

# CITY PLANNING COMMISSION

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

APPLICANT	Ellis & Ellis Signs - 2401 Manning, Sacramento, CA 95815				
OWNER	Transamerica Title Insurance Co. - 2777 Alvarado St., San Leandro, CA 94577				
PLANS BY	Ellis & Ellis Signs - 2401 Manning, Sacramento, CA 95815				
FILING DATE	3-7-85	50 DAY CPC ACTION DATE		REPORT BY:	EG:sg
NEGATIVE DEC.	Ex 15303e	EIR		ASSESSOR'S PCL NO.	225-611-01

**APPLICATION:** Special permit to retain an existing 5' x 10' subdivision marketing sign.

**LOCATION:** 2928 Azevedo Drive

**PROPOSAL:** The applicant is requesting the necessary entitlement to retain an existing subdivision marketing sign.

**PROJECT INFORMATION:**

1974 General Plan Designation: Residential  
1978 South Natomas Community  
Plan Designation: Residential - 4-21 du/ac, 7 min. (Frates Ranch PUD)  
Existing Zoning of Site: R-1  
Existing Land Use of Site: Vacant

**Surrounding Land Use and Zoning:**

North: Vacant; R-1  
South: Vacant; R-1  
East: Residential; R-1  
West: Residential; R-1

Property Dimensions: 44' x 90'  
Property Area: 3,960+ sq. ft.  
Height of Sign: 8'  
Topography: Flat  
Street Improvements: Existing  
Exterior Building Colors: Green, brown, white, pink  
Exterior Building Materials: Duraply

**BACKGROUND INFORMATION:** On February 27, 1985, the applicant was notified by the Division of Building Inspections that the subject sign had been illegally erected on the lot. Therefore, the applicant is requesting a special permit to permit the subject sign.

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

- A. The subject site is designated for residential use on both the General Plan and the 1978 South Natomas Community Plan. The site is surrounded by vacant lots and single family residences. Subdivision signs are permitted in the residential zones, subject to the granting of a special permit.
- B. The existing sign is a 5' x 10' double faced marketing sign for the Pebblewood model home complex on Azevedo Drive. The existing sign is one of three Pebblewood marketing signs located on Azevedo Drive (see vicinity/land use/zoning map). The two signs nearest the major streets (San Juan Road and El Camino Avenue) are the appropriate locations for the signs and the subject

sign merely over-saturates the area. Once on Azevedo Drive it is very easy to locate the model home complex and no additional signage is necessary. Therefore, staff recommends that this sign be removed and the special permit be denied.

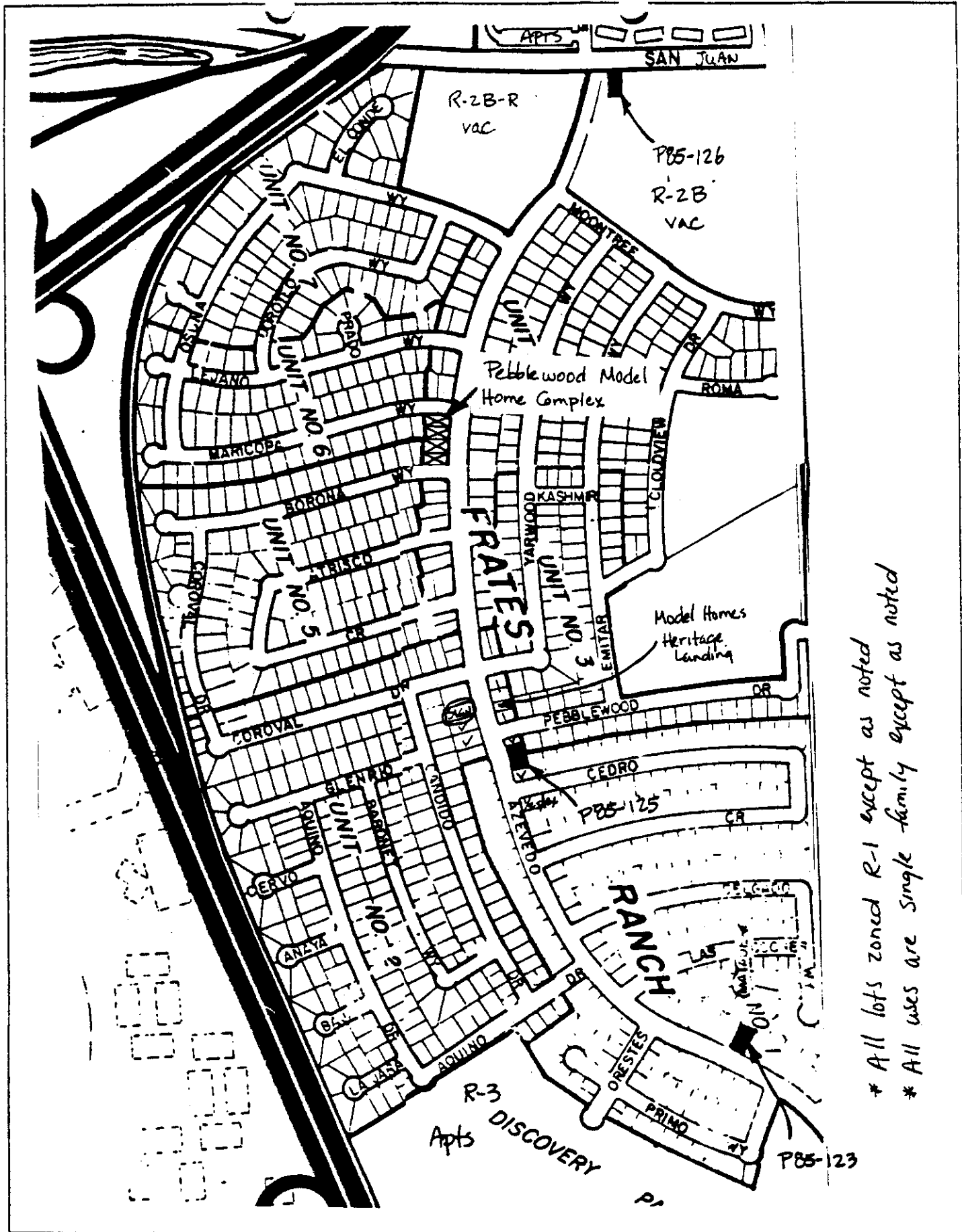
- C. The subject sign was reviewed by the Traffic Engineering Division, Building Inspections, and the South Natomas Advisory Committee. No comments were received.

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

RECOMMENDATION: Staff recommends the Planning Commission deny the special permit based upon findings of fact which follow:

Findings of Fact

1. The special permit, if approved, would be contrary to the purpose and intent of the City's Sign Ordinance to:
  - a. "eliminate excessive and confusing sign displays"; and
  - b. "preserve and improve the appearance of the City as a place in which to live and to work and as an attraction to work and as an attraction to non-residents who come to visit or trade."



\* All lots zoned R-1 except as noted  
 \* All uses are single family except as noted

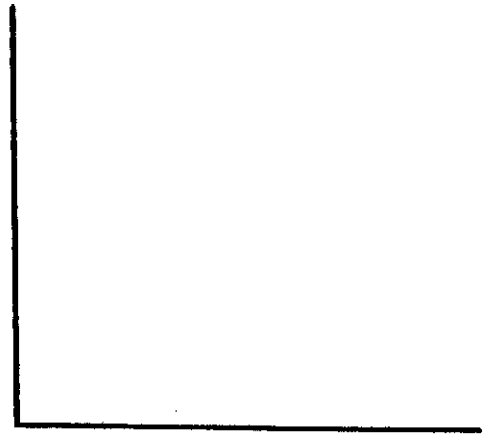
**VICINITY - LAND USE - ZONING**

*Display*

100'



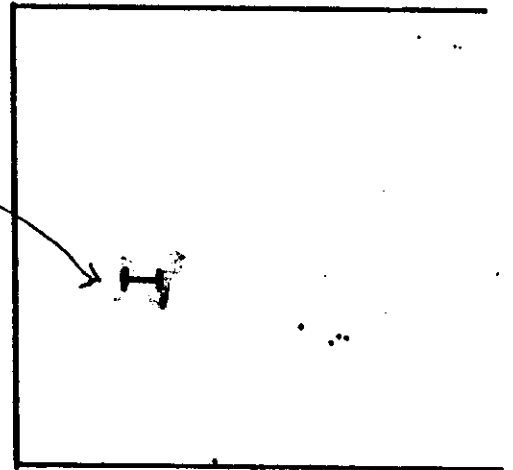
DRIVE



PEBBLEWOOD

AZEVEDO

*Approach sign*



25' CEDRO

2928 Azavedo  
PBS-125

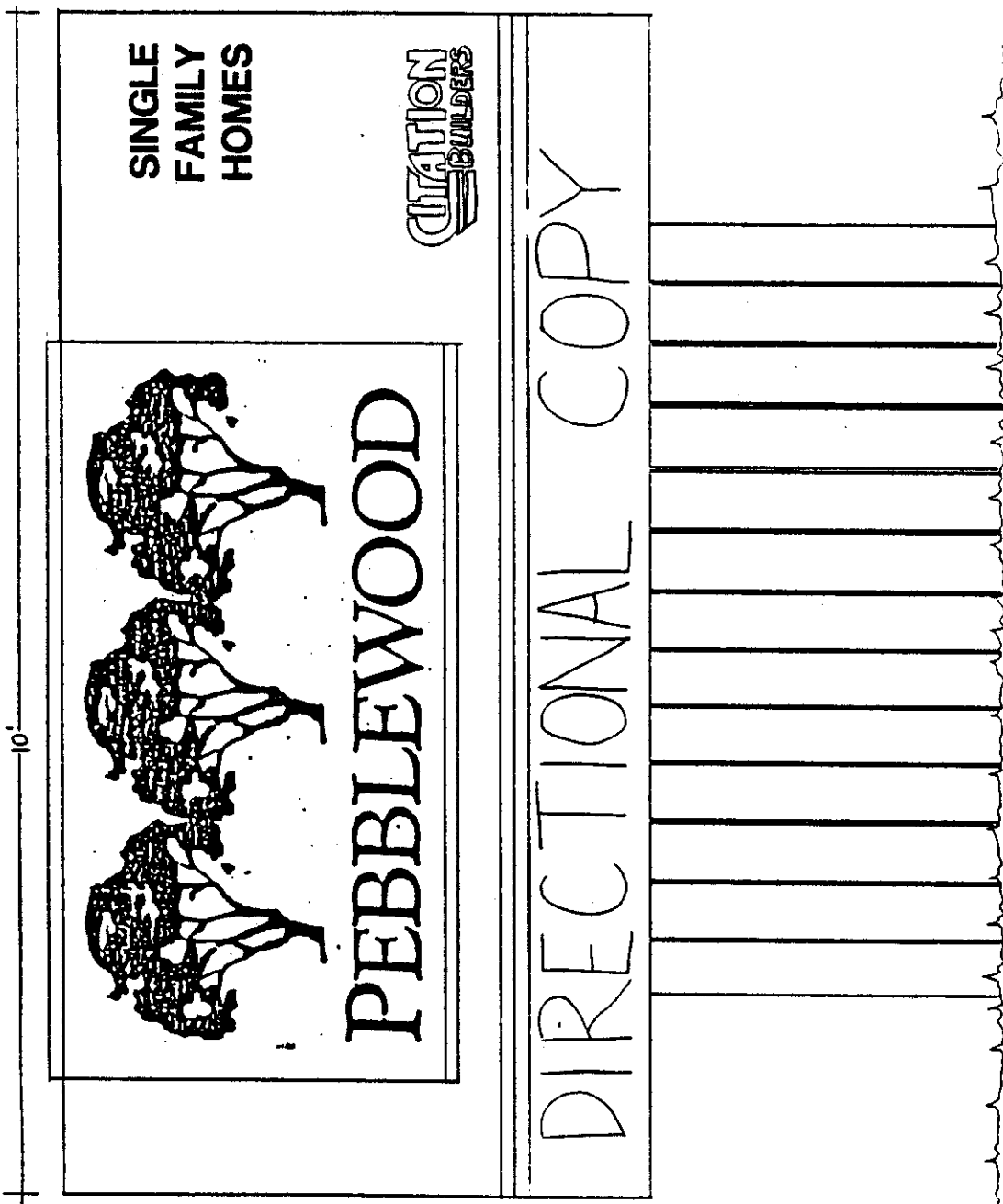
4-11-85

Item 28

P85-125

4-11-85

Item 28



5'-0" x 10'-0" DURABLE OFFSITE BOARD WITH 42 X 75" DURABLE PLANT-ON  
 LOGO COPY & LOGO - WHITE WITH DARK-GREEN BACKGROUND, PINK STRIPES  
 DIRECTIONAL COPY - WHITE WITH DARK-GREEN BACKGROUND  
 PINK COPY - "SINGLE FAMILY HOMES"  
 9' X 6" BASE

2401 Manning Street  
 Sacramento, CA 95815  
 Sacto. (916) 924-1936  
 Fresno (209) 299-2327  
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**Ellis & Ellis**  
 DISPLAYS

PROJECT : PEBBLEWOOD OFFSITE SIGN      SCALE 1/2" = 1'-0"      SHEET NO.      DRAWN BY SR      ALL RIGHTS RESERVED

NO      DATE      REV. 2/22/88 Agzoned