

**P96-037 NORTHGATE TEXACO**

- REQUEST: A. Variance to replace an existing *on-site* non-conforming monument sign (from 75± square feet in signage area to 41.5± square feet in signage area) located in the Northgate Special Planning District (SPD) zone. APN: 262-0081-001,
- B. ~~Variance to allow a pole sign in lieu of a monument sign in the Northgate Special Planning District (SPD) zone. {withdrawn by applicant}~~

LOCATION: 3120 Northgate Blvd., Sacto CA/APN: 262-0081-001  
South Natomas Community Plan Area  
Council District 1

APPLICANT:	Rankin & Rankin Incorporated c/o Jeannette Baxter 8655 Washington Boulevard Roseville, CA 95678. (916) 782-9001
OWNER:	Mark Golpa 3120 Northgate Boulevard Sacramento, CA. 95833. (916) 925-0684
APPLICATION FILED:	April 2, 1996
AMENDED:	May 9, 1996
STAFF CONTACT:	Scot Mende, 264-5894

**SUMMARY:** Rankin & Rankin Incorporated has requested the above noted Variance on behalf of the Northgate Texaco in their effort to replace an existing non-conforming sign for what was the Beacon Gas station. The project is consistent with the land use designations in the General Plan and the South Natomas Community Plan and the Northgate Special Planning District (SPD) zone.

**SUMMARY:** Staff recommends approval of the project, subject to conditions and based upon the fact that the project: 1) is designated and zoned appropriately; 2) represents a decrease in total signage area for the Gas station; and 3) restores and improves the appearance of the existing signage. Staff finds the Northgate Texaco signage request appropriate in scale and design and compatible with the adjacent commercial and residential uses.

**PROJECT INFORMATION:**

General Plan Designation: Special Planning District (SPD) Zone.  
 Community Plan Designation: Special Planning District (SPD) Zone.  
 Existing/Proposed Zoning of Site: Northgate Special Planning District (SPD)  
 Existing Land Use of Site: Gas Station  
 Surrounding Land Use/Zoning:  
     North: Commercial Uses - Market; SPD  
     South: Commercial - Tow Co.; SPD  
     East: Residential ; R-1  
     West: Northgate Blvd. & Residential ; R-1

Signage Setbacks:                      Required      Proposed  
 Street/Northgate Blvd.:      10'              24'  
 Interior/Property Line:      5'              12'

**Northgate Texaco**

Signage Type	Existing Height	Proposed Height	Original Square Feet	Proposed Square Feet
Attached (2) (Canopy)	17.6ft	17.6ft	37.5± sqft	37.5± sqft
Attached (FoodMart)	12.5ft	12.5ft	20± sqft	8.5± sqft
Detached Monument P96-037	12.5ft.	9.2ft.	75± sqft	41.5± sqft
		<b>TOTAL</b>	132.5± sqft	87.5± sqft

Property Dimensions: Irregular  
 Property Area/Acreage: 14,500± Sqft (gross)  
 Type of Signs: Detached illuminated monument sign  
 Signage Material: Plastic  
 Building Canopy : 1,776 Sqft  
 Food Mart Building : 720 Sqft

---

**OTHER APPROVALS REQUIRED:**

In addition to the Variance entitlement 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	Planning and Development Department, Development Services Division

**BACKGROUND INFORMATION:**

The present site has been operated until the present time by Beacon as a Gas Station. However, due to change of ownership, Northgate Texaco is moving in to operate a Gas Station on the same site. The only differences that will be reflected include the replacing of signage, logo and colors of the new tenants. The current application (P96-037) is requesting approval of a Variance to replace an existing on-site non-conforming signage. Upon approval of this application, the signage area will have been reduced to approximately 66% of the original signage.

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

A. **Policy Considerations**

**General/Community Plan:** The subject site is designated as Northgate Special Planning District (SPD) Zone by the General Plan and the South Natomas Community Plan. The applicant's proposal will not result in a change in the present or anticipated land use of the site or area. The replacement of an existing on-site non-conforming sign is considered to be compatible with the existing use and with the General Plan policies which promote compatible land uses.

The Northgate Texaco Gas Station is situated on the Northeast corner of Potomac and Northgate Boulevard. Staff recognizes the Station's need to provide adequate visibility and directional assistance, and therefore supports the replacement of the existing on-site non-conforming sign. Staff finds the replacement of the sign consistent with the General Plan's policy which discourages the proliferation of unnecessary signage.

**Zoning:** The subject site is zoned "Northgate Special Planning District" which provides for the sale of commodities or performance of services. According to the City's Sign Ordinance (amended July 1995), Signage in the SPD zone is limited to one square foot of sign area for each 3 lineal feet of street frontage above the first 100 lineal feet and shall not exceed an absolute maximum of 50 square feet. Technically thus, Northgate Texaco's signage request requires approval of a variance.

Typically, gas stations are outfitted with greater signage than other types of uses. For example, the Shell station on the corner of Northgate/I-80 which is 168 sqft pole sign. However, other gas stations have accommodated signage needs with smaller, more attractive monument signs. The Exxon at 3430 Northgate (San Juan Rd.) which was constructed after the more restrictive signage standards were enacted is an 8' high monument sign consisting of 48 square feet. The Shell station on the corner of West El Camino/Stonecreek, which is in the Stonecreek Shopping Center PUD, has one 24 sqft monument sign.

The Northgate Special Planning District is limited to monument type signs (i.e., no new pole signs). The existing 12.5' high sign is a monument-type sign. The proposed new sign uses a single pole as a footing, but is wrapped in a sheet metal shroud to achieve the monument style.

Staff believes the project to be consistent with the General Plan policies and the City's Zoning and Sign Ordinances.

B. Site Plan/Design See Exhibits

The subject site is located at 3120 Northgate Boulevard and is situated on the Northeast corner of Potomac/Northgate Boulevard. The project consists of the replacement of an existing on-site non-conforming monument sign for the Beacon Station with a Northgate Texaco signage. Specifically, the project proposes the replacement of:

An existing on-site non-conforming monument sign which is currently 12.5ft in height and 75± square feet in signage area with a 9.2 foot high sign and 41.5± square feet in signage area.

The existing sign is located on-site and there are no changes requested to the location of the signage. The sign is proposed to be an illuminated monument sign. As designed, the requested signage will have the black/red colors of Texaco. Separate logo and lettering signs on the canopy will be made. The Price board is placed alongside the signage on the same base. The applicant's request to replace the signage is due to change of tenantship/ownership.

Staff finds the location, height and design of the proposed signage to be an improvement to the existing signage and to be complimentary to signage within the area. Staff supports the subject proposal, as designed.

PROJECT REVIEW PROCESS:

A. Environmental Determination

The proposed project is exempt from environmental review pursuant to the California Environmental Quality Act, Categorical Exemption Section 15302.

**B. Neighborhood Comments**

The project has been routed for review to the South Natomas Business Association and the Natomas Community Association. In general, the two associations support signage for this project in excess of the allowances set by the Zoning/Sign Ordinances. The associations recognize that the proposed signage represents a modification from an existing business and that gas stations often need to exceed the signage allowances. The response from Natomas Community Association is found in Attachment #4.

**C. Summary of Agency Comments**

The proposal was routed and reviewed by several City Departments and other agencies. They had no objection to the location and replacement of the sign.

**PROJECT APPROVAL PROCESS:**

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

**RECOMMENDATION: Staff recommends the Planning Commission take the following action:**

- A. Adopt the attached Notice of Decision and Findings of Fact (Attachment 1) approving the Variance to reface/replace an existing on-site non-conforming sign (from 75± square feet in signage area and 12.5ft in height to 41.2± square feet in signage area and 9.2 feet in height) located on the Northeast corner of Potomac/Northgate Blvd. in the Northgate Special Planning District (SPD) zone. APN: 262-0081-001,

Report Prepared By,



Scot Mende  
Senior Planner

**Attachments**

Attachment 1	Notice of Decision and Findings of Fact
Exhibit 1-A	Location Map for Signage
Exhibit 1-B	Elevation for Monument Sign
Attachment 2	Vicinity Map
Attachment 3	Land Use and Zoning Map
Attachment 4	Neighborhood Comments

---

ATTACHMENT 1**NOTICE OF DECISION AND FINDINGS OF FACT FOR THE NORTHGATE TEXACO GAS STATION, LOCATED AT 3120 NORTHGATE BLVD., IN THE NORTHGATE SPECIAL PLANNING DISTRICT (SPD) ZONE. APN: 262-0081-001 (P96-037)**

---

At the regular meeting of June 13, 1996, 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 action for the location listed above:

- A. **Approved the Variance to reface/replace an existing on-site non-conforming sign (from 75<sub>±</sub> square feet in signage area and 12.5ft in height to 41.2<sub>±</sub> square feet in signage area and 9.2 feet in height) located on the Northeast corner Potomac/Northgate Blvd. in the Northgate Special Planning District (SPD) zone. APN: 262-0081-001,**

This action was made based upon the following findings of fact and subject to the following conditions:

---

FINDINGS OF FACT

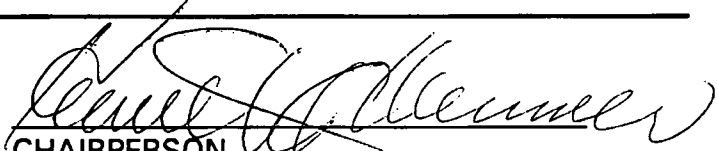
1. The City Planning Commission finds and determines that the proposed project is exempt from environmental review pursuant to Section 15302 of the CEQA Guidelines.
- 2A. Variance: The Variance for the Northgate Texaco Gas Station signage is approved subject to the following findings of fact and conditions of approval:
  - i. Granting the variance does not constitute a special privilege extended to an individual property owner in that variances would be granted to other property owners facing similar locational circumstances.
  - ii. Granting the variance is not detrimental to the public welfare nor does the variance result in the creation of a public nuisance in that:
    - a. The proposed signage represents a decrease in signage area and is similar signage height to the existing signage;

- 
- b. The project represents an improvement to the existing station's signage;
  - c. The signage design is compatible with adjacent commercial signage; and
  - d. The proposed signage provides the appropriate and necessary visibility and directional assistance for the Gas station.
- iii. Granting the Variance will not adversely affect the General Plan policies of the City in that the project is compatible with the Regional Commercial and Residential designation of the General Plan and does not result in the proliferation of unnecessary signage.

#### **CONDITIONS OF APPROVAL**

- A. The Variance for the Northgate Texaco Gas Station is hereby approved subject to the following conditions:
- A1. The applicant shall obtain all necessary building and/or sign permits prior to the installation of any signs,
  - A2. The size, location, and design of the signs shall be consistent with the Exhibits 1A, and 1B attached,
  - A3. The total square footage of attached and detached signage shall not exceed 87.5± square feet, and
  - A4. The applicant shall irrigate and maintain the existing landscape on the site so as to improve the character of the project area.
  - A5. Any modification to the project shall be subject to review and approval by Planning staff prior to the issuance of building permits.

---

  
CHAIRPERSON

ATTEST:

  
SECRETARY TO CITY PLANNING COMMISSION

6-13-96  
DATE

(P96-037)

Exhibits

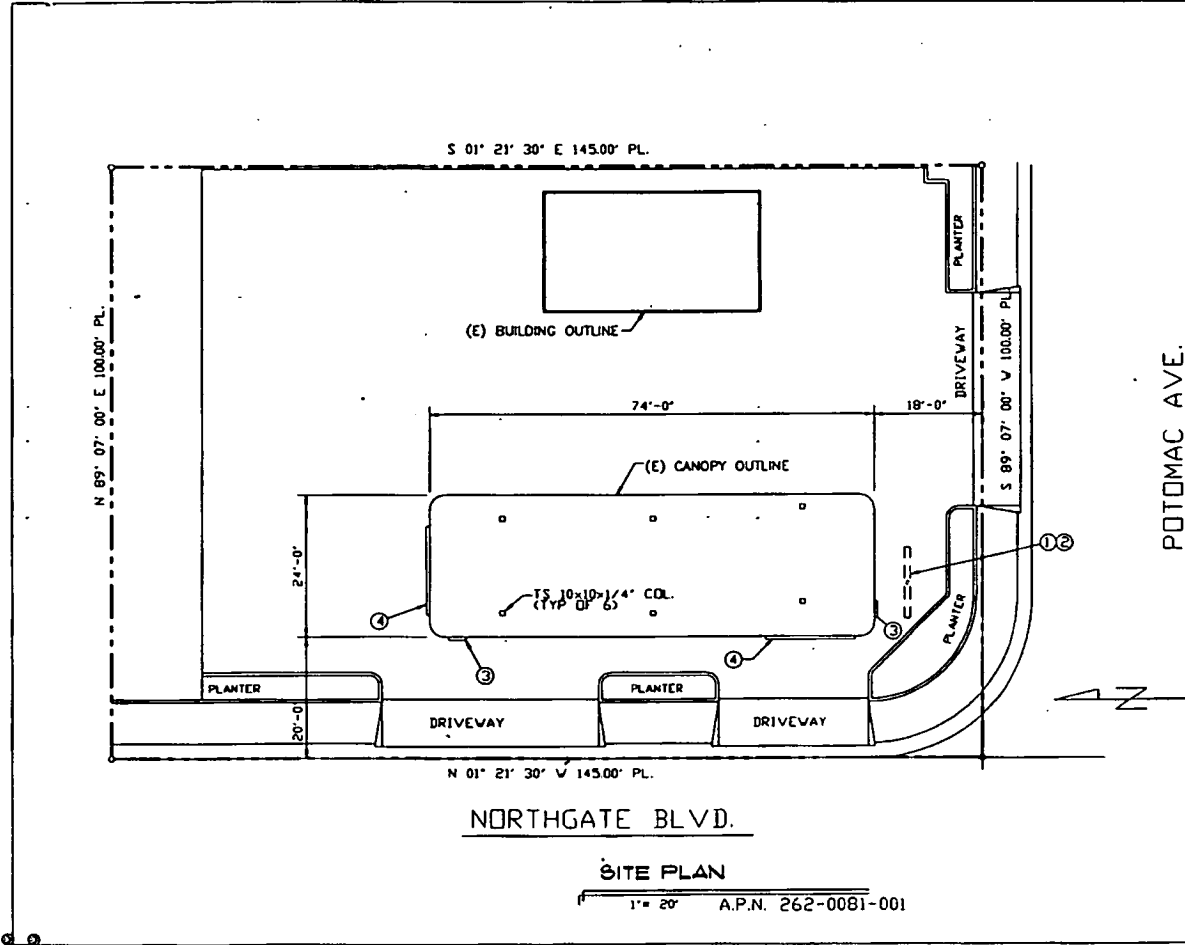
Exhibit 1-A      Location Map for Signage  
Exhibit 1-B      Elevation for Sign



June 13, 1996

P96-037

**EXHIBIT 1-A  
SIGN LOCATION MAP**



**SITE PLAN**  
1" = 20' A.P.N. 262-0081-001

SIGN TYPE	SIGN AREA (SQ. FT.)	ILLUMINATION	DTY.	EXISTING SIGN AREA (SQ. FT.)	PROPOSED SIGN AREA (SQ. FT.)
① (N) TETRAO PRIMARY IDENTIFIER MOUNTED SIGN	20.3	INT.	NO	1	20.3
② (N) PRICE SIGN	21.0	INT.	NO	1	21.0
③ (N) TETRAO STAR STAIRS CANOPY FASCIA SIGN	6.00	INT.	NO	2	2.1
④ (E) TETRAO LOGO/TYPE CANOPY FASCIA SIGN	37.5	INT.	NO	2	75.0
TOTAL SIGN SQ. FT.				461	41.3

(N) - DENOTES NEW  
(E) - DENOTES EXISTING

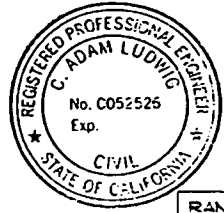
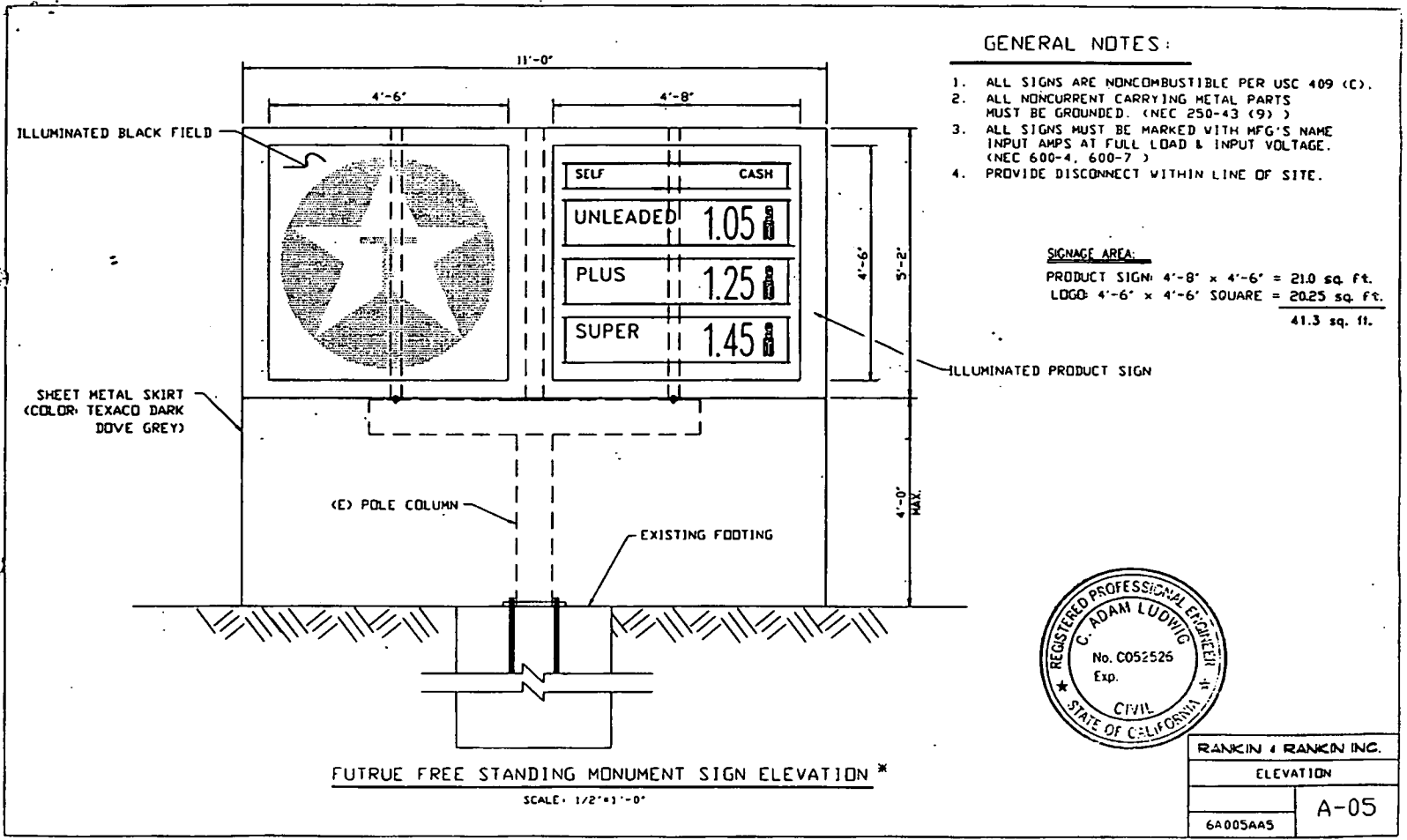
LOCATION:  
3120 NORTHGATE BLVD.  
SACRAMENTO, CA

RANKIN & RANKIN INC.	
SITE PLAN	
6A005C	S-01

June 13, 1996

P96-037

**EXHIBIT 1-B  
ELEVATION FOR MONUMENT SIGN**

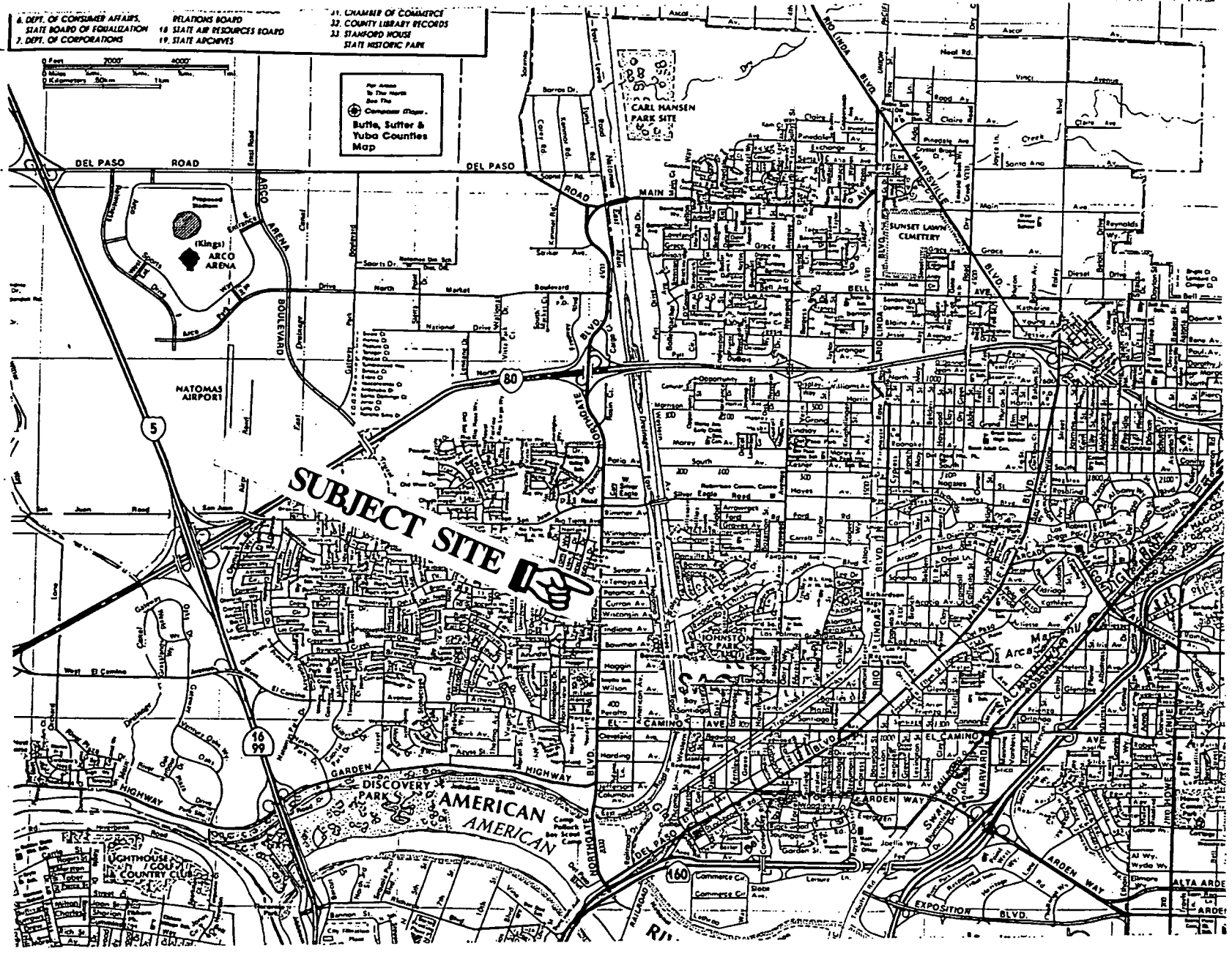


RANKIN & RANKIN INC.	
ELEVATION	
6A005AAS	A-05

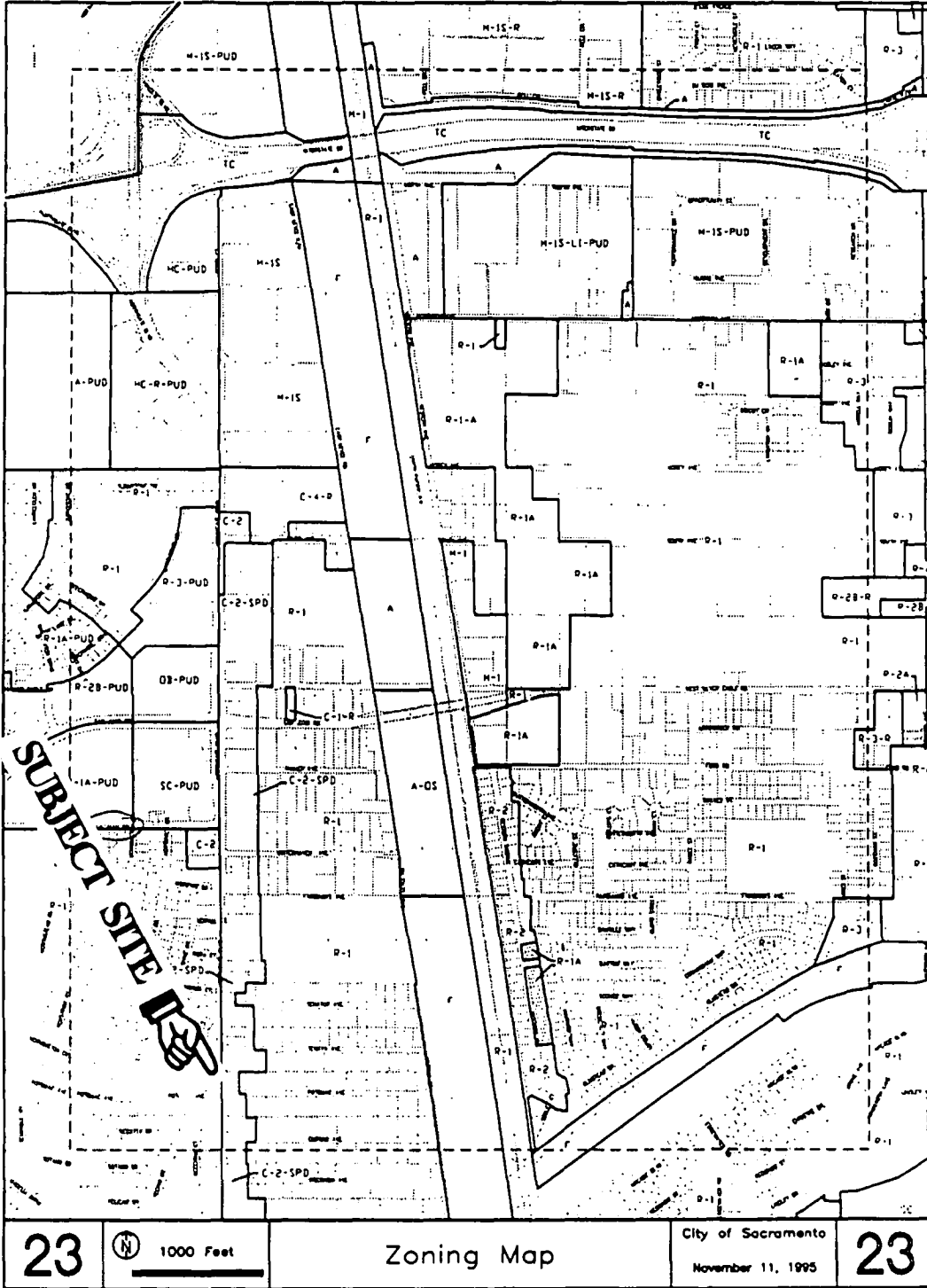
June 13, 1996

P96-037

ATTACHMENT 2  
VICINITY MAP



### ATTACHMENT 3 LAND USE AND ZONING MAP



---

**ATTACHMENT 4  
LETTER OF SUPPORT/NATOMAS COMMUNITY ASSOCIATION**



**Natomas  
Community  
Association**

P.O. Box 340451 • Sacramento, California 95834

---

Date: 15 May 1996

To: Ms. Laura Conti  
City of Sacramento, Planning and Development (Planning Division)  
1231 I Street, Room 300  
Sacramento, CA 95814

Re: NCA Planning Committee Comments regarding: P96-037 Northgate Texaco.

During the regular meeting of the NCA Planning Committee on May 14, 1996 the following comments were recorded:

1. The Texaco brand is an upgrade from Beacon.
2. Signage and landscaping standards should be similar to the standards that applied to the Exxon station on the corner of Northgate and San Juan.

A handwritten signature in black ink, appearing to read "James Bacchini". The signature is written in a cursive style with a large, sweeping initial "J".

James Bacchini  
Chair, NCA Planning Committee

cc: NCA Board Members

REC  
MAY 1  
PLANNING AND DEV