

STAFF REPORT AMENDED 8-23-84  
**CITY PLANNING COMMISSION**

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

APPLICANT	Danco Graphics - 757 Commercial Street, San Jose, CA 95112		
OWNER	Dale Shelton - 2517 Hernando Boulevard, Sacramento, CA 95825		
PLANS BY	Danco Graphics - 757 Commercial Street, San Jose, CA 95112		
FILING DATE	7-16-84	50 DAY CPC ACTION DATE	REPORT BY:JP:sg
NEGATIVE DEC	Ex. 15304(e)	EIR	ASSESSOR'S PCL NO. 262-030-0100

**APPLICATION:** Special Permit for off-site subdivision directional sign (Sign Ordinance Section 3.194).

**LOCATION:** East side of Northgate Boulevard, approx. 350' south of Winterhaven Avenue.

**PROPOSAL:** The applicant is requesting the necessary entitlement to locate a 50 square foot, 11 foot high temporary non-illuminated subdivision directional sign for the Sierra Skyline subdivision.

**PROJECT INFORMATION:**

1974 General Plan Designation: Northgate Boulevard District  
1978 South Natomas Community  
Plan Designation: Northgate Boulevard District  
Existing Zoning of Site: C-2  
Existing Land Use of Site: Vacant

**Surrounding Land Use and Zoning:**

North: Vacant and single family; C-2  
South: Vacant and general commercial; C-2 and R-1  
East: Apartment building and vacant; R-1 and C-2  
West: Single family; R-1

Property Dimensions: 100' x 150'  
Property Area: 1,500 sq. ft.  
Sign Dimensions: 5' x 10'  
Sign Area: 50 sq. ft.  
Sign Height: 11'  
Sign Colors: Black & yellow  
Sign Materials: Wood

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

- A. **Land Use:** The subject site is a 1,500 square foot parcel located in the General Commercial (C-2) zone. The site is currently vacant. The applicant proposes to locate a five foot by 10 foot (50 square foot), 11 foot high, subdivision directional sign for the "Sierra Skyline" subdivision on the subject parcel (Exhibits A and B). This subdivision is located on Turnstone Drive, west of Northgate Boulevard.

Besides the directional sign proposed for the subject parcel, the applicant proposes four additional signs to be located in the South

Natomas Community Plan area to provide direction to the "Sierra Skyline" subdivision (Exhibit C). Two of the signs are proposed to be located near the intersection of San Juan Road and Northgate Boulevard and two near the intersection of West El Camino Avenue and Truxel Road. This number of signs is contrary to the purpose and intent of the Sign Ordinance to "eliminte excessive and confusing sign displays" and "to preserve and improve the appearance of the city as a place in which to live and to work and as an attraction to nonresidents who come to visit or trade." The subject site is one of two locations near the intersection of San Juan Road and Northgate Boulevard. The applicant has indicated, at staff's request, that the sign proposed for the subject site is of a higher priority than the other sign proposed near this intersection (P84-271). Staff, therefore, has no objection to the placement of the proposed sign on the subject site as long as a second sign for the "Sierra Skyline" subdivision is not located in the area of this street intersection.

- B. Sign Design and Location: The subdivision directional sign is proposed to be a non-illuminated, 11 foot high detached sign with 50 square feet of display ara. Proposed colors are black and yellow to match the theme of the "Sierra Skyline" subdivision. Previous off-site subdivision directional signs approved by the Planning Commission have been limited to a maximum sign area of 40 square feet. Staff recommends that the area of the proposed sign be reduced in size from 50 to 40 square feet. The site plan indicates a 20 foot setback from the Northgate Boulevard right-of-way for the proposed sign. Staff finds this setback adequate as the sign will not obstruct the visibility of motorists at this location.
- C. Subdivision Sales Office and Model Home Complex Special Permit: The Zoning Ordinance requires that temporary real estate sales offices and model homes used in connection with the maketing of a new subdivision obtain a special permit from the Planning Commission (Section 2-G-7). Currently, a sales office housed in a portable trailer and an on-site subdivision identification sign are located at the northwest corner of Northgate Boulevard and Turnstone Drive for the purpose of marketing the "Sierra Skyline" subdivision. This sales office does not have the required special permit. A special permit application for the "Sierra Skyline" sales office complex, including any proposed model homes and on-site signs must be reviewed and approved by the Planning Commission before the proposed off-site directional sign is allowed to be erected on the subject site.

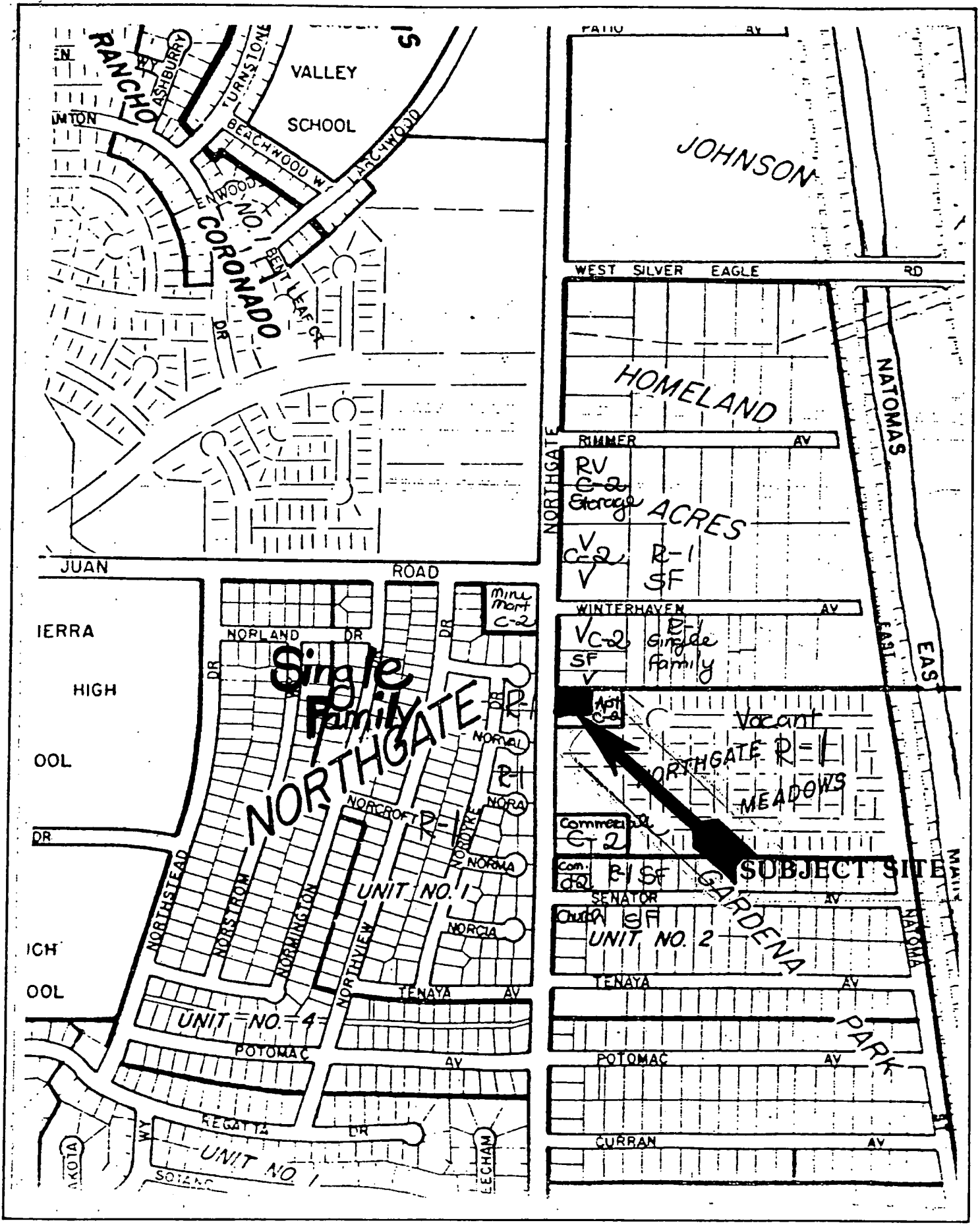
STAFF RECOMMENDATION: Staff recommends approval of the special permit request, subject to conditions and based upon the following findings of fact:

Conditions

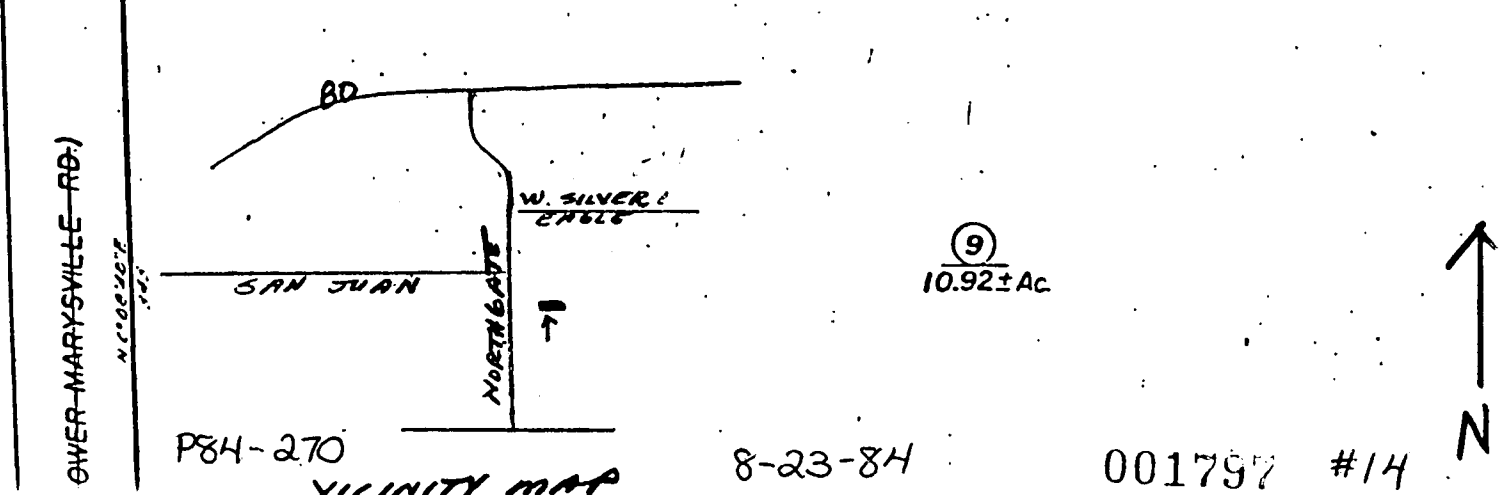
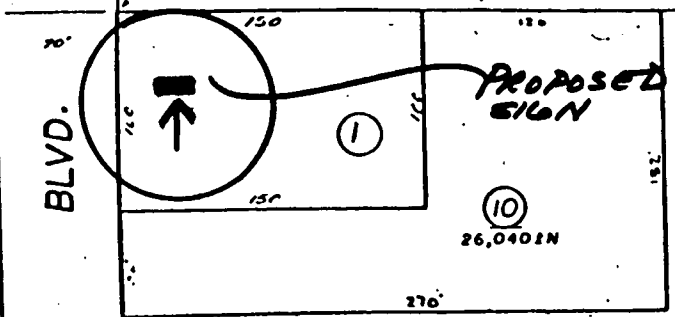
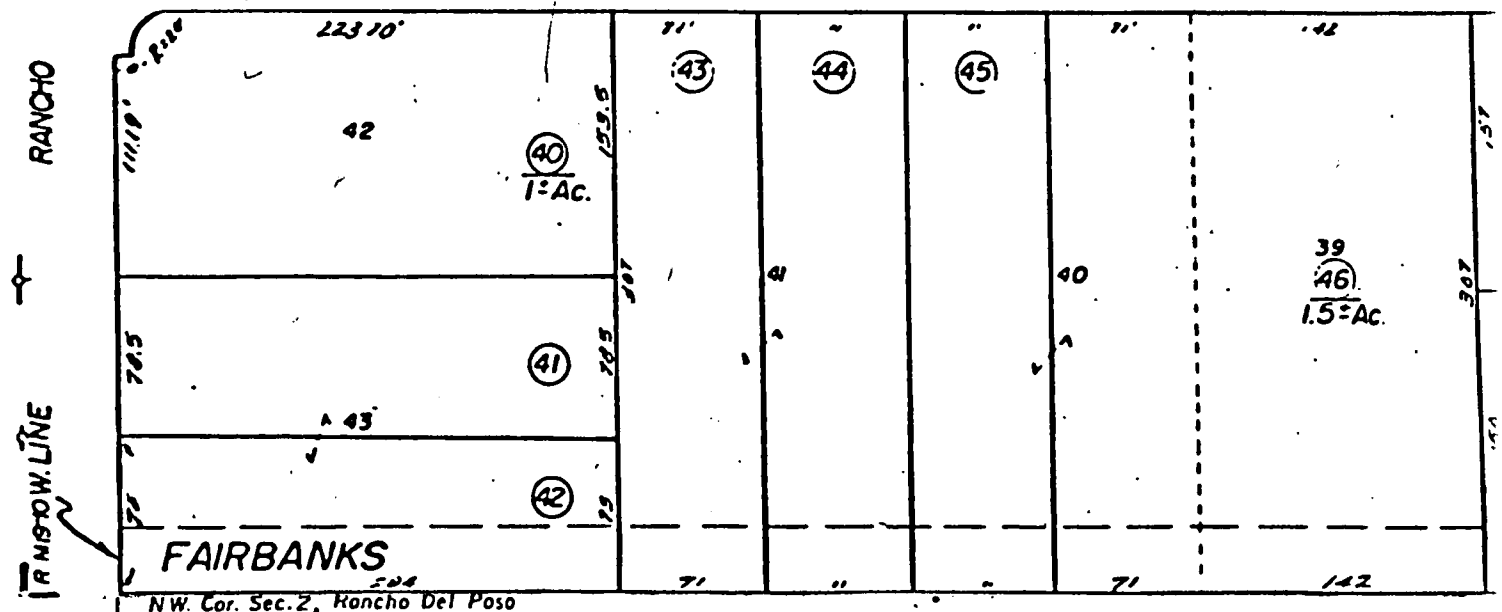
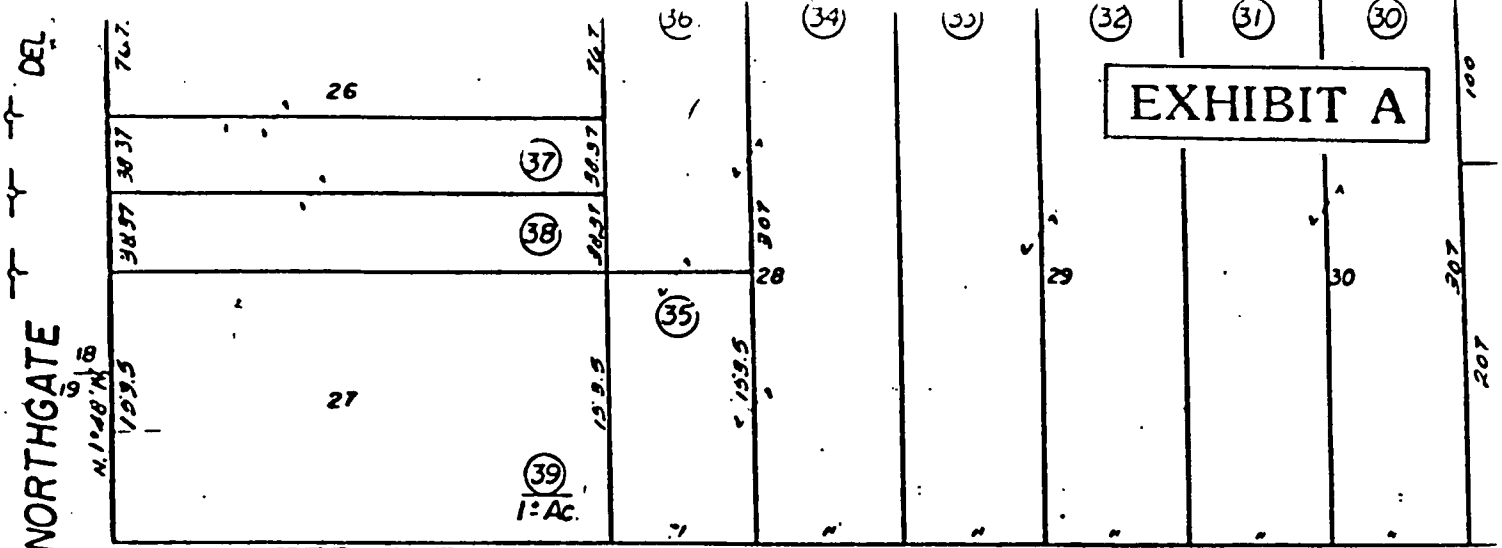
1. The special permit shall expire one year from date of approval or August 23, 1985. Upon written application, the Commission can renew the permit for additional one year periods.
2. The sign shall be located a minimum of 20 feet from Northgate Boulevard right-of-way.
3. An approved special permit shall be obtained for the Sierra Skyline sales office and model home complex prior to placement of the proposed directional sign on the subject site.
4. *The area of the sign shall be reduced to 40 square feet. (CPC added)*

Findings of Fact

1. The proposal, as conditioned, is based upon sound principles of land use in that:
  - A. the sign would be located on the site for a temporary period;
  - B. the sign would be located on a major street; and
  - C. the sign would be compatible with the surrounding area.
2. The proposed sign, as conditioned, is not injurious to the public in that:
  - A. the proposed sign would be adequately set back from the street so as not to obstruct the visibility of motorists; and
  - B. the proposed sign would not be a public nuisance to surrounding properties.
3. The proposal is in conformance with the 1974 General Plan and the 1978 South Natomas Community Plan which designate the site for commercial uses. Subdivision signs are permitted in any zone, subject to approval of a special permit by the Planning Commission.



VICINITY - LAND USE - ZONING



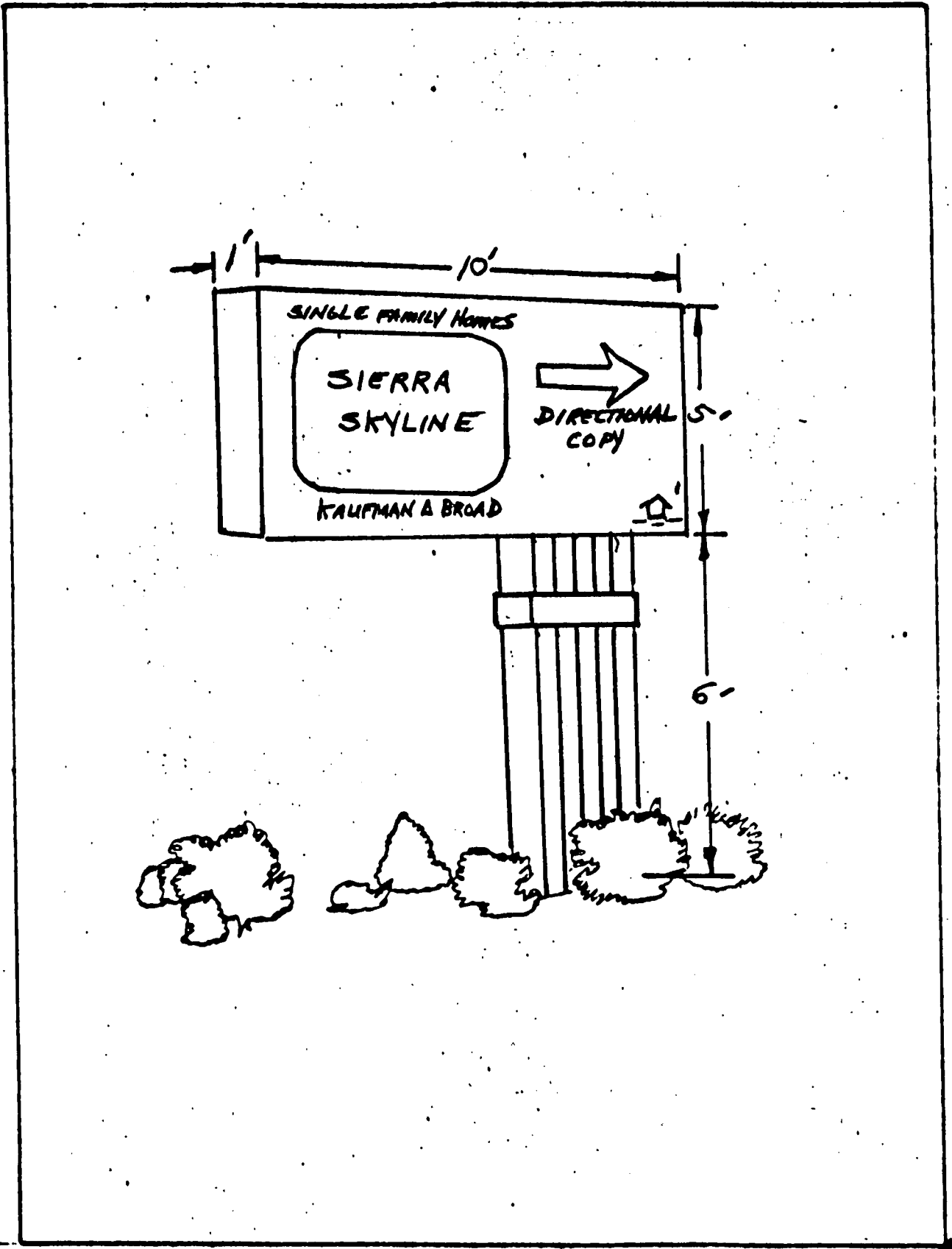
P84-270

XICINITY MAP

8-23-84

001797 #14

EXHIBIT B



# EXHIBIT C

## LOCATION OF SUBDIVISION

## SIGN KEY NUMBERS

- 1. P84 270 (SUBJECT SITE)
- 2. P84 271
- 3. P84 269
- 4. P84 273
- 5. P84 272

