

P95-124 - OFF-SITE SIGNAGE/FUTURE COMMERCIAL TENANT

REQUEST: Variance to locate a 100 square foot pylon sign on an existing 35 foot high pole sign off-site to identify a future commercial tenant.

LOCATION: Northeast corner of Norwood and Jessie Avenues
237-010-035, 036
North Sacramento Community Plan (Robla)
Grant Joint Union High School District
Council District 2

APPLICANT:	Joseph M. Dickson, JMD Architecture, (415)905-8425 562 Mission Street, Ste. #201 San Francisco, CA 94105
OWNER:	Lial Enterprises, Inc. 2100 Northrup Avenue, #500 Sacto, CA 95825
PLANS BY :	YESCO, 4105 C South Court, Sacto. CA 95834
APPLICATION FILED:	December 18, 1995
STAFF CONTACT:	Bridgette Williams, 264-5000

SUMMARY: The proposed signage request is to place a 10' x 10' pylon type sign on an existing 35 foot high existing pole sign off-site for identification of a future retail tenant. In order to meet the applicant's objectives, the project requires the discretionary planning entitlement described above. In evaluating the project, the basic issues are:

- * the allowance of a detached sign off-site;
- * the off-site sign's compatibility and relationship to the existing pole sign; and
- * the permitted signs on-site.

RECOMMENDATION:

Staff recommends approval of the project. This recommendation is based on the overall intent to share (co-locate) signage, for existing and future commercial development, at this intersection and its overall consistency with the purpose of the sign regulations for commercial activity and sufficient identification.

PROJECT INFORMATION:

General Plan Designation:	Community/Neighborhood Commercial & Offices
Community Plan Designation:	Retail/General Commercial
Existing Land Use of Site:	On-Site (Vacant/ Future Retail Site) Off-Site Signage (McDonald's Restaurant)
Existing Zoning of Site:	On-Site (C-1R) Off-Site Signage (C-2R)

Surrounding Land Use and Zoning:

North: Willow Tree Apartment Complex; R-3
 South: Future Retail Pad; C-1R
 East: Magpie Creek Canal & Future Single Family; R-1A
 West: Sav Max Shopping Center; SC

Property Dimensions:	Irregular
Property Area:	0.77 \pm gross acres (Off-site Signage) 0.74 \pm gross acres (Future Retail Site)
Height of Signage:	35 feet
Exterior Signage Materials:	Internally Illuminated Cabinet Sign/Plastic Face

OTHER APPROVALS REQUIRED: In addition to the entitlements requested, the applicant will also need to obtain the following permits or approvals, including, but not limited to:

<u>Permit</u>	<u>Agency</u>
Sign Permit	Development Services Division

BACKGROUND INFORMATION: In 1985, the subject site (APN: 237-010-036 - future retail site) was rezoned from Single Family Alternative (R-1A) to Limited Commercial Review (C-1R) (P85-364). On August 24, 1995, the City Planning Commission approved a Plan Review to allow the construction of an 8,140 square foot commercial pad on the subject site (P95-016). The subject site is currently vacant and no specific user has been identified. An adjacent parcel, which the applicant is requesting to locate an off-site sign, is zoned C-2R and is currently developed with a McDonald's restaurant (see attached Exhibit C-1). On August 10, 1995, the City Planning Commission approved a Special Permit to construct a drive-thru McDonald's restaurant on 0.77 \pm acres in the C-2R zone (P95-095). On September 1, 1995, City Council rezoned the 0.77 \pm acre site (APN: 237-010-035) from C-1R to C-2R, in order to construct a drive-thru McDonald's restaurant (P95-095). A 35 foot pole sign which identifies McDonald's is located on the developed site. The applicant wishes to share the existing pole sign with McDonald's to identify the future retail/commercial tenant. A Variance is required to locate signage off-site.

STAFF EVALUATION: Staff has the following comments:

A. Staff Analysis

1. Zoning Ordinance Requirements

Limited Commercial C-1 Zone

The City's Zoning Ordinance allows one attached sign for each occupancy and one detached sign for each street frontage not to exceed twenty-four (24) square feet in area. Two detached signs would be allowed because the site is located on a corner. All detached signs shall be monument type signs and located ten (10) feet from any property line and five (5) feet from any driveway in order to provide a clear vision area. The height of the monument sign shall not exceed six (6) feet. Because the future commercial site is on a corner lot, two attached signs are allowed on the building. As previously mentioned above, the existing lot is undeveloped and is zoned C-1.

General Commercial C-2 Zone (McDonald's Parcel)

The City's Sign Ordinance allows two attached signs for each occupancy. Said signs shall not exceed a total aggregate area of three square feet of sign area for each front foot of building occupancy. One detached sign per parcel is allowed. The maximum height limit for a detached sign shall not exceed 35 feet. The maximum sign area for detached signage is one sign for each lineal foot of street frontage abutting the developed portion of the parcel. Presently, there is 135.7 lineal feet of street frontage. As previously noted above, a 35 foot high pole sign is located on the adjacent site with attached signage on the McDonald's building. The existing sign identifies McDonalds which is 100 square feet. Maximum sign area allowed for the detached sign is 135.7 square feet.

2. Sign Proposal

The applicant is proposing to place a 10' x 10' sign panel on the existing McDonald's pylon sign off-site, to identify a future retail use. The proposed sign will be double faced and illuminated. The existing pole sign is immediately adjacent to the subject site. The McDonald's sign panel is 10' x 10' and the proposed sign panel will be identical in size and will be located underneath the existing sign panel (see Exhibit C-2). Staff is not opposed to the proposed off-site sign for the future retail business provided tha the off-site sign serve in-lieu of the allowed detached monument signs. It is the goal of the City's Sign Ordinance to minimize visual clutter and excessive signage and introduce compatible attractive signage which compliments the building and provides clear identification of the business. Staff believes the applicant's proposal does this. Additionally, there are

other commercial and retail businesses in the immediate area that share pole signage to minimize excessive signage.

The proposed sign area (100 sq.ft.) in conjunction with the existing McDonald's sign area (100 sq.ft) will exceed the maximum allowed sign area on the subject site (137.7 sq.ft.). Staff is, however, not opposed to this increase since the overall signage will be in scale, balance and design with the existing sign and the height of the pole. The City's Design Review staff has informed Planning staff that their preference is to mirror the size and materials of the existing sign if the off-site signage is granted by the Planning Commission. The off-site sign shared with McDonald's signage will provide adequate identification of the future commercial/retail business on the corner. The applicant has agreed to forego the placement of a monument sign on the commercial site in lieu of the proposed off-site sign and identify only one single tenant's name and/or the name of the future retail center on the off-site sign. Finally, staff is recommending that interim usage of the off-site sign be prohibited by the primary tenant (McDonald's) and/or temporary short term activity on the vacant C-1 zoned lot.

PROJECT REVIEW PROCESS:

A. **Environmental Review**

The proposed project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15311).

B. **Robla Community Association Comments**

The Robla Community Association believes the off-site proposed is acceptable and will be compatible with the existing McDonald's restaurant pole sign.

C. **Summary of Agency Comments**

The project has been reviewed by several City Departments and other agencies. No comments were received.

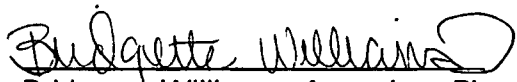
PROJECT APPROVAL PROCESS: Of the entitlements below, Planning Commission has the authority to approve or deny the entitlement listed below. The Planning Commission action may be appealed to the City Council. The appeal must occur within 10 days of the Planning Commission action.

RECOMMENDATION: Staff recommends the Planning Commission take the following action:

Adopt the attached Resolution approving the Variance to locate a 100 square foot pylon sign on an existing 35 foot high pole sign off-site, to identify a future retail tenant on 0.77± developed acres in the C-2R zone.

Report Prepared By,

Report Reviewed By,


Bridgette Williams, Associate Planner

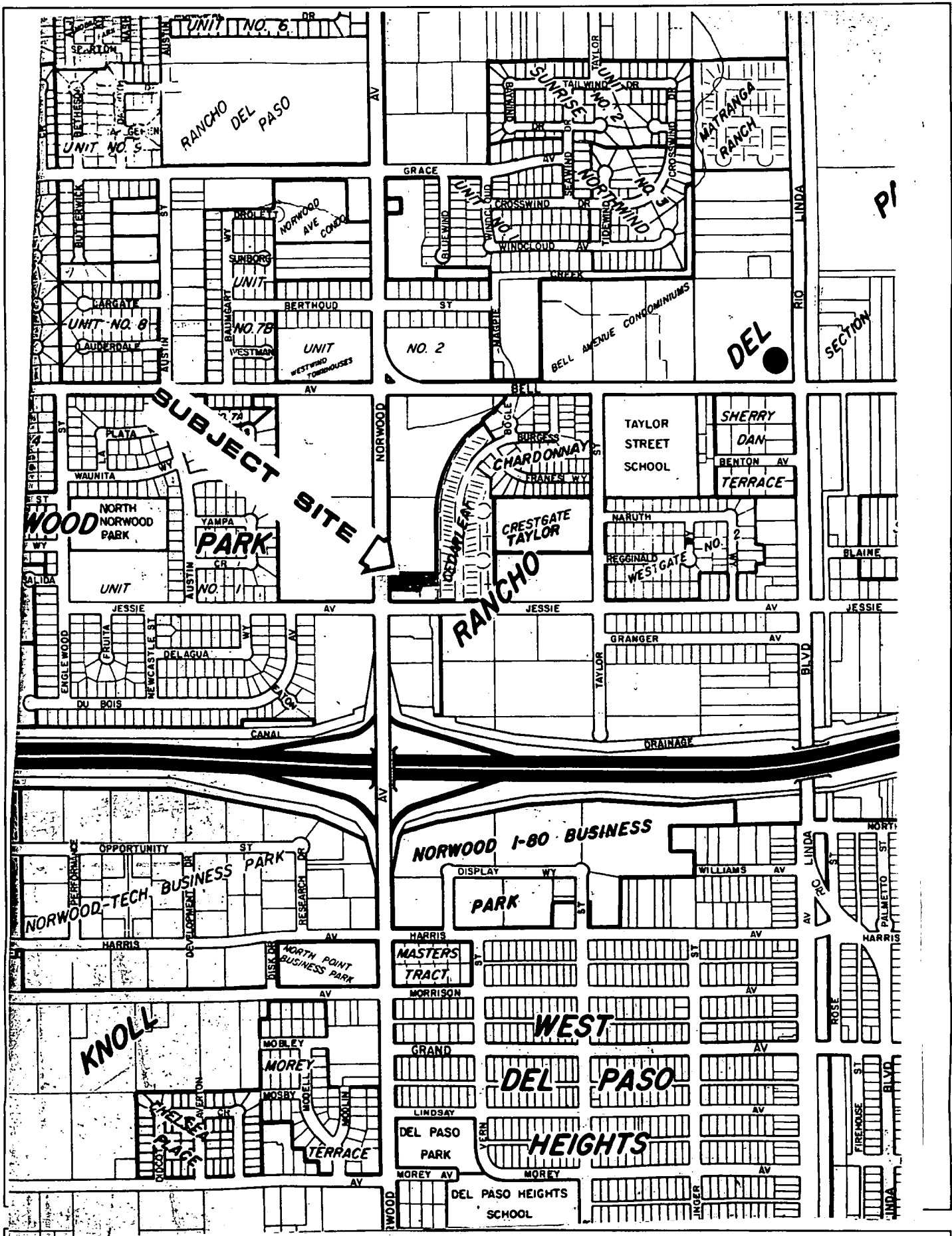

Scot Mende, Senior Planner

Attachments

Attachment A
Attachment B
Attachment C

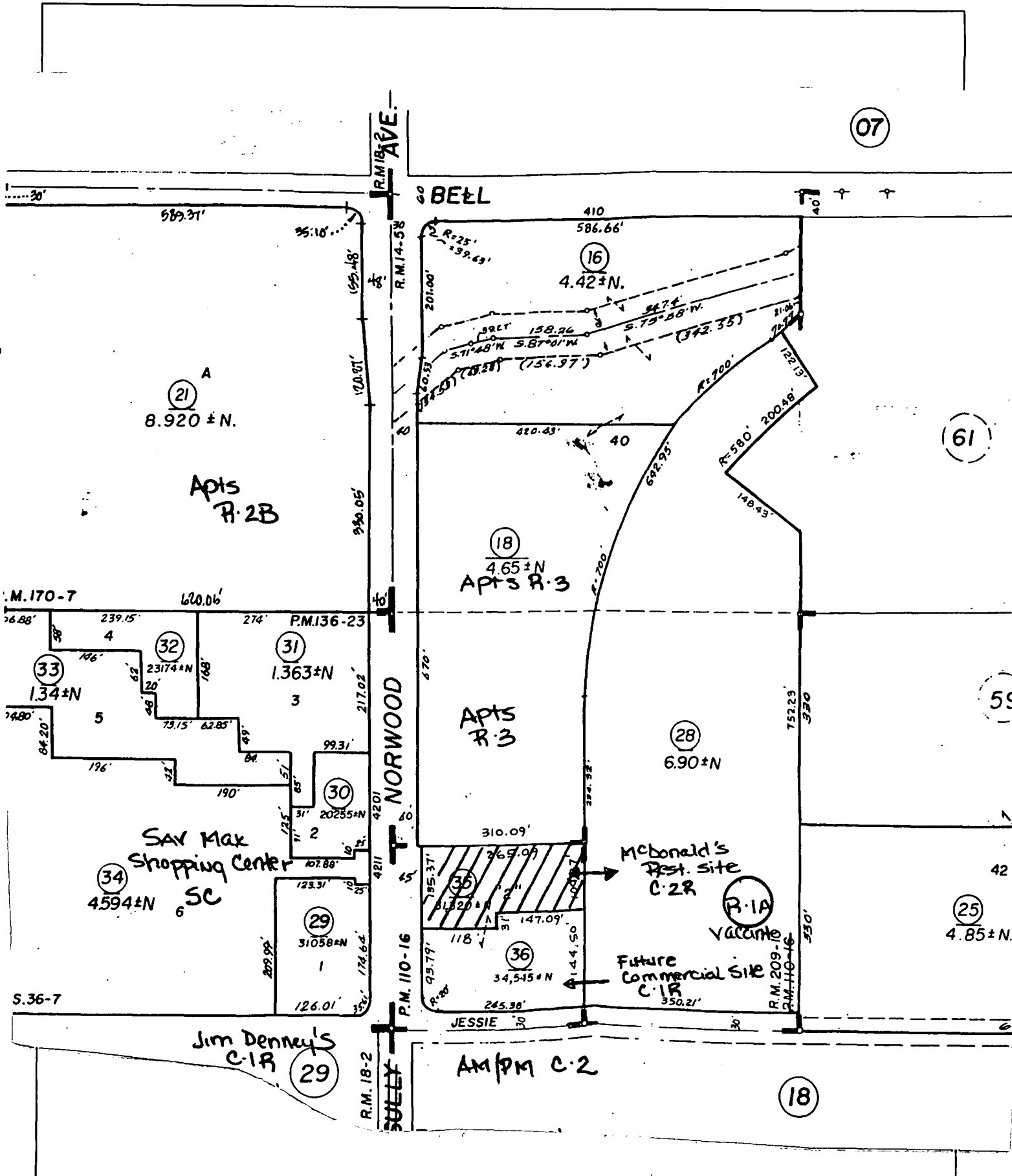
Exhibit C-1
Exhibit C-2

Vicinity Map
Land Use and Zoning Map
Resolution Approving the Variance for
Off-site Signage
Site Plan
Off-site Sign Elevation



VICINITY MAP

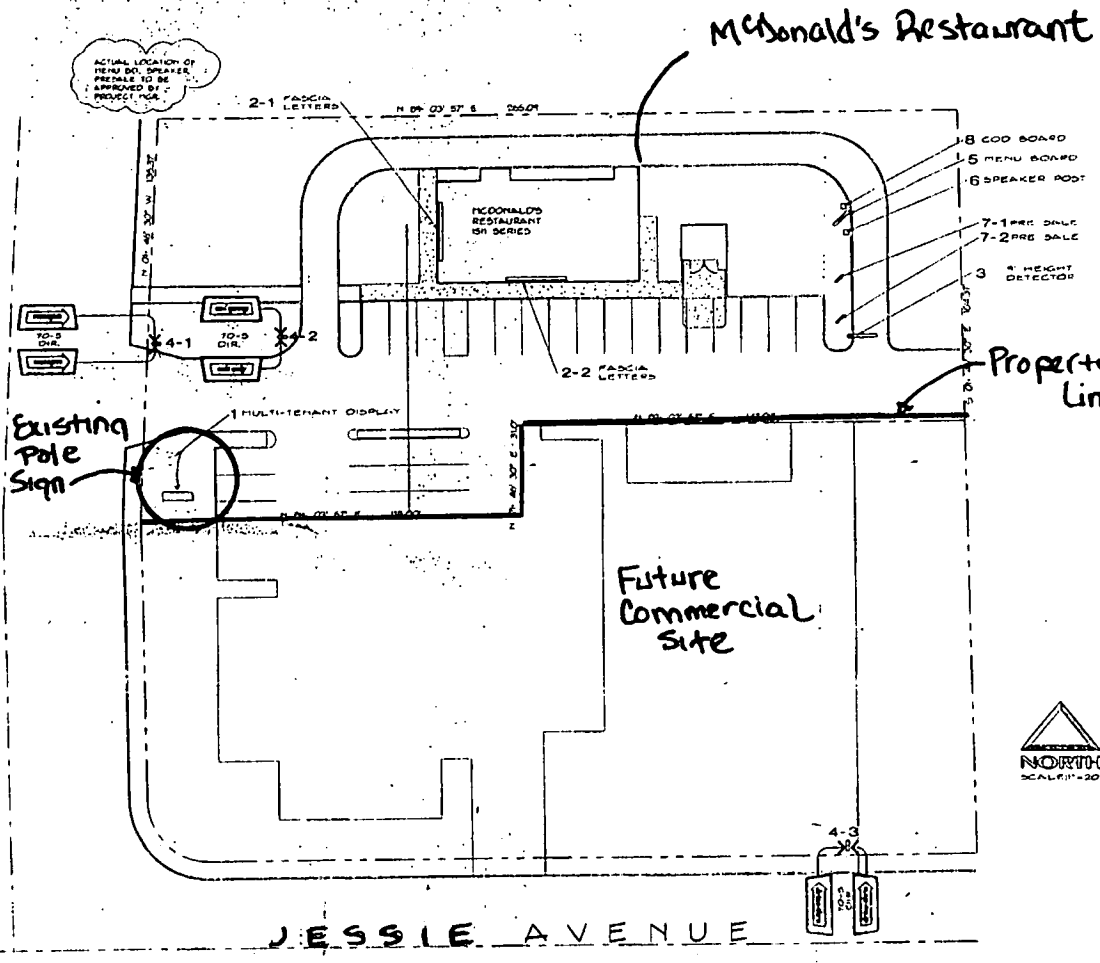
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Exhibit C-1

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McDonald's Restaurant

Property Line

Future Commercial Site

JESSIE AVENUE

SITE PLAN - MCDONALD'S - SACRAMENTO, CA
SCALE: 1" = 20'

- SCOPE OF WORK:
- INSTALL (1) ONE MULTI-TENANT DISPLAY, 35'-0" O.A.H. (SIGNAGE SUPPLIED BY REND TESCO) TESCO SAG TO DIG FOOTING, SUPPLY AND SET POLE SUPPORT, INSTALL SIGN AND CONNECT ELEC. ELEC. LOAD: 18 AMPS @ 120 V.
 - INSTALL 2 SETS FASCIA RED LETTERS W/YELLOW ARCHES (SIGNAGE SUPPLIED BY NATIONAL SALES) ELEC. LOAD: 12 AMP @ 120 V.
 - INSTALL CLEARANCE BARRIER TESCO SAG TO INSTALL CLEARANCE PANEL, POLE CAP AND BARRIER ASSEMBLY TO POLE SUPPORT (TESCO TO ASSEMBLY BARRIER & SIGN AFTER GC. HAS UNBLOCKED POLE) (SIGNAGE SUPPLIED BY NATIONAL SALES) FOOTING, POLE INSTALLATION SET ANCHOR BOLTS BY GENERAL CONTRACTOR.
 - INSTALL 3 EA. 70-5 DIRECTIONAL SIGNS TESCO SAG TO INSTALL THREE DIRECTIONAL SIGNS, SUPPLY ANCHOR BOLTS AND CONNECT ELECTRICAL (SIGNAGE SUPPLIED BY NATIONAL SALES) GENERAL CONTRACTOR TO DIG HOLES, FOUR FOOTINGS, AND SET ANCHOR BOLTS. ELEC. LOAD: 2 AMP @ 120 V.
 - 4-1 WELCOME/ELCOME
4-2 THANK YOU/EXIT ONLY
4-3 DRIVE THRU/DRIVE THRU
 - INSTALL MENU BOARD (EVERBRIGHT) TESCO SAG TO INSTALL MENU SIGN. SUPPLY ANCHOR BOLTS AND CONNECT ELECTRICAL (SIGNAGE SUPPLIED BY NATIONAL SALES) GENERAL CONTRACTOR TO DIG HOLES, FOUR FOOTINGS, AND SET ANCHOR BOLTS. ELEC. LOAD: 13 AMP @ 120 V.
 - INSTALL SPEAKER STAND TESCO SAG TO INSTALL SPEAKER STAND. SUPPLY ANCHOR BOLTS AND CONNECT ELECTRICAL (SIGNAGE SUPPLIED BY NATIONAL SALES) GENERAL CONTRACTOR TO DIG HOLES, FOUR FOOTINGS, AND SET ANCHOR BOLTS. ELEC. LOAD: 1 AMP @ 120 V.
- TOTAL ELEC. LOAD: 50 AMP @ 120 V.



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