

P99-138 - California Bank and Trust - Sign Variance

- REQUEST:
- A. **Environmental Determination:** Exempt 15301;
 - B. **Variance** to exceed the maximum allowable square footage of signage on an existing commercial building in the Office Building (OB-R-EA3) Review, Airport Overlay zone.

LOCATION: 7201 South Land Park Drive
APN: 031-0121-003
Pocket Community Plan Area
Council District 4

APPLICANT:	Gary Yuke, Pacific Neon Company, 916-927-0527 PO BOX 15100 Sacramento, CA 95815
OWNER:	Tosh G. Yamamoto 7201 S. Land Park Drive Sacramento, CA 95831
APPLICATION FILED:	November 12, 1999
APPLICATION COMPLETED:	January 20, 2000
STAFF CONTACT:	Brad Shirhall, 916-264-7483

SUMMARY: The applicant is requesting a Variance to increase the maximum allowed sign area on a parcel containing a commercial/office building from 16 square feet to 89 square feet. The basic issues relate to aesthetics and justification for additional signage.

RECOMMENDATION: Staff recommends approval of the project, as conditioned. The proposed signage would be consistent in size with other banks in the area, and appropriately scaled and designed for the existing building.

PROJECT INFORMATION:

General Plan Designation:	Community/Neighborhood Commercial & Offices
Community Plan Designation:	Commercial/Shopping
Existing Land Use of Site:	Bank and Law Offices
Existing Zoning of Site:	Office Building (OB-R-EA2) zone

Surrounding Land Use and Zoning:

North: Gas Station & Shopping Center; General Commercial - Airport Overlay (C-2-EA2) zone
 South: Office Building; General Commercial - Airport Overlay (C-2-EA2) zone
 East: use; zone
 West: Medical Office; zone

Property Dimensions:	Irregular
Property Area:	1.38± gross acres
Square Footage of Building:	7,600 square feet
Height of Building:	30 feet, 2 stories
Exterior Building Materials:	Stucco
Roof Material:	Tile
Hours of Operation:	8:00 a.m. to 5:00 p.m.
Topography:	Flat
Street Improvements:	Existing
Utilities:	Existing
Number of Existing Signs:	2
Total Area of Existing Signs:	22 square feet (approx.)
Number of Existing & Proposed Signs:	4
Total Area of Existing & Proposed Signs:	89 square feet (approx.)

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:

<u>Permit</u>	<u>Agency</u>
Sign Permit	Planning and Building

BACKGROUND INFORMATION: A review of the entitlement history for the project site revealed no activity. The building has been used as a bank since 1975 and has also housed offices for a law firm. The previous bank's signage was in full compliance with the requirements of the sign ordinance

STAFF EVALUATION: Staff has the following comments:

A. Sign Ordinance Requirements

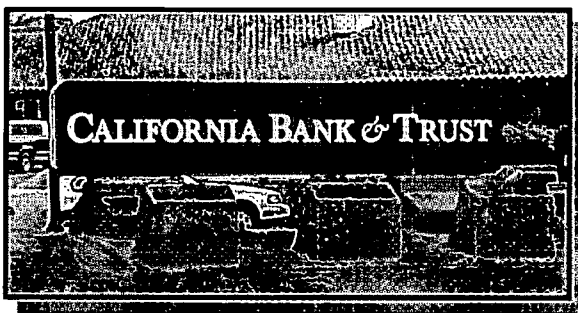
1. Signage

Area and Number

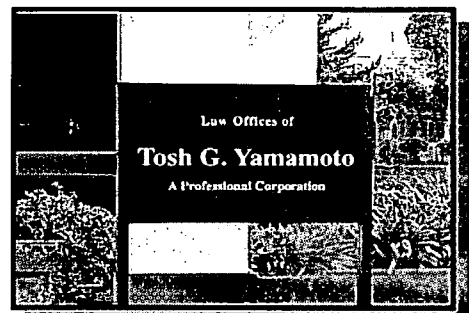
The General Requirements of the City Sign Ordinance (Chapter 3.05) specify that the maximum number and square footage of signs allowed in any zone is permitted for each street frontage. However the number or area of signs is not transferable from one frontage to another.

Section 3.04.063 of the Sign Ordinance specifies the total square feet of signs allowed in the Office Building (OB) zone. The Ordinance limits total signage, including detached and attached signs, to 16 square feet. On corner properties with two street frontages (such as the project site) the maximum square footage of signs is permitted for each street frontage, so the property would be allowed a total of 32 square feet of signage.

The applicant originally proposed four new signs (two attached signs per street frontage) with a combined total of 162± square feet, not including signage already existing on the property. The existing monument sign located at the corner of the site (See Exhibit 1A for location) is approximately 16 square feet. The existing free standing sign next to the building is approximately 6 square feet.



Existing Monument Sign



Existing Free Standing Sign

The total sign area would have been approximately 184 square feet; 152 feet more than the 32 feet allowed by the Sign Ordinance. The applicant justified the request by indicating that banks, being a commercial use, require additional signage for business survival.

In early March staff conducted a survey of other banks in the project's vicinity along Florin Road in order to evaluate the applicant's request. The banks surveyed displayed significantly less signage than the applicant's proposal. The results of the survey are presented in Table 1 below.

Table 1.

Bank	Location	Attached 1 Sq.Ft.	Attached 2 Sq.Ft.	Detached Sq.Ft.	Total Sq.Ft.
Golden One	1330 Florin Rd.	99	None	8	107
Washington Mutual	1331 Florin Rd.	22	None	84	106
Wells Fargo	Florin Rd. @ Bel Air Market	30	None	None	30
US Bank	950 Florin Rd.	5	None	24	29
B of A	940 Florin Rd.	15	None	24	39
Cal Fed	Greenhaven Dr.	23	23	45	91

Based upon this survey, the average sign area is approximately 67 square feet. The applicant agreed to limit the total area of all the new signs to 67 square feet (the actual total new sign area will be about 65 square feet), and limit the number of new signs to one attached sign per street frontage. The applicant requested that the measurement of the sign area be limited to the actual text rather than the entire cabinet. Staff believes this is a reasonable way to measure these particular signs because the applicant plans to texture and paint the sign cabinets to match the building's stucco. This 67 square feet, when added to the existing monument sign and the law office sign, will give a total of 89 square feet.

Sign Design

The proposed signs would be a cabinet design with blue "push-through" letters and logo on a solid aluminum face (Exhibit 1E). The cabinet and face of the sign would be textured and painted to match the stucco of the building. The signs would be internally illuminated. At night, only the copy would be illuminated since the aluminum cabinet and face would be entirely opaque. The area of each sign (measured by placing an invisible box around each line of text or logo) would be approximately 32½ square feet.

Sign Location

As shown on Exhibits 1C and 1D a sign would be placed on the north and west walls of the existing building. Each sign would be placed on a wall with street frontage.

Staff supports the requested Variance. As indicated, the number of signs and amount of sign area has been reduced and is now consistent with the area of signs found at nearby banks. The design of the signs, which would allow them to blend into the building, tends to minimize the visual impact of the additional signage.

PROJECT REVIEW PROCESS:A. Environmental Determination

The proposed project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15301).

B. Public/Neighborhood/Business Association Comments

Staff requested comments the Z'Berg Park Neighborhood Association and the South Land Neighborhood Association. Neither association responded with comments.

C. Summary of Agency Comments

The project has been reviewed by several City Departments and other agencies. None of the departments had any comments

PROJECT APPROVAL PROCESS: Of the entitlements below, Planning Commission has the authority to approve or deny A and B. The Planning Commission action may be appealed to the City Council. The appeal must occur within 10 days of the Planning Commission action.

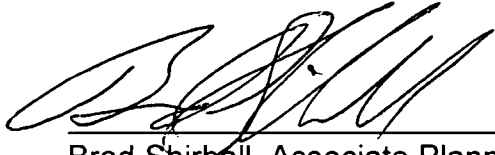
RECOMMENDATION: Staff recommends the Planning Commission take the following actions:

- A. Adopt the attached Notice of Decision and Findings of Fact which finds that the project is Exempt pursuant to CEQA Section 15301.

- B. Adopt the attached Notice of Decision and Findings of Fact approving the Variance to exceed the maximum allowable square footage of signage on an existing commercial building in the Office Building (OB-R-EA3) Review, Airport Overlay zone.

Report Prepared By,

Report Reviewed By,



Brad Shirhall, Associate Planner



Barbara Wendt, Senior Planner

Attachments

- | | |
|--------------|---------------------------------------|
| Attachment 1 | Notice of Decision & Findings of Fact |
| Exhibit 1A | Site Plan |
| Exhibit 1B | Schematic Site Plan |
| Exhibit 1C | North Elevation |
| Exhibit 1D | West Elevation |
| Exhibit 1E | Sign Detail |
| Attachment 2 | Vicinity Map |
| Attachment 3 | Land Use & Zoning Map |

**NOTICE OF DECISION AND FINDINGS OF FACT FOR
CALIFORNIA BANK AND TRUST - SIGN VARIANCE, LOCATED AT 7201 SOUTH
LAND PARK DRIVE SACRAMENTO, CALIFORNIA IN THE
OFFICE BUILDING (OB-R-EA2) REVIEW, AIRPORT OVERLAY ZONE. (P99-138)**

At the regular meeting of June 8, 2000, 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 actions for the location listed above:

- A. Environmental Determination:** Exempt (CEQA Section 15301);

- B. Approved the Variance** to exceed the maximum allowable square footage of signage on an existing commercial building in the Office Building (OB-R-EA3) Review, Airport Overlay zone.

These actions were made based upon the following findings of fact and subject to the following conditions:

FINDINGS OF FACT

- A. Categorical Exemption: The City Planning Commission finds and determines that the proposed project is exempt from environmental review pursuant to Section 15301 of the CEQA Guidelines.

- B. The Variance to exceed the maximum allowable square footage of signage on an existing commercial building in the Office Building (OB) zone is hereby approved based on the following findings of fact:
 - 1. Exceptional or extraordinary circumstances or conditions apply to the case referred to in the application which do not apply generally in the same district and the enforcement of the regulations of this chapter would have an unduly harsh result upon the utilization of the subject property.

 - 2. The Variance will not result in a special privilege to one individual property owner and the circumstances are such that the Variance would be appropriate for any property owner facing similar circumstances.

 - 3. The requested Variance will not materially and adversely affect the health and safety of persons residing or working in the neighborhood, and will not be materially detrimental to the public welfare or injurious to property and improvements in the neighborhood.

CONDITIONS OF APPROVAL

- B. The Variance to exceed the maximum allowable square footage of signage on an existing commercial building in the Office Building (OB-R-EA3) Review, Airport Overlay zone is hereby approved subject to the following conditions:
- B1. Applicant shall obtain all necessary building and sign permits prior to commencing construction.
 - B2. Any modification to the project shall be subject to review and approval by Planning Department staff prior to the issuance of building permits.
 - B3. Any change of land use from a bank, shall require removal of the two approved signs from the structure, or the granting of a new sign Variance.
 - B4. Total sign area, in aggregate, for the two approved attached signs shall not exceed 67 square feet as measured by tracing a rectangle around each line of copy or logo and combining each subtotal.
 - B5. Sign cabinets containing all electrical hardware and surrounding all sign copy shall be coated in a stucco-like material to match the texture and color of the existing building.
 - B6. Applicant, or any other occupant, owner, or operator of this building shall be prohibited from hanging any banners from or on the exterior of the building or any other structure or plant material, or from any structure inside the building in such a manner so as to make the banner or sign visible from the outside, through a window.

CHAIRPERSON

ATTEST:

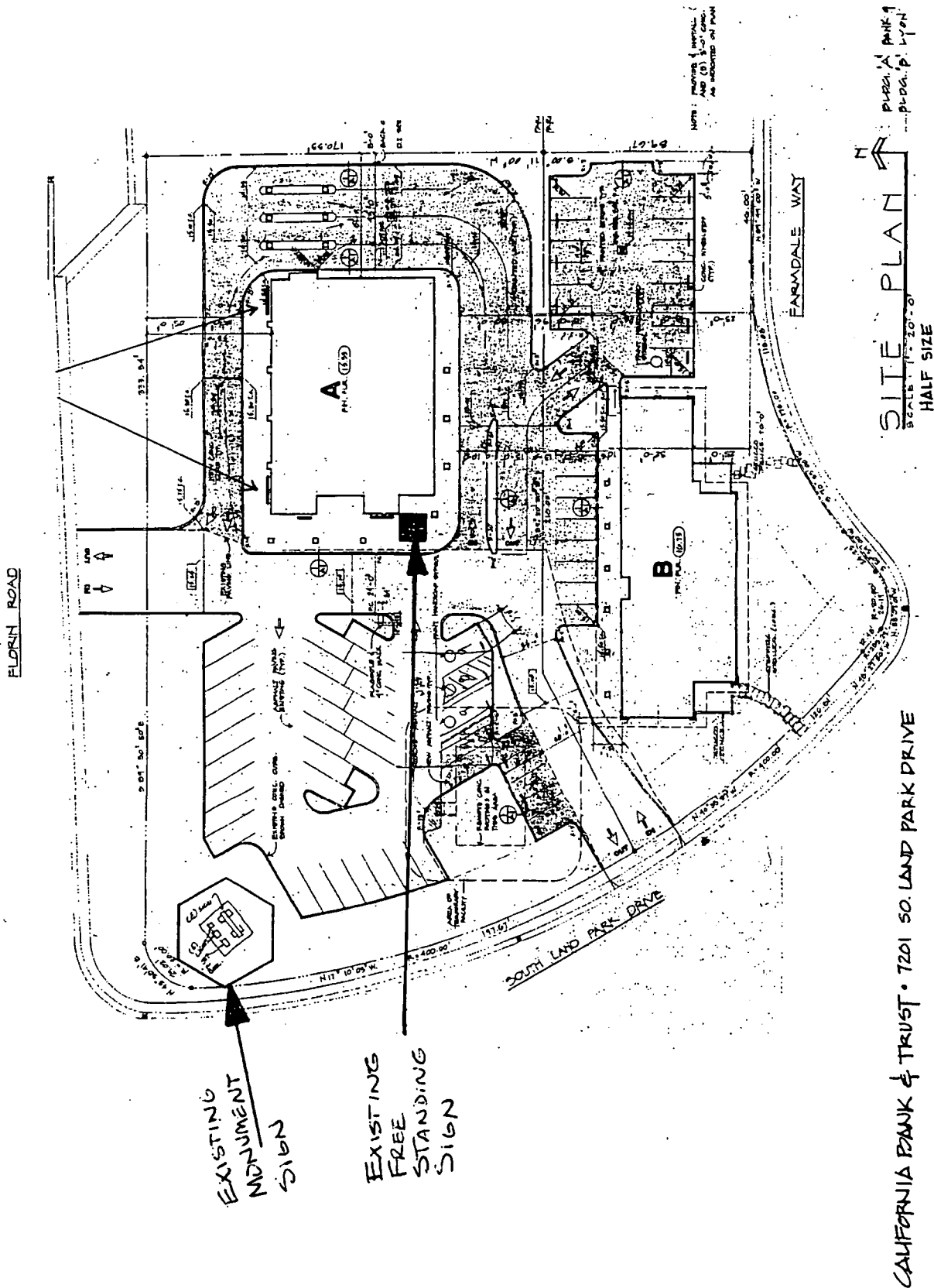
SECRETARY TO CITY PLANNING COMMISSION

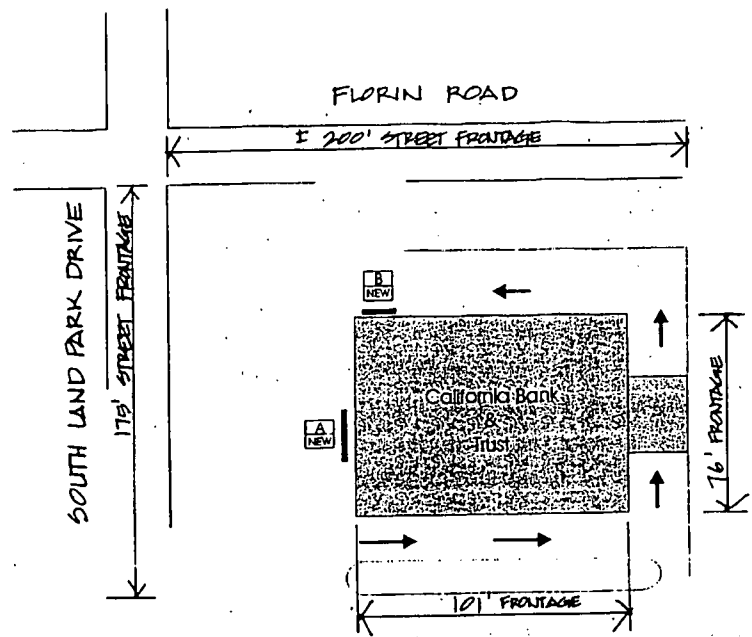
DATE (P99-138)

Exhibit 1A Site Plan
Exhibit 1B Schematic Site Plan

- Exhibit 1C North Elevation
- Exhibit 1D West Elevation
- Exhibit 1E Sign Detail

Exhibit 1A - Site Plan





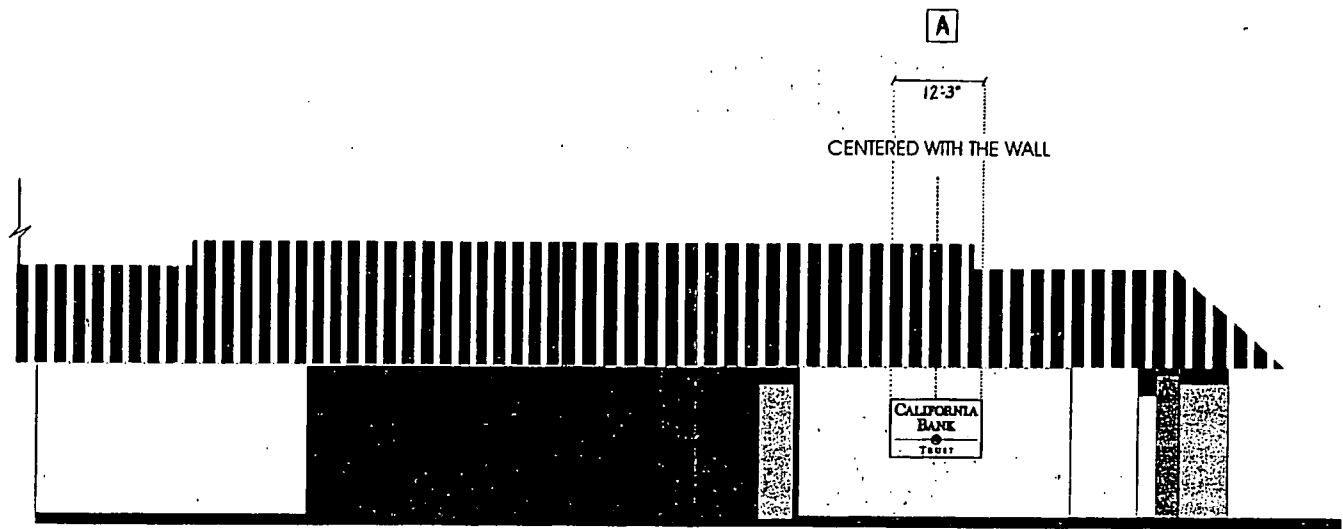
LEGEND	
NA	= NO ACTION
NEW	= NEW PRODUCT
RB	= REFURBISH
RC	= REMOVE CABINET
RF	= REFACE
RO	= REMOVE ONLY (Patch and paint)
RP	= REPAINT
RR	= REMOVE & REPLACE
RS	= REMOVE - SAVE SIGN
RSL	= REMOVE - SAVE LOGO
	INDICATES SIGN



P99-138
REVISED
4-18-00

Exhibit 1B - Schematic Site Plan

DATE 4/14/99	PROJECT NAME California Bank & Trust	SALESPERSON FSH	No.	DATE	REVISION	<p>ADIMPACT</p> <p>Corporate Signage • Management • Manufacturing • Maintenance</p> <p>2721 East Coast Highway Suite 205 Corona del Mar, CA 92625 (949) 723-0187 FAX (949) 723-1376</p>
SCALE Shown	ADDRESS 7201 South Land Park Dr.	CLIENT APPROVAL	1	3/29/99	Remove A.C.E. per City	
DRAWN BY FD	CITY/STATE Sacramento CA	PROPERTY OWNER APPROVAL	2	5/3/99	Remove D.E. per Customer	
			3	8/24/99	Add sign G, relocate logo on sign A, per Customer	
			4	9/23/99	Added Marimum Sign	
			5	9/24/99	CHANGED TO PUSH DRIVE	



PARTIAL NORTH ELEVATION
1/8" = 1'-0"

P99-138
REVISED
4-18-00

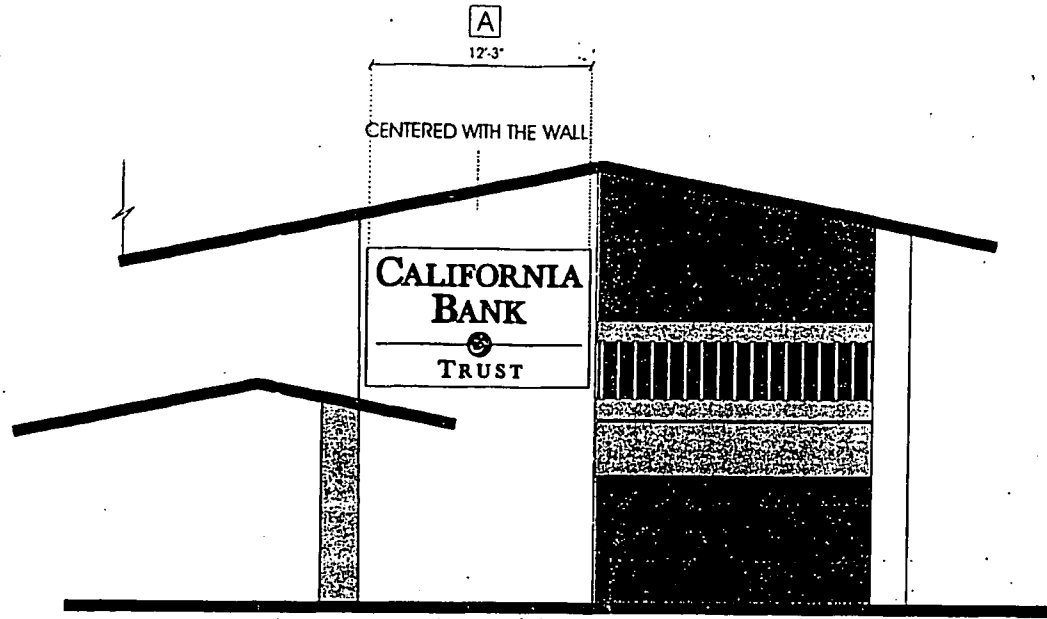
DATE	PROJECT NAME	SALESPERSON	NO	DATE	REVISION
4/14/99	California Bank & Trust	FSH	1	3/29/99	Remove A.C.E. per City
SCALE Shown	ADDRESS 7201 South Land Park Dr	CLIENT APPROVAL	2	5/3/99	Remove O.E. per Customer
			3	8/24/99	Add sign G. welcome sign on sign A. per Customer
DRAWN BY FD	CITY/STATE Sacramento CA	PROPERTY OWNER APPROVAL	4	9-23-99	Added Monum. Sign
			5	9-24-99	CHANGED TO PLSH-S&U

ADIMPACT

Corporate Signage • Management • Manufacturing • Maintenance

2721 East Coast Highway
Suite 205
Corona del Mar, CA 92625

(949) 723-0187
FAX (949) 723-1376



PARTIAL WEST ELEVATION
3/16" = 1'-0"

P99-138
REVISED
4-18-00

Exhibit 1D - West Elevation

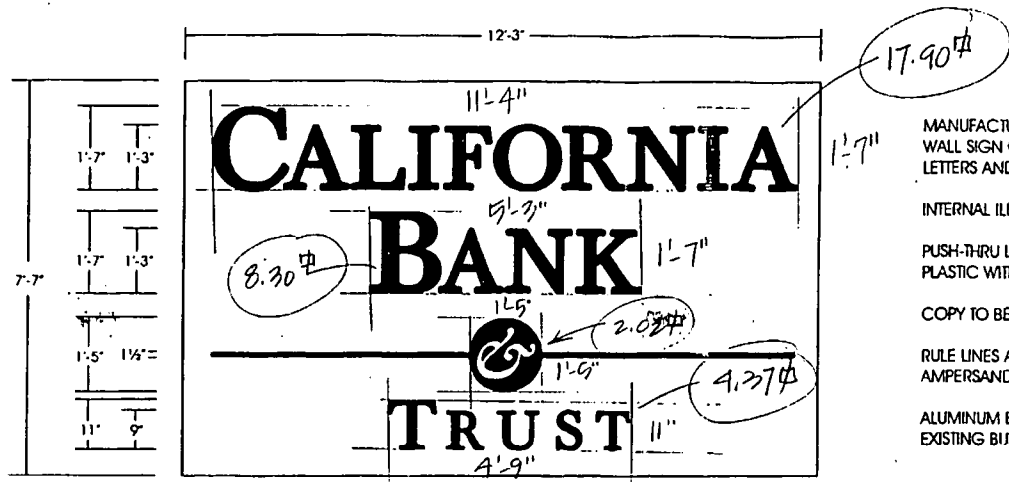
DATE	PROJECT NAME	SALESPERSON	No.	DATE	REVISION
4/14/99	California Bank & Trust	FSH	1	3/20/99	Remove A.C.E. per city
SCALE	ADDRESS	CUSTOMER APPROVAL	2	5/3/99	Remove O.E. per Customer
Shown	7201 South Land Park Dr.		3	8/24/99	Add sign to account kept on sign, per Customer
DRAWN BY	CITY/STATE	PROPERTY OWNER APPROVAL	4	9-23-99	Added Material Sign
FD	Sacramento CA		5	9-24-99	CHANGED TO FISHBOWL

ADIMPACT

Corporate Signage • Management • Manufacturing • Maintenance

2721 East Coast Highway
Suite 205
Corona del Mar, CA 92625

(949) 723-0187
FAX (949) 723-1376



MANUFACTURE AND INSTALL ONE (1) ILLUMINATED SINGLE FACE WALL SIGN CABINET WITH ALUMINUM BACKGROUND AND PUSH-THRU LETTERS AND LOGO

INTERNAL ILLUMINATION TO BE VIA 800 ma FLUORESCENT LAMPS

PUSH-THRU LETTERS AND LOGO TO BE 1/2" THICK CLEAR ACRYLIC PLASTIC WITH VINYL GRAPHICS APPLIED TO FIRST SURFACE.

COPY TO BE "EUROPEAN BLUE" VINYL # 3630-137

RULE LINES AND DOT TO BE RED VINYL # 3630-33
AMPERSAND TO BE WHITE VINYL

ALUMINUM BACKGROUND AND RETURNS TO BE PAINTED TO MATCH EXISTING BUILDING
KELLY MOORE #1240 FROST
FLAT ACRYLIC ACRY SHIELD
SUEDE TEXTURE FINISH

A NEW ILLUMINATED WALL SIGN CABINET WITH PUSH-THRU COPY AND LOGO
ONE (1) REQUIRED 1/2" = 1'-0"

P99-138
REVISED
4-18-00

Exhibit 1E - Sign Detail

DATE	PROJECT NAME	SALESPERSON	No.	DATE	REVISION
4/14/99	California Bank & Trust	FSH	1	3/29/99	Remove A.C.E. per City
	ADDRESS	CLIENT APPROVAL	2	5/3/99	Remove D.E. per Customer
	7201 South Land Park Dr.		3	8/24/99	Add sign to outdoor sign or SFLA per Customer
	CITY/STATE	PROPERTY OWNER APPROVAL	4	9-23-00	Added Monruls Sign
	FD Sacramento CA		5	9-24-00	CHANGED TO FL2418-62

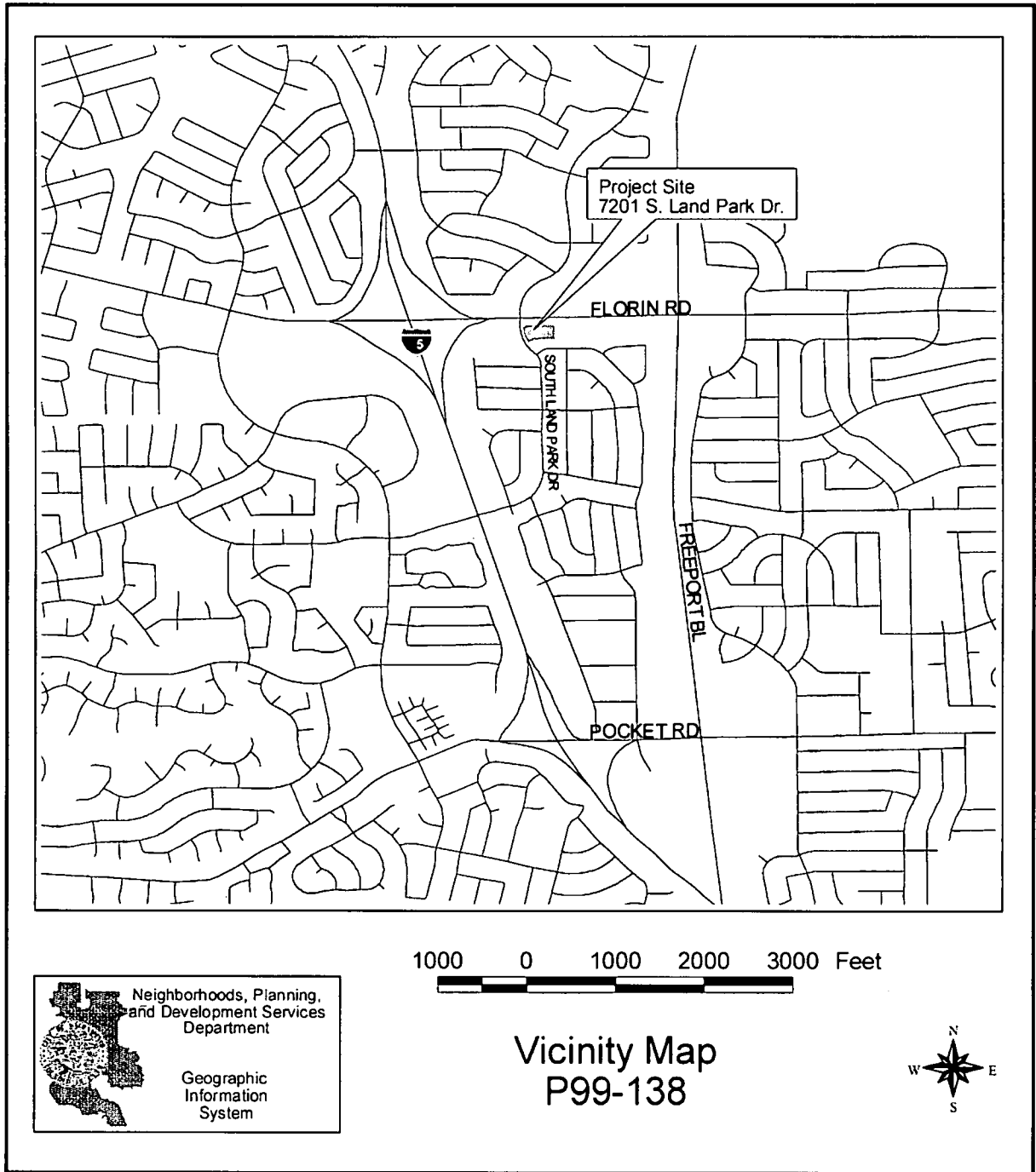
ADIMPACT

Corporate Signage • Management • Manufacturing • Maintenance

2721 East Coast Highway
Suite 205
Corona del Mar, CA 92625

(949) 723-0187
FAX (949) 723-1376

Attachment 2



Attachment 3

