

REPORT AMENDED BY STAFF 7-9-85
CITY PLANNING COMMISSION

1231 I STREET, ROOM 200, SACRAMENTO, CALIFORNIA 95814

APPLICANT	Pacific Neon, P.O. Box 15100, Sacramento, CA 95851		
OWNER	Pacific Bell, 3675 'T' Street, Sacramento, CA		
PLANS BY	Pacific Neon, P.O. Box 15100, Sacramento, CA 95851		
FILING DATE	6-3-85	50 DAY CPC ACTION DATE	REPORT BY: CV:bw
NEGATIVE DEC	Ex. 15305/15311EIR	ASSESSOR'S PCL NO.	010-082-04

APPLICATION: Variance to allow a wall sign more than 20 feet above ground on 2.80 developed acres in the General Commercial (C-2) and Heavy Commercial (C-4) zones.

LOCATION: 3675 'T' Street, southerly and adjacent to Highway 50 and Stockton Boulevard

PROPOSAL: The applicant is requesting the necessary entitlement to raise the height of the existing 6' x 6' illuminated sign located on the north side of the building and within 660 feet of the exterior freeway right-of-way from 20+ feet to 28+ feet.

PROJECT INFORMATION:

1974 General Plan Designation:	Commercial, Offices
1963 East Broadway Community Plan Designation:	Shopping or Commercial
Existing Zoning of Site:	C-2, C-4
Existing Land Use of Site:	Pacific Bell office building, parking lot

Surrounding Land Use and Zoning:

North:	Highway 50; TC
South:	Commercial, Residential; C-2, R-1
East:	Single Family; R-1
West:	Commercial; C-2

Property Dimensions:	Irregular
Property Area:	2.80+ acres
Height of Building:	32+ feet
Topography:	Flat
Street Improvements/Utilities:	Existing
Exterior Building Materials:	Stucco

PROJECT EVALUATION: Staff has the following comments:

- A. The subject site is a developed 2.80+ acre parcel zoned General Commercial (C-2) and Heavy Commercial (C-4) and located at the northeast corner of Stockton Boulevard and 'T' Street. Surrounding land uses include Highway 50 to the north, commercial and residential to the south, west and east.
- B. The variance request is to relocate an existing illuminated 6' x 6' Pacific Bell logo sign located on the north side of the building from a height of 20+ feet to 28+ feet. The applicant is requesting the variance to improve the visibility of the subject sign for motorists on Highway 50. Also, the applicant desires to create a more balanced appearance of the sign on the building by locating the sign at 28+ feet.

- C. The Sign Ordinance (Section 3.192) states that no on-site signs shall be altered or relocated within 660 feet of the exterior freeway right-of-way if such a sign is visible to persons traveling on the freeway. Attached signs in all zones within the defined freeway right-of-way shall have a maximum height of 20 feet. Signs may exceed this height limitation only if the use is a motel, hotel, restaurant or a gas station (highway commercial users).
- E. The Pacific Bell logo sign is visible from both the east and west bound lanes along Highway 50. No hardship exists here because the existing land use is not a highway commercial user (motel, hotel, restaurant or gas station) and therefore is not necessary to be more visible from the freeway.

ENVIRONMENTAL DETERMINATION: The Environmental Coordinator has determined the project is exempt from environmental review pursuant to State EIR Guidelines (CEQA, Sections 15305 and 15311).

STAFF RECOMMENDATION: *Staff recommends denial of the variance based upon the findings of fact which follow:*

Findings of Fact Variance

The variance would constitute a special privilege extended to one property owner, in that:

1. Increasing the height of the logo sign from 20+ feet to 28+ feet is based primarily on the perceived need to improve the appearance of the sign respective to the building symmetry.
2. The nature of the telephone business, unlike that of motels, hotels, restaurants and gas stations, is not as dependent upon sign visibility from the freeway in order to stimulate and support business.
3. A variance would not be granted to property owners facing similar circumstances and thus would constitute special consideration to one individual.

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- see amended report*
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Amended report

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SITE PLAN

3675 T STREET

FRANK SO

36p LOGO ILLUM.

6'

PARKING 2

S STREET

37th STREET

12" NON-ILLUM LETTERS
10' Ø

10'

BUILDING

T STREET

TOTAL Ø 46

STOCKTON BLDG

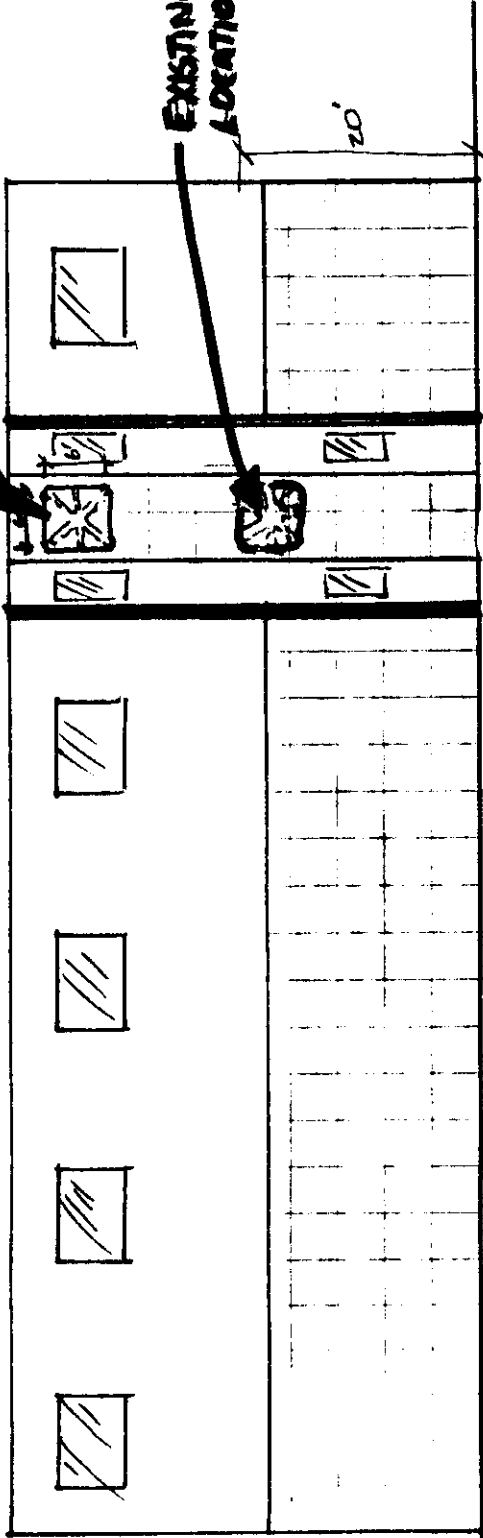


PROPOSED LOCATION

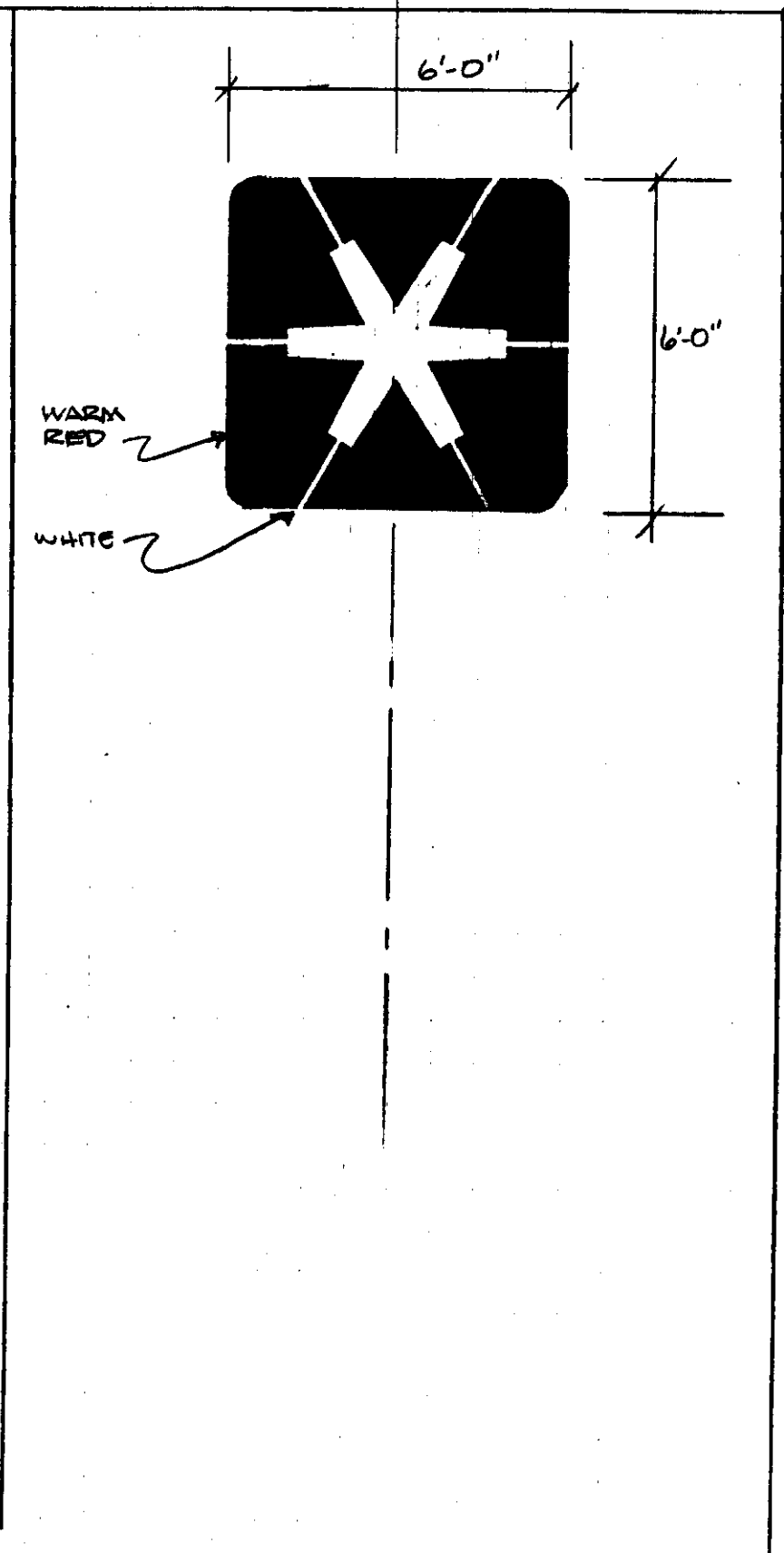
1 6'x6' ILLUM. LOGO

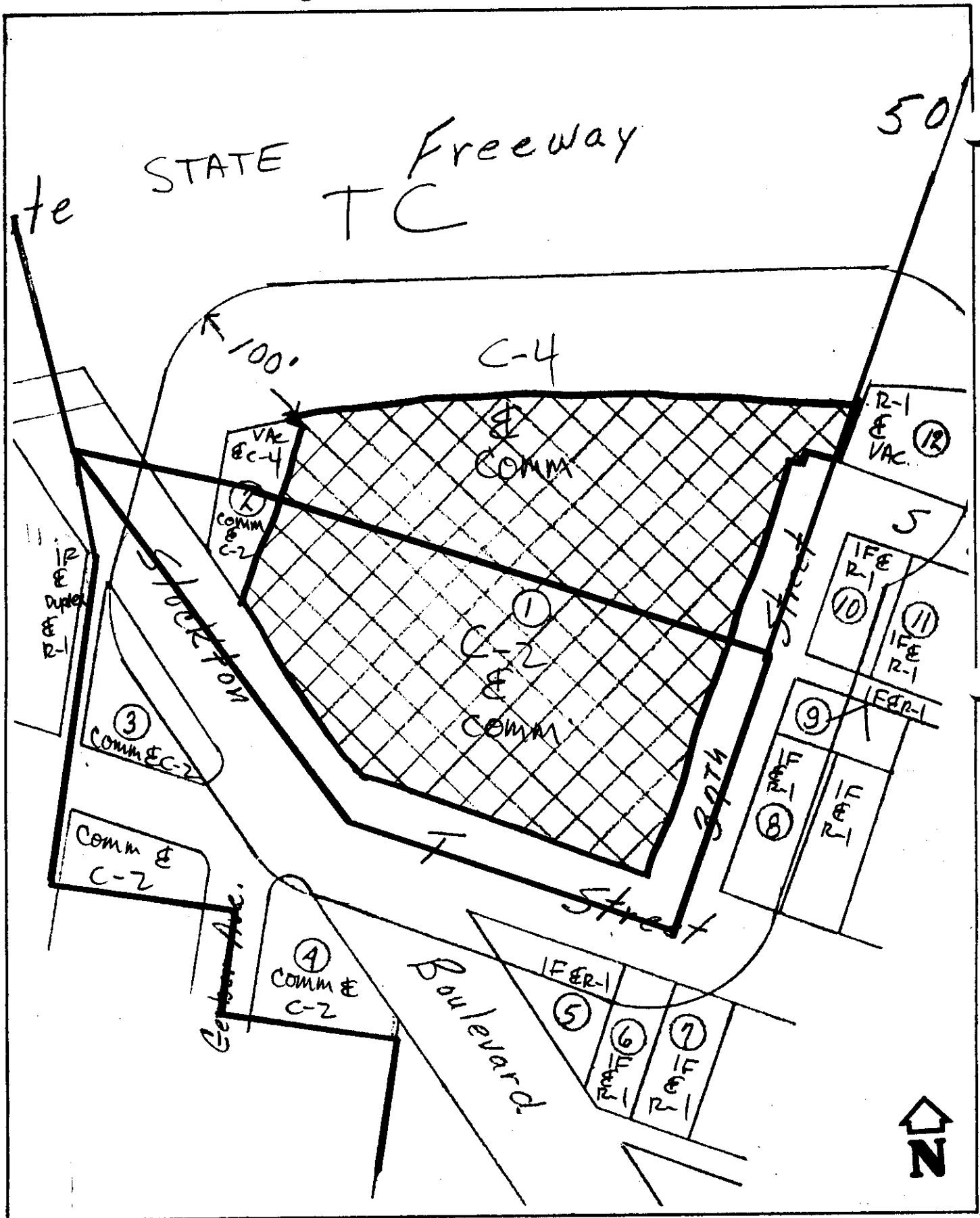
EXISTING LOCATION

20'

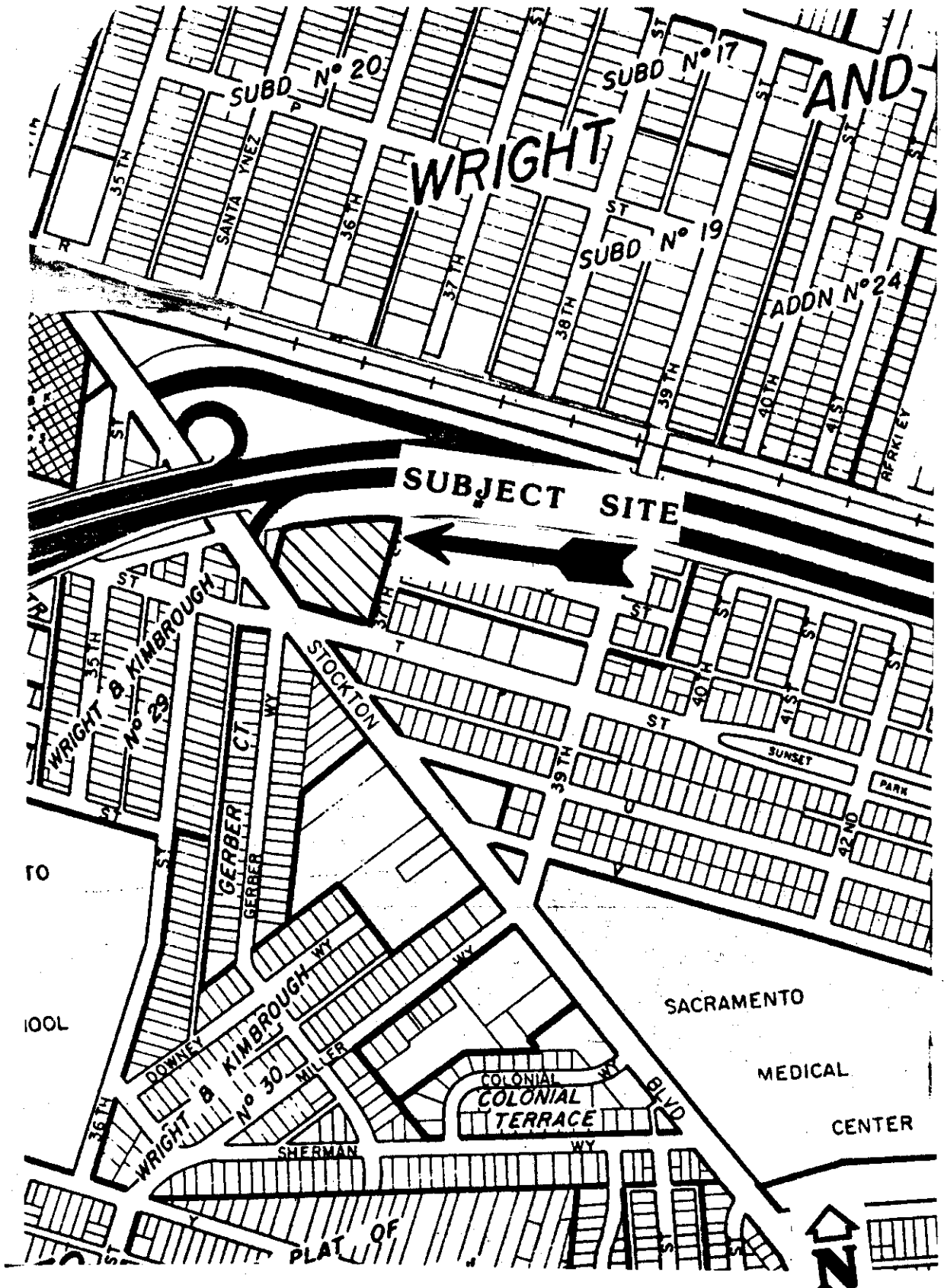


NORTH ELEVATION





LAND USE & ZONING MAP



VICINITY MAP