

CITY PLANNING COMMISSION

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

APPLICANT	Vitiello and Associates, Inc. 1931 H Street, Sacramento, CA 95814		
OWNER	Paul H. Snider, 5150 Madison Avenue, Sacramento, CA 95841		
PLANS BY	Vitiello & Associates & Heath Sign Company, 3225 Lacy St. Los Angeles, CA 90031		
FILING DATE	9-29-86	ENVIR. DET.	Cat Ex 15311(a) REPORT BY DH:tc
ASSESSOR'S-PCL. NO.	041-071-04		

APPLICATION: A. Plan Review Modification to allow a 30 foot high, 150 square foot double sided pole sign on 7.38+ developed acres in the General Commercial Review (C-2-R) zone.

LOCATION: 2401 Florin Road

PROPOSAL: The applicant is requesting the necessary entitlements to construct a pole sign where a monument sign was approved.

PROJECT INFORMATION:

1974 General Plan Designation: Commercial
 1984 Airport-Meadowview Community
 Plan Designation: Commercial
 Existing Zoning of Site: C-2 and C-2-R
 Existing Land Use of Site: New car sales room, lot and services under construction

Surrounding Land Use and Zoning:		Setbacks:	Required	Provided
North: Apartments & Single Family; R-3 & R-1	Front:	50'	85'	
South: Shopping Center; C-2	Side(Int):	5'	110'	
East: Vacant; R-2A	Side(St):	50'	186'	
West: Shopping Center; C-2	Rear:	0	510'	

Property Dimensions: 516 x 811 feet
Property Area: 7.38+ acres
Square Footage of Sign: 150 sq. ft., double sided
Height of Sign: 30 feet
Topography: Flat
Street Improvements: Existing
Utilities: Existing
Sign Face Dimensions: 8 ft. high x 18 1/2 ft. long
Sign Materials and Colors: White background, dark blue letters, light blue trim, dark bronze, plastic faces, aluminum frame and poles.

PROJECT BACKGROUND:

The City Council on January 14, 1986, approved a General Plan Amendment and Community Plan Amendment for 5.08 acres from Residential-Office to Commercial. The Council also approved a rezoning to General Commercial (C-2-R) for 5.08 acres. The Planning Commission previously approved a Plan Review for a 19,000 square foot auto sales dealership and lot line adjustment on December 5, 1986 (P85-452). As a condition of approval of the Plan Review, a monument sign no higher than 12 feet was allowed as a project identification sign. The applicant wishes to construct a 30 foot high pole sign along Florin Road.

PROJECT EVALUATION:

- A. Land Use and Zoning: The subject 7.38+ acre site has under construction a new car dealership. The site has two zoning classifications, General Commercial and General Commercial - Review (C-2 and C-2-R) zones. The 1984 Airport Meadowview Community Plan designates entire site for Commercial uses. Signs are allowed subject to compliance with the Sign Ordinance and Conditions of Plan Review. The subject site has a specific condition for approval for the car dealership which limits the type of detached signage. The requirement allows monument signs not exceeding 12 feet in height with review and approval of a uniform sign program by the Planning Director. A sign program was submitted which included a 30 foot high pole sign. The Director approved the attached building signs but not the pole sign based upon the original Plan Review Conditions.
- B. Staff, in November of 1985, reviewed signs for car dealerships both along Florin Road, in the City and County, and along Arden Way and Fulton Avenue. Staff found that most older car dealerships had pole signs. Staff also found that newer car dealerships on Arden Way in the County had monument signs. County Planning staff indicated that the restriction of freestanding signs on major streets to monument types is pursuant to area wide efforts to improve the appearance on their thoroughfares. City Planning staff has also previously recommended and the Commission approved monument signs for commercial establishments in lieu of pole signs. The Burger King on Mack Road and Tangerine Avenue has a monument sign. Several establishments along Mack Road and Florin Road have monument signs which were recently constructed. Staff does not support with the applicants request for a pole sign. The pole sign will negatively affect the Airport-Meadowview Community and contradict efforts to improve the shopping centers located on the south side of Florin Road. These centers were placed in a special planning area targeted for improvement. The use of a well designed monument sign placed on the landscape setback area will be an aesthetic and attractive element to the Florin Road streetscape. It will also establish precedent for well designed, low profile signs along Florin Road when future development occurs on vacant parcels to the east. Staff, therefore, recommends denial of the Plan Review Modification.

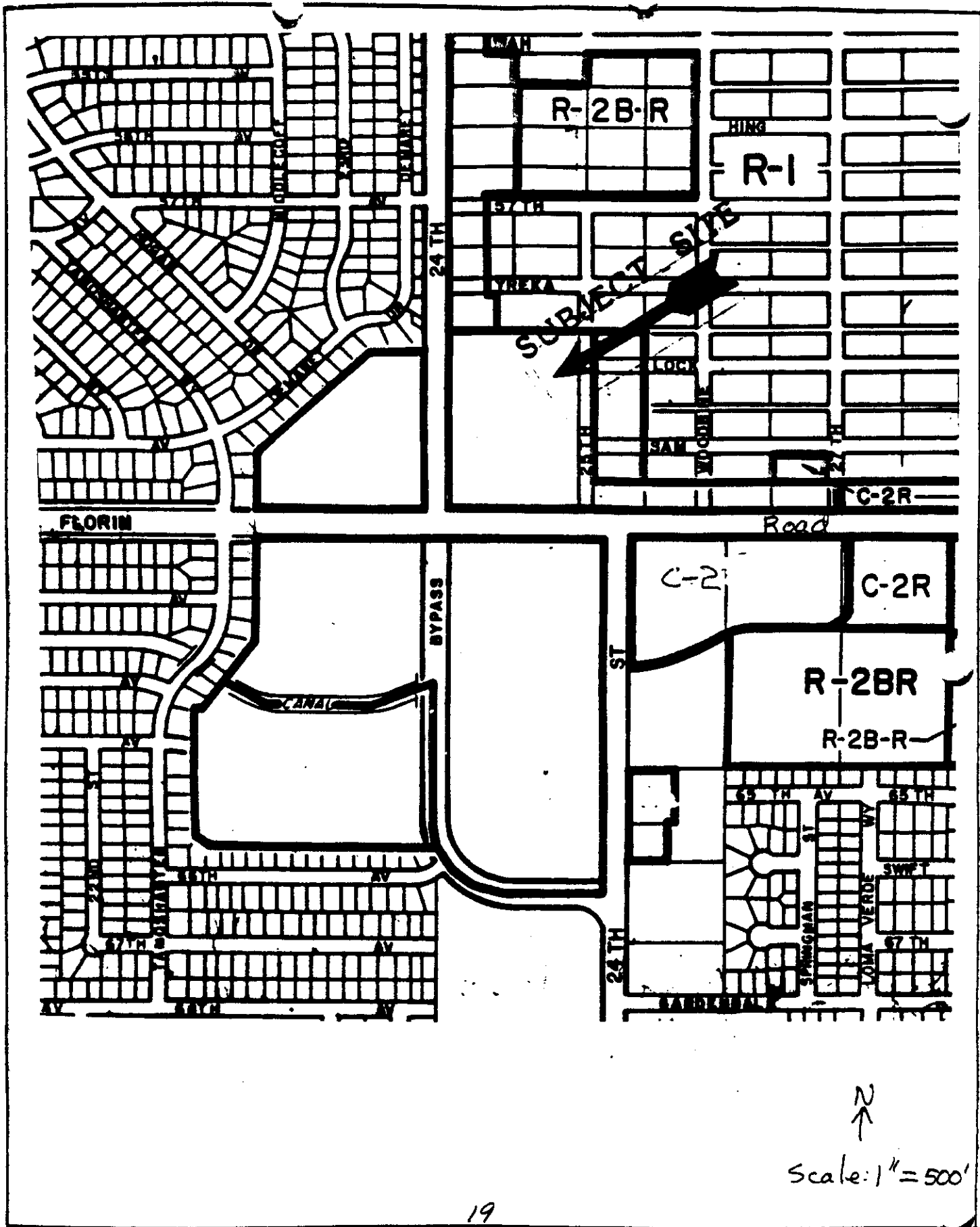
ENVIRONMENTAL DETERMINATION: The proposed project is exempt from environmental review pursuant to State EIR Guidelines (CEQA, Section 15311(a)).

RECOMMENDATION: Staff recommends denial of the Plan Review Modification based upon the following findings of fact.

Findings of Fact - Denial

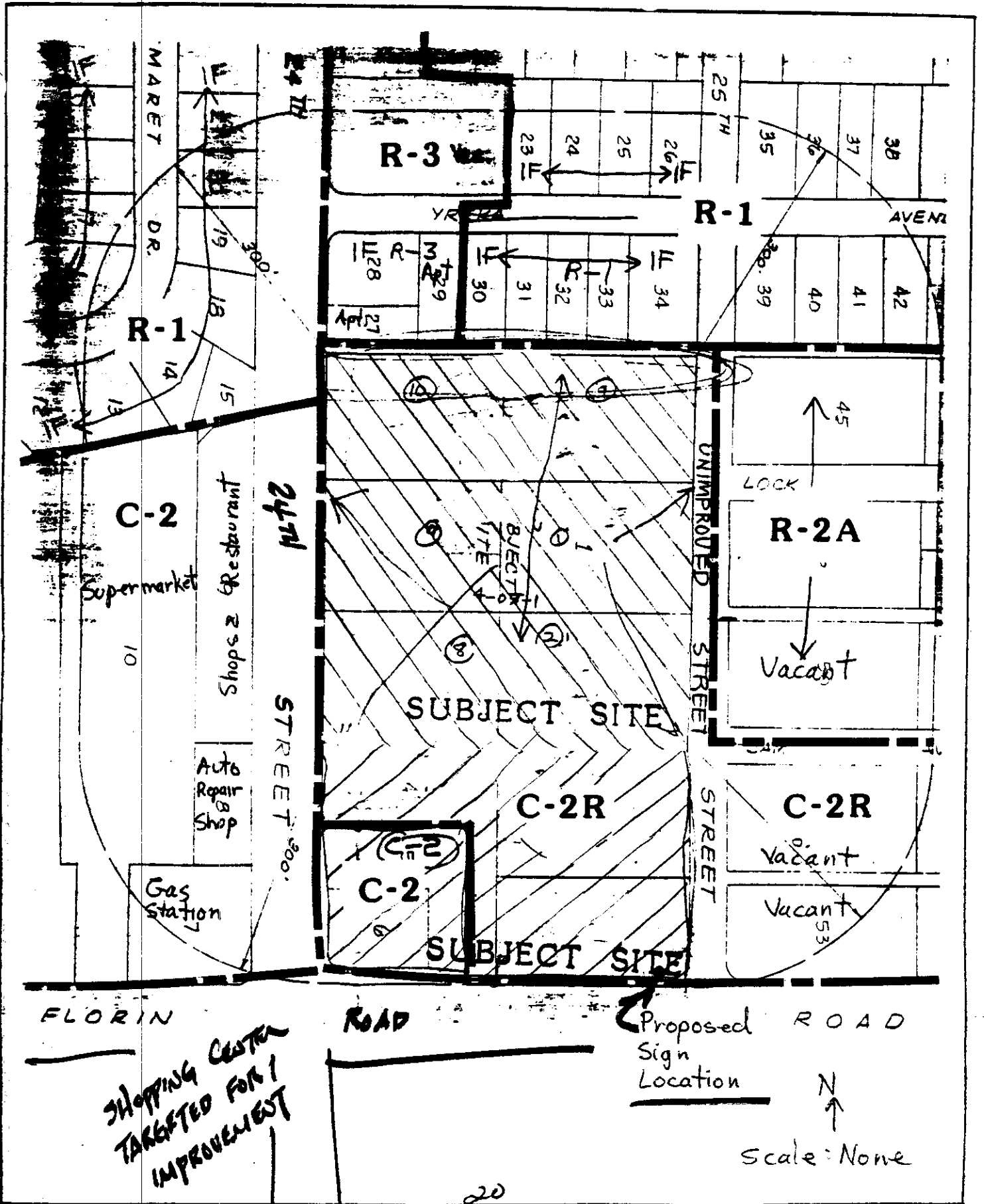
1. The proposed project is not based upon sound principles of land use in that:
 - a. The addition of a pole sign will detract and negatively affect the intersection of 24th Avenue and Florin Road, key focal point in the Airport-Meadowview Community Plan Area.
 - b. A monument type sign will provide for project identification sign for the auto dealerships.

- c. Allowing a pole sign on the north side of Florin Road may establish a precedent for future commercial uses to be located on the vacant lands located to the east of the subject site.
2. The project will be detrimental to the public health, safety or welfare in that the aesthetic impact of a pole sign will mar the streetscape whereas a monument sign will enhance the aesthetic appearance of Florin Road.
3. The project will not be consistent with the 1984 Airport - Meadowview Community Plan to develop positive commercial strips reflecting high design and maximum quality.

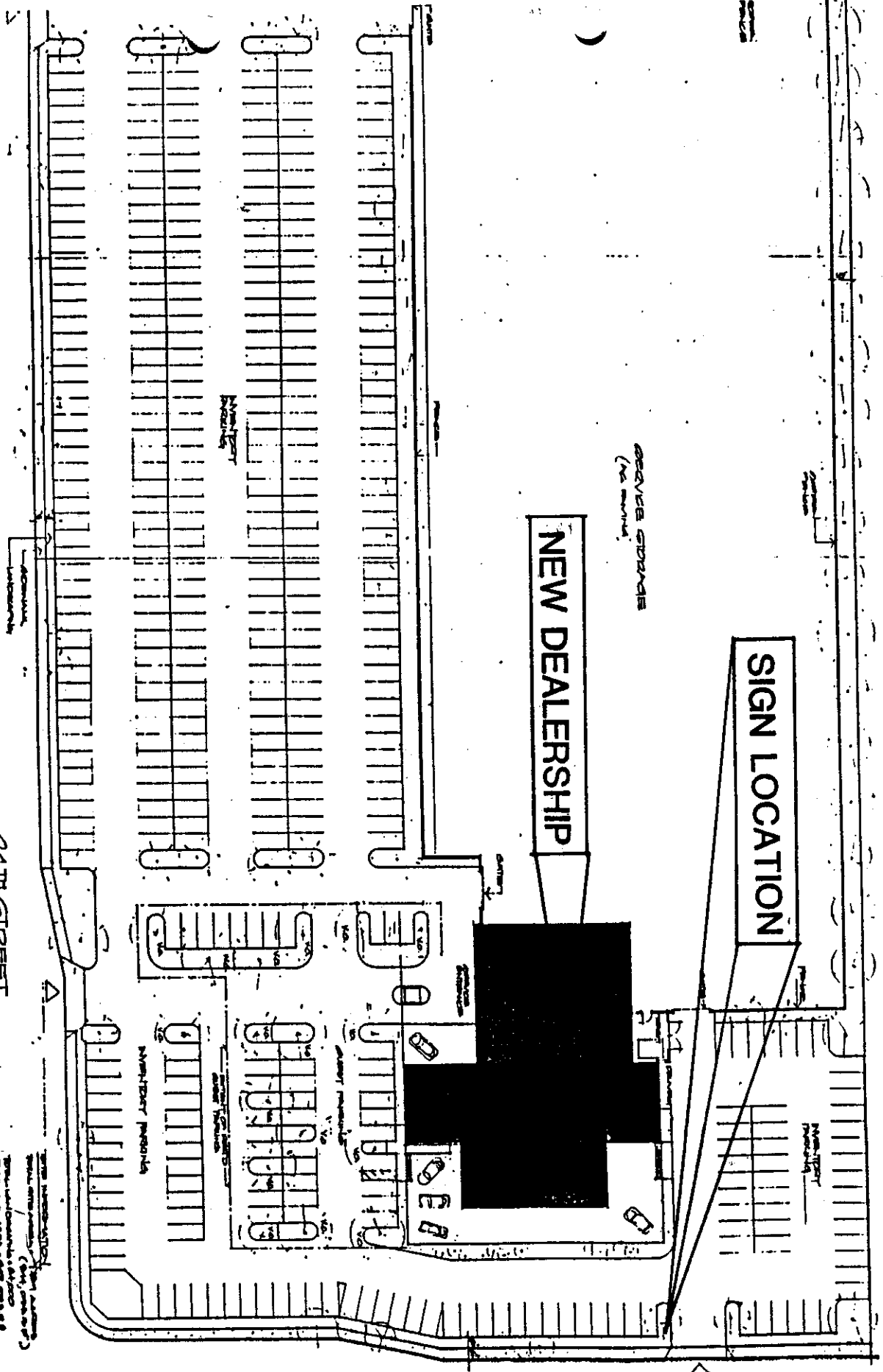


19

VICINITY MAP



LAND USE & ZONING MAP



NEW DEALERSHIP

SIGN LOCATION

SERVER STORAGE
(see manual)

24TH STREET

FLORIN ROAD

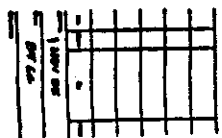
October 23, 1986



North

Not to Scale

P-86-381



[Handwritten signature]

13'-5"

HYUNDAI

Dealers Name



8'-4"

30'-0" TO TOP.

D/F POLE SIGN - SIGN 'A'
SCALE = 3/16" = 1'-0" HP-150

SIG
MA
D
W
E
R
C
A

