



South Pocket Homeowners' Association
1026 Florin Rd., PMB 236, Sacramento, CA 95831

February 12, 2017

Teresa Haenggi
Associate Planner
City of Sacramento
300 Richards Boulevard, 3rd Floor
Sacramento, CA 95811

Re: File Number P17-001
Freeport Water Tank Single Face Digital Billboard

Dear Ms. Haenggi:

The purpose of this letter is to submit comments from South Pocket Homeowners Association (SPHA) on the subject proposal to install a 70-foot tall single-faced digital billboard and rezone the 9.2 acres site from the Agricultural (A) zone to General Commercial (C-2) zone. SPHA is a neighborhood association in the City of Sacramento that represents approximately 385 homes within the boundaries of Pocket Road, Greenhaven Drive, the Sacramento River and Interstate 5. The SPHA Board of Directors has reviewed the proposal conveyed in the Project Routing Form dated January 24, 2017 and unanimously opposes the proposed project for the following reasons. Additionally, SPHA circulated the proposal amongst the association membership and received comments from seven residents all opposed to the proposal.

The proposed billboard creates visual impact on neighbors on El Morro Court, and possibly other neighbors, as illustrated by the last photo simulation in the Project Routing Form. Daytime impact looking at the back of the board looming over backyards is a significant detraction and ambient light at night will create additional impact on neighbors. The Project Routing Form did not contain any photo simulations to illustrate the impact on neighbors on El Rito Way or on users of the Sacramento River Parkway on the levee top. Also missing was information about the hours of the proposed billboard and the frequency of display change. Similarly, there was no information about possible reflection of light from the sign off the luminescent silver water tower. Neighbors on El Morro Court report that the tower has a significant reflective quality which they observe when Caltrans does road repair on nearby I-5 with bright lights at night. This proposal has a significant detrimental impact on neighbors with the known facts and potential additional undocumented impacts.

This proposed billboard brings no benefit to the adjacent neighbors or neighborhood. Similarly, the proposed site is one of several City owned properties under consideration. There is no compelling reason why this discretionary billboard must be located on this particular parcel.

In 2014, this same digital billboard was proposed on the same parcel. The proposal was reviewed and rejected by the City Planning Commission because of the high impact on the adjacent single family residential neighborhood. We believe the Planning Commission made the correct decision in 2014 and the reasoning remains valid in 2017.

This proposal includes a significant rezone from the Agricultural (A) zone to the General Commercial (C-2) zone. The current A zone is compatible with the adjacent single family residential use. The C-2 zone would significantly expand allowed land use to include repair facilities, sale of goods, performance of services and processing and packaging – all adjacent to our existing single family residential use parcels. Simply put, the rezone opens the door to the uncertainty of other potential more intensive land uses adjacent to single family residences.

Back in 2005 when the City entered into an agreement with the Freeport Regional Water Authority to allow the construction of the industrial-like water intake structure next to our neighborhood, the City made a commitment to this neighborhood that the “buffer zone” between the neighborhood and the intake plant would remain “parklike” in perpetuity. The proposed digital billboard and potential rezone to the C-2 zone is unquestionably incompatible with that commitment.

An additional consideration is the unique characteristic that the proposed site currently has as a “gateway” to the City of Trees for travelers heading north along I-5. Accompanied by an American flag atop the water tower, existing signage on the Freeport Water Tank announces “Welcome to Sacramento, City of Trees.” The addition of a commercial digital billboard just below the tower would diminish and detract from the existing and distinctive gateway message.

Due to the impact on our residents, no benefit to the community, the discretionary nature of this application, the uncertainties of a rezone to the commercial land use zone, and the likely detraction from the existing gateway signage, the SPHA Board of Directors opposes this proposal. Please feel free to contact me if you have any questions.

Sincerely,

Patricia A. Clark

Patricia A. Clark
President, SPHA
7609 El Douro Drive
Sacramento CA 95831
(916) 601-7338 cell
Pac101202@yahoo.com