

City Planning Commission
Sacramento, CA

Members in Session:

Subject: Amendment of the Point West PUD Guideline to permit monument signs and to delete Section 5, which permits pylon signs.

Location: 1400 River Park Drive

BACKGROUND INFORMATION

The Point West PUD Guidelines currently allow detached signs for specific commercial uses or major projects only. In addition, the guidelines do not make a distinction between pole signs or monument signs. The general requirements set forth in the sign guidelines for detached signs are as follows; pylon or pole signs will not be permitted with the following exceptions:

- a. Only one identification sign will be permitted per street frontage for each large project, not to exceed eighteen (18) feet in height or sixty-four (64) square feet per face, double faced.
- b. One sign identifying the brand of automobile service projects not to exceed eight (8) feet in height or forty-eight (48) square feet per face, double faced. In addition, service stations will be allowed one price per gallon sign double faced.
- c. One identification sign will be permitted per street frontage for a motel, hotel, or restaurant not to exceed (18) feet in height or forty-eight square feet per face, double faced.

As specified in the guidelines, all other signage must be placed flat against the building to which it is attached.

STAFF EVALUATION

The applicant is requesting an amendment of the Point West Guidelines to allow monument signs. The applicants concern relates to obtaining approval for a monument sign at 1400 River Park Drive, which is in the OB-R zone. No specific design criteria is offered by the applicant. In general, staff supports the amendment to allow monument signs. However, staff suggests that any such amendment be in-lieu of the current language pertaining to detached signs and incorporate specific design criteria as well as a trade off between detached and attached signage.

Staff's reasons and suggested amendments are as follows:

1. Point West Guidelines

As currently written the Point West Guidelines allow pole signs for certain commercial projects and an undefined category known as major projects. Detached signs, primarily monument signs have been approved for certain projects without specific design criteria. The proposed amendment, as suggested by staff, would be accompanied by specific criteria which will make it much easier to administer the guidelines and result in compatible signage throughout the development.

2. Relationship To More Recently Established PUDs

In the last two years, two additional PUDs have been established in the city; Norwood Tech. and Southwest Five. The guidelines of both of these PUDs permit, and encourage monument-type signs. Pole signs are not permitted in these PUDs. The proposed amendment of the Point West Guidelines would, therefore, be consistent with these newer PUDs and with the City Sign Ordinance which also permits detached monument signs in the Office Building Zone.

3. Building Identification Signs

Staff has encouraged the use of building identification signs in office and related type projects. A single monument-type sign would serve to establish a building identity and, therefore, eliminate the need to identify each individual occupant.

4. Applicant's Request

The Applicant's request specifically pertains to 1400 River Park Drive, which is located in the Office Building Review Zone. The proposed sign consists of polished aluminium letters on raised concrete backing. The overall height of the structure is 1'4" and length is 16'6". The total square footage is less than 16 square feet and the sign is set back 15' in compliance with the OB-R zone. A copy of the proposed sign is attached for the Commission's consideration.

5. Recommended Guideline Amendment

In recommending approval of the amendment of the guidelines, staff recommends that more specific location criteria be adopted as well as a trade-off between attached and detached signs. For instance, under the proposed amendment if an applicant desires to locate a monument-type sign he would have to remove the attached signage which currently, or is proposed to, exist on the building.

Staff also notes that the proposed amendments would replace the sections of the guidelines which currently allows detached signs. Therefore, the amendments would affect all detached signs throughout the Point West PUD.

The amendment of the guidelines, as proposed by staff, would set forth the following criteria;

Signage throughout the Point West PUD shall consist of either attached or detached monument signs. The placement of monument signs shall be in accordance with the following criteria:

- a. Only one monument sign shall be permitted per parcel, however, in no event shall a monument sign be located closer than 300 feet to another detached sign.
- b. The maximum height for such signage shall be six feet and the maximum area shall be 16 square feet for parcels with one street frontage and 32 square feet for parcels with two street frontages.
- c. Detached signs shall not be located in any building setback area, nor shall such signs be located closer than 10 feet to any property line or driveway.
- d. Detached signs shall be permitted only if in-lieu of any other identification signs and shall be used primarily to

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- identify the building or the sole occupant of the building.
- e. The design of the signs shall be compatible in materials and color with the building it identifies.

STAFF RECOMMENDATION

Staff recommends the following action:

1. Approval of the Amendment of (Section 5-A-5) of the Point West PUD Guidelines to allow monument signs and eliminate pylon or pole signs as indicated by the following; and elimination of the following section;

" Pylon or pole signs will not be permitted with the following exceptions:

- a. Only one identification sign will be permitted per street frontage for each large project, not to exceed eighteen (18) feet in height or sixty-four (64) square feet per face, double faced.
- b. One sign identifying the brand of automobile services products not to exceed eight (8) feet in height or forty-eight (48) square feet per face, double faced. In addition, service stations will be allowed one price per gallon sign double faced.
- c. One identification sign will be permitted per street frontage for a hotel, motel, or restaurant not to exceed eighteen (18) feet in height or forty-eight (48) square feet per face, double faced.
- d. Any exception must be approved by the ARC. "

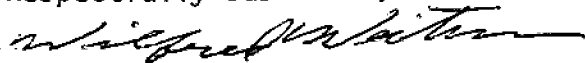
and by adding the following section:

Signage throughout the Point West PUD shall consist of either attached signs or detached monument signs. The placement of monument signs shall be in accordance with the following criteria:

- a. Only one monument sign shall be permitted per parcel; however, in no event shall a monument sign be located closer than 300 feet to another detached sign.
- b. The maximum height for such signage shall be six (6) feet and the maximum area shall be sixteen (16) square feet for parcels with only one public street frontage and thirty-two (32) square feet for parcels having two public street frontages.
- c. ~~Detached signs shall not be located within any required building setback area nor shall such signs be located closer than ten (10) feet to any property line or driveway.~~
- d. Detached signs shall be permitted only if in-lieu of any other identification signs (other than directional signs) and shall be used primarily to identify the building or the sole occupant of the building.
- e. The design of the signs shall be compatible in materials and color with the building it identifies.

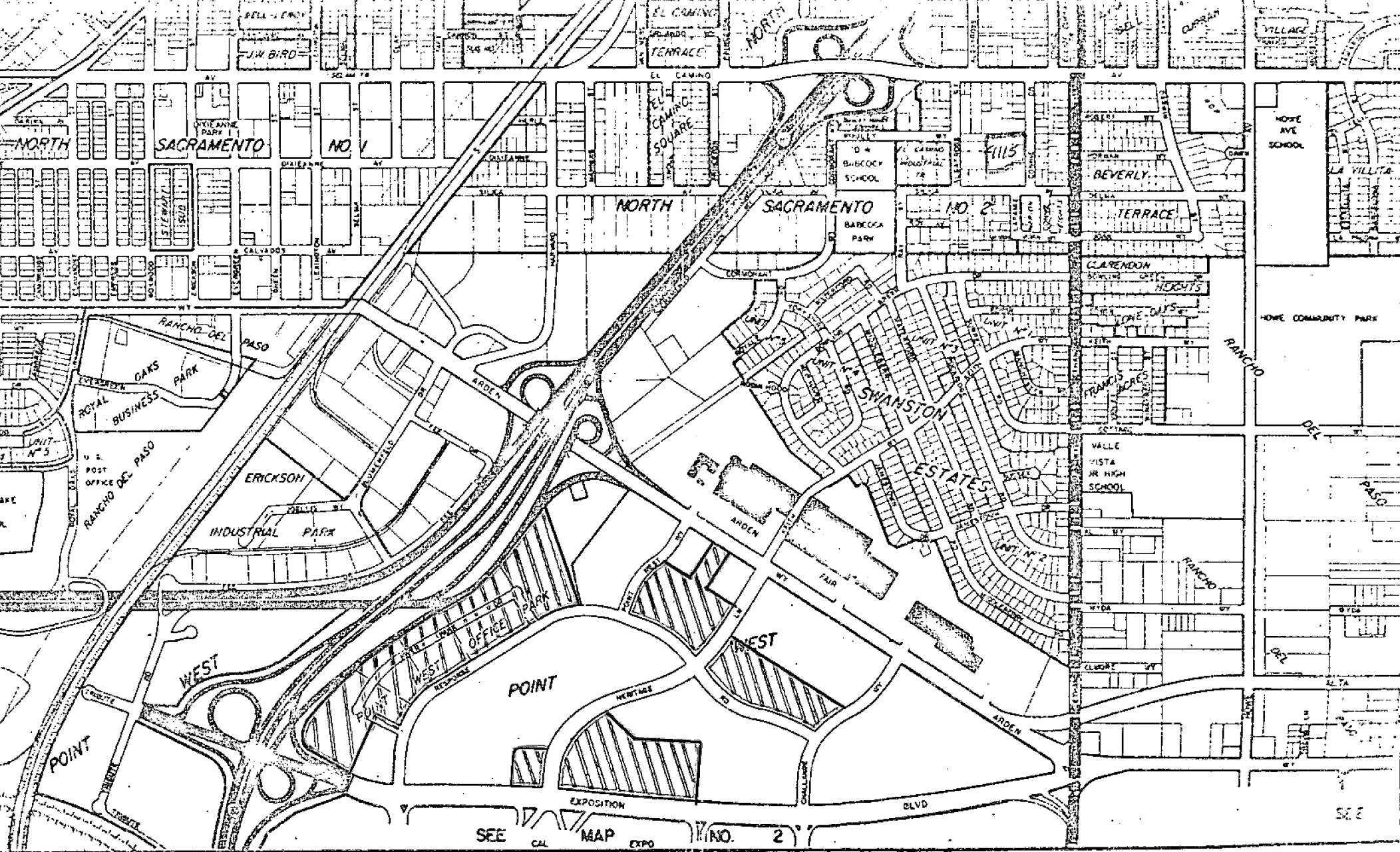
* c. Detached signs shall be a minimum of 10 feet to any property line or driveway.

Respectfully submitted,



Wilfred Weitman,
Associate Planner

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OB 2 med Parcels In Point West

Location Map

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P-82-040

P-82-040

4-8-82

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TABULATIONS

FIRST FLOOR

OFFICE:	6950
ELEVATOR:	70
ELEV. EQUIP:	80
JANITOR:	40
ELECTRICAL:	130
TOILET:	325
	7595 GROSS

SECOND FLOOR

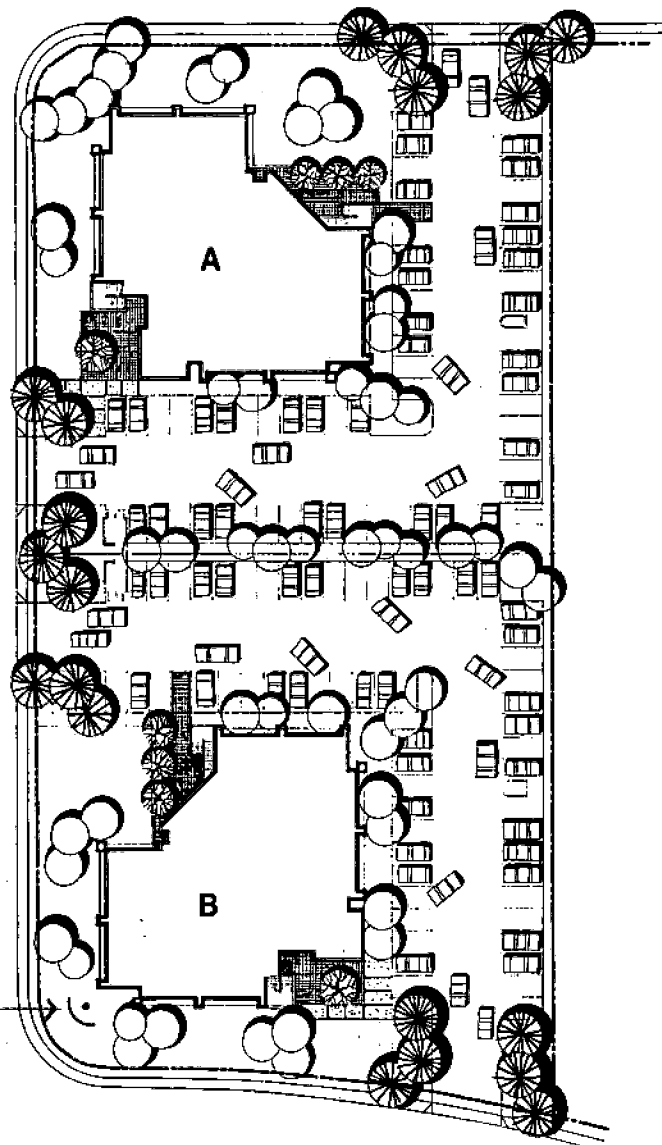
OFFICE w/o	
CORRIDOR:	6465
CORRIDOR:	420
ELEV:	70
TEL/ELEC:	75
TOILETS	300
	7330 GROSS

GROSS: 14,925 s.f.

CARS REQ'D. (based on 250 s.f. per car)

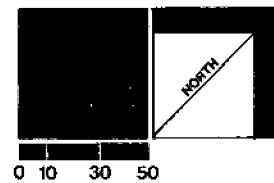
BUILDING A	58 CARS
	58 CARS SHOWN
BUILDING B	58 CARS
	60 CARS SHOWN

MONUMENT SIGN

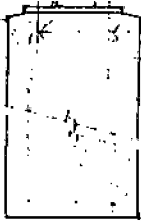


POINT WEST FINANCIAL CENTER

Sacramento, California



P-82-040



SEE PLAN FOR
 LOCATION OF
 SIGN POST

SEE PLAN FOR
 LOCATION OF
 SIGN POST

VIEW SIGN - PART A

331

30' 0"

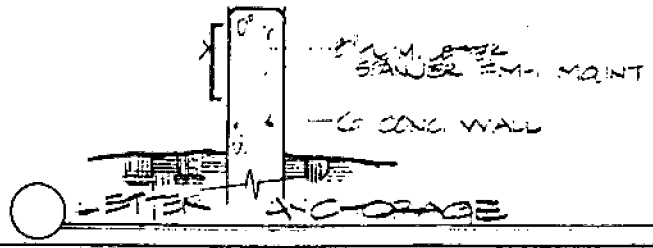
GRANITE FINANCIAL COR



2' 0" x 6" CONTINUOUS CONCRETE FOOTING W/ #4 BARS TOP & BOTTOM

MONUMENT SIGN - PART B (PART B OF SIGN TO BE CURVED ON 10' 0" RADIUS AS SHOWN ON LOCAT

4-8-82



MONUMENT SIGN
 GRANITE FINANC
 CORPORATION

1900 RIVER SIDE DR
 SACRAMENTO CA

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