

City Planning Commission  
Sacramento, California

Members in Session:

Subject: Amendment of Natomas Eastside PUD Development Guidelines relating to signage criteria for shopping centers (P88-178)

Location: 2550 West El Camino Avenue and Natomas Eastside PUD

Summary

This is a request to amend the sign criteria found in the Natomas Eastside/Metropolitan Center Development Guidelines relating to attached tenant signs for shopping center uses. Planning staff recommends approval of the proposed amendment.

Background

On June 25, 1987 the Planning Commission approved a special permit to develop a 62,000+ square foot shopping center at the southwest corner of West El Camino Avenue and Gateway Oaks Drive (P87-257, Exhibits C and D). The site is located in the Natomas Eastside PUD and the shopping center use is required to adhere to the sign regulations found in the Natomas Eastside/Metropolitan Center Development Guidelines.

Natomas Associates, the developers of the shopping center, are requesting an amendment to the development guidelines to increase the size of attached signs for shopping center's tenants in the PUD. Presently Section VII-I-2-b of the development guidelines states that the sign area for individual shopping center tenants shall be determined by the lineal frontage of each individual shop as follows:

- A. Width of sign, including logo, shall not exceed 60 percent of shop's width.
- B. Total vertical sign height shall not exceed 24 inches.
- C. Maximum letter height shall be limited to 18 inches.

The applicant is requesting an amendment to the sign guidelines to: 1) increase the width of a tenant sign from 60 percent to 70 percent; 2) increase the vertical sign height from 24 inches to 28 inches; and 3) increase the maximum letter height from 18 inches to 24 inches (Exhibit A). No other changes to the sign guidelines are proposed. The purpose of the amendment is to adequately identify individual retail tenants at the shopping center. The shopping center building on the 2550 West El Camino site is located a distance of 270 to 350 feet from West El Camino Avenue. The applicant believes that 18 inch letters will be difficult for customers to read at this distance. A copy of the applicant's sign criteria for the shopping center (Gateway Plaza) is attached as Exhibit B.


Planning staff has no objections to the applicant's request. Several other PUD's in the City (ie: Point West, Lakecrest Village, Point Office Parks, Seven Lake) permit a maximum sign width of 70 percent. The proposed sign width and height are also similar to the Lakecrest Village Shopping Center sign regulations. The Lakecrest Village sign area for individual tenants is acceptable and the sign guidelines are easy to understand and regulate. Planning staff finds that the proposed increase in sign width and letter height for shopping center uses in Natomas Eastside PUD are not significant and will

provide a balanced and attractive sign area for tenants of the approved shopping center and any future shopping center uses located in the PUD.

ENVIRONMENTAL DETERMINATION: This project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15311a).

RECOMMENDATION: Staff recommends that the Planning Commission approve the amendment of the Natomas Eastside PUD Development Guidelines relating to signage criteria for shopping centers as shown in Exhibit A.

Respectfully submitted,

  
Wilfred Weitman,  
Senior Planner

WW:sg

STATEMENT OF INTENT

Natomas Associates is requesting an Amendment to the Natomas East Side PUD - Sign Guidelines to increase the height of individual letters and logos for tenant identification signs to be located on the retail buildings at Gateway Plaza. Currently, the approved height for individual letters is eighteen inches and for logos is twenty-four inches. The maximum width of a sign is 60% of the storefront length.

Our request is to increase individual letter size to twenty-four inches and logo size to twenty-eight inches in height. We would also request that the width of the sign be increased to 70% of the storefront length.

The justification for the amendment is due to the fact that the signs will be located 270 to 350 feet from West El Camino Avenue. At this great distance and with the speed of traffic along West El Camino, individual letters at eighteen inches in height will be difficult to read. In order to properly identify retail tenants at this center, due to the distance of the shops from the street, it is imperative to increase the size of the signs.

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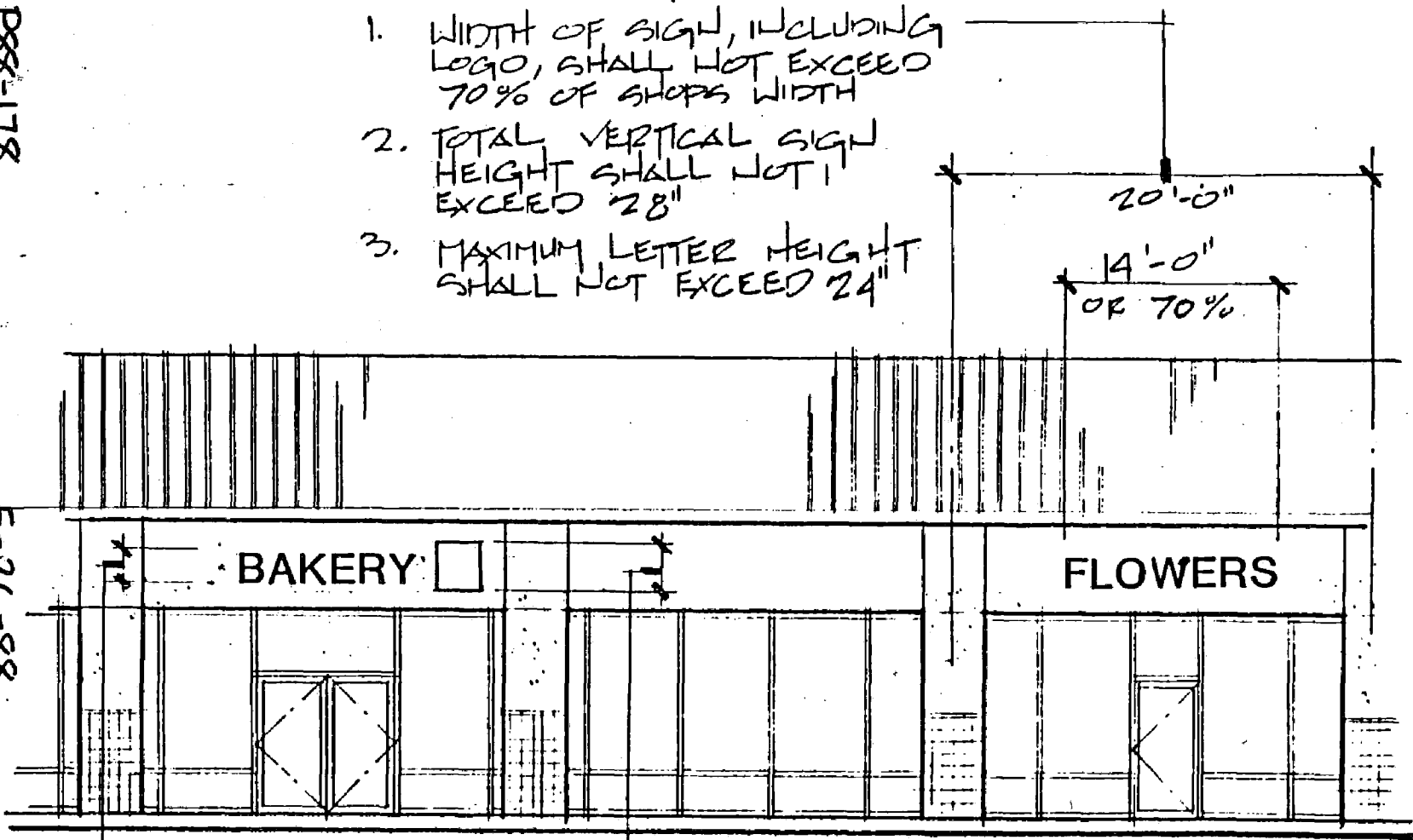
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1. WIDTH OF SIGN, INCLUDING LOGO, SHALL NOT EXCEED 70% OF SHOPS WIDTH
2. TOTAL VERTICAL SIGN HEIGHT SHALL NOT EXCEED 28"
3. MAXIMUM LETTER HEIGHT SHALL NOT EXCEED 24"



LETTERS NOT TO EXCEED 24"

LOGO NOT TO EXCEED 28"

EXAMPLE

B-4  
 GATEWAY PLAZA  
 A KCS DEVELOPMENT  
 2550 WEST EL. CAMINO AVE  
 SACRAMENTO, CALIF.

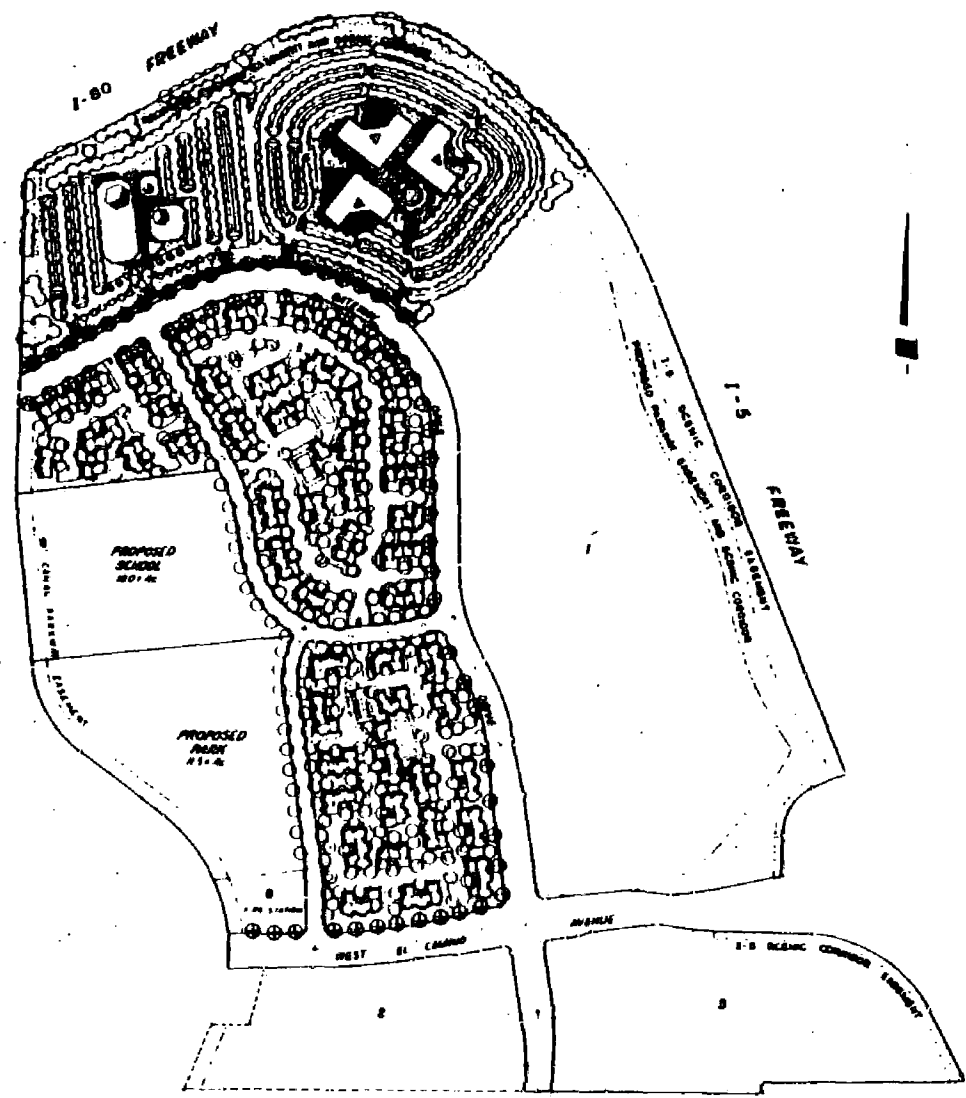
Foothill Design Group  
 1215 G St., Sacramento  
 CA 95814 916.443.0335

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Item 11



SCHMATIC SITE PLAN  
**Capitol Business Center**

PORTION OF LOT 116, NATOMAS EAST SIDE SUBDIVISION, 17 D.M. 34

CITY OF SACRAMENTO, CALIFORNIA

JANUARY 1988 SCALE: P-1:500

PARCEL NO.	PARCEL	ACRES	AREA	AREA	PROPOSED	PROPOSED	CONTRIBUTION
			(SQ. FT.)	(SQ. FT.)	(SQ. FT.)	(SQ. FT.)	(SQ. FT.)
1	EXISTING	11.28	481,200	20,540	0.12	5,100	2,520
2	PROPOSED	11.55	501,750	10,720	0.08	4,200	0,560
3	EXISTING	16.25	705,625	14,720	0.10	5,000	0,500
4	PROPOSED	16.17	703,125	13,540	0.09	4,500	0,450
5	PROPOSED	24.00	1,041,600	14,510	0.10	5,000	0,500
6	PROPOSED	13.00	567,000	25,620	0.18	9,000	1,800
7	PROPOSED	20.12	880,320	20,520	0.14	7,000	1,750
8	TRUCK STATION	1.00	43,560	1,110	0.01	500	0,050

\*\* NOT A PART OF THIS SUBMISSION  
 \*\* INCLUDES SCHEMATIC SITE PLAN

Natomas Eastside/Metropolitan Center PUD

SUBMITTED BY 	BENCH MARK 	CONSTRUCTION PLANS COUNTY OF SACRAMENTO, CALIFORNIA <b>CAPITOL BUSINESS CENTER</b>	SHEET NO. 000 1 OF 2 DATE SCALE PROJECT NO. 0000
APPROVED 	DESCRIPTION 		



# EXHIBIT A

## NATOMAS EASTSIDE/METROPOLITAN CENTER

### DEVELOPMENT GUIDELINES

#### Amendment To Section VII-I-2-b

#### I. SC Shopping Center Zone

1. Shopping Center Identification Sign. Each of the two shopping center sites shall be allowed one monument sign, each sign not to exceed twelve feet in height and forty-eight square feet in area. Said monument signs shall face on West El Camino Avenue. 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.
2. Tenant Occupancy Signs
  - a. One attached sign indicating the name for each occupancy shall be allowed. The color of the face of each sign shall be in keeping with the overall color scheme of the development.
  - b. Sign area shall be determined by the lineal frontage of each individual shop as follows:
    - 1) Width of sign, including logo, shall not exceed ~~80~~ 70 percent of shop's width. ←
    - 2) Total vertical sign height shall not exceed ~~twenty-four inches~~ twenty-eight inches. ←
    - 3) Maximum letter height shall be limited to ~~eighteen inches~~ twenty-four inches. ←

# EXHIBIT B

GATEWAY PLAZA  
SIGN CRITERIA

P88 178

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LANDLORD: Natomas Associates, A California Limited Partnership

TENANT:

LEASE DATE:

DATE HEREOF:

The following criteria shall govern all exterior sign work furnished and installed by Tenant, all of which shall be done at Tenant's sole cost and expense.

## 1. GENERAL

- A. Prior written approval of the design, content, materials, colors, sizes, details and location(s) of sign(s) must be obtained from Landlord. Tenant shall submit two (2) blue-line prints, samples of materials and colors, to Landlord for approval, prior to fabrication and erection of the sign(s). Landlord's approval may be withheld according to Landlord's sole discretion as to any aspect or feature not otherwise specified herein. Landlord's approval of any sign or part of a sign, in no way sets a precedent for approval of future signs.
- B. Tenant shall pay for all signs and their installation and maintenance. Tenant shall also obtain all necessary permits and approvals.
- C. Raceways, crossovers or conduit will be permitted only as indicated on the attached Tenant Sign Exhibit. The continuous raceway shall extend along the entire length of the fascia within the space indicated on the attached Tenant Sign Exhibit.
- D. All cabinets, conductors, transformers and other equipment shall be located according to the attached Tenant Sign Exhibit.
- E. All signs must bear the UL label and installation must comply with all applicable building, electrical and other governmental codes and requirements.
- F. The sign shall be installed and operational prior to the Tenant opening for business.
- G. Tenant shall maintain the sign in good working order and repair to include replacement of damaged letters and burned out neon tubing at Tenant's sole cost and expense. In the event Landlord notifies Tenant of an existing defect and Tenant fails to cure said defect within ten (10) days after notification by Landlord, Landlord may cause the defect to be repaired. Tenant hereby agrees to reimburse Landlord for the cost of any such repairs within five (5) days after receipt of an invoice setting forth those costs incurred by Landlord.
- H. Upon termination or expiration of this lease, Tenant hereby agrees to remove its sign and repair holes and/or damage to the fascia at Tenant's sole cost and expense.
- I. In no case shall flashing, moving or audible signs be permitted.
- J. In no case shall the working of signs describe the products sold, prices or any type of advertising except as part of the occupant's trade name or insignia.
- K. No signs shall be permitted on canopy or roofs or building roofs.
- L. No sign or any portion thereof may project above the building or top of the wall upon which it is mounted.
- M. No signs perpendicular to the face of the building shall be permitted.

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N. No exposed bulb signs are permitted.

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O. No off-site signage shall be allowed.

2. DESIGN

A. Signs shall be confined to a maximum of 70% of the storefront in length, including logo if any. The maximum height of the individual letters shall be 24" and the maximum height of the logo, if any, shall be 28". The total sign area shall not exceed one square foot per lineal foot of frontage of the premises.

B. Fabrication and installation of all signs shall be subject to the following requirements:

1. Signs shall be constructed of individual illuminated letters, five inches (5") deep, fabricated from aluminum returns with aluminum backs, minimum .032 inches thickness. All returns are to be "aqua" (blue-green) to match metal roofing.

2. Letter faces shall be at least 1/8" thick, matte finish plexi-glass as manufactured by Acrylite or Rohm & Haas. Color selection shall be at Landlord's sole discretion.

3. Retainer trim cap shall be 3/4" Plasco brand. Retaining screws shall be #6 x 1/2" sheetmetal type screws, painted to match the "aqua" trim cap.

4. Neon tubing shall be three inches (3") on centers or less.

C. Graphic symbols (logos), as well as letters, shall be confined within the space indicated in Section 2 (A).

D. Landlord shall provide, at Landlord's expense, within each Tenant's premises a lighting contactor which will be installed proximal to the rear building wall and exit door above the suspending ceiling. The contactor will be connected to the house electrical controls which shall include a photocell and master time clock system which shall be provided by Landlord. The hours of sign illumination for Gateway Plaza shall be subject to Landlord's control.

E. Tenant shall provide, at Tenant's expense, one (1) 20 amp circuit for each twenty feet (20') of store frontage, which such circuit(s) shall be connected to the utility supply servicing the demised premises.

Tenant shall submit load calculations to Landlord when submitting plans. The load calculations shall be subject to Landlord's written approval prior to installation.

F. Tenant's electrician and/or sign company shall connect Tenant's sign wiring to the contactor so that the sign will be dependent on the contactor. Electricity required for sign operation will be recorded on Tenant's electric meter and Tenant shall be responsible for all associated electricity expense.

G. No exposed neon lighting shall be used on signs, symbols or decorative elements.

H. All exterior letters or signs exposed to the weather shall be mounted at least 3/4" from the building to permit proper dirt and water drainage.

I. Location of all openings for conduit and sleeves in sign panels of building shall be indicated by the sign contractor on drawings submitted to the Landlord. Installation shall be in accordance with the approved drawings.

J. No sign maker's labels or other identification will be permitted on the exposed surface of signs, except those required by local ordinance which shall be located in an inconspicuous location.

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3. DOORWAY SIGNS

A. Decals, signs or other displays identifying Tenant's hours of business, telephone number, and product or service designations to be affixed to the doorway entrance(s) to the demised premises shall be subject to Landlord's prior reasonable approval. In all events, any such items shall be confined to one single space no larger than one square foot in area at each entrance to the demised premises and shall not contain any sale, special announcement or other temporary information or advertising. Two or more doorways in close proximity to each other shall constitute one entrance.

B. Each occupancy who has a non-consumer door for receiving merchandise may have uniformly applied on said door in a location, as directed by Landlord in two inches (2") high block letters the occupant's name and address. Where more than one occupant uses the same door, each name and address shall be applied. Color of letters will be selected by the Landlord.

4. GRAND OPENING SIGNAGE

Tenant shall be allowed to display "grand opening" signage at the demised premises, subject to Landlord's sole discretion and prior written approval, for a sixty (60) day period immediately following the date Tenant opens its doors to the public for business.

LANDLORD:

NATOMAS ASSOCIATES,  
A CALIFORNIA LIMITED PARTNRESHIP

By: \_\_\_\_\_  
William P. Krum  
Partner

Date: \_\_\_\_\_

TENANT:

By: \_\_\_\_\_

Date: \_\_\_\_\_

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LOCATION MAP

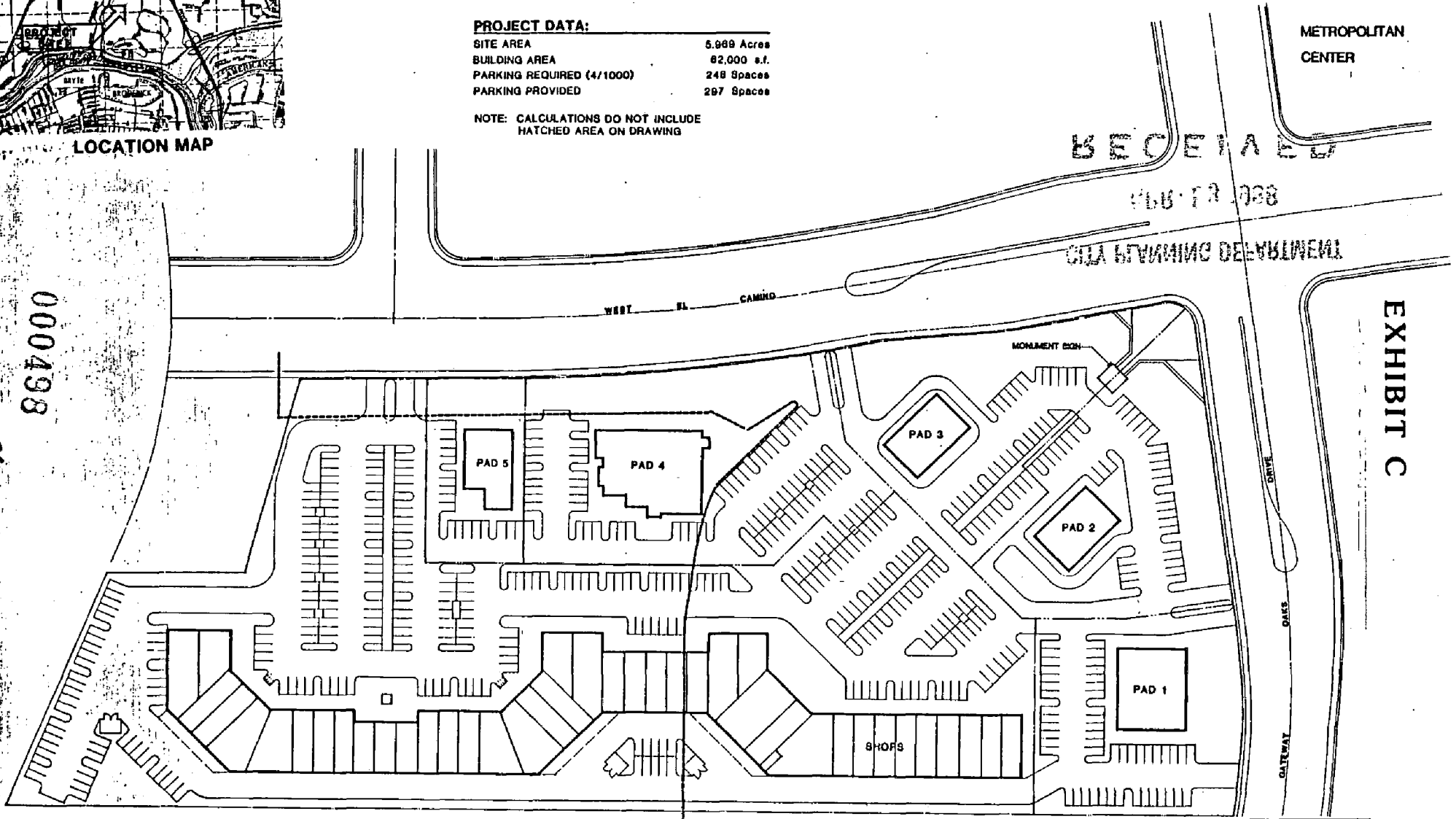
**PROJECT DATA:**

SITE AREA	5.969 Acres
BUILDING AREA	62,000 s.f.
PARKING REQUIRED (4/1000)	248 Spaces
PARKING PROVIDED	297 Spaces

NOTE: CALCULATIONS DO NOT INCLUDE HATCHED AREA ON DRAWING

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PHASE 2 PHASE 1

**GATEWAY PLAZA**  
**SACRAMENTO, CALIFORNIA**  
 KCS DEVELOPMENT COMPANY



**Foothill Design Group**  
 Architects  
 1000 Phelan  
 Davis Design  
 1000 Phelan  
 Davis Design  
 Sacramento, CA 95833  
 Tel: 916.486.1100

EXHIBIT C

METROPOLITAN CENTER

RECEIVED

NOV 17 1988

CITY PLANNING DEPARTMENT

WEST EL CAMINO

MORNING DR

GATEWAY DRIVE  
OAKS DRIVE

SHOPS

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Item 27



FRONT ELEVATION

MATCH LINE



MATCH LINE

FRONT ELEVATION 1/16"

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 02/11/2009  
 02/11/2009  
 DISMISSED

EXHIBIT D

**GATEWAY PARK**  
 SACRAMENTO, CALIFORNIA  
 KCS DEVELOPMENT COMPANY

**Foothill Design Group**  
 Architects  
 Land Planning  
 Urban Design  
 Landscape Architecture  
 Interior Design  
 1215 G Street  
 Sacramento, CA 95814  
 916 447-0333