

# CITY PLANNING COMMISSION

1231 "I" STREET, SUITE 200, SACRAMENTO, CA 95814

|                            |   |                    |           |                  |       |
|----------------------------|---|--------------------|-----------|------------------|-------|
| <b>APPLICANT</b>           | ROY YERMOL-RIVER PARK GARDEN CLUB, 5633 Spilman Avenue, Sac., CA 95819      |                    |           |                  |       |
| <b>OWNER</b>               | COUNTY OF SACRAMENTO, 824 7th Street, #220 Sacramento, CA 95814             |                    |           |                  |       |
| <b>PLANS BY</b>            | SIERRA SIGN SERVICES, INC. 5685 Power Inn Road, Suite A-Sacramento CA 95824 |                    |           |                  |       |
| <b>FILING DATE</b>         | 6/30/87   | <b>ENVIR. DET.</b> | Neg. Dec. | <b>REPORT BY</b> | CS/vf |
| <b>ASSESSOR'S-PCL. NO.</b> | 005-241-010   |                    |           |                  |       |

- APPLICATION:**
- A. Negative Declaration
  - B. Special Permit to install a 36 sq. ft. neighborhood identification sign in the R-4 zone.

**LOCATION:** Southeast corner of Carlson Drive and H Street

**PROPOSAL:** The applicant is requesting the necessary entitlements to install a neighborhood identification sign for the River Park Community as part of the River Park Garden Club Beautification Program.

**PROJECT INFORMATION:**

|  |                         |
|--|-------------------------|
| 1974 General Plan Designation:                   | Residential             |
| 1963 East Sacramento Community Plan Designation: | Public Service Facility |
| Existing Zoning of Site:                         | R-4                     |
| Existing Land Use of Site:                       | Vacant                  |

**Surrounding Land Use and Zoning:**

North: Residential and parking lot; R-4  
South: Parking Lot; R-4  
East : Fire Station; R-4  
West : Residential; R-r

|                      |                                 |
|----------------------|---------------------------------|
| Property Dimensions: | Irregular                       |
| Property Area:       | .19+ acre (8,700 sq. ft.)       |
| Sign Materials:      | Laminated redwood, steel tubing |
| Type of Sign:        | Rectangular pole sign           |
| Sign Height:         | 4 ft. 6 in.                     |
| Sign Dimensions:     | 12 ft. x 3 ft.                  |

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

A. **Land Use and Zoning**

The subject site consists of .19+ acres located in the medium density multi-family (R-4) zone. The sign will be located within an area of the rectangular parcel shown in Exhibit A which mainly encompasses street right-of-ways. The sign will be visible from H Street to the north of the site, Carlson Drive to the west of the site, and Hickock Lane (not an official street name) south of the site.

Surrounding land uses are shown in Exhibit B include a parking lot and residential to the north, multi-family residential to the west, parking to the south, and a fire station to the east. The 1974 General Plan designates the site for residential use.

B. Applicant's Proposal

The River Park Garden Club (applicant) has been in existence for 36 years. The organization's primary objective is to landscape and beautify the community of River Park. The proposed sign is a part of their beautification program, (see letter, Exhibit C). The subject site has been landscaped with flowers. Donations from the community have already been raised for the \$2,400 sign. The applicant has indicated that the River Park Community boundaries are considered by the Community to most likely be the American River to the north and east, H Street to the south, the Southern Pacific Railroad tracks to the west and Business 80 to the northwest, (see Exhibit D).

The property is owned by the County of Sacramento. The applicant will need to obtain County approval before a City sign permit can be issued.

The sign is set back 25 feet from H Street and 18 feet from Carlson Drive. Traffic Engineering has indicated that they have no problems with the sign.

C. Sign Design

The sign is proposed to be rectangular in shape and constructed of two inch by four inch, laminated redwood, (see Exhibit E). The sign is non-illuminated and proposed for copy on both sides. The lettering will be raised from the surface, in a color of off-white or gold. The background will be the natural redwood color.

The site is sloped due to a drainage canal that runs partially through it in a north/south direction. Because the sign will sit on a slope, one of the supporting poles will be seven inches longer than the other. The highest side of the sign from grade to the top of the sign is four feet, six inches. Sign dimensions are twelve feet by three feet for a total of 36 sq. ft. The poles will be made of four inch tubular steel. The applicant has indicated that additional fill will not be added in order to make the grade more level.

Staff is in support of the proposed sign and has no problems with the design or materials. The sign ordinance allows for neighborhood identification signs under Section 3.193. This section reads as follows:

"In any zone, a sign, masonry wall, landscaping and other similar materials or features may be combined to form a display for neighborhood or tract identification provided a special permit has been granted by the Planning

Commission. The legend of such a sign or display shall consist only of the neighborhood or tract name."

The sign poles should be painted off-white to make them less visually apparent.

Staff believes the sign is a welcome amenity which adds to the sense of community pride already apparent through the River Park Beautification Program.

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

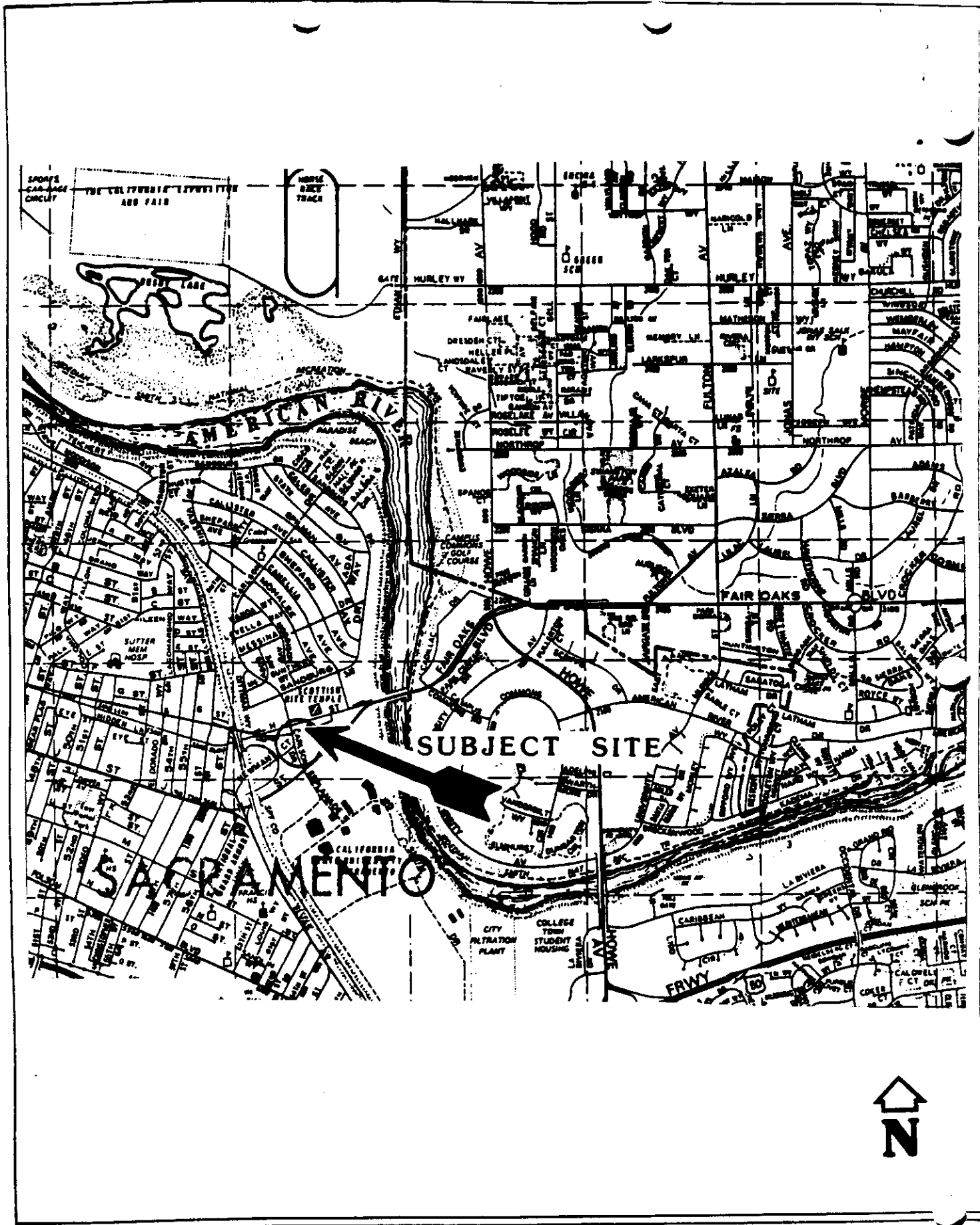
RECOMMENDATION: Staff recommends approval of the Special Permit for a rectangular pole sign, subject to Conditions and based upon Findings of Fact which follow:

Conditions

1. The applicant shall obtain County approval before a City sign permit can be issued.
2. The sign shall be maintained as necessary by the River Park Garden Club.
3. The poles shall be painted off-white.

Findings of Fact

1. The project, as conditioned, is based upon sound principles of land use in that:
  - a. the proposal is compatible in design and materials with surrounding land uses; and
  - b. the sign will not visually obstruct the necessary line of sight of motorists.
2. The project, as conditioned, will not be detrimental to the public health, safety, or welfare, nor to surrounding properties in that the sign copy is in harmony with the stated purpose of the City Sign Ordinance to eliminate excessive and confusing sign displays.
3. The project, as conditioned, is consistent with the City's Discretionary Interim Land Use policy in that the site is designated for residential use in the 1974 General Plan and the sign is allowed in any zone by the Sign Ordinance with approval of a Special Permit.



**VICINITY MAP**

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## SUBJECT SITE

*Sign is super-  
imposed on top  
two photographs*



*Site showing  
slope of grade.  
Taken before  
flowers were  
planted.  
Looking northwest*

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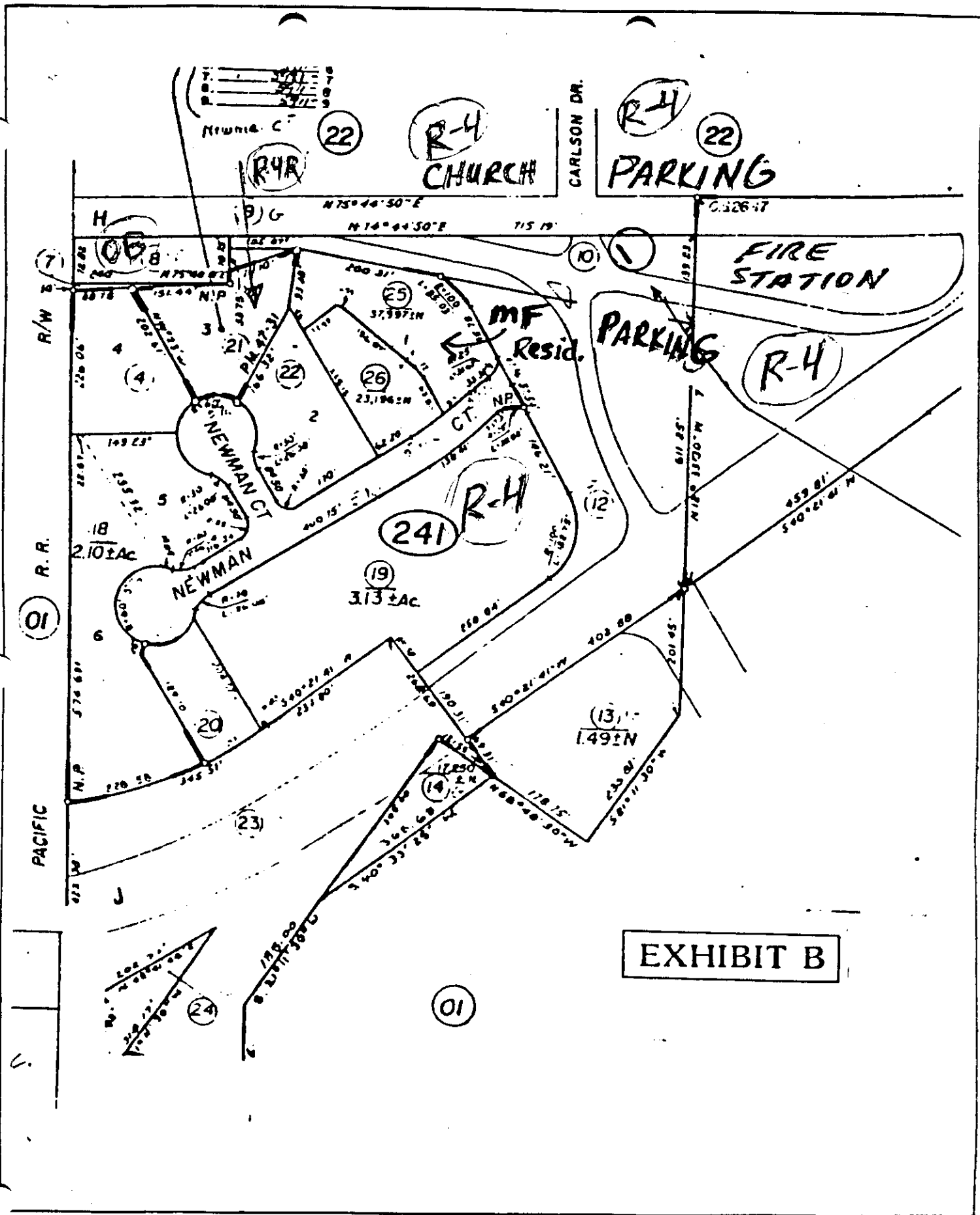


EXHIBIT B

**LAND USE & ZONING MAP**

# EXHIBIT C

## RIVER PARK GARDEN CLUB

5633 Spilman Avenue  
Sacramento, Ca. 95819  
March 31, 1987

Dept. of Planning and Development  
City of Sacramento  
1231 Eye Street  
Sacramento, California 95814

Gentlemen:

This letter is written in conjunction with the desire to obtain a Permit for the placement of a sign at the intersection of "H" St. and Carlson Drive, the entrance to our River Park community.

Our River Park Garden Club, comprised of a membership of more than 150 people, has been in existence for 36 years; its objective always being to landscape and beautify the area.

Within the last few years the club took a 1400-foot strip of un-improved land along the railroad tracks on Moddison Avenue, installing a sprinkling system and cleaning up and landscaping the entire area.

We have also planted trees and donated concrete tables and benches to our local school. Money has been donated to our Little League for landscape improvement to their baseball diamond and, of course, our newest project, the beautification of the median strip on "H" Street, at the entrance to River Park, immediately adjacent to the spot where the proposed sign is to be placed. These are just a few of the more recent projects undertaken.

Also, over the years, as our conservation project, we have purchased 15 "plantations", called our "Pennies for Pines" Project. When a member passes away a plantation is purchased, which means that money is sent to the ElDorado National Forest and approximately 2000 pine seedlings are planted to help replenish the trees that have been destroyed for one reason or another.

Your cooperation in issuing a permit to place this "River Park" sign on the specified County property will indeed be greatly appreciated by the entire membership of our organization.

Sincerely,

cc: Mr. Johnie Bramble

MRS. CHARLES JASPER  
President

PB7-297

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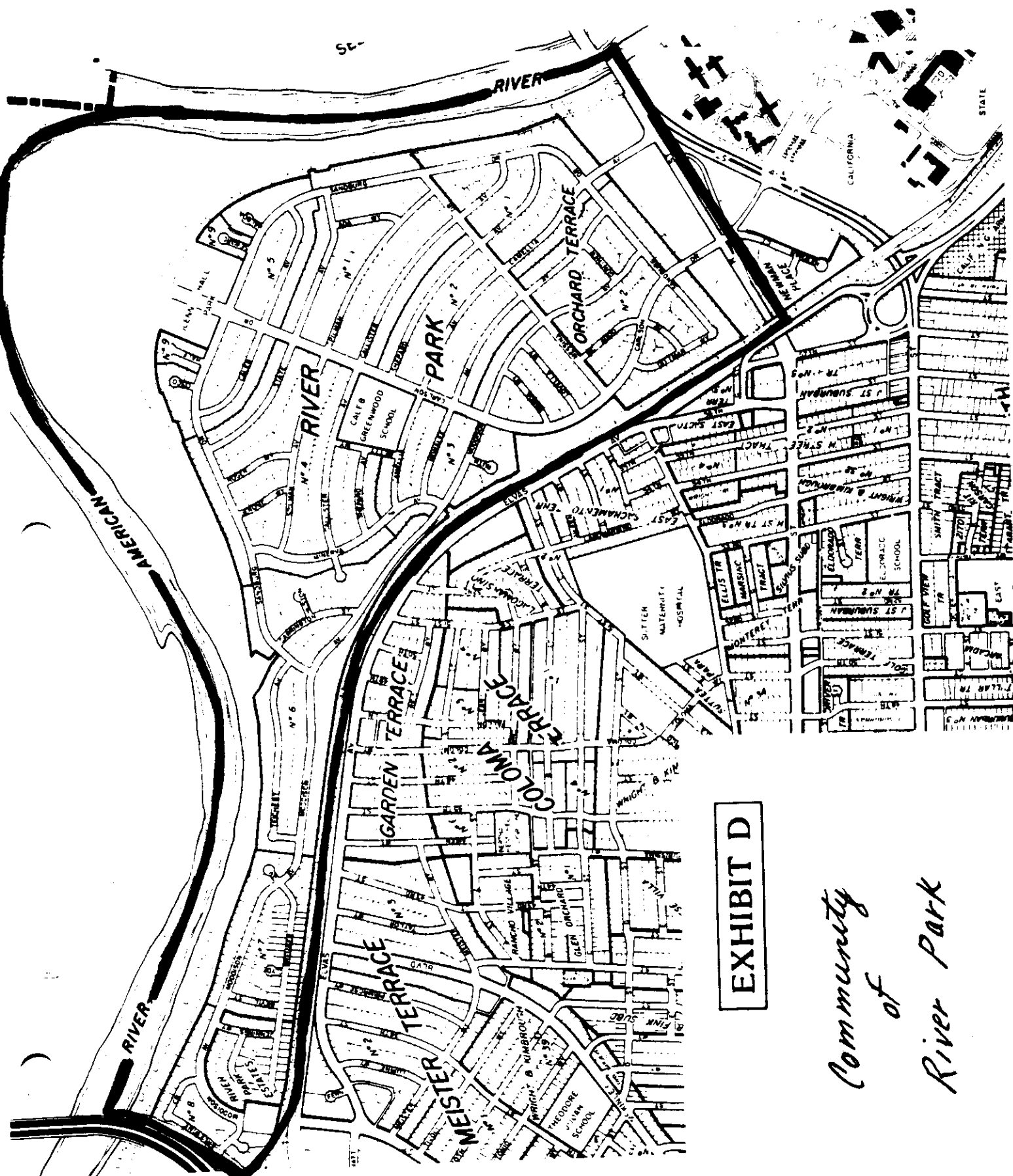


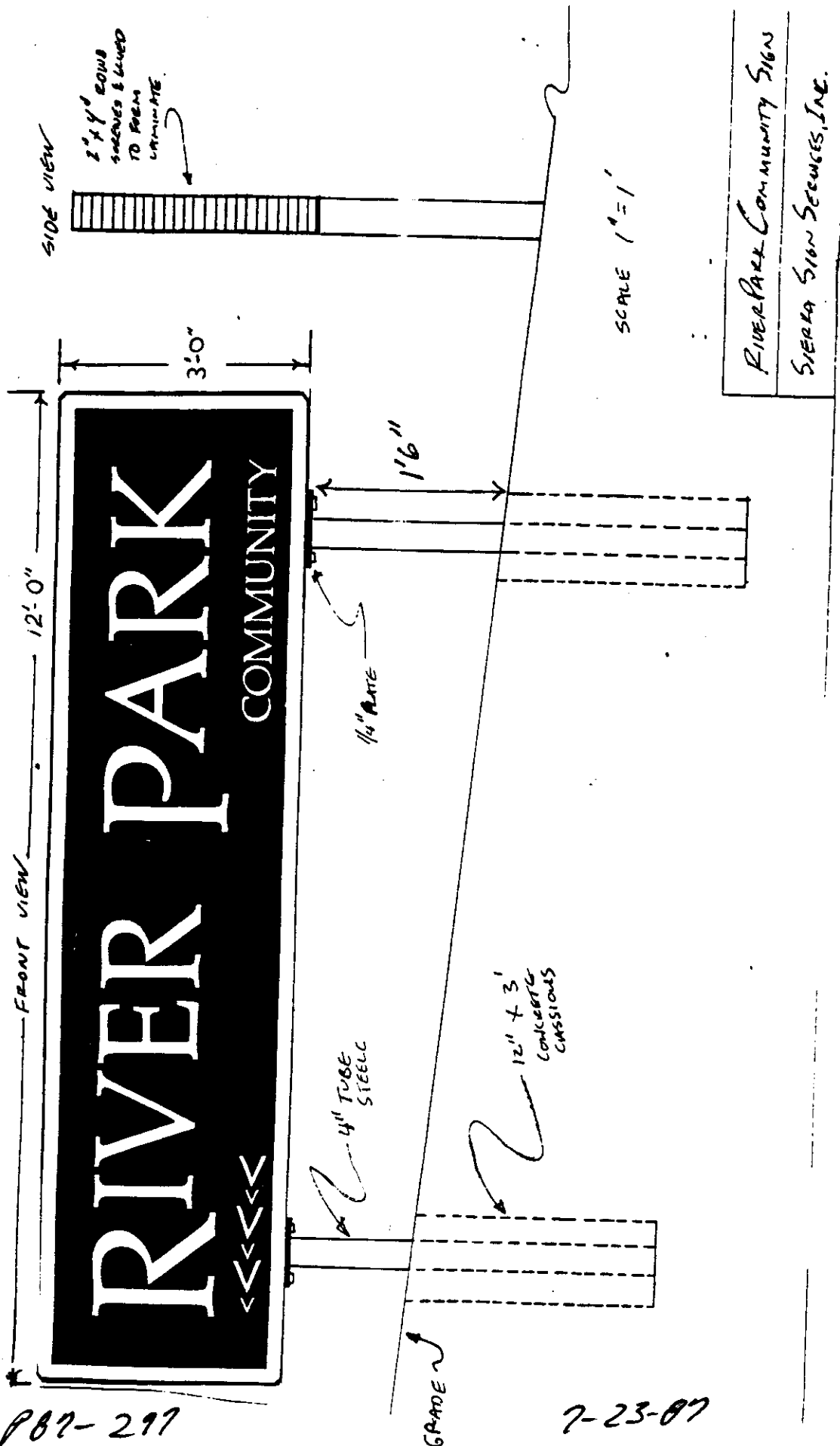
EXHIBIT D

Community  
of  
River Park

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EXHIBIT E