

**P94-116 - BREUNERS SIGN VARIANCE**

**REQUEST:** Variance to allow the existing non-conforming, pole sign to be altered (re-faced) for new advertising copy for 2 new retailers on 7.05± acres in the General Commercial (C-2) zone. The sign exceeds the 12' height limit and the 24 square feet maximum sign area for freeway oriented signage.

**LOCATION:** 6700 Mack Road, SW quadrant-Mack Road at Highway 99  
APNs: 117-0170-062 & 064  
South Sacramento Community Plan Area  
Elk Grove Unified School District  
Council District 8

<b>APPLICANT:</b>	Ad Art Signs, Inc., Ralph Cundiff, (800)350-7773 P.O. Box 8570, Stockton, CA 95208
<b>OWNER:</b>	JBC Realty (formerly John Breuner Company) 400 Montgomery Street #930 San Francisco, CA 95104
<b>APPLICATION FILED:</b>	November 3, 1994 (incomplete); January 13, 1995 (complete)
<b>STAFF CONTACT:</b>	Don Lockhart, 264-7584

**SUMMARY/RECOMMENDATION:** The applicant proposes to change (re-face) both sides of an existing 30' high detached pole sign to accommodate advertising for two new retailers. The 102,848 square foot building is being divided into three tenant spaces, two of which are already occupied. The applicant is requesting this variance for one existing and one future tenant. In order to meet the applicant's objectives, the project requires the variance described above. **Staff recommends approval of the project.** This recommendation is based on the long established signage on the site, the changes in the interior of the building design from one retail space into three retail spaces and the unusual shape of the parcel coupled with the unique configuration of the freeway access ramps at this location.

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**PROJECT INFORMATION:**

General Plan Designation:	Community/Neighborhood Commercial & Offices
Community Plan Designation:	General Commercial
Existing Land Use of Site:	Retail; Auto Parts Club, The Bedroom, one vacant retail space
Existing Zoning of Site:	C-2

**Surrounding Land Use and Zoning:**

North: Mack Road and Vacant land; C-2  
 South: Kaiser Hospital; H-R  
 East: Highway 99; C-2  
 West: Retail; C-2

Property Dimensions:	Irregular
Property Area:	7.05± acres
Square Footage of Building:	102,848 square feet
Height of Building:	47 feet, 1 story
Exterior Building Materials:	Concrete
Number of Proposed Attached Signs:	5
Number of Detached Signs:	1
Topography:	Flat
Street Improvements:	Existing
Utilities:	Existing

**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 existing 102,848 square foot building was constructed approximately 27 years ago for the Breuners furniture store. According to the applicant, at that time this 30' foot high, 144 square foot pole sign was erected on the site. This pre-dates the 1970 adoption of the City Sign Ordinance. In 1993, the building was remodeled to allow the Auto Parts Club to lease a portion of the building. On October 14, 1993, the Planning Commission approved a variance to increase the number of attached signs allowed per tenant from two to four for the Auto Parts Club retail space (P93-125). No change in signage for that retailer is being requested at this time. The Breuners furniture store closed in December, 1993. The Breuners portion of the building has since been remodeled and the interior has been divided into two retail spaces. One of the new retail spaces has been leased to The Bedroom, the other is currently vacant. The existing, non-conforming, pole sign currently has advertising copy

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for the former Breuners store. The applicant is requesting this variance to change the face of the sign to advertise for the two new tenants. No changes are proposed for the height or square footage of the sign.

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

A. Policy Considerations

The existing retail use is consistent with the commercial designations in both the General Plan and the South Sacramento Community Plan. The General Plan and South Sacramento Community Plan also promote the rehabilitation and revitalization of existing commercial sites. The conversion of the closed Breuners retail space into two new tenant spaces supports these policies. The applicant's proposal does not increase the total number of signs allowed, nor increase the on-site sign area.

B. Site Plan Design/Zoning Requirements

1. Setbacks/Parking

There are no proposed increases in the total building square footage. This results in no changes in existing setbacks or additional required parking. Also, no additional parking is required based on the conversion of use from Breuners to two new retail tenants.

2. Signage

The existing Breuners building has two attached signs located on the north and east sides of the building. There is also one detached pole sign located on the west side of the property. The applicant is proposing to re-face the detached pole sign.

Because the site is located within 660 feet of freeway right-of-way, the criteria for freeway oriented signs applies to the site. Generally, the intent of the Sign Ordinance freeway sign criteria may be interpreted as intended to preserve a "scenic corridor" of 660' along the freeway.

The Sign Ordinance requires that no on-site signs shall be altered within 660 feet of the exterior right-of-way line of any portion of a freeway. Due to the unusual shape of the parcel and the unique configuration of the freeway access ramps at this location, the pole sign is located approximately 170' south of the right-of-way of the Mack Road/Highway 99 access ramps. The pole sign is actually located approximately 730' west of the right-of-way of the southbound travel lanes of Highway 99 (EXHIBIT A).

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The applicant has indicated that the subject detached sign was constructed over 25 years ago, prior to the establishment of the Sign Ordinance. Staff proposes a condition of approval of the Variance that no new pole signs be constructed within 660 feet of the exterior right-of-way line of any portion of a freeway.

C. Sign Design

The design of the sign will not result in an increase of sign area. The applicant proposes to remove the existing "Breuners" sign copy. The re-facing of the sign will consist of placing sign copy for each of the two new tenants on both sides of the sign. Each tenant will have a sign copy area of 6' X 12', (EXHIBIT B). The sign will continue to have internal illumination.

PROJECT REVIEW PROCESS:

A. Environmental Determination

The proposed project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15305 and 15311[a]).

B. Public/Neighborhood/Business Association Comments

The proposed sign variance was sent to property owners within 500 feet of the property, and the South Sacramento Chamber of Commerce. No comments have been received.

C. Summary of Agency Comments

The project has been reviewed by several City Departments and other agencies, including Caltrans. The agencies had no comments on the requested sign variance.

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: In summary, staff supports the Variance to allow the alteration (re-facing) of the detached sign on the parcel for the following reasons:

1. The detached pole sign has been in place for over 25 years.
2. The Breuners store which the sign copy currently advertises is no longer in business.


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3. The total amount of sign area is not being increased.

Staff recommends the Planning Commission Adopt the attached Resolution approving the Variance to allow the re-facing of the detached sign on the parcel.

Report Prepared By,

Report Reviewed By,



Don Lockhart, Associate Planner



Barbara Wendt, Senior Planner

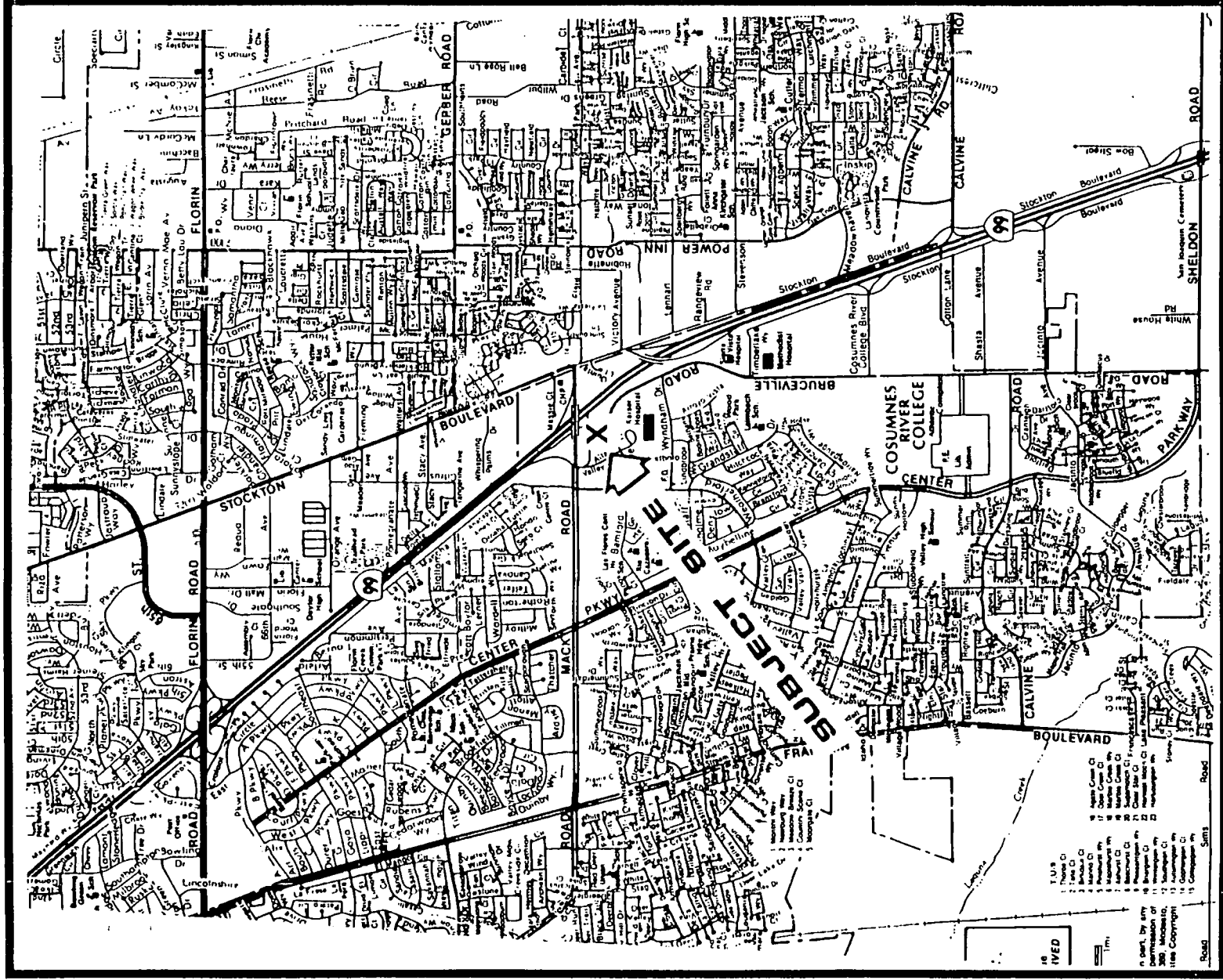
Attachments

Attachment A	Vicinity Map
Attachment B	Land Use and Zoning Map
Resolution	Variance
Exhibit A	Site Plan
Exhibit B	Sign Design

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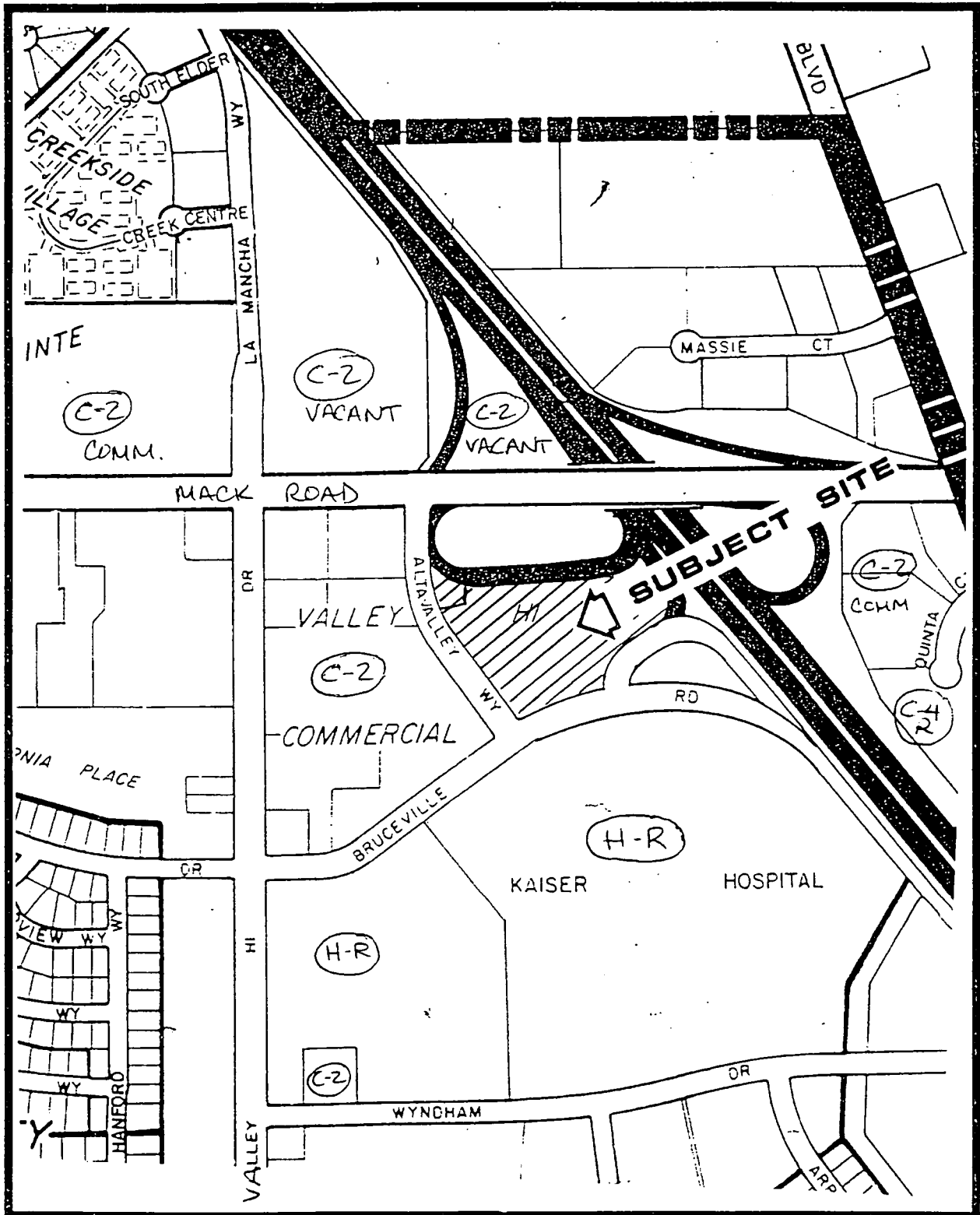
ATTACHMENT A



VICINITY MAP

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ATTACHMENT B



LAND USE AND ZONING MAP

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EXHIBIT A

PLANNING & DEV  
ADMINISTRATION

JAN 13 1994

RECEIVED

HIGHWAY 99



EXISTING ATTACHED SIGNAGE

MACK ROAD

FREEWAY OFF RAMP

BRUCEVILLE ROAD

ALTA VALLEY ROAD

POLE SIGN TO BE REPLACED

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SITE PLAN  
SCALE: NONE



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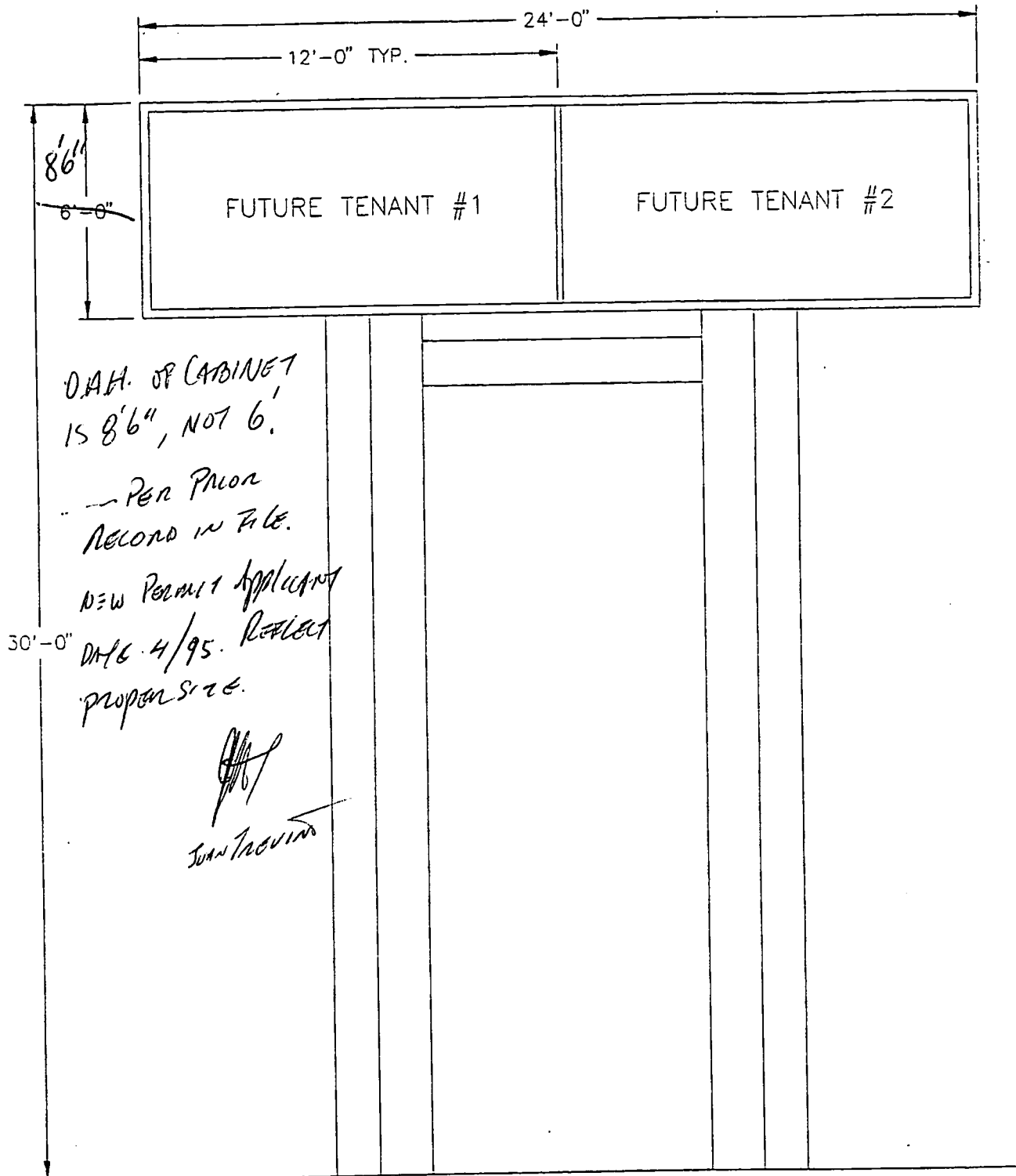
SALES: R. CUNDIFF  
DESIGNER: D. MCCANIEL  
DES. NO. CPU NO. BRU70009

REVISIONS

NO.	1
EY:	DM
DATE:	1-11-94



EXHIBIT B



PYLON SIGN 01891  
SCALE: 1/4" = 1'-0"

APPROVALS		CUSTOMER BREUNERS DISPLAY ADDRESS MACK ROAD CITY SACRAMENTO STATE CA	CUSTOMER APPROVAL _____ DATE	JOB NO. _____ SCALE NOTED DATE 11-1-94
SALES	DATE			
PRODUCTION	DATE			

LETTER OF AGENCY

FORM B

If the applicant is not the owner of record of the subject site, a Letter of Agency (Form B) from the owner or the owner's authorized representative must be submitted which grants the applicant permission to make application for the requested entitlement.

Date: 9/29/94

City of Sacramento  
Department of Planning and Development  
1231 I Street, Suite 200  
Sacramento, CA 95814

Planning Department:

I, the undersigned legal owner of record, hereby grant permission to:

Applicant: AD ARTS IONS Phone: 800-350-7773

Applicant's address: PO Box 8570 Stockton, CA. 95208

to apply for the following entitlement(s):

- |  |   |
|--|---|
| <input type="checkbox"/> Plan Amendment      | <input type="checkbox"/> Subdivision Modification             |
| <input type="checkbox"/> Rezoning            | <input type="checkbox"/> Special Permit                       |
| <input type="checkbox"/> PUD Designation     | <input checked="" type="checkbox"/> Variance                  |
| <input type="checkbox"/> Tentative Map       | <input type="checkbox"/> "R" Review (Development Plan Review) |
| <input type="checkbox"/> Lot Line Adjustment | <input type="checkbox"/> Other                                |

The subject property is located at 6700 MACK ROAD

Assessor's Parcel Number 117-0170-062 AND 117-0170-064

Peter Meier  
Signature of owner of record (must be original)

JBC REALTY formerly Breuners  
Name of owner of record

400 MONTGOMERY ST. STE 930 415-288-7900  
Address of owner of record Phone  
SAN FRANCISCO, CA. 94104

Application Number \_\_\_\_\_

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NOTICE OF EXEMPTION

TO: X County Clerk  
County of Sacramento

FROM: Environmental Coordinator  
City of Sacramento

Office of Planning and Research  
1400 10th Street, Room 121  
Sacramento, CA 95814

ACTIVITY/PROJECT TITLE: P94-116 Breuners Sign Variance

ACTIVITY/PROJECT LOCATION: 6700 Mack Road

CITY: Sacramento

COUNTY: Sacramento

DESCRIPTION OF ACTIVITY/PROJECT:

- A. Variance to allow the existing non-conforming, pole sign to be altered (re-faced) for new advertising copy for 2 new retailers on 7.05± acres in the General Commercial (C-2) zone. The sign exceeds the 12' height limit and the 24 square feet maximum sign area for freeway oriented signage.

NAME OF PUBLIC AGENCY APPROVING ACTIVITY/PROJECT: City of Sacramento

NAME OF PERSON/AGENCY CARRYING OUT ACTIVITY/PROJECT:

Ad Art Signs, Inc., Ralph Cundiff, (800)350-7773

THE CITY OF SACRAMENTO FINDS THAT THE ACTIVITY/PROJECT IS EXEMPT.

Exempt Status: (Check One)

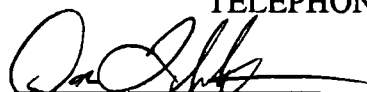
- Activity is not a project as defined in Section 15378 [Section 15061(b)(1)]
- Activity has no potential for causing a significant effect on the environment [Section 15061(b)(3)]
- Statutorial Exemption [Section 21080(b)(8)]
- Ministerial Exemption [Section 15268]
- Declared Emergency Exemption [Section 15269(a)]
- Emergency Project [Section 15269(b) and (c)]
- Categorical Exemption-Section Number \_\_\_\_\_

REASONS WHY ACTIVITY/PROJECT IS EXEMPT: The proposed project consists of a Variance to allow the existing non-conforming, pole sign to be altered (re-faced) for new advertising copy for 2 new retailers. The proposed project will consist of alteration of an the existing sign and A) the proposed project is in an area where all public services and facilities are available to allow for maximum development permissible in the General Plan land use category of "Community/Neighborhood Commercial & Offices"; and B) the area in which the project is located is not environmentally sensitive. The proposed project is located at 6700 Mack Road, in the SW quadrant-Mack Road at Highway 99. The re-facing of a pylon sign on this existing commercial/retail site does not have the potential for causing a significant effect on the environment. It is not anticipated that the proposal will result in a significant unavoidable physical impact upon the environment.

CONTACT PERSON: Don Lockhart

TELEPHONE: (916) 264-7584

DATED: 2/23/95



Don Lockhart, Associate Planner

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(PROOF OF SERVICE BY MAIL - 1013A, 2015 C.C.P.)

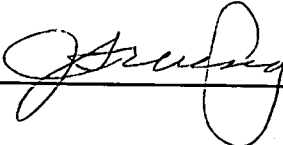
STATE OF CALIFORNIA        }  
  } SS.  
COUNTY OF SACRAMENTO    }

The below signed verily states:

That I am an employee of the Sacramento City Planning Division and that I am a citizen of the United States and a resident of the County aforementioned; that I am over the age of eighteen years and not a party to the within entitled proceedings; that my business address is 1231 I Street, Rm. 300, Sacramento, CA 95814.

On 2-3-95, <sup>1995</sup>~~1994~~, I served the applicant and the property owners whose names appear on the attached list(s) at the addresses shown, public notices in said proceedings by placing a true copy thereof with postage fully prepaid in the United States Post Office mail at Sacramento, California.

**I CERTIFY OR DECLARE UNDER THE PENALTY OF PERJURY THAT THE FOREGOING IS TRUE AND CORRECT.**

  
\_\_\_\_\_



DEPARTMENT OF  
PLANNING AND DEVELOPMENT

**CITY OF SACRAMENTO**  
CALIFORNIA

1231 I STREET  
ROOM 200  
SACRAMENTO, CA  
95814-2998

**PUBLIC NOTICE**

PLANNING  
916-264-5604  
FAX 916-264-7046

Date: February 1, 1995

Dear Property Owner:

The Planning Division is notifying all owners of property within 500' of the proposed project (described below) that the Sacramento City Planning Commission will consider this proposal at a public hearing scheduled to begin at 5:30 P.M. in room 102, first floor, 1231 I Street, Sacramento, California, on February 23, 1995.

The proposed project is:

P94-116 Entitlements to exceed the 24' height limit for freeway oriented maximum permitted signage to allow an existing free standing pylon sign to be "re-faced" for two new retailers on 7.05 developed acres in the General Commercial (C-2) zone. The property is located at 6700 Mack Road APN: 117-0170-062 & 064 A. Variance to exceed the 24' height limit for freeway oriented maximum permitted signage to allow the existing free standing pylon sign to be "re-faced" for two new retailers

If you challenge the above requested entitlements in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice or in written correspondence delivered to the Planning Commission at or prior to the public hearing.

If you have any concerns, questions or objections, or need further information, please contact Don Lockhart at the City Planning Division, 264-7584, and please refer to the above 'P' or 'M' number.

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APN 117 170 062  
NISHIKAWA FARMS INC.  
C/O BREUNERS  
3250 BUSKIRK AVENUE  
PLEASANT HILL, CA 94523

APN 117 330 08  
PASAN TRUST/S.SANDELMAN TR  
PIC N SAVE STORES  
2430 EAST DEL AMO BLVD.  
DOMINQUEZ, CA 90220



APN 118 0133 005  
ARIKA KOMOORIAN  
8491 RIVER ROAD  
SACRAMENTO, CA 95832

APN 117 330 06  
VALLEY POINT ASSOCIATES  
PO BOX 1235  
FAIR OAKS, CA 95628

APN 118-0133-004  
~~STATE OF CALIFORNIA  
MACK ROAD  
SACRAMENTO, CA 95823~~

APN 117 330 11  
MMDD SACRAMENTO PROJECT  
116250 BROOKACRES DRIVE  
LOS GATOS, CA 95032

APN 117 330 02  
BURTIS CORPORATION  
PO BOX 7600  
LOS ANGELES, CA 90054

APN 117 330 03  
POTIRIS FAMILY REVOCABLE  
1975 TRUST  
6460 HAVENSIDE DRIVE  
SACRAMENTO, CA 95831

APN 117 330 01  
ATLANTIC RICHFIELD COMPANY  
PO BOX 2485  
LOS ANGELES, CA 90051

APN 117 170 35  
WEBSTER WALLACE/LORRAINE  
HARMAN-FERRELL INC.  
1924 SO. 1100 E  
SALT LAKE CITY, UT 84105

APN 117 170 74  
KAISER FOUNDATION HOSPITALS  
PO BOX 12916  
OAKLAND, CA 94604

APN 117 170 22  
~~STATE OF CALIFORNIA  
VALLEY HI DRIVE  
SACRAMENTO, CA 95823~~

APN 117 170 63  
~~STATE OF CALIFORNIA  
MACK ROAD  
SACRAMENTO, CA 95823~~

APN 117 170 67  
KAISER FOUNDATION HOSPITALS  
PROPERTIES DEPARTMENT  
PO BOX 12916  
OAKLAND, CA, 94604

APN 117 170 73  
WEBSTER WALLACE/LORRAINE BRANN  
HARMAN-FERRELL INC  
1924 S 110 E.  
SALT LAKE CITY, UT 84105

APN 117 330 05  
MMDD SAC PROJ/VAN RUITEN  
FAMILY TRUST  
136 DUKE WAY  
SAN JOSE, CA 95125

APN 117 170 61  
KAISER FOUNDATION HOSPITALS  
PO BOX 12916  
OAKLAND, CA 94604

APN 117 170 65  
STATE OF CALIFORNIA  
MACK ROAD  
SACRAMENTO, CA 95823

APN 117 170 02

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APN 117 330 09  
6624 VALLEY HI MED/DENTAL  
PARTNERS  
8059 TORRENTE WAY  
SACRAMENTO, CA 95624

APN 117 330 10  
MMDD SACRAMENTO PROJECT  
1336 DUKE WAY  
SAN JOSE, CA 95125

APN 117 330 07  
MMDD SACRAMENTO PROJECT  
1336 DUKE WAY  
SAN JOSE, CA 95125

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KAISER FOUNDATION HOSPITALS  
PO BOX 12916  
OAKLAND, CA 94604