



VICINITY - LAND USE - ZONING

2. The variance request does not constitute a use variance, in that on-site signs for retail commercial businesses are allowed in the C-2 zone.
3. The proposed variance will not be injurious to the public welfare nor to neighboring properties, in that the proposed sign refacing is smaller in size and appearance than the existing detached signs.
4. The granting of the variance request is in harmony with the expressed puprpose of the City's Sign Ordinance to:
 - a. "preserve and improve the appearance of the City as a place in which to live and to work..."; and
 - b. "to encourage signs which, by their good design, are integrated with and harmonious to the buidings and sites which they occupy and which eliminate excessive and confusing sign displays."
5. The variance request is in conformance with the 1974 General Plan and 1965 Fruitridge Community Plan which designate the site for commercial uses.

Two 35-foot high detached signs are currently located on the site, one along the Franklin Boulevard Street frontage and the second along the Fruitridge Road street frontage. Both signs exceed the maximum square footage allowed under the City's Sign Ordinance by 86± square feet and 100± square feet respectively. The applicant proposes to remove the faces of the existing signs (existing pole structures to remain) and replace them with a new 150± square foot face. These new signs would exceed the maximum allowable square footage for detached signs by 37± square feet on Franklin Boulevard and 51± square feet on Fruitridge Road.

The subject parcel is also located within 660 feet of Highway 99. A masonry wall is located along the west side of the freeway and the right-of-way is heavily landscaped in this area. Staff inspection of the site determined that the existing attached and detached signs are not visible from the freeway right-of-way. Staff, therefore, has withdrawn the variance to alter a non-conforming sign within 660 feet of the freeway.

- B. Sign Design: The existing pole signs each consist of three panels with red letters on a yellow background. The proposed detached signs would consist of one panel, with red and blue letters on a yellow background and would incorporate the company's logo into the sign. The existing poles would also be refinished with a stucco detailing. Staff finds the proposed design more aesthetically pleasing and less intrusive than the existing detached signs.

As part of the signage renovation, the applicant proposes to reface two existing signs on the building and locate a new attached sign over the north building entrance. As the subject parcel has three street frontages, the new attached sign is permitted. The proposed attached and detached signs will be constructed with a similar design theme and materials.

- C. Staff has no objections to the applicant's request. The proposed detached signs, while non-conforming in size, are smaller than the existing pole signs on the site that they will replace. The design of the signs is a vast improvement over the existing signs and will upgrade the appearance of the site and the surrounding neighborhood. Staff, therefore, recommends approval of the variance request.

ENVIRONMENTAL DETERMINATION: This project is exempt from environmental review pursuant to State EIR Guidelines (CEQA, Sec. 15302(b)).

STAFF RECOMMENDATION: Staff recommends approval of the variance to exceed the square footage allowed for detached signs in the C-2 zone, based upon Findings of Fact which follow.

Findings of Fact

1. The granting of this variance does not constitute a special privilege extended to one property owner, in that:
 - a. two pole non-conforming signs, larger in size than the proposed replacement signs, are currently located on the site;
 - b. a variance would be granted to a property owner facing similar circumstances.

CITY PLANNING COMMISSION

927 10TH STREET, SUITE 300 - SACRAMENTO, CALIFORNIA 95814

APPLICANT	Joel I. Kudler, 10142 Shoemaker Avenue, Santa Fe Springs, CA 90670		
OWNER	Standard Brands Paint Co., 4300 W. 190th Street, Torrance, CA 90509		
PLANS BY	Applicant (General Neon & Pastic Sign Co.)		
FILING DATE	3-14-85	50 DAY CPC ACTION DATE	REPORT BY: JP:bw
NEGATIVE DEC.	Ex. 15302(b)	EIR	ASSESSOR'S PCL NO. 022-221-25

- APPLICATION:**
- A. Variance to exceed the number and size of attached and detached signs in the C-2 zone
 - B. Variance to alter a non-conforming sign within 660 feet of the freeway (Withdrawn)

LOCATION: 3333 Fruitridge Road

PROPOSAL: The applicant is requesting the necessary entitlements to reface two existing non-conforming detached signs for Standard Brands Paints.

PROJECT INFORMATION:

1974 General Plan Designation:	Commercial-Offices
1965 Fruitridge Community Plan Designation:	Shopping or Commercial
Existing Zoning of Site:	C-2
Existing Land Use of Site:	Retail Commercial Paint Store

Surrounding Land Use and Zoning:

North:	Shopping Center (under renovation); C-2
South:	General Commercial, Service Station; County
East:	General Commercial, Freeway 99; C-2, TC
West:	General Commercial, Fast food restaurant; C-2

Property Dimensions: Irregular
Property Area: 1.5+ acre

	<u>Allowed</u>	<u>Existing</u>	<u>Proposed</u>
Height of Detached signs:	35 ft.	35 ft.	35 ft.
Size of Signs:			
Franklin Frontage:	113.73+ sq. ft.	199.75+ sq. ft.	150.75+ sq. ft.
Fruitridge Frontage:	99.48+ sq. ft.	199.75+ sq. ft.	150.75+ sq. ft.
Sign Colors:		Yellow & Red	Yellow, Red, Blue

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

- A. **Land Use:** The subject site is a 1.5+ acre parcel located in the General Commercial (C-2) zone. Standard Brands Paint, a retail commercial paint store, is located on the parcel. The site has street frontage on three sides, Fruitridge Road, Franklin Boulevard and 34th Street, and is surrounded by a variety of retail/commercial uses. The General Plan and 1965 Fruitridge Community Plan designate the site for commercial uses.

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