

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

APPLICANT: Sign Up Co.; 1621 Juliesse Avenue; Sacramento, CA 95815		
OWNER: El Camino Associates; 4121 Westerly Place, Ste. 105; Newport Beach, CA 92660		
PLANS BY: Sign Up Company		
FILING DATE: January 26, 1993	ENVIR DET: Exempt 15302(b)	REPORT BY: J McD
ASSESSOR'S PCL. NO.: 225-0960-012		

APPLICATION: Variances to: a) exceed Stone Creek PUD Guidelines relating to sign area from 30 square feet to 32 square feet and 75 square feet; and b) exceed lettering height from 24 inches to 30 inches for the existing PETCO building in the Shopping Center Planned Unit Development (SC-PUD) zone.

LOCATION: 1503 West El Camino

PROPOSAL: The applicant is requesting the necessary entitlements to increase the height and square footage of an existing sign increasing the sign height from 24 inches to 30 inches and sign area from 60 square feet to 107 square feet as shown on Exhibits A and B.

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:	Residential; R-2B (PUD)
West:	Commercial; SC (PUD)

Maximum Allowable Sign Area (2 Signs):	60 Square Feet
Square Footage of Proposed Signs:	107 Square Feet
Height of Existing Signs:	28 Inches
Property Dimensions:	352' X 356'
Property Area:	0.47 ± 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 2.8 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 east, and commercial to the south and west.

B. Applicant's Proposal

The applicant is requesting the necessary entitlements for a) A Variance to exceed Stone Creek PUD Sign Guidelines relating to sign area from 30 square feet to 32 square feet and 75 square feet (total from 60 to 107 square feet) and b) A Variance to exceed lettering height from 24 inches to 30 inches for the existing PETCO building in the Shopping Center Planned Unit Development (SC-PUD) zone.

C. Existing Sign Regulations

The existing sign regulations are a part of the Stone Creek Center PUD Guidelines. The regulations allow signs to have a maximum of 30 square feet. The maximum height of a sign allows is 28 inches and the maximum individual letter height allows is 24 inches. The PUD guidelines allow two signs per single tenant building with a maximum of 30 square feet per sign.

D. 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 C and D) 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.

E. Conclusion

The existing signs found on the south and west building faces are each approximately 24 inches high and 30 square feet in area. Staff recommends that the variances to increase the sign area by 77 square feet and increase the lettering height to 30 inches be denied. Staff can find no hardship to support this variance request. Any modifications to existing signs should conform to the existing sign criteria.

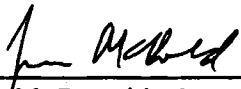
ENVIRONMENTAL DETERMINATION: This project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15302b).

RECOMMENDATION: Staff recommends the Planning Commission deny the variances to: a) increase the lettering height from 24 inches to 30 inches; and b) to increase the permitted square footage from 60 to 107 square feet for existing sign based upon findings of fact which follow:

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.

Respectfully submitted by:



Jim/McDonald, Associate Planner

Approved by:



David Melko, Senior Planner

Attachments

JM/jm:P93-017.CPC

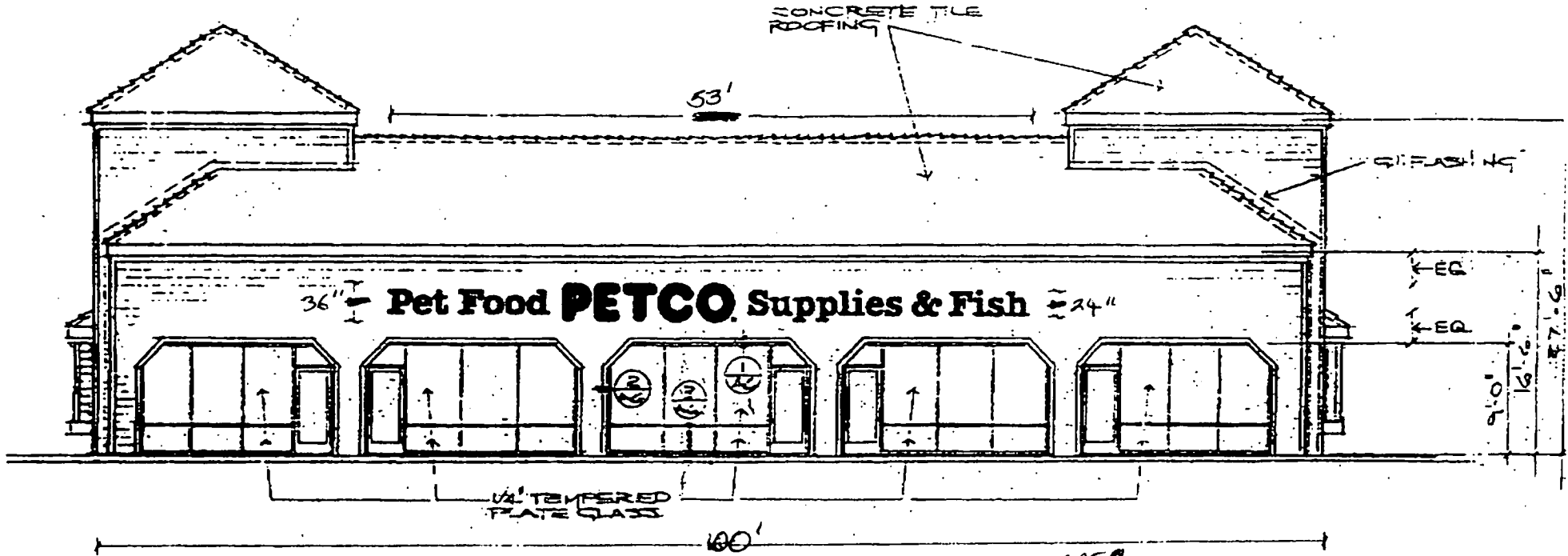
4/16/93

EXHIBIT A

36" PETCO Illuminated Channel Letters Sign
24" Petfood: Supplies & Fish
R&H #2662 Red Faces
Bronze Returns

APP. BY: DATE
DR. BY: C. JONES SCALE: 1" = 12 1/2'
DWG. NO: PC JP 007B 11-04-92

Item No 16



SOUTH ELEVATION

SIGN AREA
± 75



PETCO ILLUMINATED SIGNS

1583 W. El Camino Ave
Sacramento, CA 95833

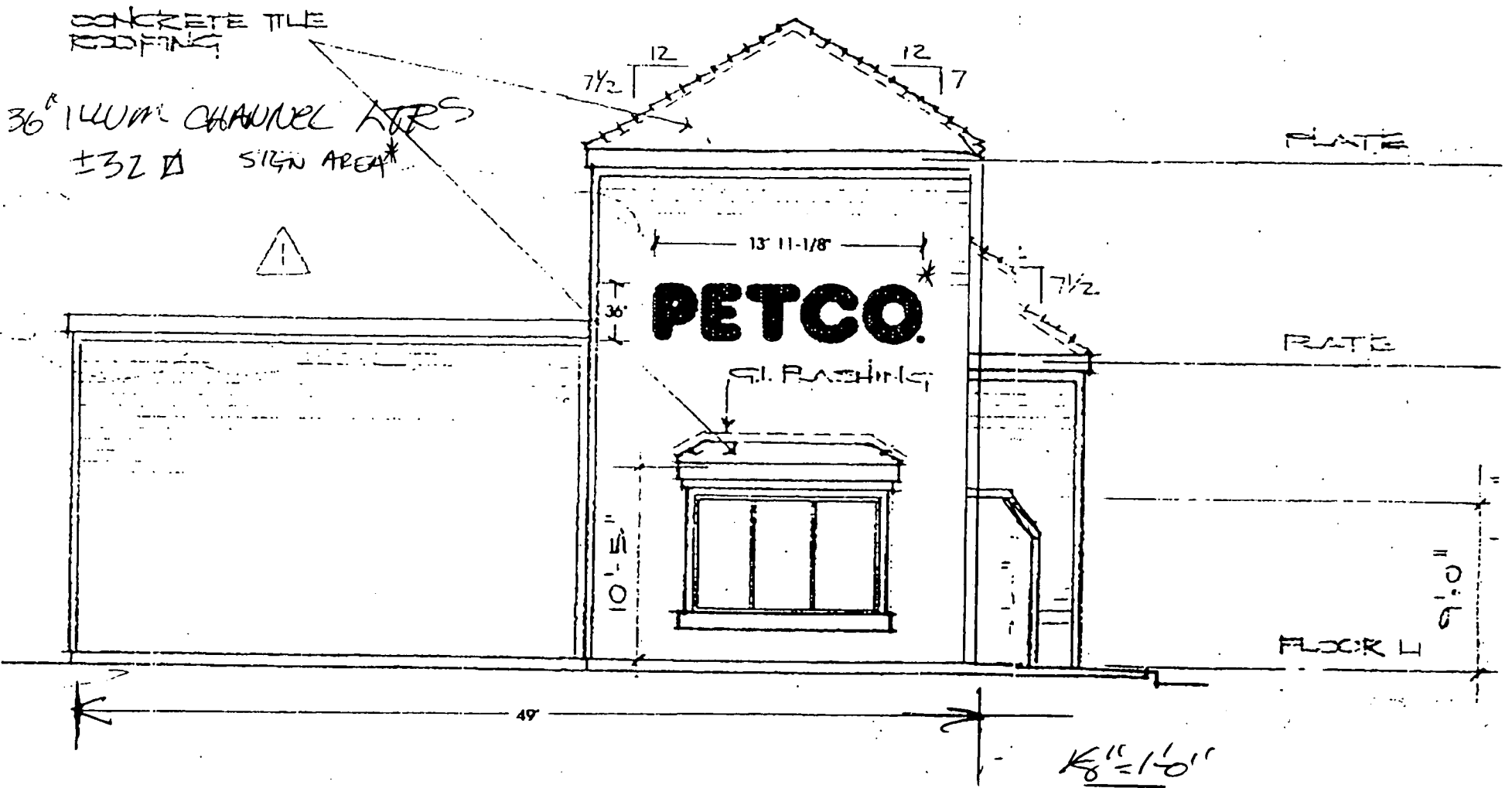
Plastolite P.O. Box 549 • Maywood, CA 90270-0549 • (800) 423-4283 • (213) 771-2098 In CA • FAX (213) 560-3335

April 22, 1993

P93-017

April 22, 1993

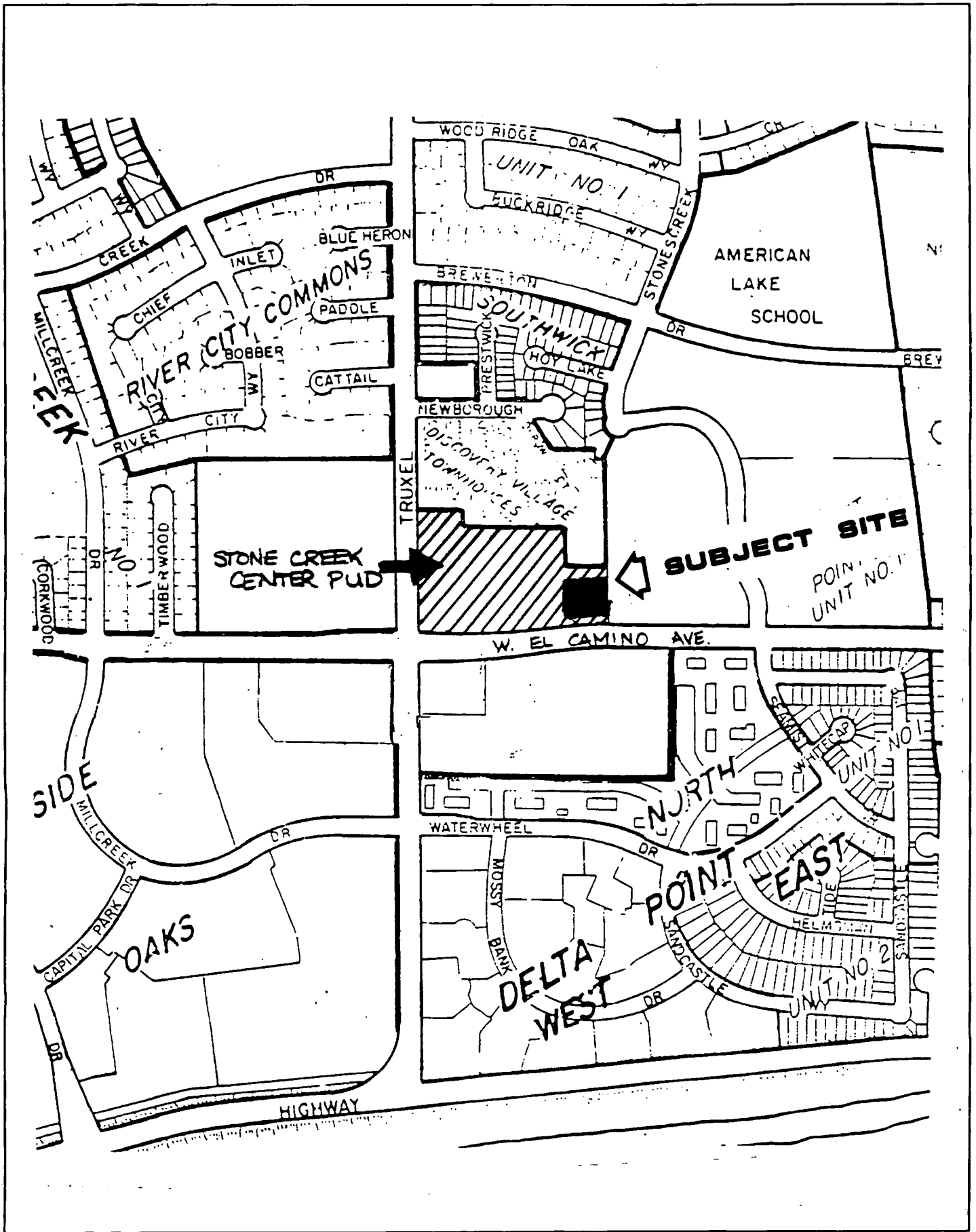
P93-017



WEST ELEVATION

SIGN AREA
32' x 10'

P 93 - 017



VICINITY MAP

MEMORANDUM OF UNDERSTANDING

March 4, 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: P93-017--"Variance to exceed Stone Creek Shopping Center PUD Sign Guidelines"--Applicant: PETCO (Tenant at 1583 W. El Camino Ave.

Discovery Village Homeowner's Association (67 Homeowner's) is in receipt of the abovereferenced "P93-017" whereby the "Applicant" requests to be allowed to increase the size and configuration of the existing "Signage".

Please be advised, that Discovery Village Homeowner's Association is adamantly opposed to the Applicant's request and respectfully requests that the Planning Department of Sacramento City deny any such variance as in accord with the recently adopted "P92-311" by the Sacramento Planning Commission during the meeting of February 11, 1993. "P92-311" which Discovery Village Homeowner's Association supported in order that the existing "Signage" be allowed as well as for further clarification, is a subsequent Amendment to the original Stone Creek PUD Guidelines (P89-021).

Therefore, we expect PETCO or any subsequent Tenant to adhere to the abovementioned Guidelines and 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

MAR 02 1995

RECEIVED

EARLY PROJECT NOTIFICATION
OF
NEIGHBORHOOD ASSOCIATIONS

PROJECT NUMBER: 93-07

DATE: 2/5/93
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
SACRAMENTO, CA 95814 (916) 264-5604 5723
Project Manager: Jim McDonald

PROJECT LOCATION: <u>1583 WEST EL CAMINO ROAD</u>
ASSESSOR'S PARCEL NO.: <u>225-0960-012</u>
APPLICANT'S NAME: <u>ERIC ADKINS</u>
APPLICANT'S PHONE NO.: <u>922 8436</u>

PROJECT DESCRIPTION: <u>VARIANCE TO EXCEED STONECREEK CENTER PUD SIGN GUIDELINES RELATING TO 1) SIGN AREA (30' MAX. PER SIGN) AND 2) LETTER HEIGHT (24"), THE PROPOSAL IS FOR TWO SIGNS CONTAINING ± 32' ± AND ± 75' ±, EACH WITH LETTERS 30" IN HEIGHT</u>

YOUR COMMENTS: <u>We agree with staff's opposition to this application. This variance will adversely affect the uniform signage guidelines in Natomas by setting a precedent which could be followed by other retailers. The existing "Petco" sign is very visible, as well as descriptive of the products sold by the store. There is no need for expansion of Petco's existing signage.</u>
<u>Greg M. Ward</u> NCA Planning Cmte <u>2/24/93</u>

** 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.

MAR 02 1993

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Project Manager: Jill Macdonald

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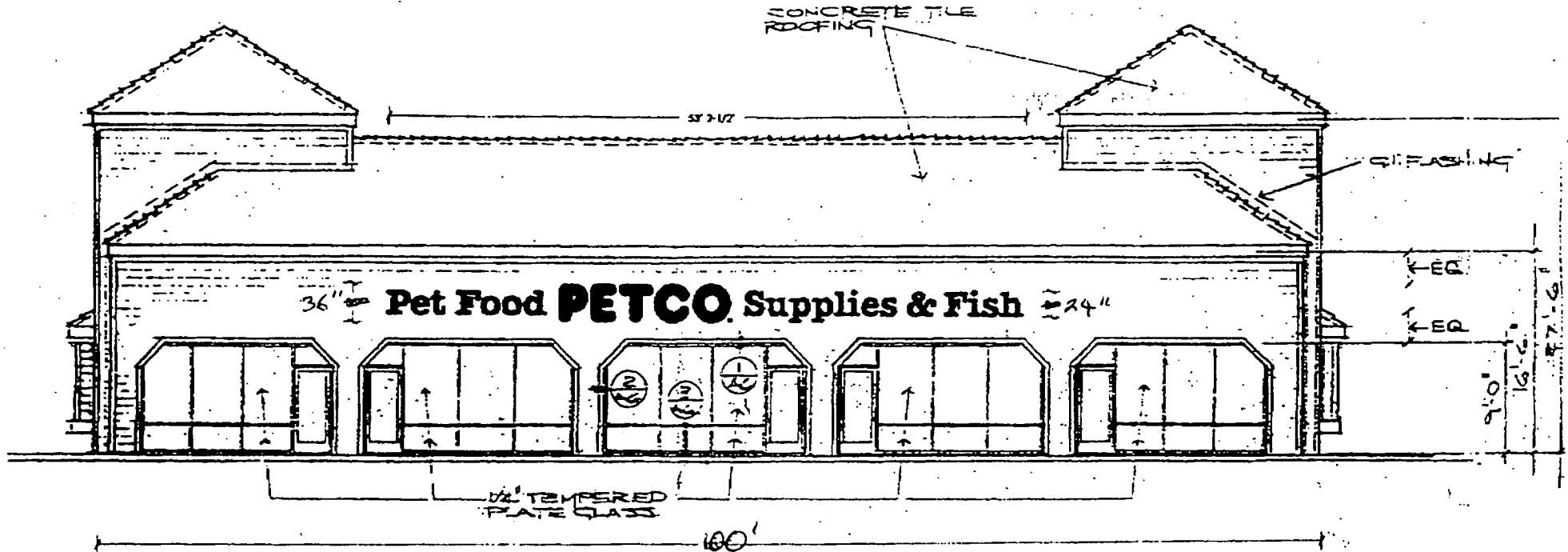
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00728

36" PETCO Illuminated Channel Letters Sign
24" Petfood: Supplies & Fish
R&H #2662 Red Faces
Bronze Returns

APP. BY: DATE
DR. BY: C. JONES SCALE: ~~1/8"=1'-0"~~
DWG. NO: PC JP 007B 11-04-92

1" = 12'-6"



SOUTH ELEVATION

SIGN AREA
66A



PETCO ILLUMINATED SIGNS

1583 W. El Camino Ave
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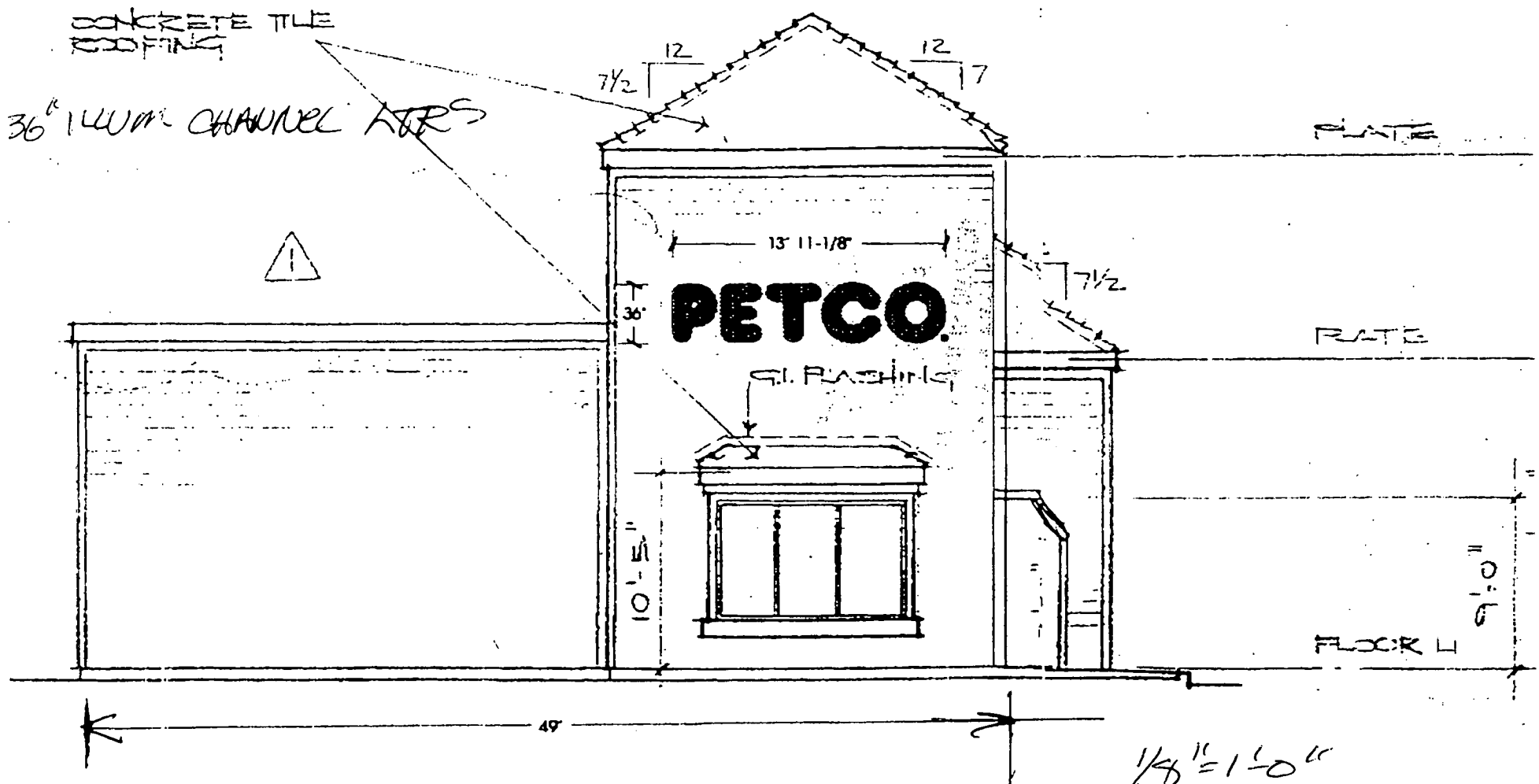
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CITY OF SACRAMENTO
CITY PLANNING DIVISION

JAN 26 1993

RECEIVED

▶ P93 - 017



WEST ELEVATION

SIGN AREA
32 SF

CITY OF SACRAMENTO
CITY PLANNING DIVISION

JAN 26 1993

RECEIVED

P 93 - 017