

# CITY PLANNING COMMISSION

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

APPLICANT	Danco Graphics - 757 Commercial Street, San Jose, CA 95112		
OWNER	El Camino Associates - 4121 Westerly Place, Suite 105, Newport Beach, CA 92660		
PLANS BY	Danco Graphics - 757 Commercial Street, San Jose, CA 95112		
FILING DATE	7-16-84	50 DAY CPC ACTION DATE	REPORT BY: JP:sg
NEGATIVE DEC. EX.	15304(e)	EIR	ASSESSOR'S PCL. NO. 225-240-43

**APPLICATION:** Special Permit for off-site subdivision directional sign (Sign Ordinance Section 3.194).

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

**PROPOSAL:** The applicant is requesting the necessary entitlement to locate a 50 square foot, 11 foot high temporary non-illuminated subdivision directional sign for the Sierra Skyline subdivision.

**PROJECT INFORMATION:**

1974 General Plan Designation: Residential  
1978 South Natomas Community  
Plan Designation: Residential (11-21 du/ac)  
Existing Zoning of Site: R-1  
Existing Land Use of Site: Vacant

**Surrounding Land Use and Zoning:**

North: Townhouse, vacant; R-1A  
South: Shopping center, residential; SC-R, R-3-R, R-1  
East: Single family residential; R-1  
West: Multi-family residential; R-3-R

Property Dimensions: Irregular  
Property Area: 25+ acres  
Sign Dimensions: 5' x 10'  
Sign Area: 50 sq. ft.  
Sign Height: 11'  
Sign Colors: Black & yellow  
Sign Materials: Wood

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

- A. **Land Use:** The subject site is a 25+ acre parcel located in the Single Family (R-1) zone. The site is currently vacant except for the placement of a subdivision directional sign on the parcel. This sign does not have a special permit and is, therefore, illegal. The applicant proposes to locate a five foot by 10 foot (50 square foot), 11 foot high, subdivision directional sign for the "Sierra Skyline" subdivision on the subject parcel (Exhibits A and B). This subdivision is located on Turnstone Drive, west of Northgate Boulevard.

Besides the directional sign proposed for the subject parcel, the applicant proposes four additional signs to be located in the

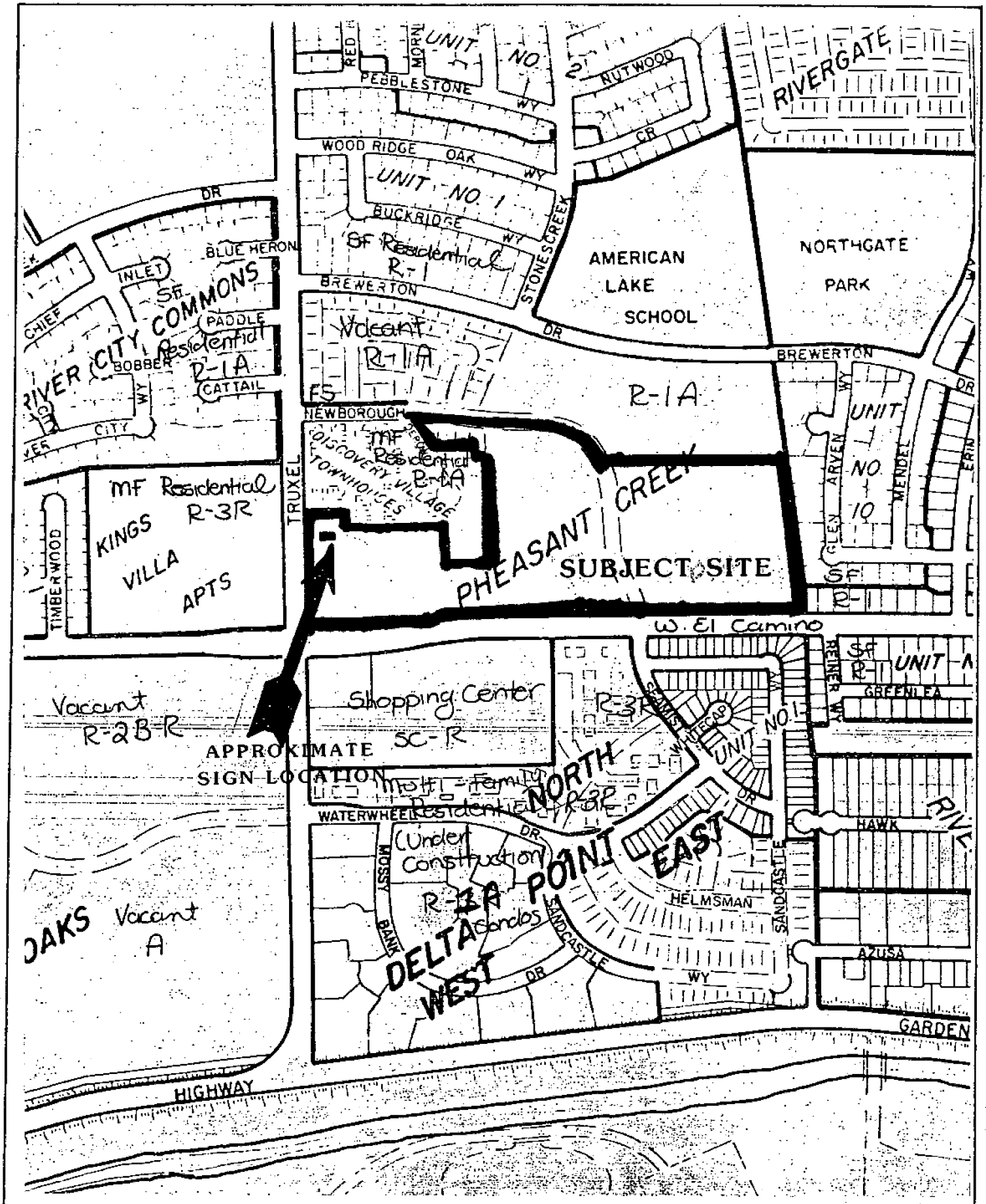
South Natomas Community Plan area to provide direction to the "Sierra Skyline" subdivision (Exhibit C). Two of the signs are proposed to be located near the intersection of San Juan Road and Northgate Boulevard and two near the intersection of West El Camino Avenue and Truxel Road. This number of signs is contrary to the purpose and intent of the Sign Ordinance to "eliminate excessive and confusing sign displays" and "to preserve and improve the appearance of the city as a place in which to live and to work and as an attraction to nonresidents who come to visit or trade." The subject site is one of two locations near the intersection of West El Camino Avenue and Truxel Road. The applicant has indicated, at staff's request, that the sign proposed for the subject site is of a lower priority than the other sign proposed near this intersection (P84-273). Staff, therefore, recommends denial of the special permit request for a subdivision directional sign on the subject site.

STAFF RECOMMENDATION: Staff recommends denial of the special permit request based upon the following findings of fact:

Findings of Fact

The special permit, if approved, would be contrary to the purpose and intent of the City's Sign Ordinance to:

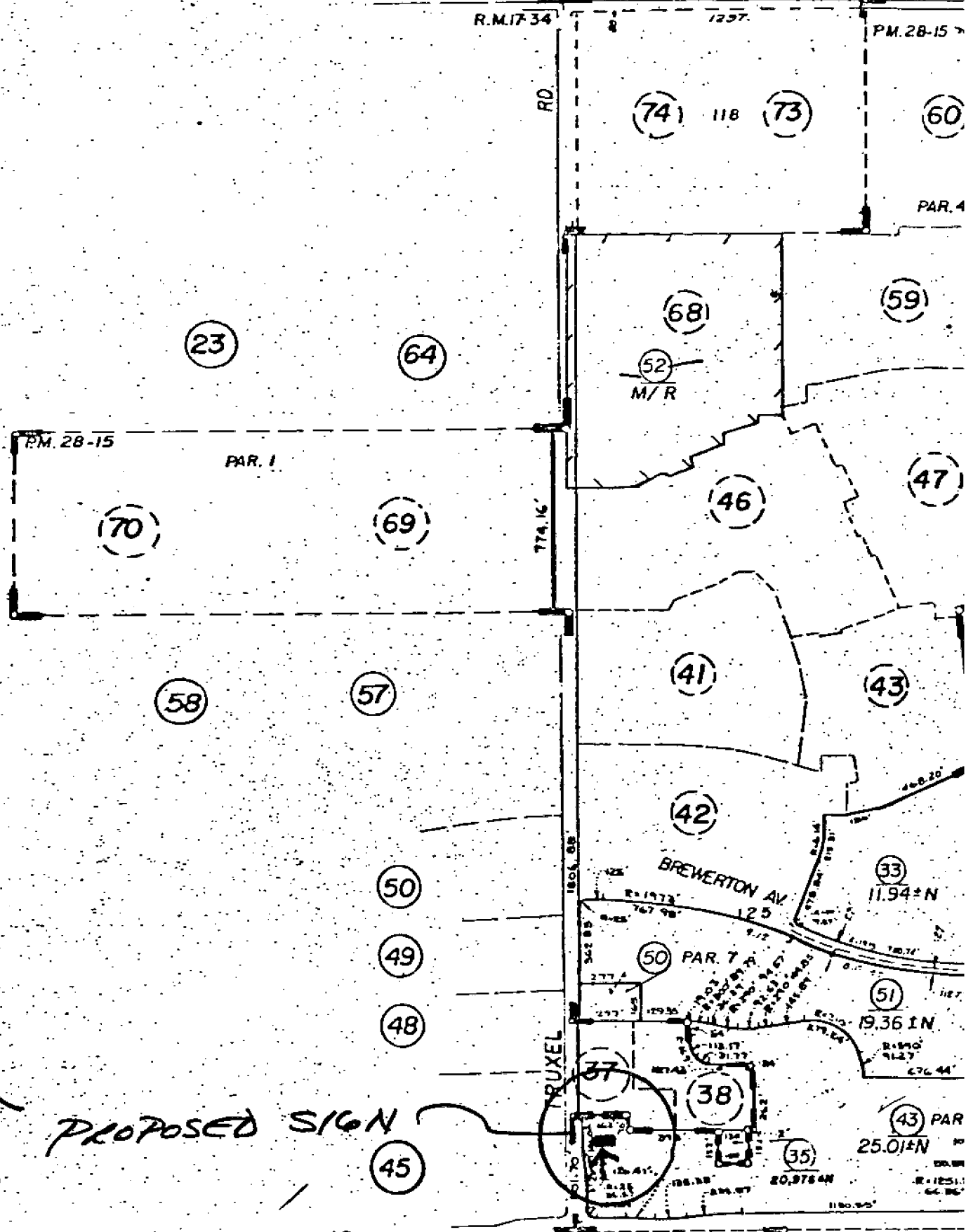
1. "eliminate excessive and confusing sign displays", and
2. "preserve and improve the appearance of the City as a place in which to live and to work and as an attraction to nonresidents who come to visit or trade."



# VICINITY - LAND USE - ZONING

EXHIBIT A (4)

SAN JUAN 5 09' 52"



Parcel Map Bk. 2, Pg. 16  
Natomas East Side Sub., R.M. Bk. 17, Pg. 34

Bk. 274

#16

# EXHIBIT C

## LOCATION OF SUBDIVISION

## SIGN KEY NUMBERS

1. P84 270
2. P84 271
3. P84 269
4. P84 273
5. P84 272 (SUBJECT SITE)

