

CITY PLANNING COMMISSION

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

| | | | |
|--------------|--|------------------------|------------------|
| APPLICANT | Young Electric Sign Co., 3300 Auburn Blvd., Sacramento, CA 95821 | | |
| OWNER | Florin 5 Developers, 615-10th Street, Sacramento, CA 95814 | | |
| PLANS BY | Young Electric Sign Co., & Gene S. Porter, 800 Howe Ave., Sacramento, CA | | |
| FILING DATE | 1-6-84 | 50 DAY CPC ACTION DATE | REPORT BY: JP:bw |
| NEGATIVE DEC | Ex. 15311(a) EIR | ASSESSOR'S PCL. NO. | 031-430-0500 |

- APPLICATION:
1. Variance to increase the number of permitted on-site signs from one to two signs
 2. Variance to exceed the total permitted on-site sign area from 16 to 36± square feet
 3. Variance to permit an on-site detached monument sign within the required building setback area in the Office Building Review (OB-R) zone. (Sign Ord., Sec. 3.63 & Lakecrest Village PUD Guidelines Sec. V-D-b)

LOCATION: 7210 Greenhaven Drive

PROPOSAL: The applicant is requesting the necessary entitlements to erect one six-foot high, 16± square foot detached monument sign and one 20± square foot attached sign for an office building located in Lakecrest Village PUD.

PROJECT INFORMATION:

1974 General Plan Designation: Commercial and Offices
1978 South Pocket Community
Plan Designation: Business and Professional Offices
Lakecrest Village PUD: Office
Existing Zoning of Site: OB-R
Existing Land Use of Site: Office Building

Surrounding Land Use and Zoning:

North: Security Pacific Bank; OB-R
South: Office Building: OB-R
East: Lakecrest Village Shopping Center; SC-PUD
West: Office Building: OB-R

Property Area: 24,040 square feet
Square Footage of Building: 6,014

| | | |
|--------------------------|---|--|
| Type of Signs: | Detached Monument Sign | Attached Tenant Identification Sign |
| Size of Signs: | 16± square feet | 20± square feet |
| Sign Colors: | Blue and white with brown base | Blue and brown copy, white and earth red face, brown cabinet |
| Sign Materials: | Aluminum, sheet metal, plastic-Aluminum and plexiglas | |
| Height of Detached Sign: | 6 feet | |

001791

STAFF EVALUATION: Staff has the following comments regarding this proposal:

1. The subject site is a 24,040± square foot parcel developed with a 6,014± square foot office building located in the Lakecrest Village PUD and Office Building-Review (OB-R) zone. (Exhibits A and B.) The applicant is proposing to construct two tenant identification signs for the subject site. One sign is a six-foot high, 16± square foot detached monument sign to be located in the required 25-foot building setback. (Exhibit C.) The second proposed sign is a 20± square foot attached sign to be located on the south side of the building (Exhibit D). The detached sign would be an identification sign for one building tenant while the attached sign would identify the name of the building and two additional tenants. Both the Sign Ordinance and Lakecrest Village PUD Guidelines prohibit more than one identification sign and sign area exceeding 16 square feet per parcel, and also prohibits signs in the required building setback. The applicant is therefore requesting the necessary entitlements to erect the two signs.
2. The intent of the Sign Ordinance and the Lakecrest Village PUD Guidelines is to prevent a proliferation of signs, especially in the required building setback areas. There are no unusual circumstances for allowing the proposed monument sign in the required building setback.

A request similar to the applicant's proposal was made by the owners of the parcel to the south of the subject site. They requested a variance to allow a 12 square foot detached monument sign in the required building setback (P83-157). The Planning Commission denied this variance request as the sign could be placed outside of the setback area and still be visible from both Greenhaven and Secret River Drives. The owners of this parcel subsequently erected a detached monument sign outside of the setback area and in conformance with the Sign Ordinance and Lakecrest Village PUD Guidelines (Exhibit A).

3. There is no hardship or unusual circumstances relative to the subject site which necessitate two identification signs for the office building. A 16 square foot detached monument sign, similar to the one proposed, could be designed to advertise the name of the professional complex and/or the tenants of the office building. This sign, located outside of the required 25-foot building setback, would still be visible from Greenhaven Drive. Also, a 16 square foot attached sign with the same information could be placed on the building and be visible from Greenhaven Drive. Either of these signs would adequately identify the subject site and be in conformance with the City Sign Ordinance and Lakecrest Village PUD Guidelines. Staff, therefore, recommends denial of the variance requests.

STAFF RECOMMENDATION: Staff recommends the following actions:

1. Denial of the variance to increase the permitted number of on-site signs from one to two signs, based upon Findings of Fact which follow;
2. Denial of the variance to exceed the total permitted on-site sign area from 16 to 36± square feet, based upon Findings of Fact which follow;
3. Denial of the variance to permit an on-site detached monument sign within the required building setback, based upon Findings of Fact which follow.

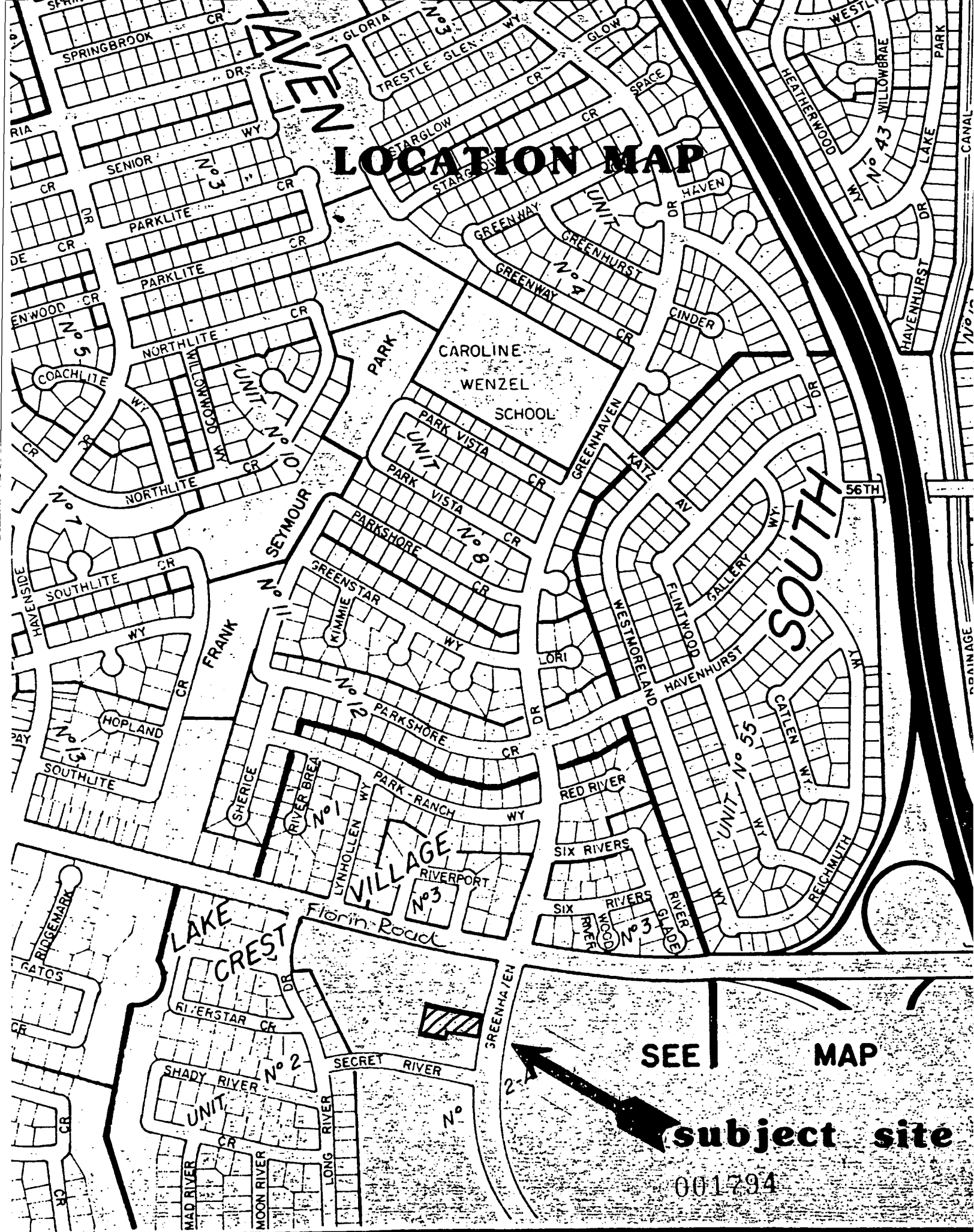
Findings of Fact

- 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:

"preserve and improve the appearance of the City as a place in which to live and work, and as an attraction to non-residents who come to visit or trade; and which eliminates excessive and confusing sign displays."

001793

LOCATION MAP



SEE MAP
subject site

001794

001798

Approximate Location of Monument Sign on Adjacent Site

Subject Site

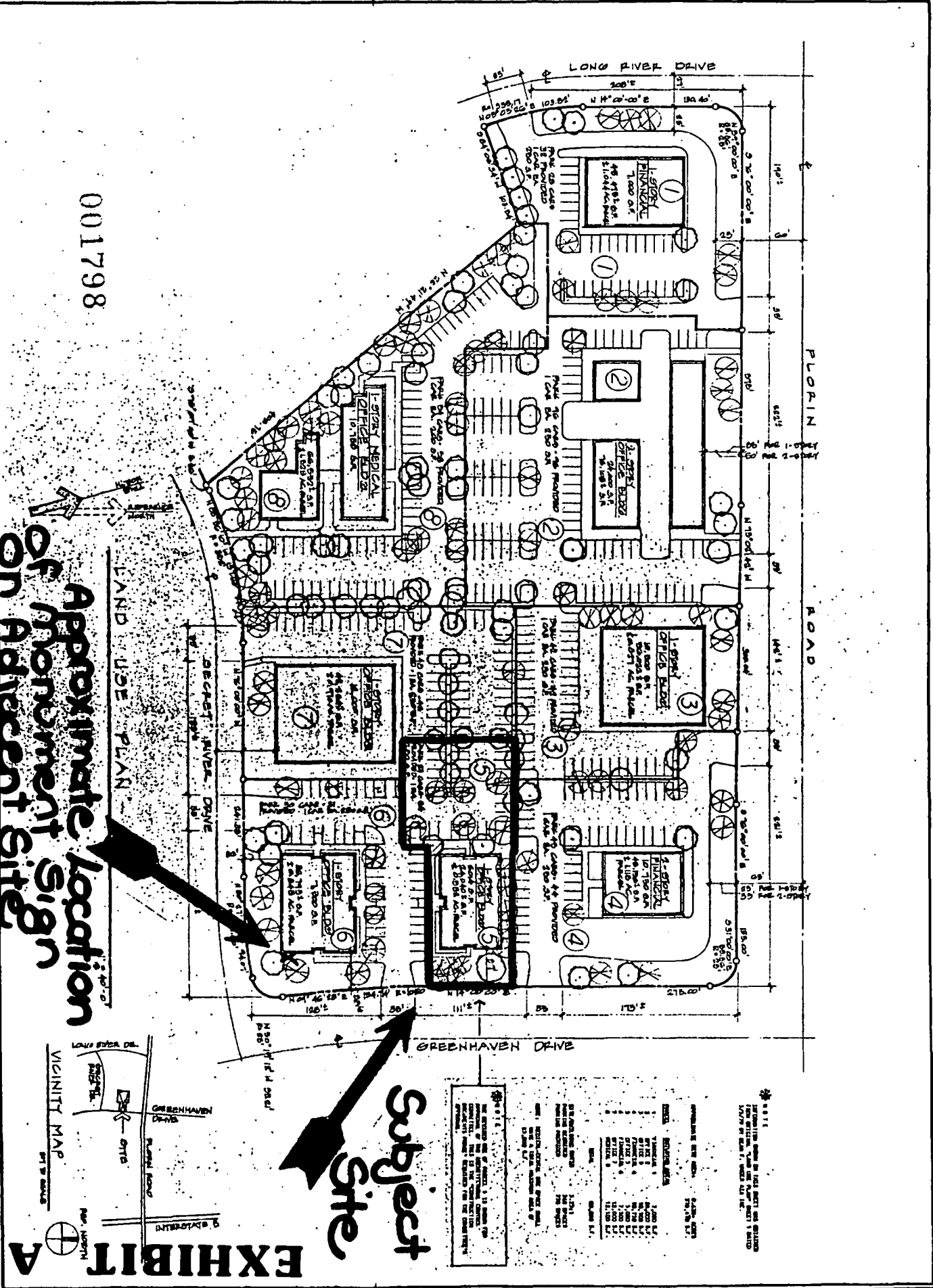
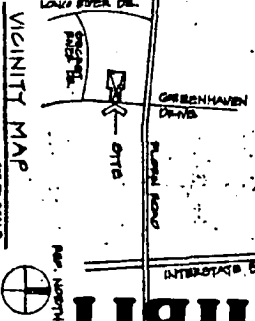


EXHIBIT A



NOTES:

1. THE EXISTING SITE IS TO BE REDEVELOPED FOR THE PROPOSED NEW OFFICE BUILDING FOR THE GREENHAVEN PROFESSIONAL COMPLEX.
2. THE EXISTING SITE IS TO BE REDEVELOPED FOR THE PROPOSED NEW OFFICE BUILDING FOR THE GREENHAVEN PROFESSIONAL COMPLEX.
3. THE EXISTING SITE IS TO BE REDEVELOPED FOR THE PROPOSED NEW OFFICE BUILDING FOR THE GREENHAVEN PROFESSIONAL COMPLEX.

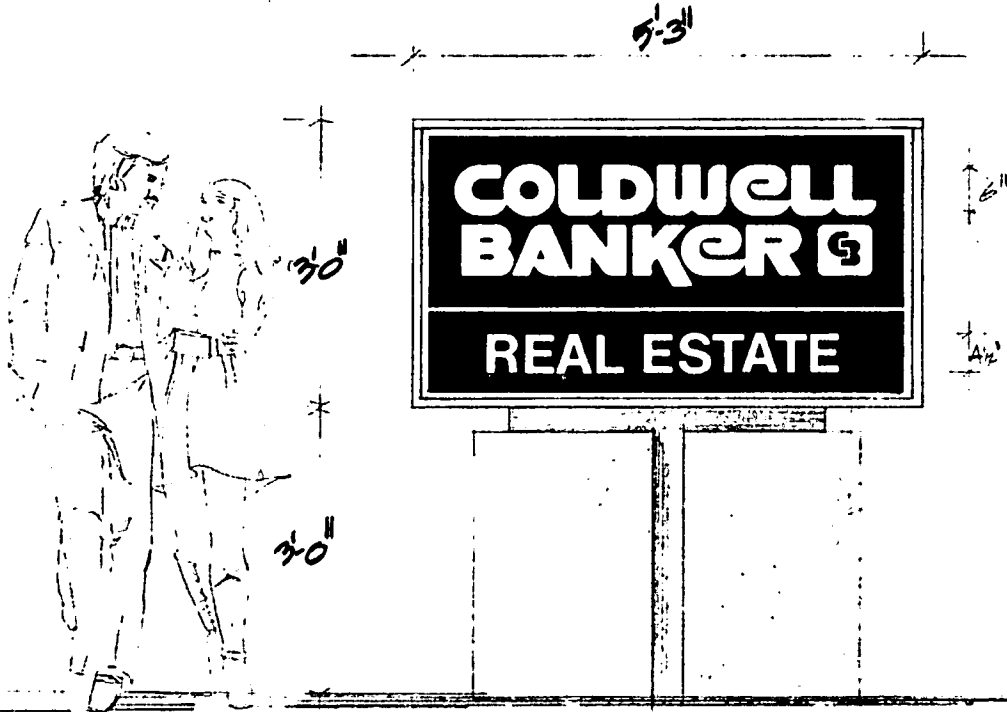
PROPOSED NEW OFFICE BUILDING FOR:
GREENHAVEN PROFESSIONAL COMPLEX
1210 GREENHAVEN DRIVE
SACRAMENTO, CA
LAND USE PLAN

| | | | |
|---|---|--|---|
| PREPARED BY: GENE S. PORTER, INC. DATE: 02-09-84 SCALE: AS SHOWN SHEET NO.: 001798 | GENE S. PORTER, INC. ENGINEERING & ARCHITECTURE 801 HALLSIDE DRIVE SACRAMENTO, CALIFORNIA 95811 TEL: 916/442-1700 | GENE S. PORTER, CIVIL ENGINEER WILLIAM J. VOYLES ARCHITECT | TITLE: _____ NO.: _____ DATE: _____ |
|---|---|--|---|

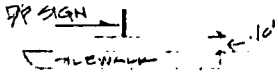
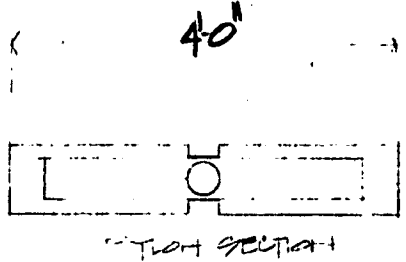
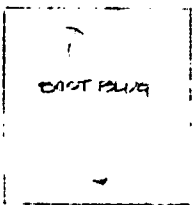
P84-001

2-9-84

No. 20



P/F FITTING MATERIALS
 1" = 1'0"
 CASE EXTRA ALUM. W/ TUBS B/W & A
 INT. W/ W. A. PER'E
 FACES WHITE LEAD/ B/PX CHALK/ SIGN SURF
 P/200 & 1/4" E. 1/4" TUB 2" DIA
 1/2" COP. F. SURF. W/ B/W, BROWN
 B/PX WHITE
 B/W 1/2" W/ K. SH. INT. CO. T. W. 1.
 ST. W/ F. 1/4" & BROWN ENAMEL
 FIN. RE 15...



001796

| | |
|-------------|------------------------|
| NAME | COLDWELL BANKER |
| ADDRESS | 7210 GREEN AVENUE S.W. |
| DATE | 10-9-83 |
| SCALE | 1" = 1'0" |
| DRAWN BY | EMR |
| CHECKED BY | EMR |
| APPROVED BY | |

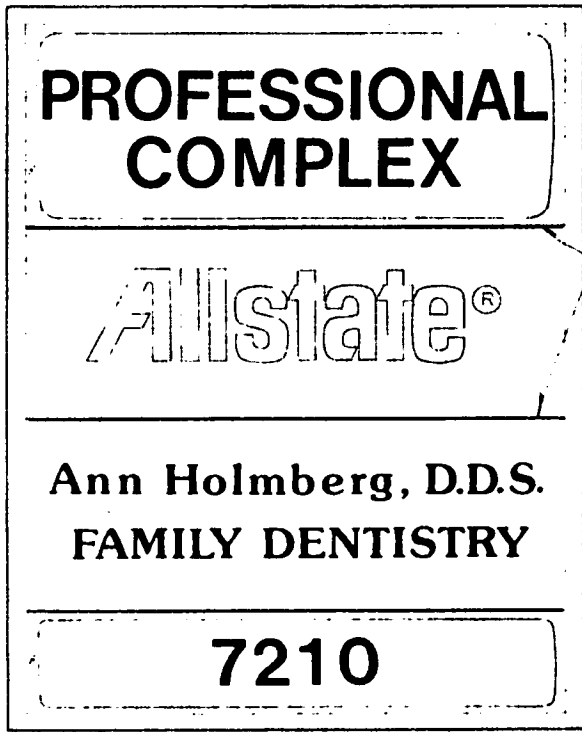
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EXHIBIT C

COPYRIGHT ©
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P84-001

4'-0"



5'-0"

5'-0"

4'-0" HELIOTIC

2 1/2" BROWN MEX DV DEBBERS (3)

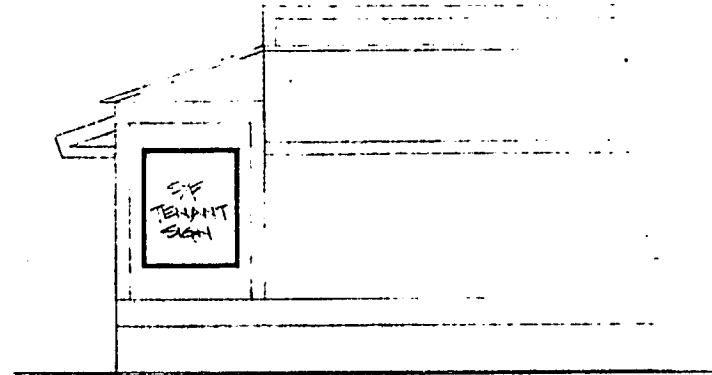
7/8" LIME

2 1/2" } SCORNER
2 1/2" }

4'-0" HELIOTIC

SCALE 1/2" = 1'-0"

FINISH: EIF TYPE II, EXT. & INT. PAINT DK BROWN
 INT. INTERIOR FLUORESCENT AS REQD.
 WALL - 1988 WHITE PEX
 CEILING - J-VINY - DIE CUT DK BROWN - FROM TESCO SALT LAKE
 (EXCEPT "ALLSTATE" BLUE TESCO RENO)



SCALE 1/2" = 1'-0"

SIGN PLACEMENT ON BLDG.

South
Elevation

EXHIBIT D

001795

| | |
|----------|----------------------------|
| FILED | GILWELL BANKER |
| ADDRESS | 7210 GREEN HAVEN SALT LAKE |
| CALL | 7-30-88 |
| DESIGNED | SCHEIDT |
| DRAWN | SCHEIDT |
| CHECKED | SCHEIDT |
| APPROVED | SCHEIDT |

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2-9-84

No. 20