

# CITY PLANNING COMMISSION

1231 "I" STREET, SUITE 200, SACRAMENTO, CA 95814

APPLICANT Mina-Tree Signs, Inc. P O Box 8406, Stockton, CA 95208  
OWNER Isakopoulos A Et. al & G. Et al 1000 G Street, 5th, Sacramento, CA 95814  
PLANS BY Mina-Tree Signs, Inc., P O Box 8406, Stockton, CA 95208  
FILING DATE 1/11/89 ENVIR. DET. Exempt 15311 (a) REPORT BY BW:vf  
ASSESSOR'S PCL. NO. 274-0060-024,033,034,035

**APPLICATION:** Variance to allow a third attached sign on Wells Fargo Bank on 11.02+ developed acres in the Shopping Center Review (SC-R) zone.

**LOCATION:** 1532 West El Camino Avenue

**PROPOSAL:** The applicant is requesting the necessary entitlements to allow an additional Wells Fargo attached sign.

### PROJECT INFORMATION:

General Plan Designation:	Community/Neighborhood Commercial/Office
1988 South Natomas Community Plan Designation:	1988 South Natomas Community Plan, Neighborhood Commercial
Existing Zoning of Site:	SC-R
Existing Land Use of Site:	Shopping Center

### Surrounding Land Use and Zoning:

North: Residential; R-1A(PUD) & R-2B(PUD)  
South: Residential; R-3R  
East : Shopping Center; SC(PUD)  
West : Shopping Center; SC(PUD)

Property Dimensions:	940' x 450'
Property Area:	11.02+ acres
Identification Sign Dimensions:	18" x 26'
Identification Sign Area:	39 sq. ft.
Topography:	Flat
Street Improvements & Utilities:	Existing
Sign Material:	Gold painted aluminum
Sign Type:	Individual Reverse Pan Channel Letters

**PROJECT EVALUATION:** The staff has the following comments regarding this proposal:

#### A. Land Use and Zoning:

The subject site is 11.02+ developed acres located in a Shopping Center Review (SC-R) zone. The Wells Fargo Bank is currently in operation on the subject site. The General Plan designates the site for Community/Neighborhood Commercial/Office and the 1988 South Natomas Community Plan designates the site for Neighborhood Commercial. Surrounding land uses and zoning includes residential to the north and south, zoned R-1A (PUD), R-2B (PUD) and R-3R; and Shopping Center type uses to the east and west, zoned SC (PUD). The Wells Fargo Bank is located within the existing shopping center.

APPLC. NO. P89-058 MEETING DATE 3-9-89 February 23, 1989 ITEM NO. 15  
25

B. Applicant's Proposal:

The applicant is proposing to install an additional wall sign on the Wells Fargo Bank building. The applicant proposes to locate the additional sign on the east elevation to allow maximum visibility for vehicles traveling from the east on West El Camino Avenue. Presently, the bank has identical signs on the west and north elevations (two existing attached signs).

The proposed sign would be identical to the existing signs attached to the building. The sign will consist of individual reverse pan channel letters with internal gold painted aluminum. The proposed internal illumination will give the sign halo type indirect lighting. The letters are 18" high and 26' long, for a total square foot area of 39 square feet. The current Sign Ordinance allows only two attached signs for each occupancy within the developed parcel. The applicant, therefore, is requesting a variance to allow a third attached sign.

C. Staff Analysis

Staff did a field check in the area and observed an existing nine foot Wells Fargo Bank monument sign. The monument sign fronts on West El Camino Avenue allowing maximum visibility for vehicles traveling east and west on West El Camino Avenue. Staff also observed a commercial bank on the corner within the shopping center with attached signage on all four sides. The Sign Ordinance, however, allows two signs per street frontage on corner lots. Immediately across the street from the subject site, is a bank with only one attached sign. The bank is located in the Creekside Oaks Planned Unit Development, which only allows one sign per occupant. In February 1988, the Commission denied a variance request to allow an additional attached sign on the building. The justification for the denial was to discourage sign clutter and to conform with the Planned Unit Development Guidelines.

In this case, staff feels that the additional attached Wells Fargo sign will create excessive signage at the shopping center. Currently, the bank has two attached signs and a monument sign which allows maximum visibility on all sides. Staff feels the building has adequate signage, therefore, it is not necessary to have additional signage facing the shopping center. Planning staff finds that the applicant's request will not be in harmony with the purpose of the Sign Ordinance to: "preserve and improve the appearance of the City as a place in which to live and work and as an attraction to non-residents who come to visit and trade." The proposed additional signage will contribute to the clutter of existing signs in the area, and be a visual distraction. Normally a variance is only granted if there is a hardship on the property. The existing Wells Fargo Bank does not face a hardship, therefore, staff recommends denial of the variance request.

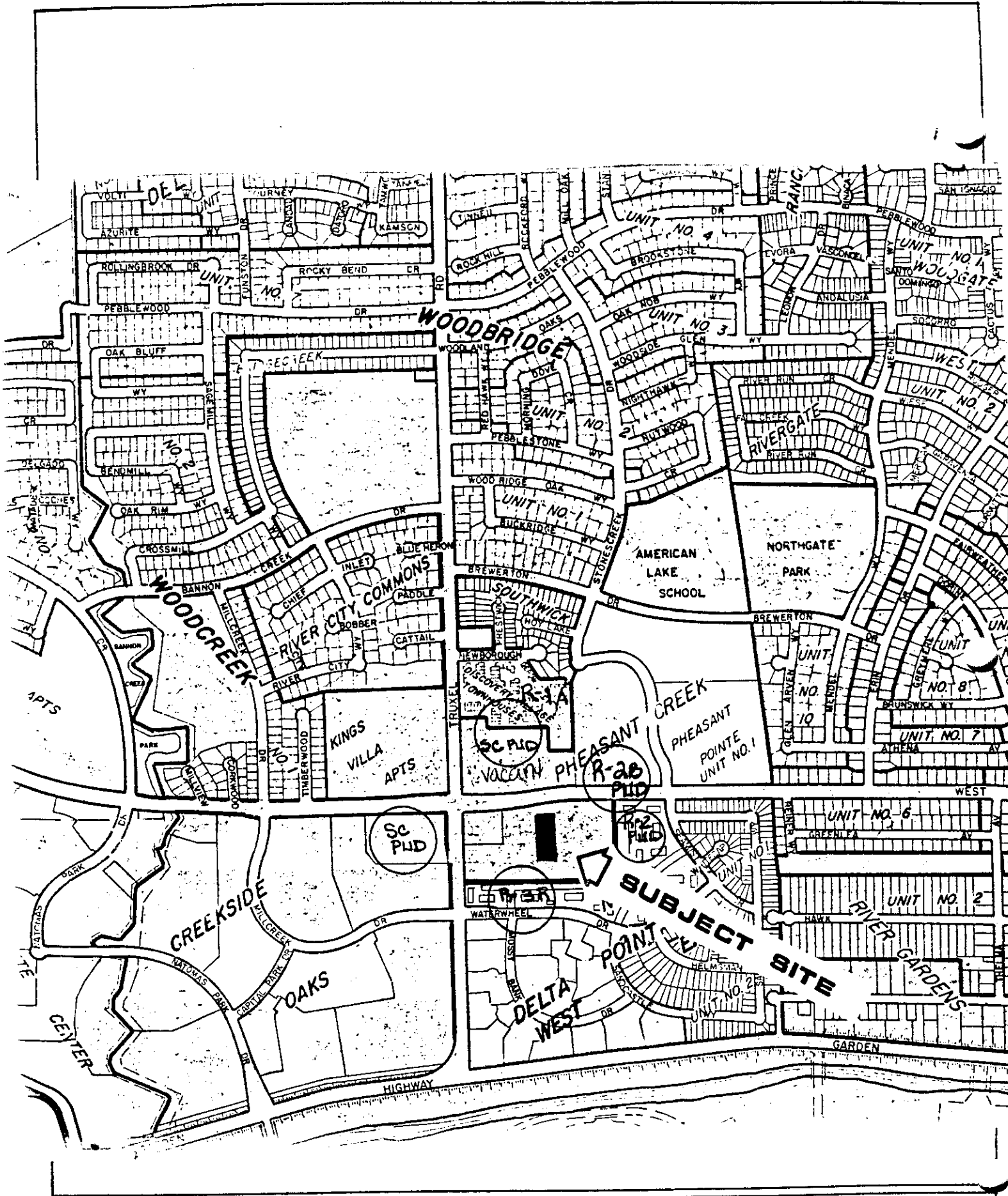
D. Agency Comments: The applicant's proposal was routed to the City's Traffic Engineer, Building Inspection and the South Natomas Advisory Committee. No comments were received.

ENVIRONMENTAL DETERMINATION: This project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15311(a)).

RECOMMENDATION: Staff recommends that the Planning Commission deny the variance based upon findings of fact which follow:

Findings of Fact

1. The variance request will constitute a special privilege extended to one property owner in that:
  - no other property owner facing similar circumstances would be granted a variance.
2. The variance request will constitute a use variance in that the Sign Ordinance allows only two attached signs per occupant in a SC zone.
3. The variance request will not preserve and improve the appearance of the City, in that:
  - a. the proposed attached sign will contribute to the clutter of existing signs in the area; and
  - b. the property owner is not facing a hardship.
4. The variance is not in harmony with the purpose of the City's Sign Ordinance to: "Preserve and improve the appearance of the City as a place in which to live and to work and as an attraction to nonresidents who come to visit and trade."



VICINITY - LAND USE - ZONING

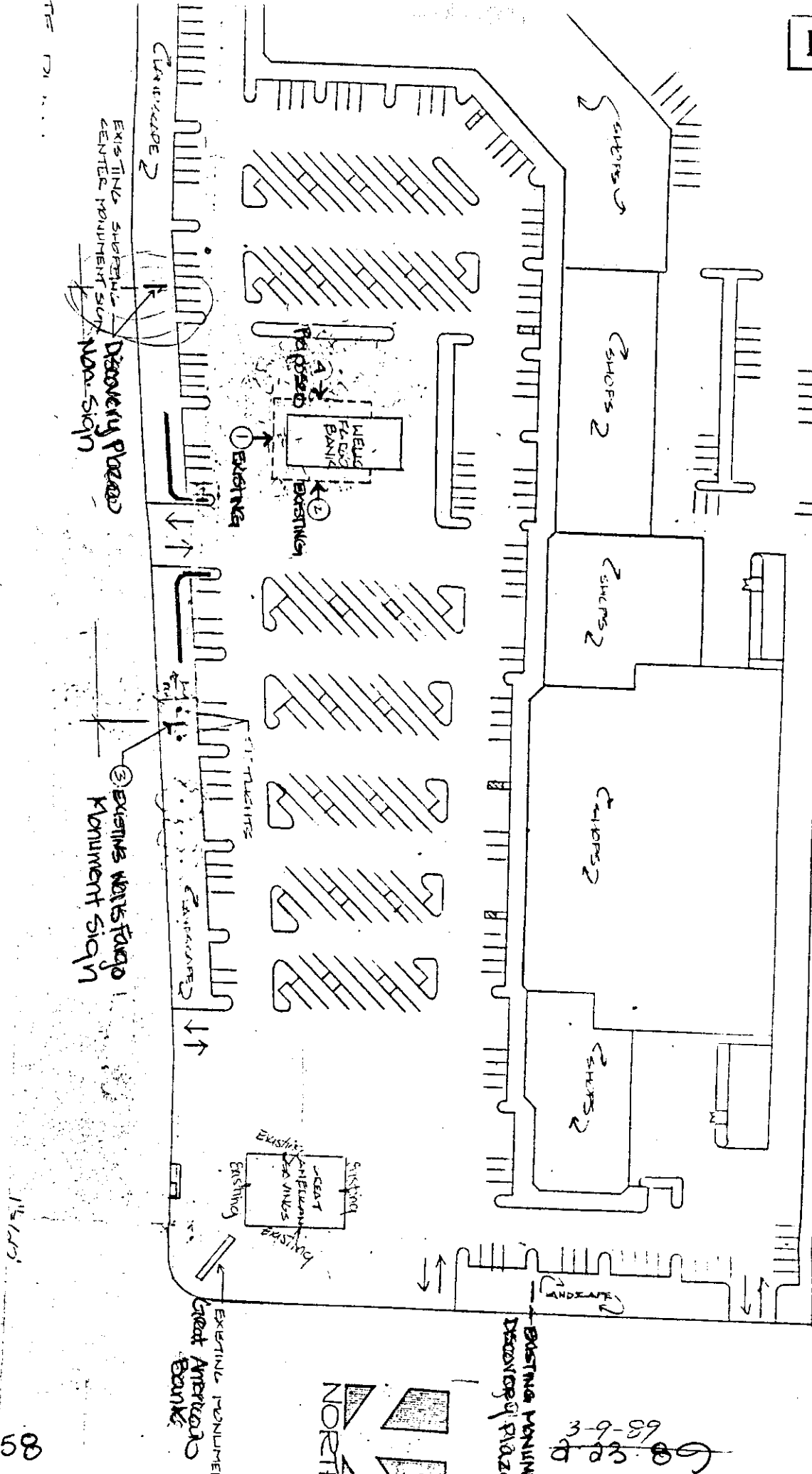


P89-058

3-9-89  
2-25-89

ITEM 15  
25

EXHIBIT A



EXISTING SHOPPING CENTER MONUMENT SIGN NOA SIGN

EXISTING WALKWAYS MONUMENT SIGN

EXISTING MONUMENT GREAT AMERICAN BANK

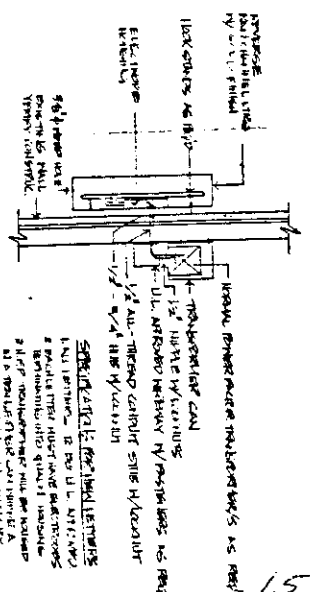
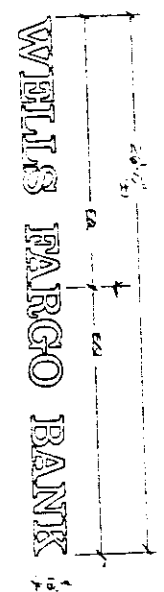
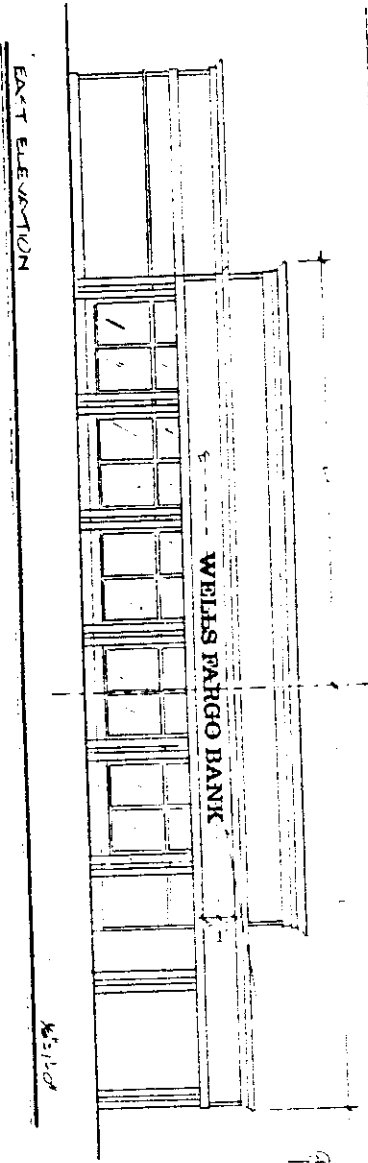
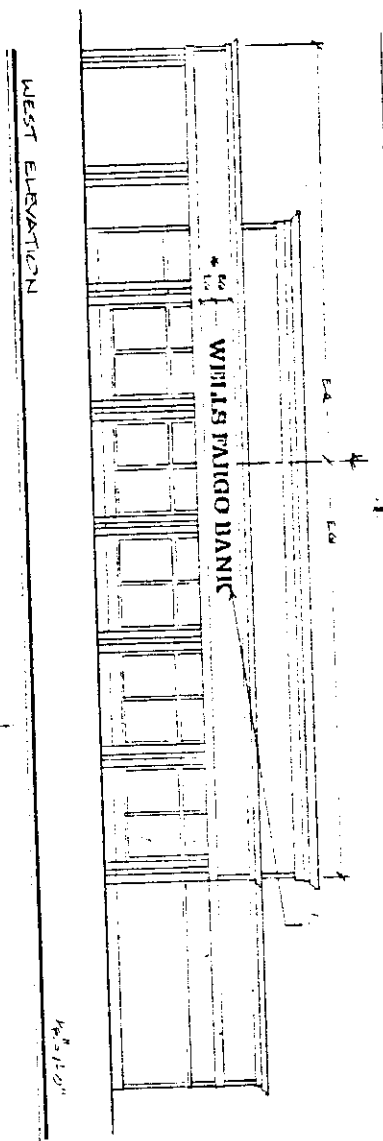
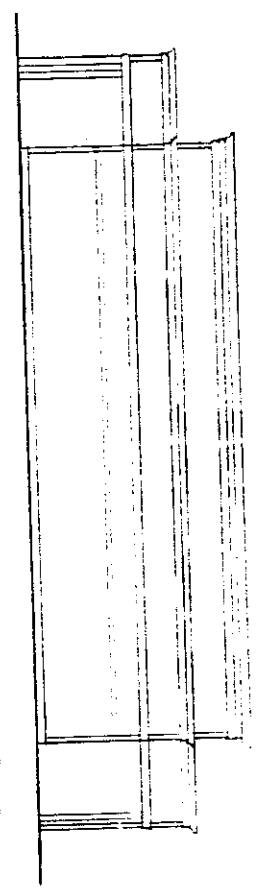
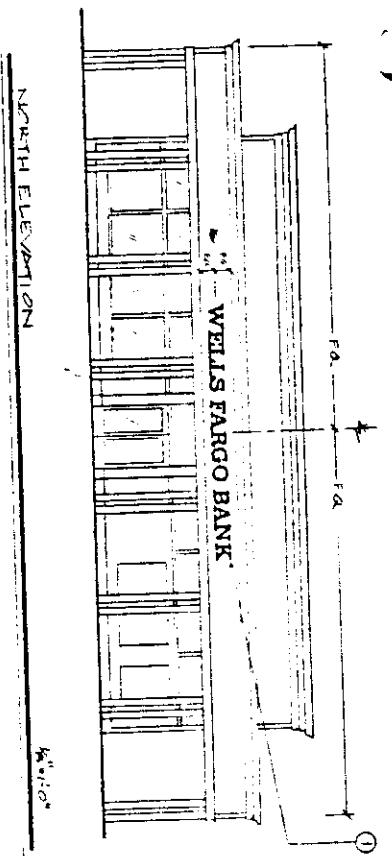
EXISTING MONUMENT DISCOVERY PLAZA



3-9-89  
G. S. P. 203-89

ITEM 15  
28

P89-058



3-9-89  
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P89-058

ITEM 15

SHEET 1	DESIGN NO. P89-058	JOB NO. 15	SCALE AS SHOWN	DATE 3-9-89	CHECKED [Signature]	DRAWN [Signature]	REVISION		BY [Signature]	DATE 3-9-89
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OF 2	WELLS FARGO BANK NORTH BRANCH OFFICE 1532 H.E. CAMINO AVE. SACRAMENTO, CALIF.						<b>mina-tree signs, inc.</b> P.O. BOX 8406, STOCKTON, CA 95208 (209) 941-2921			