

Item # 21



CITY OF SACRAMENTO

DEPARTMENT OF PLANNING AND DEVELOPMENT

1231 "I" Street

Sacramento, Ca. 95814

Administration
Room 300 449-5571
Building Inspections
Room 200 449-5716
Planning
Room 200 449-5604

May 30, 1986

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: Reconsideration of South Natomas Office Park P.U.D.
Development Guidelines related to Attached Signage
(P85-481)

LOCATION: East and West sides of I-5 Freeway between Garden
Highway and Interstate 80 Freeway

APPROVED
BY THE CITY COUNCIL

JUN 4 - 1986

OFFICE OF THE
CITY CLERK

SUMMARY

On January 30, 1986, the City Council amended 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. The attached sign regulation allows the use of a corporate logo, or a word sign, but not both. The requested amendment would allow the use of either logo or word name, or a combination of both graphic symbols.

The staff believes that the decision made by the Council on January 30, 1986 to limit identification on office buildings to a corporate logo or a word name to be reasonable and appropriate based upon the potential visual and aesthetic impact on the I-5 Scenic Corridor, a major entry into the City; and regulations required in other California cities with similar quality office parks.

However, if the Council determines that a combination word name and corporate logo signage is appropriate, the Council should approve the attached Resolution which would amend Section VII-H-5 of the Development Guidelines to allow attached signage which incorporates a logo and word name.

BACKGROUND INFORMATION

On December 19, 1985, the Planning Commission approved an amendment to the South Natomas Park PUD Guidelines to permit one attached, freeway visible, wall sign per building subject to specific design criteria. The permitted sign could consist of a word name and/or corporate logo. The staff recommendation at the time was to deny attached freeway visible signs on the basis that other cities with similar high quality business parks prohibit freeway visible signage and to safeguard the unique environmental qualities of the I-5 Scenic Corridor. Subsequent to the Commission's action on the application, the applicant appealed the Commission's decision to the City Council requesting an increase in number of signs from one to a total of two signs per building.

On January 30, 1986, the City Council heard the applicants appeal on the subject application. By a unanimous vote of 9-0, the Council denied the applicants appeal and passed a more restrictive sign amendment which limited attached signage to one name sign or one corporate logo, but not both. The basis for the Council's decision were the following:

1. The intent of the name or logo, but not both, option was to encourage major corporations to utilize their logos rather than name signs so that the logo becomes an integral artistic feature of the building's architectural design. The use of corporate logos has been successfully used on office buildings in downtown Los Angeles.
2. Consideration of the potential proliferation of signage along the I-5 Scenic Corridor, a major entry into the City, which currently has an absence of any signage and the potential aesthetic and visual impact along the freeway upon complete build-out of both North and South Natomas Developments.
3. Strong sentiment on the Council that evening to limit signs to logos only, but in the spirit of compromise, decided to allow businesses the option to use a name sign or a corporate logo, but not both.

On April 29, 1986, at the request of the applicant, the Council voted to reconsider their previous action related to attached wall signs. The applicant is requesting that businesses be allowed to use a word name or a corporate logo or a combination of both graphic symbols. There are no other changes requested to the existing South Natomas Park sign regulations.

City Council

-3-

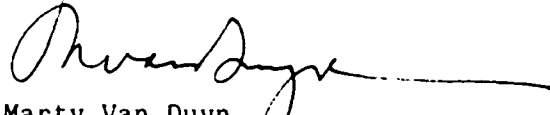
May 30, 1986

RECOMMENDATION

The staff believes that the decision made by the Council on January 30, 1986 to limit business identification signs to a graphic logo or a word name to be reasonable and appropriate.

If, however, the Council determines that a combination of a word name and graphic logo is appropriate, the Council should approve the attached Resolution which amends Section VII-H-5 of South Natomas Development Guidelines to allow attached signage which incorporates a company logo and word name.

Respectfully submitted,



Marty Van Duyn
Planning Director

RECOMMENDATION APPROVED:



Walter J. Slipes City Manager

MVD:GM:jg
Attachments
P85-481

June 4, 1986
District No. 1

ATTACHMENT A
 SNCP REVISION - City Council Intent to Approve

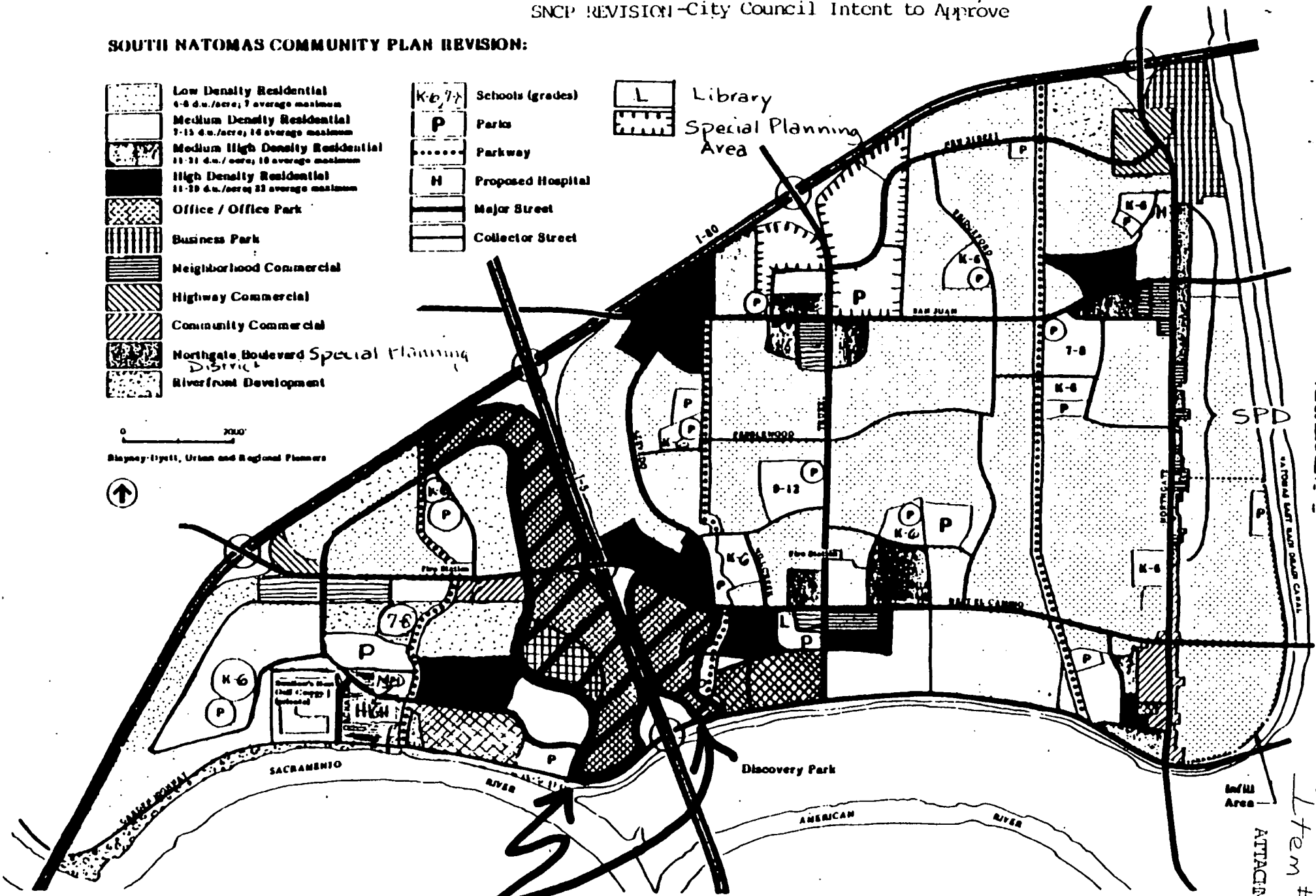
SOUTH NATOMAS COMMUNITY PLAN REVISION:

- Low Density Residential
4-8 d.u./acre, 7 average maximum
- Medium Density Residential
7-15 d.u./acre, 10 average maximum
- Medium High Density Residential
11-21 d.u./acre, 18 average maximum
- High Density Residential
11-19 d.u./acre, 23 average maximum
- Office / Office Park
- Business Park
- Neighborhood Commercial
- Highway Commercial
- Community Commercial
- Northgate Boulevard Special Planning District
- Riverfront Development

- K-6, 7-7 Schools (grades)
- P Parks
- Parkway
- H Proposed Hospital
- Major Street
- Collector Street

- L Library
- Special Planning Area

0 2000'
 Blaney-Tyett, Urban and Regional Planners



SUBJECT SITE

SUBJECT SITES

Item # 21
 ATTACHMENT I

SECTION VII

H. OB Office Building Zone - Attached Signs

Attached signage shall be permitted subject to the following requirements. The specific sign program shall be developed by a professional graphic artist or designer with demonstrated ability in sign design.

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.

3. Illumination

- a. Letters may be internally illuminated to create a halo back-lighted effect or non-illuminated. 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, may be oriented toward the freeway but not visible from American or Sacramento River Parkway.
- 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 or Logos

A sign may consist of a company logo, or a company name, or a combination of the two.

6. Maximum Sign Size

- a. A sign located in the "upper signage area" shall not exceed ten (10) percent of the area.
 - b. The length of a sign shall not exceed thirty (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 fifty (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.

RESOLUTION No. 86-414

Adopted by The Sacramento City Council on date of

RESOLUTION AMENDING THE SOUTH NATOMAS OFFICE PARK DEVELOPMENT GUIDELINES RELATED TO SIGNAGE FOR THE PARCELS LISTED ON EXHIBIT A-1.

(P85-481)

(APN: 274-042-16,17,21,23-30; 274-320-15,18,19,31-34; 225-230-59,66)

WHEREAS, the City Council conducted a public hearing on June 4, 1986, concerning the above amendment to the Development Guidelines and based on documentary and oral evidence submitted at the public hearing, the Council hereby finds:

1. The proposed amendment to the Development Guidelines is based upon sound principles of land use in that only one sign will be permitted and not to be visible from the City's River Parkway Corridors. Controls and specifications on materials, color and method of lighting will insure minimal visual intrusion onto the I-5 scenic corridor.
2. The proposal is consistent with the policies of the 1974 General Plan.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Sacramento to amend the Development Guidelines related to signage for the South Natomas Office Parks for properties identified on Exhibit A-1.

APPROVED
BY THE CITY COUNCIL

JUN 4 - 1986

OFFICE OF THE
CITY CLERK

MAYOR

ATTEST:

CITY CLERK

P85-481

EXHIBIT A-1

TAX PARCEL NUMBERS

NATOMAS CORPORATE CENTER

225-23-68
274-042-10,11
274-042-16,17
21,23,24
25,26,27
28,29 & 30

GATEWAY CENTRE

274-320-15,18
19,31,32
33 & 34

METROPOLITAN CENTER

225-230-66 & 59

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June 9, 1986

Natomas Corporate Center Associates
Gateway Center Associates
7919 Folsom Blvd., Suite 150
Sacramento, CA 95826

Dear Sirs:

On June 4, 1986, the Sacramento City Council took the following action(s) for property located east and west sides of I-5 Freeway between Garden Highway and Interstate 80 Freeway (P-85481):

Adopted Resolution No. 86-414 permitting a sign to contain a combination of a word name and graphic logo.

Enclosed, for your records, is a fully certified copy of the above referenced document.

Sincerely,



Lorraine Magana
City Clerk

LM/lw/21

Enclosure

cc: Planning Department
Christina Savage, 555 Capitol Mall, Suite 1425, Sacramento, CA 95814