

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

01159

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

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.

01161

### 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.

01163

EXHIBIT B

Creekside Oaks PUD Development Guidelines

Amendment to Section V11-I-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 lineal 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.

01164

P89-124

4/13/89 24

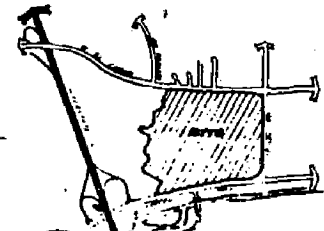
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RESIDENTIAL

SCHEMATIC SITE PLAN

WEST 8 & 7 GARDEN APARTMENTS

WEST 8 & 7 GARDEN APARTMENTS 1. SUPPORT COMMERCIAL



VICINITY MAP (NO SCALE)

HEALTH CLUB

SHOPPING CENTER

PARK / LIBRARY

SCHEMATIC PLAN SUMMARY

BUILDING	AREA (SQ. FEET)	NET LAND AREA (ACRES)	DENSITY (D.U./AC.)
1. SUPPORT COMMERCIAL	46,000	0.0 0.0	0.0 0.0
2. OFFICE - BUSINESS	312,000	20.0 0.0	15,600 14,700
3. OFFICE - BUSINESS	110,500	9.3 0.0	12,785 0verall
DENSITY (D.U./AC.)			
4. SENIOR HOUSING	85	0.0 0.0	13.5
5. HEALTH CLUB	1500	0.0 0.0	---
6. GARDEN APARTMENTS	210	10.2 0.0	21.2
7. GARDEN APARTMENTS	900	0.0 0.0	21.2
8. PARK / LIBRARY	100	0.0 0.0	---
9. OFFICE - BUSINESS	100	0.0 0.0	---
10. OFFICE - BUSINESS	100	0.0 0.0	---
11. OFFICE - BUSINESS	100	0.0 0.0	---
12. OFFICE - BUSINESS	100	0.0 0.0	---
13. OFFICE - BUSINESS	100	0.0 0.0	---
14. OFFICE - BUSINESS	100	0.0 0.0	---
15. OFFICE - BUSINESS	100	0.0 0.0	---
16. OFFICE - BUSINESS	100	0.0 0.0	---
17. OFFICE - BUSINESS	100	0.0 0.0	---
18. OFFICE - BUSINESS	100	0.0 0.0	---
19. OFFICE - BUSINESS	100	0.0 0.0	---
20. OFFICE - BUSINESS	100	0.0 0.0	---
21. OFFICE - BUSINESS	100	0.0 0.0	---
22. OFFICE - BUSINESS	100	0.0 0.0	---
23. OFFICE - BUSINESS	100	0.0 0.0	---
24. OFFICE - BUSINESS	100	0.0 0.0	---
25. OFFICE - BUSINESS	100	0.0 0.0	---
26. OFFICE - BUSINESS	100	0.0 0.0	---
27. OFFICE - BUSINESS	100	0.0 0.0	---
28. OFFICE - BUSINESS	100	0.0 0.0	---
29. OFFICE - BUSINESS	100	0.0 0.0	---
30. OFFICE - BUSINESS	100	0.0 0.0	---
31. OFFICE - BUSINESS	100	0.0 0.0	---
32. OFFICE - BUSINESS	100	0.0 0.0	---
33. OFFICE - BUSINESS	100	0.0 0.0	---
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38. OFFICE - BUSINESS	100	0.0 0.0	---
39. OFFICE - BUSINESS	100	0.0 0.0	---
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50. OFFICE - BUSINESS	100	0.0 0.0	---
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59. OFFICE - BUSINESS	100	0.0 0.0	---
60. OFFICE - BUSINESS	100	0.0 0.0	---
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80. OFFICE - BUSINESS	100	0.0 0.0	---
81. OFFICE - BUSINESS	100	0.0 0.0	---
82. OFFICE - BUSINESS	100	0.0 0.0	---
83. OFFICE - BUSINESS	100	0.0 0.0	---
84. OFFICE - BUSINESS	100	0.0 0.0	---
85. OFFICE - BUSINESS	100	0.0 0.0	---
86. OFFICE - BUSINESS	100	0.0 0.0	---
87. OFFICE - BUSINESS	100	0.0 0.0	---
88. OFFICE - BUSINESS	100	0.0 0.0	---
89. OFFICE - BUSINESS	100	0.0 0.0	---
90. OFFICE - BUSINESS	100	0.0 0.0	---
91. OFFICE - BUSINESS	100	0.0 0.0	---
92. OFFICE - BUSINESS	100	0.0 0.0	---
93. OFFICE - BUSINESS	100	0.0 0.0	---
94. OFFICE - BUSINESS	100	0.0 0.0	---
95. OFFICE - BUSINESS	100	0.0 0.0	---
96. OFFICE - BUSINESS	100	0.0 0.0	---
97. OFFICE - BUSINESS	100	0.0 0.0	---
98. OFFICE - BUSINESS	100	0.0 0.0	---
99. OFFICE - BUSINESS	100	0.0 0.0	---
100. OFFICE - BUSINESS	100	0.0 0.0	---

Per the PUD DESIGN GUIDELINES

01179

SENIOR HOUSING

- EXISTING TREE LEGEND
- 1. 4 - 10" DBH
  - 2. 2 - 8" DBH
  - 3. 1 - 6" DBH
  - 4. 1 - 8" DBH
  - 5. 1 - 10" DBH
  - 6. 1 - 12" DBH
  - 7. 1 - 14" DBH
  - 8. 1 - 16" DBH
  - 9. 1 - 18" DBH
  - 10. 1 - 20" DBH
  - 11. 1 - 22" DBH
  - 12. 1 - 24" DBH

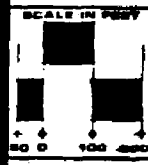
PARKWAY CORRIDOR

3. OFFICE-BUSINESS

2. OFFICE-BUSINESS

OFFICE BUILDING

CREEKSIDE OAKS CALIFORNIA CITY OF SACRAMENTO



april 83



CREEKSIDE OAKS  
CALIFORNIA  
CITY OF SACRAMENTO

SCALE IN FEET



APRIL  
83



RESIDENTIAL

WEST  
8 & 7 GARDEN APARTMENTS

GAMING - 1. SUPPORT  
COMMERCIAL

SHOPPING  
CENTER

PARK / LIBRARY

SCHEMATIC PLAN SUMMARY

	BUILDING AREA (SQUARE FEET)	NET LAND AREA (ACRES)	DENSITY (S.F./AC.)
1. Support Commercial	26,000	0.8	32,500
2. Office - Business	132,000	20.0	6,600
3. Office - Business	110,500	9.3	11,881
<b>TOTAL</b>			
	368,500	30.1	12,241

	DENSITY (S.F./AC.)	NET LAND AREA (ACRES)	DENSITY (S.F./AC.)
4. Senior Housing	85	0.8	10.6
5. Health Club	1,500	0.8	1,875
6. Garden Apartments	215	18.2	11.8
7. Garden Apartments	900	0.8	11.3
8. Office Building	1,500	0.8	1,875
9. Office Building	1,500	0.8	1,875
<b>TOTAL</b>			
	5,000	12.8	390.6

NOTE: LAND COVERED BY PARKING PAVEMENT, CLIMBER AND SANITARY CANALS.

Total Gross Land Area 32.0 +/- ACRES  
Total Net Land Area 30.1 +/- ACRES

NOTE - LANDSCAPE MANAGEMENT - Per the  
PUD DESIGN  
GUIDELINES

HEALTH CLUB

4. SENIOR HOUSING  
SENIOR HOUSING

- EXISTING TREE LEGEND
- 1. 4" - 10" DBH
  - 2. 11" - 15" DBH
  - 3. 16" - 20" DBH
  - 4. 21" - 25" DBH
  - 5. 26" - 30" DBH
  - 6. 31" - 35" DBH
  - 7. 36" - 40" DBH
  - 8. 41" - 45" DBH
  - 9. 46" - 50" DBH
  - 10. 51" - 55" DBH
  - 11. 56" - 60" DBH

PARKWAY  
CORRIDOR

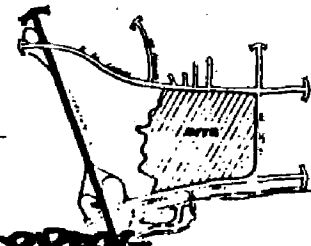
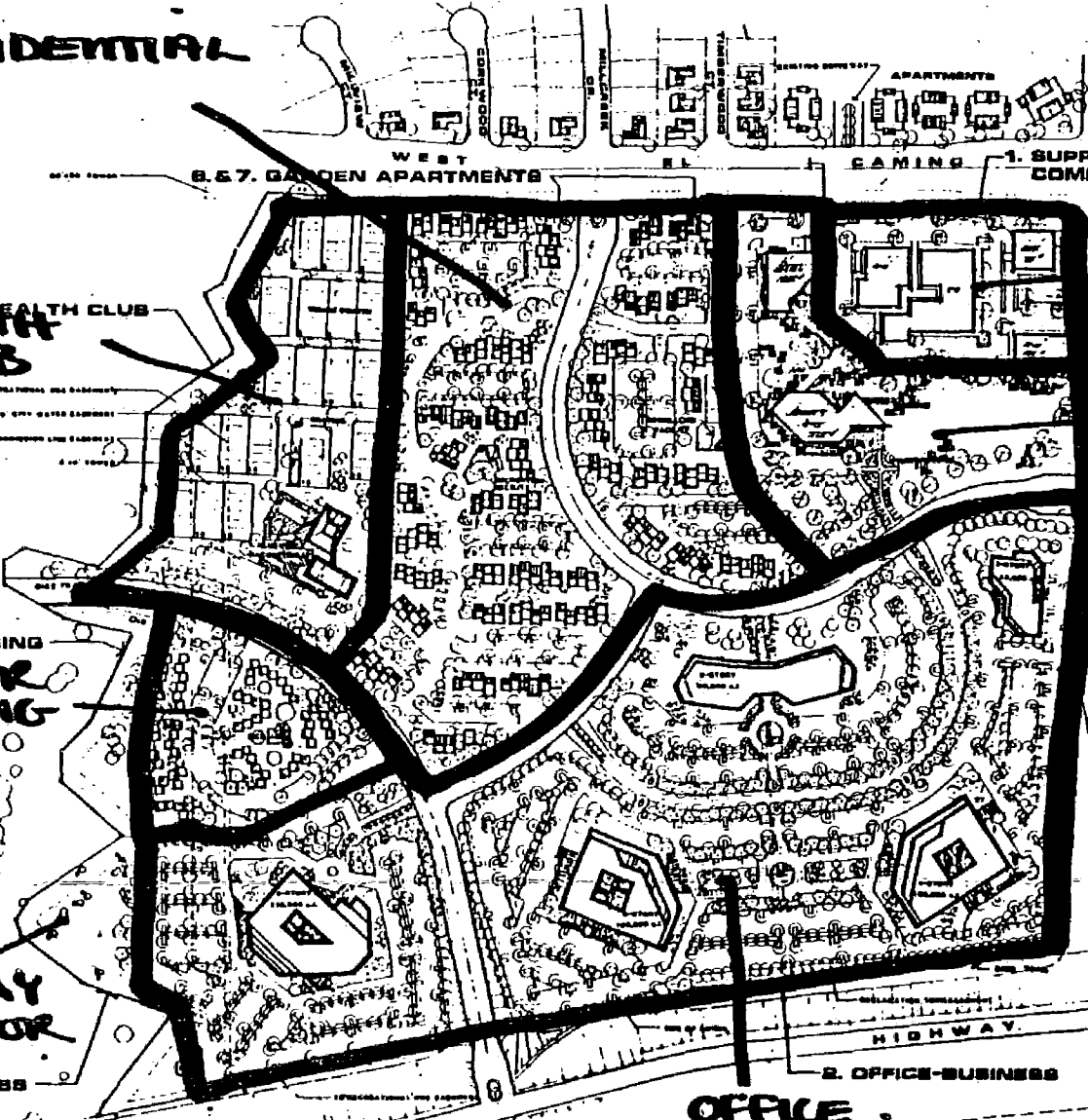
3. OFFICE-BUSINESS

2. OFFICE-BUSINESS

OFFICE  
BUILDING



SECTION 1



VICINITY MAP  
IN SCALE