

City Planning Commission
Sacramento, California

Members in Session:

SUBJECT: Amendment of Creekside Oaks PUD Development
Guidelines relating to signage criteria for
Office buildings and shopping centers (P89-124)

LOCATION: Creekside Oaks PUD; west of Truxel Road between West El Camino and Garden
Highway

SUMMARY:

This is a request to amend the sign criteria found in the Creekside Oaks PUD Development Guidelines relating to attached signs on office buildings and attached tenant signs for shopping center uses. Planning Staff recommends approval of the proposed amendment.

BACKGROUND:

On May 30, 1986, the City Council amended the South Natomas Office Park P.U.D. Guidelines to permit one attached wall sign per office building in addition to one monument sign per parcel (P85-481). The attached sign regulation allowed the use of a combination word name and corporate logo. Inadvertently, the Creekside Oaks PUD was omitted from this amendment, and as of this date, the office sign revisions were never included in the Creekside Oaks PUD Guidelines. The existing development guidelines for Creekside Oaks make no provisions for attached signage on office buildings. Staff is recommending extending the same sign regulations as previously approved in adjacent office park PUD's to the office sign guidelines in Creekside Oaks. Section V11-G would be amended to add the criteria for attached signage (Exhibit A).

On May 26, 1988, the Planning Commission approved an amendment to the Metro Center PUD Development Guidelines to increase the size of attached signs for shopping center tenants in the PUD (P88-178). Staff is now requesting amending the Creekside Oaks PUD Development Guidelines in the same manner. Presently, Section V11-I-2-b of the development guidelines states that the sign area for individual shopping center tenants shall be determined by the lineal frontage of each individual shop as follows:

- A. Width of sign, including logo, shall not exceed 60 percent of the shop's width
- B. Total vertical sign height shall not exceed 24 inches
- C. Maximum letter height shall be limited to 18 inches

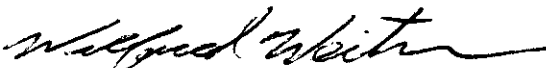
Staff is requesting an amendment to the shopping center sign guidelines to: 1) Increase the width of the tenant sign from 60 percent to 70 percent of shop's width; 2) Increase the vertical sign height from 24 inches to 28 inches; and 3) Increase the maximum letter height from 18 inches to 24 inches (Exhibit B). The purpose of this amendment is to adequately identify individual retail tenants in the Park Plaza Shopping Center. The owners of Park Plaza have indicated a difficulty in both leasing new tenants and keeping existing tenants. This proposed increase in sign width and letter height for shopping center uses in Creekside Oaks PUD are not significant and should help provide for a more successful shopping center.

Both of the proposed amendments to the Creekside Oaks Development Guidelines would result in sign criteria similar to other PUDs in South Natomas and elsewhere in the City. Planning Staff is attempting to have the various South Natomas PUD Development Guidelines be consistent, when applicable, in order to facilitate planners and developers when evaluating projects.

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

RECOMMENDATION: Staff recommends that the Planning Commission approve the amendments of the Creekside Oaks PUD Development Guidelines relating to signage criteria for office buildings and shopping centers as shown in Exhibits A and B.

Respectfully submitted,


Wilfred Weitman
Senior Planner

WW:kjr

EXHIBIT A

Creekside Oaks PUD Development Guidelines

Amendment to Section V11-G adding Attached Signs

OB Office Building Zone - Attached Signs

- * If the specific signage program is not known, the applicant shall designate a zone or alternative zones on the building facade(s) on which attached signage may be located and the location or alternative locations of detached signage. The Planning Commission shall approve the acceptable location(s) or zone(s) as part of the Special Permit.
 - * A specific or conceptual location sign program shall be submitted with individual project Special Permit applications per Section II, Item 6 of these Guidelines.
1. Materials, Construction, and Design
 - a. Signs may be constructed of solid metal individual letters, marble, granite, ceramic tile, or other comparable materials which convey a rich quality, complimentary to the material of the building exterior. Examples of acceptable metal materials are chrome, brass, stainless steel, or fabricated sheet metal. Plastic or wood signs are specifically prohibited.
 - b. Individual solid metal letters shall be applied to the building face with a non-distinguishable background. Letters shall be pegged-out from the building face at least one and one-half (1 1/2) inches and be reverse pan channel construction in one of the following:
 - 1) Fabricated aluminum letters with a polished chrome plated finish in fourteen (14) gauge aluminum with three (3) inch returns.
 - 2) Fabricated polished brass letters with clear lacquer finish in fourteen (14) gauge brass plate with three (3) inch returns.
 - 3) Fabricated sheet metal letters painted Dourandodic Bronze #313 or semi-gloss enamel in fourteen (14) gauge sheet metal with three (3) inch returns. If painted, only subdued hues or color tones may be used. Examples of such color tones are dark blue, rust, green, brown, and black.
 2. Number -- One (1) sign per building.

3. Illumination

- a. Letters may be internally illuminated to create a halo back lighted effect or nonilluminated. Internally illuminated letters shall be lighted with white neon tubing and thirty (30) milliamperes transformers.
- b. Lighting shall not produce a glare on other properties in the vicinity and the source of light shall not be visible from adjacent property or a public street.
- c. Internally lit plastic signs are prohibited.

4. Location

- a. Signs must be attached to and parallel to a building face. A sign may not project above the wall on which it is located.
- b. Signs may be located anywhere on face of building subject to 4 (c) and (d) below and may be oriented toward the freeway.
- c. A sign may be located in the "upper signage area." "Upper signage area" shall be defined as the area bounded by the 1) top of the windows of the tallest floor of the building; 2) the building parapet line; and 3) the two vertical edges of the building face on which the sign is attached.
- d. A sign may be located outside the "upper signage area" if in a sign zone approved as part of the building special permit or, if on a building for which a special permit was approved prior to January 30, 1986, in a location approved by the Planning Director.

5. Wording and Logos

A sign may consist of a company logo and/or a company name. No other wording is permitted.

6. Maximum Signage

- a. A sign located in the "upper signage area" shall not exceed 10 percent of that area.
- b. The length of a sign shall not exceed 30 percent of the length of linear building face on which the sign is affixed.

- c. A sign located below the second floor windows shall not exceed 50 square feet.
 - d. In a scale consistent with (A), (B), and (C) above, the Planning Director shall determine the maximum size of the following types of signs:
 - 1) Signs located other than as specified in (A) and (C) above.
 - 2) Signs located on buildings with a unique or unusual architectural design.
7. a. If not specifically approved as part of the Special Permit for the building, the following types of signs shall require a Planning Director's Special Permit pursuant to Zoning Ordinance 15H.
- 1) Signs not located in the "upper signage area," as defined in subsection 4-C above.
 - 2) Signs which use construction materials other than marble, granite, ceramic tile, or individual solid metal letters pursuant to subsection 1-B above.
- b. Except as provided in 7-A above, attached signs consistent with this Section H shall be subject to a ministerial permit issuance procedure.

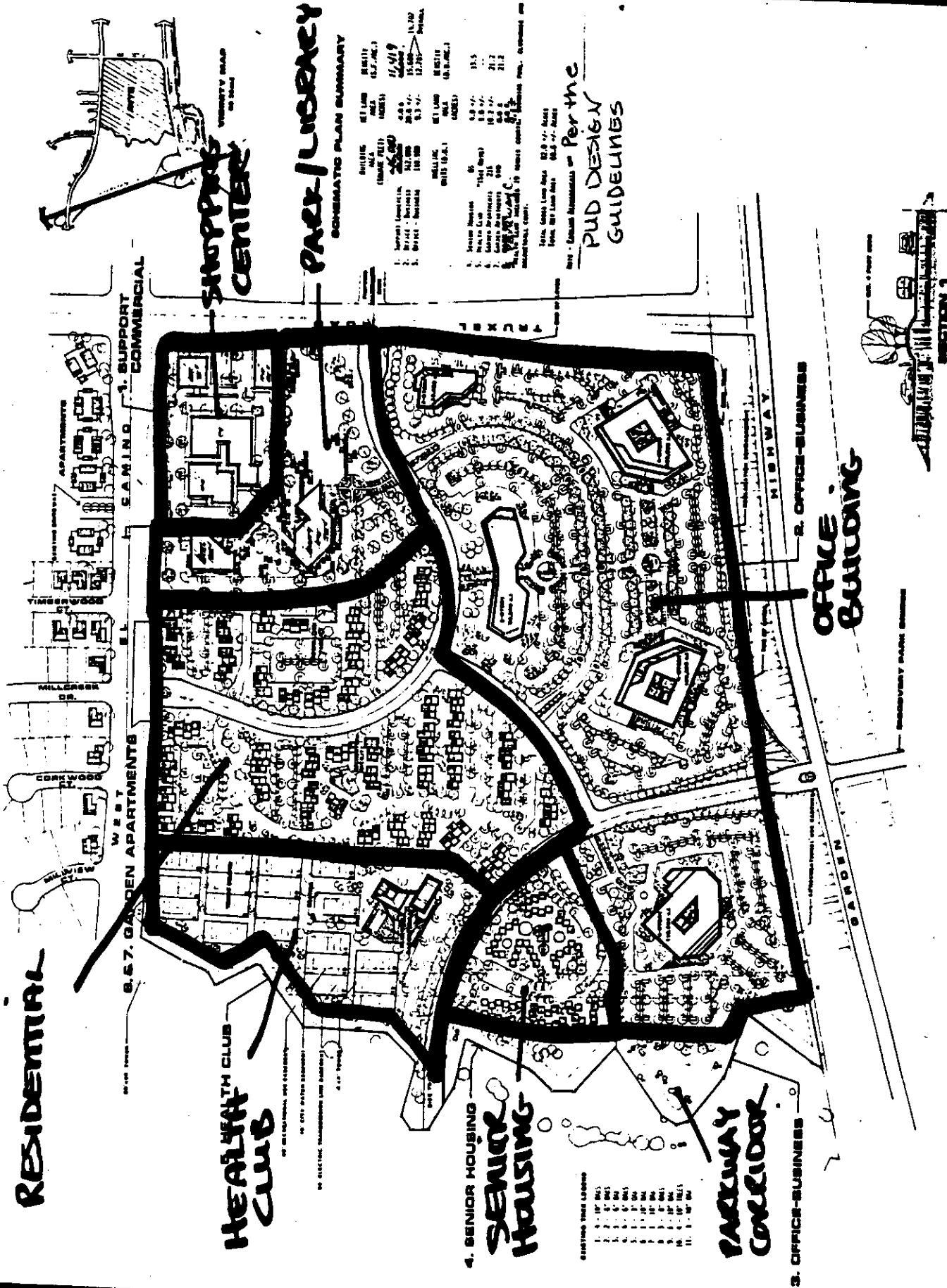
EXHIBIT B

Creekside Oaks PUD Development Guidelines

Amendment to Section VII-1-2-b

I. SC Shopping Center Zone

1. Shopping Center Identification Sign. Each of the two shopping center sites shall be allowed one monument sign, each sign not to exceed twelve feet in height and forty-eight square feet in area. Said monument signs shall face on West El Camino Avenue. A monument sign may be located in the setback area; however, it shall be located farther than ten feet from the public right-of-way and from any driveway.
2. Tenant Occupancy Signs
 - a. One attached sign indicating the name for each occupancy shall be allowed. The color of the face of each sign shall be in keeping with the overall color scheme of the development.
 - b. Sign area shall be determined by the linear frontage of each individual shop as follows:
 - 1) Width of sign, including logo, shall not exceed ~~60~~ 70 percent of shop's width.
 - 2) Total vertical sign height shall not exceed ~~twenty-four~~ *twenty-eight* inches.
 - 3) Maximum letter height shall be limited to ~~eighteen~~ *twenty-four* inches.
3. Motel/Hotel signage shall be addressed as part of the special permit application.



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SCHEMATIC PLAN SUMMARY

NO.	DESCRIPTION	AREA (SQ. FT.)	AREA (SQ. FT.)	AREA (SQ. FT.)
1.	Office Building	10,000	10,000	10,000
2.	Senior Housing	15,000	15,000	15,000
3.	Health Club	5,000	5,000	5,000
4.	Residential	20,000	20,000	20,000
5.	Shopping Center	10,000	10,000	10,000
6.	Parkway Corridor	10,000	10,000	10,000
7.	Health Club	5,000	5,000	5,000
8.	Senior Housing	15,000	15,000	15,000
9.	Office Building	10,000	10,000	10,000
10.	Residential	20,000	20,000	20,000
11.	Shopping Center	10,000	10,000	10,000
12.	Parkway Corridor	10,000	10,000	10,000
13.	Health Club	5,000	5,000	5,000
14.	Senior Housing	15,000	15,000	15,000
15.	Office Building	10,000	10,000	10,000
16.	Residential	20,000	20,000	20,000
17.	Shopping Center	10,000	10,000	10,000
18.	Parkway Corridor	10,000	10,000	10,000
19.	Health Club	5,000	5,000	5,000
20.	Senior Housing	15,000	15,000	15,000
21.	Office Building	10,000	10,000	10,000
22.	Residential	20,000	20,000	20,000
23.	Shopping Center	10,000	10,000	10,000
24.	Parkway Corridor	10,000	10,000	10,000
25.	Health Club	5,000	5,000	5,000
26.	Senior Housing	15,000	15,000	15,000
27.	Office Building	10,000	10,000	10,000
28.	Residential	20,000	20,000	20,000
29.	Shopping Center	10,000	10,000	10,000
30.	Parkway Corridor	10,000	10,000	10,000
31.	Health Club	5,000	5,000	5,000
32.	Senior Housing	15,000	15,000	15,000
33.	Office Building	10,000	10,000	10,000
34.	Residential	20,000	20,000	20,000
35.	Shopping Center	10,000	10,000	10,000
36.	Parkway Corridor	10,000	10,000	10,000
37.	Health Club	5,000	5,000	5,000
38.	Senior Housing	15,000	15,000	15,000
39.	Office Building	10,000	10,000	10,000
40.	Residential	20,000	20,000	20,000
41.	Shopping Center	10,000	10,000	10,000
42.	Parkway Corridor	10,000	10,000	10,000
43.	Health Club	5,000	5,000	5,000
44.	Senior Housing	15,000	15,000	15,000
45.	Office Building	10,000	10,000	10,000
46.	Residential	20,000	20,000	20,000
47.	Shopping Center	10,000	10,000	10,000
48.	Parkway Corridor	10,000	10,000	10,000
49.	Health Club	5,000	5,000	5,000
50.	Senior Housing	15,000	15,000	15,000
51.	Office Building	10,000	10,000	10,000
52.	Residential	20,000	20,000	20,000
53.	Shopping Center	10,000	10,000	10,000
54.	Parkway Corridor	10,000	10,000	10,000
55.	Health Club	5,000	5,000	5,000
56.	Senior Housing	15,000	15,000	15,000
57.	Office Building	10,000	10,000	10,000
58.	Residential	20,000	20,000	20,000
59.	Shopping Center	10,000	10,000	10,000
60.	Parkway Corridor	10,000	10,000	10,000
61.	Health Club	5,000	5,000	5,000
62.	Senior Housing	15,000	15,000	15,000
63.	Office Building	10,000	10,000	10,000
64.	Residential	20,000	20,000	20,000
65.	Shopping Center	10,000	10,000	10,000
66.	Parkway Corridor	10,000	10,000	10,000
67.	Health Club	5,000	5,000	5,000
68.	Senior Housing	15,000	15,000	15,000
69.	Office Building	10,000	10,000	10,000
70.	Residential	20,000	20,000	20,000
71.	Shopping Center	10,000	10,000	10,000
72.	Parkway Corridor	10,000	10,000	10,000
73.	Health Club	5,000	5,000	5,000
74.	Senior Housing	15,000	15,000	15,000
75.	Office Building	10,000	10,000	10,000
76.	Residential	20,000	20,000	20,000
77.	Shopping Center	10,000	10,000	10,000
78.	Parkway Corridor	10,000	10,000	10,000
79.	Health Club	5,000	5,000	5,000
80.	Senior Housing	15,000	15,000	15,000
81.	Office Building	10,000	10,000	10,000
82.	Residential	20,000	20,000	20,000
83.	Shopping Center	10,000	10,000	10,000
84.	Parkway Corridor	10,000	10,000	10,000
85.	Health Club	5,000	5,000	5,000
86.	Senior Housing	15,000	15,000	15,000
87.	Office Building	10,000	10,000	10,000
88.	Residential	20,000	20,000	20,000
89.	Shopping Center	10,000	10,000	10,000
90.	Parkway Corridor	10,000	10,000	10,000
91.	Health Club	5,000	5,000	5,000
92.	Senior Housing	15,000	15,000	15,000
93.	Office Building	10,000	10,000	10,000
94.	Residential	20,000	20,000	20,000
95.	Shopping Center	10,000	10,000	10,000
96.	Parkway Corridor	10,000	10,000	10,000
97.	Health Club	5,000	5,000	5,000
98.	Senior Housing	15,000	15,000	15,000
99.	Office Building	10,000	10,000	10,000
100.	Residential	20,000	20,000	20,000

DATE: 4/13/89
 DRAWN BY: [Name]
 CHECKED BY: [Name]
 APPROVED BY: [Name]
 TITLE: [Title]
 PROJECT: [Project Name]

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