

CITY PLANNING COMMISSION

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

APPLICANT	Pacific Neon Co. - P.O. Box 15100, Sacramento, CA 95851				
OWNER	Waterbury Properties, Inc. - 1515 Oakland Blvd., Ste. 206, Walnut Creek 94596				
PLANS BY	Pacific Neon Co. - P.O. Box 15100, Sacramento, CA 95851				
FILING DATE	5-16-86	ENVIR. DET.	Ex. 15311a	REPORT BY	JP:sg
ASSESSOR'S-PCL. NO.	008-0010-016				

APPLICATION: Variance to allow a second detached on-site sign within 300 feet of an existing detached on-site sign on the same street frontage in the General Commercial (C-2) zone (Sign Ordinance Section 3.66-1-b).

LOCATION: 5700 Folsom Boulevard

PROPOSAL: The applicant is requesting the necessary entitlement to allow a second detached sign for the Camellia Shopping Center 280 feet from the existing shopping center sign.

PROJECT INFORMATION:

1974 General Plan Designation: Commercial and Office
1963 East Sacramento Community Plan Designation: Shopping, commercial, offices
Existing Zoning of Site: C-2
Existing Land Use of Site: Camellia Shopping Center

Surrounding Land Use and Zoning:

North: Retail commercial; C-2
South: SMUD facility; M-1
East: Retail commercial; C-2
West: Retail commercial; C-2

Property Dimensions: Irregular
Property Area: 4.36+ acres
Folsom Boulevard Street Frontage of Parcel: 420 feet
Sign Dimensions: 7' x 7' with two foot embellishment
Sign Area: 56 square feet
Sign Height: 14 feet
Sign Materials: Plexiglas, redwood, metal
Sign Colors: White background, black letters, red and green logo

PROJECT EVALUATION: Staff has the following comments regarding this proposal:

A. Land Use and Zoning

The subject site is a 4.36+ acre irregular-shaped parcel located in the General Commercial (C-2) zone. The Camellia Shopping Center is presently located on the site. Surrounding land uses are also retail commercial. The 1974 General Plan and the 1963 East Sacramento Community Plan both designate the site for commercial and office uses.

Recently the Camellia Shopping Center was remodeled and a 13,460+ square foot addition was constructed on the eastern portion of the subject site. The new

addition is hidden from the Folsom Boulevard street frontage by an existing Shell service station on a separate parcel to the north of the site. The site has an existing detached sign to advertise the shopping center. The applicant is proposing a second shopping center sign to inform people of shops in the new addition. The Sign Ordinance allows two detached signs on the same parcel if they are 300 feet apart. The applicant is requesting a variance to locate the two signs 280 feet apart due to the location of the existing sign. The same individual owns both the shopping center parcel and service station parcel and the applicant has indicated that the proposed sign will be removed by the property owner when the lease with Shell expires in four years.

Staff has no objection to the applicant's request. The new addition is difficult to see from Folsom Boulevard and any attached signage on the building would be hidden by the existing service station. The subject parcel has 420 feet of street frontage which allows two detached signs, however, due to the location of the existing sign, it is impossible to place two detached signs 300 feet apart. Finally, the applicant has agreed to bring the sign into compliance with City Ordinance regulations in four years. Staff, therefore, recommends approval of the variance request.

Staff notes that the applicant was permitted by the City Sign Inspector in September of 1985 to place the existing "Camellia Center" sign on the site with the condition that the "Wells Fargo/Radio Shack" detached sign be removed. This detached sign has not yet been removed. Staff recommends that this sign be removed before a sign permit is issued for the subject proposed sign.

B. Sign Design

The sign is proposed to be constructed out of plexiglas and redwood with a metal frame. Proposed colors are black letters on a white background with a red and green logo. The sign is designed for six tenant names on it. Staff has no objection to the proposed sign design as it is compatible with the shopping center, is of similar design as the existing "Camellia Center" sign and is approximately the same height as the existing sign (Exhibit C).

C. Neighborhood Comments

The proposed plans have been reviewed by the East Sacramento Improvement Association. They have concerns regarding the landscaping of the shopping center (Exhibit D). Staff has inspected the site and has determined that the shopping center landscaping meets Zoning Ordinance requirements. The shopping center owner has indicated to staff that as a part of the shopping center renovation he plans to repave the parking lot and provide additional landscaping this summer.

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

RECOMMENDATION: Staff recommends approval of the variance request, subject to conditions and based upon findings of fact which follow.

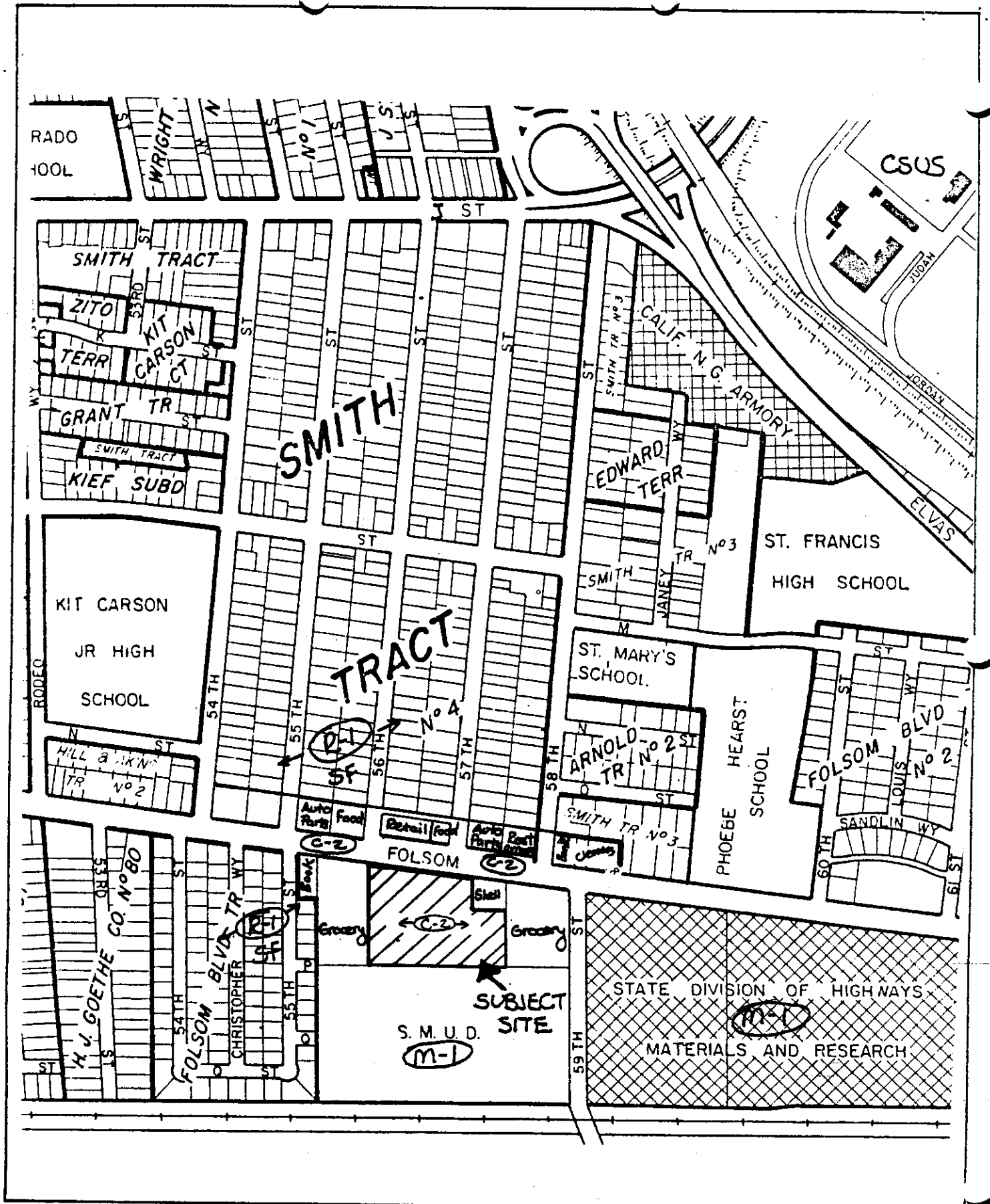
Conditions

1. The proposed sign will be removed or brought into compliance with Sign Ordinance requirements within four years, or June 12, 1990.
2. Prior to issuance of a sign permit for the proposed sign, the existing "Wells Fargo/Radio Shack" detached sign shall be removed from the subject site.
3. The proposed sign shall be located on the site so as not to impair driveway visibility, subject to the review and approval of the Traffic Engineering Division.

Findings of Fact

1. The granting of the variance does not constitute a special privilege extended to one property owner in that:
 - a. the building is difficult to see from the Folsom Boulevard street frontage, making attached signage ineffective; and
 - b. a variance would be granted to any other property owner facing similar circumstances.
2. The variance does not constitute a use variance in that on-site detached signs for retail commercial businesses are allowed in the C-2 zone.
3. The proposed variance will not be injurious to the public welfare nor to neighboring properties in that the sign design is compatible with the shopping center and existing detached sign on the site.
4. The granting of the variance request is in harmony with the expressed purpose of the City's Sign Ordinance to:

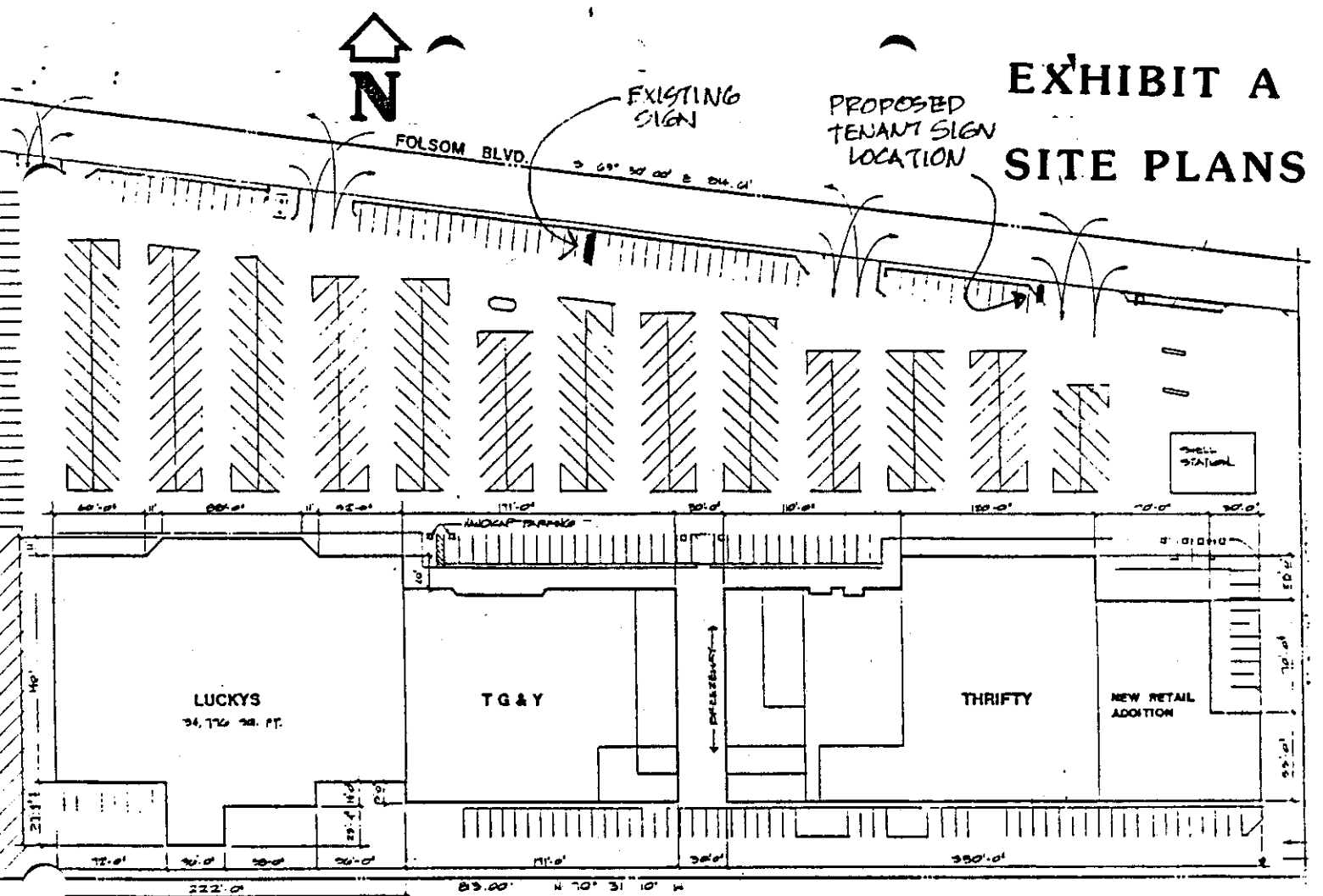
encourage signs which, by their good design, are integrated with and harmonious to the buildings and sites which they occupy and which eliminate excessive and confusing sign displays.
5. The proposed project is consistent with the City's discretionary interim land use policy in that the site is designated for commercial and office use by the 1974 General Plan and the proposed sign conforms with the plan designation.



VICINITY - LAND USE - ZONING



EXHIBIT A SITE PLANS



57TH ST.

FOLSOM BLVD.

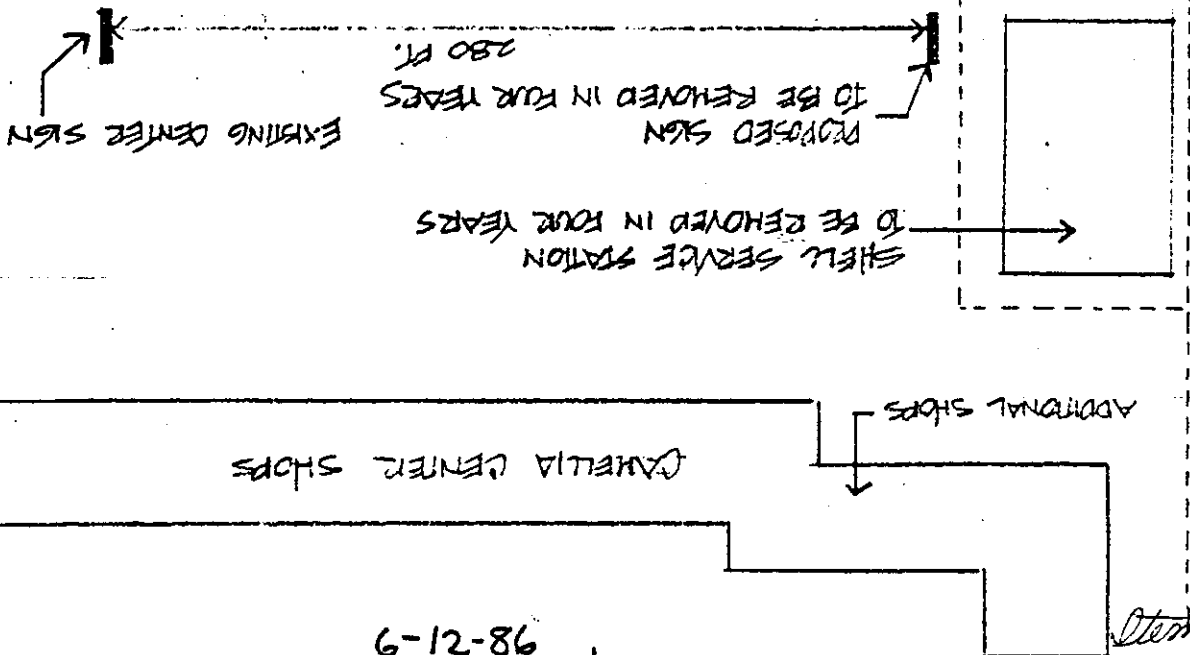
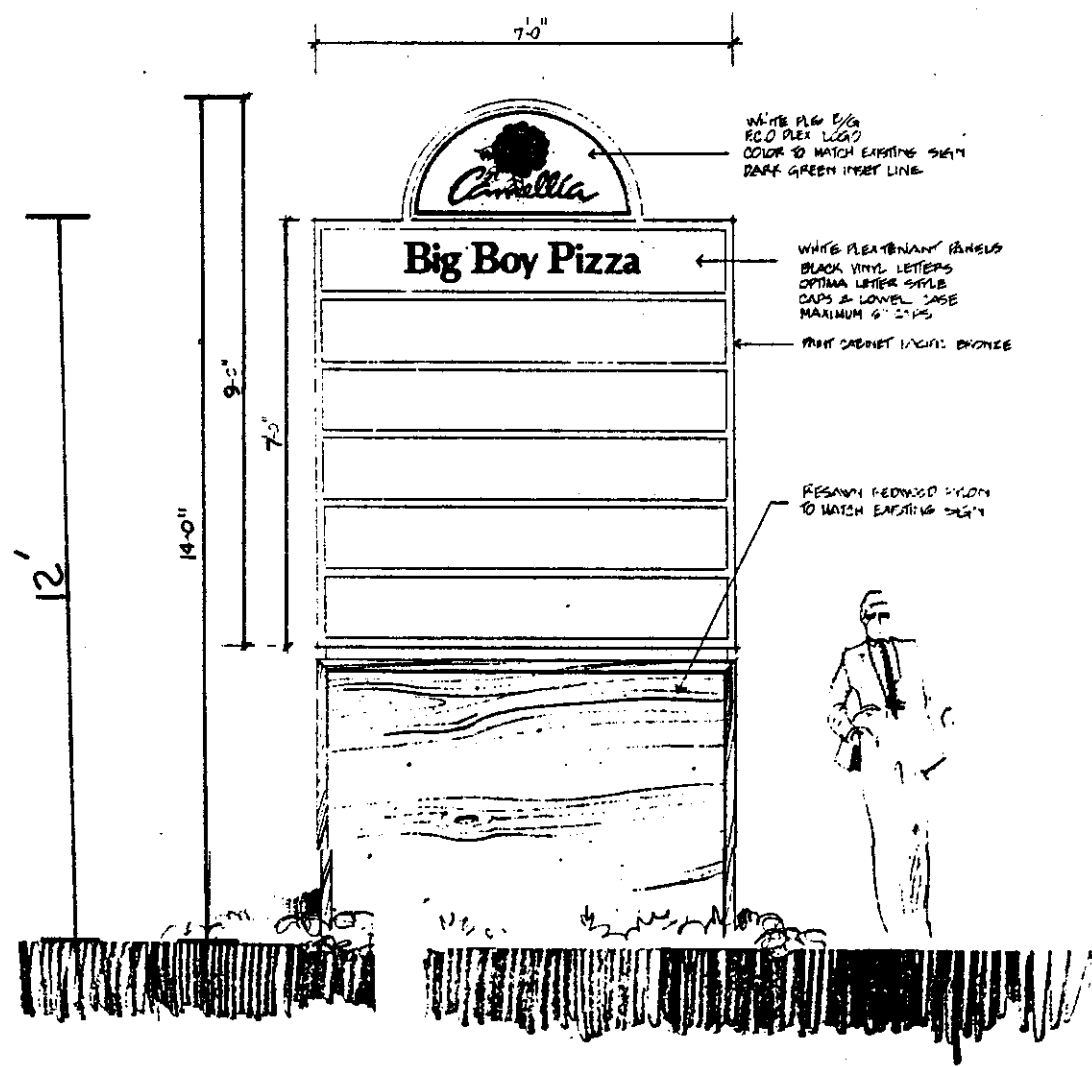


EXHIBIT B

PROPOSED SIGN



P86-183

6-12-86

Item 20

APPLICANT	CITY	STATE
SALESMAN		APPROVED
DATE		
SCALE 3/4" = 1'-0"		
DATE		



DESIGNER	MEMBERS
DESIGN NO.	
1578 SILICA AVE. SACRAMENTO, CA	
P.O. BOX 15100 95851-0100	
(916) 827-0527	

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EXHIBIT C EXISTING SIGN

- WHITE FLEX 5/8"
- P.C.O # 202 RED
- # 506 GREEN
- # 533 CHAIRPLUSE INLAY
- RESAWN REDWOOD PLY
- RESAWN REDWOOD TRIM
- CABINET PAINTED PACIFIC BROWN.
- BLACK FLEX LETTERS
- 3/4" BLACK THUMBAP EDGES
- 202 RED
- 506 GREEN



All electrical work must be U.L. labeled or be of equivalent standards, N.E.C. Sec. 90-6 / and comply with chapter 14, div 2 of Sacramento City Code. EQUIPMENT MUST BE USED AS DESIGN INTENDED.

Handwritten signature

BEFORE

9'-0"

7'-0"

10"

East Sacramento
Improvement Association, Inc

EXHIBIT D

P.O. Box 19147
Sacramento, CA 95819

June 5, 1986

Ms. Joy Patterson
City Planning Commission
1231 I Street, Room 200
Sacramento, CA 95814

CITY PLANNING DEPARTMENT

JUN 5 1986

RECEIVED

Dear Ms. Patterson:

Re: P86-183 variance to allow sign
at Camellia Shopping Center

The Camellia Shopping Center has received two of our Onion Awards in the last four years for the dubious honor of owning the largest sea of unlandscaped blacktop in East Sacramento.

The East Sacramento Improvement Association is opposed to any variances for Camellia Shopping Center until a landscaping plan for the entire parking lot is completed which complies with the city's 50% shade ordinance.

We applaud the Waterbury Corporation for renovating the Camellia Shopping Center. We understand that they plan to resurface and restripe the parking lot in the near future. In addition, representatives of the Waterbury Corporation have told us that they want to improve the Center and landscape so that the Center fits architecturally with the community and becomes a more pleasing place to shop and park. Unfortunately their commitment to landscaping seems to be secondary to their stated need to maximize the number of parking spaces.

We believe that the timing is perfect for landscaping because of the future resurfacing and simply don't understand the short-sightedness of remodeling all the buildings without comparable changes in the present eyesore parking lot. Not only will landscaping enhance the Center, we believe it will increase business.

*East Sacramento
Improvement Association, Inc*

*P.O. Box 19147
Sacramento, CA 95819*

-2-

We also believe that the city erred when it didn't require the Center to meet the 50% shade ordinance. We acknowledge that most of the remodeling relates to existing buildings; however, it is our understanding that one or more new buildings were added (or will be) which we believe would require compliance to the shade ordinance.

Sincerely,



Rick McWilliam
President