

COMMISSION AMENDED REPORT 7-11-85  
**CIT PLANNING COMMISSION**

1231 I STREET, ROOM 200, SACRAMENTO, CALIFORNIA 95814

APPLICANT	ADCO Signs, 2504-B Mercantile Drive, Rancho Cordova, CA 95670		
OWNER	Republic Capital Ltd., c/o W. Emmett Marston, 705 Union Planters Bank, Memphis, TN		
PLANS BY	ADCO Signs, 2504-B Mercantile Drive, Rancho Cordova, CA 95670		
FILING DATE	6-7-85	50 DAY CPC ACTION DATE	REPORT BY: FG:bw
NEGATIVE DEC	Ex. 25311/15305 EIR	ASSESSOR'S PCL NO.	277-153-07,08

- APPLICATION:**
- A. Variance to exceed the number of attached signs per occupancy from two to five
  - B. Variance to exceed the maximum height and square footage allowed for attached signs within 660 feet of the freeway

**LOCATION:** 2200 Harvard Street

**PROPOSAL:** The applicant is requesting the necessary entitlements to erect signs on the Hilton Hotel.

**PROJECT INFORMATION:**

1974 General Plan Designation:	Commercial/Office
1965 Arden/Arcade Community Plan Designation:	Industrial
Existing Zoning of Site:	C-4-R
Existing Land Use of Site:	Hilton Hotel under construction

**Surrounding Land Use and Zoning:**

North:	Industrial; M-1
South:	Vacant; C-4-R
East:	Highway 80; TC
West:	Vacant; OB-PUD

Property Dimensions:	Irregular
Property Area:	7.15+ acres
Height of Building:	12-story (104) feet)
Topography:	Flat
Street Improvements/Utilities:	Existing
Exterior Building Materials:	Sand blasted concrete, bronze coated aluminum frame, solar bronze glass

**BACKGROUND INFORMATION:** The subject site is located in the Capital West Office Plaza and was approved for the development of the Hilton Hotel complex on November 9, 1983 by the City Council.

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

- A. The subject site is zoned Heavy Commercial-Review (C-4-R) and designated for Commercial/Office use on the 1974 General Plan and Industrial use on the 1965 Arden/Arcade Community Plan. The site is surrounded by undeveloped land, Highway 80 and industrial uses.
- B. The applicant is requesting to erect five signs on the Hilton Hotel; these include the following:

<u>Sign Copy</u>	<u>Size (sq. ft.)</u>	<u>Illuminated</u>	<u>Location</u>	<u>Materials/Colors</u>
1) Name & Logo	8'x31'(248)	Yes	Top of hotel East side	Red Plastic
2) Logo	8'x12'(96)	Yes	Top of hotel West side	Red Plastic
3) Logo	8'x12'(96)	Yes	Top of hotel South side	Red Plastic
4) Name	1'x20'(20)	No	Hotel entrance  West side	Cast aluminum, red faces, gold returns, matte finish
5) Stars (Nightclub)	4'x8'(32)	Yes	West side of of building	Lexan, white, blue, gold

Two other signs will also be located on the site; a directional sign (service entrance) and a monument sign. These signs are not part of this application.

The Sign Ordinance permits only two attached signs per occupancy. Of the five attached signs, staff recommends that the Stars' sign and the 'H' logo sign on the west side of the building be eliminated. The 'Stars' sign does not provide signage for a separate occupant on the site. 'Stars' is merely the name of a nightclub located in the hotel itself. The City has not approved signs of this type for the other larger hotel in the City (e.g. Red Lion, Holiday Inn).

In addition, the 'H' logo sign on the west side of the building is unnecessary since both the detached monument sign and the hotel entrance sign identify the building on the west side. Staff feels that adequate signage exists on the building (east and south elevations).

C. The subject parcel is also located within 660 feet of Highway 80. Two of the signs would exceed the maximum height limit of 20 feet from grade level by 92 feet. The applicant would also be exceeding the maximum square footage allowed for attached signs by 119 square feet. Staff does not have any major objections to the three attached signs since the site is being developed with a hotel which requires high visibility to attract highway traffic.

ENVIRONMENTAL DETERMINATION: This project is exempt from environmental review pursuant to State EIR Guidelines (CEQA, Sections 15311 and 15305).

RECOMMENDATION: Staff recommends the following action:

- A. Approval of the Variance to exceed the number of signs per occupancy, subject to conditions and based upon Findings of Fact which follow.
- B. Approval of the Variance to exceed the maximum height and square footage for attached signs within 660 feet of the freeway, subject to conditions and based upon Findings of Fact which follow.

Conditions-Variance

- 1. The applicant shall obtain the necessary sign permits.
- 2. Only three attached signs shall be permitted on the hotel building:
  - a. Name and logo sign on east side of building;
  - b. Logo sign on south side of building;
  - c. ~~Sacramento/Hilton/Inn sign on hotel entrance~~ <sup>Logo</sup> on west side of building. (CPC amended)

Findings of Fact-Variances

1. The granting of this variance does not constitute a special privilege<sup>s</sup> extended to one property owner, in that:

A variance would be granted to a property owner facing similar circumstances, i.e. the need for high visibility to attract freeway business.

2. The variance requests do not constitute a use variance, in that on-site signs for hotel uses are allowed in the C-4 zone.
3. The proposed variance will not be injurious to the public welfare nor to neighboring properties, in that the proposed signs will be visible from the highway and will not affect the view of any residential area.
4. The variance is in conformance with the 1974 General Plan which designates the site for commercial/office use and the 1965 Arden/Arcade Community Plan which designates the site for industrial uses.

—

—

—

—

—

—

# CITY PLANNING COMMISSION

1231 I STREET, ROOM 200, SACRAMENTO, CALIFORNIA 95814

APPLICANT	ADCO Signs, 2504-B Mercantile Drive, Rancho Cordova, CA 95670		
OWNER	Republic Capital Ltd., c/o W. Emmett Marston, 705 Union Planters Bank, Memphis, TN		
PLANS BY	ADCO Signs, 2504-B Mercantile Drive, Rancho Cordova, CA 95670		
FILING DATE	6-7-85	50 DAY CPC ACTION DATE	REPORT BY: FG:bw
NEGATIVE DEC.	Ex. 25311/15305EIR	ASSESSOR'S PCL. NO.	277-153-07,08

- APPLICATION:**
- A. Variance to exceed the number of attached signs per occupancy from two to five
  - B. Variance to exceed the maximum height and square footage allowed for attached signs within 660 feet of the freeway

**LOCATION:** 2200 Harvard Street

**PROPOSAL:** The applicant is requesting the necessary entitlements to erect signs on the Hilton Hotel.

**PROJECT INFORMATION:**

1974 General Plan Designation:	Commercial/Office
1965 Arden/Arcade Community Plan Designation:	Industrial
Existing Zoning of Site:	C-4-R
Existing Land Use of Site:	Hilton Hotel under construction

**Surrounding Land Use and Zoning:**

North:	Industrial; M-1
South:	Vacant; C-4-R
East:	Highway 80; TC
West:	Vacant; OB-PUD

Property Dimensions:	Irregular
Property Area:	7.15± acres
Height of Building:	12-story (104) feet)
Topography:	Flat
Street Improvements/Utilities:	Existing
Exterior Building Materials:	Sand blasted concrete, bronze coated aluminum frame, solar bronze glass

**BACKGROUND INFORMATION:** The subject site is located in the Capital West Office Plaza and was approved for the development of the Hilton Hotel complex on November 9, 1983 by the City Council.

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

A. The subject site is zoned Heavy Commercial Review (C-4-R) and designated for Commercial/Office use on the 1974 General Plan and Industrial use on the 1965 Arden/Arcade Community Plan. The site is surrounded by undeveloped land, Highway 80 and industrial uses.

B. The applicant is requesting to erect five signs on the Hilton Hotel; these include the following:

<u>Sign Copy</u>	<u>Size (ft.)</u>	<u>Illuminated</u>	<u>Location</u>	<u>Materials/Colors</u>
1) Name & Logo	8'x31'(248)	Yes	Top of hotel East side	Red Plastic
2) Logo	8'x12'(96)	Yes	Top of hotel West side	Red Plastic
3) Logo	8'x12'(96)	Yes	Top of hotel South side	Red Plastic
4) Name	1'x20'(20)	No	Hotel entrance  West side	Cast aluminum, red faces, gold returns, matte finish
5) Stars (Nightclub)	4'x8'(32)	Yes	West side of of building	Lexan, white, blue, gold

Two other signs will also be located on the site; a directional sign (service entrance) and a monument sign. These signs are not part of this application.

The Sign Ordinance permits only two attached signs per occupancy. Of the five attached signs, staff recommends that the Stars' sign and the 'H' logo sign on the west side of the building be eliminated. The 'Stars' sign does not provide signage for a separate occupant on the site. 'Stars' is merely the name of a nightclub located in the hotel itself. The City has not approved signs of this type for the other larger hotel in the City (e.g. Red Lion, Holiday Inn).

In addition, the 'H' logo sign on the west side of the building is unnecessary since both the detached monument sign and the hotel entrance sign identify the building on the west side. Staff feels that adequate signage exists on the building (east and south elevations).

C. The subject parcel is also located within 660 feet of Highway 80. Two of the signs would exceed the maximum height limit of 20 feet from grade level by 92 feet. The applicant would also be exceeding the maximum square footage allowed for attached signs by 119 square feet. Staff does not have any major objections to the three attached signs since the site is being developed with a hotel which requires high visibility to attract highway traffic.

ENVIRONMENTAL DETERMINATION: This project is exempt from environmental review pursuant to State EIR Guidelines (CEQA, Sections 15311 and 15305).

RECOMMENDATION: Staff recommends the following action:

- A. Approval of the Variance to exceed the number of signs per occupancy, subject to conditions and based upon Findings of Fact which follow.
- B. Approval of the Variance to exceed the maximum height and square footage for attached signs within 660 feet of the freeway, subject to conditions and based upon Findings of Fact which follow.

Conditions-Variance

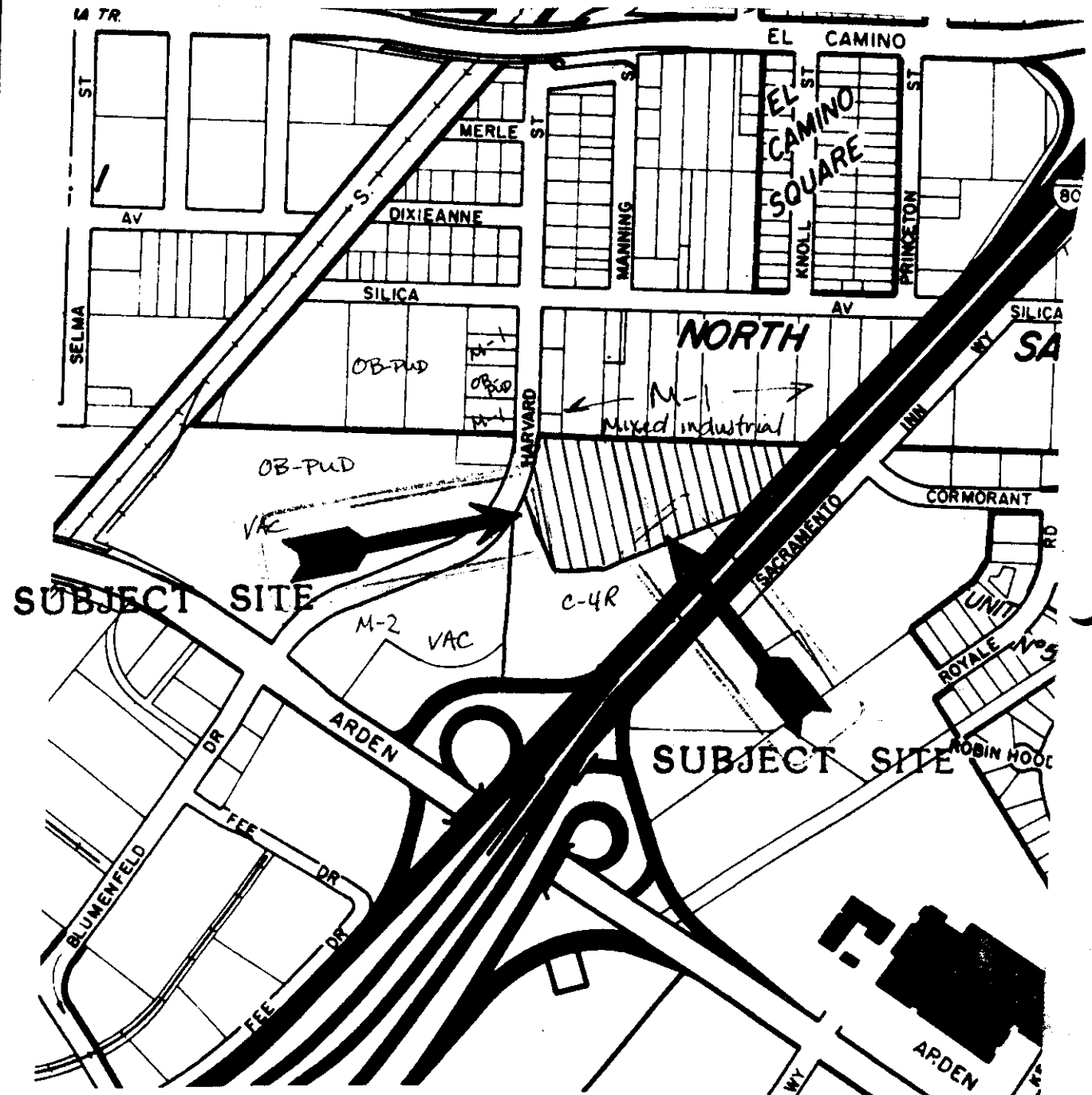
- 1. The applicant shall obtain the necessary sign permits.
- 2. Only three attached signs shall be permitted on the hotel building:
  - a. Name and logo sign on east side of building;
  - b. Logo sign on south side of building;
  - c. Sacramento Hilton Inn sign on hotel entrance on west side of building.

Findings of Fact-Variances

1. The granting of this variance does not constitute a special privilege extended to one property owner, in that:

A variance would be granted to a property owner facing similar circumstances, i.e. the need for high visibility to attract freeway business.

2. The variance requests do not constitute a use variance, in that on-site signs for hotel uses are allowed in the C-4 zone.
3. The proposed variance will not be injurious to the public welfare nor to neighboring properties, in that the proposed signs will be visible from the highway and will not affect the view of any residential area.
4. The variance is in conformance with the 1974 General Plan which designates the site for commercial/office use and the 1965 Arden/Arcade Community Plan which designates the site for industrial uses.

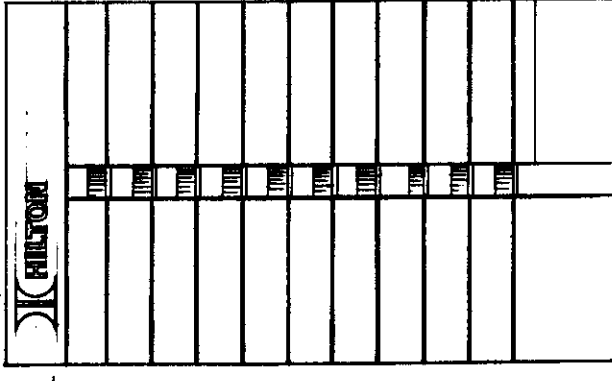


**VICINITY - LAND USE - ZONING**

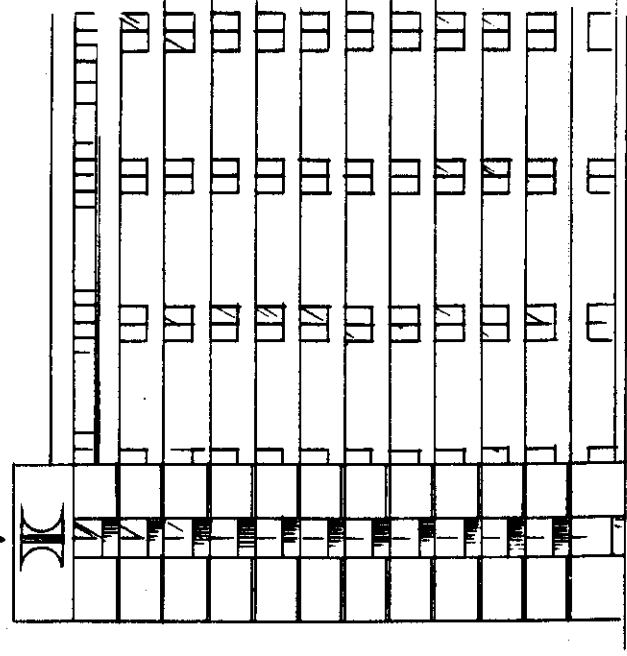


SUN ELEVATION: INTERIOR UNASSUMED WALLS

1/4" = 1'-0"

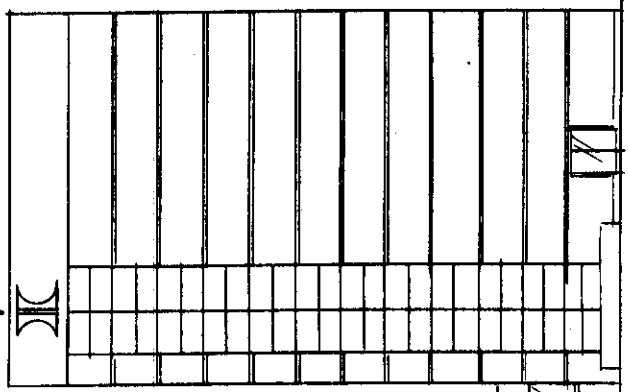


LINE LOCATION: (C)



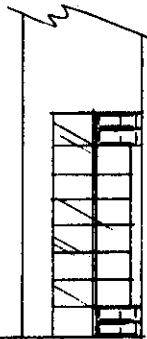
SOUTH ELEVATION

SECTION AT 'C' AND 'D'



WEST ELEVATION

(D) EAST ELEVATION: (D) AND (D) SECTIONS  
SCALE: 1/4" = 1'-0"



SUN ELEVATION: INTERIOR UNASSUMED WALLS

SUN ELEVATION: SINGLE PANE UNASSUMED WALL

ADD SIGNS

SCALE: 1/4" = 1'-0"  
DATE: 5-2-85

DESIGNED BY: [Signature]  
DRAWN BY: [Signature]

PROJECT: SACRAMENTO HISTORIC MUSEUM  
SHEET: 113

P85-250

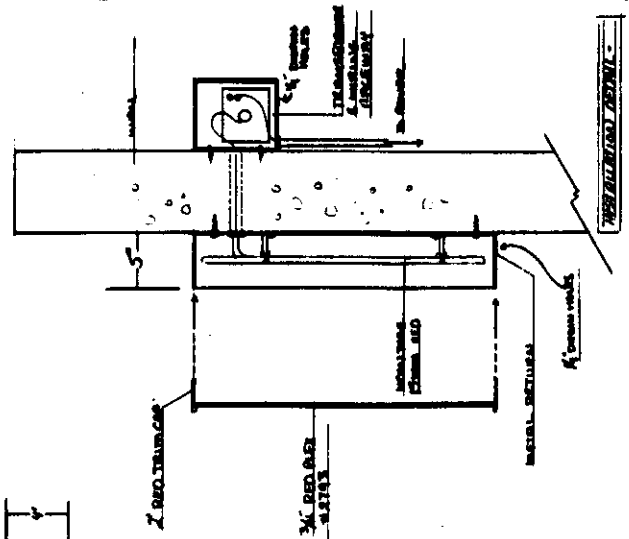
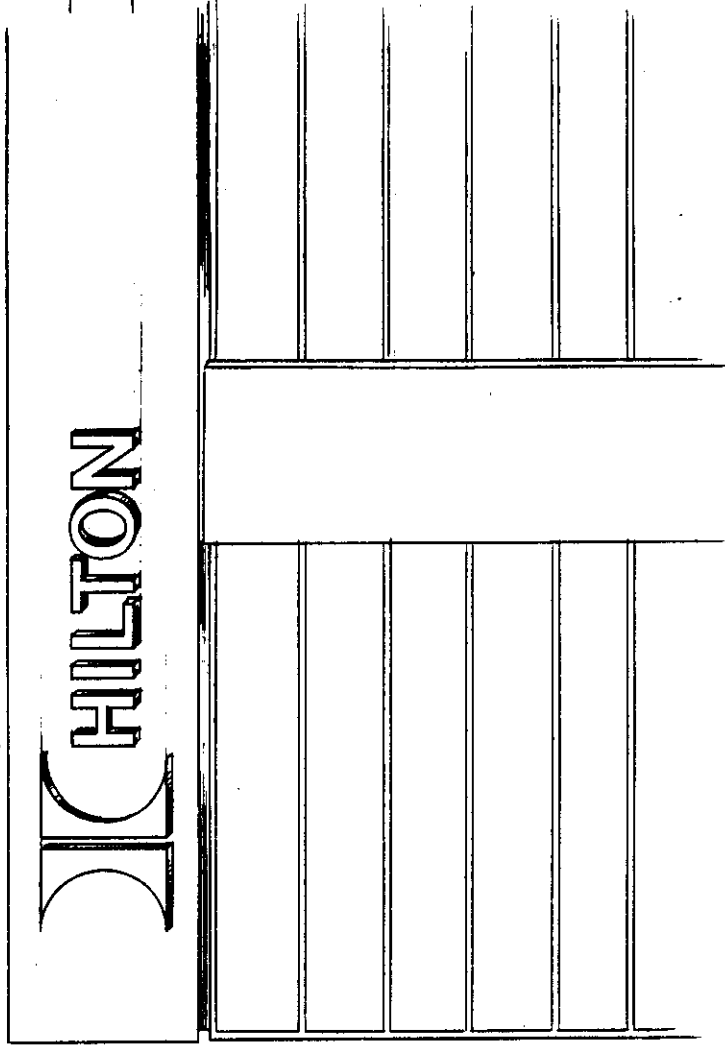
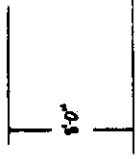
7-11-85

Item 19

DATE: 11-11-85



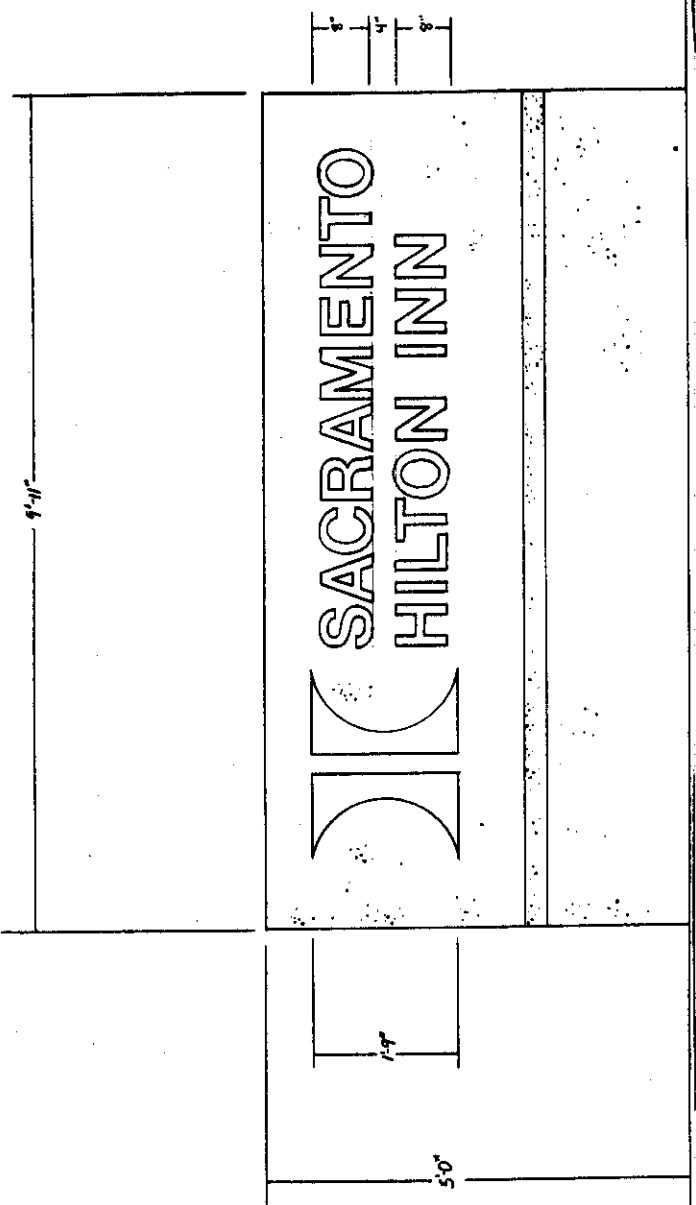
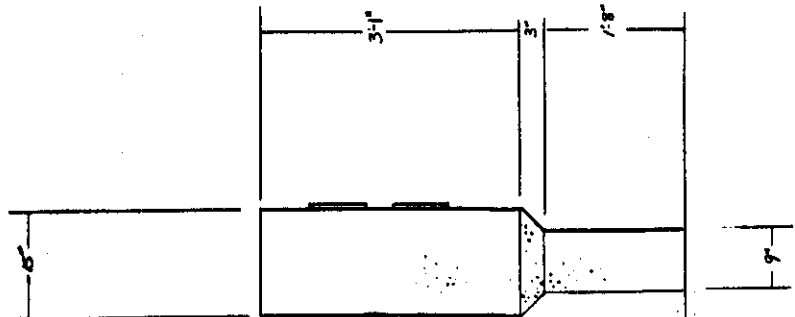
HILTON



- ③ ③ ③
- ① SET INDIVIDUAL INTERIOR ILLUMINATED PAN CHANNEL LETTERS - Y
- ② SET INDIVIDUAL INTERIOR ILLUMINATED PAN CHANNEL LETTERS - R
- SEE ELEVATIONS FOR DIMENSIONS -
- LETTERS 1" HIGH, 3/4" RED PLASTIC LETTER PANELS - 1/2" DEEP
- 2" RED TRIM CAP
- 5" DEEP PAN CHANNEL RETURN, PAINTED RED, WITH PANEL LETTERS

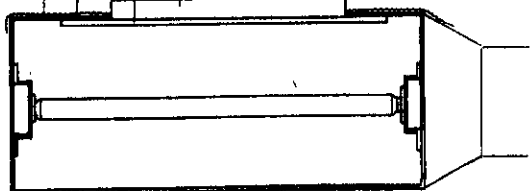
**ADCO SIGNS**

DATE: 7/11/85  
 DRAWN BY: [Signature]  
 CHECKED BY: [Signature]  
 PROJECT: SACRAMENTO HILTON



- ① SINGLE FACED INTERNE ILLUMINATED MOUNTED SIGN -
- BILL MATERIAL - BACKGROUND PAINTED OUT WITH TEXTURE CARVED SURFACE
- CLEAR PLEX (3/4") LETTERS THRU SIGN OUT, ANGLED W/ 1793. RED PLEX - SEE DETAIL -
- TEXTURE CARVING COLOR TO BE DETERMINED - MATCH BUILDING COLOR -

TEXTURE CARVING  
 METAL CABINET  
 3/4" RED PLEX  
 3/4" CLEAR PLEX THRU  
 PAINTED EDGES



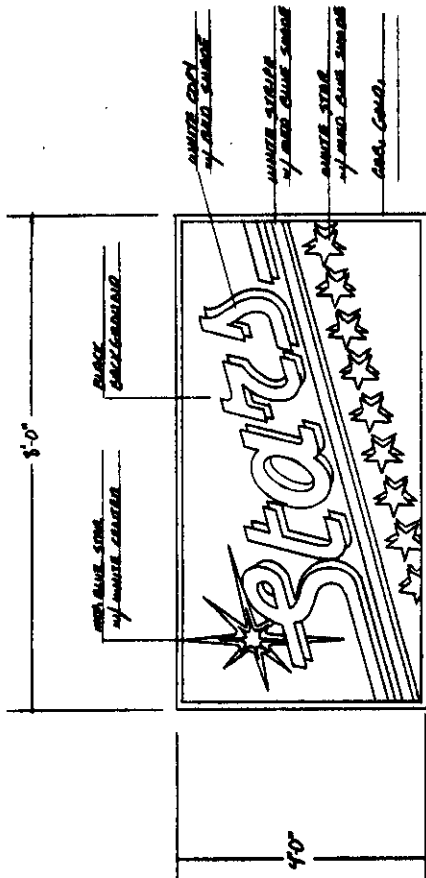
**ADCO SIGNS**

SCALE: 1/2"=1'-0"	DATE: 5-22-85	PROJECT: SACRAMENTO HILTON	NO. 612 (A)
SACRAMENTO HILTON			NO.

P85-250

7-11-85

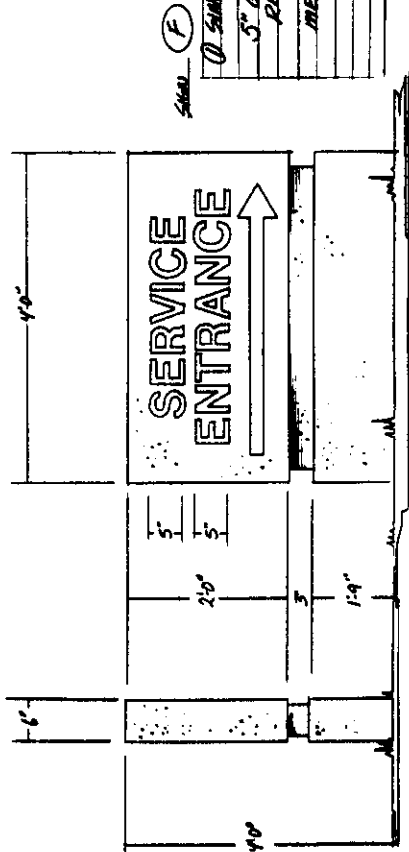
Item 19



① SINGLE PANEL INTERIOR ILLUMINATED CABINET SIGN - 4'x8'  
 3/4" BERRY RESISTANT LEAN BACKGROUND MATERIAL  
 SPUNNY ACRYLIC LENS  
 CABINET, 1/4" DEPTH, 1/4" DEPTH, 3" DEEP  
 CABINET PRINTED (GOLD)

② SET AND ILLUMINATED CAST ALUMINUM LETTERS 20"  
 HELVETICA MEDIUM, RED LENS, GOLD RETURN, WHITE FINISH  
 THESE AMOUNT TO FOUR -

19" CABINETS



③ SINGLE PANEL AND ILLUMINATED ENTRANCE SIGN -  
 5" CAST ALUMINUM LETTERS - C. ARROW  
 RED LETTER FACES TO MATCH PANEL 2193 -  
 METAL BACKGROUND, TEXTURE OMTED

ADCO SIGNS

SCALE: 3/32" = 1"  
 DATE: 5-22-85  
 PROJECT: SACRAMENTO HILTON INN  
 DRAWING: P-18-C