



DEPARTMENT OF
PLANNING AND DEVELOPMENT

CITY OF SACRAMENTO
CALIFORNIA

1231 I STREET
ROOM 200
SACRAMENTO, CA
95814-2998

May 25, 1989

Transportation and Community Development Committee
Sacramento, California

BUILDING INSPECTIONS
916-449-5716

PLANNING
916-449-5604

Honorable Members in Session

Subject: **NORTHGATE SPECIAL PLANNING DISTRICT ORDINANCE (M89-008)**

SUMMARY

City Planning staff has prepared a draft amendment to Section 2.91 of the Comprehensive Zoning Ordinance (Attachment 1). This draft amendment addresses performance and development standards and design standards for the Northgate Special Planning District (Northgate-SPD). These standards are intended to apply to new development within the District. A matrix comparing development standards for the general commercial (C-2) zone, existing SPD zone, and the proposed SPD zone is presented in Attachment 2.

BACKGROUND

The Northgate-SPD is located along the eastern side of Northgate Boulevard in the South Natomas Community. The District extends from Patio Avenue in the north to East Levee Road in the south. The adoption of Section 2.91 of the Comprehensive Zoning Ordinance on November 29, 1988 established the Northgate-SPD. The proposed ordinance amendment incorporates performance and development standards and design standards as required pursuant to Section 2.90 of the Comprehensive Zoning Ordinance. Staff has conducted two public workshops in the community on the proposed standards to consider input from business/property owners and the general public.

The draft ordinance amends the November 29, 1988 version of the Northgate-SPD ordinance in the following ways:

- Incorporates performance and development standards for landscaping and for height, setback, and area;
- Incorporates design standards for: 1) signage, 2) overall design theme, 3) facade treatments, 4) colors, 5) roof projections and design, 6) security, and 7) public address systems;
- Modifies the existing language and format to be consistent with the enabling SPD ordinance; and,
- Prohibits vehicle storage operations where the vehicle storage is intended to be the primary activity.

Performance and Development Standards

Landscaping. Standards set forth for landscaping include ten foot wide landscaped planters irrigated to city standards and planted with multi-tiered vegetation.

Height, Setback, and Area. Permitted height, setback, and area for the Northgate-SPD generally follows the C-2 (General Commercial) zone in the City. New structures will have a thirty-five foot height limit and a forty-thousand square foot building area limit. The building setback will vary between ten and twenty-five feet, depending on the depth of individual parcels.

Design Standards

Sign regulations for the Northgate-SPD will help ensure that future signs integrate and harmonize with the buildings and sites they occupy, while preventing a proliferation of excessive and confusing sign displays. The two types of signs permitted in the Northgate-SPD are attached signs and detached monument signs.

Attached Signs. Standards for attached signs apply to sign area, height, and location. Standards include one attached sign per street frontage with a maximum aggregate sign area of two square feet for each front foot of building occupancy. The maximum letter height for attached signs is twenty-four and twenty-eight inches for letters displayed in a single-row and double-row format, respectively. Attached signs will not be permitted on top of architectural projections.

Detached Signs. Standards for detached monument signs include sign area, location, height, and landscaping. Generally, one monument sign (setback at least five feet from the property line and landscaped two feet in all directions) will be permitted for parcels fronting along Northgate Boulevard. The height will vary between five and ten feet above the nearest public right-of-way, depending on the setback. Monument signs placed in the clear-zones will have height limits of three feet. Permitted area for sign faces will be between twenty-five and fifty square feet, depending on parcel street frontage.

In addition to the above, proportions for vertically and horizontally oriented monument signs have been developed. Vertically oriented signs shall have at least a one-to-three width-to-height ratio, while the horizontally oriented signs shall have at least a two-to-one width-to-height ratio.

Vehicle Storage

Vehicle storage is a prohibited use in the Northgate-SPD, unless it serves as an incidental use to an otherwise permitted use. This will help assure that new uses attract a number of patrons at one time and encourage interaction between the public and service or product provider. In addition, this will help cease the proliferation of "dead space" along Northgate Boulevard.

FINANCIAL DATA

The proposed Ordinance has no direct impact on the City's finances. However, the general intent of the Ordinance is to improve the business climate by encouraging quality development along the east side of Northgate Blvd. To the extent that the Ordinance meets this intent, the new development would result in an increase in property tax and sales tax revenues.

The Facilities Benefit Assessment District fee would be applied to new development of properties in the Special Planning District. To the extent that the Ordinance encourages new development, the FBA fees would be enhanced.

POLICY CONSIDERATIONS

The Ordinance is consistent with the South Natomas Community Plan policy which states that: "City staff shall recommend development standards addressing streetscape and site design including, but not limited to: landscaping, signage, and the screening of open storage and automotive repair".

MBE/WBE

No impact.

ENVIRONMENTAL DETERMINATION

The Environmental Coordinator has determined that the proposed ordinance amendment will not have a significant effect on the environment. A negative declaration has been filed.

VOTE OF THE CITY PLANNING COMMISSION

The City Planning Commission recommended on a vote of 7 in favor of the proposed Ordinance, with 0 opposed, and 2 absent.

STAFF RECOMMENDATIONS

Staff recommends that the T&CD Committee recommend to the City Council:

- ratification of the Negative Declaration; and
- approval of the amended Northgate-SPD ordinance.

Respectfully submitted,

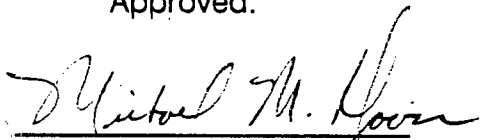


Scot Mende
Associate Planner

Recommendation Approved:


DAVID R. MARTINEZ
Deputy City Manager

Approved:


MICHAEL M. DAVIS, DIRECTOR
Planning and Development

Contact Person to
Answer Questions:

Scot Mende
Associate Planner
449-5381

Attachments

1. Draft Amended Ordinance
2. Comparison of Development Standards -- C-2, Existing, Proposed
3. Planning Commission Voting Record
4. Staff Report to Planning Commission (May 11, 1989)

June 7, 1989
District 1

June 7, 1989

Draft

**AN ORDINANCE AMENDING SECTION 2.91,
RELATING TO THE NORTHGATE BOULEVARD
SPECIAL PLANNING DISTRICT ZONE, TO
THE COMPREHENSIVE ZONING ORDINANCE
(NO. 2550, FOURTH SERIES, AS
AMENDED)**

BE IT ENACTED BY THE COUNCIL OF THE CITY OF SACRAMENTO AS FOLLOWS:

SECTION 1

The Comprehensive Zoning Ordinance of the City of Sacramento (Ordinance No. 2550, Fourth Series, as amended) is hereby amended by adding thereto Section 2.91 relating to the Special Planning District - Northgate Boulevard, to read:

2.91 Northgate Boulevard Special Planning District Zone

A. Purpose and Intent

The designation of the Northgate-SPD Zone recognizes the area as one requiring unique guidance to revitalize commercial areas and protect viable residential sites located to the east. The Zone will encourage upgrading and reuse of commercial development along the east side of Northgate Boulevard, while providing for local serving commercial and business opportunities that are compatible with adjacent residential uses. The intent of the Zone is to retain and encourage commercial and neighborhood office uses that serve the surrounding area and through-traffic to maintain the district's importance to the community. The goals of the Northgate-SPD are to:

1. Upgrade and revitalize existing commercial developments on the east side of Northgate Boulevard;
2. Ensure that new commercial and office developments are compatible with adjacent residential uses;
3. Ensure well balanced local serving office and commercial uses in the Special Planning District Zone; and,
4. Encourage new commercial and office uses to attract a number of patrons at one time and encourage interaction between the public and the service or product provider.

B. Northgate-SPD Boundaries

The Northgate Special Planning District Zone applies to that area of South Natomas located on the east side of Northgate Boulevard south of Patio Avenue and north of East Levee Road. The Zone is depicted on the map in Appendix A.

C. Allowed/Prohibited Uses

Uses permitted in the Northgate-SPD shall be subject to those allowed in the C-2 zone, except for the following:

- o Drive-throughs;
- o Mini-storage; and,
- o Vehicle storage, unless as an incidental use to a use otherwise permitted.

D. Performance and Development Standards

1. Landscaping

- (a) A minimum ten-foot (10') wide landscaped area shall be provided along the Northgate Boulevard frontage except at approved driveway entrances, exits, and walkways. A five-foot (5') wide landscaped area shall be provided along street side yards, except for property siding on collector streets where the landscaped area shall be ten-feet (10') wide. An additional two feet depth of landscaping is required if parking areas are designed such that the front of vehicles overhang into the landscaped setback.

The use of berms or raised planters is permitted provided that the height of the berm or planter does not exceed the height of the monument sign structure or four-feet (4') (if the monument sign is located on the berm or planter), whichever is less. The maximum slope of the berm shall not exceed a 1:3 ratio of height to width (measured from the highest point to the lowest point). If a reverse landscaped half-berm is used, a three foot landscaped setback of shrubs must be provided between the retaining wall and public right-of-way. In addition, the retaining wall of the reversed half-berm shall be constructed of brick or slumpstone.

- (b) The landscaped area shall be irrigated to City standards and be planted with multi-tiered vegetation including trees, low shrubs, and ground covers chosen from the

list prepared by the Director of Parks and Community Services. Shrubs shall be planted from a mixture of one (1) and five (5) gallon containers, while trees are to be planted from a mixture of five (5) gallon, fifteen (15) gallon and twenty-four (24) inch box containers. Vegetation planted in the "clear-zones" shall not exceed thirty-inches (30") in height when fully grown.

- (c) Parking lots shall be shaded pursuant to the requirements set forth in Sections 3-D-4, 6-D-5, and 6-D-19 of the Comprehensive Zoning Ordinance. Species are to be chosen from a list prepared by the Director of Parks and Community Services. The size of the landscaped area and type of irrigating system will be reviewed by the Director of Parks and Community Services prior to approval of the building permit.
- (d) Landscaped areas shall be properly maintained through periodic weeding, irrigation, and replacement of dead vegetation. In addition, planted vegetation adjacent to public rights-of-way shall be pruned so as not to create a public nuisance and/or hazard to pedestrian and/or vehicle traffic along Northgate Boulevard. No bark, mulch, rocks, or organic matter shall be used in planters adjacent to public rights-of-way.

2. Height, Setback, and Area

- (a) Buildings shall have a maximum height limit of thirty-five feet (35').
- (b) No new structures exceeding forty-thousand (40,000) square feet in size are allowed.
- (c) Parcels with a lot depth of less than one-hundred (100) feet shall have a minimum building setback of ten (10) feet from Northgate Boulevard. A one (1) foot increase in building setback shall be allowed for each additional three (3) feet of lot depth. Lots greater than 145 feet in depth shall have a minimum building setback of twenty-five (25) feet from Northgate Boulevard.
- (d) Street side yard building setbacks shall be a minimum of five (5) feet. Parcels siding on collector streets shall have a building setback of ten (10) feet if the lot depth is less than one-hundred (100) feet. A one (1) foot increase in building setback shall be allowed for each additional three (3) feet of lot depth. Lots greater than 145 feet in depth shall have a minimum building setback of twenty-five (25) feet from.

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- (e) The building setback separating structures in the SPD from adjacent residential (R) zoned properties shall be fifteen (15) feet.
- (f) A solid decorative masonry wall six (6) feet in height shall be provided on the property line between all commercial development and residential (R) zoned lots.

3. Parking and Circulation

- (a) Parking requirements shall meet the standards set forth in Section 6 of the Comprehensive Zoning Ordinance.

E. Design Standards

1. Overall Design Theme

It is the intent of the design standards for structures in the Northgate-SPD to provide residents and passersby with an aesthetically pleasing and functionally efficient commercial strip. This should be achieved through the use of common architectural and development styles, as well as similar building materials, coordinated signage, and landscape treatment.

2. Facade treatments

- a) Appropriate exterior wall finishing for the Northgate-SPD shall be applied to all sides of the building, including trash enclosures and other accessory structures. Appropriate wall finishings include the following:
 - o Decorative masonry;
 - o Finished anodized metal;
 - o Horizontal lap siding;
 - o Board and batten siding; and,
 - o Stucco.
- b) Inappropriate wall finishings include the following:
 - o Standard concrete block;
 - o Grooved plywood sheets, unless used for a board and batten pattern with twelve-inch (12") maximum distance between battens;
 - o Corrugated metal; and,
 - o Reflective glass.

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- c) A project proposed with materials inappropriate to the Northgate-SPD may apply for a Planning Directors Variance to determine that: (1) the material in the particular application proposed will result in a building that will blend in well with the existing and future buildings that use appropriate materials; (2) other appropriate materials would not achieve the same desired theme of the proposed use; and, (3) the overall architectural design and detailing is of such quality as to justify its use.

The Planning Director may determine if materials not included in the above list are appropriate for new developments.

3. Colors

- (a) One or more major body colors with two or more trim colors shall be included in each building with the major colors chosen from the earth tone ranges. A color scheme shall be identified on the building elevations plan.

4. Roof Projections and Design

- (a) All air conditioning units, ventilating equipment, other mechanical equipment and communications equipment shall be completely screened or enclosed with materials compatible with the exterior building material so as not to be visible offsite.
- (b) Roof projections shall be painted to match the roof or major building color.

5. Security and Lighting

- (a) Lighting shall be designed in such a manner as to provide safety, comfort and security for occupants of the development and the general public.
- (b) Lighting design shall be such as not to produce hazardous and annoying glare to motorists and building occupants, adjacent residents, or the general public.
- (c) Lighting shall be oriented away from the residential properties adjacent to or within the SPD.

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6. Public Address Systems

Public address systems shall not be allowed unless for emergency purposes.

7. Signage

The following sign criteria will aid in eliminating excessive and confusing sign displays, enhance the appearance of Northgate Boulevard, safeguard and enhance property values, and will encourage signage which by good design is integrated with and is harmonious to the buildings and sites that it occupies. These sign regulations are intended to complement the City of Sacramento Sign Ordinance No. 2868, Fourth Series. In all cases, the more restrictive regulations shall apply.

General Requirements

- (a) The wording of signs shall be limited to the occupant's name and/or insignia. Words describing the type of commercial use (e.g., meat market, barber shop, etc.) are permitted.
- (b) Prohibited elements of attached and detached signs shall be as outlined in Division 7 of the City Sign Ordinance, and shall include the following:
 - (1) Words describing products sold, prices, or other types of advertising (excluding requirements for state gas pricing); and,
 - (2) signs painted directly on buildings.
- (c) Abandoned signs shall be treated as defined by Section 3.171 of the City Sign Ordinance.

Design Requirements

Sign designs shall meet the requirements set forth in Division 5 of the City Sign Ordinance, and shall include the following:

- (a) All exterior letters on signs exposed to the weather shall be mounted at least three-fourths (3/4) inch from the building surface to permit dirt and water drainage; and,

- (b) no signmaker's labels or other identification will be permitted on the exposed surface of signs, except those required by ordinance, which shall be located in a conspicuous location.

Location and Size

- (a) **Detached Signs.** All new detached signs shall be of a monument type and shall conform to the provisions outlined below. Signs erected for new developments, abandoned signs (as defined by Section 3.171 of the Sign Ordinance), and destroyed signs (as defined by Section 3.171 and 3.40 of the City Sign Ordinance, respectively) shall comply with the following standards:

- (1) **SIGN AREA.** The monument sign face shall not exceed twenty-five (25) square feet except that one additional square foot of signage is allowed for each three (3) lineal feet of street frontage above the first one-hundred (100) lineal feet, and shall not exceed an absolute maximum of fifty (50) square feet.

- (2) **LOCATION.** One (1) monument sign will be allowed per parcel located along the Northgate frontage. No monument signs shall be oriented towards, or located along, non-collector side streets. Monument signs shall be located so that the part of the sign located closest to Northgate Boulevard shall be set back as follows:

- (i) Clear Zone - Driveways. A monument sign (sign support plus sign face) may not exceed three (3) feet in height above the nearest public right-of-way within the triangular area next to the intersection of the driveway and the ten (10) foot setback. This triangular area is defined as for fences in Section 3-7-b-iii of the Comprehensive Zoning Ordinance.

- (ii) Clear Zone - Corner Lots. A monument sign (sign support plus sign face) may not exceed three (3) feet in height above the nearest public right-of-way within the triangular area next to the intersection of two public streets. This triangular area is defined as for fences in Section 3-7-b-iii of the Comprehensive Zoning Ordinance.

- (iii) Monument signs located outside of the clear zone must be setback at least five (5) feet from the property line.

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- (3) HEIGHT. Monument signs setback five (5) feet from property lines shall have height limits of five (5) feet above the nearest public right-of-way. An additional one (1) foot height increase for each additional foot setback will be allowed, provided that the maximum height of the monument signs shall not exceed ten (10) feet above the nearest public right-of-way.
 - (4) HEIGHT/WIDTH PROPORTIONS. The monument sign face height shall not exceed two times the sign face width for vertically oriented signs, and the sign face height shall be at least one-third (1/3) the sign face width for horizontally oriented signs. The monument sign structure height shall not exceed three times the sign structure width for vertically oriented signs, and the sign structure height shall be at least one-half (1/2) the sign structure width for horizontally oriented signs.
 - (5) SIGN SUPPORT. The width of the monument sign support shall be at least seventy-five percent (75%) the width of the sign face and shall not exceed one-hundred and twenty-five percent (125%) of the sign face. The total height of the support shall not exceed one-half (1/2) the total height of the monument sign structure. The monument sign support shall not exceed four feet (4') in height as measured from the lowest point of the exposed base.
 - (6) LANDSCAPING. Two feet (2') of landscaping is required in every direction from the exterior portions of any part of the monument sign. The landscaped area shall be treated pursuant to the requirements in Section 1-E-1-c of this Ordinance.
 - (7) ILLUMINATION. Illumination shall meet requirements pursuant to Section 3.87 of the City Sign Ordinance.
 - (8) DIRECTIONAL SIGNS. Directional signs shall be allowed pursuant to Section 3.140 of the City Sign Ordinance, provided that they are oriented away from r-zoned lots and towards Northgate Boulevard or collector streets.
- (b) **Attached Signs.** All new attached signs shall number one (1) per tenant street frontage. Signs for new developments, abandoned signs (as defined by Section 3.171 of the Sign Ordinance), and destroyed signs (as defined by Section 3.171

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and 3.40 of the City Sign Ordinance, respectively) shall comply with the following standards:

- (1) Sign Area. Attached signs shall be allowed a maximum aggregate area of two (2) square feet of sign area for each front foot of building occupancy provided that the width does not exceed seventy percent (70%) of the shops' width.
- (2) Height. The maximum height of attached signs shall be thirty-inches (30") for cabinet signs with letters in a single row, and thirty-four inches (34") for cabinet signs containing a double row of letters. A single row of letters on cabinet signs shall have a height maximum of twenty-four inches (24"), while double rows will be allowed a twenty-eight inch (28") height maximum. Letters mounted directly to the building face shall have a height maximum of twenty-four inches (24"). The maximum height of logos or insignias shall be twenty-four inches (24").
- (3) Location. The location of attached signs shall meet the requirements set forth in Section 3.106 of the City Sign Ordinance, in addition to the following:
 - o In no instance shall a sign be erected on top of architectural projections.

8. Residential/Office Conversions

The following criteria will be used at the plan check stage to review conversions of residential structures to non-residential uses:

- (a) All modifications shall meet the following design criteria:
 - (1) Exterior colors shall meet the requirements set forth in Section 1-E-3;
 - (2) Landscaped areas shall meet the requirements set forth in Section 1-D-1;
 - (3) All signs shall meet the requirements of Section 1-E-7; and,
 - (4) Parking shall meet the requirements set forth in Section 6 of the Comprehensive Zoning Ordinance.

DEVELOPMENT REQUIREMENT COMPARISON FOR THE NORTHGATE SPECIAL PLANNING DISTRICT

***** Setback Requirements *****

	Height	Front	Rear	Interior Side	Street Side	Land-scaping	Shading	Parking	Signage	Allowed Uses
C-2	35 ft. (1)	(2)	15 ft. (4)	(2) if adj to r-zone	5 ft.	4 ft. (5)	(6)	(7)	(8)	(10)
Current SPD Ordinance	35 ft. (1)	(2)	15 ft. (4)	N/A	5 ft.	4 ft. (5)	(6)	(7)	(8)	(11)
Proposed SPD Ordinance	35 ft.	(3)	15 ft.	N/A	5 ft.	10 ft.	(6)	(7)	(9)	(11)

FOOTNOTES:

- (1) Buildings over 100 ft. from r-zoned lots may have height limits of 45 ft.
- (2) Buildings 0-15 ft. in height shall have 5 ft. setbacks, 15-26 ft. in height shall have 7.5 ft. setbacks, and 26+ ft. in height shall have 7.5 ft. setback for the first 26 ft. and 15 additional ft. for that part of the building over 26 ft. in height.
- (3) 10'-25' depending on lot depth
- (4) A 15 ft. rear yard setback is required for buildings up to 26 ft. in height. An additional 10 ft setback is required for buildings over 26 ft. in height. These regs. apply only if adjacent to r-zoned lots.
- (5) The minimum width of the planter, excluding curbing, shall be four (4) feet.
- (6) Pursuant to the requirements set forth in Sections 3-D-4, 6-D-5, and 6-D-19 of the Comprehensive Zoning Ordinance.
- (7) Pursuant to the requirements set forth in Section 6 of the Comp. Zoning Ord.
- (8) Pursuant to the requirements set forth in the City Sign Ord.
- (9) Refer to Draft Design Criteria for restrictions on attached and detached signs
- (10) See Section 2 of the Comprehensive Zoning Ordinance
- (11) Additional storage facilities and Drive-thrus are prohibited

Sacramento City Planning Commission VOTING RECORD

MEETING DATE
May 11, 1989

ITEM NUMBER
28

PERMIT NUMBER
M89-008

ENTITLEMENTS

- | | |
|---|--|
| <input type="checkbox"/> GENERAL PLAN AMENDMENT | <input type="checkbox"/> TENTATIVE MAP |
| <input type="checkbox"/> COMMUNITY PLAN AMENDMENT | <input type="checkbox"/> SUBDIVISION MODIFICATION |
| <input type="checkbox"/> REZONING | <input type="checkbox"/> LOT LINE ADJUSTMENT |
| <input type="checkbox"/> SPECIAL PERMIT | <input type="checkbox"/> ENVIRONMENTAL DET. |
| <input type="checkbox"/> VARIANCE | <input checked="" type="checkbox"/> OTHER <u>Ordinance amendment</u> |

Sec. 2.91 re Northgate Blvd. Special Planning District zone

STAFF RECOMENDATION

Favorable Unfavorable

Correspondence

Petition

LOCATION

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NAME	ADDRESS

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NAME	ADDRESS

MOTION # _____

Yes	No	Motion	Second
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ECERRA	✓			
HINN	✓			
ASTON	<u>absent</u>			
OLLIICK	✓			
OLLOWAY	✓		✓	
SHAEI	<u>absent</u>			
OTESTINE	✓			✓
EE	✓			
ITO	✓			

MOTION

- | | |
|--|---|
| <input type="checkbox"/> TO APPROVE | <input checked="" type="checkbox"/> TO RECOMMEND APPROVAL & FORWARD TO CITY COUNCIL |
| <input type="checkbox"/> TO DENY | <input type="checkbox"/> TO RECOMMEND APPROVAL SUBJECT TO COND. & FORWARD TO CITY COUNCIL |
| <input type="checkbox"/> TO APPROVE SUBJECT TO COND. & BASED ON FINDINGS OF FACT IN STAFF REPORT | <input type="checkbox"/> TO RATIFY NEGATIVE DECLARATION |
| <input type="checkbox"/> TO APPROVE/DENY BASED ON FINDINGS OF FACT IN STAFF REPORT | <input type="checkbox"/> TO CONTINUE TO _____ MEETING |
| <input type="checkbox"/> INTENT TO APPROVE/DENY SUBJECT TO COND. & BASED ON FIND. OF FACT DUE | <input type="checkbox"/> OTHER _____ |

Planning Commission
Sacramento, California

Members in Session

Subject: **DRAFT AMENDED NORTHGATE SPECIAL PLANNING DISTRICT
ORDINANCE (M89-008)**

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BACKGROUND

The Northgate-SPD is located along the eastern side of Northgate Boulevard in the South Natomas Community. The District extends from Patio Avenue in the north to East Levee Road in the south. The District was identified in the South Natomas Community Plan as an area which requires special planning attention to revitalize the commercial area and to protect the residential area in the Gardenland Community to the east. It was annexed into the City in 1962 and was identified as an area requiring special planning attention as early as 1965.

The adoption of Section 2.91 of the Comprehensive Zoning Ordinance on November 29, 1988 established the Northgate-SPD. The proposed ordinance amendment incorporates performance and development standards and design standards as required pursuant to Section 2.90 of the Comprehensive Zoning Ordinance.

Staff has conducted two public workshops in the community on the proposed standards to consider input from business/property owners and the general public.

STAFF EVALUATION

The draft ordinance amends the November 29, 1988 version of the Northgate-SPD ordinance in the following ways:

- o Incorporates performance and development standards for landscaping, and height, setback, and area;
- o Incorporates design standards for: 1) signage, 2) overall design theme, 3) facade treatments, 4) colors, 5) roof projections and design, 6) security, and 7) public address

systems;

- o Modifies the existing language and format to be consistent with the enabling SPD ordinance; and,
- o Prohibits vehicle storage operations where the vehicle storage is intended to be the primary activity.

Performance and Development Standards

Landscaping. Standards set forth for landscaping include ten foot wide landscaped planters irrigated to city standards and planted with multi-tiered vegetation chosen from the list prepared by the Department of Parks and Community Services. These standards will aid in aesthetically improving the District by "opening-up" the Boulevard. In addition, it will provide for landscaped areas with diversified, multi-tiered vegetation. The landscaping standards will enhance the overall business environment and will not impede the development potential of individual parcels within the District.

Height, Setback, and Area. Permitted height, setback, and area for the Northgate-SPD generally follows the C-2 (General Commercial) zone in the City. The District historically had C-2 standards, but the unique character of the District suggests a need for modification of the standards. New structures will have a thirty-five foot height limit and a forty-thousand square foot building area limit. The building setback will vary between ten and twenty-five feet, depending on the depth of individual parcels.

These height, setback, and area standards will allow for developments with adequate height and area which will serve the intent of the zone, while not impeding on the quality of life for nearby residents and Northgate travellers. In addition, the proposed building setbacks will further aid in the "opening-up" of the Boulevard by establishing a flexible formula to be applicable to the dimensions of each lot.

Design Standards

Signage. Sign regulations for the Northgate-SPD will help ensure that future signs integrate and harmonize with the buildings and sites they occupy, while preventing a proliferation of excessive and confusing sign displays. The two types of signs permitted in the Northgate-SPD are attached signs and detached monument signs.

Standards for attached signs apply to sign area, height, and location. Standards include one attached sign per street frontage with a maximum aggregate sign area of two square feet for each front foot of building occupancy. The maximum letter height for attached signs is twenty-four and twenty-eight inches for letters displayed in a single-row and double-row format, respectively. The maximum height allowed for attached sign cabinets is thirty and

thirty-four inches for letters displayed in a single-row and double-row format, respectively. Attached signs will not be permitted on top of architectural projections.

Standards for detached monument signs include sign area, location, height, and landscaping. Generally, one monument sign (setback at least five feet from the property line and landscaped two feet in all directions) will be permitted for parcels fronting along Northgate Boulevard. The height will vary between five and ten feet above the nearest public right-of-way, depending on the setback. Monument signs placed in the clear-zones will have height limits of three feet. Permitted area for sign faces will be between twenty-five and fifty square feet, depending on parcel street frontage.

In addition to the above, proportions for vertically and horizontally oriented monument signs have been developed. Vertically oriented signs shall have at least a one-to-three width-to-height ratio, while the horizontally oriented signs shall have at least a two-to-one width-to-height ratio.

These regulations will ensure that signs are large enough to be visible to traffic along Northgate Boulevard, but are not too large and numerous to be visually distracting and confusing. Staff reviewed existing PUD's within the South Natomas Community, conducted field surveys, and consulted with sign companies, the County of Sacramento, and the public to generate the standards contained within the draft amended ordinance.

Staff believes that the overall design theme, facade treatments, colors, and roof projection standards for new developments will upgrade and revitalize the appearance of the District. Lack of these standards has created a hodge-podge of designs which fails to convey any sense of aesthetic cohesiveness within the District. Standards for security and lighting and public address systems will ensure that businesses within the District will not infringe upon the livability of residences within the district and the Gardenland area to the east.

Existing Language and Format

Staff modified the format of the existing Northgate-SPD ordinance by consolidating the Purpose & Intent and Goals sections. This change is in keeping with established format procedures for ordinances within the City. It also allowed for incorporation of design criteria into the existing ordinance.

Vehicle Storage

Vehicle storage is a prohibited use in the Northgate-SPD, unless it serves as an incidental use to an otherwise permitted use. This will help assure that new uses attract a number of patrons at one time and encourage interaction between the public and service or

product provider. In addition, this will help cease the proliferation of "dead space" along Northgate Boulevard.

ENVIRONMENTAL DETERMINATION

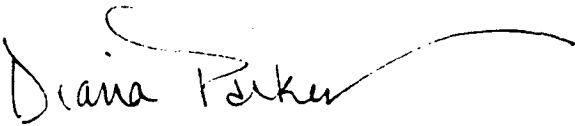
The Environmental Coordinator has determined that the proposed ordinance amendment will not have a significant effect on the environment. A negative declaration has been filed.

STAFF RECOMMENDATIONS

Staff recommends that the Planning Commission recommend to the City Council:

- o ratification of the Negative Declaration; and
- o approval of the amended Northgate-SPD ordinance.

Respectfully submitted,



Diana Parker
Senior Planner

Attachments

DP:SM:JB: