

CITY PLANNING COMMISSION

927 - 10th Street, Suite 300 - SACRAMENTO, CALIFORNIA 95814

APPLICANT	Shuman Associates, architects, 1005 Sansome Street, San Francisco, CA		
OWNER	World Savings & Loan Assoc., 1970 Broadway, Oakland, CA 94612		
PLANS BY	Shuman Associates, architects, 1005 Sansome Street, San Francisco, CA 94111		
FILING DATE	8-18-83	50 DAY CPC ACTION DATE	REPORT BY: JP:bw
NEGATIVE DEC.	Exempt 15111a EIR	ASSESSOR'S PCL. NO.	277-281-09

- APPLICATION:
1. Amendment to Special Permit to erect two additional attached on-site identification signs to existing office building and to exceed the 150 square foot area limitation for signs in the Point West PUD.
 2. Variance to exceed the maximum square footage and number of on-site signs allowed in the OB-R zone.

LOCATION: 1510 Arden Way

PROPOSAL: The applicant is requesting the necessary entitlements to erect two additional signs on an existing office building in the Point West PUD

PROJECT INFORMATION:

1974 General Plan Designation: Commercial and Offices
Industrial Community Plan
Designation: Point West PUD
Existing Zoning of Site: OB-R
Existing Land Use of Site: Office Building

Surrounding Land Use and Zoning:

North: Arden Fair Shopping Center; C-2
South: Office Building; OB-R
East: Casa Maria Restaurant; SC-R
West: Peppermill Restaurant; SC-R

Property Area: 1.94 acres
Square Footage of Building: 41,000
Significant Features of Site: 4 existing signs (2 attached/2 detached)
Exterior Building Colors/Materials
Materials: White plaster and dark grey solar glass
Size of Proposed Attached Signs:
Dimensions: 1' x 20'
Square Footage: 20 sq. ft. each
Number of Signs: 2

BACKGROUND INFORMATION: On January 10, 1983 the Planning Commission approved the necessary entitlements (P-8874) which allowed the development of the existing 41,000 square foot office building and accompanying signage. The existing signage, as approved by the Commission, consists of the following:

- 2 attached "World Savings" signs 3' x 40' = 240 square feet total
- 2 detached "World Savings" signs 3' x 5' and 3' x 8' = 39 square feet total

001169

APPLC. NO. P83-270

MEETING DATE October 27, 1983

CPC ITEM NO. 68

11-10-83

STAFF EVALUATION: Staff has the following comments relative to this application:

1. The existing signage (2 attached and 2 detached) exceeds the number of signs and area permitted per the Sign Ordinance and PUD Guidelines. This existing signage also exceeds the various standards or alternatives being studied as part of the Point West Guideline Amendments.
2. Two other requests for Point West signage are also under consideration on this Commission agenda. Staff wishes to point out that neither of these requests, if approved, will have as many signs as the existing World Savings buildings. One of these other buildings, the Peter Paulsen Office building, has over three times the square footage as the World Savings structure and will have fewer signs. The other structure, the Capital Federal Building, is similar in size to the World Savings building, yet will have only two attached signs if approved.

Staff finds that for consistency purposes, it is not justifiable to allow one or two additional signs for World Savings.

3. A significant portion of the World Savings building is currently vacant. Staff expects that, should the subject requests be granted, it is likely that subsequent tenants will also request similar signage.

STAFF RECOMMENDATION: The staff recommends the following action:

1. Denial of the Special Permit amendment, based upon Findings of Fact which follow; and
2. Denial of the Variance to exceed both the number of permitted signs and to exceed the maximum area permitted, based upon Findings of Fact which follow.

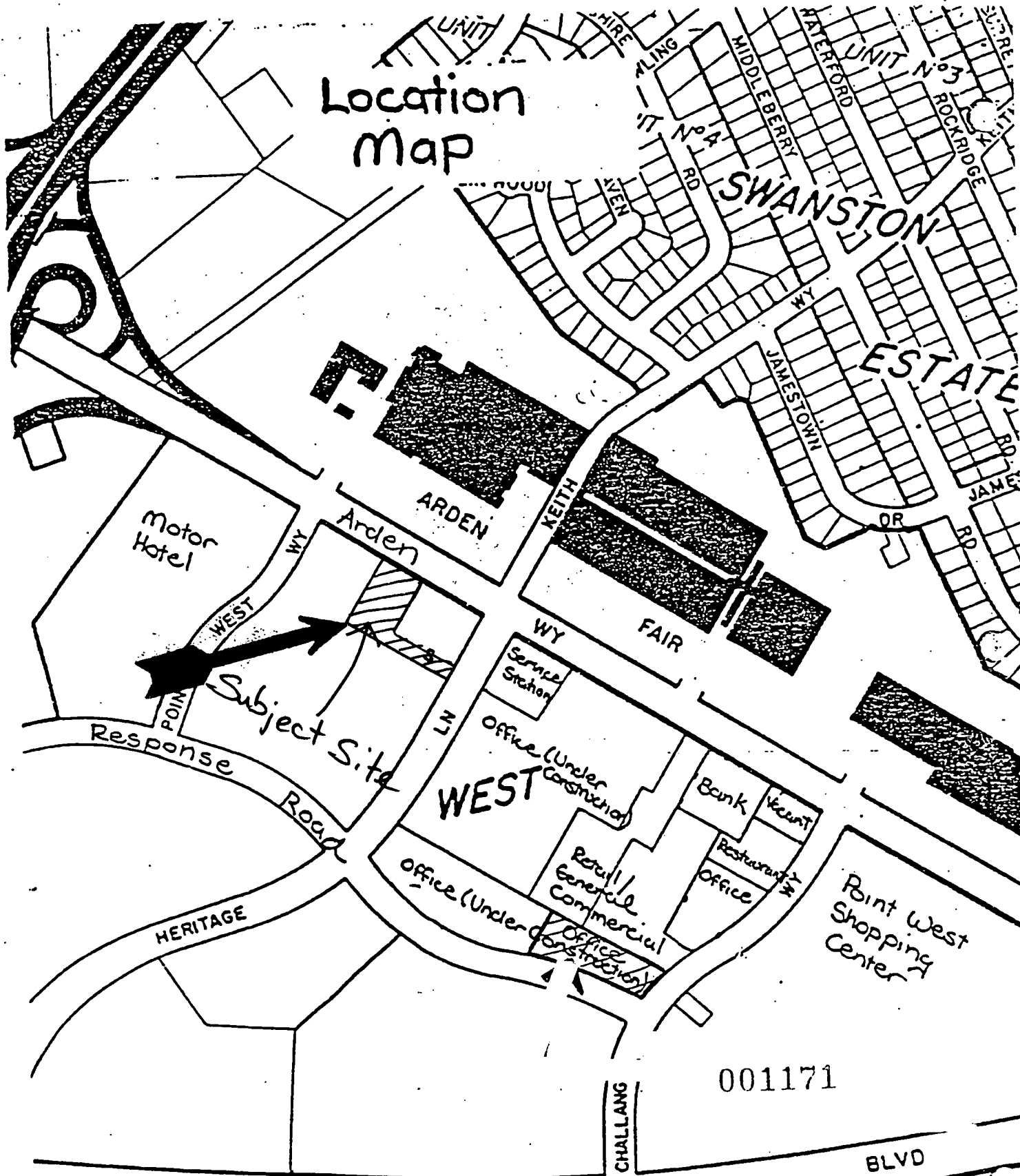
Findings of Fact - Special Permit

The special permit, if granted, would be inconsistent with the Point West Guidelines because it would result in signage in excess of the standards as specified in the Guidelines.

Findings of Fact - Variance

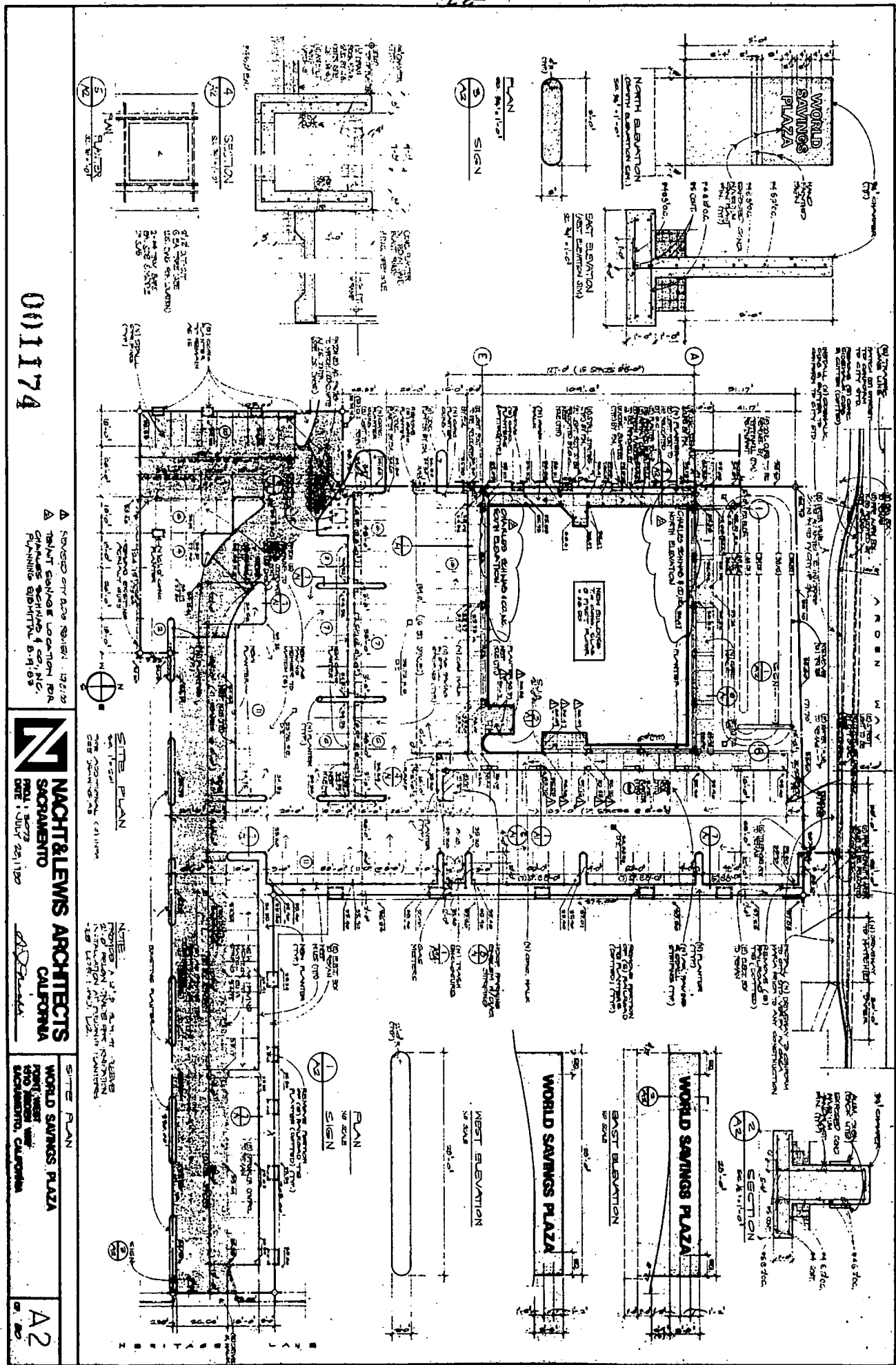
- a. The variances are not warranted in that there are no exceptional or extraordinary circumstances or conditions relative to this site;
- b. The variances, if granted, would result in a special privilege for one property owner in that the subject building already has more signage than similar sized or larger buildings within the Office Building (OB) zone

Location Map



EXPOSITION MAP EXPO NO. 2

~~p83-254~~
p83-270
~~9-8-82~~
11-18-83
10-12-83
Not # 8



001174

△ SAVED OFFICE SPACE: 12/79
 △ TAKEN OFFICE LOCATION FOR
 PLANNING BUREAU 8/4/85

N
 NACHT & LEWIS ARCHITECTS
 SACRAMENTO
 CALIFORNIA
 DATE: JULY 29, 1980

NOTE
 1. ALL DIMENSIONS ARE IN FEET AND INCHES
 2. ALL DIMENSIONS ARE TO FACE UNLESS NOTED OTHERWISE

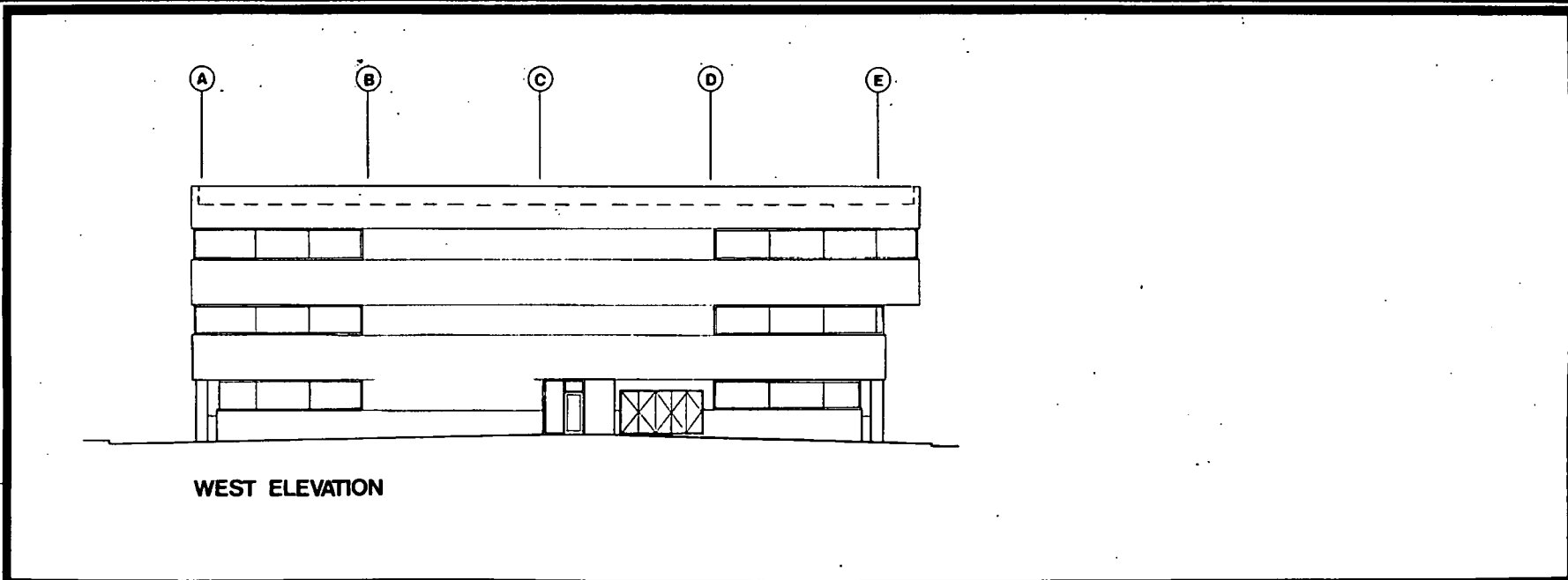
WORLD SAVINGS PLAZA
 PROJECT NO. 83-270
 SACRAMENTO, CALIFORNIA

A2

83-270

10-12-83 11-10-83

10.6-8



WEST ELEVATION

23'-4"

CHARLES SCHWAB & CO., INC. 1'-0"

SIGN SPECIFICATIONS SCALE: 3/4"=1'-0"

DIMENSION: 12" UPPER CASE · 13 1/2" AVERAGE WIDTH · 2 3/8" HEIGHT OF STROKE · 1/2" DEPTH
 COLOR: BLACK ENAMEL INAMEL, SEMI GLOSS
 STYLE: UNIVERS 65
 INSTALL: STUD MOUNTED FLUSH TO WALL

001175

SHUMAN ASSOCIATES
 ARCHITECTS & INTERIOR DESIGN
 1003 SANSOME STREET, SUITE 140
 SAN FRANCISCO, CALIFORNIA 94109
 415-397-0294



Charles Schwab and Co., Inc.
 World Savings Plaza 1510 Arden
 Sacramento, CA 94815

Print Record

Issued	Date
CLIENT PR.	4-14-83
PLANNING	2-16-83

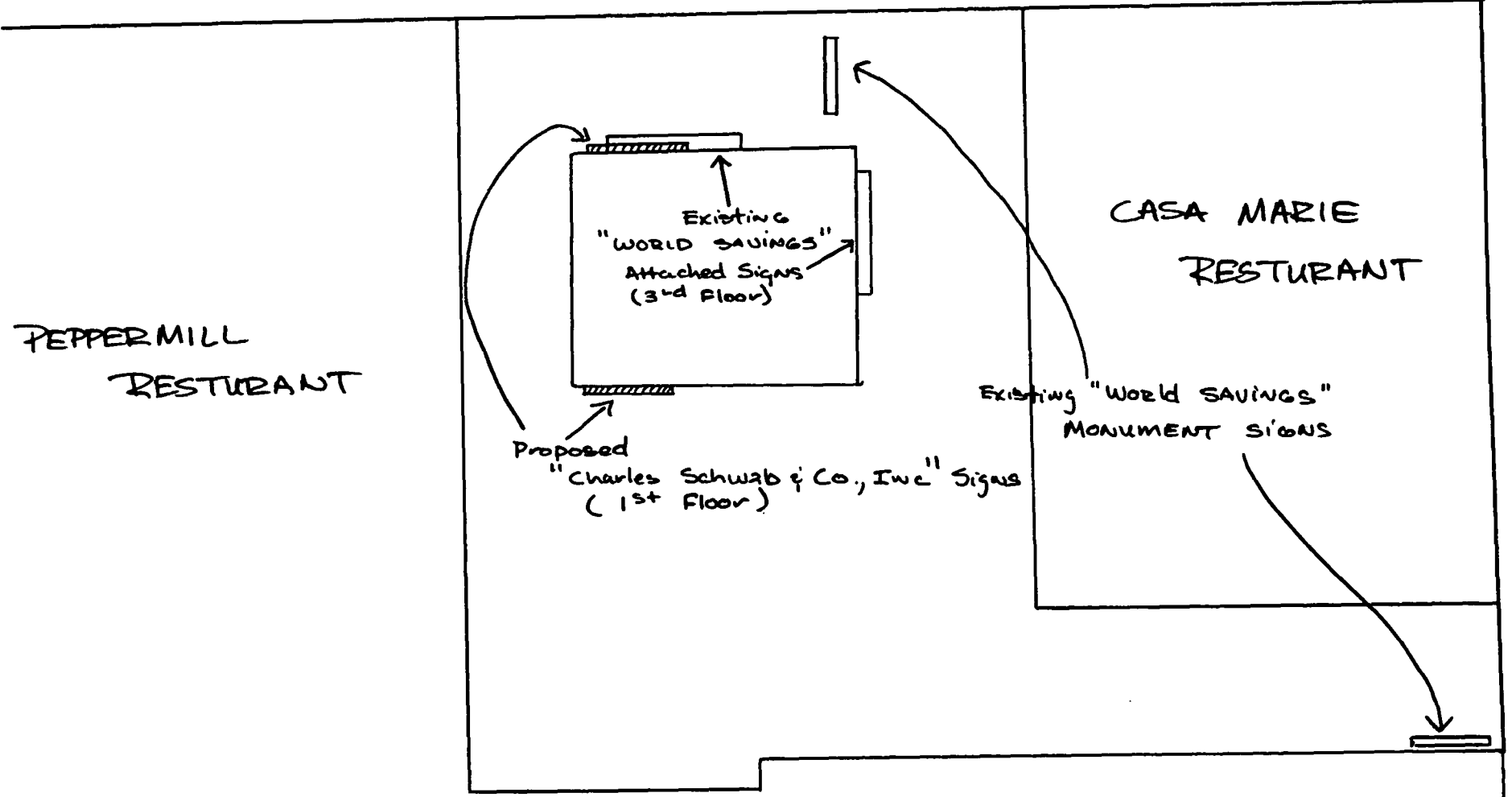
1/8"=1'

AS7

P83-270



ARDEN WAY



PEPPER MILL RESTURANT

CASA MARIE RESTURANT

Proposed "Charles Schwab & Co., Inc." Signs (1st Floor)

Existing "WORLD SAVINGS" MONUMENT SIGNS

HERITAGE WAY

001176

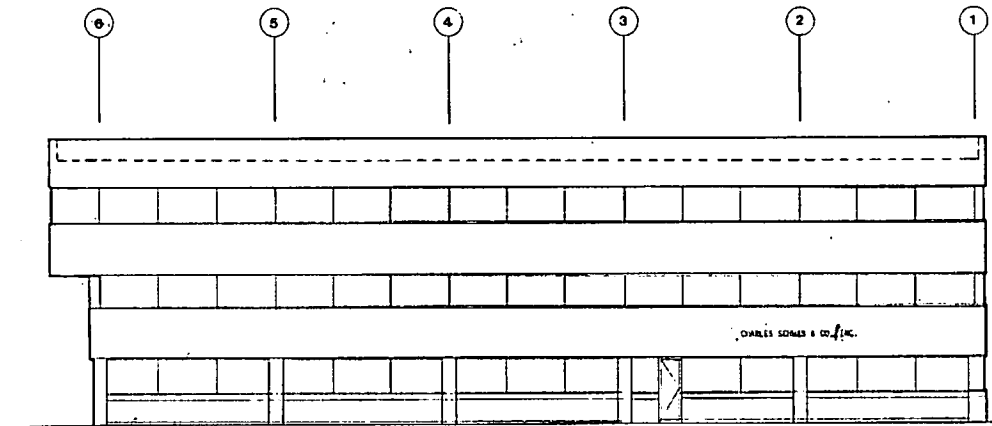
18-18-83 11-10-83

No. 78

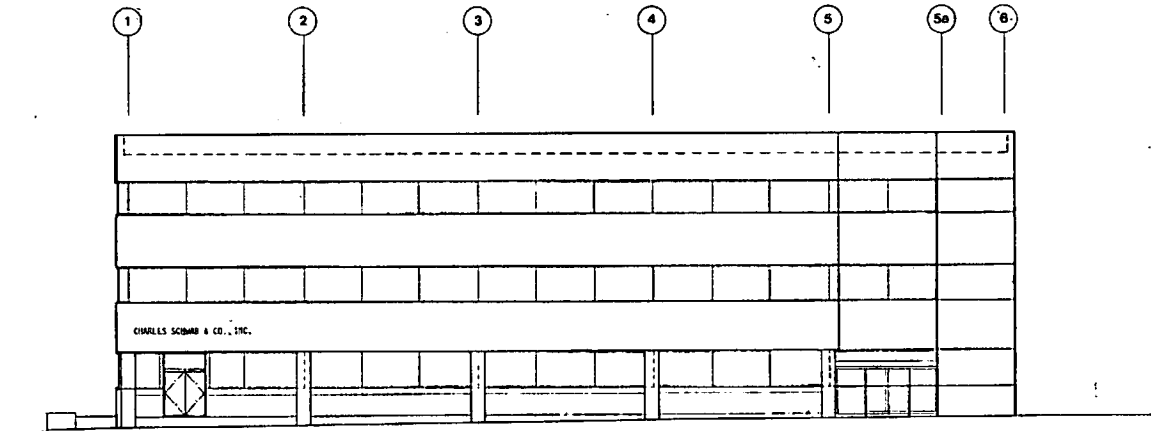
P 83-270

10-17-83-11-10-83

No. 8



NORTH ELEVATION



SOUTH ELEVATION

001177

SHUMAN ASSOCIATES
 ARCHITECTURE & INTERIOR DESIGN
 0005 SANSOME STREET, SUITE 240
 SAN FRANCISCO, CALIFORNIA 94103
 415-399-6300



Charles Schwab and Co., Inc.
 World Savings Plaza 1510 Arden
 Sacramento, CA 95815

Print Record

Issued	Date
CLIENT	4-11-83
DRAWING	11-83

1/8"=1'

AS-6