

CITY PLANNING COMMISSION

927 10TH STREET, SUITE 300 - SACRAMENTO, CALIFORNIA 95814

APPLICANT	RGM Outdoor, 747 Chestnut, San Jose, CA		
OWNER	Wesley Ryevach, 22 Beecham Court, Suite B, Sacramento, CA 95833		
PLANS BY			
FILING DATE	12-20-84	50 DAY CPC ACTION DATE	REPORT BY: GM:bw
NEGATIVE DEC	Ex. 15303(e)	EIR	ASSESSOR'S PCL NO. 262-102-21

APPLICATION: Special Permit to locate 4' x 8', 10' high detached off-site subdivision directional sign on 0.2 vacant acre parcel in the General Commercial (C-2) zone.

LOCATION: West side of Northgate Boulevard, between Wisconsin and Indiana Avenues.

PROJECT INFORMATION:

1974 General Plan Designation:	Northgate Boulevard District
1978 South Natomas Community Plan Designation:	Northgate Boulevard District
Existing Zoning of Site:	C-2
Existing Land Use of Site:	Vacant

Surrounding Land Use and Zoning:

North:	Convenience Market; C-2
South:	Vacant; C-2
East:	Residential; C-2
West:	Northgate Boulevard & Residential; R-1

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Property Dimensions:	80' x 160'
Property Area:	0.29 acre
Size of Sign:	4' x 8' double-faced
Height of Sign:	10 feet

PROJECT EVALUATION: The staff has the following comments and concerns regarding this project:

- A. The subject site is a 80' x 160' vacant lot located on the east side of Northgate Boulevard, between Wisconsin and Indiana Avenues. The site is currently zoned General Commercial (C-2).

The site presently contains three signs consisting of a large billboard, a property for lease sign and a single-faced 4' x 8' subdivision directional sign advertising the Country Lane subdivision which was originally erected without the required special permit.

- B. The applicant proposes to remove the existing subdivision directional sign and replace it with a double-faced, 4' x 8' sign advertising the same subdivision - Country Lane by Morrison Homes. The overall height of the sign is 10 feet.

C. The staff cannot support the proposed sign at this location for the following reasons:

1. The site already is developed with two other signs - a large standard size billboard (300+ sq. ft.) and a Bishop Hawk property for lease sign. The erection of a third sign on the same lot only adds to the visual clutter of signage on this property in particular and along Northgate Boulevard in general.
2. Northgate Boulevard is a strip commercial street developed with a multitude of small commercial enterprises. Along with legal attached and detached signage along Northgate Boulevard are numerous illegal signage which detracts from the area.

The addition of new signage to this area should be discouraged to prevent the over proliferation of signs and other forms of advertising.

3. The 1978 South Natomas Community Plan designates the east side of Northgate Boulevard as the Northgate Boulevard District. The objective of this designation was to establish policy regarding the overall upgrading of the Northgate commercial strip by consolidating commercial uses and development of garden-style apartments on larger vacant parcels.

Approval of more signage in this area, even for a temporary period, conflicts with the plan's effort to revitalize and improve the strip commercial appearance of Northgate Boulevard.

4. Staff conducted a field survey of subdivision directional signage relative to the Country Lane subdivision in the South Natomas Community, and found five existing Country Lane subdivision signs at following locations;

- southwest corner of West El Camino Avenue and Truxel Road
- east side of Truxel Road, south of Mill Oak
- southwest corner of San Juan Road and Truxel Road
- northwest corner of San Juan Road and Pony Express
- southeast corner of Rockhampton Drive and San Juan Road

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Staff believes that adequate directional signage relative to this subdivision already exists in the area.

If the applicant feels a necessity to locate a directional sign in the area along Northgate Boulevard, staff recommends that a panel be leased on the regional subdivision marketing sign recently approved on the northwest corner of Northgate Boulevard and San Juan Road (P84-380).

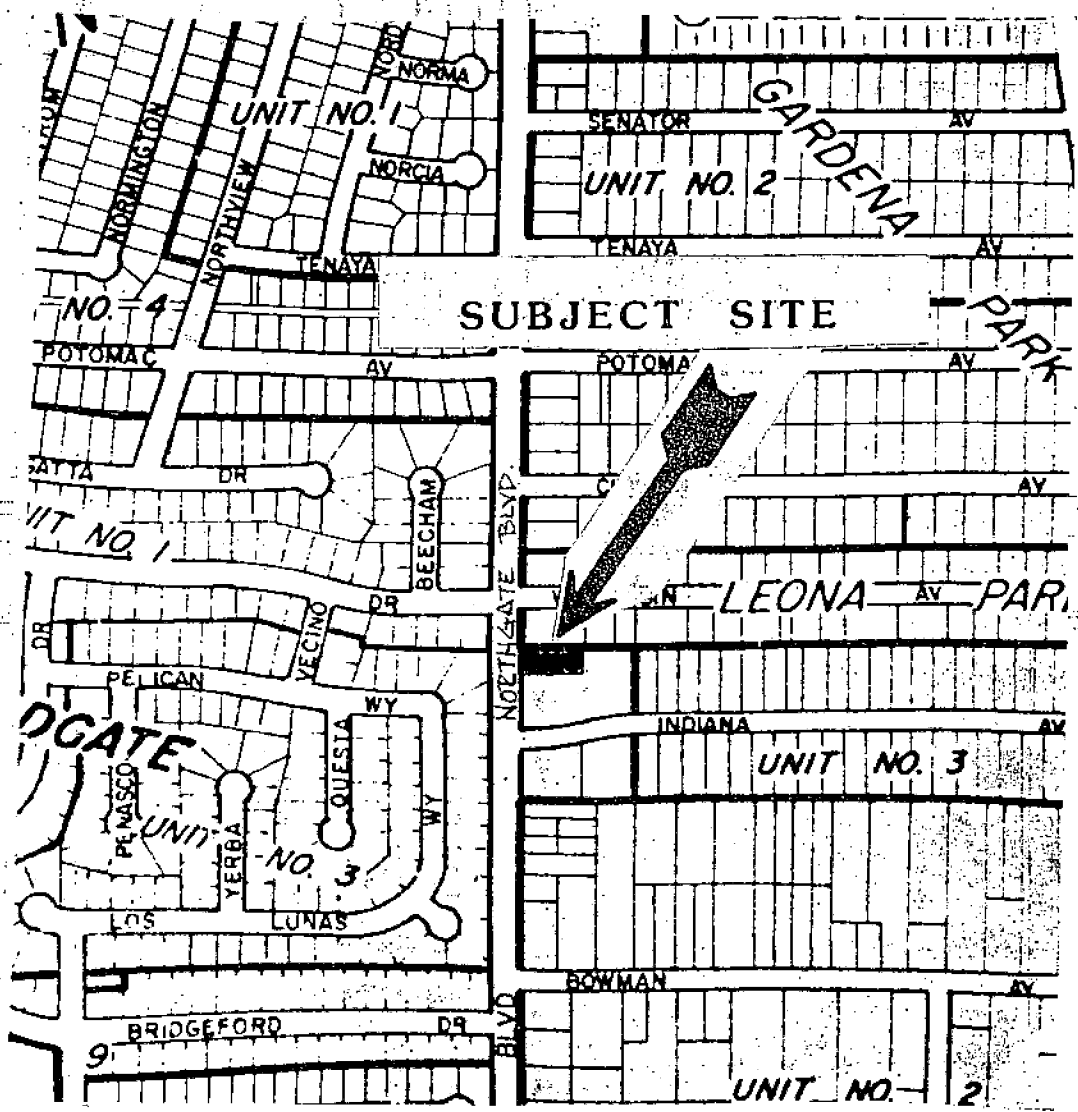
STAFF RECOMMENDATION: The staff recommends that the special permit to erect a 4' x 8' subdivision directional sign be denied, based upon the Findings of Fact which follow:

Findings of Fact

The project is not based upon sound principles of land use, in that:

1. The site is already developed with two other signs and billboard.
2. Additional signage on the site conflicts with the community plan goals to upgrade physical and aesthetic quality along Northgate Boulevard.

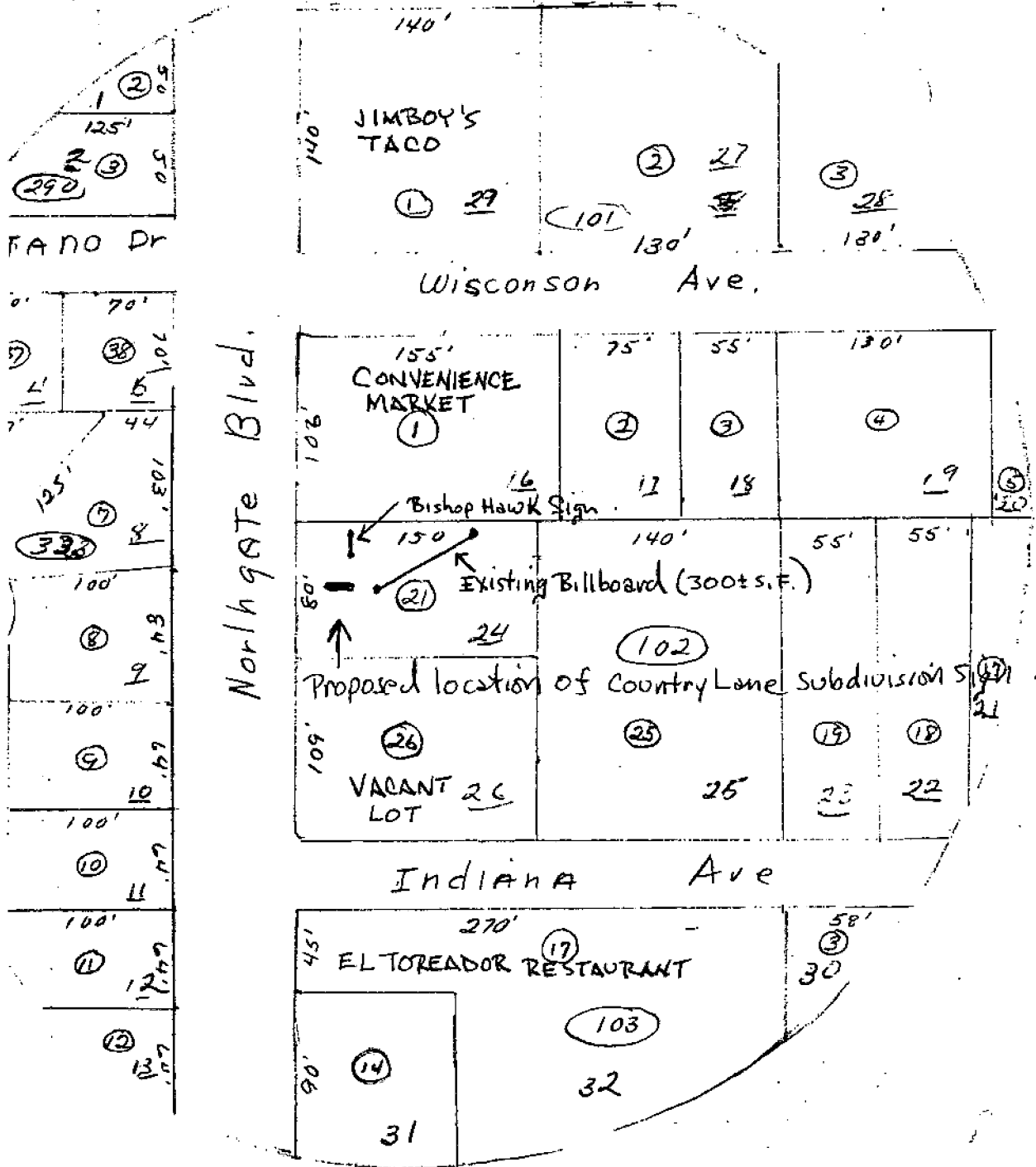
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VICINITY MAP

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LAND USE MAP

8'

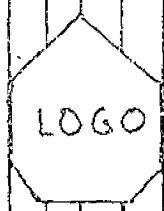
4'

Country Lane

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Marrison Homes

2' x 6' x 3/8" PLY



LOGO

3/8" MDO
SIGN FACE

6'

CPC FILE COPY

APPL. NO. P85-023

EXHIBIT NO. _____

MTG. DATE(S) 1-24-85

AGENDA NO.(S) _____

FOOTING