

P04-211 – Del Paso Road PUD Signage Amendment

- REQUEST:
- A. **Environmental Determination:** Prior Negative Declaration;
 - B. **PUD Guidelines Amendment** to amend the Del Paso Road Planned Unit Development (PUD) Guidelines related to allowable, attached building signage in the Employment Center (EC) zone.

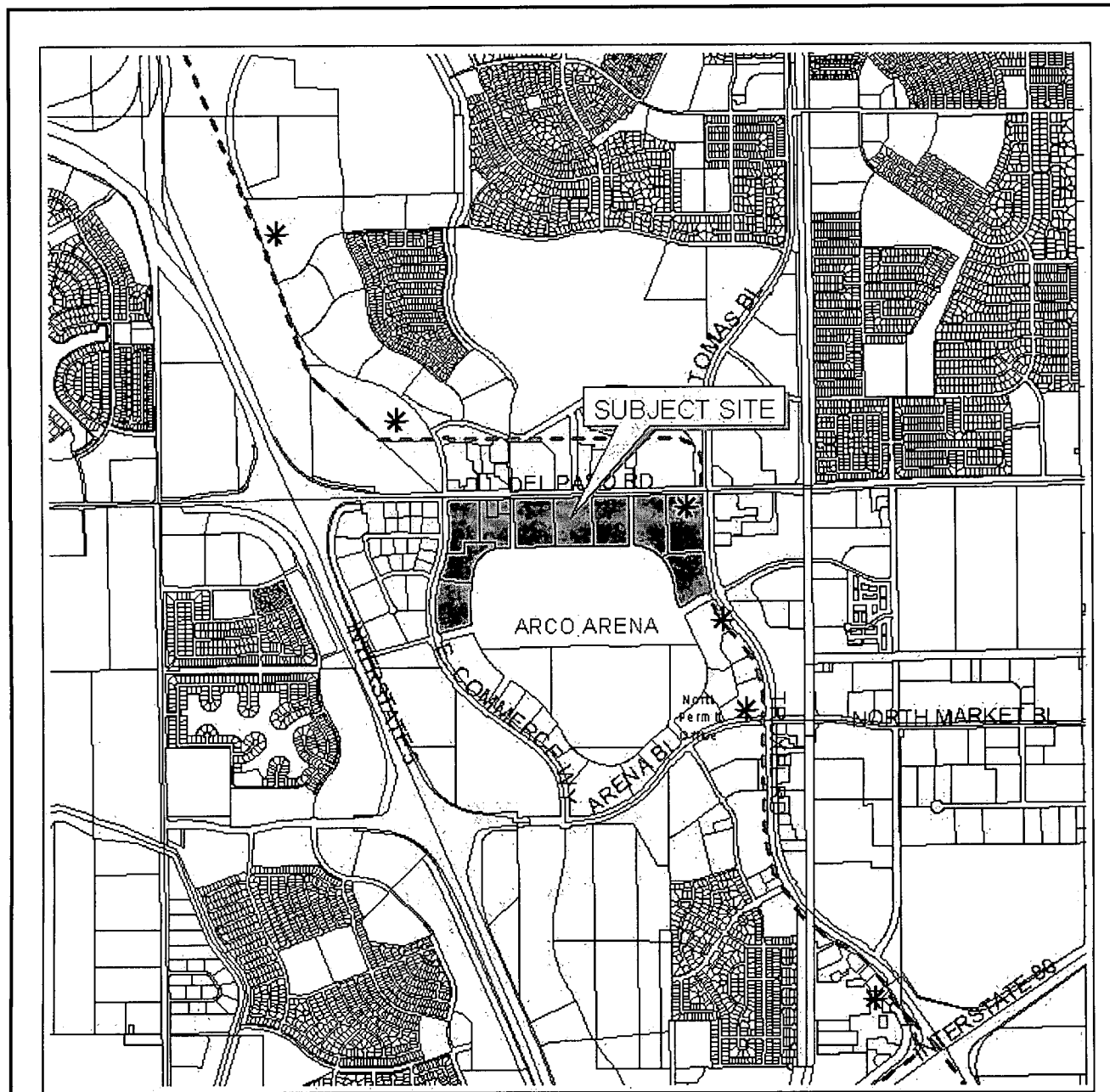
LOCATION: South of Del Paso Road between East Commerce Way and Truxel Road
APN: 225-0070-081 thru -086, -092, -107, -108, -116, -117, and -124
Council District 1

APPLICANT/OWNER:	Buzz Oates Construction, Contact: Troy Estacio 8615 Elder Creek Road Sacramento, CA 95828 (916) 381-3600
APPLICATION FILED:	October 25, 2004
STAFF CONTACT:	Stacia Cosgrove, Associate Planner, (916) 808-7110 David Kwong, Senior Planner, (916) 808-2691

SUMMARY:

The applicant is requesting to amend the Del Paso Road Planned Unit Development (PUD) Guidelines related to the amount and size of attached signage allowed within the Employment Center (EC) zone. The Del Paso Road PUD is comprised of approximately 82 net acres of land that is all zoned EC-40, EC-65 and EC-80.

The proposed guidelines amendment will establish requirements for attached signage for office, support commercial, warehouse, and mixed-use buildings within the PUD. Most noticeably, the project proposes to increase the number of attached signs that will be allowed per building, subject to specific size and location standards. The proposed amendment is consistent with the Del Paso Road PUD Schematic Plan and the current PUD guidelines. There are no outstanding issues or concerns.



Vicinity Map
Del Paso Road PUD Signage Amendments
P04-211

0 3000 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 the Del Paso Road PUD Guidelines and Schematic Plan. Staff evaluated the number of attached signs and the size allowed in other Employment Center PUD's in North Natomas and believes that the proposal is consistent with the allowances in other PUD's.

PROJECT INFORMATION:

General Plan Designation:	Mixed Use
Community Plan Designation:	Employment Center-40 (EC-40), EC-65, and EC-80
Existing Land Use of Site:	Several of the parcels in the PUD are developed with Office Buildings and Warehouse; the rest are vacant.
Existing Zoning of Site:	EC-40, EC-65, EC-80
Surrounding Land Use and Zoning:	
North:	Town Center, High School, Vacant; C-2-PUD, A-OS-PUD
South:	Arco Arena; SPX-PUD
East:	Office, Apartments; EC-50-PUD
West:	Highway Commercial, Office; HC-PUD, EC-50-PUD
Property Dimensions:	Irregular
Property Area:	82+ net 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 August 10, 1995, the Planning Commission recommended approval of the first stage entitlements for the Del Paso Road Planned Unit Development (PUD). These consisted of a Development Agreement for the subject area comprising the Del Paso Road PUD, amendments to the General Plan, the North Natomas Community Plan, and the Capitol Gateway Sports Complex PUD, a rezone, the establishment of a Planned Unit

Development designation, and a Tentative Map. The entitlements were forwarded to the City Council and adopted on August 29, 1995. (P95-028)

Since that time, a number of office, office/warehouse, and support commercial buildings have been approved and constructed within the Del Paso Road PUD. The applicant is now requesting to amend the adopted Del Paso Road PUD Guidelines section related to attached building signage for various uses. The amended signage section will establish a standard to be used when evaluating Special Permit requests for new construction within the PUD in the Employment Center zone.

STAFF EVALUATION: Staff has the following comments:

A. Policy Considerations

General Plan: The entire Del Paso Road PUD is designated in the General Plan as Mixed Use. The proposed amendment to the sign guidelines within the adopted PUD Guidelines 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 Del Paso Road PUD will be required to provide signage that is consistent with those requirements.

Del Paso Road PUD Guidelines and Schematic Plan: The proposed project site is located within the Del Paso Road Planned Unit Development (PUD). The purpose of the PUD guidelines is to focus on the creation of an innovative and viable employment center. Since the City Sign Code (City Code Section 15.148) is silent with regards to the Employment Center (EC) zone, the current Del Paso Road PUD Guidelines have a signage section that establishes standards for all attached and detached signage in the Employment Center (EC) zone within the PUD. The current guidelines do not distinguish between the different land uses that may be found within the PUD; the same number and maximum square footage allowance for signs is the same whether the EC site is developed with office, retail, or warehouses uses.

The proposed amendment will establish specific attached signage allowances for different uses. The number and size of allowed detached signs will not be amended with this application. The proposed amendment (detailed below) is consistent with the amount and size of signage allowed in adjacent Employment Center PUD's in North Natomas.

Existing Signage Allowance- The current Del Paso Road PUD Guidelines allow one (1) 100 square foot building sign per street frontage; secondary tenants are allowed one (1) sign of up to 25 square feet.

Proposed Signage Allowance-

- < Office and other Primary Uses: Each building is allowed a total of four (4) signs, subject to the following:

A maximum of two (2) signs will be allowed on Del Paso Road, East Commerce Way, or Truxel Road, provided the two signs are not for the same tenant. Total allowable sign area on Del Paso Road, East Commerce Way, or Truxel Road will not exceed 200 square feet (a maximum of 100 square feet per sign). A maximum of two (2) additional signs will be allowed on any other side of the building. These signs will not exceed 50 square feet each. No single tenant may have more than two attached signs (of any size).

Office buildings or other primary uses that do not have frontage on Del Paso Road, East Commerce Way, or Truxel Road are allowed one sign per tenant, for a maximum of four signs per building. Each sign is limited to a maximum of 50 square feet.

- < Support Commercial (Retail) Uses: Buildings are allowed two signs per occupancy, provided the two signs are not located on the same elevation.
- < Industrial Uses: One (1) attached building sign of a maximum of 100 square feet shall be allowed per tenant, for a maximum of two (2) attached signs per building.
- < Support Commercial in Mixed Use Buildings: Support Commercial uses that are located in the same building as a Primary Use and constitute less than 50% of the overall building square footage will be allowed one (1) attached sign per tenant or storefront, up to a maximum of two signs per leasehold. Total allowable area for each sign is not to exceed 25 square feet.

PROJECT REVIEW PROCESS:A. Environmental Determination

In August 1995, the Planning Commission ratified a Negative Declaration for the establishment of the Del Paso Road PUD (P95-028). Potentially significant environmental issues regarding air quality, water, biological resources, transportation, and human health were discussed and mitigation was included. The proposed project was determined to fall within the scope of the Del Paso Road PUD (P95-028) Negative Declaration. Section 15162 of the Guidelines for Implementation of the California Environmental Quality Act Public Resources Code provides that an additional Negative Declaration (or Environmental Impact Report) need not be prepared unless subsequent changes are proposed in the project, substantial changes occur with respect to the project circumstances, or new information of substantial importance to the project becomes known or available. None of these conditions exist; therefore, a new Negative Declaration is not required.

B. Public/Neighborhood/Business Association Comments

The subject project was routed to the following neighborhood groups: Environmental Council of Sacramento (ECOS), Natomas Chamber of Commerce, Natomas Community Association (NCA), Natomas Journal, North Natomas Alliance (NNA), North Natomas Community Association (NNCA), and North Natomas Study Group (NNSG).

A letter was received from the North Natomas Alliance (NNA) stating that the plan review committee has no comments on the subject application.

No other 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- Signage shall not obstruct or interfere with visibility of building address(es) or address signage requirements as set forth in California Fire Code.
2. Building Division- No comments.

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. Finds that a Prior Negative Declaration was prepared and approved;
- B. Adopt the attached Notice of Decision and Findings of Fact approving the PUD Guidelines Amendment to amend the Del Paso Road Planned Unit Development (PUD) Guidelines related to allowable, attached building signage in the Employment Center (EC) zone.

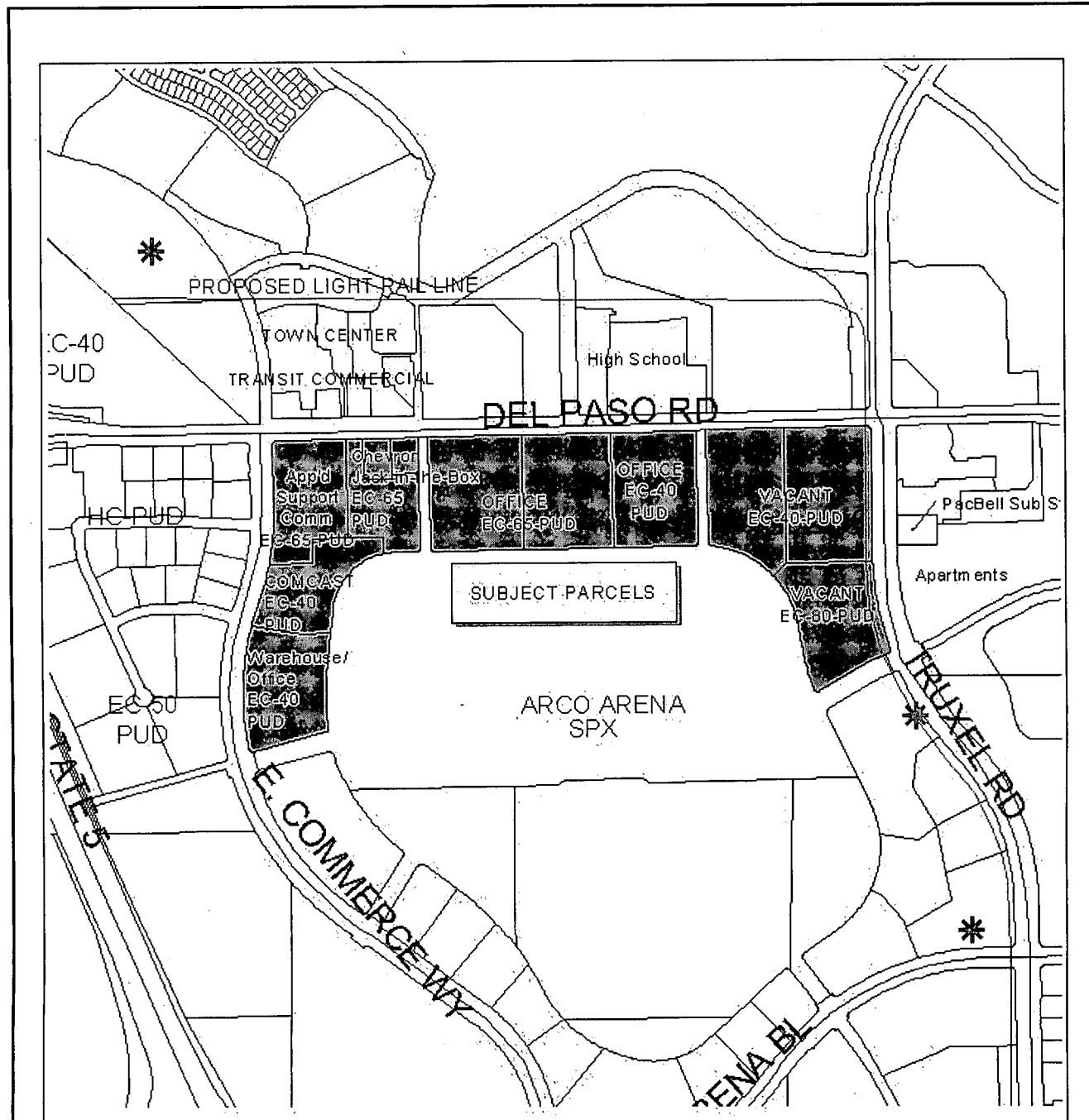
Report Prepared By,

Report Reviewed By,

Stacia Cosgrove, Associate Planner

David Kwong, Senior Planner

Attachment 3- Land Use & Zoning Map



Land Use & Zoning

P04-211

Del Paso Road PUD Signage Amendments

0 500 1000 Feet

