

Community Plan Designation:	Commercial & Offices
Existing Zoning of Site:	Commercial
Existing Land Use of Site:	Light-Industrial Park
	Lumberjack Store

Surrounding Land Use and Zoning:

North: Vacant Industrial; M-1(S)
 South: Commercial/Retail; C-1
 East: RR Tracks, Mobile Homes; M-1(S)
 West: Commercial/Retail; M-1(S)

Size (Area) of Existing Sign:	8'6.5" x 24'3.5" (207 square feet)
Size (Area) of Proposed Sign:	Same
Height of Existing Sign:	25 feet
Height of Proposed Sign:	Same

OTHER APPROVALS REQUIRED: In addition to the above entitlement, the project will require a sign permit.

STAFF EVALUATION: Staff has the following comments:

A. Policy Considerations

General Plan and Zoning. The site and surrounding area are designated for commercial and light-industrial development according to the General Plan and the Airport Meadowview Community Plan. The project is consistent with these plans which encourage compatibility between neighboring land uses. The intent of the "S" suffix on the M-1(S) zone is to allow light-industrial development which is more sensitive to aesthetics and pedestrian orientation. This is achieved through enhanced landscaped setbacks, limitations on building massing, and reduced signage.

Sign Ordinance. The M-1(S) zone limits detached signs to only monument-type signs. Such signs are limited to 48 square-feet in area, ten feet in height, and must be located no closer than five feet from any driveway in order to provide a clear vision area. The existing pole-sign does not meet these criteria. Therefore, the applicant has requested a Variance to modify the non-conforming sign and to obtain a sign permit. The sign was established in 1986 prior to adoption of the Sign Ordinance regulation which prohibits pole-signs in the M-1(S) zone.

B. Existing Site Plan / Signage

The site is located on the north side of Florin Road and borders Western Pacific Railroad tracks to the east (Attachment 2). The site supports a "Lumberjack"

hardware/lumber/garden store, parking spaces, and a 25-foot tall pole-sign (Exhibit 1A). The sign is located near the driveway entrance and next to parking stalls. The sign measures 24'3.5" x 8'6.5" (207.5 square-feet), is two-sided, and internally illuminated. The site is accessed from Florin Road and is partially surrounded on three sides by a chain-link fence.

C. Proposed Signage

The project involves replacement of the sign face to reflect the current design of the existing business (Exhibit 1B). The sign structure and area will not be altered. The project includes re-painting the pole and cabinet to match the new signage.

Staff typically discourage the use or construction of pole signs. However, the existing pole-sign is consistent with the majority of signs in the vicinity of the project. Most of the surrounding businesses are in a commercial zone which allows pole-signs. Also, visibility of the site is partially obscured by the raised topography due to the adjacent, elevated railroad tracks. Visibility of the business would be greatly diminished if only a ten-foot tall monument sign were permitted.

Based on the above, Staff support the Variance subject to conditions.

PROJECT REVIEW PROCESS:

A. Environmental Determination

The project qualifies for a categorical exemption pursuant to Section 15305 of the State CEQA Guidelines in that the project consists of a minor alteration in a land use limitation in an area with an average slope of less than 20% which will not result in any change in land use or density. No further environmental review is required, and Staff has released a Notice of Exemption for the project.

B. Neighborhood Response

An early notice of the project application was routed to the following organizations:

- South Sacramento Neighborhood Coalition
- South Sacramento Chamber of Commerce
- Florin Road Community & Business Association
- Golf Course Terrace Estates Neighborhood Association
- Meadowview Community Action
- Meadowview Development Committee
- Neighborhood Awareness Group

A notification of the Planning Commission hearing was also sent to the above organizations and to all owners of property located within 500 feet of the site. At

the time of this writing (06/26/97), Staff had received no comments in opposition to, or in support for, the proposal.

C. Summary of Agency Comments


Copies of the project application and drawings were routed to the appropriate City Departments and local agencies. Staff received no comments.

PROJECT APPROVAL PROCESS: The Planning Commission has the authority to approve or deny the following entitlements. The Planning Commission's action(s) may be appealed to the Council within 10 days following the Commission's action(s).


RECOMMENDATION: Staff recommends that the Planning Commission take the following action(s):

- A. **Adopt** the attached Notice of Decision and Findings of Fact which find that the project is categorically Exempt pursuant to CEQA Section 15305.
- B. **Adopt** the attached Notice of Decision and Findings of Fact approving the Variance to modify an existing non-conforming (pole) sign on 10.18+ developed acres in the Light-Industrial Park M-1(S) zone.

Report Prepared By:


Mike Dale, Associate Planner

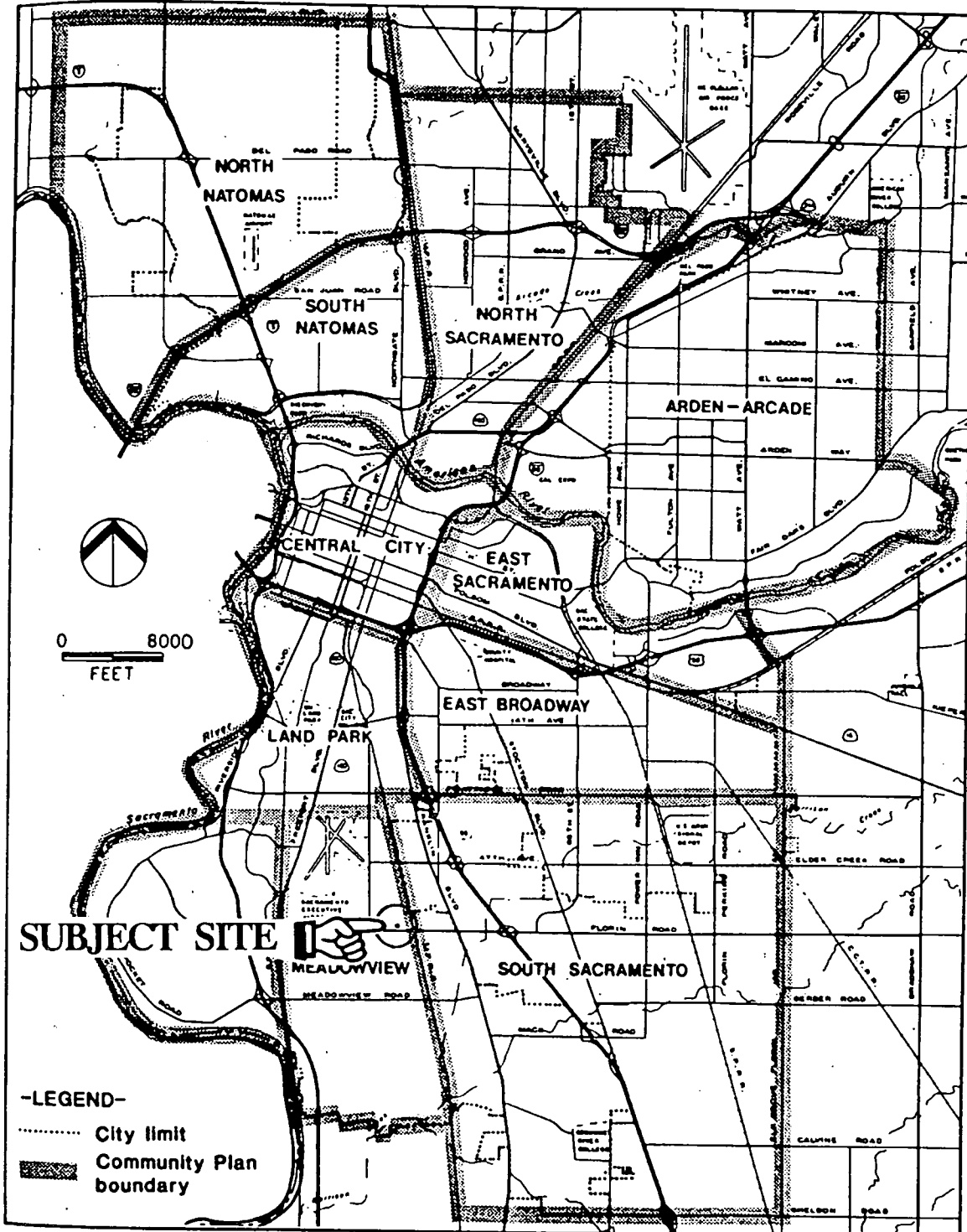
Report Reviewed By:


Barbara L. Wendt, Senior Planner

ATTACHMENTS

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

Attachment 2
Vicinity Map



Attachment 3
Land Use and Zoning Map

