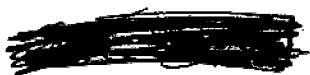




CITY OF SACRAMENTO



22

CITY PLANNING DEPARTMENT

725 "J" STREET

SACRAMENTO, CALIF. 95814  
TELEPHONE (916) 449-5604

MARTY VAN DUYN  
PLANNING DIRECTOR

May 29, 1981

APPROVED  
BY THE CITY COUNCIL

*GRANT*  
*intent to*  
*appeal based*  
*on F. of F. due*

JUN 2 - 1981

OFFICE OF THE  
CITY CLERK

*6-16-81*

City Council  
Sacramento, California

Honorable Members in Session:

SUBJECT: Appeal of a condition of approval of a Special Permit and Variance application which prohibits the illumination of signs for the Point West Executive Center (P-9338)

LOCATION: Northeast quadrant of I-80 and Exposition Boulevard

SUMMARY

This is a request for entitlements necessary to locate four attached signs to identify a five-story office structure located within the Point West PUD. The Planning Commission approved the requested special permit and variance subject to the condition that the signs are non-illuminated. The applicant subsequently appealed the condition to the City Council.

BACKGROUND INFORMATION

The subject site was recently developed with a five-story office complex. The complex consists of basically two five-story structures located in the center of the site with parking surrounding the complex. The site is located adjacent to I-80 freeway.

The applicant proposes to locate four signs (two 197 feet and two six square feet) to identify Building "B" as shown on the site plan. The two larger signs will be placed near the top of the structure, and the two smaller signs will be adjacent to the entryways. The signs will provide identification for the tenant of the ground floor to Building "B" which is the Bank of Alex Brown.

In consideration of the request, several Commissioners, Planning staff and a representative for an adjacent property owner were opposed to the signage as proposed by the applicant. Generally, the signage was excessive for the structure and it would encourage other sites to request similar signage.

Staff agrees with the Commission's action to require the signs to be non-illuminated because it would reduce the visibility of the sign in the evenings. Also, the illumination would not be necessary in the evenings when the bank is closed.

VOTE OF PLANNING COMMISSION

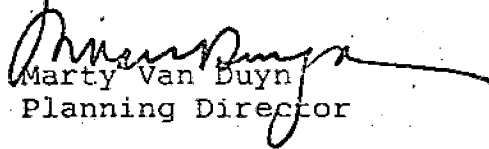
On April 9, 1981, the Planning Commission by a vote of five ayes, three noes, one absence, approved the special permit and variance request subject to the condition that the signs not be illuminated.

RECOMMENDATION

If the Council agrees with the Planning Commission's action, the proper action would be to deny the appeal subject to findings of fact due at the June 16, 1981 Council meeting.

If the Council agrees with the appellant, the proper action would be to grant the appeal subject to findings of fact due at the June 16, 1981 Council meeting.

Respectfully submitted,

  
Marty Van Duyn  
Planning Director

FOR CITY COUNCIL INFORMATION  
WALTER J. SLIPE  
CITY MANAGER

MVD:HY:bw  
Attachments  
P-9338

June 2, 1981  
District No. 3



SACRAMENTO CITY PLANNING COMMISSION

MEETING DATE April 9, 1981  
 ITEM NO. 170/c FILE NO. P-9338  
M-

- GENERAL PLAN AMENDMENT  TENTATIVE MAP   
 COMMUNITY PLAN AMENDMENT  SUBDIVISION MODIFICATION   
 REZONING  EIR DETERMINATION   
 SPECIAL PERMIT  OTHER \_\_\_\_\_  
 VARIANCES  \_\_\_\_\_

Recommendation:  
 Favorable  
 Unfavorable

LOCATION: Ne. quadrant of Int 90 & Exposition Blvd.  
 Petition  Correspondence

PROPOSERS

<u>NAME</u>	<u>ADDRESS</u>
<u>Bill Hellmann - 555 Capital Mall, Sacramento, CA</u>	
<u>Fritz Brown - 1500 River Park Drive, Sacramento, CA</u>	
<u>Mark Nelson - 1451 River Park Drive, Ste. 110, Sacramento, CA</u>	

OPPOSERS

<u>NAME</u>	<u>ADDRESS</u>
<u>Thomas Banning - 610 Howe Ave #45, Sacramento, CA</u>	

MOTION NO. 307

MOTION:

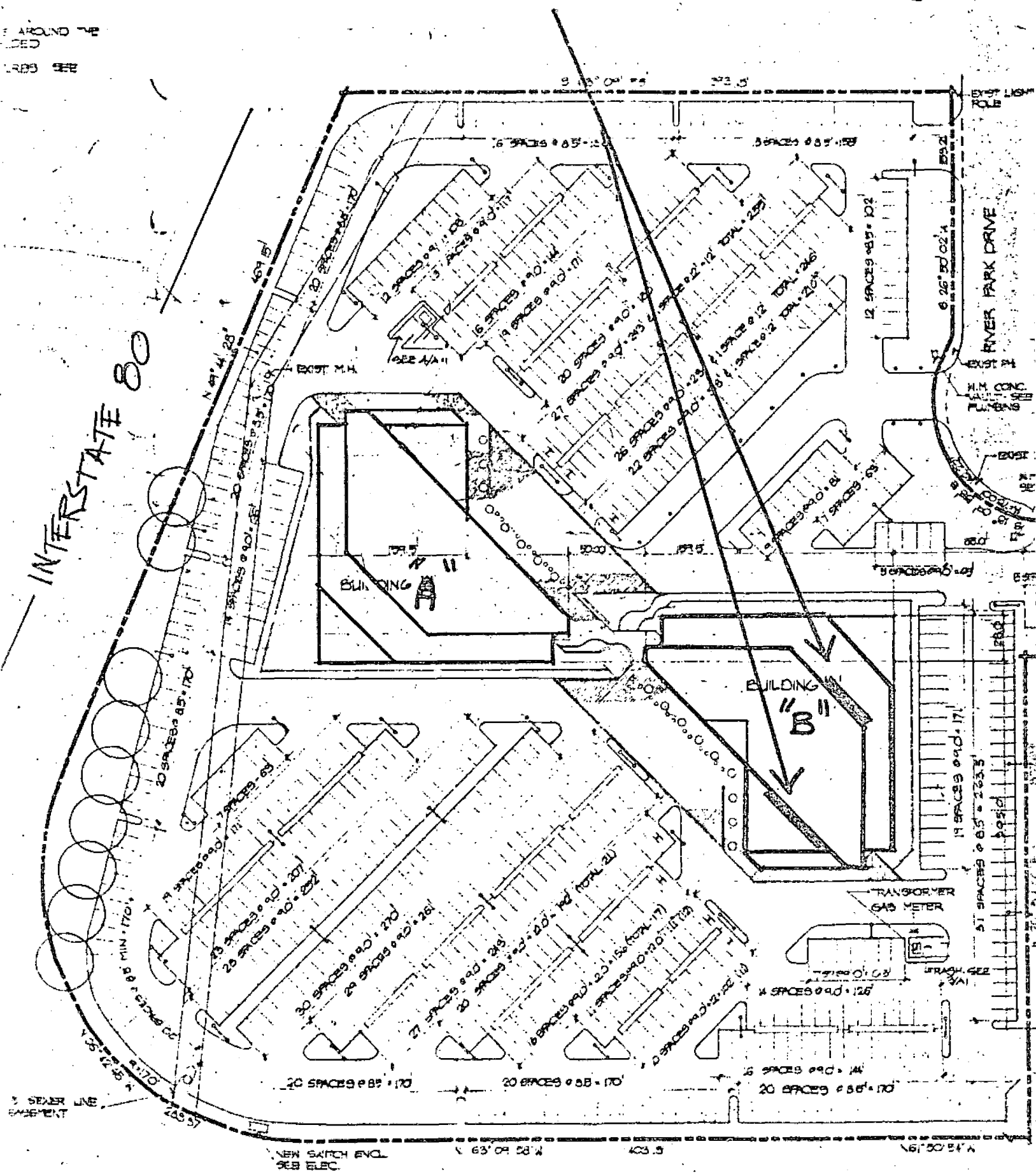
	YES	NO	MOTION	2ND
Augusta	<u>absent</u>			
Fong	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Goodin	<input checked="" type="checkbox"/>			
Holloway	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Hunter		<input checked="" type="checkbox"/>		
Larson		<input checked="" type="checkbox"/>		
Haraki	<input checked="" type="checkbox"/>			
Silva		<input checked="" type="checkbox"/>		
Simpson	<input checked="" type="checkbox"/>			

- 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 4-29-81  
 TO RECOMMEND APPROVAL & FORWARD TO CITY COUNCIL  
 TO RATIFY NEGATIVE DECLARATION  
 TO CONTINUE TO \_\_\_\_\_ MEETING  
 OTHER without lighting

ADDITIONAL:  
 LOCATION OF  
 AROUND THE  
 LINES SEE

42" ILLUM. LETTERS "BANK OF ALEX BROWN" (2 SETS)

INTERSTATE 80



EXPO BUID

P-9338

16 E 17

RECEIVED OFFICE  
CITY CLERK'S OFFICE  
CITY OF SACRAMENTO  
MAY 14 3 53 PM '81

**McDONOUGH, HOLLAND & ALLEN**  
A PROFESSIONAL CORPORATION  
ATTORNEYS

555 CAPITOL MALL, SUITE 950  
SACRAMENTO, CALIFORNIA 95814  
(916) 444-3900

NEWPORT BEACH OFFICE  
4041 MACARTHUR BOULEVARD, SUITE 190  
NEWPORT BEACH, CALIFORNIA 92660  
(714) 833-2304

IN REPLY REFER TO:

MARTIN McDONOUGH  
ALFRED E. HOLLAND  
BRUCE F. ALLEN  
V. BARLOW GOFF  
JOSEPH E. COOMES, JR.  
WILLIAM G. HOLLIMAN, JR.  
DAVID J. SPOTTISWOOD  
ELMER R. MALAKOFF  
RICHARD W. NICHOLS  
DONALD C. POOLE  
RICHARD W. OSEN  
RICHARD E. BRANDT  
GARY F. LOVERIDGE  
G. RICHARD BROWN  
DENNIS D. O'NEIL  
DAVID W. POST  
SUSAN K. EDLING

BRUCE McDONOUGH  
WILLIAM L. OWEN  
D. WILLIAM DENTINO  
DAVID F. BEATTY  
ALICE A. WOODYARD  
MICHAEL T. FOGARTY  
ANN H. MORRIS  
HARRY E. HULL, JR.  
RICHARD L. DeCOSKY, JR.  
JEFFRY R. JONES  
DAVID R. BAADE  
DANIEL J. GRIMM  
ROBERT W. O'CONNOR  
BETSY S. KIMBALL  
WILLIAM F. ZIPRICK

May 14, 1981

20250/015

Ms. Lorraine Magana  
City Clerk  
City Hall  
915 I Street  
Sacramento, CA 95814

Dear Ms. Magana:

We respectfully request that the Appeal of the Planning Commission's approval of various requests for property located at the northeast quadrant of Interstate 80 and Exposition Blvd. (P-9338) and the Appeal of Planning Commission's denial of illuminated signs on Building "B" of the Point West Executive Center (P-9338), which is set for hearing on May 26th, be continued to June 2, 1981.

Very truly yours,

*William G. Holliman Jr*  
William G. Holliman, Jr.

WGH:js

cc: K. Mark Nelson

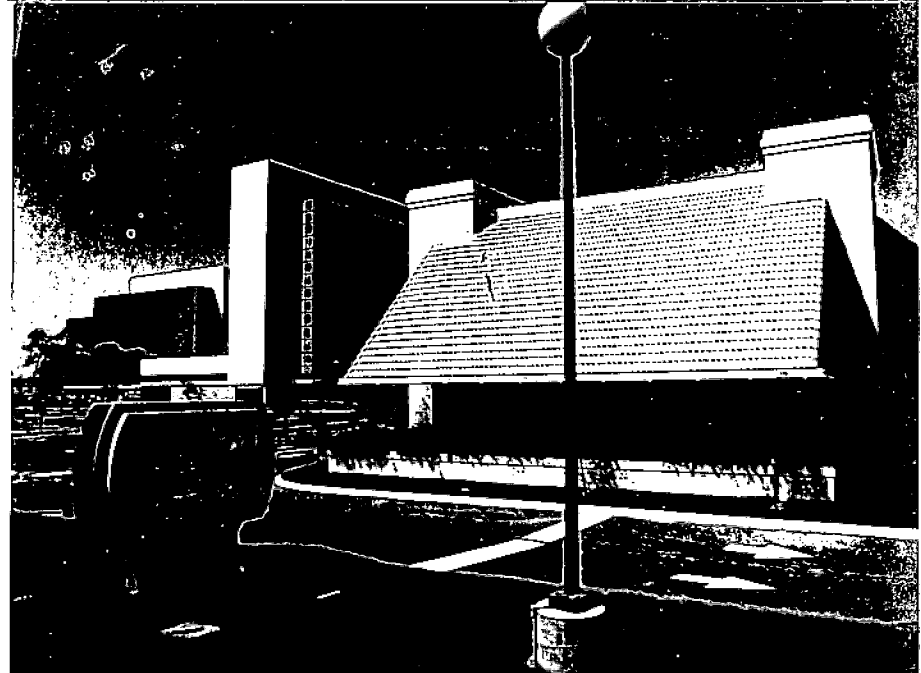
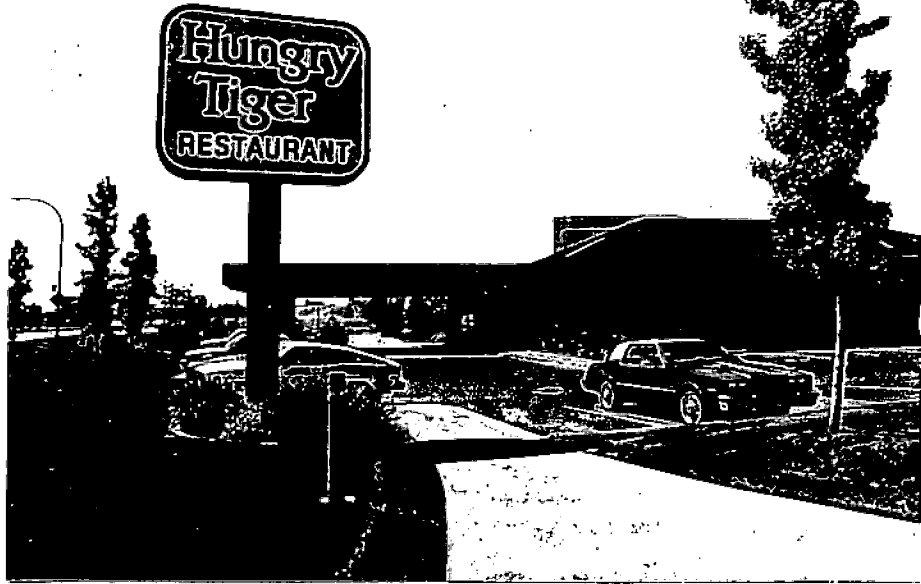
APPROVED  
BY THE CITY COUNCIL

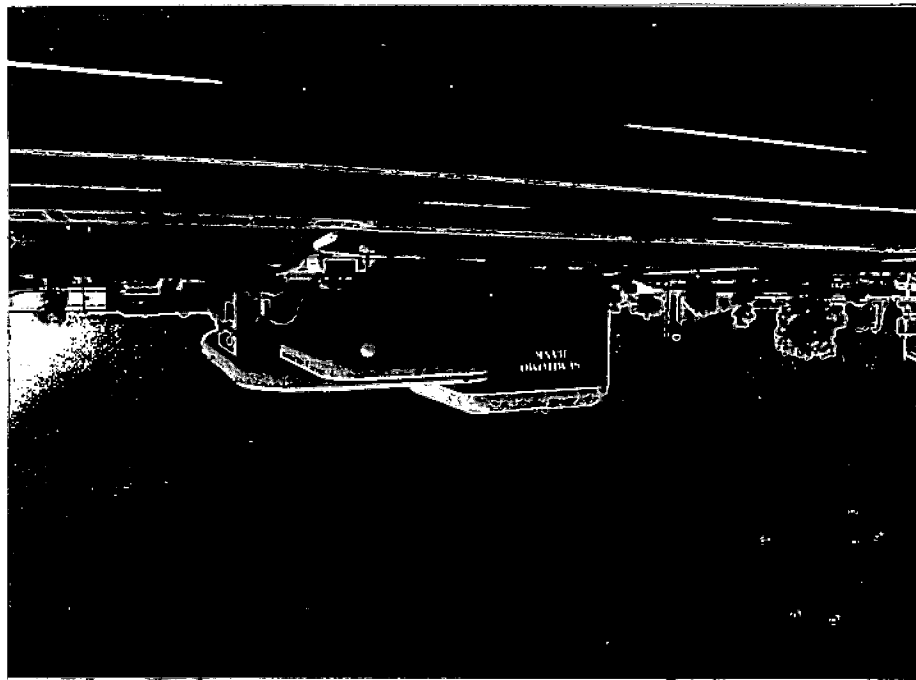
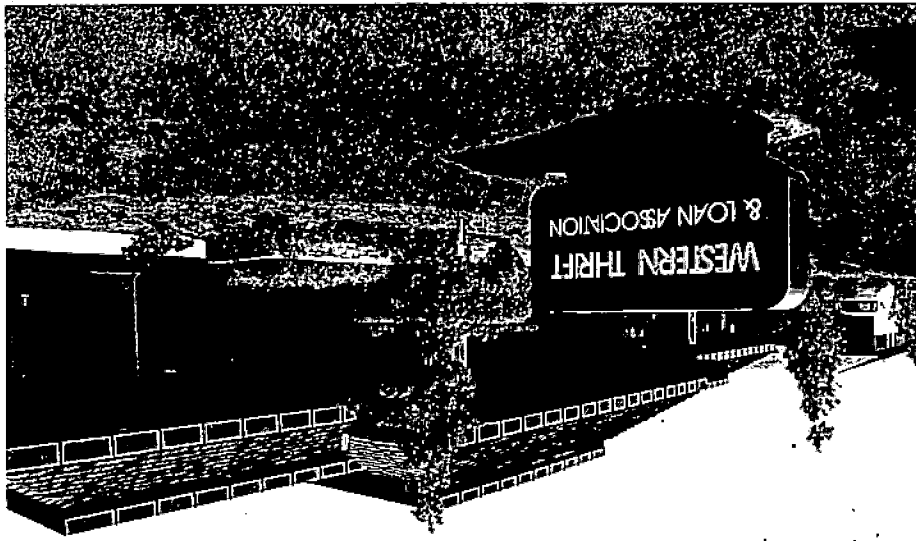
MAY 26 1981

OFFICE OF THE  
CITY CLERK

*Cont to  
6-2-81*

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20123



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