

P97-070 - NORWOOD/JESSIE TEXACO STATION SIGNAGE

REQUEST: Variance to adjust the sizes of the existing pole-mounted sign and the monument sign on an approved Gas Station in the General Commercial Review (C-2R) zone.

LOCATION: Northeast Corner of Norwood and Jessie Avenues
237-0100-036 and 237-0100-035
North Sacramento Community Plan (Robla)
Grant Joint Union High School District
Council District 2

APPLICANT:	Capital Petroleum, Attn.: Larry Engwall 601 Grace Avenue, Sacramento, CA 95838 (916) 923-1432
OWNER:	Larry Engwall 601 Grace Avenue, Sacramento, CA 95838
APPLIC. FILED:	7/14/97
STAFF CONTACT:	Taiwo Jaiyeoba, 264-8287

SUMMARY: The applicant is requesting the above entitlements to adjust the size of an existing Pole sign (located on the adjacent McDonald property site) and the size of an approved monument sign on the approved Texaco gas Station on the subject site. In order to meet the applicant's objectives, the project requires the discretionary planning entitlement described above. In evaluating the project, the basic issues are:

- * the number of existing and approved monument and attached signs;
- * the permitted signs on-site;
- * compatibility and relationships of signs to the approved signs on-site.

RECOMMENDATION:

Staff recommends approval of the project. This recommendation is based on the fact that the total sign area of signs requested in this application in addition to the sign area of signs approved earlier will not exceed the maximum allowed for the subject site. Staff and applicant have agreed to do a trade-off on some existing signs in order for the applicant to accomplish his objective. Additionally, staff supports the application because of its overall consistency of the request with the purpose of the sign regulations for commercial activity and sufficient identification.

PROJECT INFORMATION:

General Plan Designation: Community/Neighborhood Commercial & Offices

Community Plan Designation: Retail/General Commercial

Existing Land Use of Site: Vacant (Roads are in place)

Existing Zoning of Site: C-2R

Surrounding Land Use and Zoning:

North: McDonald's Restaurant; C-2R

South: Arco Service Station; C-2

East: Proposed Chardonnay Petite Homes; R-1A

West: Sav-Max Shopping Center; SC

Property Dimensions:

265' ± x 120' ±

Property Area:

1.12 ± gross acres; 0.74 ± net acres

Sign Area (Sq.ft.):

27 sq.ft. (3 signs x 9 sq.ft.)

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

Neighborhoods Services, Planning & Development Department (Development Services Division).

BACKGROUND INFORMATION:

On August 10, 1995, the City Planning Commission approved a Special Permit to construct a drive-thru McDonald's restaurant on an adjacent 0.77 acre site in the C-2R zone (P95-095). A 35-foot pole sign which identifies McDonald's is located on the presently developed site. The applicant for the Texaco Gas Station wishes to share the existing pole sign with McDonald's to identify the Gas Station. The existing pole sign which identifies McDonald's is 100 square feet.

On **October 10, 1996**, the City Planning Commission approved a Plan Review to construct a 3,415 sq.ft. auto service station/car wash and 2,650 sqft. convenience store in the General Commercial Review (C-2R) zone and a Variance to increase the number of signs from two to six in the C-2R zone (P96-062). The Commission recommended to the City Council a rezone of the subject site from Limited Commercial (C-1R) zone to General Commercial (C-2R) zone.

On **October 24, 1996**, the City Planning Commission approved the placement of three additional attached Quick Service Restaurant (Q.S.R.) signs, with total sign area of 27 sq. ft., on the 2,650 sqft. convenience store building in the C-1R zone. The objective of the proposal was to sufficiently identify the activities inside the convenience store. The approved signs together with the previously approved signs did not exceed the maximum square footage of signs for the site.

The present proposal has been submitted by the applicant to request an increase in the size of the pole-mounted sign from 81sqft to 100 sqft (matching the McDonald's sign size) and the size of the monument sign from 18 sqft to 43.3sqft. Staff has discussed with applicant regarding this request and is of the opinion that the number of existing signs on site exceed the maximum amount required on the subject site. Staff would support a trade off of the square footage of existing approved signs and add to the proposed signs.

STAFF EVALUATION: Staff has the following comments:

A. Staff Analysis

1. Zoning Ordinance Requirements

General Commercial (C-2R) Zone

The Planning Commission approved the rezone of the site from Limited Commercial (C-1R) zone to General Commercial (C-2R) zone on October 10, 1996 (P96-062). In a General Commercial zone, the City's Sign Ordinance allows two attached signs for each occupancy. Said signs shall not exceed a total aggregate area of three square feet of sign area for each front foot of building occupancy. Such signs may be placed flat against a building, may be projected or non-projected signs. No height limit is specified for signs placed flat against the wall of a building. It also specifies that a detached sign shall not exceed 300 square feet in area.

The Sign Ordinance allows two attached signs per each street frontage on a corner lot.

2. Signage Proposal

The site plan and elevations submitted indicate 1 StarMart logo ("StarMart"), 3 Quick Service Restaurant -QSR.- signs (1 "Tacotime", 1 "Blimpie" and 1 "Tacotime/Blimpie" signs), 2 Texaco logos and 2 Texaco wordmark ("Texaco") on canopy. Additionally, a monument sign, a pole sign and a Carwash directional sign are indicated on the site plan and elevations submitted. These signs were approved by CPC on October 10 and 24, 1996 (P96-062). The table shows the sign area and quantity of the previously approved signs and the proposed signs:

Type	Approved Sign Area (Sqft.)	Proposed Sign Area (Sqft.)	Approved Sign	Qty.	Total Area Approved (Sq.ft.)	Total Area Proposed (Sq.ft.)
Texaco logo on Canopy	6.45	6.00	x	2	12.90	12.00
Texaco Wordmark on Canopy	23.90	17.22	x	2	47.80	34.44
Starmart Signage	28.00	24.92	x	1	28.00	24.92
Car Wash Sign	13.22		x	1	13.22	4.02
Q.S.R. Sign	9.00	14.53 13.67 20.00	x	3	27.00	48.20
SUB-TOTAL					128.92	123.58
Sign Mounted on McD Pole	81.00	100.00	x	1	81.00	100.00
Pricing Monument	18.00	43.30		1	18.00 (Exempt)	43.30
TOTAL				11	227.92	266.88

NOTE: All proposed signs will be required to comply with the City's Sign Ordinance and the signs will be required to obtain sign permits.

Applicant is requesting that the size of the pole-mounted sign be increased so as to be the same size as the existing pole-mounted McDonald sign. Also, applicant is requesting the monument sign to be increased in size in order to accommodate the Texaco logo as well as the products' signs.

The previous approval (P96-062) mentions that the "monument sign will be used specifically for price signs as indicated on the site plan". The pole-mounted sign is counted against the McDonald's signage allowance. The previous approval of the pole sign conditioned that no other detached sign would be allowed on the corner lot.

However, applicant has agreed to remove one of the QSR signs, specifically the "Tacotime/Blimpie" attached sign on the South elevation (E) in order to be able to increase the size of the monument sign from 18sqft to 38 sqft. The "Tacotime/Blimpie" sign is 20sqft. Also, applicant has agreed to remove on Texaco logo off the Gas station canopy in lieu of the one proposed for the monument sign. Specifically, applicant will remove the Texaco logo on the west elevation, fronting Norwood Avenue (J).

Staff is further of the opinion that the pole-mounted sign should remain at 81 sqft. However, applicant will increase the width of the sign to 10 feet to match the McDonald sign while reducing the height to 8.1 feet. Applicant has agreed to do this.

The proposed total attached sign area (123.58 sqft.) will not exceed the maximum allowed sign area for the subject site (137.7 sqft). However, because of the trade-offs, the total attached sign area will be 97.58 sqft. The square footage of the detached signs total 119 sqft (pole-mounted sign at 81 sqft. and monument sign at 38sqft.). The total number of attached signs is six and the total number of detached signs is two. The attached signs still exceed the number of signs allowed for the corner site (four). Staff, however, supports this since the overall signage will be in scale, balance and design with the existing signage in the area. It is the goal of the City's Sign Ordinance to minimize visual clutter and excessive signage and introduce compatible attractive signage which compliments the building and provides clear identification of the business. Staff believes the proposal, with the trade-offs, satisfies this goal.

Applicant is also proposing a directional sign, "Car Wash/Enter", for the site. The proposed square footage is 4.02 sqft. The City's Sign Ordinance states that signs which provide direction and are located on the property to which they pertain and do not in any way advertise a business are exempt from signs requirements provided they do not exceed 4 sqft. The proposed directional sign shall not exceed 4 sqft.

PROJECT REVIEW PROCESS:

A. Environmental Determination

The proposed project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15311)

B. Summary of Agency Comments

The project has been reviewed by several City Departments and other agencies. No comments were received with regards to the signage requests.

PROJECT APPROVAL PROCESS: The 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 action:

Adopt the attached Notice of Decision and Finding of Facts approving the Variance to locate adjust the sizes of the pole-mounted sign and the monument sign on an approved Gas Station site in the General Commercial Review (C-2R) zone.

Report Prepared By,



Taiwo Jaiyeoba
Assistant Planner

Report Reviewed By,



Scot Mende
Senior Planner

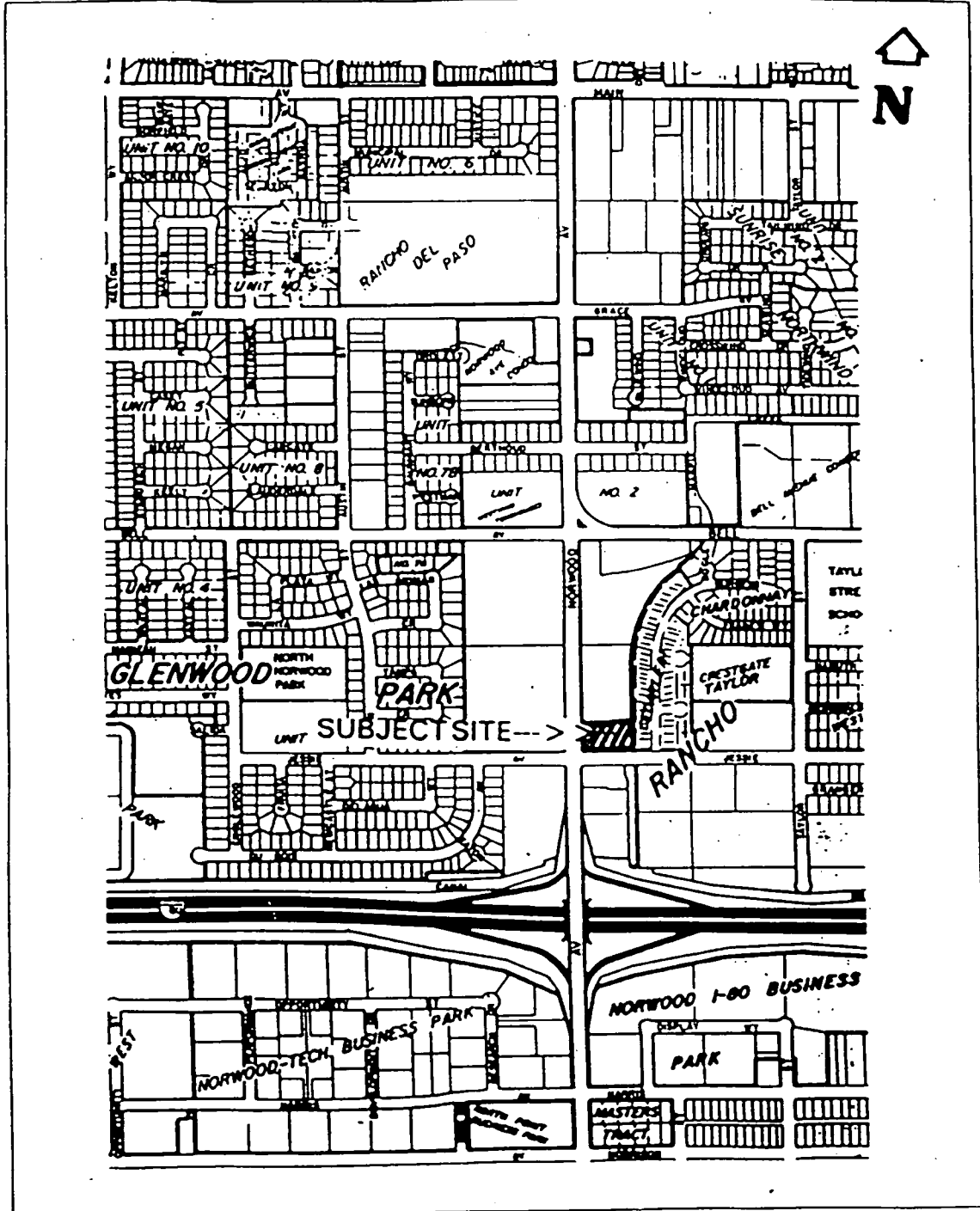
Attachments

Attachment A
Attachment B
Attachment C
Exhibit C-1
Exhibit C-2
Exhibit C-3

Vicinity Map
Land Use and Zoning Map
Notice of Decision and Findings of Fact
Site Plan
Elevations
Signage

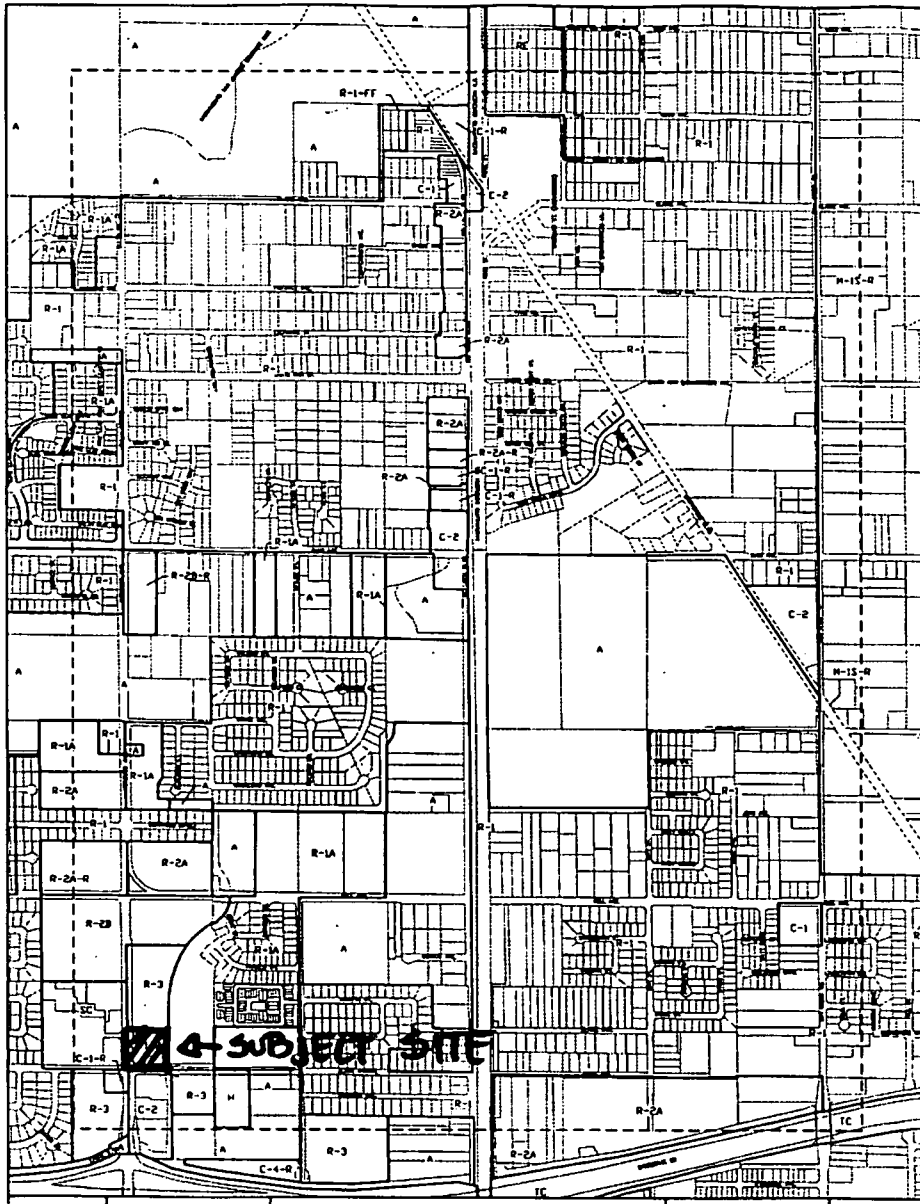
ATTACHMENT A

VICINITY MAP



VICINITY MAP

ATTACHMENT B
LAND USE AND ZONING MAP



ATTACHMENT C**NOTICE OF DECISION AND FINDINGS OF FACT FOR ADJUSTMENT TO THE SIZES OF THE POLE-MOUNTED SIGN AND THE MONUMENT SIGN FOR TEXACO GAS STATION SITE, LOCATED AT THE NORTHEAST CORNER OF NORWOOD AND JESSIE AVENUES IN NORTH SACRAMENTO IN THE GENERAL COMMERCIAL (C-2R) ZONE. (97-070)**

At the regular meeting of October 9, 1997, 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 action for the location listed above:

- A. **Approved Variance to adjust the sizes of the existing pole-mounted sign and the monument sign on an approved Gas Station in the General Commercial Review (C-2R) zone.**

This action was made based upon the following findings of fact and subject to the following conditions:

FINDINGS OF FACT

- A. Variance to adjust the sizes of the detached signs on an approved Gas Station site: The Variance to adjust the square footage of the signs is hereby approved based upon the following findings of fact:
1. Granting the variance does not constitute a special privilege extended to an individual property owner in that variances would be granted to other property owners facing similar circumstances.
 2. Granting the variance does not constitute a use variance in that auto service stations/car wash facilities and convenience stores are allowed in the General Commercial (C-2R) zone.
 3. The project is consistent with the Community/Neighborhood Commercial & Offices land use designated by the General Plan for the site and the Retail/General Commercial of the North Sacramento Community Plan.

CONDITIONS OF APPROVAL

- A. The Variance to adjust the square footage of the detached signs for the approved Texaco Gas Station/Convenience store is hereby approved subject to the following conditions:
1. All signage shall comply with the City's Sign Ordinance, and the signs will be required to obtain sign permits.
 2. The "Tacotime/Blimpie" sign indicated as sign E on the site plan shall be removed.
 3. The Texaco logo sign shown on the site plan as sign J, fronting onto Norwood Avenue, shall be removed.
 4. The monument sign shall not exceed 38 sqft in size.
 5. The pole-mounted sign on the adjacent McDonald's site shall not exceed 81 sqft in size.
 6. The directional sign, "Carwash/Enter" shall not exceed 4sqft.

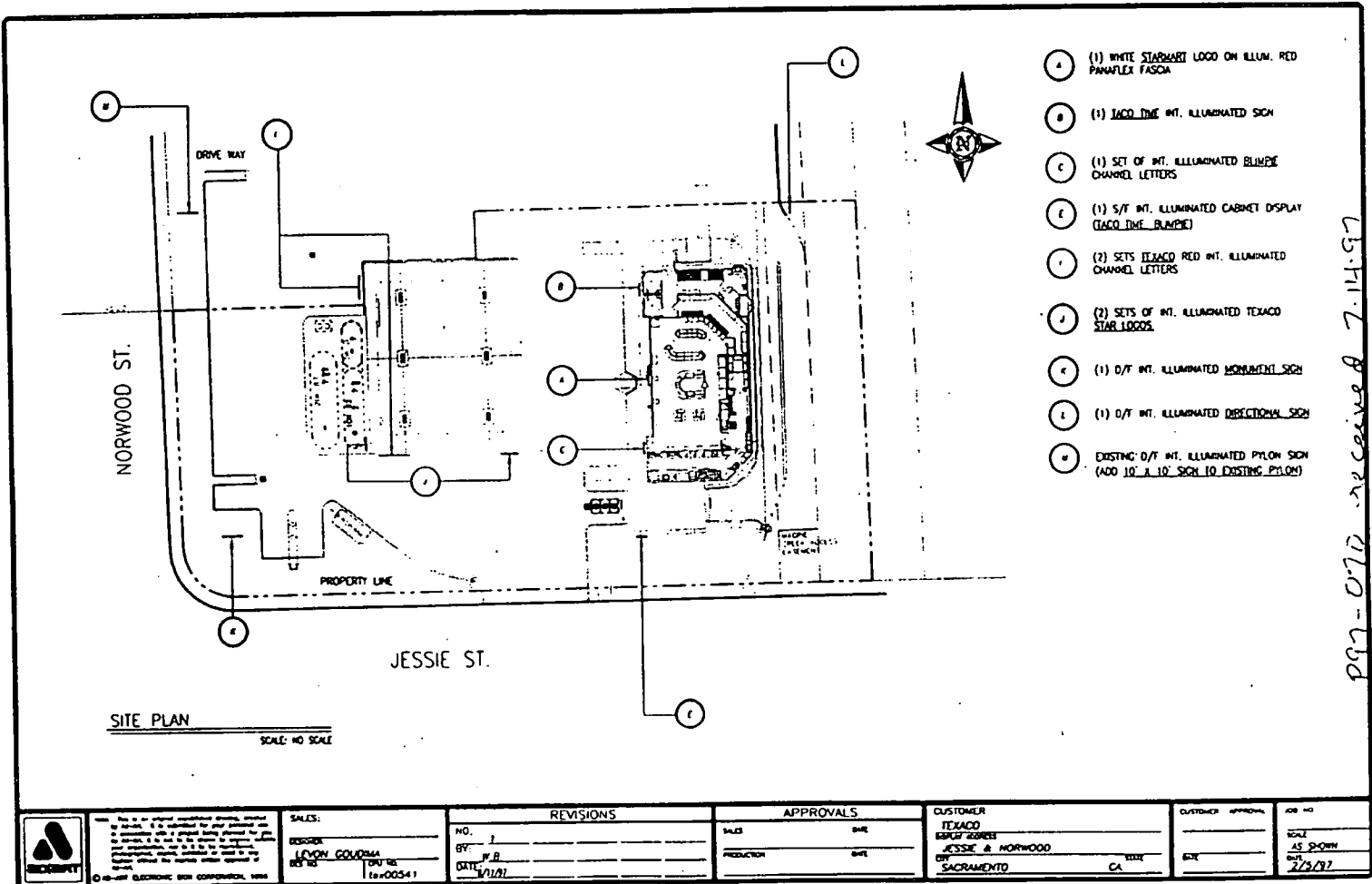
ATTEST:

CHAIRPERSON_____
SECRETARY TO PLANNING COMMISSION

P97-070

EXHIBIT C-1

SITE PLAN



P97-070 received 7.14.97

EXHIBIT C-2

ELEVATIONS

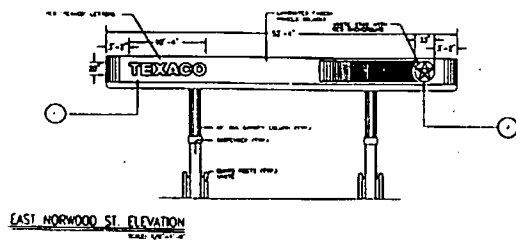
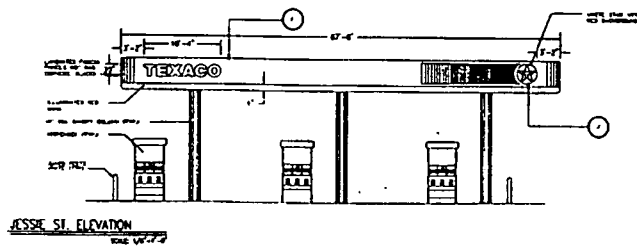
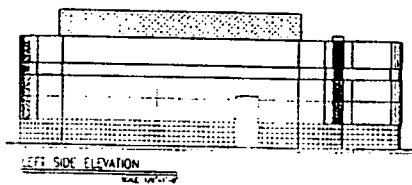
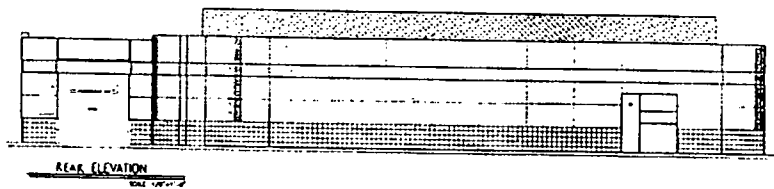
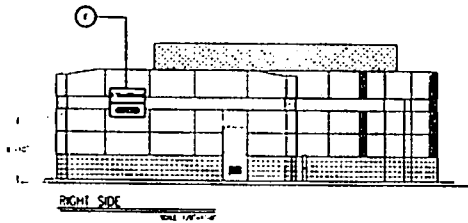
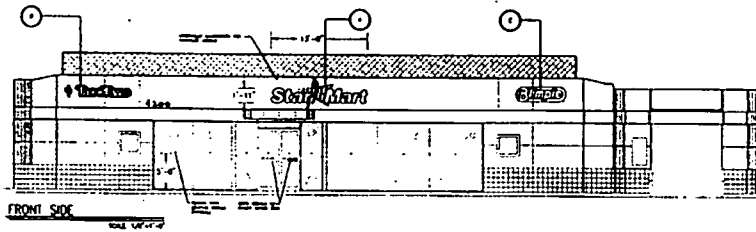
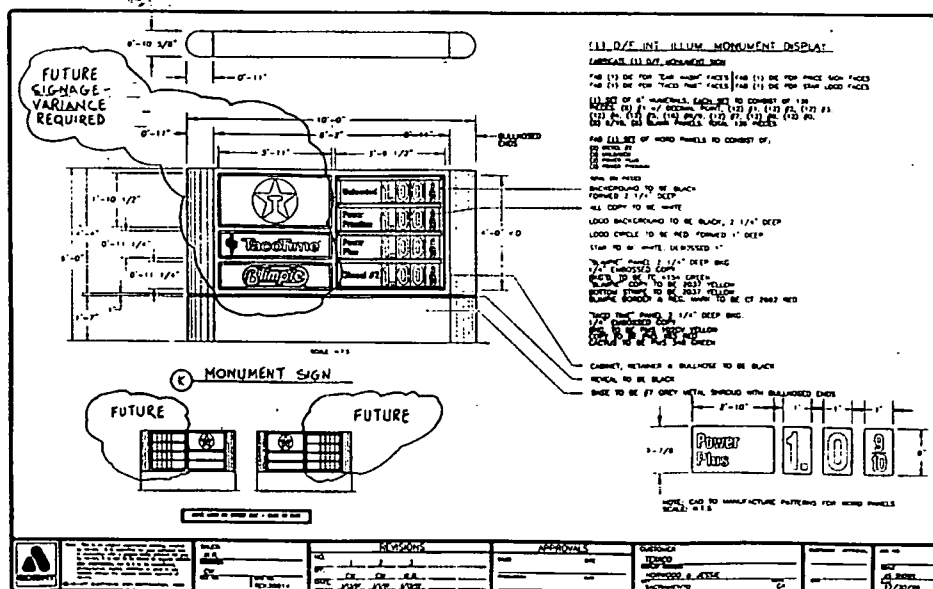
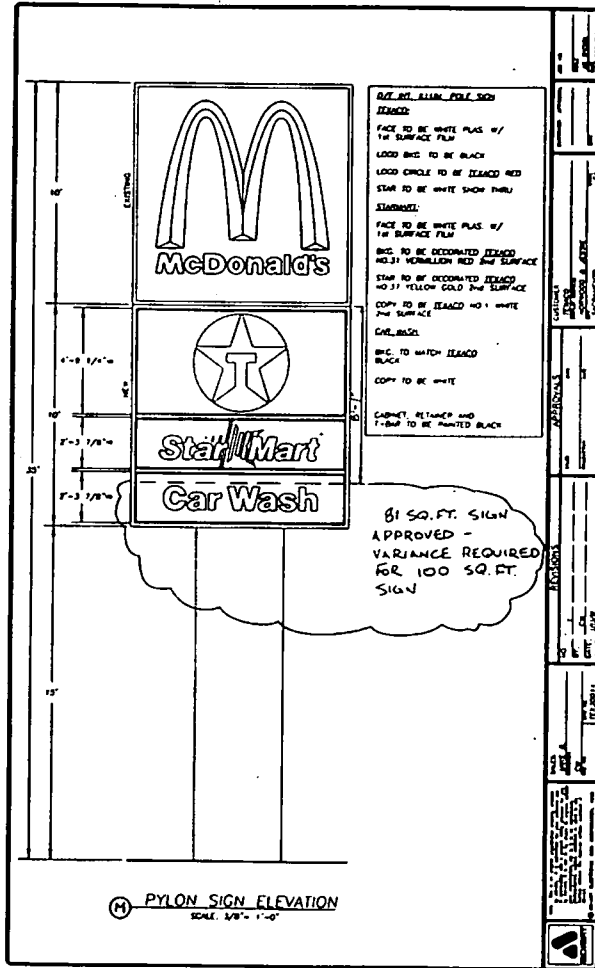
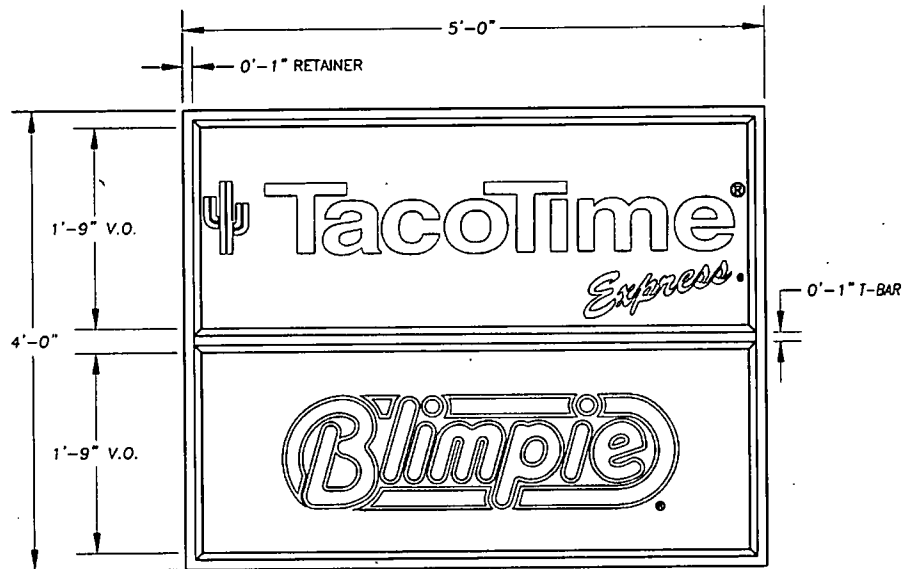


EXHIBIT C-3

SIGNAGE





(E) INT. ILLUM. WALL SIGN ELEVATION
SCALE: 1" = 1'-0"

REF. & INSTALL (1) S/F INTERIOR ILLUM. WALL SIGN

TACO TIME™ PANEL 2 1/4" DEEP BKG.
1/4" EMBOSSED COPY
BKG. TO BE PMS 102CV YELLOW
COPY TO BE PMS 485 RED
CACTUS TO BE PMS 348 GREEN

BLIMPIE™ PANEL 2 1/4" DEEP BKG.
1/4" EMBOSSED COPY
BLIMPIE™ COPY TO BE 2037 YELLOW
BOTTOM STRIPE TO BE 2037 YELLOW
BLIMPIE BOARDER & REGISTER MARK TO BE CT 2662 RED

CABINET, RETAINERS, & T-BAR TO BE BLACK

INT. ILLUM. TO BE H.O. FLUORESCENT LIGHTS



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SALES: MIKE R.
DESIGNER:
CW
DES. NO. GPU NO. TEX30014

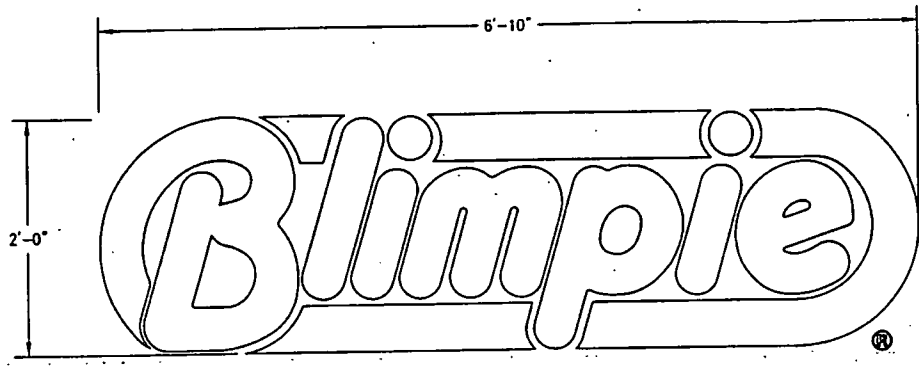
REVISIONS	
NO.	1 2
BY:	CW W.R.
DATE:	1/13/97 6/12/97

APPROVALS	
SALES	DATE
PRODUCTION	DATE

CUSTOMER
TEXACO
DISPLAY ADDRESS
NORWOOD & JESSIE
CITY SACRAMENTO STATE CA


CUSTOMER APPROVAL
DATE

JOB NO.
SCALE
AS SHOWN
DATE 12/30/96

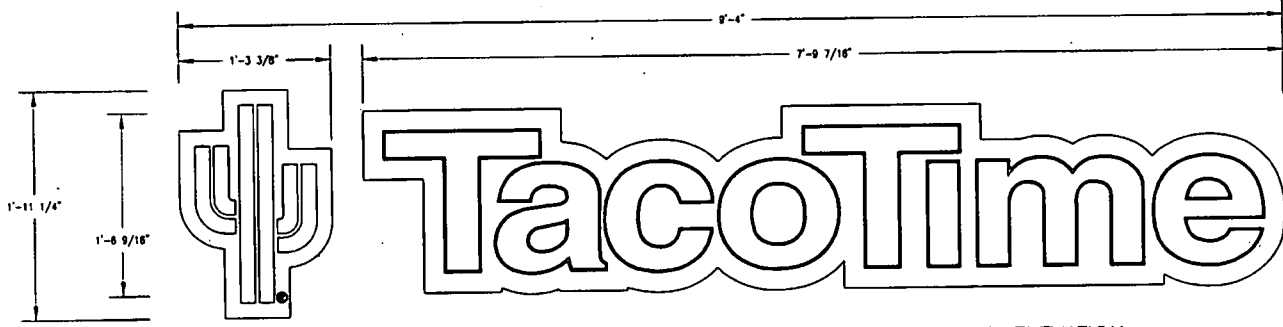


C LETTER ELEVATION
SCALE: 1"=1'-0"

MFR. & INSTALL (1) SET INT. ILLUM. CHANNEL LETTERS
 FACES TO BE 2030 YELLOW PLEXGLASS
 1" TRIMCAPS TO BE GOLD
 BOARDER FACES TO BE 2793 RED PLEX W/
 1" TRIMCAPS TO BE GOLD
 RETURNS TO BE PAINTED 365 GREEN

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	<p>AD-ART ELECTRONIC SIGN CORPORATION, 1996</p>					

Page 16
I+L+M+K

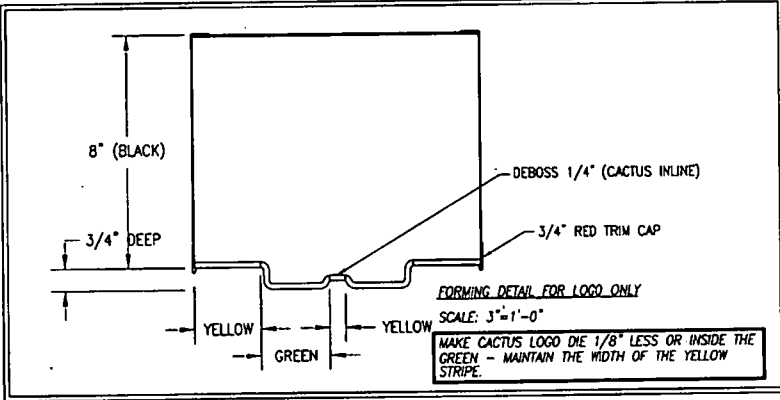
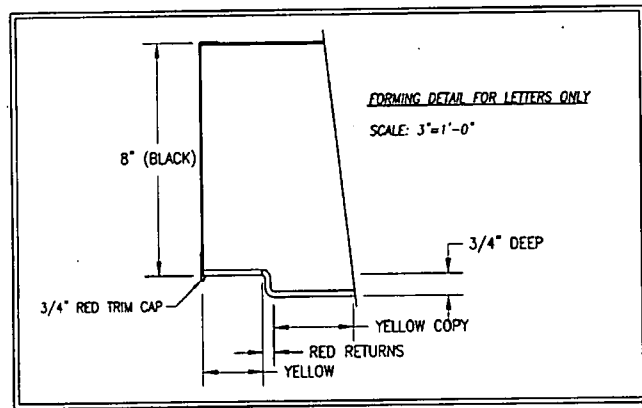


B LETTER ELEVATION
(12 SQ. FT.) SCALE: 1"=1'-0"

YELLOW BACKGROUND
RED COPY

LETTERS

CACTUS



2'-10" CLOUD SIGN
FACES TO BE FORMED, DECORATED SECOND SURFACE.

LETTERS:
BACKGROUND TO BE 102U YELLOW
LTRS. AND LTR RETURNS TO BE #31 VERMILLION RED.

CACTUS LOGO:
BACKGROUND TO BE 102U YELLOW
CACTUS AND REGISTRATION MARK TO BE GREEN
PMS #247. USE FILM (3M 3630-26).

3/4" TRIM CAP TO BE #31 VERMILLION RED (PMS 485).
RETURNS TO BE #31 VERMILLION RED (PMS 485).
USE DAYLIGHT LAMPS.



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DESIGNER: LEON GOUDINA
DES. NO. _____ CPU NO. _____
TE/00542

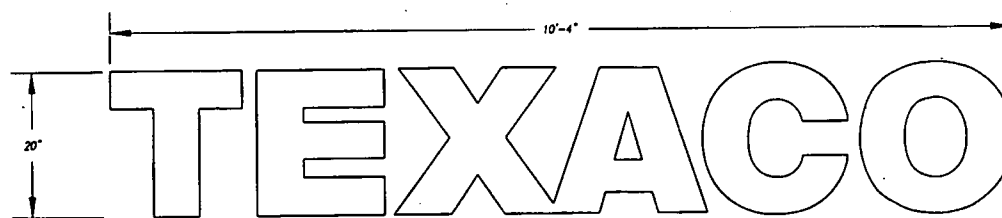
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NO.	_____
BY:	_____
DATE:	8/2/87

APPROVALS	
SALES	DATE _____
PRODUCTION	DATE _____

CUSTOMER
TEL. NO. _____
CITY: ADDRESS _____
JESSIE & HOPWOOD
CITY: _____ STATE: _____
SAN FRANCISCO CA.

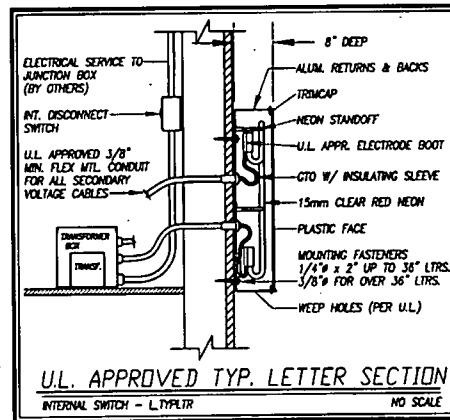
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DATE _____	SCALE _____
DATE _____	42 SHWA
DATE _____	DATE 8/8/87

Page 17
Item #6



LETTER ELEVATION

SCALE: 3/4"=1'-0"



M (1) SET OF INT. ILLUM. LETTERS (REMOTE TRANS FORMER TYPE CONSTRUCTION)
FACES TO BE 2793 RED PLEX
W/ BLACK TRIMCAP AND RETURNS
REMOTE TRANSFORMERS= (3) 7500/30

ELECTRICAL INFORMATION
CIRCUIT: 120V-60 Hz-15 AMP
Load: AMPS



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SALES: MIKE R.
DESIGNER:
CW
DES. NO. CPU NO. TEX30014

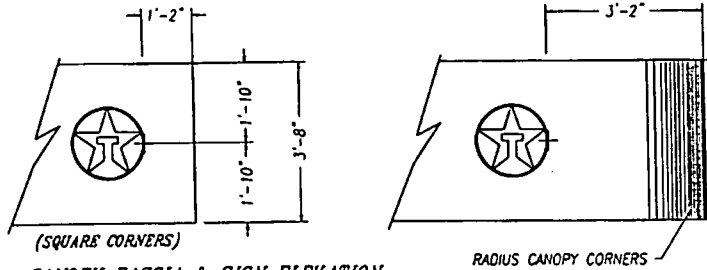
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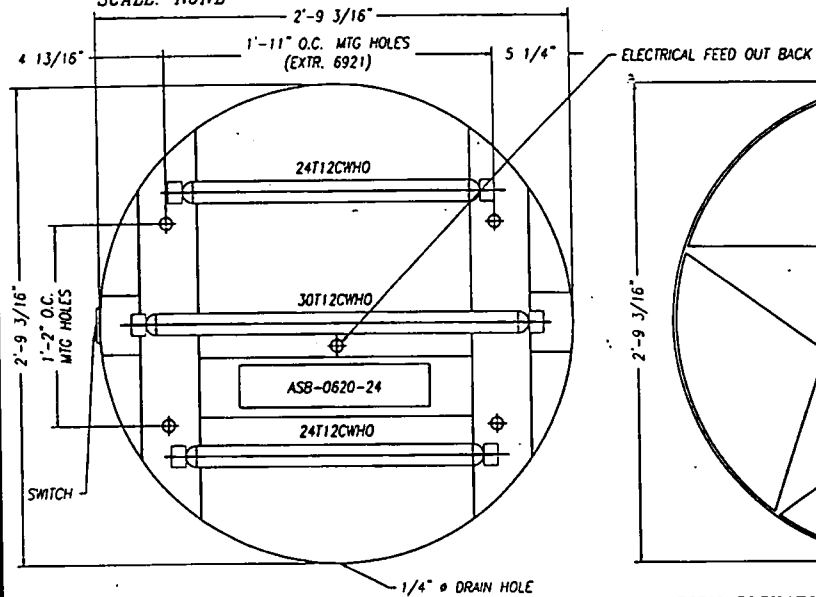
CUSTOMER
TEXACO
DISPLAY ADDRESS
NORWOOD & JESSIE
CITY SACRAMENTO STATE CA

CUSTOMER APPROVAL
DATE

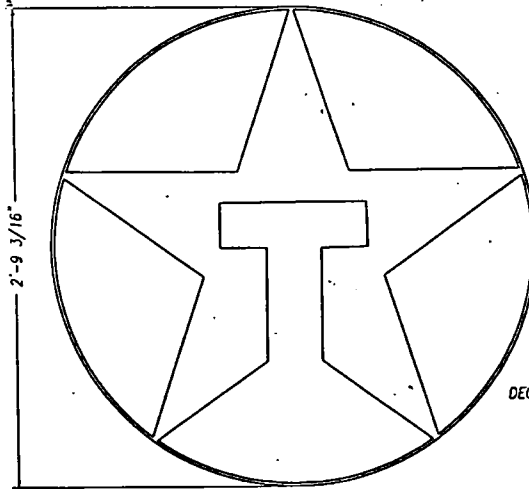
JOB NO.
SCALE AS SHOWN
DATE 12/30/96



J CANOPY FASCIA & SIGN ELEVATION
SCALE: NONE



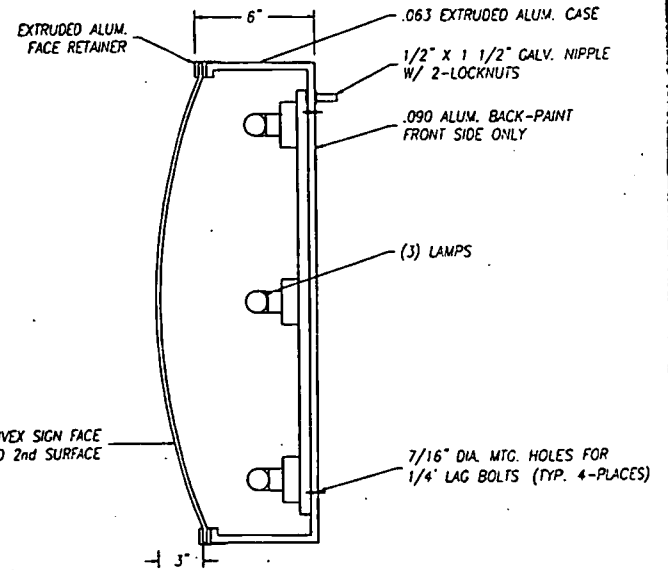
J CABINET ELEVATION
SCALE: 1 1/2" = 1'-0"



J SIGN ELEVATION
SCALE: 1 1/2" = 1'-0"

MFR. & INSTALL () S/F INTER. ILLUM. CONVEX LOGO SIGN
FACE TO BE CLEAR PLEX W/ 1" BLACK TRIM CAP.

FILM APPLIED BEFORE FORMING.
BACKGROUND TO BE "TEXACO" RED FILM 3630-33. VT- 5219
WHITE TRANSLUCENT FILM. VT- 1435
OVERLAP RED FILM 1/8".
CAB & RET PAINTED BLACK.



J END ELEVATION
SCALE: NONE



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SALES: _____
M.R. _____
RESPONSE: _____
DES: GES
DES. NO. _____
CPU NO. _____
TEX80092

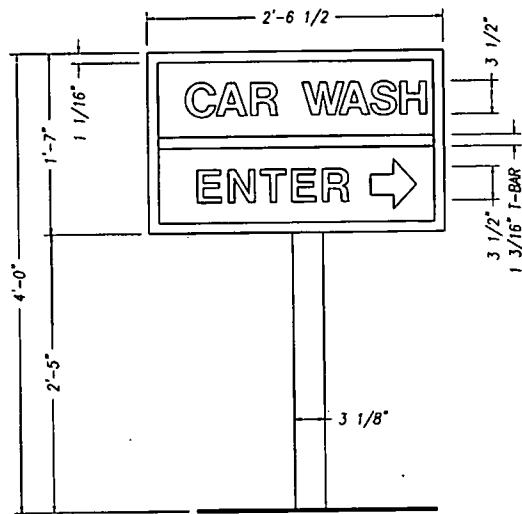
REVISIONS	
NO.	1
BY:	GES
DATE:	12-2-88

APPROVALS	
SALES	DATE
PRODUCTION	DATE

CUSTOMER
TEXACO
DISPLAY ADDRESS
CITY _____ STATE _____
CA


CUSTOMER APPROVAL
DATE _____

JOB NO.
SCALE
AS SHOWN
DATE
11-7-96



INT. ILLUM. DIRECTIONAL SIGNS
 FACE TO BE WHITE LEXAN W/ 1st SURF. FILM
 BACKGROUND TO MATCH TEXACO VERMILLION RED
 ARROW TO BE YELLOW W/ BLACK OUTLINE
 COPY TO BE SHOW-THRU WHITE W/ BLACK OUTLINE
 CABINETS, RETAINERS & POLES TO BE PAINTED BLACK
 T-BAR TO BE BLACK.

Ⓛ S/F INTERNALLY ILLUMINATED DIRECTIONAL SIGN
 SCALE: 1"=1'-0"

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		MIKE R. DESKTOP: CW DES NO. _____ ORJ NO. _____ TEX30014	NO. 1 2 BY: CW W.B. DATE: 1/13/87 6/11/87	SALES _____ DATE _____ PRODUCTION _____ DATE _____	TEXACO DISPLAY ADDRESS NORWOOD & JESSIE CITY _____ STATE _____ SACRAMENTO CA	_____ DATE _____	SCALE AS SHOWN DATE 12/30/96		