

CITY PLANNING COMMISSION

1231 "I" STREET, SUITE 200, SACRAMENTO, CA 95814

APPLICANT	Blythe Wilson, 900 Larkspur Landing Circle, Ste. 125, Sacramento, CA 94939				
OWNER	William E. Stein, P.O. Box 13678, Sacramento, CA 95853				
PLANS BY	Blythe Wilson, 900 Larkspur Landing Circle, Ste. 125, Sacramento, CA 94939				
FILING DATE	7-24-87	ENVIR. DET.	Ex 15311a	REPORT BY	CV:tc
ASSESSOR'S-PCL. NO.	001-0011-003				

- APPLICATION:**
- A. Variance to allow Shell Oil Corporation yellow accent stripes on a convenience store, car wash building and pump island canopy fascia.
 - B. Variance to allow four additional attached signs.

LOCATION: 225 Jibboom Street

PROPOSAL: The applicant is requesting the necessary entitlements to renovate an existing Shell oil gas station.

PROJECT INFORMATION:

1974 General Plan Designation:	General Commercial and offices
Existing Zoning of Site:	M-2 (PC)
Existing Land Use of Site:	Shell Service Station

Surrounding Land Use and Zoning:

North: Vacant; M-2 (PC)
South: Motel; M-2 (PC)
East : Motel; M-2 (PC)
West : Service Station; M-2 (PC)

Property Dimensions:	140+' x 200+'
Property Area:	0.7+ acre
Square Footage of Building:	2,090 sq. ft.
Height of Building:	1 story
Topography:	Flat
Street Improvements & Utilities:	Existing
Exterior Building Materials:	Masonry, wood, metal
Roof Material:	Metal

BACKGROUND INFORMATION: A special permit to allow the addition of two pump islands and pump island canopy was approved by the Planning Commission on May 14, 1987 (P87-172). The applicant intended to remodel an existing self-serve service station and convenience mart and add a car wash.

PROJECT EVALUATION: Staff has the following comments:

A. Land Use/Zoning

The project site is zoned Heavy Industrial/Parkway Corridor (M-2(PC)) and is developed with a self-serve service station, canopy, two gas dispensers and a convenience mart. Surrounding land uses include vacant to the north, motel to the south and east and service station to the west.

B. Existing On-Site Signs

The applicant proposes to remove the following existing signs:

1. Self service signs.
2. Open 24 hours signs.
3. Food mart sign.
4. Individual food items signs.
5. Shell logo sign on Shell service station.
6. Price sign.

There are two existing detached pole signs and a detached price sign located on the project site.

C. Proposed Signs/Variance

The following signs are proposed (see sign plan and elevations).

1. One attached car wash entrance and exit sign.
2. One internally lighted detached price sign.
3. One attached Shell sign and one attached Shell logo (pectin) sign for both the north and south pump island canopy fascia elevations.
4. One attached car wash and one attached food mart sign on building fascia.
5. Four attached self service spandrel directional signs.

The sign Ordinance allows one detached sign per 300 feet of street frontage. A total of three detached signs are located on site. The applicant proposes to replace one of the existing price signs with a new lighted price sign. Staff has no problem with this because it does not increase the number of existing detached signs.

The sign Ordinance permits two attached signs. The applicant originally requested the following six attached signs.

- a. Car wash
- b. Food mart
- c. 2 Shell canopy signs
- d. 2 Shell canopy logo signs

The applicant's original statement of intent (exhibit A) indicated the necessity of having two Shell signs and logos on the north and south canopy elevations. This would allow Shell to maintain an acceptable marketing program.

Staff suggested to the applicant that they combine the food mart and car wash into one sign by placing a hyphen between the food mart and car wash. Staff recommends the maximum distance separating food mart and car wash should be three feet. The applicant and Shell has agreed to staff's proposal.

Staff also recommended to the applicant that they combine the Shell sign and Shell logo into one sign for both the north and south canopy elevations. These would reduce to three the number of attached signs requested by Shell (one more than allowed).

In order to reduce the clutter of signs along Jibboom Street and improve the overall appearance of the site, the applicant proposes to remove the existing pole sign on Jibboom Street if staff could support the third attached sign. This sign would be located on the canopy. Staff agrees with their trade-off in that the elimination of the pole sign would improve the appearance of the streetscape.

D. Variance - Shell Corporate Yellow

The color of the existing Shell convenience mart is primarily white and brown. The applicant is requesting a variance to use Shell Oil Corporate yellow for the pump island canopy fascia, and as part of the proposed remodel of the existing Shell Oil convenience mart. The Shell Oil Corporate yellow is proposed for a 20 inch wide band at the base of the proposed convenience mart and a six inch wide stripe under the fascia (see elevations). In addition, a six inch wide Shell corporate yellow is proposed for the pump island canopy fascia (see elevations).

The subject site is located in the American River Parkway Corridor zone. This zone contains requirements defining allowable colors for buildings, structures, signs (except graphic features thereof including logos), poles, lighting standards and other improvements. This zone only permits exterior surfaces which are painted in earth tones or finished in one or more of the following materials:

- a. natural wood;
- b. natural earth toned stone, rock or masonry; and
- c. any other earth tone colored material.

The intent of these requirements is to reduce the visual impacts of development on the natural resources of the American River.

The proposed Shell Oil Corporate yellow is not one of the approved earth tone colors. The only shade of yellow permitted is yellow ochre.

Staff has selectively field surveyed several Shell oil gas stations throughout the City to determine whether or not a Shell Oil Corporate yellow band is used on the building fascia. Staff evaluated the following sites:

- a. Northgate Boulevard/Rosin Court;
- b. Valley Hi Drive/Mack Road;
- c. Franklin Boulevard/Florin Road; and
- d. Arden Way/Heritage Lane.

The Shell service stations located at Franklin Boulevard and Florin Road, Heritage Lane and Arden Way, Valley Hi Drive and Mack Road and Northgate Boulevard and Rosin Court had no Shell Oil Corporate yellow color bands around either the canopy or building fascia.

The applicant has indicated in a statement of intent, the purpose of requesting a variance to allow Shell Oil Corporate yellow is that this color consistently appears on Shell service stations throughout the country (see Exhibit B).

No information has been submitted indicating unique site constraints or other unusual hardships justifying the request to allow Shell Oil Corporate yellow. Therefore, Staff recommends denial of this variance request.

E. Interagency Review

This proposal was reviewed by Code Enforcement and the Old City Association and no comments were received.

ENVIRONMENTAL DETERMINATION: The Environmental Coordinator has determined this project is exempt from environmental review pursuant to State EIR Guidelines (CEQA, Section 15311(a)).

RECOMMENDATION: Staff recommends the following actions:

- A. Denial of the variance to allow Shell Oil Corporate yellow accent stripes on a convenience store, car wash building and pump island canopy fascia.
- B. Approval of the variance to allow one additional attached sign subject to conditions and based upon the findings of fact which follow:

Findings of Fact/Denial

1. The variance requested would be a special privilege extended to one property owner in that there are no special circumstances to justify the variance requested.
2. The variance will be injurious to the preservation of the American River habitat and surrounding properties in that:

- a. the purpose of the American River Parkway Corridor zone color restrictions is to reduce glare from buildings and limit building colors to earth tones harmonious with the natural areas of the American River.
3. No exceptional or extraordinary circumstances or conditions apply which do not apply generally in the same district and the enforcement of the regulations of this article would have an underlying harsh result on the utilization of the subject property.

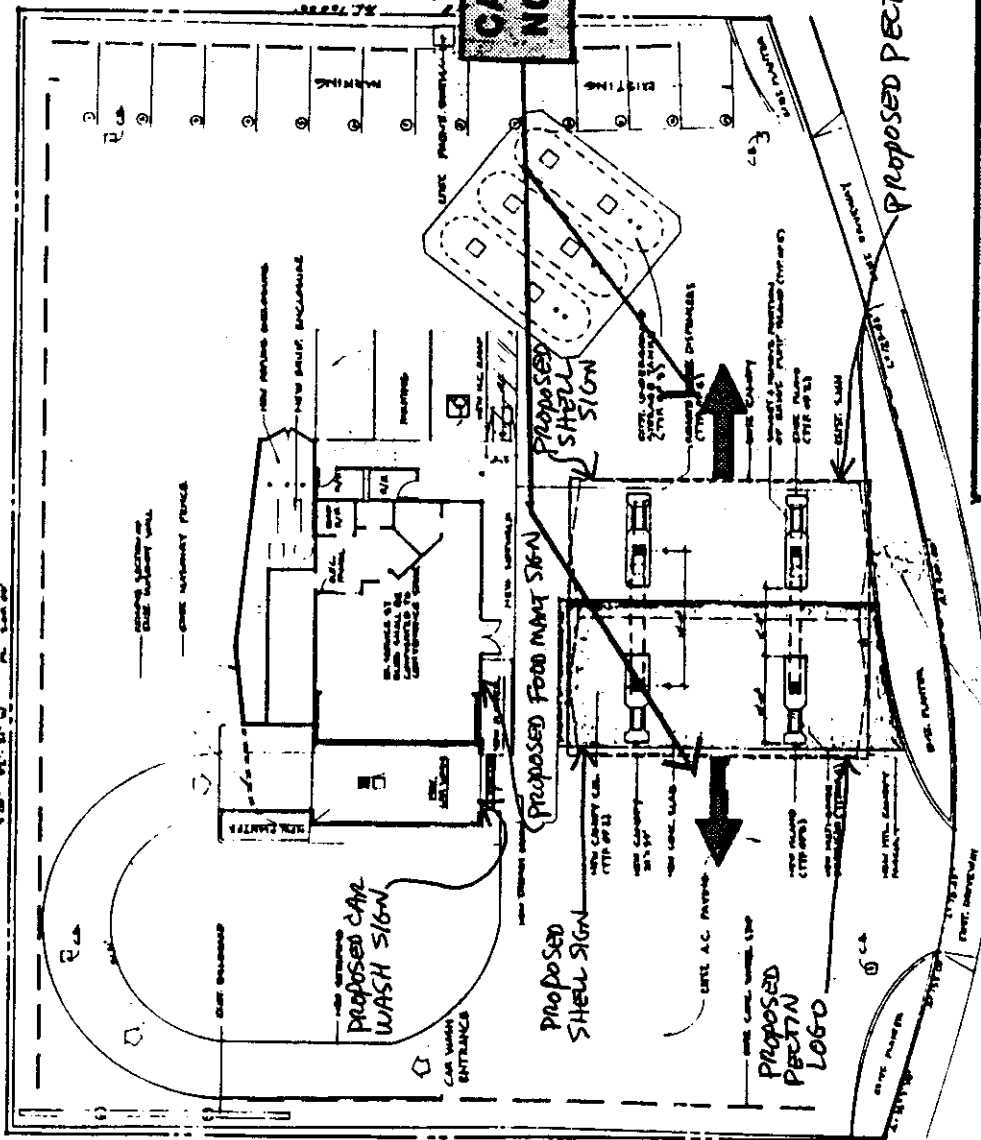
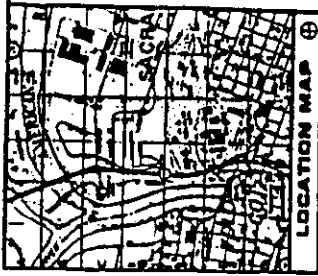
Conditions/Variance, one additional attached sign:

1. The existing detached identification sign located adjacent to Jibboom Street shall be removed prior to the issuance of a sign permit.
2. The proposed Shell sign and logo shall be combined into one sign for the north and south canopy fascias.
3. The maximum distance separating the food mart and car wash sign shall be three feet. A hyphen shall be located between car wash and food mart.

Findings of Fact/Approval

1. Granting the variance would not constitute a special privilege extended to an individual applicant in that any applicant facing similar circumstances would be granted a variance approval.
2. Granting the variance would not be injurious to public health, safety or welfare in that (a) adequate visibility for motorists has been provided; (b) A large pole sign will be removed which will improve the appearance of the streetscape.
3. The proposed project is consistent with the City's Discretionary Interim Land Use Policy, in that the site is designated as industrial in the 1974 General Plan and the proposed additional sign conforms with the land use designation.

SITE PLAN



CANOPY SIDE FASCIA SIGNS (DO NOT FACE JIBBOOM STREET)

(2) NEW STREET FACING SPANDREL SIGNS TO BE ELIMINATED PER STAFF RECOMMENDATION (P87-172)

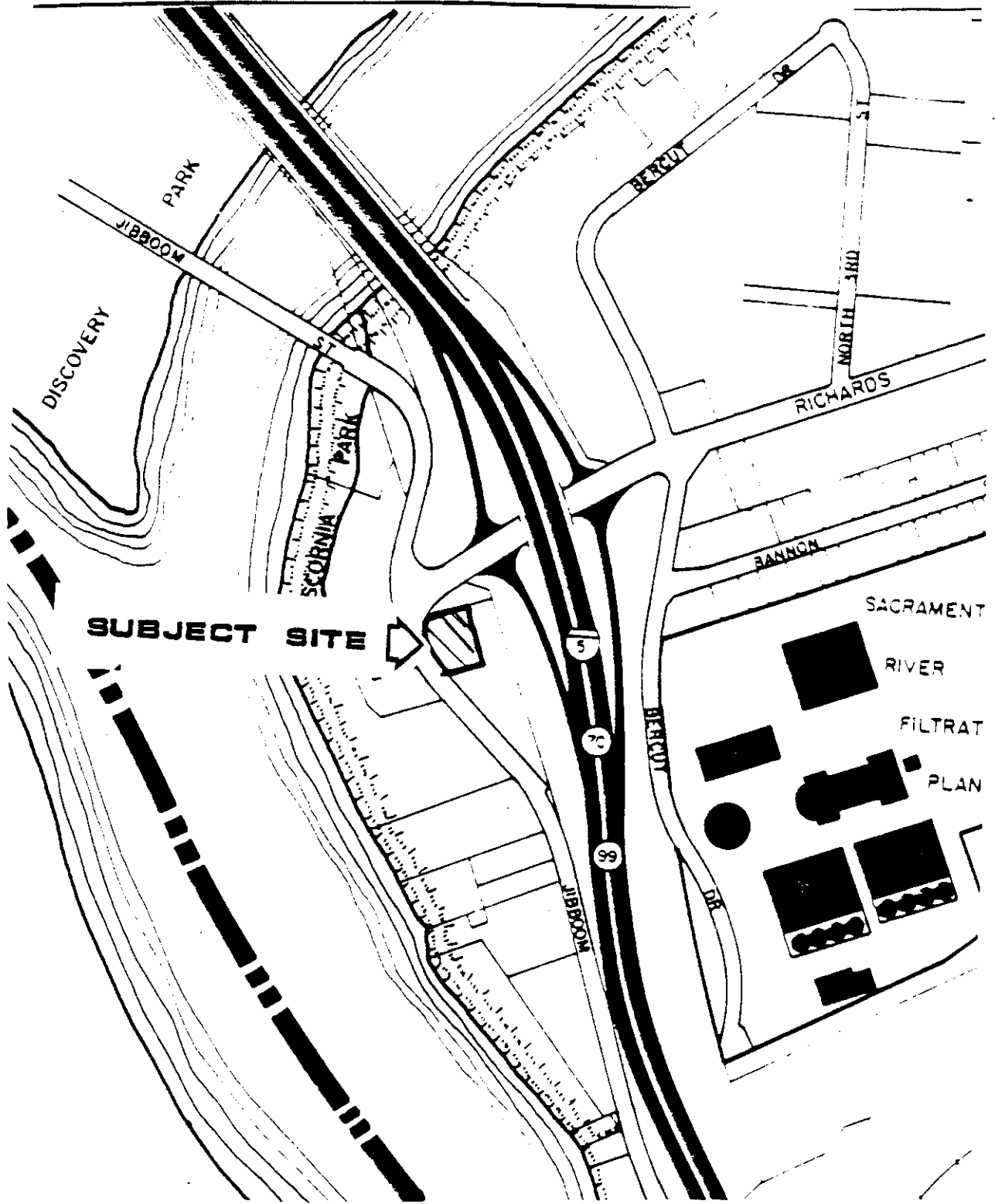
EXISTING SIGNAGE TO BE REMOVED

SITE PLAN	
DATE	11/11/87
SCALE	AS SHOWN
SEE JIBBOOM STREET, SACRAMENTO, CA	
SHELL OIL COMPANY	
ROBERT N. LEE & ASSOCIATES, INC.	

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VICINITY MAP

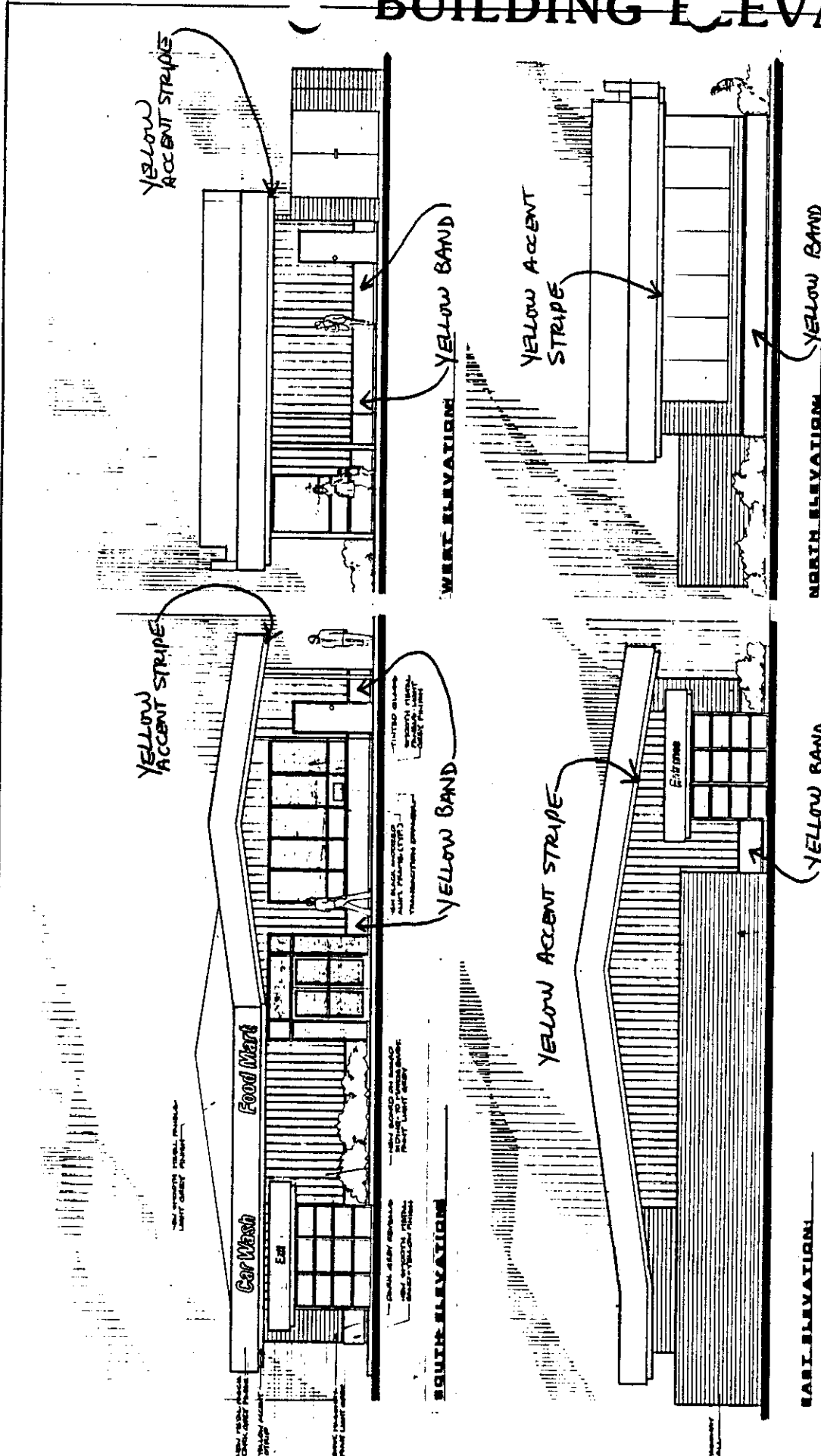


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ITEM - 25

BUILDING ELEVATIONS



DATE	BY	SCALE	NO.

BUILDING ELEVATIONS
 225 JIBSON STREET
 SACRAMENTO, CA

SHELL OIL COMPANY
 LICENSE NO. 123456789

ROBERT N. LEE & ASSOCIATES, INC.
 ARCHITECTS

A-3

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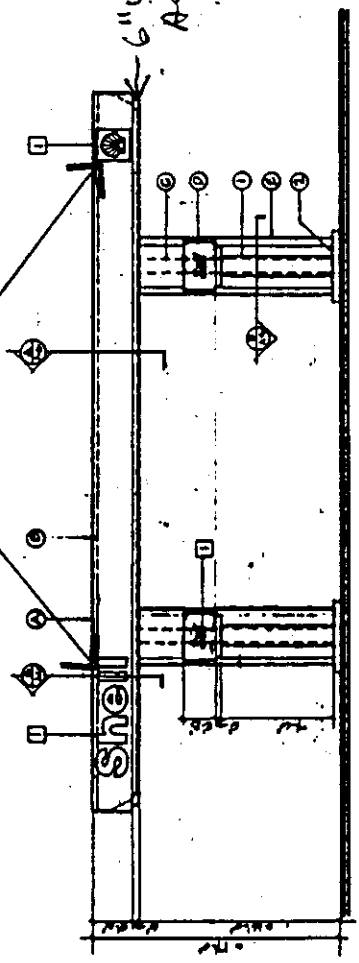
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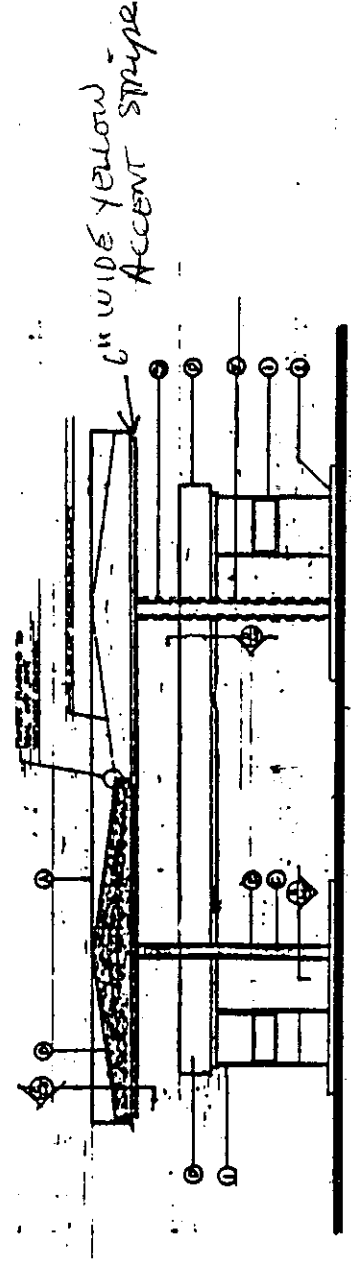
CANOPY ELEVATIONS

PROPOSED
CANOPY SIDE FASCIA SIGNS (DO NOT FACE JIBBOOM STREET)

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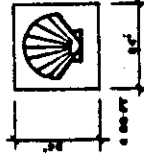
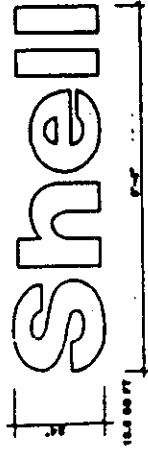
NORTH & SOUTH ELEVATIONS



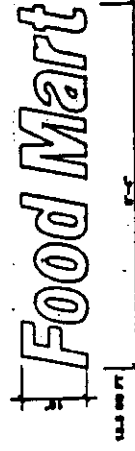
EAST & WEST ELEVATIONS

CANOPY ELEVATIONS! 1234 JIBBOOM STREET SACRAMENTO, CA	
SHELL OIL COMPANY 1234 JIBBOOM STREET SACRAMENTO, CA	
1234 JIBBOOM STREET SACRAMENTO, CA	

SIGN ELEVATIONS



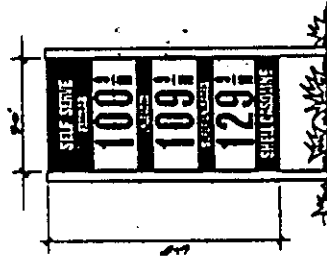
CANOPY FABRIC
NEW 2 EA.



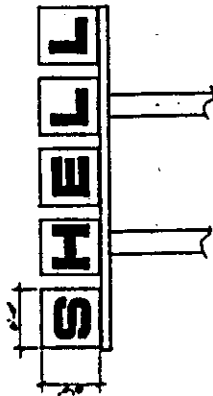
BUILDING FABRIC
1 EA NEW



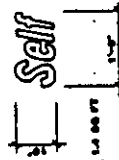
POLE MOUNTED
ID. SIGN
EXISTING



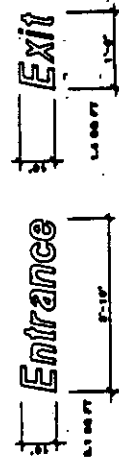
PRICE SIGN
ONE NEW



HIGHWAY SIGN
EXISTING



SPANDREL DIRECTIONAL SIGNS
NEW 1 EA. PER COLUMN



CARWASH DIRECTIONAL SIGNS
NEW 1 EA

SIGN ELEVATIONS	
NO.	
DATE	
BY	
REVISION	
2825 JEROME STREET SACRAMENTO, CALIFORNIA	
SHELL OIL COMPANY	
SHELL OIL ASSOCIATES, INC.	
SHEET NO. 1 OF 2	
PROJECT NO. 128-2	
DATE: 8-27-87	

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MISCNOTES#1\MISCELL\6450STMT.AM

SHELL SERVICE STATION
225 JIBBOOM STREET
SACRAMENTO, CA

The following Statements of Intent contain two items for Variance:

1. Shell Oil I.D. and Logo Signs mounted on the canopy fascia.
2. The use of Shell Oil Corporate Yellow, instead of Yellow Ochre.

1. STATEMENT OF INTENT

- A. The first variance request is Shell I.D. Logo Sign mounted on the canopy side fascia. The total area of signs on structures is 74.8 sq. ft. and is distributed as follows:

Car Wash	15.5 sq. ft.
Food Mart	12.5 sq. ft.
Canopy	46.8 sq. ft.

- B. The proposed canopy fascia signs are white raised translucent 'Shell' letters on gray metal fascia background, and yellow raised opaque Shell logo on red background.
- C. In order to justify the expansion of this facility, it is necessary to maintain an acceptable marketing program. The current program for this site consists of 2 freestanding pole mounted i.d. signs. The two signs; one that states 'Shell' is oriented toward the freeway, the second sign is oriented towards Jibboom Street and consists only of a Shell logo.

In order to associate the logo with Shell products, it is necessary to have them adjacent. In order to achieve this, we request that we be allowed to place 'Shell' and the Shell logo on the canopy fascia. Please note that the signage on the canopy fascia will not face directly onto Jibboom Street, but instead are directed toward the sides of the site (see attached plan and elevation).

However, in order to keep the signage for this site within a reasonable limit, we will follow the planning staffs recommendation and eliminate the signage on the lighting spandrel.

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2. STATEMENT OF INTENT

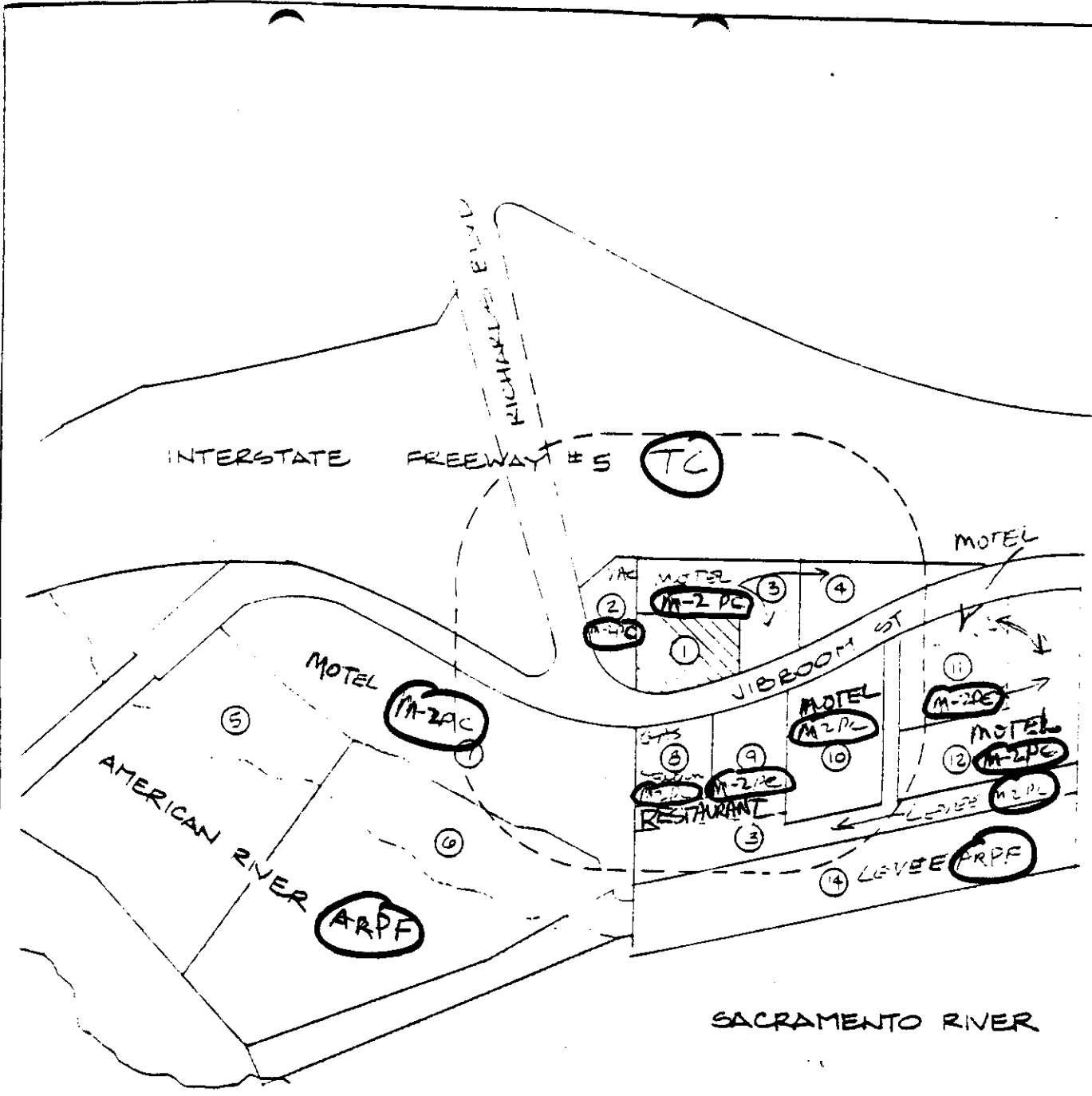
- A. The second variance request is the use of Shell Oil Corporate Yellow as part of the color scheme for the canopy and building facades instead of the recommended Yellow Ochre.
- B. Yellow is proposed to be used for a 20" thick stripe at the base of the building, and a 6" thick stripe under the fascia.
- C. The use of the proposed yellow was chosen to represent Shell Oil's corporate image as it consistently appears in its structures throughout the country. (See attached sample). This yellow is used as a unifying element that establishes a visual tie among Shell Oil service station and their products. We, therefore, highly recommend the use of the proposed yellow instead of yellow ochre.

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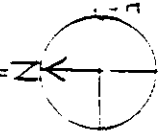
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SITE PLAN



LAND USE & ZONING MAP

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