

REPORT AMENDED BY STAFF 5-13-87  
**CITY PLANNING COMMISSION**

*Back ground  
info*

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

APPLICANT ELLIS & ELLIS SIGNS, 2401 MANNING STREET, SACRAMENTO, CA 95815  
OWNER H. JAMES/GAIL I. GRIGGS ET AL., 453 Wyndgate Road, Sacramento, CA 95864  
PLANS BY Ellis and Ellis Signs, 2401 Manning Street, Sacramento, CA 95815  
FILING DATE 4/3/87 ENVIR. DET. Exempt 15311 a REPORT BY JP/vf  
ASSESSOR'S-PCL. NO. 277-0271-022

APPLICATION: Special Permit to replace an existing directional and identification pole sign for Point West Plaza with a triangular monument sign on 14+ acres in the Shopping Center - Review (SC-R) Zone and Point West PUD

LOCATION: 1890 Arden Way

PROJECT INFORMATION:

1974 General Plan Designation: Commercial and Office  
1965 Industrial Park Community Plan Designation: Point West - PUD  
Existing Zoning of Site: SC-R (PUD)  
Existing Land use of Site: Shopping Center

Surrounding Land Use and Zoning:

North: Arden Fair Shopping Center; C-2  
South: State Fairgrounds; APC  
East : Commercial; SC-R-PUD  
West : Commercial; SC-R-PUD

Property Dimensions: Irregular  
Property Area: 14+ acres  
Type of Sign: Triangular Monument Sign, Internally Illuminated  
Sign Height: 12 ft. 3 inches  
Sign Dimensions: 12 ft. x 5.5 ft. each side  
Sign Area: 66 Square feet each side  
Sign Materials: Fiberglass and Aluminum  
Sign Colors: Deep Plum Background, Aqua and White Copy

PROJECT EVALUATION: Staff has the following comments regarding this proposal:

A. Land Use and Zoning

The subject site consists of 14+ acres developed with the Point West Plaza Shopping Center and located in the Shopping Center - Review (SC-R) Zone and Point West PUD. Surrounding land uses include retail commercial uses to the north, east and west and the California State Fairgrounds to the south. The 1974 General Plan designates the site for commercial and office uses.

001871

July 9, 1987

~~May 28, 1987~~

~~May 14, 1987~~

APPLC. NO. P87-173 MEETING DATE June 25, 1987 ITEM NO. 4

Presently there are two detached signs, approximately 17+ feet high, which identify Point West Plaza. One sign is located at the Arden Way entrance and the second sign at the Challenge Way entrance. Because of the height of the signs, the sign copy is often obscured by the mature trees in the landscape setback. The applicant is proposing to remove these two existing pole signs and locate one triangular monument sign at the Arden Way entrance. The Point West PUD Guidelines indicate that permanent directional and identification signs for the Point West project not exceeding 250 square feet are permitted subject to a special permit. The applicant, therefore, is requesting a special permit for the proposed monument sign.

B. Sign Design

The sign is proposed to be triangular in shape and constructed out of fiberglass panels which slide into an aluminum frame (Exhibit A). The proposed sign is 12 feet, 3 inches in height with each side of the sign approximately 12 feet by 5.5 feet. Copy is proposed for two sides of the sign with the side of the sign facing the Shopping Center remaining blank. Proposed colors are aqua and white letters on a plum background. The sign would be internally illuminated with neon tubes.

Planning Staff finds that the sign copy is inappropriate in that it identifies major tenants but not the Point West Plaza Shopping Center as a whole. The purpose of the directional and identification sign is to identify the project as a whole not each tenant of the shopping center. In similar PUD'S with shopping center components, the Planning Commission has allowed detached identification signs which identify the shopping center and its major tenants (Examples: University Village Shopping Center with name of one major tenant, and Lakecrest Village Shopping Center with the names of the three major tenants.) Planning Staff, therefore, recommends that the sign copy be redesigned to indicate "Point West Plaza" with logo, if desired. The names of the two major tenants, "Mervyns" and "Circuit City," may be listed below in smaller size copy. No other tenant names, however, should be indicated on the proposed sign. The revised sign would be in harmony with the purpose of the Sign Ordinance to eliminate excessive and confusing sign displays.

The Point West Architectural Review Committee has reviewed the proposed signs and has concerns regarding the height of the sign (Exhibit B). The Committee has indicated that they believe that the sign should not exceed six feet in height. Section 5-A-5 of the Point West PUD Guidelines indicate regulations for monument signs which identify a building on one parcel and restricts these signs to six feet in height and 32 square feet in area. The proposed sign, however, is similar to project identification sign described in Section 5-D-6 (Special Signs) of the PUD guidelines and

May 28, 1987  
May 11, 1987

001872

Item # 25

June 25, 1987  
July 9, 1987

its height may be regulated by Special Permit. Planning Staff finds that, as the project identification sign, the proposed sign should be allowed to exceed six feet in height so that it can stand out from other detached signs in the area. The recommended reduction in sign copy, however, does not require a 12 foot high sign. Staff, therefore, recommends that the sign height be reduced to 10 feet. The applicant has indicated that the sign panel system would be able to handle the reduction to 10 feet.

Planning Staff also believes that the proposed sign would be more compatible with the Shopping Center if it had a sign base composed of materials similar to the Shopping Center. Planning Staff, therefore, recommends that a minimum 18/ inch base of masonry block similar to the tan color of the Shopping Center be placed at the bottom of the sign. (staff amended to...a minimum 12 inch base...)

ENVIRONMENTAL DETERMINATION: This project is exempt from environmental review pursuant to State EJR Guidelines (CEQA Section 15311a)

RECOMMENDATION: Staff recommends approval of the Special Permit for a triangular monument sign, subject to conditions and based upon Findings of Fact which follow.

Conditions

1. Revised plans for the sign shall be submitted for Planning Director review and approval prior to issuance of sign permits. The revised plans shall indicate the following:
  - a. The sign copy shall indicate "Point West Plaza" with a logo if desired. Underneath the main copy identification, the two major tenants of the Shopping Center, may be indicated in smaller size copy. No other tenant names are permitted on the project identification sign.
  - b. The maximum height of the sign shall be ten (10) feet.
  - c. A color board or colored rendering of the sign shall be submitted for Planning Director review and approval.
  - d. The sign shall be setback a minimum of 10 feet from the Arden Way property line and the driveway.
  - e. No sign copy of any type shall be permitted on the back side of the sign facing the Shopping Center.
  - f. A minimum 18/ inch base of masonry block similar to the tan color of the Shopping Center shall be placed at the bottom of the sign. (staff amended to...A minimum 12 inch base...)

May 28, 1987  
May 11, 1987

June 25, 1987  
July 9, 1987

001873

Item # 25

2. The existing Point West Plaza sign on Arden Way shall be removed when the new detached monument sign is located on the subject site.

Findings of Fact

1. The project, as conditioned, is based upon sound principles of land use in that:
  - a. The proposal is compatible in design and materials with surrounding land uses.
  - b. A 10 foot set back from all property lines and driveways will be provided.
2. The project, as conditioned, will not be detrimental to the public health, safety or welfare, nor to surrounding properties in that the sign copy is in harmony with the stated purpose of the City Sign Ordinance to eliminate excessive and confusing sign displays.
3. The project, as conditioned, is consistent with the City's Discretionary Interim Land Use Policy in that the site is designated for Commercial and Office use by the 1974 General Plan and the proposed Shopping Center identification sign is consistent with the plan designation.

P87-173

~~May 28, 1987~~  
~~May 14, 1987~~

~~June 25, 1987~~  
July 9, 1987

001874

Item #25  
4