

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.

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 14, 1987~~

June 25, 1987

Item # ~~26~~
4

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

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 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 12 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 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 12 inch base...*)

~~May 28, 1987~~
~~May 14, 1987~~
June 25, 1987

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

Item #25

1/1

001115