



# REPORT TO COUNCIL

## City of Sacramento

915 I Street, Sacramento, CA 95814-2604  
www. CityofSacramento.org

Public Hearing  
**April 10, 2007**

**Honorable Mayor and  
Members of the City Council**

**Title: Call-Up of Borders Sign Amendment (P06-165)**

**Location/Council District:** Park Place Shopping Center, 4690 – 4790 Natomas Boulevard (District 1)

**Recommendation:** Conduct a public hearing and upon conclusion 1) adopt a **Resolution** approving the environmental exemption per the California Environmental Quality Act (CEQA) Section 15301; and 2) adopt a **Resolution** approving the PUD Guidelines Amendment to amend signage guidelines for attached signs within the Northborough/Parkway Plaza/JMA PUD (P06-165).

**Contact:** David Hung, Associate Planner, (916) 808-5530; Lindsey Alagozian, Senior Planner, (916) 808-2659

**Presenters:** David Hung

**Department:** Development Services

**Division:** Current Planning

**Organization No:** 4881

### **Description/Analysis**

**Issue:** The applicant is requesting to amend the Northborough/Parkway Plaza/JMA Planned Unit Development (PUD) Guidelines in relation to attached signage for Commercial Centers within the Shopping Center (SC) zone. The proposed signage amendments will specifically address size and quantity allowance for major tenants between 14,000 to 50,000 square feet within the Planned Unit Development. The proposal was approved by the Planning Commission on January 11, 2007; however, Councilmember Tretheway called-up the project on January 18, 2007 for review by the City Council.

**Policy Considerations:** The proposed project is consistent with the land use designations and applicable policies of the General Plan and North Natomas Community Plan. The proposal also conforms with the City of Sacramento Strategic Plan by adhering to the goal of expanding economic development throughout the City.

**Committee/Commission Action:** On January 11, 2007, the Planning Commission approved (nine ayes and zero noes) the entitlements for the proposal.

**Environmental Considerations:** The proposed project is exempt from environmental review pursuant to State CEQA Guidelines (CEQA Section 15301) for new copy of on-premise sign to an existing facility with no expansion of the established use.

**Rationale for Recommendation:** The amendment will specifically allow major tenants occupying 14,000 square feet to 50,000 square feet to have one primary entry sign on the main façade with maximum 4 feet high letters with 2 feet high subtext for an aggregate area of 250 square feet and a secondary tenant sign on corner buildings up to 3 feet high and aggregate area of 100 square feet. For tenants having two major storefront elevations at the primary face of the building, an additional sign may be allowed each element but not to exceed the allowed total aggregate area of 250 square feet. Similar allowances have been previously approved for the Northpointe Park Planned Unit Development also in North Natomas. The project promotes viability for businesses within the Planned Unit Development and therefore promotes the General Plan objective to promote economic vitality in the local economy.

**Financial Considerations:** This project has no fiscal considerations.

**Emerging Small Business Development (ESBD):** No goods or services are being purchased under this report.

Respectfully Submitted by:   
DAVID KWONG  
Planning Manager

Approved by:   
WILLIAM THOMAS  
Director of Development Services

Recommendation Approved:

  
RAY KERRIDGE  
City Manager

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## Attachment 1 – Background

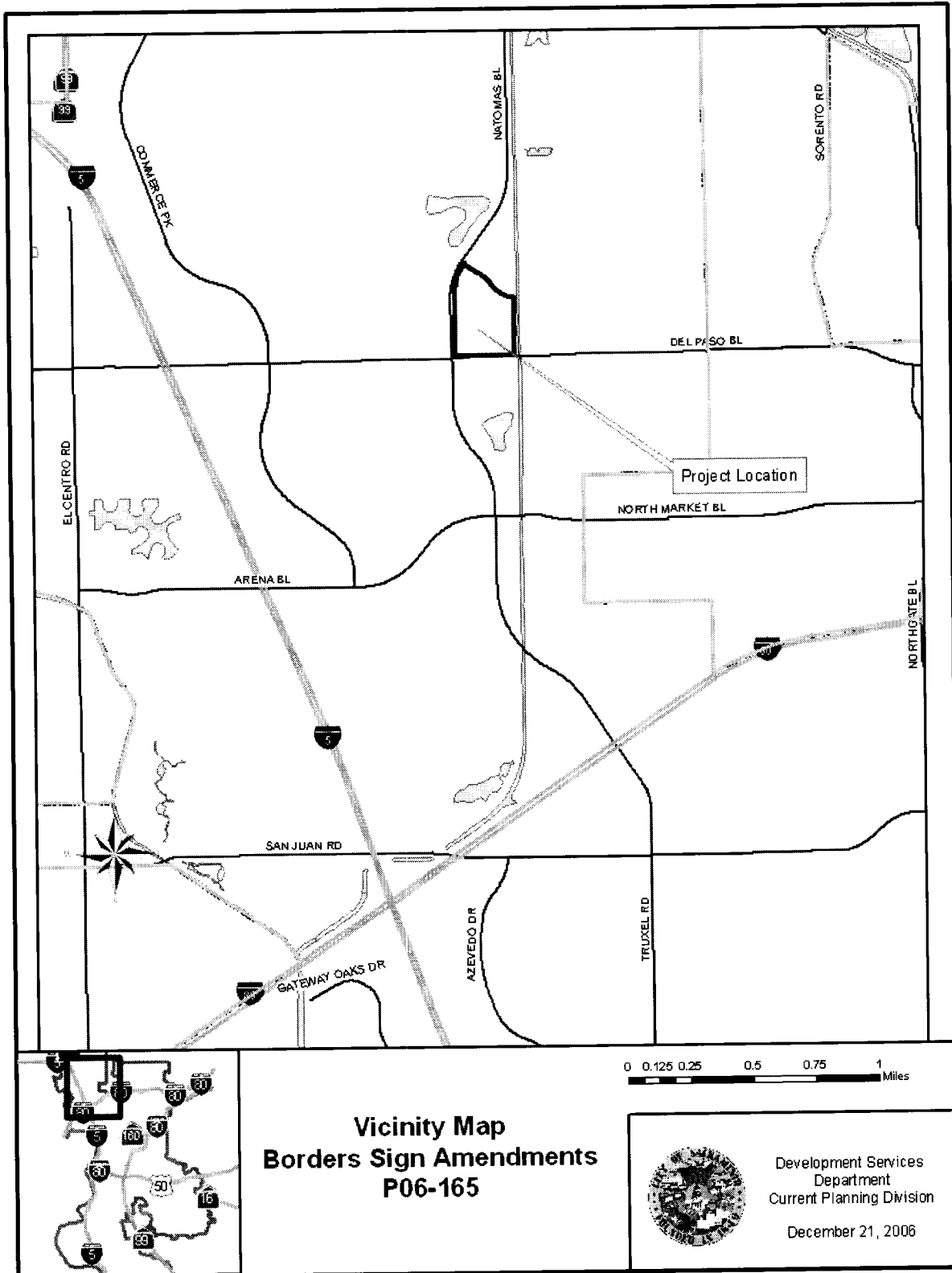
**Background Information:** On August 7, 1997, the City Council approved a PUD designation for 311± acres to be known as Parkway Plaza PUD in Neighborhood #9. A portion (48.5± acres) of the 311± acre property was rezoned from Agriculture-Open-Space to Shopping Center Planned Unit Development (SC-PUD) zoning. This shopping center site is considered the east anchor of the Town Center. The project amended the PUD boundaries of Northborough PUD to include the Parkway Plaza PUD and created the Northborough & Parkway Plaza PUD (P97-013).

On May 16, 2001, the City Council approved a PUD Guidelines Amendment and a PUD Schematic Plan Amendment (P00-008) of the subject site to modify the Guidelines and Schematic Plan for the Northborough & Parkway Plaza Planned Unit Development (PUD); signage guidelines for Commercial Centers in the PUD were also approved on this application. On April 26, 2001, the Planning Commission approved a Lot Line Adjustment, Tentative Map, and Special Permits (P00-008) for the development of Phase 1 (12.1± acres) of the Park Place Shopping Center. The Special Permit to construct Phases 2 and 3 of the Park Place Shopping Center was approved by the Planning Commission on July 25, 2002 (P01-159). A sign program for Park Place was subsequently submitted to the City following the above approvals.

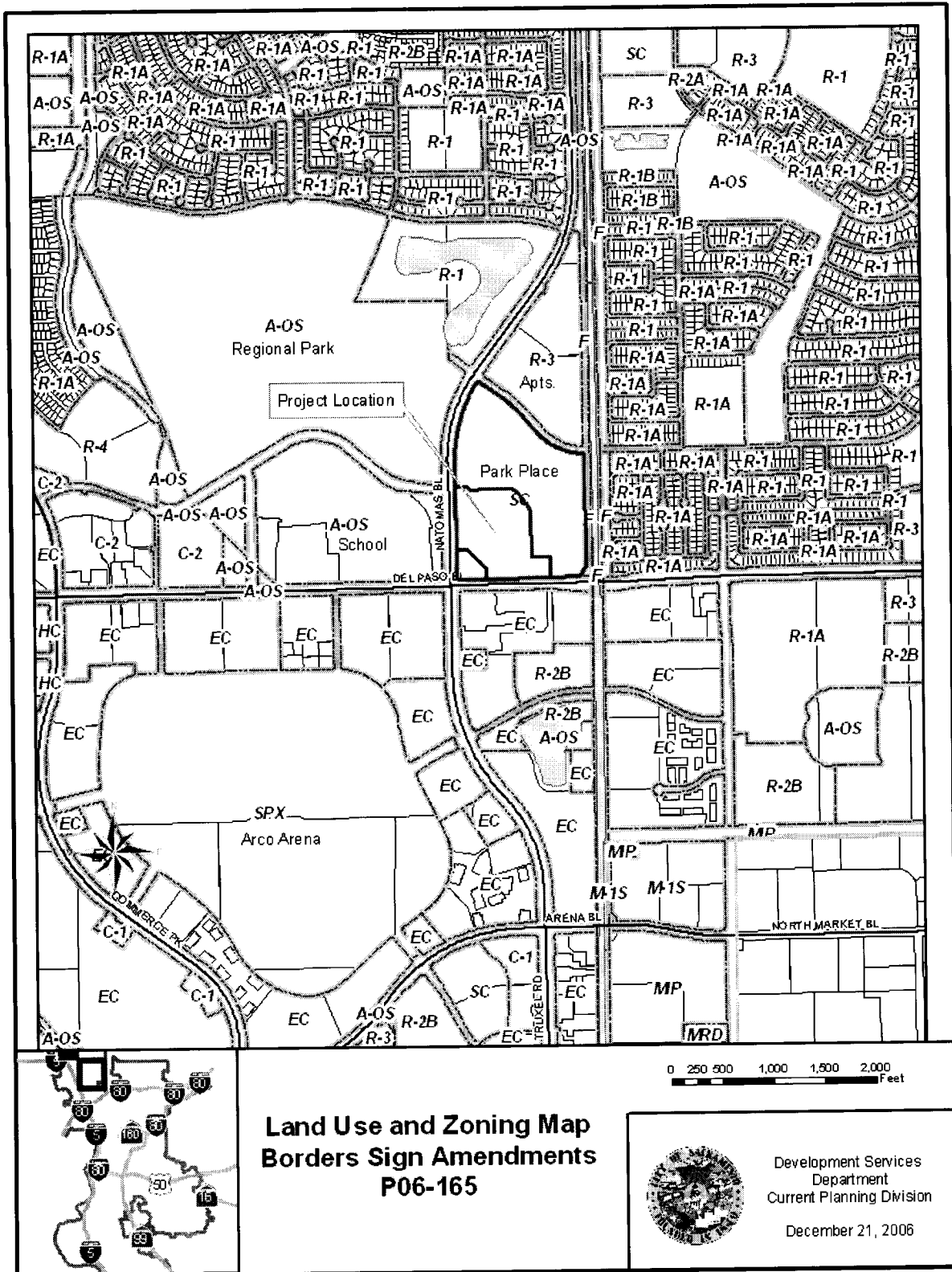
The applicant has now made a request to modify the commercial center sign standards to include provisions for major tenants occupying 14,000 square feet to 50,000 square feet of space in what is now known as the Northborough/Parkway Plaza/JMA Planned Unit Development. The proposal was approved by the Planning Commission on January 11, 2007; however, Councilmember Tretheway called-up the project on January 18, 2007 for review by the City Council. The Councilmember has expressed concerns about the larger-sized signs allowed for Borders at Park Place Shopping Center and the propagation of similar sized signs for other major tenants between 14,000 to 50,000 square feet within the center. Staff has prepared two separate resolutions, one to approve the proposal (Attachment 5) and one to deny the proposal (Attachment 6) in order to anticipate the possible vote of the City Council.

**Public/Neighborhood Outreach and Comments:** The proposal was routed to the Natomas Community Association, the Natomas Chapter of the Partnership for Active Communities, the Natomas Park Master Association and the North Natomas Alliance for review and no objections have been received thus far.

Attachment 2 – Vicinity Map



Attachment 3 – Land Use & Zoning Map



Attachment 4 – Resolution for CEQA Exemption

**RESOLUTION NO. 2007-**

Adopted by the Sacramento City Council

**DETERMINING PROJECT EXEMPT FROM REVIEW UNDER THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (P06-165)**

**BACKGROUND**

- A. The City of Sacramento’s Environmental Planning Services has reviewed the proposed Borders Sign Amendment (P06-165) (“Project”) and has determined the Project is exempt from review under the California Environmental Quality Act as follows:
1. The Project is exempt under the following provisions of the California Environmental Quality Act and/or Guidelines: Section 15301.
  2. The factual basis for the finding of exemption is as follows: The proposed project will only amend the allowable number of signs and size of signs for major tenants within the Park Place commercial center and will not alter the intensity or use of any buildings. Therefore, this is for alterations to an existing facility with no expansion of the established use.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:**

- Section 1. The City Council has reviewed and considered the Environmental Planning Services determination of exemption and the comments received at the hearing on the Project and determines that the Project is exempt from review under the California Environmental Quality Act for the reasons stated above.

Attachment 5 – Resolution approving the PUD Guidelines Amendment

**RESOLUTION NO.**

Adopted by the Sacramento City Council

**APPROVING THE PUD GUIDELINES AMENDMENT TO AMEND SIGNAGE GUIDELINES FOR ATTACHED SIGNS WITHIN THE NORTHBOROUGH/PARKWAY PLAZA/JMA PUD, LOCATED AT 4690 – 4790 NATOMAS BOULEVARD (PARK PLACE). (APN: 225-0040-062, 225-0040-074 and 225-0040-075) (P06-165)**

**BACKGROUND**

- A. On January 11, 2007, the Planning Commission approved (nine ayes and zero noes) the entitlements for the proposal; and
- B. On January 18, 2007, Councilmember Tretheway called-up the project.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:**

- Section 1. At the regular meeting of April 10, 2007, the City Council heard and considered evidence regarding the matter described above. Based on verbal and documentary evidence at said hearing, the City Council takes the following action:
- A. The City Council approves the PUD Guidelines Amendment to amend signage guidelines for attached signs within the Northborough/Parkway Plaza/JMA PUD based on the findings of fact and conditions of approval set forth below.

**Findings Of Fact**

- A. The **PUD Guidelines Amendment** to amend signage guidelines for attached signs within the Northborough/Parkway Plaza/JMA PUD is **approved** subject to the following Findings of Fact:
  - 1. The PUD amendments, in providing additional signage criteria for Major Tenants occupying between 14,000 square feet and 50,000 square feet within the Commercial Center, conform to the General Plan and the North Natomas Community Plan goals and policies to



enhance and maintain the quality of life in the City;

2. The PUD amendments do not change the type or intensity of land use for the subject property;
3. The PUD amendments meet the purposes and criteria stated in the City Zoning Ordinance to promote an integrated and well designed development; and
4. The PUD amendments will not be injurious to the public welfare, nor to other property in the vicinity of the development.

### **Conditions of Approval**

The **PUD Guidelines Amendment** to amend signage guidelines for attached signs within the Northborough/Parkway Plaza/JMA PUD is hereby approved subject to the following conditions:

1. The applicant shall comply with the amended Northborough/Parkway Plaza/JMA Planned Unit Development (PUD) Guidelines including, but not limited to, amendments per P06-165 (Exhibit A). Any new signage is subject to approval by the Current Planning Division prior to issuance of sign permits.

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Exhibit B	Tentative Sign Schedule
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Exhibit D	Tentative Specification

Exhibit A: Amendment to Northborough/Parkway Plaza/JMA PUD Guidelines

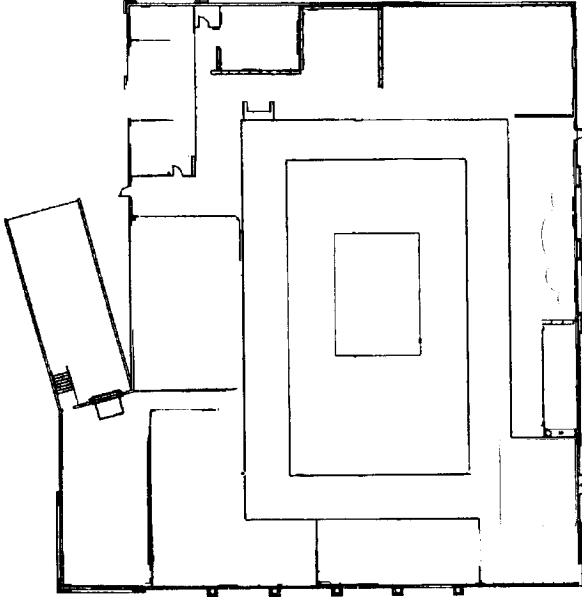
**Northborough/Parkway Plaza/JMA PUD**  
**Community Center Standards**

**K. Signage**

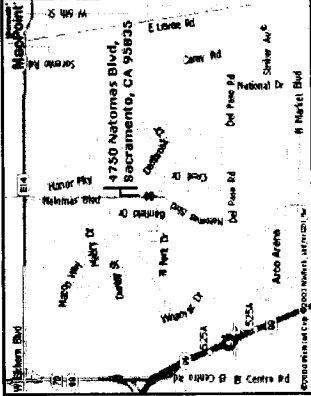
**MAJOR TENANTS (OCCUPYING 14,000 TO 50,000 SQ. FT.)**

- a). Function: To identify tenant.
- b). Location: Tenant Entry facades.
- c). Materials: Internally illuminated dimensional letters and/or logo, mounted to painted building finish.
- d). Quantity: Primary Entry Sign Element(s):  
One (1) sign with maximum 4'-0" high letters/logo excluding initial capital letters, ascenders and descenders, with 2'-0" maximum letters for subtext to an aggregate area of 250 square feet. For tenants having two major storefront elevations at the primary face of the building, one sign may be allowed each element but not to exceed a total aggregate area of 250 square feet.
- e). Secondary Tenant ID Sign-Corner Building:  
Tenant permitted a sign on side or rear of building not exceeding 3'-0" letters/logo, to an aggregate area of 100 square feet per side.

Exhibit B: Tentative Sign Schedule



**Plot Plan**



**Vicinity Map**

**SIGN SCHEDULE**

- A BORDERS 36" CHANNEL LETTERS - EXISTING
- B BORDERS 48" CHANNEL LETTERS WITH TAG LINE - FOR VARIANCE CONSIDERATION

**BORDERS**  
BOOKS MUSIC MOVIES CAFE

48" - Internally-Illuminated Remote Letter Sets

**B51207**

**Kieffer & Co. Inc.**  
488 Rock Street - Channahon, IL 61918  
Phone: 815-421-1144  
www.kieffer.com

Exhibit C: Tentative Front Elevation

SCALE 1/16" = 1'-0"

SOUTH ELEVATION

<p><b>BORDERS</b> BOOKS MUSIC MOVIES CAFE</p>		<p>PROJECT: BORDERS ADDRESS: SACRAMENTO, CA ARCH: MJP, P.A.R.T.N. DATE: 03/22/05</p>		<p>CLIENT: BORDERS DESIGNER: ED. BURJOR DATE: 03/22/05</p>	
<p>45" - Internally Illuminated Remote Letter Sets</p>		<p>PROJECT NO: B51207A</p>		<p>DATE: 03/22/05</p>	
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**Kieffer & Company**  
 3205 KIEFFER & CO. BLDG.  
 331 Reed Street, Lombard, IL 60148  
 PHONE: 630.261.1943  
 WWW.KIEFFER.COM

Exhibit D: Tentative Specification

**48"** Internally Illuminated Remote Letter Set w/ Tagline

**General Notes:**  
 SPST disconnect switch locate behind wall  
 Caulk Required  
 Weep holes required 3/8" dia.  
 All electrical outs must remain together for either raceway or remote set-up middle or bottom to be determined

**CITIZEN SPECIFICATIONS**

1. Sign Type	Sign Faces As Shown
2. Sign Size	3250 Width x 2100 Ht
3. Sign Color	Black
4. Sign Material	Aluminum
5. Sign Finish	Standard
6. Sign Mounting	Standard
7. Sign Backing	Standard
8. Sign Hardware	Standard
9. Sign Illumination	LED
10. Sign Power Source	60 Hz Remote
11. Sign Voltage	120V
12. Sign Current	1.5 Amps
13. Sign Weight	150 lbs
14. Sign Lead Time	4 Weeks
15. Sign Delivery	Standard
16. Sign Installation	Standard
17. Sign Maintenance	Standard
18. Sign Warranty	Standard
19. Sign Notes	Standard

**BORDERS**  
BOOKS MUSIC MOVIES CAFE

48" - Internally Illuminated Remote Letter Sets

**Kieffer**  
SIGN COMPANY

3180 East 1st Street, Lincoln, IL 61890  
 Phone: (312) 320-1144  
 www.kieffersign.com

Attachment 6 – Resolution denying the PUD Guidelines Amendment

**RESOLUTION NO.**

Adopted by the Sacramento City Council

**DENYING THE PUD GUIDELINES AMENDMENT TO AMEND SIGNAGE GUIDELINES FOR ATTACHED SIGNS WITHIN THE NORTHBOROUGH/PARKWAY PLAZA/JMA PUD, LOCATED AT 4690 – 4790 NATOMAS BOULEVARD (PARK PLACE). (APN: 225-0040-062, 225-0040-074 and 225-0040-075) (P06-165)**

**BACKGROUND**

- A. On January 11, 2007, the Planning Commission approved (nine ayes and zero noes) the entitlements for the proposal; and
- B. On January 18, 2007, Councilmember Tretheway called-up the project.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:**

- Section 1. At the regular meeting of April 10, 2007, the City Council heard and considered evidence in the matter described above. Based on verbal and documentary evidence at said hearing, the City Council takes the following actions:
  - A. The City Council denies the PUD Guidelines Amendment to amend signage guidelines for attached signs within the Northborough/Parkway Plaza/JMA PUD based on the findings of fact set forth below.

**Findings Of Fact**

- A. The **PUD Guidelines Amendment** to amend signage guidelines for attached signs within the Northborough/Parkway Plaza/JMA PUD is **denied** based on the following Findings of Fact:
  - 1. The PUD amendments, in providing additional signage criteria for Major Tenants occupying between 14,000 square feet and 50,000 square feet within the Commercial Center, is inconsistent with the General Plan and the North Natomas Community Plan goals and policies to enhance and

maintain the quality of life in the City;

2. The PUD amendments do not meet the purposes and criteria stated in the City Zoning Ordinance to promote an integrated and well designed development; and
3. The PUD amendments will create visual discord by allowing an excess number of signs and excessive size of signs.