



CITY OF SACRAMENTO

29 [redacted]

CITY PLANNING DEPARTMENT  
927 TENTH STREET SACRAMENTO, CA 95814  
SUITE 300 TELEPHONE (916) 449-5604

MARTY VAN DUYN  
PLANNING DIRECTOR

February 23, 1982

**FILED**  
By the City Council  
Office of the City Clerk  
*Cont to*  
*3-9-82*

**APPROVED** *intent to deny*  
BY THE CITY COUNCIL *appeal based*  
MAR 9 1982 *on F. of F. due*  
OFFICE OF THE CITY CLERK *3-23-82*

City Council  
Sacramento, California MAR 2 1982

Honorable Members in Session:

SUBJECT: Appeal of the City Planning Commission's denial of a special permit and variance request to allow additional signage for an existing office complex. (P-9536)

LOCATION: 1435 River Park Drive

SUMMARY:

This is a request for entitlements necessary to erect one additional 10" x 11'-6" sign to identify a ground floor tenant of an existing office structure. The Planning Commission denied the request and the applicant subsequently appealed the Commission's action.

BACKGROUND INFORMATION:

The subject site was recently developed with two five-story structures. Subsequently, the developer obtained approval by the Planning Commission and City Council to erect a total of six signs for the two structures. Building "A" was approved for two large signs (156 sq. ft. each) identifying California Federal and a smaller sign (30 sq. ft.) identifying Merrill Lynch. Building "B" was also approved for three signs that identify the Bank of Alex Brown. The six signs were agreed upon between the City Council and developer at that time.

The Merrill Lynch sign is oriented to River Park Drive where the main entrance to the facility is located. Merrill Lynch is requesting approval for an additional sign that would be visible on the Exposition Blvd. frontage.

Staff believes that the approved signage (six signs) is adequate to identify the office complex. We are concerned with additional signage because it would encourage additional signage by other tenants. Merrill Lynch occupies only a portion of the ground floor and as other tenants move in there may be additional requests for signs. Staff wants to avoid

an abundance of signs on the office complex. In addition, the six approved signs were agreed upon when the Council considered the original variance and special permit requests.

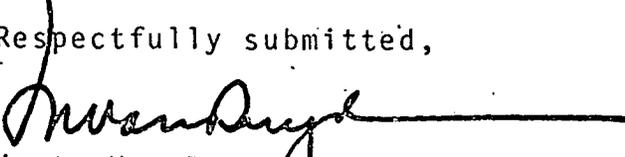
VOTE OF PLANNING COMMISSION

On November 25, 1981, the Planning Commission, by a vote of eight ayes, one absent, denied the project.

RECOMMENDATION

The staff and Planning Commission recommend that the City Council deny the appeal subject to findings of fact due on March 16, 1982.

Respectfully submitted,

  
Marty Van Duyn  
Planning Director

FOR CITY COUNCIL INFORMATION  
WALTER J. SLIPE  
CITY MANAGER

MVD:HY:cp  
Attachments  
P-9586

March 2, 1982  
District No. 3

SACRAMENTO CITY PLANNING COMMISSION

MEETING DATE Nov. 25  
 ITEM NO. 21a FILE NO. P-9586  
 M-

- GENERAL PLAN AMENDMENT
- COMMUNITY PLAN AMENDMENT
- REZONING
- SPECIAL PERMIT
- VARIANCE
- TENTATIVE MAP
- SUBDIVISION MODIFICATION
- ENVIRONMENTAL DET.
- OTHER

Recommendation:

- Favorable
- Unfavorable
- Petition
- Correspondence

LOCATION: \_\_\_\_\_

PROPOSERS	
NAME	ADDRESS
<i>John DeLong</i>	<i>Merrill, Lynch, Pierce, Fenner &amp; Smith 711 J St. Sacramento, CA 95814</i>

OPPOSERS	
NAME	ADDRESS

MOTION NO. \_\_\_\_\_

MOTION: *to City Council*

	YES	NO	MOTION	2ND
Augusta	✓			✓
Fong	✓			
Goodin	✓			
Holloway	✓			
Hunter	✓			
Larson	✓			
Muraki	<i>absent</i>			
Silva	✓		✓	
Simpson	✓			

- TO APPROVE
- TO DENY
- TO APPROVE SUBJECT TO COND. & BASED ON FINDINGS OF FACT IN STAFF REPORT
- INTENT TO APPROVE SUBJ. TO COND. & BASED ON FINDINGS OF FACT DUE \_\_\_\_\_
- TO RECOMMEND APPROVAL \_\_\_\_\_ & FORWARD TO CITY COUNCIL
- TO SATIFY NEGATIVE DECLARATION
- TO CONTINUE TO \_\_\_\_\_ MEETING
- OTHER \_\_\_\_\_

NOTICE OF APPEAL OF THE DECISION OF THE  
SACRAMENTO CITY PLANNING COMMISSION

DATE: December 3, 1981

TO THE PLANNING DIRECTOR:

I do hereby make application to appeal the decision of the City  
Planning Commission of November 25, 1981 when:  
(Date)

       Rezoning Application                      X   Variance Application  
  X   Special Permit Application

was:        Granted   X   Denied by the Commission

GROUND FOR APPEAL: The Lee Sammis Corporation arranged provisions for  
signing without our knowledge and/or agreement which proved to be inadequate.

We are making this appeal for one 11'-6" by 10" sign to be located on the  
south side of the Point West Tower A in order that our client's know where  
we have relocated to.

PROPERTY LOCATION: 1435 River Park Drive, Sacramento, California 95815

PROPERTY DESCRIPTION: Five story office building.

ASSESSOR'S PARCEL NO. 277 - 286 - 27

PROPERTY OWNER: Point West Associates

ADDRESS: 1451 River Park Drive, Suite 110, Sacramento, California 95815

APPLICANT: John R. DeLong

ADDRESS: 1435 River Park Drive, Suite 100, Sacramento, California 95815

APPELLANT: John R. DeLong

  
(SIGNATURE)

ADDRESS: 1435 River Park Drive, Suite 100, Sacramento, California 95815

FILING FEE: \$60.00      RECEIPT NO. 639

FORWARDED TO CITY CLERK ON DATE OF: \_\_\_\_\_

P- 9586

7/80

(4 COPIES REQUIRED)

**CITY PLANNING COMMISSION**

915 "I" STREET - SACRAMENTO, CALIFORNIA 95814

APPLICANT	John R. DeLong, 711 "J" Street, Sacramento, CA 95814		
OWNER	Point West Associates, 1451 River Park Drive, Suite 110, Sacramento, CA 95815		
PLANS BY			
FILING DATE	10-13-81	50 DAY CPC ACTION DATE	REPORT BY: JIT:bw
NEGATIVE DEC.	Exempt 15111(a)EIR	ASSESSOR'S PCL. NO.	277-286-27

APPLICATION: 1. Special Permit to allow signage in excess of number and square footage permitted by the Point West Development Guidelines for 2, five-story office buildings totaling 117,500+ square feet.

2. Variance to allow an additional 11'-6" x 10" sign

LOCATION: 1435 River Park Drive

APPLICANT'S PROPOSAL: The applicant is requesting the necessary entitlements to locate one additional 10" x 11'-6" sign on the south side of Building "A".

PROJECT INFORMATION:

1974 General Plan Designation:	Commercial and offices
Point West PUD Schematic	
Plan Designation:	Office Building
Existing Zoning of Site:	OB-R
Existing Land Use of Site:	2 five-story office buildings

Surrounding Land Use and Zoning:

North:	Office Building (2-story); OB-R
South:	Exposition Boulevard; A (PC)
East:	Office Building (1-story); OB-R
West:	I-80 Freeway and Offices; M-1-(S)-R

Property Dimensions:	Irregular
Property Area:	8.39+ acres
Square Footage of Building:	174,500 square feet.
Building Height:	78+ feet
Topography:	Flat
Exterior Building Material:	Clear (silver) anodized aluminum panels, reflective solar gray glass and solar gray glass.

Permitted Signage in OB-R zone

Total No. of Signs: 1	Total Square Footage: 32
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Building B:

Existing Amount of Signage	(as approved by Commission 4-9-81)
Total No. of Signs: 3	Total Square Footage: 344

Building A:

Approved Amount of Signage	(As approved by Commission 6-11-81)
Total No. of Signs: 3	Total Square Footage: 210

APPLC. NO. P-9586

MEETING DATE November 25, 1981

CPC ITEM NO. 21

Proposed Amount of Signage  
Total No. of Signs: 1  
Proposed Location:

Total Square Footage: 11.6  
South facade of Building "A"

PROJECT BACKGROUND: On April 9, 1981 the Commission approved a special permit and variance to locate three signs on Building B (344 square feet of sign area). On June 6, 1981 the Commission approved a special permit and variance to locate three signs on Building "A" (210 square feet of sign area). Therefore, a total of six signs have been approved for the subject OB-R zoned property.

STAFF EVALUATION: Staff has the following concerns regarding this sign proposal:

1. The City Sign Ordinance permits a maximum of 32 square feet of sign area for the entire site which is located in the OB-R, Office Building Review zone (16 sq. ft. per street frontage).

The Point West Development Guidelines stipulate that: "the total area of any sign shall be no greater than 10 percent of the total area of the building face to which it is attached, or 150 square feet, whichever is less. Since the City Sign Ordinance is more restrictive, it shall prevail.

2. A total of three signs have been approved for Building A. This amounts to 210 square feet of sign area. The applicant is requesting one additional sign totaling 11.6 square feet to identify "Merrill Lynch." The original approval included one sign for Merrill Lynch to be located on the north side of Building A. This sign totaled 30 square feet in area and is 18" x 20'-6" in size.

The other approved signs were for "California Federal" and totaled 180 square feet of sign area for two signs. Two signs, each being 3' x 52' in size were to be located on the sixth floor penthouse facia (southwest and northeast sides).

These signs have not been installed at this time. The owner has indicated that "California Federal" will no longer lease the building.

3. In respect to Building "B", the Commission approved a total of 344 square feet of sign area for three signs to identify Bank of Alex Brown. Two of the signs, each being 3'-6" x 54'-4", are located on the sixth floor penthouse facia on the southwest and north sides of the structure. The third sign is approximately six square feet and is located on the first floor.
4. Staff believes that Building "A" has more than adequate signage. The additional sign is not necessary to identify the location of a major use. The one approved sign for Merrill Lynch is adequate for identification. Additional signage would increase the visual proliferation of signs along I-80 and Exposition Boulevard.

STAFF RECOMMENDATION: Staff recommends the following actions:

1. Denial of the special permit based on findings of fact which follow;
2. Denial of the variance based on findings of fact which follow:

Should the Commission express an intent to approve the proposed sign, staff suggests that the approval be subject to the condition that the sign shall be non-illuminated.

Special Permit - Findings of Fact

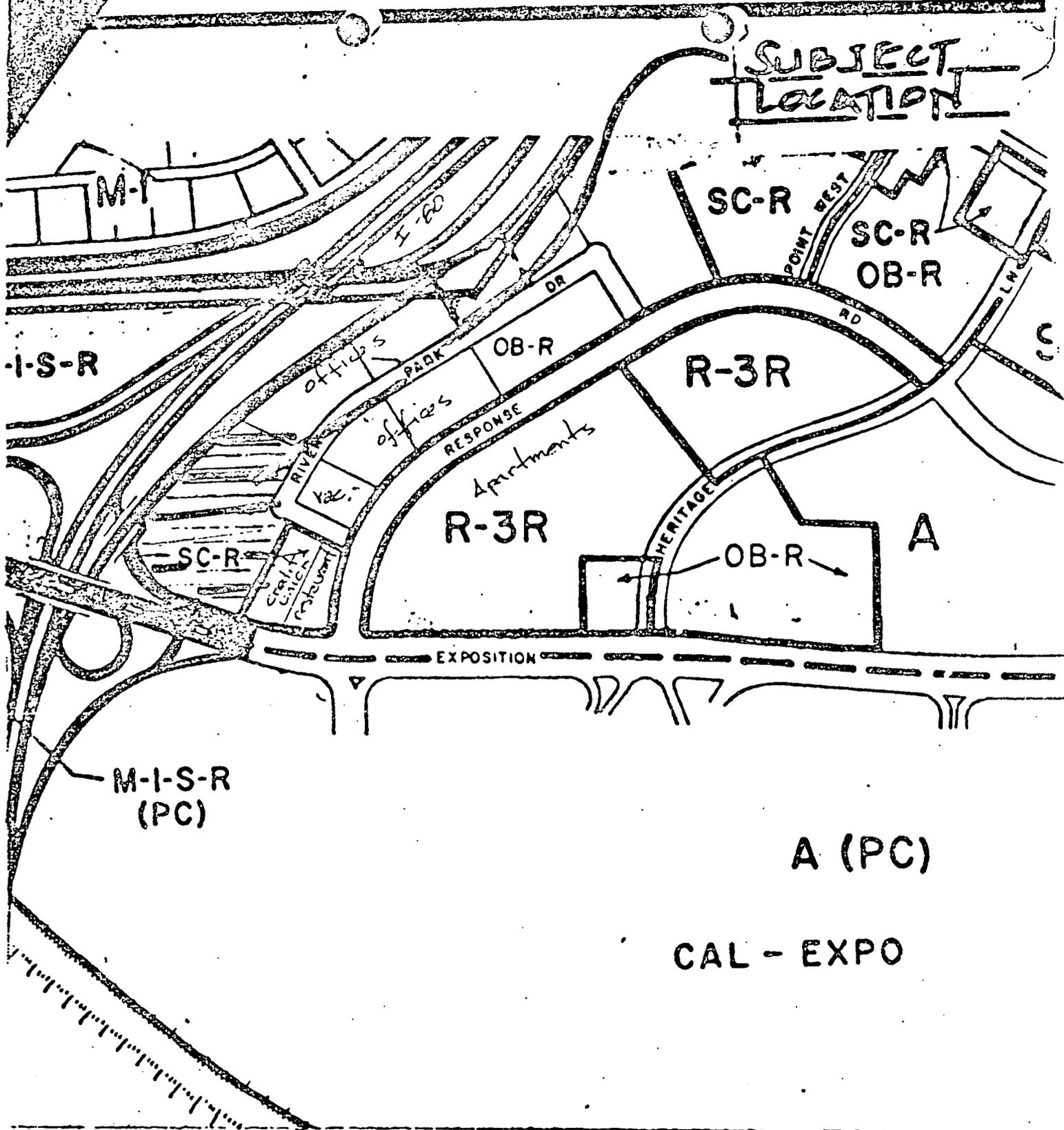
- a. The granting of a special permit would not be based upon sound principles of land use in that it would encourage a proliferation of signage at this location and along the I-80 freeway corridor and Exposition Boulevard.
- b. The granting of a special permit would be in conflict with the goals and objectives of the following plans:

Point West Guidelines: "To preserve and enhance the aesthetic values throughout Point West."

City Sign Ordinance: "To preserve and improve the appearance of the City as a place to live and to work and as an attraction to non-residents who come to visit or trade."

Variance - Findings of Fact

- a. The granting of a variance would be a special privilege extended to one individual property owner in that adequate signage identification can be provided to the entire site with less square footage.
- b. The proposal would not be in conformance with the Point West Guidelines which limit the square footage to 150 square feet per building face nor would the proposal be consistent with the City Sign Ordinance which limits the square footage to 32 square feet.
- c. The proposal would increase the visual proliferation of signs along the I-80 freeway corridor and Exposition Boulevard and would not be compatible with surrounding properties.

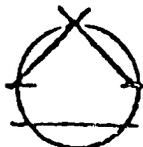


LOCATION PLAN

NOT TO SCALE

P. 9586

ITEM # 6



P-9586

11-25-81

No. 21  
P 9586

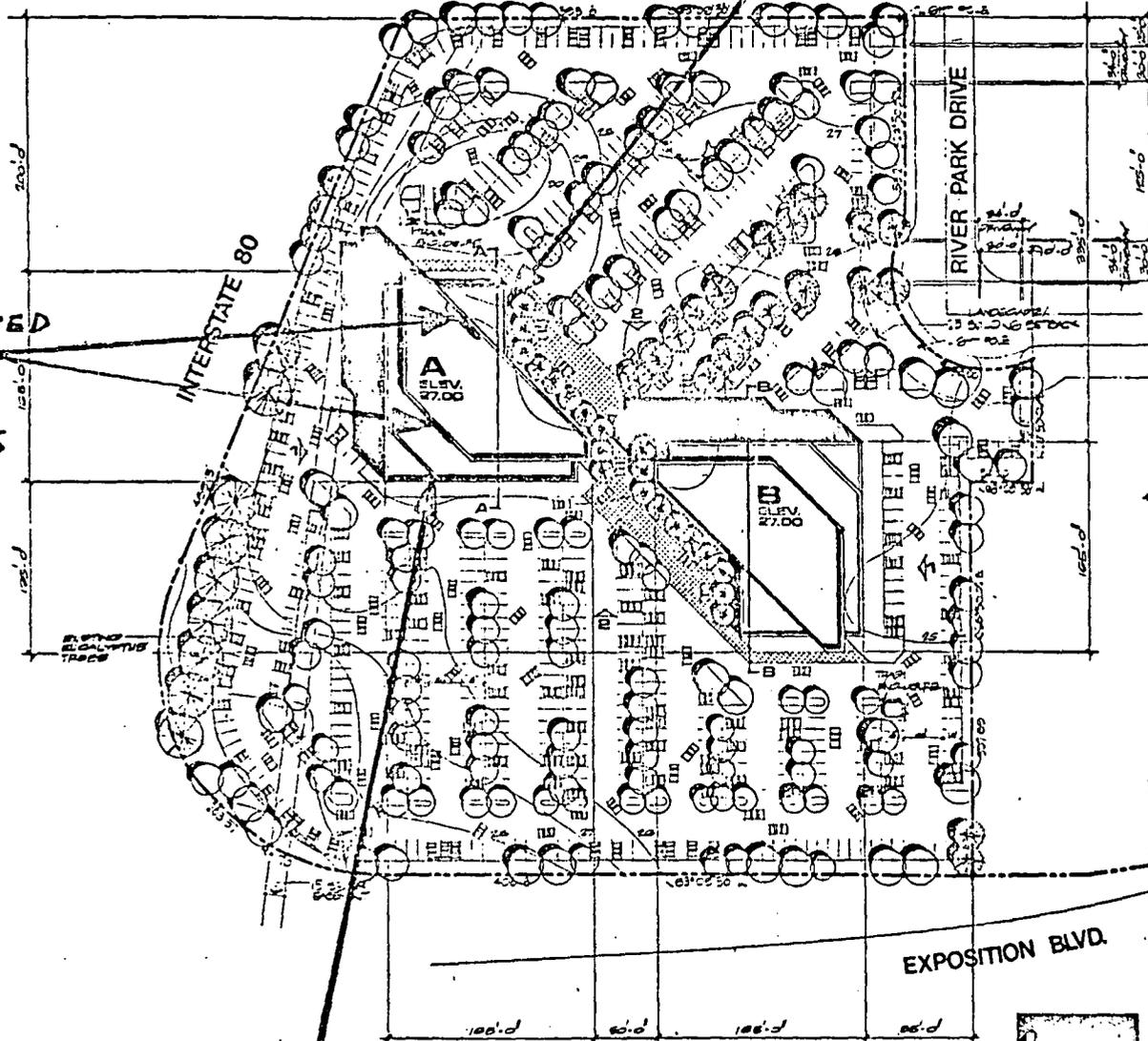
P-9586

11-25-81 9

No. 21

APPROVED  
MERRILL-LYNCH  
SIGN

APPROVED  
CAL  
RED  
SIGNS



**FLOOR AREA PER BLDG.**

FIRST	18,500 S.F.
SECOND	17,324 S.F.
THIRD	17,324 S.F.
FOURTH	17,324 S.F.
FIFTH	16,694 S.F.
TOTAL	87,166 S.F.

**TABULATIONS**

LAND AREA	365,512 S.F.
BUILDING FOOTPRINT	
A	18,500 S.F.
B	18,500 S.F.
TOTAL	37,000 S.F.
COVERAGE	10.12 %
LANDSCAPED AREA	68,750 S.F.
PAVED AREA	259,762 S.F.
PARKING CAPACITY	698 (1/250 S.F.)

**NOTES:**

1. ALL DRIVEWAYS ADJACENT TO BLDG. TO BE 20'-0" MINIMUM
2. ALL PARKING AT 20'-0" DRIVEWAY TO BE MINIMUM 6'-0" X 12'
3. ALL HANDICAPPED STALLS TO BE 11'-0" X 12'
4. ALL CHANGE TO CITY OF ENCINITAS TO BE MADE TO CITY OF ENCINITAS AND PERMIT MUST OBTAIN.
5. POWER SERVICE (TRANSFORMER) WILL BE IN TRASH ENCLOSURE.
6. LANDSCAPE & IRRIGATION PLANS WILL BE PERMIT FOLLOWING INITIAL APPROVAL.
7. ALL ROOF EQUIPMENT WILL BE LOCATED ABOVE EQUIPMENT ENCLOSURE.
8. ALL DRIVEWAYS NOT ADJACENT TO BLDG. TO BE 30'-0" MIN.

**PROPOSED**  
**MERRILL LYNCH**  
10" INDIVIDUAL LETTERS / NON ILLUMINATED  
Directly Above First Floor WINDOWS



3-20-79 77012

**POINT WEST  
EXECUTIVE  
CENTRE**

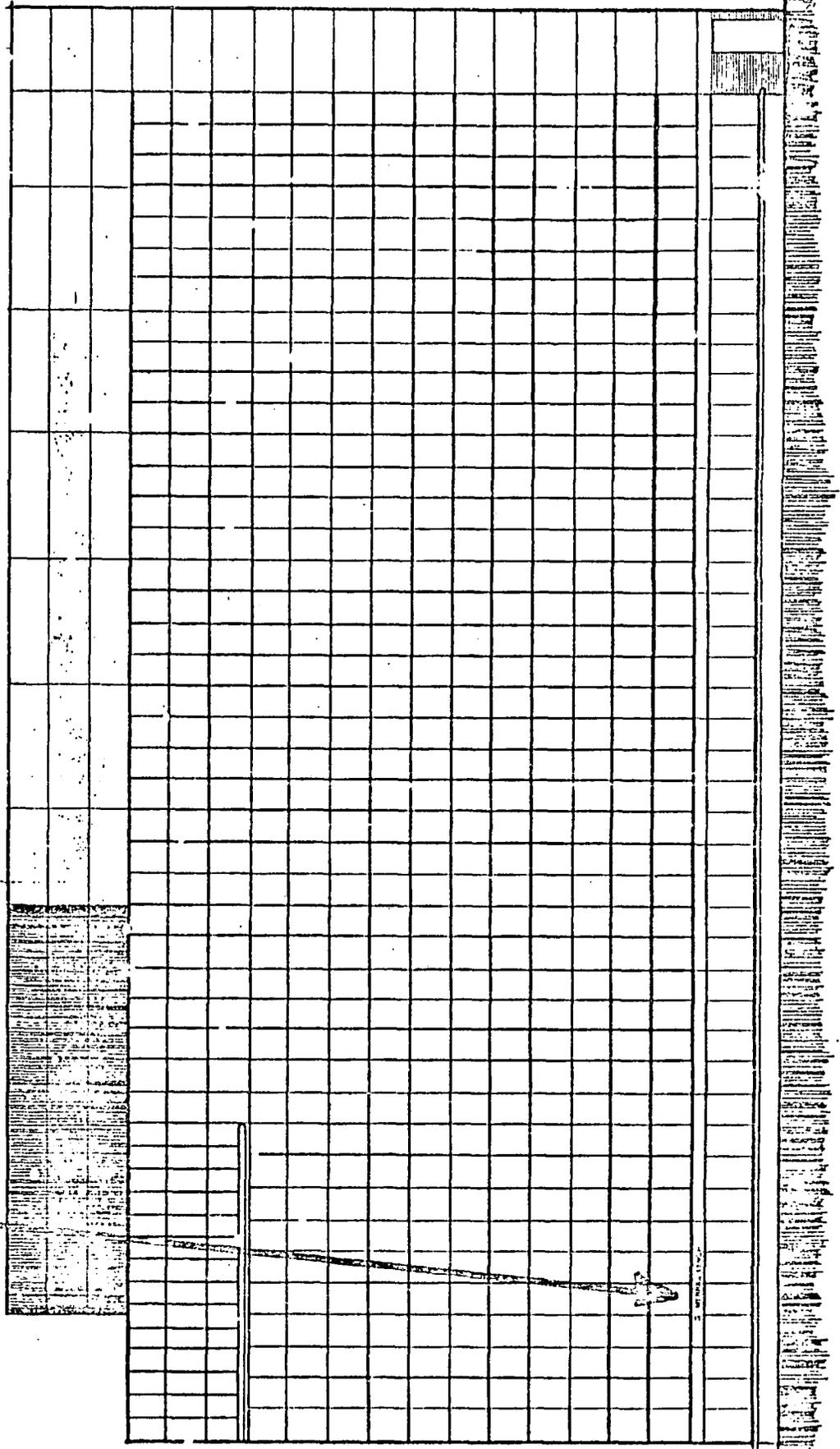


LEE SAMMIS COMPANY • PHASE 5

11'-6"

# MERRILL LYNCH

METAL CHANNEL - LUTHERS WITH QUARTZ GLASS PAGES AND S.A. RESINERS  
 METAL - 1/2" S. S. WITH SEMI-GLOSS BLACK  
 3/8" DANCE BRONZE ACRYLIC PLASTIC PAGES (V. SECOND SURFACE COATED WHITE  
 L. CO. S.A. CONSTRUCTION - AS LETTERS WITH WHITE FACE  
 AND BRONZE - DYE ONLY



SHEET # 2 OF 2

CUSTOMER	PANK OF ALEX BROWN	THIS DESIGN AND ENGINEERING IS SUBMITTED AS OUR PROPERTY AND IS TO REMAIN OUR PROPERTY EXCEPT WHERE SHOWN OTHERWISE AND APPROVED BY PURCHASER.
ADDRESS	1425 HAYSTACK DR. 2ND FL.	
SALESMAN	LEE RAGEY	
DATE	12-18-80	



DESIGNER	ew	APPROVED BY
SCALE	1/8" = 1'-0"	
QUANTITY		
CHECKED BY		

P-9586

11-25-81

No. 21

# SACRAMENTO CITY PLANNING DEPARTMENT

Application Information

Application taken by/date: \_\_\_\_\_

Project Location 1435 River Park Drive, Sacramento, CA 95815

**PN# 9586**

Assessor Parcel No. 277-286-27

Owners Point West Associates

Phone No. 929-3193

Address 1451 River Park Drive, Suite 110, Sacramento, CA 95815

Applicant John R. Delong

Phone No. 444-3232

Address 711 J Street, Sacramento, CA 95814

Signature *[Signature]* C.P.C. Mtg. Date 11-25-81

**REQUESTED ENTITLEMENTS**

**ACTION ON ENTITLEMENTS**

- Environ. Determination Exempt 15111(a)
- General Plan Amend \_\_\_\_\_
- Community Plan Amend \_\_\_\_\_
- Rezone \_\_\_\_\_
- Tentative Map \_\_\_\_\_
- Special Permit to allow signage in excess of number and square footage permitted by Point West PUD  
Guidelines for 2 five-story office bldgs
- Variances to allow an additional 11'6" x 10" sign in excess of permitted signage
- Plan Review \_\_\_\_\_
- PUD \_\_\_\_\_
- Other Posting & Notification

Commission date	Council date	Filing Fees
_____	_____	\$ <u>25.00</u>
_____	_____	\$ _____
_____	Res. _____	\$ _____
_____	_____	\$ _____
_____	Res. _____	\$ _____
_____	_____	\$ _____
_____	Ord. _____	\$ _____
_____	_____	\$ _____
_____	Res. _____	\$ <u>290.00</u>
<u>DEF 11-25-81</u>	<u>appealed 12-3-81</u>	\$ <u>200.00</u>
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ <u>36.00</u>

FEE TOTAL \$ 551.00  
 RECEIPT NO. 592  
 By/date 11/10/81

Sent to Applicant: \_\_\_\_\_ Date \_\_\_\_\_ By: \_\_\_\_\_ Sec. to Planning Commission

**Key to Entitlement Actions**

- |                                    |   |  |
|------------------------------------|---|--|
| R - Ratified                       | D - Denied                                    | IAF - Intent to Approve based on Findings of Fact  |
| Cd - Continued                     | RD - Recommend Denial                         | AFF - Approved based on Findings of Fact           |
| A - Approved                       | RA - Recommend Approval                       | RPC - Return to Planning Commission                |
| AC - Approved W/conditions         | RAC - Recommend Approval W/conditions         | CSR - Condition Indicated on attached Staff Report |
| AA - Approved W/amended conditions | RMC - Recommend Approval W/amended conditions |  |

NOTE: There is a thirty (30) consecutive day appeal period from date of approval. Action authorized by this document shall not be conducted in such a manner as to constitute a public nuisance. Violation of any of the foregoing conditions will constitute grounds for revocation of this permit. Building permits are required in the event any building construction is planned. The County Assessor is notified of actions taken on rezonings, special permits and variances.

NOTICE OF APPEAL OF THE DECISION OF THE  
SACRAMENTO CITY PLANNING COMMISSION

DATE: December 3, 1981

TO THE PLANNING DIRECTOR:

I do hereby make application to appeal the decision of the City  
Planning Commission of November 25, 1981 when:  
(Date)

     Rezoning Application                      X   Variance Application  
  X   Special Permit Application

was:      Granted   X   Denied by the Commission

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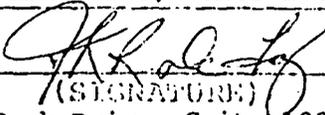
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APPLICANT: John R. DeLong

ADDRESS: 1435 River Park Drive, Suite 100, Sacramento, California 95815

APPELLANT: John R. DeLong

  
(SIGNATURE)

ADDRESS: 1435 River Park Drive, Suite 100, Sacramento, California 95815

FILING FEE: \$60.00      RECEIPT NO. 639

FORWARDED TO CITY CLERK ON DATE OF: \_\_\_\_\_

P- 9586



# CITY OF SACRAMENTO

## OFFICE OF THE CITY CLERK

815 I STREET  
CITY HALL ROOM 203

SACRAMENTO, CALIFORNIA 95814  
TELEPHONE (916) 449-5428

LORRAINE MAGANA  
CITY CLERK

March 10, 1982

John R. DeLong  
1435 River Park Drive, Suite 100  
Sacramento, CA 95815

Dear Mr. DeLong:

On March 9, 1982, the Sacramento City Council heard your appeal from City Planning Commission action denying a Special Permit to allow signage in excess of the number and square footage permitted by Point West PUD Guidelines for two five-story office buildings and variance to allow an additional 11' 6" by 10" sign in excess of permitted signage; location: 1435 River Park Drive (P-9586).

The Council adopted by motion its intent to deny your appeal contingent on Findings of Fact which are due March 23, 1982.

Sincerely,

  
Lorraine Magana  
City Clerk

LM/mm/29

cc: Planning Department  
Point West Associates