

P96-062 - Q.S.R. SIGNAGE FOR NORWOOD/JESSIE TEXACO STATION

REQUEST: Variance to locate three additional attached signs on a proposed convenience store in the General Commercial Review (C-2R) zone.

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

APPLICANT:	Lial Enterprises (Mark Perlberger) 2100 Northrop Avenue, Suite 500, Sacramento, CA 95825 (916) 922-0499
OWNER:	Larry Engwall & Wayne Oliver 531 N. Linwood Avenue, Santa Ana, CA 92701
PLANS BY:	Lex Coffroth & Associates
APPLIC. FILED:	6/14/96; Revised 10-01-96
STAFF CONTACT:	Taiwo Jaiyeoba, 264-8287

SUMMARY: Lial Enterprises, Inc. has requested the above entitlements on behalf of Larry Engwall & Wayne Oliver. The proposed signage request is to place three additional attached type signs on a proposed convenience store 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 allowance of three additional 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. 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-1R

Surrounding Land Use and Zoning:

North: McDonald's Restaurant; C-2
 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:

<u>Permit</u>	<u>Agency</u>
Sign Permit	Planning & Development Department, (Development Services Division)

BACKGROUND INFORMATION:

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 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.

This proposal consists of 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 sq. ft. convenience store building in the C-1R zone. The objective is to sufficiently identify the activities inside the convenience store.

STAFF EVALUATION: Staff has the following comments:

A. Staff Analysis

1. Zoning Ordinance Requirements

Limited Commercial C-1) Zone

The City's Sign Ordinance allows one attached sign indicating only the name and nature of the occupancy. The total area for all such signs shall not exceed one square foot of sign area for each front foot of building occupancy. The signs shall be placed flat against the building and no height limit is specified. Because the proposed convenience store site is on a corner lot, two attached signs are allowed on the building. As previously mentioned above, the existing lot is undeveloped and currently zoned C-1R. A request for a rezone to C-2R has been recommended to the City Council for approval.

General Commercial (C-2R) Zone (McDonald's Parcel)

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.

2. Signage Proposal

The elevations indicate 2 Texaco logo and 2 Texaco wordmark on canopy, a Starmart signage on the Convenience store building fascia and a Carwash sign on the car wash facility. The six signs were approved by CPC on October 10, 1996 (P96-062). Also indicated on the submitted elevations are 3 Q.S.R. signs with sign area of 9 sq. ft. each attached to the Convenience store building to identify the fast food activities inside the store. These signs were not included in the previous application because they were not advertised as part of the previous entitlements. The table shows the sign area and quantity of the previously approved signs and the proposed signs:

Type	Sign Area (Sq.ft.)	Approved Sign	Exempt Sign	Quantity	Total Area (Sq.ft.)
Texaco logo on Canopy	6.45	x		2	12.90
Texaco Wordmark on Canopy	23.90	x		2	47.80
Starmart Signage	28.00	x		1	28.00
Car Wash Sign	13.22	x		1	13.22
Q.S.R. Sign	9.00			3	27.00
SUB-TOTAL					128.92
Sign Mounted on McD Pole	81.00	x		1	81.00
Pricing Monument	18.00		x	1	18.00
TOTAL				11	227.92

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

The pricing monument sign, required by the state, is not counted against the allowed sign area. Similarly, the 81-sqft. pole sign panel is counted against McDonald's signage allowance. The previous approval of the pole sign conditioned that no other detached sign would be allowed on the corner lot.

The attached signs shall not exceed one square foot of sign area for each front foot of building occupancy. The proposed total sign area (128.92 sqft.) will not exceed the maximum allowed sign area for the subject site (137.7 sqft). The proposed number of signage (three) in addition to the approved ones (six) exceed the number of signs allowed for the site (two). 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 satisfies this goal.

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

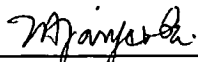
The project has been reviewed by several City Departments and other agencies. No comments were received with regards to the signage requests.

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 three additional attached signs on a proposed convenience store in the General Commercial Review (C-2R) zone.

Report Prepared By,



Taiwo Jaiyeoba
Assistant Planner

Report Reviewed By,



Scot Mende
Senior Planner

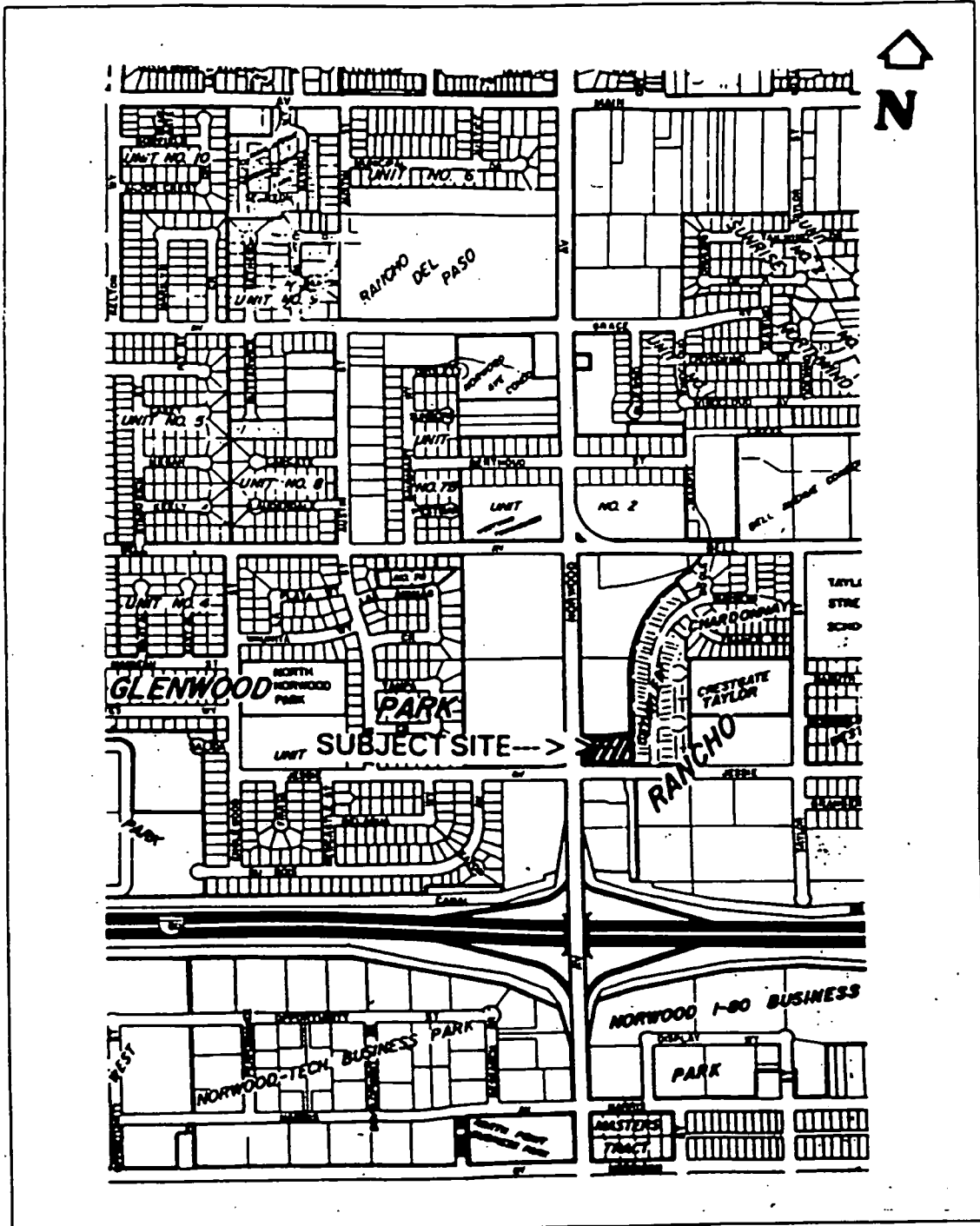
Attachments

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

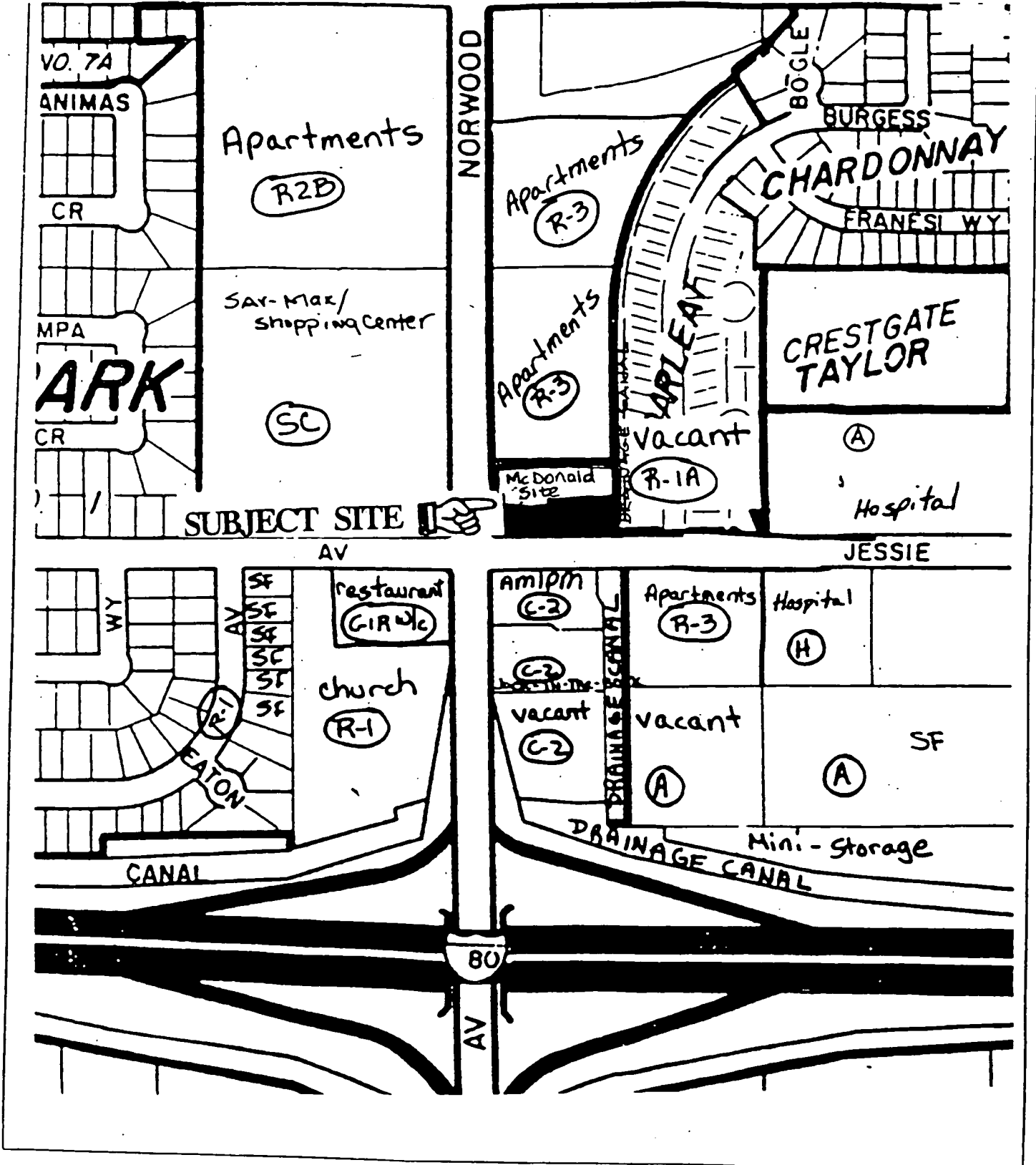
VICINITY MAP



VICINITY MAP

ATTACHMENT B

LAND USE AND ZONING MAP



ATTACHMENT C**NOTICE OF DECISION AND FINDINGS OF FACT FOR THE THREE ADDITIONAL SIGNS 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. (96-062)**

At the regular meeting of October 24, 1996, 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 the Variance to locate three additional attached signs on a proposed convenience store 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 locate three additional attached signs on a proposed convenience store: The Variance to exceed the maximum number of signage 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 locate the three additional attached signs for the proposed Texaco Gas Station convenience store is hereby approved subject to the following condition:

- A1. All signage shall comply with the City's Sign Ordinance, and the signs will be required to obtain sign permits.

ATTEST:

CHAIRPERSON

SECRETARY TO PLANNING COMMISSION

P96-062

EXHIBIT C-1

SITE PLAN

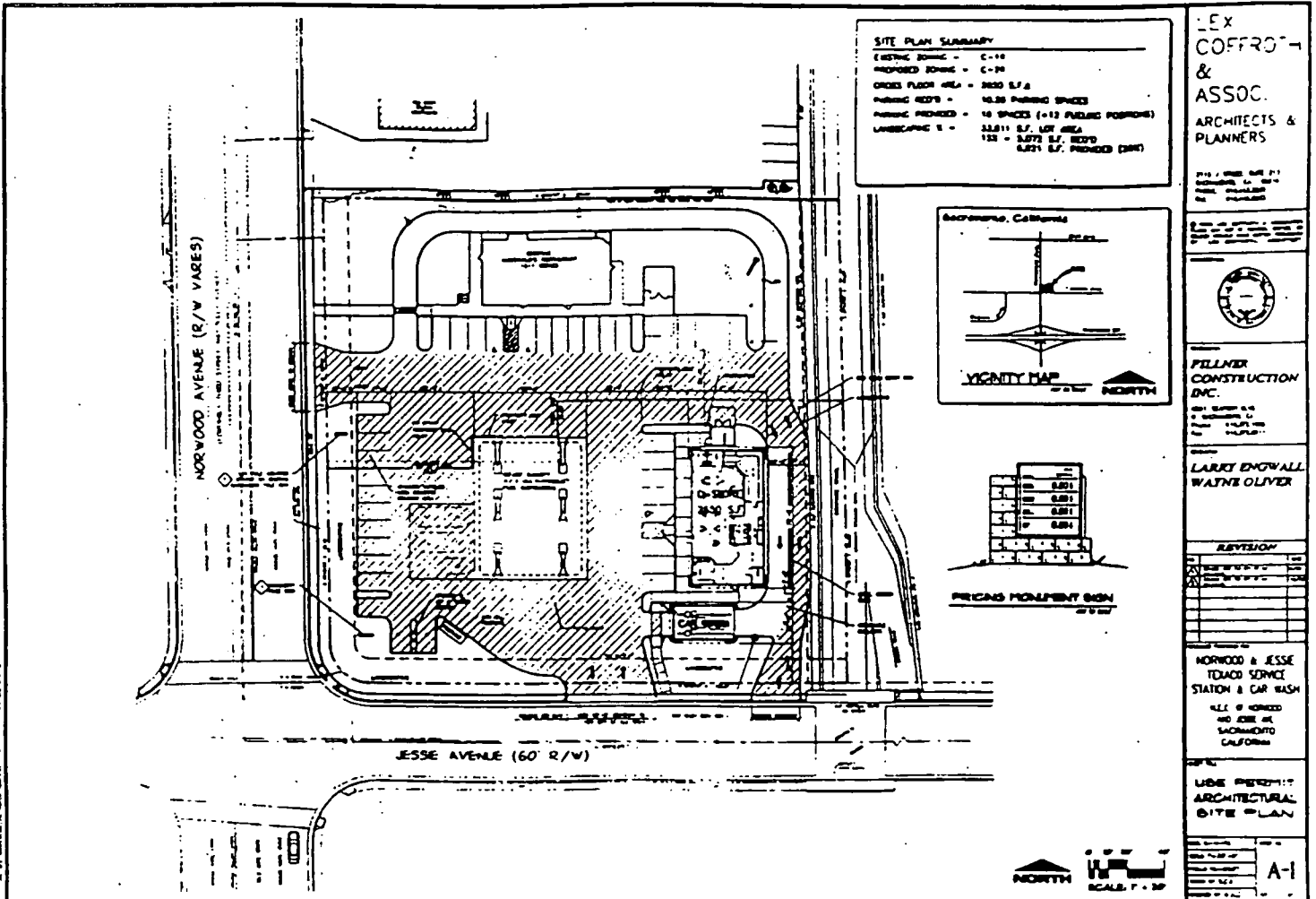


EXHIBIT C-3

SIGNAGE

