

CITY PLANNING COMMISSION

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

APPLICANT Robert H. Lee and Associates, 1337 Howe Ave., #211, Sacramento, CA 95825
OWNER William E. Stein - Shell Oil, P.O. Box 13678, Sacramento, CA 95853
PLANS BY Robert H. Lee and Associates, 1337 Howe Ave., #211, Sacramento, CA 95825
FILING DATE 1/25/89 ENVIR. DET. Exempt 15301g REPORT BY JP:pe
ASSESSOR'S PCL. NO. 001-0011-003

APPLICATION: Variance to replace an existing 352 sq. ft. 65 ft. high non-conforming pole sign with a 198 sq. ft. 65 ft. high pole sign on 0.7+ acres in the Heavy Industrial - Parkway Corridor (M-2-PC) zone.

LOCATION: 225 Jibboom Street

PROJECT INFORMATION:

General Plan Designation: Heavy Commercial or Warehouse
Existing Zoning of Site: M-2 PC
Existing Land Use of Site: Shell Service Station

Surrounding Land Use and Zoning:

North: Motel; M-2-PC
South: Motel; M-2-PC
East: Motel and Interstate 5; M-2-PC
West: Service Station; M-2-PC

Property Dimensions: Irregular
Property Area: 0.7+ acres.
Type of Sign: Detached illuminated pole sign
Sign Height: 65 feet
Sign Area: 12' x 16' 6"; 198 sq. ft.
Sign Colors: Yellow emblem, red background and white letters
Sign Materials: Plastic sign on metal pole

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

A. **Land Use and Zoning**

The subject site is a 0.7+ acre interior lot located in the Heavy Industrial and Parkway Corridor (M-2 PC) zones. A Shell service station, which is in the process of being remodeled is located on the site. Surrounding land uses are highway commercial in nature including motels, service stations and restaurants. Interstate 5, which is elevated, is located approximately 100 feet to the east of the subject site. The site is designated for Heavy Commercial or Warehouse use by the General Plan.

B. Applicant's Proposal

The Shell service station is currently identified by a 352 square foot, 65 foot high detached pole sign (Exhibit B). This sign is considered a non-conforming sign as the City's Sign Ordinance allows a maximum square footage of 200 square feet and a maximum height of 35 feet for detached signs advertising highway commercial oriented uses located within 660 feet of a freeway. The Sign Ordinance also requires that detached signs within 660 feet of the freeway be located in the landscaped planter and the existing sign is not located in a planter. The applicant proposes to replace this existing sign with a new 198 square foot pole sign which would be in keeping with the Shell Oil Company's new emblem and copy requirements for their service stations. As the height of the proposed sign exceeds 35 feet and as the new sign will utilize the existing sign poles which are not located in a landscaped planter, the applicant is requesting a variance to replace the existing non-conforming pole sign with the new pole sign.

C. Staff Evaluation

Staff finds that the proposed sign copy is more attractive than the existing Shell sign and that the area of the proposed sign is in conformance with the City's Sign Ordinance requirements (lineal frontage of the site is 210+ feet permitting a maximum area of 200 square feet for a detached sign on the site). Staff finds, however, that the proposed 65 foot height is not necessary to adequately identify the subject site to vehicles traveling on the freeway and is much higher than surrounding detached signs for freeway oriented uses. Staff recommended to the applicant that the height of the sign be reduced to 45 feet. This would allow the sign to be located above the existing 26 foot high motel directly to the north of the sign without giving the appearance that the sign is sitting on top of the motel building. Staff also suggested to the applicant that the sign would be more aesthetically pleasing if it was located on one pole instead of the two existing poles. The applicant has conducted sight studies at the site with a 45 foot high sign and has indicated to Planning Staff that he is willing to reduce the height of the sign to 45 feet and use one pole rather than two poles. Staff, therefore, recommends approval of the variance request subject to conditions.

ENVIRONMENTAL DETERMINATION: This project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15301 g)

RECOMMENDATION: Staff recommends approval of the variance request to replace an existing non-conforming pole sign subject to conditions and based upon Findings of Fact which follow:

Conditions

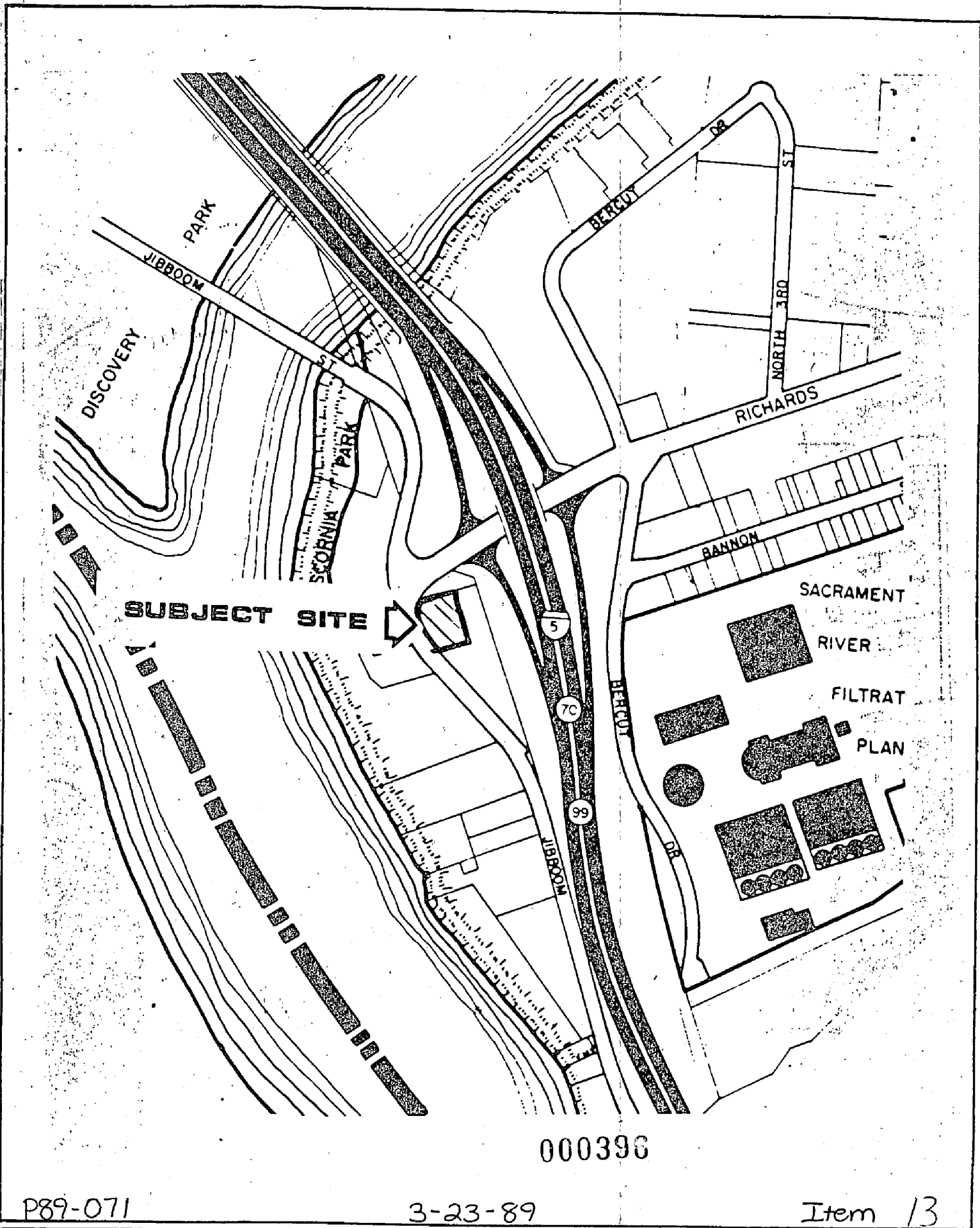
1. The maximum height of the pole sign shall be 45 feet.
2. The sign shall be placed on one pole as shown in Exhibit B.

3. The maximum square footage of the sign shall not exceed 200 square feet.

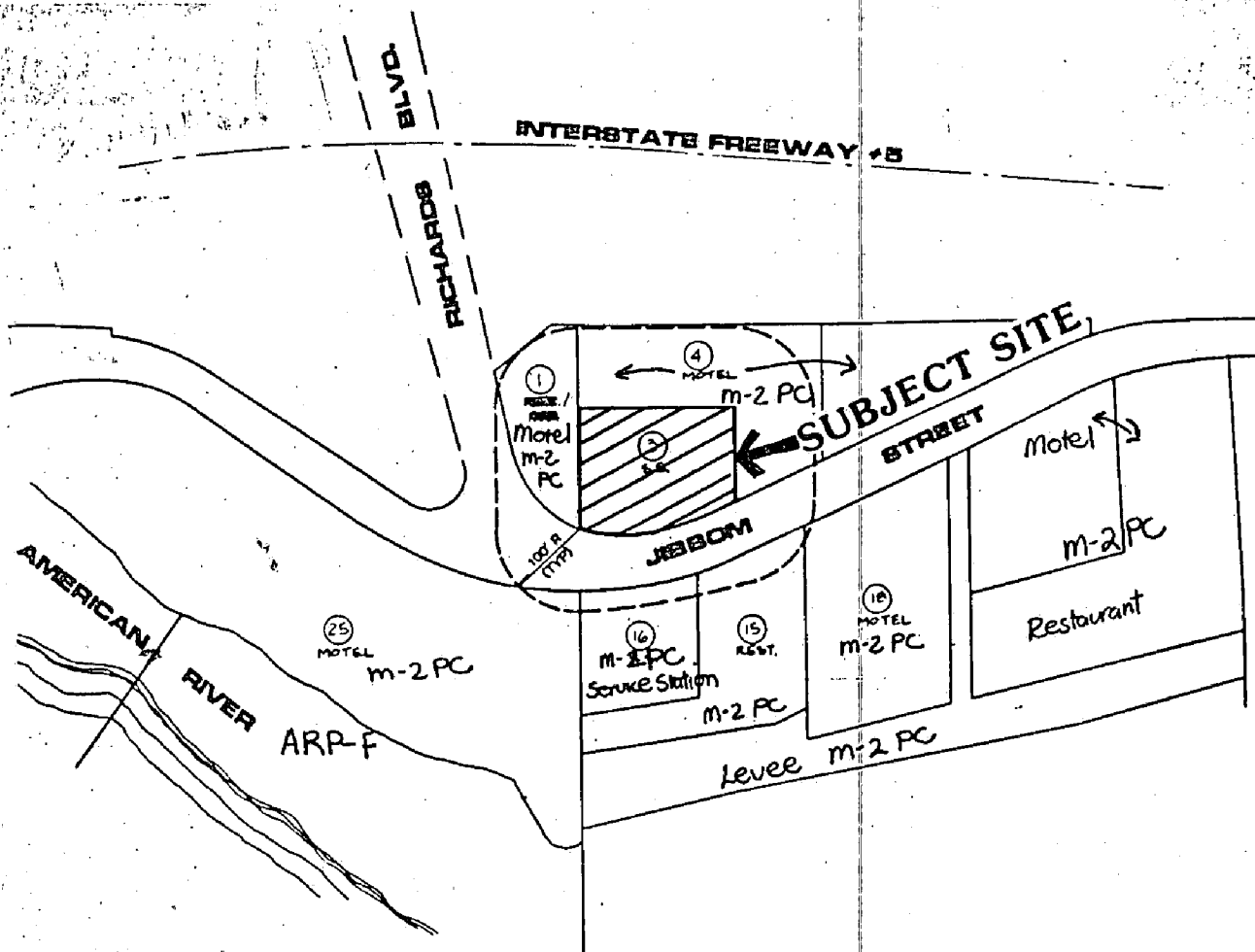
Findings of Fact

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 pole signs under similar circumstances.
2. The variance request does not constitute a use variance in that on-site signs for service station uses are allowed in the M-2-PC zone.
3. The variance, as conditioned, will not be injurious to the public welfare nor to neighboring properties in that the proposed sign will not result in a sign that is larger in height or area than the existing detached sign located on the subject site.
4. The variance, as conditioned, is 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 to work and as an attraction to non-residents who come to visit or trade."
5. The project is in conformance with the General Plan which designates the site for Heavy Commercial or Warehouse use.

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VICINITY MAP



P89-071

3-23-89

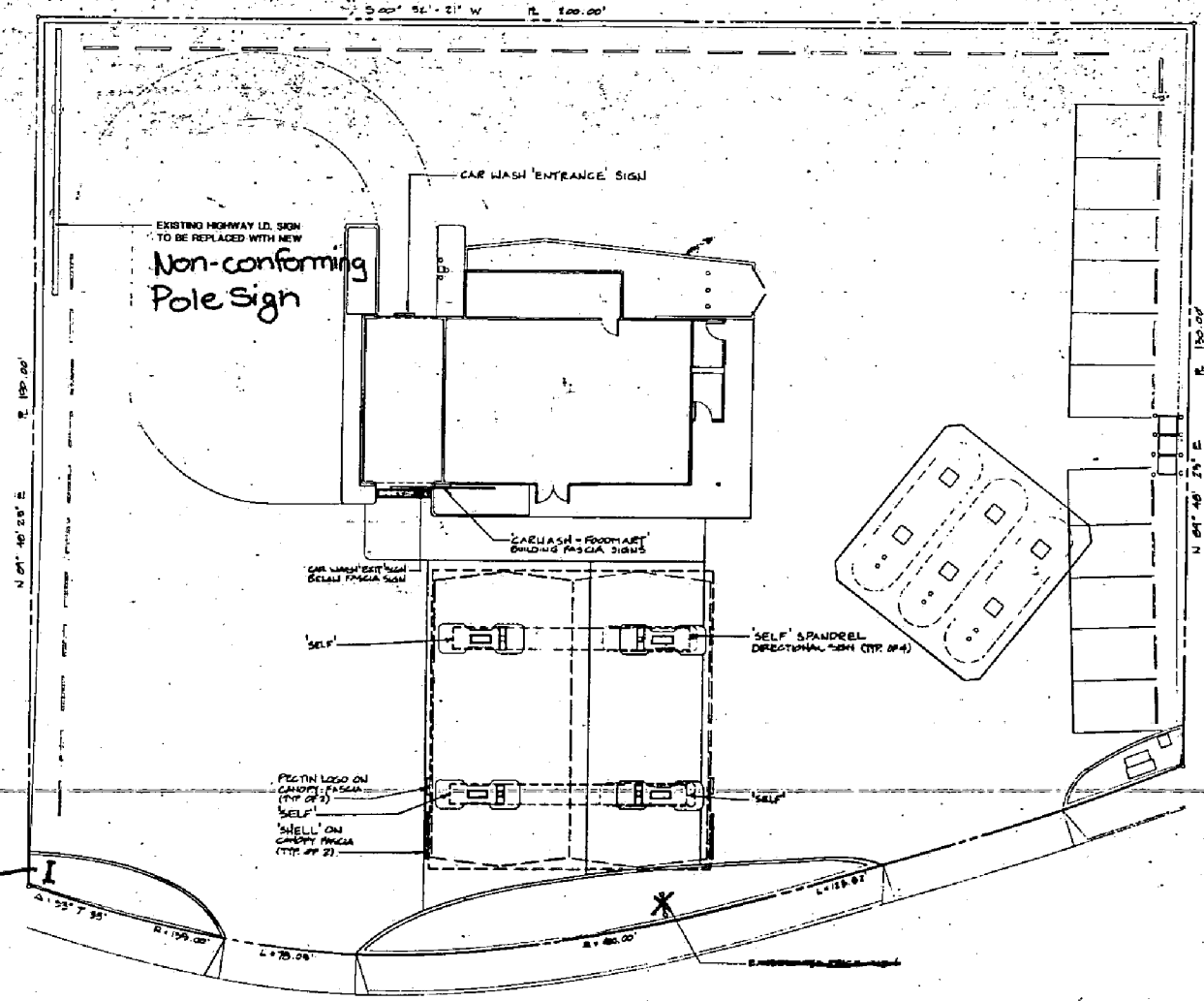
Item 13

LAND USE & ZONING MAP

P89-071

3-23-89

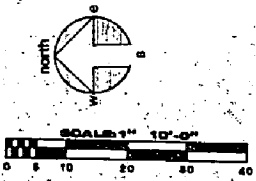
Item B



SIGN PROGRAM SUMMARY

SHELL STATION		
SIGN PROGRAM SUMMARY		
1 - "FOOD MART" SIGN	12.5 SQ. FT.	12.5 SQ.
1 - "CAR WASH" SIGN	11.0	11.0
1 - "EXIT"	1.4	1.4
1 - "ENTRANCE"	3.1	3.1
2 - "SHELL" OF CANOPY	24.4	24.4
2 - Pecten LOGOS ON CANOPY	4.0	8.0
4 - "SELF" OF CANOPY SPANDREL	1.4	5.4
1 - PRICE SIGN	18.0	18.0
		EXISTING
		92.4
EXIST. HIGHWAY SIGN TO BE REMOVED		320
NEW HIGHWAY SIGN (PROPOSED)		198
		290.8 SQ. FT.
ORIGINAL PROPOSAL AS APPROVED (UNDER APPLICATION P87-342)		412.8
SIGNAGE REDUCED		122.0 SQ. FT.

EXHIBIT A



FINALIZED FOR PERMIT DATE: 11/18/88

SIGN PLAN
225 JIBBOOM STREET
SACRAMENTO, CALIFORNIA

SHELL OIL COMPANY
 PACIFIC NORTHWEST DISTRICT
 6450
 204-6678-00

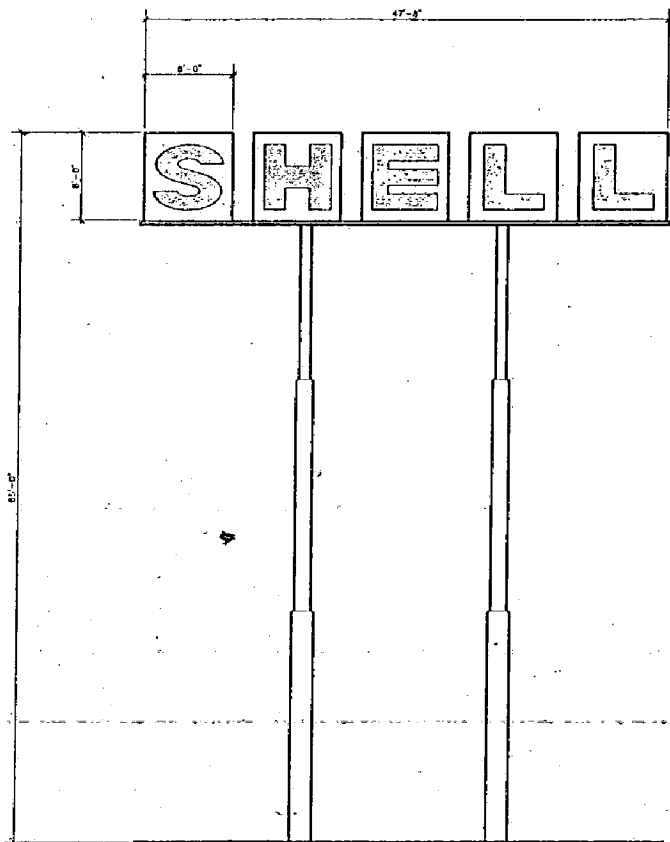
AS SHOWN
 A.A.S.
 6450
 204-6678-00

ROBERT H. LEE & ASSOCIATES, INC.
 687890-2

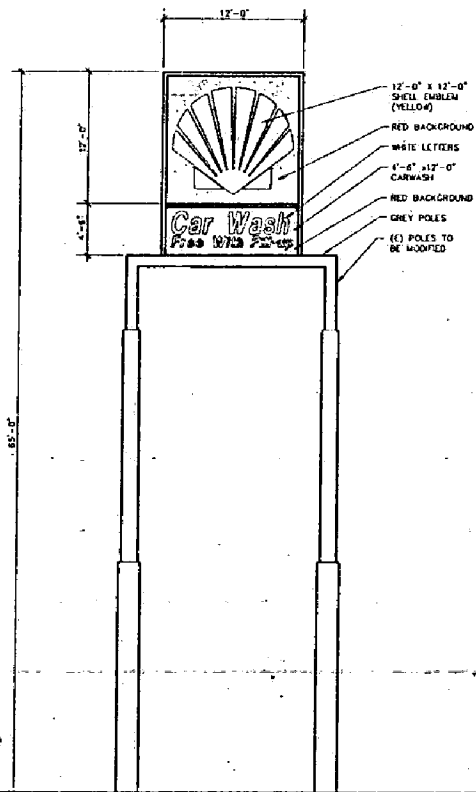
P89-071

3-23-89

Item 13



EXISTING IDENTIFICATION SIGN
TO BE REMOVED 3/16"-1"-0"



NEW IDENTIFICATION SIGN
NEW PROPOSED 3/16"-1"-0"

Staff's Proposal

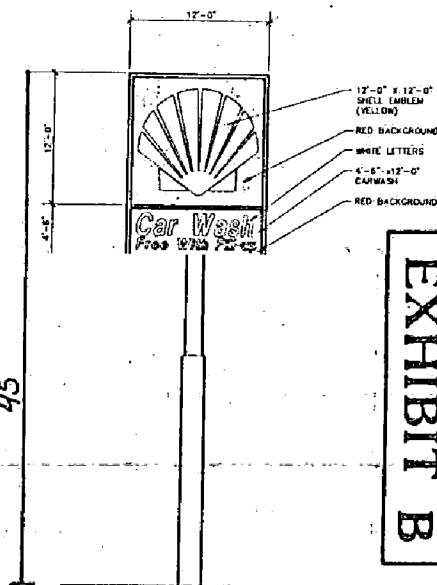
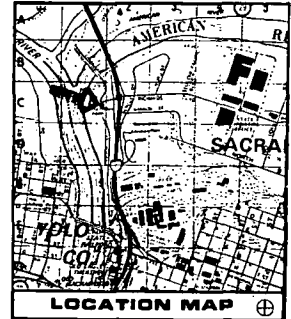
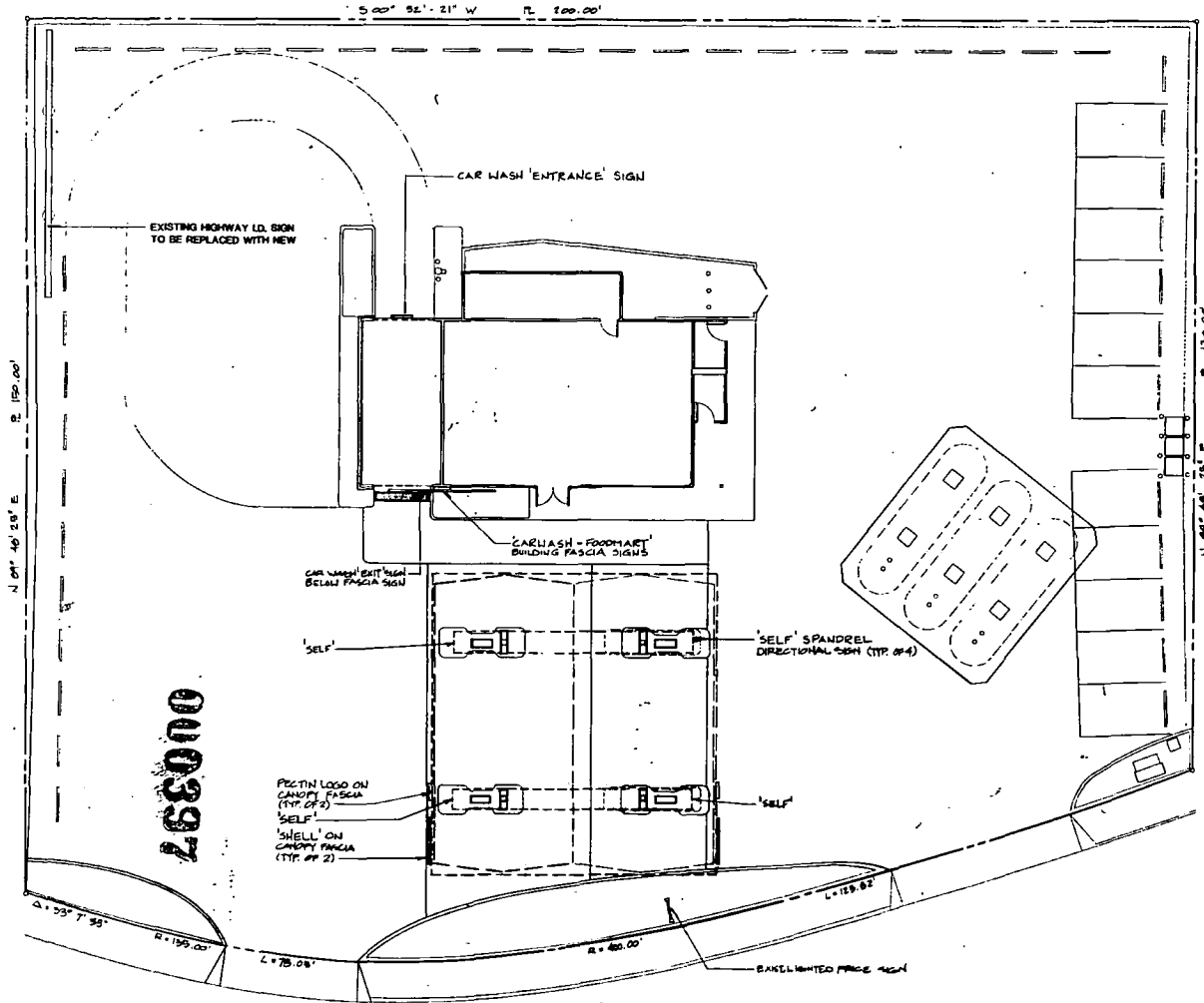


EXHIBIT B

DATE	APPROV
1-21-89 (SH)	
PREP	
BY	
CHKD	
DATE	REVISIONS

SIGN ELEVATIONS
225 JIBBOOM STREET
SACRAMENTO CA.

	SHELL OIL COMPANY	SCALE	AS SHOWN
		DATE BY	QMP
		PRICE	\$250
ROBERT H. LEE & ASSOCIATES, INC. ARCHITECTURE ENGINEERING PLANNING 1327 HOME LANE 2/F. SACRAMENTO, CA 95811 (916) 441-0002		W.C.P.	202-5578-89
			3



SIGN PROGRAM SUMMARY

SHELL/64508SIGN

SIGN PROGRAM SUMMARY

1 - 'FOOD MART' SIGN	12.5 SQ. FT.	12.5 SQ. FT.
1 - 'CAR WASH' SIGN	11.0	11.0
1 - 'EXIT'	1.4	1.4
1 - 'ENTRANCE'	3.1	3.1
2 - 'SHELL' ON CANOPY	16.6	33.2
2 - 'SHELL' LOGOS ON CANOPY	4.0	8.0
4 - 'SHELL' ON CANOPY SPANDREL	1.4	5.6
1 - PRICE SIGN	18.0	18.0

SUBTOTAL:

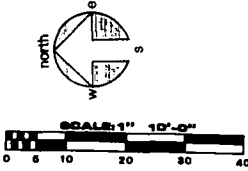
EXIST. HIGHWAY SIGN TO BE REMOVED	320	---
NEW HIGHWAY SIGN (PROPOSED)	198	198
ORIGINAL PROPOSAL AS APPROVED (UNDER APPLICATION P87-342)		422.8
SIGNAGE REDUCED-		122.0 SQ. FT.
		290.8 SQ. FT.

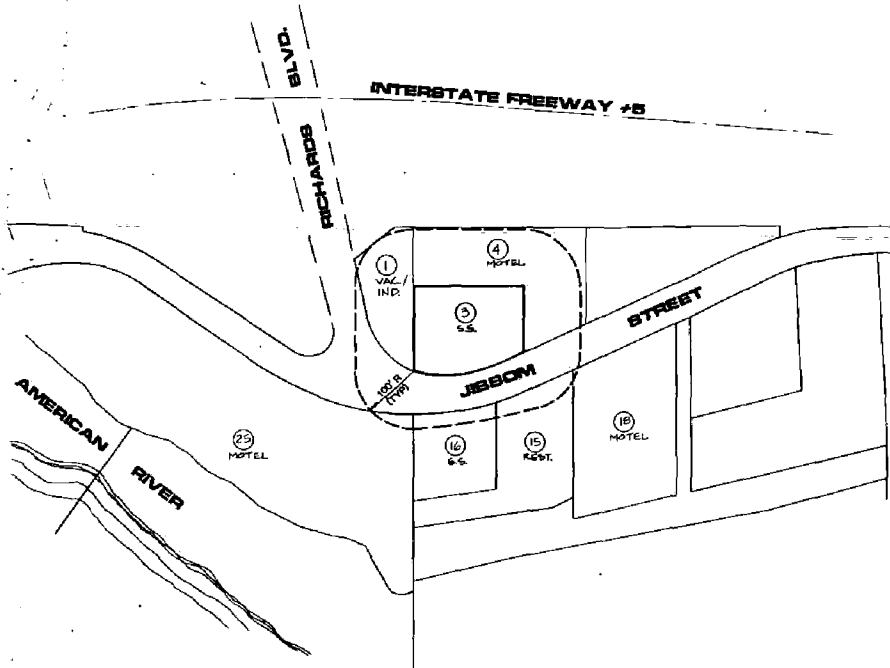
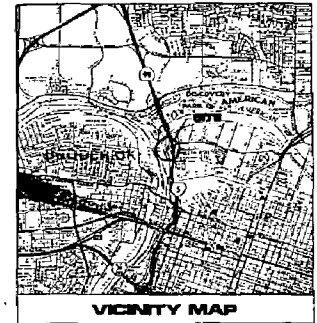
FINALIZED FOR PERMIT 11/18/88
 MARKET DATE: 11/23/88

SIGN PLAN
 225 JIBBOOM STREET
 SACRAMENTO, CALIFORNIA

SHELL OIL COMPANY
 PACIFIC NORTHWEST DISTRICT
 6450
 204-8878-90

ROBERT H. LEE & ASSOCIATES, INC.
 667890-2

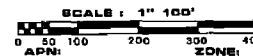




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LEGEND

STATE.	CALIF. STATE, PROP.
RES.	RESIDENTIAL
CITY.	CITY PROPERTY
UTIL.	UTILITY
OFF.	OFFICE(S)
REST.	RESTAURANT
SHOP.	SHOPPING CENTER
WHS.	WAREHOUSE
APT.	APARTMENTS
M.H.	MOBILE HOME(S)
1F	ONE FAMILY
2F	TWO FAMILY
M/F	MULTI-FAMILY
R.S.	RETAIL STORE
S.S.	SERVICE STATION
A.R.	AUTO REPAIR/GARAGE
VAC.	VACANT
PLEX	(1, 2, 3, 4) PLEX
COM.	COMMERCIAL
IND.	INDUSTRIAL (L-LIGHT H-HEAVY)
COUNTY	COUNTY OF
FED. PROPT.	FEDERAL PROPERTY (U.S. GOV'T.)
CONV.	CONVENIENCE STORE
AGG.	AGRICULTURAL



MARK	DATE	REVISIONS	BY	PRELIM.	DATE	APPR'D
				PERMIT		
				ISS		
				CONST.		

RADIUS MAP
225 JBBOM STREET
SACRAMENTO, CA

	SHELL OIL COMPANY	SCALE 1" = 100' DRAWN BY: L.E.A. DESIGNED: 6450 W.L.C. # 204-0970-50
	ROBERT H. LEE & ASSOCIATES, INC. <small>ARCHITECTURE PLANNING ENGINEERING</small> <small>1001 HOLLAND AVENUE SUITE 211 SACRAMENTO, CA 95811 (916) 442-4000</small>	667890-1