

CITY PLANNING COMMISSION

927 - 10th Street, Suite 300 - SACRAMENTO, CALIFORNIA 95814

APPLICANT	Pacific Neon, P.O. Box 15100, Sacramento, CA		
OWNER	Florin Five Developers, 615-10th Street, Sacramento, CA 95814		
PLANS BY	Pacific Neon, P.O. Box 15100, Sacramento, CA		
FILING DATE	6-24-83	50 DAY CPC ACTION DATE	REPORT BY: TM:bw
NEGATIVE DEC.	7-8-83	EIR	ASSESSOR'S PCL. NO. 031-800-01 thru 10

- APPLICATION:
1. Environmental Determination
 2. Amendment to the Lake Crest Village PUD Guidelines to allow directional signs for mall shops within the Lake Crest Shopping Center PUD
 3. Special Permit for a 3' x 6' double-faced directional sign

PROJECT INFORMATION:

1974 General Plan Designation: Commercial
1976 South Pocket Community Plan
Designation: Community Shopping Center
Existing Zoning of Site: SC
Existing Land Use of Site: Shopping Center

Surrounding Land Use and Zoning:

North: Restaurant; SC
South: Offices; OB (PUD)
East: Commercial; SC
West: Commercial; SC

Sign Dimensions: 3' x 6'
Area: 18 square feet
Colors: Brown and white interior illuminated

Note: Existing sign

000956

BACKGROUND INFORMATION: The subject sign was installed approximately two years ago without the benefit of a sign permit. The City sign inspector notified the owner of the shopping center to obtain the necessary permit or remove the sign on several occasions. The current application, if approved, would allow the sign to remain as long as it was modified per the clearance standards of the sign ordinance.

STAFF EVALUATION: Staff has the following comments concerning this application:

1. The Lake Crest Village PUD Guidelines include a section on signage requirements which specify certain height, area and color requirements which are in general more restrictive than the City Sign Ordinance. The applicant proposes that these guidelines be amended to allow the existing directional sign to remain.

This directional sign is located under the canopy directly in front of the mall entrance. As such, it does provide direction as well as identification of the tenants located within the mall area. Since none of the smaller tenants have exterior frontages, they are not presently allowed signage.

Staff is supportive of the intent of providing direction and identification of these smaller tenants; however, staff does recommend some modification of the existing sign.

1. (cont'd.)

Therefore, staff recommends that the Lake Crest Village PUD Guidelines be amended to allow directional and identification signage for interior mall shops only.

2. The existing sign is located under and perpendicular to the canopy over the sidewalk (see Exhibit A). The City sign inspector has measured the clearance from sidewalk to bottom of sign to be six-feet, eight inches. The Sign Ordinance mandates a minimum clearance of eight feet to eliminate hazards to pedestrians. Staff therefore recommends that the existing sign be modified or relocated to provide for this minimum clearance.

STAFF RECOMMENDATION: The staff recommends the following actions:

1. Ratification of the Negative Declaration;
2. Amendment of the Lake Crest Village PUD Guidelines to allow one directional sign as described below; and
3. Approval of the Special Permit, based upon Findings of Fact and the following conditions:
 - a. The directional sign shall be revised or relocated to provide for a minimum clearance of eight feet;
 - b. Revised plans shall be submitted to the Planning Director for review and approval prior to the issuance of sign permits.

Amended PUD Guideline language

C. SC Shopping Center

5. One attached sign is permitted within the mall area of the shopping center to provide identification and direction to the tenants located within the mall. The maximum area permitted for this sign shall be 18 square feet.

Findings of Fact

- a. The special permit, as conditioned, is based upon sound principles of land use in that it provides direction and identification for tenants located within the mall area;
- b. The special permit, as conditioned, will not be detrimental to the public health, safety or welfare, nor result in the creation of a nuisance in that the sign will be revised to provide the required clearance, and the sign will not be visible from the adjacent properties or public streets;
- c. The special permit is consistent with the purpose of the City Sign Ordinance to "encourage signs which, by their good design, are integrated with and harmonious to the buildings and sites which they occupy, and which eliminate excessive and confusing sign displays."

000957

Location & Land Use Map

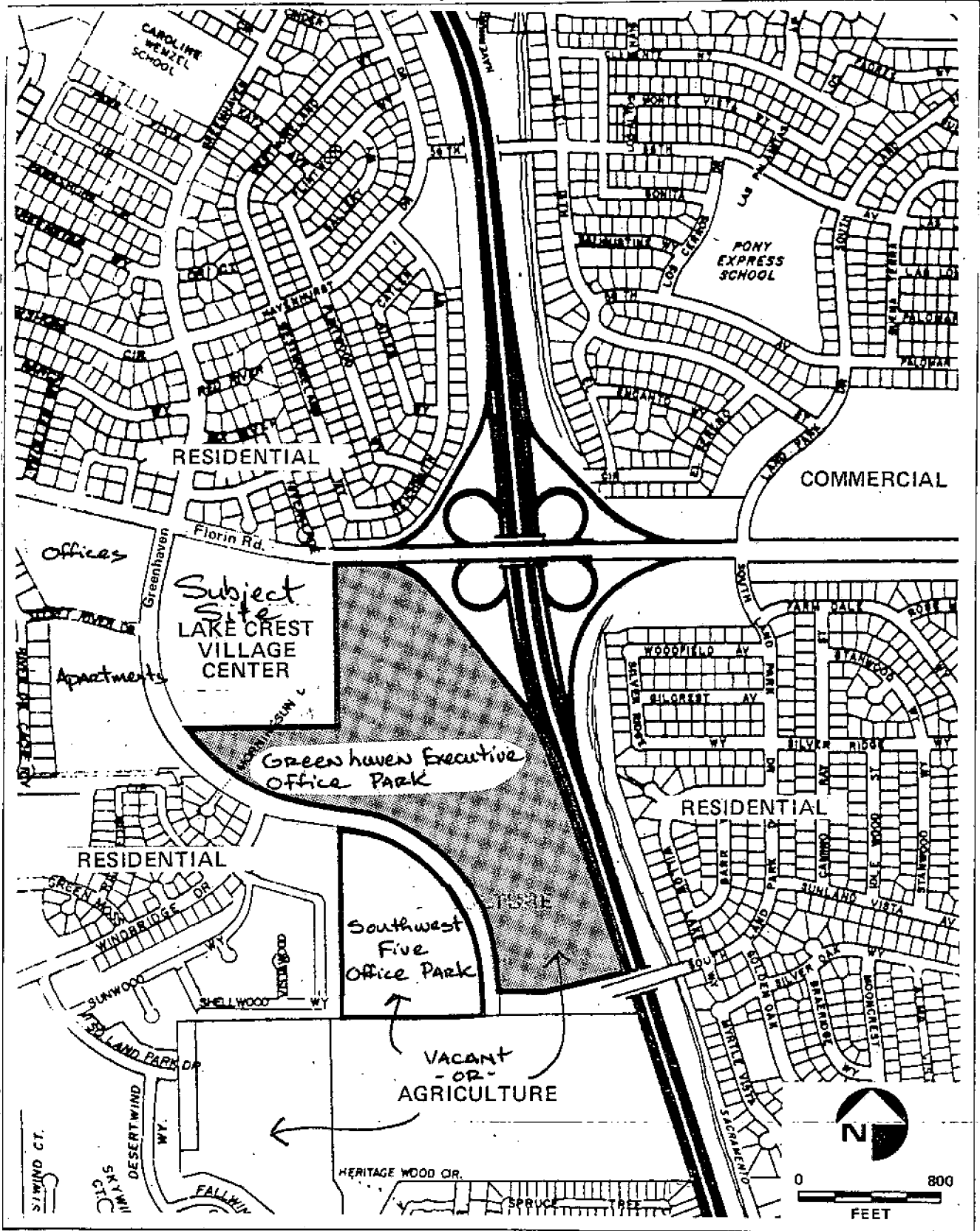
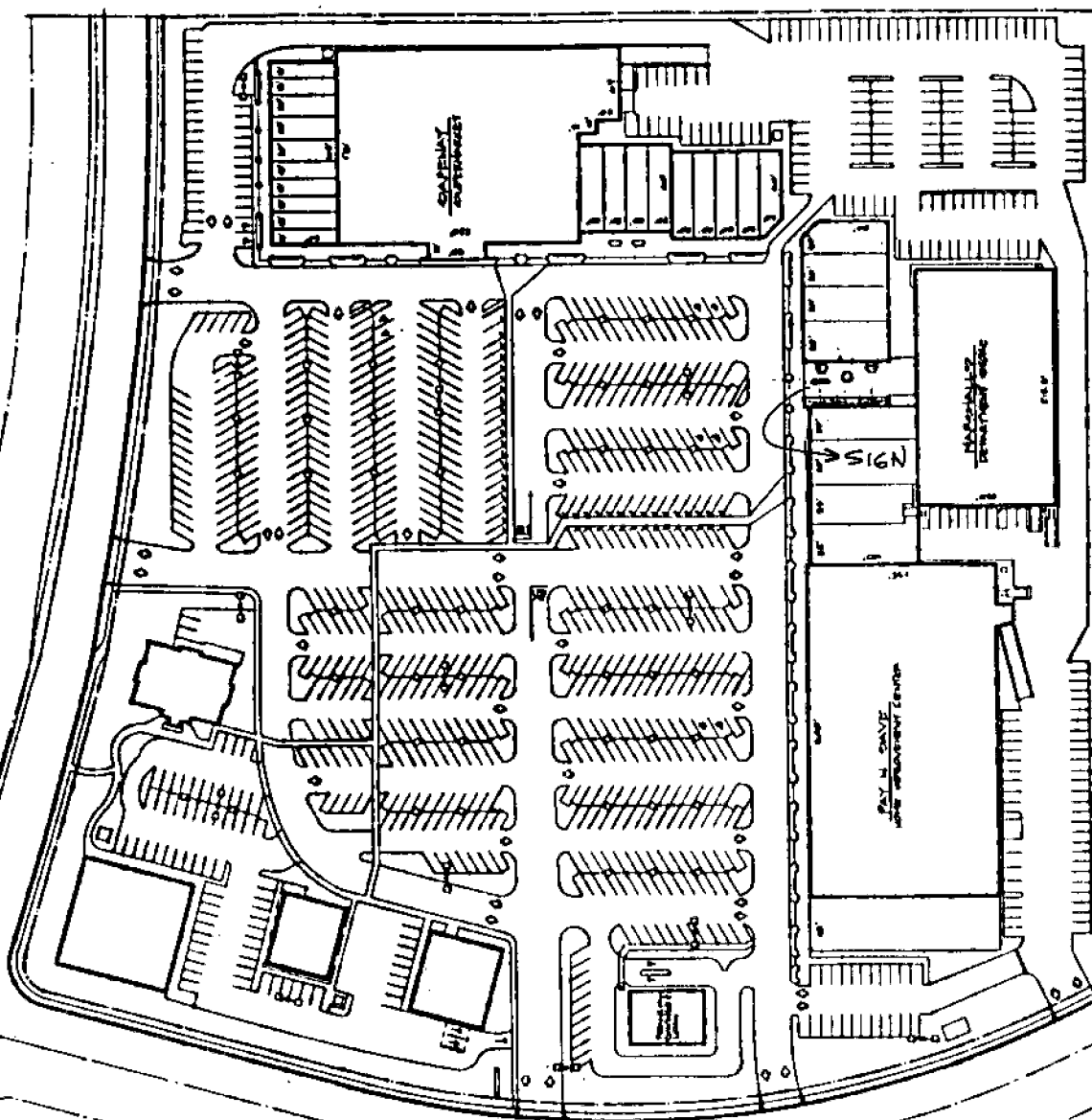


Exhibit "A"

LEGEND
TOTAL SITE AREA
TOTAL BUILDING AREA
TOTAL PARKING
TOTAL DRIVEWAY
TOTAL DRIVEWAY
TOTAL DRIVEWAY

1" = 100'



FLORIN ROAD

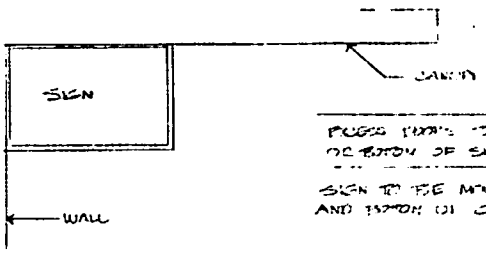
GREENHAVEN DRIVE

SECRET RIVER DRIVE

000961

Exhibit "B"

ROGERS PARTS TO BE ON PLANT
 DETENTION OF SIGN
 SIGN TO BE MOUNTED FLUSH AGAINST WALL
 AND BOTTOM OF CANOPY



ONE DOUBLE FACE INTERIOR ILLUMINATED SIGN
 WHITE PLEX FACE
 MARSHALL'S MALL = F.C.O BLUE LTRS.
 BROWN PLEX DIVIDERS
 TERNANI LTRS = BLACK VINYL
 CABINET PAINTED DARK BROWN TO MATCH PLEX
 WOOD STAINED TO MATCH BUILDING

000962

CUSTOMER	WALSH'S MALL	THIS ORDER AND SPECIFICATIONS ARE TO BE USED FOR THE DESIGN, CONSTRUCTION AND INSTALLATION OF THE SIGN AND NOT FOR ANY OTHER PURPOSES.
ADDRESS	STANISLAUS	
SALESMAN	STANISLAUS	
DATE	MAY 6/81	



DESIGNER	TD	APPROVED BY
SCALE	1/2" = 1'-0"	
QUANTITY	1	
CHECKED BY		

P83-201

July 28, 1983

Item No. 14