

**CITY PLANNING COMMISSION**  
1231 "I" STREET, SUITE 200, SACRAMENTO, CA 95814

<b>APPLICANT:</b> <u>Western Sign Company, 6221 A Enterprise Dr, Diamond Springs, CA 95619</u>		
<b>OWNER:</b> <u>United California Bank Realty Corporation, P.O. Box 3666 Term Annex, Los Angeles, CA 90051</u>		
<b>PLANS BY:</b> <u>Western Signs Company, 6221 A Enterprise Dr, Diamond Springs, CA 95619</u>		
<b>FILING DATE:</b> <u>June 13, 1991</u>	<b>ENVIR. DET.:</b> <u>Exempt (15311 (a))</u>	<b>REPORT BY:</b> <u>DJH</u>
<b>ASSESSOR'S PCL. NO.</b> <u>277-272-011</u>		

**APPLICATION:** Variance to allow the placement of two signs in addition to the double sided monument sign in a Planned Unit Development (PUD) where the PUD guidelines allow only one sign in the Shopping Center Review (Planned Unit Development) (SC-R{PUD}) zone.

**LOCATION:** 1710 Arden Way

**PROPOSAL:** The applicant is requesting the necessary entitlement to install two additional signs on a building in a PUD where the PUD Guidelines allow only one sign in the Shopping Center Review (SC-R{PUD}).

**PROJECT INFORMATION:**

General Plan Designation:	Regional Commercial and Offices
Existing Zoning of Site:	Shopping Center Review- Planned Unit Development (SC-R{PUD})
Existing Land Use of Site:	Bank facility

**Surrounding Land Use and Zoning:**

North:	Commercial (Arden Fair Mall); C-2
South:	Commercial (Point West PUD); SC-R(PUD)
East:	Commercial (Point West PUD); SC-R(PUD)
West:	Commercial (Point West PUD); SC-R(PUD)

Property Dimensions:	222' x 20
Property Area:	44,400 sq. ft.
Height of Building:	25'
Topography:	Flat
Street Improvements:	Existing
Utilities:	Existing
Exterior Building Materials:	Concrete
Roof Material:	Concrete
Number of Signs:	one existing monument sign
Proposed Signs :	retain existing monument sign, add two wall signs for a total of three signs.
Proposed Sign Dimensions:	36" high, 32'-10" long for each attached sign
Proposed Sign Area:	99± sq. ft. for each attached sign
Proposed Sign Materials:	Illuminated white neon letter for logo, other letters to be illuminated channel letters, painted brown and orange

**PROJECT EVALUATION:** Staff has the following comments:

**A. Land Use and Zoning**

The subject site consists of an one acre interior lot in the Shopping Center- Review (Planned Unit Development) (SC-R{PUD}) zone. A banking facility with associated parking is located on the site. The General Plan designates the subject site as Regional Commercial and Offices. The surrounding land use and zoning consists of commercial uses in the C-2 zone to the north, and SC-R(PUD) zone to the south, east, and west. The subject site is also located in the Point West PUD.

**B. Applicant's Proposal**

The applicant is proposing to install two signs on an existing Commercial Bank building in addition to the existing monument sign. One sign would be facing north and the other sign would be facing west. Each of the signs would measure 36" high and 32' 10" long for an area of approximately 99 sq. ft. for each sign. The Point West PUD sign guidelines require that the signs be no larger than 150 sq. ft. or cover more than 10% of the building face whichever is less and that the horizontal length be less than 50' or less than 70% of the building frontage-whichever is less. The signs meet the size requirement. The purpose for the request is that the owner intends to expand the operation of the commercial use from a banking center where there are no customers to a full customer banking service facility. The owner feels that the additional signage is necessary to attract customers.

**C. Point West PUD Signage Criteria**

The Point West PUD signage criteria as amended October 27, 1988 (P88-431) states the following under Section A. General Requirements, subparagraph 8:

All signs in Point West shall be either: a) placed flat against the building to which it is attached; or b) a detached monument sign.

Subparagraph 9 states:

Detached monument signs shall meet the following requirements:

a. only one monument sign shall be permitted per parcel per public street frontage....

Section C which relates to signs located in the Shopping Center (SC) zone states the following:

On(e) attached sign per tenant per public street frontage. Maximum sign area for the attached sign shall meet the requirements of the City sign Ordinance and Section 5-D of these development guidelines. If tenant prefers a detached monument identification sign, an attached sign will not be permitted.

Based on the above applicable PUD sign guidelines, the applicant is not only proposing to have attached signs in addition to the detached signs, but two attached signs are being requested where only one would be allowed if there where not a detached sign already in place.

Staff surveyed the signage in the Point West PUD area. The majority of the commercial uses in the area have either two attached wall signs or one detached wall sign with an attached wall sign. Staff would be willing to support one attached sign with the existing monument sign. Staff has met with the applicant and he has no objections for this modification. One additional sign would assist persons traveling on Arden Way to find the

banking facility. Staff finds, however, that two additional signs are not necessary and would contribute to a proliferation of signage in the area.

**D. Agency Comments**

The proposed project was reviewed by the Public Works City Traffic Engineering and Development Divisions. There were no comments.

**ENVIRONMENTAL DETERMINATION:** The proposed project has been determined to be exempt from environmental review pursuant to State Guidelines (CEQA Section 15311 (a), Accessory Structures, on-premise signs.)

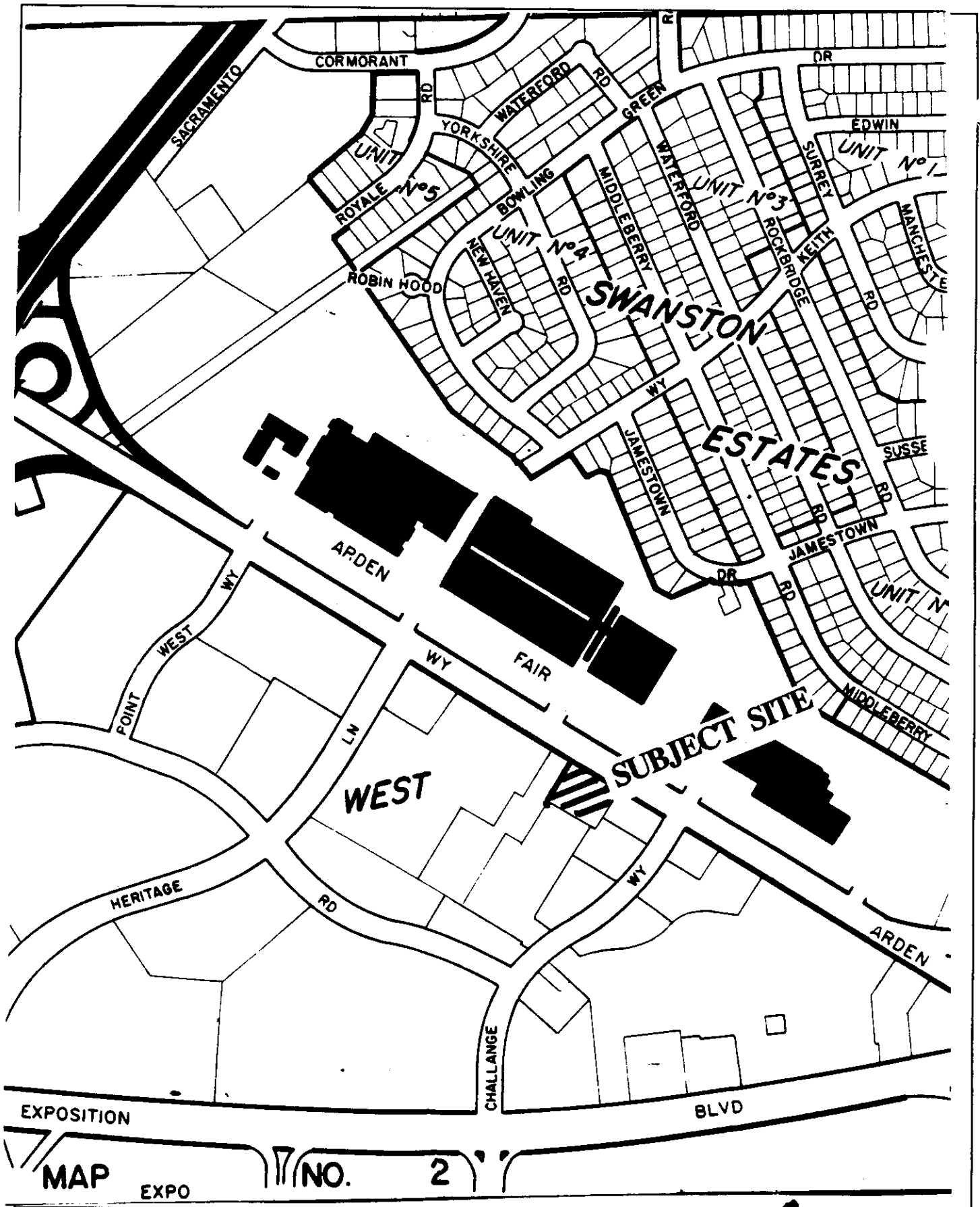
**RECOMMENDATION:** Staff recommends the City Planning Commission approve the Variance to allow one attached sign and one monument sign subject to conditions and based on findings of fact which follow.

**Condition**

The applicant shall provide the design and location of the one attached sign and one detached monument sign for staff approval prior to issuance of a sign permit.

**Findings of Fact**

1. The project, as conditioned, is based on sound principles of land use in that the proposed signs are compatible in design and materials with surrounding land uses.
2. The project, as conditioned, will not be detrimental to the public safety or welfare, nor result in the creation of a public nuisance in that:
  - a. The proposed signs would not present a potential hazard to motorists and pedestrians.
  - b. The signs would be integrated with and be harmonious to the building and site which they would occupy.
3. 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.
4. Granting the variance does not constitute a use variance in that signage is allowed in the SC-R(PUD) zone.
5. The project is consistent with the General Plan which designates the site Regional Commercial and Offices.



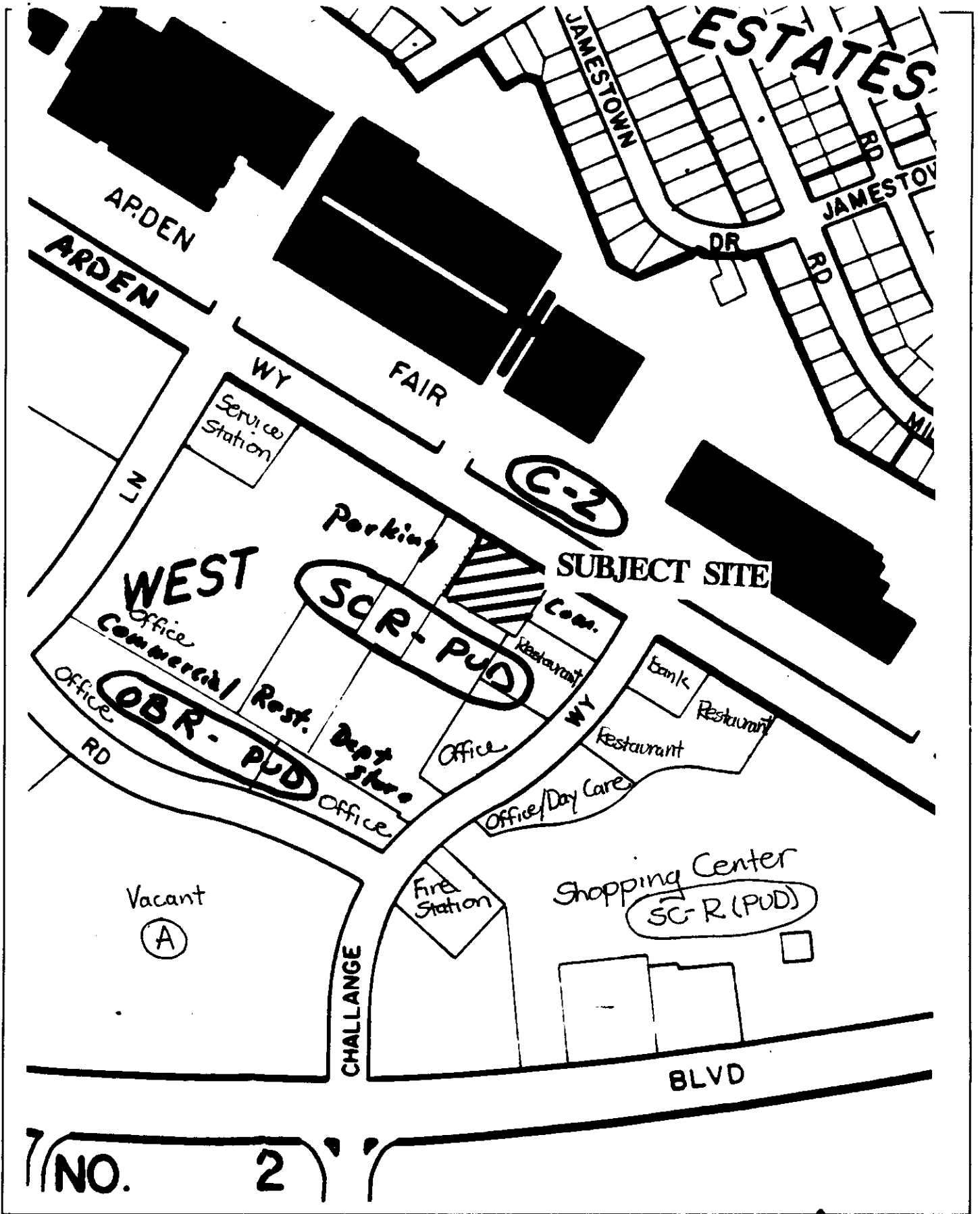
MAP

EXPO

NO.

2

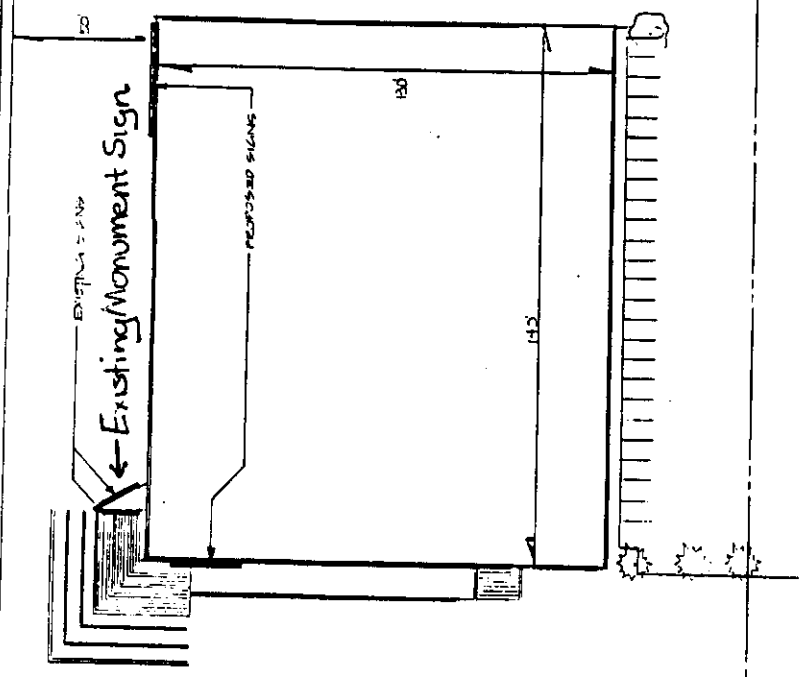
VICINITY MAP



**LAND USE & ZONING MAP**

# EXHIBIT - A SITE PLAN

Arden Way



JOB NAME: FIRST INTERSTATE BANK  
 JOB LOCATION: ARDEN WAY  
 SCALE: \_\_\_\_\_  
 DATE: \_\_\_\_\_  
 DRAWN BY: \_\_\_\_\_  
 CHECKED BY: \_\_\_\_\_  
 APPROVED BY: \_\_\_\_\_

**WESTERN SIGN CO., INC.**  
 6221-A ENTERPRISE DRIVE, DIAMOND SPRINGS, CA 95619  
 (916) 933-3765 FAX 622-9367 (916) 622-1420



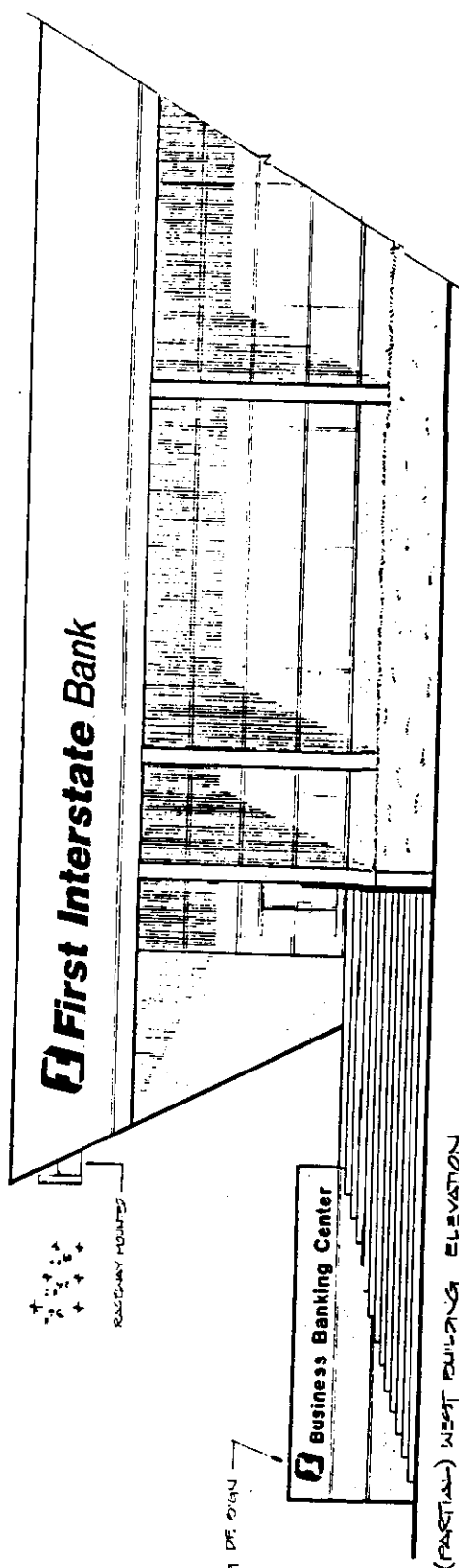
This is an original unaltered drawing created by Western Sign Co., Inc. It is submitted for your approval. It is not to be shown to anyone outside of your firm. No reproduction, copying or alteration in any form is permitted without the written permission of Western Sign Co., Inc.

P 91-144

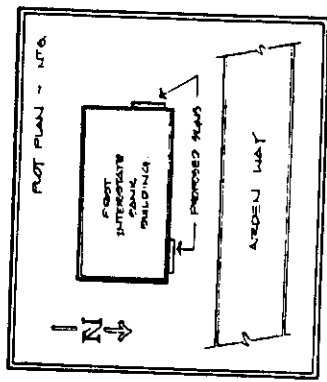
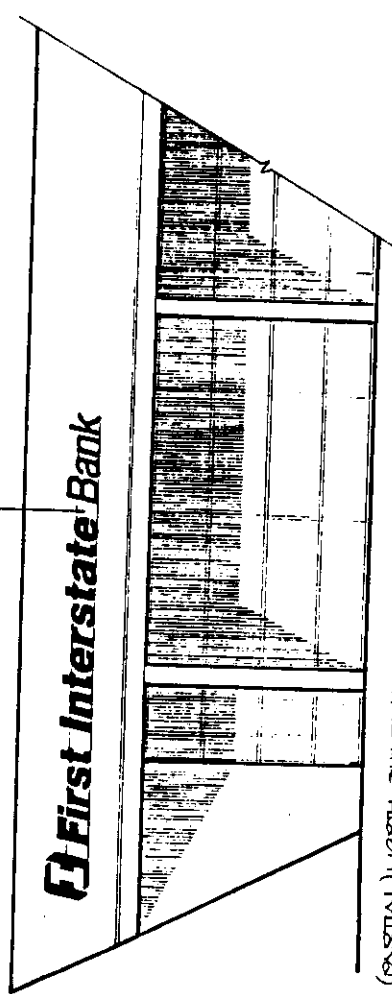
August 8, 1991

Item # 13

**EXHIBIT - B  
ELEVATIONS**



INDIVIDUAL INTERMEDIATE LIGHT CHANNEL LETTERS  
 3" ALUM. RETURNING SANTED BRONZE w/ 3/16" BRONZE/WHITE PLEX FACES  
 1/4" BRONZE TRIM CAP w/ 1/8" BRONZE/WHITE PLEX FACES  
 20x24 TRIM w/ 3/16" BRONZE/WHITE PLEX FACES  
 20x24 TRIM w/ 3/16" BRONZE/WHITE PLEX FACES



JOB NAME	FIRST INTERSTATE BANK
JOB LOCATION	170 ARDEN WAY, SACRAMENTO, CA
SCALE	3/4" = 1'-0"
DATE	8-5-91
DESIGNED BY	W.H.D.
CHECKED BY	W.H.D.
DATE	8/2/91

**WESTERN SIGN CO., INC.**  
 6221-A ENTERPRISE DRIVE, DIAMOND SPRINGS, CA 95619  
 (916) 833-3765 FAX 622-9367 (916) 822-1480

This is an original unaltered drawing created by Western Sign Co., Inc. It is submitted for your information. It is not to be used for any other purpose without the written permission of Western Sign Co., Inc.

P 91-144

August 8, 1991

Item # 13