLICATION:** Variance to locate a 16 square foot detached monument sign in the building setback for a 20,800+ skilled nursing facility (Mercy Care) located on 1.3+ acres in the Standard Single Family (R-1) zone

**LOCATION:** 862 39th Street

**PROJECT INFORMATION:**

General Plan Designation:	Low Density Residential (4-15 du/na)
Existing Zoning of Site:	R-1
Existing Land Use of Site:	Mercy Care skilled nursing facility

**Surrounding Land Use and Zoning:**

North: Single and multiple family residential; R-3  
South: Multiple family and senior care facility under construction; R-1, R-4  
East: Mercy Hospital; Sacred Heart School; H, R-0  
West: Single family; R-1

Property Dimensions:	Irregular
Property Area:	1.3+ acres
Sign Area:	16 square feet
Sign Height:	5'2"
Sign Materials:	Aluminum, vinyl letters
Sign Colors:	Teal background with white letters and logo

**PROJECT EVALUATION:** Staff has the following comments regarding this proposal:

**A. Land Use and Zoning**

The subject site is a 1.3+ acre interior lot located in the Standard Single Family (R-1) zone. A 20,830 square foot, 75 bed, skilled nursing facility operated by Mercy General Hospital (Mercy Care) is located on the site. Prior to being taken over by Mercy Hospital approximately two years ago the skilled nursing facility was operated by Hillhaven Convalescent Hospitals. Land uses surrounding the subject site are: single and multiple family residences in the Multi-family (R-3) and R-1 zones to the north; a 120 unit residential care facility for seniors under construction in the Multi-family (R-4) and R-1 zone to the south; Mercy General Hospital located in the Hospital (H) zone and Sacred Heart School located in the Residential-Office (R-0) zone to the east; and single family residences in the R-1 zone to the west. The site is designated for Low Density Residential uses by the General Plan.

B. Applicant's Proposal

The previous operator of the skilled nursing facility, Hillhaven Convalescent Hospital, had a monument sign located for many years 7'6" from the east property line adjacent to 39th Street (Exhibit A). This sign had a rock base with a message area constructed out of wood (Exhibit B). When Mercy Hospital took over the operation of the nursing facility they replaced the Hillhaven identification sign with a 16 square foot Mercy Care identification sign (Exhibit C). The message area of the new sign is constructed out of the same colors and materials as the Mercy Hospital signs across the street. The rock base of the old monument sign was utilized for this new sign. The sign, however, is non-conforming as the City Sign Ordinance does not allow detached signs for non-residential uses in residential zones. The applicant, therefore, is requesting a variance to permit the 16 square foot monument sign for Mercy Care to remain in the building setback.

C. Staff Evaluation

Planning staff has inspected the subject site and has found that the skilled nursing facility building is located approximately 110± feet from 39th Street and the site has only 58 feet of frontage on 39th Street. If a 16 square foot sign were placed on the building it would be difficult to locate the entrance to the facility from 39th Street. While the City's Sign Ordinance currently does not permit non-residential uses in residential zones to have detached signs the Ordinance does allow monument signs for multiple family uses in residential zones to be located in the building setback as long as they are placed 10 feet from the public right-of-way. The purpose of this location requirement is to insure that the visibility of motorists and pedestrians is not impaired when entering and exiting the site. Planning staff has not found the existing non-conforming five foot high Mercy Care sign to be a visibility hazard for pedestrians and motorists. Therefore, due to the location of the nursing facility on the site and the fact that the Mercy Care sign does not create a visibility problem for passing motorists and pedestrians, Planning staff has no objections to the variance request to locate the detached monument sign in the building setback. Staff recommends that the planter in which the monument sign base is located be landscaped with shrubs and, if desired, flowers.

The applicant has indicated that in the future they may remove the rock based monument sign and replace the sign with an aluminum based monument sign with a tex-cote finish (Exhibit D). Planning staff has no objection to this sign as long as: 1) the new sign is placed a minimum of 10 feet from the public right-of-way; 2) the sign does not exceed five feet in height or 16 square feet in area; 3) the new sign is placed in a landscaped planter; and 4) the rock base monument sign is completely removed from the subject site.

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

**RECOMMENDATION:** Planning staff recommends approval of the variance request to locate a detached monument sign in the building setback subject to conditions and based upon findings of fact which follow.

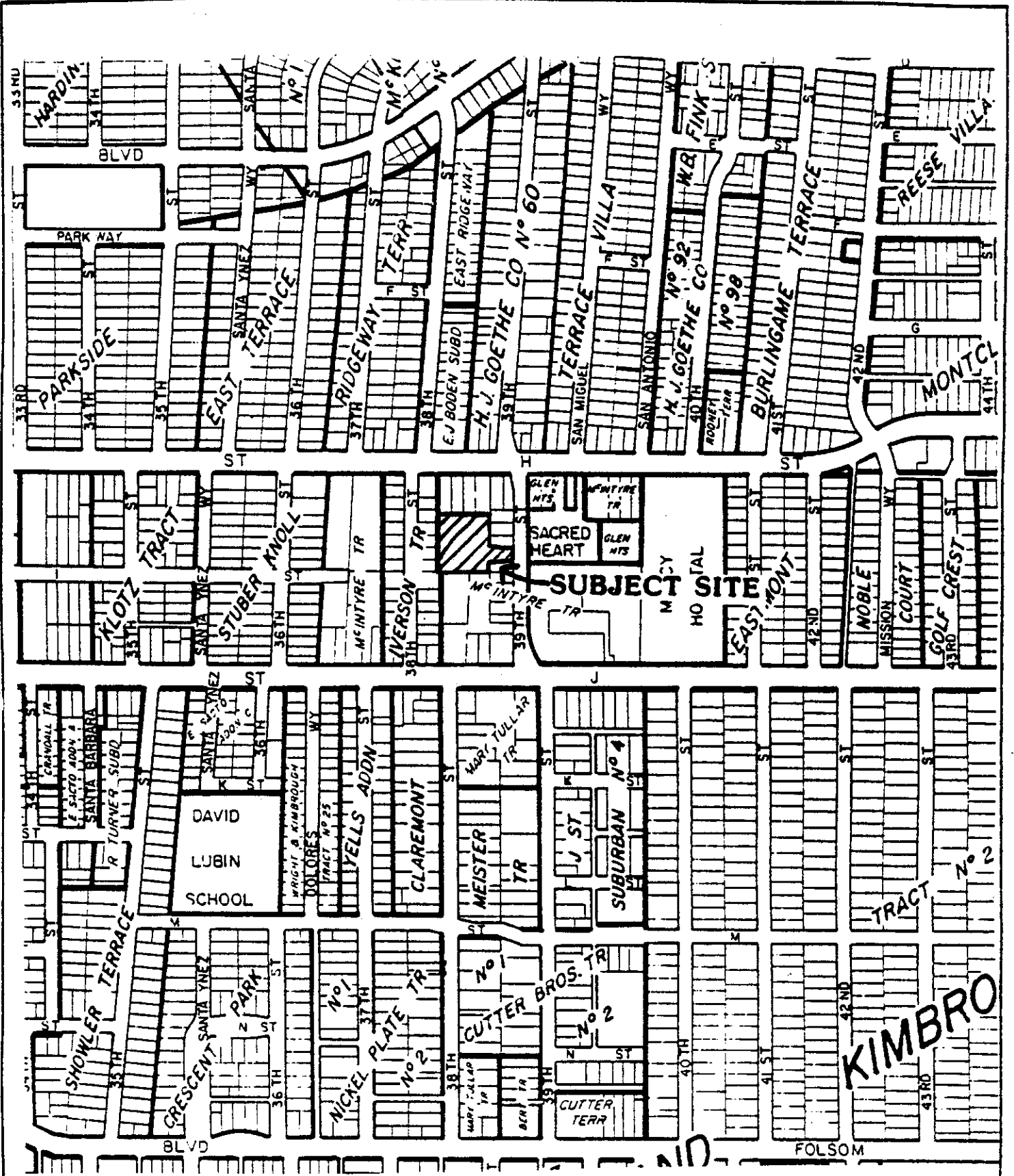
Conditions

1. The planter in which the rock base of the monument sign is located shall be landscaped with shrubs and, if desired, flowers. A landscape plan for this area shall be submitted for Planning staff review and approval.
2. The sign, if illuminated, shall be indirectly illuminated.
3. A sign permit shall be obtained for the sign.
4. If a new sign (such as Exhibit D) is located on the subject site to replace the rock base monument identification sign, the following criteria shall be adhered to:
  - a. The sign shall be a monument sign;
  - b. The sign shall be placed a minimum of 10 feet from the public right-of-way;
  - c. The sign shall not exceed five feet in height nor 16 square feet in area;
  - d. The sign shall be placed in a landscaped planter;
  - e. The design and materials used for the sign shall be subject to Planning staff review and approval prior to issuance of a sign permit; and
  - f. The rock base monument sign shall be completely removed from the subject site prior to installation of the new sign.

Findings of Fact

1. The variance, as conditioned, does not constitute a special privilege extended to one individual property owner in that variances have been granted to other property owners with non-conforming detached signs facing similar circumstances.
2. The granting of the variance will not be detrimental to the public welfare nor to properties in the vicinity in that:
  - a. the new sign message area will be located on an existing monument sign base and will not alter the characteristics of the surrounding commercial and residential neighborhood;

- b. the design of the sign is compatible with other monument signs in the surrounding neighborhood; and
  - c. the sign will not create a visibility hazard for passing motorists and pedestrians.
3. The variance request does not constitute a use variance in that on-site signs for non-residential uses are allowed in the R-1 zone.
  4. The project is in conformance with the General Plan which designates the site for Low Density Residential (4-15 du/ac) uses.

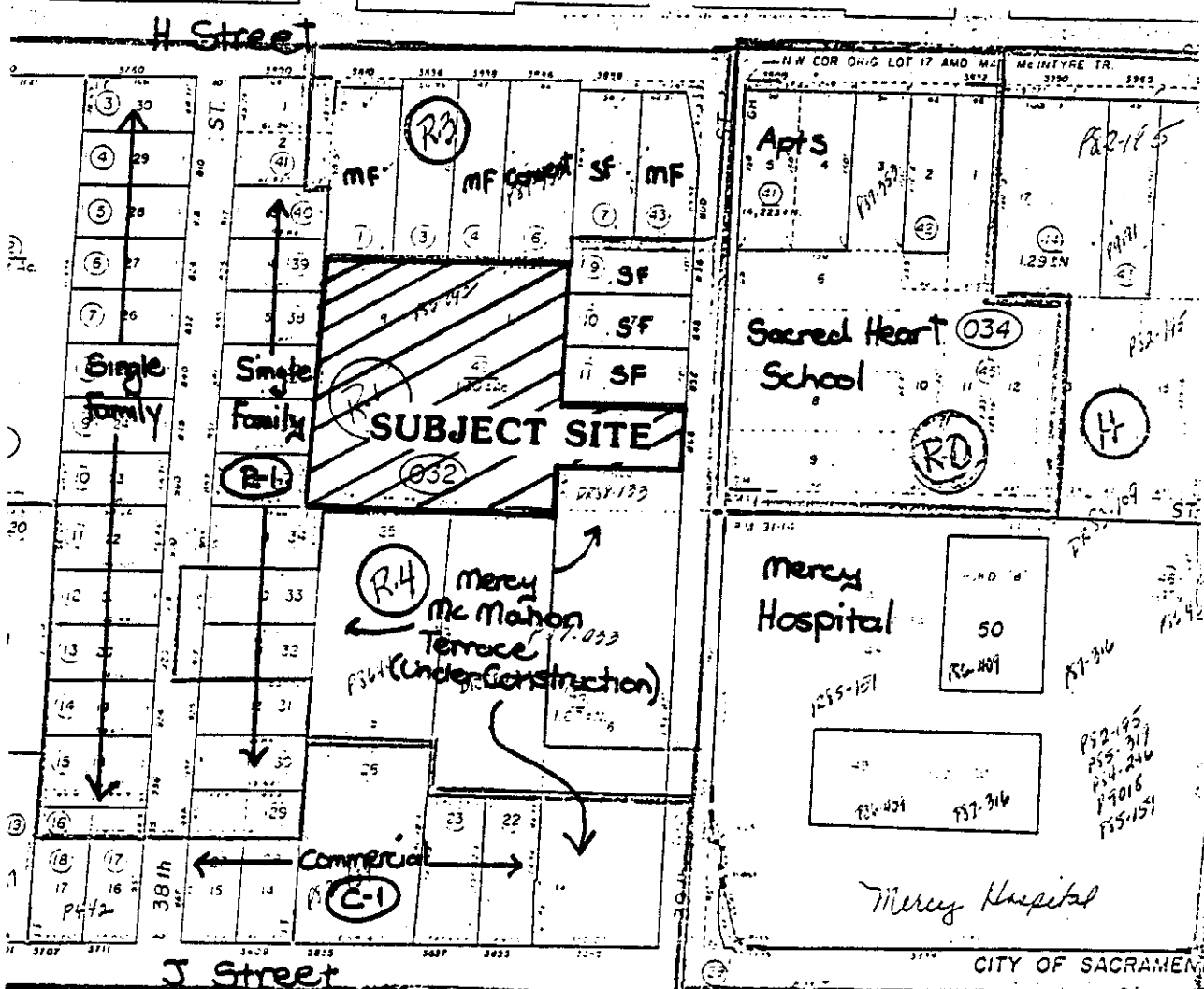


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# VICINITY MAP



Sacramento Medical Condominiums, P.M. Bk. 91, Pa. 14 (12-31-85) CITY OF SACRAMENTO Assessor's Map

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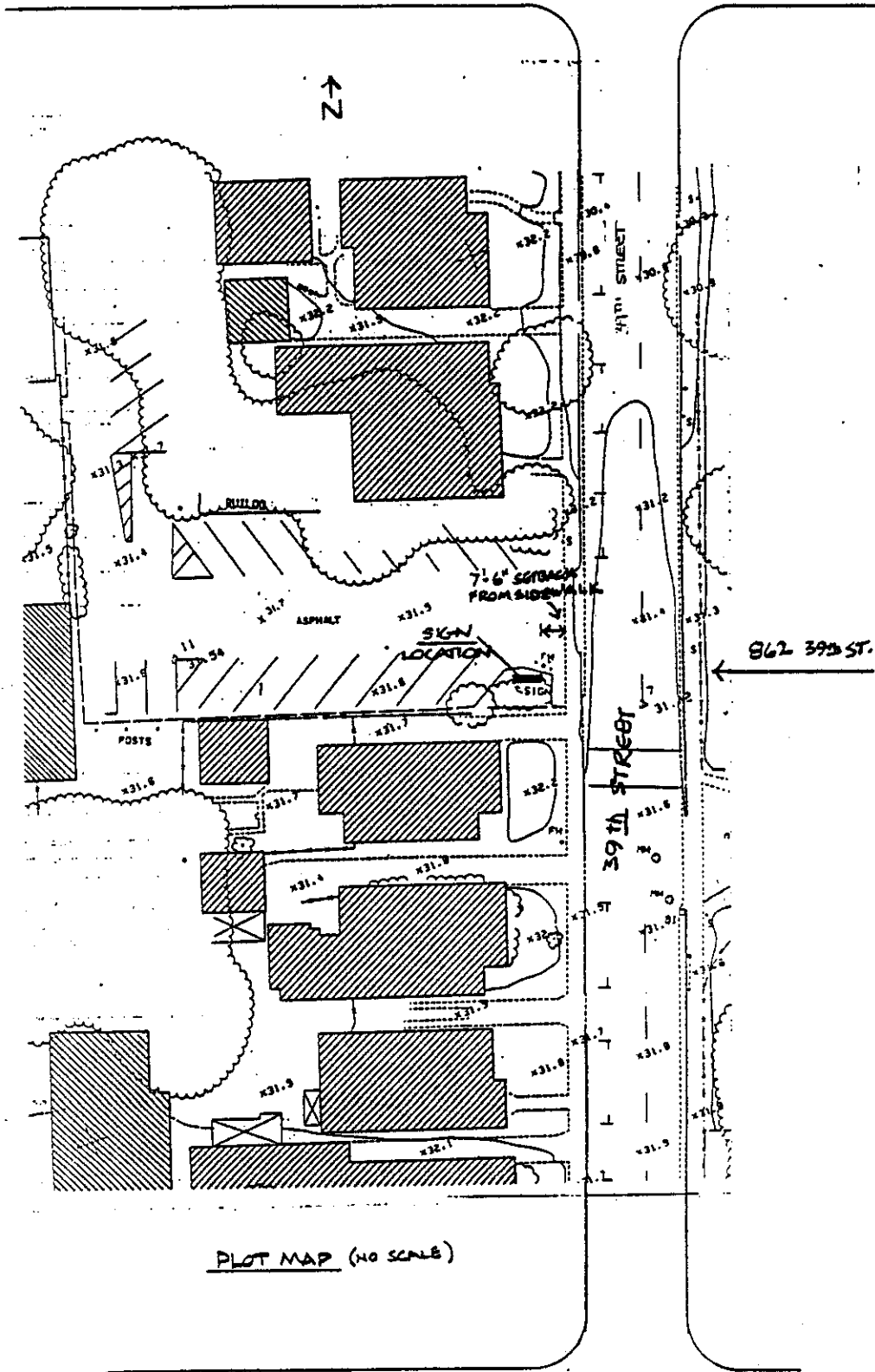
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# LAND USE & ZONING MAP

**EXHIBIT A**

H STREET



PLOT MAP (NO SCALE)

J STREET

EXHIBIT B



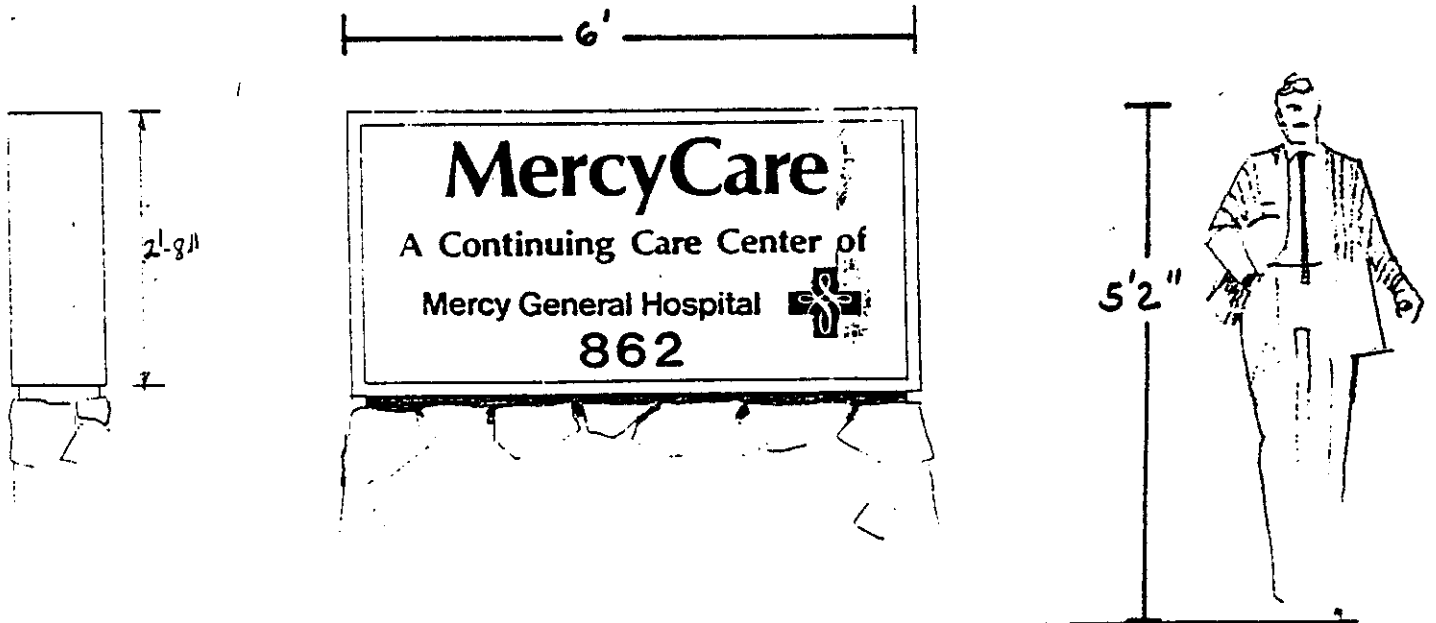
Example of Old Sign



Nursing Facility  
From 39th St.



EXHIBIT C



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NOT TO SCALE

DOUBLE FACE MOUNTED SIGN / BASE EXISTING

**EXHIBIT D**

FILE CO

