

P99-038 - Big K-Mart Sign Variance

- REQUEST:
- A. **Environmental Determination:** Categorical Exemption (Section 15301[a])
 - B. **Sign Variance** to exceed the maximum 130.5 square foot size and 6.5 foot letter height for an attached sign in the Gateway Center PUD to allow a new 239.73 square foot sign with an 8 foot letter height.

LOCATION: 3315 Northgate Blvd
APN: 250-0010-089
South Natomas Community Plan Area
Council District 1

APPLICANT:	Michael Speece, Western Sign Company, (530) 622-1420 6221-A Enterprise Drive, Diamond Springs, CA 95619
OWNER:	Philips Shopping Center FLP (K-Mart Co.) 4175 5 th Avenue, New York, NY 10016
APPLICATION FILED:	March 31, 1999
APPLICATION COMPLETED:	June 1, 1999
STAFF CONTACT:	Thomas S. Pace, (916) 264-6848

SUMMARY:

The applicant is requesting the necessary entitlement to replace an existing attached sign with a new, larger sign which bears the business's new marketing name (Big K-Mart).

RECOMMENDATION:

Staff recommends approval of the requested entitlement.

PROJECT INFORMATION:

General Plan Designation:	Community/Neighborhood Commercial & Offices
Community Plan Designation:	Community Commercial
Existing Land Use of Site:	Shopping Center
Existing Zoning of Site:	SC-PUD

Surrounding Land Use and Zoning:

North: partially developed shopping center (Arco gas station); SC-PUD
 South: single-family residential; R-1, C-2
 East: mini-storage; C-2-SPD
 West: single-family residential; R-1A-PUD

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

BACKGROUND INFORMATION:

The current K-Mart store is located in the Gateway Center PUD, which was formed for the shopping center and approved by the Planning Commission on November 9, 1978 and by the City Council on December 12, 1978 (P-8383). Subsequently, the Special Permit and Schematic Plan were modified by the Planning Commission on November 13, 1986 and by the City Council on December 2, 1986 (P86-362). When the Schematic Plan was amended, a sign criteria was adopted for the project which indicated that the K-Mart sign could have a maximum letter height of 6'6". No sign area requirement was mentioned, as the sign program was designed for the specific sign K-Mart had in mind. The proposed sign has a maximum letter height of 8 feet (the "K"), which exceeds the 6'6" height specified in the PUD Guidelines. Also, the proposed sign is larger overall than the original sign (239.73 square feet versus 130.50 square feet).

STAFF EVALUATION: Staff has the following comments:

Staff supports the requested sign variance from the PUD Guidelines because the proposal does not present any adverse impacts on the shopping center or the surrounding area. The proposed letter height is proportionate to the size of the sign fascia to which it would be attached, and the overall sign area is considerably less than the 3 square feet per lineal foot of building frontage which would otherwise be allowed by the Sign Ordinance. At 378 feet long, the building, if it were not in a PUD, would be allowed up to 1134 square feet of sign area, although no single sign could exceed 300 square feet in size. Therefore, the proposed total of 239.73 square feet is reasonable and yet does not overpower the building design.

PROJECT REVIEW PROCESS:A. Environmental Determination

The proposed project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15301[a]).

B. Public/Neighborhood/Business Association Comments

No comments have been received.

PROJECT APPROVAL PROCESS: The Planning Commission has the authority to approve or deny the requested sign variance. 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 Notice of Decision and Findings of Fact which finds that the project is Exempt pursuant to CEQA Section 15301[a];
- B. Adopt the attached Notice of Decision and Findings of Fact approving the Sign Variance to exceed the maximum 130.5 square foot size and 6.5 foot letter height for an attached sign in the Gateway Center PUD to allow a new 239.73 square foot sign with an 8 foot letter height.

Report Prepared By,

Report Reviewed By,



Thomas S. Pace,
Associate Planner



Scot Mende,
Senior Planner

Attachments

Attachment 1	Notice of Decision & Findings of Fact
Exhibit 1A	Existing and Proposed Sign Elevations
Exhibit 1B	Detail of Proposed Sign
Attachment 2	Vicinity Map
Attachment 3	Land Use & Zoning Map

Attachment 1

**NOTICE OF DECISION AND FINDINGS OF FACT FOR
BIG K-MART SIGN VARIANCE, LOCATED AT 3315 NORTHGATE BLVD SACRAMENTO,
CALIFORNIA IN THE SC-PUD ZONE. (P99-038)**

At the regular meeting of June 24, 1999, the City Planning Commission heard and considered evidence in the above entitled matter. Based on verbal and documentary evidence at said hearing, the Planning Commission took the following actions for the location listed above:

- A. Environmental Determination: Categorical Exemption (Section 15301[a]);**
- B. Approved the Sign Variance to exceed the maximum 130.5 square foot size and 6.5 foot letter height for an attached sign in the Gateway Center PUD to allow a new 239.73 square foot sign with an 8 foot letter height.**

These actions were made based upon the following findings of fact and subject to the following conditions:

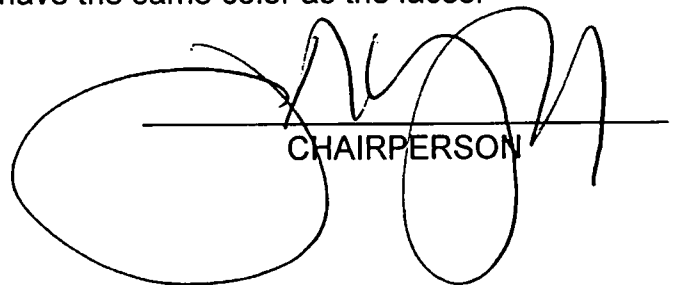
FINDINGS OF FACT

- A. **Categorical Exemption:** The City Planning Commission finds and determines that the proposed project is exempt from environmental review pursuant to Section #15301[a] of the CEQA Guidelines.
- B. **Sign Variance:** The Sign Variance to exceed the maximum 130.5 square foot size and 6.5 foot letter height for an attached sign in the Gateway Center PUD to allow a new 239.73 square foot sign with an 8 foot letter height is approved based upon the following findings:
 - 1. Exceptional circumstances exist which apply to K-Mart and which do not apply generally in the same district in that the sign area is for a major tenant which serves as the anchor in a shopping center, and it is therefore justified to allow a greater sign size and height for such tenant, and that the enforcement of the regulations would have an unduly harsh result upon the utilization of the subject property;
 - 2. The Variance does not constitute a special privilege extended to an individual property owner in that a Sign Variance would be granted to any other property owner facing similar circumstances;
 - 3. The Variance, as conditioned, 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 in that the attached sign will be designed and constructed in

accordance with applicable building and electrical codes.

CONDITIONS OF APPROVAL

- B. The Sign Variance to exceed the maximum 130.5 square foot size and 6.5 foot letter height for an attached sign in the Gateway Center PUD to allow a new 239.73 square foot sign with an 8 foot letter height is approved subject to the following conditions:
 - B1. The applicant shall obtain a Sign Permit prior to installation of any signage;
 - B2. The sign approved is depicted in Exhibits 1A and 1B, and no deviation from the approved design shall be permitted without prior review and approval by Planning staff.
 - B3. The maximum size for the K-Mart sign shall be 239.73 square feet, with a maximum letter height of 8 feet for the "K" and 5 feet ½ inches for the "BIG".
 - B4. The color scheme for the sign shall be as follows: "BIG" shall be light blue, "K" shall be red with white "mart" lettering within the "K" and the swoosh shall be gold, as shown on the colored rendering on file.
 - B5. Sign construction shall consist of individual pan channel letters with internal neon illumination; returns shall have the same color as the faces.



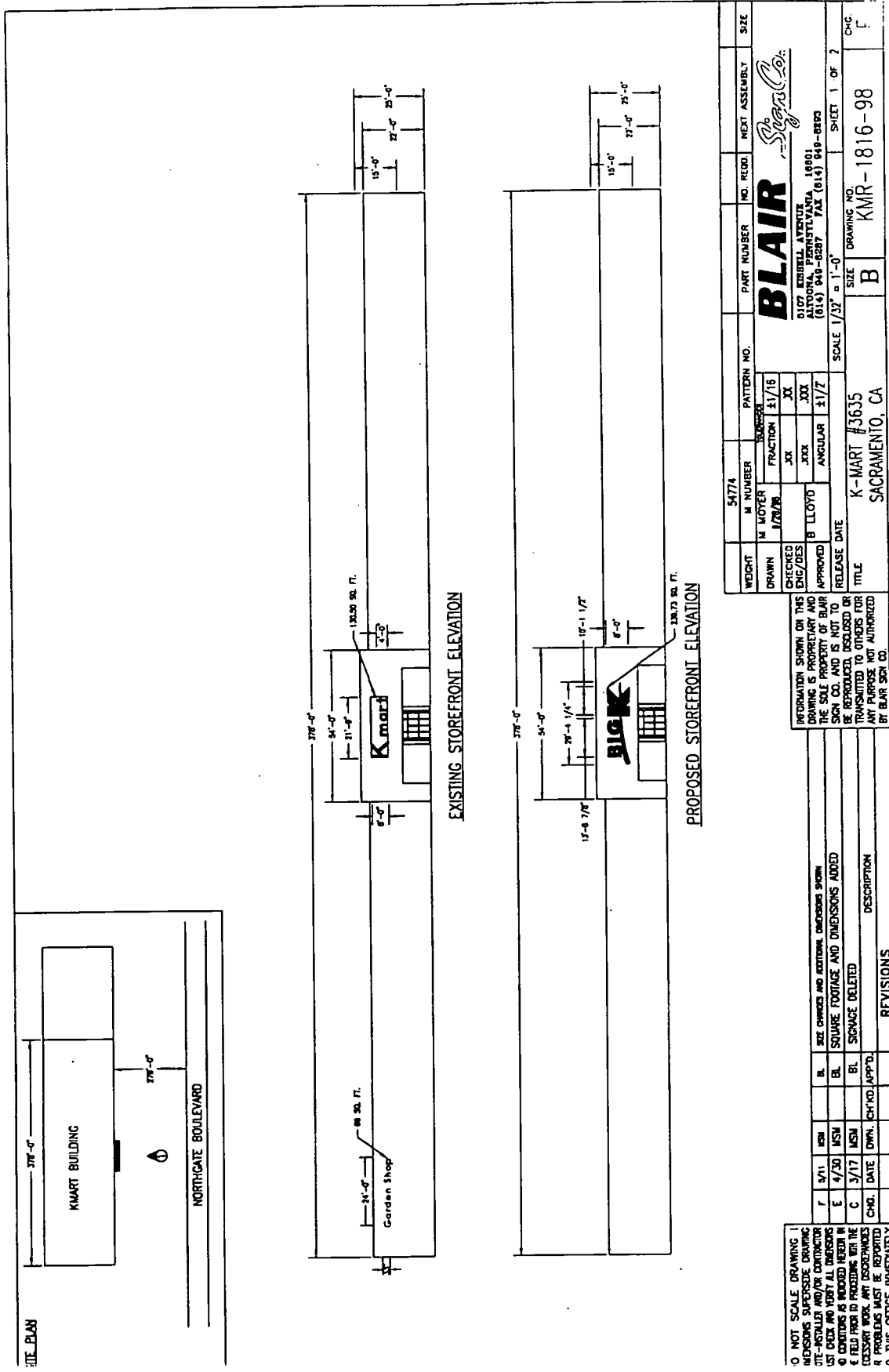
CHAIRPERSON

ATTEST:

Gary L. Strohman
 SECRETARY TO CITY PLANNING COMMISSION
6-24-99
 DATE (P99-038)

- Exhibit 1A Existing and Proposed Sign Elevations
- Exhibit 1B Detail of Proposed Sign

Exhibit 1A Existing and Proposed Sign Elevations



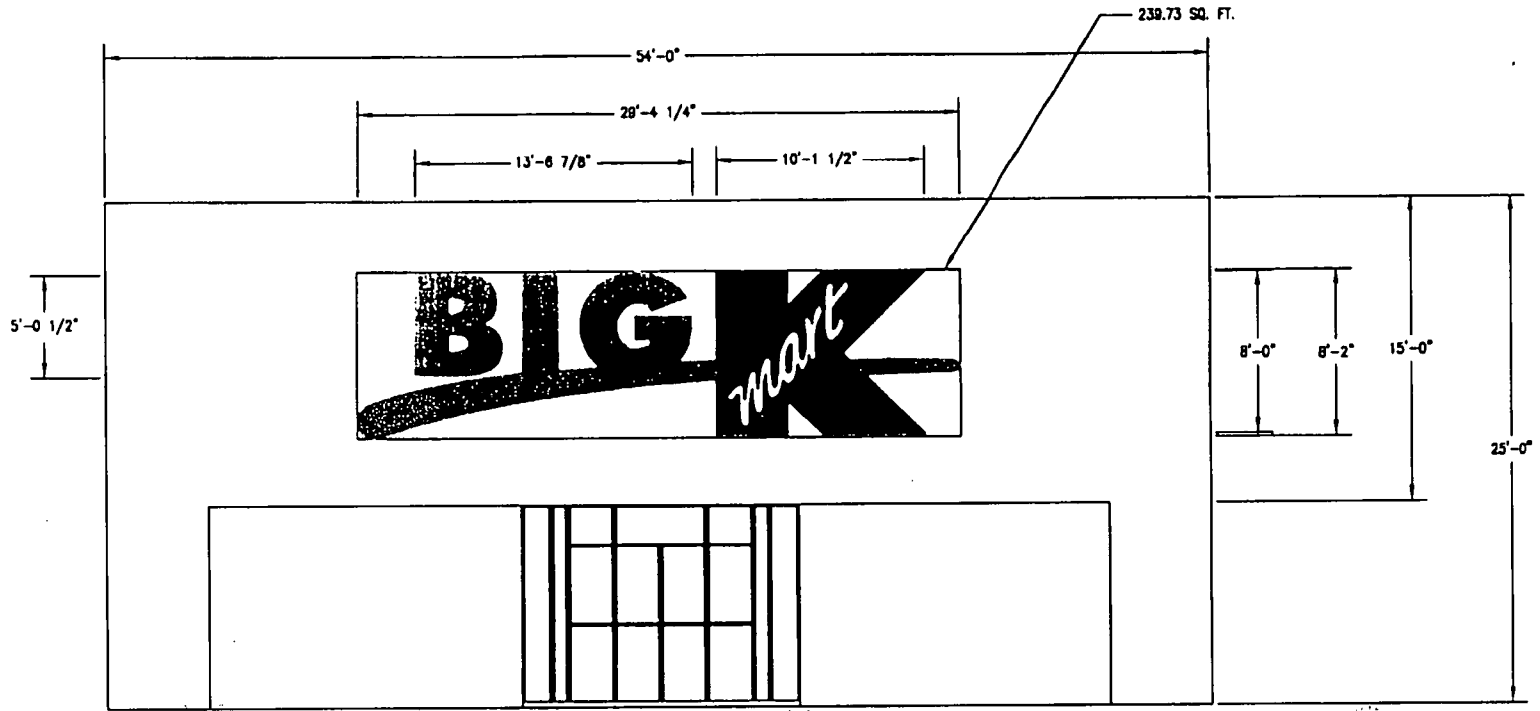
JUNE 24, 1999

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Exhibit 1B Detail of Proposed Sign

NOTE:

WHEN SCALING DRAWING USE
1/8" = 1'0" SCALE



PROPOSED STOREFRONT ELEVATION

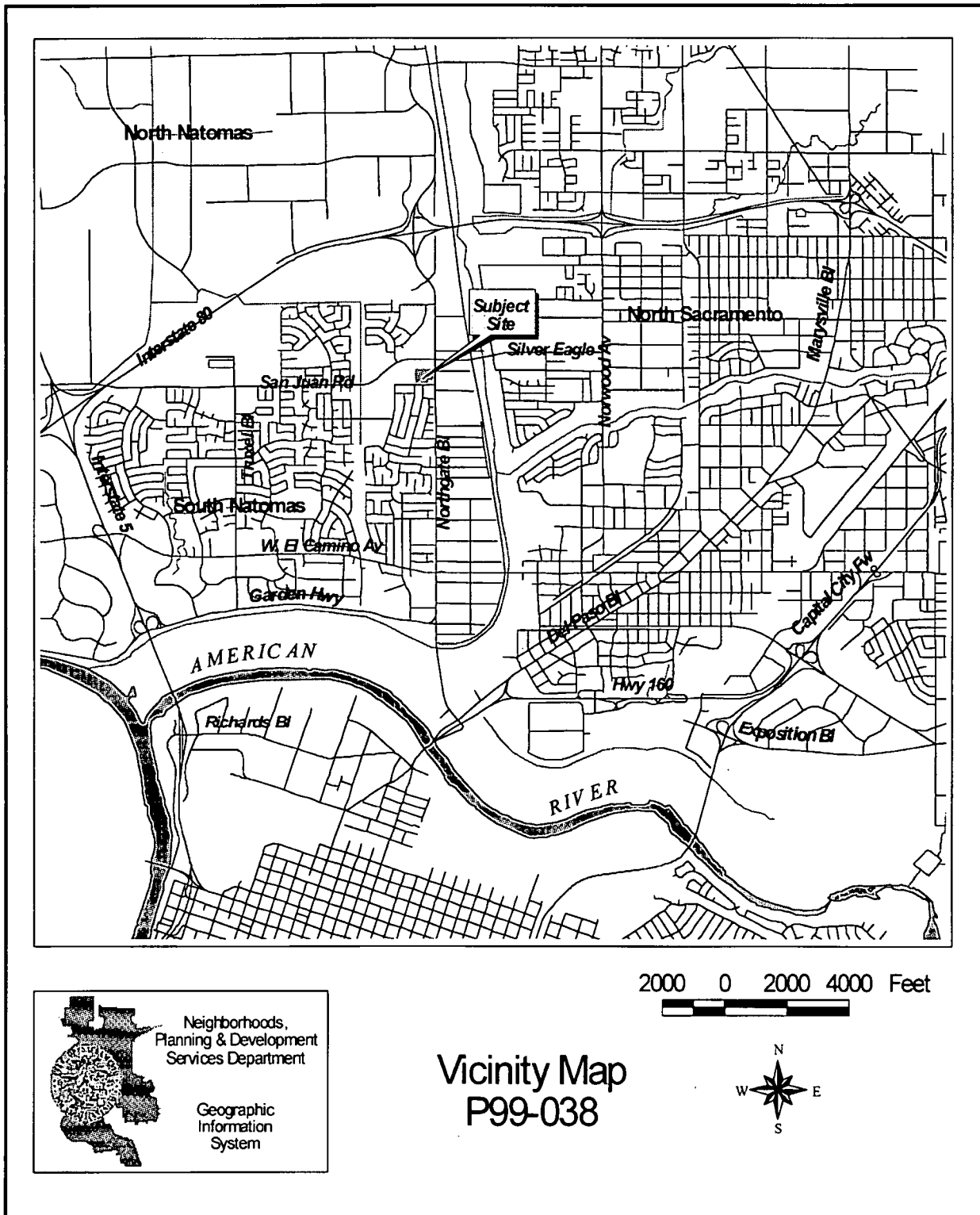
DO NOT SCALE DRAWING
DIMENSIONS SUPERSEDE DRAWING
NOTE-INSTALLER AND/OR CONTRACTOR
MUST CHECK AND VERIFY ALL DIMENSIONS
AND CONDITIONS AS INDICATED HEREIN IN
THE FIELD PRIOR TO PROCEEDING WITH THE
NECESSARY WORK. ANY DISCREPANCIES
OR PROBLEMS MUST BE REPORTED
TO THIS OFFICE IMMEDIATELY

CHK.	DATE	DRAWN	CHKD.	APPRD.	DESCRIPTION
F	8/11	MSM		BL	SIZE CHANGED AND ADDITIONAL DIMENSIONS SHOWN
E	4/30	MSM		BL	SQUARE FOOTAGE AND DIMENSIONS ADDED
C	3/17	MSM		BL	SIGNAGE DELETED
REVISIONS					

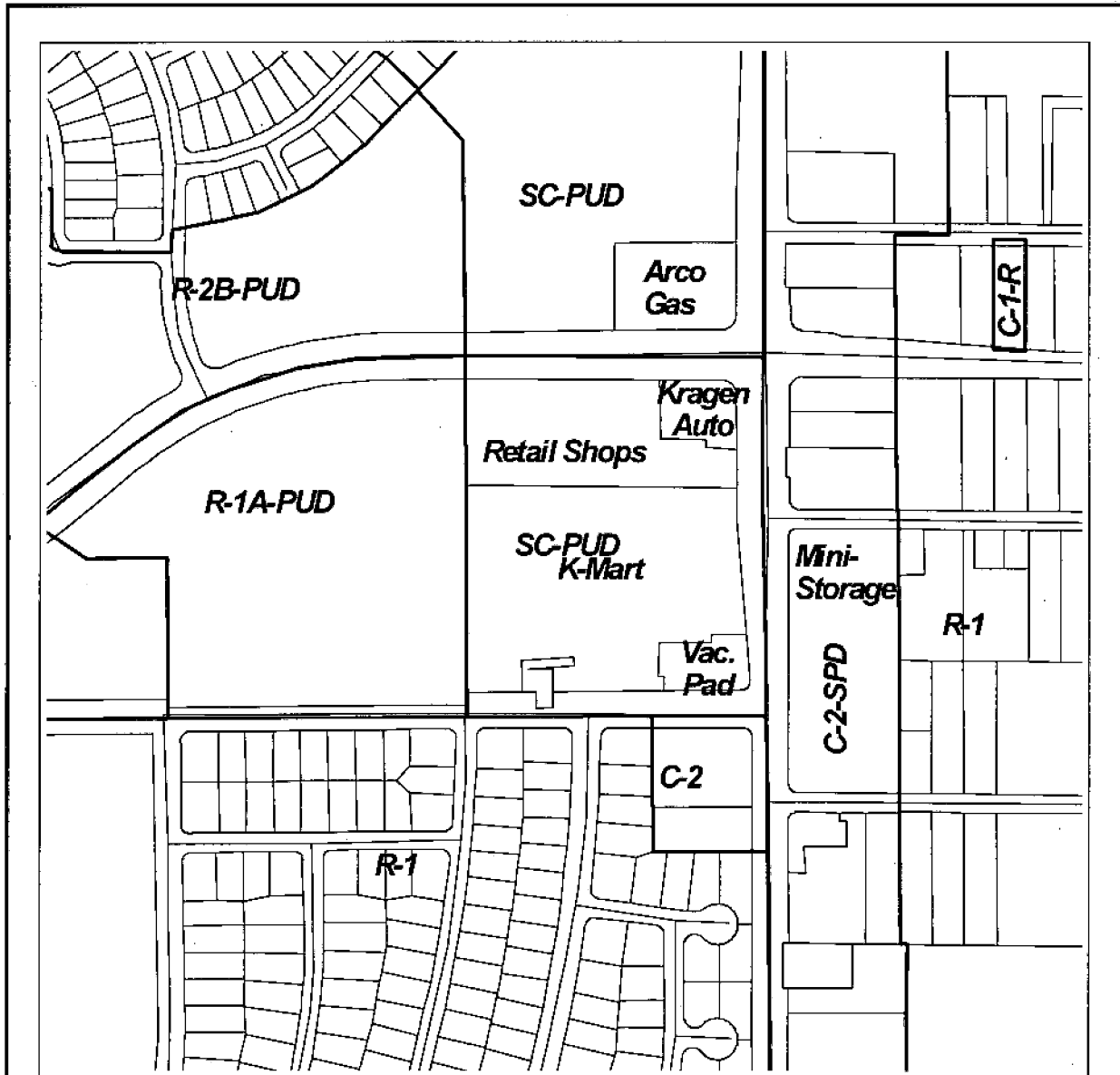
INFORMATION SHOWN ON THIS
DRAWING IS PROPRIETARY AND
THE SOLE PROPERTY OF BLAIR
SIGN CO. AND IS NOT TO
BE REPRODUCED, DISCLOSED OR
TRANSMITTED TO OTHERS FOR
ANY PURPOSE NOT AUTHORIZED
BY BLAIR SIGN CO.

54774		PATTERN NO.		PART NUMBER		MATERIAL		NEXT ASSEMBLY		SIZE	
WEIGHT	M NUMBER	FRACTION ±1/16		BLAIR		SIGN CO.					
DRAWN	1/28/98	FRACTION ±1/16		BLAIR		SIGN CO.					
CHECKED		FRACTION ±1/16		BLAIR		SIGN CO.					
ENG/DES		FRACTION ±1/16		BLAIR		SIGN CO.					
APPROVED	B LLOYD	FRACTION ±1/2		BLAIR		SIGN CO.					
RELEASE DATE		SCALE 1/4" = 1'-0"		SHEET 2 OF 2							
TITLE		K-MART #3635 SACRAMENTO, CA		DRAWING NO.		KMR-1816-98		CHK.		F	
				SIZE		B					

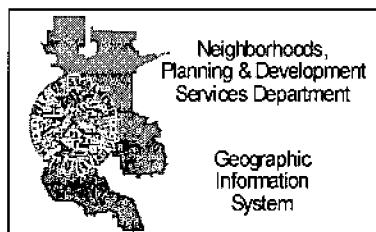
Attachment 2 Vicinity Map



Attachment 3 Land Use & Zoning Map



200 0 200 400 Feet



Land Use & Zoning
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