

CITY PLANNING COMMISSION

1231 "I" STREET, SUITE 200, SACRAMENTO, CA 95814

APPLICANT Pacific Neon Co.; P.O. Box 15100; Sacramento, CA 95851
OWNER KCS Development; 7919 Folsom Blvd.; Sacramento, CA 95826
PLANS BY Pacific Neon Co.
FILING DATE 8/11/89 **ENVIR. DET.** Exempt 15311a **REPORT BY** BW:rt
ASSESSOR'S PCL. NO. 225-0230-066

APPLICATION: A. Amendment of Metropolitan Center PUD Guidelines to allow a second attached tenant sign for a food and deli market in the Shopping Center Planned Unit Development (SC-PUD) zone.

LOCATION: 2550 West El Camino Avenue

PROPOSAL: The applicant is requesting the necessary entitlements to allow a second attached sign on an existing food/deli market in the Gateway Plaza Shopping Center.

PROJECT INFORMATION:

General Plan Designation:	Community/Neighborhood Commercial Office
1988 South Natomas Community Plan Designation:	Community Commercial
Existing Zoning of Site:	SC-PUD
Existing Land Use of Site:	Gateway Plaza Shopping Center

Surrounding Land Use and Zoning:

North: Future apartments/vacant; R-2B-PUD
South: Vacant; R-1-PUD
East: Vacant; SC-PUD
West: Canal; F

Property Dimensions:	Irregular
Property Area:	10.5± acres
Height of Building:	20' (one story)
Topography:	Flat
Street Improvements:	Existing
Utilities:	Existing
Exterior Building Materials:	Stucco and tile
Roof Material:	Metal
Sign Height/Area:	24", 51.6 square feet
Type:	Individual letters; red plex and orange plex

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

000630

A. Land Use and Zoning

The subject site consists of one developed parcel on 10.5+ acres in the Shopping Center Planned Unit Development (SC-PUD) zone. The General Plan and 1988 South Natomas Community Plan designates the site for Community/Neighborhood Commercial Office and Community Commercial respectively. The deli/mart is located in the Gateway Plaza Shopping Center within the Metropolitan Center PUD.

B. Applicant's Proposal

The applicant is requesting an amendment of the Metro Center PUD Guidelines to allow a second attached tenant sign on an existing deli/mart. The proposed signage will be a tenant sign for the "A Mart Food and Deli." The sign will be approximately 24 inches in height and 51.6 square feet in area. Signage will have neon illumination with individual lettering. The colors will consist of red and orange plex. The second sign is proposed on the north elevation of the building facing West El Camino Avenue. The existing sign is located on the east elevation of the building (see Exhibit A).

C. Staff's Evaluation

The applicant's proposal is inconsistent with the Metropolitan Center PUD Guidelines. The current sign criteria (Section VII I.2a) for uses in the Shopping Center zone allows one attached sign per tenant, regardless of street frontage. The purpose of restricting the number of signs per tenant is to reduce sign clutter and the visual impact on the shopping center.

The Planning Commission has denied applications in the past requesting additional signage. Most of the requests were west of I-5 in existing shopping centers. Security Pacific Bank, located in the Creekside Oaks PUD, was denied a second sign by the Planning Commission and City Council (P87-151). The bank has two street frontages and is in a shopping center zone. An existing dry cleaners in the shopping center requested a second sign which staff did not support. The property immediately to the east of the subject site will be developed with a shopping center which will require signage. Allowing the second tenant identification sign would require an amendment to the PUD Guidelines and will set a precedence to allow future tenants additional identification signs.

Planning staff finds that the applicant's request will not be in harmony with the purpose of the City's Sign Ordinance to: "preserve and improve the appearance of the City as a place in which to live and to work and as an attraction to non-residents who come to visit and to trade. Staff does not support the request to amend the Metropolitan Center PUD Guidelines in that no unique circumstance exists to warrant the amendment; and the second sign will potentially create sign clutter on the existing shopping center. Staff, therefore, recommends denial of the request.

D. Agency Comments

The project was reviewed by the Natomas Community Association. The association has indicated to staff that they are opposed to the second tenant sign (see attached letter).

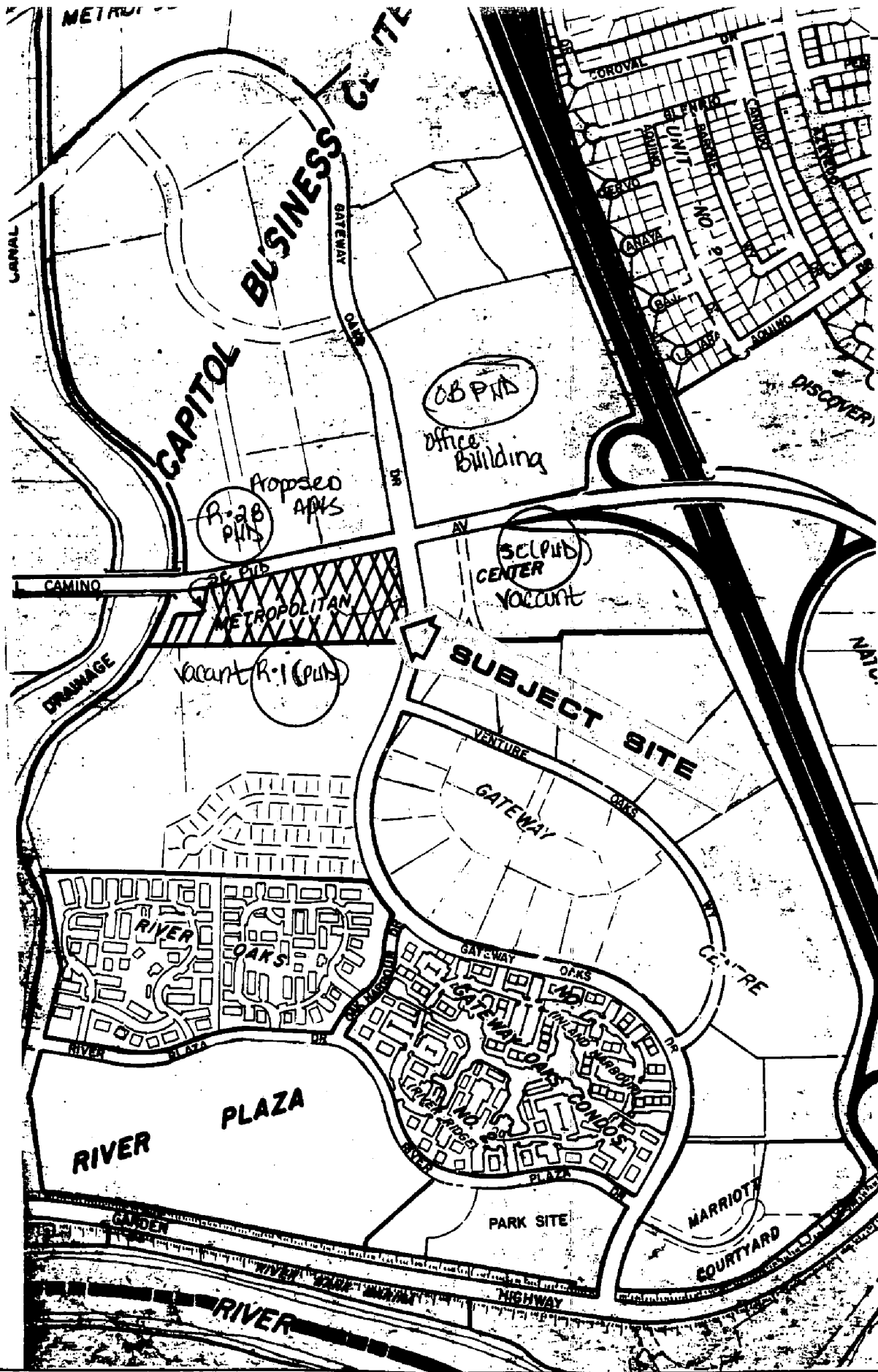
ENVIRONMENTAL DETERMINATION: The project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15311(a)).

RECOMMENDATION: Staff recommends that the Planning Commission deny the request to amend the Metropolitan Center PUD Guidelines to allow a second attached tenant identification sign based upon findings of fact which follow:

Findings of Fact

1. The proposal, if approved, would be a special privilege extended to one property owner in that:
 - a. One sign can be located on the building so that it would comply with purposes of the Sign Ordinance and the PUD Guidelines.
 - b. Uses with similar circumstances have been denied request for increased signage when contradictory to PUD Guidelines.
 - c. No unique circumstances exist to approve the amendment of the PUD Guidelines.
2. The proposal would be injurious to the public welfare and properties in the area in that the additional signage could create sign clutter on the shopping center which is contrary to the goals of the sign ordinance and the intent of the PUD Guidelines. In addition, the signs would create a visual distraction to motorists.

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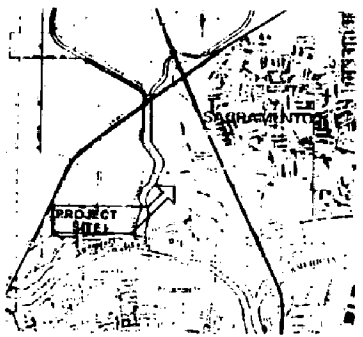
VICINITY - LAND USE - ZONING

P89-210

10-12-09

Item #10

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LOCATION MAP

SHADING ANALYSIS

PARKING LOT	127,452 sq ft
SHADING PROVIDED	66,148 sq ft
PARKING LOT SHADING REQUIRED	50.0%
PARKING LOT SHADING PROVIDED	51.9%

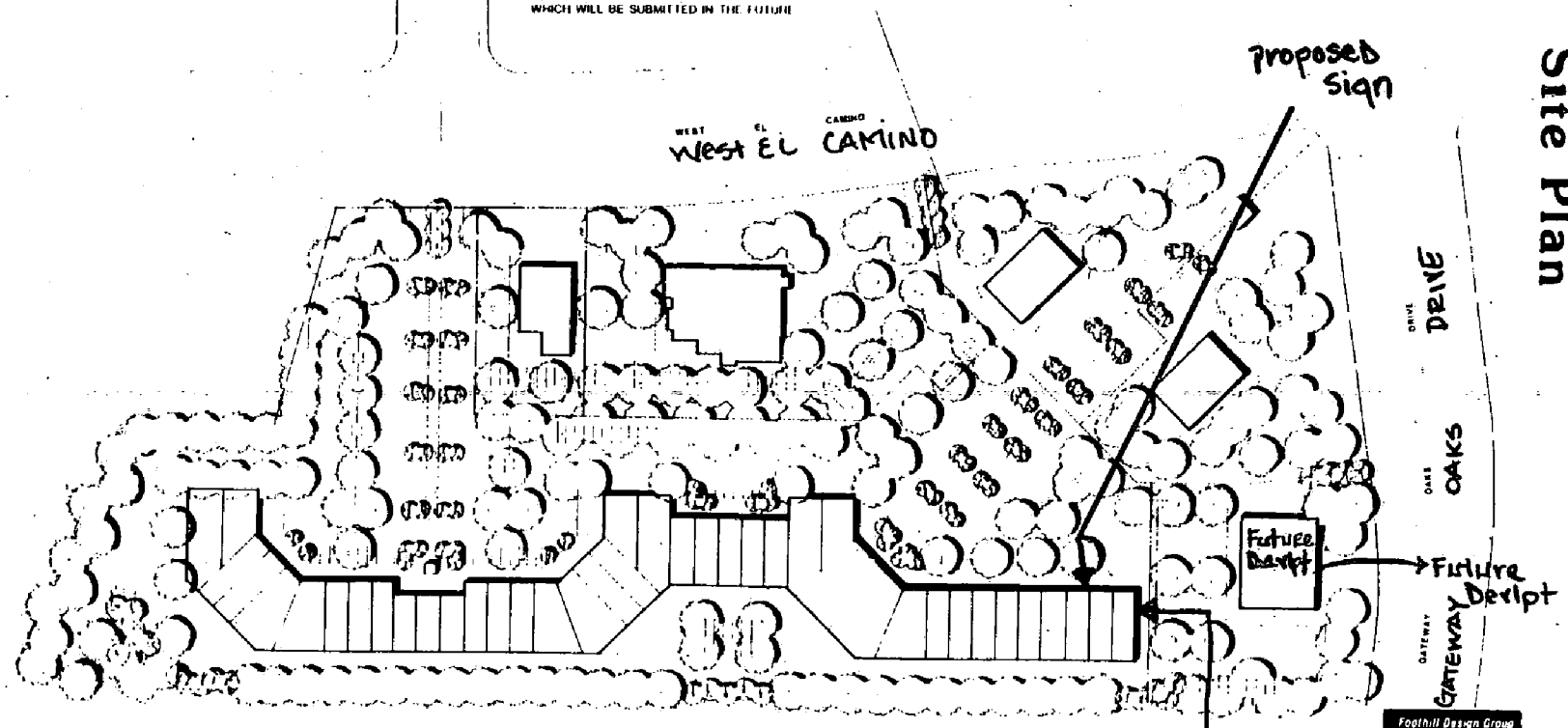
NOTE: CALCULATIONS DO NOT INCLUDE HATCHED AREA ON DRAWING

HATCHED AREA INDICATES PAD BUILDINGS WHICH WILL BE SUBMITTED IN THE FUTURE

METROPOLITAN CENTER

EXHIBIT A

Site Plan



GATEWAY PARK
 SACRAMENTO, CALIFORNIA
 KCS DEVELOPMENT COMPANY





NCA

EXHIBIT C

Natomas Community Association

P.O. Box 340451 - Sacramento, California 95834

September 19, 1989

Cindy Lauchland
Planning Commission, Staff
City of Sacramento
1231 I Street
Sacramento, CA 95814

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Dear Ms. Launchland:

The Natomas Community Association appreciates receiving the site plan review regarding "A Mart Food & Deli" located at 2550 West El Camino Avenue in the Gateway Plaza Shopping Center.

The NCA is opposed to this request for an additional attached tenant sign. The South Natomas Plan hammered out over many months strongly indicates the City Council's and Planning Commission's desire to limit tenants to one sign.

This retail store is one of the first of many to be established west of I-5 and should be the recipient of a sign amendment to the Metro Center PUD. In the past other tenants west of I-5, both retail and office, requesting such variances have been denied. The planning decision to allow high density office and retail development west of I-5 was predicated upon design review that would maintain quality development and that numerous building signs cheapen an area.

If the goal of the tenant is to have a north-facing sign fronting El Camino Blvd., the Association would not object to the relocation of the current east-facing sign.

Sincerely,

Kenneth H. Golden
Vice President

CITY PLANNING DEPARTMENT

SEP 21 1989
RECEIVED

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