

CITY PLANNING COMMISSION

927-10th Street, Suite 300 SACRAMENTO, CALIFORNIA 95814

APPLICANT	The Spink Corp., P.O. Box 2511, Sacramento, CA		
OWNER	Port Sacramento Land Company		
PLANS BY	House of Signs, 3151-21st Avenue, Sacramento, CA		
FILING DATE	4-9-82	50 DAY CPC ACTION DATE	REPORT BY: TM:bw
NEGATIVE DEC.	Exempt 15105 & 15111(c) EIR	ASSESSOR'S PCL. NO.	031-051-02

- APPLICATION:
1. Amendment of the Southwest 5 PUD Guidelines to allow a temporary sign which also exceeds the allowable height and area;
 2. Special Permit to erect a temporary sign;
 3. Variance to exceed the maximum height and area allowed for signs within the Office Building zone

LOCATION: South of Florin Road, west of I-5, and east of Greenhaven Drive

PROPOSAL: The applicant is requesting the necessary entitlements to erect a 11-foot high, 96 square foot "temporary" identification sign within 660 feet of a freeway and is also within the Southwest 5 PUD.

PROJECT INFORMATION:

1974 General Plan Designation: Commercial/office
 1976 South Pocket Community Plan Designation: Business and Professional Offices
 Existing Zoning of Site: OB-R
 Existing Land Use of Site: Vacant
 Surrounding Land Use and Zoning:
 North: Florin Road, residential; R-1
 South: Vacant; A
 East: I-5, vacant; TC and A
 West: Vacant, commercial; SC and OB-R (PUD)

Distance from freeway: Approximately 15 feet
 Height of Proposed Sign: 11 feet, six inches
 Area of Proposed Sign: 96 square feet (8' x 12')
 Proposed Sign Colors: Burgundy, gray and white

BACKGROUND INFORMATION: On November 25, 1981, the Commission approved or recommended approval of the necessary entitlements to allow the establishment of the Southwest 5 Planned Unit Development. This planned unit development was approved with a set of guidelines which, among other criteria, includes general provisions for signage. The adopted signage requirements, which pertain to this request, are as follows:

"No sign shall be specifically designed or orientated to be viewed from the I-5 freeway";

"Two project identification signs shall be permitted adjacent to Greenhaven Drive. Each of these signs cannot exceed a maximum height of six feet and a maximum area of 32 square feet";

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APPLC. NO. P-82-097

MEETING DATE May 17, 1982
May 27, 1982
 June 10,

CPC ITEM NO. 18/
11 10

"Free standing signs shall consist of low profile monument type signs not to exceed six feet in height."

In order to erect the proposed sign, the adopted Southwest 5 Guidelines would have to be amended. In addition, the Commission would have to grant a variance from Section 3.63 of the Sign Ordinance which sets forth the following requirements for signage within the OB Office Building zone.

- a. One identification sign and one bulletin board for each developed parcel not exceeding a total of 16 square feet in area for all displays;
- b. All signs shall be placed flat against a building or designed as part of an architectural feature thereof. Signs may also be detached if they do not exceed a height of six feet nor project into any required building setback area.

Clearly, the intent of these requirements is that all signage be related to a structure, i.e. a developed parcel. In addition, the maximum height permitted is six feet, and the permissible area is 16 square feet. The applicant is proposing a sign 11 feet, six inches tall of 96 square feet in area.

STAFF EVALUATION: Staff has the following comments relative to this request:

1. The City Sign Ordinance requires that the following findings be made upon the granting of a variance:
 - a. That exceptional or extraordinary circumstances or conditions apply to the case referred to in the application which does not apply generally in the same district, and the enforcement of the regulations of this article would have an unduly harsh result upon the utilization of the subject property;
 - b. That the Variance will not result in a special privilege to one individual property owner and the circumstances are such that the variance would be appropriate for any property owner facing similar circumstances;
 - c. That the requested variance will not materially and adversely affect the health and safety of persons residing or working in the neighborhood, and will not be materially detrimental to the public welfare or injurious to property and improvements in the neighborhood.

Staff cannot find any exceptional or extraordinary circumstances which warrant the granting of the variance. In addition, staff finds that the variance, if granted, would constitute a special privilege extended to one property owner.

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May 11/3/, 1982
May 12/7,
June 10,

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2. The Southwest 5 Development Guidelines specifically prohibit signage which is specifically designed or orientated to the freeway. As stated in the guidelines, Interstate 5 is a primary entrance into the City and, as such, the guidelines require special landscaping requirements and greater building setbacks adjacent to the freeway.

The proposed sign constitutes a visual intrusion adjacent to the freeway and is contrary to the requirements of the PUD guidelines. Staff also finds that the sign is contrary to the intent of the Planned Unit Development concept as well as the guidelines and therefore should not be permitted.

3. On August 11th of 1981 the City Council adopted an amendment to the Sign Ordinance which regulated all detached signs in the C-2, C-3, C-4, SC Commercial zones and the M-1 and M-2 Industrial zones which are located within 660 feet of a freeway.

Specifically, the amendments prohibited non-freeway commercial uses from erecting detached signs which exceeded 12 feet in height or 24 square feet in area. The applicant's proposed sign would exceed the area requirement by 72 square feet.

The intent of this ordinance was to restrict signage directed towards the freeway except for freeway orientated commercial uses, such as motels, gas stations, and restaurants. The office building zone was specifically excluded in staff's recommendations because the OB zone signage requirements are more restrictive than the freeway standards.

The proposed sign, although technically not governed by the freeway sign standards because of the OB zone, is contrary to the intent of this recent amendment of the Sign Ordinance.

STAFF RECOMMENDATION: Staff recommends the following actions:

1. ~~Denial~~ of the request to amend the Southwest 5 PUD Guidelines to permit a temporary sign; * *Approved* (See Amended Guidelines, pg. 4)
2. ~~Denial~~ of the Special Permit based upon Findings of Fact which follow; * *Approved*
3. ~~Denial~~ of the Variance based upon Findings of Fact which follow.
* *Approved*

Findings of Fact - Special Permit

- a. The special permit, if granted, would be contrary to the Southwest 5 Guidelines which prohibits signage specifically designed or orientated to be viewed from the freeway;
- b. The special permit, if granted, would constitute a visual nuisance along the Interstate 5 Corridor.

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May 13, 1982
June 10

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11
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* SIGN APPROVED FOR 2 YEARS (TO JUNE 10, 1984)

Findings of Fact - Variance

- a. The applicant has not demonstrated that there are exceptional or extraordinary circumstances relative to the subject site which would have an unduly harsh result upon the utilization of the subject property;
- b. If granted, the variance would constitute a special privilege extended to one property owner.

AMENDED GUIDELINES FOR SOUTHWEST FIVE

N. SPECIAL SIGNING*

- 5. ONE TEMPORARY SIGN DENOTING THE NATURE OF THE OVERALL PROJECT AND CONTACT PERSONS IS PERMITTED. THE SIZE AND LOCATION OF THIS SIGN SHALL BE DETERMINED UPON SPECIAL PERMIT APPLICATION TO THE PLANNING COMMISSION.

*AS AMENDED BY THE CITY PLANNING COMMISSION
ON JUNE 10, 1982

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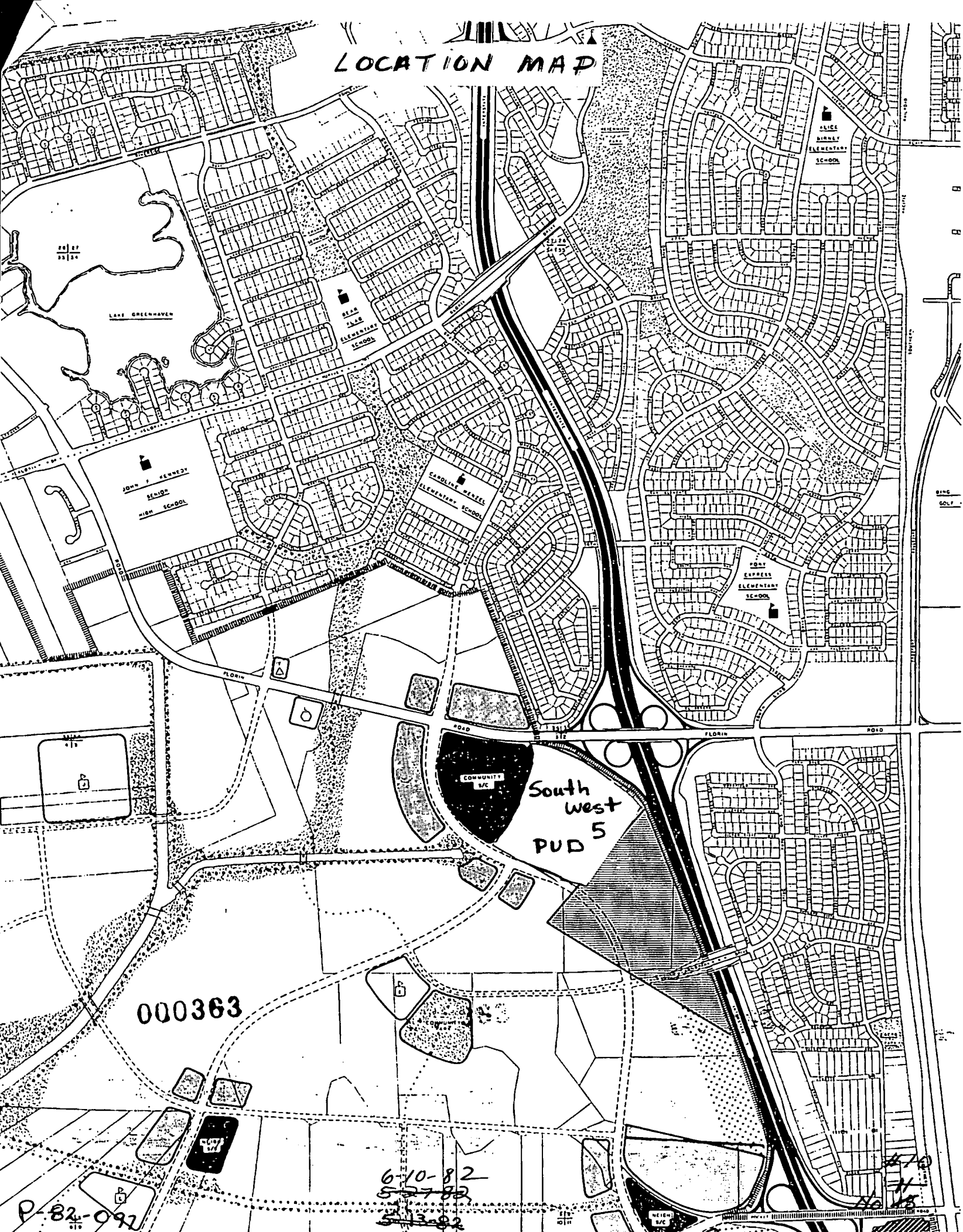
May 13, 1982

June 10

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LOCATION MAP



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South West
PUD 5

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6-10-82
~~5-27-82~~
5-13-82

470
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18

SOUTH WEST FIVE
EXECUTIVE PARK

PSLC DEVELOPMENT
COMPANY

TOM SCHEAL / 372.5100

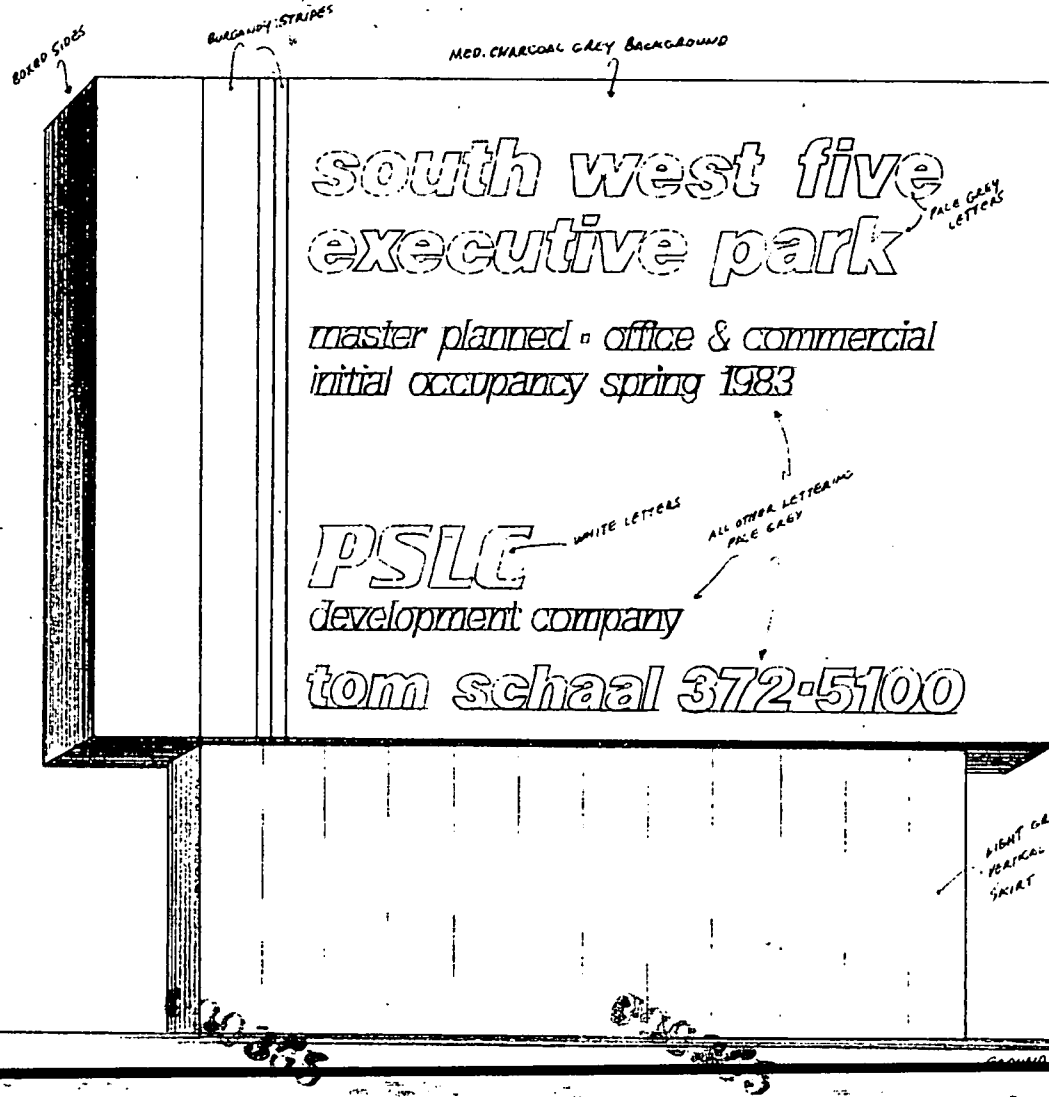
EXCLUSIVE AGENTS

Coldwell
Banker

DICK NELSON • KEN GOY
486 • 8211

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HOUSE OF SIGNS

3151 21st Avenue, Sacramento, CA 95820
Telephone (916) 452-6123



Since 1953

Project: _____

Project No: _____

Approved By: _____

Date: _____

Sheet No _____ of _____

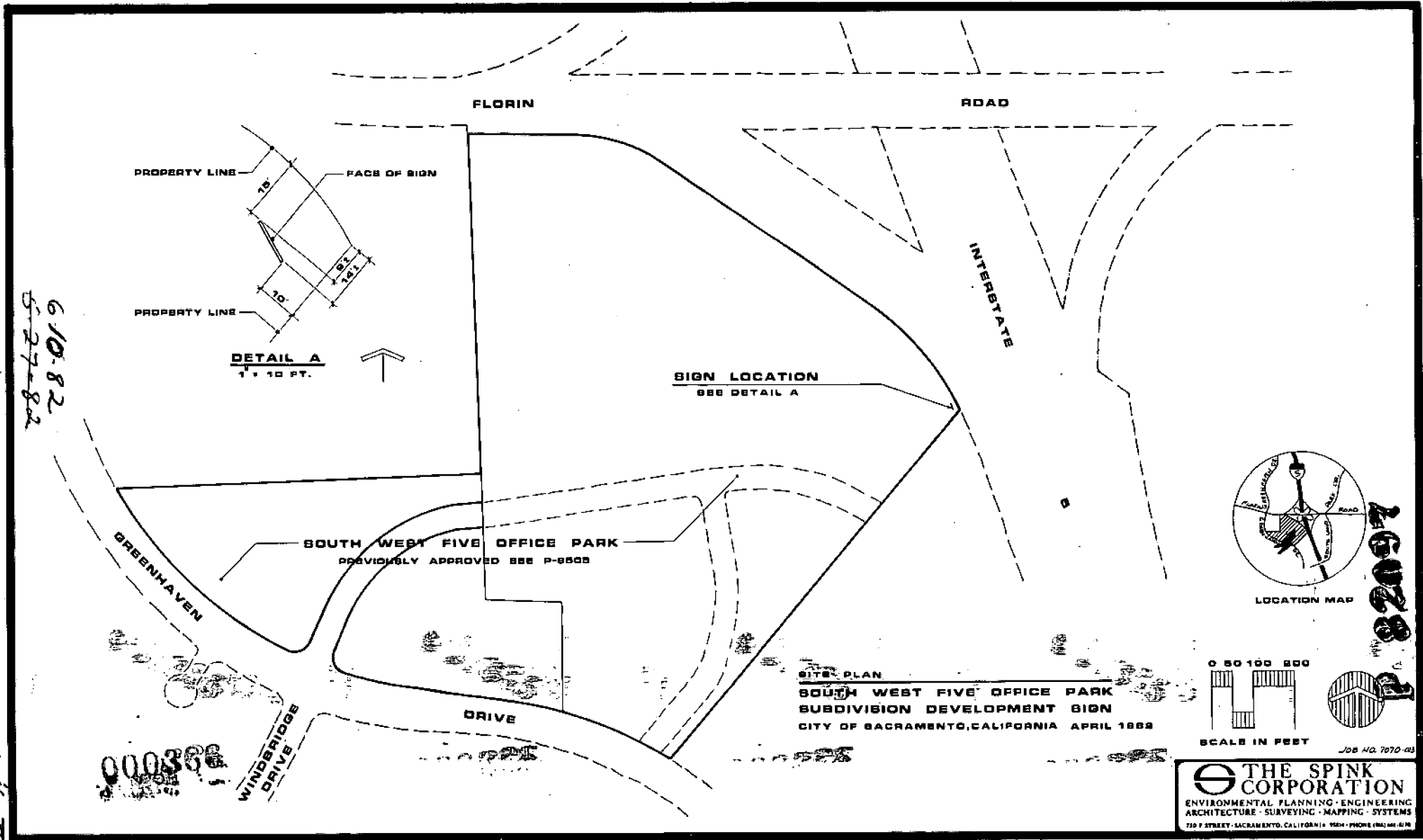
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5-13-82

6-10-82
5-27-82

No. 28 #



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JOB NO. 7070-03



HOUSE OF SIGNS

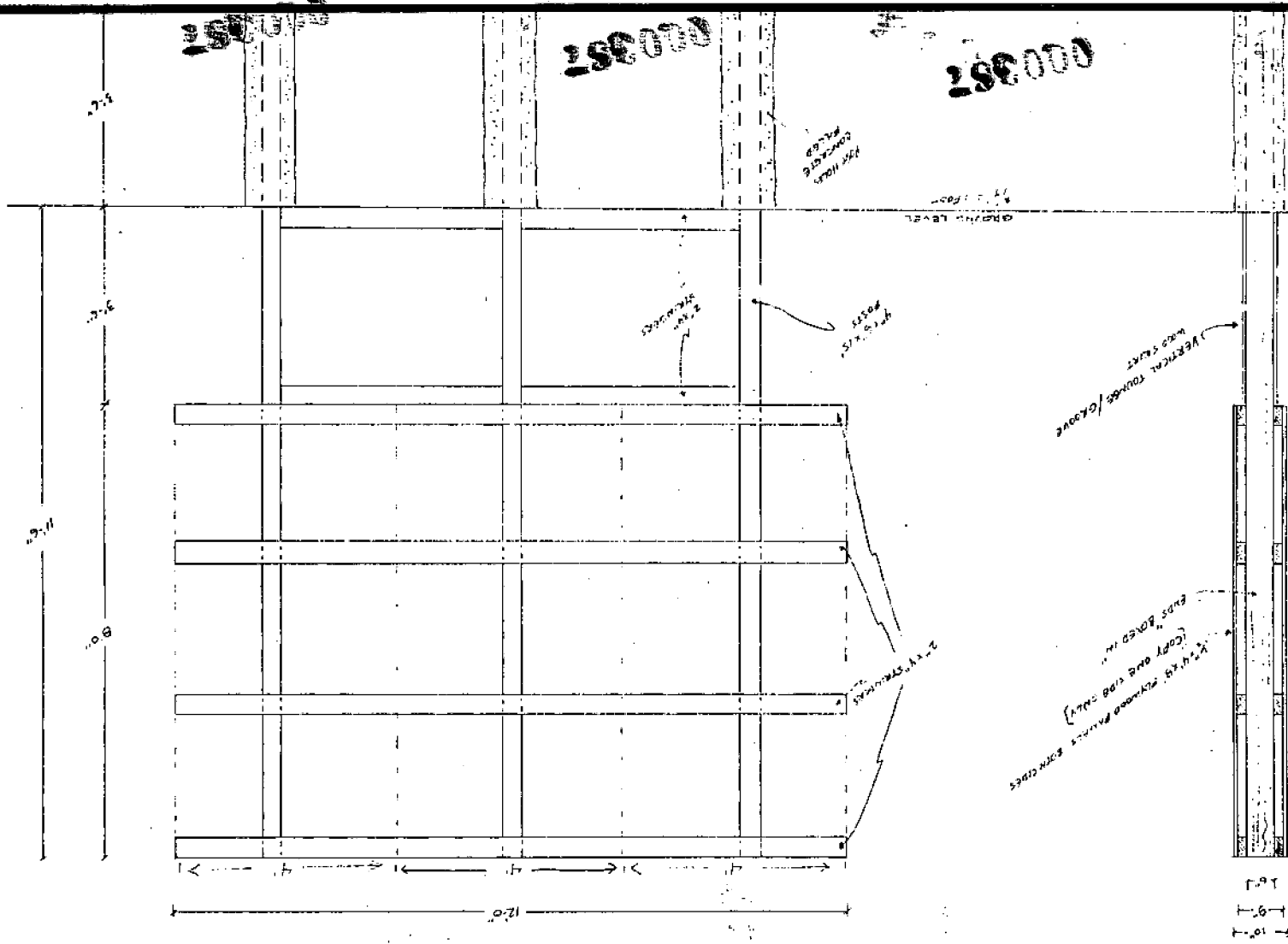
Project: **PSC/SOUTH WEST FIVE**
 Project No.: **40254**
 Approved By: _____
 Date: **FEB 26 1982**
 Sheet No. **1 of 2**

No. # 01-10

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6-10-82
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 5-13-82

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P 82095

south west five executive park

master planned - office & commercial
initial occupancy spring 1983

PSLC
development company

tom schaal 372-5100

6-10-82
~~5-27-82~~
~~5-18-82~~

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