

P97-129

ROOMSOURCE RETAIL BUILDING SIGN VARIANCE

REQUEST:

Variance to install 2 additional attached signs, 75 square feet each, on an existing building fascia located within the Point West Plaza in the Point West Shopping Center PUD (SC-R-PUD) zone;

Variance to allow an additional monument sign on the subject parcel along Exposition Blvd. APN: 277-0271-020.

LOCATION:

1821 Exposition Blvd.
APN: 277-0271-020
Point West Planned Unit Development
Sacramento Unified School District
Council District 3

APPLICANT:	Development Consulting 4408 Fair Oaks Blvd., Sacramento, CA 95864 (916) 487-7041 Contact Person: Greg Hatfield
OWNER:	Rex/Joan Moore 1995 Irrevocable Trust 608 San Antonio Way, Sacramento, CA 95819
APPLIC. FILED:	11-26-97
STAFF CONTACT:	Taiwo Jaiyeoba, 264-8287

SUMMARY: Development Consulting has requested the above entitlement to place 2 additional attached type signs on an existing retail building on the subject site. The applicant is also requesting Variance to allow an additional monument sign along Exposition Blvd. According to the Point West PUD, one monument sign is allowed per parcel and one attached sign per tenant. The Sign Ordinance indicates that for Shopping Center zones, attached signs shall not exceed a total aggregate area of 3 sqft of sign area for each front foot of building occupancy. In order to

meet the applicant's objectives, the project requires the discretionary planning entitlements described above. In evaluating the project, the basic issues are: the allowance of two attached signs exceeding the allowed number of signs on the site and the allowance of a monument sign in addition to the existing monument signs on the parcel.

RECOMMENDATION:

Staff recommends approval of the two additional attached signs and denial of the additional monument sign. This recommendation is based on the fact that a multi-tenant monument sign as well as a *Bleachers' Sportscafe* monument sign already exist on the parcel. Additionally, Staff aims at discouraging monument signage along Exposition Blvd. Staff, however, is willing to support the applicant's request for two additional attached signs placed on the southern and northern elevations. Staff supports the application for two attached signs because of the overall consistency of the request with the commercial signage already permitted in this shopping center.

PROJECT INFORMATION:

General Plan Designation:	Regional Commercial & Offices.
Previous Land Use of Site:	Scofield's furniture store
Existing Land Use of Site:	RoomSource Retail Building.
Existing Zoning of Site:	Shopping Center Planned Unit Development (SC-R-PUD) zone.

Surrounding Land Use and Zoning:

North:	World Savings & Loan Bank (SC-R-PUD)
South:	Cal Expo, (A-PC)
East:	Retail - Scofield's, Circuit City, Petco & Mervyn's (SC-R-PUD)
West:	Restaurant - Bleachers Sports Cafe, (SC-R-PUD)

Property Dimensions:	211' x 262'
Subject Parcel Dimension:	24.4 acres
Existing Attached Sign (Sqft.):	75 sqft.
Proposed Attached Sign Area (Sqft.):	150 Sqft. (2 signs @ 75 Sqft. each)
Existing Monument Signs:	2 signs: Point West Plaza Multi-tenant sign Bleacher's monument sign
Proposed Monument Sign Area (Sqft.):	12 Sqft.
Building Dimensions:	25,120 Sqft.

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

Agency

Sign Permit

Planning & Development Department.

BACKGROUND INFORMATION:

The subject site is zoned SC-R-PUD (Shopping Center Planned Unit Development), and as such, allows one monument sign per parcel and one attached sign per tenant as a matter of right. A special permit was approved for the building (Scofield's) on December 2, 1977 (P-8037). Additionally, a Variance for a free standing sign (along Exposition Blvd.), 16 square feet in size, was approved by the City Planning Commission but never constructed. Currently, there is a multi-tenant monument sign on the parcel and an attached sign on the west elevation of the existing retail building.

The current application is proposing a monument sign along Exposition Blvd. and two attached signs on the existing building. The objective is to locate the signs so as to sufficiently identify the furniture store and make the signs visible from the adjacent roadways.

STAFF EVALUATION: Staff has the following comments:

1. Land Use and Zoning

The entire parcel consists of 24.4+ developed acres in the Shopping Center PUD (SC-PUD) zone. The site is designated for Regional Commercial & Offices by the General Plan. The Land Use is retail commercial. The subject site is zoned for Shopping Center.

2. Attached Signage:

A. Sign Ordinance Allowance/Point West PUD Guidelines

As per the City Sign Ordinance, two attached signs are allowed for each occupancy within the developed parcel by the Sign Ordinance. The Point West PUD Guidelines are more restrictive and stipulate that one attached sign per tenant is permitted. Two attached signs are allowed if the building is located on a corner and has two street frontages with vehicle access. The *RoomSource* building is not located on the corner of the subject parcel.

B. Signage Proposal (See Table 1)

Applicant proposes to have two attached signs on the north and south elevations of the existing building. The store building already has an attached sign on the west elevation. Applicant's intention is to have three attached signs totalling 225 sqft.

The elevations exhibit indicate 3 "RoomSource : Furniture & Accessories" attached signs in the north, south and west elevations respectively. The sign on the west elevation is in existence. The elevations also indicate the size and location of the proposed monument sign. The Sign Ordinance indicates that for Shopping Center zones, attached signs shall not exceed a total aggregate area of 3 sqft of sign area for each front foot of building occupancy. The retail building

has 102 feet of frontage to the north and to the south, respectively. Therefore, attached signs totaling 612 square feet of attached signs are allowed on the north and south facades.

C. Staff Analysis/Recommendation

Staff feels that the attached signs are appropriately located and are consistent with existing attached signs in the area. The adjoining retail stores namely Circuit City and Mervyn's have attached signs fronting the parking lot (north of the site) and fronting on Exposition Blvd (south of the site). In addition to these, Mervyn's has an attached sign on the east elevation. Thus, Staff supports applicant's request for a Variance to locate the two additional attached signs.

In supporting the request to locate the signs, Staff considered the location of the retail building, the Exposition Blvd. visibility factor and the fact that the total Sign area proposed (150 sqft.) is less than the square footage allowed by the Sign Ordinance (612sqft.).

3. Detached Signage:

A. Sign Ordinance Allowance/Point West PUD Guidelines

As per the City Sign Ordinance, one detached sign is allowed for each developed parcel not exceeding one square foot for sign area for each lineal foot of street frontage abutting the developed portion of said parcel. The Point West PUD Guidelines are more restrictive and stipulate one detached monument sign per parcel. One detached monument sign is allowed for the use if the building is located on a corner and has two street frontages with vehicle access. The *RoomSource* building is not located on the corner of the subject parcel.

B. Signage Proposal (See Table 1)

Applicant is proposing to locate a 12 square feet monument sign along Exposition Blvd. The height of the monument sign is proposed to be 4 feet from the level of the landscape berm. This proposal is an addition to the multi-tenant monument sign already on the parcel (along Challenge Way) and another monument sign for the Bleacher's Sportscafe at the corner of Exposition Blvd and Challenge way, west of the subject property.

C. Staff Analysis/Recommendation

The PUD Guidelines indicate that one monument sign is allowed per parcel. Since the subject parcel already has two monument signs, Staff does not support the location of another monument sign.

Table 1

Signage Type	Existing (Quantity)	Proposed Additional (Quantity)
Monument Sign	1 Point West Plaza Multi-tenant Sign 1 Bleacher's Sportscafe Monument Sign	1 RoomSource Monument Sign (12 sqft.)
Attached Sign	1 RoomSource west elevation Sign (75sqft.)	2 RoomSource attached Signs @ 75sqft. each (150sqft.)
Total	3	3

These signs are all proposed to be internally illuminated and are proposed to be of the Pan Channel letter type, similar to the existing attached signage in the shopping center.

All Signs will be required to comply with all other provisions of the City's Sign Ordinance and the signs will be required to obtain sign permits. In the eventuality that Scofield's retail stores, to the east of the subject store, relocates in future, the new occupant shall be entitled to one attached sign. All additional sign request shall be subject to Planning Staff review.

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

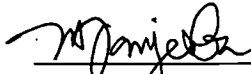
The project has been reviewed by several City Departments, the Neighborhood Associations concerned and other agencies. No other comments were received with regards to the Sign requests as at the time of compiling this staff report.

PROJECT APPROVAL PROCESS: The Planning Commission has the authority to approve or deny the Variances. 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:

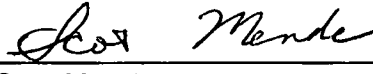
Adopt the attached Notice of Decision and Finding of Facts approving the Variance to allow the two attached signs located on the RoomSource furniture retail store building and denying the Variance to allow a monument sign on the subject site in the Shopping Center PUD (SC-R-PUD) zone.

Report Prepared By,



Taiwo Jaiyeoba
Assistant Planner

Report Reviewed By,



Scot Mende
Senior Planner

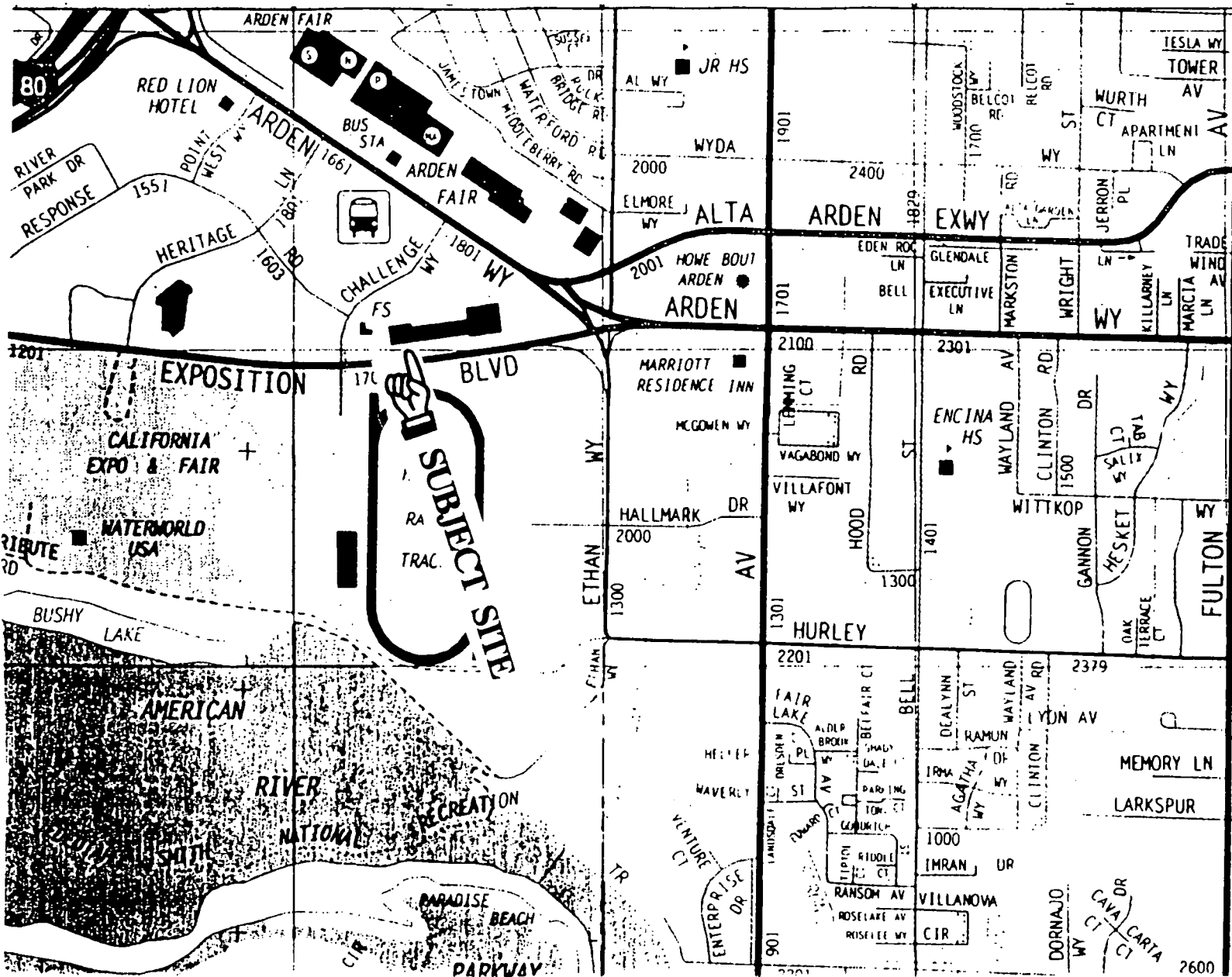
Attachments

- 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
- Monument Sign

ATTACHMENT A

VICINITY MAP



ATTACHMENT B

LAND USE AND ZONING MAP

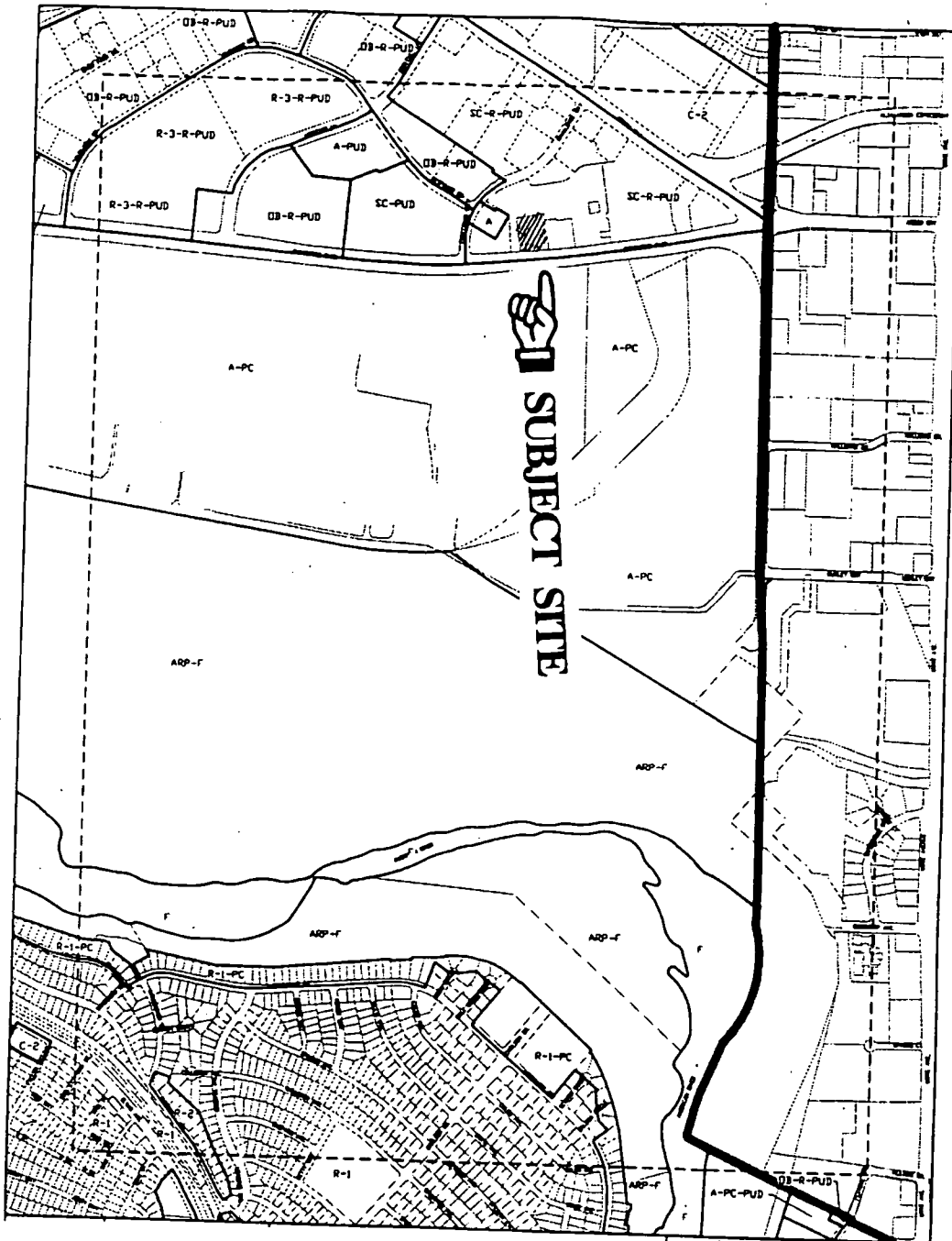
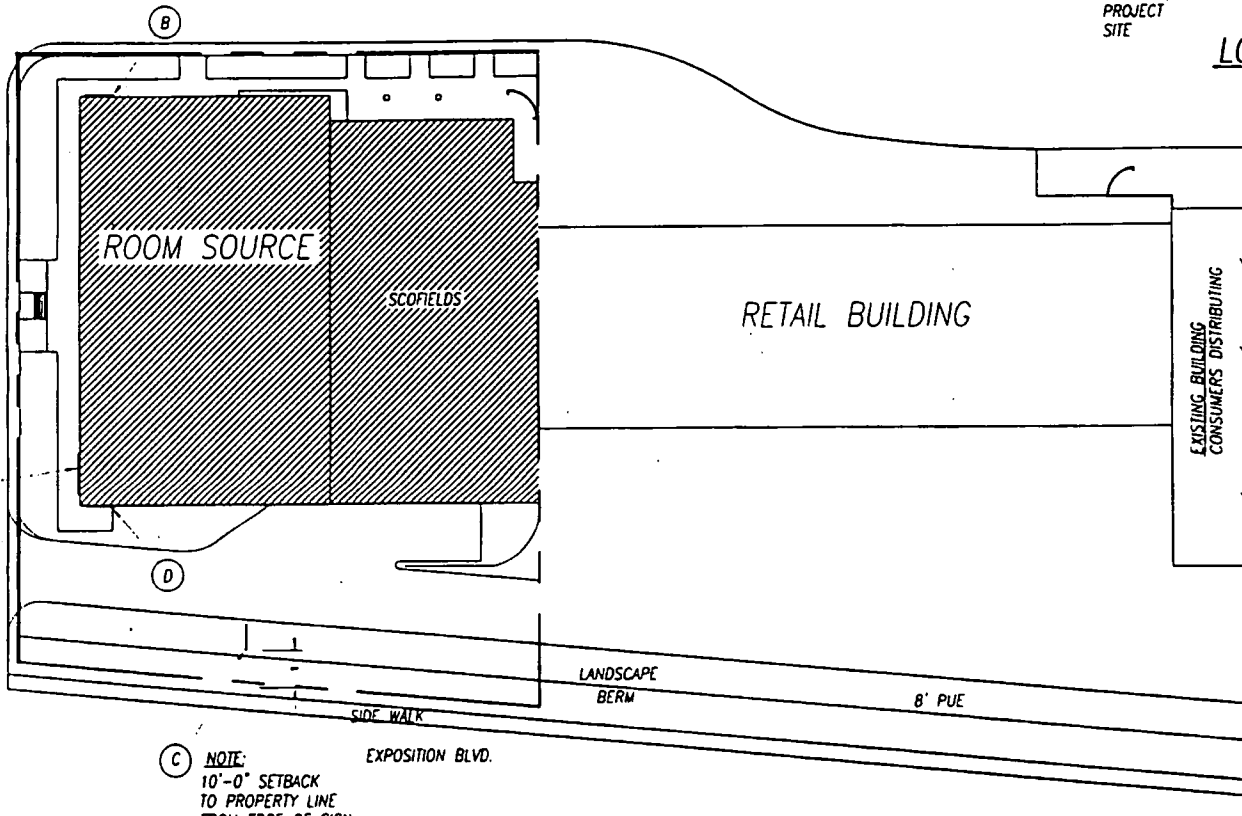
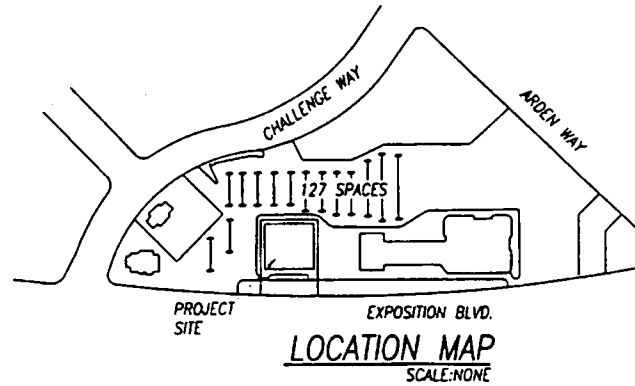


EXHIBIT C-1

SITE PLAN

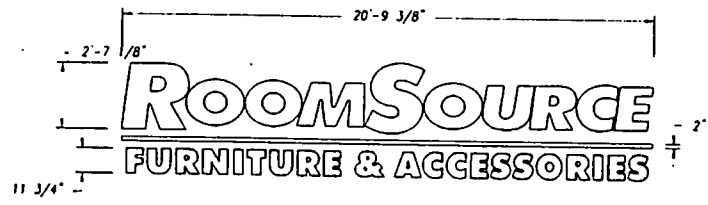
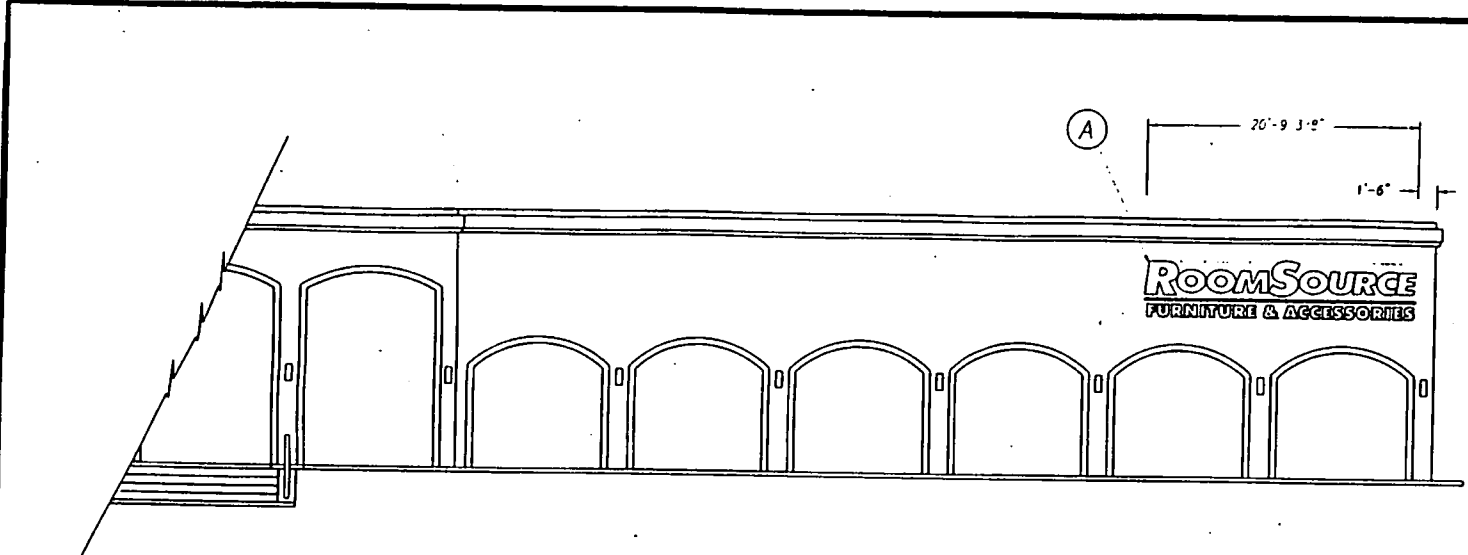
SIGN SCHEDULE	
(A)	EXISTING SET OF P/C (2'7-1/8") LETTERS
(B)	PROPOSED SET OF P/C (2'7-1/8") LETTERS
(C)	PROPOSED INT. ILLUM. MONUMENT SIGN
(D)	PROPOSED SET OF P/C (2'7 1/8") LETTERS



(C) NOTE:
10'-0" SETBACK
TO PROPERTY LINE
FROM EDGE OF SIGN
AND 15'-0" SETBACK
FROM BACK EDGE
OF SIDE WALK.

SITE PLAN
SCALE: 1"=50'-0"

EXHIBIT C-2
ELEVATIONS



EXISTING SIGN "A" WEST ELEVATION
SCALE: 1/8" = 1'-0"

REPLACE & INSTALL (1) SET INT. BLUM P/C LTRS.

"ROOMSOURCE" COPY TO BE OPEN FACE P/C CONST. W/ (4) TUBE CLR. RED NEON AS REQ'D. INTERIOR & RETURNS TO BE PNT. TO MATCH PWS #185 RED.

"RULE LINE" TO BE OPEN P/C CONST. W/ (2) TUBE BLUE NEON AS REQ'D. INTERIOR & RETURNS TO BE PNT. TO MATCH PWS PROCESS BLUE.

"FURNITURE & ACCESSORIES" TO BE OPEN P/C CONST. W/ (2) TUBE CLR. RED NEON AS REQ'D. INTERIOR & RETURNS TO BE PNT. TO MATCH PWS #185 RED.

EXISTING SIGNAGE

ROOM SOURCE: 53 SQ. FT.
FURNITURE & ACCESSORIES: 19 SQ. FT.
RULE BAR: 3 SQ. FT.
TOTAL SQ. FT. = 75 SQ. FT.

DRAWING NO. _____ DATE _____

CUSTOMER APPROVAL _____

FOR PRESENTATION [] FOR PRODUCTION []

DESIGNED BY: _____ DRAWN BY: _____

DATE: _____

PROJECT: ROOM SOURCE

PROJECT LOCATION: 1111 EXHIBITION BLVD. SACRAMENTO, CA

SCALE: 1/8" = 1'-0"

DATE: 1/20/98

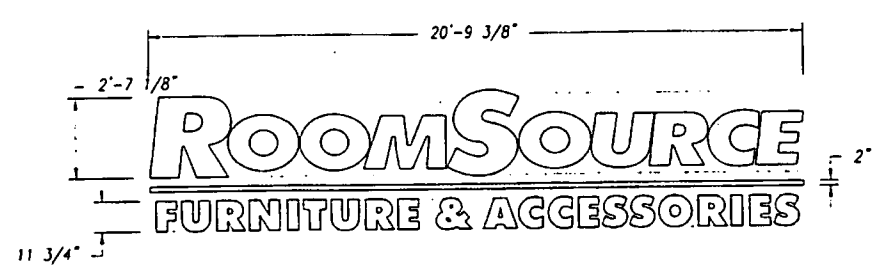
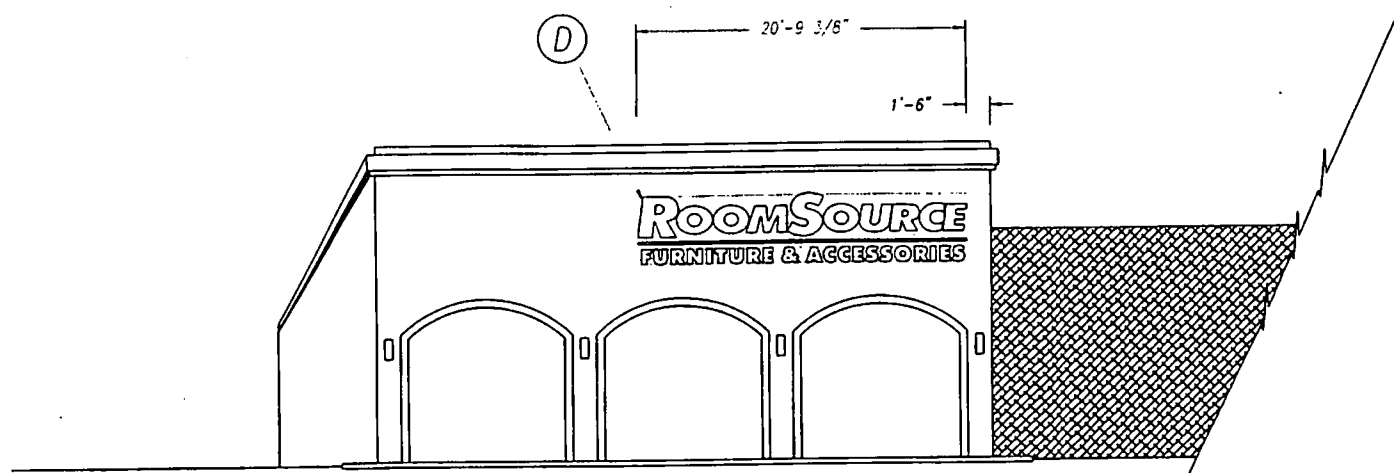
BY: []

PROJECT APPROVAL: _____

DATE: _____

PROJECT NO: P527001

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PROPOSED SIGN "D" SOUTH ELEVATION
SCALE: 1/8"=1'-0"

MFR & INSTALL (1) SET INT. ILLUM. P/C LTBS.

"ROOMSOURCE" COPY TO BE OPEN FACE P/C CONST. W/ (4) TUBE CLR. RED NEON AS REQ'D. INTERIOR & RETURNS TO BE PNT. TO MATCH PMS #485 RED

"RULE LINE" TO BE OPEN P/C CONST. W/ (2) TUBE BLUE NEON AS REQ'D. INTERIOR & RETURNS TO BE PNT. TO MATCH PMS PROCESS BLUE.

"FURNITURE & ACCESSORIES" TO BE OPEN P/C CONST. W/ (2) TUBE CLR. RED NEON AS REQ'D. INTERIOR & RETURNS TO BE PNT. TO MATCH PMS #485 RED

PROPOSED SIGNAGE

ROOM SOURCE: 53 SQ. FT.
FURNITURE & ACCESSORIES: 19 SQ. FT.
RULE BAR: 3 SQ. FT.

TOTAL SQ. FT.= 75 SQ. FT.

DRAWING NO. _____

CUSTOMER APPROVAL	DATE	JOB NO.
CUSTOMER	DATE	SCALE
THE ROOM SOURCE	1/8"=1'-0"	DATE
1821 EXPOSITION BLVD.	5/30/97	STATE
SACRAMENTO	CA	

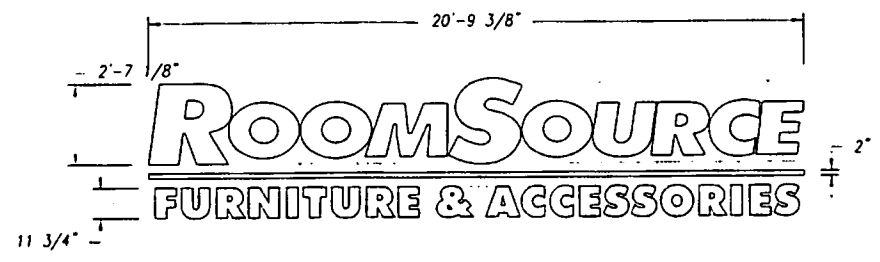
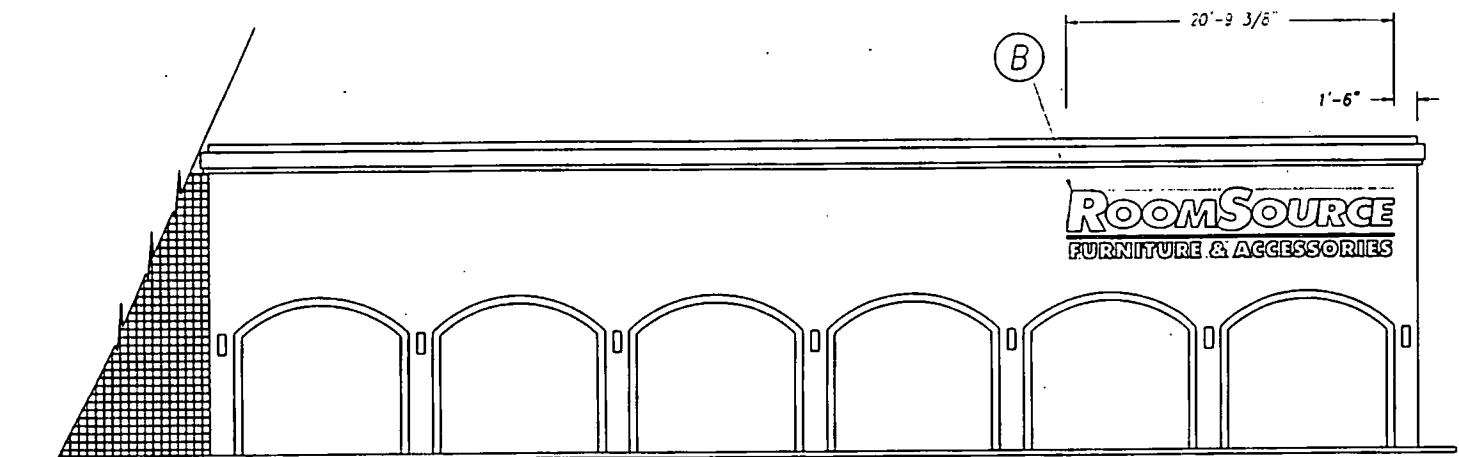
FOR PRESENTATION	DATE
FOR PRODUCTION	DATE
SALESMAN APPROVAL	DATE
PRODUCTION APPROVAL	DATE

REV. 1	10/6/97
REV. 2	
REV. 3	
REV. 4	

SALES:	R.C.	W.B.	RFU NO.	RS97001
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SIGN "B" NORTH ELEVATION
SCALE: 1/8" = 1'-0"

MFR. & INSTALL (1) SET INT. ILLUM. P/C LTRS.

"ROOMSOURCE" COPY TO BE OPEN FACE P/C CONST. W/ (4) TUBE CLR. RED NEON AS REQ'D. INTERIOR & RETURNS TO BE PNT. TO MATCH PMS #485 RED

"RULE LINE" TO BE OPEN P/C CONST. W/ (2) TUBE BLUE NEON AS REQ'D. INTERIOR & RETURNS TO BE PNT. TO MATCH PMS PROCESS BLUE.

"FURNITURE & ACCESSORIES" TO BE OPEN P/C CONST. W/ (2) TUBE CLR. RED NEON AS REQ'D. INTERIOR & RETURNS TO BE PNT. TO MATCH PMS #485 RED

PROPOSED SIGNAGE

ROOM SOURCE: 53 SQ. FT.

FURNITURE & ACCESSORIES: 19 SQ. FT.

RULE BAR: 3 SQ. FT.

TOTAL SQ. FT. = 75 SQ. FT.

DRAWING NO. _____

DATE _____

CUSTOMER APPROVAL _____

SCALE 1/8" = 1'-0"

JOB NO. 9/30/97

CUSTOMER ROOM SOURCE

1821 EXPOSITION BLVD. STATE CA

SALESMAN APPROVAL _____

PRODUCTION APPROVAL _____

REV. 1 10/9/97

REV. 2 _____

REV. 3 _____

REV. 4 _____

SALES: _____

P.C. _____

DESIGN BY: _____

W.B. _____

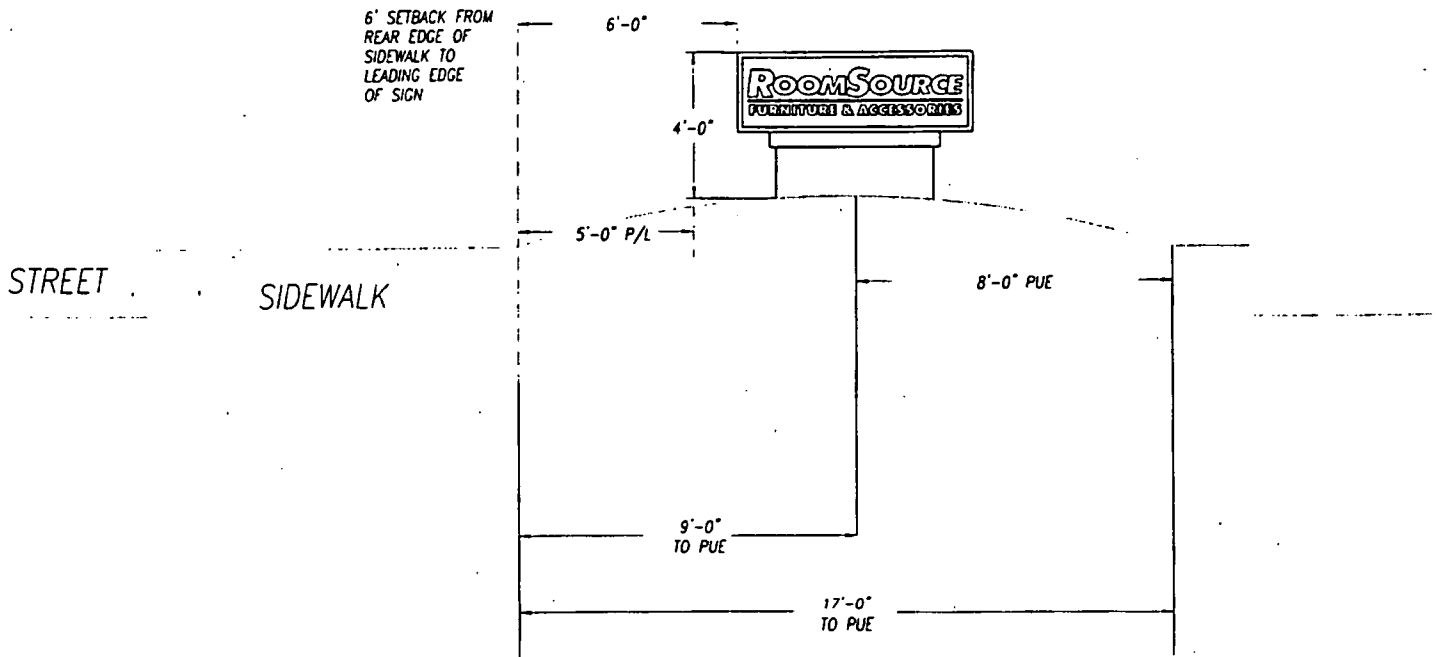
CPI NO. _____

RS97001

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EXHIBIT C-3
MONUMENT SIGN



CROSS SECTION OF LANDSCAPE BERM & MONUMENT SIGN

SCALE: N.T.S.