

P05-030 – Natomas Crossing, Area #3- Sign Amendment

- REQUEST:
- A. **Environmental Determination:** Exempt per CEQA Section 15311;
  - B. **PUD Guidelines Amendment** to amend the Natomas Crossing Planned Unit Development (PUD) Guidelines to increase the number of attached signs allowed for office uses in Area #3.

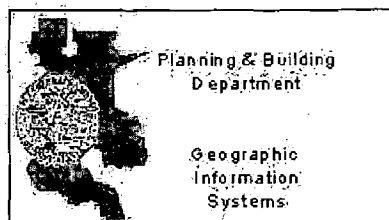
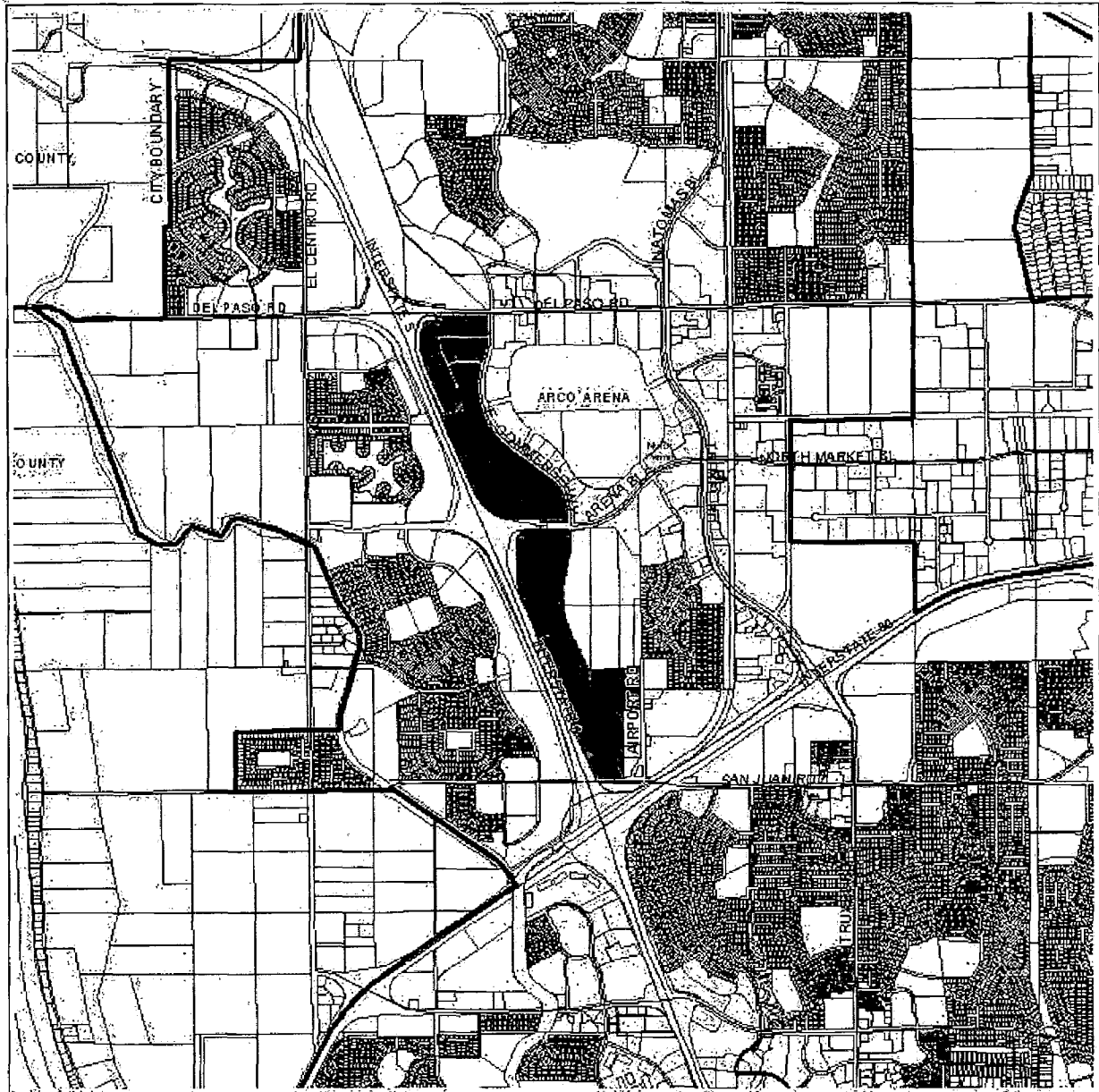
LOCATION: East of Interstate-5 and west of East Commerce Way, between Del Paso Road and San Juan Road  
APN: 225-0070-113 thru – 115, 225-0140-065 thru -067, 225-1960-001 thru – 027, 225-0150-031, -033, -043, -044, -051 thru -054, 225-0180-039, -058, -059, 225-0310-026, -027  
Council District 1

APPLICANT:	Calpo Hom & Dong Architects, Contact: Karin Rylander 2120 20 <sup>th</sup> Street, Suite One Sacramento, CA 95818 (916) 446-7741
OWNER:	Kobra Properties 2251 Douglas Boulevard, Suite 120 Roseville, CA 95661
APPLICATION FILED:	March 2, 2005
STAFF CONTACT:	Stacia Cosgrove, Associate Planner, (916) 808-7110 David Kwong, Senior Planner, (916) 264-2691

SUMMARY:

The applicant is requesting to amend the Natomas Crossing Planned Unit Development (PUD), Area #3, Sign Guidelines to increase the number of attached signs allowed for office uses. The PUD Guidelines currently allow two attached signs per office building. For office buildings with freeway frontage, the parcel's one detached monument sign may be traded for a third attached sign. With the proposed amendment, the PUD Guidelines would allow up to four attached signs per office building, subject to certain restrictions.

The proposed guidelines amendment is consistent with the Natomas Crossing PUD Schematic Plan and current PUD Guidelines. There are no outstanding issues or concerns.



Vicinity Map  
Natomas Crossing, Area 3-  
Sign Amendment  
P05-030

0 5000 Feet



RECOMMENDATION:

**Staff recommends approval of the project, subject to conditions.** This recommendation is based upon the project's consistency with the North Natomas Community Plan and Natomas Crossing PUD Guidelines and Schematic Plan.

PROJECT INFORMATION:

General Plan Designation:	Community/Neighborhood Commercial and Offices, Mixed Use, and Water
Community Plan Designation:	Highway Commercial, Employment Center-50 (EC-50), EC-40, and Parks/Open Space
Existing Land Use of Site:	Currently vacant, with some street improvements and approved/pending project applications
Existing Zoning of Site:	Highway Commercial (HC-PUD), EC-50, EC-40, Limited Commercial (C-1-PUD), Agriculture-Open Space (A-OS-PUD)

Surrounding Land Use and Zoning:

North: Vacant and Town Center; EC-40  
South: San Juan Road and Interstate-80  
East: Office, Office/Warehouse, Residential land uses; EC-40-PUD, Manufacturing, Research and Development (MRD-20), Multi-Family (R-2A), Agriculture (A), Industrial (M-1S-R)  
West: Interstate-5; Various levels of Employment Center (EC) zoning across Interstate-5

Property Dimensions:	Irregular
Property Area:	287± gross acres
Topography:	Flat

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  
Building Division

**BACKGROUND INFORMATION:**

On June 24, 1997, the City Council approved a Development Agreement and Rezone (P96-084) to designate the subject area as Natomas Crossing- Alleghany #3 Planned Unit Development (PUD). On May 8, 1997, the Planning Commission approved a Tentative Master Parcel Map for the site (P96-084).

On June 25<sup>th</sup>, 2002, the City Council approved Community Plan Amendments, Rezones, and a PUD Guidelines and Schematic Plan Amendment, establishing land uses and square footage ranges for each parcel in Natomas Crossing Area #3. (P01-028)

On August 26, 2004, a sign program was adopted for Natomas Crossing, Area #3 to regulate signage location, size, design, and materials. It is typical that PUD Guidelines governing development of EC and Highway Commercial property would include a section on signage.

The proposed amendment will increase the number of signs allowed for office buildings within the PUD from two (or in some cases three) attached signs to four signs. The proposed sign program is consistent with the Natomas Crossing PUD Schematic Plan and currently adopted PUD Guidelines, and is consistent with the amount of attached signage allowed in other office PUD's in the Natomas Area.

**STAFF EVALUATION:** Staff has the following comments:

A. Policy Considerations

General Plan: The General Plan designations within the Natomas Crossing PUD, Area #3, include Community/Neighborhood Commercial and Offices, Mixed Use, and Water. The proposed amendment is supportive of General Plan policies that encourage economic vitality (p. 4-1) and seek to ensure that the City of Sacramento captures a ... share of the regional office market (p.4-15).

North Natomas Community Plan: The proposed project is consistent with the North Natomas Community Plan. The Community Plan instructs that any development within a Planned Unit Development be consistent with the Guidelines established to govern development within the PUD. In this case, future development within the PUD will be required to provide signage that is consistent with the proposed requirements.

Natomas Crossing PUD Guidelines and Schematic Plan: The proposed project site is located within the Natomas Crossing Planned Unit Development (PUD), within the area identified in the PUD Guidelines as "Area #3" (There are a total of three "Areas" in the Natomas Crossing PUD). The purpose of the PUD guidelines is to unify the design and implementation of Natomas Crossing projects within North Natomas and to create a cohesive community.

Currently, office uses within Natomas Crossing, Area #3 are allowed two attached signs. The size and location of those signs is governed by specific requirements within the PUD Guidelines. If an office building is on a parcel with freeway frontage, that building may trade the parcel's one allowed detached monument sign for an additional attached sign. Therefore, in certain circumstances, the current PUD Guidelines would allow up to three attached signs.

With the proposed amendment, all office buildings within the PUD, regardless of their location, would be allowed to have up to four attached signs, subject to the following requirements:

- a. A maximum of two (2) signs will be allowed on any single side of a building;
- b. No single tenant may have more than two attached signs;
- c. Two attached signs for a single tenant may not be on the same side of the building.

The amendment would allow additional signage for office buildings with multiple tenants. The signage allowances for office could be interpreted to extend to other primary use buildings as well. Office buildings, regardless of their location, will no longer be allowed to trade their detached monument sign for an additional attached sign.

Consistency with Adjacent PUD's: The request to increase the number of attached signs allowed within the Natomas Crossing PUD is consistent with the number of signs allowed in the Del Paso Road PUD to the east across East Commerce Way. In the Del Paso Road PUD, office buildings are allowed up to four attached signs, with similar restrictions as to the number of signs allowed per tenant and where those signs may be located on the building. Staff supports the proposed amendment as it consistent with PUD regulated sign restrictions within the vicinity of the Natomas Crossing area.

#### PROJECT REVIEW PROCESS:

##### A. Environmental Determination

The proposed project is exempt from environmental review pursuant to CEQA Guidelines (CEQA Sections 15311). Section 15311 allows for projects such as the current application which consist of construction of minor structure accessories such as on-premise signs to existing commercial, industrial, or institutional facilities to be categorically exempt from CEQA Guidelines.

##### B. Public/Neighborhood/Business Association Comments

The subject project was routed to the following neighborhood groups: Natomas Chamber of Commerce, Natomas Community Association (NCA), Natomas Crossing Homeowners Association (NC HOA), Natomas Crossing Community Vision (NCCV), Natomas Journal, North Natomas Study Group (NNSG), Natomas Chamber of the

Partnership for Active Communities (NCPAC), West Natomas Community Association (WNCA), Westside Community Association (WCA), and Witter Ranch.

No public comments have been received.

C. Summary of Agency Comments

The project has been reviewed by several City Departments and other agencies. The following summarizes the comments received:

1. Fire Department- No comments.
2. Utilities Department- No comments.
3. Transportation Department, Engineering Services Division, Electrical Section- This project does not require street lighting. There is an existing street lighting system in the project area. Improvements of right-of-way may require modification to the existing system. Electrical equipment shall be protected and remain functional during construction.


PROJECT APPROVAL PROCESS: Of the entitlements below, Planning Commission has the authority to approve or deny A-B. The Planning Commission action may be appealed to the City Council. The appeal must occur within 10 days of the Planning Commission action.

RECOMMENDATION:

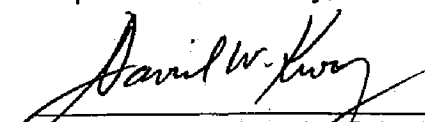
Staff recommends the Planning Commission take the following actions:

- A. Adopt the attached Notice of Decision and Findings of Fact, which finds that the project is Exempt pursuant to CEQA Section 15311;
- B. Adopt the attached Notice of Decision and Findings of Fact approving the PUD Guidelines Amendment to amend the Natomas Crossing Planned Unit Development (PUD) Guidelines to increase the number of attached signs allowed for office uses in Area #3.

Report Prepared By,

  
Stacia Cosgrove, Associate Planner

Report Reviewed By,

  
David Kwong, Interim Principal  
Planner

Attachments

Attachment 1	Notice of Decision & Findings of Fact
Exhibit 1A	Natomas Crossing Area #3, Project Signage Guidelines (Amended Section)
Attachment 2	Vicinity Map
Attachment 3	Land Use & Zoning Map

**ATTACHMENT 1****NOTICE OF DECISION AND FINDINGS OF FACT FOR  
NATOMAS CROSSING PUD, AREA #3- SIGN AMENDMENT, LOCATED EAST OF  
INTERSTATE-5 AND WEST OF EAST COMMERCE WAY, BETWEEN DEL PASO  
ROAD AND SAN JUAN ROAD, SACRAMENTO, CALIFORNIA IN VARIOUS ZONES  
IN THE NATOMAS CROSSING PLANNED UNIT DEVELOPMENT.**

(P05-030) (APN: 225-0070-113 thru - 115, 225-0140-065 thru -067, 225-1960-001  
thru - 027, 225-0150-031, -033, -043, -044, -051 thru -054, 225-0180-039, -058, -059,  
225-0310-026, -027)

At the regular meeting of April 28, 2005, 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, Section 15311;**

**B. Approved the PUD Guidelines Amendment to amend the Natomas Crossing Planned Unit Development (PUD) Guidelines to increase the number of attached signs allowed for office uses in Area #3.**

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

**FINDINGS OF FACT**

- A. Environmental Determination: The City Planning Commission finds that the project is Exempt pursuant to CEQA Section 15311.
- B. PUD Guidelines Amendment: The PUD Guidelines Amendment to amend the Natomas Crossing Planned Unit Development (PUD) Guidelines to increase the number of attached signs allowed for office uses in Area #3 is hereby **approved** based on the following findings of fact:
1. The PUD amendment conforms to the General Plan, the North Natomas Community Plan and the zoning designations for the site;
  2. The PUD Guidelines Amendment does not alter the height or setback requirements by more than five feet or ten (10) percent from those set forth in the Natomas Crossing Guidelines; and
  3. The PUD Guidelines Amendment does not change the types or intensities of land uses within the PUD.



CONDITIONS OF APPROVAL

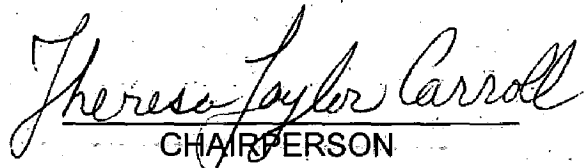
- B. The PUD Guidelines Amendment to amend the Natomas Crossing Planned Unit Development (PUD) Guidelines to increase the number of attached signs allowed for office uses in Area #3 is hereby **approved** based on the following conditions of approval:

Planning

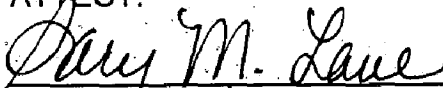
- B1) The applicant shall comply with the amended Natomas Crossing Planned Unit Development (PUD) Guidelines. A sign permit shall be required for all future signs located within the project site.

Electrical

- B2) This project does not require street lighting. There is an existing street lighting system in the project area. Improvements of right-of-way may require modification to the existing system. Electrical equipment shall be protected and remain functional during construction.

  
CHAIRPERSON

ATTEST:



SECRETARY TO CITY PLANNING COMMISSION

4/28/05  
DATE (P05-030)

Exhibit 1A

Natomas Crossing Area #3, Project Signage Guidelines (Amended Section)

## Exhibit 1A- Natomas Crossing Area #3, Project Signage Guidelines (Amended Section)



## NATOMAS CROSSING

**1.4 PROHIBITED SIGN TYPES****1.4.1 Unsafe or Inadequately Maintained Signs**

All sign materials to be constructed of noncorrosive materials or have noncorrosive finishes.

No signs shall be permitted on canopy roofs or building roofs.

No sign or any portion thereof may project above the building or top of the wall upon which it is mounted, without prior written consent of the Architectural Review Committee.

No signs perpendicular to the face of the building shall be permitted, without prior written consent of the Architectural Review Committee.

No exposed bulb signs are permitted.

All sign types that are prohibited by the City's Sign Ordinance shall be prohibited within the Natomas Crossing PUD.

**1.5 OFFICE USE - DETACHED SIGNAGE**

1.5.1 One on-site internally illuminated monument sign shall be allowed per parcel. Should either parcel further subdivide, tenants will locate detached signage on either common monument sign; no additional monument signs will be allowed.

1.5.2 Maximum area of sign: forty-eight (48) square feet.

1.5.3 Maximum height of sign: six (6) feet.

1.5.4 Location: to be located at the major entry/exit to the parcel. May be placed in the setback area; however, the sign must be located farther than five feet from the public right-of-way and farther than ten feet from any driveway. Landlocked parcels with no street frontage shall be permitted one on-site, detached monument sign per parcel.

**1.6 OFFICE USE - ATTACHED SIGNAGE**

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 as well as the location or alternative locations of detached signage.

A specific or conceptual location sign program shall be submitted with individual project Special Permit applications per Section II, item 6 of these Guidelines. City planning staff shall review and approve all signs consistent with these guidelines.

**1.6.1 Materials, Construction and Design**

a. Signs may be constructed of metal individual letters, marble, granite, ceramic tile, or other comparable materials that convey a rich quality, complementary to the material of the building exterior. Examples of acceptable metal materials are chrome, aluminum, brass, stainless steel, or fabricated sheet metal. Wood signs and cabinet signs are specifically prohibited.

b. Individual metal letters shall be applied to the building with a non-distinguishable background, in a consistent manner to be established by the Architectural Review Committee.

**1.6.2 Illumination**

a. Letters may be internally illuminated to create a halo backlighted effect or non-illuminated. Internally illuminated letters shall be lighted appropriately.

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 acrylic signs are permitted.

## 1.6.3 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 the face of a building subject to 1.6.3 (c) and 1.6.3 (d) below and may be oriented toward the freeway.
- c. A sign may be located in the "upper signage area," the area bounded by the top of the windows of the tallest floor of the building and the building parapet line. "Upper signage area" shall be defined as the area bounded by (1) the top of the windows of the highest 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.

## 1.6.4 Wording and Logos

- a. A sign located in the "upper signage area" shall not exceed ten (10) percent of that area, or 200 square feet, whichever is less.
- b. The length of a sign shall not exceed thirty (30) percent of the length of the 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 6 (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 6 (a) and (c) above.

- (2) Signs located on buildings with a unique or unusual architectural design.

## 1.6.5 Quantity

~~A maximum of two attached signs shall be permitted per building. In the instance of buildings with both freeway and street frontage, a third attached sign shall be allowed in exchange for the parcel monument sign. In no case shall more than two signs be on the same side of the building.~~

A maximum of four (4) attached signs shall be allowed per office building subject to the following:

- a. A maximum of two (2) signs shall be allowed on any single side of a building.
- b. No single tenant may have more than two attached signs.
- c. Two attached signs for a single tenant shall not be on the same side of the building.

ADDED LANGUAGE

1.7 HOTEL, MOTEL, AND SUPPORT COMMERCIAL USES  
- DETACHED SIGNAGE

1.7.1 One internally illuminated on-site monument sign is allowed per parcel, excepting any common shopping center or freeway pylon detached signage.

1.7.2 Maximum Area of each Sign: forty-eight (48) square feet.

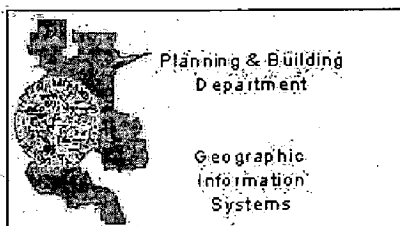
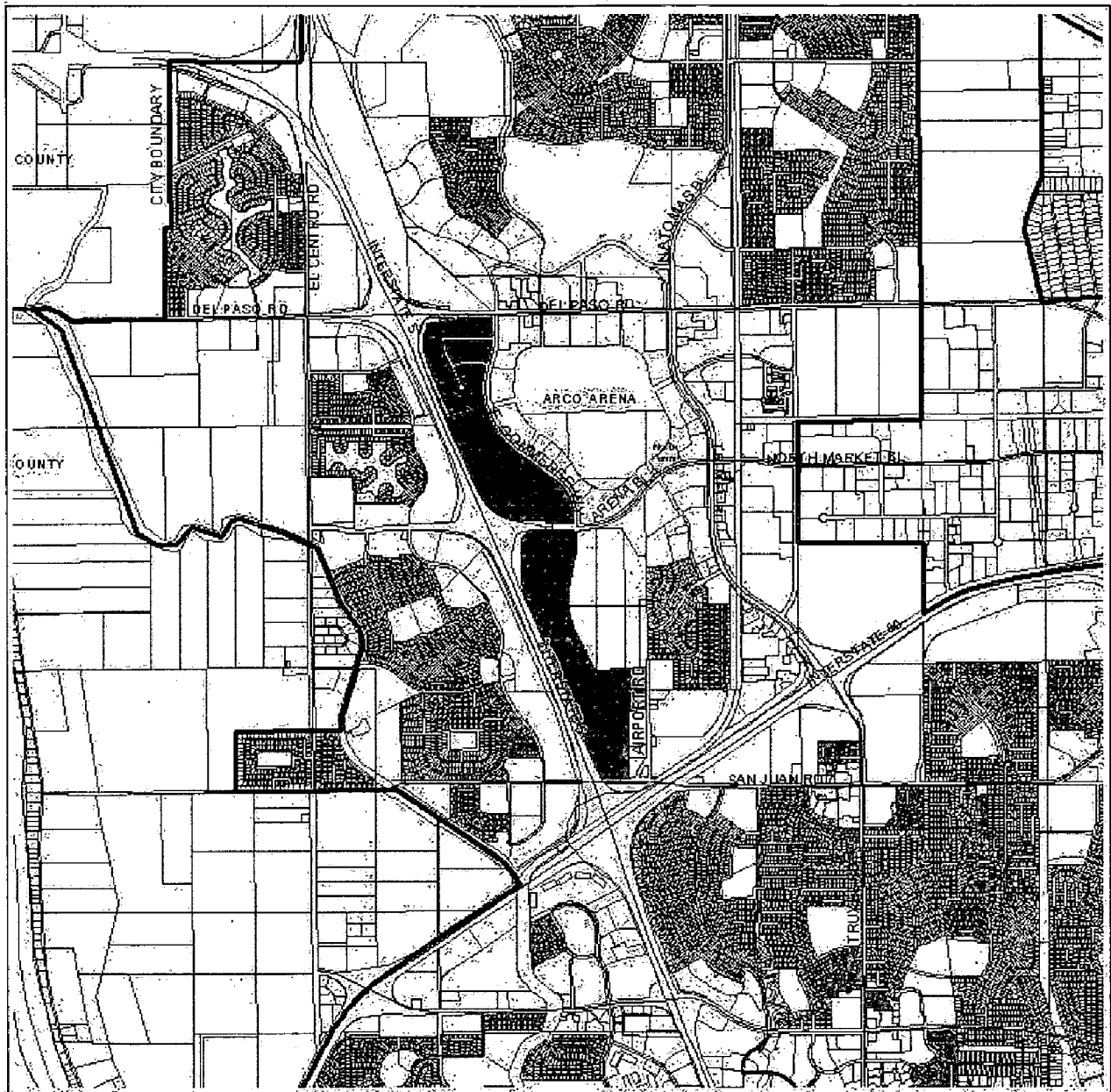
1.7.3 Maximum Height of each Sign: six (6) feet.

1.7.4 Location: on-site monument sign to be located at the major entry/exit to the parcel.

1.8 HOTEL, MOTEL, AND SUPPORT COMMERCIAL USES  
- ATTACHED SIGNAGE

If the specific signage program is not known, the applicant shall designate a zone of alternative zones on the building facade(s) on which attached signage may be located as well as the location or alternative locations of detached signage.

Attachment 2- Vicinity Map



Vicinity Map  
Natomas Crossing, Area 3-  
Sign Amendment  
P05-030

0 5000 Feet



# Natomas Crossing, Area 3- Sign Amendment



## 1 Miles

