

CITY PLANNING COMMISSION

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

APPLICANT	RIVER CITY SIGNS, 5111 Florin Perkins Road, Sacramento, CA 95826		
OWNER	Alhambra Building Association 185 Cadillac Drive, Sac., CA 95825		
PLANS BY	Applicant - River City Signs		
FILING DATE	11/13/86	ENVIR. DET.	Ex 15311 (a)
ASSESSOR'S-PCL. NO.	007-213-30	REPORT BY	FG/vf

- APPLICATION:
- A. Variance to locate a sign within 660 feet of a freeway right-of way;
 - B. Variance to exceed the 20 foot sign height limit.

LOCATION: 3160 Folsom Boulevard

PROPOSAL: The applicant is requesting the necessary entitlements to erect identification signs.

PROJECT INFORMATION:

1974 General Plan Designation:	Commercial and Offices
1963 East Sacramento Community Plan Designation:	Shopping, Offices, Commercial
Existing Zoning of Site:	C-2
Existing Land Use of Site:	Medical office building (under construction)

Surrounding Land Use and Zoning:

North:	Commercial; C-2
South:	Residential; R-1
East :	Commercial; C-2
West :	Commercial; C-2

Property Dimensions:	Irregular
Property Area:	1.43+ acres
Square Footage of Sign:	70+ sq. ft.
Topography:	Flat
Street Improvements:	Existing
Utilities:	Existing
Sign Material:	Plexiglass
Sign Color:	White, Blue
Height of Sign:	43 feet above grade

BACKGROUND INFORMATION: The Planning Commission approved a lot line adjustment to merge 21 lots on October 25, 1984 (P84-345). The lot is the former site of Hamilton Furniture.

PROJECT EVALUATION: Staff has the following comments:

- A. The subject site is zoned General Commercial (C-2) and is designated for Commercial/Office uses in both the 1974 General Plan and the 1963 East Sacramento Community Plan. Surrounding uses include both Commercial and Residential development.

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- B. The subject site is presently being developed with a three-story medical building. The applicant is proposing to provide identification signs for the project. The proposed sign on the west side of the building is located within 660 feet of the freeway right-of-way and would be greater than 20 feet in height. The proposed sign would be approximately 70+ square feet in size (46" x 21'3") and constructed of blue and white plexiglass. The proposed sign would be located on three sides of the building, however, only the sign copy on the west side of the building is visible from and located within 660 feet of the freeway right-of-way.

The sign ordinance was amended to limit the location, height and size of signs along highway corridors in order to reduce the proliferation of signs. Certain uses such as motels, hotels, restaurants and gas stations are permitted more signage since they provide freeway-oriented services. The medical clinic is not a freeway oriented business and does not warrant the increased sign height. In addition, there are no hardships which are unique to the subject site that would justify the granting of a variance. It should be noted that two of the three on-site signs will be located at or near the building roof line and will provide high visibility and identification to the building along Folsom Boulevard, which is the major access point to the site.

Staff is concerned that plans are in the works to develop further medical and office buildings along Alhambra Boulevard which will all propose signage. These other sites are not unique and findings could not be made to justify the granting of a variance. As these other sites are developed, the possibility of further sign proliferation along the Business 80 corridor increases. Staff would, therefore, recommend that the proposed sign on the west side of the building be limited to the 20 feet in height.

- C. The project was reviewed by Traffic, Public Works, Police and the East Sacramento Improvement Association. The Traffic and Police felt that the proposal would create no problem. Comments have not been received from Public Works and the East Sacramento Improvement Association.

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

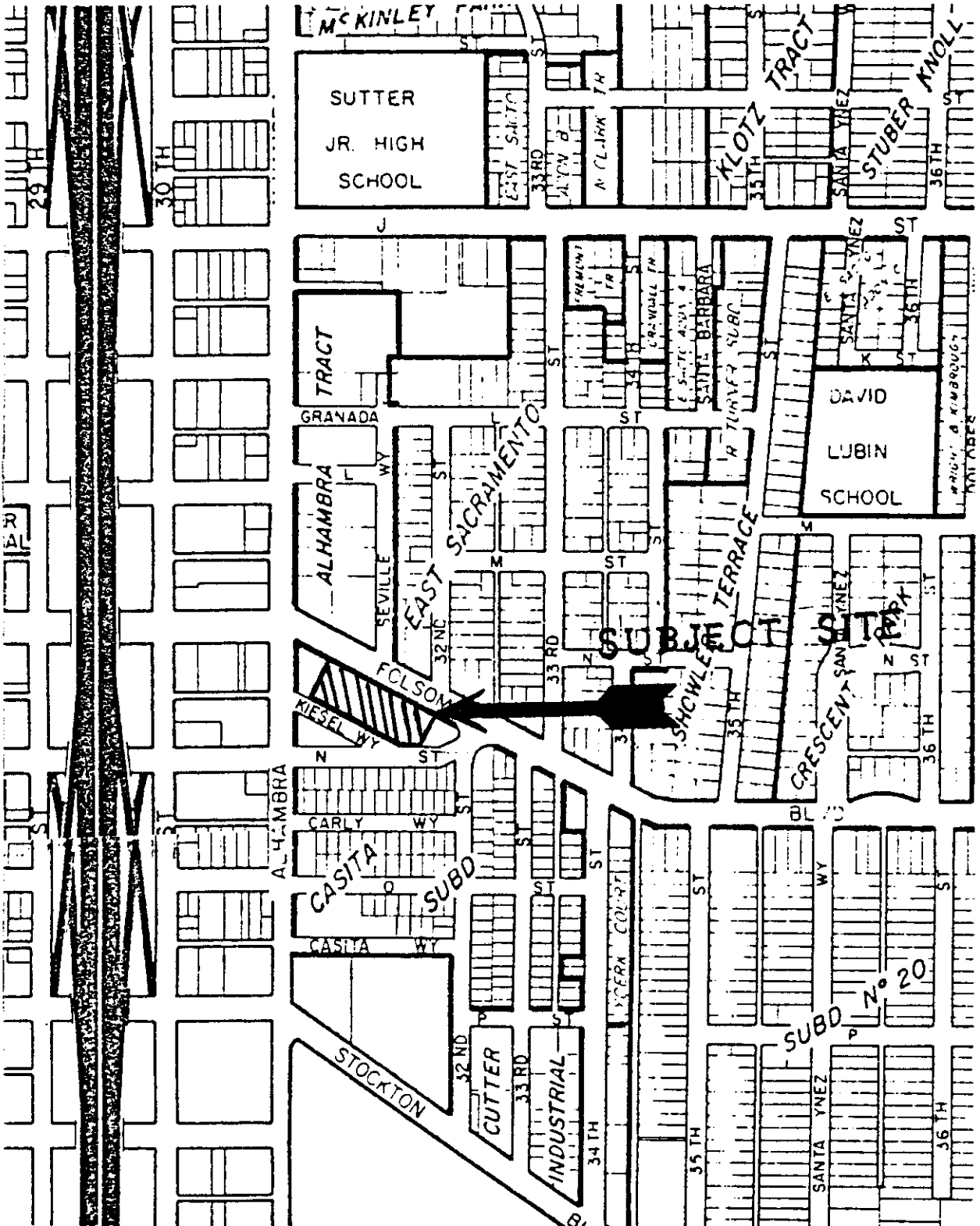
RECOMMENDATION: Staff recommends the following action:

- A. deny the variance to locate a sign within 660 feet of a freeway right-of-way, based on findings of fact which follow;
- B. deny the variance to exceed the 20 foot sign height limit, based on findings of fact which follow:

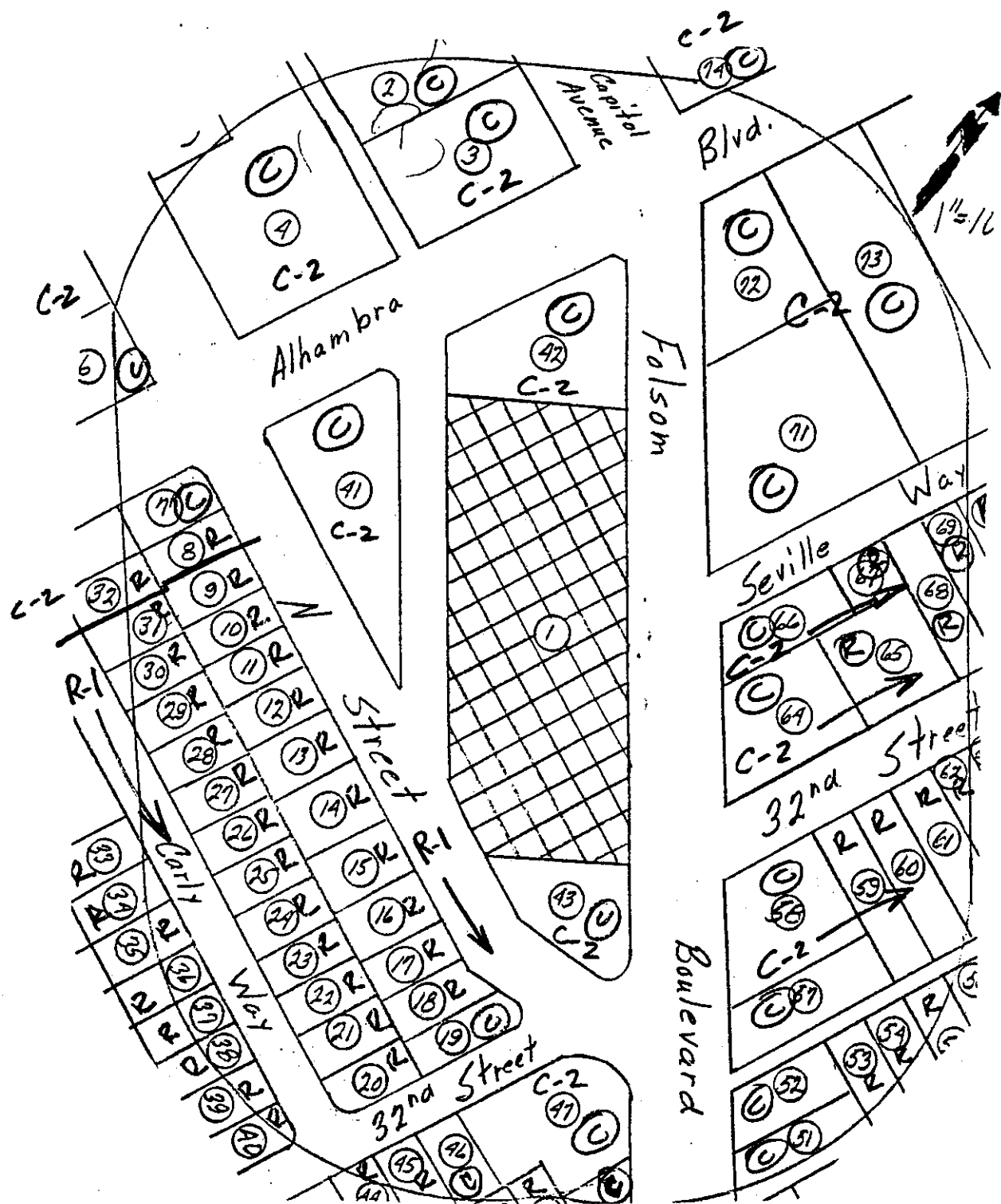
Findings of Fact:

1. granting the variances would be a special privilege granted an individual wherein no unique circumstances or hardship exists;

2. the project will be detrimental to public health, safety or welfare or result in the creation of a nuisance in that it will result in the proliferation of signs along the Business 80 corridor.



VICINITY MAP



LAND USE & ZONING MAP

P86-448

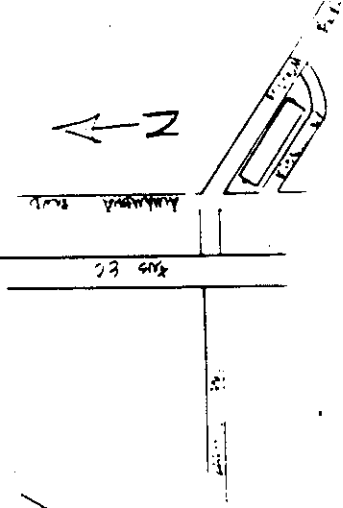
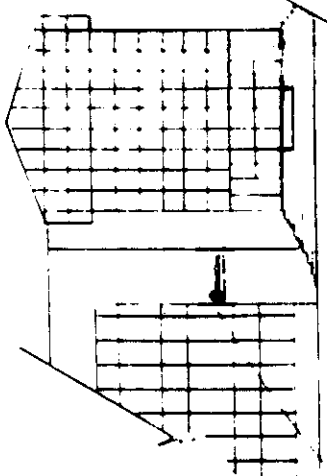
12-18-86

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8' 0"

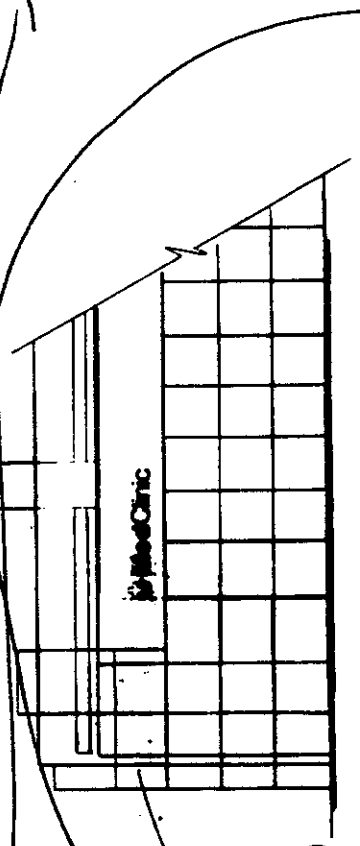
MedClinic
The Medical Clinic of Sacramento, Inc. 511 57



NEON SIGNAGE: ONE SET OF NEON-ILLUMINATED
LETTERS & LOGO
COLORS: LETTERS WHITE/LOGO WHITE w/ BLUE BORDER

21'-3"

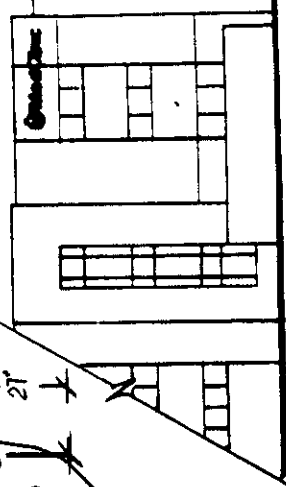
MedClinic



WEST SIGNAGE: ONE SET OF INTERIOR NEON
ILLUMINATED CHANNEL LETTERS & LOGO ~ WHITE
FLEXIGLAS FRAMES WITH 5" BLUE RETURNS/BLUE CAP
LOGO TO HAVE BLUE BORDER

MedClinic

14' 3"



EAST SIGNAGE: ONE SET OF NEON-ILLUMINATED
CHANNEL LETTERS & LOGO ~ WHITE FLEXIGLAS
FRAMES WITH 5" BLUE RETURNS/BLUE CAP
LOGO TO HAVE BLUE BORDER

River City Sign

THIS DESIGN IS THE EXCLUSIVE
PROPERTY OF RIVER CITY SIGNS &
CANNOT BE REPRODUCED IN WHOLE
OR IN PART WITHOUT THEIR WRITTEN
CONSENT.

DESIGNED BY: THE MEDICAL CLINIC OF SACRAMENTO, INC.

DATE: 8-19-86

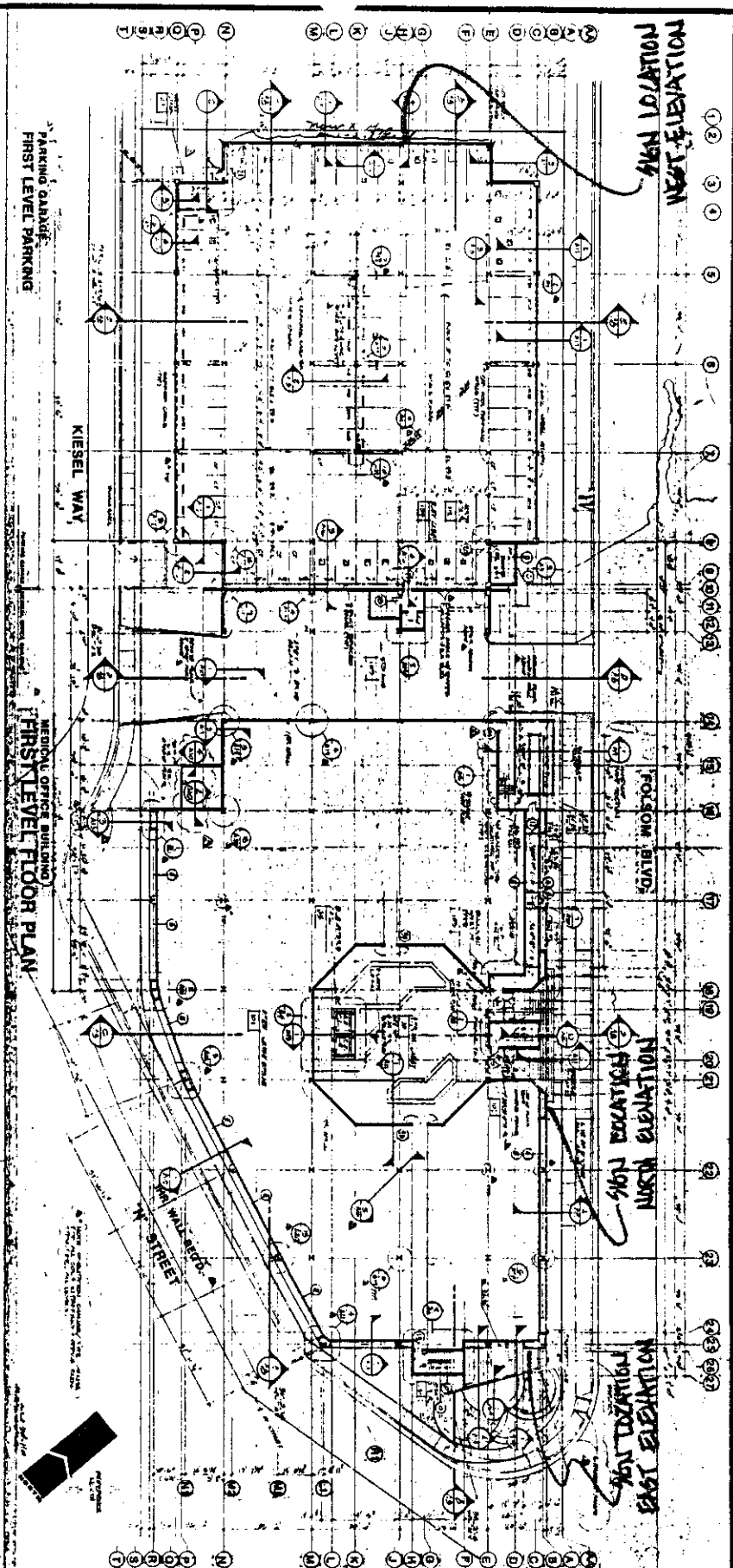
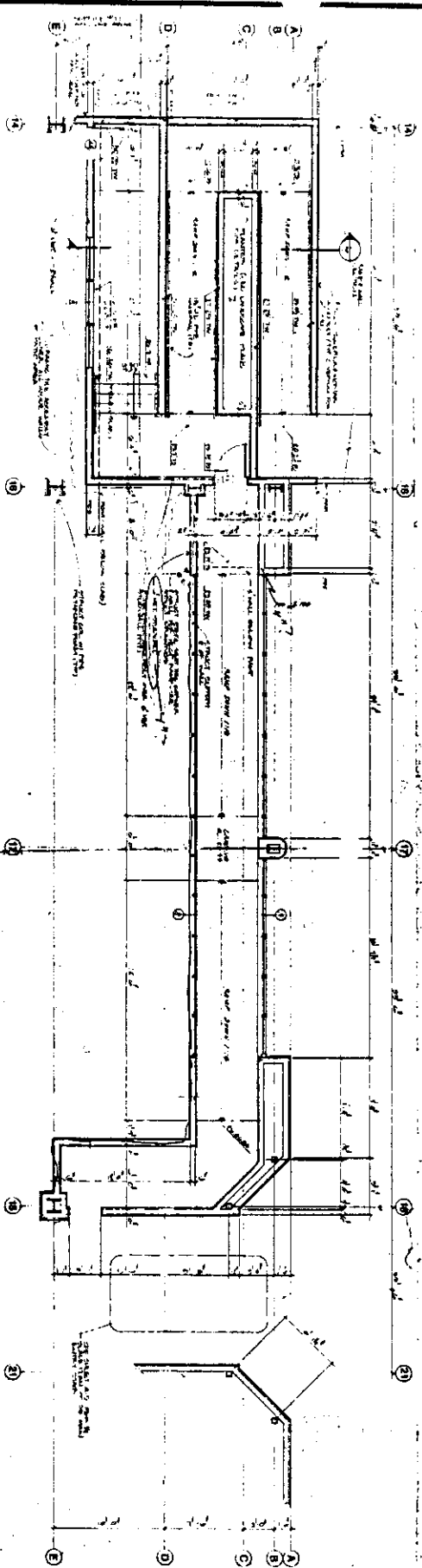
APPROVED BY: [Signature]




CITY: SACRAMENTO, CA

PROJECT NO. 1

8/18/86

1 HANDICAP MAIN ENTRY RAMP PLAN



SHEET NO. A-3	JOB 144	DATE 10/18/86	REVISIONS DATE BY	 MEDCLINIC MEDICAL OFFICE BUILDING 3160 Folsom Blvd. Sacramento, Ca.	CONSULTANT  12-1-86	 JAMES R. LOEN ARCHITECT 848 NORTHFIELD DRIVE, SACRAMENTO, CA 95825 (916) 980-4511

REC'D

Dec. 10, 1986

To whom it may concern:

This is in answer to your proposal project
PSB-448. It says that high and that large would
create an eyesore. And why is it necessary?
The structure of its size is clearly visible.
I do protest.

Sincerely

Lucille M. Lopez
3109 - Oak Way
Sacramento, Ca. 95816

CITY PLANNING DIVISION

DEC 11 1986

RECEIVED

PSB-448

12-18-86

Item 25

Dec 9. 1986

Dept Planning Development

I am not in favor
of the project of any larger sign
on the Building at 3160 - Mason
Blvd. I don't think it is any
necessary sign.

Signed

Mrs Elizabeth E. Todd

13119 - Carly Way

30-APN-007-0215-024-0000

95816

CITY PLANNING DIVISION

DEC 10 1986

RECEIVED

F86-448

12-18-86

Item 25