

City Planning Commission
Sacramento, California

Members in Session

SUBJECT: Amendment of the Stone Creek Center Planned Unit Development (PUD) Development Guidelines relating to the signage criteria (P92-311)

LOCATION: Northeast corner of West El Camino and Truxel Roads

APPLICANT: Thomas M. Howard

PROPERTY OWNER: El Camino Associates

SUMMARY:

This is a request to amend the sign criteria for the Stone Creek Center PUD Development Guidelines. The amendment relates to attached building signs in the Shopping Center (SC) zone.

BACKGROUND:

The Stone Creek Center PUD Guidelines were originally approved by the Planning Commission on June 6, 1989 (P89-021). The guidelines were amended by City staff and approved by the Planning Commission on February 8, 1990 to allow two attached signs per free standing building. However, this amendment did not anticipate the potential for multiple tenants in free standing buildings. The applicant is now requesting an amendment of the Stone Creek PUD Guidelines to address the number of signs allowed for single and multi tenant buildings within a shopping center.

The Stone Creek PUD Guidelines currently allows one sign per Tenant Occupant ("Anchor" or main tenant building) and two signs per Free-Standing building ("Satellite" building). The language reads as follows:

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

3. Free-Standing Building Signs

- a. Two attached signs shall be allowed for each free-standing building. These signs shall be located on separate sides of the building. For free-standing buildings on a corner, only two attached signs are allowed.

The applicant is requesting an amendment to the sign guidelines to: 1) Clarify the definition of Tenant Occupancy and Free-Standing Building Signs; and 2) Allow one sign per tenant in a multi-tenant building and two signs per building in a single-tenant building. The proposed amendment is shown on Exhibit A. The names for buildings will be clarified to read as follows:

Existing

Tenant Occupancy Sign
Free-Standing Building

Proposed

Multi-Tenant Building
Single-Tenant Building

STAFF ANALYSIS:

Staff finds that two attached signs per multi-tenant building is not adequate to serve each of the tenants occupying a multi-tenant. The amendment would allow each tenant to have individual signs. In addition, the amendment would also clarify the terminology for the types of building signs.

Neighborhood Comments:

The Discovery Village Homeowners Association had initially expressed concern about the potential for traffic and lighting impacts of west facing signs along Truxel Road. Staff suggested a condition that west facing signs be prohibited within 120 feet of Truxel Road. Both The Homeowners Association and the Applicant have agreed to this condition.

The Natomas Community Association and the Discovery Village Homeowners Association are also concerned that there are existing illegal banner-type signs on the site. The Neighborhood Services Division has been notified to address this code violation.

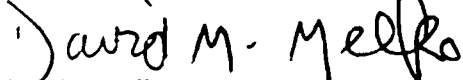
ENVIRONMENTAL DETERMINATION:

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

RECOMMENDATION:

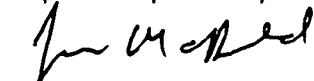
Staff recommends that the Planning Commission approve the amendment to the Stone Creek PUD Development Guidelines relating to signage criteria for shopping center as shown on Exhibit A.

Respectfully submitted,

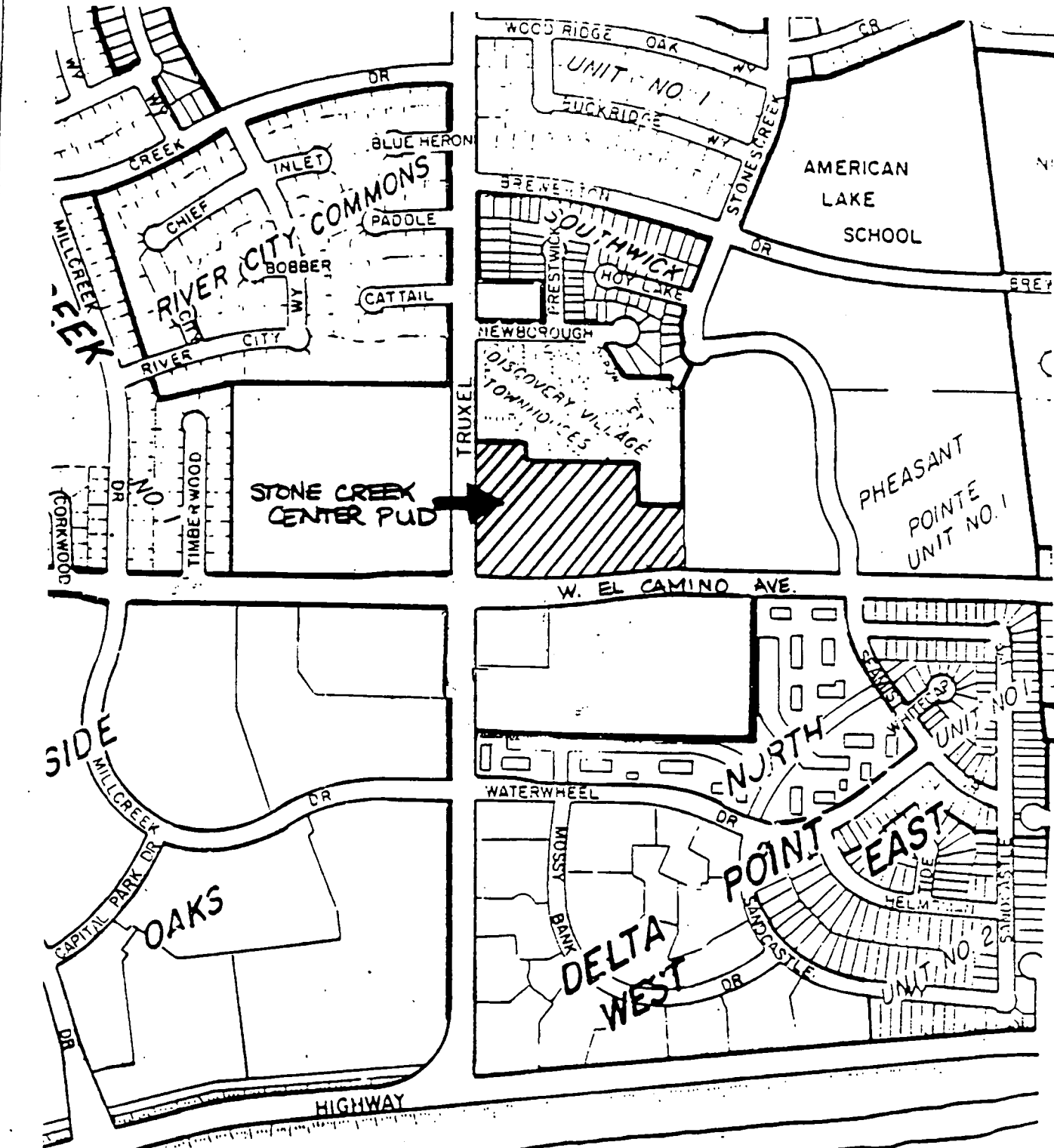


David Melko
Senior Planner

Report Prepared By:

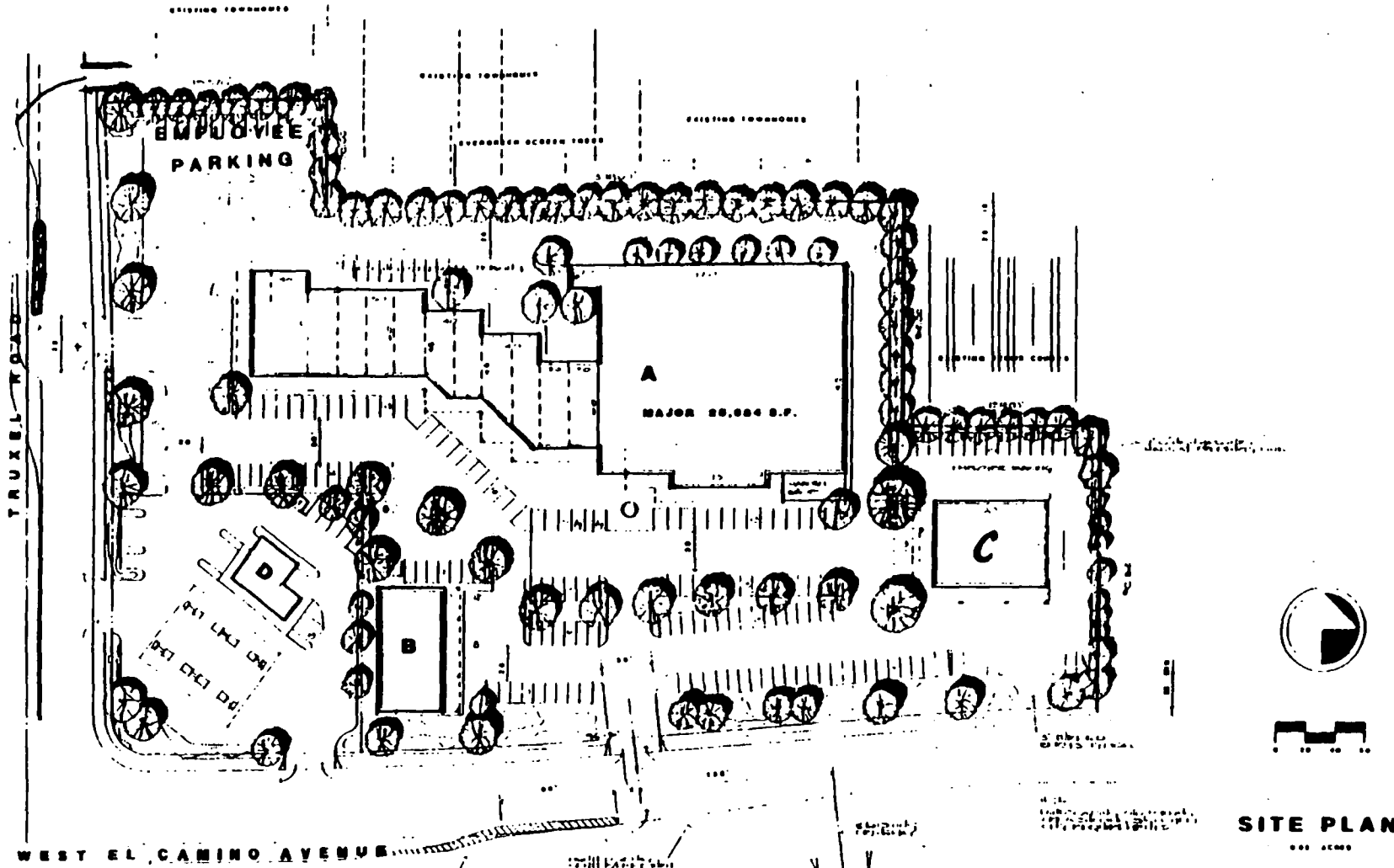


Jim McDonald
Assistant Planner



STONE CREEK CENTER

VICINITY MAP



STONE CREEK CENTER

BUILDING	AREA	PARKING
A RETAIL	38,112 S.F.	153 CARS REQUIRED
RESTAURANT	3,000 S.F.	30 - -
B RETAIL	3,744 S.F.	14 - -
C RETAIL - FINANCIAL	4,800 S.F.	20 - -
D SERVICE STATION	1,200 S.F.	- - -
TOTAL	50,856 S.F.	217 CARS REQUIRED
		247 CARS PROVIDED

SITE PLAN

SITE PLAN

EXHIBIT A

STONE CREEK CENTER PUD DEVELOPMENT GUIDELINES

Modification to Sections VI-F-1,2 & 3

F. SC Shopping Center Zone

1. Shopping Center Identification Sign. One monument sign as defined by Section 3.250 of the City Sign Ordinance, not to exceed twelve feet in height and forty-eight square feet in area shall be allowed. The 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. No other detached signage shall be allowed in the Shopping Center.
2. Multi Tenant Building 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. No west facing signs will be allowed within 120 feet of Truxel Road.
 - b. Sign area shall be determined by the lineal frontage of each individual shop as follows:
 - 1) Width of sign, including logo, shall not exceed 70 percent of shop's width;
 - 2) Total vertical sign height shall not exceed twenty-eight inches;
 - 3) Maximum letter height shall be limited to twenty-four inches.
3. Single Tenant Building Signs
 - a. Two attached signs shall be allowed for each free-standing building. These signs shall be located on separate sides of the building. For free-standing buildings on a corner, only two attached signs are allowed. No west facing signs will be allowed within 120 feet of Truxel Road.
 - b. The sign area shall be determined as follows:
 - 1) Total vertical sign height shall not exceed twenty-eight inches;
 - 2) Maximum letter height shall be limited to twenty-four inches;
 - 3) Total sign area for each sign shall not exceed thirty square feet.