

CITY PLANNING COMMISSION

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

APPLICANT <u>Diamond Signs, Inc., 2001 Tarob Court, Milpitas, CA 95035</u>		
OWNER <u>William Cummings, 7700 College Town Drive, CA 95826</u>		
PLANS BY <u>Diamond Signs, Inc., 2001 Tarob Court, Milpitas, CA 95035</u>		
FILING DATE <u>10/5/84</u>	50 DAY CPC ACTION DATE _____	REPORT BY: <u>SD:bw</u>
NEGATIVE DEC. <u>Ex. 15303(e)</u>	EIR _____	ASSESSOR'S PCL. NO. <u>119-070-33</u>

APPLICATION: Special Permit for a subdivision marketing sign (Sec. 3.194, Sign Ord.)

LOCATION: Southwest corner of Mack Road & Franklin Boulevard

PROPOSAL: The applicant is requesting the necessary entitlement to erect an off-site regional subdivision marketing sign.

PROJECT INFORMATION:

1974 General Plan Designation:	Commercial/Office
1968 Valley Hi Community Plan Designation:	Shopping/Commercial
Existing Zoning of Site:	C-2
Existing Land Use of Site:	Vacant

Surrounding Land Use and Zoning:

North:	Vacant; R-2A-R
South:	Single Family; R-1
East:	Bank; C-2
West:	Single Family; R-1

Property Dimensions:	Irregular
Property Area:	14± acres
Square Footage of Sign:	8' x 16'
Height of Sign:	14 feet
Illumination:	Non-illuminated
Topography:	Flat

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PROJECT EVALUATION: Staff has the following comments:

- A. The subject site is located at the southwest corner of Mack Road and Franklin Boulevard. The site is 14± acres in size. It is located in the General Commercial (C-2) zone and is currently vacant. Several developing subdivisions are located south of the site. The applicant proposes to erect an 8' x 16' regional subdivision marketing sign. The project is compatible with the Sign Ordinance which allows for the placement of off-site subdivision marketing signs subject to special permit approval. The project is, therefore, compatible with applicable plans.
- B. The proposed regional sign consists of four 4' x 8' signs advertising four subdivisions under construction in the area. The sign area totals 128 square feet. Overall height would be 14 feet. The applicant has indicated that Lockshire Subdivision is one which will be advertised at this time; no art work was submitted. The sign is to be non-illuminated. The sign will be positioned at such an angle as to be visible from both Franklin Boulevard and Mack Road, and will, therefore, be single-faced. The sign will be located out of the setback area which is established by existing residential uses along each frontage.

- C. The Sign Ordinance specifies that the Planning Commission may issue a special permit for a temporary sign in any zone in connection with the marketing of lots or structures in a subdivision.

It further specifies that the time limit for each sign is one year, and that the sign must comply with all applicable setback requirements for the zoning district in which the property is located. Since the applicant's proposal conforms with the regulations set forth in the Sign Ordinance and Zoning Ordinance, staff has no objection to the request. In addition, the proposed regional sign reduces the proliferation of such signs in the area by eliminating the need for three other subdivision signs.

- D. Field inspection revealed an illegally placed subdivision sign located at the corner of Mack Road and Franklin Boulevard. This sign should be removed prior to issuance of necessary permits for this sign.

ENVIRONMENTAL DETERMINATION: The 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 the following conditions and Findings of Fact.

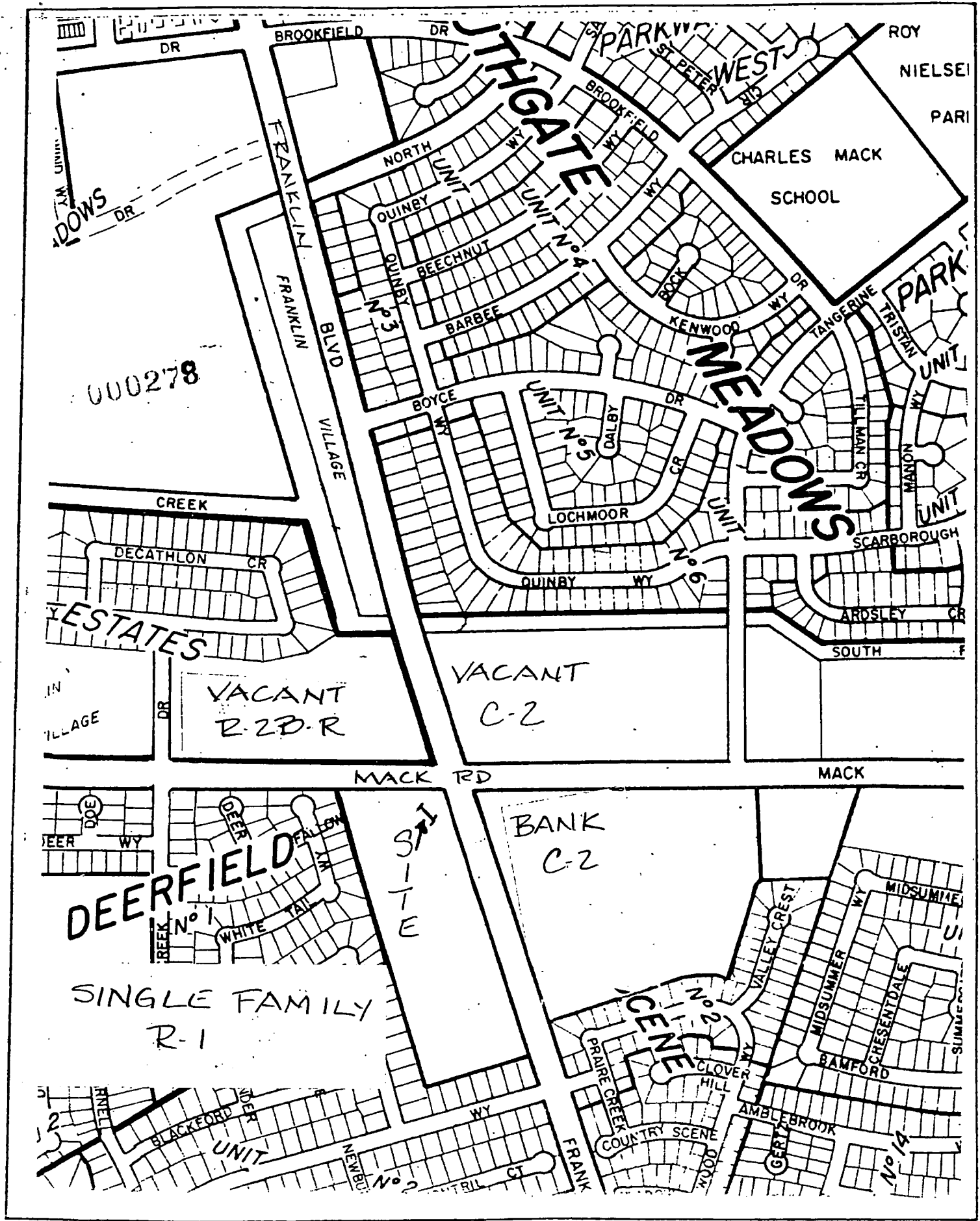
Conditions

1. The permit shall be granted for one year, or to November 8, 1985.
2. The existing illegal subdivision sign shall be removed prior to issuance of sign permits.
3. The sign shall maintain setbacks established by the residential uses established on Franklin Boulevard and Mack Road.

Findings of Fact

1. The proposal is based on sound principles of land use, in that:
  - a. the sign will be located on the site for a temporary period;
  - b. the sign conforms to the setback and height limitations set forth in the Zoning Ordinance;
  - c. the sign would be located along a major street.
2. The proposed project is not injurious to the public, in that:
  - a. the proposed sign would not obstruct visibility for motorists traveling along Mack Road or Franklin Boulevard due to adequate setbacks;
  - b. the proposed sign will reduce the proliferation of such signs in the area.
3. The proposal is in conformance with the 1974 General Plan and Valley Hi Community Plan, in that:
  - a. the General Plan designates the site for commercial uses;
  - b. the Valley Hi Community Plan designates the site for shopping/commercial;
  - c. subdivision signs are permitted in any zone, subject to approval of a special permit by the Planning Commission.

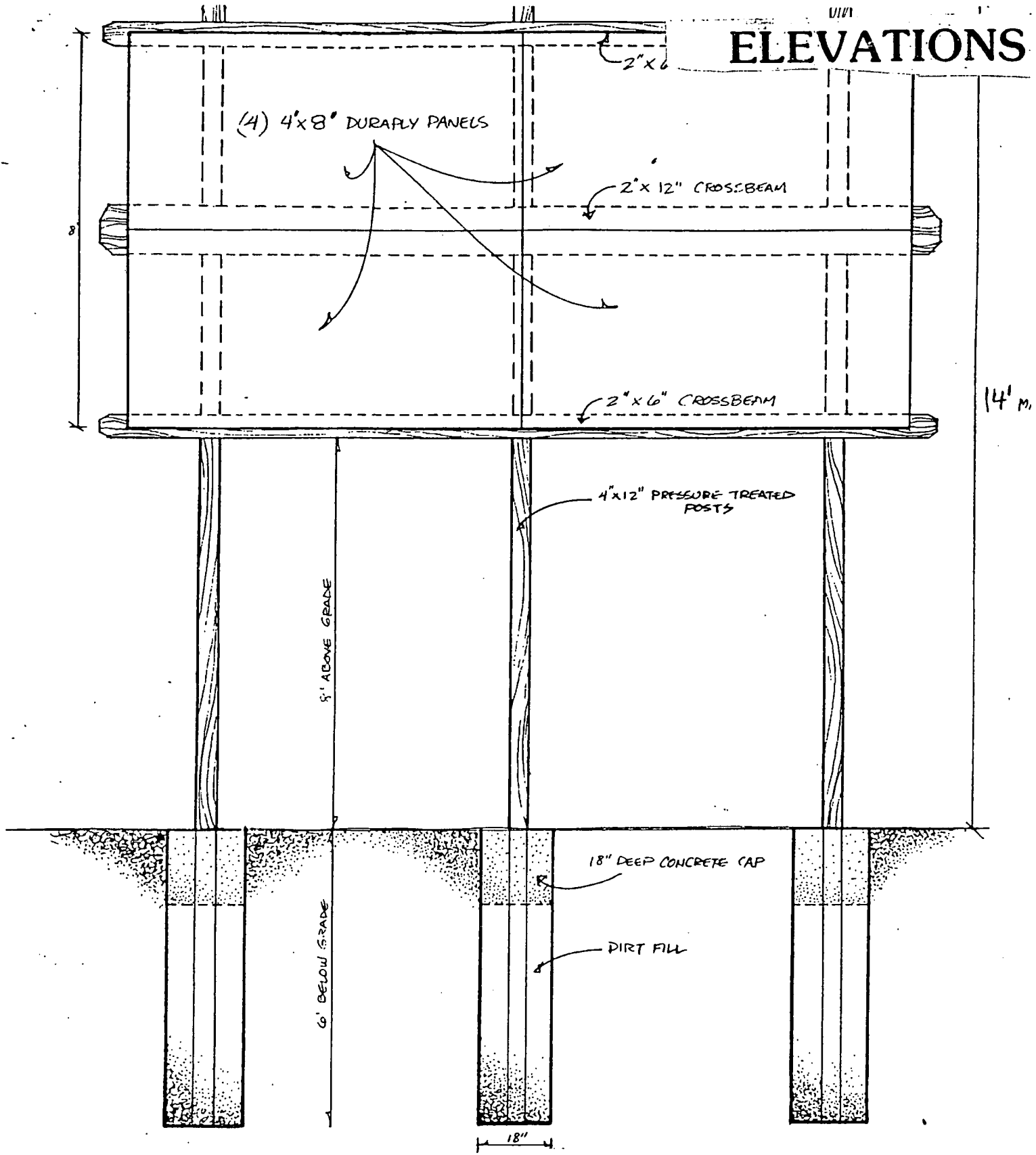
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VICINITY - LAND USE - ZONING



# ELEVATIONS



000279

S/W Franklin and Mack  
11-8-84

ARTIST P 84-374  
DATE

4'x8' Regional Structure

REVISIONS No. 19