

# CITY PLANNING COMMISSION

927 - 10th Street, Suite 300 - SACRAMENTO, CALIFORNIA 95814

APPLICANT	Desi J. Gonzales, 8031 La Riviera Drive, Sacramento, CA 95826		
OWNER	James C. Meissner, 2230-19th Street, Sacramento, CA 95818		
PLANS BY	Nopp, Zeiner, Atchinson & Associates, Inc., 5701 Freeport Blvd., Sacto., CA 95822		
FILING DATE	6/10/83	50 DAY CPC ACTION DATE	REPORT BY: SD:bw
NEGATIVE DEC	Exempt 15111(a)EIR	ASSESSOR'S PCL. NO.	277-054-03,04,05,06

APPLICATION: Variance to exceed height and area limits and waive the required landscaped planter for an on-site detached sign located within 660 feet of a freeway right-of-way in the M-1 zone.  
(Sign Ordinance, Section 3.192 (a-1,2&3))

LOCATION: 2417 Cormorant

PROPOSAL: The applicant is requesting the necessary entitlements to erect a sign located in and visible from I-80 freeway which exceeds code requirements.

PROJECT INFORMATION:

1974 General Plan Designation: Industrial  
1965 Arden-Arcade Community  
Plan Designation: Heavy Commercial or Industrial  
Existing Zoning of Site: M-1  
Existing Land Use of Site: Vacant warehouse  
Surrounding Land Use and Zoning:  
North: Small business; M-1  
South: Residential; M-1  
East: Residential and school; M-1, R-1  
West: Small business; M-1

Parking Required: 20 spaces  
Parking Provided: 24 spaces  
Parking Ratio: 1:1000 sq. ft.  
Property Dimensions: Irregular  
Property Area: 1.5± acres  
Square Footage of Building: 20,000 square feet  
Topography: Flat  
Street Improvements/Utilities: Existing  
Exterior Building Colors: Gray  
Exterior Building Materials: Tilt up panels

BACKGROUND INFORMATION: The subject site was formerly occupied by Ad Art, Inc. (a sign company). It has recently been vacated. The applicant proposes to replace the former occupant's non-conforming signs by utilizing the existing 75-foot pole located near the existing structure. The new sign will be 100 square feet in size. The specific section of the sign ordinance which is involved states:

(see over)

000564

"No on-site signs shall be altered or relocated within six hundred sixty feet of the exterior right-of-way line of any portion of a freeway or of a route for a freeway which has been adopted by the State Highway Commission, if the copy of such on-site sign is or would be visible by persons traveling on those portions of the freeway or proposed freeway located within six hundred sixty feet of the sign, unless such signs comply with all applicable regulations of this article and with the following additional regulations. Where the regulations of this Section 3.192 conflict with regulations of another section, the more restrictive regulation shall prevail."

- a. Detached signs in the C-2, C-3, C-4, SC Commercial Zones; M-1 and M-2 Industrial zones:
  - 1) detached signs shall have a maximum area of 24 square feet;
  - 2) detached signs shall have a maximum height of 12 feet measured from grade level;
  - 3) detached signs shall be of a monument type and shall be located within a landscaped planter of at least a four-foot radius measured from the perimeter of the sign.

STAFF EVALUATION: Staff has the following concerns and comments with regard to this project:

1. In August of 1981 the Council adopted various amendments to the Sign Ordinance which resulted in more restrictive requirements for freeway visible signs. The general intent of these amendments was to reduce the amount of signage visible from the freeway and to prevent sign proliferation adjacent to the freeway. Further, it was intended that visible signage be oriented to freeway users. The proposed sewing machine use is not a freeway user.
2. The applicant states that the pole exists at its present height and would be expensive to remove. Furthermore, he proposes to replace a 200 square foot sign with a 100 square foot sign, clean up the site and improve its general appearance.
3. The Sacramento Metropolitan Arts Commission supports the needle and thread motif only. See attached Exhibit C. Staff, however, believes this is part of the sign alteration which is contrary to the Sign Ordinance.
4. In order to grant a variance, the Commission must be shown the following:
  - a. That 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 article would have an unduly harsh result upon the utilization of the subject property;
  - b. That 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;
  - c. That 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.

Staff believes that none of the above circumstances have been demonstrated.

5. There are many businesses located along the I-80 freeway corridor. Many of those businesses also have signs which do not conform to the current sign ordinance. Granting this request will set precedent for approval of any smaller, perhaps more attractive but still non-conforming sign.

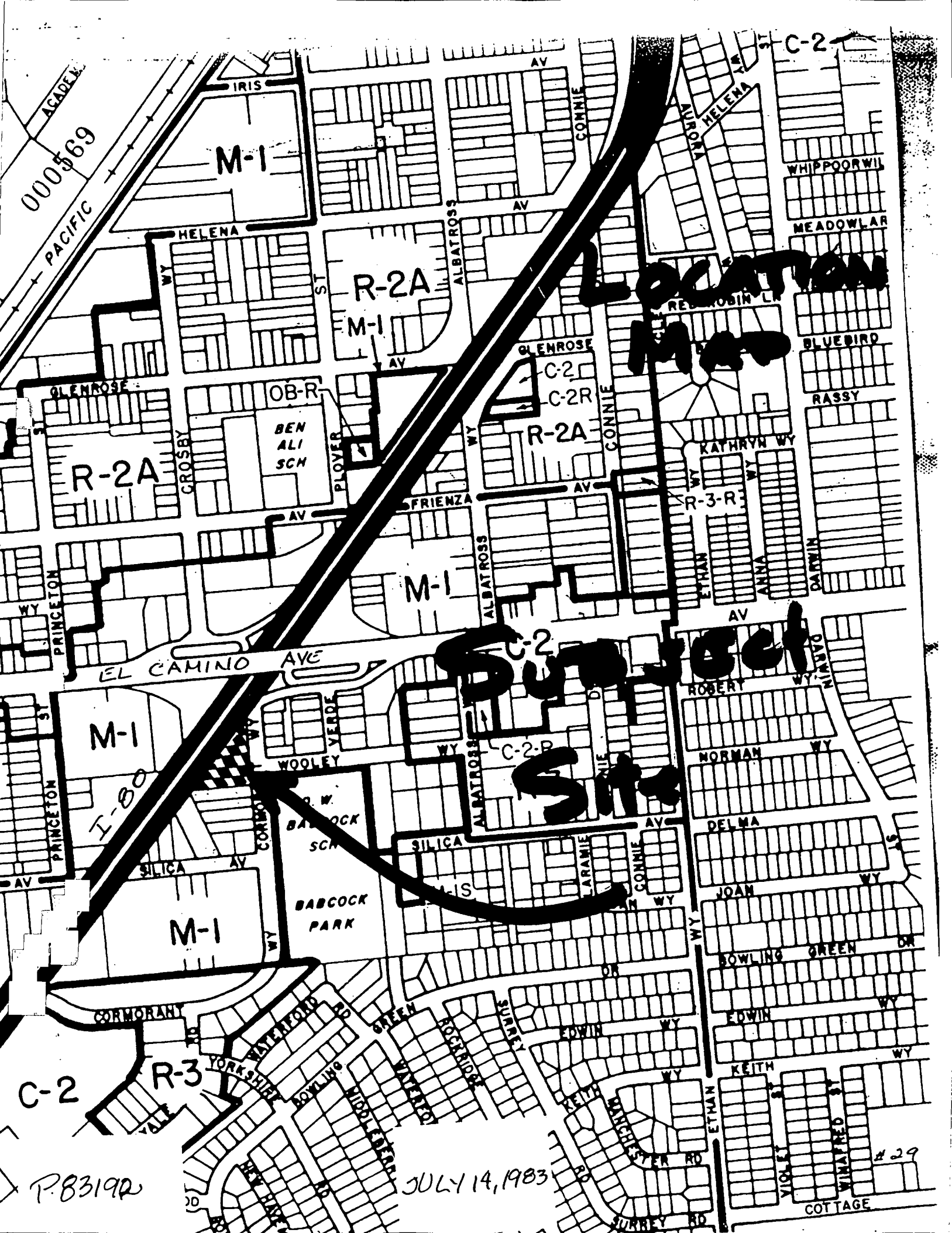
STAFF RECOMMENDATION: Staff recommends the following actions:

Denial of the variance to exceed height and area limits and waive the required planter for on-site detached signs in a freeway corridor, based on Findings of Fact which follow:

Findings of Fact

- a. The applicant has not offered, nor has staff found, any exceptional or extraordinary circumstances or conditions relative to this site that indicate that the current requirements have an unduly harsh result upon the utilization of the subject property;
- b. The granting of the variance would constitute a special privilege being extended to one property owner, and, if granted, would result in a proliferation of signage in the area because other sites within 660 feet of a freeway also have the same standards and similar circumstances.

000566



000569  
PACIFIC

M-1

R-2A

M-1

Location  
Map

R-2A

BEN  
ALI  
SCH

C-2

C-2R

R-2A

M-1

Subject  
Site

M-1

C-2-R

M-1

BABCOCK  
PARK

C-2

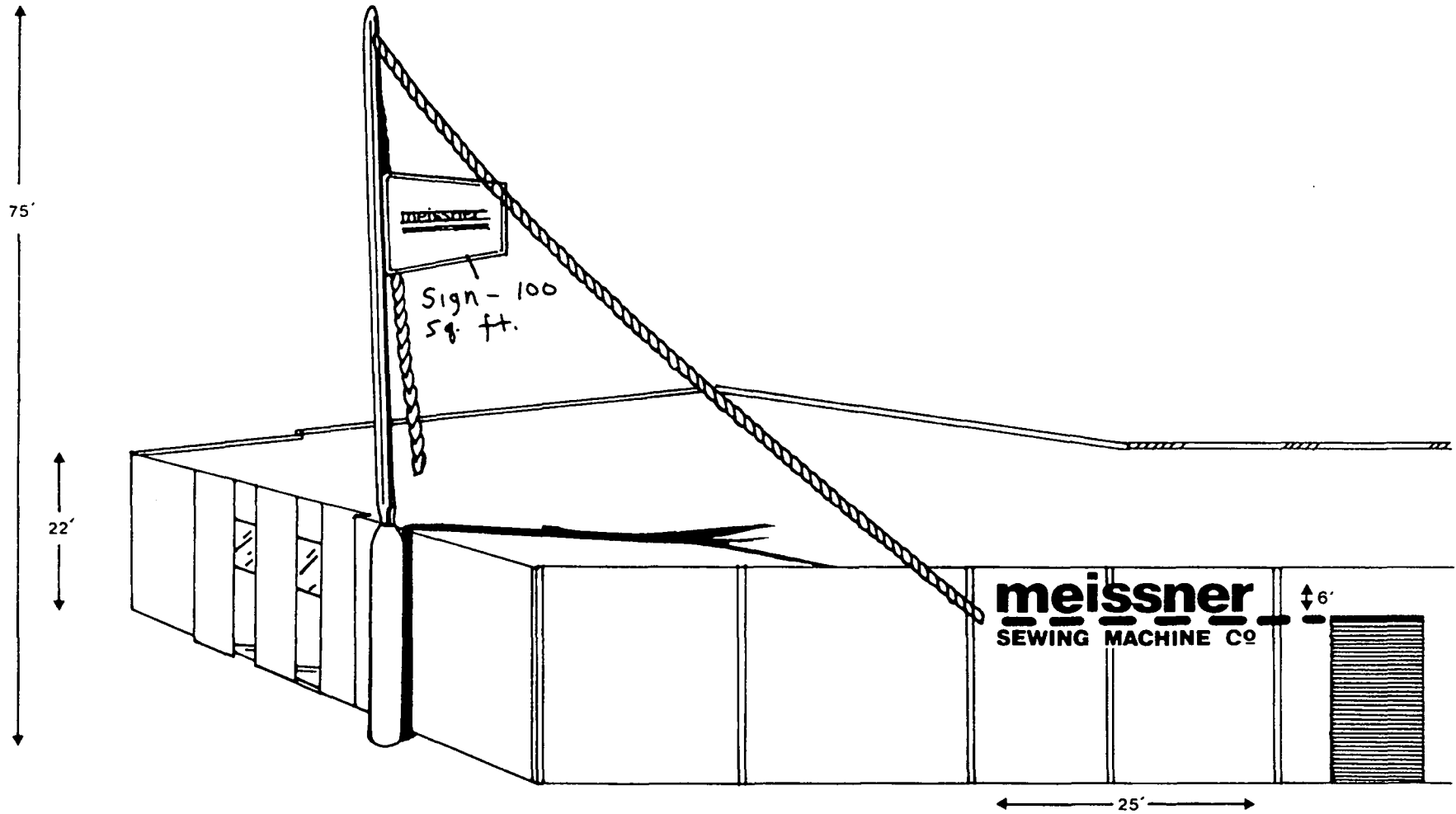
R-3

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COTTAGE

#29



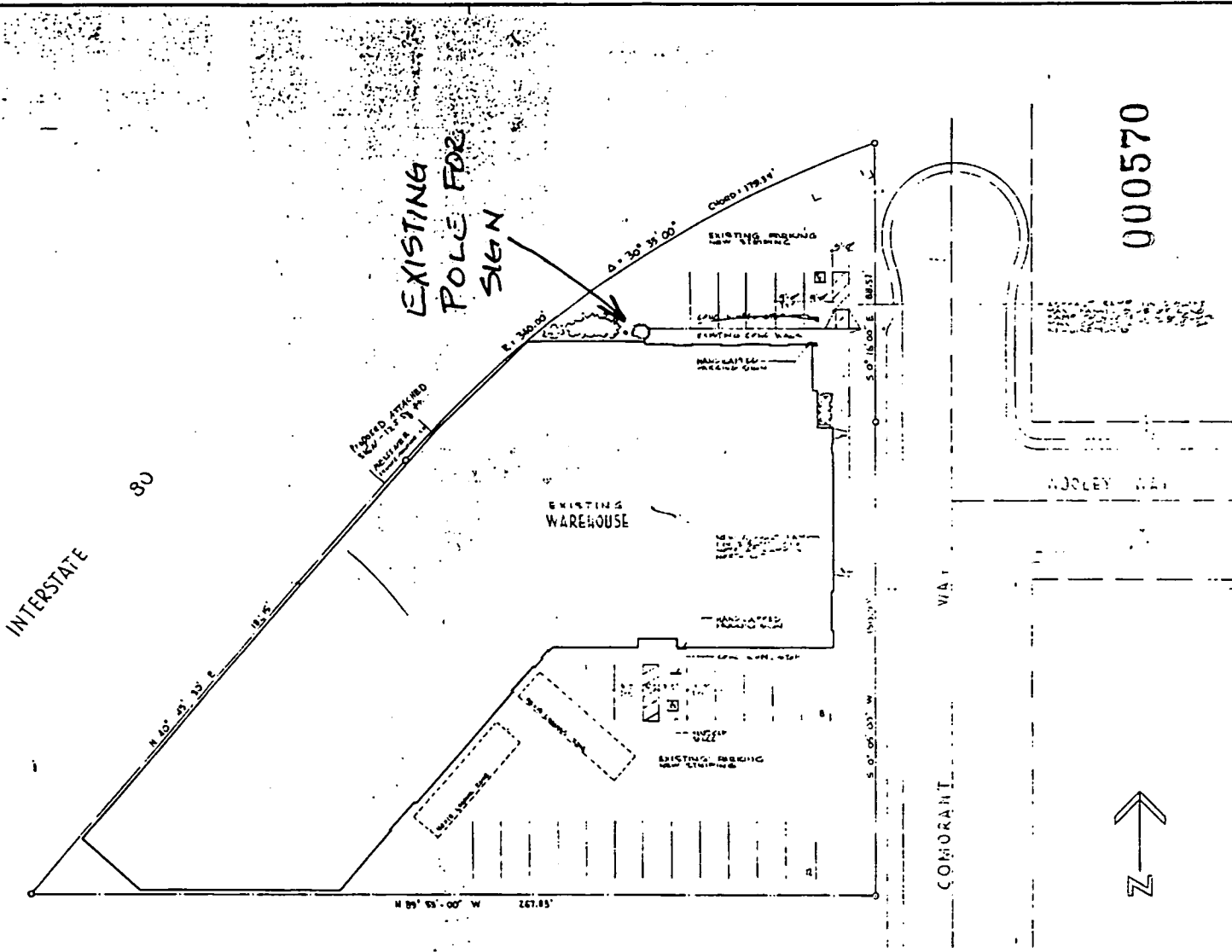
000571

1/16 INCH = 1 FOOT

VIEW LOOKING SOUTH

SITE PLAN

EXHIBIT A



**Nopp  
Zeiner  
Atchinson  
& Assoc.  
Inc.**

**architects  
planners  
a.i.a.**

5701 freepoint blvd.  
sacramento, ca. 95822  
916-393-2484

175b placerville dr.  
placerville, ca. 95667  
916-822-7611

architect

owner

con

revisions

date 5-24-83

scale 1/4" = 1'-0"

check

drawn

job no. 74

MEISSHER  
WAREHOUSE

2417  
COMORANT  
WAY

pro:

SIT

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she

of

JULY 14, 1983

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**Sacramento Metropolitan  
Arts Commission**

1221 J Street  
Sacramento, California 95814  
(916) 449-5558

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Jacqueline Springwater  
Audrey Tsuruda

**Executive Director**  
Bill Moskin

RESOLUTION

Adopted by the Sacramento Metropolitan Arts Commission on  
June 7, 1983

Whereas, the Sacramento Metropolitan Arts Commission is empowered  
"to make recommendations to the City and County Planning Commissions  
to develop an aesthetically pleasing growth pattern for Sacramento  
City and County", and whereas the Arts Commission is committed to  
enhancing the aesthetic quality of life in the community,

Now, therefore, the Commission unanimously resolved to recommend  
to the Sacramento Planning Commission that it allow the Meissner  
Sewing Machine Company to fabricate the large needle and thread  
motif for its building at El Camino and I-80.

The Arts Commission feels this imaginative solution would greatly  
enhance the intersection.



DAVID RIBLE  
Chair

000561