



REPORT TO PLANNING COMMISSION City of Sacramento

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915 I Street, Sacramento, CA 95814-2671

PUBLIC HEARING
December 8, 2011

To: Members of the Planning Commission

Subject: Greenhaven Plaza Monument Sign (P11-074)

A request to construct a multitenant monument sign less than 10 feet from the public right-of-way for Greenhaven Plaza located in the Shopping Center Review (SC-R) zone.

- A. Environmental Determination: Exempt (CEQA Guidelines Section 15303);
- B. Variance to allow a detached monument sign to be located five feet from the property line on approximately 4.63 acres in the Shopping Center Review (SC-R) zone.

Location/Council District:

330 Florin Road, Sacramento, CA

Assessor's Parcel Number 030-0042-063; -064; and -085

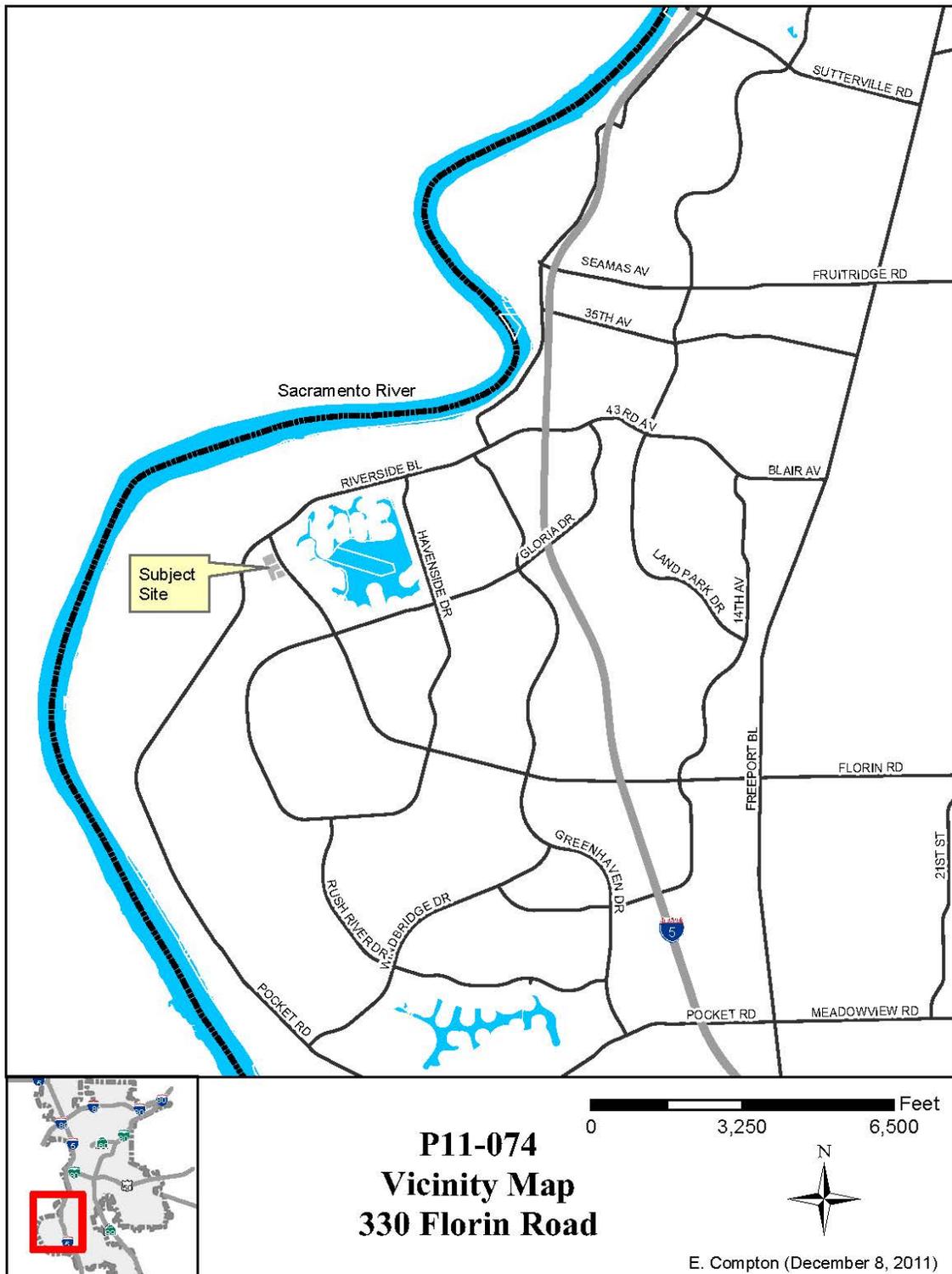
Council District 7

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-B above, and its decision is appealable to City Council.

Contact: Evan Compton, Associate Planner, (916) 808-5260; Lindsey Alagozian, Senior Planner, (916) 808-2659

Applicant: Mike Torrez, Ellis & Ellis Sign Systems, (916) 924-1936, 1111 Joellis Way, Sacramento, CA 95815

Owner: Angelo G. Tsakopoulos, Tsakopoulos Investments, (916) 972-7000, 7423 Fair Oaks Boulevard, Suite 10, Carmichael, CA 95608



Summary: The applicant is requesting a 109 square-foot detached monument sign which is located five feet from the property line in the Shopping Center Review (SC-R) zone. The city code requires a 10 foot standard setback and the applicant is requesting to deviate five feet. The project requires a Planning Commission Variance to approve the location of the detached monument sign as proposed.

Table 1: Project Information
General Plan designation: Suburban Center
Existing zoning of site: Shopping Center Review (SC-R)
Existing use of site: Multitenant Retail and Office
Property area: 4.63± acres (201,814 square feet)

Background Information: On December 11, 1969 the City Council approved Resolution 1112 (P3882) to rezone the site from Multifamily (R-3) to Shopping Center Review (SC-R). The Planning Commission approved plan review entitlements for the shopping center. (P8683, P9638)

Public/Neighborhood Outreach and Comments: Staff sent an early project notice to the Lake Greenhaven Homeowners Association (HOA). Public notices were mailed to property owners within 500 feet of the subject site and the Lake Greenhaven HOA. The site was posted more than 10 days in advance of the public hearing. At the time of writing the staff report, there were no comments received.

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 15303, New Construction or Conversion of Small 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 Suburban Center which provides for retail, service, office and residential uses. The proposed monument sign is consistent with the 2030 General Plan policies in the Suburban Center designation.

Enhanced Design Character. *The City shall encourage renovation, infill, and redevelopment of existing suburban centers that reduces the visual prominence of parking lots, makes the centers more pedestrian friendly, reduces visual clutter associated with signage, and enhances the definition and character of the street frontage and associated streetscape. (LU 5.2.2)* Staff finds that the proposed single

monument sign allows for the consolidation of detached signage in the plaza thereby reducing visual clutter of multiple monument signs for each parcel.

Pocket Community Plan

Shopping Center Signs. *The City shall ensure that all signs within shopping centers will be based on a common design theme and be in harmony with the structure(s) it identifies. (P.LU 1.8)* Staff finds that the existing shopping center has one-story buildings, metal storefronts, and parking spaces located along the street frontages and that the proposed aluminum monument sign with rectangular concrete base is consistent with the existing design of the shopping center.

Sign Code:

Under the City's Sign Code, the existing shopping center is allowed to have a detached sign that does not exceed 35 feet in height. The sign may not exceed one square foot of sign area for each lineal foot of street frontage. All detached signs are required to be located a minimum of 10 feet from any property line and 10 feet from any driveway to provide a clear vision area. The monument sign meets the height and size requirements. However, the proposed monument sign is only five feet from the property line and therefore a variance is required.

Table 2: Signage			
Sign Type	Allowed Size	Proposed Size	Deviation
<i>Monument Sign</i>	300 square feet*	109 square feet	No

*The sign code allows one detached sign not exceeding one square foot of sign area for each lineal foot of street frontage provided that no sign shall exceed 300 square feet. The lineal feet of the existing shopping center is approximately 566 feet.

Project Design:

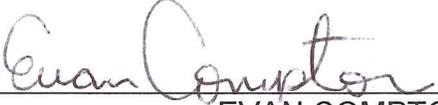
Monument Sign: The applicant is proposing to construct a detached, multitenant monument sign for an existing shopping center. The monument sign will have a 30 inch tall concrete base with a 13'6" tall by 8'1" wide aluminum frame. The tenant signage will have lexan faces with applied vinyl letters and logos.

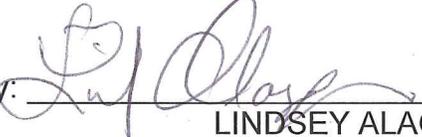
The location of the monument sign will be 10 feet from the existing driveway and only five feet from the Florin Road property line. The applicant is requesting a Variance to deviate from the 10 foot requirement on Florin Road by providing five feet because the landscaped planter, drive aisle, and parking lot configuration would have to be modified to meet the minimum standard. The Department of Transportation has reviewed the proposed monument sign and does not object to the height, size, or location of the sign.

Landscaping

The location of the proposed detached monument sign will require the removal of one existing tree. The project was routed to the Urban Forest Services Department and it was determined the tree was located on private property and was not of heritage type or size.

Recommendation: Staff recommends the Commission approve the requested sign variance based on the findings and subject to the conditions listed in Attachment 1 because the project: a) is located appropriately for the safety of pedestrians, bicyclists, and the motoring public with a five foot setback from the property line; b) enhances wayfinding for customers and the community; and c) incorporates signage for multiple tenants to minimize the number of detached signs for the shopping center.

Respectfully submitted by: 
EVAN COMPTON
Associate Planner

Approved by: 
LINDSEY ALAGOZIAN
Senior Planner

Recommendation Approved:

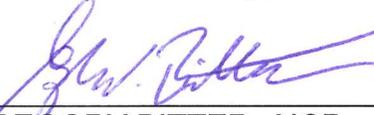

GREGORY BITTER, AICP
Principal Planner

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**Attachment 1
Proposed Findings of Fact and Conditions of Approval
Greenhaven Plaza Monument Sign (P11-074)
330 Florin Road**

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 **15303, New Construction or Conversion of Small Structure** 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. The Variance to allow a detached monument sign to be located five feet from the property line on approximately 4.63 acres in the Shopping Center Review (SC-R) zone is **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 the variance would be appropriate for another site with existing buildings, parking lot, planters, and drive aisles and where the proposed monument sign location provides necessary sight distances;
2. Granting the Variance request does not constitute a use variance in that a monument sign and the commercial, office, and restaurant uses it advertises are allowed uses in the Shopping Center Review (SC-R) zone with the approval of a Plan Review for the original construction of the shopping center;
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 primarily outside the driveway visibility triangle for signage; and
4. The variance is consistent with the General Plan policies of the Suburban Center by: a) providing identification and wayfinding for visitors to the site; b) designing a multitenant monument sign to consolidate signage and minimize clutter; and c) using materials that are in harmony with the design of the existing center.

Conditions of Approval

- B.** The **Variance** to allow a detached monument sign to be located five feet from the property line on approximately 4.63 acres in the Shopping Center Review (SC-R) zone is **approved** subject to the following Conditions of Approval:
- B1. The applicant shall obtain all necessary building and/or sign permits.
 - B2. The monument sign shall conform to the plans attached. Any modifications shall be subject to approval by the Planning Division prior to the issuance of sign permits.
 - B3. The monument sign shall not be located closer than five feet to the property line on Florin Road.

Attachment 2 – Building Photo



Attachment 3 – Land Use & Zoning Map

