

**P93-124 - THE GOLDEN 1 CREDIT UNION**

- REQUEST:**
- A. Variance to allow a detached sign within the freeway corridor to increase the maximum height from 12 feet to 18 feet for a 112 square foot sign on 19.1± developed acres in the Light Industrial (M-1) zone.
  - B. Variance to allow a detached sign within the freeway corridor to increase the maximum allowed square footage from 24 to 112.
  - C. Variance to allow a pole sign within the freeway corridor.
  - D. Variance to increase the number of detached signs for one parcel from one to three signs.
  - E. Variance to allow a detached sign on a parcel without street frontage.

**LOCATION:** 6507 4th Avenue, 65th Street south of Highway 50  
015-0031-041, 015-0023-008  
East Broadway  
Council District 6

<b>APPLICANT:</b>	River City Signs, John Emig, 371-3300 2419 Sellers Way, West Sacramento, CA 95691
<b>OWNER:</b>	The Golden 1 Credit Union 6507 4th Avenue, Sacramento, CA 95817
<b>PLANS BY:</b>	River City Signs
<b>APPLICATION FILED:</b>	8-17-93
<b>STAFF CONTACT:</b>	Cindy Gnos, 264-7636

**SUMMARY/RECOMMENDATION:** The applicant proposes to erect four freestanding signs. One sign is 18 feet tall, 112 square feet, containing the words "The Golden 1 Plaza". Two signs are four feet tall, 11 square feet, containing the words "The Golden 1 Credit Union" and "SMUD". The fourth sign is five feet tall, 18 square feet, contains

the word "SMUD". In order to locate these signs on the property, the project requires the discretionary planning entitlements described above. In evaluating the project, the basic issues are visibility of the signs from the freeway, and excessive signage. Staff recommends denial of the variance to increase the height of the sign, but approval of the other variances.

**PROJECT INFORMATION:**

General Plan Designation:	Community/Neighborhood Commercial & Offices
Community Plan Designation:	n/a
Existing Land Use of Site:	Golden 1 Credit Union and SMUD
Existing Zoning of Site:	M-1

**Surrounding Land Use and Zoning:**

North: Highway 50; M-1  
 South: Service Station, Trailer Sales; R-3 & C-2-R  
 East: Industrial; M-1  
 West: Residential & Commercial; R-1 & C-2

Property Dimensions:	Irregular
Property Area:	19.1 ± gross acres
Number of Proposed Signs:	Four
Total Square Footage of Signs:	152 square feet
Height of Signs:	18 feet, 5 feet, 4 feet
Topography:	Flat
Street Improvements:	Existing
Utilities:	Existing

**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	Building Division

**STAFF EVALUATION:** Staff has the following comments:

**A. Policy Considerations**

The existing administrative office uses are consistent with the General Plan designation of Community/Neighborhood Commercial & Offices. The purpose of the sign Ordinance is to encourage signs which, by their good design, are integrated with and harmonious to the buildings and sites which they occupy, and which eliminate excessive sign displays. The applicant's proposal eliminates an existing 50 foot high illegal sign, and substitutes attached signs with detached

signs. The proposal, therefore, is not in conflict with the purpose of the Sign Ordinance.

**B. Site Plan Design/Zoning Requirements**

**1. Setbacks/Parking**

There are no proposed increases in the total building square footage. This results in no changes in existing setbacks or additional required parking.

**2. Signage**

The subject site is located within 660 feet of the freeway right-of-way. This places the site within a special freeway sign district. The Sign Ordinance limits detached signs within the freeway corridor to one per parcel, 24 square feet in area, 12 feet in height, and only allows monument type signs. The applicant is requesting a variance from all these requirements. The purpose of the Special Freeway Sign District is to limit the size and number of signs visible from the freeway.

The applicant proposes to remove an existing 50 foot high sign containing the words "50 Financial Center" and replace it with a 18 foot high, 112 square foot pole sign containing the words "The Golden 1 Plaza". Staff suggests the sign be reduced to 12 feet in height instead of the proposed 18 feet. This lower sign height would reduce the visibility from the freeway. It would also result in a design that would look more like a monument sign (supporting the Variance to allow a pole sign within the freeway corridor). The proposed size of this sign (112 square feet) also requires a Variance. Staff has no objection to this variance. If the site were not within the freeway corridor, it would be allowed to contain 300 square feet. If the sign is reduced to 12 feet in height, not visible from the freeway, staff recommends approval of the variance.

The other two sign variances are to allow three additional detached signs. Two signs are on one parcel, the other is on a land-locked parcel. These detached signs could be considered directional signs rather than identification signs that are visible from the street. There are no existing attached signs on the building. These directional signs, containing 11 square feet each, replace the attached signs which would be allowed on the building. The third detached sign is on the land-locked parcel. It contains 18 square feet and is also similar to a directional sign. The Sign Ordinance only allows signs on parcels which have street frontage. The SMUD building is a land-locked parcel, and therefore, allowed no detached signs. Staff also has no objection to this sign Variance. This building, like the Golden 1 building, has no attached signs.

**D. Building Design**

No modifications to the exterior of the buildings are being proposed.

**PROJECT REVIEW PROCESS:****A. Environmental Determination**

The proposed project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15311(a) and 15305).

**B. Public/Neighborhood/Business Association Comments**

The proposed variances were reviewed by the Tahoe Park Neighborhood Association. The Tahoe Park Neighborhood Association opposes the variances. They believe that projects should conform to all requirements.

**C. Summary of Agency Comments**

The project has been reviewed by several City Departments and other agencies. There were no comments on the sign proposal.

**PROJECT APPROVAL PROCESS:** The Planning Commission has the authority to approve or deny all of the project entitlements. The Planning Commission action may be appealed to the City Council. The appeal must occur within 10 days of the Planning Commission action.

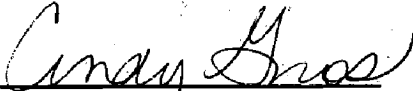
**RECOMMENDATION:** Staff recommends the Planning Commission take the following actions:


- A. Adopt the attached Resolution denying the Variance to allow a detached sign within the freeway corridor to increase the maximum height from 12 feet to 18 feet.
- B. Adopt the attached Resolution approving the Variance to allow a detached sign within the freeway corridor to increase the maximum allowed square footage from 24 to 112.
- C. Adopt the attached Resolution approving the Variance to allow a pole sign within the freeway corridor.
- D. Adopt the attached Resolution approving the Variance to increase the number of detached signs for one parcel from one to three signs.

- E. Adopt the attached Resolution approving the Variance to allow a detached sign on a parcel without street frontage.

Report Prepared By,

Report Reviewed By,

  
Cindy Gnos, Planner

  
Barbara L. Wendt, Senior Planner

**Attachments**

Attachment A	Vicinity Map
Attachment B	Land Use and Zoning Map
Attachment C	Resolution Denying the Variance
Attachment D	Resolution Approving the Variance
Exhibit D-1	Site Plan
Exhibit D-2	Elevation of Signs
Exhibit D-3	Elevation of Signs

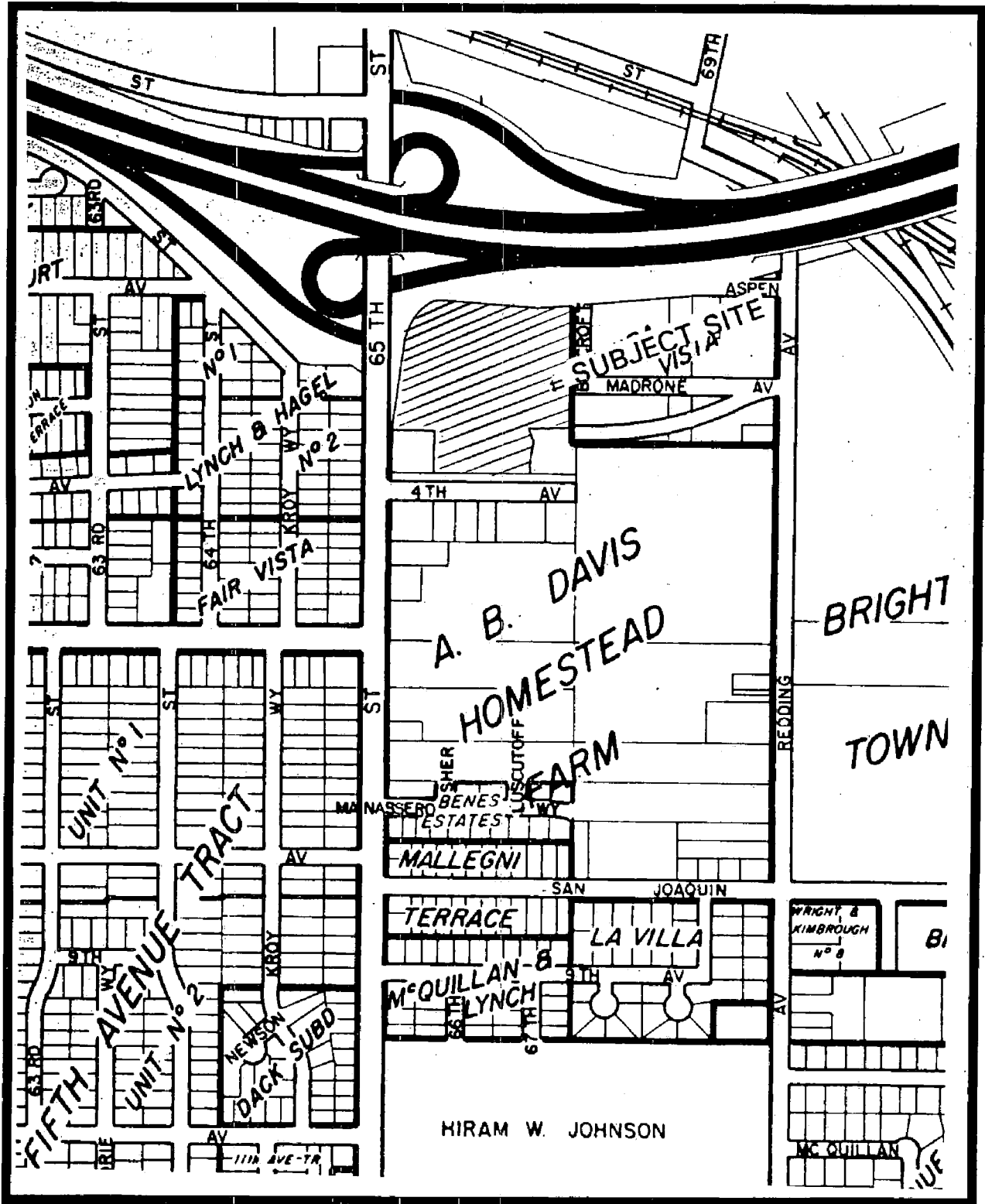
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ATTACHMENT A

P93-124

NOVEMBER 18, 1993

ITEM #6  
PAGE 6



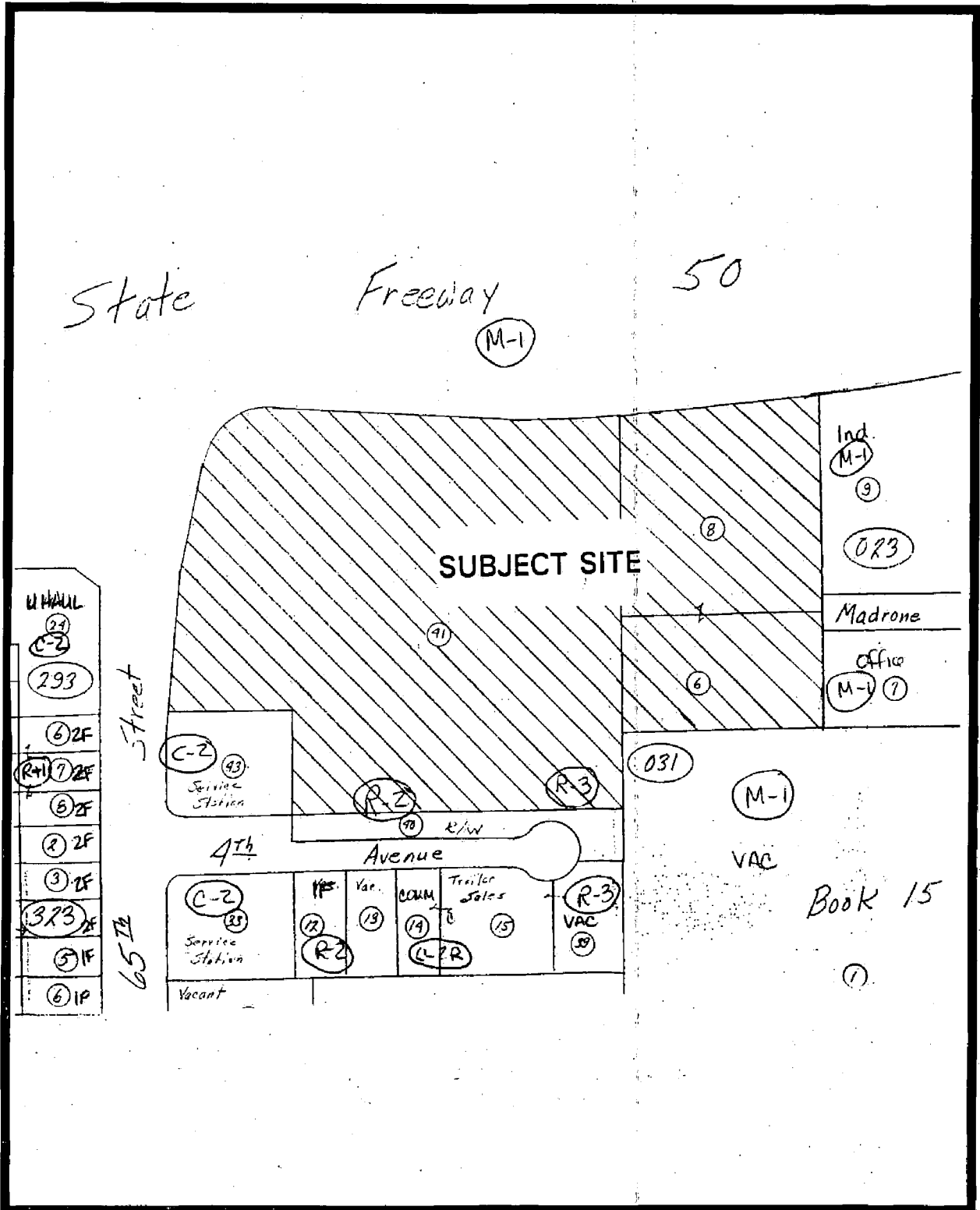
VICINITY MAP

ATTACHMENT B

P93-124

NOVEMBER 18, 1993

ITEM # 6  
PAGE 7



LAND USE AND ZONING MAP

ATTACHMENT C

P93-124

November 18, 1993

ITEM # 6  
PAGE 8

**RESOLUTION NO.**

**ADOPTED BY THE SACRAMENTO PLANNING COMMISSION**

**ON DATE OF NOVEMBER 18, 1993**

**A RESOLUTION ADOPTING FINDINGS OF FACT AND  
DENYING A VARIANCE FOR PROPERTY LOCATED AT 6507  
4TH AVENUE**

**(P93-124) (APN: 015-0031-041)**

WHEREAS, the City Planning Commission on November 18, 1993, held a public hearing on the request for approval of a variance to allow a detached sign within the freeway corridor to increase the maximum height from 12 feet to 18 feet for property located at the above described location;

WHEREAS, the proposed project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15311(a) and 15305).

WHEREAS, the Planning staff has submitted to the City Planning Commission its report and recommendations on the proposed development;

NOW, THEREFORE, BE IT RESOLVED BY THE COMMISSION OF THE CITY OF SACRAMENTO THAT:

1. The variance to allow a detached sign within the freeway corridor to increase the maximum height from 12 feet to 18 feet is hereby denied based upon the following findings of fact:
  - A. Granting the variance constitutes a special privilege extended to an individual property owner in that variances would not be granted to other property owners facing similar circumstances.



- B. Granting the variance would be detrimental to the public welfare and result in the creation of a public nuisance in that there is no hardship to support the variance.

\_\_\_\_\_  
CHAIRPERSON

ATTEST:

\_\_\_\_\_  
SECRETARY TO PLANNING COMMISSION

P93-124

ATTACHMENT D

P93-124

November 18, 1993

ITEM # 6  
PAGE 10

**RESOLUTION NO.**

ADOPTED BY THE SACRAMENTO PLANNING COMMISSION

ON DATE OF NOVEMBER 18, 1993

A RESOLUTION ADOPTING FINDINGS OF FACT AND  
APPROVING A VARIANCE FOR PROPERTY LOCATED AT  
6507 4TH AVENUE

(P93-124) (APN: 015-0031-041)

WHEREAS, the City Planning Commission on November 18, 1993, held a public hearing on the request for approval of variances to 1) allow a detached sign within the freeway corridor to increase the maximum allowed square footage from 24 to 112; 2) allow a pole sign within the freeway corridor; 3) increase the number of detached signs for one parcel from one to three signs; and 4) allow a detached sign on a parcel without street frontage at the above described location;

WHEREAS, the proposed project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15311(a) and 15305);

WHEREAS, the Planning staff has submitted to the City Planning Commission its report and recommendations on the proposed development;

NOW, THEREFORE, BE IT RESOLVED BY THE COMMISSION OF THE CITY OF SACRAMENTO THAT:

1. The variances to 1) allow a detached sign within the freeway corridor to increase the maximum allowed square footage from 24 to 112; 2) allow a pole sign within the freeway corridor; 3) increase the number of detached signs for one parcel from one to three signs; and 4) allow a detached sign on a parcel without street frontage are hereby approved based upon the following findings of fact:
  - A. Granting the variances does not constitute a special privilege extended to an individual property owner in that variances would be granted to other property owners facing similar circumstances.
  - B. Granting the variances would not be detrimental to the public welfare nor result in the creation of a public nuisance in that:
    - 1) the signs are not visible from the freeway;
    - 2) the detached signs are in lieu of attached signs; and

- 3) only one of the signs is visible from 65th Street.
  - C. Granting the variances does not constitute a use variance in that the office and financial institutional use is allowed in the Heavy Industrial (M-1) zone.
  - D. The project is consistent with the General Plan which designates the site for Community/Neighborhood Commercial & Office uses.
2. The variances to 1) allow a detached sign within the freeway corridor to increase the maximum allowed square footage from 24 to 112; 2) allow a pole sign within the freeway corridor; 3) increase the number of detached signs for one parcel from one to three signs; and 4) allow a detached sign on a parcel without street frontage (Exhibits D-1, D-2, and D-3) are hereby approved, subject to the following conditions:
- A. The Golden 1 Plaza pole sign shall be reduced to 12 feet in height.
  - B. There shall be no attached signs on either building.
  - C. The signs shall be located as indicated on the attache site plan (Exhibit D-1).

\_\_\_\_\_  
CHAIRPERSON

ATTEST:

\_\_\_\_\_  
SECRETARY TO PLANNING COMMISSION

P93-124

Planning Commission  
Department of Planning and Development  
City of Sacramento  
1231 I Street  
Room 200  
Sacramento, CA  
95814-2998

CITY OF SACRAMENTO  
CITY PLANNING DIVISION

NOV 9 1993

RECEIVED

November 7, 1993

Dear Planning Commission Members,

Regarding proposed project P93-124 and it's intent to allow increased signage along the freeway corridor in the M-1 zone at 6507 4th Ave, permit me to register a resounding NO to this proposition!

As a resident and taxpayer, I am not in favor of allowing increased commercial advertisement space as it detracts from our residential Quality of life. Those of us who reside here are already aware of the businesses in our area and our decision to patronize or not is driven by the quality of their services, not the size of their signage. Increased signage will further deprive our area of it's family atmosphere and doom us to being just another roadside attraction with it's inevitable decline in overuse.

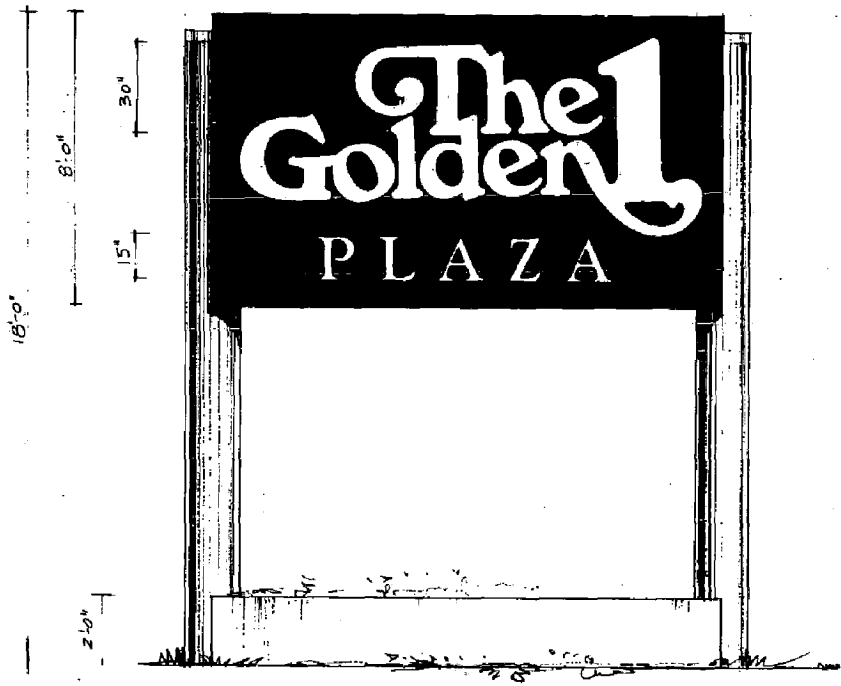
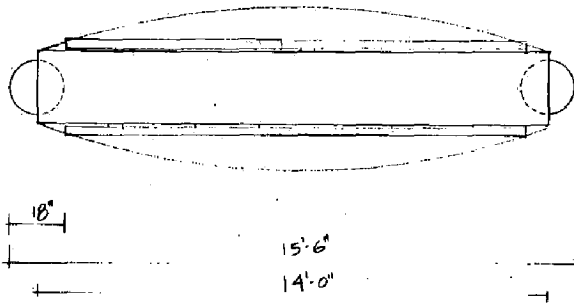
Please consider the personal lives of we who live here 24 hours a day, 365 days a year over commercial concerns of those who spend only that time required to return their dollar investment.

Sincerely,

*Michael Muller*  
2964 Kroy Way  
Sacramento, CA 95817



993-124



- DOUBLE-FACED FREESTANDING SIGN.
- ▷ FACE - ALUMINUM .125 PAINTED BLACK ANODIC. M.A.P. 41-335.
  - ▷ THE GOLDEN 1 - REVERSE PANCHANNEL LETTERS 4" DEEP ALUMINUM GOLD WRISCO (BRITE).
  - ▷ PLAZA - ROUTED OUT FACE - FLAT CUT OUT 1/4" WHITE PLEX - PUSH THRU.
  - ▷ POLE COVER - 18" Ø BLACK ALPOLIC 3mm ALUCOROND.
  - ▷ TOP CAPS (POLE): BRITE ALUMINUM WRISCO.
  - ▷ PLANTER - ALUMINUM CONST. BLACK ANODL M.A.P. 41-335.

- ILLUMINATION:
- GOLDEN 1 LETTERS - PEG OFF 1" FROM FACE - GOLD NEON HALO.
  - PLAZA - 800 MA HO FLUORESCENT LAMPS.

November 18, 1993  
**EXHIBIT D-2**  
**RIVER CITY SIGNS**

2419 Sellers Way • West Sacramento  
 95691 • (916) 371-3300 • FAX 3

PROJECT NAME  
 THE GOLDEN 1 PLAZA  
 ADDRESS  
 6507<sup>TH</sup> A AVE  
 SACRAMENTO, CA

SCALE 3/8" = 1'-0"	DATE JULY
SALESMAN JOLANE	DESIGNER DUMZ

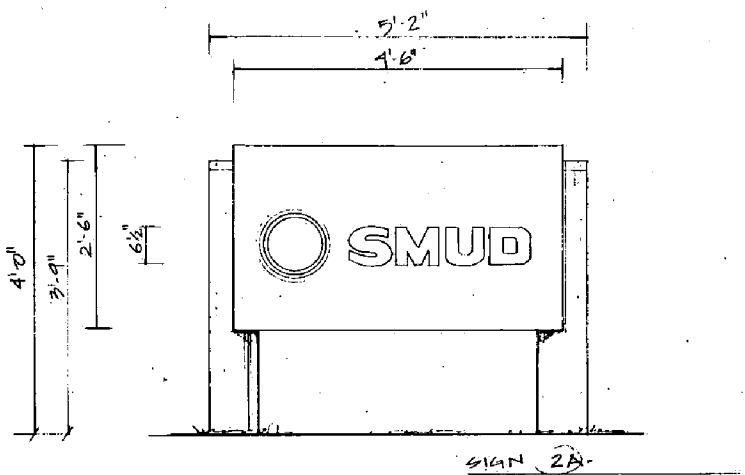
REVISION	DATE	BY

JOB NUMBER

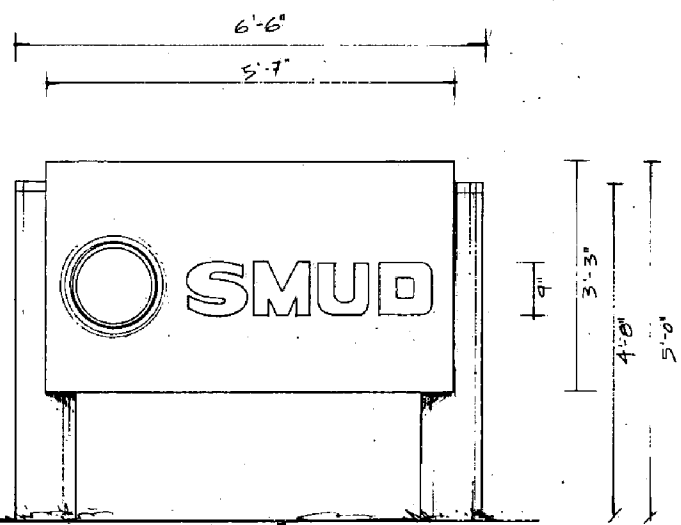
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 Page 13

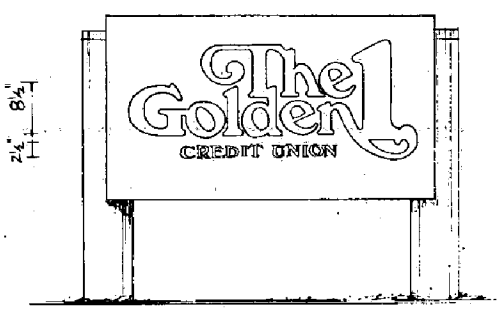
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SIGN 2A



SIGN 1



SIGN 2B



MFG & INSTALL (3) THREE NON ILLUMINATED P/F SIGNS.

FACE - ALUMINUM PAINTED BLACK.  
ANODIC M.A.P 41-335.

COPT. - GOLDEN 1 CREDIT UNION.  
GOLD VINYL.

• SMUD WHITE - LOGO ORANGE.

POLE COVER - 10" BLACK ALPOLIC 3mm THICK.  
TOP CAP (POLE) GOLD YPRISCO.

November 18, 1993

**EXHIBIT D-3**

**RIVER CITY SIGNS**

2419 Sellers Way • West Sacramento  
95691 • (916) 371-3300 • FAX 371

PROJECT NAME  
GOLDEN 1 - PLAZA.

ADDRESS  
6907 4 AVE  
SACRAMENTO, CA

SCALE 3/4" = 1'-0"      DATE JULY 23 11.

SALESMAN JOLANE      DESIGNER DUNDR

REVISION	DATE	BY

JOB NUMBER

H. M. K. 11/17

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