

CITY PLANNING COMMISSION

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

APPLICANT	RGM Outdoor (Graphicom) - 742 Chestnut Street, San Jose, CA		
OWNER	Winncrest Homes - 9985 Folsom Boulevard, Sacramento, CA 95827		
PLANS BY	RGM Outdoor (Graphicom) - 749 Chestnut Street, San Jose, CA		
FILING DATE	10-26-84	50 DAY CPC ACTION DATE	REPORT BY: JP:sg
NEGATIVE DEC. EX.	15311a	EIR	ASSESSOR'S PCL NO. 274-060-23

**APPLICATION:** Special Permit for three multi-faced off-site subdivision directional signs (Sign Ordinance, Section 3.194)

**LOCATION:** Southwest corner of West El Camino Avenue and Truxel Road

**PROPOSAL:** The applicant is requesting the necessary entitlement to locate three 144+ square foot, 15 foot high, double-faced, temporary non-illuminated subdivision signs on a 37+ acre parcel for use by various subdivisions in the South Natomas Community Plan area.

**PROJECT INFORMATION:**

1974 General Plan Designation: Residential  
 1978 South Natomas Community  
 Plan Designation: Residential - 11-21 dwelling units/acre  
 Existing Zoning of Site: R-2B-R, A  
 Existing Land Use of Site: Vacant

**Surrounding Land Use and Zoning:**

North: Single & multi-family residential; R-1, R-3-R  
 South: Vacant; A-R-P-F  
 East: Shopping center, multi-family (under construction); SC-R, R-3  
 West: Vacant; R-2A, A

Property Area:	37+ acres	
Sign Dimensions:	8' x 18'	
Sign Area:	144 square feet	002263
Sign Height:	15 feet	
Sign Materials:	Wood	
Sign Colors:	Colors to match themes of various subdivisions	

**BACKGROUND INFORMATION:** On August 24, 1978 the Planning Commission approved the necessary special permits to place three off-site subdivision directional signs on the subject site (P-8306 and P-8307). The special permits for the signs expired on August 25, 1979. The signs, however, were not removed from the site nor was a request to extend the special permits filed. The applicant is now requesting a special permit to allow the three signs to remain on the subject site.

**PROJECT EVALUATION:** Staff has the following comments regarding this proposal:

- A. **Land Use:** The subject site is a 37+ acre parcel located in the Garden Apartment-Review (R-2B-R) and Agricultural (A) zones. Surrounding land uses include an apartment complex and single family residences to the north, a shopping center and multiple family development under construction to the east and vacant parcels to the south and west. The site is currently vacant except for the three signs and one legal subdivision sign and is located adjacent to three major streets, West El Camino Avenue, Truxel Road and the Garden Highway.

- B. Sign Design and Location: The three signs are each 8' x 18' (144 square feet), 15 foot high, non-illuminated, double-faced signs. Each sign face has the capacity of advertising four subdivisions, allowing a maximum of eight subdivisions to be advertised on a sign at one time. Specific colors and graphics match the themes of the subdivisions advertised. A lattice-work element is located below the sign face adjacent to the posts to enhance the design of the signs.
- C. Sign Location: One sign is located at the northwest corner of the site and is viewed primarily by persons traveling east and west along West El Camino Avenue. The second sign is located at the southwest corner of West El Camino Avenue and Truxel Road and is viewed by persons traveling along these two major streets. The third sign is located at the northwest corner of Truxel Road and Garden Highway and is viewed by persons traveling along these two streets. Each sign is set back a minimum of 25 feet from the adjacent property lines and does not create visibility problems for motorists.
- D. Staff has no objections to the applicant's request. The proposed signs were previously approved by the Planning Commission several years ago and are similar in size and materials to recently approved multi-faced subdivision directional signs. The signs are adequately set back from major streets they are adjacent to and do not obstruct the visibility of motorists. Staff, therefore, recommends approval of the special permit request. The applicant should be aware that the special permit for a subdivision sign is approved for a one year period. At the end of one year the sign(s) is/are to be removed from the subject site or an application must be submitted to extend the special permit.

ENVIRONMENTAL DETERMINATION: This project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15311a).

STAFF RECOMMENDATION: Staff recommends approval of the special permit request, subject to conditions, and based upon findings of fact which follow.

Conditions

002264

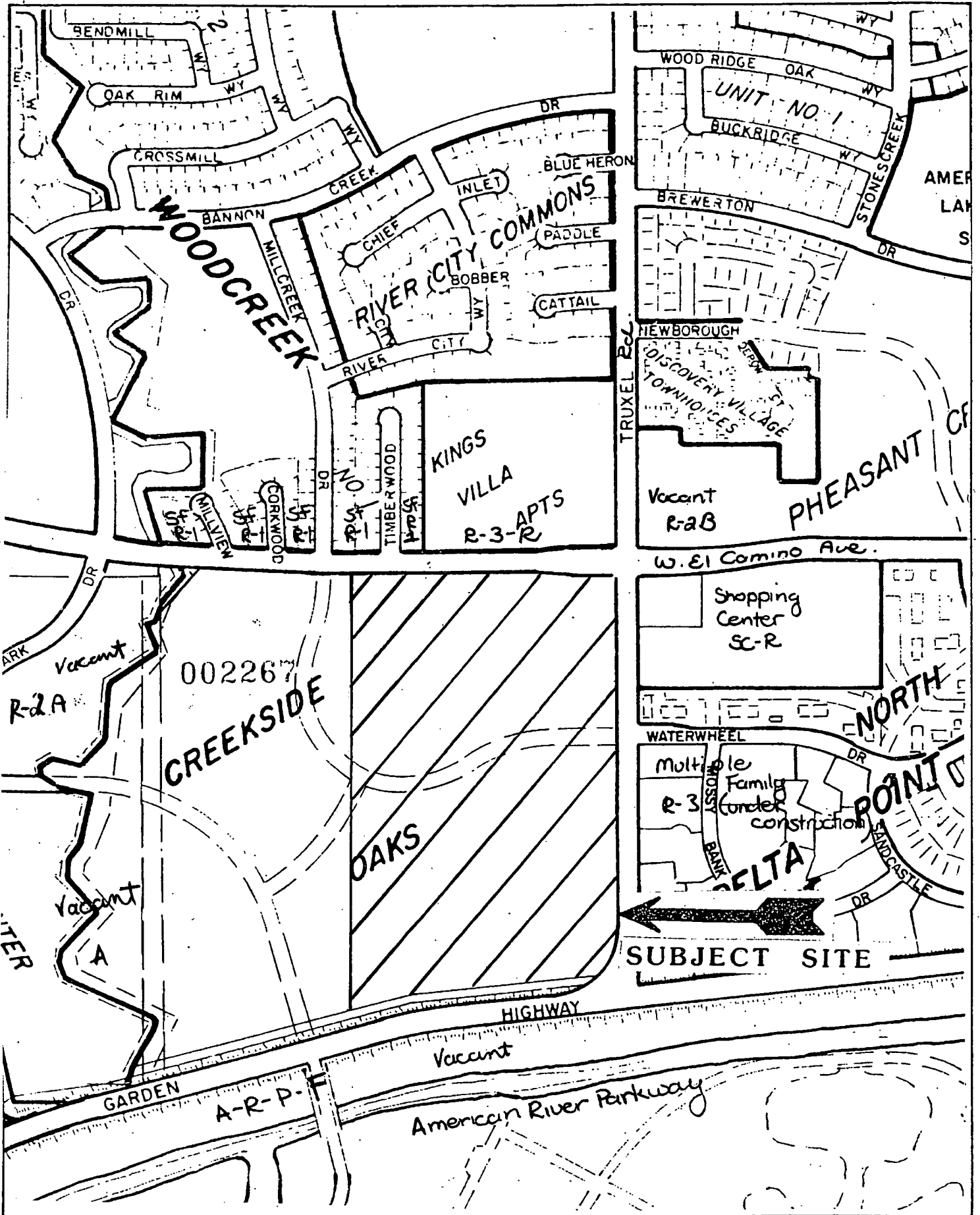
1. The special permit shall expire one year from the date of approval, or December 13, 1985. Upon written application, the Commission can renew the permit for additional one year periods.
2. The signs shall be located a minimum of 25 feet from the West El Camino Avenue, Truxel Road, and Garden Highway right-of-ways.
3. The signs are to be used for the purpose of advertising subdivisions only. The advertisement of apartment complexes is not permitted.

Findings of Fact

1. The proposal, as conditioned, is based upon sound principles of land use, in that:
  - a. the signs will be located on the site for a temporary period;

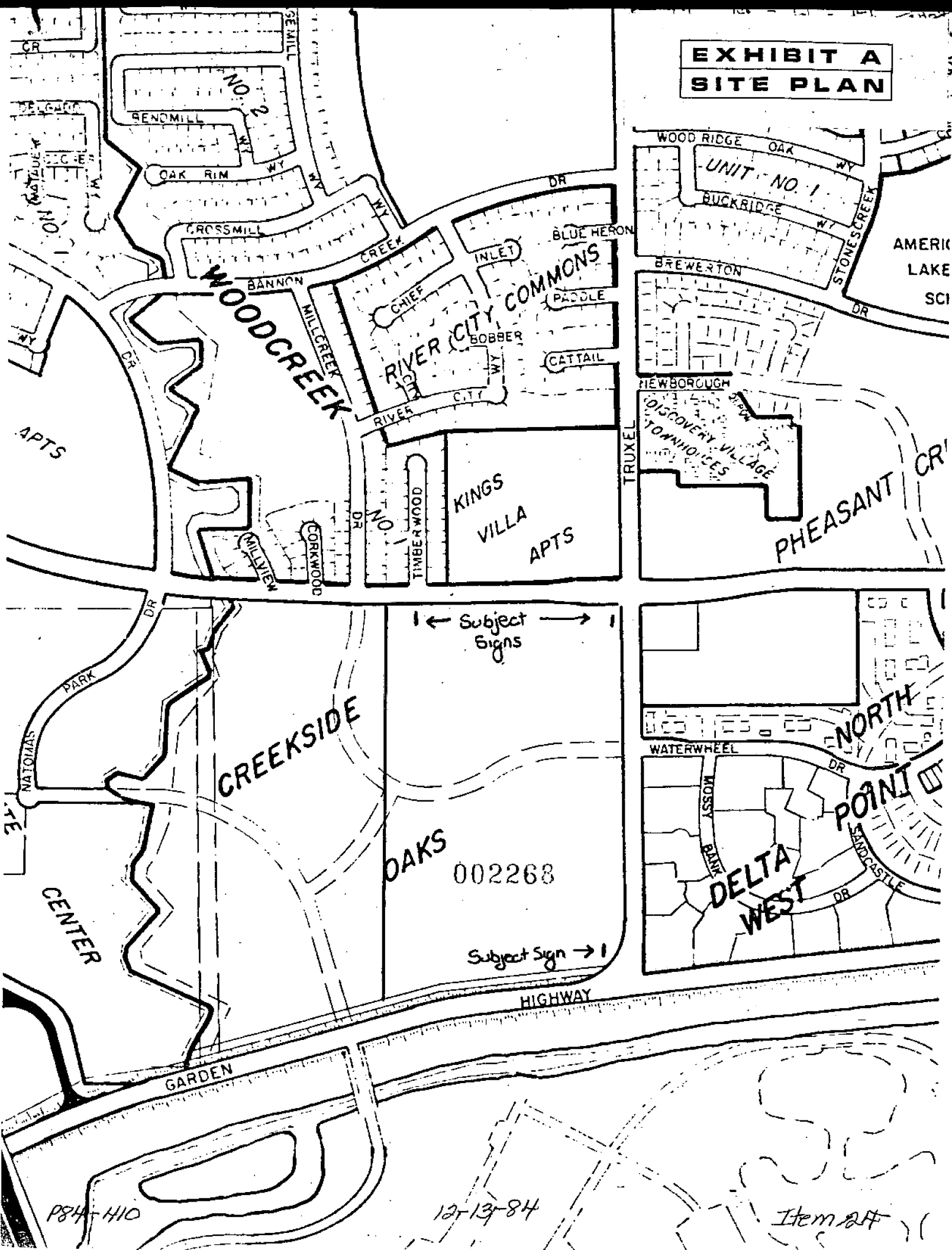
- b. the signs will be located on a major street; and
  - c. the signs will be compatible with the surrounding area.
2. The proposed signs, as conditioned, are not injurious to the public, in that:
- a. the proposed signs will be adequately set back from the street so as not to obstruct the visibility of motorists; and
  - b. the proposed signs will not be a public nuisance to surrounding properties.
3. The proposal is in conformance with the 1974 General Plan and the 1978 South Natomas Community Plan which designate the site for residential uses. Subdivision signs are permitted in any zone, subject to approval of a special permit by the Planning Commission.

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**VICINITY - LAND USE - ZONING**

**EXHIBIT A  
SITE PLAN**



184-110

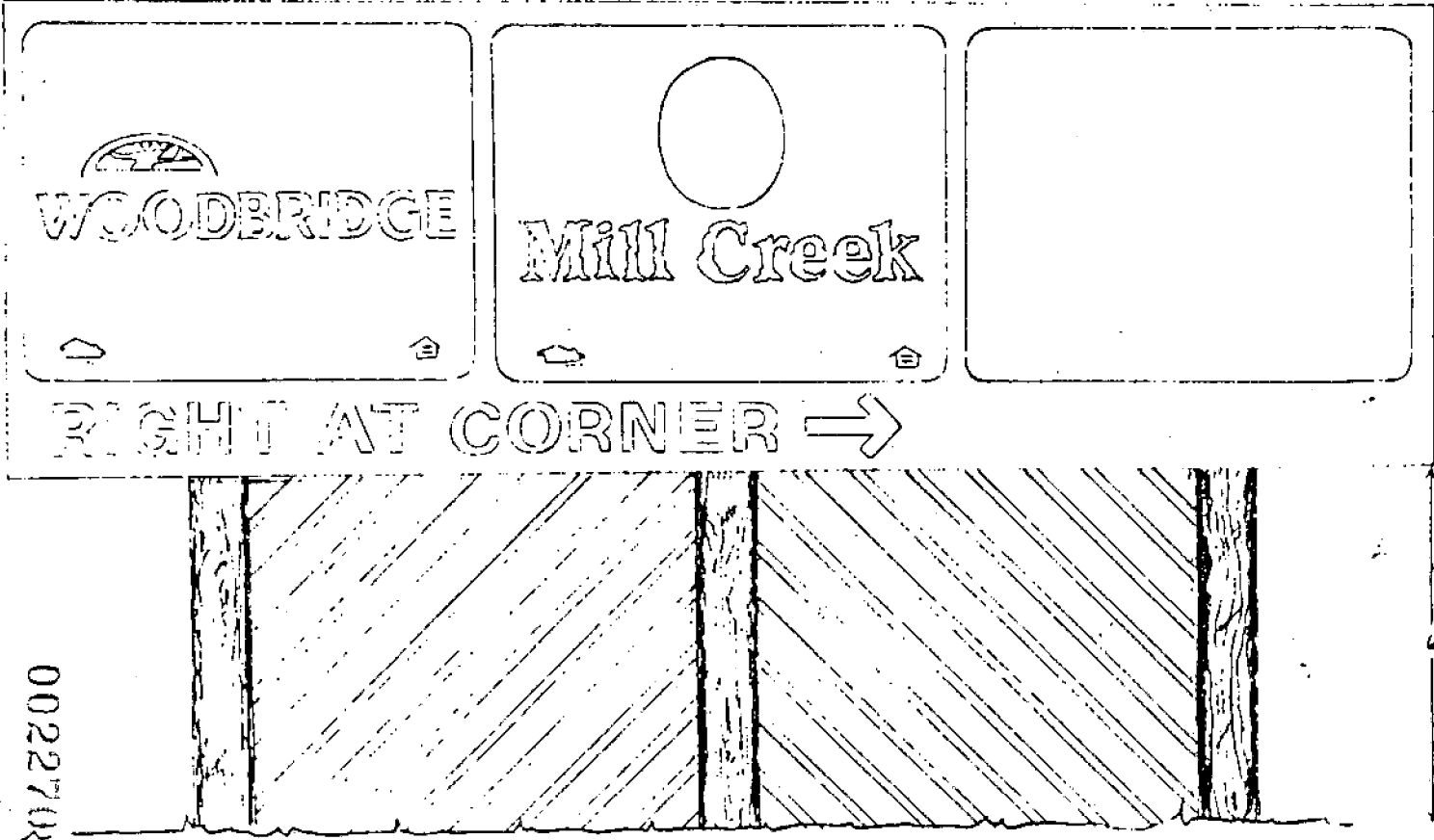
12-13-84

Item 2A

BR-H10

12-13-84

Item 24



002270X

3/4" = 1'0"



P8306 P8307

ACCOUNT NO. _____	DATE _____	JOB NO. M-24L	DATE _____	CHECK NO. _____	CUSTOMER APPROVAL _____	QUANTITY _____	MATERIALS _____
LOCATION _____	CITY _____	STATE _____	ZIP _____	PHONE _____	SALES REPRESENTATIVE _____	APPROVED BY _____	DATE _____
CUSTOMER APPROVAL _____		DATE _____					

EXHIBIT B  
ELEVATIONS