

Amended by staff October 11, 1988

City Planning Commission  
Sacramento, California

**MEMBERS IN SESSION:**

**SUBJECT:** A. Negative Declaration

B. Capital Gateway Sports Complex PUD Development Guidelines Amendment for attached building signs, informational signs and detached identification signs for the Arco Sports Complex (P88-382)

**LOCATION:** Southeast quadrant of Del Paso Road and I-5

**APPLICANT:** Sacramento Sports Association  
1515 Sports Drive, Suite #5  
Sacramento, California 95834

**BACKGROUND INFORMATION:** On October 28, 1986, the City Council approved the Capital Gateway Sports Complex Planned Unit Development and Development Guidelines (P86-131). Sign criteria was included in the PUD Guidelines; however, at the time of approval, the Sacramento Sports Association (SSA) did not have a specific sign program in mind. The SSA has now developed a sign program for the Arco Sports Complex which includes sports complex identification signs at the entrances to the PUD area and attached Arco Arena identification signs and informational signs. The proposed signs do not meet all the criteria relating to signs found in the PUD Guidelines. The SSA, therefore, is requesting an amendment to the Capital Gateway Sports complex PUD Development Guidelines to allow the proposed sign program for the Arco Sports Complex.

**STAFF EVALUATION:** The applicant's proposed sign program requires amendments of three sections of the existing sign criteria: A. Capital Gateway Sports Complex Identification Signs (Section VI-C); B. Arena Identification Signs (Section VI-D); C. Exterior Attached Directional and Instructional Signs (Section VI-F-1).

A. Capital Gateway Sports Complex Identification Signs

The PUD sign criteria presently allows for one monument sign identifying the sports complex at each of the four main entrances to the facility. Rather than having monument signs, the applicant has designed entry gates which cross over the four main roadways to the complex and proposes to attach the sports complex identification signs to these structures (Exhibits D, E, F). The entry gates are proposed to be constructed out of exposed aggregate concrete which matches the exterior of the arena with black wrought iron detailing. Total height of each structure is 22 feet. The signs are proposed to be placed on the structures above the roads. Proposed sign copy is "Arco Sports Complex" with logo. Sign materials would consist of white individual channel letters with red logo. Letters and logo would be silhouetted by self-contained back lights.

001615

Planning staff has no objections to the proposed modification for the complex identification signs as the proposed signs are an acceptable alternative to monument signs in that they are well designed and match the materials found in the arena structure. The proposed entry gates have been reviewed by the City Transportation Division. They have no objections to the proposed locations of the structures.

B. Arena Identification Signs

The applicant had originally intended to move the two plastic-faced internally-illuminated can "Arco Arena" signs from the old arena structure in the county to the new building. The applicant, however, has decided to redesign the identification sign and utilize white individual letters with an 81 square foot red logo (Exhibits G and H). Each letter and the logo are proposed to be internally illuminated. The proposed sign design and materials meet the PUD sign criteria; however, the applicant proposes to locate four attached signs on the arena (one per building face) whereas the sign criteria permits only two arena identification signs.

Staff originally believed that two attached signs would be sufficient to identify the arena. Because of the improved design of the new arena signs, Planning staff is willing to support four (4) attached signs.

C. Exterior Attached Directional and Instructional Signs

Presently, the PUD sign criteria requires that directional and informational signs attached to the arena and stadium which exceed four square feet in area be subject to Planning Director review and approval. Typically directional/instructional signs indicate items such as restrooms, public telephones, walkways, or ticket booths.

The applicant is proposing to locate a "Welcome to Arco Arena" sign over each of the two main entrances to the arena on the south side of the structure (Exhibit I). Each sign would consist of internally illuminated individual letters with an internally illuminated blue band on either side of the sign copy. Total length of each sign, including the illuminated band is 118 feet. The sign copy for each sign is 47± square feet.

Normally signs such as the ones proposed would fall under the category of attached building signs. However, as the two proposed welcome signs are: an unusual type of sign typically found at facilities such as arenas and stadiums; cannot be viewed from the public streets; and will only be seen when an individual is walking up to the arena. Planning staff, therefore, has no objections to amending this section of the sign criteria to permit welcome signs.

ENVIRONMENTAL DETERMINATION: The City's Environmental Coordinator has determined that the proposed project will not have a significant adverse affect on the environment and has filed a Negative Declaration.

RECOMMENDATION: Staff recommends that the Planning Commission take the following actions:

- A. Ratify the Negative Declaration.
- B. Approve the Capital Gateway Sports Complex PUD Development Guidelines Amendment as shown in Exhibits A, B, and C.

Respectfully submitted,

*Art Gee*

Art Gee,  
Principal Planner

AG:JP:vf

P88-382

001617

October 13, 1988

Item #17

**EXHIBIT A**  
**AMENDMENT TO SECTION VI-C**  
**CAPITAL GATEWAY SPORTS COMPLEX**  
**PUD DEVELOPMENT GUIDELINES**

C. Capital Gateway Sports Complex PUD Identification Signs

1. One monument sign ~~as defined by Section 3.250 of the City Sign Ordinance~~ shall be allowed per designated entry to the sports complex for a maximum of four (4) signs. Directly illuminated signage is not permitted. Indirectly illuminated signage is subject to Planning Director review and approval. *Signs shall either be detached monument signs (Section 3.250 City Sign Ordinance) or attached to entry gates approved by the Planning Director.*
2. Maximum area of sign: 32 square feet. If sign area exceeds 32 square feet, sign shall be subject to Planning Director review and approval.
3. Maximum height of sign: *Detached monument signs shall be six feet from street or parking lot grade, whichever is lower. If signs are attached to entry gates, the height shall be subject to Planning Director review and comment.*
4. Location: *Detached monument signs* Signs shall be placed a minimum of ten feet from the public right-of-way and from any driveway. Signs may be placed in landscaped setback areas. The signs may also be placed off-site on property adjacent to any one of the four sports complex private driveway entrances subject to written permission of the property owner(s) and to the review and approval of the Planning Director.
5. Design and Materials: Subject to Planning Director review and approval.

001626

**EXHIBIT B**

**AMENDMENT TO SECTION VI-D**

**CAPITAL GATEWAY SPORTS COMPLEX**

**PUD DEVELOPMENT GUIDELINES**

D. Arena Identification Signs

1. Number: *Two* ~~four~~ attached signs shall be permitted.
2. Location: Signs shall be attached to and parallel to the building face. The signs shall not project above the walls on which they are located.
3. Maximum Area: The area of each sign shall not exceed 1.5 square feet of sign area for each front foot of building occupancy. Each sign may not exceed 600 square feet in area.
4. Maximum Length: The length of each sign shall not exceed 30 percent of the length of the linear building face on which the sign is attached.

001627



**EXHIBIT C**

**AMENDMENT TO SECTION VI-F-1**

**CAPITAL GATEWAY SPORTS COMPLEX**

**PUD DEVELOPMENT GUIDELINES**

**F. Sports Complex Directional and Instructional Signs**

**1. Exterior Attached Directional and Instructional Signs**

- a. Attached signs which provide direction or instruction, are located on the exterior elevations of the arena, stadium or approved accessory structures, and do not exceed four square feet in area are exempt from Planning staff review and sign permit requirements. Examples of such signs are those identifying restrooms, public telephones or walkways.
- b. The number, size, materials and location of all directional and informational signs attached to the exterior elevations of the arena, stadium and approved accessory structures, and exceeding four square feet in area shall be indicated on the Capital Gateway Sports complex PUD Sign Program and subject to Planning Director review and approval prior to issuance of sign permits. *A maximum of two welcome signs shall be permitted at the main building entrance(s) of the arena and stadium subject to Planning Director review and approval.*

001628

P88-382

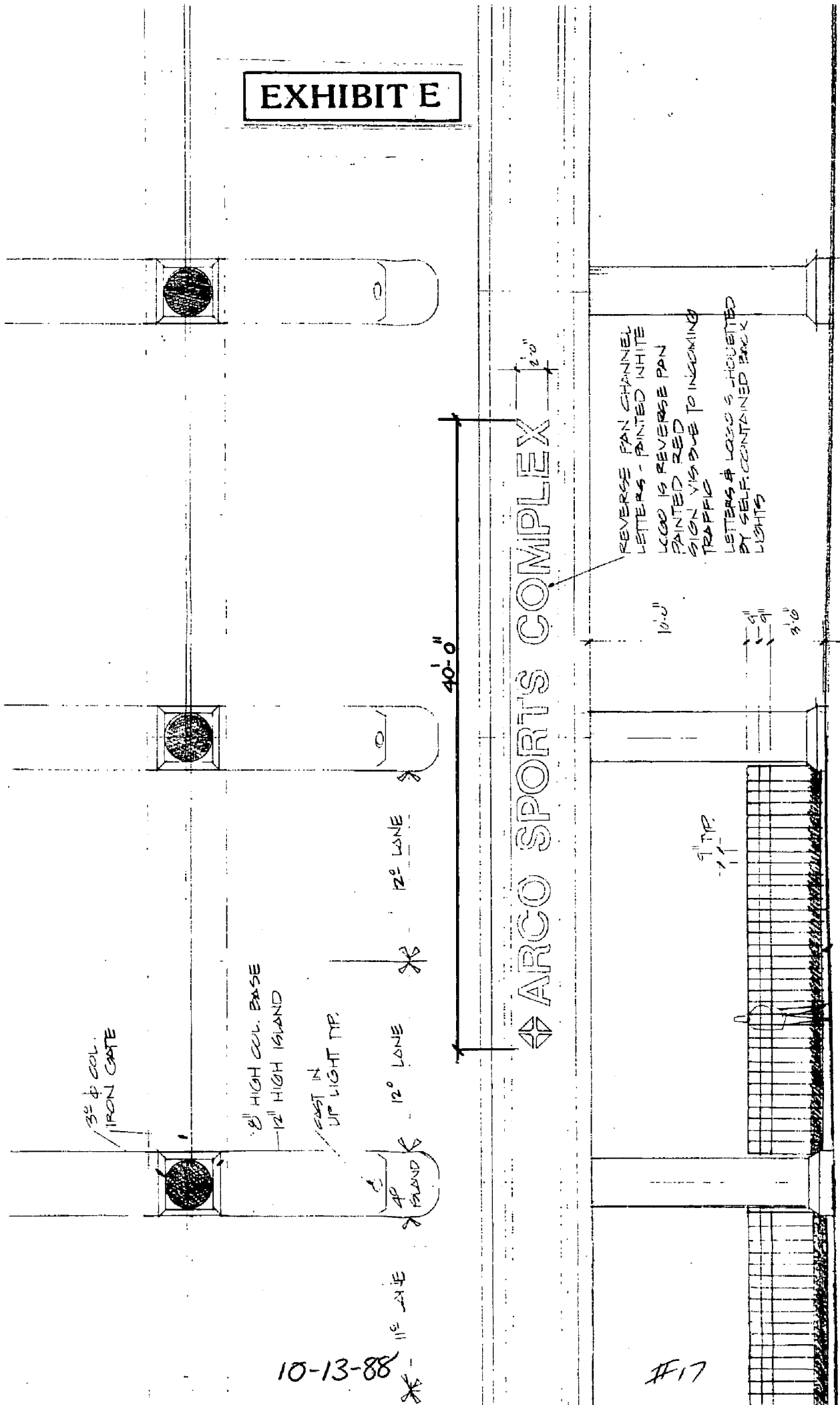
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EXHIBIT D

ENTRY GATE SIGN (Total 4)

EXHIBIT E



P88-382

10-13-88

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# EXHIBIT H

INTERIOR ILLUMINATED LETTERS & LOGO

WHITE LEXAN FACES - 3/16" THICK  
FABRICATED ALUMINUM SIDES-BACKS-RETAINERS / .070  
NEON ILLUMINATION / WHITE 60 MA.  
ALUMINUM RETAINERS  
LETTERS TO BE 9" DEEP  
RETAINERS & SIDES PAINTED BLACK OR ARCO BLUE

ARCO SPARK  
PANAFLEX FACE WITH HEAT TRANSFER COLORS  
ALUMINUM CABINET = PAINTED BLACK OR ARCO BLUE  
ONE SIGN @ EACH FACE - TOTAL OF 4



P88-382

10-13-88

WELCOME TO ARCO ARENA

DETAILS OF THE SIGN: THE LETTERS  
ARE WHITE ON A BLACK BACKGROUND  
THE SIGN IS 12' HIGH  
THE LETTERS ARE 1" HIGH  
THE SIGN IS 12' WIDE

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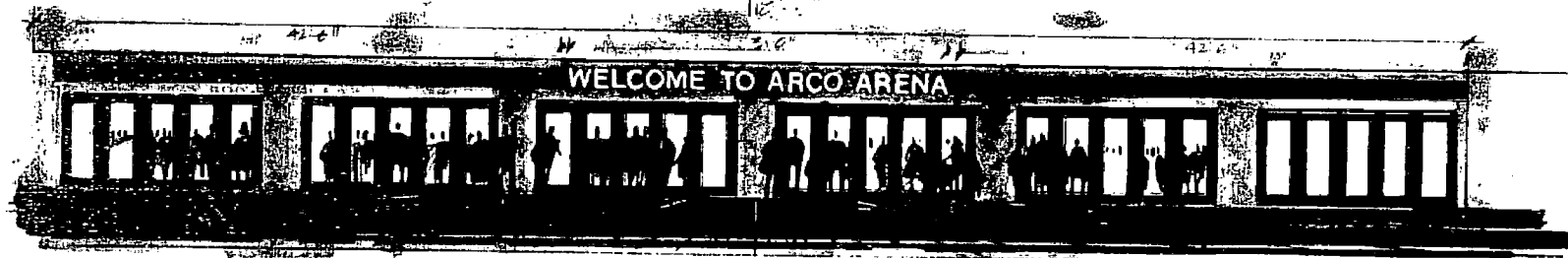


EXHIBIT I

WELCOME SIGN AT TURNSTILE (Total 2)

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