

CITY PLANNING COMMISSION

915 "I" STREET - SACRAMENTO, CALIFORNIA 95814

APPLICANT	Gerald L. Petry, 5421 Alder Glen Court, Carmichael, Ca. 95608		
OWNER	Atlantic Richfield Co., P.O. Box 5811, San Mateo, Ca. 94402		
PLANS BY	Arco Petroleum Products Company, 515 South Flower St., Los Angeles, Ca. 90071		
FILING DATE	4-15-82	50 DAY CPC ACTION DATE	REPORT BY: TM:mm
NEGATIVE DEC	5-17-82	EIR	ASSESSOR'S PCL. NO. 035-352-14

APPLICATION:

1. Negative Declaration
2. Special Permit to allow an integrated architectural feature consisting of an illuminated colored band on an Arco station

LOCATION: 1399 Florin Road

PROPOSAL: The applicant is requesting a Special Permit, as permitted by the Sign Ordinance, to allow an internally illuminated orange, red, pink, and blue band to be placed around two faces of the service station.

PROJECT INFORMATION:

1974 General Plan Designation: Residential
1965 Meadowview Community
Plan Designation: Light Density Residential
Existing Zoning of Site: C-2
Existing Land Use of Site: Arco gas station
under construction

Surrounding Land Use and Zoning:

North: General Commercial; and C-2
South: Residential, Church; and R-1
East: Residential, Church; and R-1
West: Offices; and C-2

Parking Required: 7 spaces
Parking Provided: 9 spaces
Parking Ratio: 1 space per 250 sq.ft. of gross floor area
Property Dimensions: 150' x 150'
Property Area: 12,500 sq.ft.
Square Footage of Building: 1,750 sq.ft.
Exterior Building Colors: Off-white
Exterior Building Materials: Concrete Block
Significant features of site: The project site is located in the over-flight zone as delineated in the Executive Airport CLUP.
Proposed Signs: Attached, two 3' x 6' signs which state:
AM PM Mini Market (These signs are centered
in the illuminated band which is 3' x 78' in length)
Two 5' x 5' signs which state; 24 hours
Detached; one 25' tall, 12' x 8' pole sign (existing)

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APPLC. NO. 82-103

MEETING DATE May 27, 1982

CPC ITEM NO. 18

Permitted Signs:

- Attached; Maximum of two signs per street frontage, total Area not to exceed 258 sq.ft.
- Detached; Maximum of one sign Area not to exceed 300 sq.ft. Height not to exceed 35 feet

BACKGROUND INFORMATION: Section 3.105 of the Sign Ordinance allows, upon Special Permit approval, certain types of signs which are considered to be Integrated Architectural Features of the building upon which they are located. Specifically, this Section states:

"In order to encourage and promote a harmonious relationship between buildings and signs, the Planning Commission shall have the authority to issue a Special Permit in accordance with Division 14 of this Article, for signs which are designed into and are a part of an integrated architectural feature of a building where the strict application of the provisions of this Article would otherwise prohibit such signs."

The applicant is requesting that the illuminated facia be considered as an Integrated Architectural Feature of the building.

STAFF EVALUATION: Staff has the following comments regarding this request:

1. Permitted signage in the C-2 zone: In the General Commercial, C-2 zone, the maximum amount of attached signage per occupancy cannot exceed two signs nor a total aggregate area of three square feet of sign area for each front foot of building occupancy per street frontage.

The subject site, which has approximately 86' of occupancy frontage, is therefore permitted a maximum of 258 sq.ft. of area and four attached signs.

The applicant's plans indicate a total of 4 signs totaling 320 sq.ft. in area (including the lighted facia). To comply with the Sign Ordinance specifications for the C-2 zone, the applicant will have to reduce the total square footage by 62 feet to a maximum of 258 square feet.

2. Applicant's request: The applicant is proposing to add an internally illuminated facia or band around the perimeter of the service station on the south and east elevations.

The applicant, by Special Permit request, has indicated that the lighted facia should be considered as an integrated architectural signage element of the building.

Staff finds that since this fascia is defined as part of the signage that the total square footage of all signs, including the lighted fascia, should not exceed the total allowable signage for this zone. Staff cannot support this request because the resultant increase in square footage, as requested, would be a circumvention of the maximum square footage permitted for this zone.

3. Relationship to Prohibited Signage: Section 3.158 of the Sign Ordinance prohibits the "Outlining of a building by means of exposed neon tubing, exposed incandescent lighting, or other artificial lighting, or an equivalent effect is prohibited."

Staff finds that the proposed internally illuminated fascia is similar in nature to those types of lighting or signage prohibited by this section and therefore should not be allowed.

4. Existing Signage: Staff has inspected the subject site and has found four illegal signs currently on the site. These signs consist of two "A" frame type signs located on the public sidewalk, one banner sign under the canopy and banner sign attached to a light pole. There are also two strings of pennants stretched between the lights and the canopy.

Staff finds that the granting of additional signage would only add to the visual clutter now existing at this site.

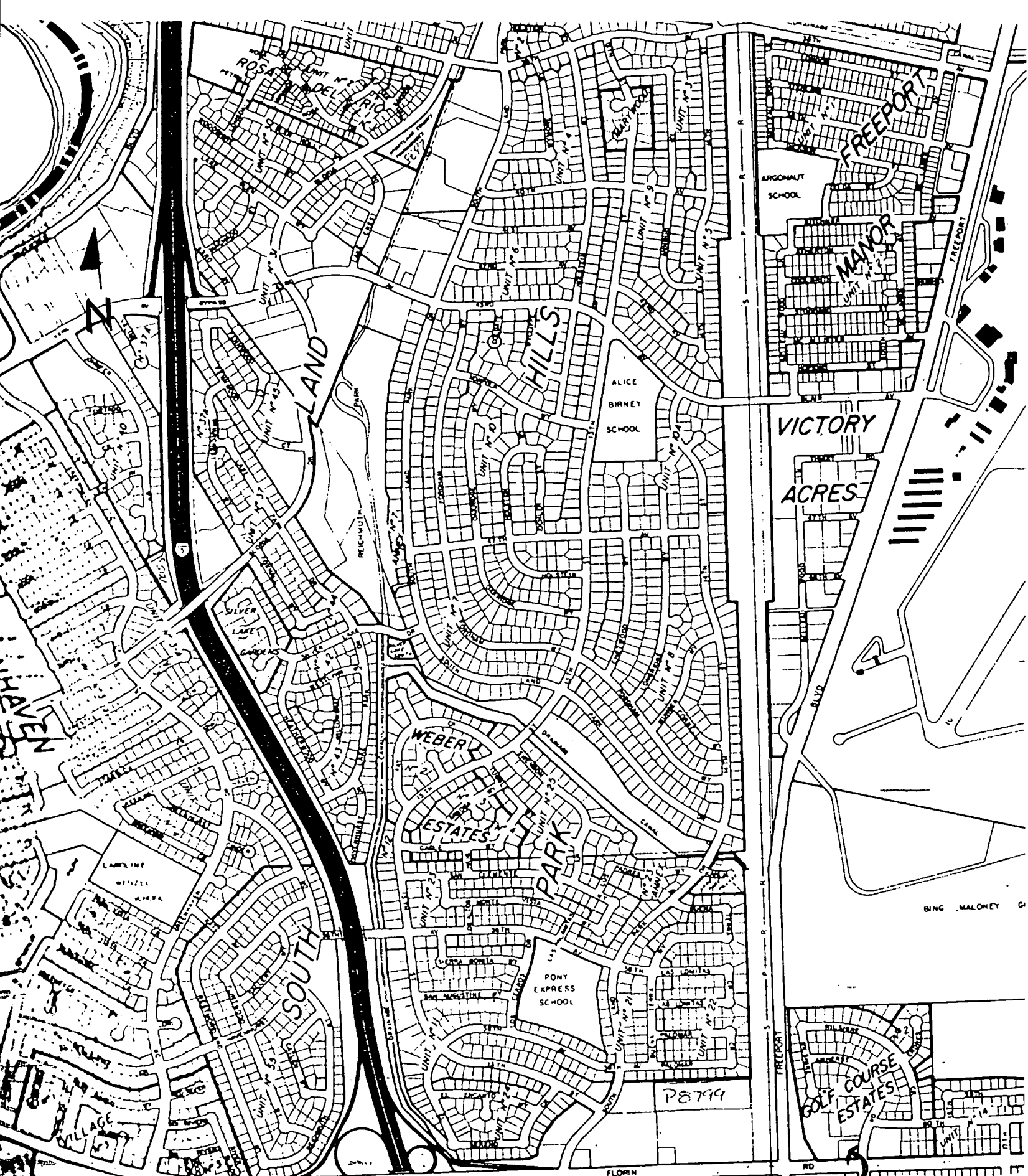
STAFF RECOMMENDATION: Staff recommends the following action:

1. Ratification of the Negative Declaration.
2. Denial of the Special Permit based upon the following findings of fact;
 - a. The granting of the special permit would be contrary to the purpose of the Sign Ordinance in that it would result in the creation of excessive and confusing sign displays and would not act in such a way as to preserve and improve the appearance of the City as a place in which to live and to work.

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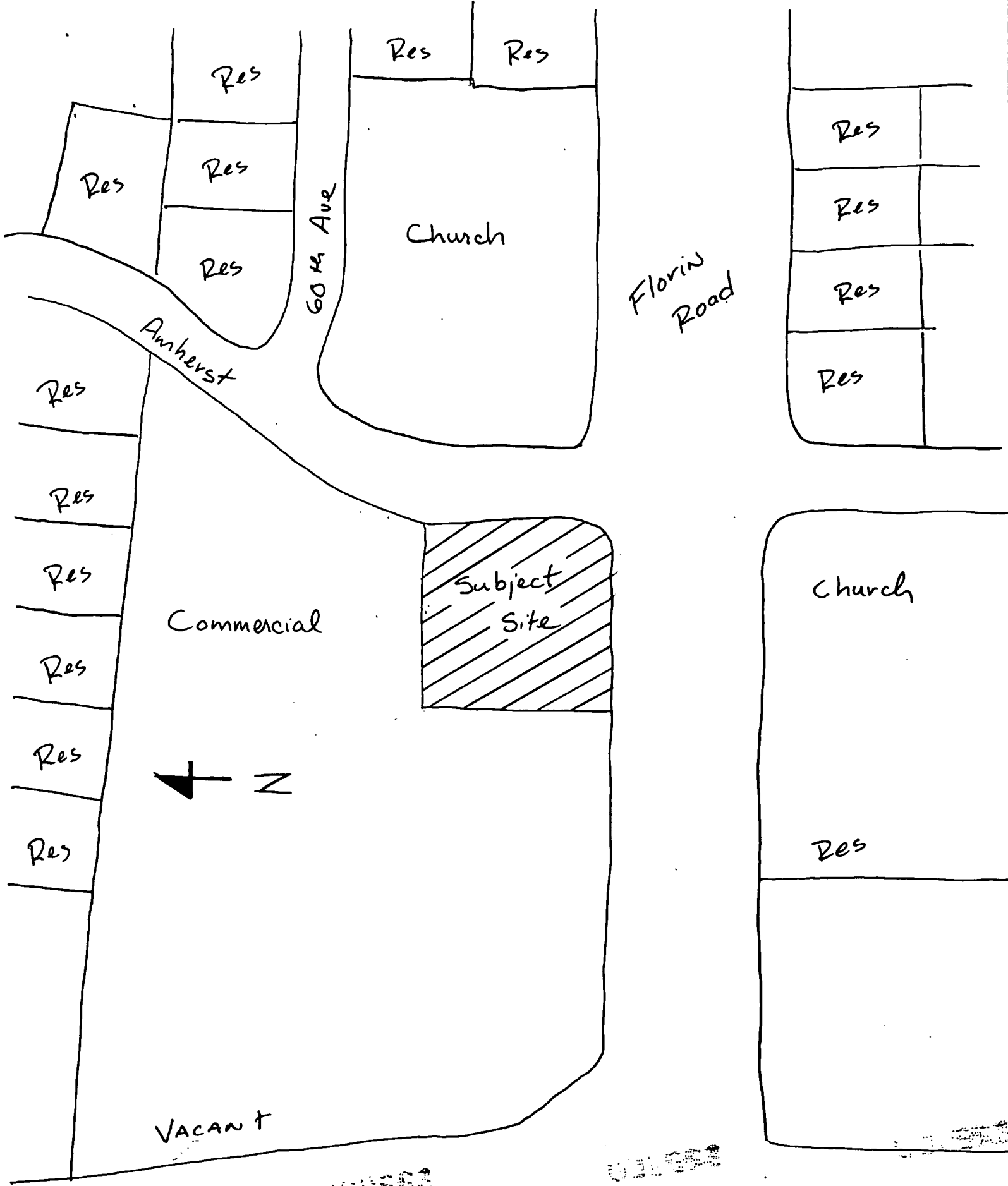
SEE MAP NO. 9

P82-103

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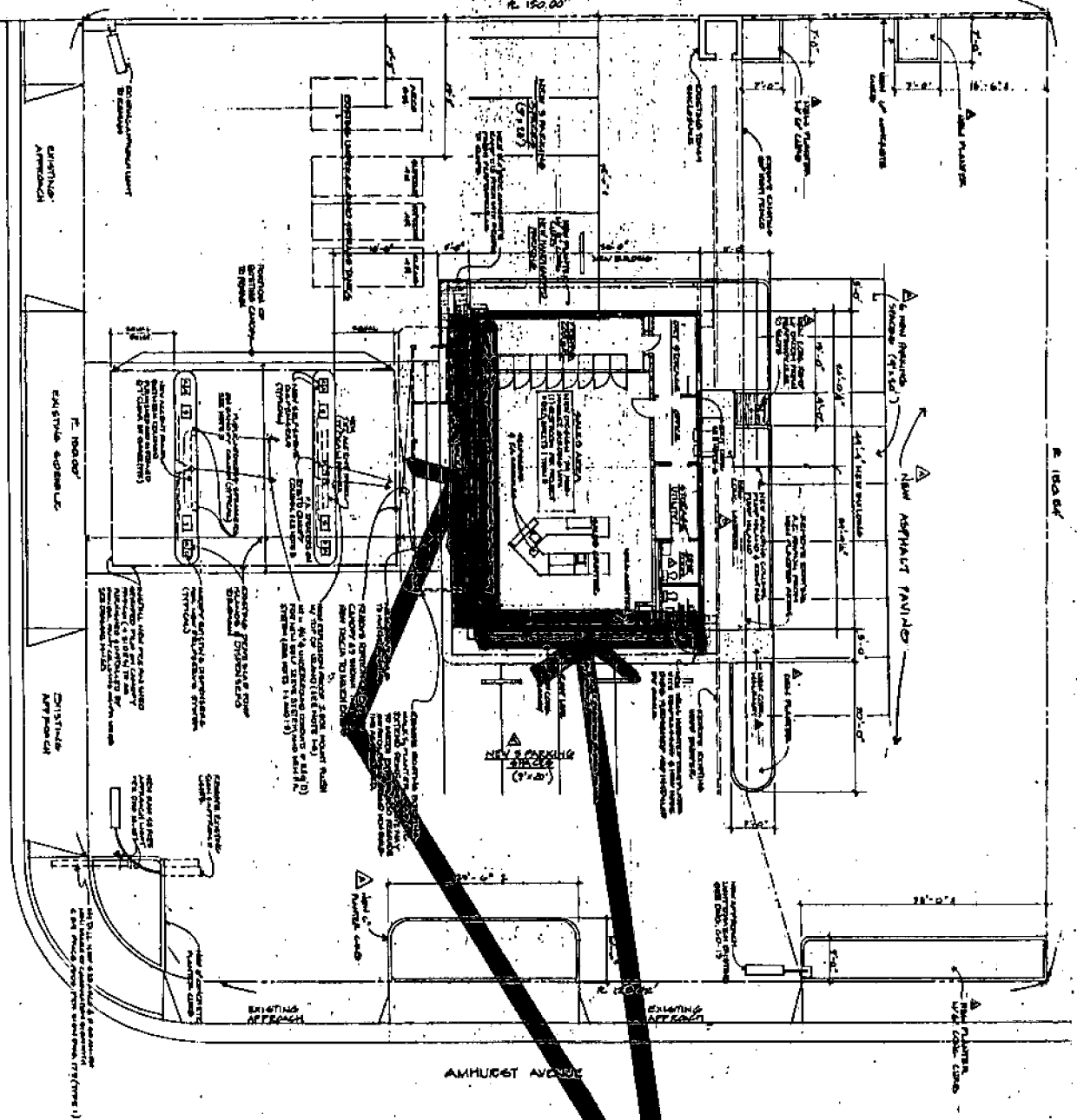
May 27, 1982

Item #18



000663

Freeport Blvd



FLORIN ROAD
 SITE PLAN
 SCALE: 1/8" = 1'-0"



AMHERST AVENUE

Proposed Illuminated Bands

- 1) ALL SIGNAGE SHALL BE ILLUMINATED BY THE CONTRACTOR.
- 2) ALL SIGNAGE SHALL BE ILLUMINATED BY THE CONTRACTOR.
- 3) ALL SIGNAGE SHALL BE ILLUMINATED BY THE CONTRACTOR.
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DATE	REVISIONS
5/27/82	1. PRELIMINARY DESIGN
6/15/82	2. REVISED DESIGN
7/15/82	3. FINAL DESIGN

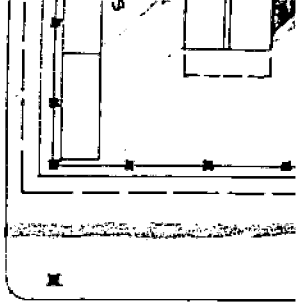
ATLANTIC RICHFIELD CO.

CONVERSION MINI MARKET # 3
 OF EXISTING SERVICE STATION AT
 FLORIN RD & AMHERST AVENUE
 SAN BERNATE, CALIFORNIA
 SITE PLAN & NOTES

ARCO Petroleum Products Company
 Division of AtlanticRichfield Company
 Retail Marketing • Design & Engineering
 515 South Flower St., Los Angeles, CA 90071



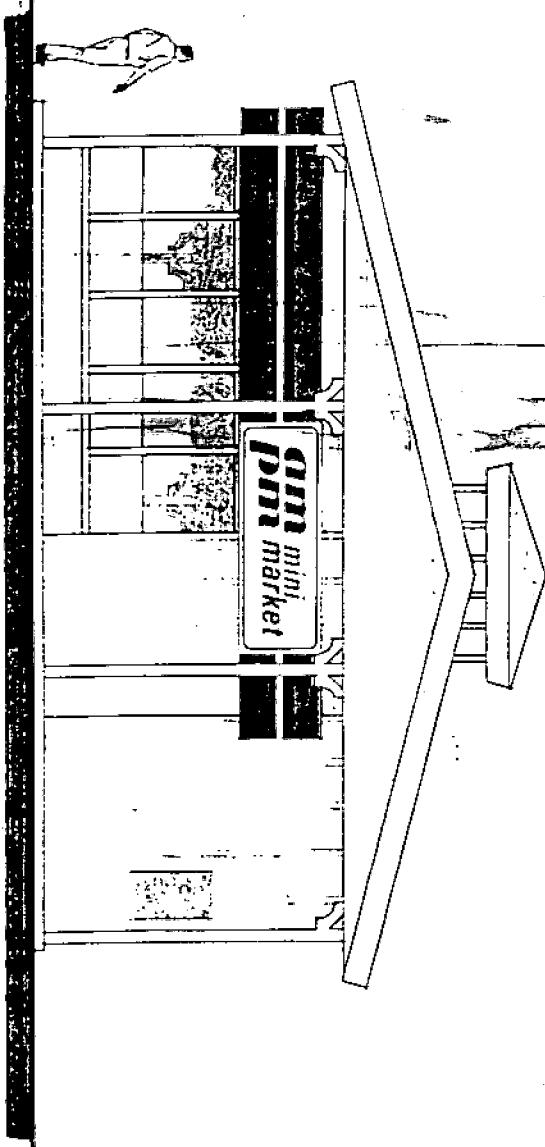
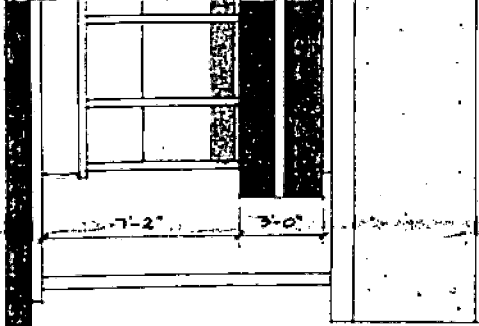
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#18

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PROPOSED
CORNER SIGN

RIGHT ELEVATION - Amherst Elevation

Proposed AM-PM Mini Market

Jibboom and Richards
Sacramento, Calif.

FAC. 6168

At

proj
515

TYPE	DATE
DESIGNED	01/11/00
CHECKED	01/11/00
DATE	

P82-103

FLOOR PLAN

SCALE: 1/4" = 1'-0"

14' LOW SHLV



5/27/82

FRONT ELEVATION - Florin Road Elevation

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