

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

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.

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001116 May 28, 1987 June 25, 1987 AC
May 14, 1987

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

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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 1/8 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 1/2 inch base...*)

ENVIRONMENTAL DETERMINATION: This project is exempt from environmental review pursuant to State EIR 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 1/8 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 1/2 inch base...*)

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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.

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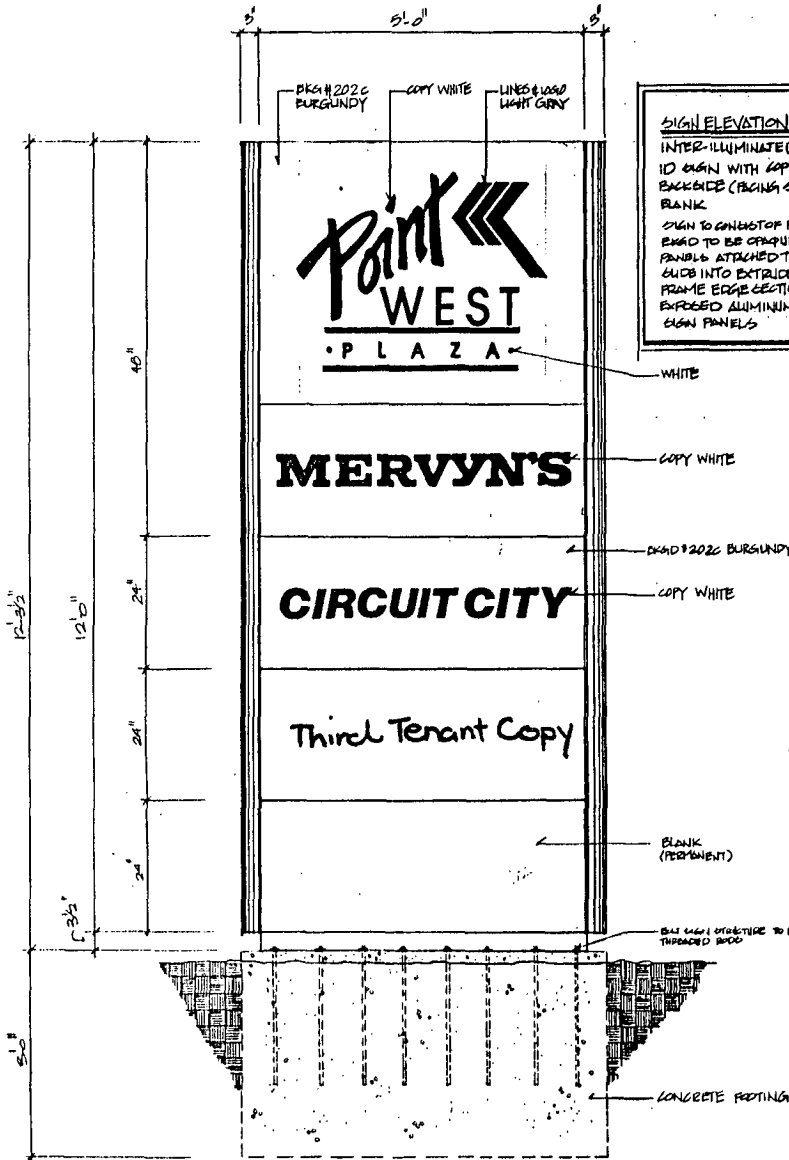
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6.

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SIGN ELEVATION 3/4"

INTER-ILLUMINATED TRIANGULAR TENANT ID SIGN WITH COPY ON TWO SIDES BACKSIDE (FACING SHOPPING CENTER) TO REMAIN BLANK

SIGN TO CONSIST OF FIBERGLASS SIGN PANELS, SIGN TO BE OPAQUE WITH TRANSPARENT COPY PANELS ATTACHED TO ALUMINUM EXTRUSIONS WHICH SLIDE INTO EXTRUDED ALUMINUM, RADIUS VERTICAL FRAME EDGE SECTIONS EXPOSED ALUMINUM TO BE FINISHED TO MATCH SIGN PANELS

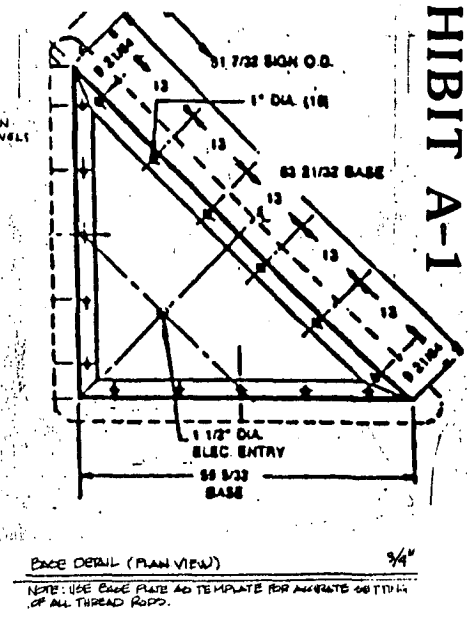
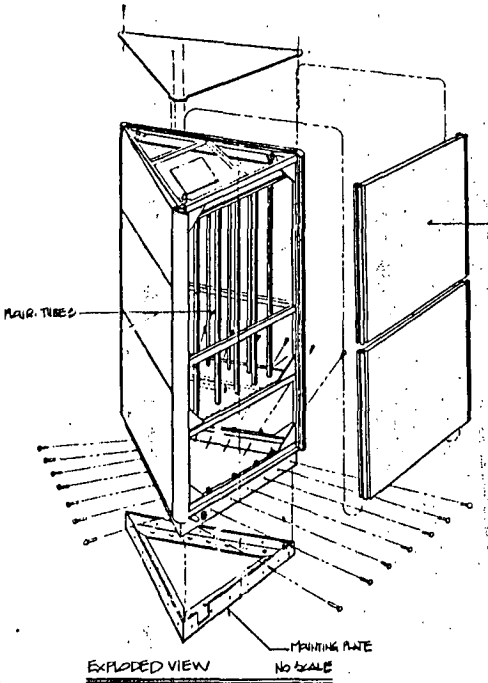
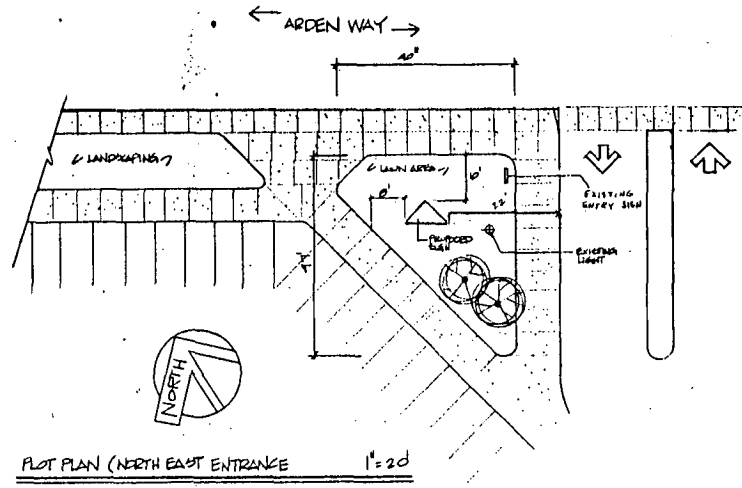


EXHIBIT A-1

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Sacto. (916) 924-1936
 Fresno (209) 299-2320

2401 Manning Street
 Sacramento, CA 95815

Ellis & Ellis SIGNS DISPLAYS

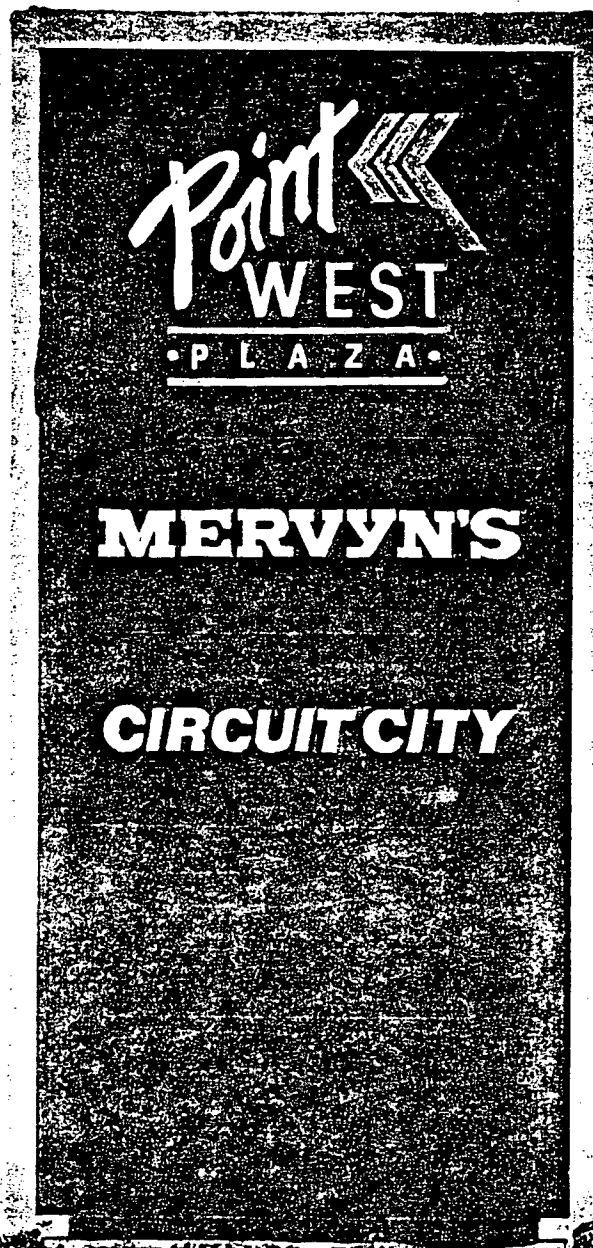


EXHIBIT B

CARISSIMI • ROHRER • ASSOCIATES
Architects and Planners, Inc.

RECEIVED

APR 22 1987

Planning and Development

April 21, 1987

CITY PLANNING DIVISION

APR 28 1987

RECEIVED

Mr. Marty Van Duyn, Planning Director
City of Sacramento
Planning Department
1231 I Street, Suite 300
Sacramento, California 958414

Subject: Mervyn's/Circuit City Signage

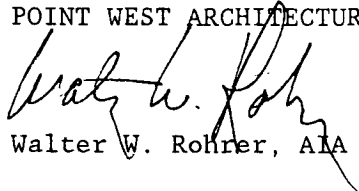
Dear Marty:

We have reviewed the enclosed drawing. The drawing does not conform with the CC&Rs in that the monument sign exceeds the height and size specified in the CC&Rs.

We refer this to you for your review. If you have any questions, please call.

Sincerely yours,

POINT WEST ARCHITECTURAL REVIEW COMMITTEE


Walter W. Rohrer, AIA

/ndb
Encl.

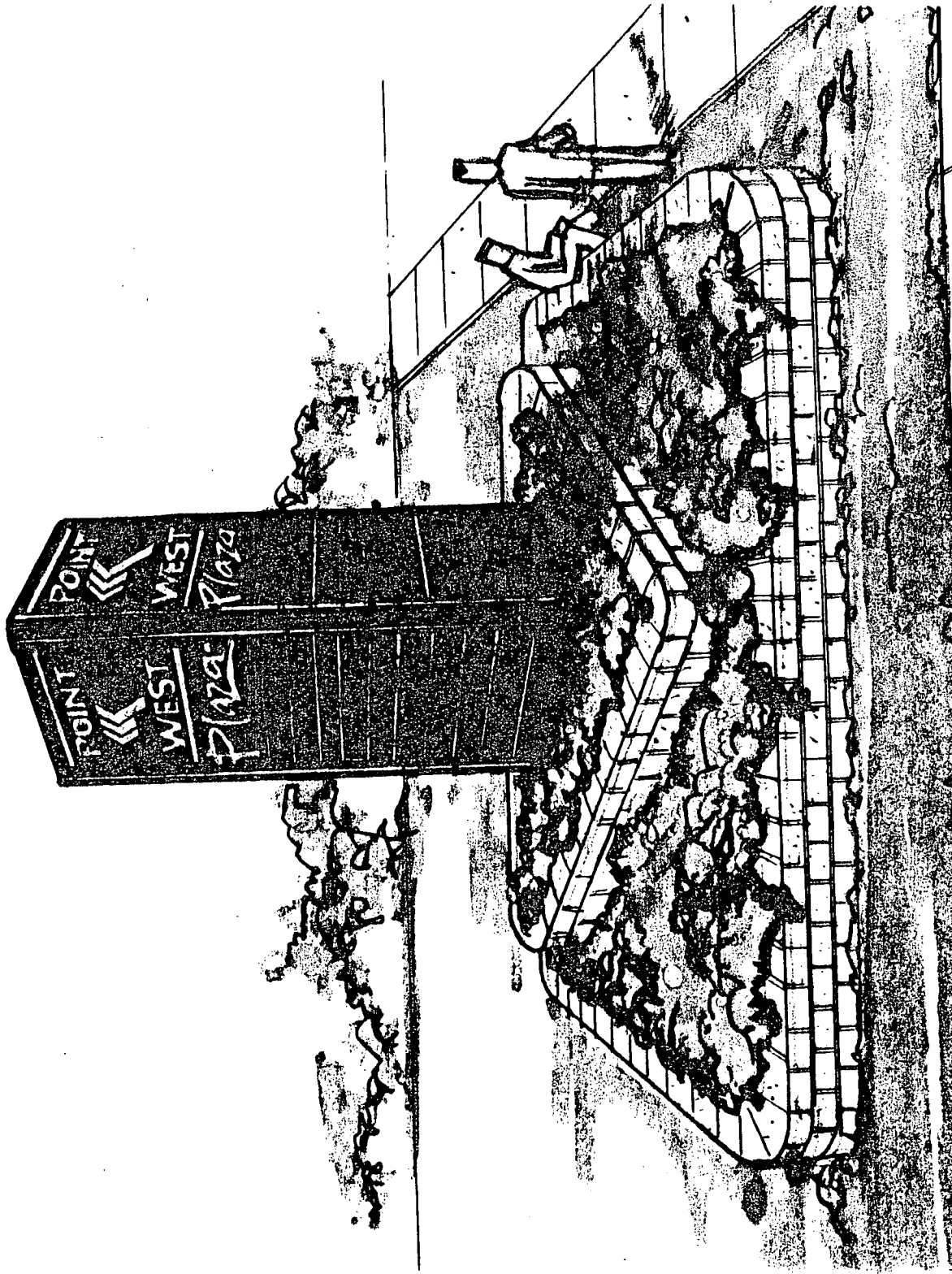
1515 River Park Drive, Suite 200
Sacramento, California 95815-4685
916-920-2929

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EXHIBIT 1

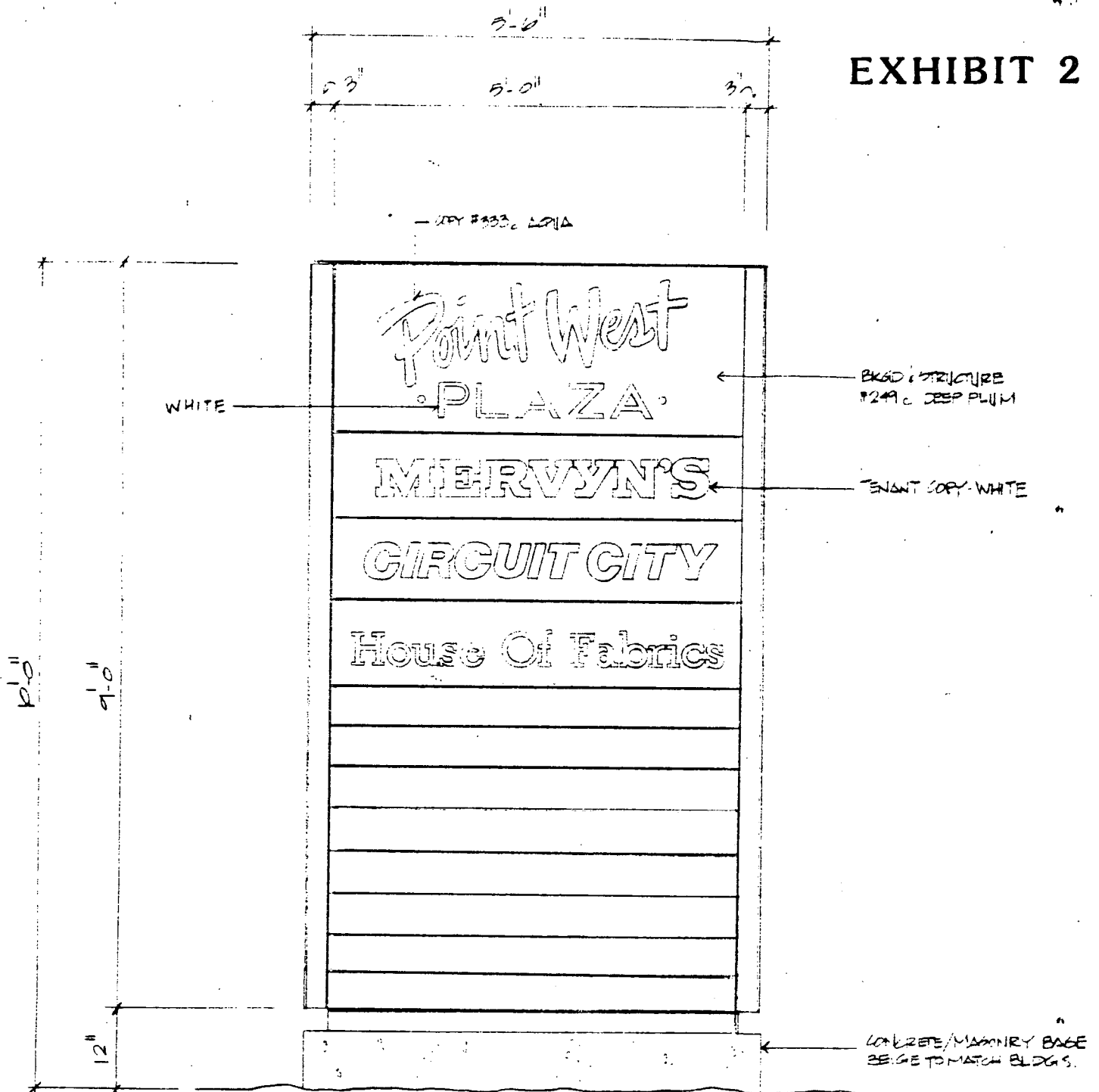


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Sheet 9

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EXHIBIT 2



SIGN FACE ELEVATION

- (3) MAJOR TENANTS
- (7) MINOR TENANTS

3/4"

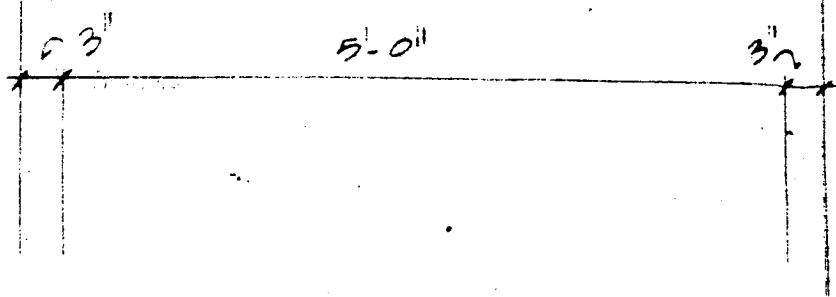
PROJECT POINT WEST PLAZA

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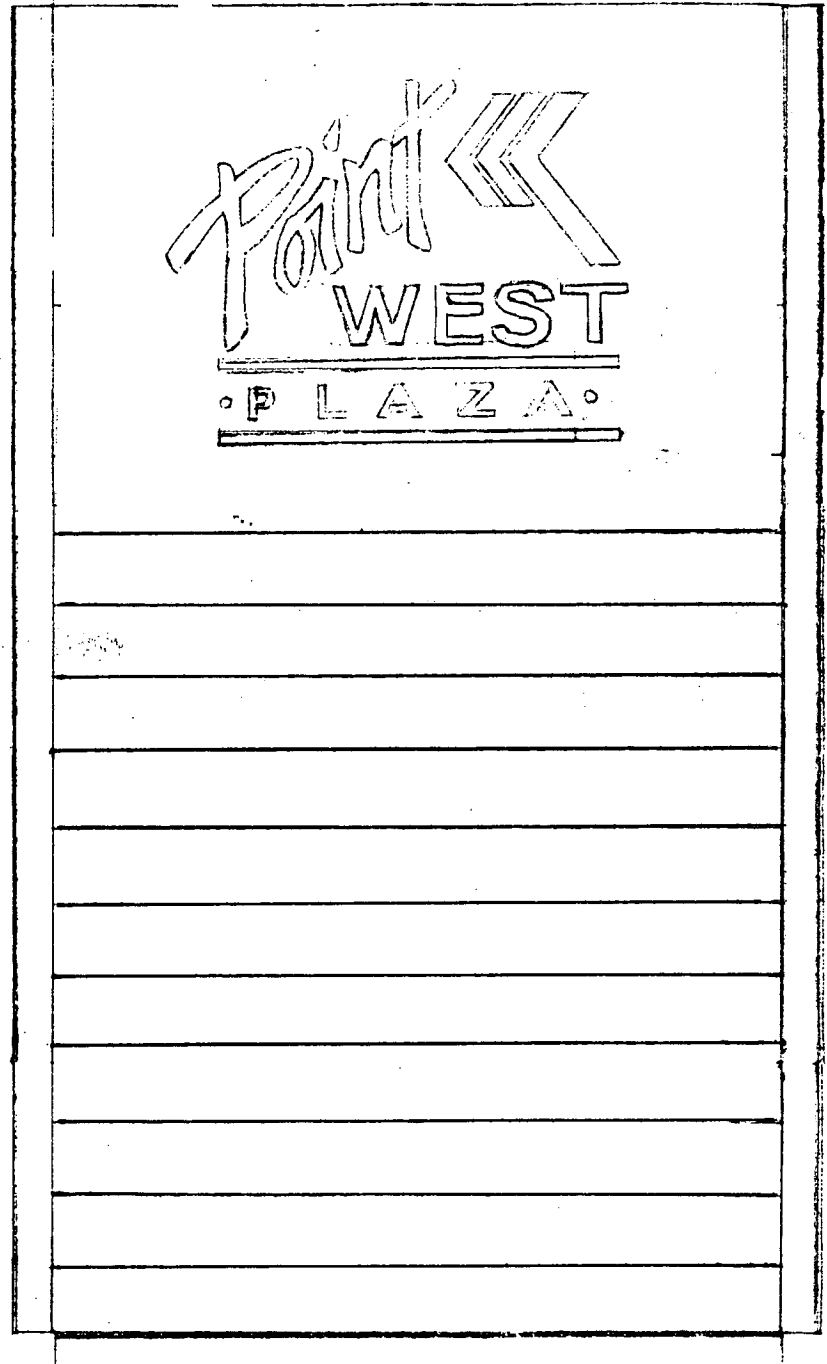
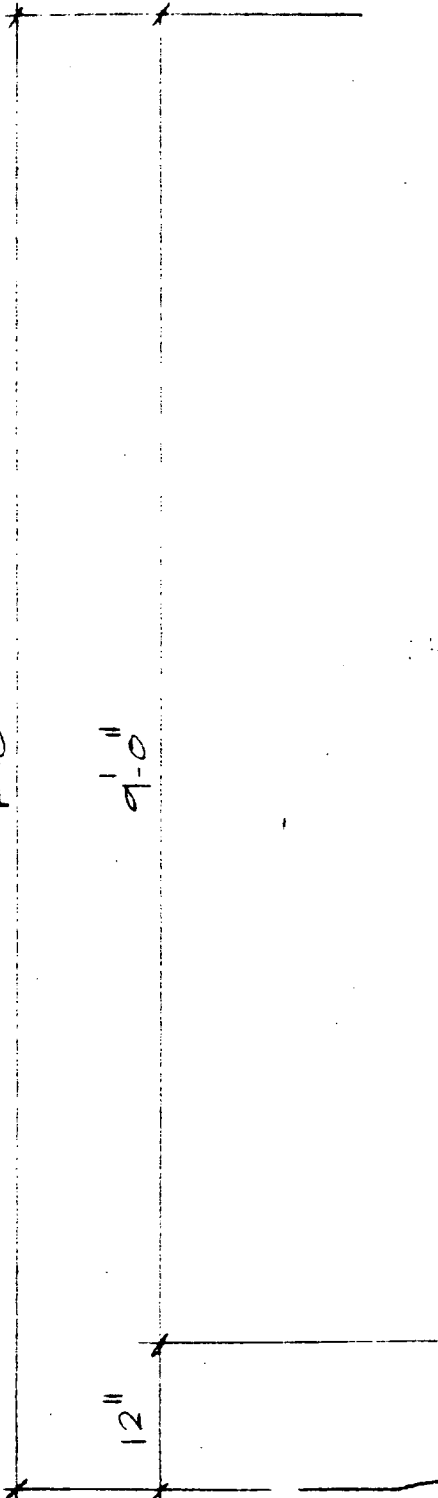
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SCALE 3/4"=1'-0"

DATE 5/4/87



Staff Revision



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