

CITY PLANNING COMMISSION
1231 "I" STREET, SUITE 200, SACRAMENTO, CA 95814

APPLICANT	Mercy General, 3941 J Street, Sacramento, CA 95819				
OWNER	GMB California Sutter Group, 3950 Industrial Blvd, Sacramento, CA 95691 95816				
PLANS BY	River City Signs, 2419 Sellers Way, West Sacramento, CA 95691				
FILING DATE	9-22-92	ENVIR DET	Categorical Exemption 15311(a)	REPORT BY	Don Smith
ASSESSOR'S PCL. NO.	007-0044-023				

- APPLICATION:**
- A. Variance for a second sign to exceed the maximum 20 foot height limit for a freeway oriented sign;
 - B. Variance for a second non-ground floor level sign;
 - C. Variance to exceed the maximum 80 sq.ft. sign area for a non-ground floor user; and,
 - D. Variance to allow a plastic freeway oriented sign on .97± developed acres in the General Commercial (C-2) zone.

LOCATION: 2805 J Street

PROPOSAL: The applicant is requesting the necessary entitlements to construct a second 50 sq.ft. plexiglass freeway oriented sign on the upper portion of a building on .97± developed acres in the General Commercial (C-2) zone.

PROJECT INFORMATION:

General Plan Designation: Community/ Neighborhood Commercial and Office
Central City Community Plan: General Commercial
Existing Zoning of Site: C-2
Existing Land Use of Site: Offices
Surrounding Land Use and Zoning:
North: Residential, R-3A and C-2
South: Commercial, C-2
East: Freeway, T-C
West: Marshall Park, R-3A and C-2

Property Dimensions: 320' X 160'
Property Area: 0.97± acres
Square Footage of Buildings: 77,000± sq. ft
Height of Building: 48± feet
Height of Sign: 42± feet
Square Footage of Existing Sign: 50 sq.ft.

APPLIC. NO. P92-258

December 10, 1992

Item # 17

0764

Square Footage of Proposed Sign: 50 sq.ft.
Topography: Flat
Street Improvements: Existing
Utilities: Existing

PROJECT EVALUATION: Staff has the following comments:

A. Land Use and Zoning

The General Plan designates the subject site Community/ Neighborhood Commercial and Office. The Central City Community Plan also designates the site General Commercial. The site is located in the General Commercial (C-2) zone and is 320' X 160' in size. The site is currently occupied by a 77,000 sq.ft. four story office building. Of the 77,000 sq.ft., 23,000 sq.ft. is occupied by the Mercy Hospital physicians who are requesting the second sign.

The surrounding land uses and zoning are: residential to the north, zoned R-3A and C-2; commercial to the south, zoned C-2; freeway to the east, zoned T-C; and, Marshall Park to the west zoned R-3A and C-2.

B. Applicant's Proposal

The applicant is proposing to construct a second 50 sq.ft. plexiglass sign on the upper portion of the south face of the existing four story building. The applicant indicates that the sign is necessary to enable their clients to locate the building. Because the request is in conflict with four provisions of the Sign Ordinance, four variances are required.

C. Staff Analysis

Staff's analysis includes a review of the proposed sign as it relates to the: existing sign regulations; existing signage on the building; and, potential to encourage other similar signs in the area.

1. Existing Sign Regulations

The proposed sign is intended to advertise the location of several doctors who occupy a portion of the upper floors of the building. Approval of four variances are requested in order to place the second 50 sq.ft. plexiglass sign on the building. The variances are necessary due to four provisions of the Sign Ordinance which conflict with the request. They are:

- a. Section 3.192 c.2. requires attached signs to have a maximum height of 20 feet measured from grade level;
- b. Section 3.109 indicates that only one sign may be erected for non-ground floor uses;
- c. Section 3.109 indicates that non-ground floor signs may not exceed an area in

excess of one square foot of sign area for each two lineal front feet of building frontage; and,

- d. Section 3.192 c.3 prohibits the use of plastic or wood signs for freeway oriented office uses.

The intent of these restrictions are to limit the proliferation of signs. They are also intended to keep signs above the ground floor to a minimum as they are typically viewed from greater distances. Signs, especially when located on the upper floors, can detract from the appearance of the area. They can create a carnival atmosphere which may be appropriate in an entertainment district but not an office district. There are also other ways to advertise the presence of a business. In this case, a monument sign located near the entrance of the building would be more appropriate. The Sign Ordinance also prohibits plastic or wood signs facing the freeway. The proposed sign would be plexiglass which is considered a plastic sign.

2. Existing Signage on the Building

The subject building has a number of signs already located on the building. Some of these signs are illegal and need to be removed. Existing signage includes:

East side of Building -

- o "MERCY" plus logo - approx. 40 sq.ft.
- o "GARAGE" - approx. 5 sq.ft.
- o "MAMMOGRAPIA" plus logo - approx. 18 sq.ft.
- o Public Parking sandwich board - approx. 5 sq.ft. **
- o Real Estate signs - approx 5 sq.ft. **

South side of building -

- o Real Estate signs - approx. 5 sq.ft. each **
- o California Medical Building (2 signs by entrances) - approx. 4 sq.ft. each
- o "PUCCI's PHARMACY" plus logo - approx. 20 sq.ft.
- o Pucci Pharmacy signs on doors (2 signs) - approx. 1 sq.ft. each
- o Advertising signs in pharmacy (at least 9 signs) - approx. 4 sq.ft. each **
- o "NORTH AMERICAN TITLE" - approx. 20 sq.ft.
- o "SUTTER PREFERRED" plus logo - approx. 20 sq.ft.
- o "LYON REAL ESTATE" - approx. 30 sq. ft.
- o Lyon Real Estate signs on doors (2 signs) - approx. 1 sq.ft. each

** Illegal Signs

The exterior materials of the building upon which the sign is proposed is primarily brick. However, on upper portions of the building a white dryvit or stucco looking material is used to enhance the building's architecture. Since the building has been constructed, tenants have placed large signs on the building which detract from its appearance. Staff feels that the existing signs are larger than necessary and many are illegal. For example, the parking garage

has a sandwich board advertising its entrance. Sandwich board signs are specifically prohibited by the Sign Ordinance. The pharmacy has approximately nine signs advertising goods for sale and their affiliation with a pharmaceutical group. All of these signs are illegal signs as they are viewed from the exterior of the building and should be counted in the total signage for the tenants. In addition, larger than permitted real estate signs (over six sq. ft. and more than one per parcel) have been placed in several windows.

The building owner should make an effort to bring the signage of the building into conformance with the Sign Ordinance.

Aside from the existing signage, the proposed sign is unnecessary. The sign serves only a small portion of the tenants of the building and is visible only immediately in front of the building. The Mercy medical offices are only one-third of the building's tenants. The sign would not be visible except for a limited area immediately in front of the building. If a client were able to read the sign they would have already found the building. Because of this, a smaller sign at a lower height would adequately advertise the user.

Staff feels that the Sign Ordinance is generous in the amount of signage permitted. The existing tenants of the building have abundant signage advertising their businesses. There are a number of illegal signs which need to be removed. In addition, there is still vacant leasable space where the future tenants are permitted signs that will add to what is already on the building. In conclusion, the proposed sign would detract from the building's architecture. It would also have the potential to encourage other similar signs in the area.

3. Potential to Encourage Other Similar Signs in the Area

Other business in the area may desire the same, or even larger signage. At times, businesses become involved in "sign wars" where each business tries to outdo another business by erecting bigger and/ or brighter signs. Approval of the requested variances could induce others to request similar, or even larger signs.

Staff does not support these variances. Staff feels that the sign is unnecessary to advertise the use. In fact, such a sign would only serve a very limited number of people in that it cannot be seen from the street, except from in front of the building. In addition, the sign is for only a portion of the building's tenants. Finally, the applicant does not show a hardship which is necessary to support the sign.

D. Agency Comments

The proposed project was reviewed by Traffic Engineering, Development Services, Building Division and others. Comments are included within the conditions of approval.

E. Neighborhood Comments

The variances were reviewed by the Boulevard Neighborhood Association, Winn Park Neighborhood Association, and Sacramento Old City Association. Initial comments were in

opposition to the variance requests.

ENVIRONMENTAL DETERMINATION: The Environmental Services Manager has determined that the project is exempt from review pursuant to State EIR Guidelines (California Environmental Quality Act Sections 15311(a).

RECOMMENDATION: Staff recommends the Planning Commission take the following actions:

- A. Deny the Variance for a second sign to exceed the maximum 20 foot height limit for a freeway oriented sign based on the findings of fact which follow;
- B. Deny the Variance for a second non-ground floor level sign based on the findings of fact which follow;
- C. Deny the Variance to exceed the maximum 80 sq.ft. sign area for a non-ground floor user based on the findings of fact which follow; and,
- D. Deny the Variance to allow a plastic freeway oriented sign on .97 \pm developed acres in the General Commercial (C-2) zone based on the findings of fact which follow.

Findings of Fact:

1. Granting the variance constitutes a special privilege extended to an individual applicant in that:
 - a. these variances would not be granted to other property owners facing similar circumstances; and,
 - b. the proposal increases the number of signs permitted for the site.
2. Granting the request will be injurious to public health, safety, or welfare and will result in a nuisance in that the proposed second plexiglass sign would detract from the neighborhood in which it is located;
3. The proposed project is not based on sound principles of land uses in that the proposed sign:
 - a. would detract from the aesthetics of the neighborhood;
 - b. would encourage others to apply for similar signage;
 - c. would not assist clients in locating the property; and,
 - d. does not demonstrate the hardship necessary to base approval of the sign.



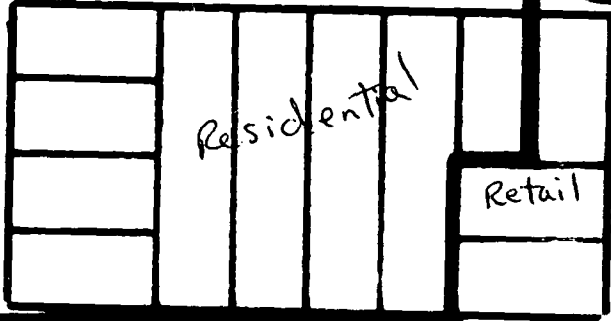
VICINITY MAP

0769

R-3A

C-2

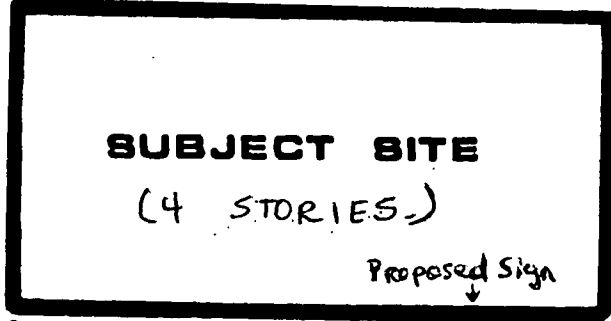
MARSHALL
PARK



ONE WAY
ST

FREEWAY OFF RAMP

80 →



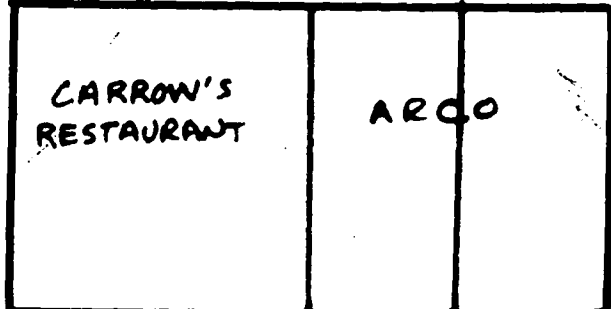
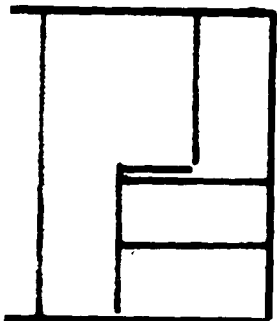
SUBJECT SITE
(4 STORIES)

Proposed Sign

J ONE WAY →

APPROX. AREA THAT SIGN CAN BE SEEN BY A DRIVER

ST



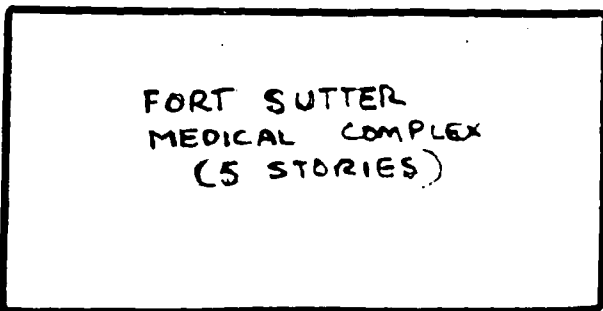
DRIVER

BUSINESS

GALLERIA
(4 STORIES)

28TH

29TH

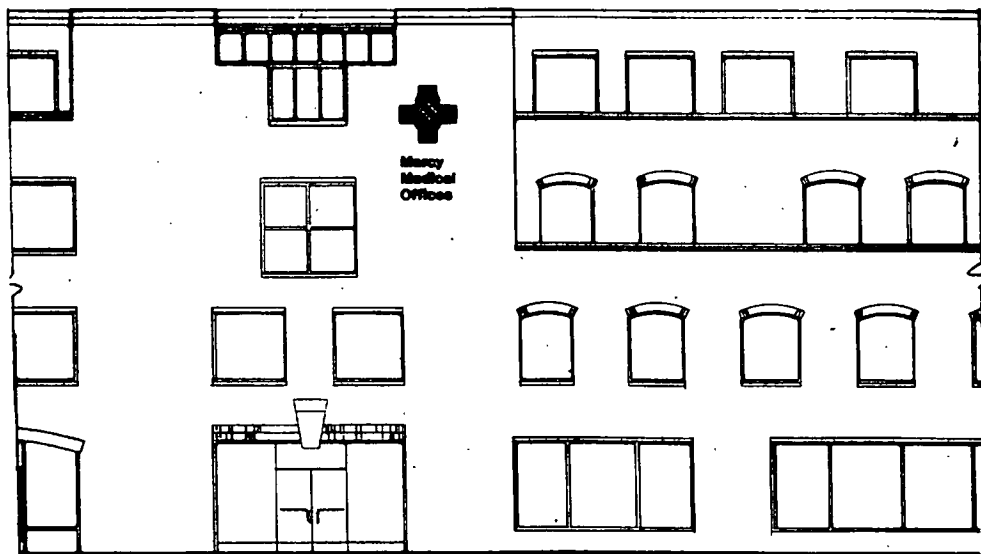


FORT SUTTER
MEDICAL COMPLEX
(5 STORIES)

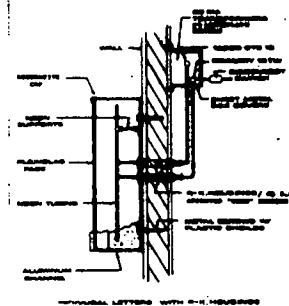
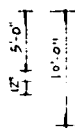


P92-258

DECEMBER 19 1992



ELEVATION ON 'J' ST. SCALE 1/8" = 1'-0"



MFG & INSTALL ONE (1) SET OF PAN CHANNEL
 LETTERS INT. ILLUMINATED.
 5" DEEP ALUMINUM GREEN RETURNS.
 3/4" GREEN TRIM CAP.
 LOGO - WHITE PLEX
 WITH TEAL GREEN VINYL OVERLAY.
 LETTERS - WHITE PLEX
 INT ILLUMINATION WHITE NEON
 BRICK WALL.


**RIVER CITY
 SIGNS**

2419 Sellers Way - West Sacramento, CA
 95691 • (916) 371-3300 • FAX 371-3757

PROJECT NAME
 MERCY MEDICAL OFFICE

ADDRESS
 J STREET
 SACRAMENTO, CA

SCALE
 1/8" = 1'-0"

DATE
 AUG. 21, 92.

SALESMAN
 NABON

DESIGNER
 EDWIN

REVISION	DATE	BY

JOB NUMBER

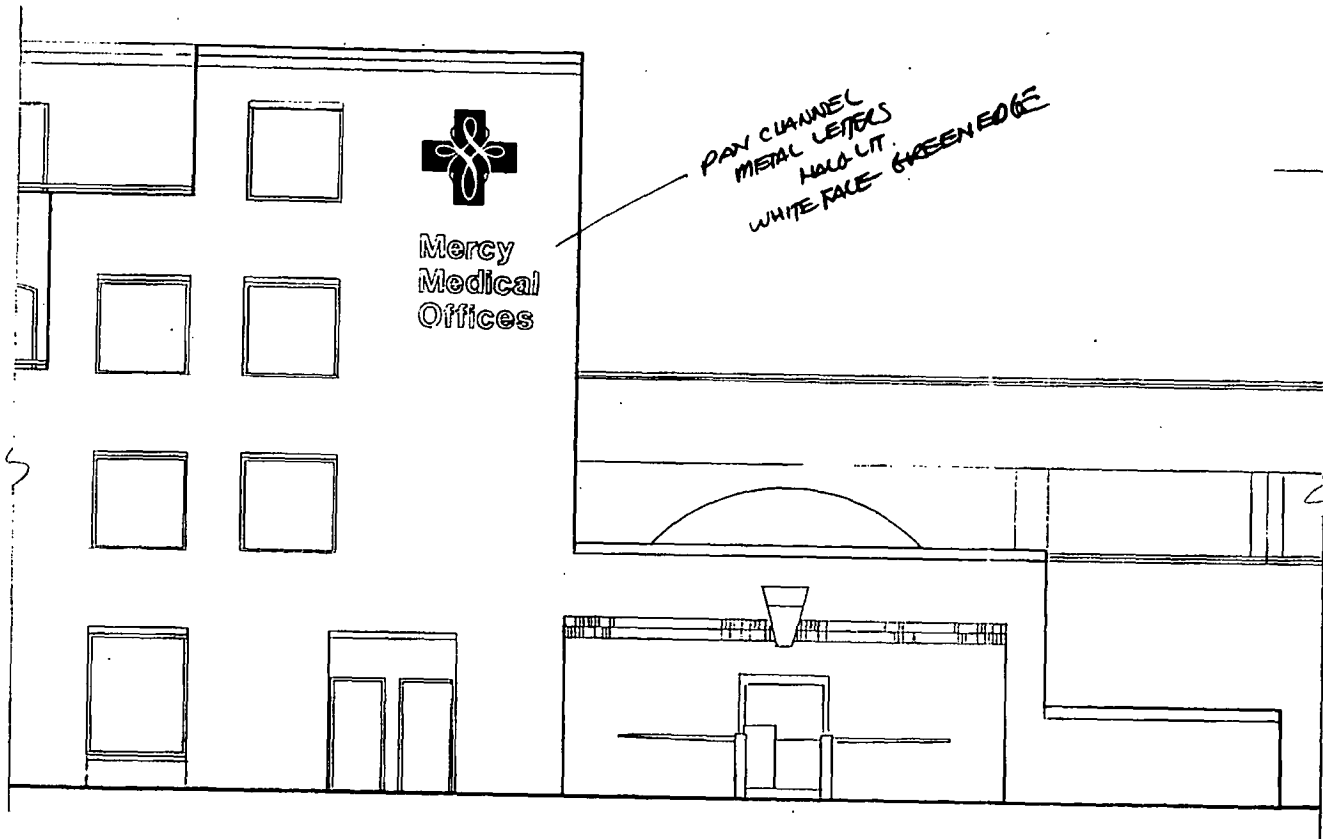
THIS DESIGN IS THE EXCLUSIVE
 PROPERTY OF RIVER CITY SIGNS AND
 CANNOT BE REPRODUCED IN WHOLE OR
 IN PART WITHOUT THEIR WRITTEN
 CONSENT.

EXHIBIT A - ELEVATIONS

0771

17

0772



PAV CHANNEL
 METAL LETTERS
 HOLD LIT.
 WHITE FACE GREEN EDGE

6'-0"
 18"

29TH ST FACES
 FREEWAY
 EXISTING LOCATION

DESIGN APPROVED
 R. HASTINGS 2-15-93

SIZE APPROVED

 DON SMITH