

SACRAMENTO CITY PLANNING COMMISSION

REPORT OF CITY PLANNING DIRECTOR -- R. L. RATHFON 3/28/61

APPLICATION FOR VARIANCE

APPLICANT: Ad-Art Sign Co., Inc. OWNER: Theo. Holstein
by Beverly Phelps 2912 Holstein Way
1229 I Street Sacramento

PROPERTY: Lot "G" South Land Park Hills No. 4

LOCATION: SW corner 35th Avenue & So. Land Park Drive

ZONING: C-1 Neighborhood Commercial Zone.

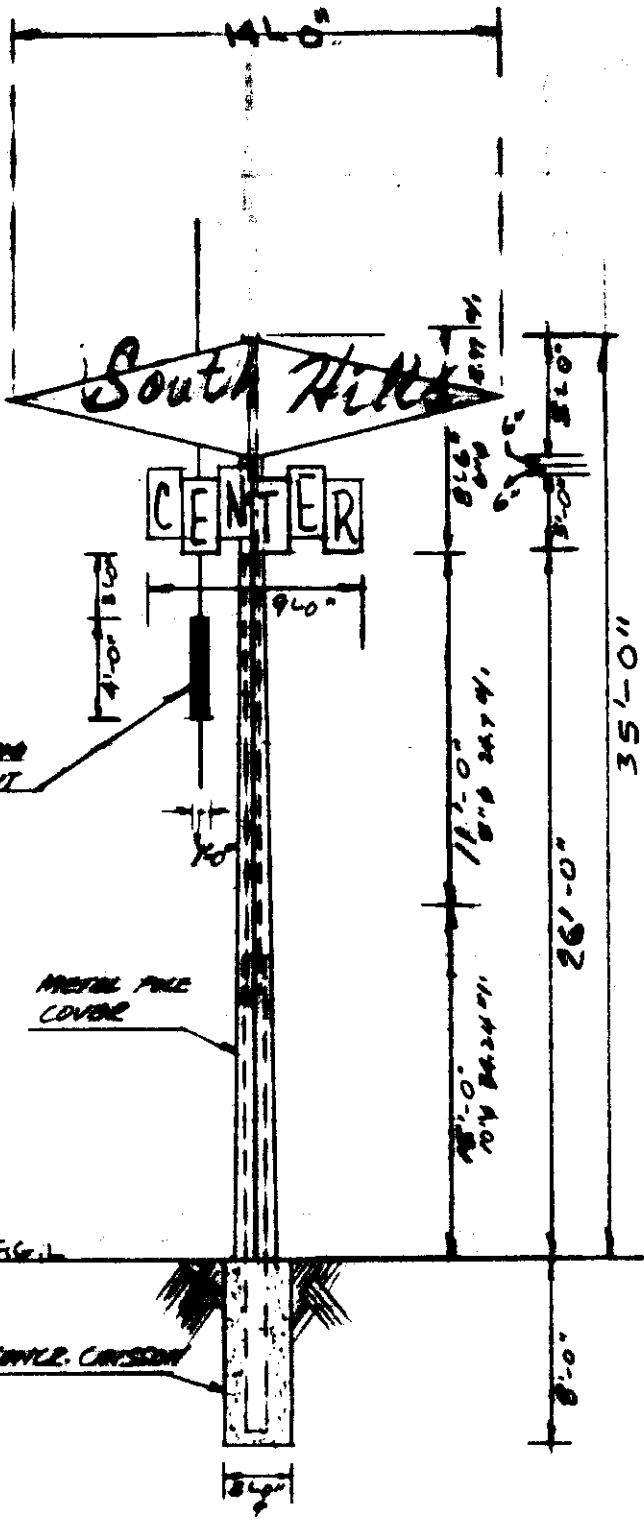
EXISTING USE: Shopping Center with off-street parking area in front.

PROPOSED USE: Same as above.

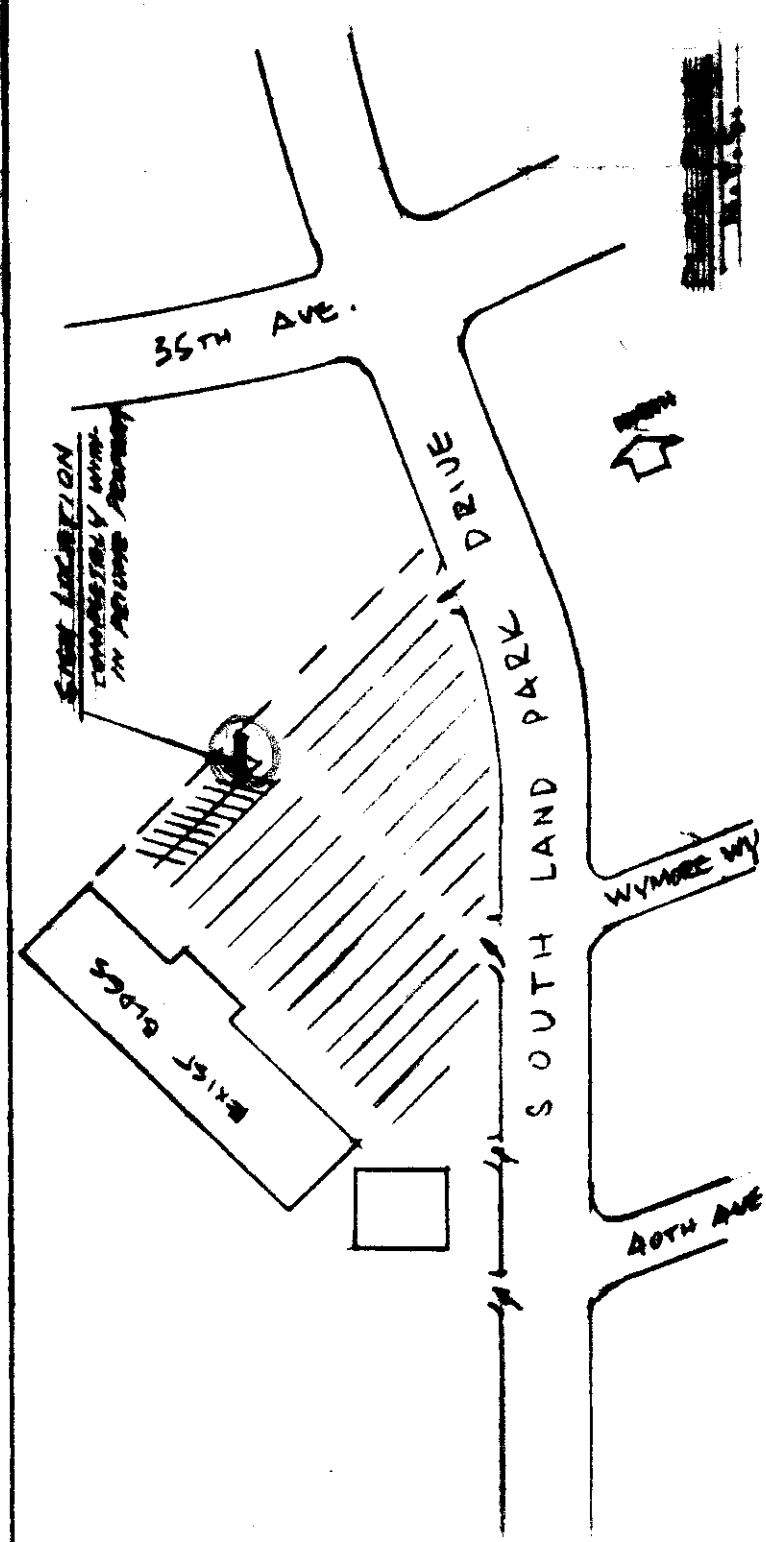
REQUEST: Modification of Sec. 12-A-30 of Zoning Ord. No 1963-4th Series in order to erect 35' high sign on a single pole which will advertise the South Hills Shopping Center, in accordance with submitted sketch. Said sign to be located approx 400' from 35th Ave and 200' from So. Land Park Drive.

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1. Subject property has been developed with a large, neighborhood type of shopping center containing a number of individual shops and stores, most of which have their own small sign on the building advertising their particular business.
 2. The operator of the Shopping Center now wishes to erect a 35' high sign on a single pole, which will advertise or identify the shopping center itself. Said sign would be located approx. 400' from 35th Ave. and 200' from So. Land Park Drive, and would be in the off-street parking area.
 3. Sec. 12-D-30 of Zoning Ord. 1963-4th Series relative to permissible signs in a C-1 Zone Reads: "All signs shall be placed flat against the building and shall front on the principal street or streets. In no case shall a sign project above the roof line or the parapet wall around the roof". The only modification of this requirement has been by CPC Resolution No. 38 which provides for the attachment of a sign to a marquee on a building that is in a C-1 Zone.

DATE 1920	305	7
NO. 175000	35th Ave. & South Land Park Drive	12th Ave. St.
PLAN 5	SACRAMENTO, CALIFORNIA	5000' CURB
	S.P. 61-356	61-57961



ELEVATION
N.T.S.



35th Ave. & South Land Park Drive

Edward A. White,
5803 So. Land Park Dr.,
Sacramento 22, Calif.,

June 25, 1961.

Planning Commission,
City of Sacramento,
City Hall,
Sacramento, Calif.

Gentlemen:

Re.: The proposed electric sign on a tall pole for
South Hills Shopping Center on South Land Park
Drive near 35th. Avenue, Sacramento, Calif.

South Land Park Hills is one of Sacramento's better residential areas. It was planned and has developed as a place for gracious and comfortable family living. Being relatively new the area has built up under rigid restrictions and planning regulations to become a showplace of lovely homes of which all Sacramento may be justly proud.

Any commercial effort within the area should be designed and geared solely to the service of the immediate community without effort to create a general shopping center intended to attract business from without the area. Anything to the contrary can only tend to destroy the residential, fine residential, tenor of the community. A sign intended to attract people from without the neighborhood is a step in this wrong direction and I most emphatically oppose such a sign.

It is my understanding that carefully thoughtout regulations now exist which specify the types of signs which may be used in neighborhood shopping facilities. Such regulations were, I am informed, designed to keep the shopping facilities neighborhood in character and preserve the residential nature of the surrounding area. Surely you, the planning body, can not in good conscience subscribe to a change in these regulations which might well be the first step in the destruction of the area as a community of fine homes.

Respectfully yours,

— Edward A. White