

STAFF REPORT CORRECTED 10-13-83
CITY PLANNING COMMISSION

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

APPLICANT	William G. Holliman, 555 Capitol Mall, Suite 950, Sacramento, CA 95814		
OWNER	Peter Paulsen, 1565 River Park Drive, Sacramento, CA 95815		
PLANS BY			
FILING DATE	8-8-83	50 DAY CPC ACTION DATE	REPORT BY: GM:bw
NEGATIVE DEC.	Exempt 15111(a) EIR	ASSESSOR'S PCL. NO.	277-286-31(old 29)

- APPLICATION:
1. Special Permit to allow two signs which exceed the length and area requirements of the Point West PUD Guidelines;
 2. Variances from Sign Ordinance to allow two signs in excess of 200 square feet and in excess of 20 feet in height within 660 feet of the freeway;
 3. Variance from Sign Ordinance to allow more than one identification sign in excess of 16 square feet in the OB zone.

LOCATION: 1545 River Park Drive

PROPOSAL: The applicant is requesting the necessary entitlements to erect four attached signs.

PROJECT INFORMATION:

1974 General Plan Designation: Commercial and Offices
Point West PUD Plan Designation: Office
Existing Zoning of Site: OB-R
Existing Land Use of Site: 5-story, 138,000 sq. ft. office

Surrounding Land Use and Zoning:

North: I-80 Freeway; TC
South: Offices; OB-R
East: Motel; SC-R
West: Offices; OB-R

Property Area: 5.23 acres
Building Height: 79 feet (5 stories)
Square Footage of Building: 138,000
Exterior Building Colors: Light beige
Exterior Building Materials: Precast concrete, dark-tinted glass, bronze anodized window framing

Two attached signs with logos:

Logo: 9' x 5½'
3' x 42' = Total of 351 sq. ft.

One attached sign: 3' x 17' = Total of 51 sq. ft.

BACKGROUND INFORMATION: On August 27, 1981, the Commission approved the necessary entitlements to permit the construction of a five-story (79 ft.), 138,000 square foot office building on a 5± acre site in the Point West PUD (P-9441). The subject office building has been completed and the applicant is now requesting entitlements to erect signage for two major tenants of the building.

001242

APPLC. NO. P83-272

MEETING DATE October 13, 1983

CPC ITEM NO. 7

On August 8, 1983 the applicant submitted a request to erect four signs on the subject building. The application consisted of three signs for Commerce Savings (two at top of building, one at first floor), and one sign for Sutro to be located at the first floor level. The hearing on this application was continued pending the outcome of the study of the Point West PUD Sign Guidelines. The next Commission meeting on the sign study has been continued to October 20, 1983.

The applicant is requesting that the Commission act on his request at the October 13, 1983 meeting since tenants of the building will be moving in shortly. The applicant, after meeting with staff, has amended the application to reduce the number of signs from four to three.

The following signage program is proposed for the building:

- Two attached signs on the 5th floor parapet panels on the west and east elevations for "Commerce Savings"

Logo 9' x 5½'	=	49½ sq. ft.
Name 3' x 42'	=	126 sq. ft.
		<u>175½ sq. ft. ea.</u>

- One attached sign at the first floor level above the south entry door for "Sutro"

2 Signs 175½'	=	351 sq. ft.
Name 3' x 17'	=	51 sq. ft.
		<u>402 sq. ft.</u>

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

1. The applicant is proposing a total of three attached signs. Two signs for "Commerce Savings" are proposed to be located on the west and east parapet panels at the top of the building and one sign for "Sutro" is to be located at the first floor level above the south entry door. The size of the proposed signs essentially conform to the number and dimensions of the signs located on the two five-story office buildings developed by Lee Sammis, located to the south of the subject site. The table below compares the subject signs to the signs approved for the Sammis buildings.

A. Paulsen Building - Commerce Savings with Logo (2)	Length: 52 feet Height: 3 ft. for name 5½ ft. for logo Total Area: 175 sq. ft. ea.(2)
Sutro(1)	Length: 17 ft. Height: 3 ft. Total Area: 51 sq. ft. (1)
B. Sammis West Building - Bank of Alex Brown (2)	Length: 56'4" Height: 3½ ft. Total Area: 197.5 sq. ft. ea. (2)
Merrill Lynch (1)	Length: 20'8" Height: 1½ ft. Total Area: 61 sq. ft. (1)
C. Sammis East Building - California Federal (2)	Length: 52 ft. Height: 3 ft. Total Area: 156 sq. ft. ea. (2)

2. The applicant's proposed signage program essentially conforms to the signs previously approved for other similar major projects in the PUD. Staff believes that the design and style of the proposed signs is compatible with the architectural design of the office building and therefore recommends approval of the applicant's requests to erect a total of three attached signs.

STAFF RECOMMENDATION: Staff recommends the following actions:

1. Approval of the Special Permit to allow two signs which exceed the length and area requirements of the Point West PUD Guidelines, subject to conditions and based upon the Findings of Fact which follow.
2. Approval of the variance from the Sign Ordinance to allow two signs in excess of 200 square feet and in excess of 20 feet in height within 660 feet of a freeway, based upon the Findings of Fact which follow.
3. Approval of the variance from the Sign Ordinance to allow more than one identification sign in excess of 16 square feet in the OB zone based upon the Findings of Fact which follow.

Condition - Special Permit

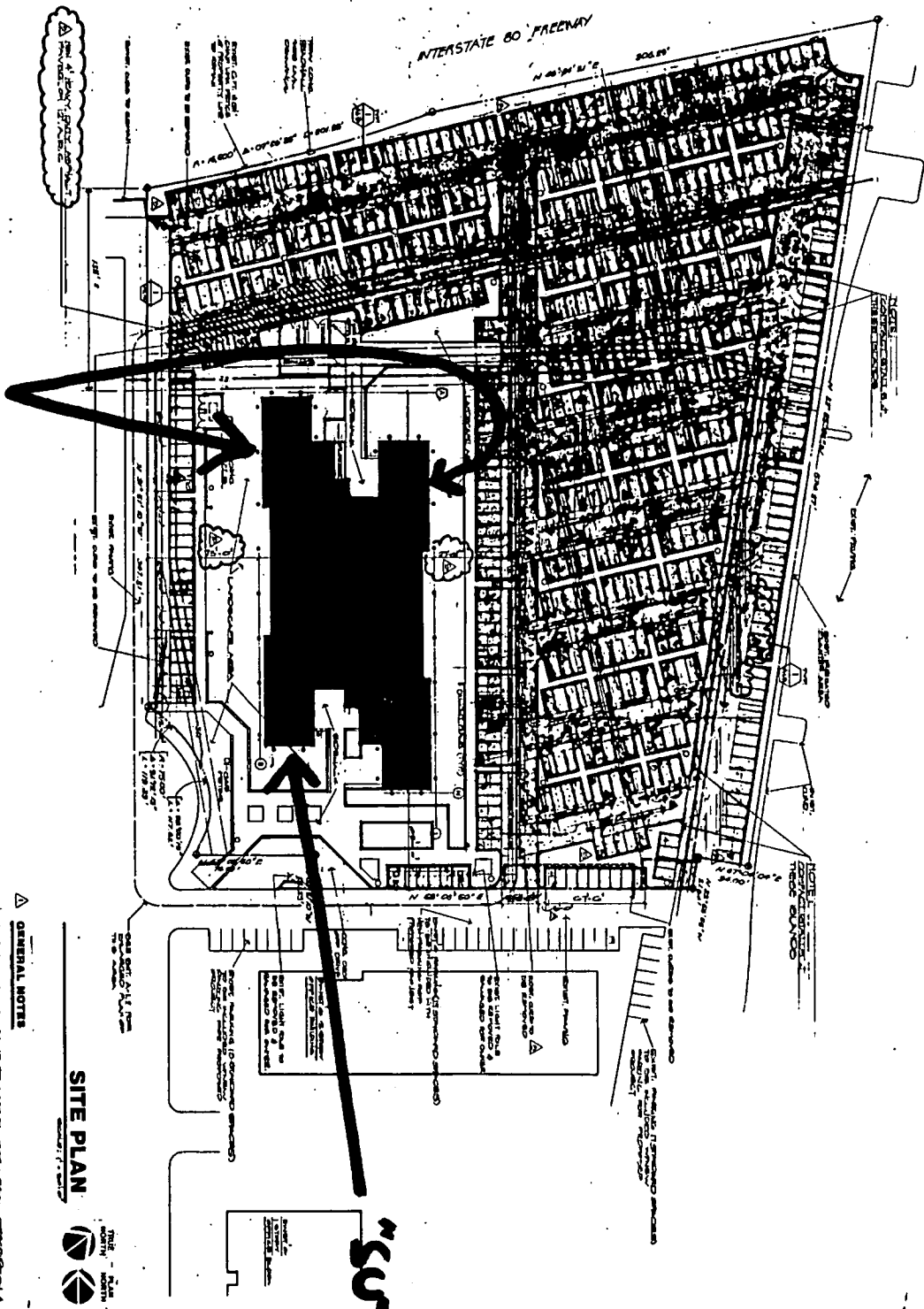
Only three attached signs shall be permitted per submitted plans. No additional tenant signage shall be allowed except as permitted by the Point West Sign Guidelines.

Findings of Fact - Special Permit & Variance

- a. The granting of the Special Permit and Variance is based upon sound principles of land use and will not be injurious to the public welfare nor property in the vicinity in that the design and style of the proposed signs is compatible with the architectural design of the office building;
- b. The variance will not result in a special privilege extended to one individual property owner in that the variance, under similar circumstances, would be extended to other major projects in the PUD;
- c. The Special Permit and Variance is compatible with the General Plan and PUD Schematic Plan which designate the site for office use.

001249

"COMMERCE SAVINGS"



GENERAL NOTES

1. The building is to be constructed on the site shown on the site plan.
2. The building is to be constructed in accordance with the specifications and drawings.
3. The building is to be constructed in accordance with the applicable codes and regulations.
4. The building is to be constructed in accordance with the applicable codes and regulations.
5. The building is to be constructed in accordance with the applicable codes and regulations.
6. The building is to be constructed in accordance with the applicable codes and regulations.
7. The building is to be constructed in accordance with the applicable codes and regulations.
8. The building is to be constructed in accordance with the applicable codes and regulations.
9. The building is to be constructed in accordance with the applicable codes and regulations.
10. The building is to be constructed in accordance with the applicable codes and regulations.

ADDITIONAL INFORMATION: SEE SHEET "GENERAL NOTES" FOR FURTHER INFORMATION.

SITE PLAN



"SUTRO"

DATE	8/29/83
BY	PAULSEN
PROJECT	PAULSEN OFFICE BUILDING
SHEET	A 1.1

Paulsen Office Building
 Point West Development
 Sacramento, California



PETER A. LENDRUM ASSOCIATES
 ARCHITECTS ENGINEERS PLANNERS
 2920 EAST GAMEL BACK ROAD, PHOENIX, ARIZONA 85016 (602) 955-2100



001248

SUBJECT SITE

SEE

CAL

MAP

EXPO

NO.

2

VIACITY MAP

No. 7

P-83-272

10-13-83

P 83-272

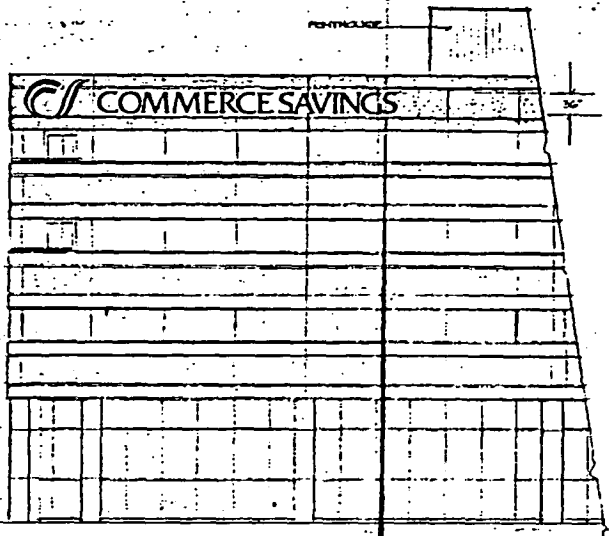
10-13-83

EX. B

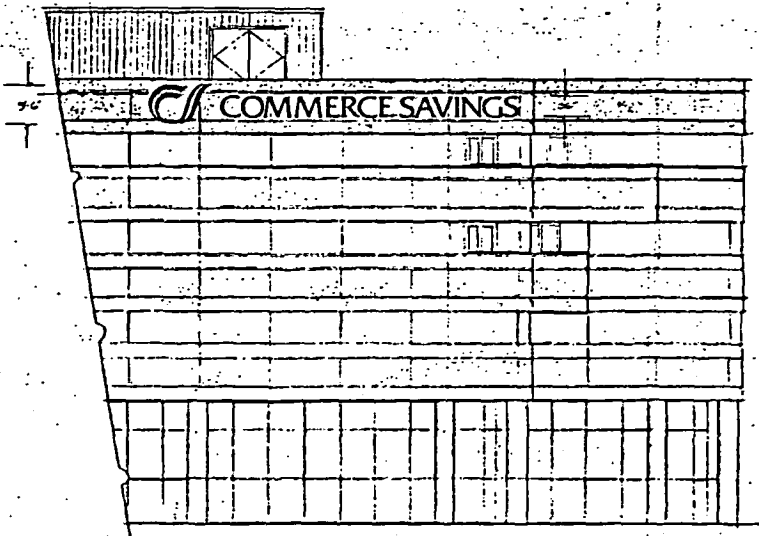
46.7

P 83272

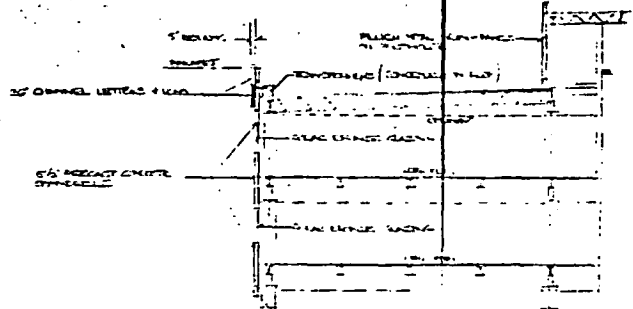
001250



PARTIAL WEST ELEV. E. NW CORNER / SCALE 1/8" = 1'-0"



PARTIAL EAST ELEVATION E. NE CORNER / SCALE 1/8" = 1'-0"



TYPICAL SECTION THROUGH SIGN - PLUS DETAILS / SCALE 1/4" = 1'-0"

PROPOSED SPECIFICATION + MATERIAL (S) FOR SIGN SET
 OF 36" H. X 114" W. CHANNEL LETTERS + LOGO
 LETTER FACES - PEG WHITE PLASTIC 7229
 LETTER MOUNTING - 3" O.D. BRONZE
 ILLUMINATION - BY WHITE NEON TUBING
 INSULATION - ON THE CHANNEL WALLS ARE ADAPTED TO
 FACEWAY - TRANSFORMER MOUNTED ON
 ROOF LEADING CHANNEL
 LOGO - BACK TO BE DETERMINED

NO.	DESCRIPTION	DATE	BY

DESIGNED BY: NEW LOGO FOR COMMERCE SAVINGS
 DRAWN BY: [Name]

DATE: [Date]

PROJECT: [Project Name]

SCALE: [Scale]

ADART

