

CITY PLANNING COMMISSION

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

APPLICANT	Carissimi-Rohrer Associates, 1515 River Park Dr., Ste. 200, Sacto., CA 95815				
OWNER	Point West Bank, 1440 Ethan Way, Sacramento, CA 95825				
PLANS BY	Carissimi-Rohrer Associates, 1515 River Park Dr., Ste. 200, Sacto., CA 95815				
FILING DATE	6/24/83	50 DAY CPC ACTION DATE		REPORT BY:	JP:bw
NEGATIVE DEC.	Exempt 15103(CTR)	ASSESSOR'S PCL. NO.	277-272-11		

APPLICATION: Special Permit to allow an eight-foot high, 36 square foot detached monument sign closer than 300 feet to an existing detached sign in the Point West PUD and Shopping Center (SC) zone

LOCATION: South side Arden Way, approximately 160 feet west of Challenge Way

PROPOSAL: The applicant is requesting the necessary entitlements to erect a monument sign for the Point West Bank.

PROJECT INFORMATION:

1974 General Plan Designation:	Commercial and Offices
1965 Industrial Park Community Plan Designation:	State Fair site (Point West PUD)
Existing Zoning of Site:	Shopping Center (SC)
Existing Land Use of Site:	Point West Bank (under construction)

Surrounding Land Use and Zoning:

North:	Arden Fair Mall parking lot; C-2
South:	Parking Lot; SC
East:	Vacant and Restaurant; SC
West:	Parking Lot; SC

Property Area:	44,000 square feet
Square Footage of Building:	14,400
Type of Sign:	Detached, triangular monument sign with two faces; monument sign also serves as a planter
Height of Sign:	Eight feet
Size of Sign:	36 square feet (18 sq. ft. each side)
Colors:	Natural concrete bronze and blue
Materials:	Concrete, tile, bronzed glass

001103

STAFF EVALUATION: Staff has the following comments regarding this proposal:

1. The subject site is a 44,000 square foot parcel in the Point West PUD and located in the Shopping Center (SC) zone. The Point West Bank is currently being constructed. Part of the design of the bank is a nine-foot high, 24± feet wide, triangular planter located 25 feet from the north property line at the main entrance to the bank. The applicant proposes to place an 18± square foot identification sign on the two sides of the triangle that faces Arden Way (Exhibits A-D). The two signs total 36± square feet, 20 square feet over the maximum allowed by the Point West PUD Guidelines. The planter is also closer than 300 feet from an existing sign. The applicant, therefore, is requesting a special permit to allow a 36 square foot sign closer than 300 feet to an existing sign.

2. The proposed monument sign was reviewed by the Point West Architectural Review Committee. They are supportive of the design and location of the sign and have no objection (Exhibit E).
3. The applicant is also proposing to erect two directional signs on the subject site (Exhibit B). These signs have also been reviewed by the Point West Architectural Review Committee. They have no objection to the design or location of these signs. Staff has no objection to the proposed directional signs.
4. Presently, there is a temporary construction sign for the bank building located on the subject site. This sign must be removed before any proposed signage can be erected on the bank site.
5. An existing double-faced sign for Handyman is located approximately 40 feet to the west of the subject site and approximately 84 feet west of the proposed monument sign (Exhibit F). According to the Point West PUD Guidelines, monument signs cannot be located closer than 300 feet to another detached sign. The Handyman sign is an illegal off-site sign and the owner of the adjacent parcel has been notified by the City Building Department that it must be removed. When the Handyman sign is removed, the monument sign proposed by the applicant will be more than 300 feet from any existing signage and in conformance with the Point West PUD Guidelines. Currently the Tower of Shoes has submitted a special permit application for a monument sign on the parcel adjacent to the subject site to replace the Handyman sign. This application, however, has not been heard by the Commission.
6. Staff has no objection to the proposed monument sign. The sign copy will be placed on an existing planter and is compatible with the design of and material used for the Point West Bank. Each of the two sides of the sign has 18± square feet of copy, totaling 36± square feet. However, if the proposed sign was a parallel double-faced sign rather than a triangular shaped sign, only one face (18 square feet) would be considered in determining the sign area. In that case, the sign would be only two square feet, rather than 20 square feet, over the maximum allowed by the Point West PUD Guidelines. Staff does not feel that the square footage of the proposed sign is excessive and will detract from the intent and purpose of the PUD Guidelines. Staff therefore recommends approval of the special permit.

STAFF RECOMMENDATION: Staff recommends approval of the special permit, subject to conditions and based on Findings of Fact which follow:

Conditions

- a. The monument sign and two directional signs shall be located as shown in Exhibit C;
- b. All temporary signs must be removed before any proposed signage can be erected.

Findings of Fact

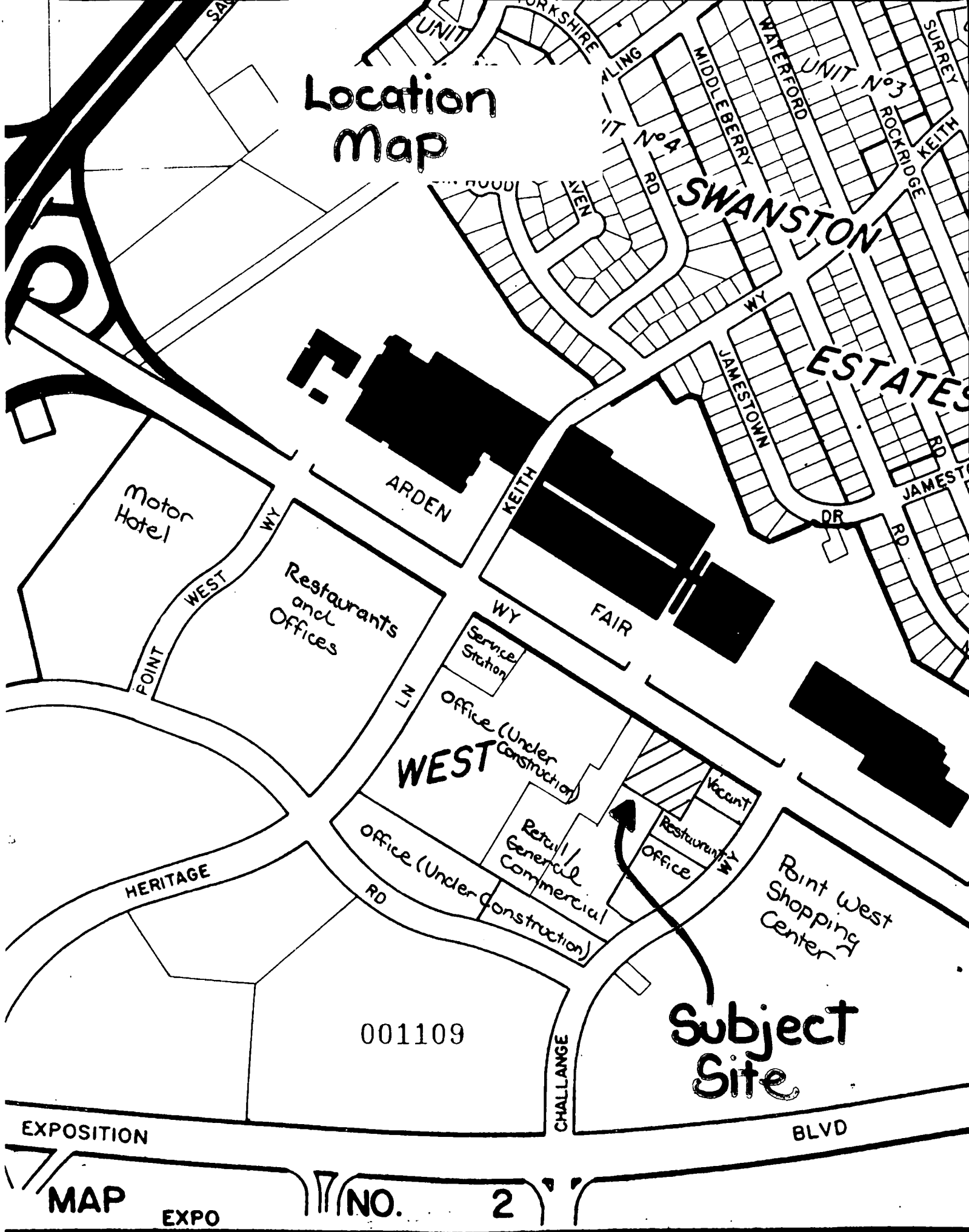
001104

- a. The proposed sign, as conditioned, is based upon sound principles of land use in that:
 - 1) the sign would conform to setback limitations set forth in the Zoning Ordinance and Point West PUD Guidelines;

- 2) the sign would be located on a major street;
 - 3) the sign would be compatible with the design of the bank building and the surrounding area.
- b. The proposed sign, as conditioned, is not injurious to the public in that:
- 1) the proposed sign would not obstruct visibility for motorists traveling along Arden Way;
 - 2) the proposed sign would not be a public nuisance to surrounding properties.
- c. The proposal is in conformance with the 1974 General Plan, 1965 Industrial Park Plan and the Point West PUD Guidelines which designate the subject site for commercial, retail and office uses.

001105

Location Map



001109

Subject Site

EXPOSITION

MAP

EXPO

NO.

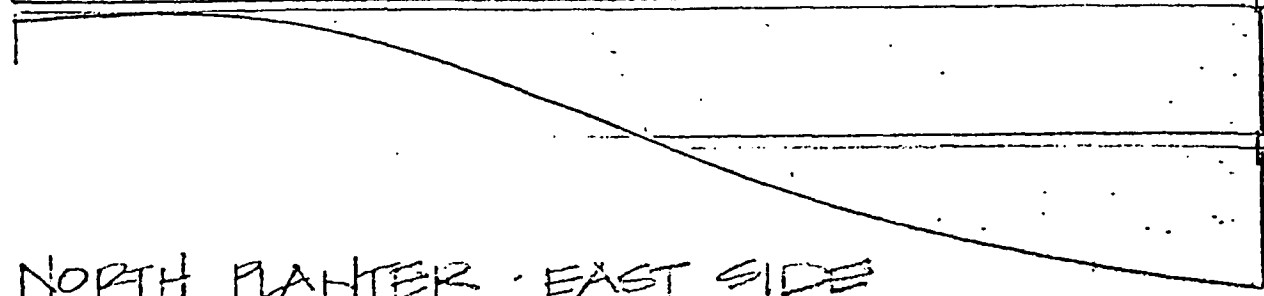
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Exhibit A

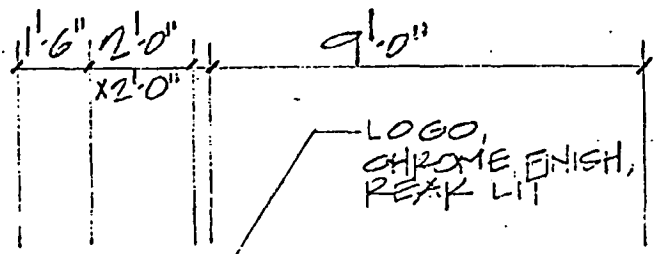
5'-0"



Point West Bank



NORTH PLANTER - EAST SIDE

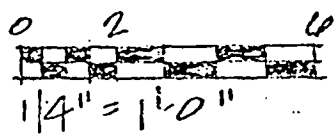
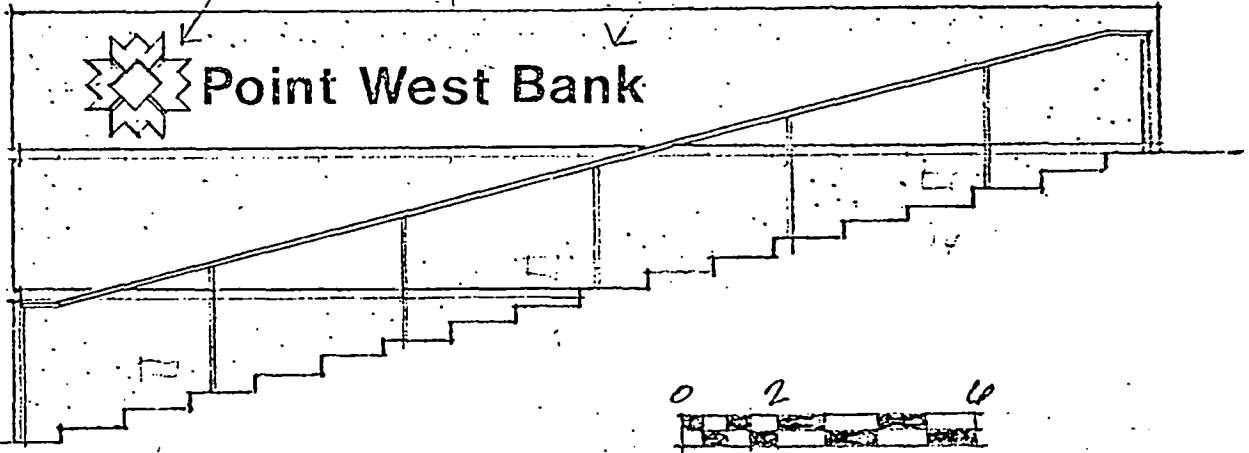


LOGO,
CHROME FINISH,
REAR LIT

LETTERS
WHITE FINISH
INTERIOR LIT



Point West Bank



NORTH PLANTER WEST SIDE

001110



CARISSIMI-ROHRER-ASSOCIATES
Architects and Planners, Inc.
1515 River Park Drive
Sacramento, California 95815

POINT WEST BANK
SIGN "A"

P 83204

sign A

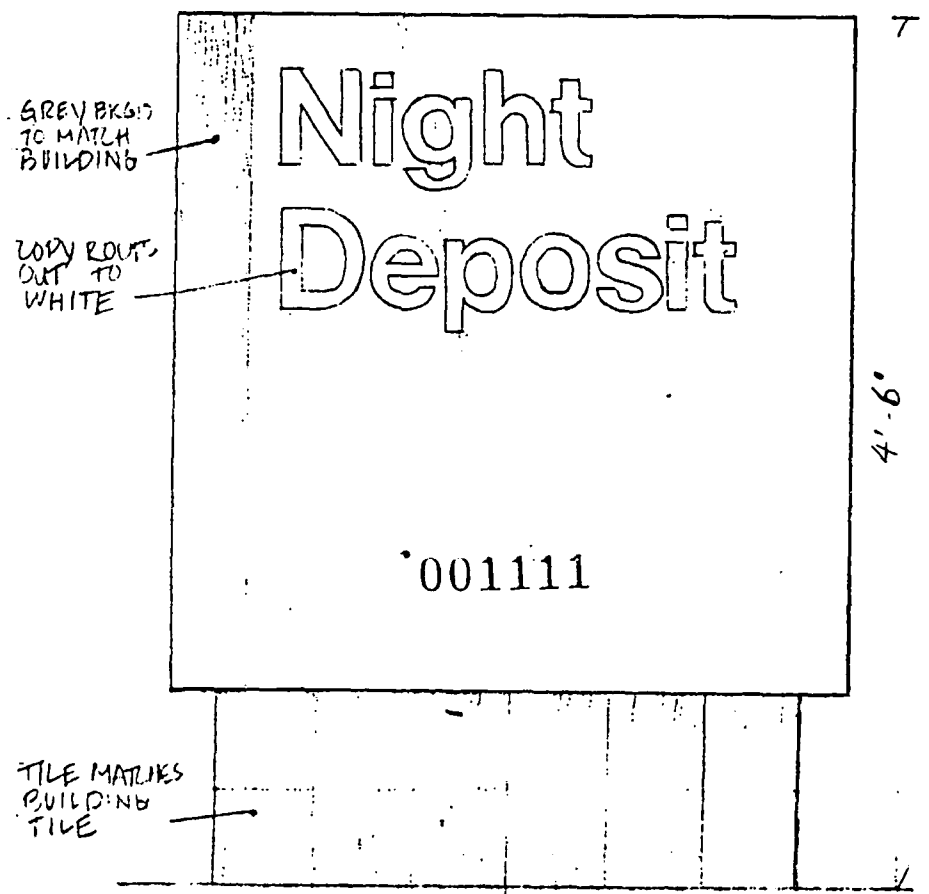
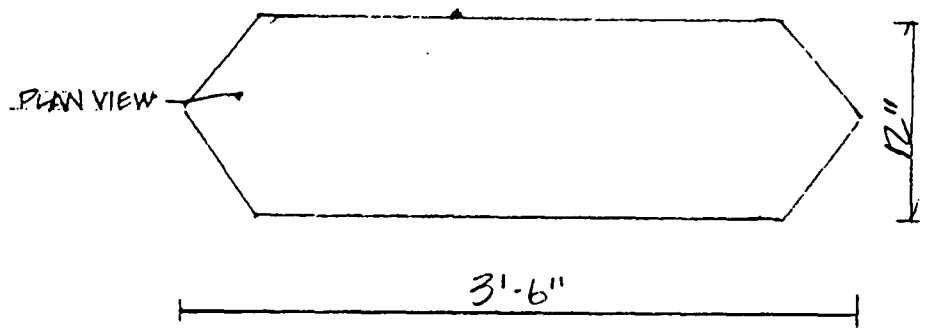
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Checked	
Job No.	83204
Date	4-6-83
Sheet number	
OR	Sheet#

Exhibit B

P83-204

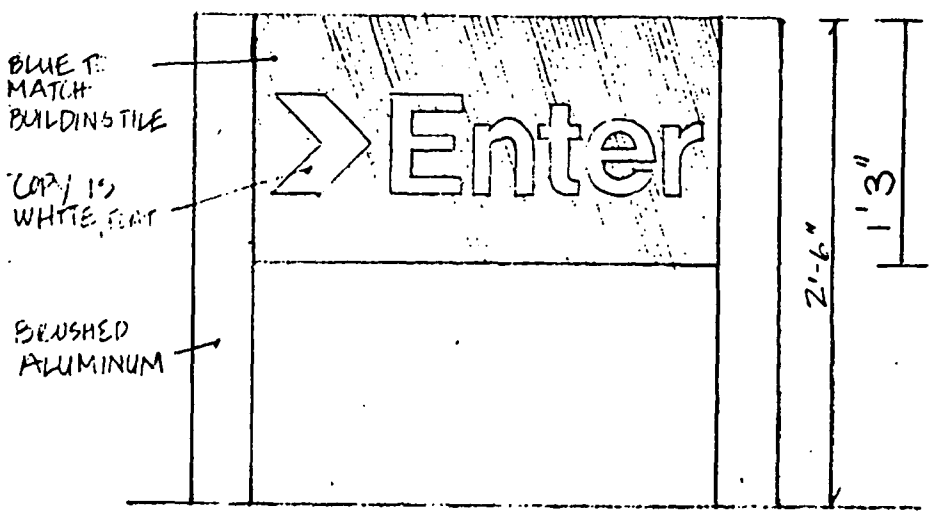
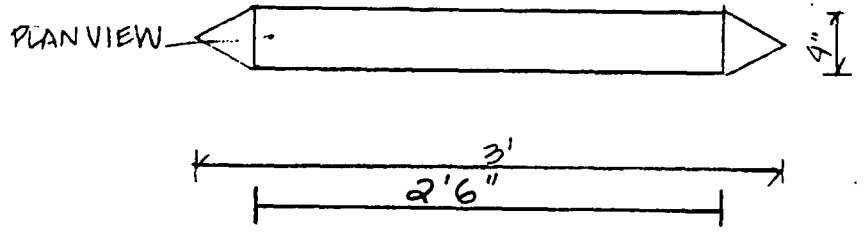
7-28-83

No. 2/



sign B

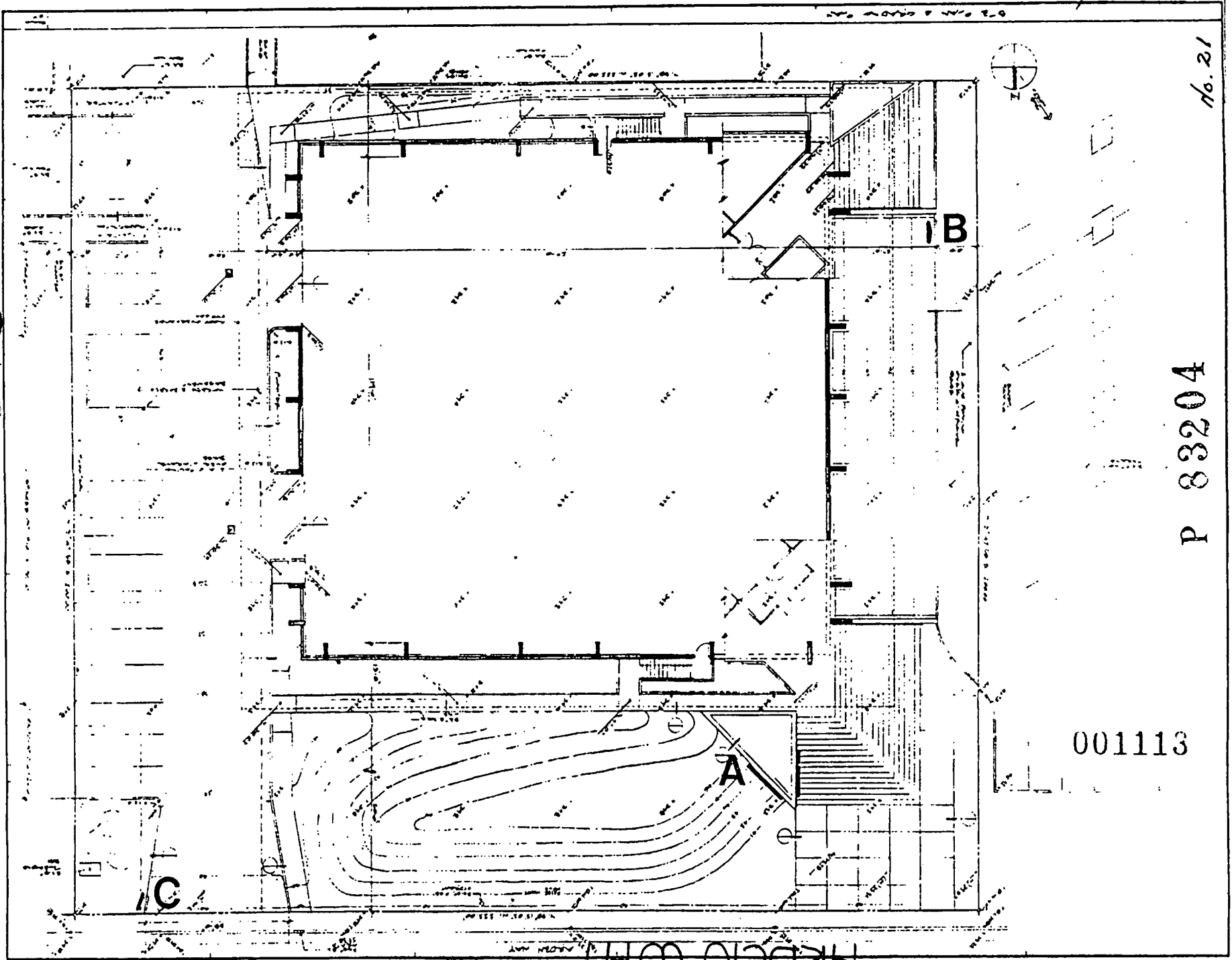
P 83204



sign C

SCALE 1" = 1'

Exhibit C



ARDEN WAY

P 83204

No. 21

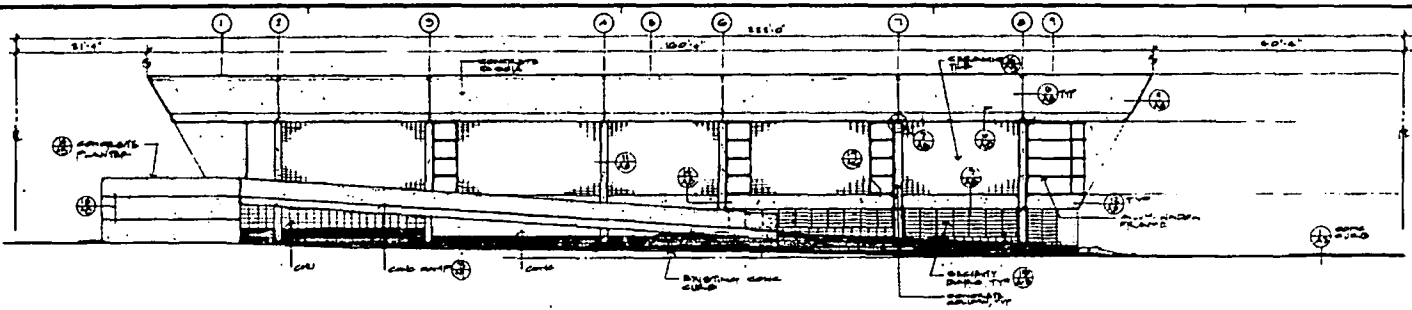
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P83-204

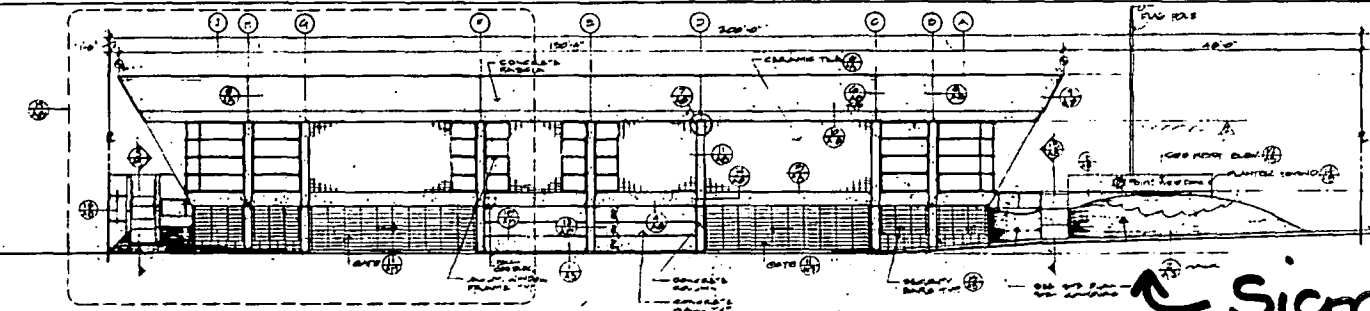
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No. 21

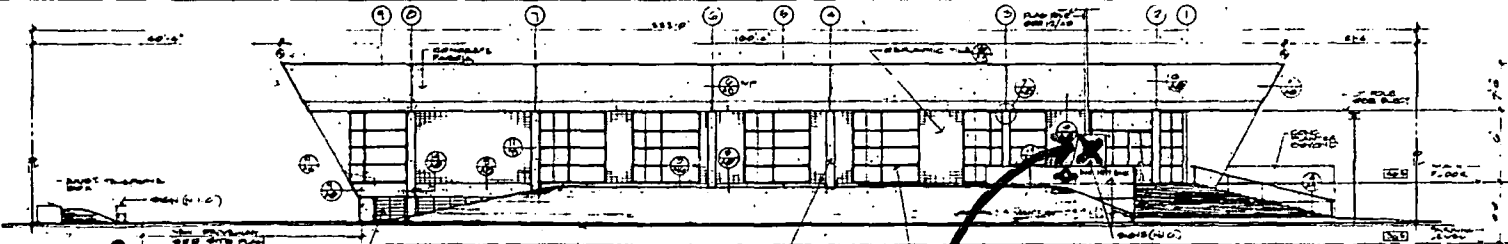


SOUTH ELEVATION

001116



EAST ELEVATION



WEST ELEVATION

Sign

Same Copy

Sign (Enter)

Deleted

Sign

Sign

Sign (Night Deposit)



PROPERTY OF THE FBI LABORATORY
 1111 PAVAN WAY
 FORT MONROE, VA 22034
 (703) 548-7000

Exhibit D

PROPERTY OF THE FBI LABORATORY
 1111 PAVAN WAY
 FORT MONROE, VA 22034
 (703) 548-7000

PROPERTY OF THE FBI LABORATORY
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 (703) 548-7000

A-7

7

Exhibit E

CITY PLANNING DEPARTMENT

THE BEVERLY GARLAND MOTOR LODGE

JUL 22 1983

SACRAMENTO

RECEIVED
July 13, 1983

Joy Patterson
CITY PLANNING DEPARTMENT
927 - 10th Street #300
Sacramento, California 95814

Re: various sign requests - Point West P.U.D.

Dear Ms. Patterson:

There are various signs being requested along Arden Way in the Point West P.U.D. If all signs were to be approved, some signs would violate the 300-foot separation rule of the C. C. & R.'s. Therefore, it is the opinion of the Point West Architectural Review Committee that variances be granted to the three signs - Point West Bank, Tower of Clothes and Point West Executive Center - provided the size and design criteria are strictly adhered to.

By this we mean that sign regulations require and limit signs to 6-ft. in height and 16-sq.ft. in area (section 5, paragraph A:5b) and states they shall be at least 10-ft. from the property line. In regard to the Point West Bank, since their request is for a sign to be located on an existing planter area and no special structure supports or materials are needed for the sign, the Point West A.R.C. will grant the excess height of approximately 7'6" at its highest point from the adjacent grade levels (note that this sign is on a wall next to the entrance to the bank and the sign at its southerly end is only 48" above the stair and/or landscape).

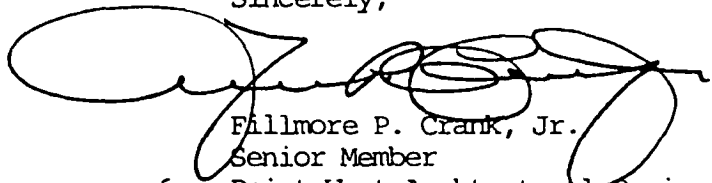
Mr. Coey's sign request must be in keeping with the C. C. & R.'s and if and when an acceptable design is submitted then approval will follow. To date Mr. Coey's sign designs (Tower Clothing) exceed the 16-sq.ft. rule for a single monument sign.

The locations of the signs shall still be subject to approval by the Point West A.R.C. even though we will grant spacing of less than 300-ft. The Point West A.R.C. formally approves in full the sign request for the Point West Bank and recommends approval by the Planning Department.

001130

Please keep in mind we expect to approve (eventually) two additional signs along Arden Way between the Shell Station and the Point West Bank. This approval (Point West Bank) will not preclude, in our opinion, the approval of a monument sign for Tower Clothes even though the spacing may be less than 300-ft. Additionally, the Handyman sign is an illegal sign and should be removed. The approval of the Point West Bank sign took this fact into consideration.

Sincerely,



Fillmore P. Crank, Jr.
Senior Member
Point West Architectural Review Comm.

FPC:kg

cc: C. Templeton
W. Rohrer
B. Talt

001131

(Exhibit E #2)