

CITY PLANNING COMMISSION

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

APPLICANT	Jack Coey, 1696 Arden Way, Sacramento CA 95825			
OWNER	West Point Properties, Ltd., 601 University Avenue, No. 114, Sacto., CA 95825			
PLANS BY	Sign Designs, Inc., Modesto CA			
FILING DATE	2-4-83	50 DAY CPC ACTION DATE		REPORT BY: JP:cp
NEGATIVE DEC.	Exempt 15111	EIR		ASSESSOR'S PCL. NO. 277-272-12

APPLICATION: Special Permit to erect a 16' x 12'6" double-faced monument sign on 2.6+ acres developed with a retail sales establishment in the Point West PUD

LOCATION: 1696 Arden Way

PROPOSAL: The applicant proposes to erect a detached identification sign for the Tower of Shoes and three adjacent commercial businesses (Paper Tree Stationers, Chuck E. Cheese, and Handyman).

PROJECT INFORMATION:

1974 General Plan Designation:	Commercial and Offices
1965 Industrial Park Community Plan Designation:	State Fair (Point West PUD)
Existing Zoning of Site:	SC-R
Existing Land Use of Site:	Retail Commercial

Surrounding Land Use and Zoning:

North: Retail Commercial; C-2
South: Vacant; OB-R
East: Vacant, Retail Commercial; SC-R
West: Retail Commercial; SC-R

Size of Sign:	16' x 12'6"
Type of Sign:	Double-faced interior-illuminated monument sign
Colors:	"The Tower", red and white "Paper Tree", white, dark green and bronze "Chuck E. Cheese's", orange and bronze "Handyman", white and bronze
Materials:	Plexiglas and sheet metal. Main background fabricated sheet metal with stucco finish to match buildings.

BACKGROUND INFORMATION

On March 24, 1983 the Commission considered a proposal by the applicant to erect a 2' x 8', six-foot high, illuminated, double-faced detached sign on the subject property to advertise the applicant's business, "The Tower of Shoes and Clothing" (Exhibit A). The Commission continued the proposal on the recommendation of staff

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so that the applicant could redesign the sign to include the three other retail/commercial businesses in the shopping complex (Exhibit B). The applicant has now resubmitted a revised design of a 12.5' x 16' monument sign for the Commission's consideration.

STAFF EVALUATION: Staff has the following comments on the revised proposal:

1. The applicant proposes to erect a 12.5' x 16' x 18" double-faced, interior illuminated monument sign on the subject property to advertise four existing retail/commercial businesses on and adjacent to the site. (See Exhibit C) The sign is proposed to replace an existing illegal sign for Handyman. All four businesses each have attached identification signs over their respective front entrances. All existing signage on the site, except for the Handyman sign, conforms to the Sign Ordinance and sign regulations in the Point West PUD Guidelines. Staff notes that periodically the "Tower", "Paper Tree" and "Handyman" place flags and banners on their frontages to advertise "sales". This is prohibited by the PUD guidelines and the City Sign Ordinance.
2. The applicant did not provide staff with a location for the proposed monument sign other than it would replace the existing Handyman sign. At present the Handyman sign is approximately 5+ feet from the northern property line. The Point West PUD Guidelines require that all detached signs be a minimum of 10 feet to any property line. In replacing the existing sign with the new sign, the applicant should conform to these guidelines.

In addition, staff has determined that the existing Handyman sign is approximately 40 feet from the eastern property line of the subject site. Staff suggests that the applicant relocate the proposed monument sign an additional 40 feet to the west (10 feet from the western property line) so as not to obstruct any future signage proposed by the Point West Bank (under construction) and to be in a more centralized location in regards to all the businesses mentioned on the monument sign.

3. The Sign Ordinance stipulates that monument signs shall not exceed 12 feet in height. The monument sign proposed by the applicant exceeds this limitation by four feet. In addition, the width of the proposed sign is massive when compared to existing signs in the area. Staff suggests that the applicant reduce the height of the monument sign to 12 feet and the width to eight feet (width of the existing Handyman sign). Staff feels that a sign with these dimensions would still accommodate a lettering size that would be visible to passing motorists and pedestrians. (See Exhibit D)

In addition, staff has concerns that the lettering style proposed, especially the letters that are surrounded by a border, are visually not in harmony with the overall design of the monument sign. The Chuck E. Cheese's and Handyman individual letter style should be utilized throughout the sign.

4. The proposed monument sign was reviewed by the Point West PUD Architectural Review Committee on April 7, 1983. They had the following comments:
 - a. The sign material should be harmonious with materials used in buildings. What is proposed matches existing buildings; however, applicant should take into account materials to be used in Point West Corporate Center building (under construction).
 - b. The monument sign should incorporate Point West Corporate Center into its design. This organization will be the largest tenant of shopping center/office complex. They suggest the complex could be labeled Point West Corporate Center with other tenants listed underneath.
 - c. The sign exceeds height limits given in the PUD Guidelines. However, the Committee feels that these guidelines apply more so to individual tenants than a group of tenants on one monument sign. Committee would rather see one monument sign than four individual signs and is willing to defer the question of height limitations to Planning staff.
 - d. Proposed plans do not give a location for the sign. Committee would need to know its location before giving their approval to the sign.
 - e. The sign is lacking in architectural design and needs enhancement.
 - f. Committee questions whether "shoes and clothing" and "stationers" are a part of the two businesses' logos and need to be included on the monument sign. According to the PUD Guidelines, signs are not to display the types of products sold except as a part of the occupant's trade name or insignia. The Committee would prefer to see the wording removed. The Committee would like to discuss this matter with the applicant before the sign is approved by the Planning Commission.
 - g. The trademark (TM) logo underneath "Chuck E. Cheese's" should be removed.
 - h. The design of the sign may cause maintenance problems in that there is no space between the back of the sign and the lettering.
5. Staff appreciates the comments of the Committee and feels that they have many valid concerns along with a desire to work closely with the applicant in designing an appropriate sign for the area. While the Committee has reviewed the proposed sign, the applicant has not had the opportunity to present the reasons behind the sign's design to the Committee. Staff suggests that the applicant meet with the Committee on the proposed sign before a final Commission determination is made.

While Planning staff is in general agreement with several of the Committee's recommendations, staff feels that the applicant is justified in designing a monument sign that is for an existing retail/commercial center and that does not include the office structure under construction to the west.

STAFF RECOMMENDATION: Staff recommends that the proposal be continued to the April 28, 1983 Commission meeting so that the applicant can confer with the Point West Architectural Review Committee on the design of the monument sign and consider staff's evaluation of the proposed sign.

STAFF REPORT AMENDED 8-11-83

City Planning Commission
Sacramento, California

Members in Session:

Application: Special Permit to erect a 16 square foot (8' x 2'), 5.5 foot high detached monument sign for "The Tower," a retail sales establishment.

Location: 1696 Arden Way

BACKGROUND INFORMATION: On March 24, 1983 the applicant submitted a proposal to erect a double-faced detached sign to advertise the applicant's business - 'The Tower of Shoes and Clothing' (Exhibit A). The Commission continued the proposal on the recommendation of staff so that the applicant could redesign the sign to include three other retail/commercial businesses in the shopping complex. A redesigned monument sign was submitted for Commission review on April 14, 1983 (Exhibit B). The Commission again continued the proposal on the recommendation of staff because staff and the Point West Architectural Review Committee had several concerns regarding the design of the monument sign (see Exhibit C). The applicant submitted a third revision of the sign for the June 23, 1983 Commission meeting (Exhibit D). The Point West Architectural Committee, however, was unable to meet before this date to review the proposed sign. The Commission therefore continued the proposal until the July 24, 1983 meeting to allow the Committee time to review the proposal. After the proposed sign was reviewed by the Architectural Review Committee, the applicant requested that the project be continued until the July 28, 1983 Commission meeting so that he could submit a revised sign design to the Architectural Review Committee and the Planning Commission. The applicant went back to the single tenant sign as originally submitted.

STAFF EVALUATION OF THE REVISED DESIGN:

1. The applicant proposes to erect a 8' x 2', 5.5' high, double-faced, detached monument sign for The Tower, a retail sales establishment. The applicant proposes to locate the sign 10 feet from the north property line and 10 feet from the west property line. (Exhibit 1.) Proposed colors and materials are white plexiglas copy on dark brown plexiglas, with a bronze metal trim and brick base. The sign is designed to be illuminated at night. The sign, as proposed, conforms to the Point West PUD requirements regarding height and display area.
2. Previous designs of the proposed sign have been reviewed by the Point West Architectural Review Committee. In a letter regarding the placement of signs in the PUD area (Exhibit 2), the Committee stated that they were willing to approve signs less than 300 feet apart if size and design criteria were adhered to. The full Committee has not seen the applicant's latest proposal, however, and would like to review the sign's design and location before giving it their approval.
3. The applicant already has one large attached sign on the front of the retail structure on the site to identify his business, The Tower of Shoes and Clothing. This sign is the maximum size allowed under the Point West PUD Development Guidelines (150 square feet) and can be clearly seen from Arden Way. The PUD

P83-049

July 28, 1983
8-11-83

Item No. 7
6

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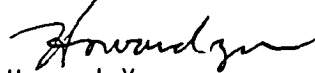
Guidelines state that detached signs shall be permitted only if in lieu of any other identification signs. Staff can find no hardship to support the erection of the proposed monument sign and is concerned that, if the proposed sign is approved, other retail, commercial and office uses in complexes would also request similar detached signage in addition to attached signage. The purpose of the PUD Sign Guidelines would thereby be defeated. Staff would prefer to see one sign identifying the entire shopping center, such as the Point West Plaza identification sign found to the east of the subject site, rather than individual detached identification signs along the street frontage. Staff, therefore, recommends denial of the proposed monument sign.

* STAFF RECOMMENDATION: Staff recommends denial of the special permit to erect a monument sign in the Point West PUD, based on the following Findings of Fact.

Findings of Fact

- a. The sign, as proposed, is not consistent with the guidelines proposed for monument signs as outlined in the Point West PUD Guidelines;
- b. The approval of such a sign would encourage the location of similar signage by other tenants, which would affect the streetscape along Arden Way.

Respectfully submitted,

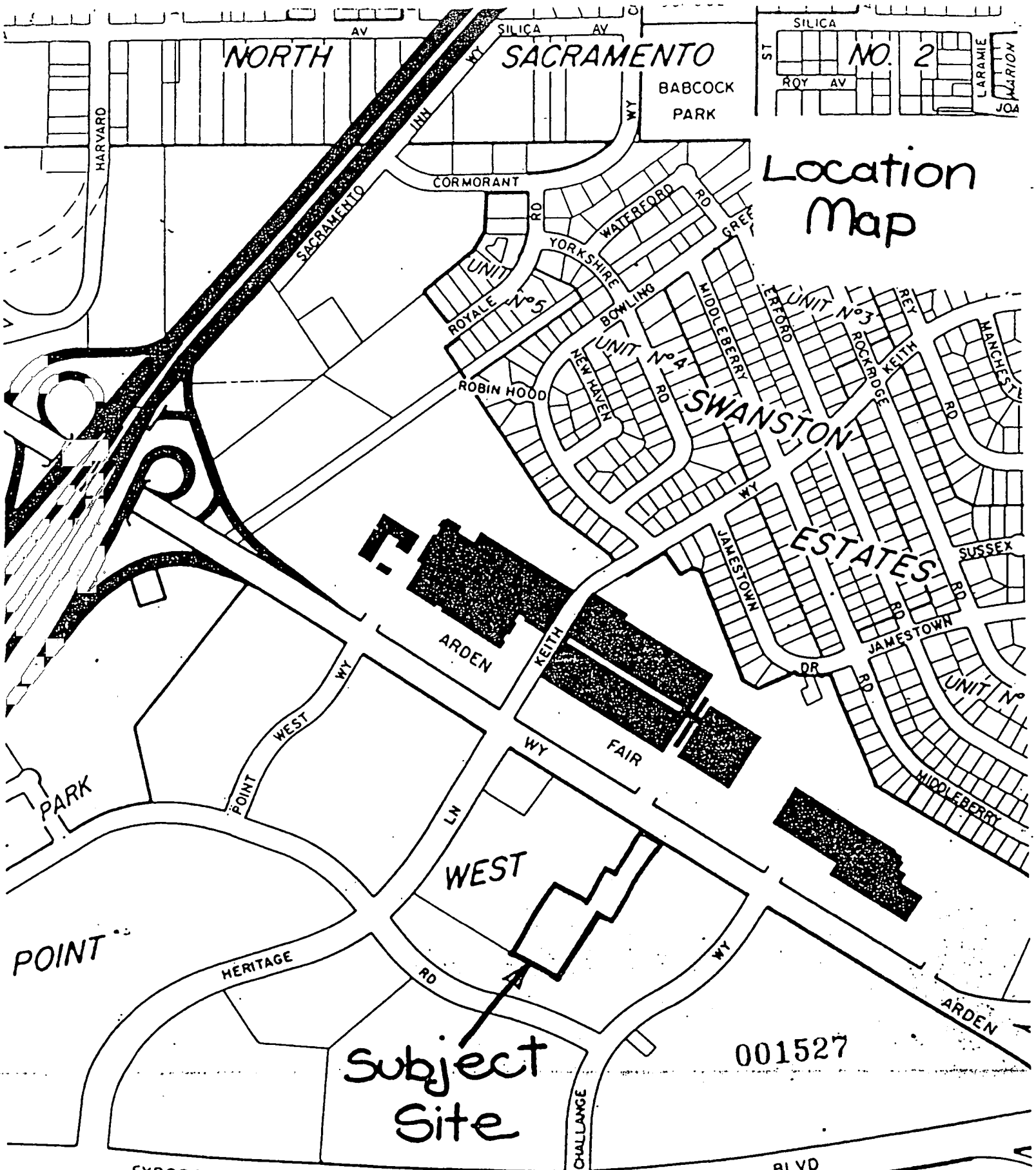


Howard Yee
Principal Planner

JP:bw

*The Planning Commission approved the Special Permit subject to the following condition:

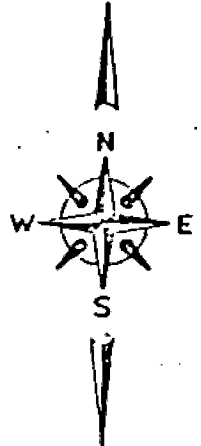
Sign shall be designed to identify existing tenants within shopping complex as shown on Exhibit F. Specific design of the sign to be approved by Design Review/Preservation Board and Point West ARC.



Location Map

Subject Site

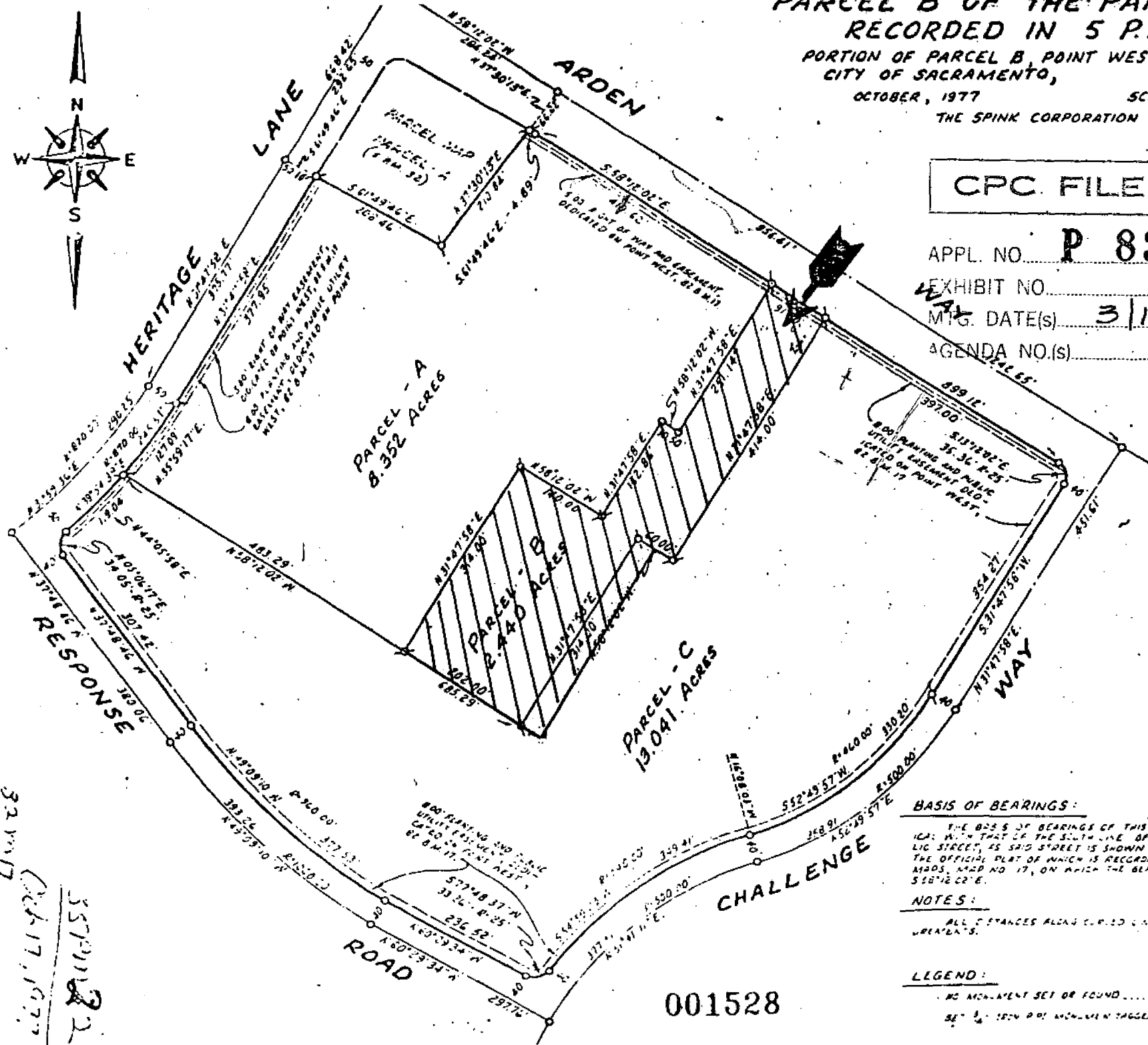
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PARCEL B OF THE PARCEL MAP
 RECORDED IN 5 P.M. 32
 PORTION OF PARCEL B, POINT WEST, 82 B.M. 17
 CITY OF SACRAMENTO, CALIFORNIA
 OCTOBER, 1977
 THE SPINK CORPORATION

CPC FILE COPY

APPL. NO. **P 83049**
 EXHIBIT NO. _____
 WAY DATE(S) **3/10/83**
 AGENDA NO.(S) _____



BASIS OF BEARINGS:
 THE BASIS OF BEARINGS OF THIS SURVEY IS IDENTICAL WITH THAT OF THE SOUTH LINE OF ARDEN WAY, A PUBLIC STREET, AS SAID STREET IS SHOWN ON POINT WEST, THE OFFICIAL PLAT OF WHICH IS RECORDED IN BOOK 82 OF MAPS, MAP NO. 17, ON WHICH THE BEARING IS GIVEN AS S 88° 12' 02" E.

NOTES:
 ALL DISTANCES ALONG CURVED LINES ARE CHORD MEASUREMENTS.

LEGEND:
 NO MONUMENT SET OR FOUND
 SET BY SPINK CORP. MONUMENT TAGGED "S B 85"

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32 WPT
 Oct 17, 1977
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P 83-049

P 83049

RED PLEX OVERLAY

RED

X

RED # 2178 FLD. PLEX OVERLAY, R/O "THE TOWER" COPY.

WHITE PLEX COPY, 1/4" OF RED PLEX OVERLAY. (INK "BLIND")

WHITE PLEX BACKGROUND

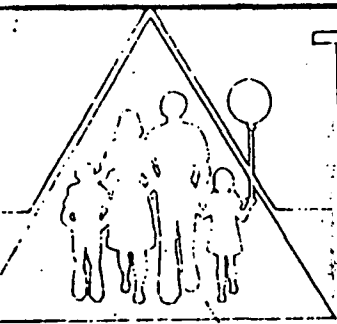
RED # 2178 FLD. PLEX

2'-0" +

WHITE PLEX R/O. R/O. FREE STYLING

4'-0" +

THE TOWER
SHOES • CLOTHING



RED # 2178 FLD. PLEX. R/O "THE TOWER" COPY. WHITE

WHITE PLEX BACKGROUND

001533

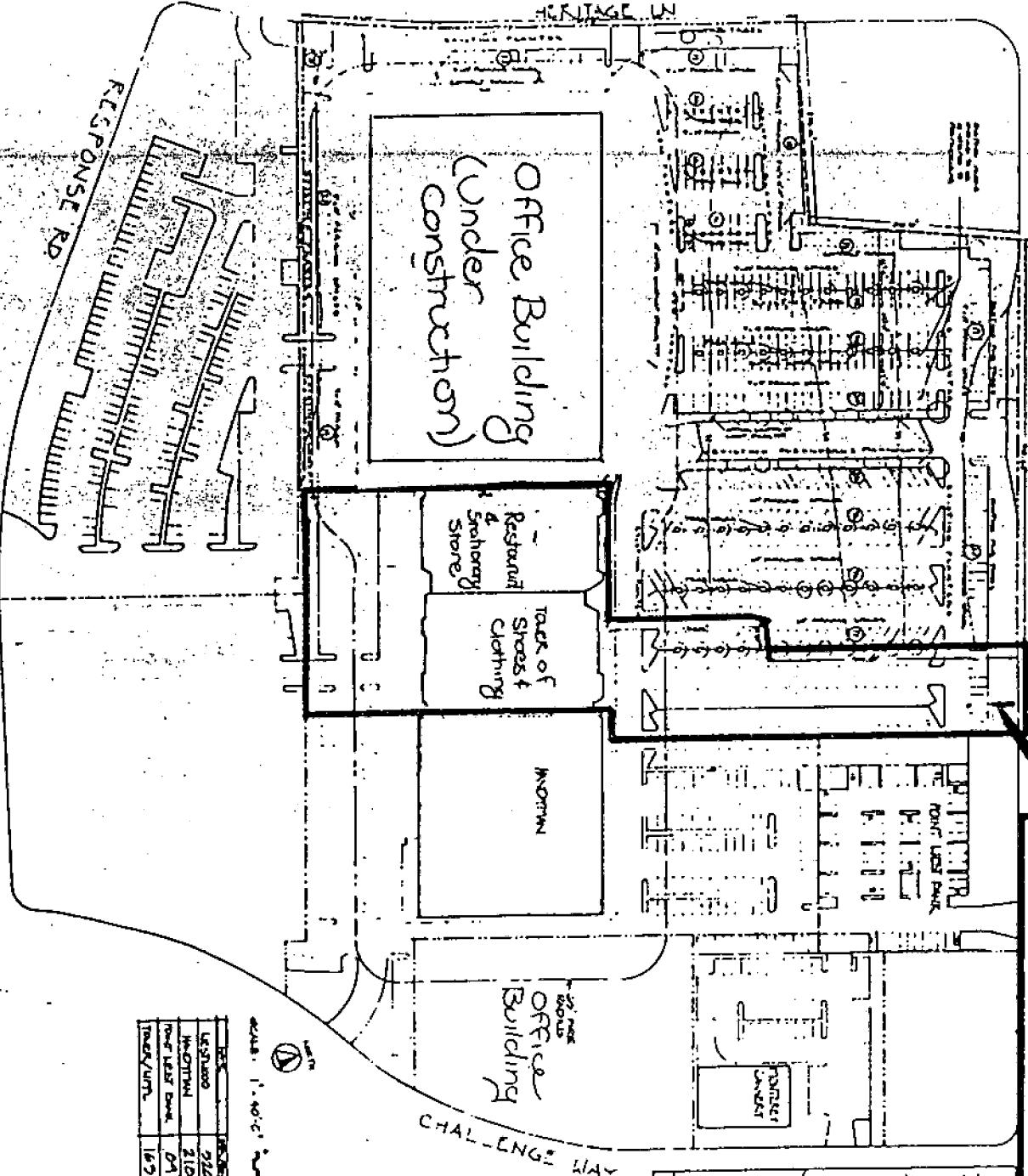
Exhibit A

4-14-83
June 23 1983

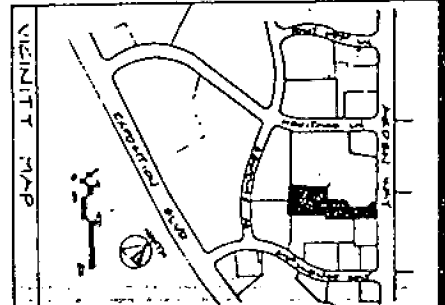
No. 74

4-14-83
June 23, 1983

No. 7



Site of proposed sign and existing illegal Handgymnain sign



SCALE: 1" = 40' ±

USE	AREA (sq. ft.)	PERCENT
RESIDENTIAL	210	54
COMMERCIAL	120	30
OFFICE	0	0
PARKING	160	40

4 unshaded spaces
8 of 10 unshaded
20 of 20 unshaded
70 of 70 unshaded

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Exhibit B



DATE: 4/14/83
BY: [Signature]
FOR: [Signature]

18" ± OA.

12-6" ± OA.

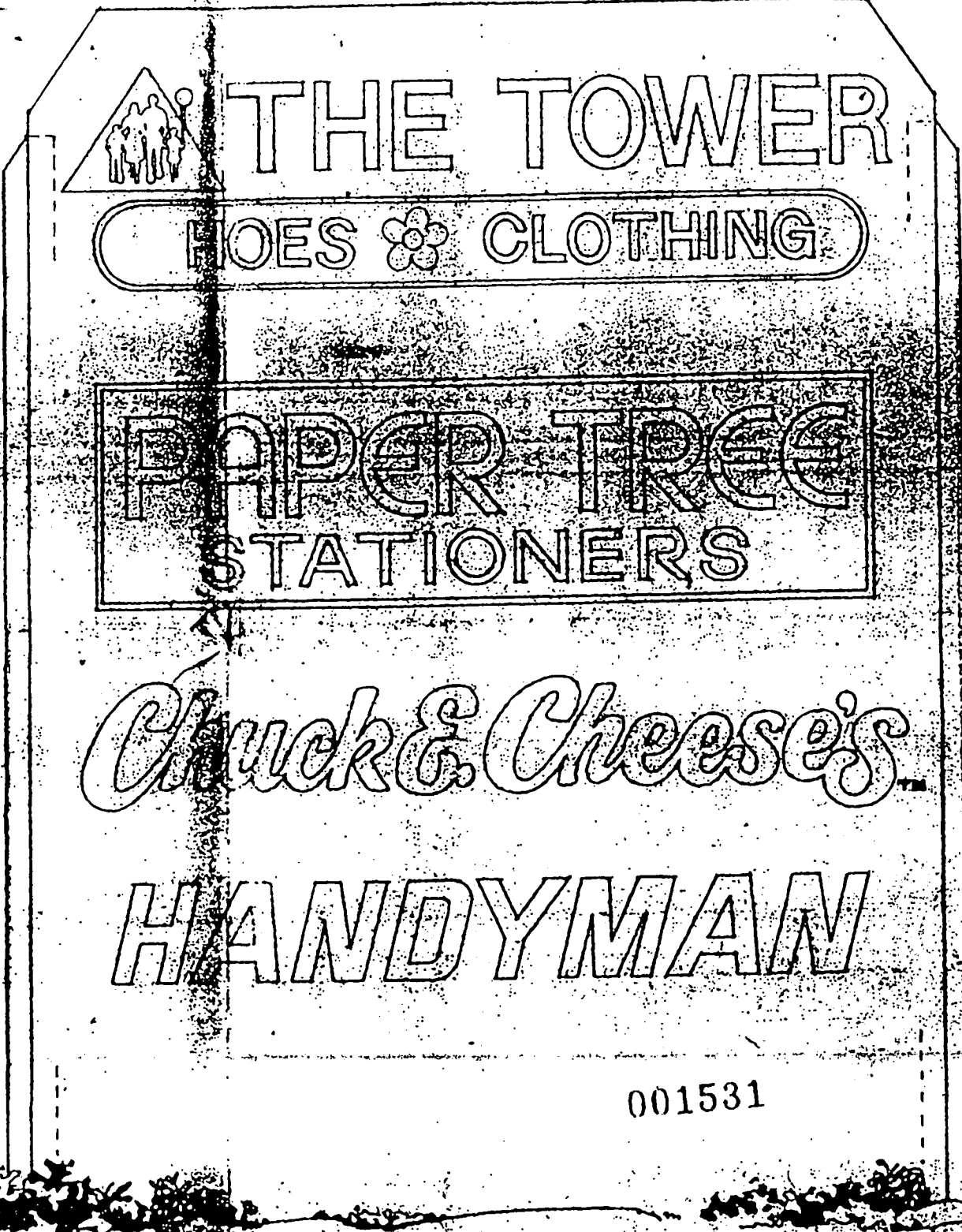
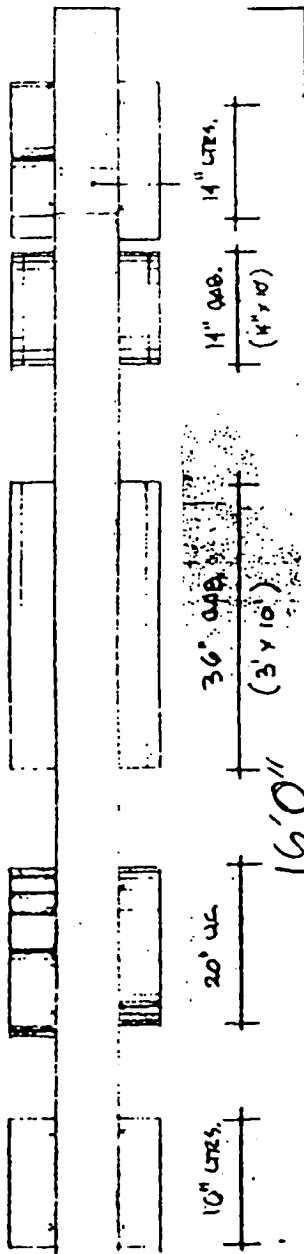
5'-8" 5"

8"

11'-2"

8"

Side View



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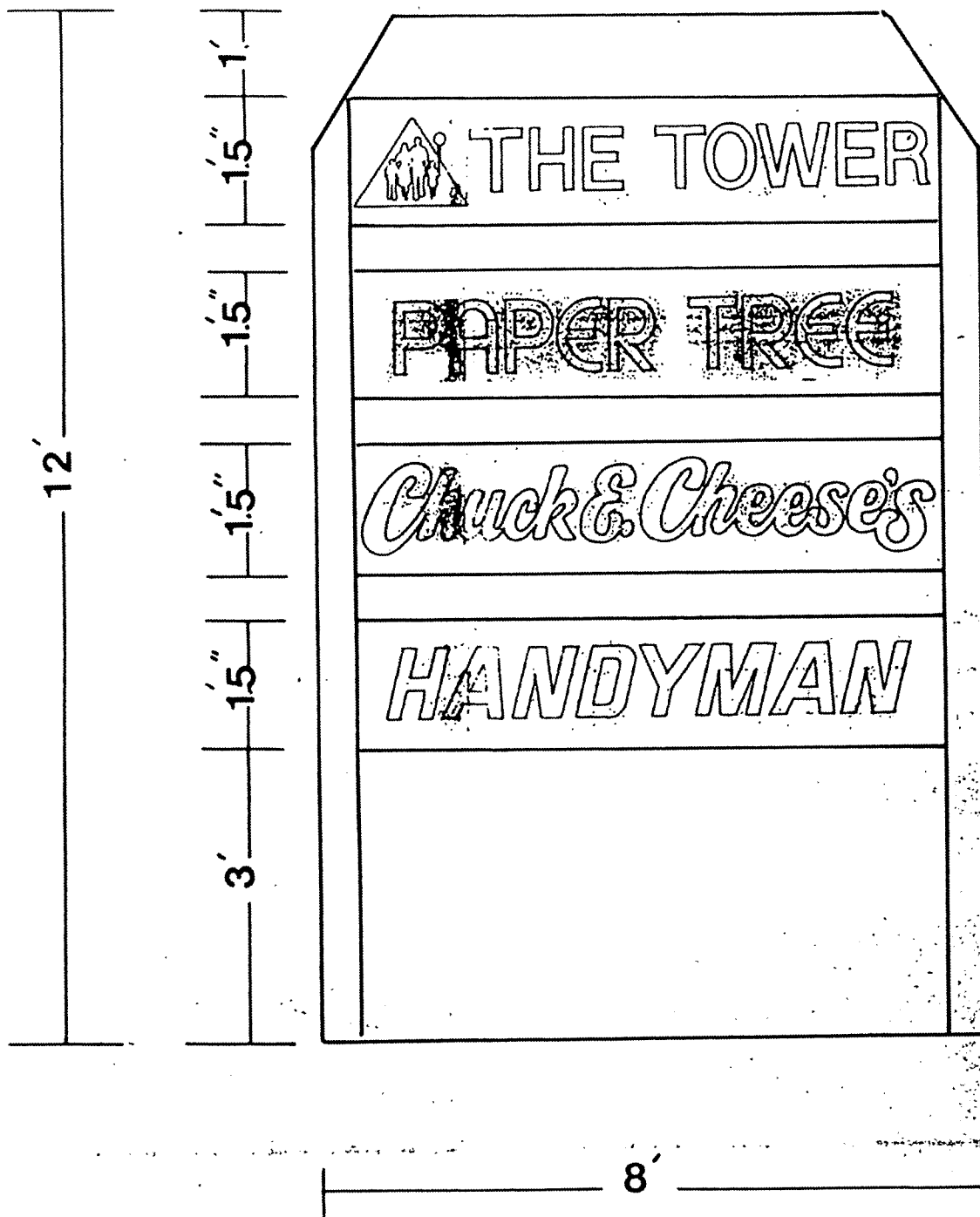
Scale: 1/2" = 1'-0"

P83-049

4-14-83
June 23, 1983

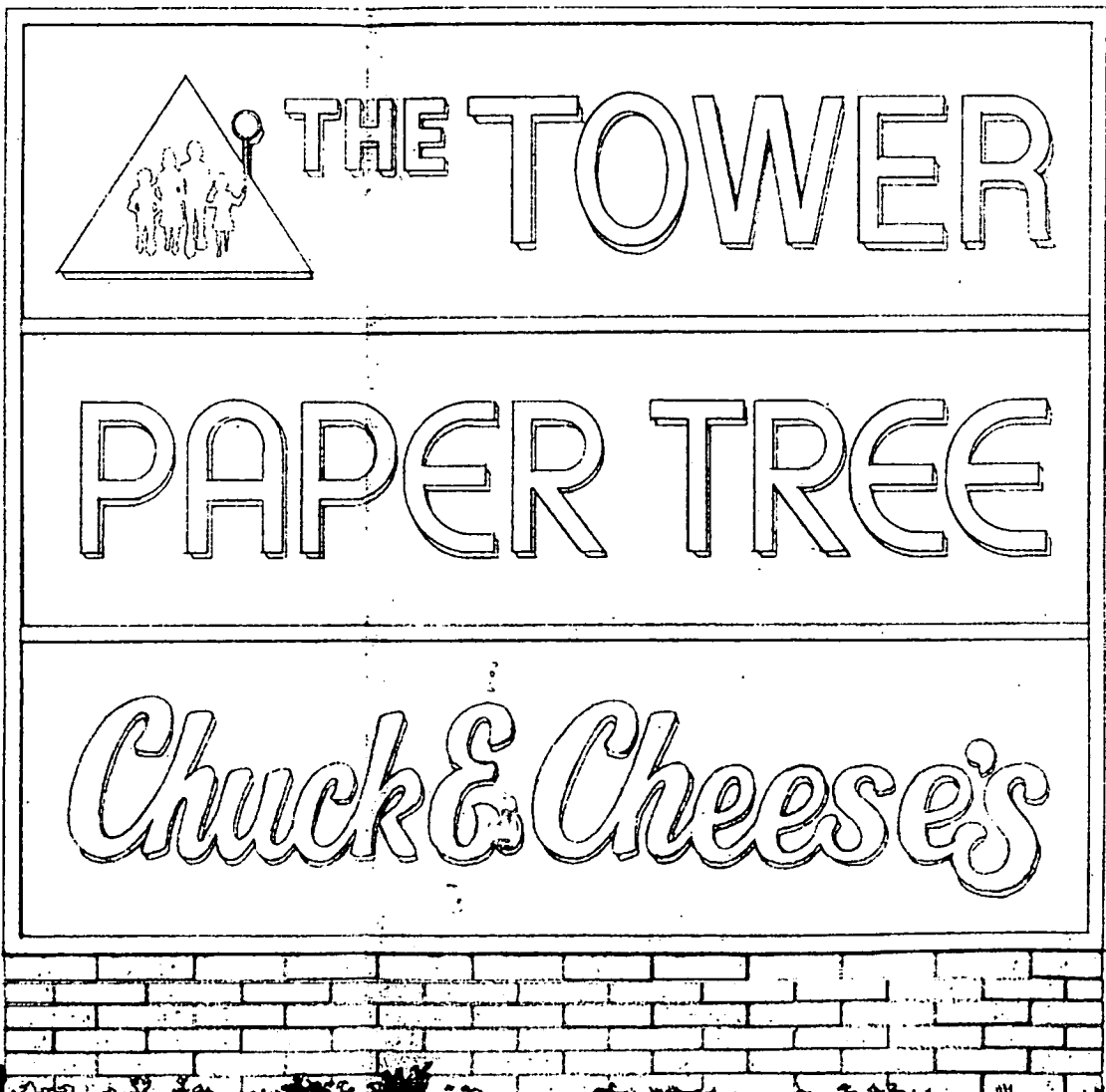
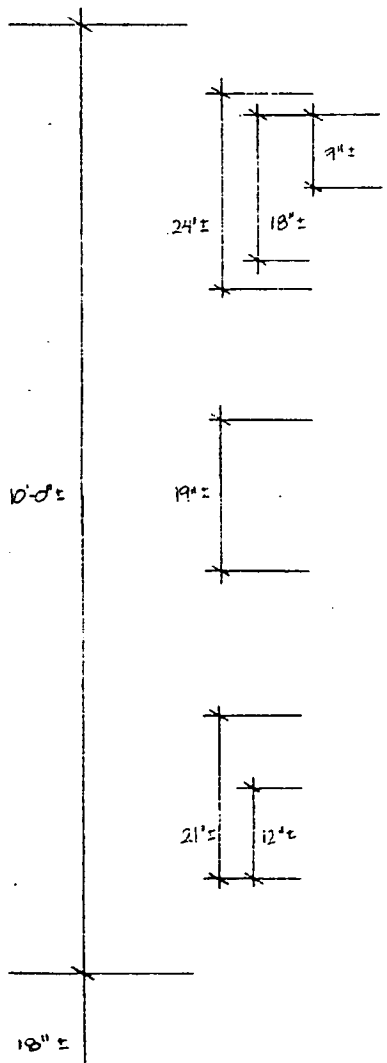
No. 7
4

Alternate Design



Scale: 1" = 2'

2 1/2" x 1" GRADE
11



DELIVERY

"THE TOWER" - 9" TO 18" PA
CHUCK & CHEESE'S RESTAURANTS, INC.

TOWER LOGO - 180 & 211 PL
15" HIGH BY 2 1/2" WIDE
DETAILS, USE 1-119-B (REV. 11/81)

"PAPER TREE" - 19" HIGH
1/2" BRONZE CHAMFER

"CHUCK & CHEESE'S" - 12" TO
5" BRONZE CHAMFER/CLASSIC

CABINET

SM/METAL CABINET (FR
SIDE) SM/METAL DEMO
CABINET TENDANT (FR
(FRONT BRONZE ENAMEL)

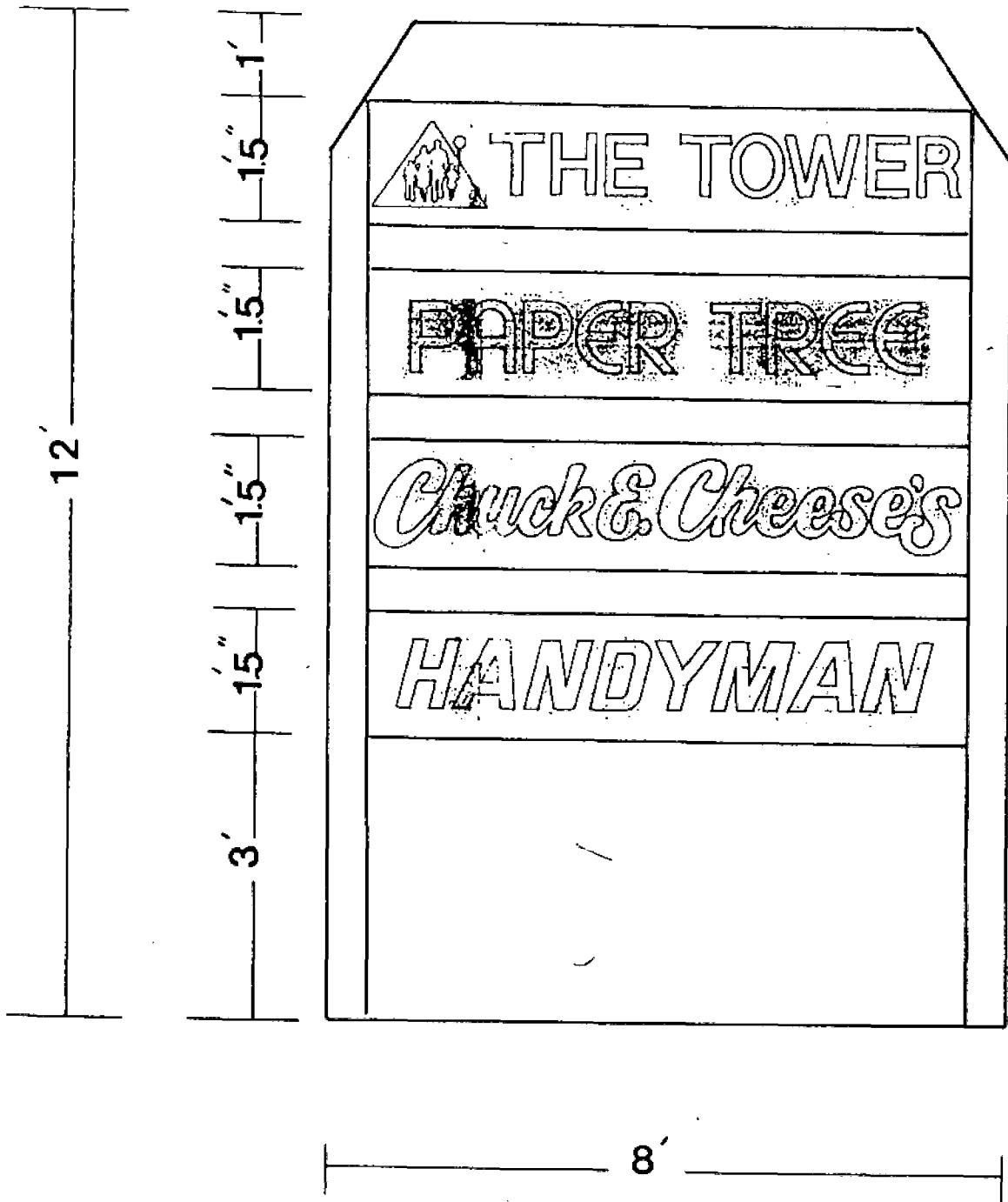
BASE

BRICK BASE IS BY C

DOUBLE FACE - 11

001532

Staff's
Alternate Design



Scale: 1" = 2'

001530

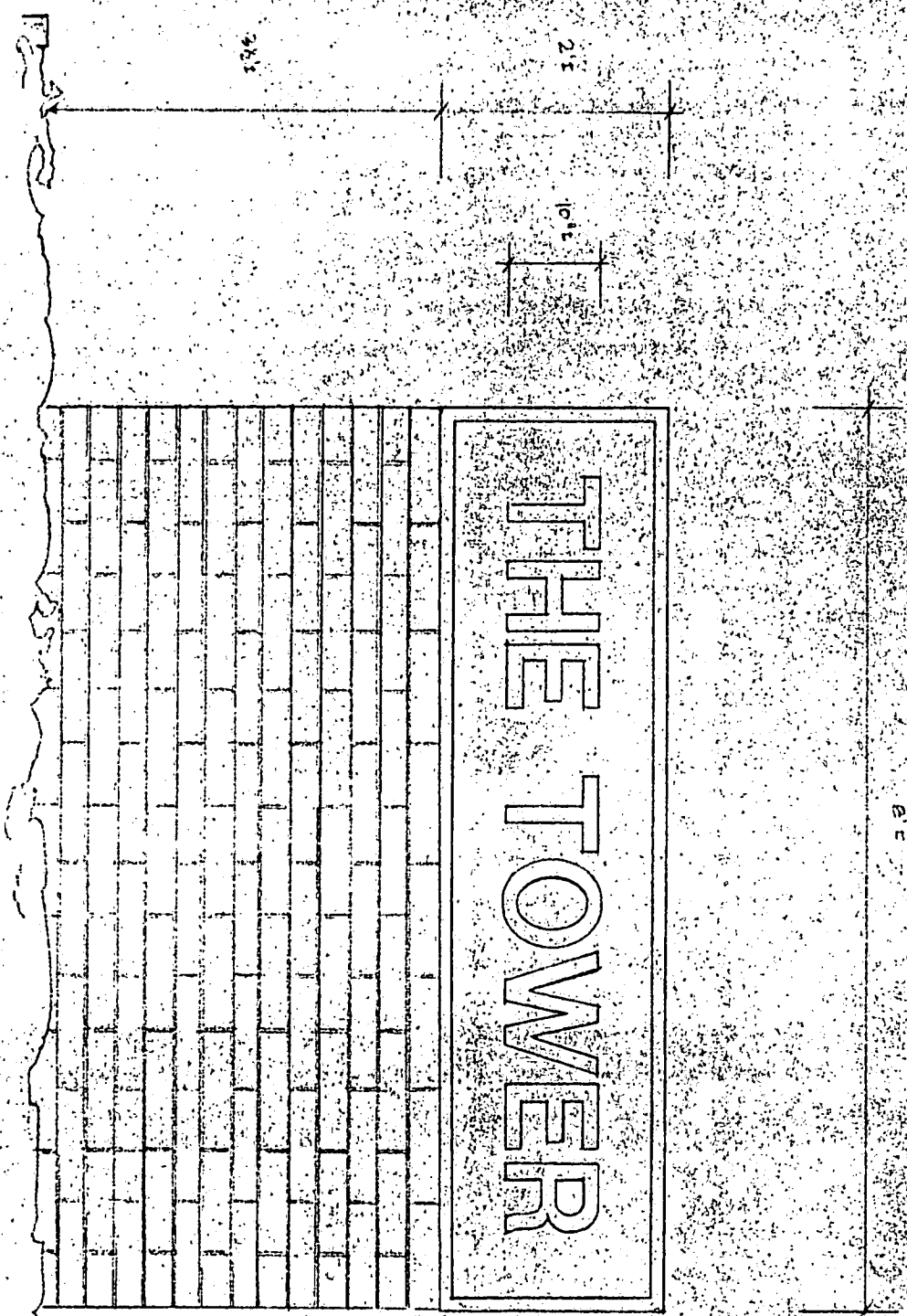


Exhibit 1