

RESOLUTION NO. 2007-217

Adopted by the Sacramento City Council

April 10, 2007

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.

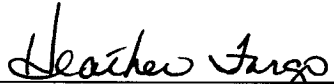
Adopted by the City of Sacramento City Council on April 10, 2007 by the following vote:

Ayes: Councilmembers, Cohn, Fong, Hammond, McCarty, Pannell, Sheedy,
Tretheway, Waters and Mayor Fargo.

Noes: None.

Abstain: None.

Absent: None.



Mayor Heather Fargo

Attest:



Dawn Bullwinkel, Assistant City Clerk