



CITY OF SACRAMENTO

21

CITY MANAGER'S OFFICE
RECEIVED

MAR 21 1980

Marty Van Duyn

PLANNING DIRECTOR

CITY PLANNING DEPARTMENT

915 T STREET
CITY HALL - ROOM 208

SACRAMENTO, CALIF. 95814
TELEPHONE (916) 448-0804

March 20, 1980

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: Appeal of Planning Commission's Denial of a Special Permit Application for an off-site subdivision directional sign (P-8839)

LOCATION: North side of Riverside Boulevard, at Florin Road

SUMMARY

The applicant is proposing to locate a five foot by ten foot subdivision directional sign on a vacant parcel located in the A zone. The purpose of the sign is to direct traffic to the Parkway Oaks Subdivision located approximately one-half mile south of the subject site. The Planning Commission, in concurrence with staff, denied the request and the decision was subsequently appealed to the City Council.

BACKGROUND

The subject site is a long and narrow vacant parcel that is surrounded by existing development. There is a vacant site and residential development to the north, commercial to the south, residential and commercial to the east, and the Elks Lodge to the west.

The proposed sign would indicate a "left turn" in order to direct traffic along Florin Road to the subdivision site. The Planning Commission felt that the additional sign was not necessary because when one reaches the terminus of Florin Road, you would have to make either a right or left turn, and the left turn direction could be placed on another sign that is located south of Kennedy High School which is approximately three-fourths of a mile from the subject site along Florin Road.

APPROVED HENG CLSD.
BY THE CITY COUNCIL

MAR 25 1980

OFFICE OF THE
CITY CLERK

INTENT TO DENY
APPEAL BASED ON
F. of F. DUE
4-1-80

The Planning Commission also felt that since the site is surrounded by urban development, the approval of any signs for this site would visually detract from the existing buildings and landscaping that surround the site.

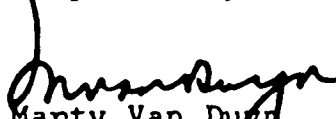
VOTE OF COMMISSION

On February 14, 1980, the Planning Commission by a vote of seven ayes, two absent, denied the request.


RECOMMENDATION

The staff and Planning Commission recommend that the City Council deny the appeal.

Respectfully submitted,


Marty Van Duyn
Planning Director

FOR TRANSMITTAL TO COUNCIL:


Walter J. Slupe, City Manager

MVD:HY:jm
Attachments
P-8839

March 25, 1980
District No. 8

SACRAMENTO CITY PLANNING COMMISSION

MEETING DATE February 14, 1980
 ITEM NO. 6 FILE NO. P-8839
M-

REZONING TENTATIVE MAP
 SPECIAL PERMIT AIR DETERMINATION
 VARIANCE EXT. OF PERMIT
 SUBD. MOD. OTHER

LOCATION: At back of 1st floor building at
1117 Terminal of Elvert Road

Recommendation:

Favorable Petition Correspondence
 Unfavorable

PROPOSERS		
NAME	ADDRESS	
<u>Doug Hirsig (Diamond Signs)</u>		

OPPONENTS		
NAME	ADDRESS	

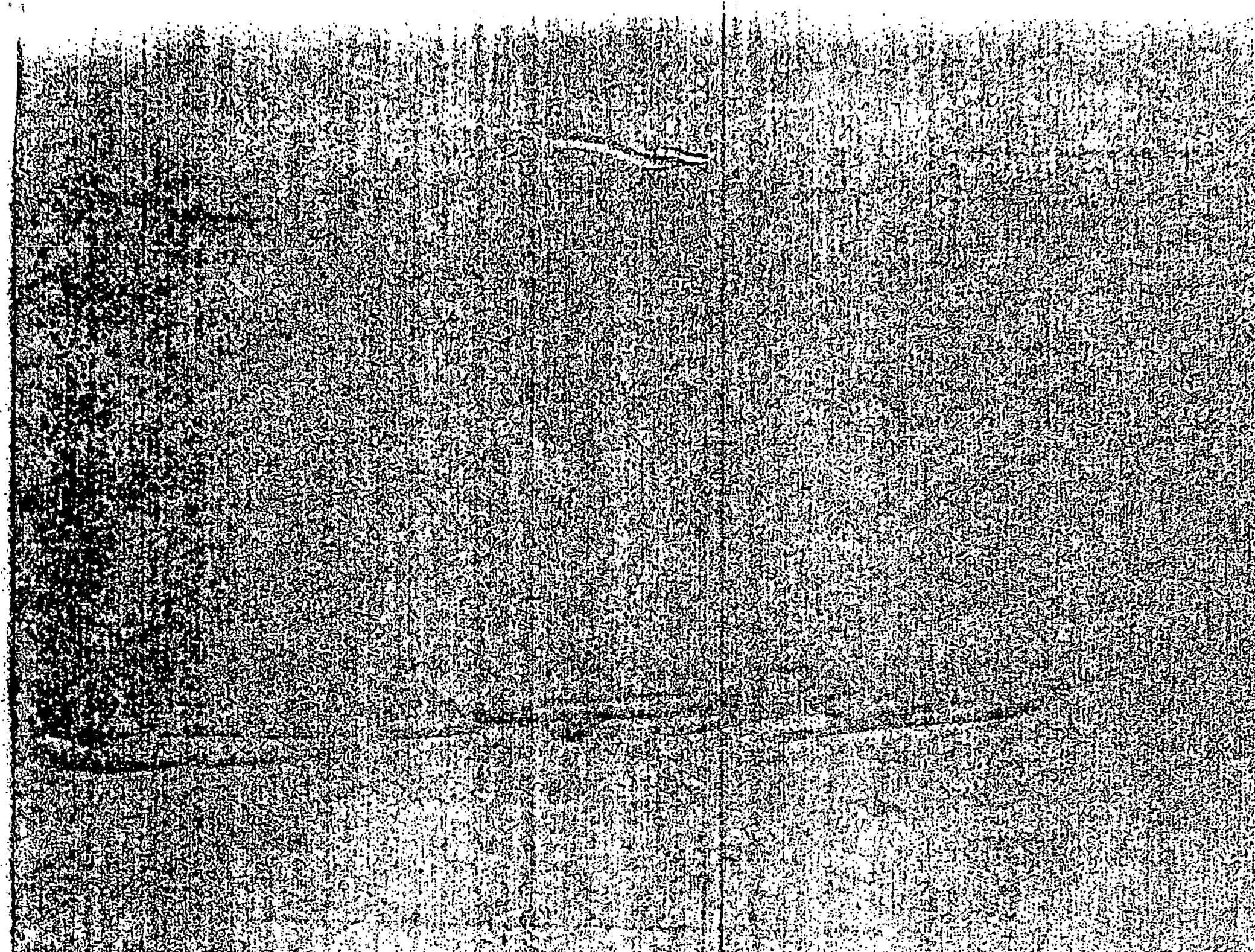
MOTION NO. _____

	YES	NO	MOTION	2ND
Augusta	<u>absent</u>			
Flores	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Fong	<input checked="" type="checkbox"/>			
Goodin	<u>absent</u>			
Hunter	<input checked="" type="checkbox"/>			
Muraki	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Simpson P	<input checked="" type="checkbox"/>			
Simpson S	<input checked="" type="checkbox"/>			
Silva	<input checked="" type="checkbox"/>			

MOTION:

- TO APPROVE
- TO DENY
- TO APPROVE ~~SUBJECT TO COND. &~~ BASED ON FINDINGS OF FACT IN STAFF REPORT
- INTENT TO APPROVE SUBJ. TO COND. & BASED ON FINDINGS OF FACT DUE _____
- TO RECOMMEND APPROVAL _____ & FORWARD TO CITY COUNCIL
- TO RATIFY NEGATIVE DECLARATION
- TO CONTINUE TO _____ MEETING
- OTHER _____

EXHIBITS: A. Site Plan
 B. Floor Plan
 C. Elevation
 D. Landscaping



NOTICE OF APPEAL OF THE DECISION OF THE CITY PLANNING COMMISSION
SACRAMENTO CITY PLANNING COMMISSION

FEB 25 1980

RECEIVED

DATE: 2-25-80

TO THE PLANNING DIRECTOR:

I do hereby make application to appeal the decision of the City Planning Commission of 2-14-80 when:
(Date)

Rezoning Application Variance Application
 Special Permit Application

was: Granted, Denied by the Commission

GROUND FOR APPEAL: _____

PROPERTY LOCATION: RIVERSIDE BLVD. @ N. TERMINUS OF FLORIN RD.

PROPERTY DESCRIPTION: RIVERSIDE

ASSESSOR'S PARCEL NO. 030 - 041 - 05

PROPERTY OWNER: L + P LAND DEVELOPMENT, INC.

ADDRESS: 6355 RIVERSIDE BLVD. SACTO. 95831

APPLICANT: DIAMOND SIGNS, INC.

ADDRESS: 757 COMMERCIAL ST. SAN JOSE 95112

APPELLANT: *Raymond K. Kenealy*
(SIGNATURE)


ADDRESS: 757 COMMERCIAL ST. SAN JOSE 95112

FILING FEE: \$50.00. Receipt No. 5048

FORWARDED TO CITY COUNCIL ON DATE OF: _____

P- 8839

(4 COPIES REQUIRED)

- 
- 1) No consideration of entire directional program or sequence of directional information.
 - 2) No consideration of project location or accessibility in relation to the number of signs, that might be required for an effective directional program.
 - 3) Signs represent key locations in that signs would direct traffic from two key I-5 exits (Riverside and Florin) leading to the project.
 - 4) Denial of locations would render 3 previously approved locations on 4 join ineffective, as traffic directed from 99 and I-5 would lock the key directional information at the intersection of Riverside and Florin.
 - 5) Proposed signs represent a temporary use with no lasting environmental impact and, therefore, do not warrant the same consideration or conditions as those of a permanent use.

DIAMOND
interior-exterior graphics

STAFF REPORT CORRECTED 2-14-80
CITY PLANNING COMMISSION
915 "T" STREET - SACRAMENTO, CALIFORNIA 95814

APPLICANT	Leonard & Co. - 757 Commercial St., San Jose, CA 95112		
OWNER	L & P Land Development, Inc. - 6355 Riverside Blvd., Sacramento 95831		
PLANS BY	Leonard & Co. - 757 Commercial St., San Jose, CA 95112		
FILING DATE	10-25-79	60 DAY CPC ACTION DATE	REPORT BY: JM:sg
Exempt Section	15060	ETR	ASSESSOR'S PCL. NO. 030-041-05

APPLICATION: 1. Environmental Determination
2. Special Permit to locate a 5' x 10', 14' high, non-illuminated, off-site temporary subdivision directional sign.

LOCATION: Set back 10+' from Riverside Boulevard at northerly terminus of Florin Road.

PROJECT INFORMATION:

General Plan Designation: Residential
Pocket Area Community Plan
Designation: Residential
Existing Zoning of Site: A
Existing Land Use of Site: Vacant
Surrounding Land Use and Zoning:
North: Vacant, A
South: Riverside Blvd. & Commercial; SC-R
East: Residential; R-1A-R
West: Elks Lodge; A
Setback Required: 25' Setback Provided: 10'
Size of Sign: 5' x 10'
Height of Sign: 14'

BACKGROUND INFORMATION: On October 25, 1979 the applicant submitted an application for a special permit to locate an off-site temporary subdivision sign set back 10+' from Riverside Boulevard at the northerly terminus of Florin Road. This application has been continued until this meeting date because the applicant failed to complete all the application forms until December 24, 1979.

When staff inspected the subject site on November 30, 1979 it was found that the applicant had already erected this sign. Futhermore, staff noticed that there are two other off-site directional signs located within 15+' of this sign.

A special permit (P-8356) was issued to this applicant for one of these signs on October 12, 1978. This special permit was granted to the applicant subject to the following conditions:

1. The permit shall be granted for one year or to October 12, 1979.
2. The sign shall be set back approximately 40' or the same distance as the existing sign.
3. The existing sign shall be removed or the appropriate permits be obtained from the Planning Commission prior to issuance of sign permits under this application. (over)

APPLC. NO. P-8839

MEETING DATE January 10, 1980
February 14, 1980

CPC ITEM NO. 13
6

The applicant has not yet complied with the third condition of this previous special permit. Neither has the applicant complied with the required setback for the proposed sign. Just prior to the expiration date of P-8356 the applicant submitted a request for a time extension on this special permit. The tentative hearing date for this request is January 24, 1980.

STAFF EVALUATION: Staff notes that the applicant has not complied with the original conditions placed upon his other sign located at this site. Furthermore, staff feels that there is presently too many signs on this site. Both of the adjacent parcels have been fully developed; to the west is the Elks Club and to the east is a condominium development. Temporary, off-site, subdivision directional signs are inappropriate for this location.

STAFF RECOMMENDATION: Staff recommends the following:

- 1. Ratification of the environmental determination.
- 2. Request for special permit be denied.

Should the Planning Commission wish to approve the special permit, staff suggests the following conditions be placed on the special permit:

- 1. The special permit be granted from the date of installation or until November 30, 1980.
- 2. The sign be reduced to an overall size of 4' x 8' and a height of 8'.
- 3. The sign shall be set back at least 25' from the southern property line.
- 4. The existing signs shall be removed or appropriate permits be obtained from the Planning Commission prior to issuance of sign permits of this application.
- 5. All conditions of this special permit shall be complied with by March 31, 1980 or the applicant shall be subject to citation.

Findings of Fact

- a. The granting of a special permit would be detrimental to the public welfare and would result in the creation of a nuisance in that:
 - 1. There presently exists too much signage at this site and as such causes too much distraction and visual clutter at this location.
 - 2. Signs are not in keeping with existing residential to the northeast.

SCALE
1" = 90'



ELMS
LODGE

VACANT

CONDOMINIUMS

RES.

Existing Sign

PROPOSED
SIGN

EXISTING ADWAY SIGN
FOR PARK RIVER ESTATES

RIVERSIDE BLVD.

SHOPPING
CENTER

FLORIN

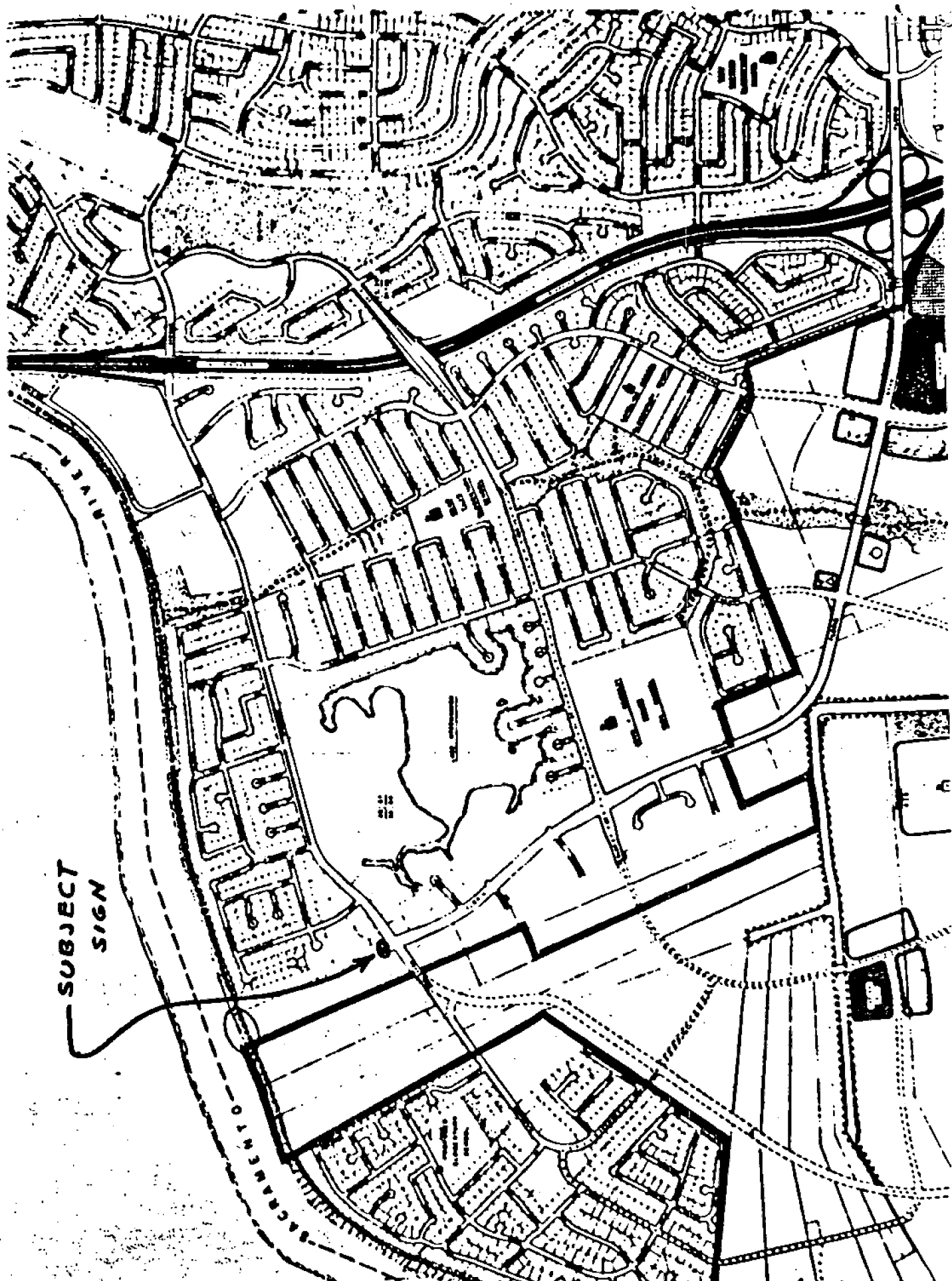
SHELL
SERVICE STATION

January 10, 1980
February 14, 1980

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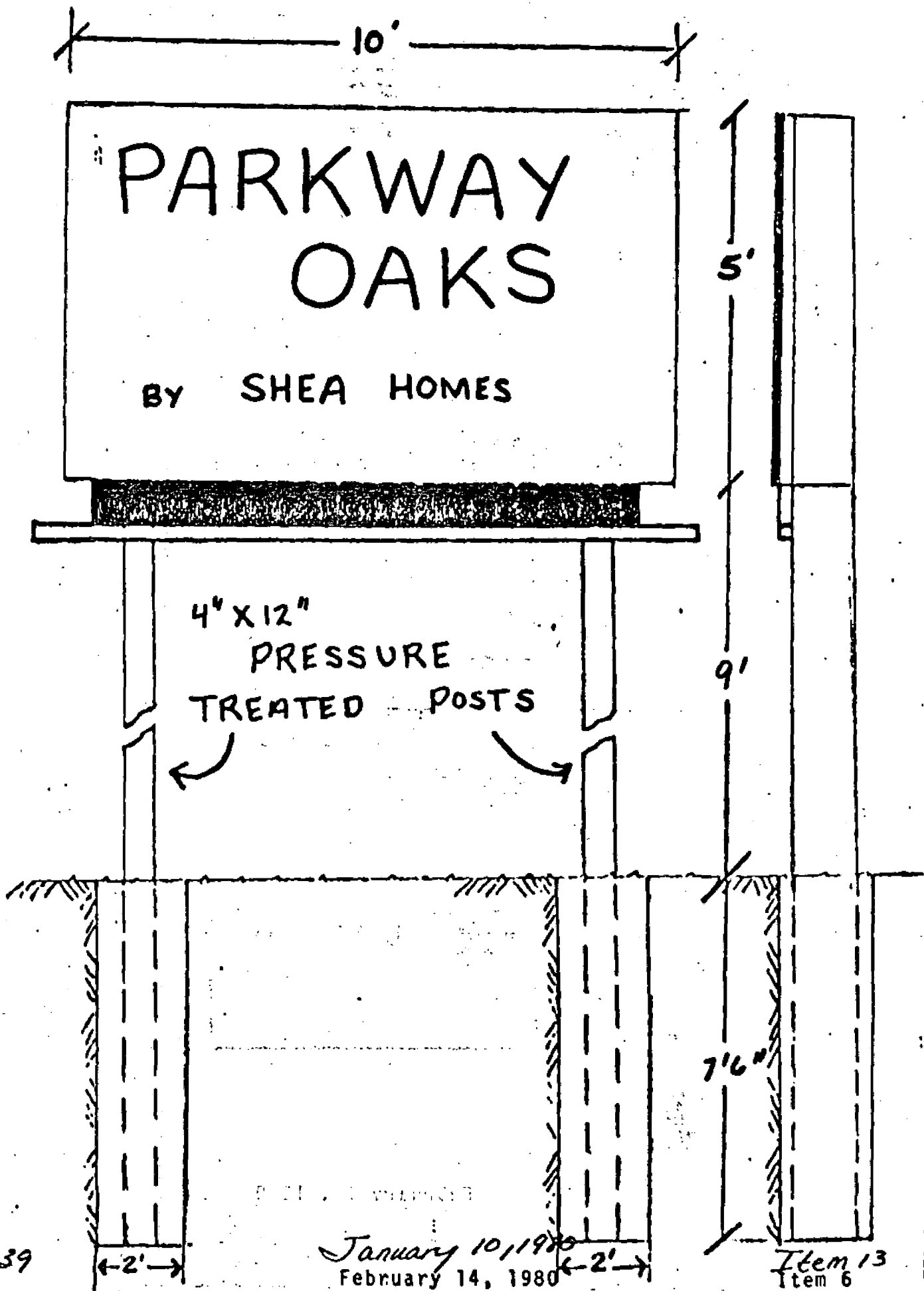


SUBJECT
SIGN

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January 10, 1980
February 14, 1980

Item 13



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January 10, 1980
February 14, 1980

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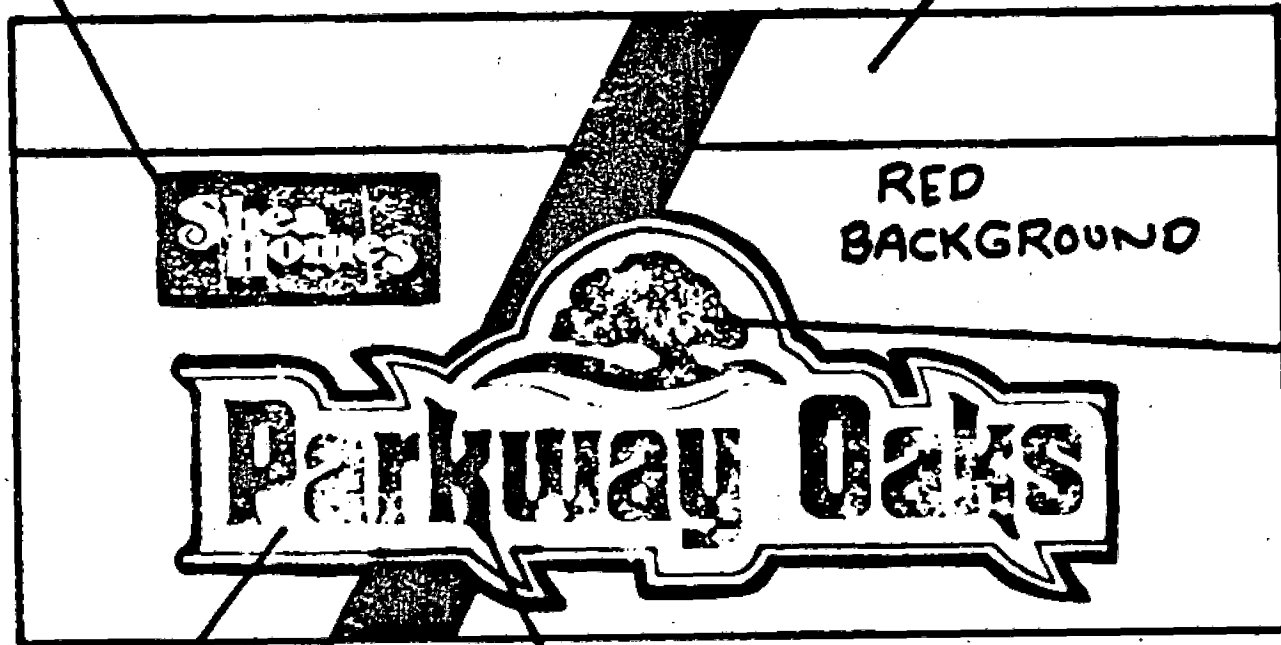
P-8839

February 14, 1980

Item 6

BLUE BACKGROUND
w/WHITE LETTERS

RED BACKGROUND w/
WHITE LETTERS
FOR DIRECTIONAL COPY



GREEN
TREE

WHITE
BACKGROUND

BLACK LETTERS + TRIM