

Supplemental Material

For

City of Sacramento

Planning and Design Commission

Agenda Packet

Submitted: October 6, 2012

For the Meeting of: October 10, 2012

Additional Material
 Revised Material

TITLE: ITEM 3 – DISPLAY WAY AND FEE DRIVE SIGN RELOCATION

Staff received the attached comments from a neighboring business regarding the proposed off site sign at the Display Way location. The commenter believes that the proposed sign will interfere with a current sign on an adjacent property.

Staff has reviewed the comments. There is an existing detached sign approximately 180 feet to the east of the proposed Display Way sign location. Though both signs are in similar locations with respect to the northern property boundaries, the viewing angle from the freeway is such that the proposed sign does not significantly affect the view of the existing sign from the eastbound lanes of the Interstate 80. For the westbound lanes, the existing sign will not significantly diminish the view of the proposed sign. These scenarios are depicted in Exhibit E of the staff report, the Display Way photosimulations

Contact Information: Antonio Ablog, Associate Planner, 808-7702

Please include this supplemental material in your agenda packet. This material will also be published to the City's Internet.

From: [Tom Bertolino](#)
To: [Antonio Ablog](#)
Subject: RE: As requested - Signage Proposal
Date: Friday, October 05, 2012 11:28:23 AM

Antonio thank you for forwarding the information for the public hearing. I will not be in town for the meeting on October 11 but would like to add my comments below to the public hearing:

Reference: Sign proposal for 575 Display Way

NorCal Kenworth has been doing business at 707 Display Way since September of 2005.

We have one monument freeway sign located on United Rentals property which we share with United Rentals (see attached)

I have reviewed the photos I received for the proposal of erecting a bill board sign at 575 Display Way and **disapprove** this proposed sign.

I feel it will interfere with our current signage and distract from our freeway visibility.

Thank you

Tom Bertolino
Vice President

NorCal Kenworth

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