

City Planning Commission
Sacramento, CA

Members in Session

Subject: 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

Summary: The applicant's request to replace an existing pole sign with a monument sign for Point West Plaza was originally scheduled for the May 14, 1987 Planning Commission meeting. The applicant requested that the item be continued so that they could discuss some alternative sign designs with Planning staff. Planning staff recommends approval of the project subject to revised plans and conditions.

Background Information:

The applicant has presented two revised versions of the proposed sign with the Point West Plaza name (Exhibits 1 and 2). The applicant has indicated that the smaller tenants' shops in the shopping center are not visible from the public right-of-way and need some sort of name identification from Arden Way. The applicant would prefer a 12' high sign which indicates the Point West Plaza name and logo at top with a 3' x 5' copy area for the three anchor tenants (1' x 5' per tenant) and a 3.5' x 5' copy area for the seven remaining tenants (.5' x 5' per tenant) (Exhibit 2).

Planning staff agrees with the applicant that due to the large building setback of the shopping center from Arden Way and the irregular shape of the shopping center and existence of large trees, many of the small tenants do have an identification problem. Staff, however, finds that all of the tenants can be adequately identified on a 10' high sign if the copy area for each tenant is the same size. This should not create a problem as the attached sign area for each of the anchor tenants is larger than the sign area for the smaller tenants and is visible from the public right-of-way, and the purpose of listing the tenants on the monument sign is to assist the smaller tenants. Staff, therefore, recommends that the maximum height of the sign be 10'; the top of the sign indicate the Point West name and logo and the remaining sign area can be used for tenant identification with all tenants utilizing approximately the same copy area (Exhibit 3).

RECOMMENDATION: Staff recommends that the Planning Commission approve the special permit request subject to the following revised conditions and based upon findings of fact in the attached staff report.

Special Permit 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 underneath the main copy identification; tenants of the shopping center complex may be listed in smaller size copy;
 - b. the maximum height of the sign shall be 10 feet, including base, as shown in Exhibit 3. The concrete/masonry base shall match the color of the shopping center building;
 - c. a color board or colored rendering of the sign shall be submitted for Planning Director review and approval;
 - d. the sign shall be set back a minimum of 10' 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.

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.

Respectfully submitted,

Art Gee,
Principal Planner

~~May 28, 1987~~

~~June 25, 1987~~

July 9, 1987

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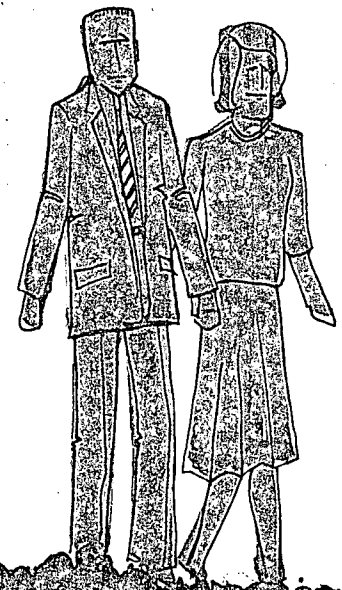
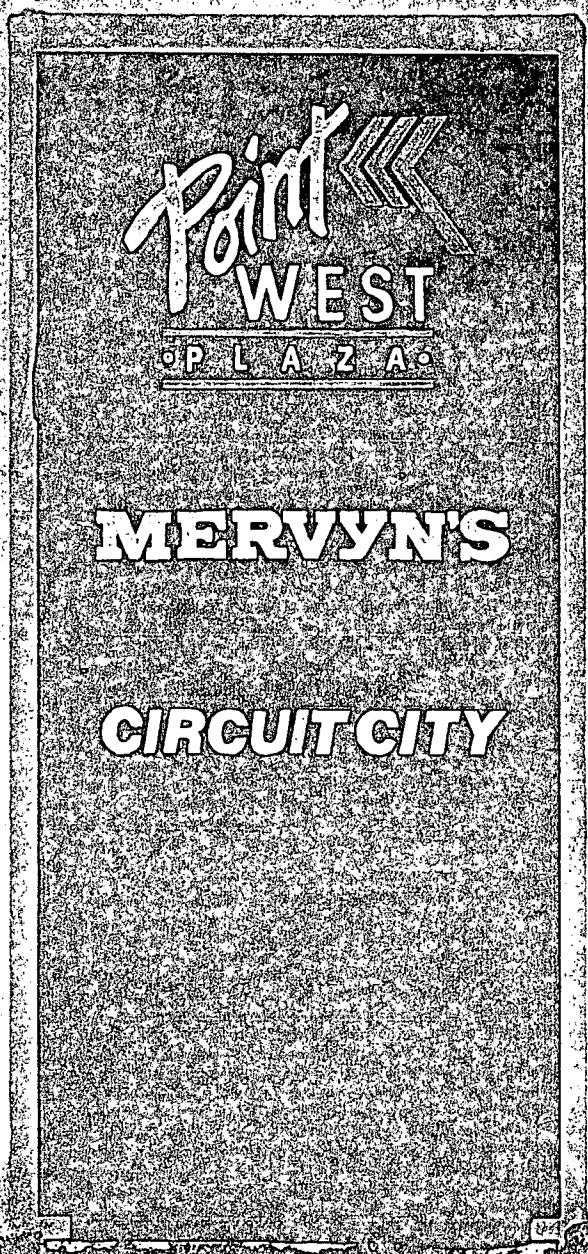
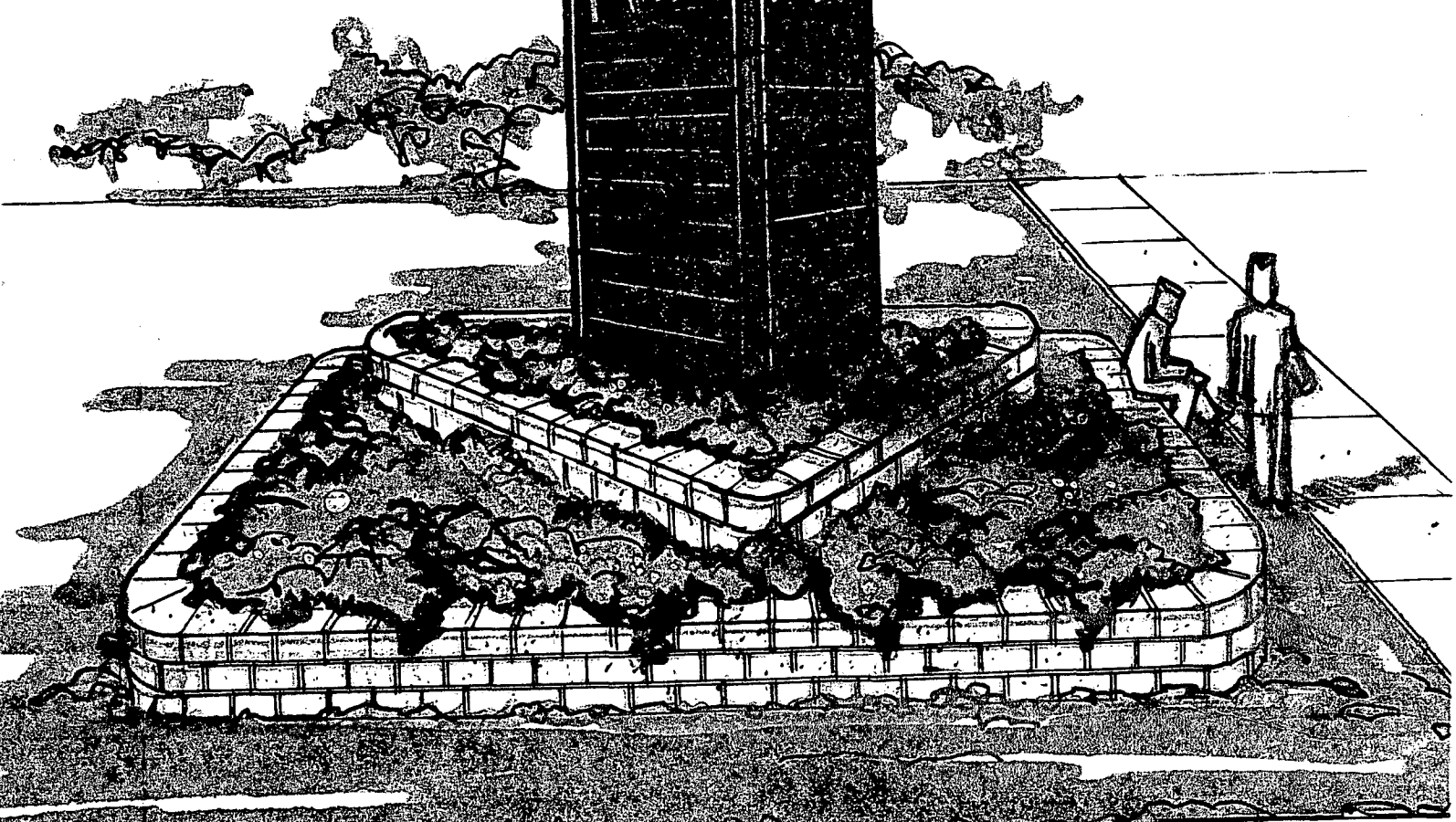


EXHIBIT 1



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~~7-9-87~~
~~5-28-87~~
~~6-25-87~~

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