

CITY PLANNING COMMISSION

927 10TH STREET, SUITE 300 - SACRAMENTO, CALIFORNIA 95814

APPLICANT	House of Signs, 4517 Franklin Blvd., Sacramento 95820		
OWNER	McCuen and Steele, 10969 Trude Center Dr., Suite 100, Sacramento 95670		
PLANS BY	House of Signs, 4517 Franklin Blvd., Sacramento 95820		
FILING DATE	3-29-85	.50 DAY CPC ACTION DATE	REPORT BY: JP:jl
NEGATIVE DEC	Ex. 15303c	EIR	ASSESSOR'S PCL NO. 225-230-60

APPLICATION: Amendment to the South Natomas Office Parks Development Guidelines to allow two 12' x 8', 11' high project marketing signs for the Natomas Eastside PUD

LOCATION: North of West El Camino Avenue, West of Interstate 5, South of Interstate 80

PROPOSAL: The applicant is requesting the necessary entitlements to erect two marketing signs for the Natomas Eastside PUD, to be known as Metropolitan Center.

PROJECT INFORMATION:

1974 General Plan Designation:	Residential PUD/Office Building PUD
1978 South Natomas Community Plan Designation:	Residential PUD/Office Building PUD
Existing Zoning of Site:	OB-PUD and R-2B PUD
Existing Land Use and Zoning:	Vacant

Surrounding Land Use and Zoning:

North: I-80, Vacant; TC
South: Vacant; SC-PUD
East: I-5, Residential; TC
West: Vacant; R-2B PUD

Property Dimensions:	Irregular
Property Area:	80+ acres
Number of Signs:	2
Type of Signs:	Double faced, non-illuminated marketing signs
Size of Signs:	12' x 8' (96 square feet)
Height of Signs:	11 feet

PROJECT EVALUATION: Staff has the following comments regarding this proposal:

- A. **Land Use and Zoning:** The subject site consists of two vacant parcels totaling 80+ acres in the Natomas Eastside PUD (Exhibit A). The northern 32+ acre parcel is currently designated for residential use and is zoned Garden Apartment (R-2B-PUD). The southern 48+ acre parcel is designated for office use and is zoned Office Building (OB-PUD). The entire 165+ acre Natomas Eastside PUD is proposed for office building and commercial uses in the proposed South Natomas Community Plan, eliminating the residential element (Exhibit B). The proposed new name for the PUD is Metropolitan Center.
- B. **Sign Regulations:** The current sign regulations for the South Natomas Office Parks (Natomas Eastside, Gateway Centre, Creekside and Natomas Corporate Center) include the following:

1. One (1) designated park project identification sign (Gateway Centre allowed two signs). This sign is to be a permanent non-illuminated monument sign.
2. For parcels located in the OB zone, one (1) non-illuminated monument sign per parcel.
3. One (1) standard marketing sign per project. This sign is considered a temporary sign and is to be removed when all the buildings in the project are certified ready for occupancy by the City.
4. A sign advertising the sale or lease of a site or building, not to exceed a maximum area of six (6) square feet.

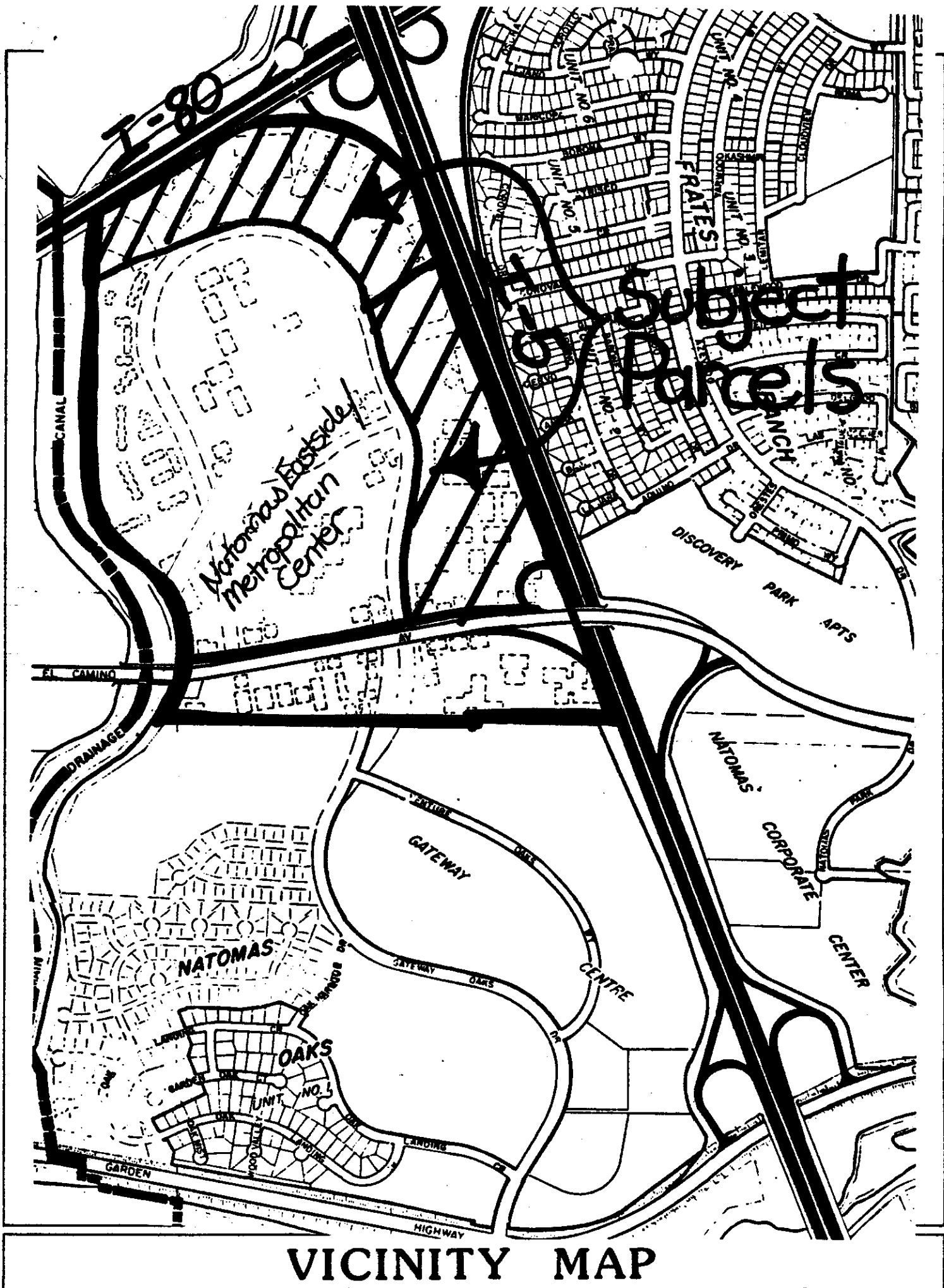
The sign requirements in the new Natomas Eastside/Metropolitan Centre Development Guidelines are not proposed to change.

The applicant is requesting to locate two 96 square foot project marketing signs (double face), one on each subject parcel, for Metropolitan Centre (Exhibits C and D). One sign would be oriented towards Interstate 80 while the second sign would be oriented towards Interstate 5. As noted above, only one marketing sign is allowed per project for the South Natomas Office Parks. The applicant, therefore, is requesting an amendment to the PUD Guidelines.

Staff does not support the applicant's request. Presently, it is permissible for the applicant to locate a marketing sign on OB zoned portion of the site. The northern portion of the site, however, is not currently zoned for office or commercial uses. The marketing sign for an office area that presently does not exist is inappropriate. Secondly, as noted above, the sale or lease for individual parcels within a project is provided for within the PUD Guidelines. These marketing signs, combined with the one project marketing sign should be sufficient to market the project. Thirdly, all the projects located in the South Natomas Office Park area have more than one freeway and/or major street frontage. Allowing Natomas Eastside/Metropolitan Centre to have more than one project marketing sign would set a precedent that could be followed by the other projects and help defeat the purpose of the City's Sign Ordinance to: "eliminate excessive and confusing sign displays; to preserve and improve the appearance of the city as a place in which to live and to work and as an attraction to non-residents who come to visit or trade." Staff, therefore, recommends against the applicant's request.

Environmental Determination: This project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15303c).

Staff Recommendation: Staff recommends denial of the amendment to the South Natomas Office Parks Development Guidelines to allow to project marketing signs for the Natomas Eastside PUD.



VICINITY MAP

P85-151

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57-856-27-88
4-11-85

#1385

PRESENT LAND USE PLAN

AND ZONING

R-2B - PUD

EXHIBIT A

LEGEND

NO.	DESCRIPTION	AREA (AC)	AREA (SQ FT)	AREA (SQ YD)
1	SHOP. CNTR.	1.0	43,560	11,139
2	OFFICE	1.0	43,560	11,139
3	OFFICE	1.0	43,560	11,139
4	OFFICE	1.0	43,560	11,139
5	OFFICE	1.0	43,560	11,139
6	OFFICE	1.0	43,560	11,139
7	OFFICE	1.0	43,560	11,139
TOTAL	OFFICE	7.0	304,920	76,977
8	RESIDENTIAL	75.0	3,267,000	814,250
9	RESIDENTIAL	75.0	3,267,000	814,250
10	RESIDENTIAL	75.0	3,267,000	814,250
11	RESIDENTIAL	75.0	3,267,000	814,250
12	SCHOOL	1.0	43,560	11,139
TOTAL	RESIDENTIAL	300.0	12,540,000	3,137,000
13	PARK	1.0	43,560	11,139
14	FIRE STATION	1.0	43,560	11,139
15	MAJOR STREETS	1.0	43,560	11,139
16	PAVEMENTS	1.0	43,560	11,139
TOTAL	OFFICE	7.0	304,920	76,977

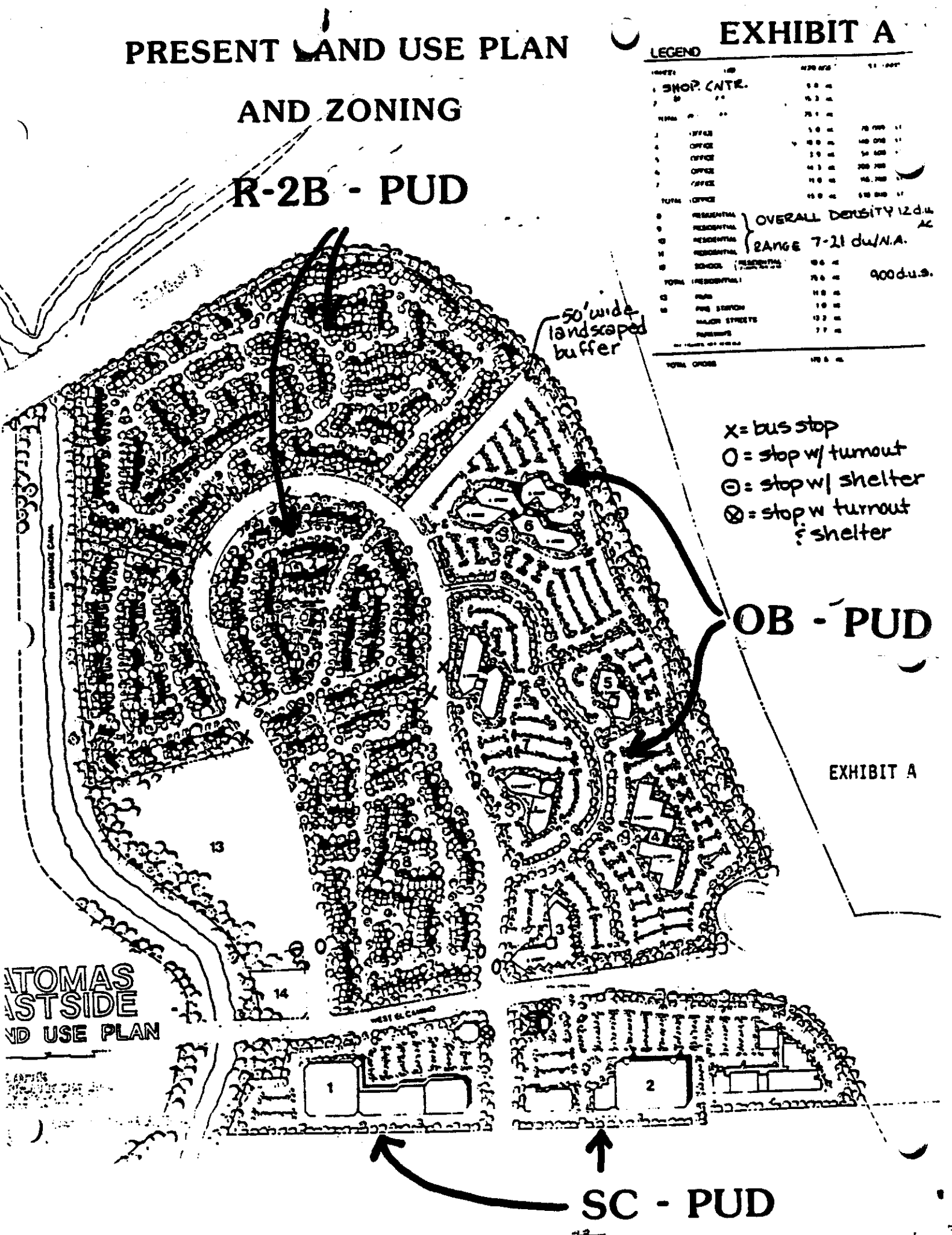
OVERALL DENSITY 12 d.u./AC
RANGE 7-21 d.u./N.A.

- x = bus stop
- O = stop w/ turnout
- ⊙ = stop w/ shelter
- ⊗ = stop w turnout & shelter

OB - PUD

EXHIBIT A

ATOMAS EASTSIDE LAND USE PLAN

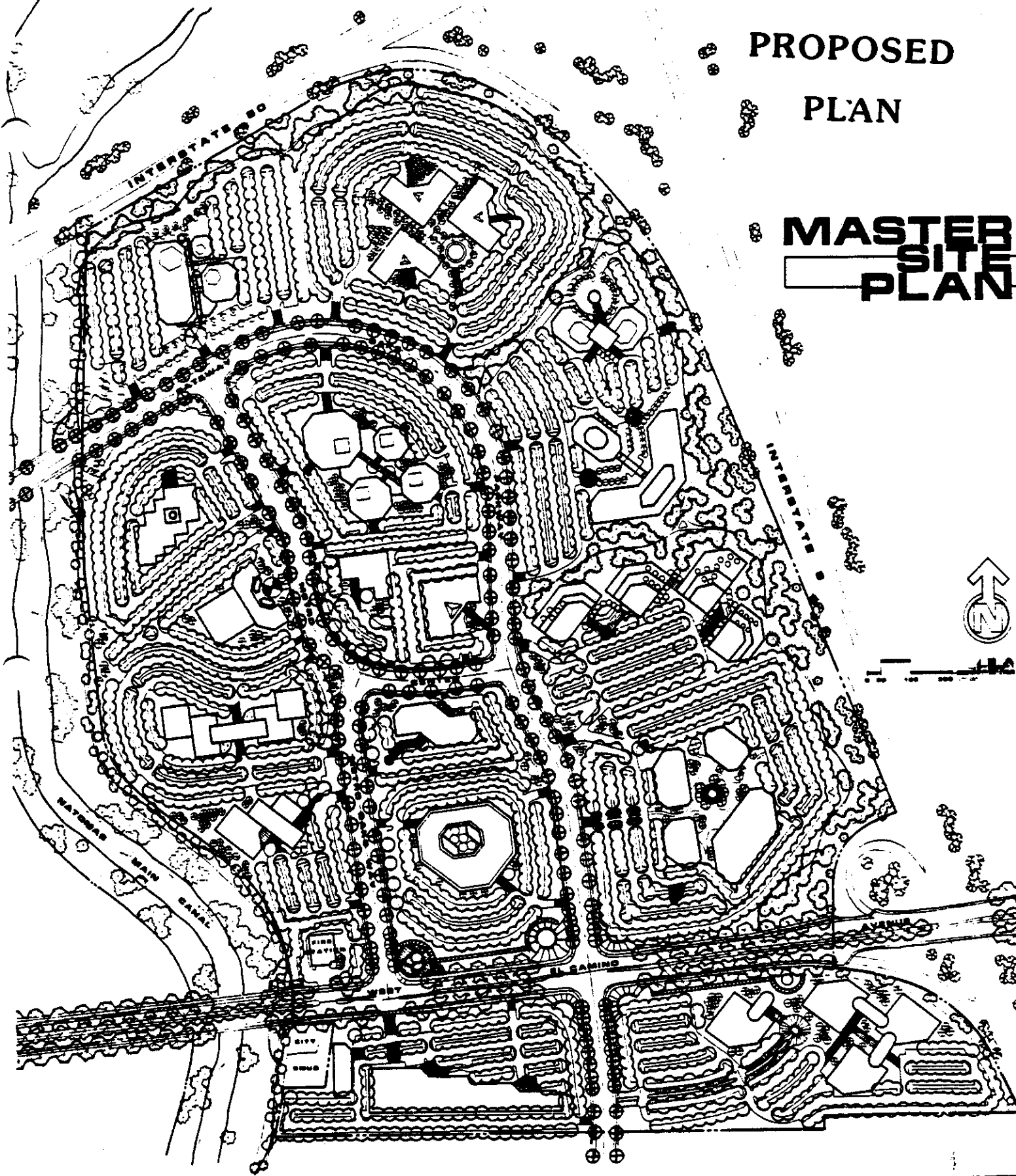


SC - PUD

EXHIBIT B

PROPOSED
PLAN

MASTER
SITE
PLAN



METROPOLITAN CENTER

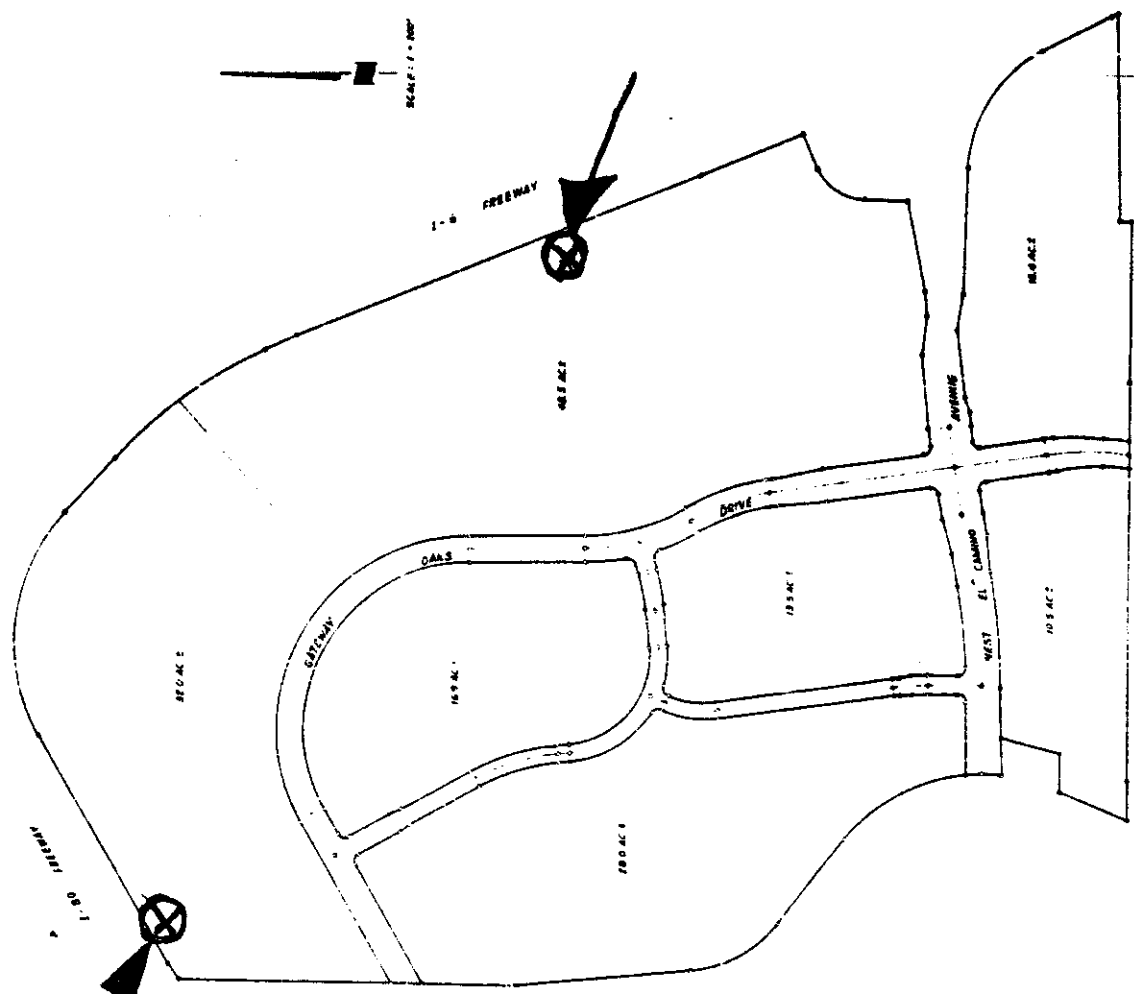
A McCUEN & STEELE DEVELOPMENT

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5-7-85 59
7-11-85

#1

PROPOSED SIGN LOCATIONS



DATE 08-31-78	SCALE 1" = 100'	PROJECT NO. 85151
CONSTRUCTION PLANS COUNTY OF SACRAMENTO, CALIFORNIA CAPITOL BUSINESS CENTER		
BENCH MARK		
SUBMITTED BY: ASSOCIATES, ENGINEERS		
DRAWN BY: CHECKED BY:		

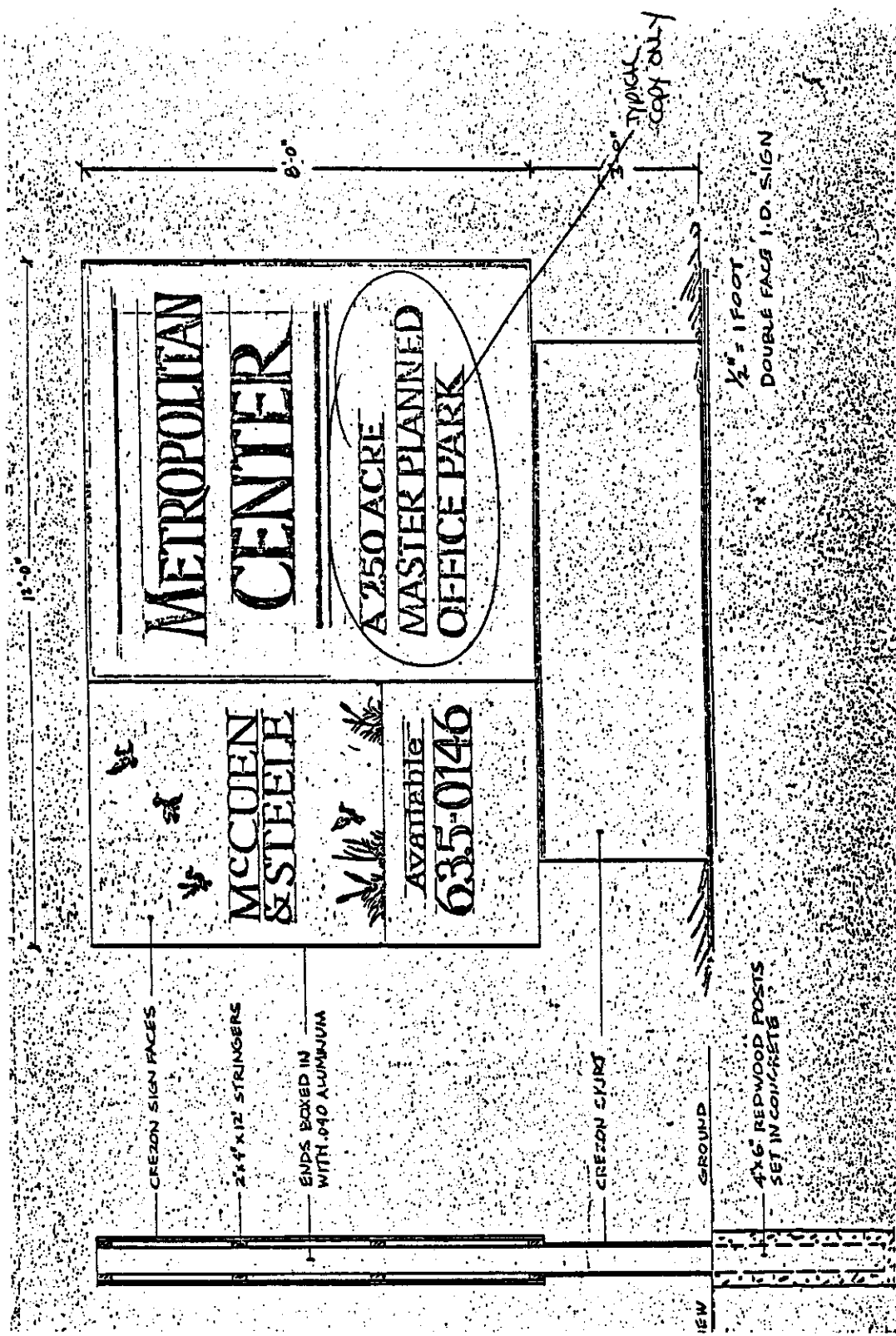
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S-785

43835

PROPOSED SIGN-COPY



5-7-85

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