

CITY PLANNING COMMISSION

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

APPLICANT	Carissimi-Rohrer Associates, 1515 River Park Drive, #200, Sacramento, CA 95815		
OWNER	Hal Hewitt & Associates, 601 University Avenue, Suite 301, Sacramento, CA 95825		
PLANS BY	Carissimi-Rohrer Associates, 1515 River Park Drive, #200, Sacramento, CA 95815		
FILING DATE	8-20-84	.50 DAY CPC ACTION DATE	REPORT BY: JP:lr
NEGATIVE DEC.	Ex. 15311	EIR	ASSESSOR'S PCL. NO. 277-061-17

APPLICATION: Variance to exceed maximum sign area and height for on-site attached signs within 660 feet of the freeway in the C-4-R zone (Sign Ordinance Section 3.66-2 and 3.192-C-1&2).

LOCATION: Southeast Quadrant I-80 and El Camino Avenue

PROPOSAL: The applicant is requesting the necessary entitlements to locate two attached signs for Giselle's Travel on Building A in the El Camino/80 Commerce Center.

PROJECT INFORMATION:

1974 General Plan Designation:	Industrial
1965 Arden Arcade Community Plan Designation:	Heavy commercial or industrial
Existing Zoning of Site:	C-4-R
Existing Land Use of Site:	Office/warehouse condominium complex (under construction)

Surrounding Land Use and Zoning:

North:	General Commercial, RV Sales; M-1
South:	Light Industrial; M-1
East:	General Commercial; C-2, C-2-R
West:	Heavy Commercial, Residential, I-80; M-1, TC

Property Dimensions:	Irregular
Property Area:	3.1+ acres
Square Footage of Building A:	19,409+ square feet
Height of Building A:	32 feet (including 16 foot tower)
Number and Type of Signs:	Two attached signs with individual letters "Giselle's" and "Travel" illuminated "Incorporated" non-illuminated
Sign Area:	Each sign 190+ square feet, total area 380+ square feet
Height of Signs:	30+ feet
Sign Materials and Colors:	Blue and aqua plexiglas face with black returns

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BACKGROUND INFORMATION: On January 12, 1984, the Planning Commission approved development plans for two office/warehouse buildings totaling 47,192+ square feet on the subject site (P83-416). A condition of approval was that a detailed sign program indicating the location and size of all signs be submitted prior to issuance of sign permits. The applicant is now submitting two proposed signs for Building A, and is requesting the necessary entitlements for their approval.

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

- A. The subject site is a 3.1+ acre parcel located in the Heavy Commercial Review (C-4-R) zone. Two office/warehouse buildings totaling 47,192+ square feet are presently being constructed on the site. The site is located in a primarily mixed use commercial area and adjacent to the Interstate 80 off-ramp to the west.

- B. Building A has been designed with a 32 foot high triangular tower (Exhibits A and B). At the time of previous Planning Commission review, this tower was described as "...unusable space designed only as an architectural feature of the project (P83-416)". The applicant now proposes to place a 190+ square foot sign on the east face and northwest face of the tower for Giselle's Travel, one of the proposed building tenants (Exhibits C and D).

The City Sign Ordinance allows a maximum of three square feet of sign area for each front foot of building occupancy for attached signs in the C-4 zone. Giselle's Travel will occupy 75 feet of building frontage, allowing 225 square feet of signage (Exhibit B). The two proposed signs total 380+ square feet, exceeding the allowable square footage by 155+ square feet. In addition, attached signs within 660 feet of a designated transportation corridor, such as Interstate 80, and are visible to persons traveling on that freeway are restricted to a maximum height of 20 feet. The proposed sign for the northwest face of the tower is visible within 660 feet of the freeway by both north and southbound travelers and exceeds the allowed height by 10+ feet (Exhibit D).

The intent of the Sign Ordinance is to prevent the proliferation of signs throughout the City, eliminate potential hazards to motorists, improve the appearance of the City as a place to live and work, and insure that freeway signage is oriented toward freeway related services. Travel agencies do not fall under the category of a freeway related service, as do motels, hotels, restaurants and service stations, and does not rely on freeway sign visibility to conduct business. Staff cannot find any hardship relative to the subject site that would prohibit the applicant from placing two attached signs on Building A which would meet Sign Ordinance height and area regulations, be visible from public streets and adequately identify the building tenant. Staff, therefore, recommends denial of the Variance request.

The applicant should be aware that a sign program is still required before sign permits for any attached or detached signs for the subject site will be issued.

ENVIRONMENTAL DETERMINATION: The proposal is exempt from environmental review, pursuant to State CEQA Guidelines (Section 15311).

STAFF RECOMMENDATION: Staff recommends the following action:

Denial of the Variance to exceed the maximum sign area and height for on-site attached signs within 660 feet of the freeway and in the C-4-R zone, based upon Findings of Fact which follow.

Findings of Fact

1. The granting of the Variance requests would result in a special privilege extended to one individual property owner in that no hardship has been demonstrated that would prohibit the placement of signage on Building A which would adequately identify the building tenant and conform to Sign Ordinance regulations.

2. The granting of the Variance requests would not be in harmony with the expressed purpose of the City's Sign Ordinance to:

"Eliminate potential hazards to motorists and pedestrians...eliminate excessive and confusing sign displays" and "preserve and improve the appearance of the City as a place in which to live and to work and as an attraction to non-residents who come to visit or trade."

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VICINITY - LAND USE - ZONING

084-36

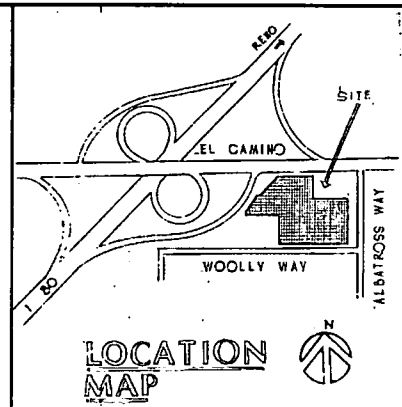
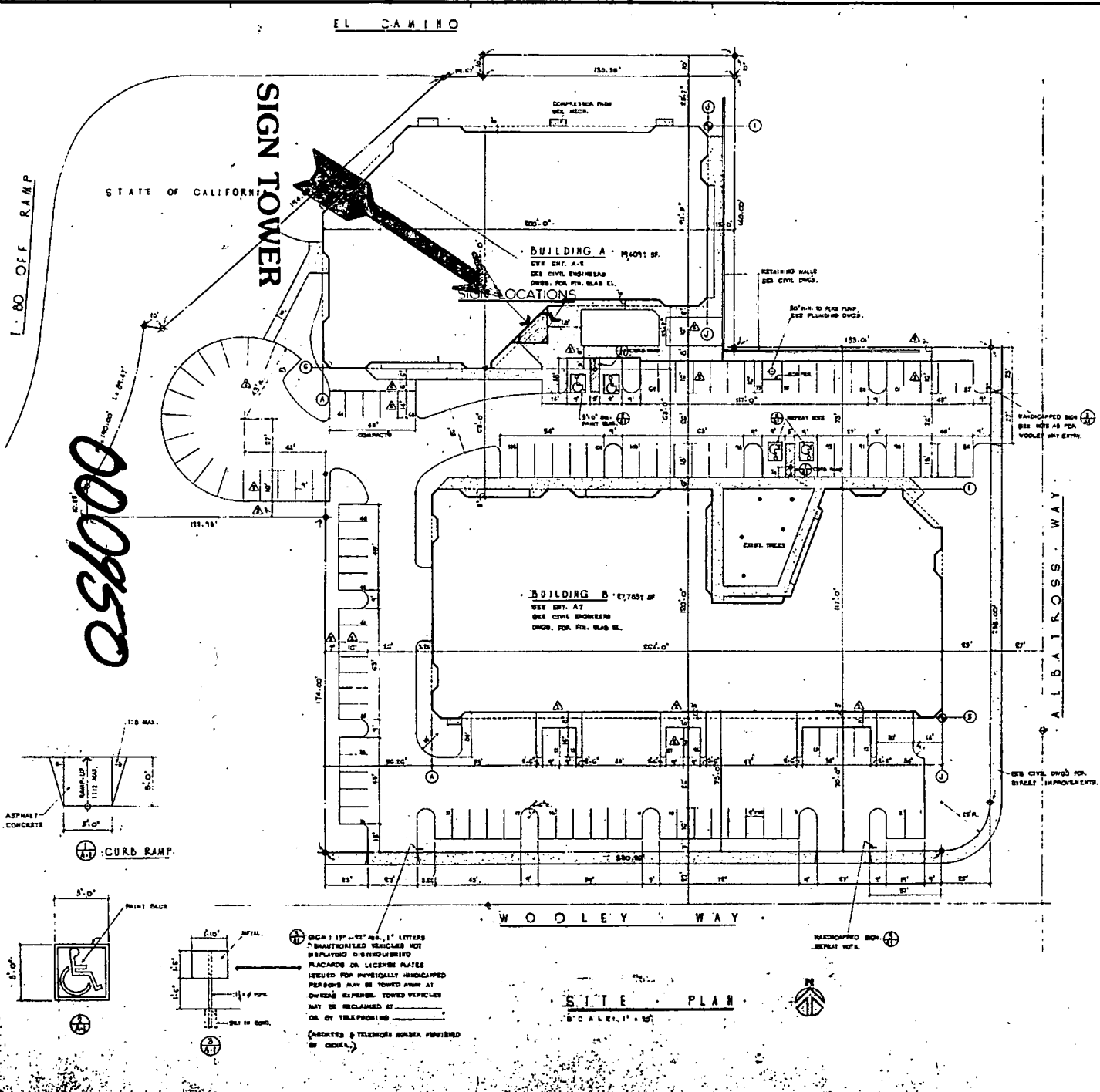
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9-27-84

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DATA:

SITE AREA: 3.099 ACRES
 GROSS BLDG. AREA: 47,192 SF
 BLDG. COVERAGE: 35%
 LANDSCAPED AREA: 26%
 SURFACED AREA: 39%
 BLDG. USE: 60% OFFICE
 40% INDUSTRIAL

PARKING REQ'D:

OFFICE AT 1/400	28,515 / 400 = 71 SPACES
INDUSTRIAL AT 1/1000	18,877 / 1000 = 19 SPACES
TOTAL SPACES	90

(INCLUDING 3 HANDICAPPED)
 SEE PLAN FOR DIMENSIONS.

PARKING PROVIDED:

106 SPACES AT 9'x18' WITH (4) HANDICAPPED

OCCUPANCY: B2 (1982 UBC)
TYPE OF CONST.: V-N (FIRE PARTIALERS)

OWNERSHIP: WAREHOUSE/OFFICE CONDOMINIUM

NOTES:

- THIS DRAWING ESTABLISHES HORIZONTAL LAYOUT OF SITE DEVELOPMENT ONLY.
- BASED FOR LAYOUT IS BOUNDARY SURVEY PROVIDED TO ARCHITECT BY OWNER, DATED AUG. 1985.
- GRADING, LANDSCAPING, IRRIGATION, CURBS, WALKS, DRIVEWAYS, FENCING, WALLS & SITE UTILITIES BY OTHERS.
- PARCEL NUMBERS: 177-021-01-02-03-04-07-08-09-10,11 & 12.

**EL CAMINO/80 COMMERCE CENTER
SACRAMENTO, CA**

EXHIBIT A



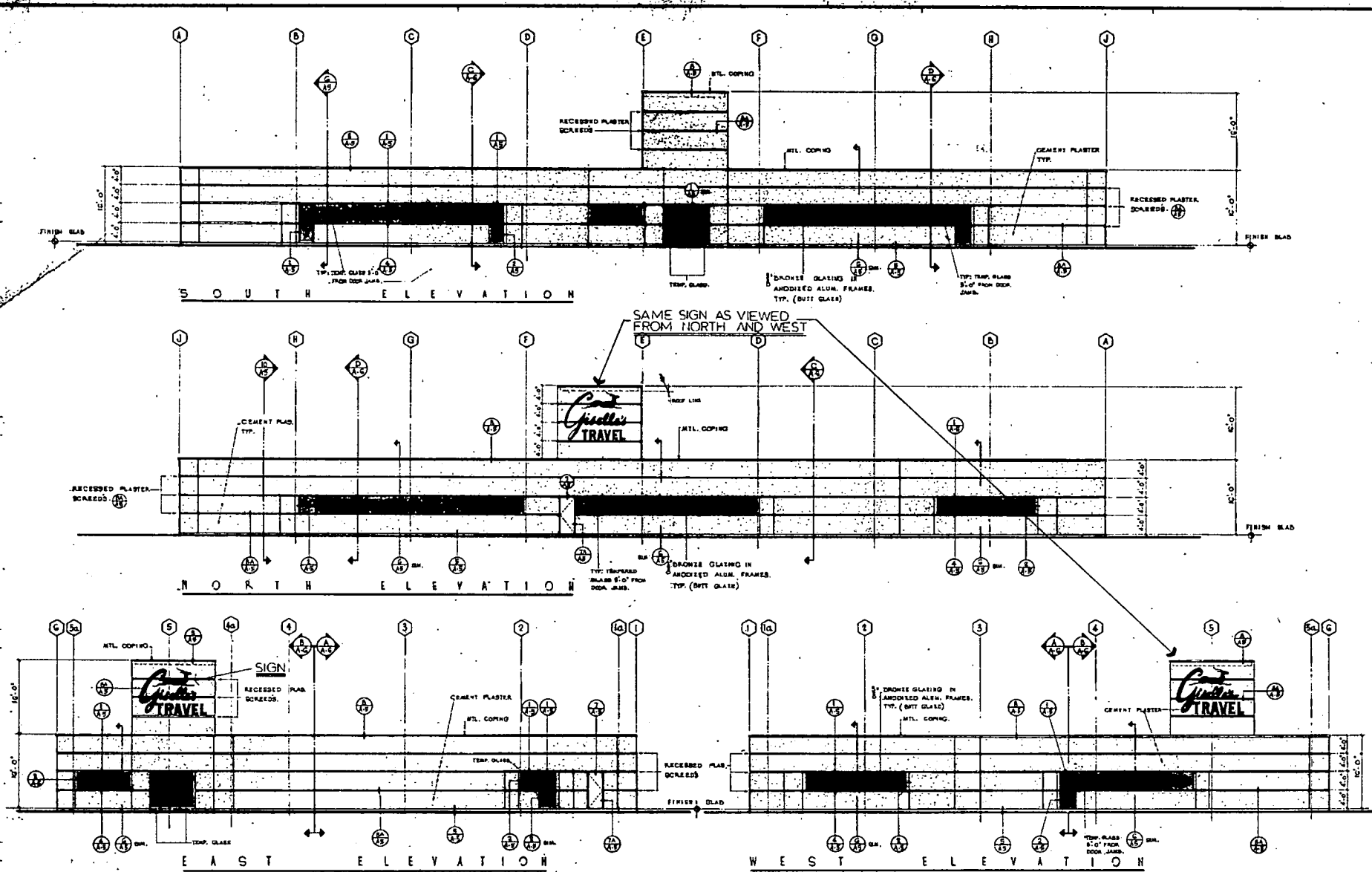
CANADIAN ARCHITECT ASSOCIATION
MEMBERS AND FELLOW, INC.
1511 KING PAUL DRIVE
OTTAWA, ONTARIO K1P 6K8
CANADA

EXHIBIT D



THIS DRAWING IS NOT FINAL. THE
OWNER AND ARCHITECT SHALL
VERIFY ALL DIMENSIONS AND
NOTES. IT IS HEREBY THE
ARCHITECT'S OBLIGATION TO
VERIFY ALL DIMENSIONS AND
NOTES.

EXHIBIT D



EXTERIOR ELEVATIONS BUILDING A SCALE: 1/4" = 1'-0"

NOTE: SIGNS TO CONSIST OF INDIVIDUAL INTERNALLY ILLUMINATED LETTERS-DEPTH .5"

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P 833-320

60TH ST. G. 60TH STREET

INSTALL 3' WIDE TURF OR TURFBLOCK STRIP

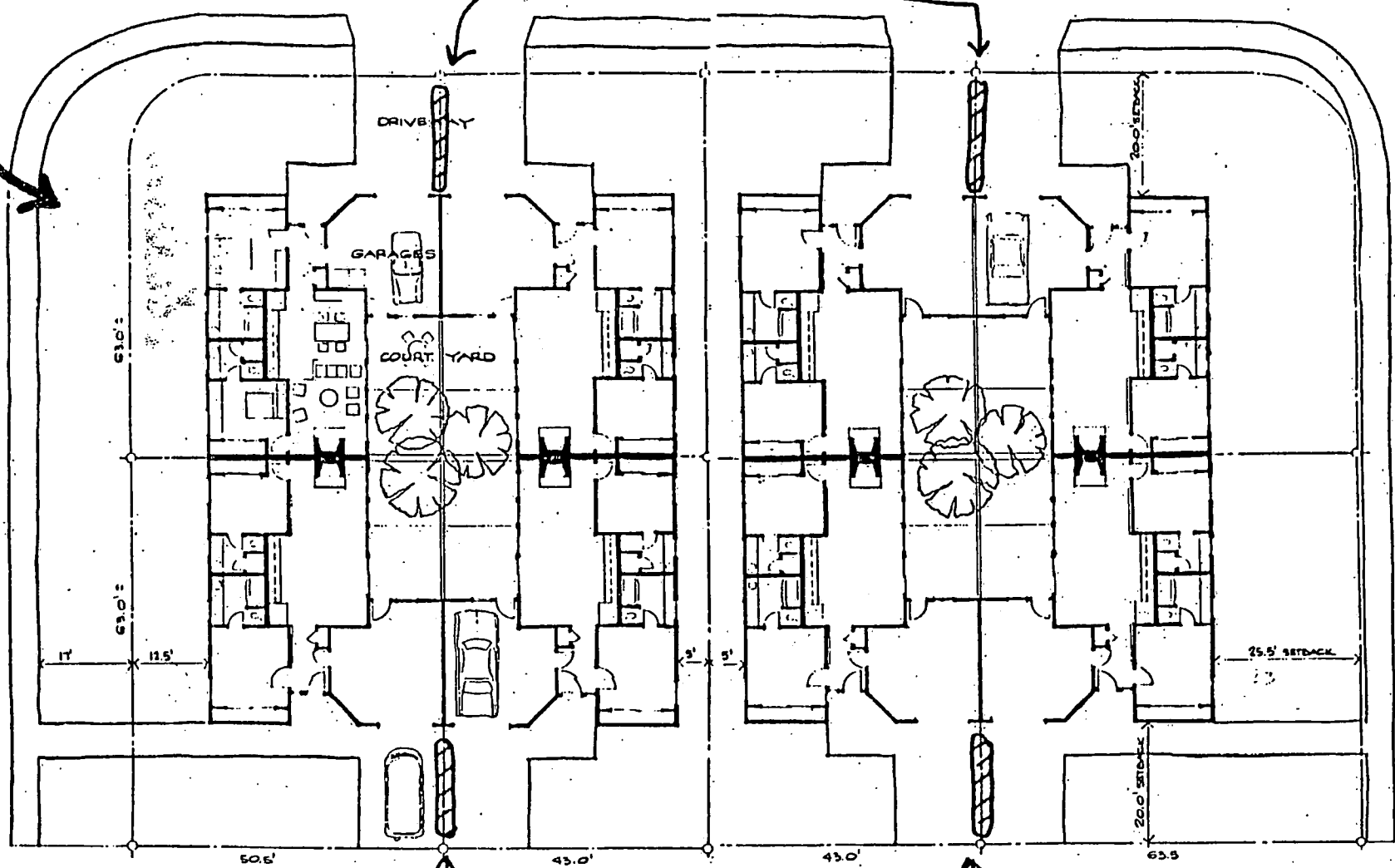
BUS STOP

AVE.

14TH

000949

AP-27-63
11-8-84



20' ALLEY
INSTALL 3' WIDE TURF
OR TURFBLOCK STRIP

P 83320

SITE PLAN
1/8" = 1.0'
9/21/85



EXHIBIT A
15TH AVE

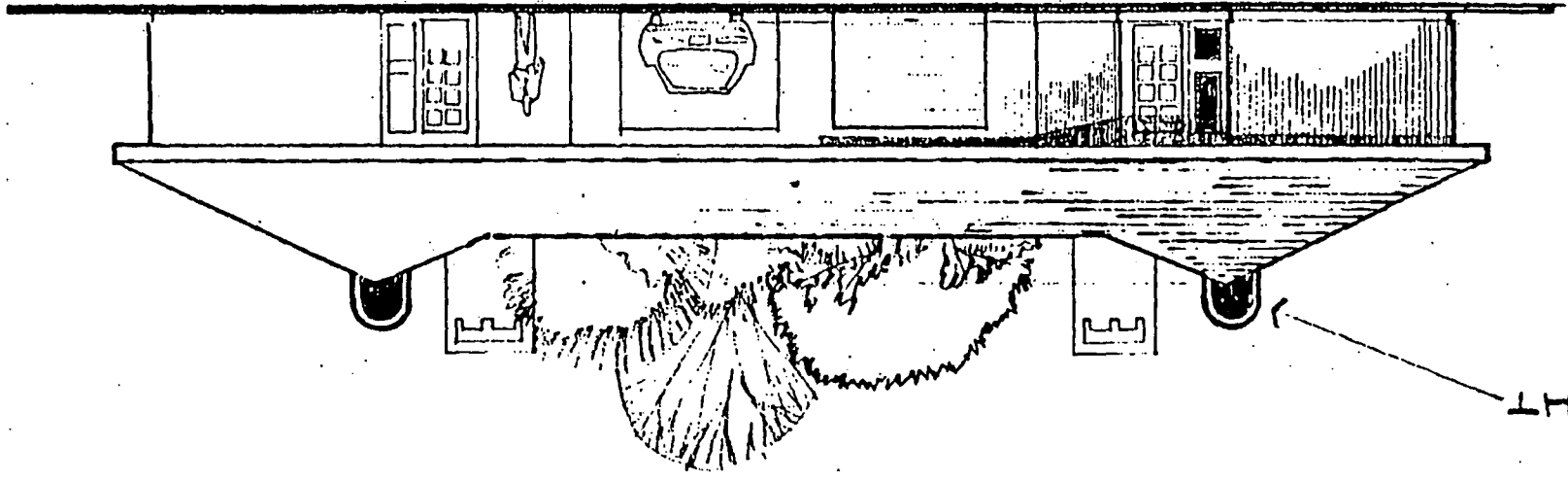
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EXHIBIT B

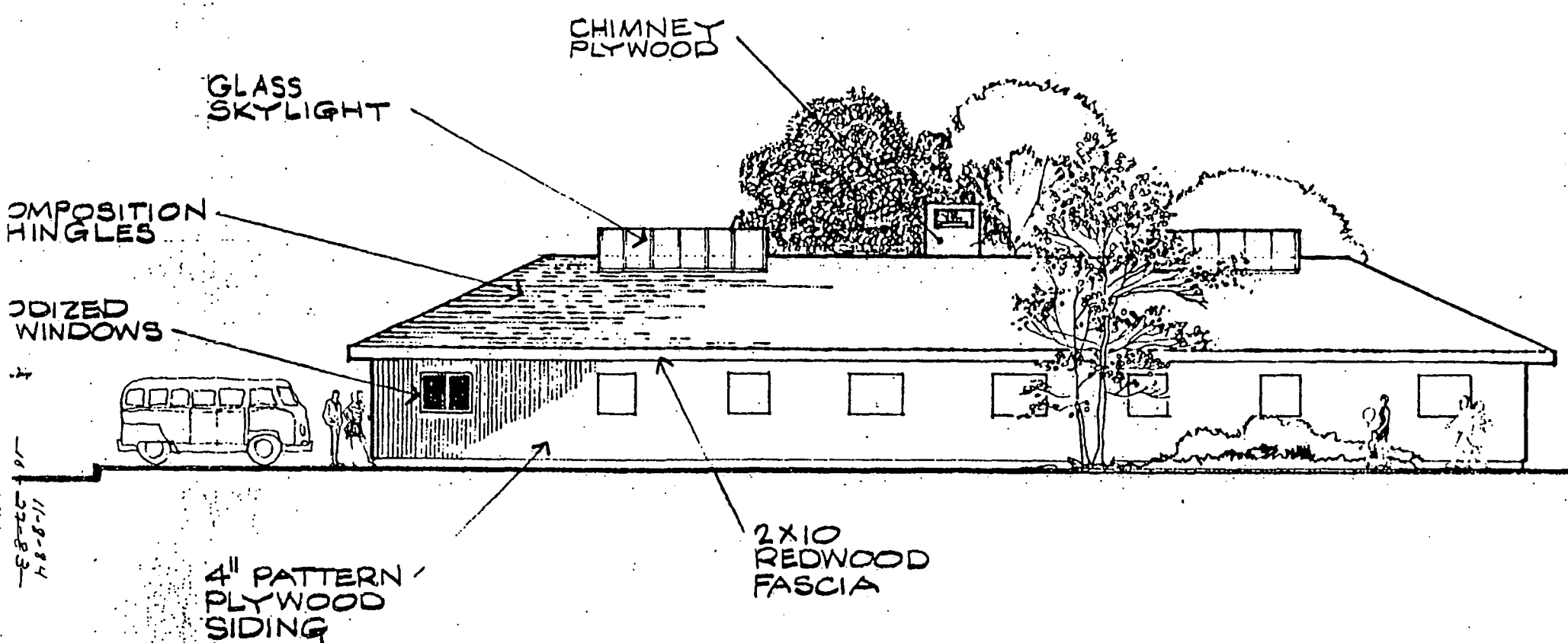
FRONT ELEVATIONS
1/8" = 1'-0"



DOMED SKYLIGHT

EE-EE-94
48-8-11

P 83-520



11-9-84
16-22-83

SIDE ELEVATIONS
1/8" = 1'-0"

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P 832

EXHIBIT C

No.