

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

APPLICANT River City Signs, 2419 Sellers Way, West Sacramento, California 95691
OWNER John O. Hammens, 4243 Hunt Road, Cincinnati, Ohio 45242
PLANS BY River City Signs, 2419 Sellers Way, West Sacramento, California 95691
FILING DATE December 12, 1990 ENVIR. DET. Exempt 15302(b) REPORT BY CG
ASSESSOR'S PCL. NO. 006-0081-038

APPLICATION: Variance to increase the permitted square footage from 455 to 519 square feet for an existing sign on 1.1± developed acres in the Central Business District (C-3) zone.

LOCATION: 300 J Street

PROPOSAL: The applicant is requesting the necessary entitlements to increase the square footage of an existing sign and adding a 64 square foot company logo.

PROJECT INFORMATION:

General Plan Designation:	Regional Commercial & Offices
Central City Community Plan Designation:	Central Business District
Existing Zoning of Site:	C-3
Existing Land Use of Site:	Holiday Inn

Surrounding Land Use and Zoning:

North:	Office; C-3
South:	Commercial; C-3
East:	Office; C-3
West:	Interstate 5; C-3

Square Footage of Existing Sign:	455 square feet
Square Footage of Proposed Sign:	519 square feet
Height of Sign:	142 feet
Property Dimensions:	280' x 175'
Property Area:	1.1± acres
Topography:	Flat
Street Improvements:	Existing
Utilities:	Existing

BACKGROUND INFORMATION: In 1976 Holiday Inn requested a variance to allow three signs, each 634 square feet in area, on the hotel building (P7286). On May 27, 1976, the Planning Commission approved a variance to allow Holiday Inn 10' x 50' signs to be attached to the building, with no third sign. The applicant agreed to comply with the two 500± square foot signs.

PROJECT EVALUATION: Staff has the following comments:

A. Land Use and Zoning

The subject site consists of 1.1± developed acres in the Central Business District (C-3) zone. The General Plan designates the site Regional Commercial & Offices. The Central City Community Plan designates the site Central Business District. The surrounding zoning is C-3. The surrounding land use is office to the north and east, commercial to the south, and Interstate 5 to the west.

B. Applicant's Proposal

The applicant is requesting the necessary entitlements to modify the existing Holiday Inn sign on the north and south side of the building. The signs exist on the north and south faces of the mechanical penthouse approximately 140 feet high and each sign is 455 square feet in area. The applicant proposes to replace the "a" and "y" of Holiday Inn, and add a new 64 square foot company logo. If modified the square footage of each sign would increase to 519 square feet in area.

C. Existing Sign Regulations

The existing sign regulations are a part of the Urban Design Guidelines which are incorporated into the Zoning Ordinance. The regulations allow signs to have a maximum of 45 square feet. The maximum height of a sign allowed is 60 feet and the maximum individual letter height allowed is three feet. The Ordinance allows corporate logos above the 60 feet, however, no sign copy is allowed. The existing Holiday Inn sign does not conform to this criteria.

D. Proposed Sign Regulations

The Planning Department is currently working on an Ordinance amendment which modifies signage on highrise developments. The proposed criteria also limits the height of a building identification sign to 60 feet. The size of the sign is limited to 3 feet in height and 25 feet in length, exclusive of a logo. The logo may not exceed 5 feet by 5 feet. The existing Holiday Inn signage, and the proposed signage, does not meet this criteria.

E. Conclusion

The existing sign found on the two building faces are each 140 feet high and 455 square feet in area. Staff recommends the variance to increase the square footage of the sign by 64 square feet with a logo be denied. Staff has no objections to the modification of the "a" and "y" since a variance was previously granted for this sign. This modification could be made without requiring another variance. The logo would be allowed in this location if there were no sign copy. Staff can find no hardship to support this variance request. Any modifications to existing signs should conform to the existing or proposed sign criteria.

F. Agency Comments

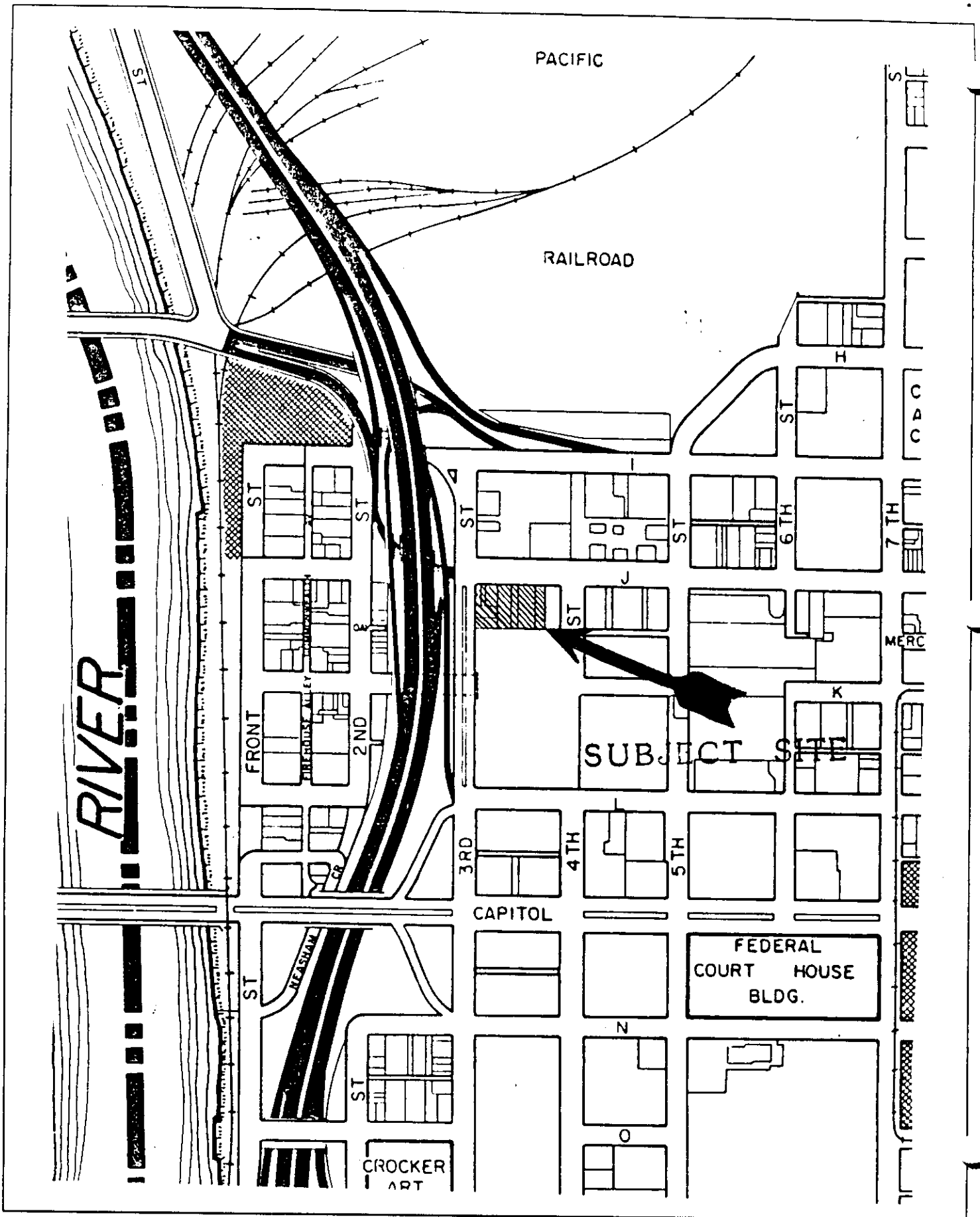
The proposed project has been reviewed by City Traffic Engineering, City Engineering Development Services, City Neighborhood Services, Sacramento Old City Association, and the Downtown Business Improvement Association. No comments were received.

ENVIRONMENTAL DETERMINATION: This project is exempt from Environmental Review pursuant to State EIR Guidelines (CEQA Section 15302b).

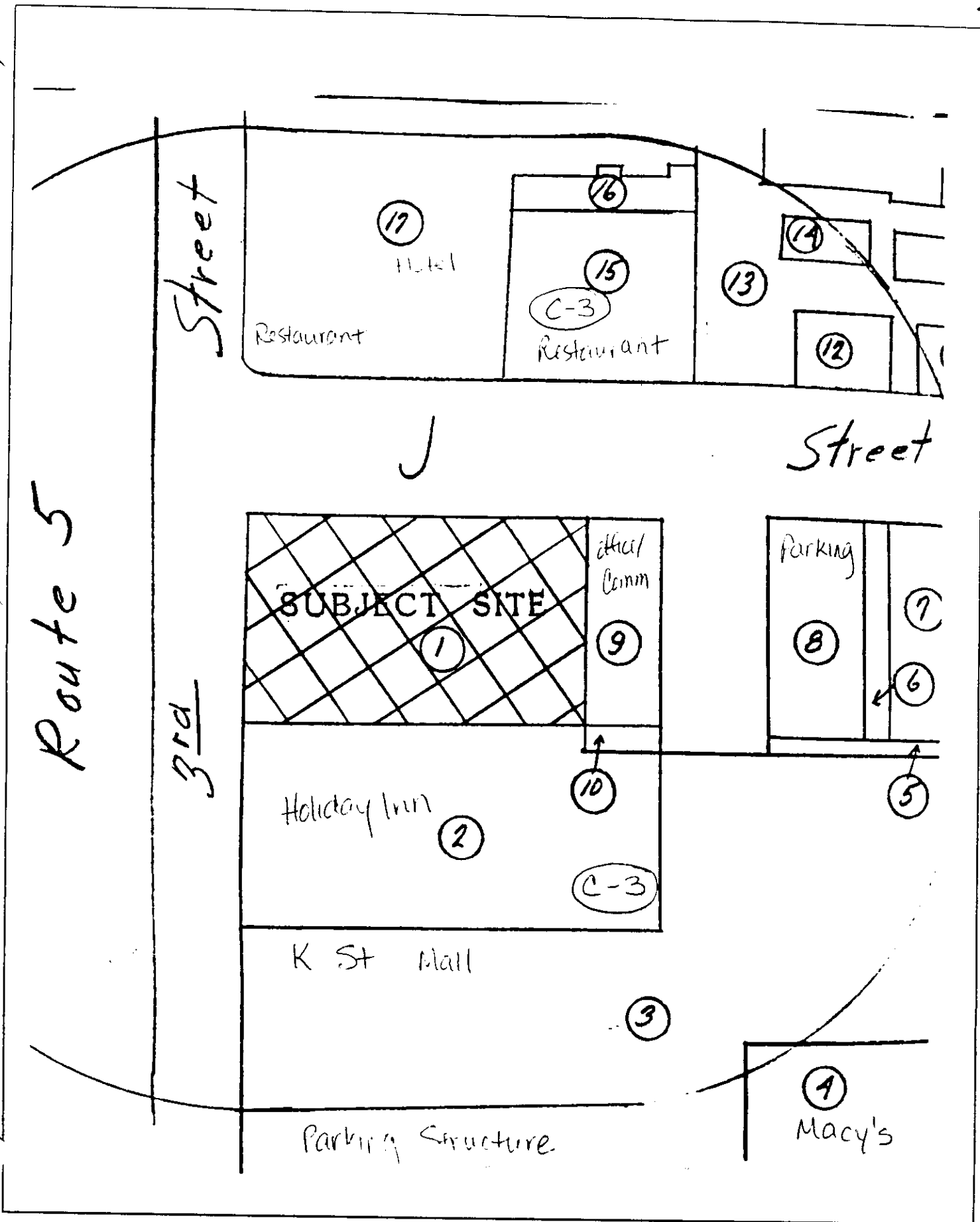
RECOMMENDATION: Staff recommends the Planning Commission deny the variance to increase the permitted square footage from 455 to 519 square feet for an existing sign based upon findings of fact which follow.

Findings of Fact

1. Granting the variance would constitute a special privilege extended to an individual applicant in that:
 - a. a variance would not be granted to other property owners facing similar circumstances;
 - b. there is no hardship involved to support the request.
2. Granting the variance would be injurious to the public welfare in that it would be contrary to the purpose of the Sign Ordinance to eliminate excessive and confusing sign displays.
3. Granting the variance would be contrary to the existing Central City Urban Design Guidelines and proposed Sign Guideline Amendment.



VICINITY MAP



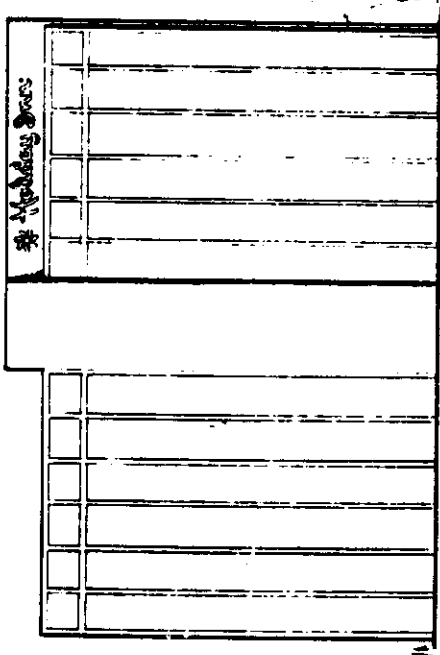
LAND USE & ZONING MAP

PROPOSED SIGN

NEW LOGO NEW REVISIONS EXISTING LETTERS

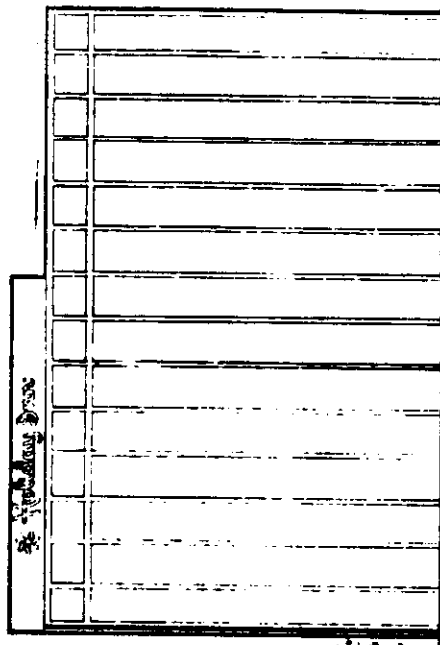
NEW LOGO NEW REVISIONS EXISTING LETTERS

SCALE 1/4" = 1'-0"



NORTH ELEVATION

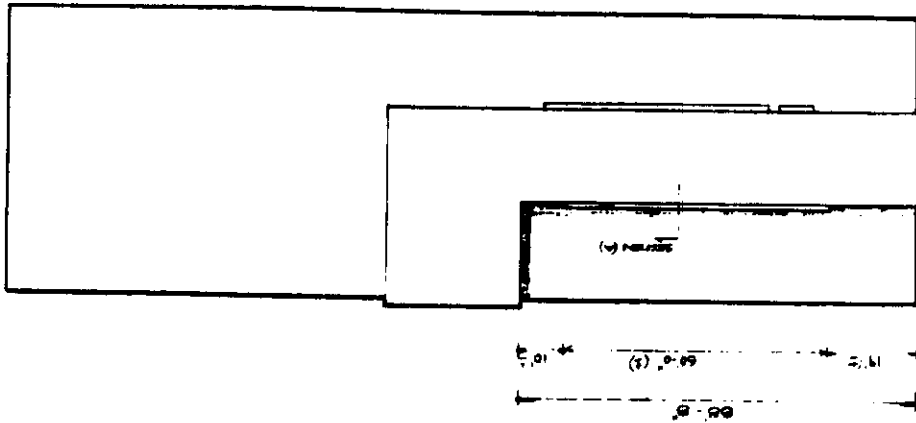
SCALE 1/30" = 1'-0"



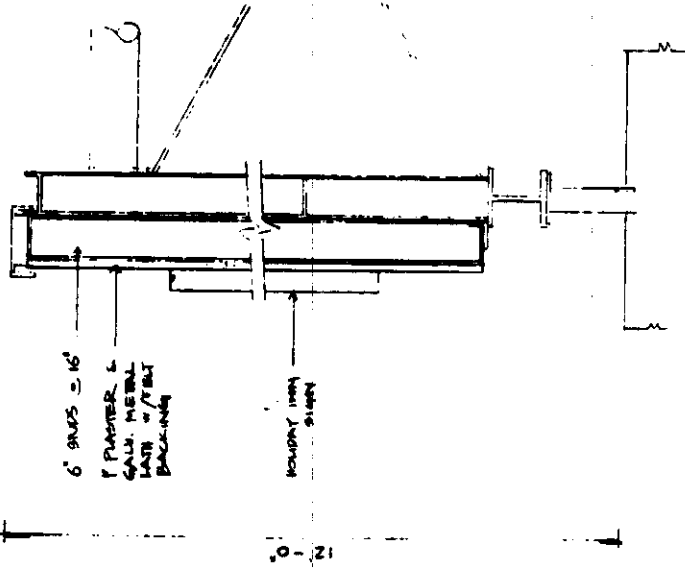
SOUTH ELEVATION

SCALE 1/30" = 1'-0"

HOLLY INN	
SCALE: NOTED	DATE: NOV. 1991
DATE: NOV. 1991	SCALE: 1/30"
CAPITOL PLAZA	
SACRAMENTO, CA	



TOWER ROOF PLAN
SCALE 1" = 20'-0"



A SECTION SCALE 1" = 1'-0"

HOLIDAY INN		DATE	NOV-13-70	SCALE	1" = 20'-0"
SCALE	NOTES	PROJECT	LEB	DESIGNED BY	FD
CAPITOL PLAZA			SA. JAMENITO CA		
DRAWING NUMBER					2 of 2

EXISTING SIGNS

WE ARE ALL RESPONSIBLE FOR QUALITY

NAME James J. Smith Capital

STREET ADDRESS 300 7th St

CITY/STATE St. Paul, MN

PHOTO CARD



Comments

1. 11' x 11' x 11'



Comments

1. 11' x 11' x 11'
2. 11' x 11' x 11'
3. 11' x 11' x 11'
4. 11' x 11' x 11'