



# CITY OF SACRAMENTO

## DEPARTMENT OF PLANNING AND DEVELOPMENT

1231 "I" Street

Sacramento, Ca. 95814

### Administration

Room 300 449-5571

### Building Inspections

Room 200 449-5716

### Planning

Room 200 449-5604

## PLANNING DIRECTOR'S SPECIAL PERMIT MODIFICATION

(P87-173)

(APN: 277-0271-022)

Application: Ellis and Ellis Signs  
2401 Manning Street  
Sacramento, California 95864

Location: 1890 Arden Way  
(Point West PUD)

REQUESTED INFORMATION: To add a fourth tenant name to a previously approved monument sign for the Point West Plaza Shopping Center.

BACKGROUND: On July 19, 1988, the Planning Commission approved a special permit to replace an existing directional and identification pole sign for Point West Plaza Shopping Center with a triangular monument sign. The proposed sign copy indicated the name "Point West Plaza" and a logo at the top of the sign with signage area for three major tenants below the shopping center name and logo. The applicant is now requesting to modify the third major tenant sign panel into sign area for two building tenants (see Exhibits 1 and 2).

STAFF COMMENT: Planning staff has no objections to the applicant's request. The proposed face of the sign will still be balanced and visually pleasing and will adequately identify the shopping center and its four major tenants. No change in the previously approved sign materials or sign colors are proposed.

RECOMMENDATION: Staff recommends approval of the special permit modification, subject to the following conditions and based upon findings of fact in the attached staff report.

### Conditions

1. The sign copy shall indicate "Point West Plaza" with logo. Individual signage for a maximum of four major tenants may be listed below the shopping center name and logo as shown in Exhibit 1.

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2. The project shall be subject to special permit conditions of approval #2 through #6 found in the staff report dated and approved July 9, 1987.

REPORT PREPARED BY:

Joy Patterson

Joy Patterson, Associate Planner

April 27, 1988

Date

RECOMMENDATION APPROVED:

For Wiegand Waiter  
Marty Van Duyn, Planning Director

April 27, 1988  
Date

MVD:JP:vf

April 27, 1988

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