

P95-083 - Radisson Hotel Sign Project

- REQUEST:
- A. Variance to allow a third attached sign and logo within 660 feet of the freeway on 17.7± developed acres in the General Commercial (C-2) zone.
 - B. Variance to exceed the sign height limitation of 20 feet to 35 feet.

LOCATION: Exposition Boulevard Extension & Highway 160
APN: 275-0260-032
North Sacramento Community Plan Area
North Sacramento Unified School District
Council District 2

APPLICANT:	Ron Baxter (916) 924-1936 Ellis Signs 1111 Joellis Way Sacramento, CA 95815
OWNER:	King's Country Ownership Company 11611 San Vicente Blvd. 9th Los Angeles, CA 90049
APPLICATION FILED:	August 16, 1995
STAFF CONTACT:	Hilary Perry, 264-5698

SUMMARY/RECOMMENDATION: The Radisson Hotel is developed on 17.7± acres. The hotel has an existing bell tower which presently has a total sign square footage of 94.7± square feet (2 signs at 47.4± square feet each) on the north and west facade. The proposed sign size consists of 27± square feet of lettering and a 20± square foot logo. The proposed sign is the same as the existing attached signage on the north and west side of the bell tower, in that it is an attached illuminated sign that provides both the name of the hotel and the Radisson logo. The existing attached sign is visible only from Highway 160. The subject signage proposed to be placed on the east side of the bell tower will serve to provide identification from the Exposition Boulevard Extension. In order to meet the applicant's objectives, the project requires the variances as described above.

Staff recommends approval of the project. The Exposition Boulevard is under construction and projected to be completed in April of 1996. Additionally, the proposed signage plus the existing square feet of signage will not result in a cluttered appearance because it is consistent with the size and scale of the existing Radisson Hotel. Staff recommends approval of the project based upon the above discussed facts.

PROJECT INFORMATION:

General Plan Designation:	Industrial - Employee Intensive
Community Plan Designation:	Labor Intensive
Existing Land Use of Site:	Radisson Hotel
Existing Zoning of Site:	C-2(LI)

Surrounding Land Use and Zoning:

North: Commercial; C-2
 South: Industrial; M-1(LI)
 East: Commercial/Industrial; C-2(LI)
 West: Industrial; M-1(LI)

Property Dimensions:	Irregular
Property Area:	17.7 \pm net acres
Height of Existing Bell Tower:	42' \pm
Number of Existing Signs:	2 Attached & 1 Detached Monument
Number of Proposed Signs:	1 Additional Attached
Square Footage of Proposed Sign:	47.4 \pm square 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:

Permit
Sign Permit

Agency
Building Division

BACKGROUND INFORMATION:

In 1989, a proposal was made and the Planning Commission denied an application for an additional sign on the east facade of the bell tower (exactly as proposed with this

application). The 1989 denial was based on staff's conclusion that adequate identification existed to serve the identification for the access ways to the site. However, in 1989 the Exposition Boulevard Extension was not built and therefore, the hotel did not need visibility from the east side. Today, the Exposition Boulevard is under construction and projected to be completed in April of 1996. The proposed signage is anticipated to provide identification to the newly created gateway to the project site.

STAFF EVALUATION:

A. Site Plan Design/Zoning Requirements

1. Setbacks

There are no proposed increases in the total building square footage. This proposal will not result in changes in existing setbacks. Additional parking is not required because the subject proposal does not involve a change in the type of use.

2. Signage

Currently, the Radisson Hotel has two existing attached signs on the north and west facade of the bell tower and one detached monument sign. The existing attached sign copy which reads "Radisson Hotel", consists of individual red illuminated channel letters. The logo consists of a beige and red plexiglass face with beige aluminum returns. The logo is also illuminated. The applicant is requesting a variance to allow a third additional attached sign and a Variance to exceed the height limit of 20 feet to 35 feet.

In summary, staff supports the Variance to allow the detached monument signage in addition to the existing signage for the following reasons:

- The height of the proposed signage is consistent with the existing signage;
- The total area of the attached signage is consistent with the scale of the existing Radisson Hotel.

PROJECT REVIEW PROCESS:

A. Environmental Determination

This project is exempt from environmental review pursuant to State EIR Guidelines

(CEQA Section 15311{a}).

B. Public/Neighborhood/Business Association Comments

The proposed project application packet was sent to the surrounding land owners within a 500 foot radius of the project site and to the North Sacramento Chamber of Commerce. No comments were received.

C. Summary of Agency Comments

The proposal was routed to the City's Traffic Engineer, Engineering Development Services Section, Building Division, and Utility Department. No comments were received.

PROJECT APPROVAL PROCESS:

The Planning Commission has the authority to approve or deny the requested Variances. The decision of the Planning Commission may be appealed to the City Council. The appeal must occur within 10 days of the Planning Commission action.

RECOMMENDATION:

Staff recommends that the Planning Commission take the following action:

- A. Adopt the attached Resolution approving the Variances to allow additional attached signage and to allow the proposed signage to exceed the height limitation for signage in the General Commercial - Labor Intensive (C-2{LI}) zone.

Report Prepared By,


Hilary Perry
Associate Planner

Report Reviewed By,


Scot Mende
Senior Planner

Attachments

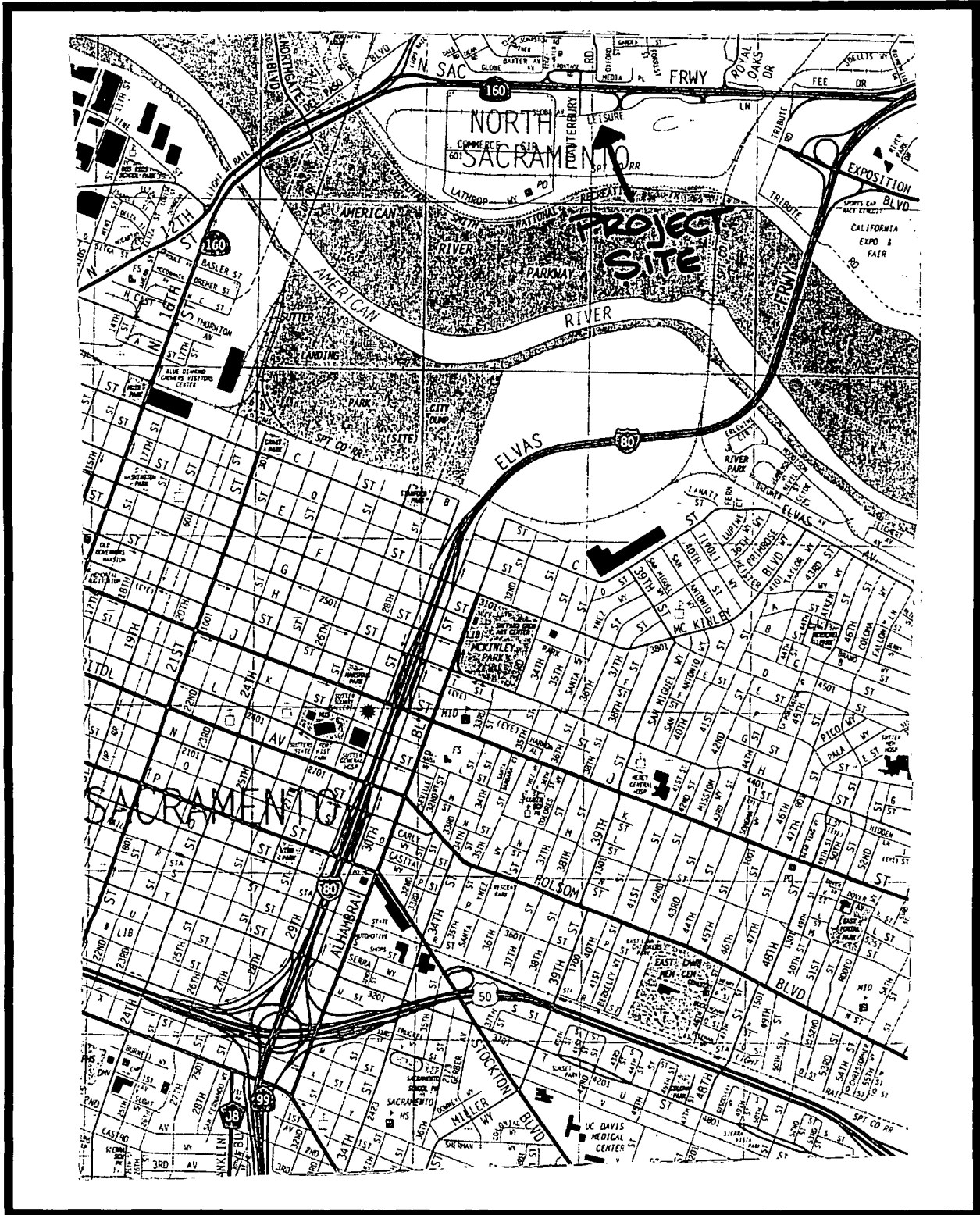
Attachment 1	Vicinity Map
Attachment 2	Land Use and Zoning Map
Attachment 3	Resolution Approving Variances
Exhibit 3-A	Site Plan
Exhibit 3-B	Sign Plan

ATTACHEMENT 1

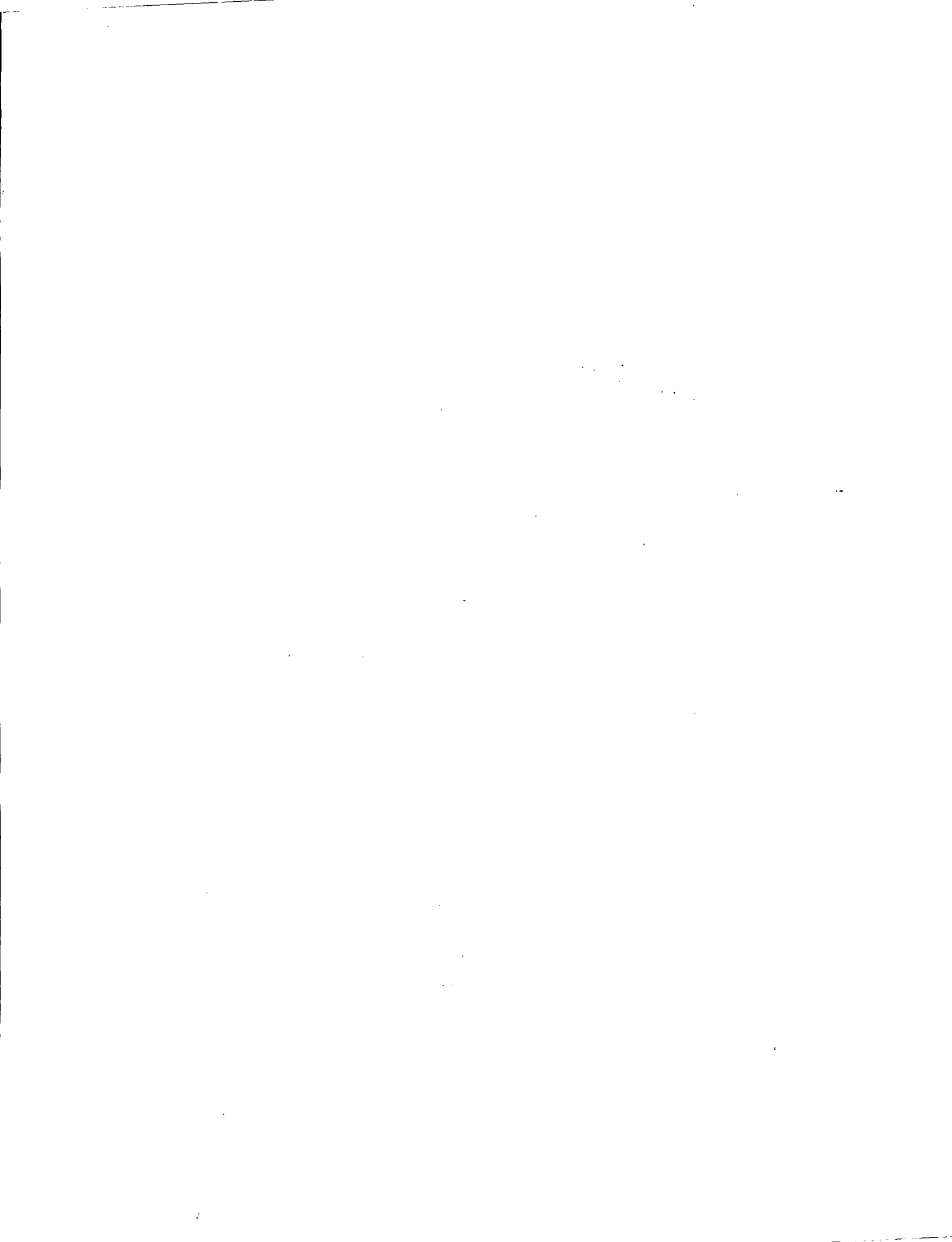
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VICINITY MAP

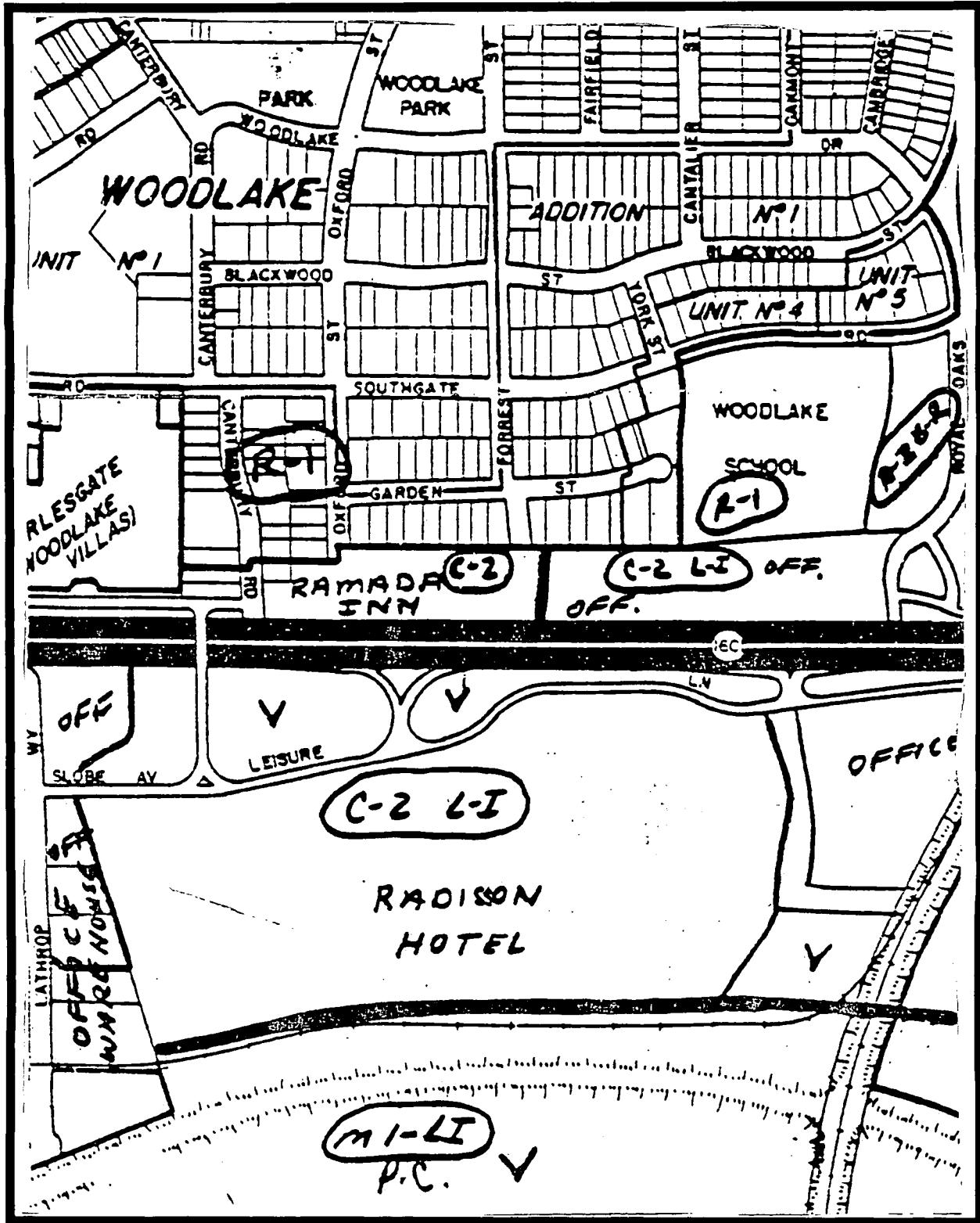


ATTACHEMENT 2

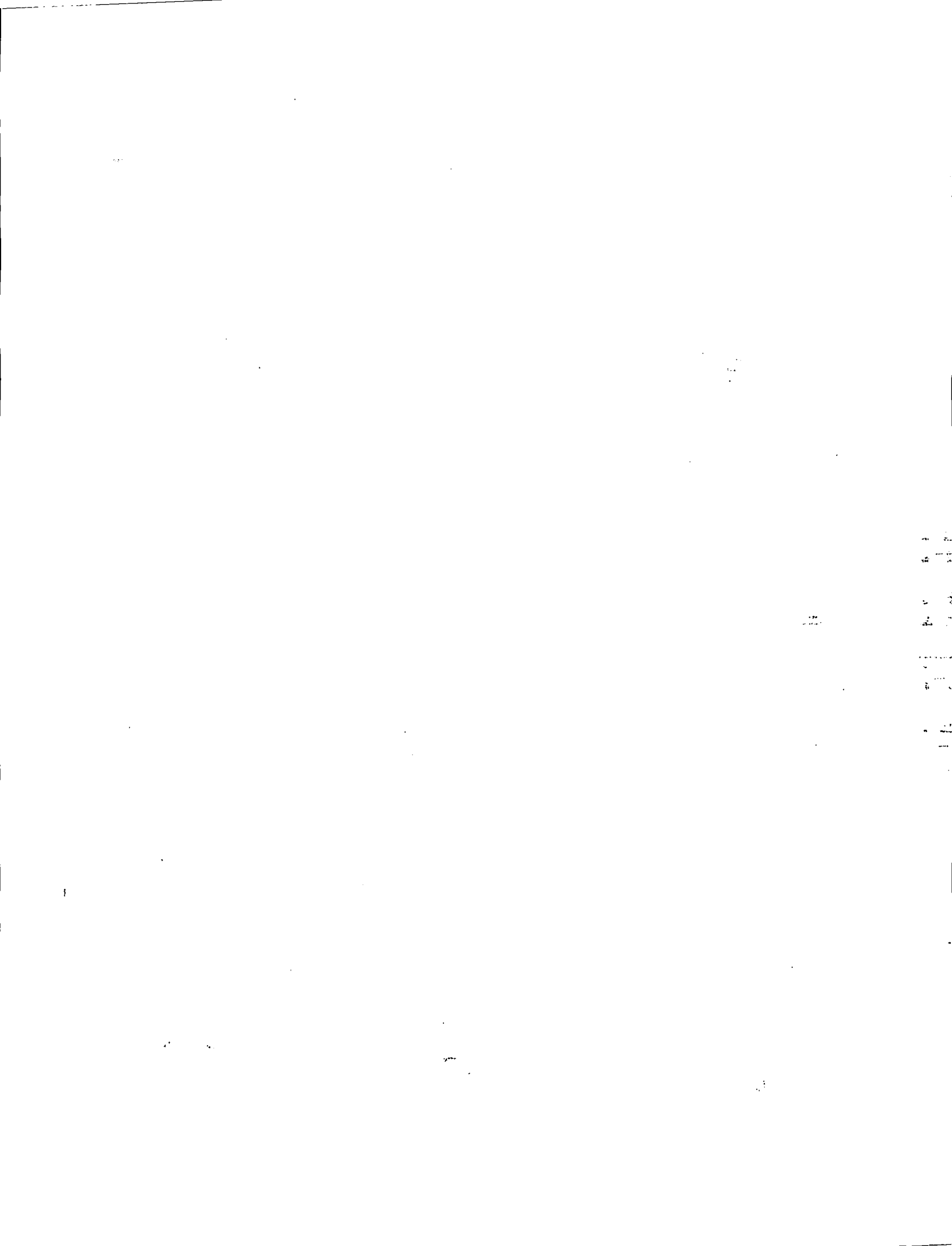
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LAND USE AND ZONING MAP



RESOLUTION NO.

ADOPTED BY THE SACRAMENTO PLANNING COMMISSION

ON DATE OF OCTOBER 26, 1995

A RESOLUTION ADOPTING FINDINGS OF FACT
AND APPROVING A VARIANCE FOR PROPERTY
LOCATED AT EXPOSITION BOULEVARD AND
HIGHWAY 160 (RADISSON HOTEL)(P95-083)
(APN:275-0260-032)

WHEREAS, the City Planning Commission on October 26, 1995, held a public hearing on the request for approval of a Variances to allow additional attached signage which exceeds the height limit for the property located at the above described location;

WHEREAS, the City Environmental Coordinator has determined that the proposed project is exempt from environmental review pursuant to CEQA Section 15311(a).

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. FINDINGS OF FACT: The Variances to allow additional attached signage in excess of the allowable height limit and allowable number of attached signs are hereby approved based upon the findings of fact which follow:
 - A. Granting the Variances does not constitute a special privilege extended to an individual property owner in that similar variances would and have been 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 proposed signage will not present a potential hazard to motorists or pedestrians; and;
 - 2) The propose sign will be integrated with and be harmonious to the buildings and site which it will occupy;
 - C. Granting the Variances does not constitute use variances in that

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signage is allowed in the General Commercial - Labor Intensive zone.

- D. The project is consistent with the General Plan which designates the site for Industrial Employee Intensive uses.
2. **CONDITION OF APPROVAL:** The Variances to allow additional attached signage in excess of the allowable sign height and to increase the number of allowable attached signs are hereby approved, subject to the following conditions:
- A. The applicant shall obtain a sign permit.

CHAIRPERSON

ATTEST:

SECRETARY TO PLANNING COMMISSION

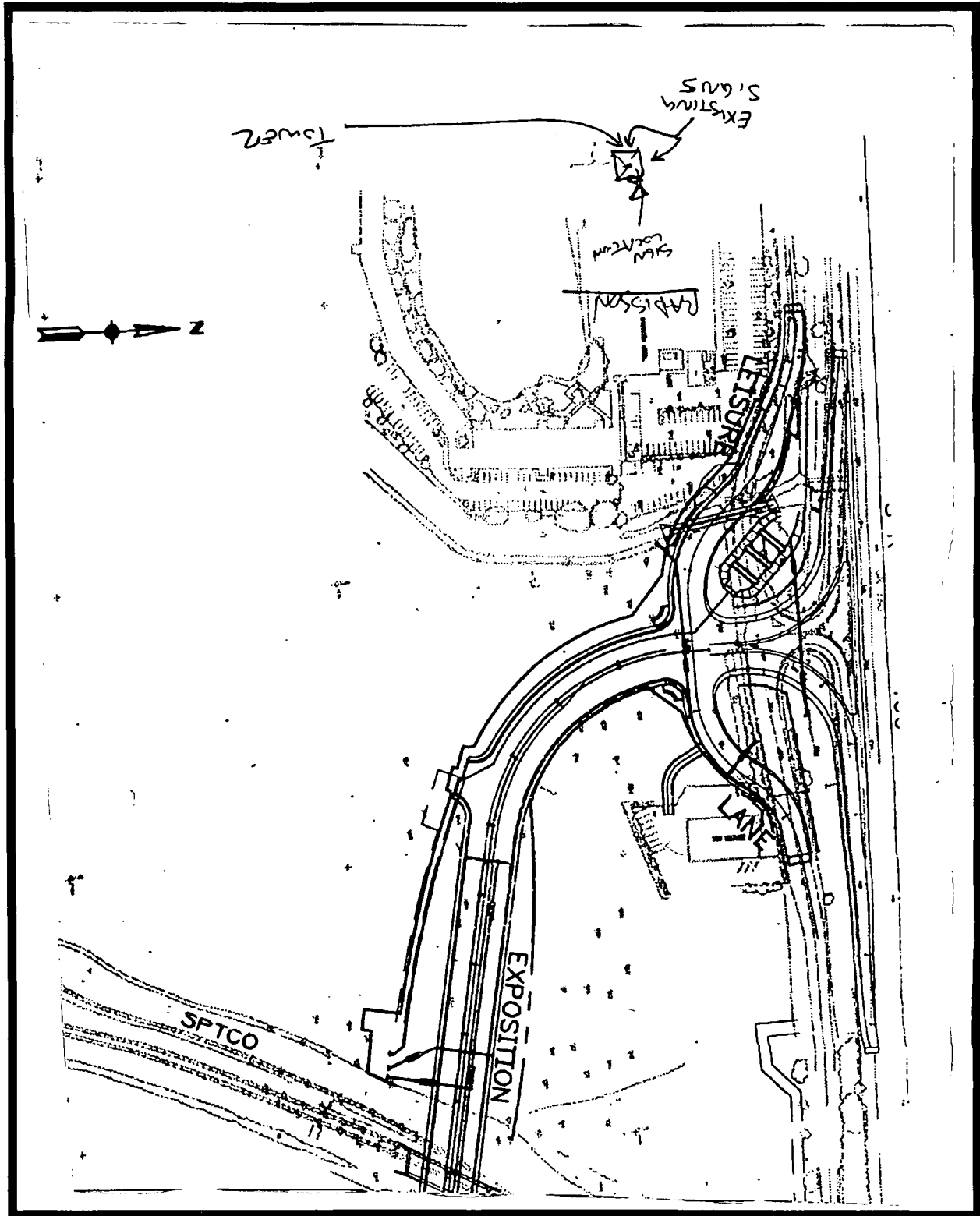
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EXHIBIT 3-A

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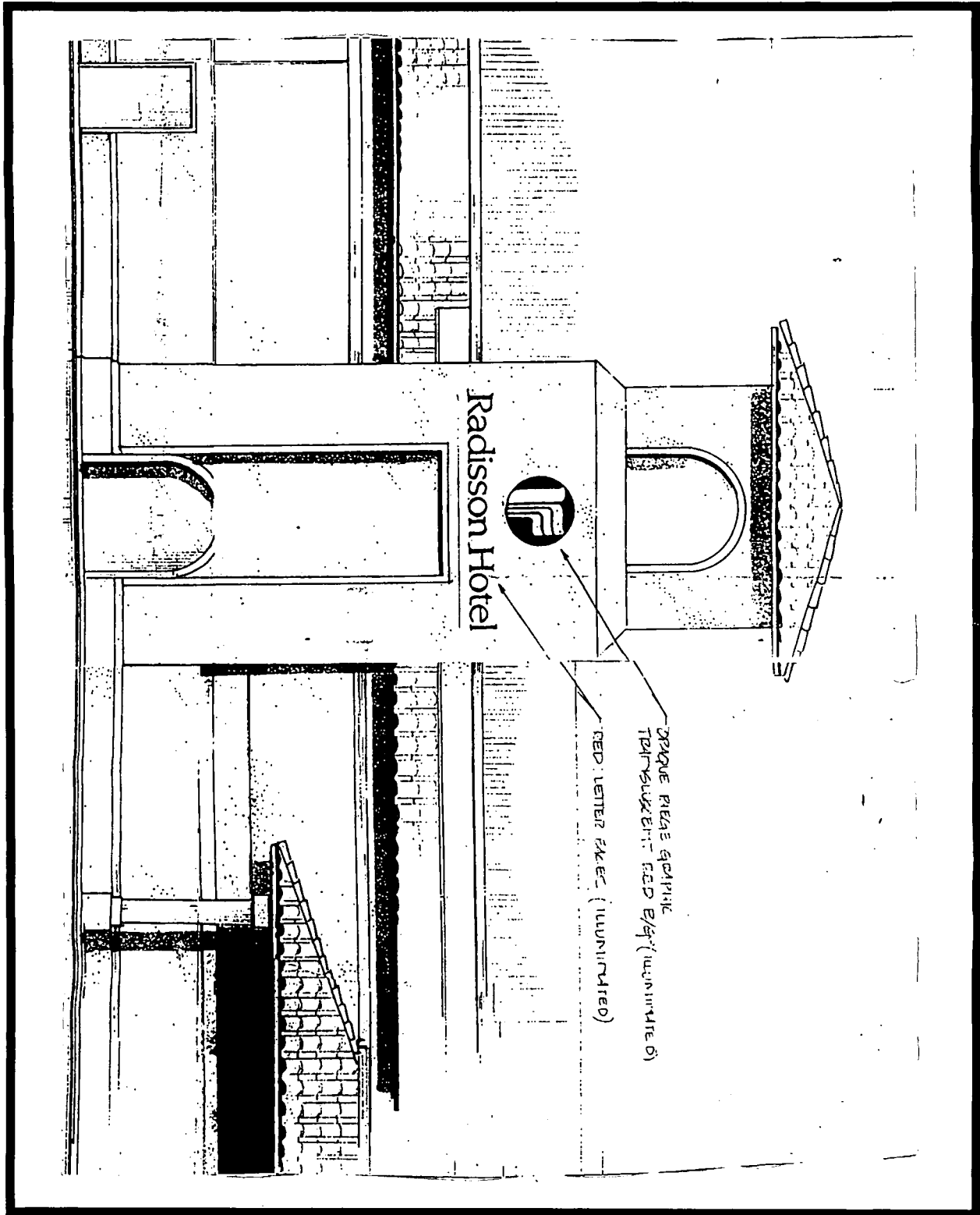
Site Plan

EXHIBIT 3-B

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SIGN PLAN

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Entitlements to allow a third attached sign within 660 feet of the freeway on 17.7± developed acres in the General Commercial zone located at the Radisson Hotel (Exposition Boulevard and Highway 160) in the North Sacramento Community Plan area. (D2) APN: 275-0260-032; A. *Variance* to allow a third attached sign and logo within 660 feet of the freeway on 17.7± developed acres in the General Commercial (C-2){LI} zone. B. *Variance* to exceed the total allowed square footage of sign area from 200 square feet to 277 square feet. C. *Variance* to exceed the sign height limitation of 20 feet to 35 feet. Hilary Perry District 2 Exempt