

ORIGINAL
- FILE -

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

APPLICANT: Wade McClure; 1026 San Miguel Road, Concord, CA 94518
OWNER: Payless Drug Stores Northwest, Inc., 9275 S.W. Peyton Ln., Wilsonville, OR 97070
PLANS BY: Wade McClure
FILING DATE: February 26, 1993 ENVIR DET: Exempt 15302(h) REPORT BY: J McD
ASSESSOR'S PCL. NO.: 225-0960-010

- APPLICATION:**
- a) Variance to Stone Creek Center PUD sign guidelines to exceed sign height from 28" to 68";
 - b) Variance to exceed lettering height from 24" to 42"; and
 - c) Variance to exceed the number of signs allowed for a multi-tenant building from one to three.

LOCATION: 1587 West El Camino

PROPOSAL: The applicant is requesting the necessary entitlements to increase the overall height of an existing sign by increasing the sign height from 28 inches to 68 inches, and lettering height from 24 inches to 42 inches; and to increase the total number of signs allowed per tenant in a multi-tenant building from one to three for the existing Payless store as shown on Exhibit A.

PROJECT INFORMATION:

General Plan Designation:	Community/Neighborhood Commercial Offices
South Natomas Community Plan Designation:	Neighborhood Commercial
Existing Zoning of Site:	Shopping Center PUD (SC-PUD)
Existing Land Use of Site:	Shopping Center
Surrounding Land Use and Zoning:	

North:	Residential; R-1A (PUD)
South:	Commercial; SCR
East:	Commercial/Residential; SC (PUD)/R-1A (PUD)
West:	Commercial; SC (PUD)

Number of Existing Signs:	One
Height of Existing Signs:	28 Inches
Property Dimensions:	280' X 360'
Property Area:	2.31 ± Acres
Topography:	Flat
Street Improvements:	Existing
Utilities:	Existing

BACKGROUND INFORMATION: The Stone Creek PUD Guidelines were originally approved by the Planning Commission on June 6, 1989 (P89-021). The guidelines were amended by City staff and approved by the Planning Commission on February 8, 1990 to allow two attached signs per free standing building. The guidelines were amended again on February 11, 1993 to: 1) clarify the definition of Tenant Occupancy and Free Standing Building signs; and 2) allow one sign per tenant in a multi-tenant building and two signs per building in a single tenant building.

PROJECT EVALUATION: Staff has the following comments:

A. Land Use and Zoning

The subject site consists of 2.31 developed acres in the Shopping Center PUD (SC-PUD) zone. The General Plan designates the site Community/Neighborhood Commercial & Offices. The South Natomas Community Plan designates the site Neighborhood Commercial. The surrounding land use is residential to the north and commercial to the south, east and west.

B. Applicant's Proposal

The applicant is requesting the necessary entitlements to increase the overall height of an existing sign by increasing the sign height from 28 inches to 68 inches, and lettering height from 24 inches to 42 inches; and total number of signs allowed per tenant in a multi-tenant building from one to three for the existing Payless drug store. According to the applicant, the existing sign criteria appear to be intended for small shops and do not take into consideration major tenants and larger buildings. The resulting signs are out of proportion with the large building fascia and result in a look of being "out of place".

C. Existing Sign Regulations

The existing sign regulations are a part of the Stone Creek Center PUD Guidelines. The regulations establish a maximum sign height of 28 inches and lettering height at a maximum of 24 inches. The PUD guidelines allow one sign per multi-tenant building with a maximum sign width of 70 percent of the shop's width.

D. Staff Evaluation

The existing sign located on the south building face is approximately 28 inches high. Staff recommends that the variances to increase the sign height by 40 inches and lettering height by 18 inches be denied. Staff finds that the existing sign provides adequate identification of the building from the street rights-of-way (ROW) and from within the shopping center parking lot. In addition, the project site has an existing monument sign at the entrance of the parking lot that is readily visible from the street ROW. Staff can find no hardship to support this variance request. The existing guideline were amended on February 11, 1993 to provide for adequate signage for the center consistent with other PUD's in the South Natomas Community. Any modifications to existing signs should conform to the existing sign criteria.

E. Agency Comments

The proposed project has been reviewed by City Traffic Engineering, City Engineering Development Services, Natomas Community Association and the Discovery Village Homeowner's Association. The neighborhood associations provided comments stating opposition to the proposal (Attached Exhibits B and C) which are summarized below:

1. We agree with the staff position to oppose this project; we are adamantly opposed to the project.
2. The variance would adversely affect the uniform sign guidelines by establishing a precedence.
3. The existing signs are very visible, as well as descriptive.
4. There is no need for expansion of existing signage.
5. Stone Creek Center PUD sign guidelines amendments were supported by the neighborhood organizations to allow existing signage to remain and to clarify existing requirements.

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

RECOMMENDATION:

Staff recommends the Planning Commission take the following actions based on the findings of fact which follow:

- a) Deny the variance to Stone Creek Center PUD sign guidelines to exceed sign height from 28" to 68";
- b) Deny the variance to exceed lettering height from 24" to 42"; and
- c) Deny the variance to exceed the number of signs allowed for a multi-tenant building from one to three.

Findings of Fact:

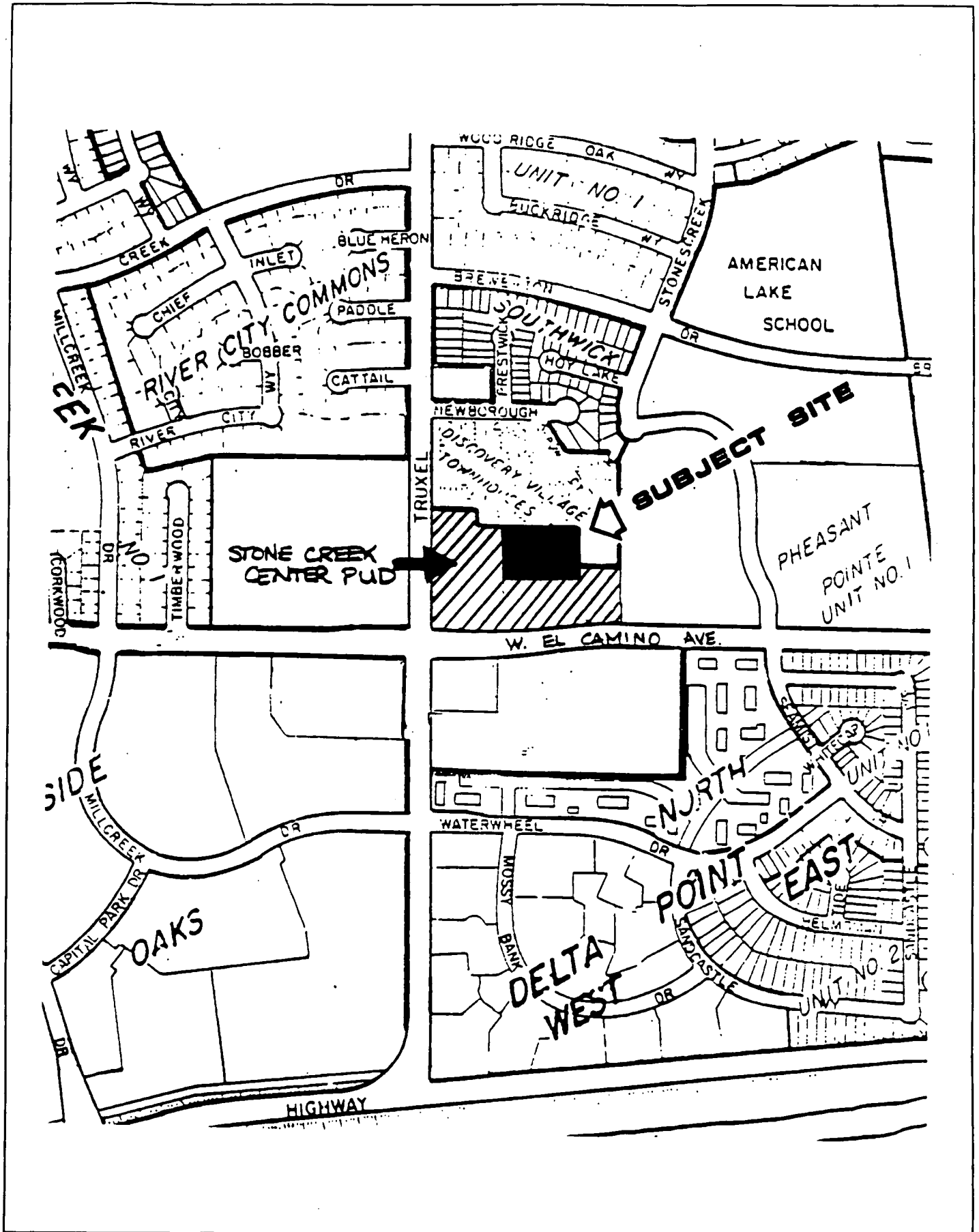
1. Granting the variance would constitute a special privilege extended to an individual applicant in that:
 - a. a variance would not be granted to other property owners facing similar circumstances
 - b. there is no hardship involved to support the request.
2. Granting the variance would be injurious 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 Stone Creek Center PUD Design Guidelines pertaining to sign height and area.

Attachments

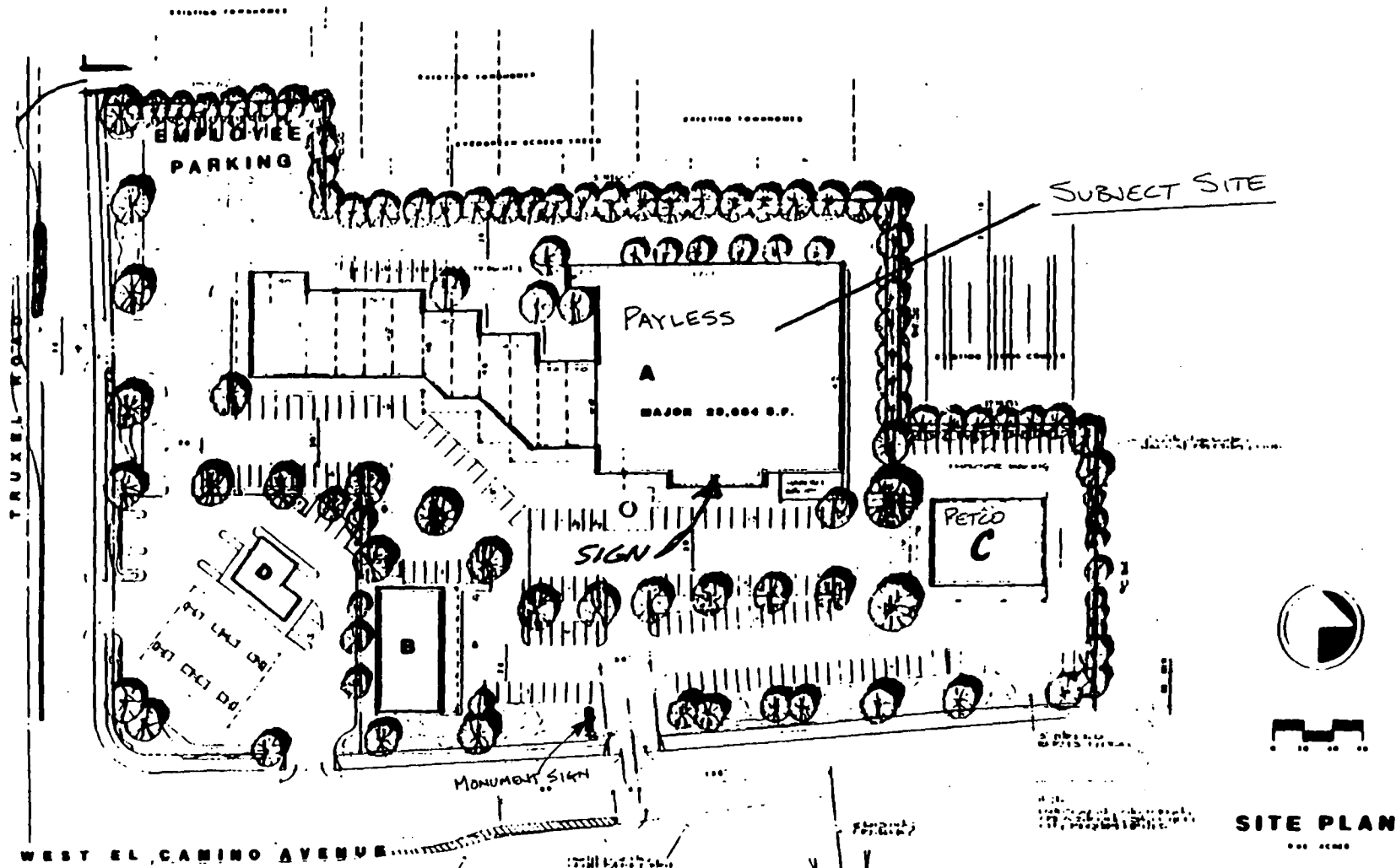
JM/jm:P93-039.CPC

5/6/93

01357



VICINITY MAP



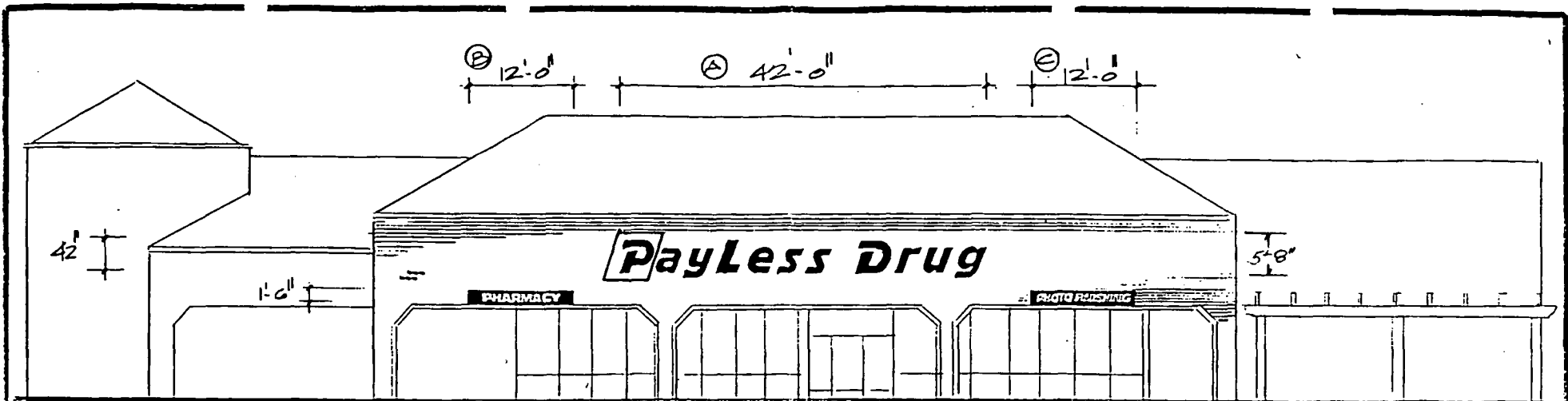
STONE CREEK CENTER

BUILDING	AREA	PARKING
A RETAIL	38,112 S.F.	163 CARS REQUIRED
RESTAURANT	3,000 S.F.	30 " "
B RETAIL	3,744 S.F.	14 " "
C RETAIL - FINANCIAL	4,800 S.F.	20 " "
D SERVICE STATION	1,200 S.F.	
TOTAL	50,856 S.F.	217 CARS REQUIRED
		247 CARS PROVIDED

SITE PLAN

SITE PLAN

P93-039 01359 MAY 13, 1993 ITEM # 18

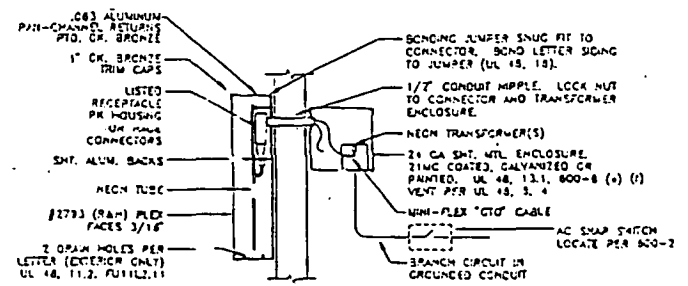


FRONT ELEVATION 3/32" 1'-0"

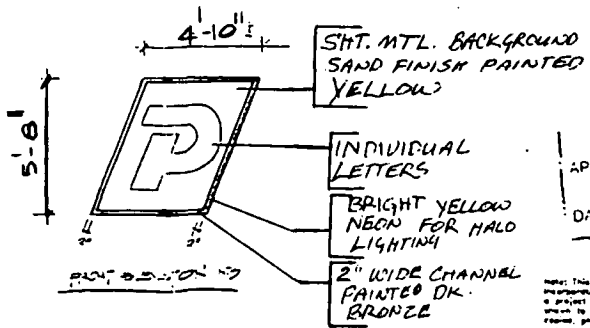
- Ⓐ INT. NEON ILLUM. CHANNEL LETTERS
ALUM CHANNEL LETTERS
FACE TO BE RED 2793
W/1" DARK BRONZE TRIM CAP
RETURNS - DARK BRONZE
REMOTE TRANSFORMER

- Ⓑ Ⓒ S/F INT. ILLUM. CABINET
ALUMINUM CABINET PAINT DARK BRONZE
WHITE PLEX FACE APPLIED FILM 1ST SURFACE
COPY - "PHARMACY" - WHITE
BACKGROUND - 3M FILM 3830-087 BRIGHT BLUE
- COPY - "PHOTO FINISHING"
BACKGROUND - 3M FILM 3830-25 YELLOW
COPY - WHITE

01300




Ⓐ DETAIL



APPROVED BY _____
DATE _____

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ADART

PROJECT: PAYLESS DRUG #324

SACRAMENTO, CALIF

60 11/16 6/13

EXHIBIT A

P93-039

MEMORANDUM OF UNDERSTANDING

March 16, 1993

TO: GARY STONEHOUSE
Director of Planning, Sacramento City

FROM: Bob Templeman, Jr. and William Wood
Discovery Village Homeowner's Association
C/O 2684 Truxel Road, Sacramento, Ca. 95833

RE: P93-039--"Variance to exceed Stone Creek Shopping Center PUD Sign Guidelines"--Applicant: PAYLESS DRUG STORES (Tenant at 1587 West El Camino Ave.)

Discovery Village Homeowner's Association (67 Homeowner's) is in receipt of the abovereferenced "P93-039" whereby the "Applicant" requests to be allowed to increase the size and configuration of the existing "Signage" and add additional Signage.

Discovery Village Homeowners Association is adamantly opposed to the Applicant's request and respectfully request that the Planning Department of Sacramento City deny any such variance as in accord with the recently adopted "P93-311" (a subsequent Amendment to the original Stone Creek PUD Guidelines[P89-021]) by the Sacramento Planning Commission during the meeting of February 11, 1993.

Therefore, we expect PAYLESS DRUG STORES or any subsequent Tenant to adhere to the abovementioned Guidelines. PAYLESS DRUG STORES has no basis or acceptable "justification" for any Amendment to the existing Signage Guidelines and we thank you for your and your Staff's assistance and support regarding this matter.

cc: Heather Fargo, Councilmember, City of Sacramento
Jim McDonald, Planning Staffmember, City of Sacramento

EARLY PROJECT NOTIFICATION
OF
NEIGHBORHOOD ASSOCIATIONS

EXHIBIT C

PROJECT NUMBER: 193-039

DATE:

3/9/93

TO:

NATOMAS COMMUNITY ASSOCIATION - SALLY HUDSON
NEIGHBORHOOD ASSOCIATION

P.O. Box 340451, SACRAMENTO, CA 95834
ADDRESS

FROM:

CITY PLANNING DIVISION

1231 I STREET, Rm. 200 5723
SACRAMENTO, CA 95814 (916) 264-5604

Project Manager: JIM McDONALD

PROJECT LOCATION: 1587 WEST EL CAMINO

ASSESSOR'S PARCEL NO.: 225-0960-010

APPLICANT'S NAME: WADE MCCLURE

APPLICANT'S PHONE NO.: (510) 689-5456

PROJECT DESCRIPTION: VARIANCE TO EXCEED EXISTING STONE CREEK
CENTER PUD SIGN STANDARDS (24" MAX. LETTER HEIGHT, 28" MAX.
SIGN HEIGHT AND ONE SIGN PER TENANT) WITH ± 42" LETTER HEIGHT,
5' 8" SIGN HEIGHT AND THREE SIGNS FOR ONE TENANT.

YOUR COMMENTS: We oppose this application. This
proposed variance would adversely affect the
uniform signage guidelines at the Stone Creek
PUD, by setting a precedent which could be
followed by other retailers. The existing "Payless"
sign is perfectly visible and attractive. The
Stone Creek Center is a neighborhood shopping
center, and South Natomas residents are quite aware of
the existence of Payless and other retailers. There is
no need for expansion of existing signage. Greg Wardrip
Natomas Community Assn. Planning Com.

** NOTE: Please return your comments to the Planning Division within 30 days. If this is not enough time for your organization to respond, please notify the Project Manager. You can call the Project Manager at 264-5604 approximately 15 days after receipt of this notice to determine if a Planning Commission hearing date has been scheduled.

LETTER OF AGENCY

Date: 2/12/93

City of Sacramento
Department of Planning and Development
1231 I Street, Suite 200
Sacramento, CA 95814

Gentlemen:

I, the undersigned legal owner of record, hereby grant permission to:

Applicant: WADE McCLURE Phone: 510-689-5456

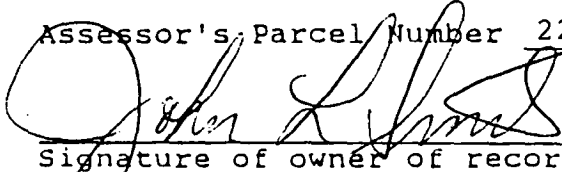
Applicant's address: 1026 SAN MIGUEL RD. CONCORD, CA 94518

to apply for the following entitlement(s):

- Plan Amendment
- Rezoning
- PUD Designation
- Tentative Map
- Lot Line Adjustment
- Subdivision Modification
- Special Permit
- Planning Director's Special Permit
- Variance
- Planning Director's Variance
- "R" Review (Development Plan Review)

The subject property is located at 1587 WEST EL CAMINO AV.

Assessor's Parcel Number 225-0960-010


Signature of owner of record (must be original)

PAYLESS DRUG STORES NORTHWEST INC.

Name of owner of record

9275 SW PEYTON LN. WILSONVILLE, OR 97070

Address of owner of record Phone

Application Number _____