

# PLANNING DIRECTOR'S SPECIAL PERMIT

1231 'I' STREET, SUITE 200, SACRAMENTO, CA 95814

**APPLICANT** Ellis & Ellis Signs, 1111 Joellis Way - Sacramento, CA 95815  
**OWNER** CIP Southgate Associates, 9701 Fair Oaks Boulevard #100, Sac., CA 95828  
**PLANS BY** Ellis & Ellis Signs, 1111 Joellis Way - Sacramento, CA 95815  
**FILING DATE** 6/2/88 **ENVIR. DET.** .5303 e **REPORT BY** JC:vf  
**ASSESSOR'S-PCL. NO.** 118-0110-062

**APPLICATION:** Planning Director's Special Permit to construct an off-site 8' x 16' regional subdivision sign.

**LOCATION:** 5555 Mack Road

**PROPOSAL:** The applicant is requesting the necessary entitlements to construct an off-site 8' x 16' regional subdivision sign.

## PROJECT INFORMATION:

General Plan Designation:	Medium Density Residential (16-29 du/ac).
1986 South Sacramento Community	
Plan Designation:	Residential (11-29 du/ac)
Existing Zoning of Site:	R-3
Existing Land Use of Site:	Vacant

## Surrounding Land Use and Zoning:

North: Single Family Residential; R-1  
South: Apartments; R-3  
East : Apartments; R-3  
West : Retail Commercial, C-2R

Sign Dimensions:	8' x 16'
Square Footage of Sign:	128 sq. ft.
Height of Sign:	14 ft.
Sign Materials:	Plywood over 3" x 12" post

**BACKGROUND INFORMATION:** On February 12, 1986, the Planning Director approved a Special Permit to construct an off-site 4' x 8' subdivision sign on the north side of Mack Road, 250+ east of Center Parkway (P86-028). On September 4, 1986, the Planning Director approved a Special Permit to allow an off-site subdivision sign on the north side of Mack Road, 400+ ft. east of Center Parkway (P86-287). A Planning Director's Special Permit for subdivision marketing signs are valid for one year and may be extended for one year periods upon written request by applicant and approval of the Planning Director. The applicant's of the above special permits have never requested an extension of the special permits, therefore, making the existing signs illegal and should be removed.

PROJECT EVALUATION: Staff has the following comments:

- A. The subject site is 7.91+ vacant acres in the Multi-Family (R-3) zone. Surrounding land uses and zoning are single family (R-1) to the north, apartments (R-3) to the east and south and a commercial retail center (C-2(R)) to the west.

Applications have been received to locate two subdivision marketing signs on this property (P88-248). Staff recommends that these two signs be placed a distance of 500' from each other if approved.

- B. The applicant proposes to locate a regional subdivision sign approximately 460+ ft. east of Center Parkway or 270+ ft. from the west property line. The site plan indicates the sign will be located 15 ft. from the property line. The Sign Ordinance requires subdivision marketing signs to be located outside the setback area. Staff recommends relocating the sign 100 ft. west of the east property line to allow for the additional marketing sign (P88-248) and ensure the 500 ft. distance between signs (Exhibit B).

The proposed sign will be 14 ft. high with 128 sq. ft. of sign area (8' x 16'). The sign material will be re-sawn plywood shroud over 3" x 12" post. The sign will advertise Dunmore Homes.

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

RECOMMENDATION: Staff recommends approval of the Planning Director's Special Permit subject to conditions and based upon findings of fact which follow:

Conditions:

1. The two existing signs shall be removed prior to issuance of building and sign permits for the new signs.
2. The sign shall be relocated to 100 ft. west of the east property line.
3. The sign shall be located a minimum of 25 ft. from the front property line.
4. The special permit will expire one year from the date of approval. Upon written application, the Planning Director may renew the permit for additional on year periods.

Findings of Fact:

1. The project, as conditioned, is based upon sound principles of land use in that:
  - a. the sign will be located on the site for a temporary period; and
  - b. the sign will be compatible with the surrounding area and land uses.
2. The project, as conditioned, will not be injurious to the public health, safety or welfare in that:
  - a. the proposed sign will be adequately set back from the street so as not to obstruct the visibility of motorist; and
  - b. the proposed sign will not be a public nuisance to surrounding properties.
3. The project, as conditioned, is consistent with the General Plan and the 1986 South Sacramento Community Plan which designates the site as residential in that:

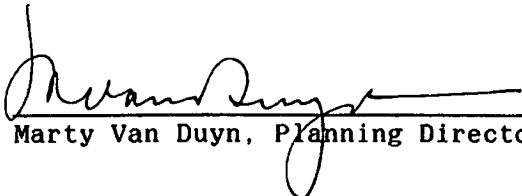
A regional subdivision sign is permitted in any zone, subject to approval of a special permit by the Planning Director.

Report Prepared by:

  
Jeanne Corcoran, Planning Technician II

6/23/88  
Date

Recommendation Approved:

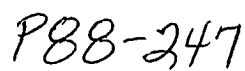
  
Marty Van Duyn, Planning Director

6/26/88  
Date

MVD:JC:vf

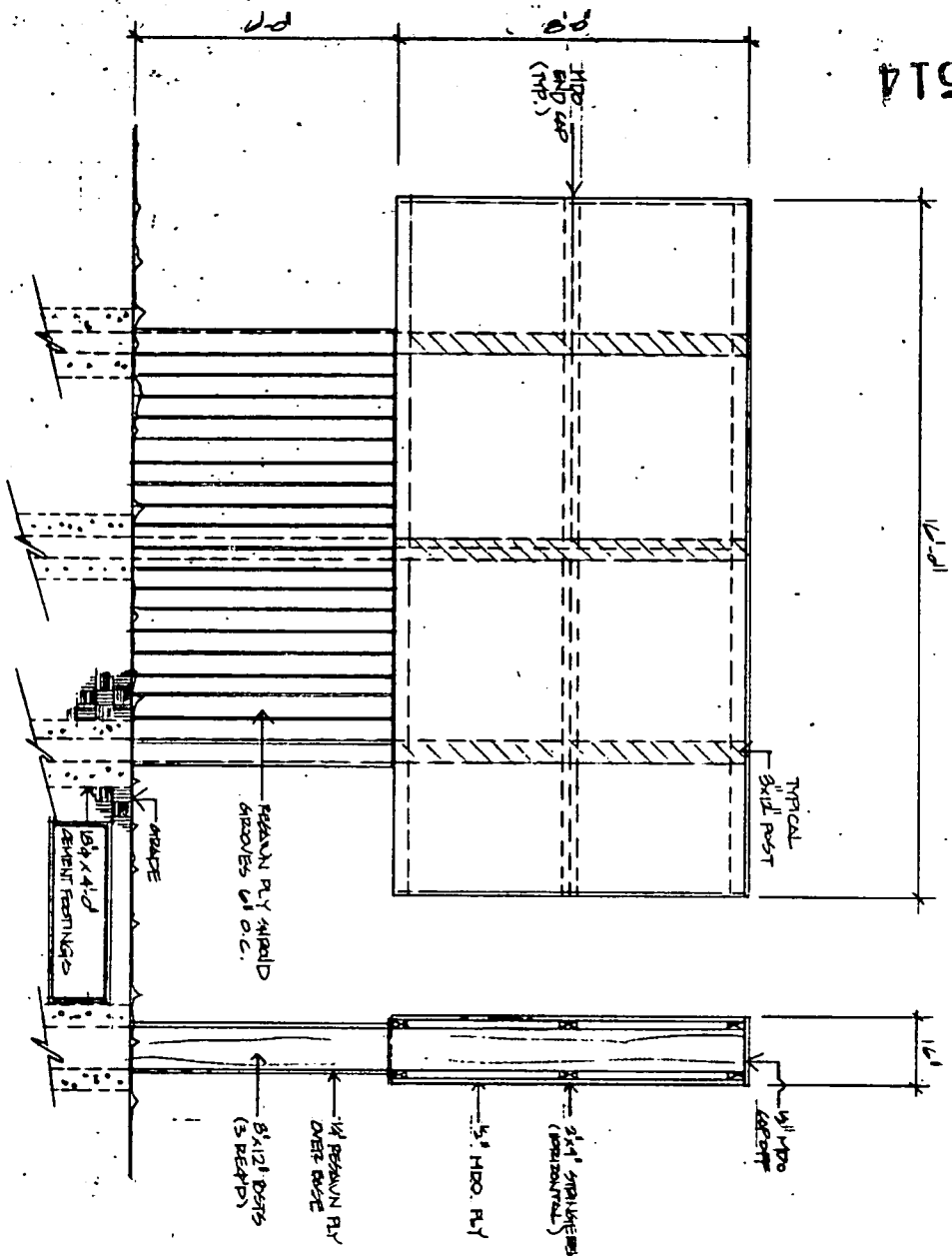
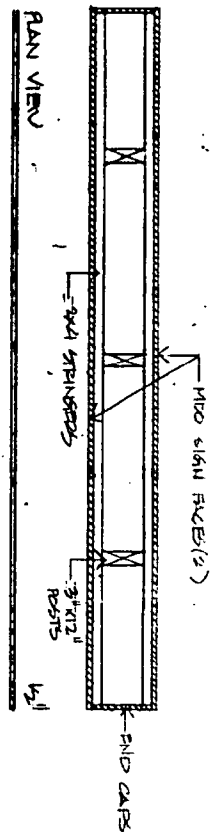
P88-247

000512



442-880

000514



REGIONAL AIR DIVISION DIRECTORIAL SIGN  
 O/F: BASED TO CONSIDER OF (4) FOUR 4'x8'x1/2" MDO PLY SHEETS (EX. SIDE) FASTENED TO SIGN STRUCTURE AS ABOVE

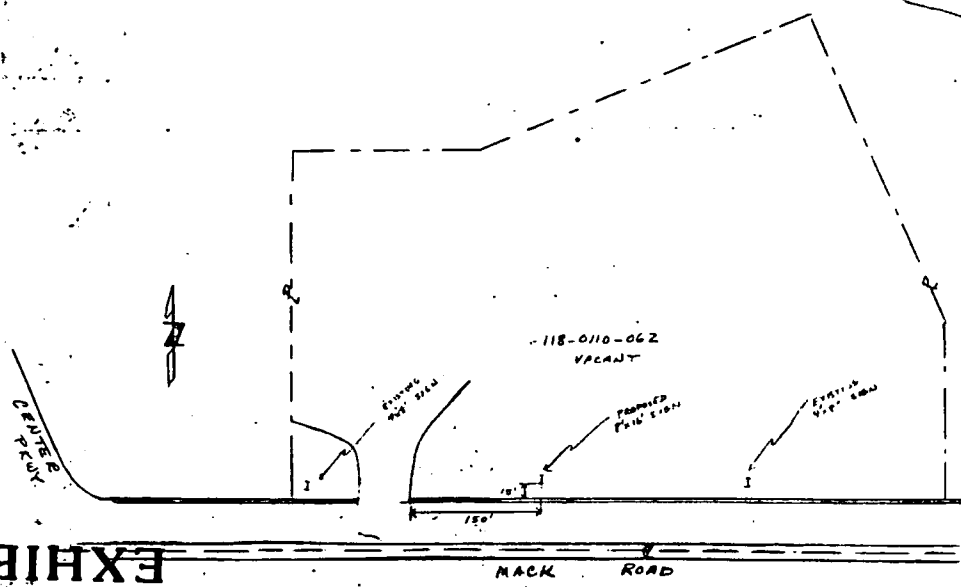


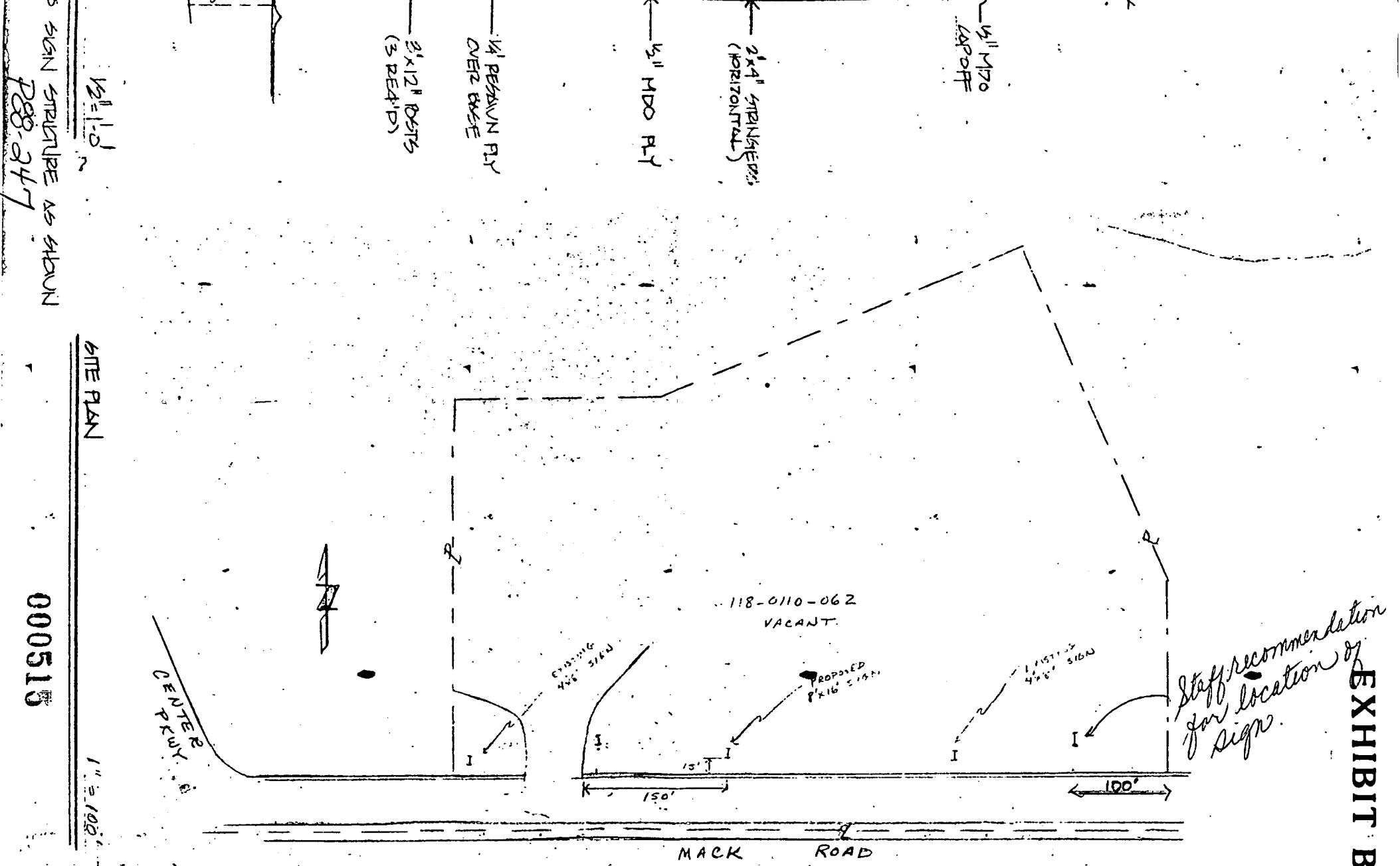
EXHIBIT A

PROJECT: REGIONAL DIRECTORIAL SIGN  
 NO. 1  
 SCALE: AS SHOWN  
 DATE: 11/85  
 SHEET NO. 1 of 1  
 DRAWN BY: RAN  
 REV.  
 ALL RIGHTS RESERVED.

**Ellis Ellis**  
 SIGNS DISPLAY

2401 Manning Street Sacto. (916) 924-1936  
 Sacramento, CA 95815 Fresno (209) 299-2320

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**EXHIBIT B**



2401 Manning Street Sacto. (916) 924-1936  
 Sacramento, CA 95815 Fresno (209) 299-2320

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**Ellis Ellis**  
SIGNS · DISPLAYS

*Jeonne*  
CITY OF SACRAMENTO  
CITY PLANNING DIVISION

JUN 03 1988

RECEIVED

Date: 5-24-88

**PROPERTY OWNER:**

Name: \_\_\_\_\_ APN: 118-0103-003 4. \_\_\_\_\_  
Address: \_\_\_\_\_ Southgate Developers Inc. \_\_\_\_\_  
5989 Mack Rd. \_\_\_\_\_  
Sacramento, CA 95823 \_\_\_\_\_  
Assessor's Parcel Number: \_\_\_\_\_

Dear Property Owner:

I am in the process of requesting a Planning Director's  
Variance/Special Permit (circle one) for the property located at:  
5555 Mack Road. I am requesting the  
Variance/Special Permit (circle one) in order to install a  
temporary 4' x 8' subdivision directional sign.

As part of this request, the City Planning Division requires that I  
notify you of my intentions. Receipt of this letter does not mean that  
you approve of this project. If you wish to make any comments  
regarding this request, use the space provided below and return a copy  
of this letter to:

City Planning Division  
1231 'I' Street, Room 200  
Sacramento, CA 95814

Sincerely,

*Carolyn Young*  
Applicant

COMMENTS FROM PROPERTY OWNER:

*Approved R.H.W.*

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