



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.

P87-173

4/27/88

001124