



REPORT TO PLANNING COMMISSION City of Sacramento

3

915 I Street, Sacramento, CA 95814-2671

PUBLIC HEARING
October 28, 2010

To: Members of the Planning Commission

Subject: RAS Sign Variance (P10-051) A request to construct a new exterior attached sign which exceeds 20 feet in height within 660-feet of a designated freeway, located within the Transportation Corridor Special Planning District (TC-SPD) Zone in the Alhambra Corridor Special Planning District.

- A. Environmental Determination: Exempt per 15311, Infill Development;
- B. Variance to construct a new exterior attached sign which exceeds 20 feet in height within 660-feet of a designated freeway, located within the Transportation Corridor Special Planning District (TC-SPD) Zone in the Alhambra Corridor Special Planning District.

Location/Council District:

2929 K Street, Sacramento, CA 95816

Assessor's Parcel Number: 007-0117-001-0000

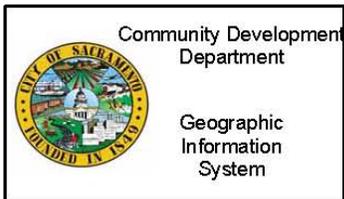
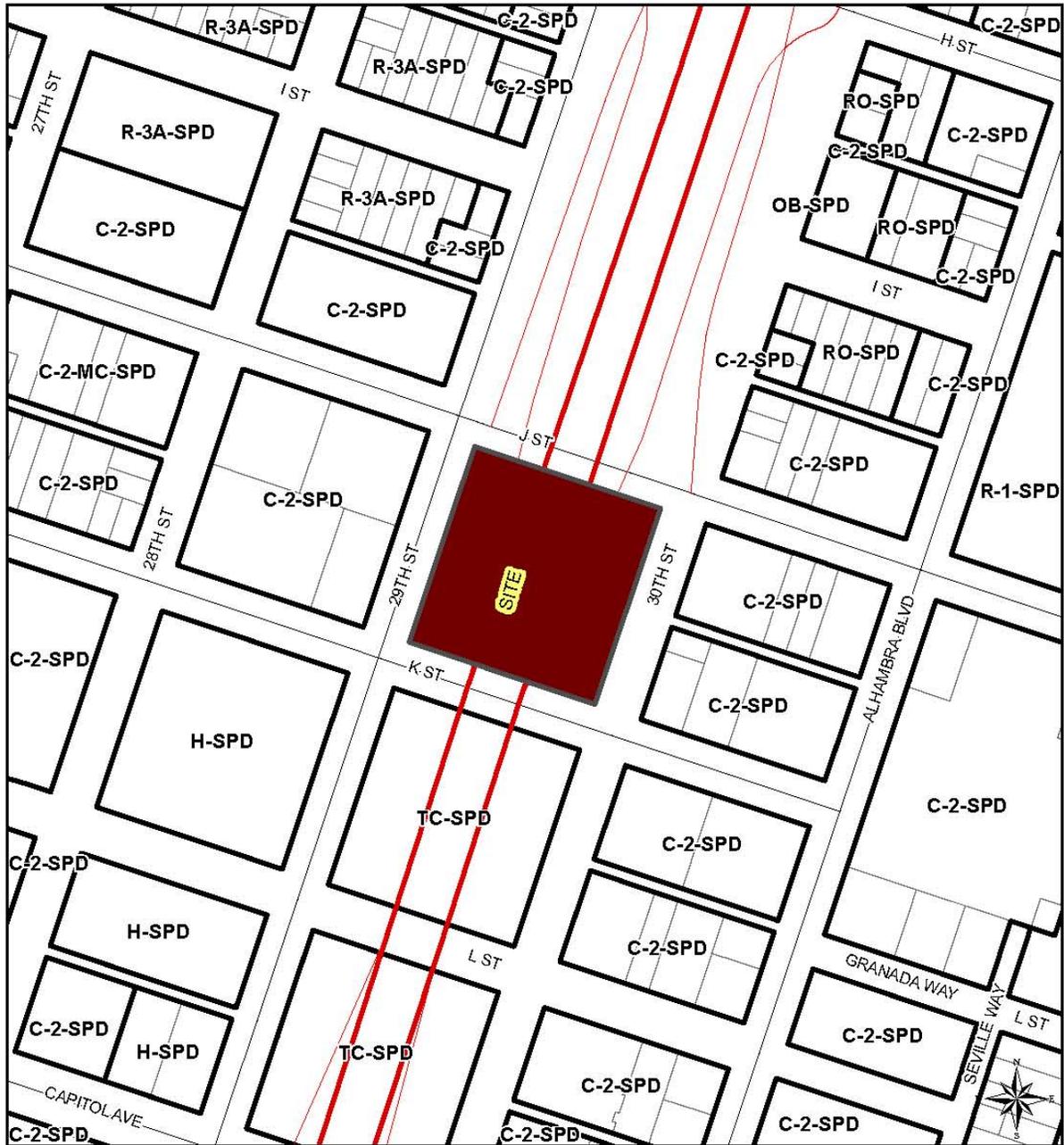
Council District 3

Recommendation: Staff recommends the Commission approve the request based on the findings and subject to the conditions listed in Attachment 1. The Commission has final approval authority over items A & B above, and its decision is appealable to City Council.

Contact: Matthew Sites, Associate AIA, LEED AP, Urban Design Staff, (916) 808-7646
Stacia Cosgrove, Senior Planner, (916) 808-7110

Applicant: Al Laehn, Radiological Associates, (916) 646-8450, 1500 Exposition Parkway, Sacramento, CA 95815

Owner: George Lenzi, Radiological Associates, (916) 646-8450, 1500 Exposition Parkway, Sacramento, CA 95815



October 28, 2010

P10-051
 2929 K Street
 007-0117-001-0000
 TC-SPD zone



Summary: The Sutter Galleria’s complex is a multi-tenant, commercial/office property located between 29th/30th Streets and J/K Street, beneath the Capitol City Freeway. Radiological Associates of Sacramento (RAS) has relocated to the upper two floors of the east building and is requesting a sign on the north side of the building for their current use. RAS, as the primary tenant in the east building is requesting a single sign for branding and wayfinding for regional customers that is complementary to existing signs and is respectful to the existing architecture.

The single attached sign is within 660 feet of the freeway, is located higher than 20 feet from grade, and would be visible from the freeway, and therefore is subject to the provisions of the sign ordinance section limiting the vertical location height and the area of signs within 660 feet of the freeway (Section 15.148.860). The proposed sign is 105 square feet at maximum dimension of 37’-4” in width and 4’-6” in height and located 40’-0” from grade.

The proposed sign variance is consistent with the land use designations and applicable policies of the 2030 General Plan. Staff notified all property owners within a 500 radius of the project campus regarding this public hearing and has received comments from a neighborhood group which have been attached. The project is not considered to be controversial.

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|----------------------------------------------------------------------------------------------------------------|
| Table 1: Project Information |
| General Plan designation: Public/Quasi-Public |
| Existing zoning of site: TC-SPD (Transportation Corridor & Alhambra Corridor Special Planning District) |
| Existing use of site: Retail and office |
| Property area: 2.5 +/- gross acres |

Background Information: Currently, three buildings are located on the project site. Two of the buildings are mixed use with ground floor retail and second and third levels are offices, the third building is a parking structure located under the freeway. A sign program for the Sutter Galleria was established in 1988. The last application regarding revisions to the sign program was Z96-077 which revised the building signage from “Sutter Square” to “Galleria” and included new signage for “UC Davis Extension”. File Z96-007 amended the original project (P84-164) which included Special Permits to construct a building over 75,000 s.f. and to develop a four-story retail office facility with parking in the TC-SPD zone.

Public/Neighborhood Outreach and Comments: Early project notification was sent to East Sacramento Improvement Association (ESIA), East Sacramento Preservation Task Force (ESPTF), McKinley East Sacramento Neighborhood Association (MENA), East Sacramento Chamber of Commerce, and the Midtown Business Association. Comments were received from the ESPTF and have been attached to this report (Attachment 3). An additional phone inquiry was made by a neighbor; after discussion with staff, the neighbor is in support of the proposed sign. No other comments or concerns have been received by staff. In response to the letter from ESPTF, RAS associates is requesting only one attached sign on the north side of the building, which staff thinks is reasonable, given that they are the primary tenant in the building. There are no requests for “billboard” signage at the site or at the Cannery Business Park site at 33rd and C Street.

Environmental Considerations: The project would allow the installation of a sign identifying the occupant of the building on which the sign would be attached. Section 15311 provides that the construction or placement of minor structures accessory to existing commercial facilities, including on-premise signs, is exempt from the California Environmental Quality Act. The project would not result in any significant effects on the environment.

Policy Considerations:

2030 General Plan

The 2030 General Plan Update was adopted by City Council on March 3, 2009. The 2030 General Plan's goals, policies, and implementation programs define a roadmap to achieving Sacramento's vision to be the most livable city in America. The 2030 General Plan Update designation of the subject site is Public, which provides for, "...a diversity of public and private community supportive uses that are located equitably throughout the city to support the needs of Sacramento's current and future residents and employees" Furthermore, the proposed project would promote the following Public policies:

- **Public/Quasi-Public.** Provide for governmental, utility, institutional, educational, cultural, religious, and social facilities and services that are located and designed to complement Sacramento's neighborhoods, centers, and corridors and to minimize incompatibility with neighborhoods and other sensitive uses. (Goal LU 8.1)
- **Adequate Community Supporting Uses.** The City shall seek to ensure that all manner of public and private community-supportive facilities and services are located throughout the city to provide places that serve the varied needs of the community, provide for community meeting places, and provide community and neighborhood landmark buildings and places. (Policy LU 8.1.2)

The proposed project meets the 2030 General Plan goals and policies related to the Public land use designation. The proposed sign will act as wayfinding signage for visitors to the site and its size and materials will be sensitive to surrounding uses.

Project Design:

Building design, signage and landscaping

The Galleria buildings have had many tenants over the past 26 years and the UC Davis Campus Extension is the most recent major tenant located in the west building on the parcel. UC Davis received approval for one sign on each building (Z96-077), yet only occupies the west building and has never occupied the east building per city records. The applicant proposes to provide a sign for Radiological Associates (RAS) on the north side of the building in addition to the UC Davis University Extension and Galleria signs on the south side of the building as RAS occupies the second and third floor of the K and 30th Street (east) building and UC Davis only occupies the larger west building located along 29th Street. The applicant will be providing comprehensive wayfinding signage which is allowed by right, in the parking garage below the freeway in addition to the proposed sign.

No changes are proposed to the existing building design with exception of the proposed attached sign along the J Street elevation. The proposed reverse pan channel halo illuminated sign will be located on the upper area of the north elevation. The sign will require a variance to be located above 20'-0" within 660 feet of the freeway as it will be located 40'-0" above street level. Due to the existing nature of the building and previously approved signage, staff feels that the additional attached sign on the north elevation is appropriate as the existing and proposed signs cannot be viewed at the same time (i.e. from both north and south bound freeway traffic) which is more common with signs oriented parallel to the freeway.

Variance: Within 660' of a designated freeway, the sign code normally allows an office building to have one (1) attached, freeway oriented sign. On this particular building, there is already one attached sign above 20 feet: the sign on the north elevation for UC Davis University Extension. UC Davis University Extension is the primary tenant in the west building, not this building (east building), therefore RAS must request an entitlement. In order to grant the variance, the Planning Commission must make the following findings per Section 15.148.1040 (A) (B) and (C) of the Sign Ordinance:

- A. That exceptional or extraordinary circumstances or conditions apply to the case referred to in the application that do not apply generally in the same district and the enforcement of the regulations of this article would have an unduly harsh result upon the utilization of the subject property.
 1. The variance would be appropriate for any property owner facing similar circumstances in that it is reasonable to expect that the primary tenant in the building should have an attached sign above 20-feet in height as provided by the sign code. In this case, there is a long existing attached sign that already fulfills that requirement, for a tenant that is not actually located in this building. Requiring removal of the existing, properly permitted sign is unreasonable, especially where an appropriate alternate location may be provided. In this case, an appropriate alternate location has been identified on the opposite side of the building.
 2. The sign will help to ensure that patients are able to directly access their destination. This sign is part of a wayfinding system for an office that routinely provides medical care to patients within the greater Sacramento area.
- B. That the variance will not result in a special privilege to one individual property owner and that the variance would be appropriate for any property owner facing similar circumstances.
 1. The variance would be appropriate for any property owner facing similar circumstances in that requiring removal of approved existing building signage on the same parcel, would inappropriately create a hardship for the existing tenant in order to provide signage for a new tenant, where a legitimate and non-controversial sign location may be provided for the main tenant of a building on the same property.
 2. The proposed sign offers visibility only from the south bound traffic lanes, and is discreetly designed to minimize any visual impact on the building and the freeway.

C. A variance must not be injurious to public welfare, nor to property in the vicinity of the applicant.

1. The sign placement and size respects the scale and character of the adjacent neighborhood through attention to views, illumination, font style, building scale and orientation.
2. This sign will provide wayfinding without the utilization of additional exterior building signage. The sign utilizes a reverse halo illumination which provides a soft glow of light behind the reverse pan channel letters with no direct illumination or hot spotting directed toward the freeway.
3. This sign does not represent a proliferation of attached signage on this building. Due to the orientation and attached locations of the existing and proposed freeway oriented signs, neither the southern or northern sign can be seen at the same time.

Conclusion:

Staff is in support of the proposal because the sign is tastefully design and respectful of the existing structure and signage. It will provide vehicular routing guidance now and into the future. Therefore, staff recommends the Planning Commission approve items A & B.

Respectfully submitted by:



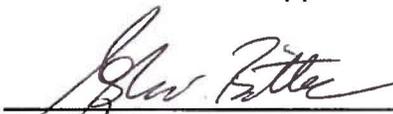
MATTHEW SITES, Associate AIA, LEED AP
Design Review Staff

Approved by:



STACIA COSGROVE
Senior Planner

Recommendation Approved:



GREGORY BITTER
Principle Planner

Attachments:

- | | |
|--------------|---------------------------------------------------------|
| Attachment 1 | Recommended Findings of Fact and Conditions of Approval |
| Attachment 2 | Plans and Photos |
| Exhibit 1 | Sign Plan |
| Exhibit 2-4 | Photos |
| Attachment 3 | Letter from community group |
| Attachment 4 | Land Use & Zoning Map |

Attachment 1
Proposed Findings of Fact and Conditions of Approval
Project Name and (P10-051)
2929 K Street

Findings Of Fact

A. Environmental Determination: Exempt from CEQA pursuant to Section 15311 of the CEQA Guidelines

Based on the determination and recommendation of the City's Environmental Planning Services Manager and the oral and documentary evidence received at the hearing on the Project, the Planning Commission finds that the Project is exempt from review under Section 15311 of the California Environmental Quality Act Guidelines as follows:

The project would allow the installation of a sign identifying the occupant of the building on which the sign would be attached. Section 15311 provides that the construction or placement of minor structures accessory to existing commercial facilities, including on-premise signs, is exempt from the California Environmental Quality Act. The project would not result in any significant effects on the environment.

B. The Variance to exceed the allowed vertical location height for attached signs within 660 feet of a freeway is approved subject to the following Findings of Fact and Conditions of Approval:

1. That exceptional or extraordinary circumstances or conditions apply to the case referred to in the application that do not apply generally in the same district and the enforcement of the regulations of this article would have an unduly harsh result upon the utilization of the subject property.
 - a. The sign will help to ensure that patients are able to directly access their destination. This sign is part of a wayfinding system for an office that routinely provides medical care to patients within the greater Sacramento area.
2. That the variance will not result in a special privilege to one individual property owner and that the variance would be appropriate for any property owner facing similar circumstances.
 - a. The variance would be appropriate for any property owner facing similar circumstances in that building signage along the I-80 Business Route, have been well established as a single main building tenant sign located parallel to the freeway.
 - b. The proposed sign offers visibility only from the south bound traffic lanes, and is discreetly designed to minimize any visual impact on the building and the freeway.

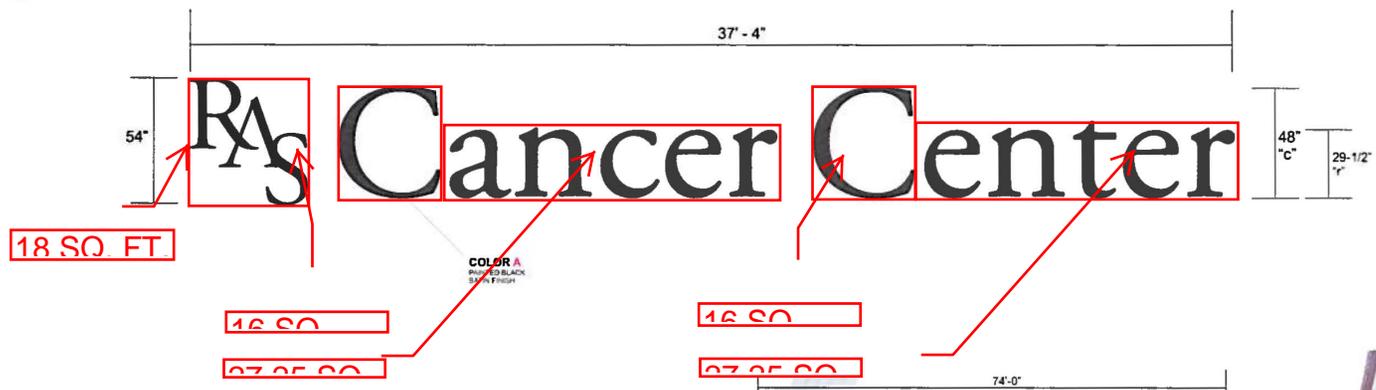
- c. The sign code recognizes the need for an office building to have a limited amount of freeway oriented signage, however, an attached sign already exists for a different tenant in the Galleria complex, but not the primary tenant of the east building. It is appropriate to provide reasonable attached signage for this primary tenant.
3. A variance must not be injurious to public welfare, nor to property in the vicinity of the applicant.
 - a. The sign placement and size respects the scale and character of the adjacent neighborhood through attention to views, illumination, font style, building scale and orientation.
 - b. This sign will provide wayfinding without the utilization of additional exterior building signage. The sign utilizes a reverse halo illumination which provides a soft glow of light behind the reverse pan channel letters with no direct illumination or hot spotting directed toward the freeway.
 - c. This sign does not represent a proliferation of attached signage on this building, and should not be constituted as such. Due to the orientation and attached locations of the existing and proposed freeway oriented signs, neither the southern or northern sign can be seen at the same time.

Conditions Of Approval

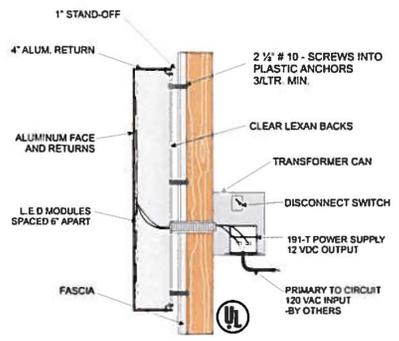
The **Variance** to exceed the allowed vertical location height for attached signs within 660 feet of a freeway is hereby approved subject to the following conditions:

1. Applicant shall obtain all necessary building and/or encroachment permits prior to commencing construction.
2. Any modification to the project shall be subject to review and approval by Planning Department staff prior to the issuance of building permits.
3. Unless modified by any condition herein, this project shall be developed and constructed in full compliance with the City Code.
4. A black satin finished aluminum reverse pan channel letters and channel logo with halo illumination and 1" standoffs shall be provided per approved plans.

SIGN OPTION 3
 REVERSE PAN CHANNEL LETTERS / LED ILLUMINATION
 QTY 1

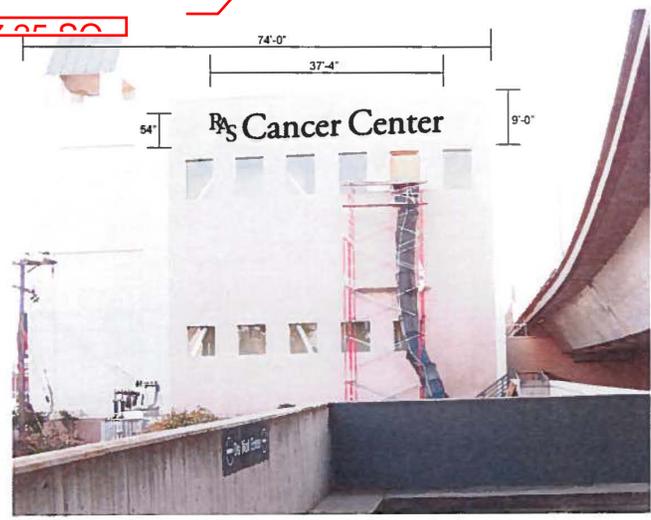


Total sign area = 104.5 SQ.



DESCRIPTION exterior
 Reverse Pan Channel letters, 1/8" Aluminum faces, painted 4" painted returns, Mounted w/ 1" stand off. LED illumination - White

SCALE
 1/4" = 1'



Ellis & Ellis
 SIGN SYSTEMS
 Phone 916.924.1936 1111 Joellis Way
 Fax 916.924.3133 Sacramento, CA 95815
 Contractors License #545167

Project/ RAS Cancer Treatment Center
 Address/ 2929 K Street, Sacramento CA

| | |
|----------------|-----------|
| Date/ 05.24.10 | Revisions |
| 06.01.10 | 07.13.10 |

Art# 8198 Job#
 Designer/ RAS Sales Rep/ Brad
 Sales Rep. Approval for Production
 Date

Please check spelling and layouts. If approved, sign the layouts and return for production. If there are changes, please note them on the layout to which they pertain and send back for revision. Layouts must be returned no more than 72 hours after receipt, or a change order extending contract time will be issued. All signs are produced after the approval of shop drawings by client. Production time will be 6-8 weeks after layouts are received and signed without any changes. Any signs made incorrectly due to inaccurate client-approved drawings will not be the responsibility of Ellis & Ellis.

This document is submitted for review/approval of all aspects including; layout, spelling, context / content, grammar, graphics, etc. By signing, I acknowledge my review / approval and further acknowledge that any requested revisions may result in additional charges. Written dimensions on these drawing shall have precedence over scaled dimensions.

- Electrical requirements client is responsible for:
- 1) Electrical must be within 6' of sign.
 - 2) Must have bonded earth ground from electrical panel to sign location.
 - 3) N.E.C. requires dedicated circuits for signs.
 - 4) No roof penetrations.

ellisesign.com
 Date

P10-051
AUG 02, 2010







Matthew Sites

From: Will H. Green, M.D. [wgreen@surewest.net]
Sent: Monday, September 20, 2010 4:38 AM
To: Matthew Sites; 'noblep5@comcast.net'; 'mba@mbasac.com';
'nancycornelius@sbcglobal.com'; 'eastsacchamber@aol.com'
Cc: Janine Martindale; Stacia Cosgrove
Subject: Re: P10-051 Routing

Importance: High

Dear Matthew, why wouldn't RAS need/want signage in both freeway directions, North and South???

It is amazing the amount of competition that is happening in our medical communities.

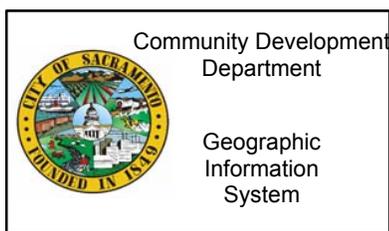
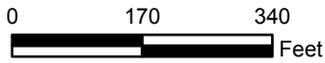
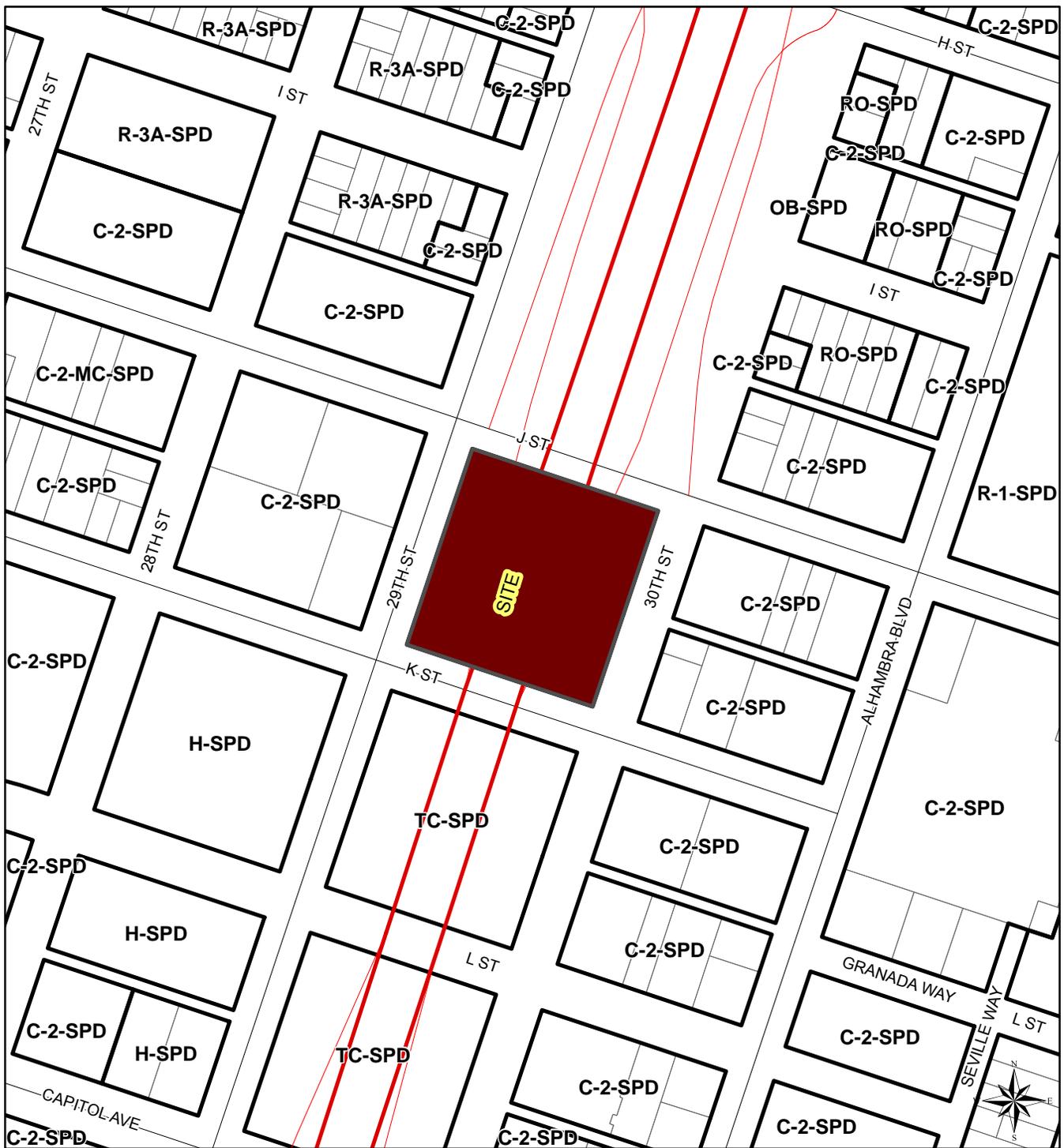
Mercy Cancer Center..at the Cannery... Will they need a billboard signage so it can be seen from the freeway???

RAS is builing a new Cancer Center on Blue Ravine Road in Folsom, on the right of the stop light where you would turn left into the CHW Folsom site.

UCDMC has a Cancer Center and is reportedly builing yet a new one...

When does this ever stop????

Will Green, President, ESPTF, Inc.



P10-051

2929 K Street
 007-0117-001-0000
 TC-SPD zone



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