

P94-013 - CityGate Plaza Sign Project

REQUEST: A. Variance to allow two additional detached monument signs for a building within the Gateway Center Planned Unit Development (PUD) where only one detached sign is permitted per parcel, located on 15 net developed acres in the Office Building PUD (OB-PUD) zone.

LOCATION: 2400, 2450, & 2500 Venture Oaks Way
APN: 274-0320-017 & -039 & -040
South Natomas Community Plan Area
Natomas Unified School District
Council District 1

APPLICANT:	Ray Gundlach (916) 447-9605 1029 J Street #LL-7 Sacramento, CA 95814
OWNER:	Evergreen Tustin Ventures 1029 J Street #LL-7 Sacramento, CA 95814
APPLICATION FILED:	February 11, 1994
STAFF CONTACT:	Hilary Perry, 264-5698

SUMMARY/RECOMMENDATION: The Gateway Center PUD encompasses 85 acres. The CityGate Office Complex, a subset of the PUD, consists of three existing office buildings (238,000 sq. ft.) on 15 acres. Currently, 2400, 2450, and 2500 Venture Oaks Drive each have an existing monument sign located at the entrance to the CityGate Plaza office building complex. The existing monument signs provide the building tenant names and the building addresses. The existing monument signs are neither visible nor readable from Venture Oaks Way. The applicant is requesting a variance to allow two additional detached monument signs. The text on the proposed signs will consist of the office complex name and the addresses of the three buildings that make up the complex. In order to meet the applicant's objectives, the project requires the variance described above.

Staff recommends approval of the project. The Gateway Center PUD Sign Guidelines were established for the entire 85 acre PUD. These Guidelines do not serve to provide separate land owners identification for individual buildings or building complexes. The proposed signs will serve only as identification of the CityGate Complex. Building tenant names will not be provided on the proposed signs. Furthermore, the height and area of the proposed signs do not exceed the PUD Sign Guidelines. Staff recommends approval of the project based upon the above discussed facts.

PROJECT INFORMATION:

General Plan Designation:	Regional Commercial and Offices
Community Plan Designation:	Office/Office Park
Existing Land Use of Site:	Office building development
Existing Zoning of Site:	OB-PUD

Surrounding Land Use and Zoning:

North: Vacant; OB-PUD
 South: Marriot Inn; OB-PUD
 East: Interstate 5
 West: Office; OB-PUD

Property Dimensions:	Irregular
Property Area:	15± net acres
Height of Existing Offices:	2400 Venture Oaks Way - 4 stories 2450 Venture Oaks Way - 5 stories 2500 Venture Oaks Way - 3 stories
Number of Existing Signs:	Three Detached Monument
Number of Proposed Signs:	Two Additional Detached Monument
Square Footage of Proposed Signs:	114 square feet each (42 square feet each with copy)
Topography:	Flat
Street Improvements:	Existing
Utilities:	Existing

OTHER APPROVALS REQUIRED:

In addition to the entitlements requested, the applicant will also need to obtain the following permits or approvals, including, but not limited to:

<u>Permit</u>	<u>Agency</u>
Sign Permit	Building Division

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BACKGROUND INFORMATION:

Between 1985 and 1987, the City of Sacramento Planning Commission approved phased office development on the subject parcels (P85-153, P85-239, & P87-153). Currently both 2400, 2450 and 2500 Venture Oaks Drive have one existing monument sign per parcel. The existing monument signs provide the tenants and tenant names and the building addresses. The subject variance proposes to add two additional monument signs on two separate parcels.

STAFF EVALUATION:**A. Policy Considerations**

The existing office development conforms to the General Plan designation of Regional Commercial and Offices. In addition, the site is designated for office use within the Gateway Center Planned Unit Development (PUD). The applicant's request is to allow additional signage on two developed parcels within the PUD.

The signage being proposed by the applicant is not in conformance with the existing PUD Guidelines as set forth for developments within the Gateway Center PUD. Therefore, a Variance is required. Planning staff will be recommending an amendment to the sign guidelines for the Gateway Center PUD, based upon the fact that the proposed sign is compatible with other signs in the vicinity and other property owners in the surrounding PUDs have been granted similar variances allowing additional signage. There is not signage on the Venture Oaks Way frontage of the existing office buildings. Also, the existing monument signs are not visible from Venture Oaks Drive. Furthermore, the height of the proposed signs is consistent with the PUD sign guidelines, and the proposed signs will not advertise business names.

B. Site Plan Design/Zoning Requirements**1. Setbacks**

There are no proposed increases in the total building square footages. This proposal will not result in changes in existing setbacks. Additional parking is not required because the subject proposal does not involve a change in the type of use.

2. Signage

Currently, 2400, 2450 and 2500 Venture Oaks Drive have one existing monument sign per parcel. The existing monument signs provide the tenant

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names and the building addresses. The existing monument signs are neither visible nor readable from Venture Oaks Way. The applicant is requesting a variance to allow two additional detached monument signs in addition to the existing detached signs that are located at the entrance to the CityGate Plaza office building complex. The text on the proposed signs will consist of the office complex name and the addresses of the three buildings that make up the CityGate Plaza office building complex.

The proposed signs will be required to be located a minimum of 10 feet from all property lines and driveways. In addition, the sign area that contains text will not exceed the maximum detached signage area of 48 square feet as defined by the Gateway Center PUD Guidelines. Furthermore, the proposed signage does not exceed the maximum height limit of 6 feet as defined by the City of Sacramento Sign Ordinance. In summary, staff supports the Variance to allow the detached monument signage in addition to the existing signage for the following reasons:

- The height of the proposed signage will not exceed 6 feet;
- The total area of the detached sign will not exceed 48 square feet;
- The proposed signage will be required to meet visibility requirements which dictate that signs shall be 10 feet from driveways and right-of-ways; and
- The proposed signs will only provide identification for the CityGate Office Complex and the addresses of the buildings within the CityGate Office Complex. Building tenant names will not be provided on the proposed signs.

PROJECT REVIEW PROCESS:

A. Environmental Determination

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

B. Public/Neighborhood/Business Association Comments

The proposed project application packet was sent to the surrounding land owners within a 500 foot radius of the project site and to the Natomas Community Association. No comments were received.

C. Summary of Agency Comments

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The proposal was routed to the City's Traffic Engineer, Engineering Development Services Section, Building Division, and Utility Department. The following summarizes the comments received:

1. Engineering Development Services

The comment which is specifically listed as conditions in the resolution addressed visibility requirements.

PROJECT APPROVAL PROCESS:

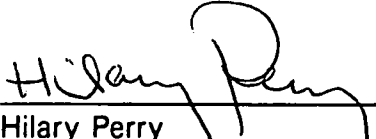
The Planning Commission has the authority to approve or deny the requested Variance. The decision of the Planning Commission may be appealed to the City Council. The appeal must occur within 10 days of the Planning Commission action.

RECOMMENDATION:


Staff recommends that the Planning Commission take the following action:

- A. Adopt the attached Resolution approving the Variance to allow additional detached monument signage on two parcels in the Office Building Planned Unit Development (OB-PUD) zone.

Report Prepared By,


Hilary Perry
Assistant Planner

Report Reviewed By,


Scot Mende
Senior Planner

Attachments

- Attachment 1 Vicinity Map
- Attachment 2 Land Use and Zoning Map
- Attachment 3 Resolution Approving Tentative Map
- Exhibit 3-A Site Plan
- Exhibit 3-B Sign Detail

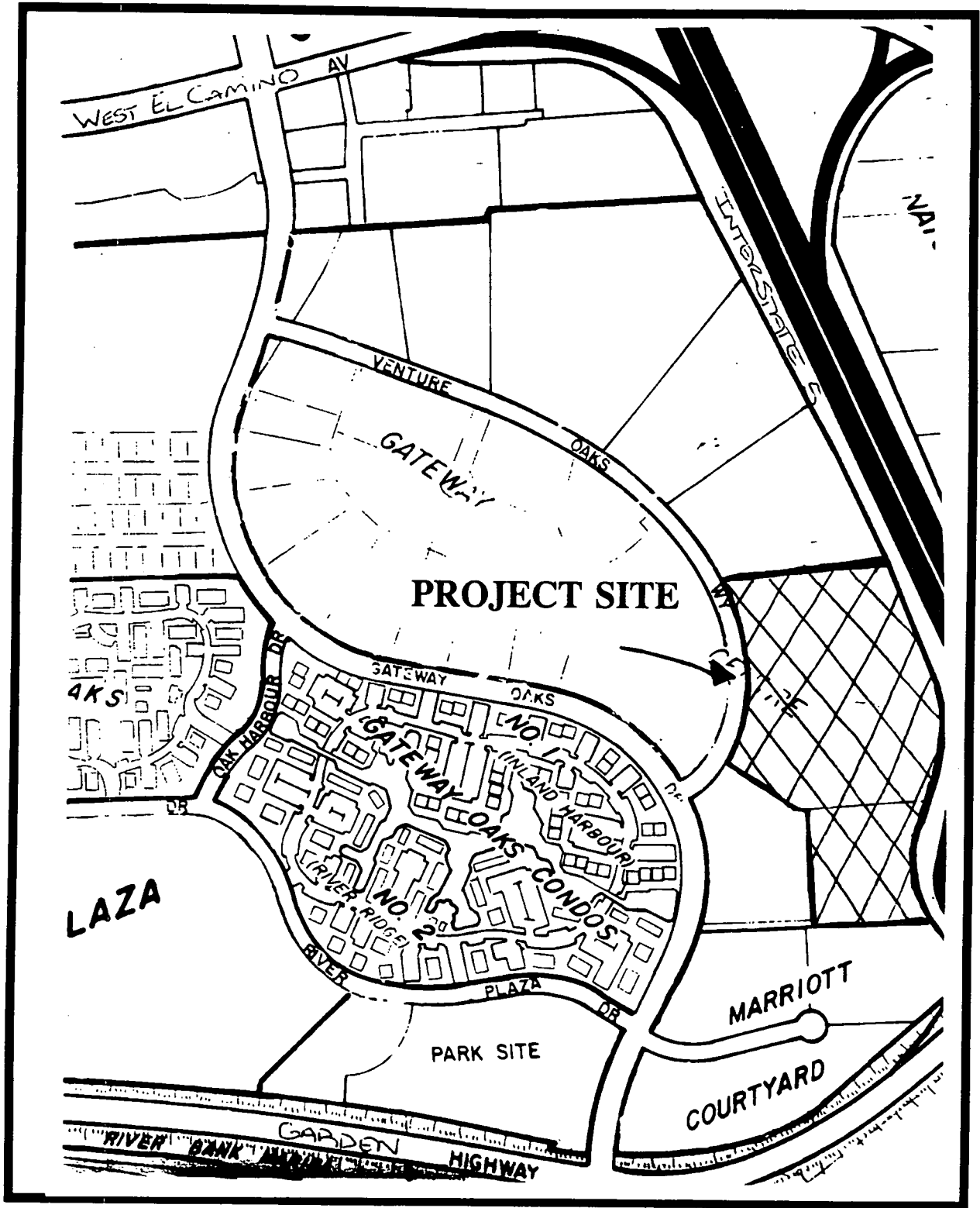
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ATTACHMENT 1

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VICINITY MAP

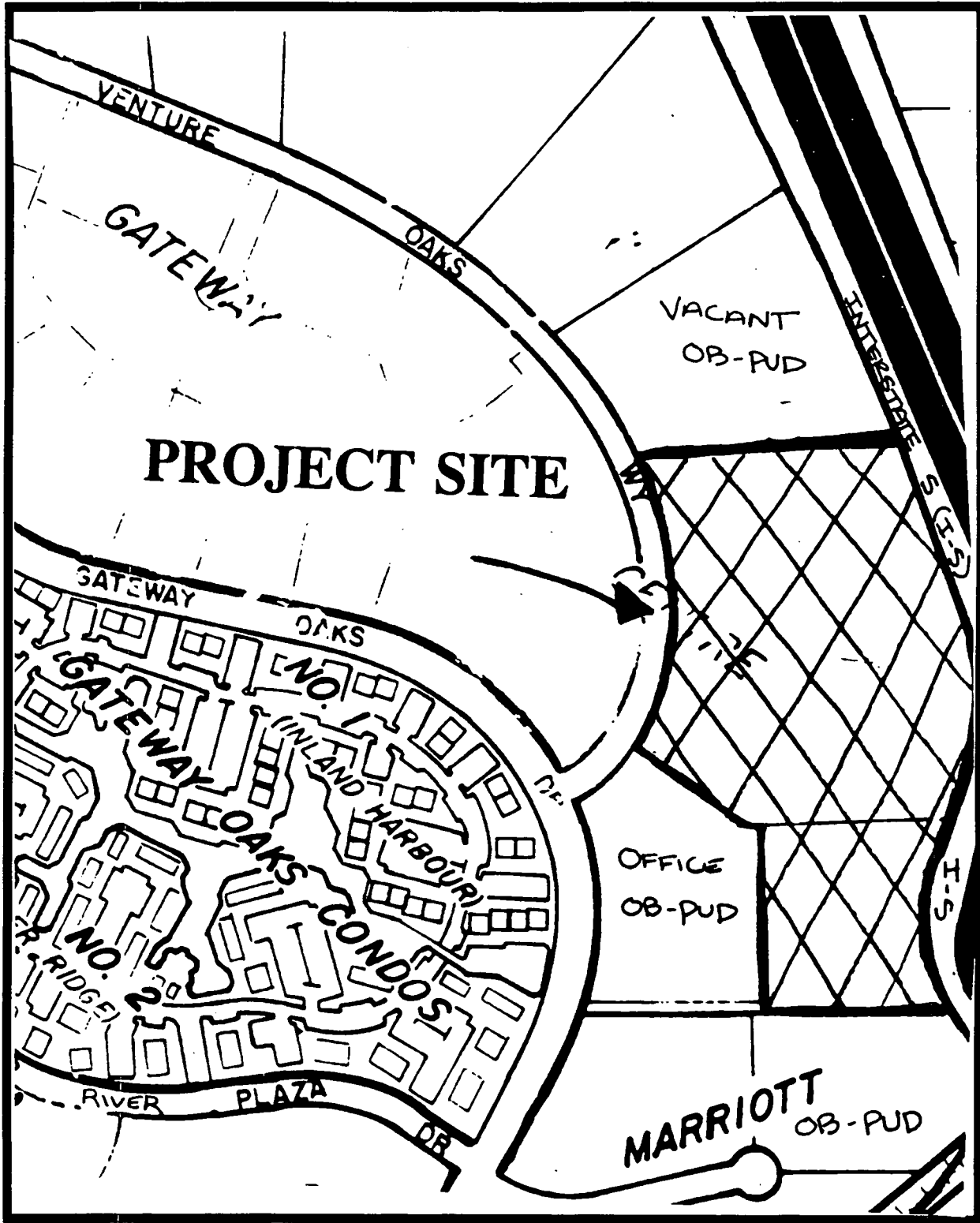
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ATTACHMENT 2

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LAND USE AND ZONING MAP

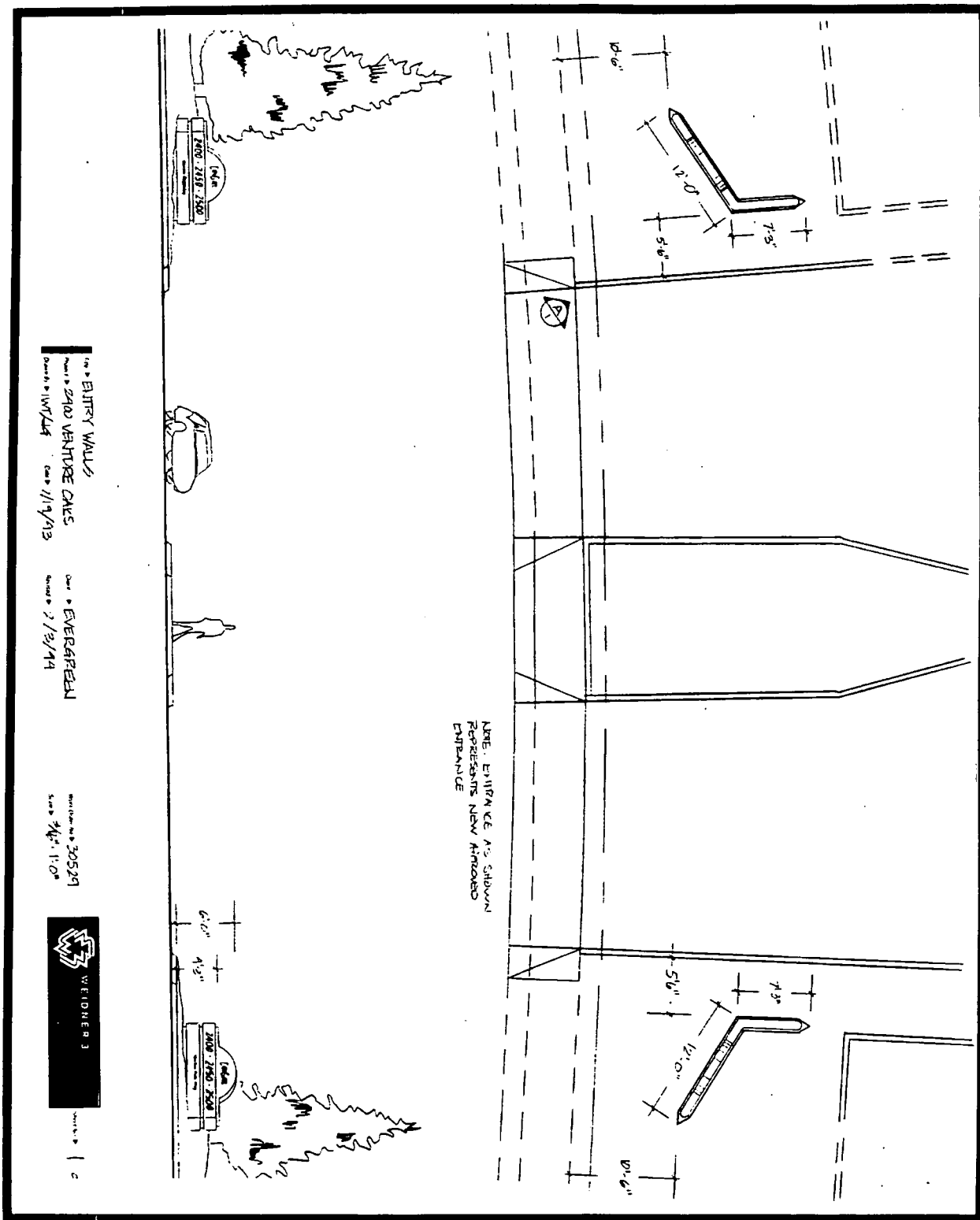
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SITE PLAN

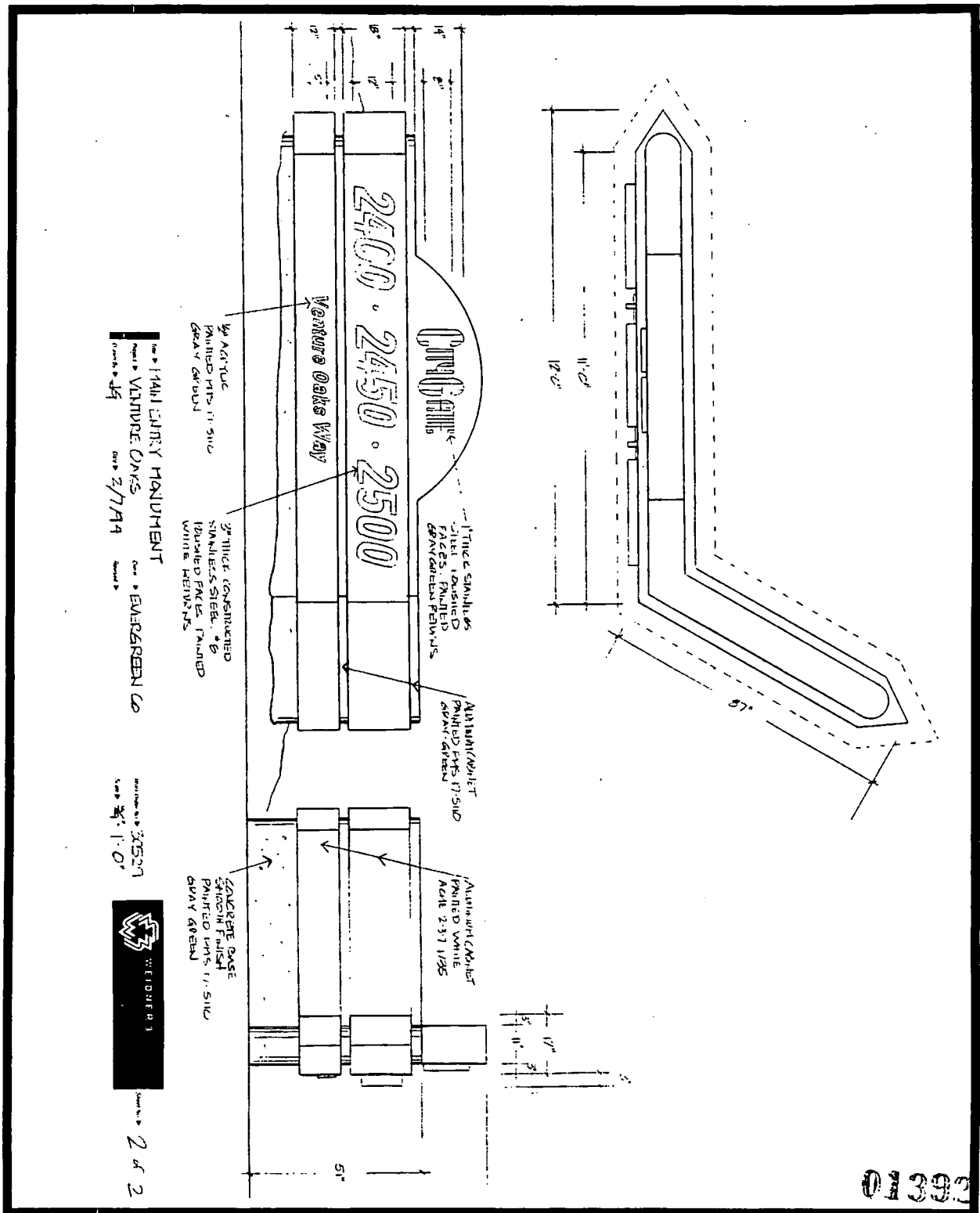
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EXHIBIT 3-B

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SIGN DETAIL