

CITY PLANNING COMMISSION

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

APPLICANT	HMR Architects, 2321 P Street, Sacramento, CA 95816				
OWNER	Tom Copeland 966 Monterey, San Luis Obispo, CA 93401				
PLANS BY	HMR Architects, 2321 P Street, Sacramento, CA 95816				
FILING DATE	10/29/87	ENVIR. DET.	Ex 15311(a)	REPORT BY	CS:vf
ASSESSOR'S-PCL. NO.	006-0087-0024				

APPLICATION: Variance to exceed the 45 sq. ft. of allowed signage by 40 sq. ft. on 0.24+ developed acre(s) in the Central Business District (C-3) zone.

LOCATION: 450 Downtown Plaza

PROPOSAL: The applicant is requesting the necessary entitlements to install a total of 3 attached neon signs reading "Copeland's Sports" to the north and south elevations of an existing building.

PROJECT INFORMATION:

1980 Central City Community Plan Designation:	General Commercial
Existing Zoning of Site:	C-3
Existing Land Use of Site:	Vacant building

Surrounding Land Use and Zoning:

North: 5th Street; C-3
South: 5th Street; C-3
East : Commercial; C-3
West : Commercial; C-3

Parking Required:	0 spaces
Parking Provided:	0 spaces
Property Dimensions:	7,866.7' x 135.6'
Property Area:	24.4+ acres
Square Footage of Building:	14,876 sq. ft.
Height of Building:	24 ft.
Topography:	Flat
Street Improvements:	Existing
Utilities:	Existing
Exterior Building Materials:	Brick and concrete
Roof Materials:	Existing

PROJECT EVALUATION: Staff has the following comments regarding this proposal:

A. Land Use and Zoning

The subject site consists of .24+ developed acres in the Central Business District (C-3) zone. The building was previously occupied by Bank of America and is located in the Downtown Plaza shopping area (see Exhibit A). The 1980 Central City Community Plan designates the site for General Commercial use. The proposed project is consistent with the Community Plan designation. Because the subject site is elevated above 5th Street, the land use to the immediate north and south is the

street right-of-way. The land use to the west is Macys Department Store and to the east is several retail shops in the south mall building.

B. Applicant's Proposal

The applicant proposes new signage on the north and south elevations as part of exterior building modifications. The north elevation would have an 80 sq. ft. sign on the upper cement band of the building and a smaller sign (15 sq. ft.) just below it. A second 80 sq. ft. sign is proposed on the south elevation on the upper cement band. (see Exhibit A). All three signs are individual neon letters reading "Copeland's Sports."

The Architectural Guidelines of the Urban Design Plan limits signage for projects in the C-3 zone to 45 sq. ft., per occupant, per street frontage. Staff considers this project to have two street frontages because it is elevated above 5th Street. The 45 sq. ft. limit can be incorporated into one or two signs. However, when the Guidelines were developed, they were oriented toward smaller retail buildings in the C-3 zone. Staff is currently refining the Guidelines in order to allow signage that is more in proportion to larger buildings in the C-3 zone. The new Guidelines would allow five percent of the total elevation area to be used for signage, not to exceed two signs per street frontage. The current proposal is 4.5 percent signage for the north elevation and slightly less for the south. For this reason, staff supports the granting of the variance.

The Design Review Staff has already approved the project with the exception of the two 80 sq. ft. signs, (the smaller sign is approved). The applicant will have to return for design review approval of the two larger signs after Planning Commission consideration of the sign variance.

C. Interdepartmental Review

This project was reviewed by Code Enforcement, Sacramento Old City Association and the Midtown Business Association. No comments have been received.

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

RECOMMENDATION: Staff recommends the following action:

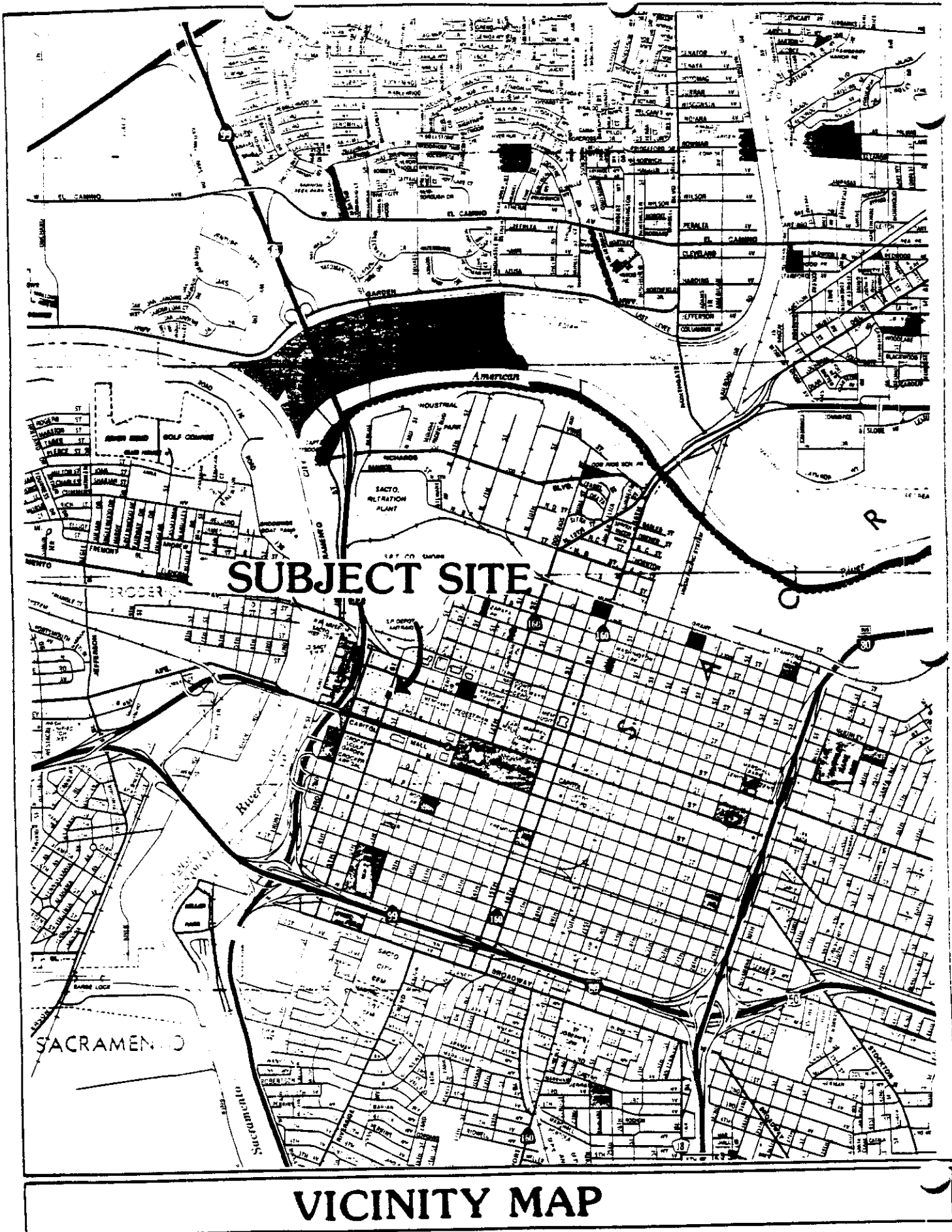
Approve the variance subject to the condition below and based upon Findings of Fact which follow:

Condition

The applicant shall return to Design Review Board for approval of the two 80 sq. ft. signs before building permits are issued.

Findings of Fact

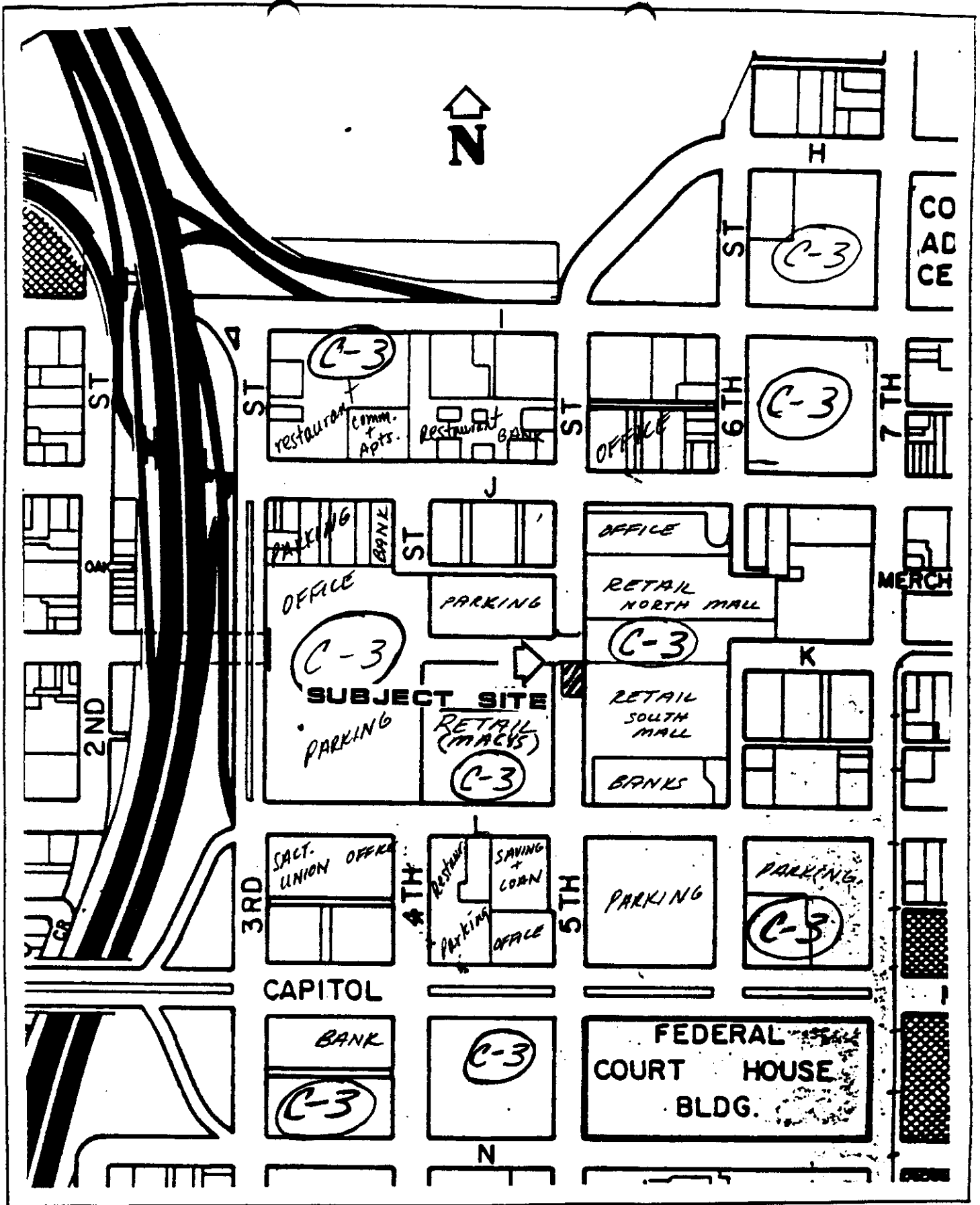
1. The variance, as conditioned, does not constitute a special privilege extended to one individual property owner, in that a variance would be granted to any other owner facing similar circumstances.
2. The variance does not constitute a use variance in that on-site signs are allowed in the C-3 zone.
3. The proposed variance will not be injurious to the public welfare nor to neighboring properties, in that the proposed signs are proportionate in size to the building and visually compatible with surrounding properties.
4. The proposed project is consistent with the City's Discretionary Interim Land Use Policy in that the site is designated for General Commercial in the 1980 Central City Community Plan and the proposed signs conform with the plan designation.



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LAND USE & ZONING MAP

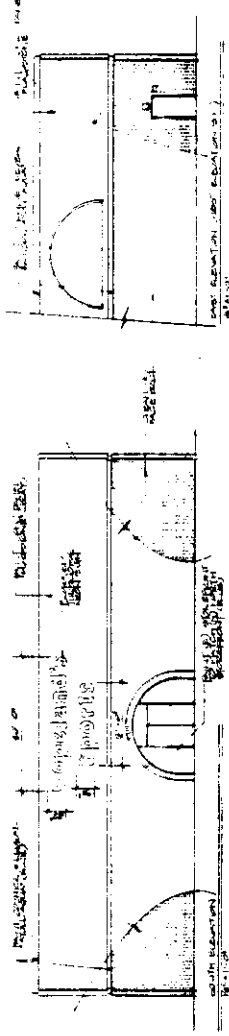
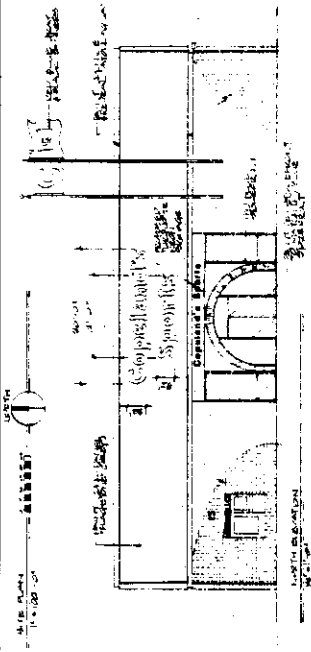
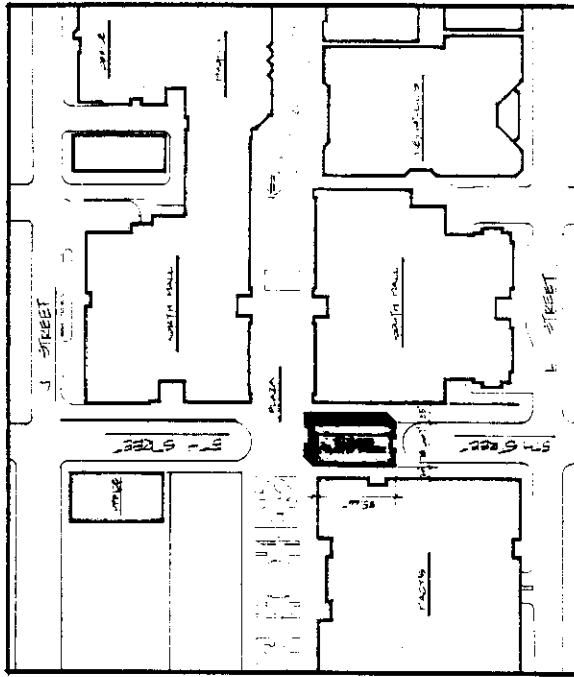
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EXHIBIT A

ELEVATIONS



FLOOR PLANS

