

P98-023 CREEKSIDE OAKS PUD GUIDELINES
AMENDMENT - PARK PLAZA MONUMENT SIGN
(SOUTH NATOMAS)

REQUEST: A. Environmental Determination: **Categorical Exemption
(Section 15302)**

B. **Creekside Oaks Planned Unit Development (PUD)
Guidelines Amendment** to allow a second monument
sign on one parcel in the Shopping Center-PUD zone.

LOCATION: Southwest Corner of El Camino Avenue and Truxel Road
Assessor's Parcel Number:274-0410-005
Council District 1

APPLICANT:	Capitol Neon attn: Cindy Durfee (916) 349-1800 5920 Rosebud Lane Sacramento, CA 95841
OWNERS:	Ed Russo (916)381-1200 7300 Folsom Blvd. Sacramento, CA 95826
APPLICATION FILED:	March 3, 1998
STAFF CONTACT:	Don Lockhart Associate Planner, 264-7584

SUMMARY: The applicant is seeking the necessary entitlements to permit the installation of a second monument sign on the Park Plaza shopping center site. The site is located in the Creekside Oaks Planned Unit Development (PUD), which restricts shopping center monument signs to one per parcel, and only along the W. El Camino frontage. The applicant is therefore requesting amendments to the PUD Development Guidelines to permit two monument signs per each shopping center parcel - one per street frontage.

RECOMMENDATION: The proposed second monument sign will be located on the Truxel Road frontage and will be conditioned to be architecturally compatible with the existing Park Plaza shopping center design. Project development shall also conform to the Creekside Oaks PUD Development Guidelines regarding purpose and intent, general, design, and miscellaneous requirements pertaining to signage. **Staff recommends approval of the Creekside Oaks Planned Unit Development (PUD) Guidelines Amendment.**

PROJECT INFORMATION:

General Plan Designation: Community/Neighborhood Commercial & Offices

South Natomas Community Plan Designation: Neighborhood Commercial

PUD Designation: Shopping Center

Existing Zoning of Site: Shopping Center Planned Unit Development (SC-PUD)

Existing Land Use of Site: Developed retail shopping center

Surrounding Land Use and Zoning: (see Attachment 3)

North: Discovery Park apartments (R-3-R)

South: apartments and vacant office building (formerly Foundation Health) - (R-2B-PUD & OB-PUD)

East: undeveloped park site- (R-2B-PUD)

West: Discovery Plaza shopping center (across Truxel Road) (SC-R)

Property Dimensions: 505' X 313.42'

Property Area: 3.63 gross acres

Topography: Flat

Street Improvements: Existing

Utilities: Existing

Setbacks: Required: Provided:

Front: 10' (from public ROW) 10'

Side: 10' (from public ROW) 10'

Landscape Setback:

Front: 25' 25'

Sides: 25' 25'

PUD Guidelines Maximum Sign Height 12' 7'

PUD Guidelines Maximum Sign Area 48 square feet 34'2"

Proposed Sign Materials: decorative, fabricated sheet metal

Proposed Sign Colors: teal & pink (to match Park Plaza Shopping Center)

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:

Permit

Sign Permit

Agency

Neighborhoods, Planning & Development Services Department, (Development Services Division)

BACKGROUND INFORMATION: The Creekside Oaks PUD was established by the City Council in 1984 (P83-124). Presently the PUD Schematic Plan designates over 430,000 sq.ft. of office space, 45,440 sq.ft. of medical offices, 46,000 sq.ft. of commercial space, and 436 residential units. The balance of the PUD provides for parkway corridor (Bannon Creek Parkway), a park site and a health club. The PUD Shopping Center sign standards have been amended once before. The attached sign area for individual tenants was increased 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. {added 04/13/89 per P89-124}

PROJECT DESCRIPTION: The applicant is proposing to install a second monument sign along the Truxel Road frontage. The proposed sign will provide area for a tenant directory listing. The proposal requires an amendment to the PUD Development Guidelines, which presently limit shopping center uses to one monument sign, and only along the W. El Camino frontage.

STAFF EVALUATION:

A. Policy Considerations

The following discussion addresses the Creekside Oaks Planned Unit Development (PUD) Guidelines Amendment.

General Plan

The City General Plan establishes policies which deal with Quality of Life, (Policy 1, Sec. 1-30). It is the policy of the City to enhance and maintain the quality of life of its citizens by adhering to high standards for project and plan evaluation as they interact with the overall urban landscape. The proposal is consistent with the General Plan in that the proposed project design has been reviewed by the City Design Review staff to ensure that the new construction incorporates elements of quality design.

The City General Plan establishes policies which deal with Economic Development and Employment Opportunities, (Policy 3, Sec. 1-32). It is the policy of the City to actively promote the continued vitality and diversification of the local economy, and to expand employment opportunities for City residents. The proposal will

increase the visibility of the shopping center tenants to the traveling public along Truxel Road, which should promote the continued vitality of the center.

1988 South Natomas Community Plan

To ensure a high quality of development, the SNCP encourages projects to develop as planned unit developments (Implementing Policy B, page 2). Further each PUD should establish an overall architectural theme to provide consistency of design within each PUD, while allowing for design diversity between buildings, (Office/Business Parks - Policy M, p.16) . The proposed sign materials and design are consistent with the standards established for the Creekside Oaks PUD.

The proposed sign is a retail related use which will be both physically and aesthetically compatible with the nearby development. The project is therefore considered to be compatible with the Community Plan.

Planned Unit Development (PUD) Criteria

The site is subject to the Schematic Plan for the Creekside Oaks Planned Unit Development (PUD). The Schematic Plan specifies the allowable land uses for each site within the PUD. The site is also subject to the Development Guidelines of the Creekside Oaks PUD. The Guidelines provide the development criteria for the various permitted land uses in the PUD.

The Schematic Plan designates the 3.6± acre site for shopping center development. The PUD Development Guidelines specifically address shopping center sign criteria. Staff recommends that conditions of approval be placed upon the project, to ensure that development is consistent with the Creekside Oaks PUD Guidelines. The proposed conditions of project approval are compatible with the existing and proposed land uses and development standards in the project's vicinity. Adoption of the Development Guidelines amendment will render the use consistent with the PUD.

B. Entitlement Discussion

The proposed entitlement is an amendment to the Creekside Oaks Planned Unit Development (PUD) Guidelines Amendment to allow a second monument sign on one parcel - one per street frontage - in the Shopping Center-PUD zone. The following amendment language is proposed (shown in **bold italics**):

I. SC Shopping Center Zone

1. Shopping Center Identification Sign: The shopping center site shall be allowed ~~one~~ **two** monument signs, each sign not to exceed ~~twelve~~ **seven** feet in height and forty-eight square feet in area. ***Provided that the monument signs shall not exceed one per street frontage, Said monument signs shall face on West El Camino Avenue and Truxel Road.*** 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.

This proposed language is in concert with the City Sign Ordinance, which permits one such sign per 300' feet of street frontage, with a minimum spacing between signs of 300'.

The applicants rationale for the request references this Sign Ordinance standard, and further notes a perceived increase in traffic volume on Truxel Rd. with the opening of the Truxel Rd./I-80 interchange to the north. Staff has not quantified any increase in volume, and no traffic study has been required of this entitlement. However, this seems a reasonable assumption, given the proximity of the interchange to the largely developed interior of the South Natomas community. The proposed signage is consistent with the amount and design of signage of the other shopping centers at this intersection.

The project is consistent with the setbacks, landscaping and development standards of the Creekside PUD, as amended.

There is presently a "temporary" real estate sign located on the corner of Truxel Rd. and W. El Camino Ave. on-site. In order to reduce sign clutter in the area, staff recommends that this sign be removed as a condition of project approval.

PROJECT REVIEW PROCESS:

A. Environmental Determination

The proposed project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15302).

B. Public / Neighborhood / Business Association Comments

The Natomas Community Association has reviewed the project and expressed concern about the overall massing of the sign as related to pedestrians using the adjacent sidewalk. Staff conveyed this concern to the applicant. In response, the applicant has reduced the sign height from 7'10½" to 7', and the tenant copy from 8" to 7". These changes are acceptable to the NCA. No other public comments were received.

C. Summary of Agency Comments:

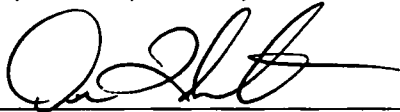
The project was circulated for review by various agencies, no conditions were recommended.

PROJECT APPROVAL PROCESS: The Planning Commission has the authority to approve or deny the minor amendment to the Creekside Oaks Planned Unit Development (PUD) Guidelines. The Commission action may be appealed to the City Council within 10 days following the Planning Commission action.

STAFF RECOMMENDATION: Staff recommends that the Planning Commission take the following action:

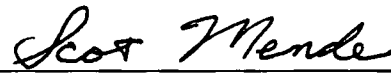
- A. Adopt the attached Notice of Decision and Findings of Fact which finds that the project is Exempt pursuant to CEQA Section 15302;
- B. Adopt the attached Notice of Decision and Findings of Fact approving the Creekside Oaks Planned Unit Development (PUD) Guidelines Amendment.

Report Prepared By,



Don Lockhart, Associate Planner

Report Reviewed By,



Scot Mende, Senior Planner

Attachments

Attachment 1	Notice of Decision & Findings of Fact
Exhibit 1A	Site Plan
Exhibit 1B	Monument Sign Elevation
Attachment 2	Vicinity Map
Attachment 3	Land Use & Zoning Map

ATTACHMENT 1:

NOTICE OF DECISION AND FINDINGS OF FACT FOR

CREEKSIDE OAKS PUD GUIDELINES AMENDMENT - PARK PLAZA MONUMENT
SIGN (SOUTH NATOMAS) SOUTHWEST CORNER OF EL CAMINO AVENUE AND
TRUXEL ROAD (P98-023)SACRAMENTO, CALIFORNIA IN THE
SHOPPING CENTER PLANNED UNIT DEVELOPMENT (SC-PUD) ZONE
APN: 274-0410-005

At the regular meeting of July 23, 1998, the City Planning Commission heard and considered evidence in the above entitled matter. Based on verbal and documentary evidence at said hearing, the Planning Commission took the following actions for the location listed above:

- A. **Environmental Determination** - exempt;
- B. **Approved the Creekside Oaks Planned Unit Development (PUD) Guidelines Amendment** to permit two monument signs per each shopping center parcel - one per street frontage, in the Shopping Center Planned Unit Development (SC-PUD) zone - to read as follows:

SC Shopping Center Zone

1. Shopping Center Identification Sign: The shopping center site shall be allowed ~~one~~ **two** monument signs, each sign not to exceed ~~twelve~~ **seven** feet in height and forty-eight square feet in area. **Provided that the monument signs shall not exceed one per street frontage.** ~~Said monument signs shall face~~ on West El Camino Avenue **and Truxel Road**. 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.

These actions were made based upon the following findings of fact and subject to the following conditions:

FINDINGS OF FACT

- A. **Categorical Exemption:** the City Planning Commission finds and determines that the proposed project is exempt from environmental review pursuant to Section #15302 of the CEQA Guidelines which refer to Categorical Exemptions.

B. Creekside Oaks Planned Unit Development (PUD) Guidelines Amendment

The PUD Guidelines Amendment, as conditioned, is granted based upon sound principles of land use in that:

1. The proposed amendment to the Creekside Oaks PUD Development Guidelines is compatible with the surrounding land uses;
2. The subject site is suitable for the proposed monument sign;
3. The proposal is compatible with the policies of the City's General Plan and the South Natomas Community Plan;
4. The proposed signage will not present a hazard to motorists or pedestrians.

CONDITIONS OF APPROVAL

B. The Creekside Oaks Planned Unit Development (PUD) Guidelines Amendment is hereby approved subject to the following conditions:

1. The monument sign(s) shall not exceed 7' in height as measured from the crest of the landscaping berm.
2. Individual lettering for the tenant copy listings on the sign(s) shall not exceed 7" in height.
3. Prior to the issuance of a Sign Permit, the "temporary" real estate sign located on the corner of Truxel Rd. and W. El Camino Ave. on-site shall be permanently removed.

CHAIRPERSON

ATTEST:

SECRETARY TO CITY PLANNING COMMISSION

DATE (July 23, 1998)

Attachments

- | | |
|--------------|-------------------------|
| Exhibit 1A | Site Plan |
| Exhibit 1B | Monument Sign Elevation |
| Attachment 2 | Vicinity Map |
| Attachment 3 | Land Use & Zoning Map |

Exhibit 1A
Site Plan

P98-023

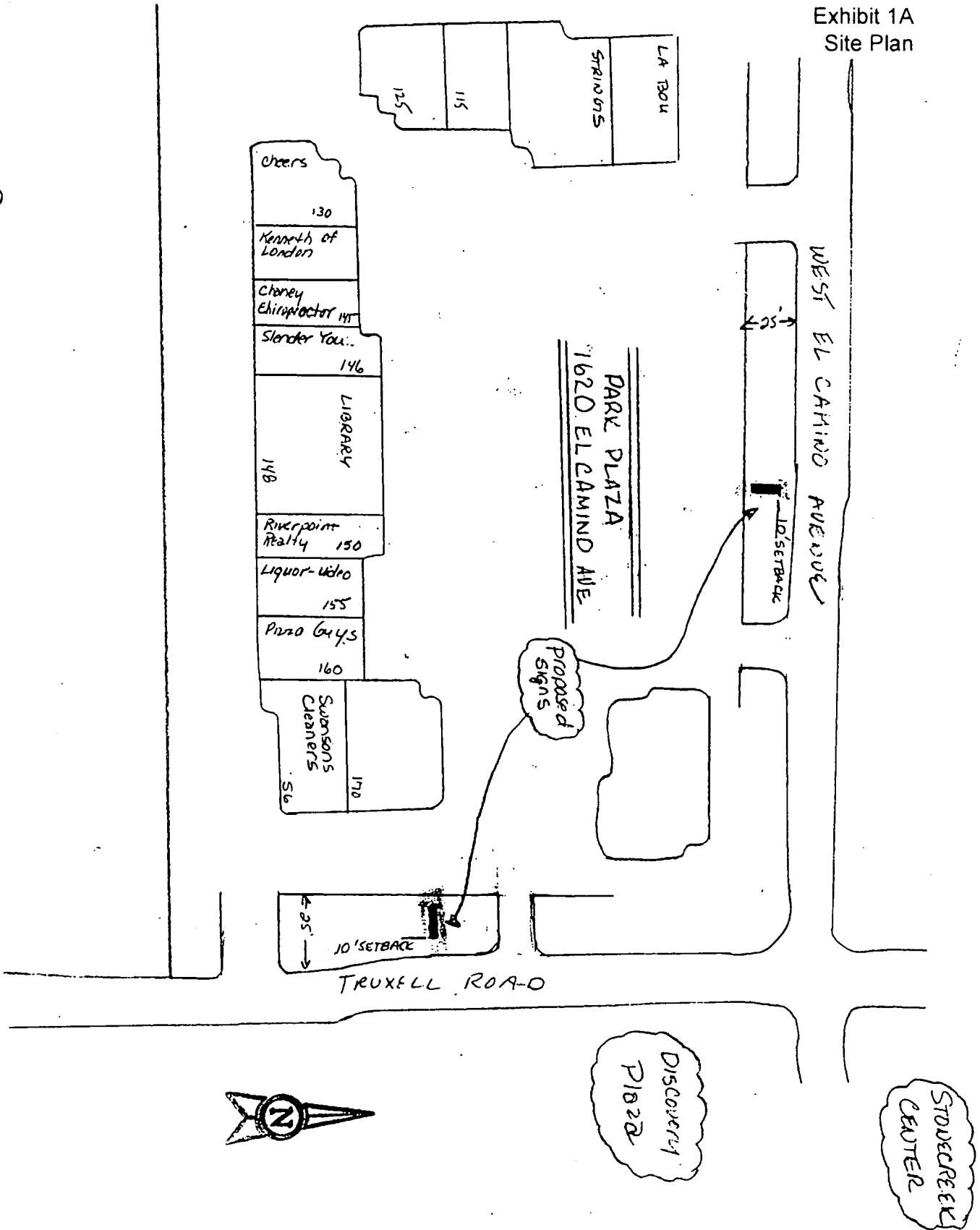
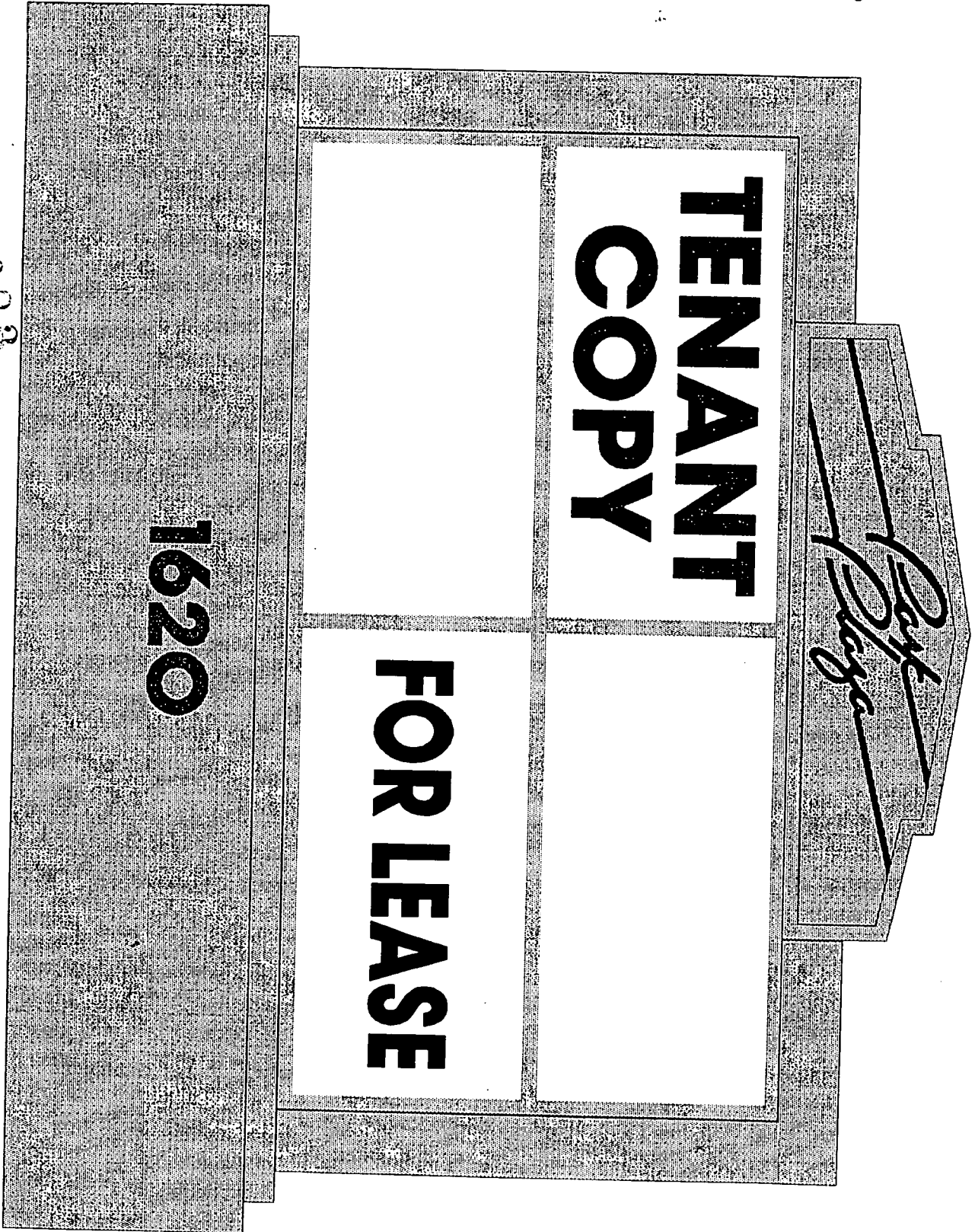


Exhibit 1B
Monument Sign Elevations

-P98-023



JULY 23, 1998

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Attachment 2 Vicinity Map

