

# CITY PLANNING COMMISSION

1231 'I' STREET, SUITE 200, SACRAMENTO, CA 95814

APPLICANT Ellis & Ellis Signs, 1111 Joellis Way, Sacramento, CA 95815  
OWNER James H/Gail I. Griggs, et.al., 201 Hoffman Avenue, Monterey, CA 93740  
PLANS BY ASI Sign Systems, 2401 Manning Street, Sacramento, CA 95815  
FILING DATE 6/22/89 ENVIR. DET. 15311a REPORT BY PW/kjr  
ASSESSOR'S PCL. NO. 277-0271-022

**APPLICATION:** Special Permit to allow a 12' high triangular shaped monument sign with copy on two faces at the Challenge Way entrance into Point West Plaza Shopping Center.

**LOCATION:** Middle entrance into Point West Plaza Shopping from Challenge Way

**PROPOSAL:** The applicant is requesting the necessary entitlements to erect a 12' high triangular shaped monument sign.

**PROJECT INFORMATION:**

General Plan Designation: Regional Commercial and Office  
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'  
Sign Dimensions: 12' x 5'5" on each side  
Sign Area: 66 square feet side  
Sign Materials: Fiberglass and Aluminum  
Sign Colors: Deep Plum background with White Copy

**PROJECT EVALUATION:** Staff has the following comments:

- A. 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 General Plan designates the site for regional commercial and office uses.

On July 9, 1987, the Planning Commission approved a special permit request to replace the two existing pole signs with a 12' high triangular shaped monument sign at the Arden Way entrance into the shopping center. This sign has been erected and presently includes the copy of three tenants of the shopping center. The subject request is to place an identical triangular shaped monument sign at the Challenge

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APPLC. NO. P89-244 MEETING DATE August 10, 1989 ITEM NO. 17

Way entrance to the shopping center. It will replace the pole sign formerly in the same location that was removed. The Point West PUD Guidelines indicate that permanent directional and identification signs for the Point West Plaza not exceeding 250 square feet are permitted subject to approval of a special permit. Therefore, the applicant is requesting a special permit for the proposed monument sign.

**B. Sign Design**

The proposed sign is triangular in shape and constructed out of fiberglass panels attached to aluminum extrusions which slide into an aluminum frame. The exposed aluminum will be finished to match sign panels. The sign is 12 feet in height with each side having dimensions of approximately 12 feet by 5.5 feet. Copy is proposed for two sides of the triangular shape with the side facing the shopping center remaining blank. Proposed colors are white letters on a burgundy background. They will be internally illuminated with fluorescent tubes. The copy will include the name of four major tenants (see Exhibit A) listed directly beneath the "Point West Plaza" and logo. Staff has previously agreed to this sign design and copy on the prior approval for the Arden Way entrance. The applicant is not requesting to vary from this agreed upon design. Staff has no objections to the location as well, provided a minimum 10 foot setback is maintained from Challenge Way and the driveway. These setbacks are indicated on the submitted plans.

Planning staff finds that the proposed sign is in harmony with the purpose of the Sign Ordinance to eliminate excessive and confusing sign displays. Also, the sign is warranted to identify the business activities within the center and the design of the sign is compatible with the existing shopping center.

The Point West Architectural Review Committee has reviewed the proposed sign and has indicated approval of its design and location.

**ENVIRONMENTAL DETERMINATION:** This project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15311a).

**RECOMMENDATION:** Staff recommends approval of a Special Permit for a triangular monument sign, subject to conditions and based upon findings of fact which follow.

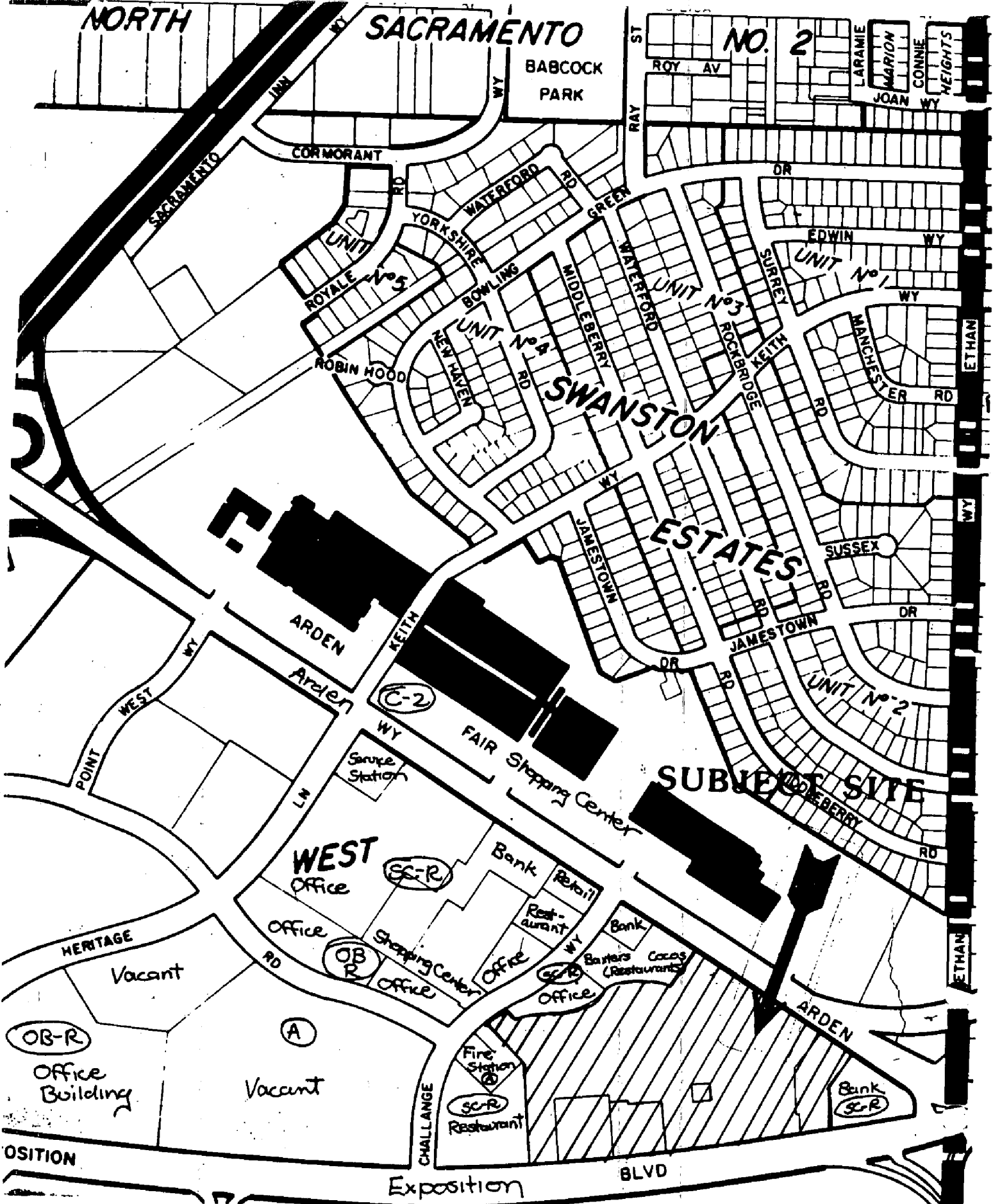
**Conditions**

1. The sign copy shall indicate "Point West Plaza" with logo as indicated on the submitted plans. Individual signage for a maximum of four major tenants may be listed below the shopping center name and logo.
2. Maximum sign height shall be 12 feet.
3. Sign colors shall be white copy on a burgundy background.
4. The sign shall be set back a minimum of 10 feet from the Challenge Way property line and the driveway.

5. No sign copy of any type shall be permitted on the back side of the sign which faces the shopping center.

Findings of Fact

1. The project, as conditioned, is based upon sound principles of land use in that:
  - a. The proposed sign is compatible in design and materials with surrounding structures.
  - b. A minimum 10 foot setback 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 General Plan in that the site is designated for Commercial and Office uses and the proposed shopping center identification sign is consistent with the plan designation.



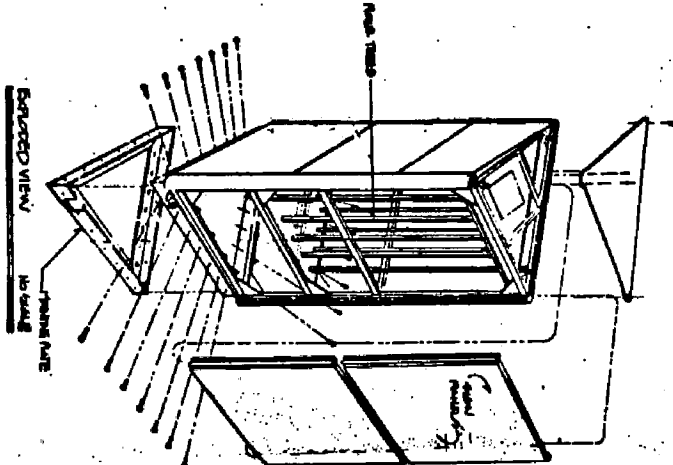
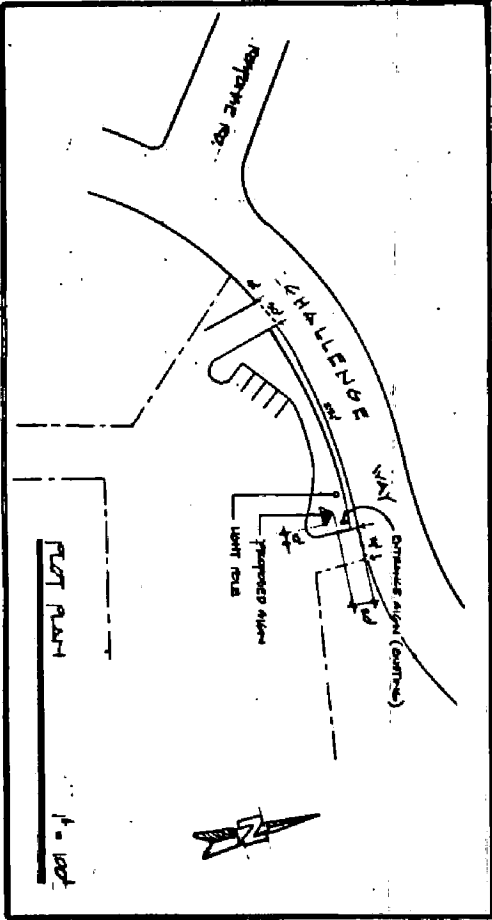
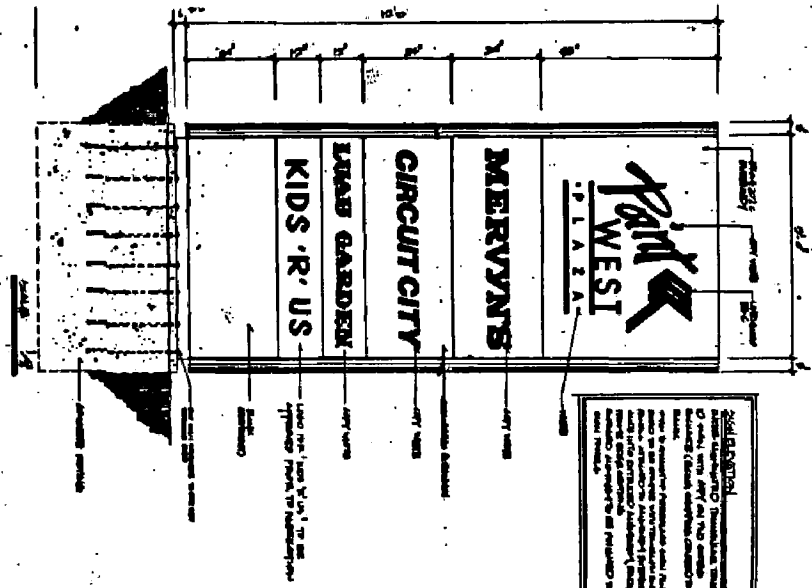
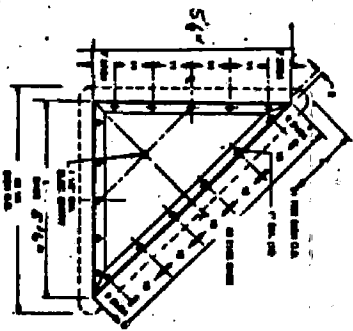
# VICINITY - LAND USE - ZONING

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MULTIMEDIA RETAIL - MP2



# EXHIBIT A

REVISIONS:	 <b>ASI SIGN SYSTEMS</b> 2401 MANNING STREET SACRAMENTO, CA 95815 510-924-1838 FRESNO 209-288-3320	PROJECT: <u>PAINT WEST PLAZA</u> ARCHITECT:	JOB NO.	DRAWN BY:	SHEET NO. OF:
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