

CITY PLANNING COMMISSION

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

APPLICANT	Diamond Signs, Inc., 2001 Tarob Court, Milpitas, CA 95035		
OWNER	Frank & Grace Westersund, P.O. Box 9097, San Jose, CA 95117		
PLANS BY	Diamond Signs, Inc., 2001 Tarob Court, Milpitas, CA 95035		
FILING DATE	10-5-84	50 DAY CPC ACTION DATE	REPORT BY: JP:bw
NEGATIVE DEC.	Ex. 15303(e)	EIR	ASSESSOR'S PCL NO. 250-010-70

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

LOCATION: West side of Northgate Boulevard, approx. 1,200± feet north of San Juan Rd.

PROPOSAL: The applicant is requesting the necessary entitlement to locate a 128 square foot, 14 foot high double-faced temporary non-illuminated subdivision sign for use by various subdivisions in the South Natomas Community Plan area.

PROJECT INFORMATION:

1974 General Plan Designation: Commercial and Office
1978 South Natomas Community Plan Designation: Business and Professional Office
Existing Zoning of Site: OB-PUD
Existing Land Use of Site: Vacant

Surrounding Land Use and Zoning:

North: Vacant; R-3 (PUD)
South: Vacant; SC (PUD)
East: Vacant, Residential, RV Storage; C-2
West: Vacant; R-1

Property Dimensions: Irregular
Property Area: 6.75± acres
Sign Dimensions: Four 4' x 8' parcels per side;
eight parcels total
Sign Area: 128 square feet per side; 256 square feet total
Sign Height: 14 feet
Sign Colors: Colors to match themes of various subdivisions
Sign Materials: Wood

000591

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

- A. Land Use: The subject site is a 6.75± acre parcel located in the Office Building-PUD (O-PUD) zone. Surrounding land uses include residences and an RV storage area to the east; the adjacent parcels on the remaining three sides are vacant. The site is currently vacant and is located adjacent to Northgate Boulevard, a major street. When the realignment of San Juan Road is completed, the southern property line of the site will be adjacent to San Juan Road.
- B. Sign Design and Location: The applicant proposes to locate a 8' x 16' (128 square feet), 14-foot high non-illuminated subdivision directional sign to assist in the marketing of various subdivisions in the South Natomas area. The sign is proposed to be double-faced. Each face would consist of four 4' x 8' (32 square foot) panels, allowing a maximum of eight subdivisions to be advertised on the sign at one time. Specific graphics and colors are not indicated at this time as the applicant does not know at present which subdivisions will be using the sign.

The submitted site plan does not indicate a setback for the sign from Northgate Boulevard. Planning staff and the City Traffic Engineer recommend a minimum 25-foot setback from the Northgate Boulevard right-of-way so that the proposed sign will not obstruct the visibility of motorists at this location.

- C. Staff has no objection to the applicant's request. The proposed sign is similar in size and materials to previously approved multi-faced subdivision directional signs. The South Natomas Community has a problem regarding the proliferation of illegal subdivision directional signs. The placement of this sign adjacent to Northgate Boulevard, a major street in the South Natomas area, would assist in reducing the need for individual subdivision directional signs. The sign will be adequately set back from the street and will not obstruct the visibility of motorists. Staff, therefore, recommends approval of the requested sign.

ENVIRONMENTAL DETERMINATION: This project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15303(e)).

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

Conditions

1. The special permit shall expire one year from the date of approval or November 8, 1985. Upon written application, the Commission can renew the permit for additional one-year periods.
2. The sign shall be located a minimum of 25 feet from Northgate Boulevard right-of-way and a minimum of 25 feet from the southern property line.
3. Sign is 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 sign will be located on the site for a temporary period;
 - b. the sign will be located on a major street; and
 - c. the sign will be compatible with the surrounding area.
2. The proposed sign, as conditioned, is not injurious to the public, in that:
 - a. the proposed sign will be adequately set back from the street so as not to obstruct the visibility of motorists; and
 - b. the proposed sign would 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 commercial uses.
4. Subdivision signs are permitted in any zone, subject to approval of a special permit by the Planning Commission.

000592

Report Amended by Staff 11-29-84
CITY PLANNING COMMISSION

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

APPLICANT	Diamond Signs, Inc., 2001 Tarob Court, Milpitas, CA 95035		
OWNER	Frank & Grace Westersund, P.O. Box 9097, San Jose, CA 95117		
PLANS BY	Diamond Signs, Inc., 2001 Tarob Court, Milpitas, CA 95035		
FILING DATE	10-5-84	50 DAY CPC ACTION DATE	REPORT BY: JP:bw
NEGATIVE DEC	Ex. 15303(e)	EIR	ASSESSOR'S PCL NO. 250-010-71

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

LOCATION: NW cor. Northgate Blvd. and San Juan Road

PROPOSAL: The applicant is requesting the necessary entitlement to locate a 128 square foot, 14-foot high double-faced temporary non-illuminated subdivision sign for use by various subdivisions in the South Natomas Community Plan area.

PROJECT INFORMATION:

1974 General Plan Designation: Commercial and Office
1978 South Natomas Community Plan Designation: Commercial/Shopping Center
Existing Zoning of Site: SC-PUD
Existing Land Use of Site: Vacant

Surrounding Land Use of Site: Vacant

North: Vacant; OB-(PUD)
South: Residential, Convenience Market; R-1, C-2
East: Vacant, Residential, RV Storage; C-2
West: Vacant; R-1

Property Dimensions: 600+ ft. x 700+ ft.
Property Area: 9.5+ acres
Sign Dimensions: 4' x 8' panels per side;
eight panels total
Sign Area: 128 sq. ft. per side; 256 sq. ft. total
Sign Height: 14 feet
Sign Colors: Colors to match themes of various subdivisions
Sign Materials: Wood

000593

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

- A. **Land Use:** The subject site is a 9.5+ ac. parcel located in the Shopping Center PUD (SC-PUD) zone. Surrounding land uses include single family residences and commercial uses to the east and south; the adjacent parcels to the north and west are vacant. The site is currently vacant and is located adjacent to Northgate Boulevard and San Juan Road, two major streets. When the realignment of San Juan Road is completed, the northern property line of the site will also be adjacent to San Juan Road.
- B. **Sign Design and Location:** The applicant proposes to locate a 8' x 16' (128 sq. ft.), 14-foot high non-illuminated subdivision directional sign to assist in the marketing of various subdivisions in the South Natomas area.

The sign is proposed to be double-faced, and would be viewed primarily by persons traveling north and south along Northgate Boulevard. Each face would consist of 4' x 8' (32 sq. foot) panels, allowing a maximum of eight subdivisions to be advertised on the sign at one time. Specific graphics and colors are not indicated at this time as the applicant does not know at present which subdivisions will be using the sign.

The submitted site plan does not indicate a setback for the sign from Northgate Boulevard or San Juan Road. Planning staff and the City Traffic Engineer recommend a minimum 25-foot setback from the Northgate Boulevard and San Juan Road right-of-ways so that the proposed sign will not obstruct the visibility of motorists traveling on these streets.

- C. Staff has no objection to the applicant's request. The proposed sign is similar in size and materials to previously approved multi-faced subdivision directional signs. The South Natomas Community has a problem regarding the proliferation of illegal subdivision directional signs. The placement of this sign adjacent to Northgate Boulevard, a major street in the South Natomas area, would assist in reducing the need for individual subdivision directional signs. The sign will be adequately set back from both Northgate Boulevard and San Juan Road and will not obstruct the visibility of motorists. Staff, therefore, recommends approval of the requested sign.

ENVIRONMENTAL DETERMINATION: This project is exempt from environmental review pursuant to State EIR Guidelines (CEQA, Section 15303(e)).

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

Conditions

1. The special permit shall expire one year from the date of approval, or November 29, 1985. Upon written application, the Commission can renew the permit for additional one-year periods.
2. The sign shall be located a minimum of 25 feet from Northgate Boulevard right-of-way, 25 feet from the San Juan Road right-of-way, and a minimum of 25 feet from the northern property line.
3. Sign is to be used for the purpose of advertising subdivisions only. The advertisement of apartment complexes is not permitted.
- *4. *The existing illegal sign shall be removed from the subject site prior to issuance of sign permit.*

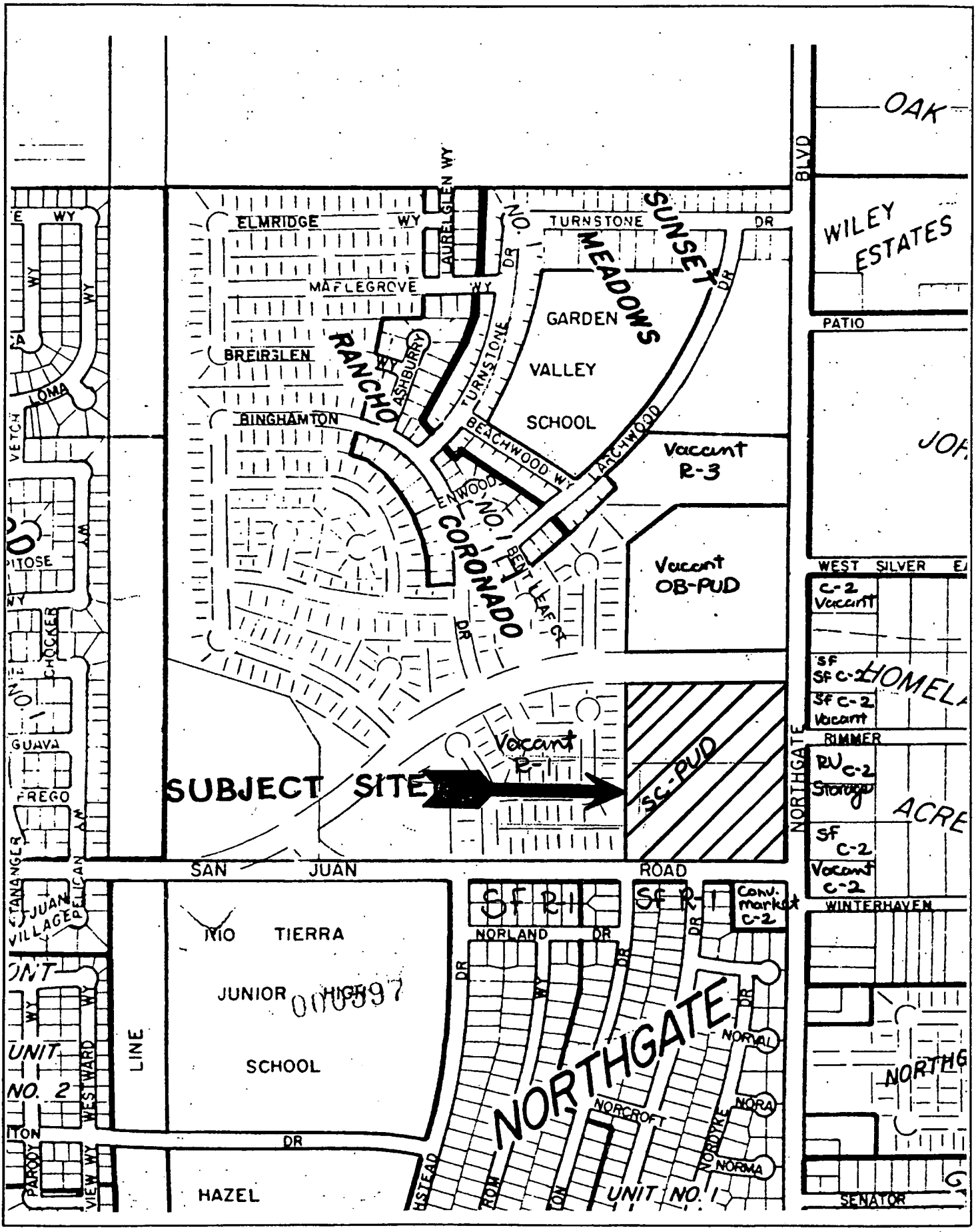
*(Amended by staff)

000594

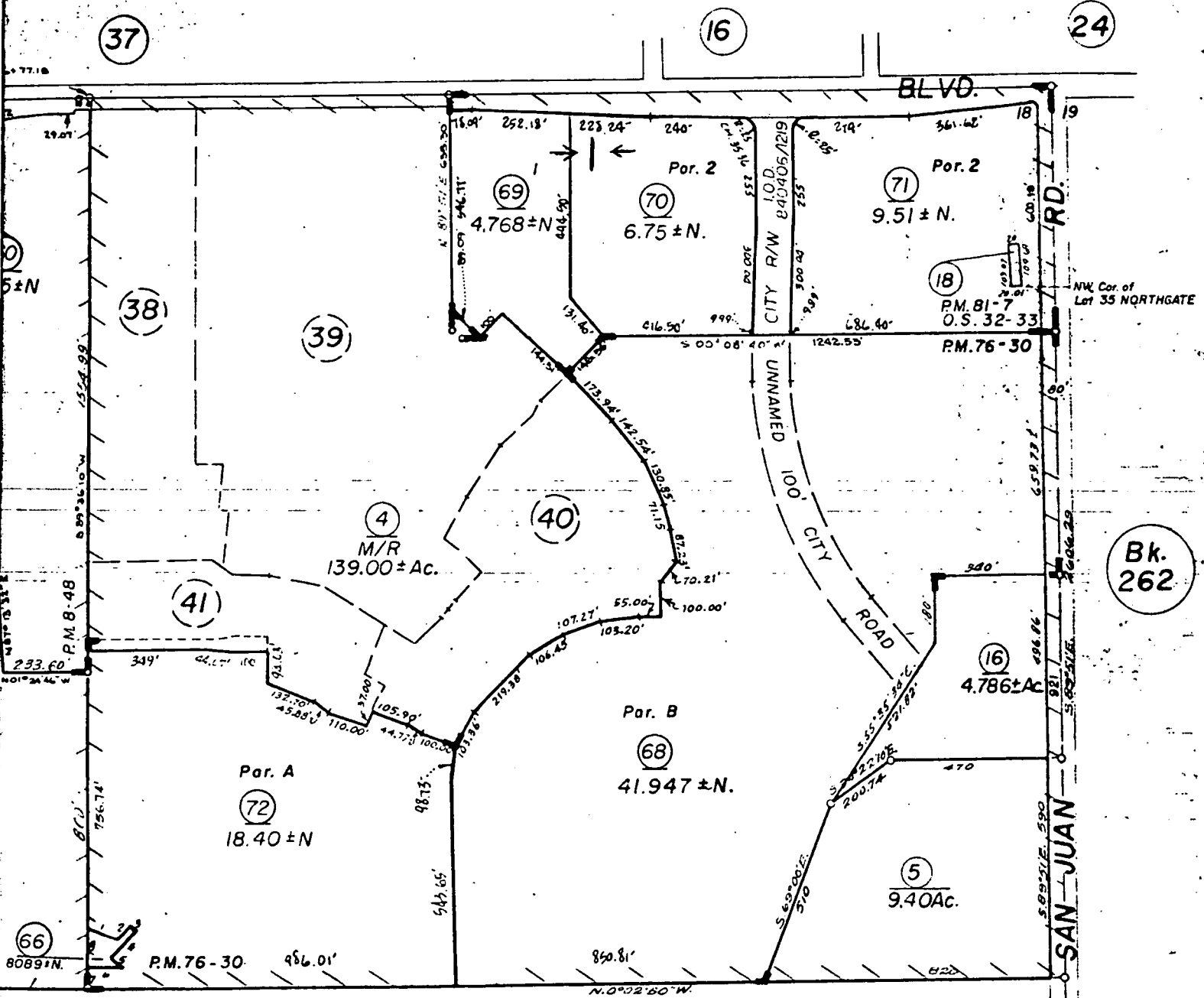
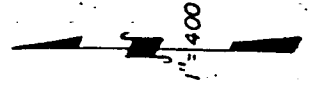
Findings of Fact

1. The proposal, as conditioned, is based upon sound principles of land use, in that:
 - a. the sign will be located on the site for a temporary period;
 - b. the sign will be located on a major street; and
 - c. the sign will be compatible with the surrounding area.
2. The proposed sign, as conditioned, is not injurious to the public, in that:
 - a. the proposed sign will be adequately set back from the street so as not to obstruct the visibility of motorists; and
 - b. the proposed sign would 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 commercial uses.
4. Subdivision signs are permitted in any zone, subject to approval of a special permit by the Planning Commission.

000595



LAND USE & ZONING MAP



Bk. 262

- 1 S 20° 34' 01" W 81.66'
- 2 S 50° 11' 27" E 49.59'
- 3 S 43° 04' 43" W 70.03' R=50'
- 4 N 50° 11' 27" W 105.44'
- 5 S 59° 48' 33" W 38.51'
- 6 N 00° 02' 50" W 84.83'
- 7 N 89° 57' 20" E 81.75'
- 8 N 89° 37' 40" E 110'

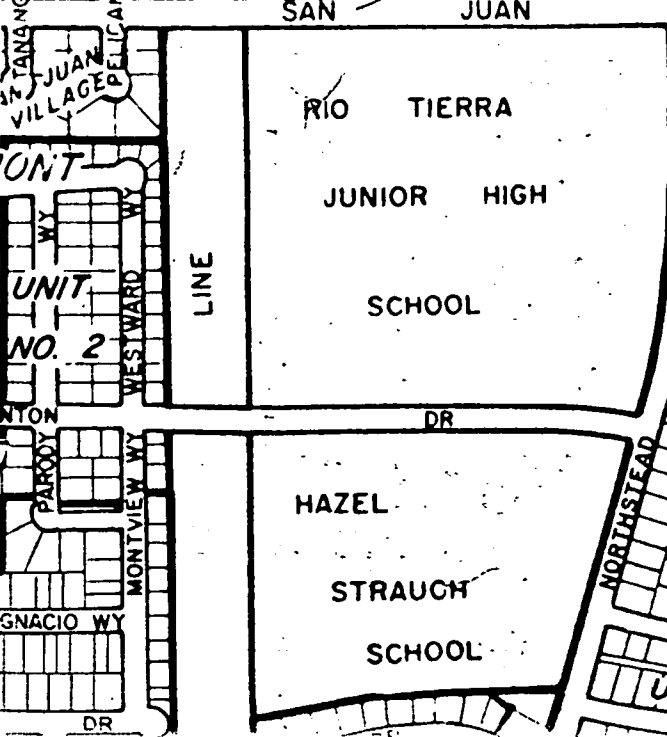
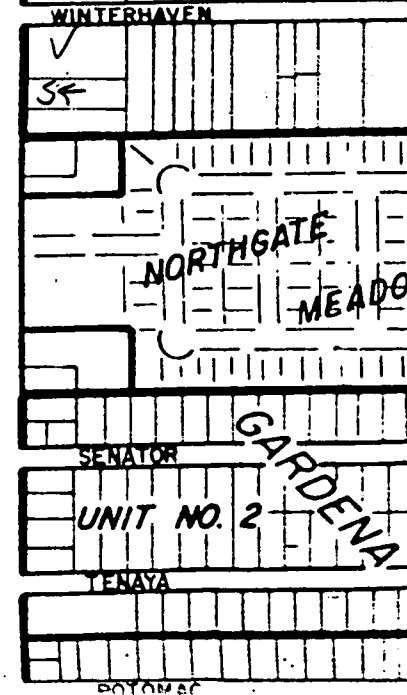
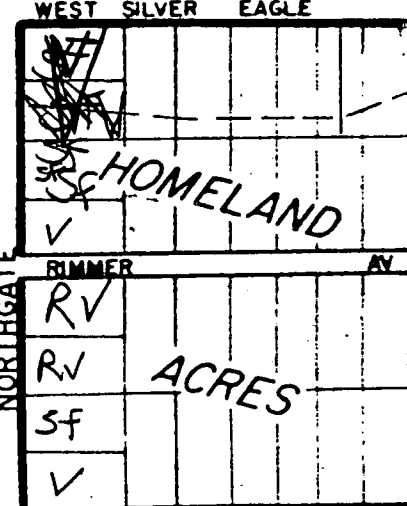
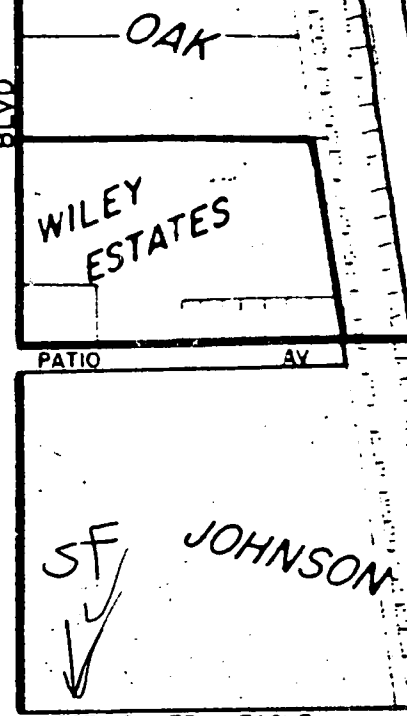
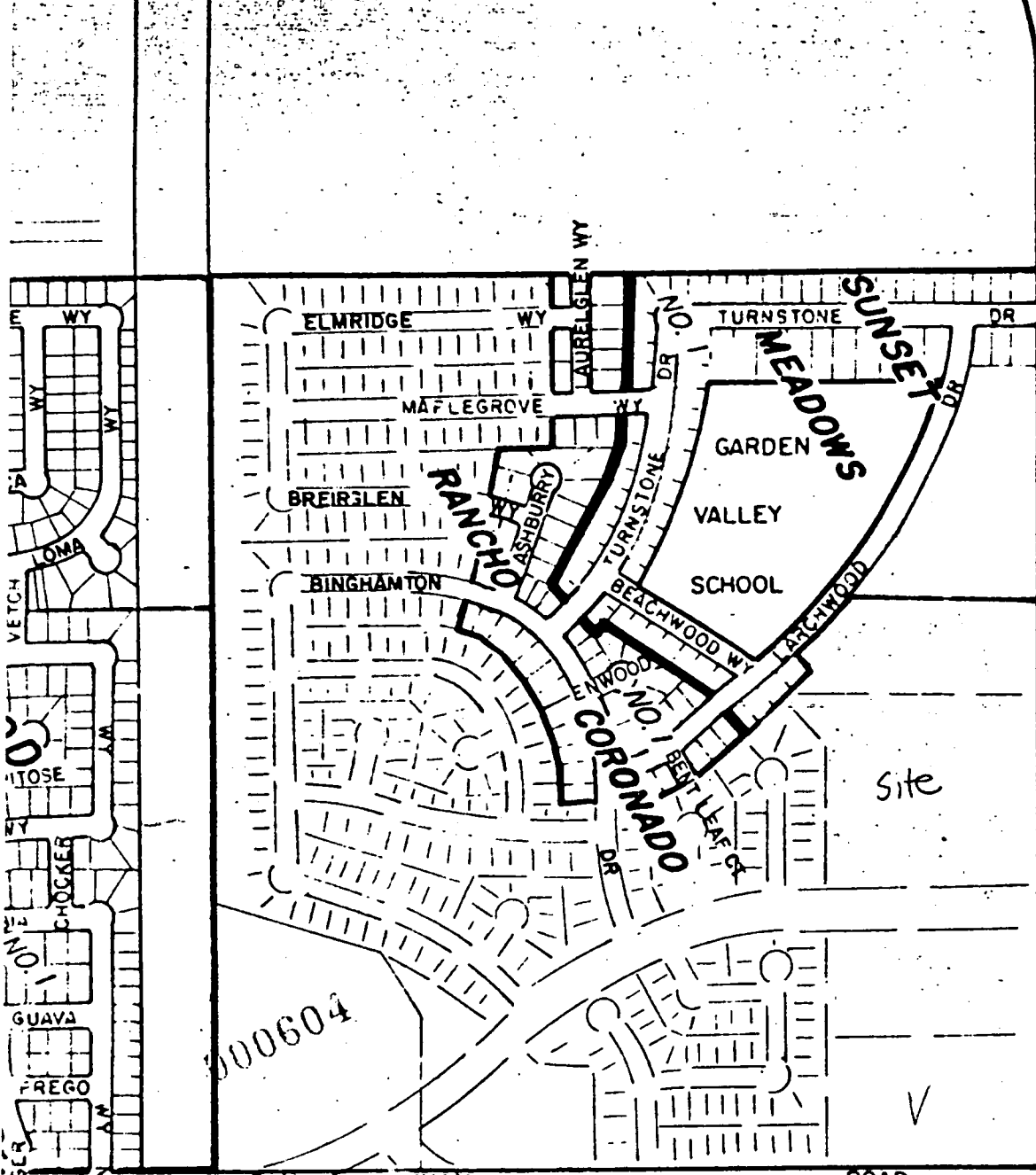
000603

P 84380

CITY OF SACRAMENTO
 Assessor's Map Bk.250-Pg.01
 County of Sacramento, Calif.

NOTE—Assessor's Block Numbers Shown in Ellipses.
 Assessor's Parcel Numbers Shown in Circles.





N/W San Juan / Northgate

CARL HANSEN PARK S.T.E.

84380

lease

MAIN AVENUES

The Meadows

000605



880

99

NORTH SACRAMENTO

DISCOVERY PARK AMERICAN AMERICAN

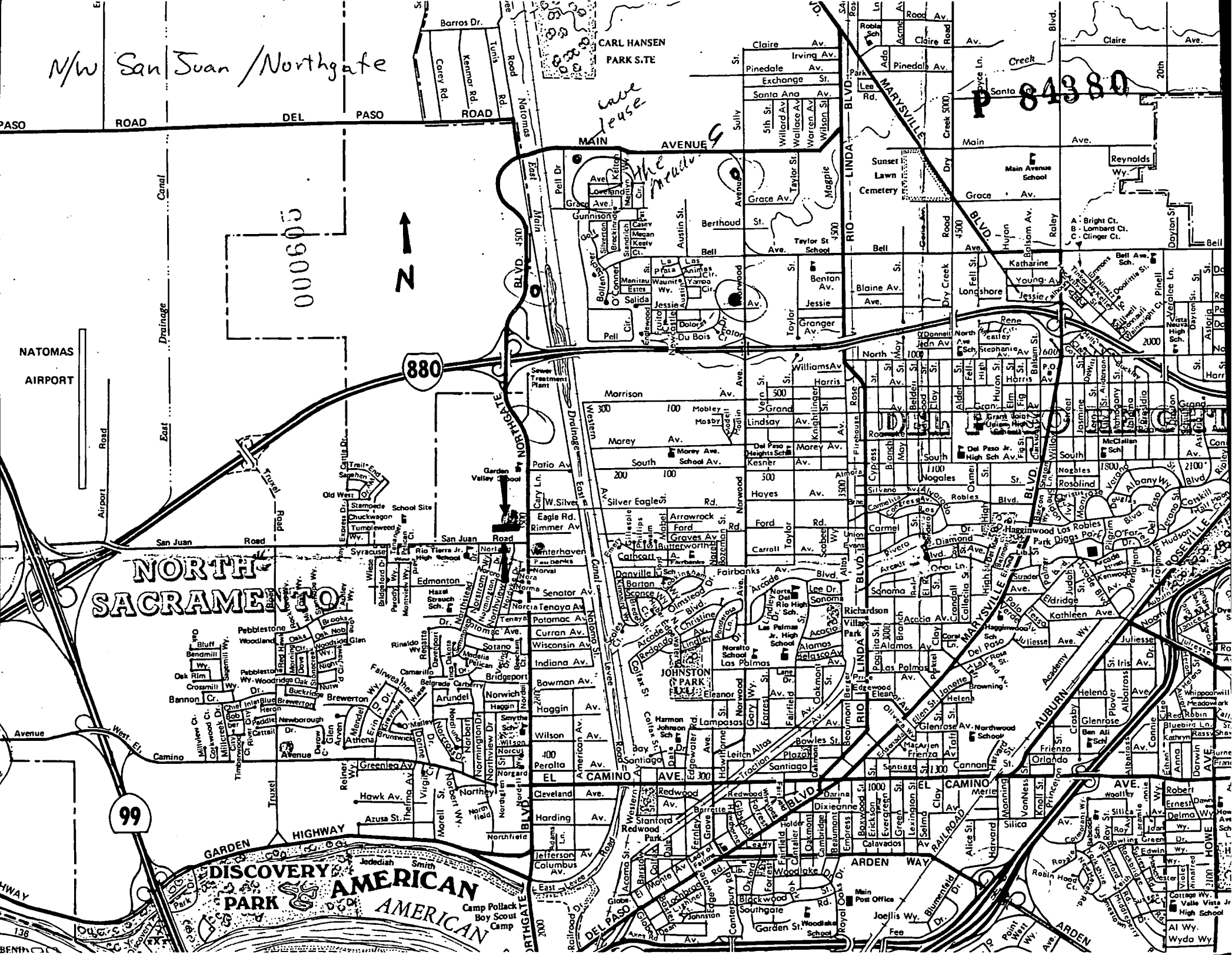
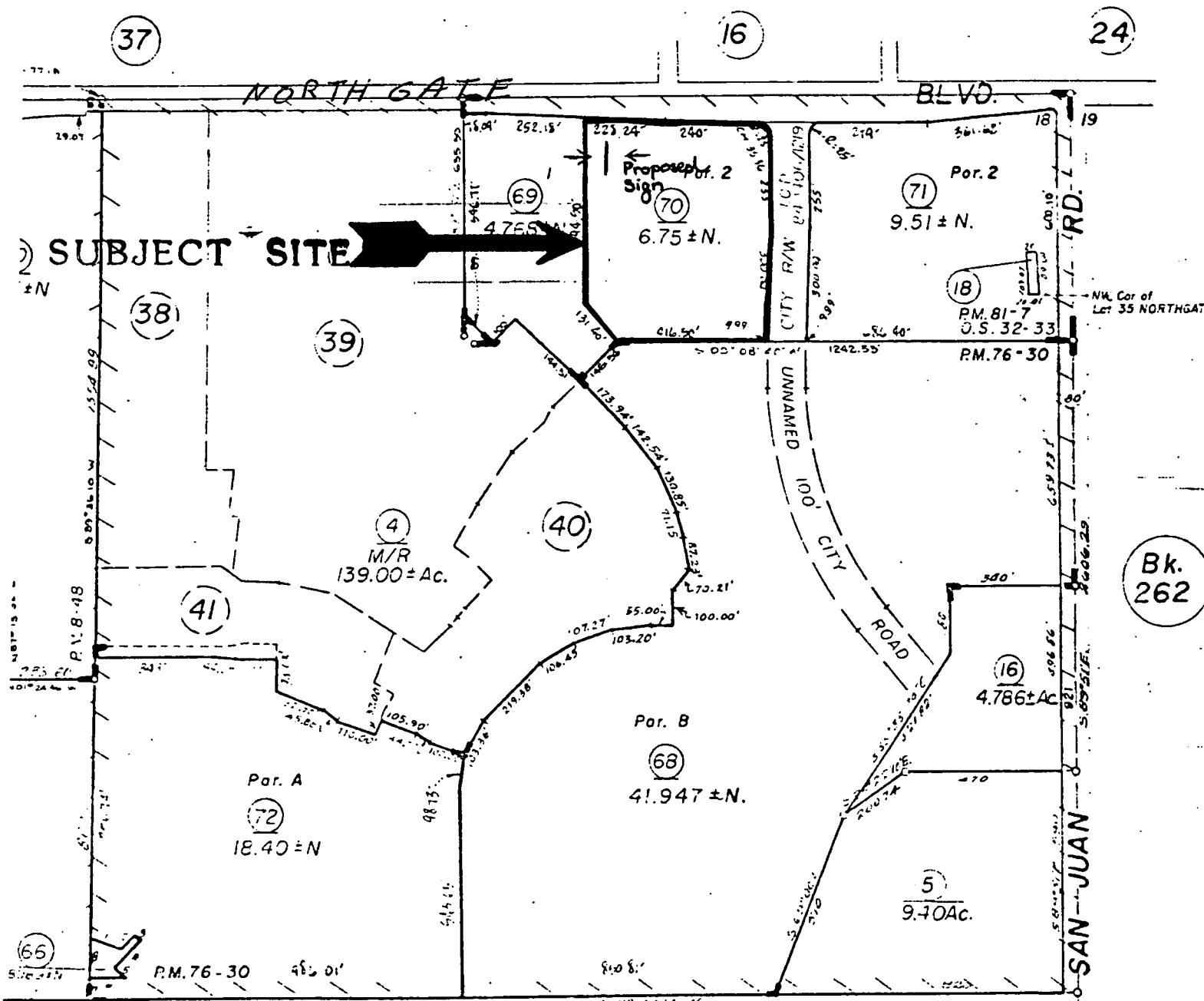


EXHIBIT A
SITE PLAN



Bk. 262

000596

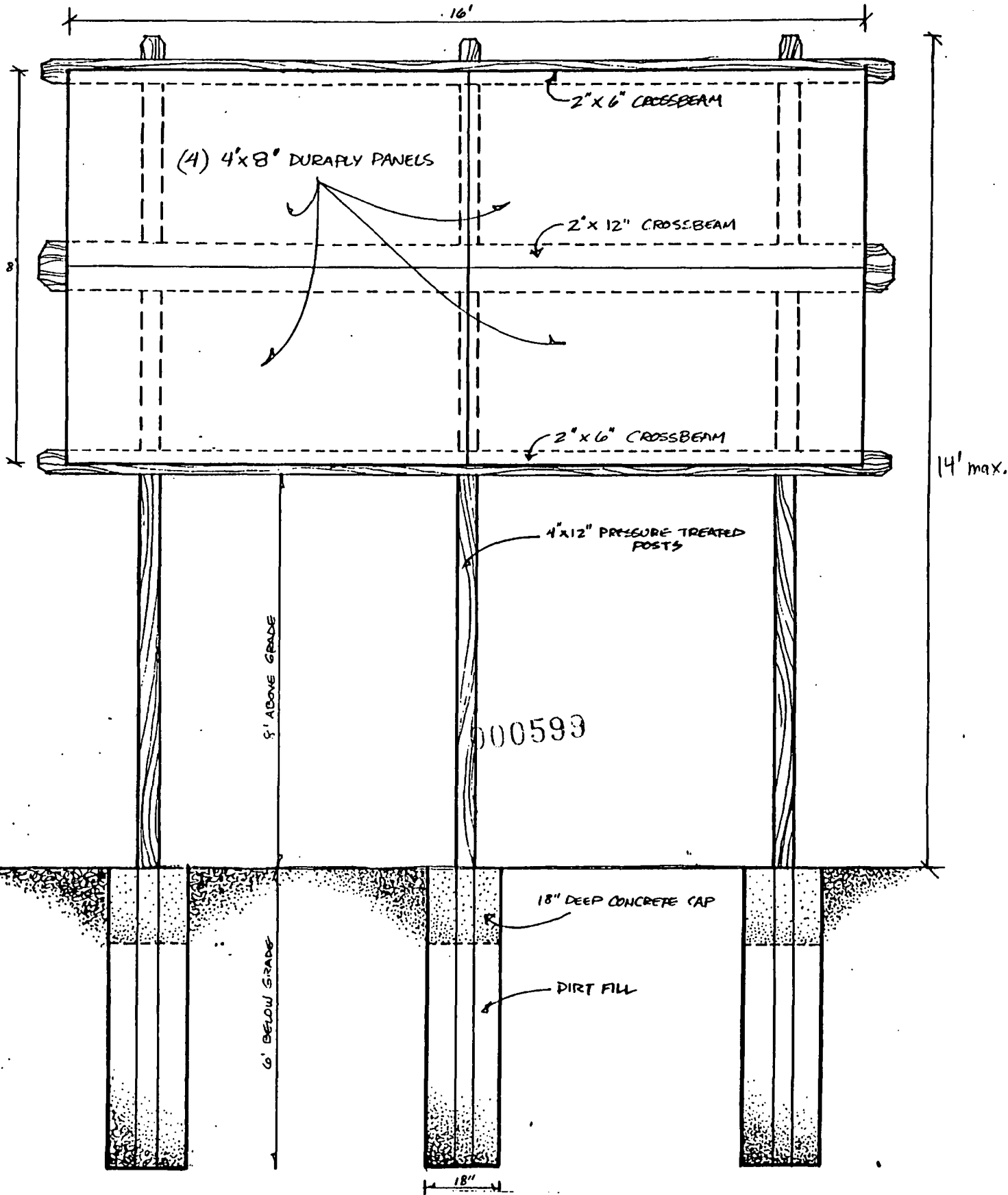
- 1 S 00° 00' 00" W 81.20'
- 2 S 53° 17' E 49.57'
- 3 E 09° 03' 33" W 70.05' R=51'
- 4 N 50° 11' 27" W 105.64'
- 5 S 89° 08' 23" W 38.51'
- 6 N 00° 00' 50" W 84.83'
- 7 N 81° 57' 00" E 41.75'
- 8 N 85° 57' 40" E 110'

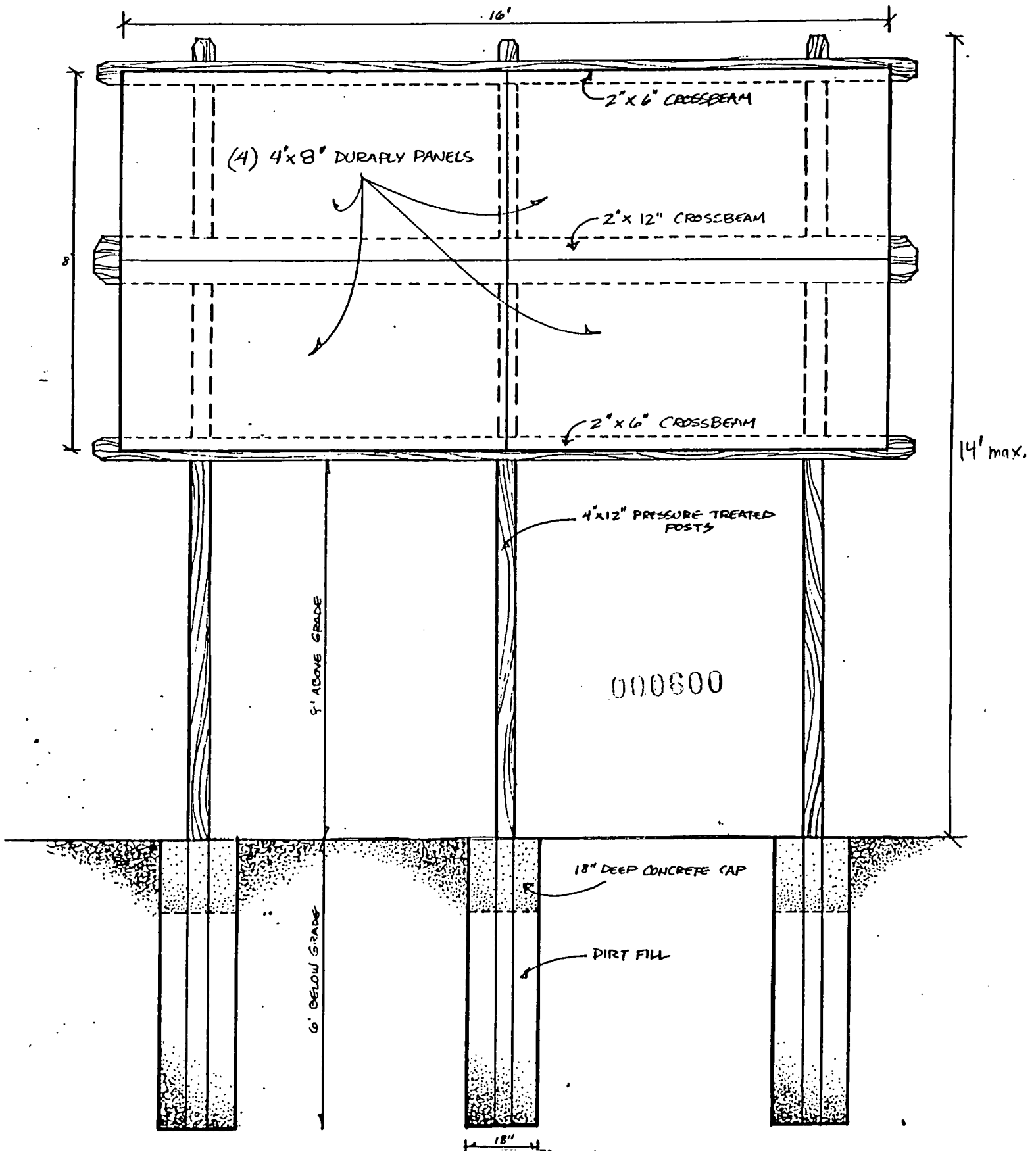
P 84380

CITY OF SACRAMENTO
Assessor's Map Bk.250-Pg.01
County of Sacramento, Calif.

NOTE—Assessor's Block Numbers Shown in Ellipses.

Assessor's Parcel Numbers Shown in Circles.



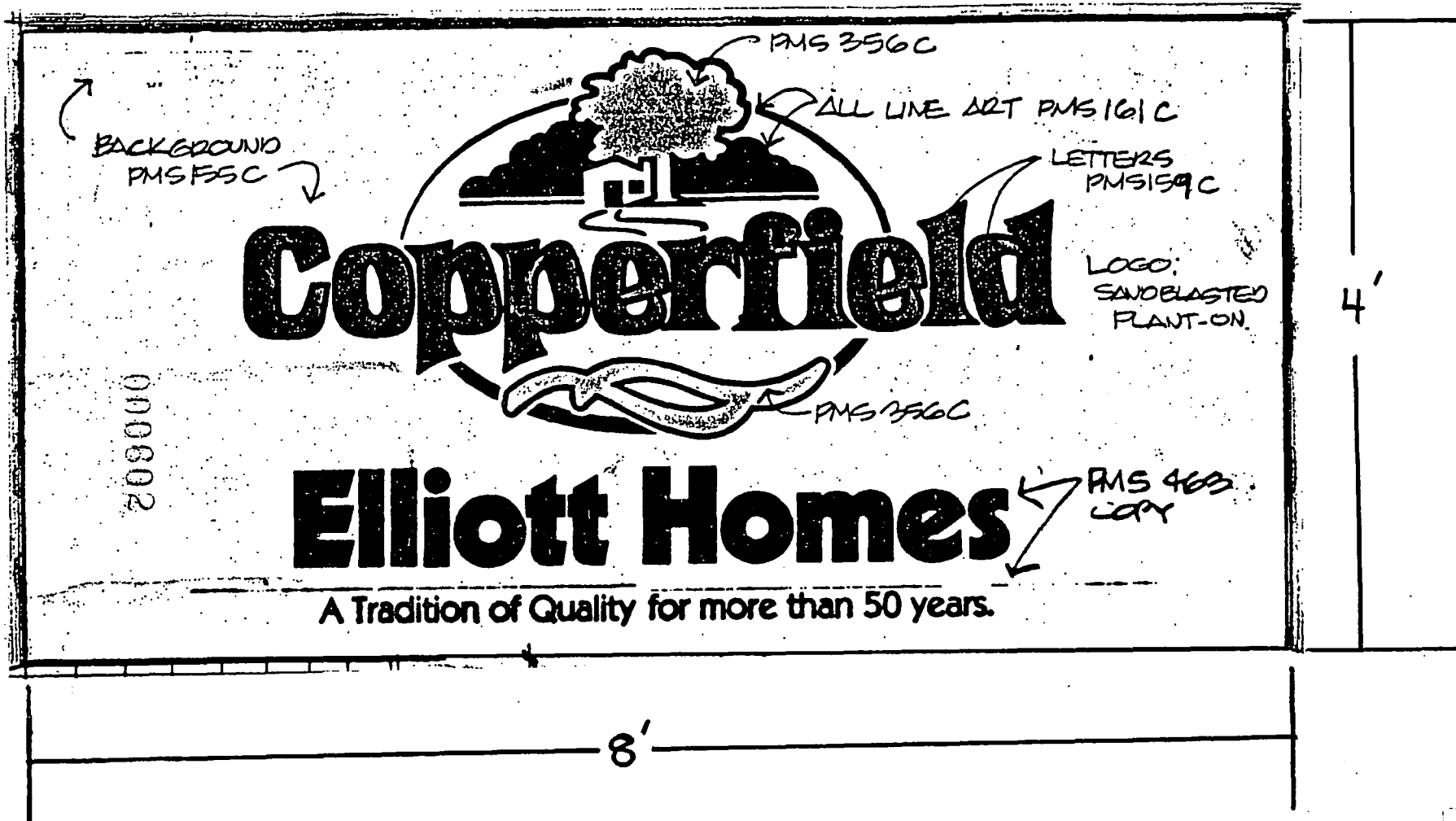


PROPOSED SIGN STRUCTURE

284-380

11-8-84 11-29-84

12
No. 87



EXAMPLE OF SIGN PANEL

EXHIBIT C