

P96-023 RED LION SACRAMENTO INN SIGNAGE

- REQUEST: A. Variance to reface/replace an existing non-conforming *off-site* sign (from 10 feet in height and approximately 50± square feet in signage area to 12 feet in height and 32± square feet in signage area) located within the Arden Fair Shopping Center in the General Commercial (C-2) zone. APN: 277-0160-049,
- B. Variance to change the sign copy for an existing *on-site* non-conforming pole sign (from 15 feet in height and 200± square feet in signage area with a single panel to 15 feet in height and 45± square feet in signage area for 2 panels) in the General Commercial (C-2) zone. APN: 277-0160-003,
- C. Variance to allow the replacement of two existing signs within the freeway corridor for property located at 1401 Arden Way in the General Commercial (C-2) zone, and
- D. Variance to allow an additional 77± square feet of signage in excess of the previously approved signage within the freeway corridor for property located at 1401 Arden Way in the General Commercial (C-2) zone.

LOCATION: 1401 Arden Way, Sacto., CA/APN: 277-0160-003 and 277-0160-049
Arden Arcade Community Plan Area
Grant Joint Union High School District
Del Paso Elementary School District
Council District 3

APPLICANT: Pacific Neon Company
c/o Carl Cook
P. O. Box 15100
Sacramento, CA 95851
(916) 927-0527

OWNER: Red Lion Sacramento Inn Hotels
1401 Arden Way
Sacramento, CA 95815
(916) 922-8041

APPLICATION FILED: March 14, 1996
AMENDED: May 16, 1996

STAFF CONTACT: Scot Mende, 264-5894

SUMMARY/RECOMMENDATION:

The Pacific Neon Company has requested the above noted Variances on behalf of the Red Lion Sacramento Inn hotel in their effort to replace two existing non-conforming signs for the hotel. The project is consistent with the land use designations in the General Plan and the Arden Arcade Community Plan of Regional Commercial and Offices and Shopping and Commercial, respectively. **Staff recommends approval of the project, subject to conditions** and based upon the fact that the project: 1) is designated and zoned appropriately; 2) represents a decrease in total signage area for the hotel; and 3) restores and improves the appearance of the existing hotel signage. Staff finds the Red Lion Sacramento Inn hotel signage request appropriate in scale and design and compatible with the adjacent Arden Fair Mall signage.

PROJECT INFORMATION:

General Plan Designation: Regional Commercial & Office
 Community Plan Designation: Shopping and Commercial
 Existing/Proposed Zoning of Site: General Commercial (C-2)
 Existing Land Use of Site: Hotel/Shopping Center and Parking Lot Facilities
 Surrounding Land Use/Zoning:
 North: Commercial Uses; C-2
 South: Red Lion Inn Hotel; C-2
 East: Arden Fair Shopping Center; C-2
 West: Interstate 80 Freeway; Transportation Corridor (TC)

Signage Setbacks: Required Proposed
 Street/Arden Way: 10' 15'
 Interior/Property Line: 5' 5'

Red Lion Sacramento Inn Signage

Signage Type	Existing Height	Proposed Height	Original Square Feet	Proposed Square Feet
Attached			72± sqft	72± sqft
Detached Pole on-site (P93-158)	35 ft.	35 ft.	614± sqft	205± sqft
Detached Pole on-site (B)	15 ft.	15 ft.	200± sqft	45± sqft
Detached Pole off-site (A)	10 ft.	12 ft.	50± sqft	32± sqft
		TOTAL	936± sqft	354± sqft

Property Dimensions: Irregular
Property Area/Acreage: 22± net acres (Hotel)
Type of Signs: Detached illuminated pole signs
Signage Material: Plastic/aluminum

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:

<u>Permit</u>	<u>Agency</u>
Sign Permit	Planning and Development Department, Development Services Division

BACKGROUND INFORMATION:

On June 11, 1989, the City Planning Commission approved a Variance to change/replace the detached pole sign (614 square feet) for the Red Lion Sacramento Inn hotel. This request allowed 419± square feet of signage area and a height of 35 feet (P87-221). The signage was never replaced.

On January 27, 1994, the City Planning Commission reviewed Variances for the same on-site sign to allow an increase in height, from 35 feet to 45 feet, and a sign area of 260 square feet (P93-158). On February 10, 1994, the City Planning Commission approved the Variance to allow an increase in sign area. However, due to changes with the hotel corporation, the applicant replaced the sign with a 205± square foot sign in lieu of the approved 260± square foot sign.

Over the past ten years, the Red Lion Sacramento Inn hotel has significantly reduced the on- and off-site signage for the hotel. The current application (P96-023) is requesting approval of Variances to replace the sign copy for on- and off-site non-conforming signage and to allow additional square footage of signage area within the freeway corridor. Upon approval of the current application, the hotel signage area will have been reduced to 38% of the original signage.

STAFF EVALUATION: Staff has the following comments:

A. Policy Considerations

General/Community Plan: The subject site is designated as Regional Commercial and Offices by the General Plan and Shopping and Commercial in the Arden Arcade Community Plan. The applicant's proposal will not result in a change in the present or anticipated land use of the site or area. The replacement of two non-conforming signs is considered to be compatible with the existing commercial use (the Arden Fair Mall and related parking facilities) and with the General Plan policies which promote compatible land uses.

The Red Lion Sacramento Inn hotel is situated west of Arden Fair Mall and northeast of the Interstate 80 (I-80) freeway on-ramp. Staff recognizes the hotel's need to provide adequate visibility and directional assistance, and therefore supports the replacement of the two existing non-conforming signs. The applicant has agreed to allow the Landmark Cinema to co-locate signage on the subject on-site detached sign. Staff finds the replacement of the signs consistent with the General Plan's policy which discourages the proliferation of unnecessary signage.

Zoning: The subject site is zoned "General Commercial" which provides for the sale of commodities or performance of services. According to the City's Sign Ordinance (amended July 1995), detached on-site signs shall not exceed 35 feet in height and detached off-site signs shall not exceed 30 feet in height (for the General Commercial (C-2) zone). Signage in the C-2 zone is limited to one square foot of sign area for each lineal foot of street frontage. Since the Red Lion Sacramento Inn hotel does not have any street frontage off Arden Way, technically any signage request requires approval of a variance.

The Sign Ordinance allows 200 square feet of signage area to be built for sites within 660 feet of a freeway. The Red Lion Sacramento Inn hotel is approximately 200± feet from the Interstate 80 (I-80) freeway and currently has an approved 205± square foot on-site detached pole sign. Therefore, the applicant is requesting variances to allow the replacement of two non-conforming detached signs within the freeway corridor and additional detached signage area (approximately 77 sq. ft. above the approved 205± sq. ft.) within the freeway corridor.

Staff believes the project to be consistent with the General Plan policies and the City's Zoning and Sign Ordinances.

B. Site Plan/Design See Exhibits

The subject site is located at 1401 Arden Way and is situated west of Arden Fair Mall and their related parking facilities. The project consists of the replacement of two existing non-conforming pole signs for the Red Lion Sacramento Inn hotel. Specifically, the project proposes the replacement of:

- A) Sign A (located at Arden Way) which is currently 10 feet in height and 50± square feet in signage area with a 12 foot high sign approximately 32± sq. ft. in signage area, and
- B) Sign B (located at driveway entrance to hotel and cinema) which is currently 15 feet in height and approximately 200± sq. ft. in signage area with a 15 foot high sign with two panels of approximately 32± and 13± sq. ft. in signage area for "Red Lion Sacramento Inn Entrance" and "Cinema Entrance", respectively.

Sign A is located off-site and is set back approximately 12 feet from the last Arden Fair Mall entrance off Arden Way before the Interstate 80 freeway on-ramp. Sign B is located on Red Lion Sacramento Inn property located near the canal to the west of the Arden Fair Mall parking lot area. There are no changes requested to the location of the signage. Both signs are proposed to be illuminated pole signs. As designed, the requested signage will have red lettering. The signage pole base is proposed to have a textured coating and be a light beige/grey color, similar to the color and textured look of the monument signage of Arden Fair Mall. The applicant's request to replace the signage is due in part to changes within the hotel corporation.

Staff finds the location, height and design of the proposed signage to be an improvement to the existing signage and to be complimentary to signage within the Arden Fair Mall. Staff supports the subject proposal, as designed.

PROJECT REVIEW PROCESS:

A. Environmental Determination

The proposed project is exempt from environmental review pursuant to the California Environmental Quality Act, Categorical Exemption Section 15302.

B. Neighborhood Comments

The project has been routed for review to the Swanston Estates Against Crime Neighborhood Association, the Woodlake Improvement Club, and the Operations Manager and Marketing Director of the Arden Fair Mall. To date no comments have been received. Staff has contacted the Arden Fair Mall regarding the proposed project and has received no response.

C. Summary of Agency Comments

The proposal was routed and reviewed by several City Departments and other agencies. No specific concerns or comments were received.

PROJECT APPROVAL PROCESS:

The Planning Commission has the authority to approve or deny the requested Variance(s). The Commission action may be appealed to the City Council. The appeal must occur within 10 days of the Commission action.

RECOMMENDATION:


Staff recommends the Planning Commission take the following actions:

- A. Adopt the attached Notice of Decision and Findings of Fact (Attachment 1) approving the Variance to reface an existing non-conforming off-site sign (from 10 feet in height and approximately 50± square feet in signage area to 12 feet in height and 32± square feet in signage area) located within the Arden Fair Shopping Center in the General Commercial (C-2) zone. APN: 277-0160-049,
- B. Adopted the attached Notice of Decision and Findings of Fact (Attachment 1) approving the Variance to change the sign copy for an existing on-site non-conforming pole sign (from 15 feet in height and 200± square feet in signage area to 15 feet in height and 45± square feet in signage area) in the General Commercial (C-2) zone. APN: 277-0160-003,
- C. Adopt the attached Notice of Decision and Findings of Fact (Attachment 1) approving the Variance to allow the replacement of two existing signs within the freeway corridor for property located at 1401 Arden Way in the General Commercial (C-2) zone, and
- D. Adopt the attached Notice of Decision and Findings of Fact (Attachment 1) approving the Variance to allow an additional 77± square feet of signage in excess of the previously approved 260± square feet of signage within the freeway corridor for property located at 1401 Arden Way in the General Commercial (C-2) zone.

Report Prepared By,

Report Reviewed By,


 Laura Conti
 Associate Planner


 Scot Mende
 Senior Planner

Attachments

Attachment 1	Notice of Decision and Findings of Fact
Exhibit 1-A	Locator Map for Signage
Exhibit 1-B	Elevation for Sign A
Exhibit 1-C	Elevation for Sign B
Attachment 2	Vicinity Map
Attachment 3	Land Use and Zoning Map

ATTACHMENT 1**NOTICE OF DECISION AND FINDINGS OF FACT FOR THE RED LION SACRAMENTO INN HOTEL, LOCATED AT 1401 ARDEN WAY, IN THE GENERAL COMMERCIAL (C-2) ZONE. APN'S: 277-0160-002 AND 277-0160-049 (P96-023)**

At the regular meeting of June 13, 1996, the City Planning Commission heard and considered evidence in the above entitled matter. Based on verbal and documentary evidence at said hearing, the Planning Commission took the following actions for the location listed above:

- A. **Approved the Variance to reface an existing non-conforming off-site sign (from 10 feet in height and approximately 50 \pm square feet in signage area to 12 feet in height and 32 \pm square feet in signage area) located within the Arden Fair Shopping Center in the General Commercial (C-2) zone. APN: 277-0160-049,**
- B. **Approved the Variance to change the sign copy for an existing on-site non-conforming pole sign (from 15 feet in height and 200 \pm square feet in signage area to 15 feet in height and 45 \pm square feet with two panels in signage area) in the General Commercial (C-2) zone. APN: 277-0160-003,**
- C. **Approved the Variance to allow the replacement of two existing signs within the freeway corridor for property located at 1401 Arden Way in the General Commercial (C-2) zone, and**
- D. **Approved the Variance to allow an additional 77 \pm square feet of signage in excess of the previously approved signage within the freeway corridor for property located at 1401 Arden Way in the General Commercial (C-2) zone.**

These actions were made based upon the following findings of fact and subject to the following conditions:

FINDINGS OF FACT

- 1. The City Planning Commission finds and determines that the proposed project is exempt from environmental review pursuant to Section 15302 of the CEQA Guidelines.

2A-D. Variance(s): The Variance(s) for the Red Lion Sacramento Inn hotel signage is approved subject to the following findings of fact and conditions of approval:

- i. Granting the variance(s) does not constitute a special privilege extended to an individual property owner in that variances would be granted to other property owners facing similar locational circumstances.
- ii. Granting the variance(s) is not detrimental to the public welfare nor do they result in the creation of a public nuisance in that:
 - a. The proposed signage represents a decrease in signage area and is similar signage height to the existing signage;
 - b. The project represents an improvement to the existing hotel signage;
 - c. The signage design is compatible with adjacent Arden Fair Mall signage; and
 - d. The proposed signage provides the appropriate and necessary visibility and directional assistance for the hotel.
- iii. Granting the Variance(s) will not adversely affect the General Plan policies of the City in that the project is compatible with the Regional Commercial and Office designation of the General Plan and does not result in the proliferation of unnecessary signage.

CONDITIONS OF APPROVAL


A-D. The Variance(s) for the Red Lion Sacramento Inn hotel are hereby approved subject to the following conditions:

A-D1. The applicant shall obtain all necessary building and/or sign permits prior to the installation of any signs,

A-D2. The size, location, and design of the signs shall be consistent with the Exhibits 1A, 1B, and 1C attached,

A-D3. The total square footage of attached and detached signage shall not exceed 354± square feet, and

A-D4. Any modification to the project shall be subject to review and approval by Planning staff prior to the issuance of building permits.


CHAIRPERSON

ATTEST:


SECRETARY TO CITY PLANNING COMMISSION

6-13-96
DATE

(P96-023)

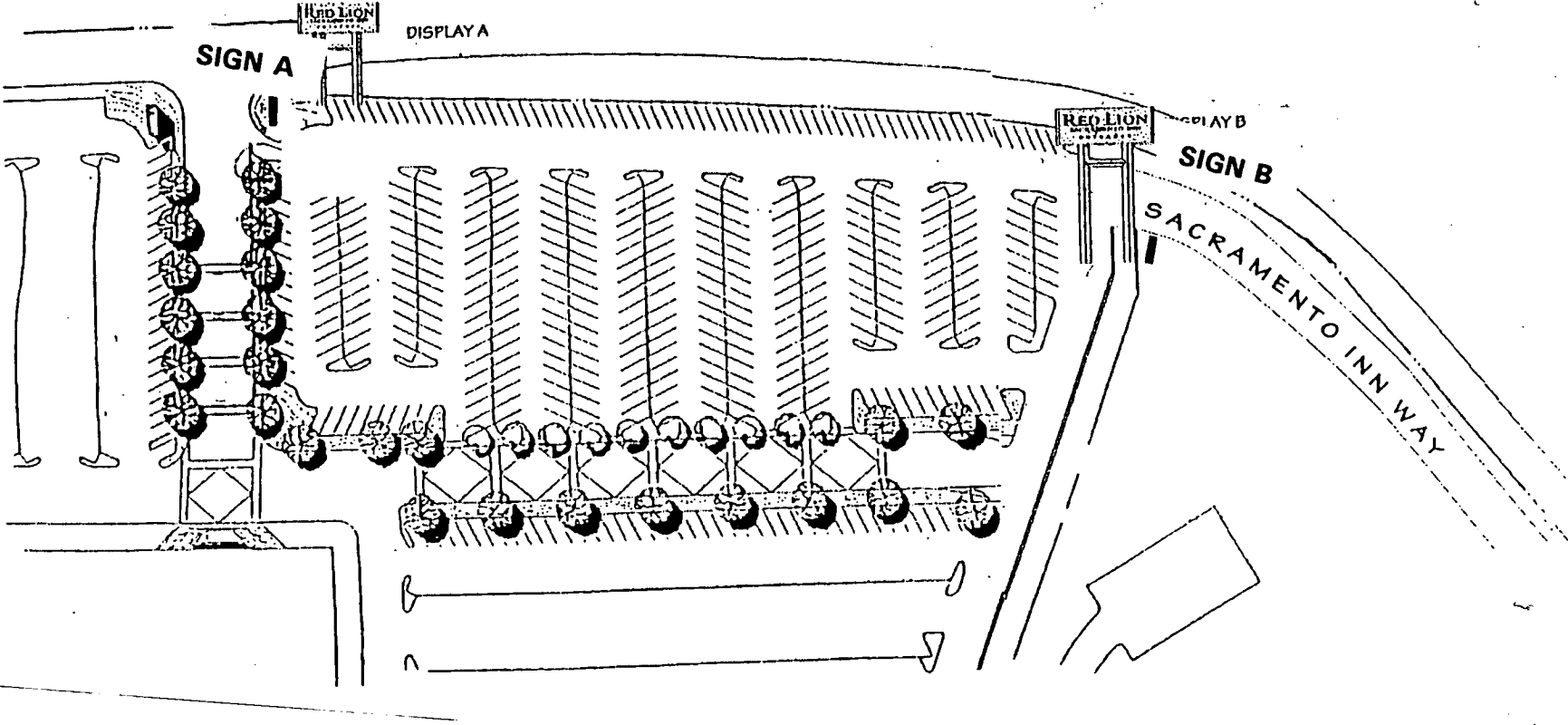
Exhibits

- | | |
|-------------|-------------------------|
| Exhibit 1-A | Locator Map for Signage |
| Exhibit 1-B | Elevation for Sign A |
| Exhibit 1-C | Elevation for Sign B |

SITE LOCATION



A R D E N W A Y



**EXHIBIT 1-A
SIGN LOCATOR MAP**

P96-023

June 13, 1996

ITEM # *10*
PAGE 10

CLIENT: RED LION SACRAMENTO INN ACCOUNT: DAVID RANDOLPH; 95-2970 LOCATION: 1401 ARDENWAY SACRAMENTO, CA
DATE: JUNE 27, 1995 / 1 SEPTEMBER 1995 / 18 DECEMBER 1995 / 7 MARCH 1996

PAGE: 3 OF 3

Celebrating Fifty Years - 1946-1996
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PACIFIC NEON COMPANY
1576 SILVER AVE., SACRAMENTO, CA 95815 • 916.927.0527 FAX 916.927.2414

**EXHIBIT 1-B
ELEVATION FOR SIGN A**

DISPLAY LOCATION A

D/F FREESTANDING ILLUMINATED DISPLAY

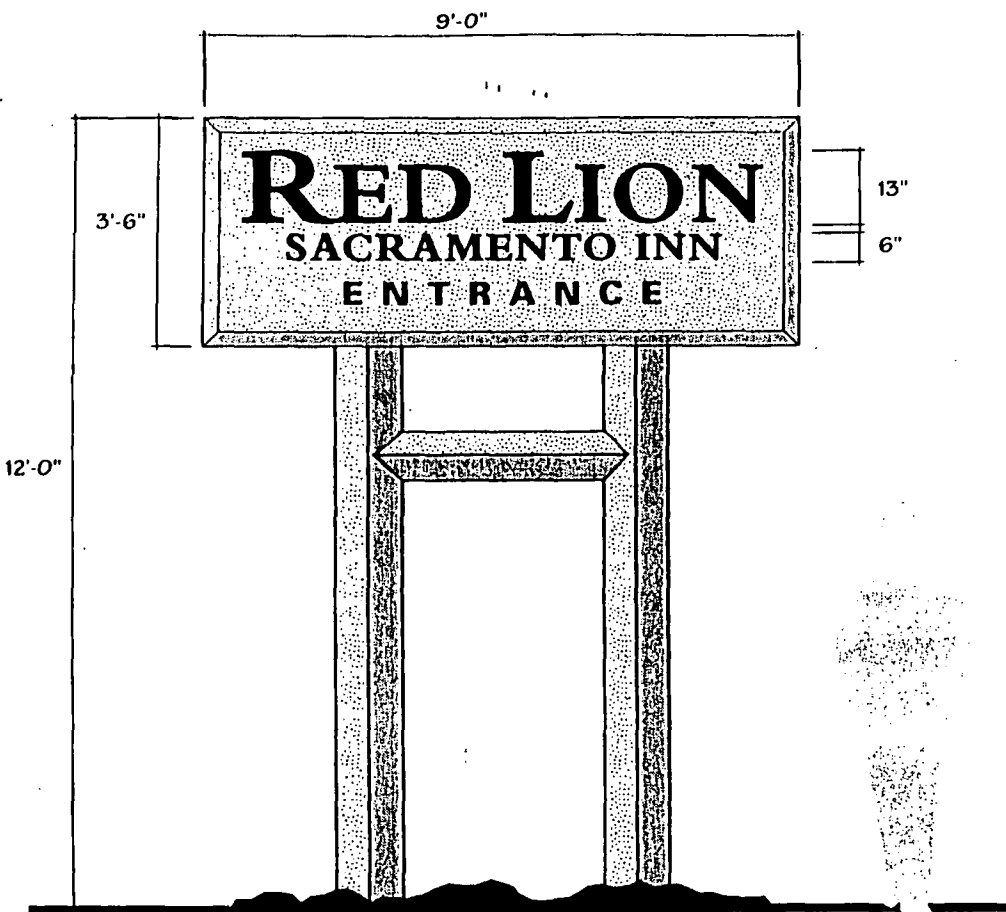
**STATUS: REVISED 7 MAR 96
SCALE: 3/8"=1'-0"**

SPECIFICATIONS:
D/F INTERIOR ILLUMINATED FREESTANDING
DISPLAY. FABRICATED ALUMINUM CABINET AND
POLE COVERS WITH 12" STEEL PIPE SUPPORTS

GRAPHICS:
ROUT OUT ALUMIUM WITH 2793 RED ACRYLIC
LETTERS

COLOR:
POLE COVER AND CABINET TO HAVE TEXCOAT
FINISH PAINTED AMERITONE 2M43E "GOBI"

ILLUMINATION:
H.O. FLUORESCENT LAMPS



Celebrating Fifty Years - 1946-1996
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EXHIBIT 1-C
ELEVATION FOR SIGN B



DISPLAY LOCATION B

D/F FREESTANDING ILLUMINATED DISPLAY

STATUS: REVISED 7 MAR 96
SCALE: 3/8"=1'-0"

SPECIFICATIONS:
D/F INTERIOR ILLUMINATED FREESTANDING
DISPLAY. FABRICATED ALUMINUM CABINET AND
POLE COVERS WITH 12" STEEL PIPE SUPPORTS

GRAPHICS:
ROUT OUT ALUMINUM WITH 2793 RED ACRYLIC
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Celebrating Fifty Years - 1946-1996

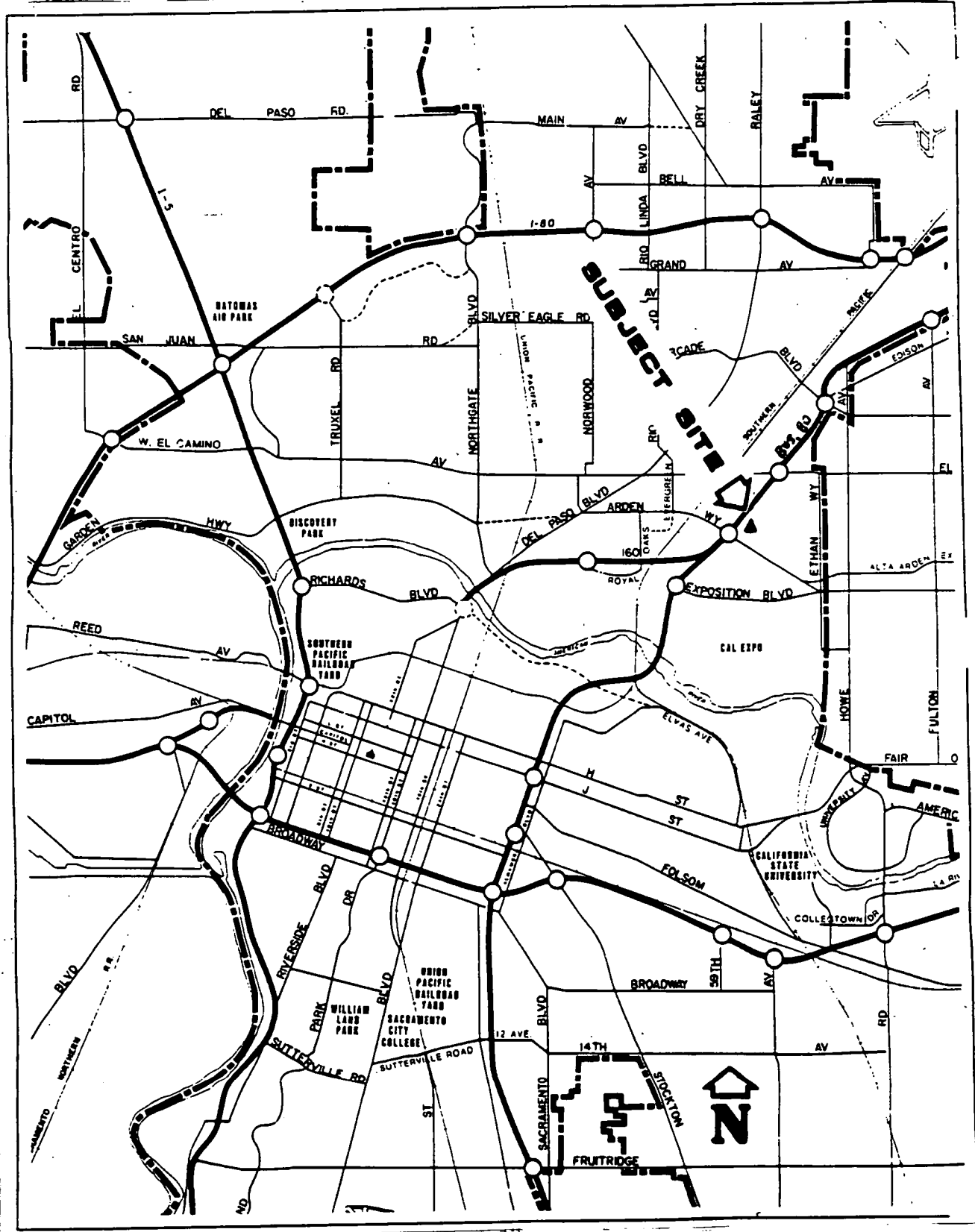
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ATTACHMENT 2 VICINITY MAP



ATTACHMENT 3 LAND USE AND ZONING MAP

