PLANNING DIRECTOR'S VARIANCE

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

APPLICANT Kase Sign Company, 2210 Cemo Circle, Rancho Cordova, CA 95670
OWNER Rancho Natomas Apartment, 4331 Galbraith Drive, Sacramento, CA 95842
PLANS BY Kase Sign Company, 2110 Cemo Circle, Rancho Cordova, CA 95670
FILING DATE 2/12/88 **ENVIR. DET.** Ex. 15311 (a) **REPORT BY** HK/vf
ASSESSOR'S-PCL. NO. 250-0010-078-079

APPLICATION: Planning Director's Special Permit to erect two monument type project identification signs for an existing multi-family development, Rancho Natomas apartments.

LOCATION: Located on the northwest and northeast side of the intersection of San Juan Drive and Binghamton Drive.

PROJECT INFORMATION:

General Plan Designation:	Medium Density Residential (16-29 du/ac)
1986 South Natomas Community Plan Designation:	High Density Residential (21-29 du/ac)
Existing Zoning of Site:	R-2-B (PUD)
Existing Land Use of Site:	Multi-Family

Surrounding Land Use and Zoning:

North: R-1-A (PUD)
South: A and R-1-A (PUD)
East : H (PUD)
West : R-1-A, R-1 (PUD), OB (PUD)

Property Area:	23± acres
Square Footage of Sign:	6.6 sq. ft.
Height of Sign:	4' 6"
Topography:	Flat
Street Improvements:	Existing
Utilities:	Existing
Sign Materials:	Sandblasted redwood painted beige with blue trim

Staff Evaluation:

On January 24, 1985, the Planning Commission approved the Special Permit (P84-403) for the Rancho Natomas project which consisted of 440 apartment units and 42 halfplex units in the Rancho Coronado PUD (P82-192).

The applicant is proposing to erect two monument type project identification signs. The signs are in compliance with height and area standards of the City of Sacramento Sign Ordinance, Section 3.61 (g). One sign is located at each major entrance to the complex. Although both signs are oriented towards the San Juan Avenue street frontage, the complex is divided by a public street (Binghamton Drive) and each portion of the complex has a separate circulation system. Therefore, a sign at each of the two entrances is acceptable.

The sign specifications state that the sign will be constructed of redwood. The lettering and logo would be sandblasted and the sign painted a beige color with blue trim to match the building color scheme. The submitted site plan was not drawn to scale. The sign location appears appropriate and a condition of approval will require compliance with Sign Ordinance Section 3.61 (g)(4) that requires the sign to be a minimum of 10 feet from all public rights-of-way.

Staff noted that numerous prohibited signs are located throughout the project. These include banners with copy "now renting" on the western and eastern-most buildings and adjacent to the rental office. An "A-frame" portable sign is placed between the street and sidewalk. Several flags are located west of the rental office. Wall signs are located on the building adjacent to Binghamton Drive and on the sales office. All of these signs are prohibited per Division 7 of the Sign Ordinance.

Additionally, the existing monument type identification sign, which is also presently located by the rental office and for which no permit was obtained, will have to be removed when the two new monument signs are installed. Only one identification sign is allowed at each major entrance to the apartment complex.

ENVIRONMENTAL DOCUMENT: Exempt per (CEQA 15311 (a).

RECOMMENDATION: Staff recommends the following action:

Approve the Planning Director's Special Permit to erect a double faced monument project identification sign, subject to the conditions and based upon the findings of fact which follow:

Conditions

1. The signs shall be located no less than 10 feet from the property line.

2. All prohibited signs shall be removed from the site.

3. The existing monument sign, located adjacent to the sales office, shall be removed from the site.

Findings of Fact

1. The proposal, as conditioned, is based upon sound principles of land use in that the signs are in compliance with the City of Sacramento Sign Ordinance and the use is compatible with adjacent land uses.

2. The proposal, as conditioned, will not be detrimental to the public health, safety or welfare nor result in the creation of a nuisance, in that prohibited signs shall be removed and proposed signs will have adequate setback will not obstruct motorist's vision.

3. The proposal, as conditioned, is consistent with the City's ~~Discretionary Interim Land Use Policy~~ General Plan in that the site is designated for residential use in the 1976 South Natomas Community Plan and the identification signs conform to the plan designation.

Report Prepared By:

Holly Keeler, Associate Planner — February 29, 1988 Date

Recommendation Approved:

Marty Van Duyn, Planning Director — 3-2-88 Date

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