



REPORT TO PLANNING COMMISSION **12** City of Sacramento

915 I Street, Sacramento, CA 95814-2671

PUBLIC HEARING
March 10, 2011

To: Members of the Planning Commission

Subject: El Dorado Savings Sign Variance (P10-092)

A request to allow a 22 square-foot monument sign and two attached 22 square-foot signs to exceed the maximum size allowed on a .34± acre commercial site in the Office Building (OB) zone.

- A. Environmental Determination: Exempt (CEQA Guidelines Section 15311);
- B. Variance to allow a detached monument sign to exceed the maximum size allowed in the OB zone;
- C. Variance to allow two attached signs to exceed the maximum size allowed in the OB zone.

Location/Council District:

5500 Folsom Boulevard, Sacramento, CA

Assessor's Parcel Number 008-0444-001

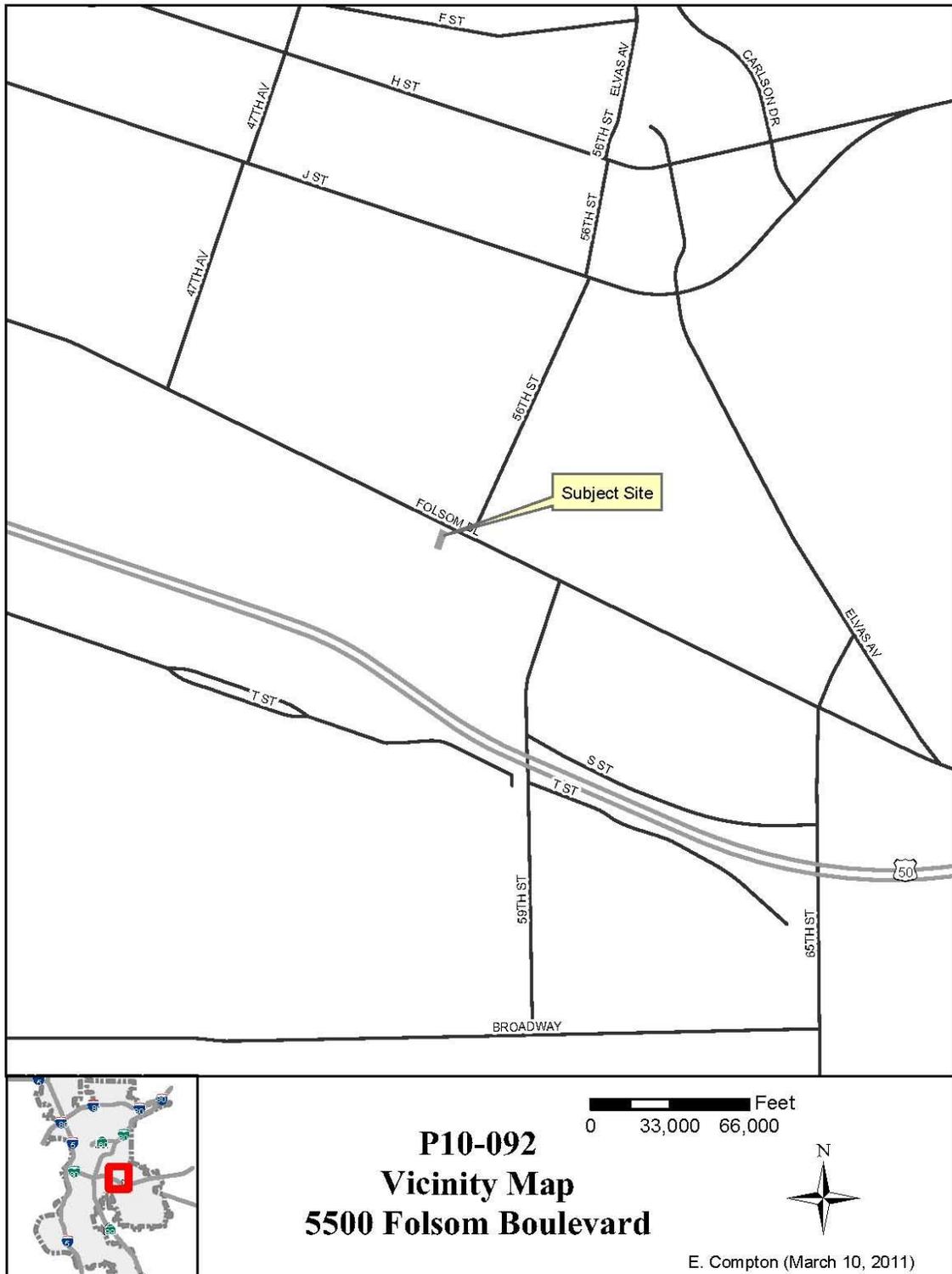
Council District 3

Recommendation: Staff recommends the Commission approve the request based on the findings and subject to the conditions listed in Attachment 1. **The project is non-controversial at the time of writing this report.** The Commission has final approval authority over items A-C above, and its decision is appealable to City Council.

Contact: Evan Compton, Associate Planner, (916) 808-5260; Stacia Cosgrove, Senior Planner, (916) 808-7110

Applicant: Dennis Small, Western Sign Co. Inc., (530) 622-1420, 6221 Enterprise Drive, Diamond Springs, CA 95619

Owner: El Dorado Savings Bank, Attn: John Cook, (530) 622-1492, 4040 El Dorado Road, Placerville, CA 95667



Summary: The applicant is requesting a 22 square-foot monument sign and two attached 22 square-foot signs which exceed the maximum size allowed in the Office Building (OB) zone. The project requires variances to approve the signage as proposed.

Table 1: Project Information
General Plan designation: Urban Corridor Low
Existing zoning of site: OB (Office Building)
Existing use of site: Bank
Property area: .34± acres (15,004 square feet)

Background Information: The structure at 5500 Folsom Boulevard was originally constructed as a bank in 1963. On August 8, 1997 the Zoning Administrator approved a request to locate an ATM on the rear of the existing building. On December 20, 2010, the applicant submitted an application to deviate from the sign code requirements for attached and detached signage.

Relocation from 5801 Folsom Boulevard to 5500 Folsom Boulevard:

El Dorado Savings Bank is currently located 5801 Folsom Boulevard and is in the process of relocating to 5500 Folsom Boulevard. At the 5801 Folsom Boulevard location, there is a large nonconforming sign in the public right-of-way. (See Site Photo in Attachment 6) As part of the approval for the signage at the new location, the property owner (El Dorado Savings Bank) has agreed to remove the sign at their current location. Any new occupant of the building at 5801 Folsom Boulevard would be required to meet the current sign code standards or request an entitlement.

Public/Neighborhood Outreach and Comments: Staff sent early notices to various community groups including the East Sacramento Improvement Association (ESIA), the East Sacramento Preservation Task Force, and the McKinley East Sacramento Neighborhood Association (MENA). Staff received comments from both ESIA and ESPTF. (See Attachments 3 and 4.) ESIA indicated they have no issues with the signage as proposed. ESPTF commented that the sign should be as unobtrusive as possible and match with the materials and colors of the building. They also requested the applicant to consider removing the time and temperature information from the sign.

Staff received a letter from neighbors on 55th Street who had concerns about the removal of mature landscaping on the property.

Landscaping

Trees and shrubs on the site have been removed as part of the site work completed by the new property owner. The applicant installed an accessible ramp to the front entrance to the building from the public sidewalk. In order to install the access, landscaping was removed. The neighbors on the west side of 55th Street voiced

concerns that the removal of the landscaping exposes their properties to the traffic along Folsom Boulevard and the shopping center. They have requested more landscaping be added to the site to provide a buffer between the commercial and residential uses.

In response to the neighborhood concerns, the applicant prepared a landscape plan. (Attachment 5) The landscape plan shows the landscaping prior to any removal of greenery for the ADA improvements and also the proposed landscaping for the site.

The landscape plan was forwarded to the neighborhood for review and the neighbors requested: a) the proposed Strawberry trees along 55th Street be full size species and not compact or dwarf; and b) the proposed individual trees on the corner of 55th and Folsom and on the south parking strip closest to the residential be a 24" box instead of 15 gallon. The applicant agreed to the changes and updated the landscaping plan which is attached to this report.

Environmental Considerations: The Community Development Department, Environmental Planning Services Division has reviewed this project and determined that this is exempt from the provisions of the California Environmental Quality Act (CEQA) Section 15311, Accessory Structures. The project consists of the construction and placement of a minor accessory structure, an on-premise sign, accessory (appurtenant to) an existing commercial facility.

Policy Considerations: 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 Urban Corridor Low which provides for retail, service, office and residential uses. The proposed project meets the 2030 General Plan policies and development in the Urban Corridor Low designation.

The proposal is consistent with the following General Plan policies:

Neighborhood Enhancement. The City shall promote infill development, redevelopment, rehabilitation, and reuse efforts that contribute positively (e.g., architectural design) to existing neighborhoods and surrounding areas. (LU 2.1.6) Staff finds that the proposal facilitates the reuse of a previous banking institution with a new bank tenant. The proposed monument sign is much smaller in scale than the current sign located several blocks away along Folsom Boulevard which is conditioned to be removed with the approval of the new monument sign and this signage change will contribute to the enhancement of the commercial corridor.

Unique Sense of Place. The City shall promote quality site, architectural and landscape design that incorporates those qualities and characteristics that make Sacramento desirable and memorable including: walkable blocks, distinctive parks and open spaces, tree-lined streets, and varied architectural styles. (LU 2.4.1) Staff finds that architecture of the bank building and the proposed landscape plan with new plantings along the street will provide an attractive streetscape along the commercial corridor.

Zoning Code:

A bank is an allowed use in the Office Building (OB) zone with the approval of a plan review. The OB zone allows two signs per street frontage. Signage along each street frontage is limited to a total of 16 square feet. Detached signs are required to be monument signs which are limited to six feet in height. All detached signs are required to be located a minimum of 10 feet from any property line and five feet from any driveway to provide a clear vision area. The monument sign meets the height and location requirements. However, the proposed monument sign is 22 square feet and therefore a variance is required. Also, the project proposal requires a Variance to exceed the 16 square foot size limit for attached signs.

Signs which provide direction or instruction are not included in the calculation for maximum signage assuming the signage a) does not advertise a business; and b) does not exceed four square feet in area. Staff reviewed the two directional signs proposed on 55th Street and concluded the signage is exempt because it meets the stated criteria.

Sign Type	Allowed Size	Proposed Size	Deviation
<i>Monument Sign</i>	16 square feet*	22 square feet	+6 square feet
<i>Attached Sign (West Elevation / Streetside)</i>	16 square feet*	22 square feet	+6 square feet
<i>Attached Sign (East Elevation / Interior Side)</i>	N/A	22 square feet	+22 square feet
<i>Directional Sign 1</i>	4 square feet	2 square feet	No
<i>Directional Sign 2</i>	4 square feet	2 square feet	No

*The sign code allows a maximum of 16 square feet of signage facing Folsom Boulevard and 16 square feet of signage facing 55th Street for a total of 32 square feet. The sign code also permits the indication of day, time, and temperature per section 15.148.650.

Project Design:

Monument Sign: The applicant proposes a 22 square-foot detached monument sign for the bank. The sign will be located perpendicular to Folsom Boulevard in front of the existing building. The sign is located approximately 10 feet from the property line at

Folsom Boulevard. The monument sign has an overall length of eight feet and a height of six feet. The sign has two faces each with approximately 22 square feet. The illuminated letters are push thru acrylic on a nonilluminated aluminium face. The time and temperature are blinking LED.

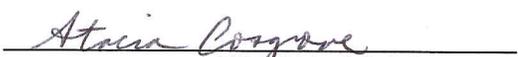
Attached Signage: The applicant is proposing to install two 22 square foot attached signs on the building. The signs are comprised of individual metal channel letters with an illuminated acrylic face which are flush mounted to the building. One attached sign faces 55th Street and the other attached sign faces the interior property line which is shared with a large shopping center.

Folsom Boulevard Commercial Corridor:

A majority of the properties that have frontage along Folsom Boulevard from 48th Street to 59th Street are zoned General Commercial (C-2) which permits more signage than the Office Building (OB) zone. Staff supports allowing the additional signage for this particular site because it is consistent with the signage along the commercial corridor and encourages the reuse of an existing building.

Recommendation: Staff recommends the Commission approve the requested sign variances based on the findings and subject to the conditions listed in Attachment 1 because the project: a) is consistent with neighboring properties along the Folsom Boulevard Corridor; b) is scaled appropriately for pedestrians, bicyclists, and the motoring public by limiting the monument sign to six foot tall; c) involves the removal of an existing nonconforming sign located at 5801 Folsom Boulevard; and d) encourages the reuse of an existing building.

Respectfully submitted by: 
EVAN COMPTON
Associate Planner

Approved by: 
STACIA COSGROVE
Senior Planner

Recommendation Approved:


GREGORY BITTER, AICP
Principal Planner

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Attachment 1
Proposed Findings of Fact and Conditions of Approval
El Dorado Savings Sign Variances (P10-092)
5500 Folsom Boulevard

Findings of Fact

A. Environmental Determination: Exemption

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, Accessory Structures** of the California Environmental Quality Act Guidelines as follows:

The project consists of the construction and placement of a minor accessory structure, an on-premise sign, accessory (appurtenant to) an existing commercial facility.

B/C/D. The **Variances** to allow a detached monument sign and two attached signs to exceed the size requirements of the OB zone are **approved** subject to the following Findings of Fact:

1. Granting the variance does not result in a special privilege to one individual property owner in that attached signs and monuments signs are allowed in the Office Building (OB) zone and that the variance would be appropriate for another site with restrictive site conditions;
2. Granting the Variance request does not constitute a use variance in that a bank is an allowed use in the Office Building (OB) zone;
3. Granting the requested variance will not materially and adversely affect the health and safety of persons residing or working in the neighborhood, and will not be materially detrimental to the public welfare or injurious to property and improvements in the neighborhood since the monument sign does not encroach onto sidewalks or driveways and is outside the driveway visibility triangle for signage and the attached signage proposed is consistent with other commercial development in the surrounding area and the attached sign facing the interior property line abuts an existing shopping center and parking lot; and
4. The variance is consistent with the General Plan policies of the Urban Corridor Low by integrating landscaping around the building, providing identification and wayfinding for visitors to the site, and public amenities (time and temperature indications) for pedestrians, bicyclists, and the motoring public along the commercial corridor.

Conditions of Approval

B/C/D. The **Variance** to allow a detached monument sign to exceed the maximum size allowed in the OB zone and the **Variance** to allow attached signage to exceed the maximum size allowed in the OB zone are **approved** subject to the following Conditions of Approval:

B/C/D1. The applicant shall obtain all necessary building and/or sign permits.

B/C/D2. Modifications to any of the signs reviewed under this application shall be subject to approval by the Planning Division prior to the issuance of sign permits.

B/C/D3. The existing monument sign at 5801 Folsom Boulevard shall be removed after El Dorado Savings Bank relocates to 5500 Folsom Boulevard.

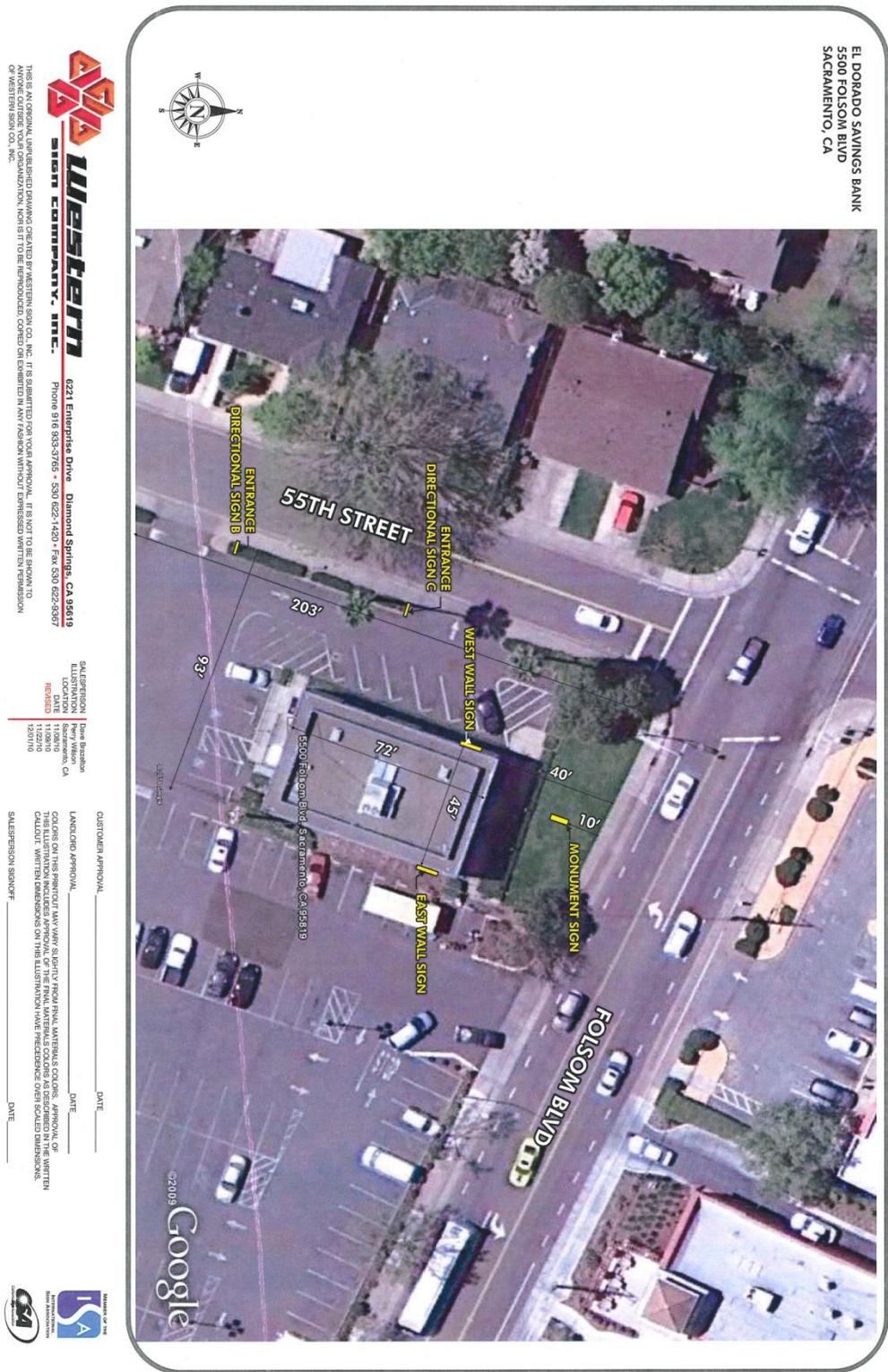
B/C/D4. Any modifications to the attached landscape plan shall be subject to review and approval of Planning Division staff.

Department of Transportation

B/C/D5. The sign shall be located a minimum of 10-feet from the right of way per City Code and to the satisfaction of the Department of Transportation.

B/C/D6. The design of signage near intersections and driveways shall allow stopping sight distance per Caltrans standards and comply with City Code Section 12.28.010 (25' sight triangle). Landscaping in the area required for adequate stopping sight distance shall be limited 3.5' in height at maturity.

Exhibit A – Aerial Site Plan



EL DORADO SAVINGS BANK
5500 FOLSOM BLVD
SACRAMENTO, CA

Western SIGN COMPANY, INC.
221 Enterprise Drive Diamond Springs, CA 95619
Phone 916 933-3765 • Fax 916 933-3767

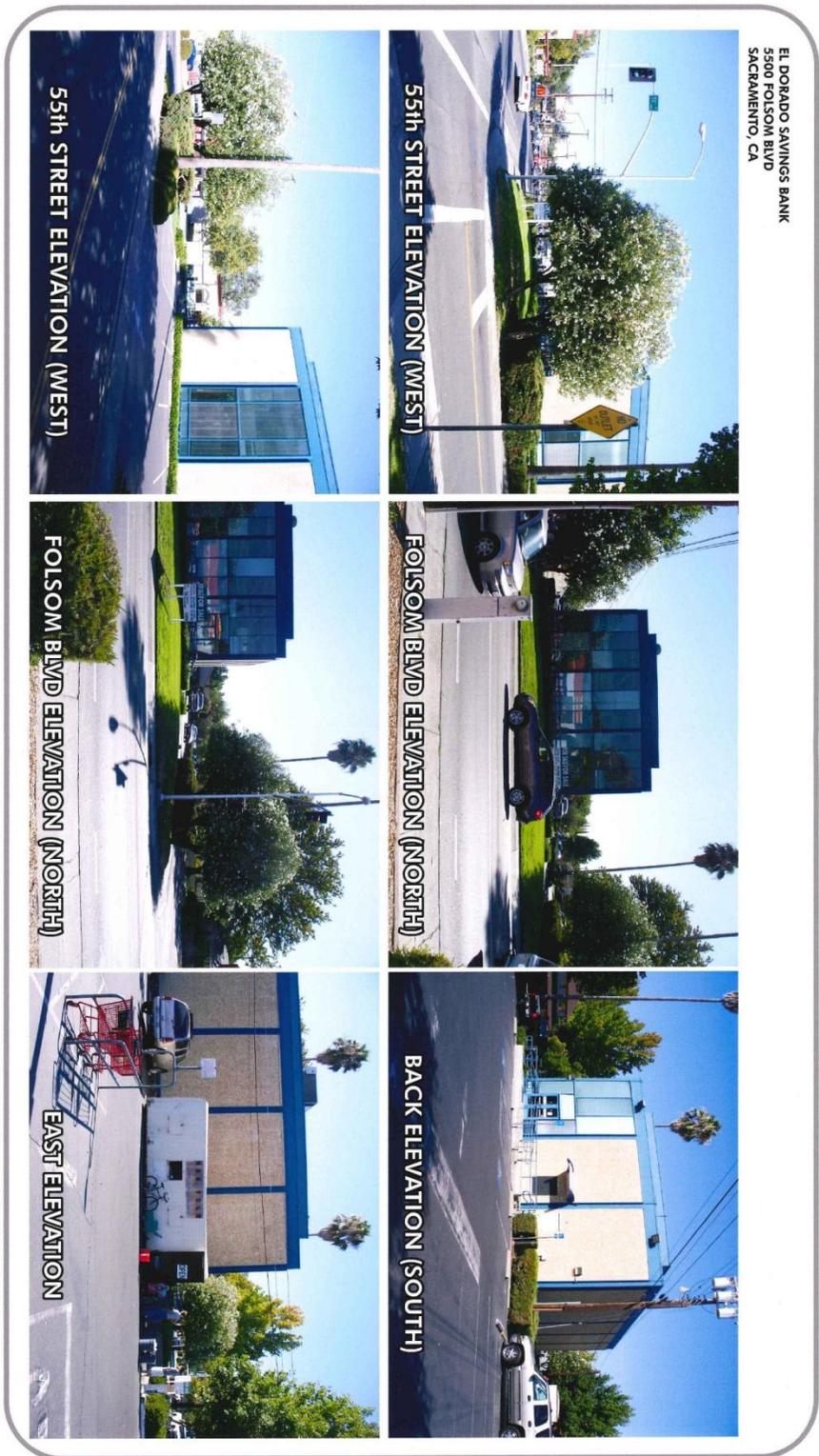
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SALESPERSON Dave Braxton
ILLUSTRATION DATE 11/20/10
DATE 11/20/10
CITY Sacramento, CA

CUSTOMER APPROVAL _____ DATE _____
LANDLORD APPROVAL _____ DATE _____
COUNCIL ON THIS PRINTOUT MAY VARY SLIGHTLY FROM FINAL MATERIALS COPIES. APPROVAL OF WRITTEN CALLOUT. WRITTEN DIMENSIONS ON THIS ILLUSTRATION HAVE PRECEDENCE OVER SCALED DIMENSIONS.



Exhibit C – Building Photos



EL DORADO SAVINGS BANK
 5500 FOLSOM BLVD
 SACRAMENTO, CA



Western
 WEST COMPANY, INC.

6211 Enterprise Drive Diamond Springs, CA 95619
 Phone: 916-938-3765 • SO: 822-1420 • Fax: SO 822-4887

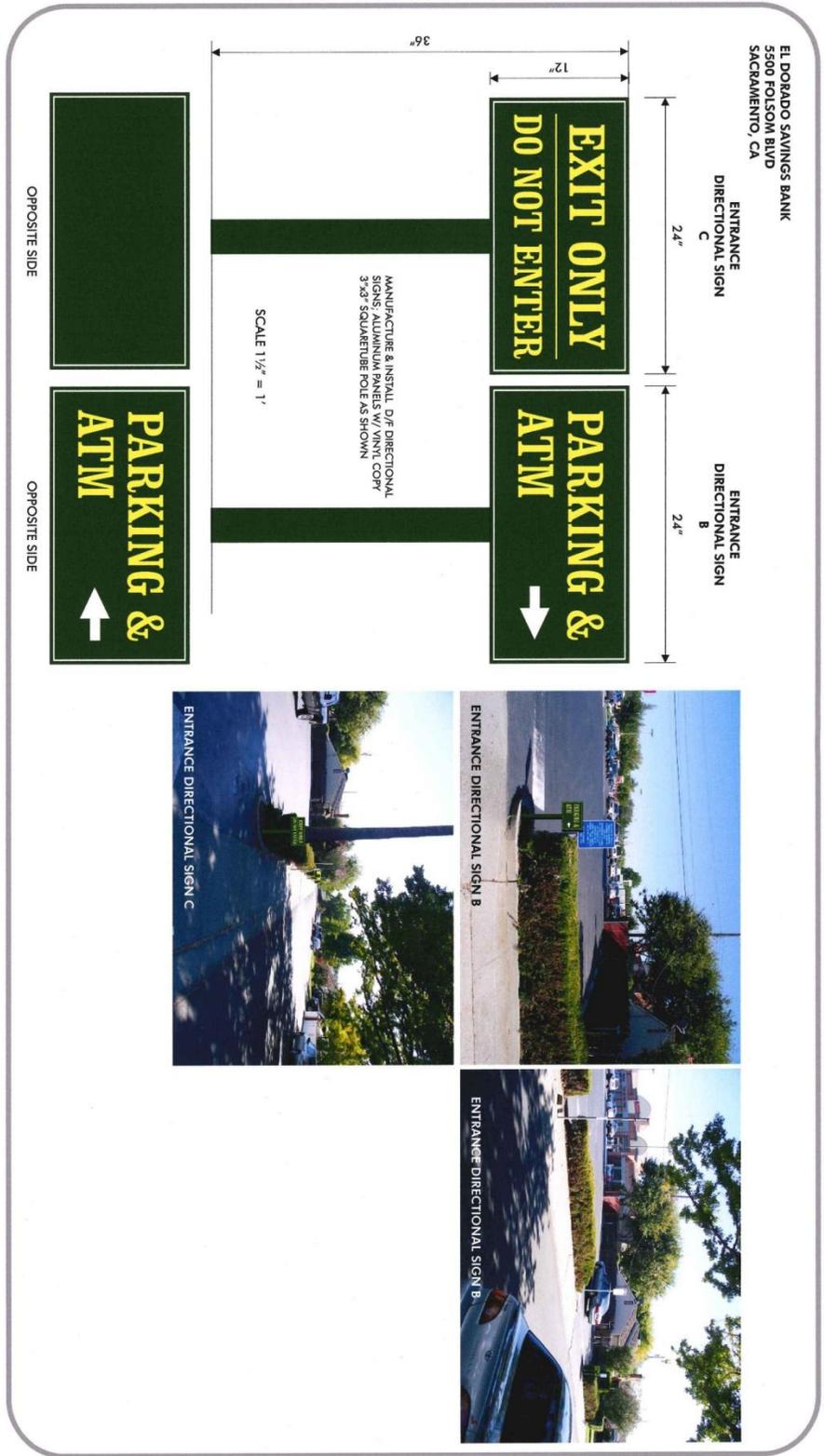
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SALESPERSON: Dave Brazzoni
 ELEVATION: Perry Moore, CA
 DATE: 11/06/10
 DATE: 11/29/10
 REVISION: 12/07/10

CUSTOMER APPROVAL _____ DATE _____
 LANDSCAPE APPROVAL _____ DATE _____
 COLORS ON THIS PRINTOUT MAY VARY SLIGHTLY FROM FINAL MATERIALS COLORS. APPROVAL OF THIS LETTERHEAD INCLUDES A KNOWLEDGE OF THE FINAL MATERIALS COLORS AS DESCRIBED IN THE WRITTEN MATERIAL. ANY OTHER REVISIONS ON THIS LETTERHEAD SHALL BE THE RESPONSIBILITY OF THE CUSTOMER. SALES/PERSON SIGNOFF _____ DATE _____



Exhibit F – Exempt Directional Signage



Western Sign Company, Inc.
421 Enterprise Drive Diamond Springs, CA 95616
Phone 916-553-9705 • Fax 916-553-9705 • Email sales@westernsign.com

THIS IS AN ORIGINAL LINE DRAWING CREATED BY WESTERN SIGN CO., INC. IT IS SUBJECT TO YOUR APPROVAL. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY MANNER WITHOUT EXPRESSED WRITTEN PERMISSION OF WESTERN SIGN CO., INC.

SUBMITTER: Perry Nelson
LOCATION: Sacramento, CA
DATE: 11/20/10
REVISIONS: 1/24/11

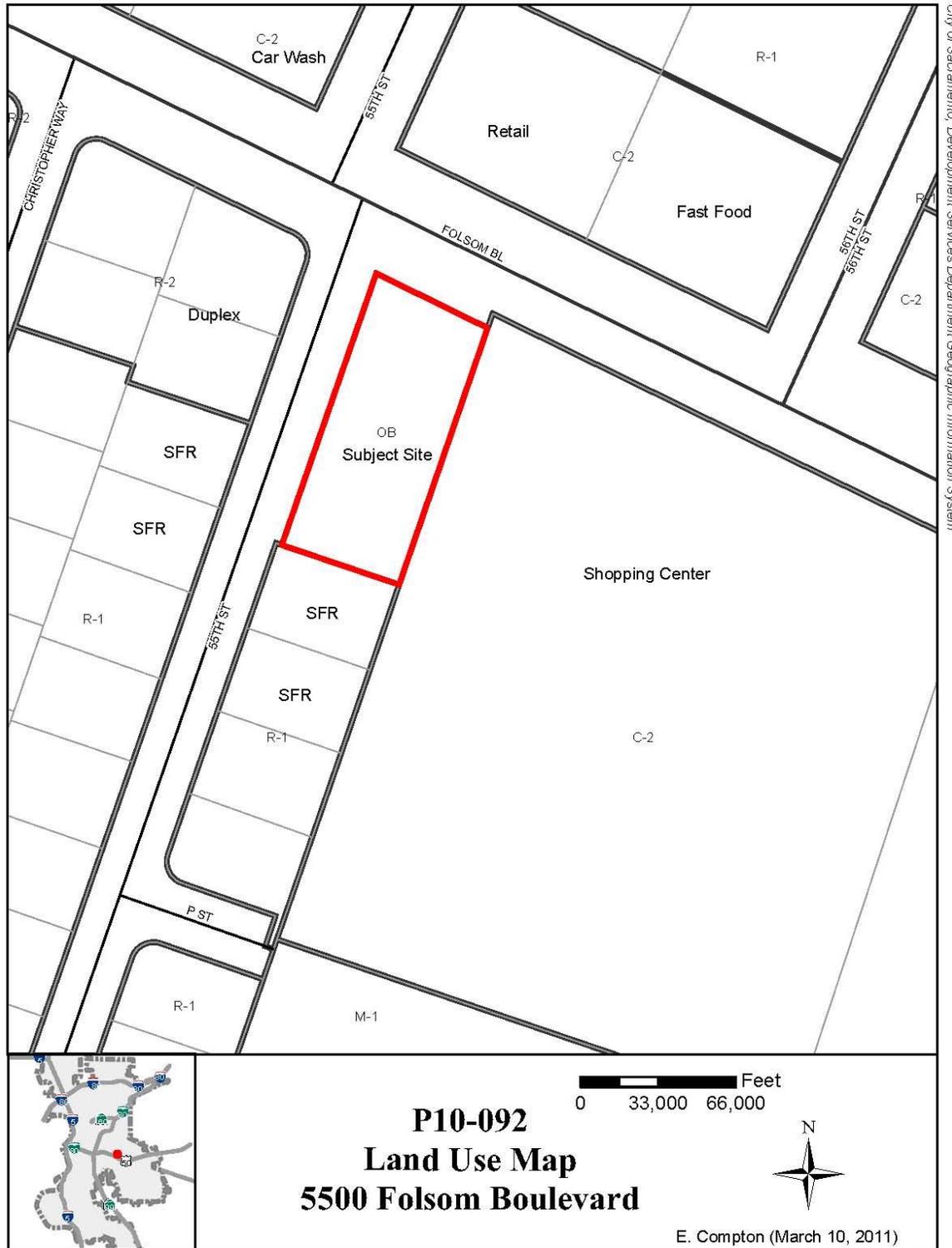
CUSTOMER APPROVAL: _____ DATE: _____
LANDSCAPE APPROVAL: _____ DATE: _____

CHANGES TO THIS PROJECT MAY BE REQUIRED BY FINAL MATERIALS SELECTION. APPROVAL OF THIS ILLUSTRATION INCLUDES APPROVAL OF THE FINAL MATERIALS SELECTION AS DESCRIBED IN THE WRITTEN CALLOUT. WRITTEN DIMENSIONS ON THIS ILLUSTRATION HAVE PRECEDENCE OVER SCALED DIMENSIONS.

SALES PERSON SIGNOFF: _____ DATE: _____



Attachment 2 – Land Use & Zoning Map



Attachment 3 – ESIA Email

Evan Compton

From: Paul Noble [noblep5@comcast.net]
Sent: Tuesday, January 18, 2011 2:17 PM
To: Evan Compton
Cc: George Koufasimis; David A. Diepenbrock; Daniel Lapham; Barbara Schor; Ann Hamel; Louise Buford; Tricia Stevens; Mike Gunby; Knight Smart; Cyril Shah
Subject: Re: P10-092 Project Routing (1 of 2)

Evan,

The Board of Directors of the East Sacramento Improvement Association has no problems with the signage proposed for the new El Dorado Savings Bank. In fact, we are pleased to see that the vacant structure will be used in the same manner as it was previously.

Paul Noble, President
East Sacramento Improvement Association

----- Original Message -----

From: Evan Compton
To: 'noblep5@comcast.net'
Sent: Friday, January 14, 2011 6:34 PM
Subject: FW: P10-092 Project Routing (1 of 2)

From: Evan Compton [mailto:ECompton@cityofsacramento.org]
Sent: Friday, January 14, 2011 6:11 PM
To: Evan Compton
Subject: P10-092 Project Routing (Sign Variance for El Dorado Savings Bank at 5500 Folsom Boulevard)

Please find attached a copy of the project routing for El Dorado Savings Bank. Please let me know if you have any questions or concerns.

Have a great weekend.

Thanks,

Evan Compton
Associate Planner
Community Development Department
300 Richards Boulevard, 3rd Floor
Sacramento, CA 95811
916-808-5260 (phone)
916-808-5786 (fax)

Attachment 4 – ESPTF Email

Evan Compton

From: Will H. Green, M.D. [wgreen@surewest.net]
Sent: Wednesday, January 19, 2011 1:41 PM
To: Evan Compton
Subject: P10-092 El Dorado Savings and Loan Application

Importance: High

Dear Evan, ESP,Inc's Land Use and Design Committee reviewed the application for the El Dorado Savings and Loan at 55th and Folsom Blvd.

Here are their following comments which represent the recommendations by East Sacramento Preservation, Inc..

Thanks for including ESP,Inc. in your design and review phase.

As follows:

The applicant should strive to make the monument sign as unobtrusive as possible since it is in the public way and the previous banks never needed one here. We contend that the need for the time and temperature for this sign is debatable in this day and age. The sign could be at least a foot shorter if that info was removed. The monument sign materials should match the materials and colors of the building.

The rest of the signage seems appropriate but again the colors of the directional signage should be consistent with that of the building.

Respectfully submitted on behalf of ESP,Inc.
Will Green, Pres.

Attachment 5 – Neighborhood Letter

February 20, 2011

To:
El Dorado Savings Bank
Sacramento Planning Commission
City of Sacramento, Community Development Department
cc: Evan Compton, Associate Planner

This letter is intended to express the concerns of residents adjacent to and across from the new El Dorado Savings Bank, located on the corner of Folsom Boulevard and 55th Street, and to propose solutions to mitigate those concerns.

Ours is a tidy, safe, and established neighborhood of homes built in the 1940s. There are residents, now eighty and ninety years old, who built these homes, raised their families, and are still living in their houses. Newer residents are comprised of single professionals, working couples and younger families. Neighbors know each other, and keep an eye out on each other's homes and property – and we notice and care when changes occur.

When work began on the corner building at 55th and Folsom, we watched and hoped for the best. When a mature shade tree was summarily pulled out and greenery removed from the west-facing side of the parking lot, we realized things were not going the way we'd hoped, and decided to make our voices heard.

We are glad that the building on the corner will be occupied by a business with roots in the community. We are hopeful that El Dorado Savings Bank wants to maintain the reputation of a locally focused and neighborly institution. But we are alarmed by the actions that the bank has taken to date, which have enormous visual impacts to our street – and thus, on our property values. We are good neighbors, and we expect the same of El Dorado Savings Bank.

It is too late for the mature tree that helped block the view of AutoZone and the busy Folsom Blvd traffic, or the greenery that blocked some unsightly aspects of the shopping center from our views and kept trash from blowing into our yards. But it is not too late for El Dorado Savings Bank to do the right thing.

We propose that the landscaping plan include mature and/or fast-growing trees and shrubs at the intersection of Folsom Boulevard and 55th Street and along the parking strip that runs north / south along the west side of the parking lot. We think it is appropriate for El Dorado Savings Bank to provide neighboring residences with at least the amount of visual separation from the bank building and the other commercial development that was previously provided.

The current El Dorado Savings Bank location on Folsom Boulevard has had a split-rail fence that separates the building and parking lot from the residential area that backs up to it; a similar treatment would be welcomed, but only along with replanting the vegetation alongside.

We also request that plans to mount a “monument” sign include an appropriate setback from 55th Street so that the digital display is not visible from the single-family homes on 55th Street.

We look forward to learning more about your landscaping plans, and to working with you to ensure that our neighborhood and our property continues to be attractive, safe, and appropriately separated from your commercial development.

The residents of the addresses listed below have read and approved this letter, and wish to be included in asking El Dorado Savings Bank and the City of Sacramento to honor these requests.

The residents of the addresses below have signed on to this letter to request improvements:

Julie Dixon
1518 55th Street

Mr. & Mrs. Viray
1512 55th Street
916-813-8226. We live directly across the street and have the most problems with trash flying in our yard and customers and employees parking in front of our house for shade when there is an entire parking lot we have to look at across the street with no trees or landscaping of any kind!

Anthony Parino
Kerry DeWein
1519 55th Street

Ronald Smith
1523 55th Street

Michael Kay
1537 55th Street

Joseph Pulido
1601 55th Street

Mari Woodard
1510 55th Street

Regina Elkins
1504 55th Street

Russ D. Briglia
1506 55th Street

Vicki Burnsworth
1536 55th Street

Steve Bucchioni
1524 55th Street

View of parking lot from residences- All existing landscaping removed February 2011



View of "proposed" landscaping – Low maintenance evergreen trees such as Photinia



View of existing



View of "proposed" landscaping – Low maintenance evergreen trees such as Photinia



Attachment 6 – Existing Sign at 5801 Folsom Boulevard

