



# 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

January 30, 1986

City Council

Sacramento, California

Honorable Members in Session:

SUBJECT: Appeal of City Planning Commission Decision on Amendment to the South Natomas Office Park PUD Development Guidelines (P85-481)

LOCATION: East and west sides of 1-5 Freeway between Garden Highway and Interstate 80 Freeway

### SUMMARY

The current South Natomas Office Park PUD Guidelines permits one monument sign per parcel and does not allow signs attached to the buildings. The applicants requested Planning Commission approval of an amendment to the guidelines to allow two attached signs. After review of sign regulations for other jurisdictions, potential visual impact on the 1-5 corridor and the precedent that granting this request would set, staff recommended against the amendment. Staff also developed guidelines should the Commission wish to consider an amendment. After consideration of the request, the Commission voted to amend the guidelines to allow one attached sign subject to the attached requirements (Exhibit A). The applicants have appealed the Commission's action to the City Council.

### BACKGROUND INFORMATION

On December 19, 1985, the Commission approved amendments to the South Natomas Park PUD Development Guidelines to permit one attached freeway oriented wall sign subject to specific design criteria.

The sign criteria approved by the Commission is summarized as follows:

1. Amount - One sign per building;
2. Location - Anywhere on face of building, may be oriented toward freeway but not visible from American or Sacramento River Parkways;
3. Identification Symbols - Word name or corporate logo, or both;

- 4. Materials - Solid metal individual letters, marble, granite, ceramic tile or other comparable materials which compliment the building exterior. Examples of materials are chrome, brass, stainless steel or fabricated sheet metal. Plastic or wood signs are specifically prohibited;
- 5. Colors - If painted letters, only subdued hues or color tones may be used;
- 6. Lighting - Letters may be internally illuminated to create a halo back-lighted effect or non-illuminated;
- 7. Size - 10% of "upper signage area" and length of sign not to exceed 30% of linear building face;
- 8. Review Process - Attached signage shall be designed by a professional graphic artist or designer and subject to a ministerial permit issuance procedure (City staff review and permit issuance).

Applicant's Ground for Appeal

The applicant has agreed to all the conditions of the sign design criteria outlined above with the exception to the permitted number of signs. The applicant is requesting the Council to allow two signs per building - each located on separate building face instead of the criteria of one sign per building.

Discussion of Alternative Sign Programs

At the December 19, 1985 Commission hearing, the Commission considered several alternative sign program proposals.

1. No Sign Alternative

The staff's recommendation was to maintain the current prohibition against freeway oriented attached wall signs. This recommendation was based upon:

- 1. A survey of comparable high-quality business parks in Irvine, Palo Alto and Mountain View where freeway oriented signs are strictly prohibited to maintain a high visual standard. A proliferation of signage over time tends to degrade the aesthetics of a business park (refer to Planning Commission staff report, attachment 1, for summary of sign regulations).

- 2. The primary reason for prohibiting freeway visibility given by sign inspectors/planning officials from these cities is to prevent the use of a building face as a "billboard" for advertising office tenants who do not require direct advertising for highway commercial business such as motels, restaurants, and gas stations (refer to attachment 2, letter from Palo Alto). The no signage policy in these cities has had little negative effect on the leasing of office of office space according to the persons contacted.
- 3. The 1-5 scenic corridor is a unique urban resource not commonly found in cities throughout the country. Much time, energy and financial resources were devoted to the creation of this scenic corridor by local, state and private sources several years ago.

Permitting a potential proliferation of freeway visible signs could undermine all the effort that went into the scenic corridor plan.

With the applicant's request to allow two attached freeway oriented signs, there is a potential of approximately 90 to 100 signs visible to the freeway based upon ultimate buildout of offices in the three business parks - Metropolitan, Gateway, and Natomas Corp Centers.

In addition, the precedence set in South Natomas will also dictate the sign guidelines in North Natomas where of office/industrial space is proposed.

2. Corporate Logo Only Alternative

The Commission also considered a corporate logo only (no word names) alternative design criteria. This criteria was patterned after the sign policy practiced in the Downtown Los Angeles Redevelopment Area where only decorative or artistic corporate logos are permitted on the tops of the buildings.

This alternative results in a project where the corporate logo is artistically integrated into the architectural design of the building (refer to attachment 4 of Planning Commission report for the corporate logo only Design Guidelines and Exhibit A for examples of buildings with corporation logos).

3. Applicant's Alternative

The third alternative discussed was the sign guidelines proposed by the applicant which is described in the Planning Commission staff report.

4. Commission's Recommendation

The Commission's decision relative to the sign issue as described and summarized in the background section was based upon combining elements of both the applicant's proposal and the corporate logo only alternative.

VOTE OF THE PLANNING COMMISSION

On December 19, 1985, the Planning Commission by a vote of five ayes, four noes, approved the amendment to allow one attached wall mounted sign subject to conditions.

RECOMMENDATION

Should the City Council concur with the Commission's action, the appropriate action would be to deny the appeal.

Should the City Council concur with the staff's recommendation, the Council should deny the amendment of the guidelines.

Respectfully submitted,

*AG:GM*

Marty Van Duyn  
Planning Director

FOR CITY COUNCIL INFORMATION  
WALTER J. SLIPE  
CITY MANAGER

AG:GM:pkb  
attachments  
P85-481

February 4, 1986  
District No. 1

EXHIBIT A

INSERT A

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 and the location or alternative locations of detached signage. the Planning Commission shall approve the acceptable location(s) or zone(s) as part of the Special Permit.

INSERT B

A specific or conceptual location sign program shall be submitted with individual project special permit applications per Section 11, item 6 of these Guidelines. Except as provided in Section VI-H below, City Planning staff shall review and approve all signs consistent with these Guidelines. No sign shall be specifically...

INSERT C

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; or

(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) milliampres transformers; and

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 specifically oriented to be viewed from the freeway.

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 a 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 and Logos

A sign may consist of a company name, alone, a company logo alone, or both a company name and logo. No other wording is permitted.

7. Maximum Sign Size

A. A sign located in the "upper signage area" shall not exceed 10% of that area.

B. The length of a sign shall not exceed 30% 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 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.

(End of Insert C)

SACRAMENTO CITY PLANNING COMMISSION

13

MEETING DATE December 19  
 ITEM NO. 20B FILE # 85-481  
 M \_\_\_\_\_

- GENERAL PLAN AMENDMENT
- COMMUNITY PLAN AMENDMENT
- REZONING
- SPECIAL PERMIT
- VARIANCE
- TENTATIVE MAP
- SUBDIVISION MODIFICATION
- LOT LINE ADJUSTMENT
- ENVIRONMENTAL DET.
- OTHER  Amendment to South Yuba Area Park P.U. Development 1844 Delores (Oregon) Garden Hwy.

Location: East + West Sides of I-5 between I-80 + Garden Hwy.

Recommendation:

- Favorable
- Unfavorable
- Petition
- Correspondence

PROPOSERS

NAME

ADDRESS

OPPONENTS

NAME

ADDRESS

MOTION

- TO APPROVE
- TO DENY
- TO APPROVE SUBJECT TO COND. & BASED ON FINDINGS OF FACT IN STAFF REPORT *amended*
- TO APPROVE/DENY BASED ON FINDINGS OF FACT IN STAFF REPORT
- INTENT TO APPROVE/DENY SUBJECT TO COND. & BASED ON FIND. OF FACT DUE \_\_\_\_\_
- TO RECOMMEND APPROVAL & FORWARD TO CITY COUNCIL
- TO RECOMMEND APPROVAL SUBJECT TO COND. & FORWARD TO CITY COUNCIL
- TO RATIFY NEGATIVE DECLARATION
- TO CONTINUE TO \_\_\_\_\_ MEETING
- OTHER \_\_\_\_\_

MOTION NO. 30/3

	YES	NO	MOTION	SECOND
Ferris	✓			
Fong	✓			
Goodin	✓			
Holloway	✓		✓	
Hunter	✓			
Ishmael	✓			✓
Ramirez	✓			
Simpson	✓			
Augusta	✓			



NOTICE OF APPEAL OF THE DECISION OF THE SACRAMENTO CITY PLANNING COMMISSION

DATE: December 30, 1985

TO THE PLANNING DIRECTOR:

I do hereby make application to appeal the decision of the City Planning Commission of December 19, 1985 when: (Date)

Rezoning Application Variance Application
Special Permit Application X Amendment to South Natomas Office Park Development Guide-lines
was: X Granted Denied by the Commission

GROUND'S FOR APPEAL: (Explain in detail)

- (1) More than one attached sign per building should be allowed; and
(2) Signs which satisfy specific location, size, design and construction material criteria should be permitted as a matter of right (i.e. should not require approval of a special permit).

PROPERTY LOCATION: Both sides of Interstate 5 between Garden Highway and Interstate 80.

PROPERTY DESCRIPTION: Three partially constructed business parks, totalling approximately 300 acres.

ASSESSOR'S PARCEL NO. (see attached)

PROPERTY OWNER: (see attached)

ADDRESS: (see attached)

APPLICANT: Christina Savage

ADDRESS: 555 Capitol Mall, Suite 1425, Sacramento 95814

APPELLANT: (Signature) (Christina Savage) (PRINT NAME)

ADDRESS: 555 Capitol Mall, Suite 1425, Sacramento 95814

FILING FEE:

X by Applicant: \$105.00 RECEIPT NO.
by 3rd party: 60.00

FORWARDED TO CITY CLERK ON DATE OF:

P- 85-298
85-481
5/82

# 18476
Jan 3, 1986
9

DISTRIBUTE TO - (4 COPIES REQUIRED): MVD
HY
WW
LO
SG - (Original)

ASSESSORS PARCEL NOS.

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

PROPERTY OWNERS

NATOMAS CORPORATE CENTER ASSOCIATES  
 c/o KCS DEVELOPMENT CO.  
 7919 FOLSOM BLVD., SUITE 150  
 SACRAMENTO, CA 95826

GATEWAY CENTER ASSOCIATES  
 c/o LEE SAMMIS CO.  
 501 J STREET  
 SACRAMENTO, CA 95814

METROPOLITAN CENTER  
 c/o McCUEN & STEELE  
 10969 TRADE CENTER DRIVE, SUITE 100  
 RANCHO CORDOVA, CA 95670

City Planning Commission  
Sacramento, California

Members in Session:

Subject A. Negative Declaration

B. Amendment to South Natomas Office Park PUD Development Guidelines to permit freeway oriented attached wall signs.

Summary:

This is a request to allow freeway oriented attached walls signs for office buildings developed in the South Natomas Office Parks. The applicant has proposed sign guidelines regulating wording, lighting, size, materials, locations, and numbers of potential signage.

The staff, after surveying other jurisdictions with similar high quality office parks, found that freeway visible signage are prohibited. Given the findings from this survey and considering the unique quality of the I-5 scenic corridor, staff recommends denial of this request.

If the Commission approves the applicant's request, staff recommends the Sign Guidelines represented on Attachment 4.

Background

This is a request by the developers of the South Natomas Office Parks to amend the South Natomas Office Park Development Guidelines to permit freeway oriented attached wall signs. The current regulations permit only one detached monument sign per parcel and prohibit wall mounted signs entirely.

This particular application is a result of the Variance request by Sperry Corporation to install two attached wall signs oriented toward the I-5 freeway. Rather than consider this application through a variance procedure, the Commission deferred action on the Sperry application pending a special sign study which would address freeway oriented signage for all South Natomas office buildings.

The applicant representing the South Natomas Office Park developers has submitted a separate application requesting an amendment to the Office Park Development Guidelines which would allow freeway oriented attached wall signs subject to a specific design criteria and has requested continuance of the Sperry variance application.

This staff report is comprised of two parts. The first part summarizes the findings of a survey of other cities regarding sign regulations with respect to freeway visibility. In order to compare the sign regulations contained in the South Natomas Office Park Development Guidelines with sign regulations of comparable office parks, staff contacted Palo Alto, Mountain View, and Irvine, along with Sacramento County.

Survey Findings

The table shown on Attachment 1 summarized the results of the survey and compares the key features of sign regulations relative to the issue of freeway visibility. As

noted in Attachment 1, the cities of Mountian View, Palo Alto, and Irvine do allow attached wall signs, but do not allow the signs so they are visible from the freeway. Attached wall signs are permitted if they are oriented toward the main entry drives accessing from a local street.

The primary reason for prohibiting freeway visibility given by planning/sign officials contacted is to prevent the use of a building face as a "billboard" for office tenants who do not require highway advertising for businesses. For high quality office parks, it was generally felt that attached building signs if poorly designed, could detract from the aesthetics of the building, and therefore it was better to establish clear-cut ground rules at the on-set prohibiting such signage rather than deal with a subjective matter such as signage on a case by case basis.

Attached for Commission information is a letter from Palo Alto regarding their policy toward freeway oriented signs, Attachment 2.

Applicant's Proposal:

The second part of this report deals with the applicant's proposed sign criteria for attached signage visible from the freeway. The applicant proposes a specific set of standards regulating materials, lighting, size, location, and numbers of signs. Attachment 3 includes the applicant's statement of purpose and contains a detailed descriptions of the specific sign standards.

If the Commission determines that attached wall signs should be permitted, staff proposed an alternative set of guildelines for Commission consideration. The staff's proposed sign guidelines are included as Attachment 4.

The table shown on Attachment 5 compares the major differences between the applicant's and staff's versions of the Sign Guidelines.

South Natomas Commission Association:

A letter from the South Natomas Commission Association Board of Directors Attachment 6, is included for Commission information. The Board opposes signage visible from the freeway.

Issues

The issues before the Commission are the following:

1. Should attached wall signs be permitted?
2. If so, can they be oriented toward the freeway?
3. If attached wall signs are permitted, what should be the design standards (applicant's or staff's guidelines)?

Staff Recommendation:

The staff recommends the following actions:







- A. Ratify the Negative Delcaration.



- B. Denial of the Amendment to the South Natamos Office Park Development Guidelines to allow attached freeway visible signs on the basis that other jurisdiction with similar high quality business parks prohibit freeway visible signage and safeguarding the unique environmental qualities of the I-5 scenic corridor.
- C. If the Commission determines that attached wall mounted signs should be allowed, staff recommends approval of the Design Guidelines described on Attachment 4.

ATTACHMENT A  
SNCP REVISION - City Council Intent to Approve

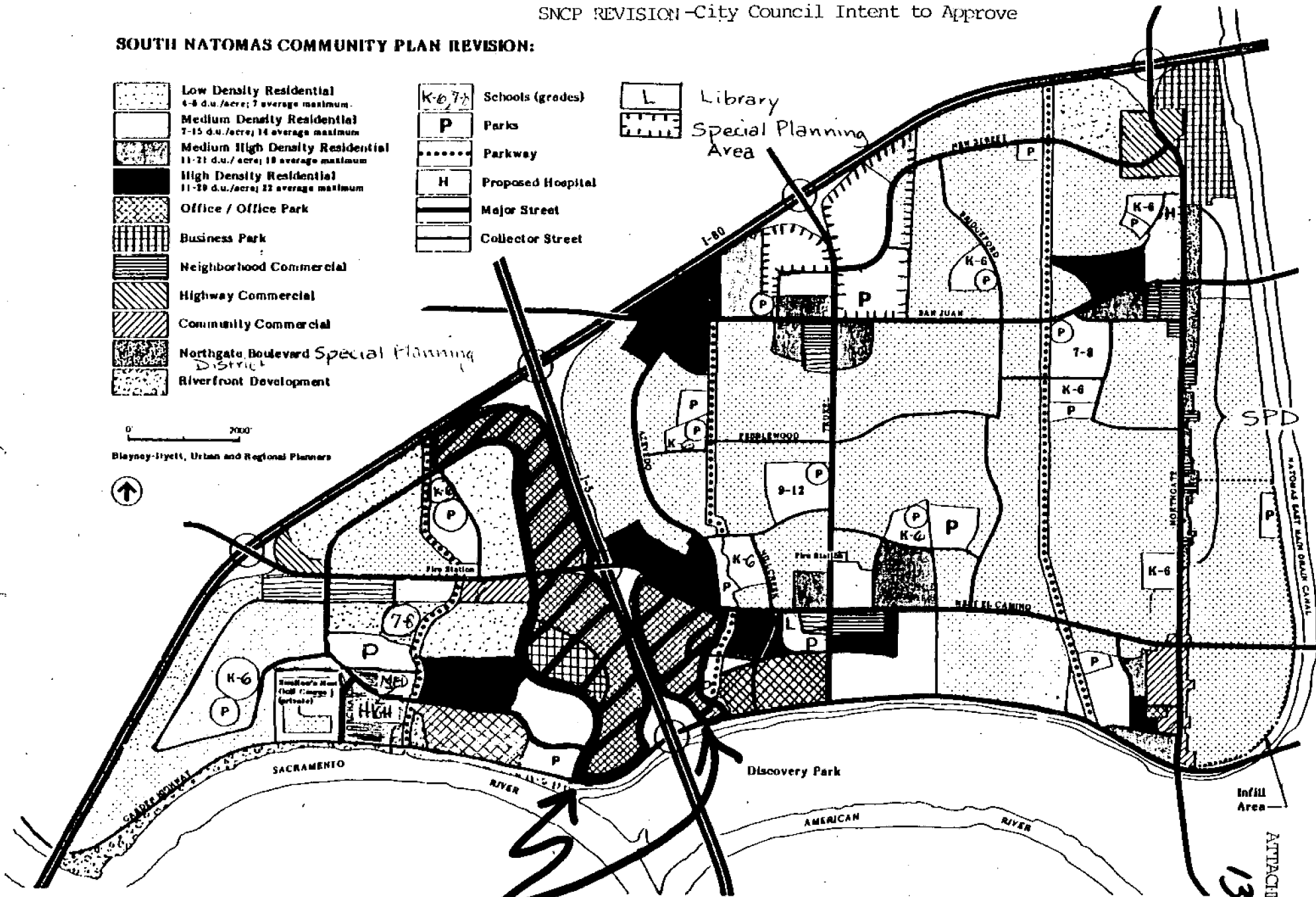
**SOUTH NATOMAS COMMUNITY PLAN REVISION:**

-  Low Density Residential  
6-8 d.u./acre; 7 average maximum
-  Medium Density Residential  
7-15 d.u./acre; 14 average maximum
-  Medium High Density Residential  
11-21 d.u./acre; 18 average maximum
-  High Density Residential  
11-39 d.u./acre; 22 average maximum
-  Office / Office Park
-  Business Park
-  Neighborhood Commercial
-  Highway Commercial
-  Community Commercial
-  Northgate Boulevard Special Planning District
-  Riverfront Development

-  Schools (grades)
-  Parks
-  Parkway
-  Proposed Hospital
-  Major Street
-  Collector Street

-  Library
-  Special Planning Area

0' 2000'  
Blaney-Styett, Urban and Regional Planners



SUBJECT SITE

SUBJECT SITES

13

ATTACHMENT I

TABLE 1

JURISDICTION

Allow Freeway  
Visibility

Allow Attached  
(wall-mounted)  
signs

Max. Height

ATTACHED SIGNS

Max. Area

Allow Detached  
(Monument) Signs

Max. Height

Max. Area

DETACHED SIGNS

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JURISDICTION	Allow Freeway Visibility	Allow Attached (wall-mounted) signs	Max. Height	ATTACHED SIGNS Max. Area	Allow Detached (Monument) Signs	Max. Height	DETACHED SIGNS Max. Area
South Natomas Office Park P.O.D.'s	No	No	-	-	Yes	12'	425 S.F.
Mountain View (Ferry-Morris Wy. Business Park)	No	Yes - must be oriented toward main entry; Not toward Freeway	Not Above 1st Floor	25 S.F.	Yes	10'	50 S.F.
Palo Alto	NO-Design Review Bd. does not approve unless high- way oriented user.	Yes	Not to exceed top of wall	Graduated Amount based upon S.F. of wall surface: 20 to 135 S.F., Max. of 203 S.F.	Yes	5'	Graduated Amount based upon street frontage: 8 to 265 S.F.
Irvine Ind. Park Irvine Business Complex	No	Yes *Note: Allow one attached or one detach- ed, but not both	20' or below eave or parapet	Most restrictive of following: (a) 200 S.F. (b) 10% of bldg. face (c) 1 S.F. per 1 Lineal street frontage or parking lot frontage	Yes	4'	Most restrictive of following: (a) 200 S.F. (b) 1 S.F. per 1 Lineal street- frontage or parking lot frontage
Sacto. County (Special Sign Corridor - Highway 50)	Yes	Yes	Not to exceed top of wall	1 S.F. per 1 Lineal ft. of bldg./tenant frontage	Yes	6'	24 S.F.
Downtown S.F.	No	Do not allow signs at tops of Bldgs					

# City of Palo Alto

13

P.O. BOX 10250  
PALO ALTO, CA 94303

November 8, 1985

Mr. G. Masuda  
Sacramento  
City Planning Department  
231, 1 Street #200  
Sacramento, CA 95814

SUBJECT: Freeway oriented signs.

Dear Mr. Masuda:

As we discussed in detail during our conversation, the City of Palo Alto has a policy of discouraging signs the function of which is advertizing rather than identifying the business location.

The A.R.B. record for dealing with sign applications during my four years of working with the Board indicates that industrial properties located along the freeway have been allowed to erect signs related only to the site entry. In most cases those sites face local streets, therefore the signs proposed for rear building elevations and free-standing signs in the rear portion of the sites placed in such a way as to be viewed by persons travelling on the freeway, have not been allowed.

I hope this will be of service to you; please let me know if you have any further questions.

Sincerely,



Irene J. Szmorlinski  
Planner  
Liaison to the Architectural  
Review Board

CITY PLANNING DIVISION

NOV 18 1985

RECEIVED  
ATTACHMENT 2

16

285-481



# ATTACHMENT 3

13

P 85481

## Applicants' Statement of Intent

Owners of property included in the three South Natomas Business Parks approved in December 1982 request a common amendment to their respective PUD Development Guidelines.

If approved, the amendment will allow signs specifically oriented to be viewed from the freeway. Such signs are currently prohibited. Freeway-oriented signage is extremely important to the corporate-headquarter users for which the business parks are designed.

The requested amendment contains substantial restrictions on freeway-oriented signs. The purpose of the proposed restrictions is to allow only one type of sign and thus insure high quality materials, uniform intensity of illumination and a common design theme for all freeway-oriented signs in South Natomas.

Signs which exemplify the construction materials and design mandated by the proposed amendment are:

Capital Christian Center (brass)  
Highway 50 near Bradshaw Road

Point West Bank logo (chrome)  
Point West

Home Federal; River City Medical Clinic  
(fabricated metal)  
Fair Oaks Boulevard and University Avenue

Scofield's (fabricated metal)  
Exposition Boulevard

Mace's (brass)  
Fair Oaks Boulevard

The proposed amendment contains size restrictions intended to allow individual signs and total signage per building similar in scale to the following freeway oriented signs in the City of Sacramento:

California Federal  
Point West

Bank of Alex Brown  
Point West

Commerce Savings Bank  
Point West

Pickett Rothholz & Murphy  
Highway 50 near Power Inn Road

Hilton  
Business 80 near Arden Way

The proposed amendment would allow freeway signs in addition to the signage permitted by the existing development guidelines. The amendment proposes the same review and approval procedure for freeway signs as exists now for all other signs in the South Natomas Business Parks; namely, city planning staff has authority to approve signs consistent with the development guidelines.

**Specific Request**

(Note: Page numbers refer to the December, 1982 South Natomas Business Park Development Guidelines.)

1. Page 14: Last sentence of top paragraph.

In all cases, except for the maximum area of OB and freeway-oriented signs, the more restrictive requirements shall apply.

2. Page 14 §B-1: No sign shall be specifically designed or oriented to be viewed from ~~the freeway and/or~~ the American River and Sacramento River Parkways.

3. Page 17 - Add a new Section to read as follows:

**H. FREEWAY-ORIENTED SIGNS**

Signs specifically oriented to be viewed from the freeway shall be permitted subject to the following requirements:

**1. Design**

(a) Signs must be attached to and be parallel to a building face;

(b) Signs must use individual letters--that is, letters applied to the building face with a nondistinguishable background; and

(c) Letters shall be pegged out from the building face at least one and one-half (1 1/2) inches.

**2. Construction and Materials**

Individuals letters shall be reverse pan channel construction in one of the following:

(a) Fabricated aluminum letters with a polished chrome plated finish in fourteen (14) gauge aluminum with three (3) inch returns;

(b) Fabricated polished brass letters with clear lacquer finish in fourteen (14) gauge brass plate with three (3) inch returns; or

(c) Fabricated sheet metal letters painted Dourandodic Bronze #313 or semi-gloss enamel in fourteen (14) gauge sheet metal with three (3) inch returns.

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**3. Illumination**

(a) Letters may be indirectly illuminated, internally illuminated or non-illuminated. Internally illuminated letters shall be lighted with white neon tubing and thirty (30) milliampres transformers; and

(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.

**4. Height**

A sign may not project above the wall on which it is located.

**5. Maximum number of signs**

Two (2) signs per building and one (1) per building face.

**6. Maximum size of any sign**

(a) Horizontal dimension - fifty (50) feet.

(b) Vertical dimension - thirty-six (36) inches.

**7. Company logos and insignia**

(a) A logo which is an integral part of a company's identity shall be allowed, providing that the height of logo may not exceed twice the height of the letters of the company name.

(b) In all other respects, a logo or insignia shall be treated as an individual letter for the purposes of this Section H.

ATTACHMENT 4  
SOUTH NATOMAS OFFICE PARKS

Proposed Sign Policies and Guidelines - Staff Recommendation

If the Commission determines that attached wall signs should be allowed, staff recommends the following guidelines and review procedure.

Review Process

The developer should consider the incorporation of signage in the building design phase rather than after the building design is complete and leasing is underway.

A review process that includes signage among other schematic design issues will assure that signage criteria are considered while the building design is still flexible. Included in the building design team should be a professional graphic artist or designer with demonstrated abilities related to signage design.

A component of the preliminary review process for buildings in the South Natomas PUD's will relate to the overall signage program, including all major attached and detached signage. The applicant shall submit signage plans to the Planning staff for preliminary review and comment as part of the required preliminary PUD building and site plan review process. The signage program shall be designed in accordance with the sign criteria outlined in this report.

If specific signage is not known at the building design phase, the schematic plans shall consider a conceptual signage program. This program should identify the areas or zones on the building face where potential signage could be located. The Planning Commission shall review the conceptual sign program as part of the special permit application.

Final approval of a specific signage program shall be subject to a Planning Director's Special Permit application.

SIGN GUIDELINES

- 1. IDENTIFICATION SYMBOLS: Wherever feasible, symbols such as architectural forms, art or corporate logos, rather than words or letters, should be used for identity.

If it is determined that a word sign is appropriate, the use of words or letters should be as brief and concise as possible. Examples of this criteria are "Chase" rather than "Chase Manhattan Bank" or "Cap Fed" rather than Capital Federal Savings & Loan." Word signs should be presented in a graphically pleasing design using materials of high quality (see Guideline #3).

Intergration with Building Design: An example where signage is integrated into the building design are logos which are recessed into building surfaces rather than mounted onto them. By setting signs into the plane of a building skin, an appearance of integration is better achieved. This situation would normally occur when the structure is a "built to suit" building rather than a "spec" building.

- 3. Compatible Materials: Signs should utilize the same material as, or those compatible with, the building surface.

Signage should complement and add to the richness of the architectural materials. Examples of acceptable materials are brass, bronze, stainless steel or chrome, marble or granite, ceramic tile or other similar materials which convey a rich quality. Wood and plastic, particularly internally illuminated signs, should be discouraged or prohibited.

- 4. Signage Area - General Rules:

Tops of Building: The area available for signage should be defined as the area above the windows of the tallest floor of the building to the top of the parapet line.

Ground Floor Level: The area available for signage should be defined as the area below the second floor row of windows and ground level.

Other: Signage for buildings with unique or unusual architectural design shall be reviewed on an individual basis through the Planning Director Special Permit application.

- 5. Porportion of Signage Area: Signage should occupy a small portion of the available signage area and be surrounded with sufficient space so as not to conflict with architectural elements. The porportion of signage to the field in which it is placed is dependent upon overall building composition.

Tops of Building: As a general guideline, signage should occupy no more than 10% of the available signage area (see guideline 5).

Ground Floor Level: Signage located on the lower portion of a building should not exceep 50 square feet in area.

- 6. Number of Signs: No more than one attached wall mounted sign shall be permitted per building, plus one detached monument sign per parcel.

ATTACHMENT 5  
COMPARISON OF SIGN GUIDELINES

ISSUE	APPLICANT'S PROPOSAL	PLANNING DEPARTMENT'S PROPOSAL
Review and approval procedure	CPC review and approval at time of SP for each building if signage then known. Staff review and approval if signage program developed after building approval.	Submit conceptual sign program with special permit application. Final Sign Program subject to Planning Director Special Permit. Require professional graphic artist/designer to prepare final detailed sign program/design.
Wording	Company name alone, company logo alone, or both.	Policy is to permit graphic logos and discourage word signs. Word signs allowed if concise and presented in a graphically pleasing form.
Construction materials & design	Solid metal individual letters attached to building. Brass, bronze, chrome, stainless steel or painted enamel.	The same material or compatible material with the building surface. Examples are brass, bronze, stainless, steel, chrome, marble, granite and ceramic tile. Intergration between signage and building design encouraged.
Illumination	Halo-type backlighting or indirect light; intensity specified.	Halo-type backlighting or subtle use of neon and innovative night-time illumination techniques.
Height	Anywhere on building face	Generally above top floor windows or between bottom of second floor windows and ground.
Size	150 square feet per sign maximum	10% of the upper sign area; lower sign area not to exceed 50 square feet.
Number of Signs per building	Two	One
Orientation	Freeway visible	Oriented toward main access drive.

BRUCE A. MONIGHAN  
ARCHITECT

13

CITY PLANNING DEPARTMENT

AIA

DEC 12 1985

RECEIVED

December 11, 1985

Mr Gene Masuda  
Planning Department  
1231 I Street  
Sacramento, Ca

Re: Building Signage  
South Natomas

Gene, I have been asked to forward to you the position of the Natomas Community Association on building signage as relates to the requests of developers in the area for freeway visible signage.

The Board of Directors met a month ago to discuss this issue and it was the majority opinion that freeway signage should not be allowed.

We therefore support the City Planning Department Staff position of not allowing freeway visible signage. We have also discussed the alternate positions you have investigated; signage only at the first floor level and lastly signage visible from the freeway on one side of the building only and limited to logos only. If the Planning Commission is to allow signage we would again support your proposals.

Sincerely,

  
Bruce Monighan

ATTACHMENT 6

1901 Capitol Avenue Sacramento <sup>24</sup> California 95814 916 ■ 448 ■ 1901

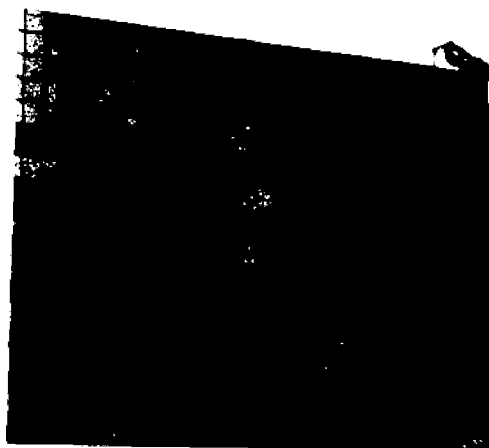
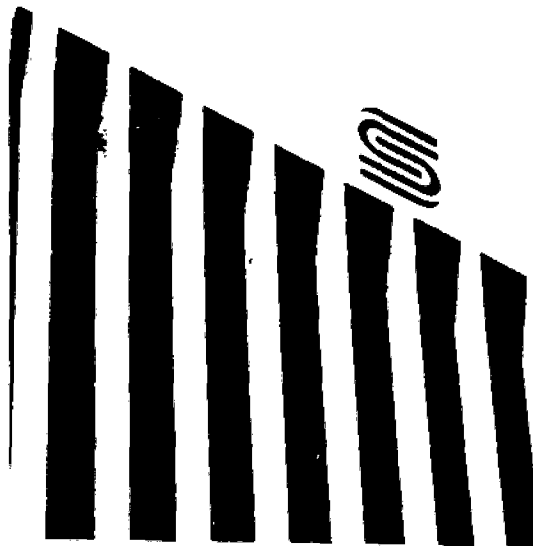
P85-481

12-15-85

#100



Example of Corporate graphic logos only.



25

EXHIBIT A

Examples of artistic  
Corporate logo  
-Celanese Corporation

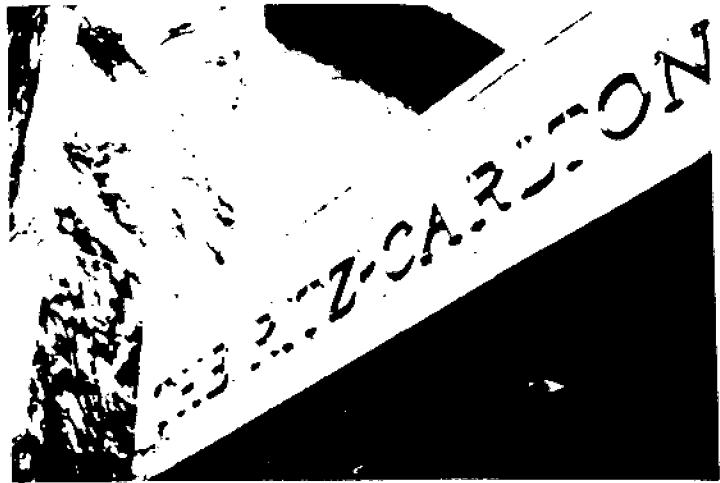


Examples of back-  
lighting to create  
"halo" effect.

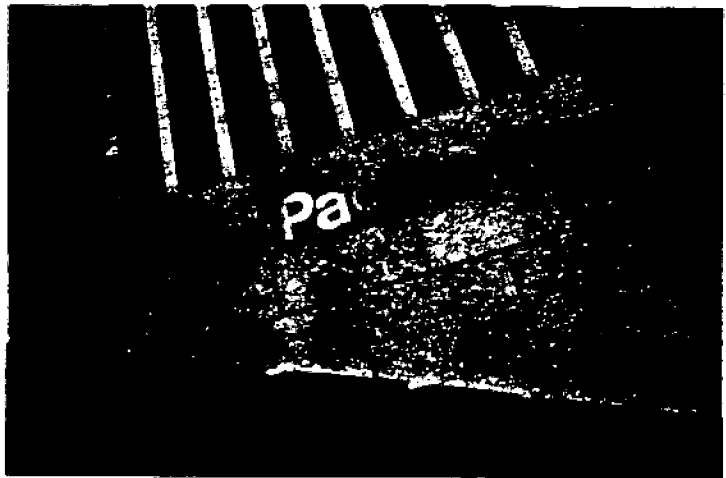


Example of intergrating  
Corporate logo colors  
with letter signage  
-Braniff Airlines.





Examples of Corporate identification using metal letters.



Examples of "eye level" signage with logos.

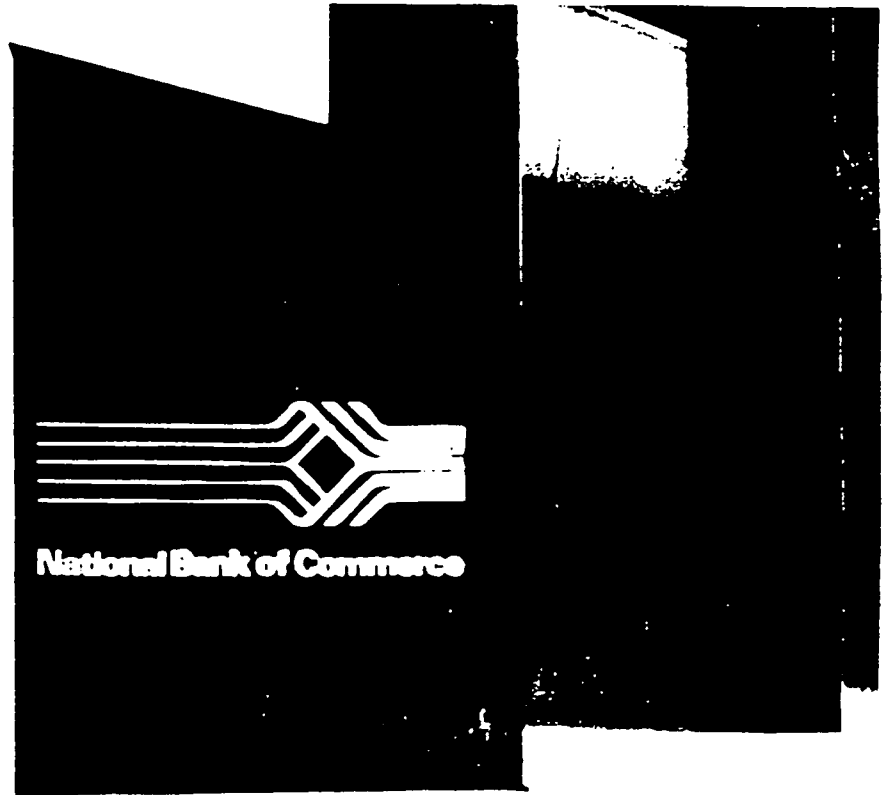


EXHIBIT D

24  
12-19-85

#20

P85-481

February 10, 1986

Natomas Corporate Center Associates  
Gateway Center Association  
7919 Folsom Boulevard, Suite 150  
Sacramento, CA 95826

Dear Gentlemen:

On February 4, 1986, the Sacramento City Council heard your appeal from the City Planning Commission for approval to Amend South Natomas Office Park Development Guidelines related to freeway oriented attached signs for property located on the east and west sides of I-5 between I-80 and Garden Highway. (P-85481).

The Council adopted, by motion, its intent to grant your appeal contingent on Findings of Fact due February 18, 1986.

Sincerely,

Lorraine Magana  
City Clerk

LM/1h/#13

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