

RECOMMENDATION:

Staff recommends approval of the project with conditions. The applicant is seeking entitlements to construct an 80 foot tall sign containing 240 square feet of sign area for the Beverly Garland Hotel, which is located within 660 feet of Capital City freeway. The sign ordinance allows a maximum of 35 feet height and 200 square feet of sign area for detached signs within 660 feet of a freeway.

The applicant argues that the increase in sign height and area are necessary to provide adequate visibility given the location of the hotel sign in relation to the Exposition Blvd. and Capital City freeway interchange. Additionally, the hotel is located on a grade at a considerable lower level than the freeway and there are trees with height of about 75 feet that could obstruct good visibility of a detached pole sign less than 80 feet in height.

Staff recognizes that the proximity to the elevated freeway could be considered a physical hardship and might necessitate the need for a taller sign. Staff is, however, of the opinion that the sign area shall not exceed 200 sqft as required by the Sign Ordinance for detached signs located at such close proximity to the freeway.

Staff recommends that the Planning Commission approve the variance to allow a taller sign than would typically be allowed, but with the condition that applicant reduces the proposed area of the sign to 200 sqft.

PROJECT INFORMATION:

General Plan Designation:	Industrial - Employee Intensive
Existing Land Use of Site:	Beverly Garland Hotel
Existing Zoning of Site:	M-1SR

Surrounding Land Use and Zoning:

North: Exposition Blvd; M-1SR-PC-PUD
South: American River; ARP-F/M-ISR-PC-PUD
East: Capital City Freeway/Cal Expo; TC
West: Offices; OB-R-PC-PUD

Property Area:	7.2± net acres
Square Footage of Building:	49,584 square feet
Proposed Sign Height:	80 feet
Proposed Sign Area:	240 square feet
Sign Materials:	Cabinet/Metal Pole

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:

Permit
Sign Permit

Agency
Building Division

BACKGROUND INFORMATION:

On August 8, 1997, the applicant submitted the proposal to locate a detached sign, 80 feet tall and 240 square feet in sign area. Applicant and Staff went to the site and carried out some measurements in order to determine the need for the sign height in relation to the surrounding trees and the elevated interchange/freeway.

The existing hotel building has no detached sign currently located along the freeway. There is a roof sign and a balloon located on the roof in order to identify the hotel sufficiently. The current proposal has as an objective the location of a sign that will adequately identify the hotel and overcome the visibility problem.

Staff has informed the applicant that the approval of the variance will necessitate the removal of the illegal balloon sign on the roof. Applicant shall also be conditioned to remove the roof-mounted sign in lieu of the approved detached sign. Additionally, Staff has discussed with applicant that Staff cannot support the requested sign area but can agree with the proposed sign height. Applicant has agreed to these compromises.

Applicant is using the Red Lion Sacramento's Inn approved sign Variances to justify this request (P93-158 and P96-023). However, the Red Lion Sacramento Inn's detached sign is 45 feet tall and 205 square feet sign area. Staff believes that the recommended 80 feet tall and 200 square feet sign is appropriate for the subject site considering its more difficult locational setting.

STAFF EVALUATION: Staff has the following comments:

A. Policy Considerations

The proposed sign is non-conforming in height and area. One of the expressed purposes of the Sign Ordinance is "...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 or trade. The Capital City freeway corridor is an important and well traveled entrance to the City that provides passers by with the first impression of the City". Staff is supporting the requested entitlements for the sign height because of the physical hardship impact of the elevated freeway/interchange. Staff's position is not in any way to set a precedence that other commercial developments may seek to follow, to the detriment of the aesthetic quality of the corridor.

Staff, with the condition to reduce the sign square footage, has offered a feasible alternative design that would address the physical hardship impact of the elevated freeway/interchange, yet maintains a consistent sign area that would not be considered an advantage over adjacent developments.

PROJECT REVIEW PROCESS:

A. Environmental Determination

The proposed project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15311).

B. Public/Neighborhood/Business Association Comments

No comments were received.

C. Summary of Agency Comments

The project has been reviewed by several City Departments, the Neighborhood Associations concerned and other agencies. With the exception of the attached letter from California Department of Transportation (Caltrans), no other comments were received with regards to the signage requests.

The Caltrans comments which are listed as conditions relate to compliance with the State Vehicle Code and concern that the sign does not encroach within the State right of way and the Highway's air space (see Attachment D).

PROJECT APPROVAL PROCESS: The City Planning Commission has the authority to approve or deny the Variances. The Planning Commission action may be appealed to the City Council. The appeal must occur within 10 days of the Planning Commission action.

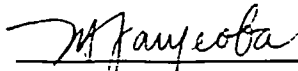
RECOMMENDATION: Staff recommends approval of the proposed sign area variance with conditions for the following reasons:

- o the proposal as conditioned is consistent with goals of the Sign Ordinance.
- o the proposal will reduce the sign area to 200 sqft.
- o the proposed height of the sign will allow for visibility of the location of the hotel in relation to the freeway/interchange and the trees.

Staff recommends the Planning Commission take the following actions:

Adopt the attached Notice of Decision and Findings of Facts approving the Variance to allow an 80 foot tall, 200 square feet sign within 660 feet of the freeway in the Light Industrial (M-1SR) zone.

Report Prepared By,



Taiwo Jaiyeoba, Assistant Planner

Report Reviewed By,



Scot Mende, Senior Planner

Attachments

Attachment A	Vicinity Map
Attachment B	Land Use and Zoning Map
Attachment C	Notice of Decision and Findings of Facts
Exhibit C-1	Site Plan and Signage Exhibit
Exhibit C-2	Photo Exhibits
Attachment D	Letter from Caltrans

ATTACHMENT C
NOTICE OF DECISION AND FINDINGS OF FACTS

NOTICE OF DECISION AND FINDINGS OF FACT FOR THE DETACHED SIGNS PROPOSED FOR THE BEVERLY GARLAND HOTEL BUILDING LOCATED ON 1780 TRIBUTE ROAD IN NORTH SACRAMENTO IN THE LIGHT INDUSTRIAL (M-1SR) ZONE.

At the regular meeting of October 23, 1997, 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 action for the location listed above:

- A. **Approved the Variance to allow an 80 foot high free standing, 200 square feet, double-faced illuminated sign for a Hotel facility along Capital City Freeway, and;**
- B. **Approved the Variance to exceed the 35 feet allowable sign height within 660 feet of the Freeway in the Light Industrial (M-1-SR) zone in the North Sacramento Community Plan. APN: 277-0285-005.**

This action was made based upon the following findings of fact and subject to the following conditions:

FINDINGS OF FACT

- A-B. Variance to allow the detached sign for an existing hotel building: The Variance to exceed the maximum allowable height for a detached sign within 660 feet of the freeway is hereby approved based upon the following findings of fact:
- 1. Granting the variance does not constitute a special privilege extended to an individual property owner in that variances would be granted to other property owners facing similar circumstances.
 - 2. Granting the variance does not constitute a use variance.
 - 3. The project is consistent with the Industrial - Employee Intensive zone designated by the General Plan for the site and the Light Industrial designated by the North Sacramento Community Plan.

CONDITIONS OF APPROVAL

- A-B. The Variance to locate an 80 foot, 200 square feet detached sign for the Beverly Garland hotel building fascia is hereby approved subject to the following conditions:

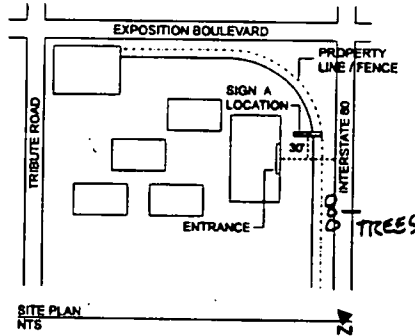
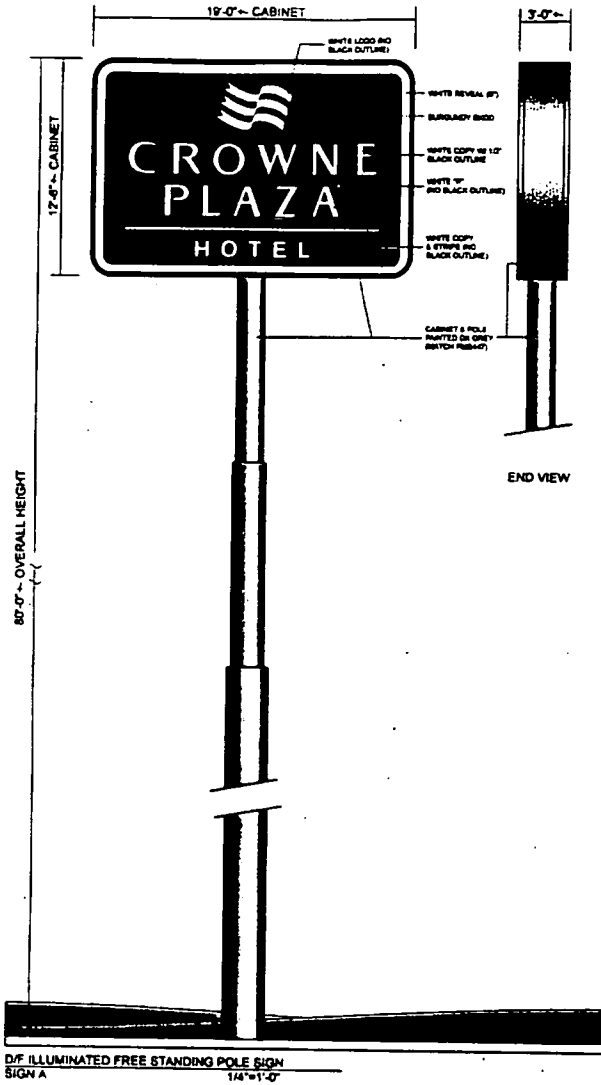
1. All signs shall conform to the signage proposed in Exhibits C-1.
2. All signage shall comply with all the other provisions of the City's Sign Ordinance, and the signs will be required to obtain sign permits.
3. The approved detached sign shall not exceed a height of 80 feet and a sign area of 200 square feet.
4. The existing roof-mounted sign shall be removed in-lieu of the approved detached sign.
5. The reader board on the monument sign on subject site shall be removed.
6. In the eventuality that the existing freeway trees are removed by Caltrans or are otherwise destroyed, the applicant shall, within 5 years after the destruction of the trees, reduce the height of the pole sign to 60'.
7. The signs shall be in compliance with the State Code Vehicle Section 21466.5. The signs illumination shall not such that the vision of freeway drivers is impaired.
8. The signs shall not encroach within the State right of way, including encroaching within the State Highway's air space.

ATTEST:

CHAIRPERSON_____
SECRETARY TO PLANNING COMMISSION

P97-086

EXHIBIT C-1
SITE PLAN AND SIGNAGE EXHIBIT



SPECIFICATIONS

D/F ILLUMINATED FREE STANDING POLE SIGN
SIGN A

WHITE FLEX-TYPE SIGN FACES W/ FIRST SURFACE VINYL DECORATION
BURGUNDY 230-49 VINYL BACKGROUND OVERLAY W/ 6" WHITE PERIMETER BACKGROUND REVEAL.

ALL COPY, LOGO GRAPHIC & LINE DECORATION WHITE (WEED-OUT FROM BURGUNDY VINYL BACKGROUND).

NOTE: 1/2" BLACK COPY OUTLINE ON "CROWNE PLAZA" COPY ONLY.

CABINET & METAL POLE PAINTED DARK GREY (MATCH PMS 447).

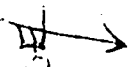
THIS IS A CONCEPTUAL DRAWING ONLY. FURTHER INFORMATION MAYBE REQUIRED FOR PERMIT AND PRODUCTION PURPOSES.

SALES APPROVAL		WORK ORDER NO.	
DESIGN APPROVAL		CUSTOMER APPROVAL	
ESTIMATING APPROVAL			
		P.O. BOX 4880 804 CAMPUS WAY SACRAMENTO, CALIFORNIA 95833 (916) 934-4484 FAX (916) 934-0878 C. S. G. L. DESIGN/1/0-88	
CLIENT HERITAGE EXPO INN			
ADDRESS 1780 TRIBUTE ROAD SACRAMENTO, CALIFORNIA			
9/27/96 DATE	NOTED SCALE	8084 DESIGN NO.	CO SALERMAN
CLIENT APPROVAL		DATE:	
LANDLORD APPROVAL		DATE:	
		1 of 1	

This design is the exclusive property of Sign Design, Inc. It is issued as part of an estimating or information program being prepared for you by Sign Design, Inc. It is requested that neither this design or alterations thereof be reproduced or used without the written consent of Sign Design, Inc.

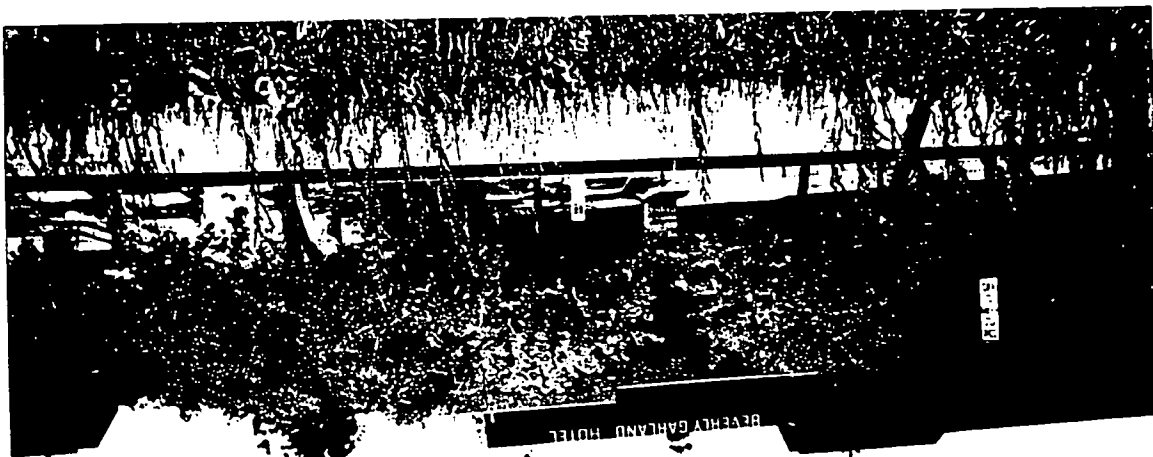


TREES TO WEST OF PROPERTY
 BLOCKING
 VIEW OF CURRENT
 SIGNAGE

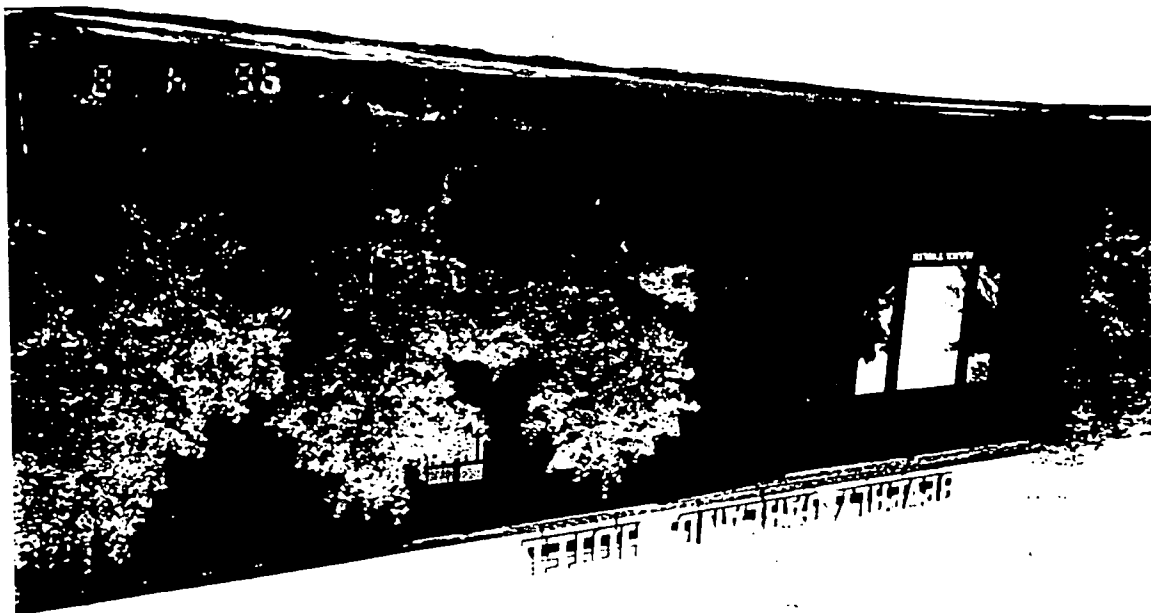


↑ EAST ELEVATION
 OF PROPERTY

NORTH ELEVATION
1000 1000



EAST ELEVATION

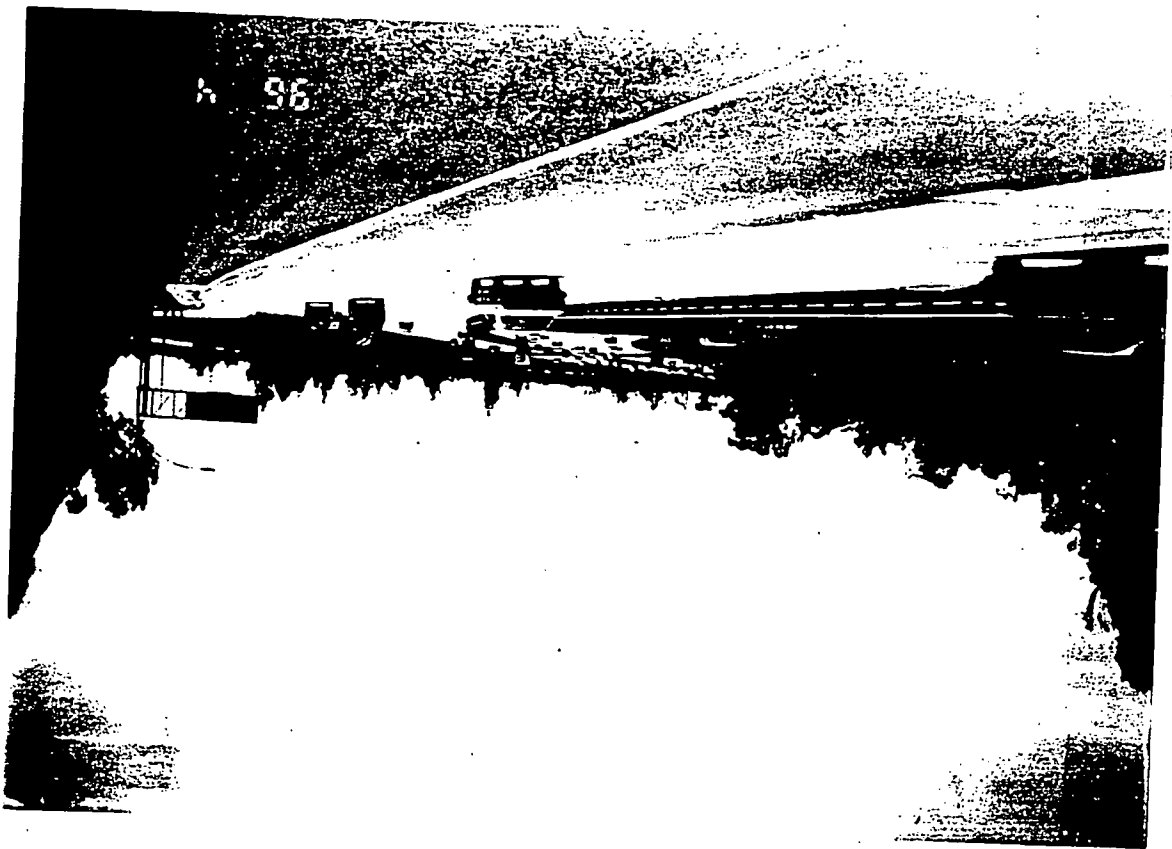


EXISTING SIGNS
ON BUILDING

Page 12

— 1000 1000

SOUTHBOUND I-55 SHOWING
ELEVATION OF EXISTING BLVD.
OVERPASS



ATTACHMENT D

STATE OF CALIFORNIA-BUSINESS, TRANSPORTATION AND HOUSING AGENCY

PETE WILSON, Governor

DEPARTMENT OF TRANSPORTATION
DISTRICT 3, SACRAMENTO AREA OFFICE • MS 41
P. O. BOX 942874
SACRAMENTO, CA 94274-0001
TDD 916 741-4509
FAX no. 916 323-7669
Telephone 916 323-0543



September 10, 1997

ISAC125 & ISAC126
P97-086
BEVERLY GARLAND : Signs
03-SAC-51 PM-3.4

Mr. Taiwo Jaiyeoba
Planning - North Team
City of Sacramento
1231 I Street, Room 200
Sacramento, CA 95814

Dear Mr. Jaiyeoba:

We have reviewed the two sign permits for the BEVERLY GARLAND Hotel and have the following comments:

- Please ensure that each of these signs is in compliance with the State Vehicle Code Section 21466.5. Of specific concern is that the sign's brilliance should not be such that it impairs the vision of drivers on the Capitol City Freeway (SR-51).
- Please insure that the free standing sign does not encroach within the State right of way, including encroaching within the State Highway's air space.

If you have any questions, please contact Tom Meyers at (916) 323-0543.

Sincerely,

ORIGINAL SIGNED BY:

JEFFREY PULVERMAN, Chief
Office of Transportation
Planning - Metropolitan

bc: Carol Pearce
Outdoor Advertising
Maintenance
Tom Meyers

TM:jw
ISAC125&