

PLANNING DIRECTOR'S SPECIAL PERMIT  
1231 "I" STREET, SUITE 200, SACRAMENTO, CA 95814

APPLICANT	Markershare, Inc, 2001 Tarole Court, Milpitas, CA, 95628
OWNER	Joe Chun, 7620 Green Heron Lane, Fair Oaks, CA, 95035
PLANS BY	Markershare, Inc, 2001 Tarole Court, Milpitas, CA, 95628
FILING DATE	November 14, 1991 ENVIR. DET. Exempt 15303(e), 15304(e)
ASSESSOR'S PCL. NO.	117-170-050
	REPORT BY SLY

**APPLICATION:** Planning Director's Special Permit to locate two off-site subdivision signs on one parcel totaling 3.33± acres in the Office-Business (OB) zone.

**LOCATION:** Northwest corner of Bruceville Road and Wyndham Drive

**PROPOSAL:** The applicant is requesting the necessary entitlements to locate two off-site signs for a new subdivision in order to enable prospective buyers to locate the new subdivision.

**PROJECT INFORMATION:**

General Plan Designation:	Community Neighborhood Commercial and Offices
1986 South Sacramento	
Community Plan Designation:	Office
Existing Zoning of Site:	OB
Existing Land Use of Site:	Vacant

**Surrounding Land Use and Zoning:**

North:	Vacant; OB
South:	Vacant; OB
East:	Highway 99; TC
West:	Hospital; H-R

Property Dimensions:	Irregular
Property Area:	3.33± acres
Square Footage of Sign:	32 square feet (each)
Height of Sign:	8 feet
Topography:	Flat
Street Improvements:	Existing
Utilities:	Existing

**PROJECT EVALUATION:** Staff has the following comments:

A. Land Use and Zoning

The subject site is an irregularly shaped vacant corner lot totaling 3.33± acres in the Office Building (OB) zone (see Exhibit A). The General Plan designates the subject site as Community Neighborhood Commercial and Offices and the 1986 South Sacramento Community Plan designates the site as Office. The surrounding land use and zoning for the subject site are vacant zoned, OB to the north and south; Highway 99 zoned, Transportation Corridor (TC) to the east; and a hospital zoned, Hospital-Review (H-R) to the west.

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B. Applicant's Proposal

The applicant is proposing to locate two signs for a subdivision on one off-site parcel. The signs will be 32 square feet in area and eight feet high (see Exhibits B and C). The signs are to help prospective buyers to locate the new subdivision. The Sign Ordinance requires a Planning Director's Special Permit for off-site subdivision signs.

C. Staff Analysis

Staff has no objections to applicant's request. The proposed locations for the two signs are the southwest and southeast corners of the parcel. The signs will be setback 27 feet from each property line meeting all setback requirements for the OB zone as specified in the Zoning Ordinance. There is a distance of 340 feet between the two signs.

The proposed signs meet the area and height requirements for off-site subdivision signs as required by the Sign Ordinance. Each sign is eight feet high and is 3.6 feet by eight feet with a two foot by 1.8 foot semi-circle projection on the top for a total of 32 square feet of sign area. Each sign will have two, four foot concrete footings to provide support. The signs will be made of wood and provide directions and marketing identification for a nearby subdivision. All adjacent property owners have been notified of the applicant's request and staff has not received any objections to the proposal.

D. Agency Comments:

The proposed project was reviewed by Traffic Engineering, Building Inspections, and Engineering Development and the following comments were received:

Building Inspections staff comments:

The proposed locations for the off-site signs are acceptable.

ENVIRONMENTAL DETERMINATION: The Environmental Services Manager has determined that this project is exempt from environmental review pursuant to State EIR Guidelines (California Environmental Quality Act, Section 15303(e) and 15304(e)).

RECOMMENDATION: Staff recommends the Planning Director approve the Special Permit to locate two off-site subdivision signs on one parcel subject to the conditions and based upon the findings of fact which follow.

Conditions:

1. Size and location of the signs shall conform to the plans submitted.
2. The applicant shall obtain all necessary sign permits prior to erecting the signs.
3. The Special Permit for the two off-site signs will expire two (2) years from the date of approval.

Findings of Fact:

1. The proposed project, as conditioned, is based upon sound principles of land use in that off-site subdivision marketing signs are permitted in any zone with a Planning Director's Special Permit.
2. The project will not be detrimental to the public health, safety, or welfare nor result in a nuisance in that:
  - a. the signs are not located within any required setback area;

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- b. the signs will be securely anchored in the ground with four foot concrete footings; and
  - c. the signs will be compatible with other directional signs in the area.
3. The project is consistent with the General Plan and the 1986 South Sacramento Community Plan which designate the subject site as Community Neighborhood Commercial and Offices and Office respectively.

Report Prepared By:

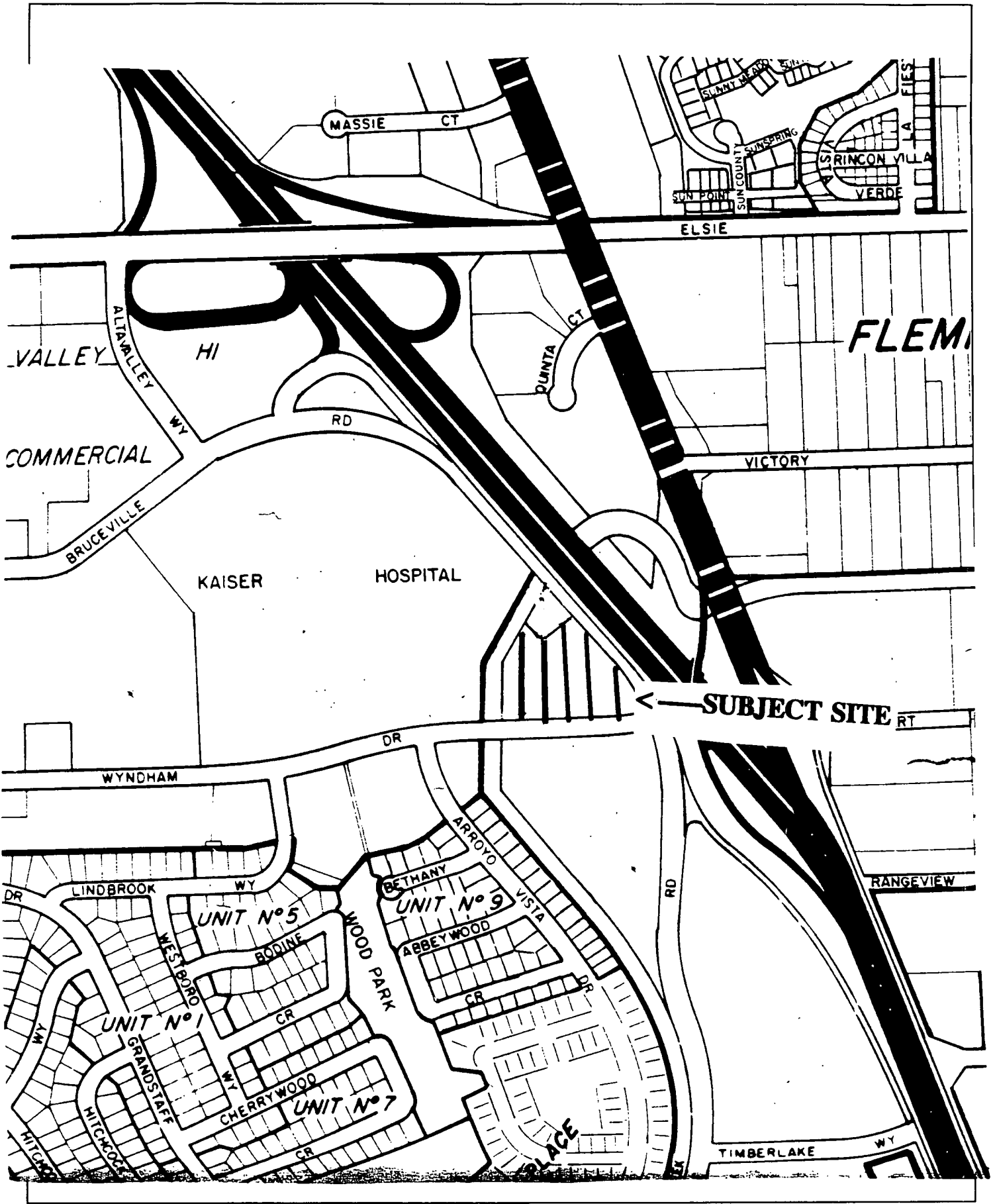
Sandra L. Yope  
Sandra L. Yope  
Assistant Planner

7 JAN 92  
Date

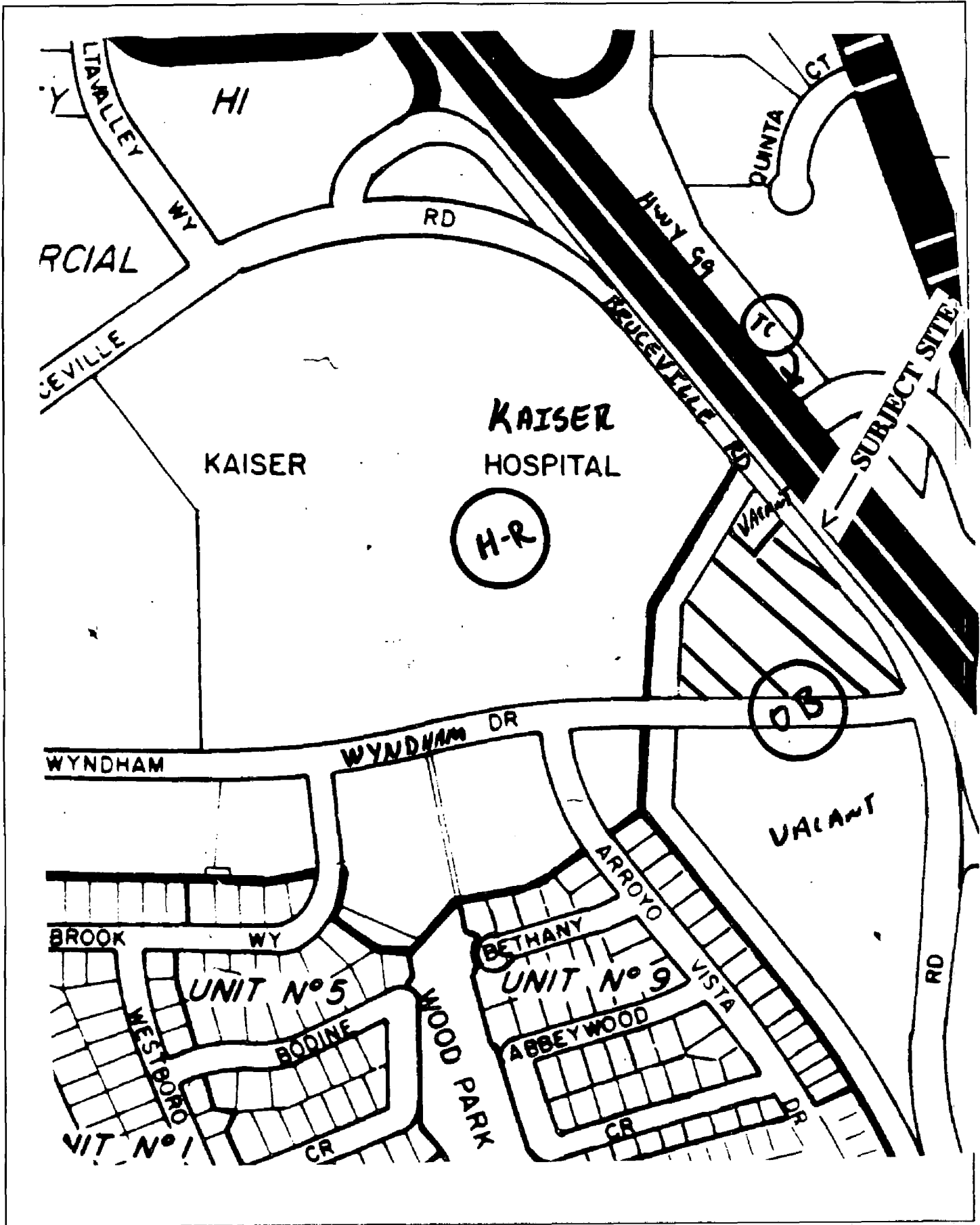
Recommendation Approved By:

Gary L. Stonehouse  
Gary Stonehouse  
Planning Director

1-9-92  
Date



VICINITY MAP



**LAND USE & ZONING MAP**

**EXHIBIT - A**  
**SITE PLAN**

To US 99 ➤

N  
Scale 1" : 40'

APN # 117-170-050

Sign # SA204  
# 2

Sign # SA205  
# 1

BRUCEVILLE RD.

WYNDHAM DR.

307.15'

50'

50'

15'

340.79'

118.53'

50'

60 feet

65.99'

58'

27'

60 feet

REGENCY PLACE Off-site PROGRAM

MARKETSHARE INC. (408)262-0677

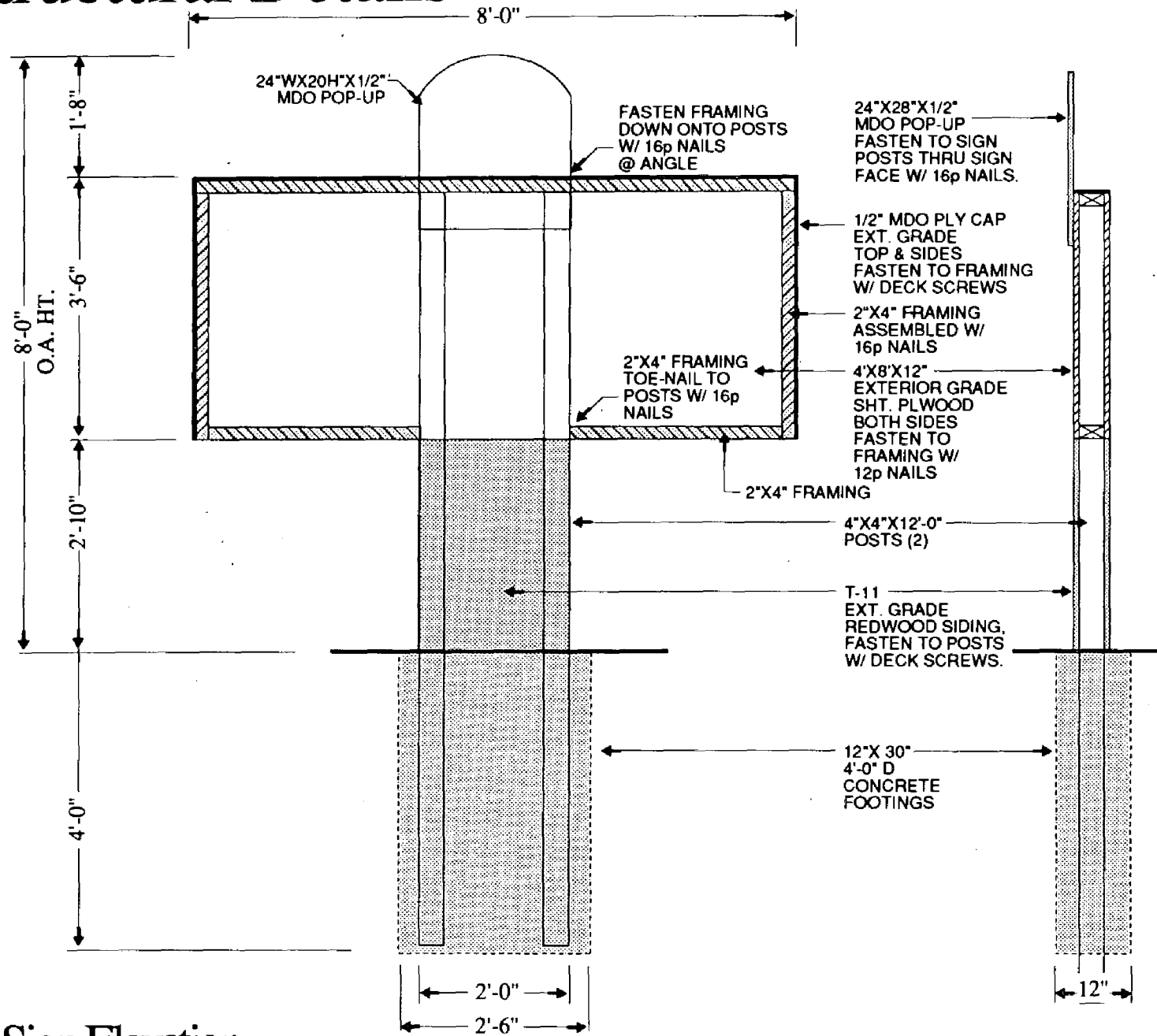
Contact : Scott Bostwick

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# Structural Details

EXHIBIT B



Sign Elevation

Scale: 1/2" = 1'-0"

Project: Regency Place	
Client: Pacific Adult Communities	
Date: 10-28-91	Page: 3 of 5
Revise: Job: 90-3221	

**Marketshare Inc.**  
 2001 TAROB COURT, MILPITAS, CA 95035  
 (408) 262-0677 FAX (408) 262-9328

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EXHIBIT C

# Off-Site Directional Sign #1

NORTH FACE

Side 2



## Sign Elevation

Scale: 1/2"=1'-0"

D/F Boxed MDO Ply Sign with Deco Base as shown.  
Side One to Read "Left Here"  
See Page 3 for Structural Details.



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EXHIBIT D

# Off-Site Directional Sign #1


SOUTH FACE



## Sign Elevation

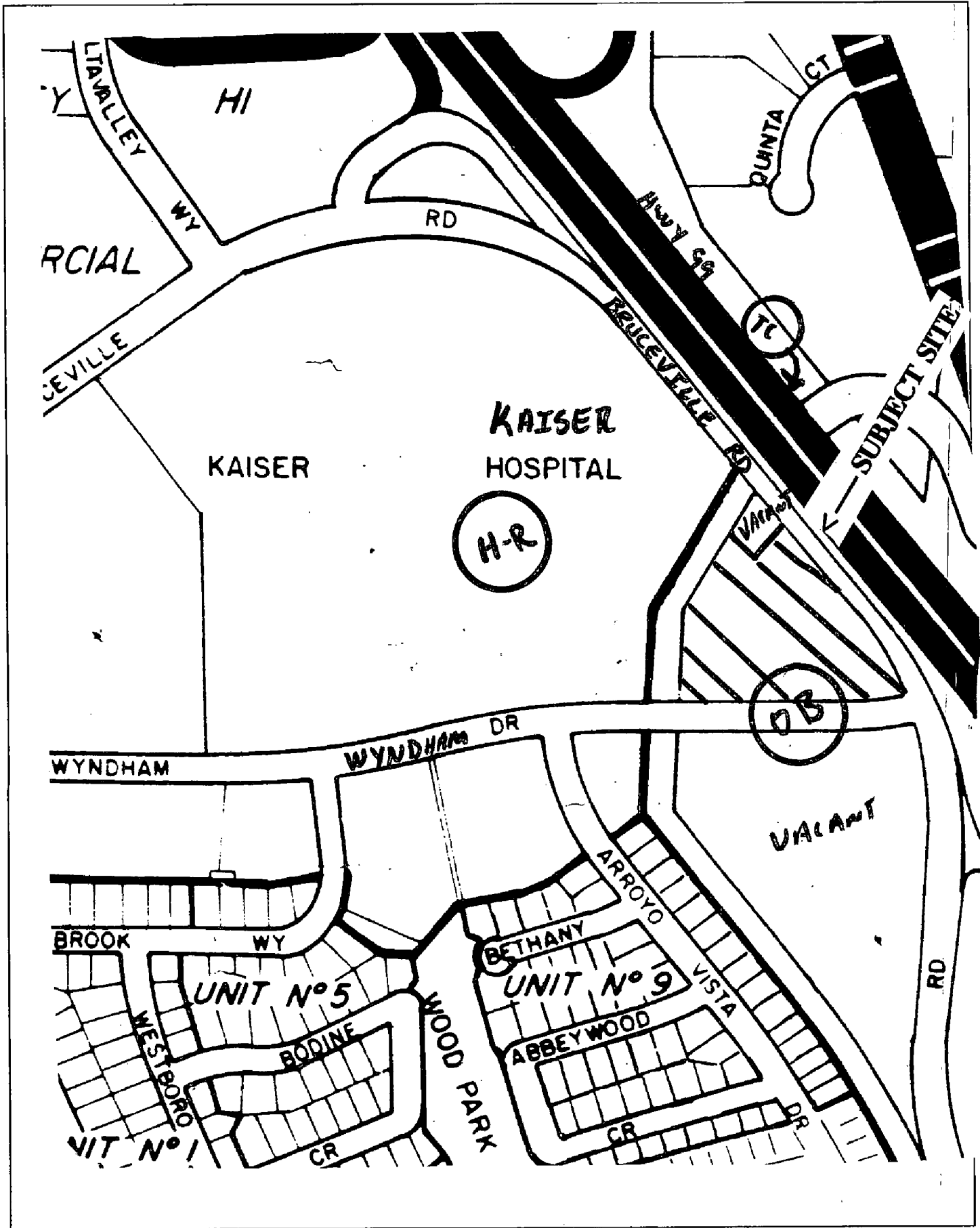
Scale: 1/2"=1'-0"

D/F Boxed MDO Ply Sign with Deco Base as shown.  
 Side 2 to Read "Right Here" w/ Rt. Arrow.  
 See Page 3 for Structural Details.

 <b>Marketshare Inc.</b> 2001 TAROB COURT, MILPITAS, CA 95035 (408) 262-0677 FAX (408) 262-9328	<b>Project:</b> Regency Place	
	<b>Client:</b> Pacific Adult Communities	
	<b>Date:</b> 10-28-91	<b>Page:</b> 4 of 5
	<b>Revise:</b>	<b>Job:</b> 90-3221

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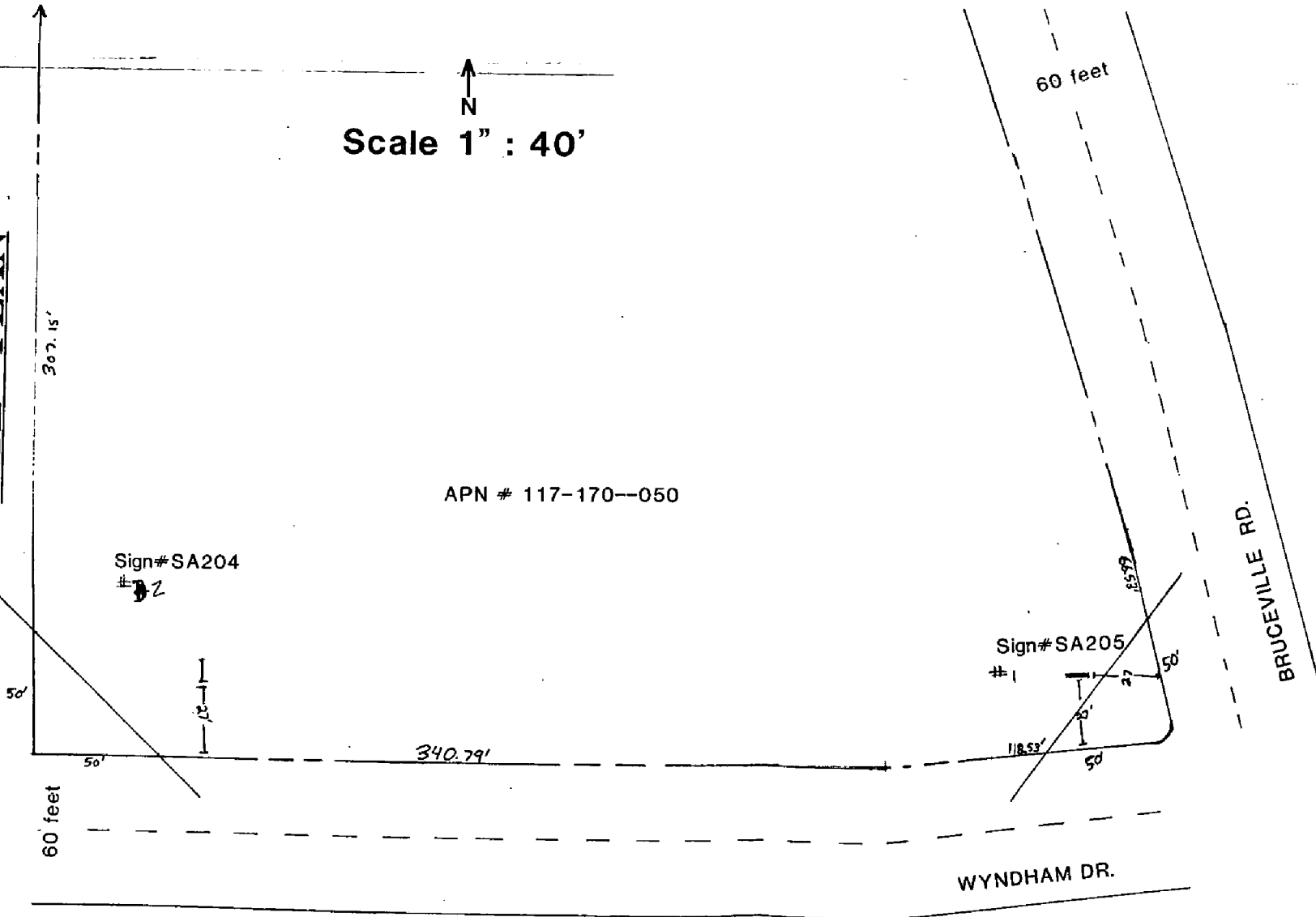
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**LAND USE & ZONING MAP**

**EXHIBIT - A  
SITE PLAN**

↑ N  
**Scale 1" : 40'**



APN # 117-170-050

Sign # SA204  
# 2

Sign # SA205  
# 1

BRUCEVILLE RD.

WYNDHAM DR.

To US 99 →

REGENCY PLACE Off-site PROGRAM

MARKETSHARE INC. (408)262-0677

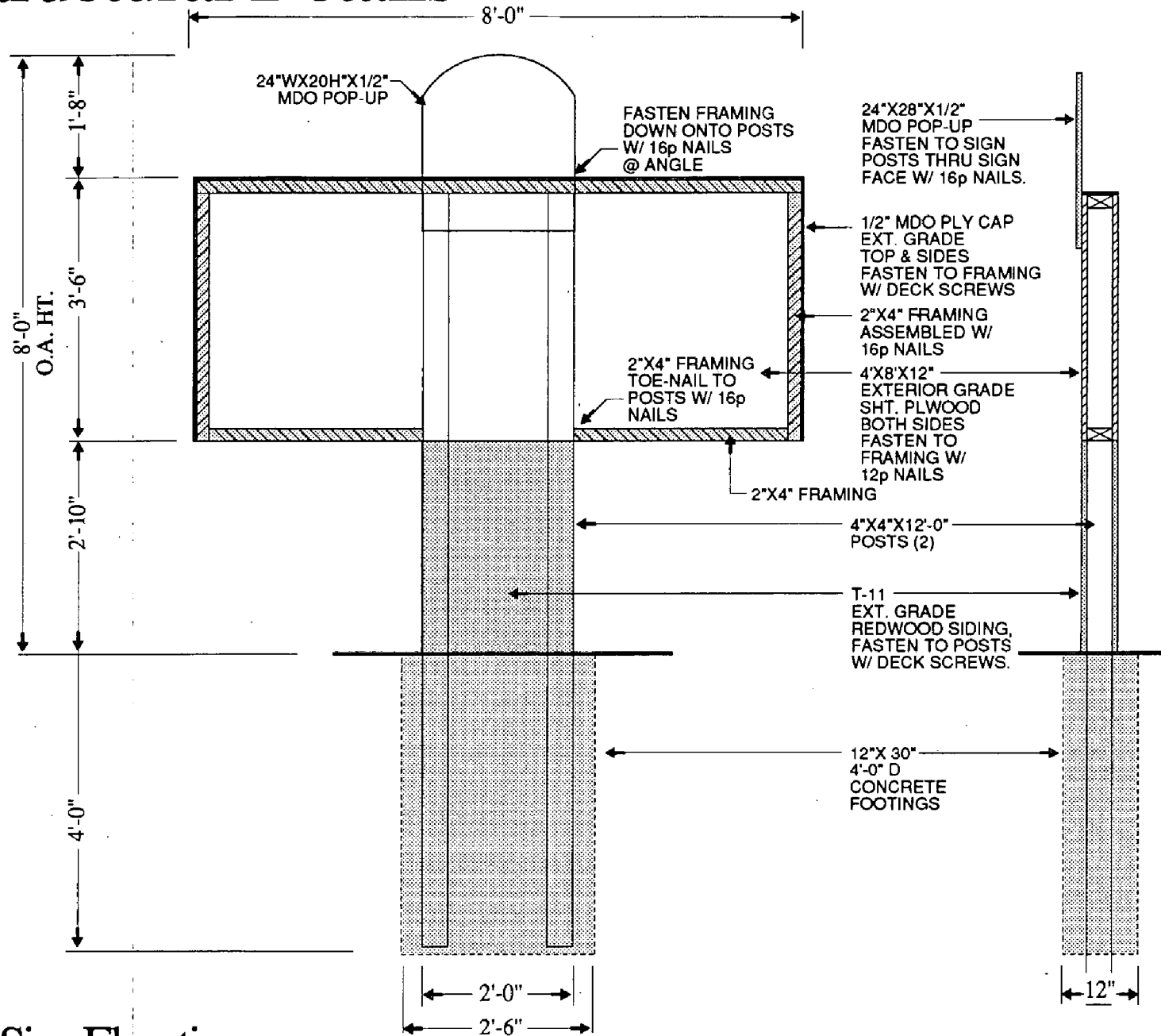
Contact : Scott Bostwick

001411

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# Structural Details

EXHIBIT B



Sign Elevation

Scale: 1/2" = 1'-0"

Project:	Regency Place
Client:	Pacific Adult Communities
Date:	10-28-91
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EXHIBIT C

# Off-Site Directional Sign #1

NORTH FACE

Side 2



## Sign Elevation

Scale: 1/2"=1'-0"

D/F Boxed MDO Ply Sign with Deco Base as shown.  
Side One to Read "Left Here"  
See Page 3 for Structural Details.



**Marketshare Inc.**

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(408) 262-0677 FAX (408) 262-9328

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Job: 90-3221

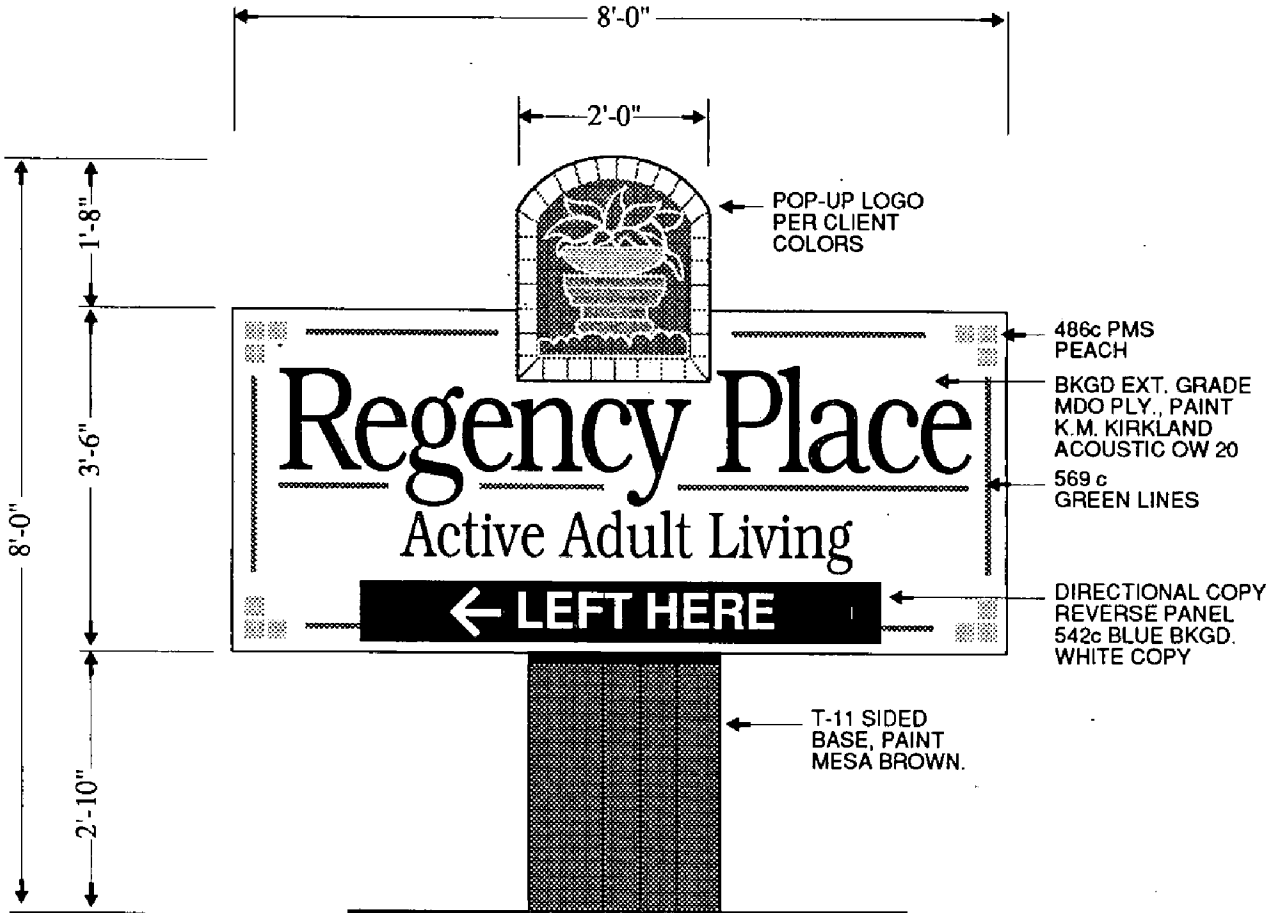
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EXHIBIT D

# Off-Site Directional Sign #1


SOUTH FACE



## Sign Elevation

Scale: 1/2"=1'-0"

D/F Boxed MDO Ply Sign with Deco Base as shown.  
Side 2 to Read "Right Here" w/ Rt. Arrow.  
See Page 3 for Structural Details.

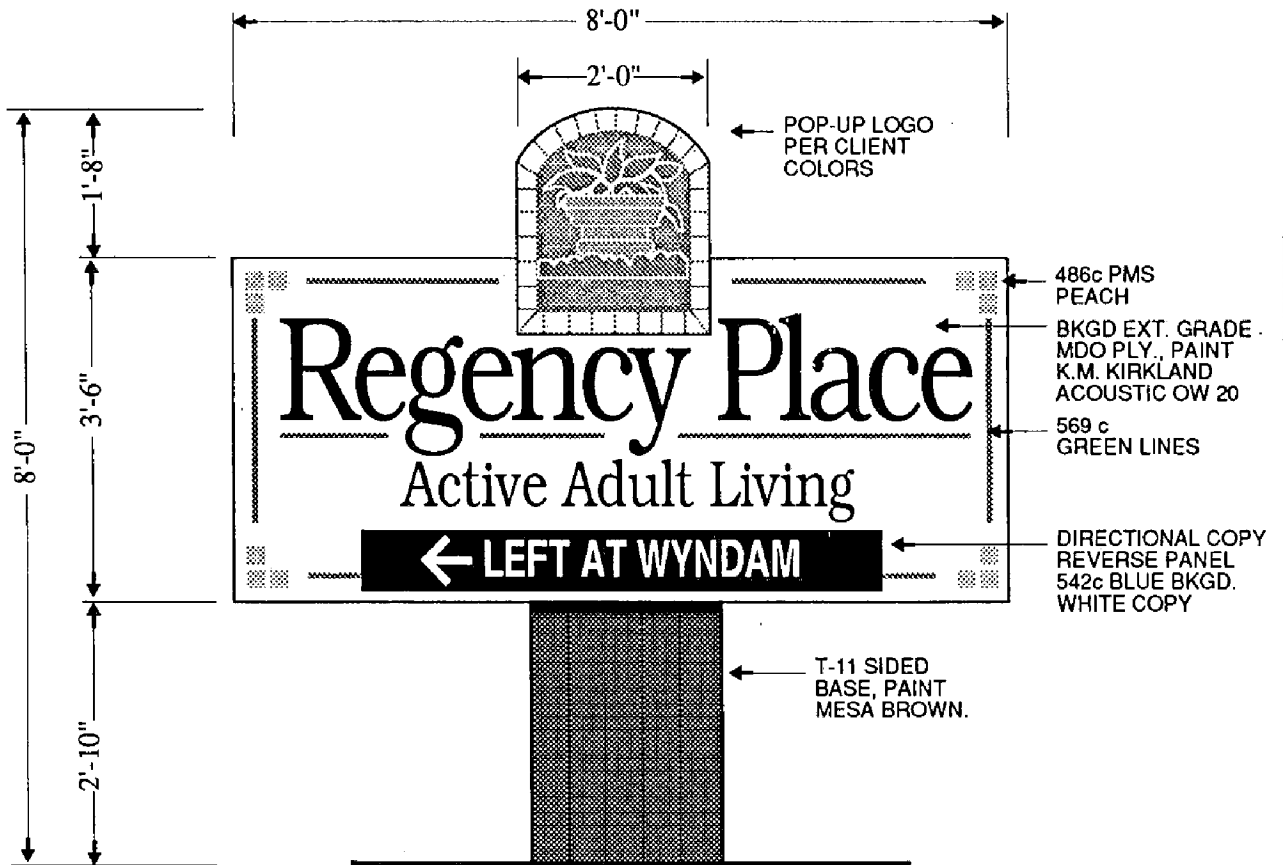
 <b>Marketshare Inc.</b> 2001 TAROB COURT, MILPITAS, CA 95035 (408) 262-0677 FAX (408) 262-9328	<b>Project:</b> Regency Place	
	<b>Client:</b> Pacific Adult Communities	
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	<b>Revise:</b>	<b>Job:</b> 90-3221

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EXHIBIT E

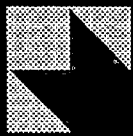
# Off-Site Directional Sign #32



## Sign Elevation

Scale: 1/2"=1'-0"

S/F Boxed MDO Ply Sign with Deco Base as shown.  
See Page 3 for Structural Details.



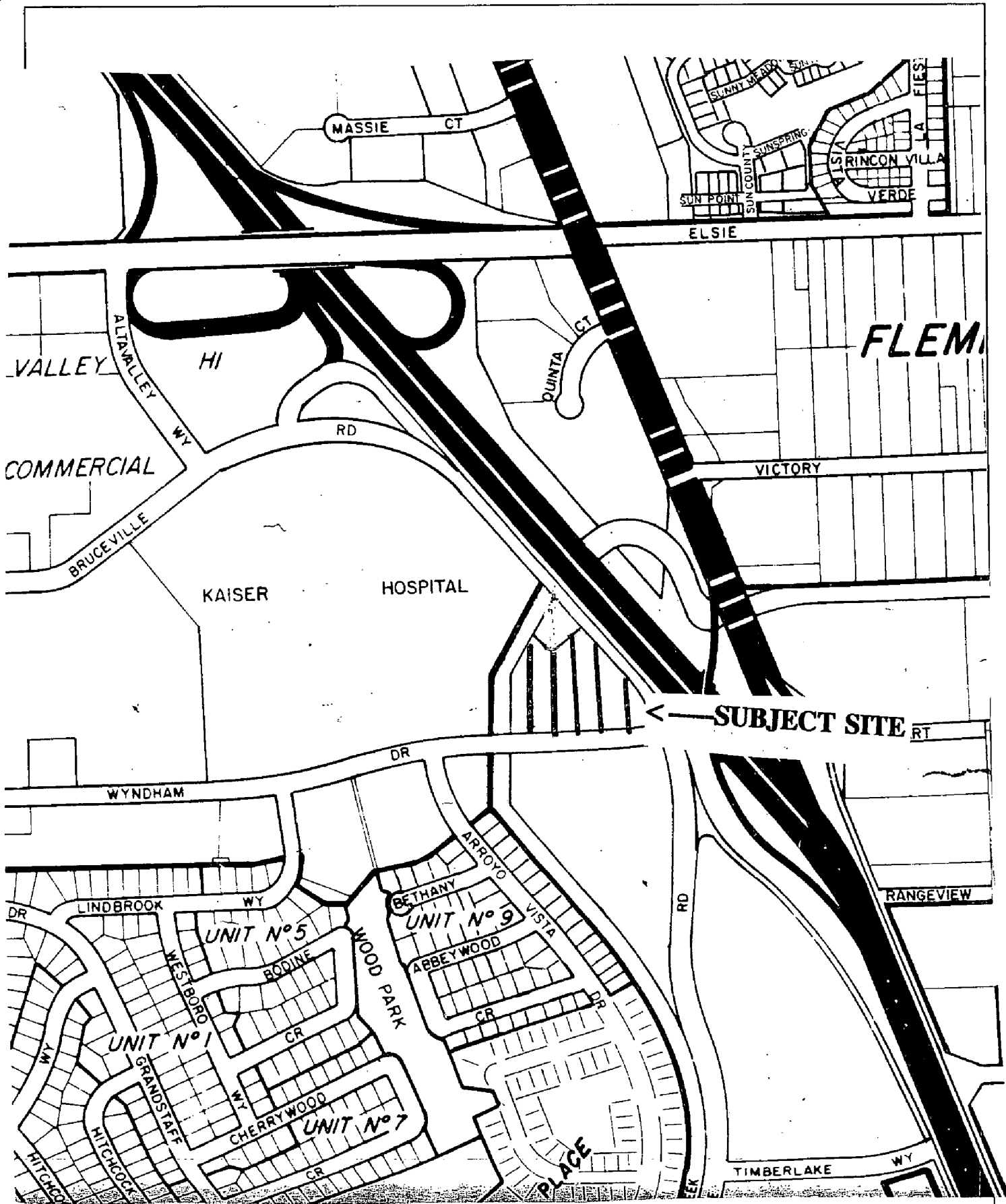
**Marketshare Inc.**

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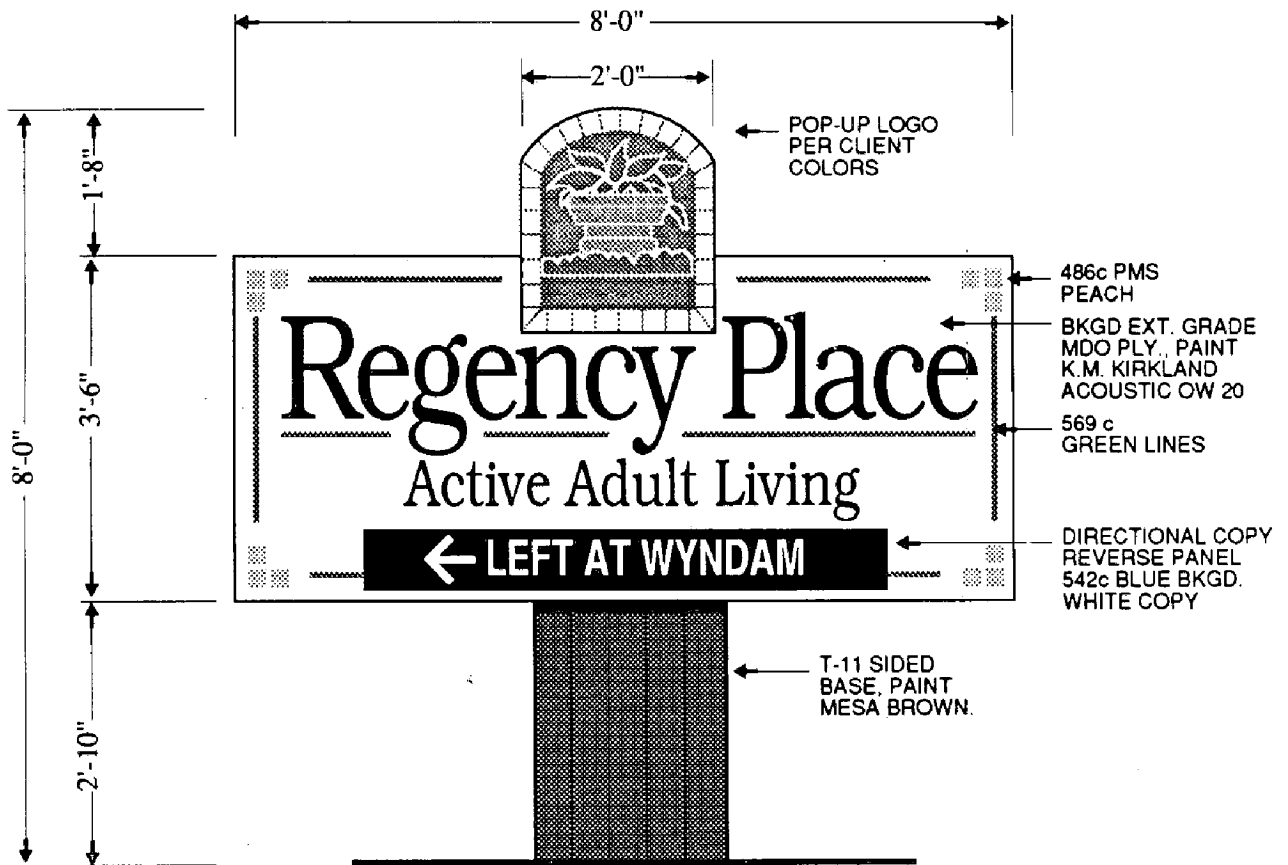


VICINITY MAP



EXHIBIT E

# Off-Site Directional Sign #32



## Sign Elevation

Scale: 1/2"=1'-0"

S/F Boxed MDO Ply Sign with Deco Base as shown.  
See Page 3 for Structural Details.



**Marketshare Inc.**

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