# POINT WEST PLAZA

**retail center, city of sacramento, california**

***planned unit development guidelines***

**planning commission draft**
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*section 1*

# PURPOSE AND INTENT

Point West Plaza is a Planned Unit Development (herein referred to as "the PUD") constituting a total of approximately 45.1 gross acres to be designated with the SC-(PUD) Zone. These guidelines, as approved by the City of Sacramento City Council, shall be adopted and used by the PUD area's developer(s) and the City to guide the design and development of the individual parcels.

The PUD Guidelines define the necessary criteria to create a quality, vibrant and cohesive design for Point West Plaza. Each development/project will be required to demonstrate how it meets the intent of these Design Guidelines. This approach to design values creativity and allows for multiple solutions to each design challenge. Flexibility and innovation are strongly encouraged.

The PUD Guidelines include both mandatory standards and recommendations providing a framework for the systematic development of Point West Plaza. These Design Guidelines will ensure that development with the PUD will implement the PUD's goals, objectives and policies. The Design Guidelines influence the community's visual character and integrity by establishing high standards for planning, design, landscaping and signage throughout the PUD.

These PUD Guidelines are intended as a supplement to existing City Ordinances and shall prevail when different from other applicable City Ordinances. Any amendments hereto can only become effective upon approval by the Planning Commission of the City of Sacramento, pursuant to Chapter 17.180 of the City's Zoning Code.

## Procedures for Amendment

Amendments to the Schematic Plan and/or Guidelines shall be approved by the City Council or, in limited circumstances by the Planning Commission, in accordance with the provisions of Section 17.180.050 of the Zoning Ordinance.

The Schematic Plan approved by the City Council concurrently with these Development Guidelines is conceptual in nature, and adjustments that do not materially affect the nature or character of the PUD, such as the number or configuration of parcels, building orientation, placement of buildings and entrances, landscaping, and parking configuration, may be made during the Special Permit process without the need to amend the Schematic Plan.

The modifications to the number, size, configuration of parcels, and the distribution of land uses within the PUD will be allowed in order to coordinate with final building sizes and configurations, utility infrastructure coordination, specific user needs, etc. The PUD Schematic Plan and Special Permit documents represent conceptual building envelopes; actual building envelopes may vary slightly with future tenant/architecture development

*section 2*

# OVERALL DESIGN CONCEPT: ENERGY CONSERVATION & 'GREEN' DESIGN FEATURES

Point West Plaza is a mixed-use retail and office development and is uniquely situated with more than 3,400 homesites within a ½ mile walking distance of the center, and a projected 12,500 people within a ½ mile radius of the site's perimeter. Point West Plaza will offer a variety of services which, by design, will encourage employees and shoppers to stop for lunch, have coffee, shop for a book, drop something off at the dry cleaners and visit the dentist, all without need for a car. This mixed-use design approach minimizes the energy demands and consumption typically utilized for this type of development and sets forth two overriding goals implemented through careful site selection, planning and building design; those goals are 1) Pedestrian Orientation and 'Walkability' and, 2) Energy Conservation Design.

*This exhibit illustrates the overall site context for Point West Plaza.*

## Pedestrian Orientation and 'Walkability'

***Multiple Access Points***

There are eight locations of ingress and egress to offer easy pedestrian access from surrounding neighborhoods and alleviate traffic congestion and pedestrian conflicts. Signalized intersections with pedestrian controls at Manera Rica Drive, Del Paso Road, Bonfair Avenue, and Duckhorn Drive will allow easy pedestrian access from nearby homes and local hotels. Additionally, a dedicated bus stop is conveniently located at the corner of Del Paso Road and El Centro Road that will encourage safe and efficient transit use.

*View of the Plaza and Obelisk from the main project entry.*

***The Plaza***

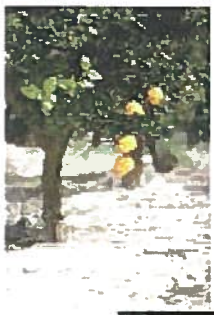
A signature design feature of the Point West Plaza shopping center will be the provision of a large shaded plaza with shops and restaurants fronting onto the plaza. The plaza is intended to be used for neighborhood conversations, dining, relaxing and people watching, and will offer opportunities for specialty vendor carts with coffee, ice cream, gift items and more to encourage exploring Point West Plaza on foot.

*Neighbors gathering in the Plaza.*

***Building Orientation and Climate Control***

Point West Plaza's buildings are oriented such that the Plaza and storefronts will receive the morning sun from the east, but by late afternoon the majority of the Plaza area and storefronts will have shaded frontage. Additionally, wide, covered, shaded walkways are provided along all store frontages which will create protection for pedestrians from hot sun, rain and wind and encourage walking from storefront to storefront year-round. To help mitigate the heat gain of the afternoon sun on the centers' parking areas, generous tree plantings of large shade trees will be provided in all of the parking areas, thus lowering the typical 'heat island' effect and creating a more pleasant for pedestrians and site users. The plaza features a tall obelisk feature which is a signature of the design and provides orientation within the shopping center.

*The Plaza's Obelisk serves to orient the community.*



***Pedestrian Connectivity and Orientation***

Point West Plaza's individual buildings are well-connected by the provision of wide, clearly marked sidewalks that connect all parts of Point West Plaza and provide safe pedestrian access both from the street frontages and internally between buildings. Additionally, pedestrian benches are carefully located at regular intervals in shady locations to create increased opportunities for socialization and encourage strolling throughout Point West Plaza. Directional signage and information kiosks along the pedestrian routes will help to guide pedestrians to the various retailers and service providers while they explore the center on foot.

*View of the shaded storefront colonnade.*

## Energy Conservation Design

***Energy Efficiency***

The project has been designed to maximize energy efficiency. For example, the sites' building orientation provides optimal exposure to sun in the morning for use of natural daylight thereby reducing the reliance on electricity for lighting, and provides maximum shade in afternoons, reducing reliance on electricity for lighting and cooling. Buildings will utilize lighting controls to provide efficient lighting. Parking lot lighting will be programmed to reduce late night lighting while meeting the minimum safety standards for illumination levels. Rooftops will be light colored to reflect sunlight, and the project proposes the provision of approximately 30% more trees for shade cover than required by local code.

Large tenants will be encouraged to develop energy management plans specific to their respective buildings. Building design will incorporate energy efficient heating and cooling systems, appliances and equipment, and control systems to the maximum extent practicable. The project developer(s) will investigate applicability of installing light emitting diodes (LEDs) for traffic, street, and other outdoor lighting, subject to local requirements. The project developer(s) will develop a program for outdoor lighting which will limit the hours of operation of outdoor lighting.

***Renewable Energy***

The Building developer(s) are working with mechanical, electrical and plumbing engineers to maximize energy-efficient hearing ventilation and air conditioning and shall encourage tenants to do the same. This would include the possible use of solar and wind power systems, solar and tankless hot water heaters, and energy-efficient heating, ventilation and air conditioning. Building developer(s) will continue to work with SMUD to pursue energy efficient and cost effective energy conservation methods for the project.

***Water Conservation and Efficiency***

The project developer(s) will work with the landscape architect to develop water efficient landscape to the extent practicable; this includes the use water-efficient irrigation systems and devices, such as soil moisture-based irrigation controls to the maximum extent practicable. The project developer(s) will develop a maintenance program for the project that will include water conservation principles including methods to restrict watering (e.g., prohibit systems that apply water to non-vegetated surfaces) and control runoff. The proposed fueling station car washes will utilize modern water-conserving design techniques as well. The project will implement low-impact development practices that maintain the existing hydrologic character of the site to manage storm water and protect the environment. (Retaining storm water runoff on-site can drastically reduce the need for energy-intensive imported water at the site.) Further, the project site is intended to drain into the existing detention basin of Natomas Central per prior drainage/improvement plans and approvals.

***Solid Waste Measures***

It is the intent of the project to reuse and recycle construction and demolition waste (including soil, vegetation, concrete, lumber, metal, and cardboard). To the extent practicable and commercially available, the developer(s) will use recycled materials in the construction of the project and will require contractors to develop a recycling plan. Additionally, the developer(s) will provide interior and exterior storage areas for recyclables and green waste and adequate recycling containers located in public areas.

***Land Use Measures***

Point West Plaza's location supports the reduction of vehicle trips, promotes alternatives to individual vehicle travel, and promotes efficient delivery of services and goods by design as it is a mixed-use commercial site that is ideally located amongst residential units and is greatly accessible by pedestrian, mass transit, or vehicle traffic passing by the site. The project incorporates public transit into project design and has dedicated right of way for a public bus stop adjacent to the project. The project proposes a pedestrian pathway throughout the project, with deep building overhangs over pathways adjacent to buildings providing shaded coverage. The project is also providing a large central plaza that is easily located by pedestrian pathways and multiple access points.

*Bird's eye view of the Plaza and Obelisk.*

***Transportation and Motor Vehicles***

The project encourages gas station tenants to provide for alternative fueling stations by providing the necessary facilities and infrastructure to encourage the use of low or zero-emission vehicles (e.g., electric vehicle charging facilities and conveniently located alternative fueling stations). The project incorporates bicycle-friendly intersections into street design and locates cross-walks and bicycle paths at driveways to ensure safety. Building developer(s) will provide adequate bicycle and motorized scooter parking near building entrances to promote cyclist safety, security, and convenience and will provide facilities that encourage bicycle commuting, including, e.g., locked bicycle storage or covered or indoor bicycle parking to the maximum extent practicable.

The proposed Point West Plaza project is designed to maximize pedestrian orientation & site walkability and maximize energy conservation thereby minimizing the emissions of greenhouse gases and reducing its contribution to global warming. It is an example of the type of new urban development in the City that takes the lead smart land panning and site design and helps to achieve the goals of State and local policies and regulations to reduce the State's contribution to global warming.

*section 3*

# PERMITTED USES

## Building and Occupancy Standards

The overall building square footage as approved in the PUD for each zone is approximately as follows; the Planning Commission, in accordance with Section 17.180.050 of the Sacramento City Zoning Ordinance, may approve increases in the overall building square footage.

- 44,600± gross square feet of office/medical office use
- 403,849± gross square feet of retail use

## Wall Requirement

A minimum six-foot high, masonry sound wall shall be placed along the westerly PUD area property line prior to the issuance of the first certificate of occupancy.

## Hours of Operation

Users in the PUD may operate their establishment 24 hours a day.

## Permitted Uses

The intent of the PUD is to serve the surrounding area with commercial retail and restaurant uses. The permitted uses are those normally allowed in the Shopping Center (SC) zone, and the Employment Center (EC-50) zone of the City's Zoning Ordinance.

*section 4*
# ENVIRONMENTAL STANDARDS

## Landscape Design Concept

The landscape concept for Point West Plaza is similar to that of a plaid fabric: strong, unifying plantings tie the site together from north to south, while more color and variety is introduced by the plantings running east to west, connecting and intersecting these primary bands.

Dominant rows of trees define the various north to south axes that run through the site. The El Centro Road frontage is planted with Tulip Trees on a regular spacing, providing a large, dense street tree canopy very quickly. Along the frontage of El Centro Road where few buildings occur near the street, a double row of Tulip Trees will be used in the expanded planting area. Shrubs and perennials will screen parked cars and provide visual interest. The central drive aisle will be covered by a high canopy of Zelkova trees, which will create a gothic arch over this dominant artery through the site. The drive aisle that runs in front of the major retail and office buildings would be accented and shaded with Ginko trees. Ginkos will provide striking yellow fall color and a more open character, which will maximize sign visibility. Behind the project, along the western property line, a dense planting of Redwood trees will quickly obscure the proposed buildings from the adjacent residential neighborhood and spiny shrubs will be planted underneath for security.

*A tower element over a canopy of orange trees in Spain is the inspiration for the Obelisk in the Plaza.*

Between the dominant bands of trees, a wider variety of species will be used to provide individual character for various sub-areas on the site and assist with orientation. Large parking fields will be planted with no more than four consecutive rows of the same tree species. This provides a subtle, but effective way to assist users in maintaining their orientation. The main drives from El Centro Road will be reinforced with lines of trees of the same species. The plaza area at the obelisk will be planted in a style derived from southern Spain: a grid planting of Orange trees will be connected by paving that references the irrigation channels of Andalusia.

*Grid plantings of orange trees in detailed paving from a plaza in Spain are the inspiration for the Plaza and landscape design.*

## General Guidelines

- The owner of each parcel shall at all times properly maintain and keep the entire parcel, including all improvements, in a safe, clean and sightly condition, in a good state of repair, and shall comply in all respects with all governmental, health, fire, and police requirements.

- The owner of each parcel shall, at his/her own expense, remove rubbish of any character whatsoever which may accumulate on such parcel.

- Undeveloped parcels shall be maintained in a neat, weed-free condition at the owner's expense. Owners of such parcels shall take measures to control dust impacting adjacent parcels.

- All buildings, structures, paved areas and building materials, color schemes, and landscape elements shall be designed and constructed so as to create a unique and desirable environment for the intended use(s). The project should be distinctive in design and it should also provide a rich and exciting environment for customers.

- Landscaping shall comply with applicable City of Sacramento ordinances for drought tolerance and shall be composed of natural and decorative trees, ground cover and shrubs with automatic irrigation systems.

- The term "landscape areas" shall refer to all areas within a given parcel not located in a structure and not utilized for parking, truck loading, storage, or refuse collection. Landscape areas, unless otherwise indicated, may include all walkways.

- Parking and back-up space shall be landscaped to comply with the City of Sacramento Zoning Ordinance Section 6.D.19: "Trees shall be planted and maintained throughout the surface parking lot to ensure that within 15 years after the establishment of the parking lot, at least 50% of the parking area will be shaded." Driveways, drive aisles and truck loading areas are not required to be shaded.

- All areas (within a developed parcel) not utilized for circulation, parking and services shall be landscaped utilizing groundcover, shrubbery or trees. Underdeveloped areas proposed for future construction shall be maintained in a reasonably weed free condition but need not be fully landscaped.

- Side and rear elevations of any building visible from surrounding roadways shall be landscaped with attractive, varying materials. However, such landscaping shall not interfere with the visibility operation and identification of business establishments.

- Perimeter screen walls, where used, shall be softened with appropriate landscaping and may include vines, shrubs, and/or trees.

- Architecturally designed, compatibly-styled structures with plantings shall be used to screen service areas for loading, trash and recyclable material storage, and any approved external storage areas. It is contemplated, however, that landscaping features could interfere with the successful operation of a business or approved use. When/if this occurs, such landscaping may be modified in a manner to reduce such conflicts. A minimum 6'-0" high wall shall be provided at trash enclosures, docks and loading areas. Note: Trash and recycling within enclosed loading areas are not required to have separate enclosures.

- Prior to the issuance of any temporary certificate of occupancy permit, each project's landscaping, including permanent automatic irrigation system, shall be installed to the City's satisfaction. Plants shall vary in size: 1 and 5 gallon shrubs; 5 and 15 gallon and 24 inch box trees.

- A landscape maintenance program shall be established to ensure that landscape elements are well maintained. All landscaped areas shall be fully irrigated with permanent automatically controlled underground irrigation system.

- All landscape areas within each zone shall be planted and irrigated in accordance with the planting palettes and criteria recommended in these design guidelines. All trees shall be double staked. Trees shall be secured with flexible tree ties and shall be staked in at least two places on species such as Chinese Pistache where extra support is required to maintain a straight trunk.

- The irrigation system shall be designed and maintained to minimize spray onto non-planted areas.
- All irrigation heads within traffic or pedestrian areas shall be pop-up type heads. No fixed risers are permitted in these areas.
- Irrigation systems shall be designed to provide the appropriate amount of water to each plant as efficiently as possible without over-watering, and landscape plantings shall be grouped according to watering needs.

## Landscape Goals and Objectives

- Reinforce the major pedestrian connection systems that abut the roads and driveways and the pedestrian connections between buildings and uses.
- Provide for human scale and visual organization in parking lots.
- Loading areas, service yards, and utility equipment shall be screened.
- Design the landscaping to maximize energy conservation and human comfort and promote biodiversity within the landscape.
- The landscape concept shall encourage and frame views of the project, allowing full visibility of tenant signage, storefronts, and auto merchandising areas.
- Internal streets and major pedestrian circulation routes shall be articulated differently from the parking field in order to reinforce the design theme, identify the circulation system as a way-finding element, and to reduce the scale of the parking field. This differentiation shall take precedent over canopy shade tree planting.
- Landscape enhancements at internal drives and pedestrian circulation routes may include ornamental tree plantings and vertical tree plantings.

## Conformance to Plant List

All trees, shrubs, and groundcover types shall conform to the following PUD Plant List unless an alternative type is approved by the City's Planning Director.

## Table 1 Plant List

All plant materials must be selected from the Plant Species List for North Natomas and the list below, subject to confirmation from site-specific soils analysis that plant species will survive.

### Large Trees (50'-100')

| WATER USAGE | | |
|---|---|---|
| HIGH | *Acer rubrum* | Red Maple |
| LOW | *Cedrus deodara* | Deodar Cedar |
| LOW | *Celtis australis* | European Hackberry |
| MEDIUM | *Gingko biloba* | Maidenhair Tree |
| HIGH | *Liriodendrum tulipifera* | Tulip Tree |
| LOW | *Pistachia chinensis* | Chinese Pistache |
| LOW | *Quercus coccinea* | Scarlet Oak |
| LOW | *Quercus lobata* | Valley Oak |
| LOW | *Quercus wislizenii* | Interior Live Oak |
| MEDIUM | *Quercus robur* | English Oak |
| MEDIUM | *Quercus rubra* | Red Oak |
| MEDIUM | *Quercus shumardii* | Shumard Red Oak |
| MEDIUM | *Quercus virginiana* | Southern Live Oak |
| LOW | *Sequoia sempervirens* | Coast Redwood |
| MEDIUM | *Zelkova serrata* | Green Vase Zelkova |

### Medium Trees (30'-50')

| WATER USAGE | | |
|---|---|---|
| MEDIUM | *Carpinus betulus* | European Hornbeam |
| LOW | *Cercis canadensis* | Eastern Redbud |
| MEDIUM | *Maytenus boaria* | Mayten Tree |
| HIGH | *Nyssa sylvatica* | Sour Gum |
| LOW | *Pinus halepensis* | Allepo Pine |
| LOW | *Quercus ilex* | Holly Oak |
| LOW | *Schinus molle* | California Pepper Tree |
| HIGH | *Tilia cordata* | Linden |
| MEDIUM | *Umbellularia californica* | California Bay |

### Small Trees (15'-30')

| WATER USAGE | | |
|---|---|---|
| LOW | *Acacia baileyana* | Bailey Acacia |
| HIGH | *Acer buergeranium* | Trident Maple |
| HIGH | *Acer ginnala* | Amur Maple |
| HIGH | *Acer palmatum* | Japanese Maple |
| LOW | *Albizia julibrissin* | Silk Tree |
| MEDIUM | *Arbutus unedo* | Strawberry Tree |
| LOW | *Cercis occidentalis* | Western Redbud |
| HIGH | *Cornus florida* | White Eastern Dogwood |

| | | |
|---|---|---|
| MEDIUM | *Crataegus laevigata* | English Hawthorn |
| MEDIUM | *Crategus phaenopyrum* | Washington Hawthorn |
| MEDIUM | *Eriobotrya deflexa* | Bronze Loquat |
| MEDIUM | *Geijera parviflora* | Australian Willow |
| MEDIUM | *Koelreuteria paniculata* | Goldenrain Tree |
| LOW | *Lagerstroemia indica* | Crape Myrtle |
| HIGH | *Ligustrum lucidum* | Glossy Privet |
| HIGH | *Magnolia soulangiana* | Saucer Magnolia |
| HIGH | *Magnolia stellata* | Star Magnolia |
| HIGH | *Podocarpus gracilior* | Fern Pine |
| HIGH | *Prunus serrulata 'Kwanzan'* | Flowering Cherry |
| LOW | *Prunus lyonii* | Catalina Cherry |
| MEDIUM | *Prunus blieriana* | Flowering Plum |
| MEDIUM | *Prunus cerasifera* | Purple Leaf Plum |
| MEDIUM | *Prunus caroliniana* | Carolina Laurel Cherry |
| MEDIUM | *Pyrus kawakami* | Evergreen Pear |
| LOW | *Raphiolepis x* | "Majestic Beauty" |

**Large Shrubs (6'-15')**
**WATER USAGE**

| | | |
|---|---|---|
| HIGH | *Abelia grandiflora* | Glossy Abelia |
| LOW | *Berberis thunbergii* | Barberry |
| LOW | *Callistemon citrinus* | Lemon Bottlebrush |
| HIGH | *Camellia japonica* | Camellia |
| LOW | *Ceanothus thyrsiflorus* | Blue Blossom |
| LOW | *Heteromeles arbutifolia* | Toyon |
| HIGH | *Ilex altaclarensis* | Wilson Holly |
| HIGH | *Ilex aquifolium* | San Gabriel Holly |
| LOW | *Lagerstroemia indica* | Crape Myrtle |
| LOW | *Laurus nobilis* | Grecian Laurel |
| LOW | *Leptospermum scoparium* | Leptospermum "Ruby Glow" |
| HIGH | *Ligustrum japonicum* | Waxleaf Privet |
| HIGH | *Magnolia stellata* | Star Magnolia |
| LOW | *Mahonia lomarifolia* | Burmese Grape |
| LOW | *Nandina domestica* | Heavenly Bamboo |
| LOW | *Nerium oleander* | Oleander "Mrs. Roeding" |
| LOW | *Nerium oleander* | Oleander "Little White" |
| LOW | *Nerium oleander* | Oleander |
| MEDIUM | *Phormium tenax* | New Zealand Flax |
| MEDIUM | *Photinia fraseri* | Red-leaf Photinia |
| MEDIUM | *Photinia serrulata* | Chinese Photinia |
| MEDIUM | *Pittosporum tobira* | Mock Orange |
| MEDIUM | *Podocarpus macrophyllus* | Yew Pine |
| MEDIUM | *Prunus caroliniana* | Carolina Cherry "Bright n Tight" |
| MEDIUM | Prunus caroliniana | Carolina Cherry "Compacta" |
| LOW | Pyracantha coccinea | Pyracantha |
| LOW | Rosmarinus officinalis | Rosemary "Tuscan Blue" |
| MEDIUM | Syzygium paniculatum | Brush Cherry |

## Medium Shrubs (3'-6')
## WATER USAGE

| | | |
|---|---|---|
| LOW | *Agapanthus orientalis* | Lily-of-the Nile |
| LOW | *Arbutus unedo 'Compacta'* | Dwarf Strawberry Tree |
| LOW | *Arctostaphylos densiflora* | Manzanita *"Howard McMinn"* |
| LOW | *Berberis thunbergii* | Red-leaf Barberry "Atropurpurea" |
| MEDIUM | *Buxus microphylla japonica* | Japanese Boxwood |
| MEDIUM | *Callistemon vimimalis* | *Bottle Brish « Little John »* |
| LOW | *Cistus purpureus* | Orchid Rockrose |
| LOW | *Citrus limon* | Lemon |
| LOW | *Echium fastuosum* | Pride of Madeira |
| MEDIUM | *Escallonia "Fradesii"* | Escallonia |
| MEDIUM | *Euonymus alata* | Winged Euonymus "Compacta" |
| HIGH | *Gardenia jasminoides* | Mystery Gardenia |
| MEDIUM | Grevillea "Noelii" | (no common name) |
| LOW | *Lavandula angustifolia* | English Lavender "Munstead" |
| LOW | *Lavandula dentata* | French Lavender |
| LOW | *Lavandula stoechas* | Spanish Lavender |
| HIGH | *Ligustrum vulgare* | Lodense Privet "Lodense" |
| LOW | *Mahonia aquifolium* | Oregon Grape |
| MEDIUM | *Myrsine africana* | African Boxwood |
| LOW | *Nandina domestica* "Compacta" | Dwarf Heavenly Bamboo |
| LOW | *Nandina domestica* | Heavenly Bamboo "Gulf Stream" |
| LOW | *Nerium oleander "Petite"* | Oleander |
| MEDIUM | *Phormium tenax* | New Zealand Flax |
| MEDIUM | *Pittosporum tobira* | Tobira "Variegata" |
| HIGH | *Polystichum munitum* | Sword Fern |
| LOW | *Raphiolepis indica* | India Hawthorn |
| HIGH | *Rosa californica* | Rose |
| HIGH | *Rosa x. "Flower Carpet Red"* | Landscape Rose |
| LOW | *Rosmarinus officinalis* | Rosemary |
| LOW | *Salvia clevelandii* | (no common name) |
| LOW | *Salvia greggii* | (no common name) |
| LOW | *Salvia leucantha* | Mexican Bush Sage |
| MEDIUM | *Sarcococca ruscifolia* | (no common name) |
| MEDIUM | *Spirea bumalda* | (no common name) |
| MEDIUM | *Spirea thunbergii* | (no common name) |
| MEDIUM | *Spirea vanhouttei* | (no common name) |
| MEDIUM | *Strelitzia nicolai* | Giant Bird of Paradise |
| MEDIUM | *Strelitzia reginae* | Bird of Paradise |
| LOW | *Viburnun tinus* "Spring Bouquet" | (no common name) |
| LOW | *Xylosma congestum* | Shiny Xylosma "Compacta" |

## Small Shrubs (below 3')
## WATER USAGE

| | | |
|---|---|---|
| HIGH | *Abelia grandiflora* | White Abelia "Prostrata" |
| LOW | *Agapanthus orientalis* | Dwarf Lily-of-the Nile "Peter Pan" |
| HIGH | *Azalea indica* | Azalea |
| LOW | *Berberis thunbergii* "Crimson Pygmy" | Crimson Pygmy Barberry |
| LOW | *Dietes vegeta* | Fortnight Lily |
| LOW | *Eriogonum fasciculatum* | California Buckwheat |
| HIGH | *Gardenia jasminoides* | "Little Gem" (no common name) |
| HIGH | *Iris douglasiana* | (no common name) |
| LOW | *Mahonia aquifolium* "Compacta" | Dwarf Oregon Grape |
| LOW | *Myrtus communis* "Compacta" | Dwarf Roman Myrtle |

| | | |
|---|---|---|
| LOW | *Nandina domestica* | Heavenly Bamboo "Harbor Dwarf" |
| MEDIUM | *Phormium tenax* | New Zealand Flax "Jack Spratt" |
| MEDIUM | *Pittosporum tobira* | "Wheeler's Dwarf" (no common name) |
| MEDIUM | *Spirea nipponica* | (no common name) |
| LOW | *Teucrium chamaedrys* | (no common name) |
| LOW | *Tulbaghia violacea* | Society Garlic |

## Ground Covers
## WATER USAGE

| | | |
|---|---|---|
| LOW | *Arctostaphylos* | "Emerald Carpet" (no common name) |
| LOW | *Cerastium tomentosa* | Snow-In-Summer |
| MEDIUM | *Ceratostigma plumbaginoides* | (no common name) |
| LOW | *Cistus x. "Sunset"* | Rockrose |
| LOW | *Cotoneaster d. "Lowfast"* | Cotoneaster |
| LOW | *Festuca californica* | (no common name) |
| LOW | *Festuca ovina* | "Glauca" |
| HIGH | *Fragaria chiloensis* | Ornamental Strawberry |
| LOW | *Gazania* | Gazania |
| MEDIUM | *Glechoma hederacea* | Ground Ivy |
| MEDIUM | *Hedera helix "Hahnii"* | English Ivy |
| MEDIUM | *Hemerocallis sp* | Daylily |
| LOW | *Hypericum calycinum* | Creeping St. John's Wart |
| LOW | *Juniperus c. "San Jose"* | Creeping Juniper |
| MEDIUM | *Lantana montevidensis* | Trailing Lantana |
| HIGH | *Liriope muscari* | Blue Lily Turf |
| MEDIUM | *Liriope spicata* | Creeping Lily Turf |
| MEDIUM | *Lonicera japonica* | Hall's Honeysuckle "Halliana" |
| LOW | *Lysimachia nummularia* | Moneywort |
| LOW | *Nandina domestica* | Heavenly Bamboo "Harbor Dwarf" |
| HIGH | *Ophiopogon japonicus* | Mondo Grass |
| LOW | *Rosmarinus officinalis* | Rosemary |
| LOW | *Santolina virens* | (no common name) |
| LOW | *Santolina chamaecyparissus* | Lavender Cotton |
| LOW | *Thymus citriodorus* | (no common name) |
| LOW | *Thymus praecox arcticus* | *Creeping Thyme* |
| MEDIUM | *Trachelopspermum asiaticum* | Asian Jasmine |
| MEDIUM | *Trachelospermum jasminoides* | Star Jasmine |
| MEDIUM | *Verbena* | Verbena |
| HIGH | *Verconica spicata "Red Fox"* | (no common name) |
| LOW | *Vinca minor* | *Vinca* |

## Vines
## WATER USAGE

| | | |
|---|---|---|
| HIGH | *Ficus pumila* | Creeping Fig |
| MEDIUM | *Gelsemium sempervirens* | Carolina Jessamine |
| MEDIUM | *Hardenbergia violacea* | *(no common name)* |
| MEDIUM | *Jasminum polyanthum* | Pink Jasmine |
| MEDIUM | *Lonicera japonica "Purpurea"* | Purple Honeysuckle |
| MEDIUM | *Lonicera japonica* | Hall's Honeysuckle "Halliana" |
| MEDIUM | *Mandevilla laxa* | Chilean Jasmine |
| MEDIUM | *Parthenocissus tricuspidata* | Boston Ivy |
| MEDIUM | *Parthenocissus quinquefolia* | Virginia Creeper |
| MEDIUM | *Passiflora pfordtii* | Blue Crown Passion Flower |
| MEDIUM | *Rosa banksiae* | Bank's White Rose "Alba Plena" |
| MEDIUM | *Rosa banksiae "Lutea"* | Bank's Yellow Rose |

| | | |
|---|---|---|
| MEDIUM | *Trachelospermum jasminoides* | Star Jasmine |
| MEDIUM | *Wisteria sinensis "Blue"* | Chinese Wisteria |

### Ornamental Grasses
### WATER USAGE

| | | |
|---|---|---|
| MEDIUM | *Acorus* | Sweet Flag |
| MEDIUM | *Arrhenatherum elatius bulbosum* | Rattlesnake Grass |
| LOW | *Calamagrostis x. acutifolia* | *Feather Reed Grass "Karl Foerster"* |
| LOW | *Carex divulsa* | *Eurasian Gray Sedge* |
| LOW | *Festuca amethystina "April Green"* | |
| LOW | *Festuca ovina "Glauca"* | |
| MEDIUM | *Helictotrichon sempervirens* | Blue Oat Grass |
| LOW | *Imperata cylindrica rubra* | Japanese Blood Grass |
| MEDIUM | *Miscanthus sinensis* | Eulalia |
| MEDIUM | *Muhlenbergia rigens* | Deer Grass |
| LOW | *Nassella tenuissma* | *Mexican Feather Grass* |
| MEDIUM | *Pennisetum setaceum* | Purple-leafed Fountain Grass |
| MEDIUM | *Stipa pulchra* | Purple Needlegrass |

## Landscape and Building Setbacks

In order to promote the opportunity for an active street scene and enrich the pedestrian experience, building setbacks shall be the same as the landscape setbacks listed elsewhere in these guidelines.

- Landscape and building setbacks are measured from property line or right-of-way. Landscape setbacks refer to the area that must be dedicated to landscaping. These setback areas shall be landscaped with a combination of trees, shrubs and groundcover from the approved Plant List in Table 1.

- Attached or detached sidewalks or walkways, plazas, patios, curbs, (including curbs that separate parking and drive-thru areas from landscaping), landscape walls, soundwalls, signage and graphics, and landscaping may be installed within setback areas.

- Where landscaping abuts vehicular parking, a 2' vehicle overhang will be allowed in the landscape setback.

- The west boundary of the PUD shall have a 12.5' landscape setback.

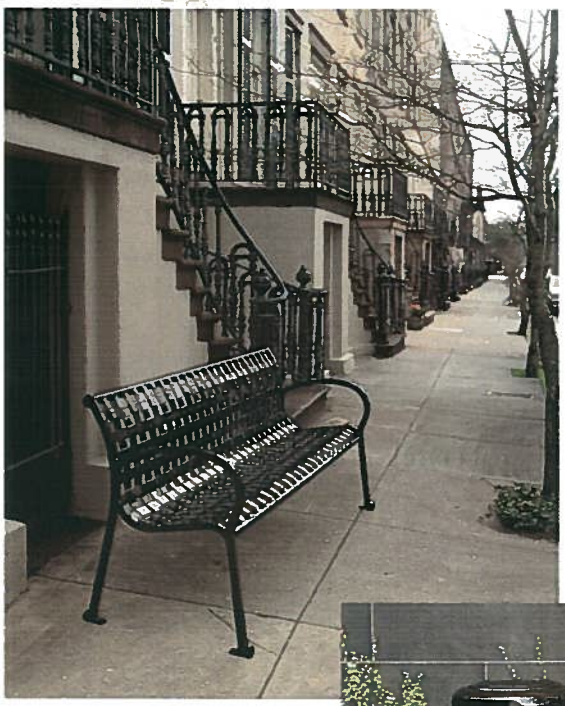
- The north, east and south PUD boundaries shall have a 12.5' landscape setback, consistent and coterminous with the streets' P.U.E.

- Internal property lines within the PUD have no setback requirements.

- There are no setback requirements between buildings within the PUD other than those required by Building Code.

## Walkways

- Walkways will be located throughout the PUD to provide convenient access between uses.
- Walkway materials shall be compatible with the buildings in the PUD. Surfaces shall have a non-skid finish. Layout and design shall provide maximum comfort and safety to pedestrians.



- Walkway patterns shall have an obvious relationship to the buildings. Frequent, convenient, and covered walkway connections may be provided along building frontages and, when feasible, between adjacent buildings and bus turnouts.
- Walkways shall be well lit to provide safety and convenience to pedestrians.
- Seating shall be provided at key locations along walkways.
- Driveway entrances and walkways shall be identified by asphalt or stamped and/or colored asphalt or concrete, brick or tile pavers, exposed aggregate, or other similar material.

*High-quality site furnishings include benches located along shaded walkways and movable chairs located in the Plaza.*

*These seating options will create places for neighbors to stop, linger, rest and catch up on community news and events.*

## Circulation

- Walkways shall be designed to link all buildings within the PUD. These walkways must provide connections to street access, bus stops, parking areas and adjacent structures. Connections between individually owned parcels may be limited to the public right of way. Walkways shall be designed with pedestrian health and safety in mind. Walkways shall be landscaped to provide shade in the summer and shall be constructed to visibly and physically delineate the walkway from other roads or vehicular access.

- Walkways and related facilities shall be connected to the City's pedestrian/bicycle circulation system. Connection shall be designed and constructed to the satisfaction of the City Traffic Engineer.

- Truck loading areas for major tenants over 50,000 square feet shall be located to the rear or sides of the buildings. Small tenants and buildings are not required to have separate loading facilities and may be served from the front, side or rear of their building.

- Safe and convenient access to the site and to all building entrances shall be provided in accordance with Americans with Disabilities Act. Access points shall have minimal grade changes, curb cuts, ramps and railings integrated into the overall design in accordance with accessibility regulations.

## Parking Standards

### Use Requirements

The overall minimum parking requirement for all uses within the Point West Plaza PUD shall be per the City of Sacramento Zoning Ordinance. Additional Parking for Garden Center and other outdoor and promotional sales areas is not required.

### Location of Parking

- Carpool, vanpool, and bicycle parking spaces shall be located near the employee building entrances.

- Accessible parking spaces shall be located closest to the employee and customer entrances to the building. Accessible parking spaces shall be distributed across the site on a prorata basis for the entire center rather than on a parcel by parcel basis, with not less than one accessible space in close proximity to the primary building entrance.

- Bicycle racks shall be located within public view, out of the way of pedestrian movement, and within sight of building entries. Bicycle enclosures/lockers for employee use may be located in employee areas outside of public view. The number and type of bike racks and enclosures required shall be as specified in the City Zoning Ordinance unless otherwise specified in a PUD Transportation System Management (TSM) Plan.

*Decorative and well-placed bicycle racks will provide safe and convenient storage for bicyclists and will encourage the use of bicycles over automobiles for short daily trips to the shopping center.*

- Reciprocal parking between adjacent parcels within the PUD shall be allowed, provided that appropriate access agreements are recorded and that minimum parking is provided for all uses. Reciprocal parking shall allow compliance based on the entire PUD requirement rather than on a parcel by parcel basis.

- All parcels shall be posted with signs indicating "No Skateboards," "No Scooters," (motorized scooters accepted) "No Rollerblades or Skates," and "No Loitering."

**Construction Requirements**

- Minimum stall dimensions and maneuvering areas shall correspond to the standards provided in the City Zoning Ordinance. These standards may be exceeded to correspond to specific tenant requirements. The use of individual prefabricated wheel stops is discouraged.
- A maximum of 40 percent of all vehicle-parking spaces may be compact spaces.
- Curbs, drives and parking surfaces shall be constructed in accordance with current City Standards.

## Exterior Lighting

- Exterior lighting design shall be consistent with the "Dark Skies" principles and the City of Sacramento Police Department requirements. If or where there are discrepancies between these Guidelines and the Police Department requirements, the Police Department requirements shall prevail.
- Exterior lighting is to be designed in a coordinated manner that enhances the quality image of this project, provides safety and security for all users within the project and is compatible with surrounding development. Also refer to section on energy conservation and public safety.
- Illumination of tenant signage must be coordinated and consistent. Neon lighting may be used and must be compatible with other lighting in the project. Exterior illumination should be color-corrected, warm-white in tone. Differing types of illumination must be designed to be compatible.
- Higher lighting levels may be utilized to enhance the project such as at entries, circulation routes, merchandising, and display areas, etc.
- Lighting within the public right-of-way shall be metal halide or mercury vapor.
- Parking lot lighting shall be metal halide light source or equivalent.
- Parking lot pole heights shall not exceed 35' feet.
- Throughout the project area, sodium vapor lighting is discouraged.
- Soffit or wall-mounted down lights shall be used at building entrances (same light source).
- Service doors, metal boxes, above-ground transformers, and other utilities should not be highlighted with lighting.

- All exterior lighting must be shielded to prevent off-site glare.
- Security lighting for man-doors shall use wall-mounted down lighting fixtures and not "Walpak" type fixtures, except in screened service areas. "Walpak" type security lighting fixtures are permitted only behind screen walls or opaque landscaping in loading and service areas.
- Lighting design shall be such as not to produce hazardous glare to motorists, building occupants, residents of adjacent areas, or the general public.
- No roof-top lighting, including searchlights, illuminating advertisements, or balloons, shall be permitted except in the case of security lights if deemed necessary and installed so as to not be intrusive to neighboring property owners and motorists.
- Site and/or building walls may be ground illuminated.
- Colored accent lighting will be allowed.
- Neon building lighting will be allowed at the discretion of the Planning Director.

## Utilities

In order to maintain consistency and quality within the PUD's site development, individual parcels which share common driveways or have reciprocal access easements may have common utilities to address site lighting, irrigation, etc. Individual buildings on separate parcels shall have separate building utilities.

## Performance Standards

It is the intent of these Guidelines to prevent any use in the PUD which may create dangerous, injurious, noxious or otherwise objectionable conditions.

**Nuisances**
No nuisance shall be permitted to exist in the PUD. The term "nuisance" shall include, but not be limited to, any use which:

- Emits dust, sweepings, dirt, fumes, odors, gases, or other substances into the atmosphere which may adversely affect the health, safety, or welfare of persons working within the PUD or residing in adjacent neighborhoods.
- Discharges of noxious liquid or solid wastes or other harmful matter into any stream, river, or other body of water which may adversely affect the health, safety, or welfare of those working within the PUD or residing in adjacent neighborhoods.

- Exceeds permissible noise levels as established by the City's Noise Ordinance.
- Stores hazardous or toxic materials on-site unless in compliance with all applicable governmental regulations.

**Public Safety**

To protect and enhance the public safety, the following measures shall be implemented:

- A minimum lighting level of 1.0 foot candles as measured at the parking lot surface shall be maintained from one hour before dark until one hour after dark.
- Individual businesses in the PUD shall have well lit, clearly visible, and well defined addresses.
- Should unauthorized after-hours use of the PUD parking lot become a problem following completion and operation of the PUD, the Owner(s) of the PUD and the City Police Department shall meet to develop and implement additional security measures and modifications to the Security Management Plan. If the security measures and modifications fail to reduce the problems arising from unauthorized use after a reasonable period of time has elapsed, then the Police Department may require the Owner to close the parking areas with gates during after-hour periods to prevent unusual levels of criminal activity or loitering from taking place within sections of the PUD. Before installation of the gate, the design and location of the gates shall be reviewed and approved by the City Planning Division, the City Traffic Engineer, and the Police Department. If no agreement can be reached on additional security measures or gates for the parking area, the Owner(s) of the PUD may appeal the matter to the City Planning Commission for a determination. The decision of the Planning Commission may be appealed to the City Council for final determination.

*section 5*

# BUILDING STANDARDS

## Purpose and Intent

The purpose of the following architectural design guidelines is to foster an orderly and aesthetically pleasing development of high quality architecture that provides for diversity within a consistent architectural vocabulary.

The PUD shall have architectural themes that are consistent throughout. The intent is to establish consistency within the PUD while allowing for and achieving design diversity between each building. Consistent use of themes, materials, colors, and building orientations shall be applied to the uses and circulation systems within the PUD. The design of the PUD shall be compatible with the nearby and adjacent land uses and visually interesting from the surface streets. All building entries shall be well defined and may provide employee access through rear entrances.

Buildings in the PUD shall be designed to convey an image of consistency and quality. A combination of natural and man-made materials shall be used to create a timeless environment that promotes a sense of establishment and permanence. With the possible exception of individual pad buildings (under 10,000 square feet), no attempt should be made to establish a theme that tries to literally reproduce a historic architectural style, i.e. Spanish, Western, etc. Individual building less than 10,000 square feet may deviate somewhat from the overall architectural theme or vocabulary of the area in which they are located, but must be approved by the Planning Director.

Buildings in the PUD shall incorporate pedestrian scale and be designed to encourage walking to the shopping center from adjacent neighborhoods, but also internal to the site, so that one can stroll from retail use to another. Covered walkways will protect pedestrians from the hot summer sun in summer months and the wind and rain in winter months. Pedestrian signage will be provided throughout and conveniently-located pedestrian benches will provide 'rest stops' and informal meeting/gathering areas. Individual building entries shall be located such that they open onto plazas, pedestrian walkways and parking areas and shall be clearly visible to the pedestrian to the maximum extent practicable.

## Articulation

The overall colors palette, materials, and themes for each of the zones shall be submitted to the City Planning Department. Some variation to accommodate individual tenant criteria will be allowed at the discretion of the Planning Director.

Development within the PUD shall utilize a "kit of parts" to provide diversity within a consistent architectural vocabulary. These parts may include:

- Variation of building wall massing, parapets and rooflines to break down the massing of larger buildings.
- Coordinated wall colors, textures, and/or materials within an approved family of colors and materials.
- Consistent graphic cornices, parapets and rooflines.
- Wall transitions with trellises, pilasters or other unifying elements.
- Columns and pilasters of consistent material and shape.
- Trellises and arcades.
- Consistent roofing and/or awnings.
- Towers.

## Building Height

- The maximum height for major retail tenant and inline shop buildings shall be 50 feet. Architectural details, such as tenant entries and towers may increase the height to 65'.
- The maximum height for pad and office buildings shall be 35 feet with architectural details, such as tenant entries and towers, not to exceed 50' in height.
- The maximum height of the obelisk feature in the plaza shall be 75 feet.
- Additional exceptions to these requirements shall be per the City of Sacramento Zoning Ordinance.

## Exterior Building Materials

- Materials and colors should be compatible throughout each of the themed areas within the PUD; however, the requirement should be liberally interpreted to accommodate tenant image programs.

- Finished building materials shall be applied to all sides of the building, including trash enclosures and mechanical and communications equipment screens.

- Consistent building materials, architectural style, textures, colors, roof treatment and landscaping shall be utilized on all sides of buildings visible from roadways, adjacent properties or the general public.

- All screening materials for HVAC, SMUD boxes, and other mechanical and/or communications equipment shall be compatible with the exterior building materials.

- Parapets heights shall be high enough to screen roof-mounted equipment from finish grade at roadways immediately adjacent to the site. Changes in parapet height shall be used to enhance tenant entries, provide tenant individuation, and articulate building elements, (i.e., parapets and corners).

- Building materials may consist of tilt up clay tile, concrete, clay and masonry brick, natural and fabricated stone, cement plaster, or metal panels. Wood may be used in limited areas. Roof canopies and exposed roofing may be tile, metal, glass, or translucent glazing. Roofing material should be compatible throughout each of the themed areas. Awnings may be either translucent glazing, metal, glass, or weather-durable canvas. Glass shall be clear, tinted, translucent or spandrel glass. The use of reflective glass is also allowed but is discouraged immediately adjacent to pedestrian walkways.

- Towers may be developed either in conjunction with tenant entries or as freestanding thematic elements. Any tower should be accented with lighting.

- Exposed unpainted concrete or concrete block is not acceptable for exposed exterior surfaces other than in concealed service areas. However, the intent is not to preclude such concrete block construction as split face block, combed face block, texture block, slump stone, or other similar materials.

- Bus shelter(s) shall be designed to be consistent with the overall architectural theme and building materials of the shopping center and shall convey a consistent image of quality design.

## Colors

- All colors shall be harmonious and compatible with the colors of other buildings in the PUD. The color scheme shall be subject to review and approval by the Planning Director.

- Variations in color or multiple colors shall be appropriate within an overall, planned, and attractive palette of colors. Building colors shall be diverse with contrast of color value, tone and hue. Contrasting materials, patterns, textures, and color are encouraged to create interest, focus, unity, and compatibility for building face accent areas or features.

## Pad Retail Buildings

- Pad retail buildings should contain elements that are complementary with the themed area where it is located. Due to the wide variety of individual tenant and owner requirements and the "accent" nature of these buildings, the Planning Director shall liberally interpret their compliance with these guidelines.

## Roof Projections and Design

- All air conditioning units, ventilating equipment, other mechanical equipment and communications equipment shall be completely screened or enclosed with materials compatible with the materials and colors of the exterior building finish.

- Projections shall be painted to match the roof or building.

## Energy Conservation Standards

- The purpose of these standards is to set forth cost-effective energy saving measures which shall be incorporated into building design.

- Buildings shall be designed to meet current State and Federal energy conservation requirements at the time of construction.

- Landscaping shall be designed to shade structures, walks, streets, drives, and parking areas so as to minimize surface heat gain.

- Site design shall consider thermal and glare impacts of construction materials on adjacent structures, walkways, streets, drives, parking areas, and vegetation.

- Outdoor lighting shall provide the minimum level of site lighting commensurate with site security. A minimum of 1.5-foot candles as measured at the parking lot surface shall be maintained from one hour before dark until one hour after dark. A minimum of 0.25 foot candles shall be maintained along all alcoves and walkways.

- Periodic energy-use audits shall be conducted by SMUD to identify wasteful consumption practices and opportunities for energy conservation.

- The use of alternative energy sources such as solar, wind, and geothermal energy are encouraged.

## Temporary Structures

- Temporary structures permitted include those related to the construction of a permanent building. Such structures may be placed on-site at the start of project construction but shall be removed at completion of construction of the permanent structures. Examples of such structures are: trailers, mobile homes and other structures not affixed to the ground. Such structures shall be inconspicuous as possible and shall cause no inconvenience to the general public.

- Temporary structures associated with promotional sales such as Christmas trees or fireworks sales will be allowed on a limited basis and shall be approved by the Planning Director.

- Concurrent temporary structures for construction related activities and promotional sales are permitted during the construction period of permanent facilities.

## Loading Areas

- Truck loading docks(s) shall be an integral part of the structure. Loading areas oriented to any public right of way or adjacent to residentially zoned or utilized properties shall be screened. The facilities shall not create a nuisance and shall be located in the most inconspicuous manner possible.

- The site plan must provide adequate on-site space for service and delivery vehicles. Landscaped islands, curbs, and signs shall be used to clearly distinguish parking from loading and delivery areas and driving lanes.

## Canopy Structures

- Separate canopy or shade-type parking structures may be installed in approved parking areas provided they are generally screened from public street view, and they are not used in lieu of service facilities. Structural elements, beams, and columns, shall be tubular or boxed forms. Edges of the structures shall be finished with fascia with colors which match or complement building colors.

## Trash Enclosures/Recycling Facilities/Trash Receptacles

- Trash enclosures and recycling facilities shall be located within a building whenever possible.
- If trash enclosures and/or recycling facilities cannot be located within the building, then the facilities shall be located away from adjacent residential areas and in the most inconspicuous manner possible so as not to create a nuisance.
- Outside garbage and recycling facilities shall be concealed by a minimum 6-foot high screening wall constructed of materials similar to and compatible with the building(s) it serves. Landscaping (shrubs and/or vines) shall be placed along the screening walls to soften the presence of the facilities. Trees shall be provided to screen the overview of trash and garbage from the upper floors of adjacent or nearby buildings.
- Outside garbage and recycling facilities shall have decorative, solid heavy gauge metal gates and cane bolts to secure the gates when in the open or closed positions.
- Construction and design of garbage/recycling facilities shall meet all City standards.
- Outside trash receptacles shall not be located in any required setback area and shall be designed to match the color, design, and materials of the shopping center buildings.
- Trash enclosures shall be designed to allow walk-in access by tenants without the need to open the main enclosure gates.

## Utility Connections, Mechanical Equipment and Communications Equipment

- Placement of mechanical and communications equipment, utility meters, and storage tanks shall be located within the building whenever possible.
- If such equipment cannot be located within a building, visual barriers such as walls or landscaping shall be used.
- Equipment shall not be located adjacent to residential areas or within any required landscaped setback area.
- Equipment shall be located to minimize nuisance or discomfort from noise, fumes, odors, etc., wherever possible.
- All new utility lines shall be underground.
- Penthouse and equipment screening shall be of a design and material harmonious with the related buildings.

*section 6*

# SIGNAGE GUIDELINES

## General Criteria

The Point West Plaza signage guidelines have been established for the purpose of assuring a functional, coordinated graphics program that will provide project and Tenant identification and traffic control, while encouraging creativity, compatibility, and enhancement of the project in the City of Sacramento.

The guidelines of this program are designed to complement architectural elements of the existing buildings and coordinate the type, placement, and physical dimensions of signs within the shopping center thereby appearing as an integral part of the center and not appearing as an after thought.

In cases not covered by Point West Plaza signage guidelines, the prevailing criteria will follow the City of Sacramento Sign Ordinance in force.

## Approvals and Permits

- Each Tenant or Lessee will be provided with a copy of the Tenant sign guidelines and criteria as their first step in obtaining signs within the Point West Plaza at Natomas Shopping Center. Compliance with this signage program will be strictly enforced. Any non-conforming or unapproved sign installed by Tenant must be brought into compliance at Tenant's expense.

- These criteria shall not imply that any governmental approval will be automatically granted. Tenant is solely responsible for obtaining any and all required approvals and shall obtain all permits from the City of Sacramento Development Services Department and Building Department.

## Specific Design Criteria

- All signs should meet or exceed all current applicable codes (i.e. electrical, mechanical, structural, etc).

- Signage should meet all requirements of the State of California and the City of Sacramento.

- Sign content shall be limited to business identification signs only; products or service shall not be displayed on any permanent signage. Anchor and Major Tenants, however, are permitted secondary signage ("pharmacy", "photos", and the like) when it forms part of a recognized corporate logo or slogan.
- Tenant wall signs shall be individual pan-channel letters constructed of aluminum backs and returns with acrylic faces and internal neon lighting.
- On all freestanding signs, including monument signs, only the sign's copy shall be illuminated, and not the sign's background.
- The choice of copy font and colors shall be at discretion of the Tenant and shall be approved by owner/designer.
- All exterior signs shall be secured by stainless steel, nickel, or cadmium plated fasteners.
- All exposed fasteners to be painted to match the background surface.
- All wireways, transformers, electrical boxes, switches, wiring, conduit, and access doors shall be concealed.
- All exterior signs exposed to the weather shall be flush mounted, unless otherwise specified.
- All Tenant signs attached to building wall or fascia shall be connected to a junction box provided by Owner, with the final electrical hook up and connections by Tenant's sign contractor. All Tenants shall have their signs connected to their own electrical panel.
- All penetrations of the building structure by Tenant's sign contractor required for sign installation shall be neatly sealed and watertight.
- All identification labels shall be concealed, except where required by code. An Underwriter's Label is required on all electrical signage.

- Sign contractor shall repair any damage caused by their work. Damage to structure that is not repaired by the sign contractor shall become the Tenant's responsibility to correct.

- Tenant shall be fully responsible for the operation of their sign contractor, and shall indemnify, defend and hold the Owner, Owner's representative, and all parties harmless from damages or liabilities on account thereof.

- Sign surfaces that are intended to be flat shall be without oil canning, or other visual deformities.

- All exposed welded seams and joints shall be finished smooth.

- The general location of wall signs shall be centered vertically and horizontally on fascias, unless otherwise specified. Signs shall not cover or interrupt major architectural features.

## Prohibited Signs

- No sign shall be installed, relocated or maintained so as to prevent entry or exit out of any door. No sign shall create a safety hazard by obstructing view of pedestrian and vehicular traffic.

- No sign shall be located within a required easement, unless an encroachment permit has been authorized by the affected utilities.

- No sign shall obstruct access to fire hydrants, fire department connections, or fire department access roads.

- Signs on/ or affixed to trucks, automobiles, trailers or other vehicles which advertise, identify, or provide direction to a use or activity not related to its lawful making of deliveries or sales of merchandise or rendering of services from such vehicles are prohibited when such vehicles are located on the Shopping Center.

- Signs, which audibly advertise, identify or provide direction to a use or activity, are prohibited.

- It is unlawful for any Tenant to exhibit, post or display or cause to be exhibited, posted or displayed upon any sign, anything of an obscene, indecent, or of immoral nature or unlawful activity.

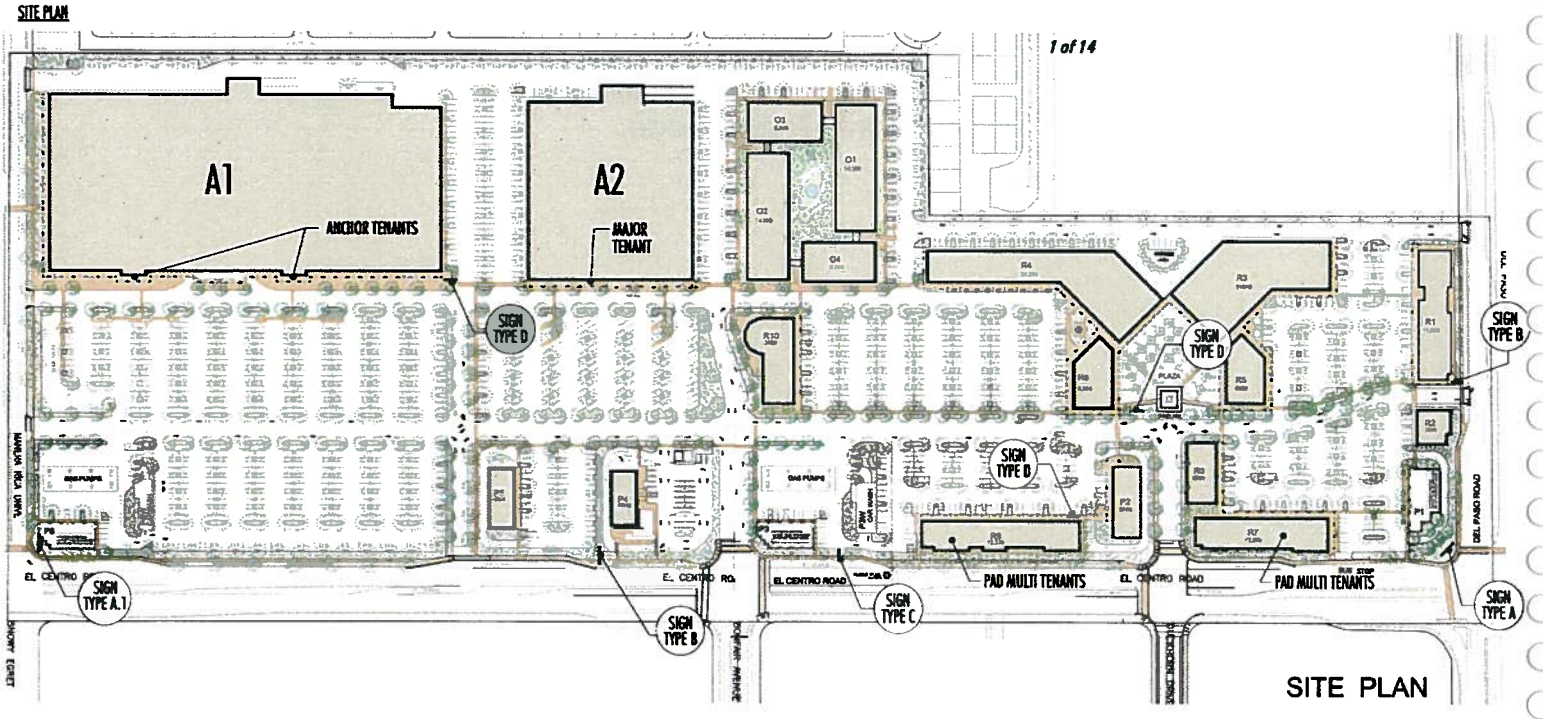
- Painted wall signs are prohibited.
- Cabinet wall signs are prohibited, except for recognized corporate logos, which should be embossed type cabinets wherever allowed by the morphology of the logo.
- Permanent advertising devices such as attraction boards, posters, banners and flags, except where approved by Owner, Owner's representative and the City of Sacramento.
- Window signs except where approved by Owner, Owner's representative and the City of Sacramento.

## Temporary Signs

- Temporary wall signs, leasing signs, window signs, pennants, banners or flags, inflatable displays or sandwich boards will be allowed if consistent with provisions in the City of Sacramento Zoning Code.

## Freestanding Signage Plan

The exhibit below depicts the overall signage plan for the Point West Plaza shopping center; and following are text and illustrations of the individual signage components envisioned for the PUD area.



## Freestanding Signage - Pylon Sign (Sign Type A)

**Configuration**
Double-sided freestanding structure to match architecture of the center.

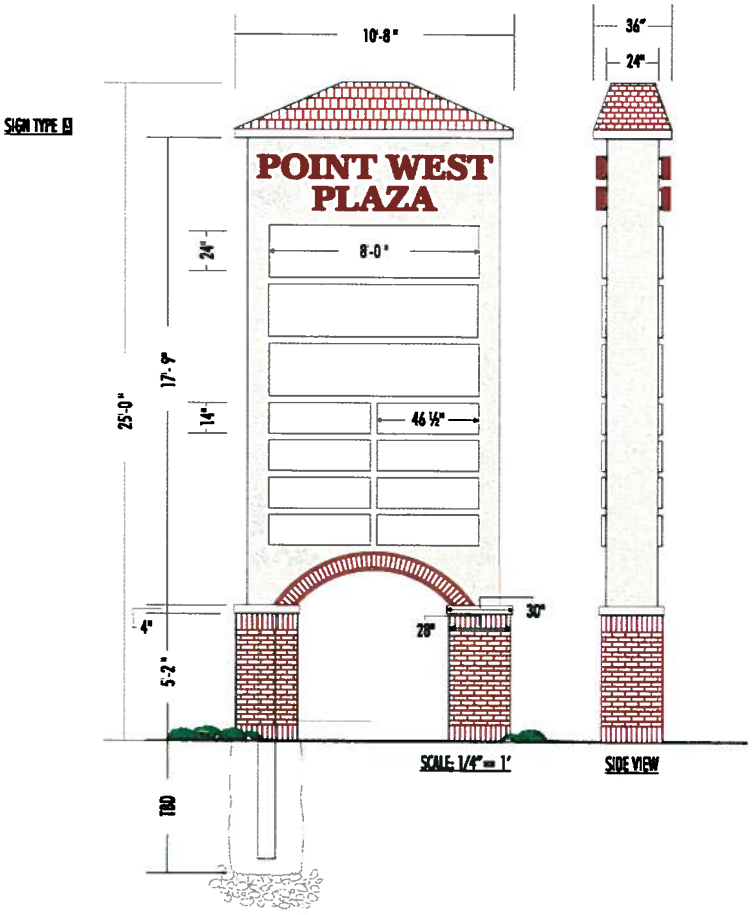
**Content**
Center identification, anchors, majors/minors, pad tenants and food service.

**Location**
El Centro & Del Paso

**Quantity**
Total of 1 pylon sign.

**Size**
Center identification:
12" height letters
Overall size:
25'-0" H x 10'-8" W

**Individual Tenant Signage**
Anchor: 24" H X 8'0" W tenant area
Major/Minor: 24" H X 8'0" W tenant area
Pad/Shops: 18" H x 46"W tenant area



## Freestanding Signage - Pylon Sign with Gas Station (Sign Type A.1)

**Configuration**
Double-sided freestanding structure to match architecture of the center.

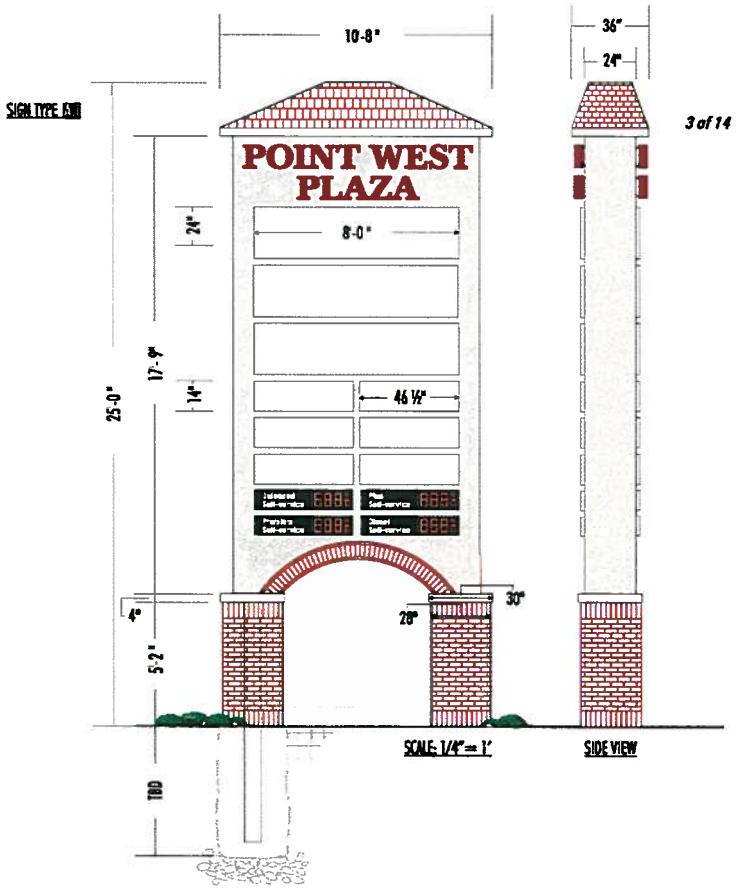
**Content**
Center identification, anchors, majors/minors, pad tenants and food service.

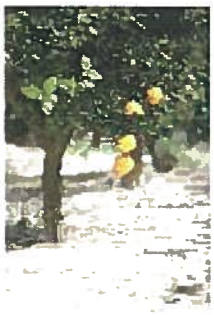
**Location**
El Centro & Manera Rica

**Quantity**
Total of 1 pylon sign.

**Size**
Center identification:
12" height letters
Overall size:
25'-0" H x 10'-8" W

**Individual Tenant Signage**
Anchor: 24" H X 8'0" W tenant area
Major/Minor: 24" H X 8'0" W tenant area
Pad/Shops: 18" H x 46"W tenant area
Gas Pricing: 9" H x 46"W





## Freestanding Signage - Multi Tenant Monument (Sign Type B)

**Configuration**
Double-sided freestanding structure to match architecture of the center.

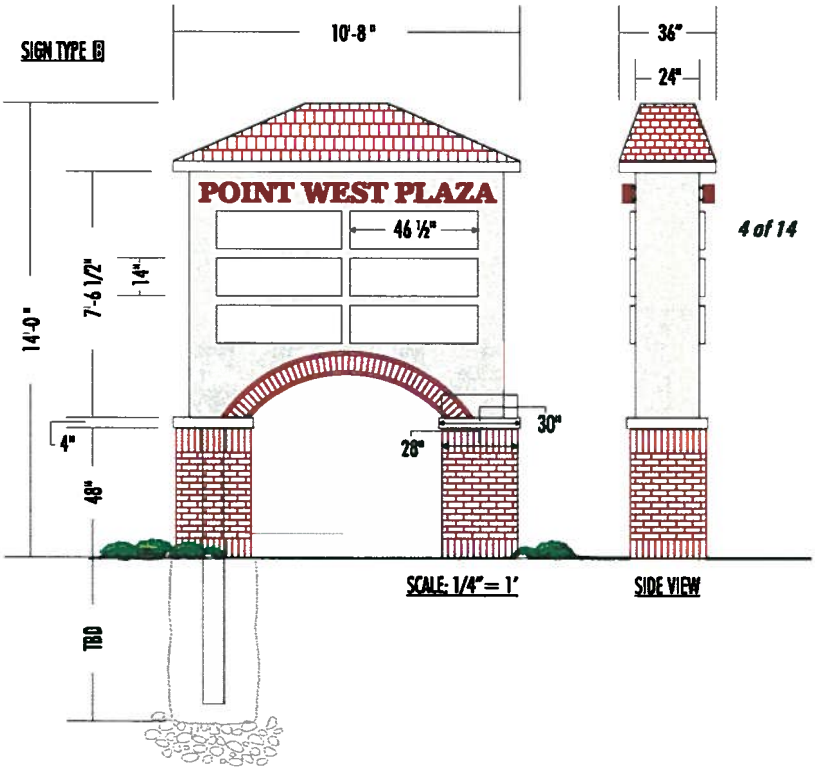
**Content**
Center identification, anchors, majors, minors and pad tenants.

**Location**
TBD

**Quantity**
2 each

**Size**
Center identification:
7" height letters
Tenant signage overall: 4'-0" H x 8'-0" W
Overall Sign Size:
14'-0"H x 10'8"W

**Illumination**
Internally illuminated.



## Freestanding Signage - Gas Station Monument (Sign Type C)

**Configuration**
Double-sided freestanding structure to match architecture of the center.

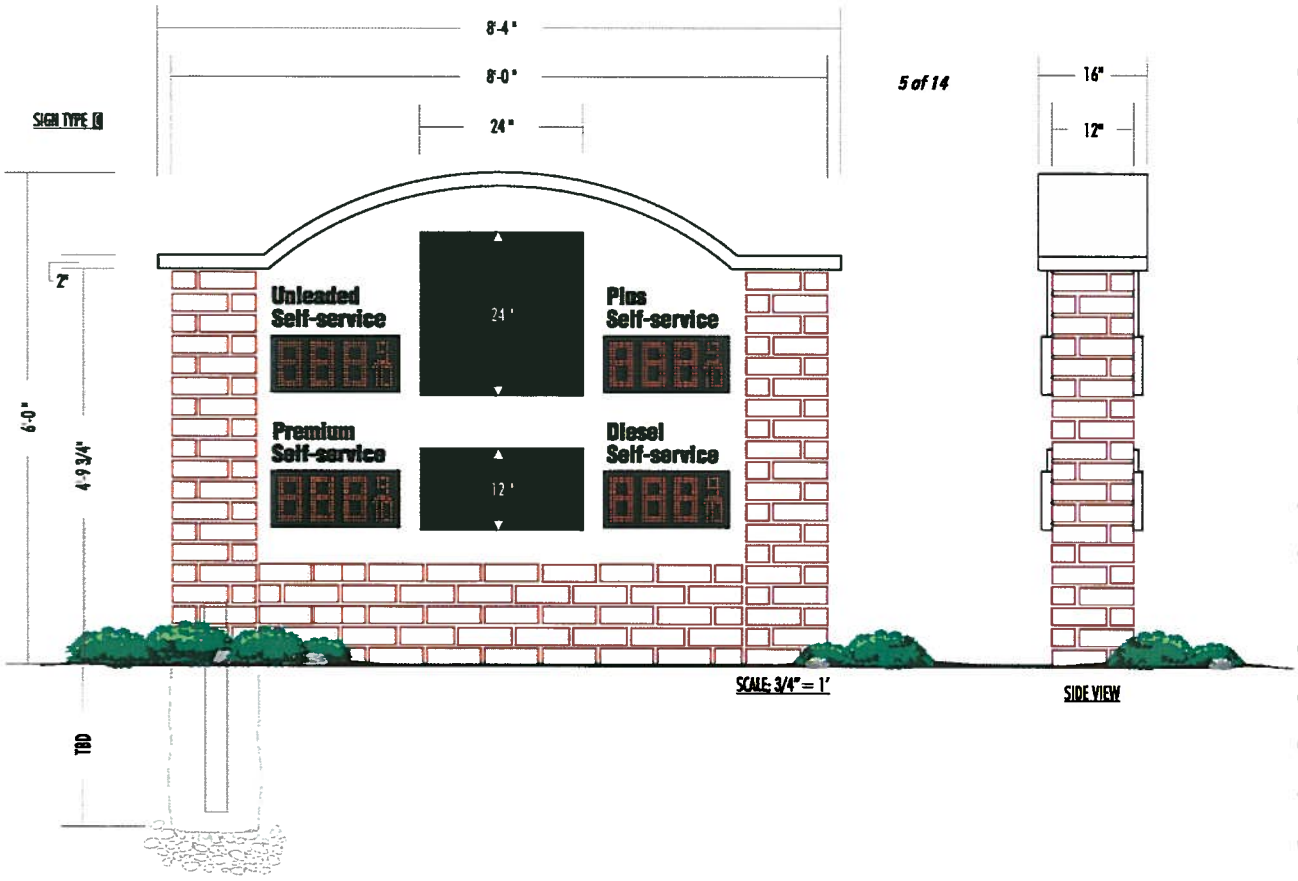
**Content**
Service Station Identification and gas pricing.

**Location**
Bonfair Ave. & El Centro Rd.

**Quantity**
1

**Size**
6'-0"h x 8'-4"w

**Illumination**
Internally illuminated for Name Identification
LED For Gas Pricing Display



## Freestanding Signage - Directory Signs (Sign Type D)

**Configuration**
Double-sided freestanding structure to match architecture of the center.

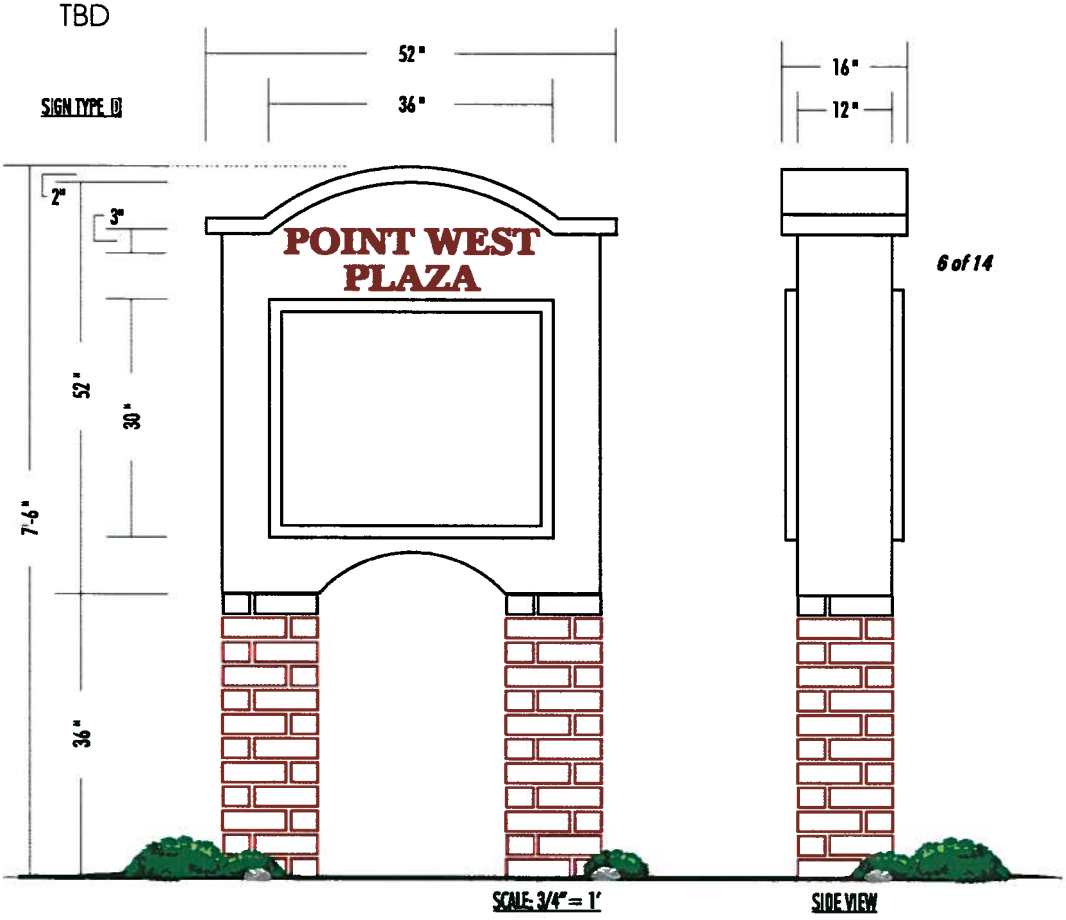
**Content**
Key Map and list of tenants in the center

**Location**
TBD

**Quantity**
3

**Size**
Center identification: 3" high letters
Directory case: 2'-6" H x 3'-0" W
Overall size: 7'-6" H x 4'-4" W

**Illumination**
Internal Illumination



## Tenants Wall Signage General Guidelines

### Design

The intent of these guidelines is NOT to be "overly-restrictive" nor to achieve a uniform look like the typical strip centers. On the contrary, since signage reflects the unique personality of the store, we strongly encourage tenants to use their allotted signage creatively, with imagination and style. In keeping with this diversity, each tenant may not necessarily be allowed to use the same types of signage as their neighbor. Each store will have a designated set of both allowable and required signage to complement its unique location.

### Wall Mounted Signs

- Individual internally illuminated pan-channel letters with aluminum returns, translucent acrylic faces, trim-caps and internal neon illumination
- Individual open face channel letters with aluminum returns and exposed neon lighting
- Individual reverse channel letters with aluminum faces and returns and halo lighting
- Plain cabinet (box type) signs are not allowed

### Calculation of Sign Area

- Area of individual letters shall be calculated according to a simple rectilinear figure that contains a word or group of words.
- Anchor and Major Tenants are allowed to decorate the sign background to match their standard sign program. However the decorative sign background shall not be illuminated and it will be counted toward overall allowable signage.

## Tenant Copy and Color

- All Tenant signage shall consist solely of the Tenant's trade name, logo and recognizable trademark insignia.
- Sign copy shall not include products or services except, as it may legally be part of the Tenant's trade name, logo and recognizable trademark insignia.
- Sign colors and the entire display including awning(s) shall be approved by (Owner).
- Colors may conform to the Tenants color scheme. No fluorescent or "day glow" colors permitted.
- Point West Plaza (Owner) reserves the right to disallow colors to be used that are inconsistent with the building colors and overall theme colors of the Center.

## Wall Signage - Anchor Tenant (Gross floor area greater than 80,000 SF)

**Configuration**
Illuminated dimensional letters and/ or logo, mounted to fascia.

**Content**
Tenant identification

**Location**
Anchor tenants building facades.

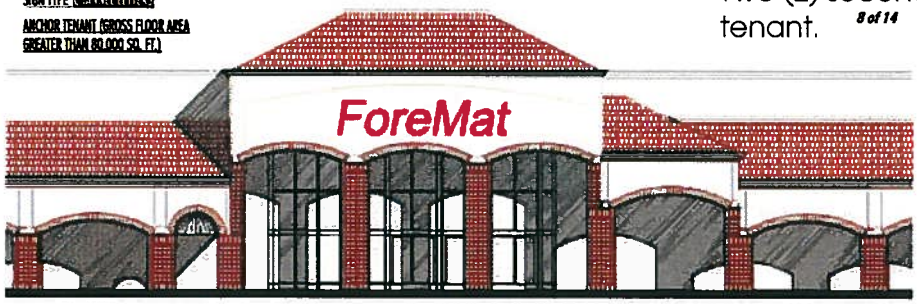
**Signage Area**
Up to a maximum of 1 square feet of signage per lineal frontage of the facade upon which the sign is located and not to exceed maximum sign area as noted.

**Primary Tenant ID Sign**
6'-0" max. high letters/logo
2'-6" max. high letters for subtext
350 sq. ft. max sign area
One (1) primary entry sign per tenant

**Secondary Tenant ID Sign**
5'-0" max. high letters/logo
2'-0" max. High letters for subtext
200 sq. ft. max. sign area.
Two (2) secondary tenant ID sign per tenant (one per elevation).

**Secondary Entry Sign Element**
Anchor Tenants are permitted secondary signage when it forms part of a recognized corporate logo or slogan such as Garden Center, Tire Center, Pharmacy...etc.
3'-0" max. high letters/logo
100 sq. ft. max. sign area
Two (2) secondary entry sign per tenant. 8 of 14

SIGN TYPE: (REVERSE LETTERS)
ANCHOR TENANT (GROSS FLOOR AREA GREATER THAN 80,000 SQ. FT.)



EAST ELEVATION

SCALE: DRAWING NTS

## Wall Signage - Major Tenants (Gross floor area greater than 18,000 SF)

**Configuration**
Illuminated dimensional letters and/ or logo, mounted to fascia.

**Content**
Tenant identification.

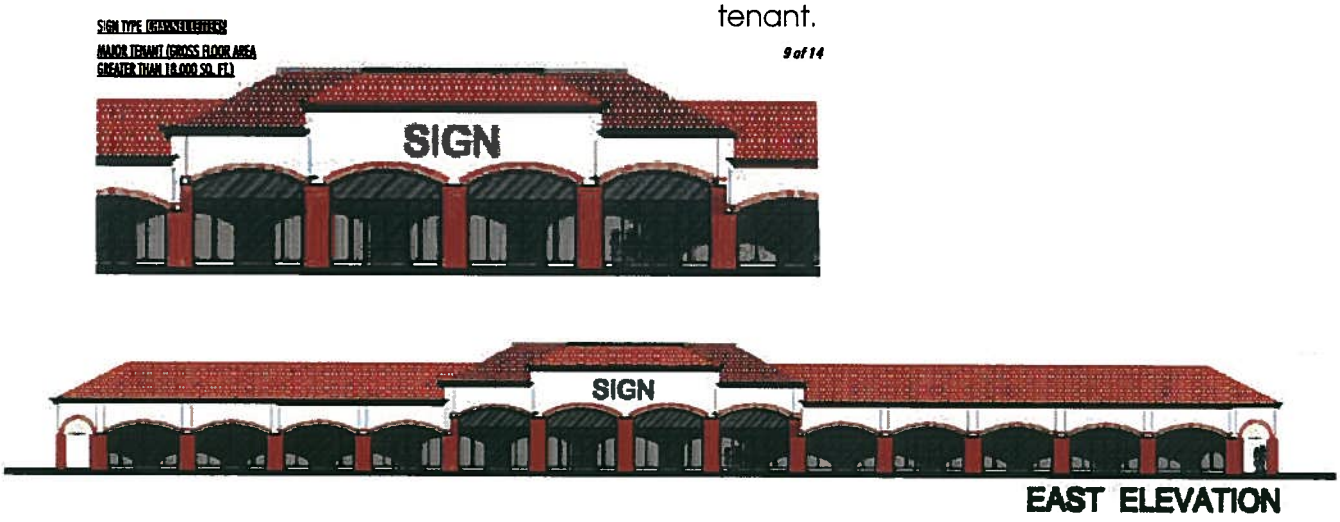
**Location**
Major tenants building facades.

**Signage Area**
Up to a maximum of 1.25 square feet of signage per lineal frontage of the facade upon which the sign is located and not to exceed maximum sign area as noted.

**Primary Tenant ID Sign**
5'-0" max. high letters/logo.
2'-0" max. high letters for subtext, 200 sq. ft. max sign area.
One (1) primary entry sign per tenant.

**Secondary Tenant ID Sign**
4'-0" max. high letters/logo
1'-6" max. high letters for subtext
130 sq. ft. max. sign area
Two (2) secondary tenant ID sign per tenant (one per elevation).

**Secondary Entry Sign Element**
Major Tenants are permitted secondary signage when it forms part of a recognized corporate logo or slogan such as Garden Center, Tire Center, Pharmacy...etc.
2'-6" max. high letters/logo
80 sq. ft. max. sign area
Two (2) secondary entry signs per tenant.



## Wall Signage - Minor Tenants
## (Gross floor area greater than 8,000 SF)

**Configuration**
Illuminated dimensional letters and/ or logo, mounted to fascia.

**Content**
Tenant Identification.

**Location**
Minor tenants building facades.

**Signage Area**
Up to a maximum of 1.25 square feet of signage per lineal frontage of the façade upon which the sign is located.

**Primary Tenant ID Sign**
Which the sign is located
Primary Tenant ID Sign:
4'-0" max. high letters/logo
One (1) primary entry sign per tenant

**Secondary Tenant ID Sign**
3'-6" max. high letters/logo
One (1) secondary tenant ID sign per tenant.

**Length of sign**
Not to exceed 70% of lineal frontage of the facade upon which the sign is located.

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SIGN TYPE (MULTIPLE TENANTS)
MINOR TENANT (GROSS FLOOR AREA GREATER THAN 8,000 SQ. FT.)

EAST ELEVATION

NORTH ELEVATION

WEST ELEVATION

## Wall Signage - Pad Building (Single Tenant)

**Configuration**
Illuminated dimensional letters and/ or logo, mounted to fascia.

**Content**
Tenant identification.

**Location**
Satellite pad building facades.

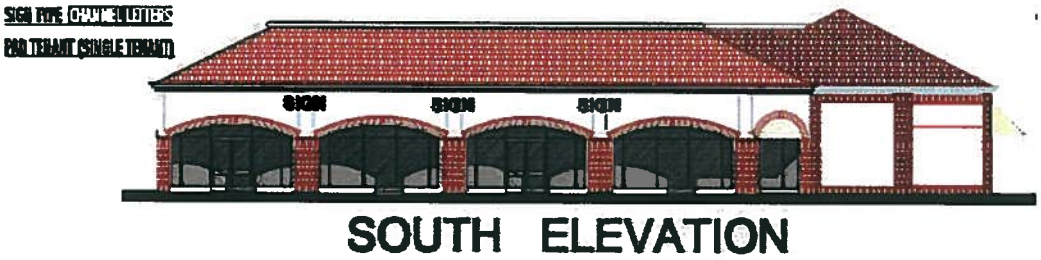
**Signage Area**
Up to a maximum of aggregate of 250 sq. f.t per building.

**Primary Tenant ID Sign**
3'-0" max. high letters/logo

**Length of sign**
Not to exceed 70% of lineal frontage of the facade upon which the sign is located.

**Quantity**
Up to 3 signs (1 per elevation)

**Note**
On-site-auto directional and & internally illuminated menu boards for food service tenants are allowed.




SOUTH ELEVATION

## Wall Signage - Gas Service Station

**Configuration**
Illuminated dimensional letters and/ or logo, mounted to fascia.

**Content**
Tenant identification.

**Location**
Satellite pad building facades.

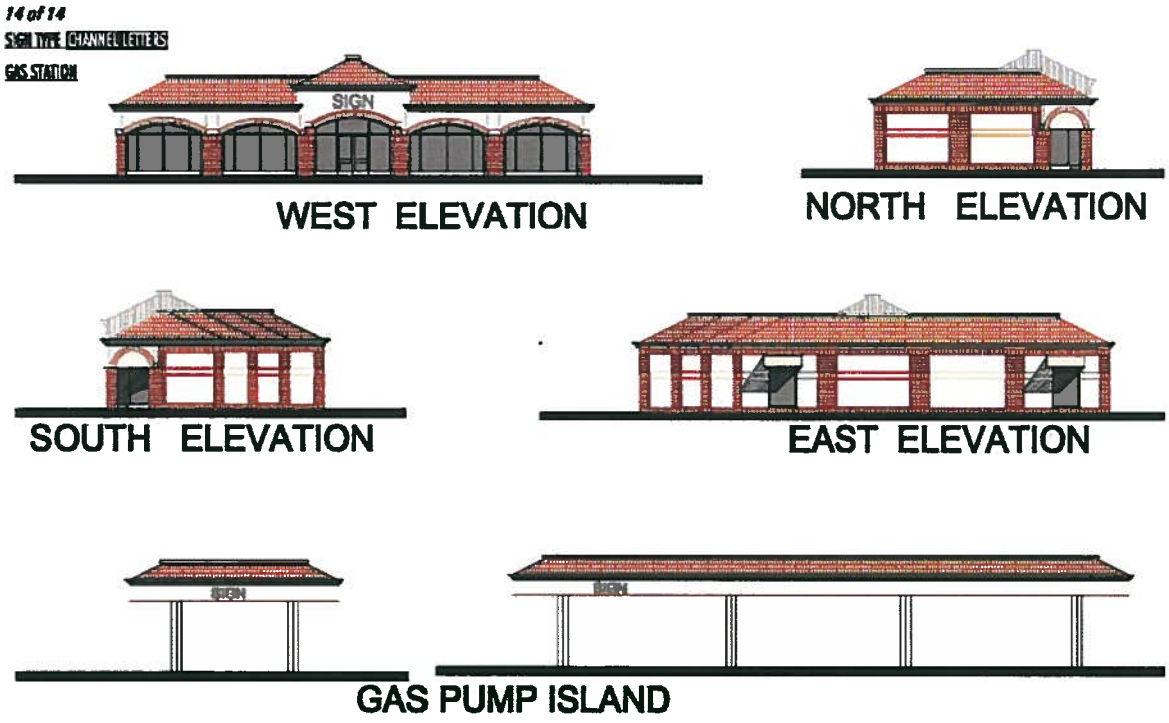
**Signage Area**
Up to a maximum of aggregate of 250 sq. f.t per building.

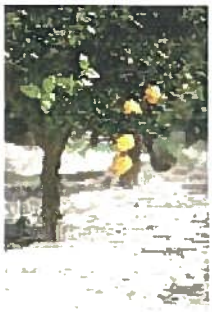
**Primary Tenant ID Sign**
3'-0" max. high letters/logo

**Length of sign**
Not to exceed 70% of lineal frontage of the facade upon which the sign is located.

**Quantity**
Up to 3 signs (1 per elevation)

**Note**
On-site-auto directional and & internally illuminated menu boards for food service tenants are allowed.





## Wall Signage - Pad Building (Multi-Tenants)

**Configuration**
Illuminated dimensional letters and/ or logo, mounted to fascia.

**Content**
Tenant identification.

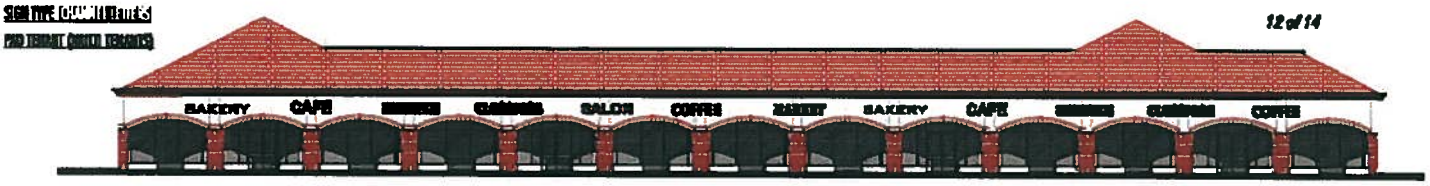
**Location**
Satellite pad building facades.

**Signage Area**
Up to a maximum of 1.25 square feet of signage per lineal frontage of the facade upon which the sign is located.

**Primary Tenant ID Sign**
2'-9" max. high letters/logo

**Length of sign**
Not to exceed 70% of lineal frontage of the tenant facade upon which the sign is located.

**Quantity**
2 each per tenant (maximum one per elevation).




WEST ELEVATION

## Wall Signage - In-Line Tenants (Gross floor area less than 3,000 SF)

**Configuration**
Illuminated dimensional letters and/ or logo, mounted to fascia.

**Content**
Tenant identification.

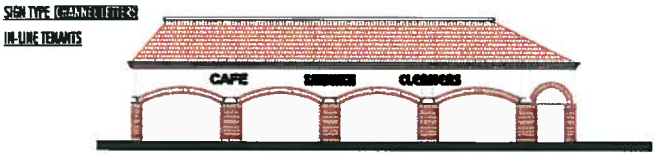
**Location**
In-Line tenants building facades.

**Signage Area**
Up to a maximum of 1.25 square feet of signage per lineal frontage of the facade upon which the sign is located.

**Primary Tenant ID Sign**
2'-6" max. high letters/logo.

**Length of sign**
Not to exceed 70% of lineal frontage of the tenant facade upon which the sign is located.

**Quantity**
2 each per tenant (maximum one per elevation.

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SOUTH ELEVATION

EAST ELEVATION

## Wall Signage - Under-Canopy Signs

**Configuration**
Double-sided hanging signs identifying the tenant.

**Type**
Illuminated signs.

**Content**
Tenant identification.

**Location**
Located perpendicular to the storefront under a canopy or similar structure.

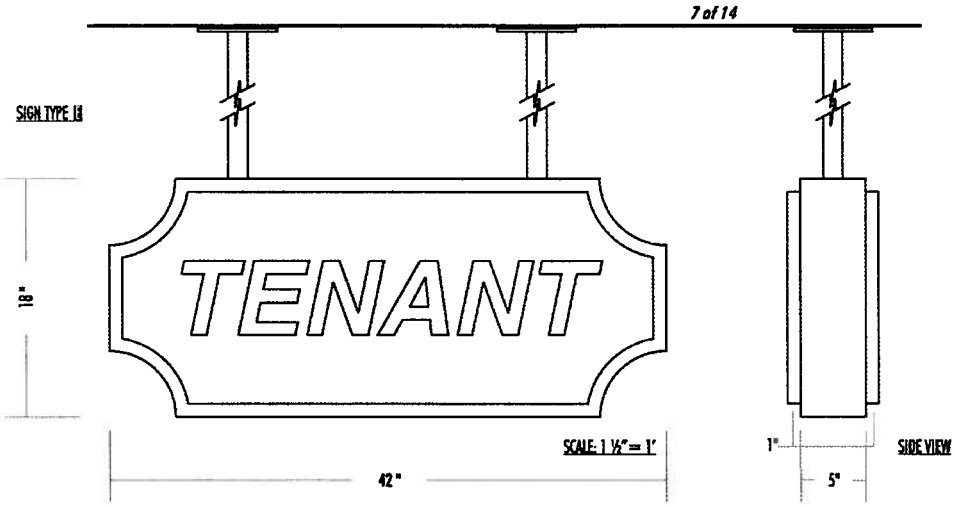
**Sign Area**
18" H x 42" W

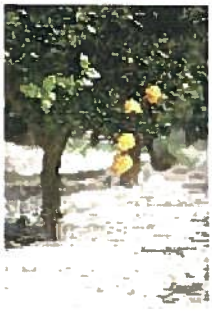
**Length**
42"W

**Height**
18" H

**Quantity**
1 each per tenant entrance.

**Clearance**
Minimum of 8 ft. from bottom of sign.





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