

18277

CITY PLANNING COMMISSION
SACRAMENTO, CALIFORNIA
MEMBERS IN SESSION:

ITEM # 7
OCTOBER 23, 1997
PAGE 1

P97-082 - EXTENDED STAY AMERICA SIGN VARIANCE

REQUEST: Variance to locate 2 attached signs which exceed the 20 feet allowed height on the Extended Stay Hotel building fascia located at the southwest corner of Arden and Harvard Street within 660 feet of Business 80 Freeway in the Heavy Industrial (M-1) zone in the North Sacramento Community Plan, APN: 277-0153-015.

LOCATION: 2100 Harvard Street
APN: 277-0153-015
North Sacramento Community Plan
Grant Joint Union High School District
Council District 2

APPLICANT:	California Sign Installations 485 Wetmore Street, #4, Manteca, CA 95337, (209) 239-3339 Contact Person: Alan Ford.
OWNER:	Extended Stay America, Inc. 500 E Broward Blvd, Ste. 950 Fort Lauderdale, FL 33394
APPLIC. FILED:	8/6/97
STAFF CONTACT:	Taiwo Jaiyeoba, 264-8287

SUMMARY: California Sign Installations has requested the above entitlement to place 2 attached type signs, 35 feet high, on an existing hotel building on the subject site. The location of the 2 signs falls within 660 feet of the Business 80 freeway. According to the Sign Ordinance, attached signs that fall within 660 feet of the Freeway shall have a maximum height of 20 feet measured from grade level. In order to meet the applicant's

objectives, the project requires the discretionary planning entitlement described above. In evaluating the project, the basic issue is: the allowance of two attached signs exceeding the required height within 660 feet of the Freeway.

RECOMMENDATION:

Staff recommends approval of the project. This recommendation is based on the fact that if the signs are located at a height of 20 feet or lower, they will not be clearly visible from the freeway. Also, the total area of signs requested in this application will not exceed the maximum square footage allowed for the subject site, visible from the freeway. The Sign Ordinance allows a total area of 200 square feet while the proposed signs have a total of 154 square feet. Additionally, staff supports the application because of the overall consistency of the request with the purpose of the sign regulations for commercial activity and sufficient identification.

PROJECT INFORMATION:

General Plan Designation:	Regional Commercial & Offices.
Community Plan Designation:	Industrial.
Existing Land Use of Site:	Extended Stay America Hotel.
Existing Zoning of Site:	Heavy Industrial (M-2).

Surrounding Land Use and Zoning:

North: Commercial (OB-PUD) - Hilton Hotel and Cal Plaza Office
 South: Arden Way, M-1
 East: Vacant, (M-2)
 West: Harvard Street, (M-1-PUD/OB-PUD) - USAA Office Campus

Property Dimensions:	Irregular
Property Area:	2.10 acres
Sign Area (Sq.ft.):	154 sq.ft.
Building Dimensions:	30,000 sq.ft.

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:

<u>Permit</u>	<u>Agency</u>
Sign Permit	Planning & Development Department.

BACKGROUND INFORMATION:

The subject site is zoned M-2 (heavy industrial), and as such, allows hotel/motel uses as a matter of right. The site is not subject to design review and does not require any

entitlements for the hotel construction and the signs. The construction of the Extended Stay America hotel was completed in August, 1997.

The objective of the current application is to locate the attached signs so as to sufficiently identify the hotel and make the signs visible from the freeway.

STAFF EVALUATION: Staff has the following comments:

1. Land Use and Zoning

The entire site consists of 2.10± vacant acres in the Heavy Industrial (M-2) zone. The site is designated for Regional Commercial & Offices by the General Plan and Industrial by the North Sacramento Community Plan. Because the hotel use is allowed in the Industrial zone, no entitlement was required.

2. Zoning Ordinance Requirements - Signage

As per the City Sign Ordinance, no attached signage above 20 feet, measured from the grade level, is allowed within 660 feet of the freeway corridor. The Extended Stay America hotel structure is within the 660 feet measuring from the exterior right-of-way line of the freeway rather than the off-ramp. Because of the locational constraints of the hotel, staff feels that the signs are appropriately located.

3. Signage Proposal

The elevations exhibit indicate 2 Extended Stay America signs and logo on the west and east elevations respectively. In supporting the request to locate the signs at a height of 35 feet (exceeding the Sign Ordinance requirements of 20 feet), Staff considered the location of the hotel building, the freeway visibility factor and the fact that the total signage area proposed within close proximity to the freeway (154 sqft) is less than the square footage allowed by the Sign Ordinance (200 sqft.) within close proximity to the freeway. The location of the building requires sufficient identification.

These signs are all proposed to be internally illuminated and are proposed to be of the Aluminum Cabinet type. Letter faces are to be white plex.

All signage will be required to comply with all other provisions of the City's Sign Ordinance and the signs will be required to obtain sign permits.

PROJECT REVIEW PROCESS:A. Environmental Determination

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

B. Summary of Agency Comments

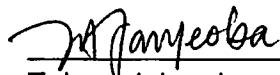
The project has been reviewed by several City Departments, the Neighborhood Associations concerned and other agencies. With the exception of the attached letter from the California Department of Transportation, no other comments were received with regards to the signage requests. The Caltrans comments are listed as conditions and they relate to compliance with State Vehicle Code and concerns for encroachment within the State's right of way and Highway's air space.

PROJECT APPROVAL PROCESS: The Planning Commission has the authority to approve or deny the Variance. 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 the Planning Commission take the following action:

Adopt the attached Notice of Decision and Finding of Facts approving the Variance to allow the two attached signs located on the Extended Stay America Hotel building within 660 feet of the freeway in the Heavy Industrial (M-2) zone.

Report Prepared By,



Taiwo Jaiyeoba
Assistant Planner

Report Reviewed By,



Scot Mende
Senior Planner

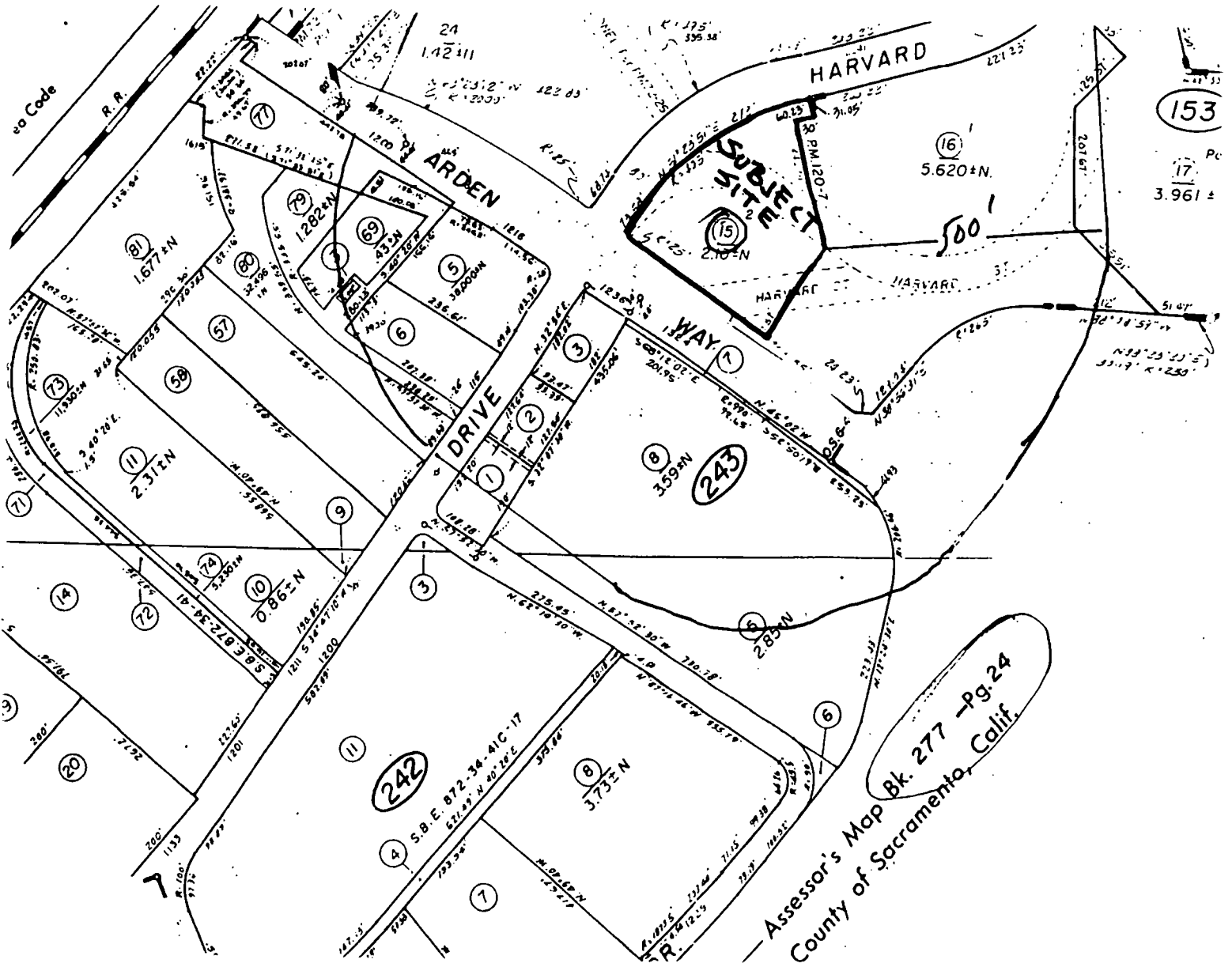
Attachments

Attachment A
Attachment B
Attachment C
Exhibit C-1
Exhibit C-2
Exhibit C-3
Attachment D

Vicinity Map
Land Use and Zoning Map
Notice of Decision and Findings of Fact
Site Plan
Elevations
Signage
Letter from Caltrans

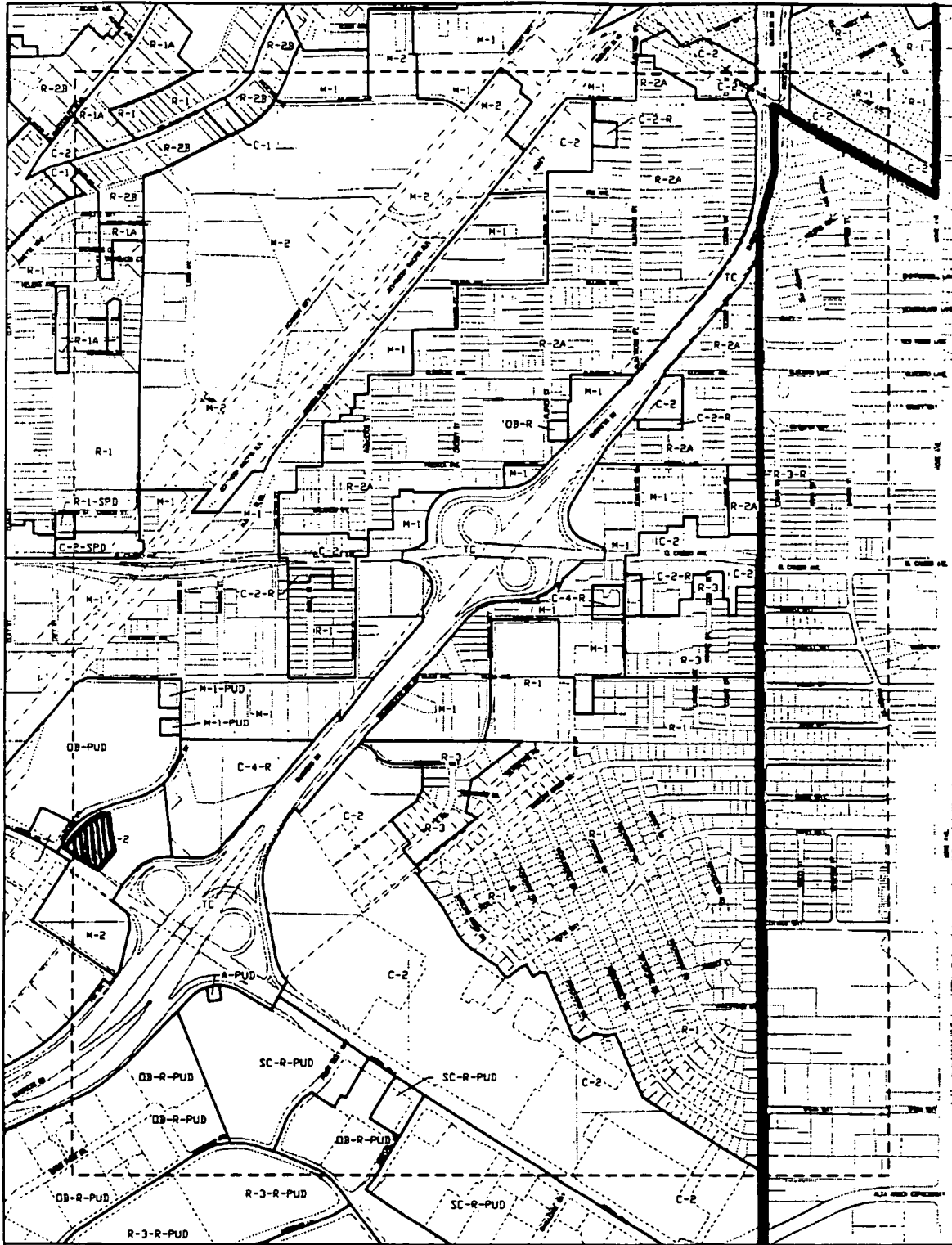
ATTACHMENT A

VICINITY MAP



Assessor's Map Bk. 277 - Pg. 24
County of Sacramento, Calif.

ATTACHMENT B
LAND USE AND ZONING MAP



ATTACHMENT C**NOTICE OF DECISION AND FINDINGS OF FACT FOR THE ATTACHED SIGNS
PROPOSED FOR THE EXTENDED STAY AMERICA HOTEL BUILDING LOCATED AT
THE SOUTHWEST CORNER OF ARDEN WAY AND HARVARD STREET IN NORTH
SACRAMENTO IN THE HEAVY INDUSTRIAL (M-2) 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 locate 2 attached signs which exceed the 20 feet allowed height on the Extended Stay Hotel building fascia located at the southwest corner of Arden and Harvard Street within 660 feet of Business 80 Freeway in the Heavy Industrial (M-1) zone in the North Sacramento Community Plan. APN: 277-0153-015.

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

FINDINGS OF FACT

- A. Variance to allow the attached signs on an existing hotel building: The Variance to exceed the maximum allowable height of two attached signs 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 Heavy Industrial zone designated by the General Plan for the site and the Labor Intensive - Light Industrial designated by the North Sacramento Community Plan.

CONDITIONS OF APPROVAL

- A. The Variance to locate 2 attached signs which exceed the 20 feet allowed height on the Extended Stay Hotel building fascia is hereby approved subject to the following conditions:

- A1. All signs shall conform to the signage proposed in Exhibits C-3.
- A2. 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.
- A3. The approved attached signs shall not exceed a height of 35 feet.
- A4. The aggregate sign area of the 2 attached signs shall not exceed 154 square feet.
- A5. 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.
- A6. The signs shall not encroach within the State right of way, including encroaching within the State Highway's air space.

ATTEST:

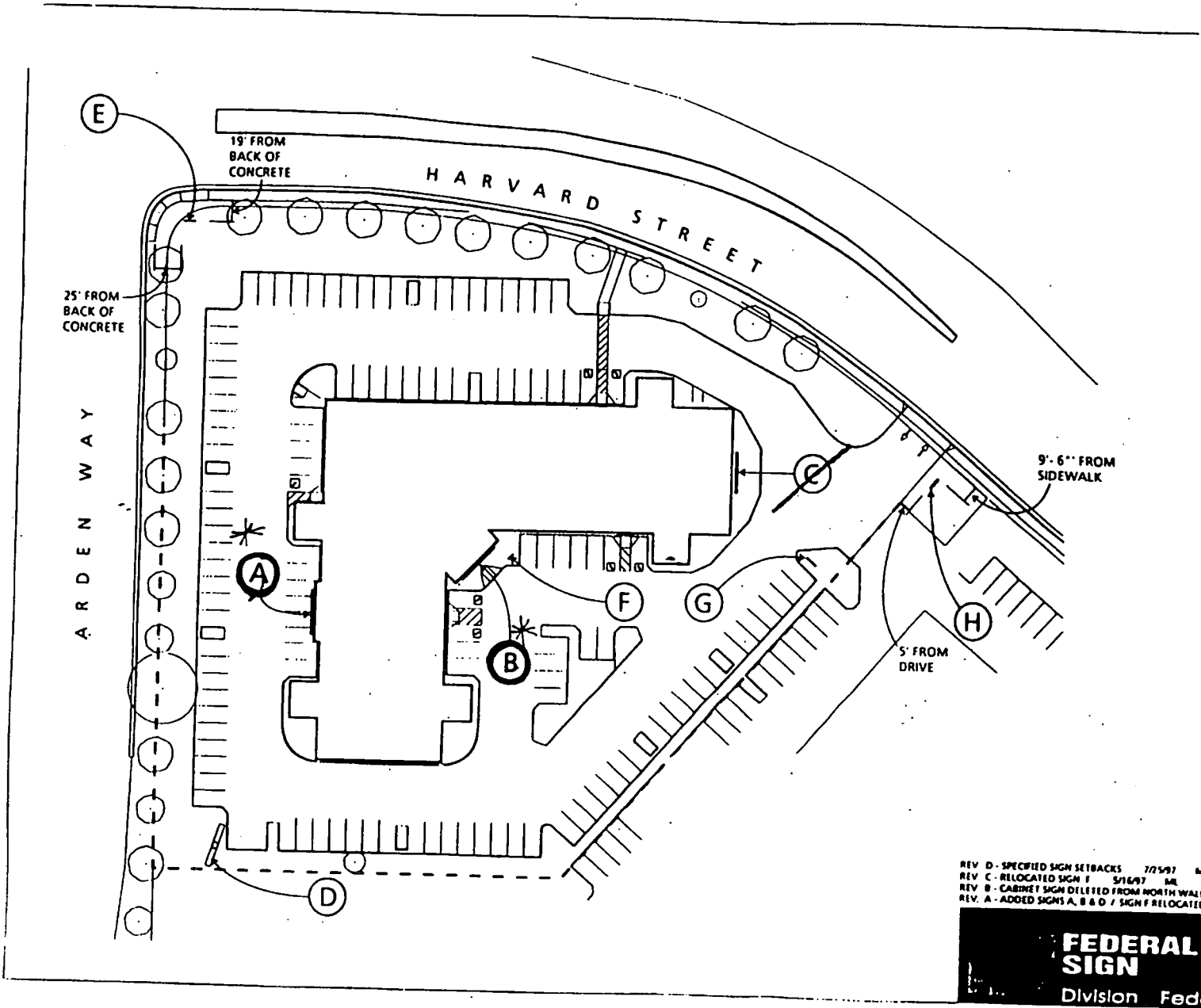
CHAIRPERSON

SECRETARY TO PLANNING COMMISSION

P97-082

EXHIBIT C-1

SITE PLAN



REV D - SPECIFIED SIGN SETBACKS 7/7/97 MR
REV C - RELOCATED SIGN F 5/16/97 MR
REV B - CABINET SIGN DELETED FROM NORTH WALL /
REV. A - ADDED SIGNS A, B & D / SIGN F RELOCATED



EXHIBIT C-2

ELEVATIONS

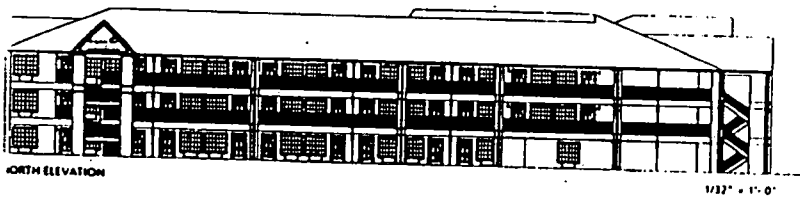
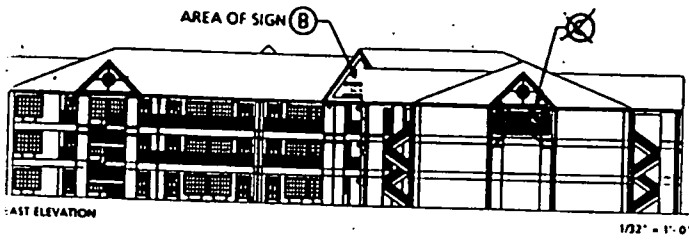
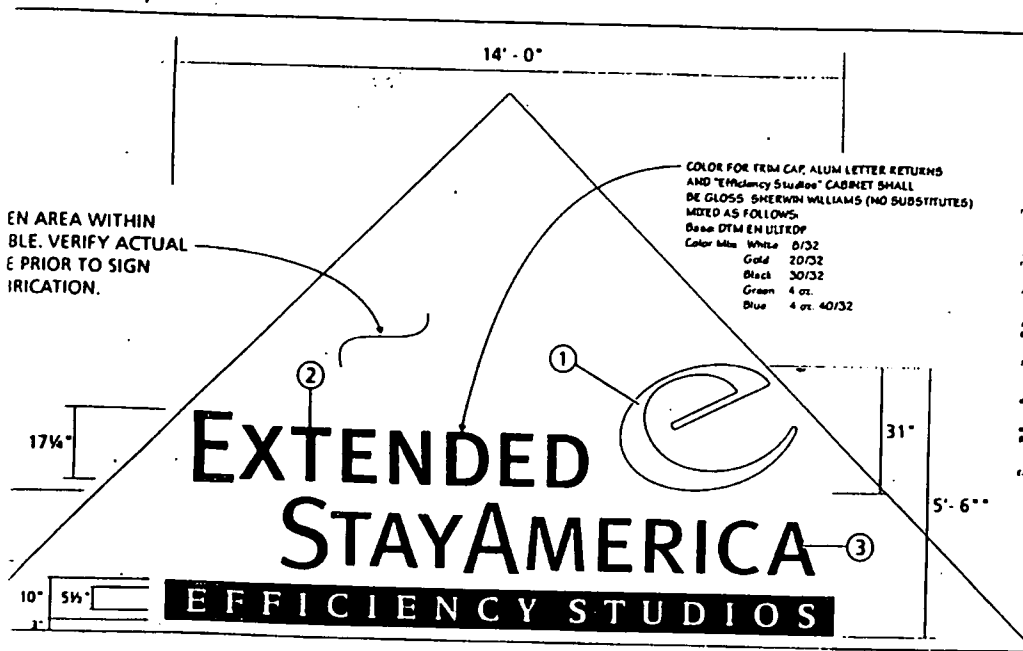
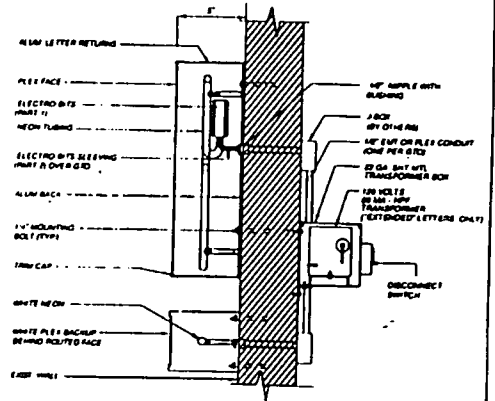


EXHIBIT C-3

SIGNAGE



COLOR FOR TRIM CAP, ALUM LETTER RETURNS AND "Efficiency Studios" CABINET SHALL BE GLOSS SHERWIN WILLIAMS (NO SUBSTITUTES) MIXED AS FOLLOWS:
Base DTM EN ULTRDP
Color Mix White 0/32
Gold 20/32
Black 30/32
Green 4 oz.
Blue 4 oz. 40/32



SIGN SECTION N.T.S.

(A) & (B) INTERNALLY ILLUMINATED LETTERS 1/2" = 1'-0"

Letter faces are to be white plex w/ the following translucent vinyls on first surface:
1. "Mint" #VT 4689 2. "Emerald Blue" #VT 4687 3. "Ocher Sun" #VT 4688

"Efficiency Studios" letters are routed from alum cabinet. Routed letters are backed up with white plex (typestyle is Meriden). Internally illuminated.

REFERENCE "SYMBOL STANDARDS SHEET" FOR SYMBOL SIZE AND PLACEMENT.

NOTE: ONLY "EXTENDED" LETTERS ARE TO HAVE 60 M.A. HPF TRANSFORMER(S). ALL OTHER ELEMENTS SHALL BE POWERED BY 30 M.A. NPF TRANSFORMER(S).

SIGN AREA EQUALS 77 SQUARE FEET.

REV. B. UPDATED COLOR 5/1/97 ML
REV. A. THIS SIGN ADDED 4/15/97 ML

P97 082

FEDERAL SIGN
Division Federal Signal Corporation

Customer: **EXTENDED STAY AMERICA**
Location: **ARDEN WAY @ HARVARD / SACRAMENTO, CA**
Sponsorship: **SALLEE** Date: **2/2/97**
Design Number: **ML-90288** Designer: **ML**

STATE OF CALIFORNIA-BUSINESS, TRANSPORTATION AND HOUSING AGENCY

DEPARTMENT OF TRANSPORTATION

DISTRICT 3, SACRAMENTO AREA OFFICE • MS 41

P. O. BOX 943874

SACRAMENTO, CA 94274-0001

TDD 916 741-4509

FAX no. 916 323-7667

Telephone 916 323-0543



September 10, 1997

ISAC125 & ISAC126
P97-082 & ~~P97-086~~
Extended Stay America Signs
03-SAC-51 PM-3.4Mr. 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 Extended Stay America 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 - Metropolitanbc: Carol Pearce
Outdoor Advertising
Maintenance
Tom MeyersTM:jw
ISAC125&