

P97-132 - 24- Hour Fitness Sign Variance at Laguna Village Shopping Center

- REQUEST:
- A. **Environmental Determination:** Categorical Exemption #15305 and #15311
 - B. **Variance** to exceed the total allowable square footage and horizontal dimensions for attached signage within the Laguna Meadows PUD, for the 24-Hour Fitness Center (32.5' x 4' attached sign).

LOCATION: 8785 Center Parkway - 24 Hr. Fitness at Laguna Village Shopping Center
APN: 117-0211-025
South Sacramento Community Plan Area
Elk Grove Unified School District
Council District 8

APPLICANT:	Paul Slavin, Golden Gate Sign Company, Inc., 415-896-6366 1455 Third Street, San Francisco, 94107
OWNER:	Pan Pacific Development Inc. 1631 B. South Melrose Dr. Vista, CA 92083
PLANS BY:	Same as above
APPLICATION FILED:	12/12/97
STAFF CONTACT:	Colleen C. Laubinger, (916) 264-5691

SUMMARY:

The applicant is currently requesting a Variance from the sign guidelines of the Laguna Meadows Planned Unit Development (PUD) in order to allow a 130 square foot attached sign for the 24-Hour Fitness Center at Laguna Village Shopping Center. The Laguna Meadows PUD sign guidelines allow for one attached sign per occupancy for a total of one square foot of signage for each linear foot of building frontage or 100 square feet, whichever is smaller. The guidelines also state that the horizontal dimensions not exceed 25 feet or 50 percent of the building frontage, whichever is less. Based upon these guidelines, the project is allowed 100 square feet of attached signage with a maximum horizontal dimension of 25 feet. Therefore, the current request exceeds the allowable signage by a total of 30 square feet and 7.5 linear feet (horizontal dimension). In order to meet the applicant's objective, the project requires the discretionary approval listed above.

RECOMMENDATION:

In evaluating the applicant's request, the primary issue of concern was overall size of the proposed signage. Prior to submittal, the applicant had proposed a 200 square foot attached sign at the project site. Based upon staff comments regarding the intent of the guidelines for the Laguna Meadows PUD and the square footage of the existing signage at the shopping center (United Artists Theater), the applicant

modified their proposal to request a 130 square foot attached sign. **Staff has evaluated this proposal and recommends approval of the project subject to conditions.**

PROJECT INFORMATION:

General Plan Designation:	Community/Neighborhood Commercial & Offices
Community Plan Designation:	General Commercial
Laguna Meadows PUD Designation:	Shopping Center-Commercial
Existing Land Use of Site:	Shopping Center/Theater Complex
Existing Zoning of Site:	Shopping Center - Planned Unit Development (SC-PUD)

Surrounding Land Use and Zoning:

North: Vacant Office (OB-PUD), Single-Family Residential (R-1A,PUD)
 South: Laguna Creek , vacant Multi-Family Zoned property - County
 East: Jacinto Creek Planning Area vacant proposed Commercial zone
 West: Vacant Office (OB-PUD), Laguna Creek Preserve

Setbacks:	Required	Provided
Front:	25' landscape 50' building	25' landscape 370' building
Side(St):	25' landscape 50' building	25' landscape 80' building
Side(Int):	5' building	260' Building B to Building A
Rear:	15' building	40' building

Property Dimensions:	irregular
Property Area:	15.5± partially developed acres
Height of Building:	69 ft (maximum)
Exterior Building Materials:	Masonry
Roof Material:	Tile
Parking Provided for Center:	1135 spaces
Parking Required for Center:	1017 spaces
Topography:	Flat
Street Improvements:	Existing & County Proposed
Utilities:	Existing & Required

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:

Permit
Sign Permit

Agency
Building Division

BACKGROUND INFORMATION:

On October 1, 1991, a Tentative Map (P91-175) was approved by the City Council subdividing the project site into five parcels for shopping center development. On March 9, 1995, the City Planning Commission approved a Post Subdivision Modification re-subdividing the project site into five parcels, a Special permit for the United Artists Theater, a Special Permit for a market/commercial/retail building, a Variance to exceed the 35-foot building height limit, and a Variance from the signage requirements of the Zoning

Ordinance and the Laguna Meadows PUD (P94-056). On March 14, 1996, the City Planning Commission approved a PUD Guideline Amendment revising the Laguna Meadows PUD Guidelines parking requirements and a Special Permit Modification replacing the market (in Building B) with a 24-hour fitness center (P95-130). At the time of that approval, signage was not requested. The current proposal is a request for signage for the fitness center.

STAFF EVALUATION: Staff has the following comments:

A. Policy Considerations

The Sacramento General Plan Update was adopted in 1988. The project is consistent with the General Plan designation of Community/Neighborhood Commercial & Offices land use. The South Sacramento Community Plan (SSCP) was adopted in 1986. The project is consistent with the SSCP designation of General Commercial land use.

B. Zoning Requirements

Based upon Variances from the City Sign Ordinance and the Laguna Meadows PUD Guidelines relating to signage which were approved at the time of approval of Special Permits for Buildings A & B (P94-056), the Laguna Meadows PUD Guidelines allow for the following signage:

Attached Signage -

- Two (2) attached signs shall be allowed for all tenants, with the exception of tenants with two street frontages (and corner units) and the United Artists Theater. One of the two signs may be an under-canopy sign.
- Attached signs shall not exceed a total aggregate area of one s.f. of sign area for each lineal foot of leased premise frontage or 100 s.f., whichever is less.
- The total area of any one sign shall not exceed 10 percent of the total area of the building face to which it is attached or 100 s.f., whichever is less.
- The United Artists Building (Building A) shall be allowed three (3) attached signs. The horizontal length of these signs shall not exceed 50 percent of the building frontage. No attached theater sign shall exceed 300 s.f. in total area. No signage shall be allowed on the north side of the building.
- Tenants of a single-purpose, free-standing building with two street frontages and corner units, shall be allowed a maximum of four attached signs consisting of two attached and two under-canopy signs. Area coverage requirements are the same as listed for individual signs.

Detached Signage -

- Three detached signs shall be allowed for the Laguna Village Shopping Center development.
- All detached signs shall be monument signs not exceeding 12 feet in height.
- Pylon/pole signs shall not be allowed.
- One monument sign shall be for the exclusive use of the United Artists Theater Building (Bldg. A) and may contain the names of the movies currently playing.
- Two monument signs shall be for the display of the name of the shopping center and the name of the tenant with the largest square footage location at the retail center (Bldg. B).
- The distance between monument signs shall not be less than 300 feet.

-The total area for all detached signs shall not exceed one s.f. of sign area for each lineal foot of street frontage.

General Requirements -

-Signs shall be designed and located to provide adequate visibility and sight-distance at driveways, corners, intersections of public roads, and along public roads. The specific locations for detached signage shall be subject to final review and approval by Planning Staff and the Transportation Engineer.

-No sign shall be located nearer than five feet to an interior property line nor shall any sign be located nearer than five feet to any common wall or other point common to two separate occupancies on the same parcel. This does not apply to attached signs.

At the time of approval of Buildings A and B (P94-056), it was acknowledged that the United Artists Theater was a unique use which was not originally anticipated by the Laguna Meadows PUD Guidelines for signage. The approvals included additional attached and detached signage for this building/tenant. Although the Laguna Meadows PUD Guidelines for signage were prepared providing for moderate signage within the shopping center, the current proposal is requesting a total of 30 square feet of additional attached signage for the second major anchor tenant at the center. This request also exceeds the allowable horizontal dimensions by 7.5 linear feet (allowed 25 feet, requesting 32.5 feet).

Because the request is for the second major anchor tenant within the center and because the request is still for less than 50 percent of what the City Sign Ordinance currently allows for attached signage (allows a maximum 300 square foot attached sign), staff believes that the request is a reasonable request. Therefore, staff recommends approval of the Variance.

PROJECT REVIEW PROCESS:

A. Environmental Determination

The proposed project is exempt from environmental review pursuant to the California Environmental Quality Act, Categorical Exemption Sections #15305 and #15311.

B. Public/Neighborhood/Business Association Comments

The current request for entitlement was routed to the following neighborhood associations: the North Laguna Creek Neighborhood Association, Lori & John Fitzgerald, the South Sacramento Chamber of Commerce, the South Sacramento Neighborhood Coalition, the Sacramento County Alliance of Neighborhoods, and the Florin Road Partnership. As of the date of this staff report, written comments were received from the Florin Road Partnership indicating that they had no comments, and from the North Laguna Creek Neighborhood Association indicating that they heartily supported the proposal.

C. Summary of Agency Comments

The project has been reviewed by several City Departments and other agencies. All City Departments and agencies responding indicated that they had no concerns or comments relating to the current proposal for signage.

PROJECT APPROVAL PROCESS:

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

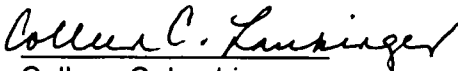
RECOMMENDATION:

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 Sections 15305 and 15311; and
- B. Adopt the attached Notice of Decision and Findings of Fact approving the Variance to exceed the total allowable square footage and horizontal dimensions for attached signage within the Laguna Meadows PUD, for the 24-Hour Fitness Center (32.5' x 4' attached sign).

Report Prepared By,

Report Reviewed By,



Colleen C. Laubinger
Associate Planner



Barbara L. Wendt
Senior Planner

Attachments

Attachment 1	Notice of Decision & Findings of Fact
Exhibit 1A	Signage Elevations
Exhibit 1B	Site Plan
Attachment 2	Vicinity Map
Attachment 3	Land Use & Zoning Map

**NOTICE OF DECISION AND FINDINGS OF FACT FOR
24- HOUR FITNESS SIGN VARIANCE AT LAGUNA VILLAGE SHOPPING CENTER, 8785
CENTER PARKWAY -SACRAMENTO, CALIFORNIA IN THE SHOPPING CENTER PLANNED UNIT
DEVELOPMENT (SC-PUD) ZONE. (P97-132)**

At the regular meeting of February 12, 1998, 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:** Found the project exempt pursuant to CEQA, Categorical Exemptions #15305 and #15311; and
- B. **Approved the Variance to exceed the total allowable square footage and horizontal dimensions for attached signage within the Laguna Meadows PUD, for the 24-Hour Fitness Center (32.5' x 4' attached sign).**

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 #15305 and #15311 of the CEQA Guidelines.
- B. **Variance:** The Variance to exceed the total allowable square footage and horizontal dimensions for attached signage within the Laguna Meadows PUD, for the 24-Hour Fitness Center (32.5' x 4' attached sign) is hereby approved subject to the following findings of fact and conditions of approval:
 - 1. Granting the variance does not constitute a special privilege extended to an individual property owner in that similar variances have been granted for other projects within the City;
 - 2. Granting the variance would not be detrimental to the public welfare and not result in the creation of a public nuisance in that the proposed sign is less than 50 percent of what the City Sign Ordinance allows for attached signage;
 - 3. Granting the variance does not constitute a use variance in that attached signs are allowed in the SC-PUD zone; and
 - 4. The project is consistent with the General Plan and Community Plan land use designations of Community/Neighborhood Commercial & Offices and General Commercial, respectively.

CONDITIONS OF APPROVAL

- B. The Variance to exceed the total allowable square footage and horizontal dimensions for attached signage within the Laguna Meadows PUD, for the 24-Hour Fitness Center (32.5' x 4' attached sign) is hereby approved subject to the following conditions:

- B1. All signs shall conform to the signage proposed in Exhibit 1A.
- B2. All signage shall comply with all other provisions of the City Sign Ordinance, Laguna Meadows PUD Sign Guidelines, and previously approved Variance (P94-056).

CHAIRPERSON

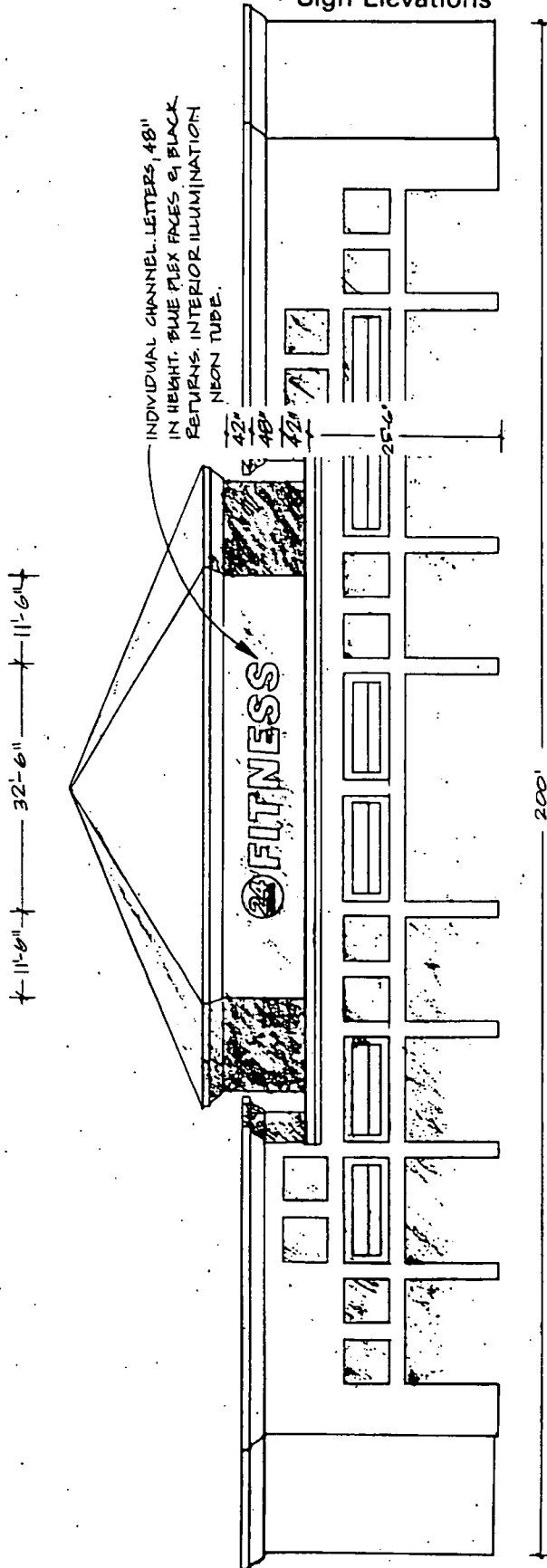
ATTEST:

SECRETARY TO CITY PLANNING COMMISSION

DATE (P97-132)

Exhibit 1A Sign Elevations
Exhibit 1B Site Plan

Exhibit 1-A
Sign Elevations



PROPOSED CHANNEL LETTER SIGNAGE FOR
24 HOUR FITNESS

8785 CENTER PARKWAY SACRAMENTO

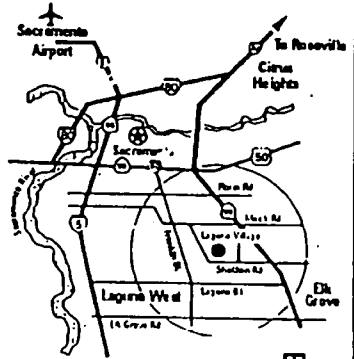
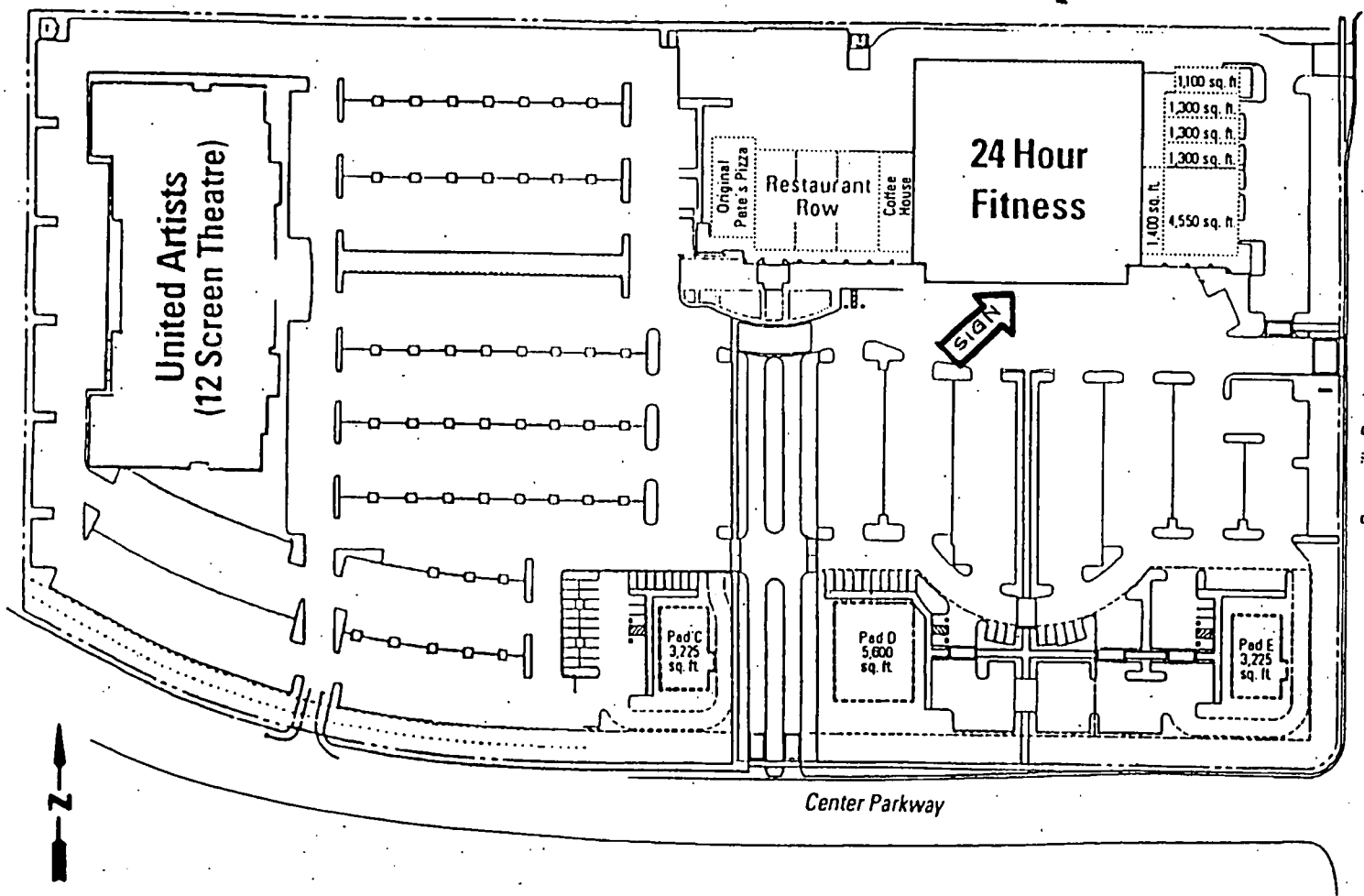
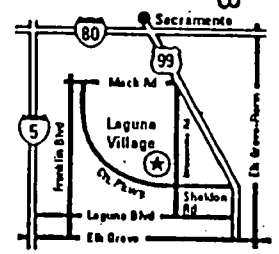


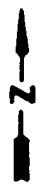
Exhibit 1-B
Site Plan



Sheldon Rd.

Bruceville Road

Center Parkway

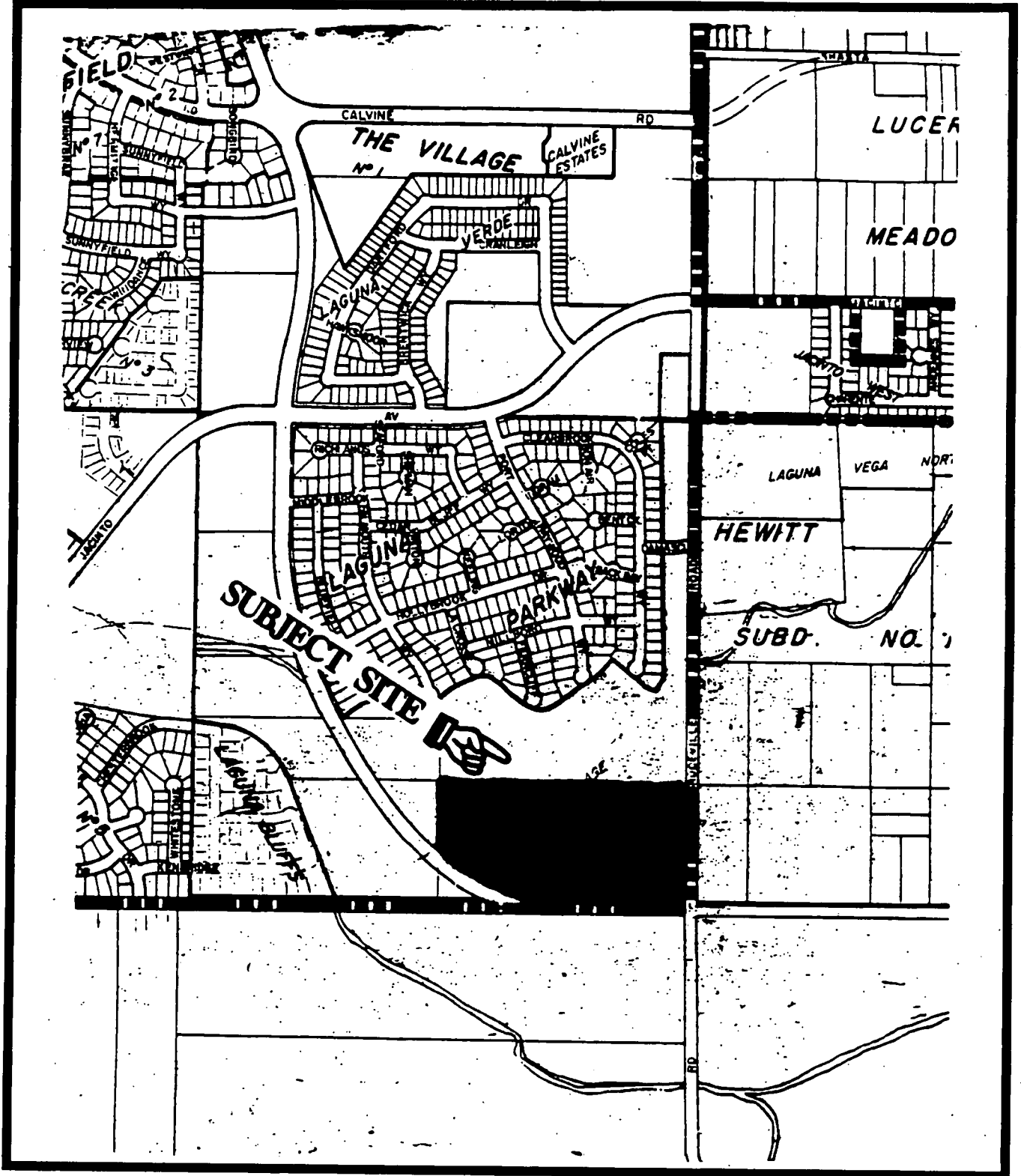


ATTACHMENT 2

P97-132

February 12, 1998

ITEM # 9
PAGE 10



VICINITY MAP

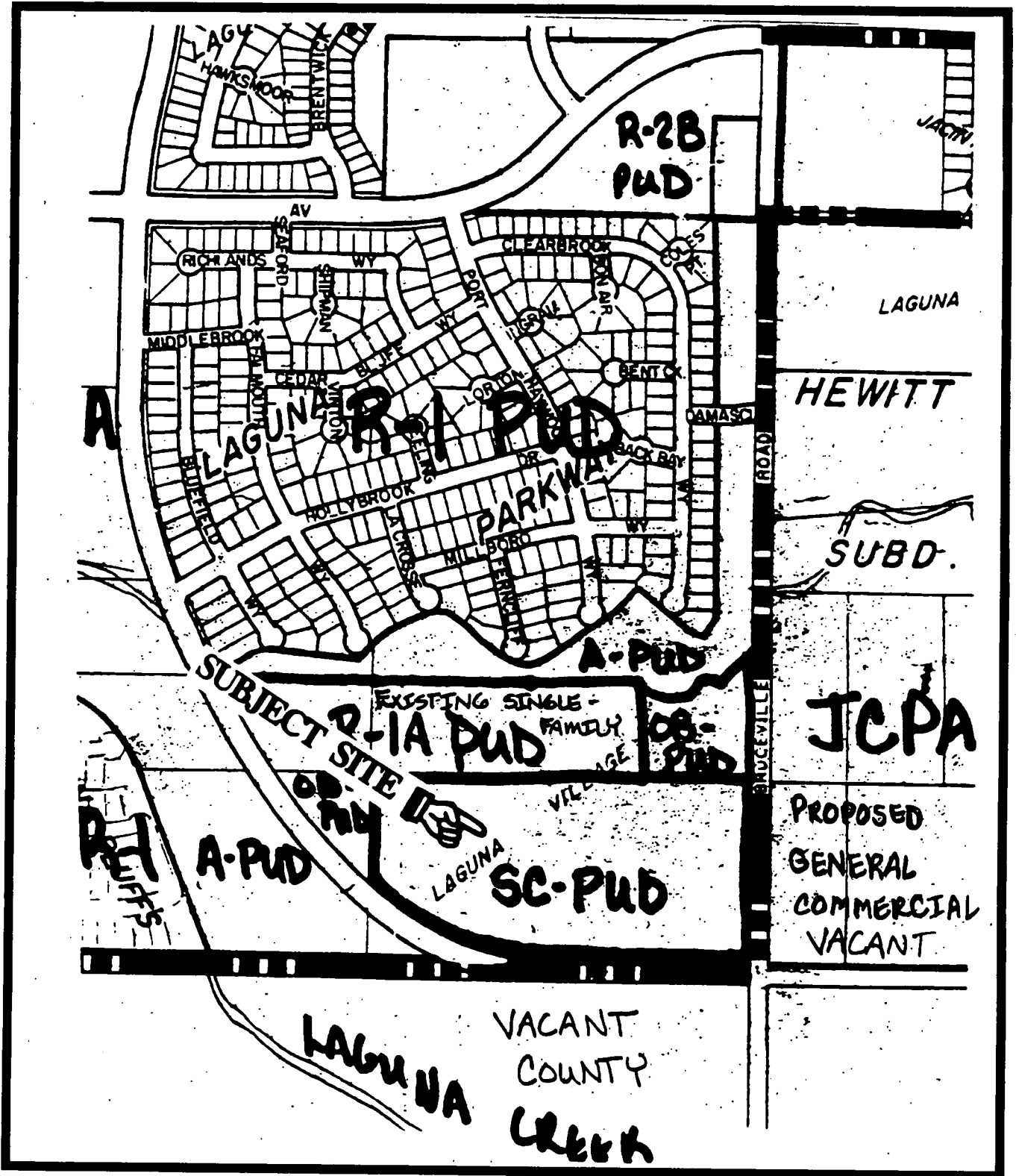
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ATTACHMENT 3

P97-132

February 12, 1998

ITEM #9
PAGE 11



LAND USE AND ZONING MAP

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