



REPORT TO COUNCIL

City of Sacramento

20

915 I Street, Sacramento, CA 95814-2604
www.CityofSacramento.org

Public Hearing
March 23, 2010

**Honorable Mayor and
Members of the City Council**

Title: Natomas Corporate Center PUD Guidelines Amendment (P09-013) (Appeal)

Location/Council District: 2020 West El Camino Avenue /Council District 1

Recommendation: Conduct a public hearing and upon conclusion, adopt 1) a **Resolution** approving the environmental exemption per the California Environmental Quality Act (CEQA) Section 15061(b)(3); and 2) a **Resolution** approving the PUD Guidelines Amendment to amend signage guidelines within the Natomas Corporate Center Planned Unit Development without provisions for a freeway monument sign.

Contact: David Hung, Associate Planner, (916) 808-5530; Lindsey Alagozian, Senior Planner, (916) 808-2659

Presenters: David Hung

Department: Community Development

Division: Current Planning

Organization No: 21001221

Description/Analysis

Issue: The applicant is requesting the installation of new attached and detached signs within the Natomas Corporate Center Planned Unit Development (PUD). The proposal requires a PUD Guidelines Amendment to amend signage guidelines for the Natomas Corporate Center Planned Unit Development. The proposed signage amendments will serve to provide new signage criteria for a new 12-story office building that was previously approved per Planning file P06-001. Three detached signs and various attached signs are proposed for this office building, and the PUD amendment is needed to permit the proposed signs. The proposal was partially approved by the Planning Commission on January 28, 2010, with the only exception being the proposed freeway monument sign. The applicant has filed an appeal of the Planning Commission decision to not approve amendments to the PUD Guidelines that would allow the freeway monument sign.

Applicants: Gary Yuke, Aior Signs Inc., (916) 408-1300, 3868 Cincinnati Avenue, Rocklin, CA 95765; Robert Brugger, AIA, LPAS, (916) 443-0335, 2484 Natomas Park Drive #100, Sacramento, CA 95833.

Appellant: Gregory Kelly, Bannon Investors, (916) 978-4897, 3610 American River Drive #190, Sacramento, CA 95864.

Policy Considerations:

General Plan: The proposed project, with the exception of the freeway monument sign, is consistent with the land use designation and applicable policies of the General Plan for the development of Employment Centers to accommodate safe and convenient walking, biking, and transit use, and provide an attractive, high-quality “campus environment.” The project seeks to integrate a well-designed signage program to facilitate tenant identification and way finding and to provide clearly marked entrance drives, pedestrian routes, and building entries that minimize potential conflict between service vehicles, private automobiles, and pedestrians. The freeway monument sign is too large and excessive and does not promote the policy for well-oriented and coordinated site development.

Smart Growth Principles: City Council adopted a set of Smart Growth Principles in December 2001 to encourage development patterns that are sustainable and balanced in terms of economic objectives, social goals, and use of environmental/natural resources. The project, in proposing signage for way finding and identification purposes, will help contribute to a vibrant office park campus.

Strategic Plan Implementation: The recommended action conforms with the City of Sacramento’s Strategic Plan, specifically by adhering to goals that achieve sustainability, enhance livability, and expand economic development throughout the City.

Environmental Considerations:

California Environmental Quality Act (CEQA): The Community Services Department, Environmental Planning Services Division has reviewed this project and determined that it is exempt from the provisions of CEQA under Section 15061(b)(3) where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment.

Sustainability Considerations: The proposed project does not contradict the goals of the Sustainability Master Plan goal to establish and continuously improve “green” building standards for both residential and commercial development--new and remodeled.

Commission/Committee Action: On January 28, 2010, the Planning Commission approved (ten ayes and one nay) the entitlements for the proposal with the exception of the freeway monument sign. The proposed language for the freeway monument sign on the PUD Guidelines was not approved.

Rationale for Recommendation: By not approving the freeway monument sign, the scenic corridor along Interstate 5 between the junction to Interstate 80 to the north and the American River to the south will be preserved and it won't set precedence for other PUDs to allow signage adjacent to freeway. The other signage proposed within the amendment will suffice for way finding and identification.

Financial Considerations: This project has no fiscal considerations.

Emerging Small Business Development (ESBD): No goods or services are being purchased under this report.

Respectfully Submitted by: 
DAVID KWONG
Planning Director

Approved by: 
DAVID KWONG
Acting Director of Community Development

Recommendation Approved:


GUS VINA
Acting City Manager

Table of Contents:

	Report	Pg	1
Attachments			
1	Background	Pg	5
2	Vicinity Map	Pg	7
3a	Land Use Map	Pg	8
3b	Aerial Map	Pg	9
4	Resolution – CEQA Exemption	Pg	10
5	Resolution – Approving PUD Guidelines Amendment and Adopting Findings of Fact	Pg	11
	Exhibit 5A – PUD Guidelines Amendments as approved by Planning Commission	Pg	14
	Exhibit 5B – Overall Site Plan	Pg	16
	Exhibit 5C – Enlarged Driveway Plans	Pg	17
	Exhibit 5D – Monument Sign M1	Pg	18
	Exhibit 5E – Monument Sign M2	Pg	19
	Exhibit 5F – Upper Signage on Building Elevations	Pg	20
	Exhibit 5G – Upper Signage Enlarged Details	Pg	21
	Exhibit 5H – Upper Signage Area Calculation	Pg	22
	Exhibit 5I – Ground Floor Attached Signage	Pg	23
6	Grounds for Appeal Statement	Pg	24
7	Proposed PUD Guidelines Amendment denied by Planning Commission	Pg	25
	Exhibit 7A – Overall Site Plan	Pg	26
	Exhibit 7B – Freeway Monument Sign	Pg	27
	Exhibit 7C – View from Freeway	Pg	28

Attachment 1 – Background

Background Information: On September 28, 2006 the Planning Commission approved the Tentative Map and Special Permit to allow the development of a 12-story office building with support commercial and forwarded a recommendation of approval to the City Council for the remaining entitlements for the project named Natomas East/Gateway Tower (P06-001). On November 14, 2006, the City Council approved the Community Plan Amendment, Rezone, PUD Guidelines Amendment and PUD Schematic Plan Amendment for the same project. The applicant is now requesting a PUD Guidelines Amendment to the Natomas Corporate Center PUD to specifically address new signage criteria associated with the Natomas East/Gateway Tower. The proposal was partially approved by the Planning Commission on January 28, 2010, with the only exception being the proposed freeway monument sign. The applicant has filed an appeal of the Planning Commission decision to not approve the amendments to the PUD Guidelines that would allow the freeway monument sign. **The applicant has submitted a Grounds for Appeal statement which is shown on Attachment 6 and stated reasons why the freeway monument sign is appropriate for this location. The amendment which was denied by the Planning Commission is shown on Attachment 7 with proposed freeway monument sign shown on Exhibits 7A to 7C. If the City Council supports the appeal of the applicant, the language shown on Attachment 7 and Exhibits 7A to 7C shall be added to the project.**

Public/Neighborhood Outreach and Comments: The proposal was routed to the Gardenland-Northgate Neighborhood Association, the Natomas Community Association, the South Natomas Business Association, the River Oaks Community Association and the Riverview Homeowners Association. The River Oaks Community Association (ROCA) has submitted a letter to staff in opposition to the size of the proposed freeway monument sign, citing that no freeway oriented monument sign had been allowed on any parcels within the PUD and the proposed sign is too large adjacent to the scenic freeway corridor and may set a precedence for other parcels in the PUD. The applicant has had a chance to meet with a ROCA representative at the project site and also reduced the size of the monument sign but ROCA is still opposed to the sign, stating that “even though the applicant lowered the sign to 20' we are not in favor of exceeding the height allowance of the PUD (12'). The applicant shouldn't vary from the existing height limits along the freeway, or anywhere else. It isn't clear why an office building needs freeway signage. The building will be visible from the freeway and we assume that the building will have signage on it that states at least the major occupant. It should be easy to find with the signage along the road.” Other than the freeway monument sign, ROCA currently does not oppose the remaining amendment to the PUD Guidelines.

Existing PUD Signage Criteria: The Natomas East/Gateway Tower is the first high-rise structure in the Natomas Corporate Center PUD; the rest of the buildings in the PUD are low-rise buildings. At the time this staff report was written, the building had been constructed but no tenants occupy the building. The current Natomas Corporate Center PUD sign criteria do not fully address signage for high-rise structures which may

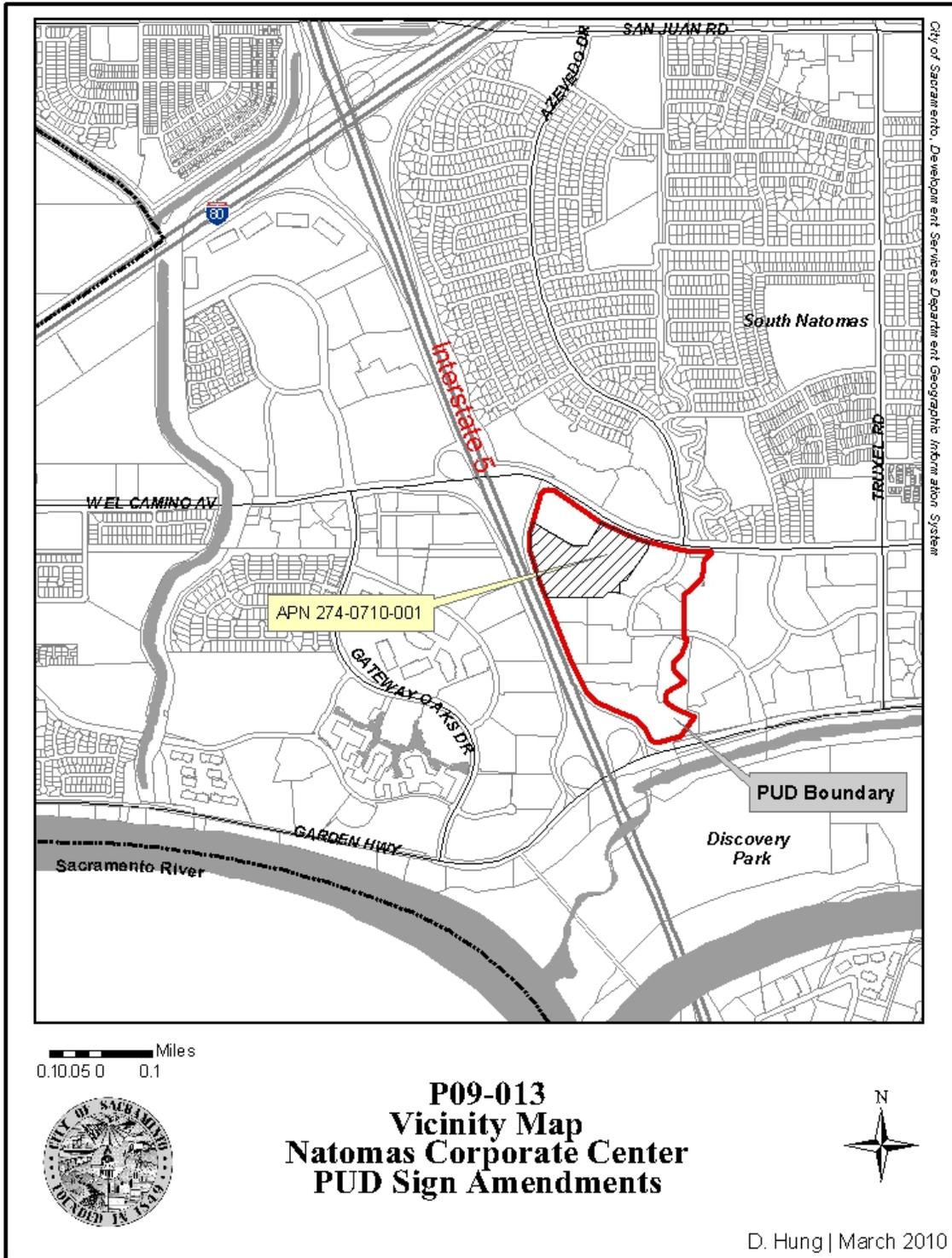
have more than one corporate user and multiple small commercial users on the ground floor. Therefore, new language and amendments are proposed specifically for a high-rise office building within the Natomas Corporate Center, specific to parcel number 274-0710-001, for both detached and attached signage. This proposal does not alter signage criteria for the other sites and uses in the Natomas Corporate Center PUD.

Proposed Signage for Natomas Corporate Center PUD:

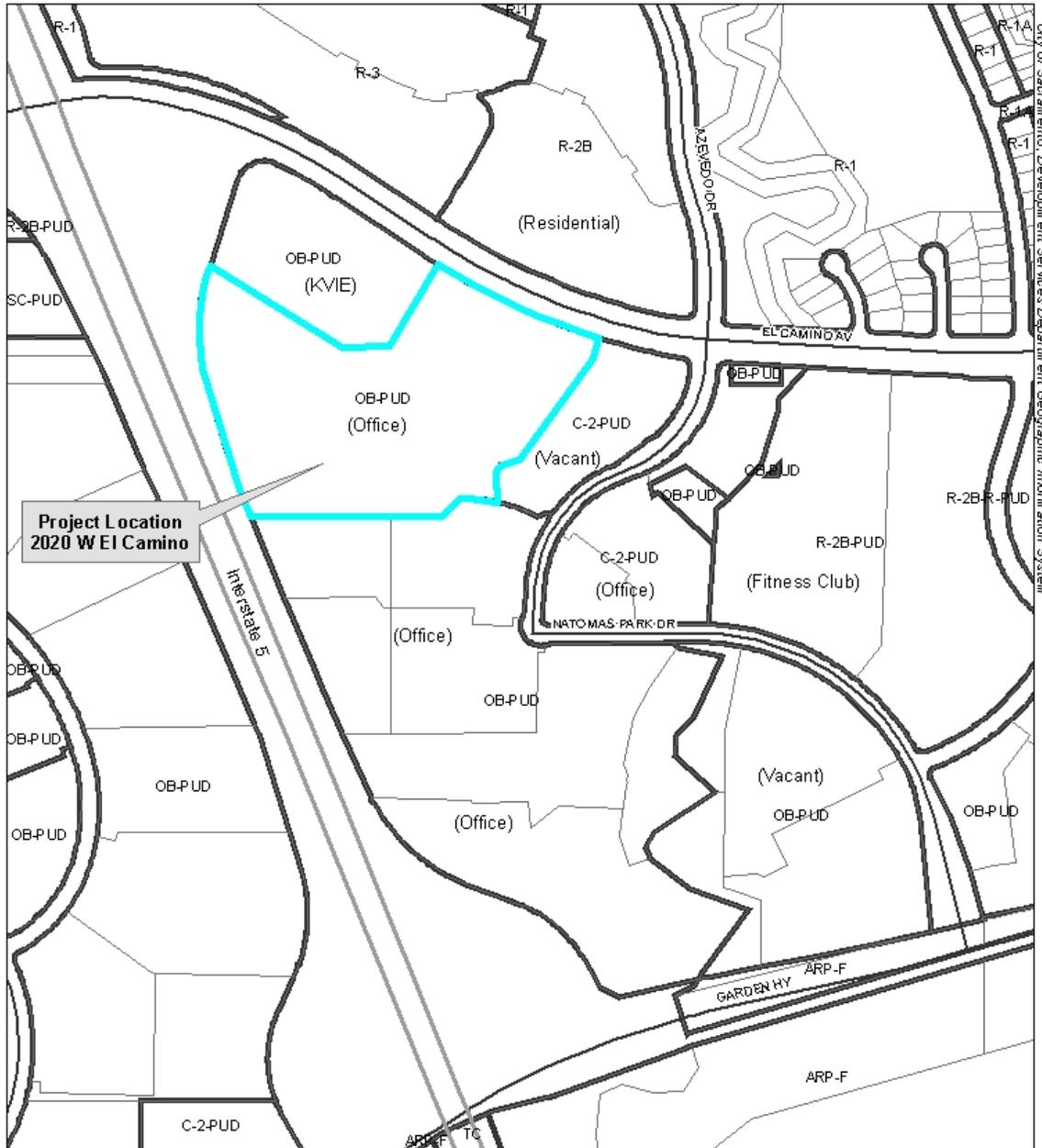
Detached Signs: A total of three detached signs are proposed. One monument sign is proposed at the driveway entrance at West El Camino Avenue (Exhibit 5D); a second monument sign is proposed at the driveway entrance at Natomas Park Drive (Exhibit 5E). Both of the monument signs are on individual parcels and are permitted under the current PUD Guidelines. The third detached sign proposed is a freeway monument sign (Exhibit 7B) that was denied by the Planning Commission. The existing PUD Guidelines allow one monument sign per parcel at driveway entrance, not to exceed 48 square feet in size. The driveway monument sign on West El Camino Avenue is on the parcel containing the Natomas East Gateway Tower. The driveway monument sign on Natomas Park Drive is on an adjacent parcel that is currently undeveloped. The freeway monument sign requires new language within the PUD Guidelines (Attachment 7). The River Oaks Community Association (ROCA) is opposed to the freeway monument sign because of its size and height; ROCA mentioned that no freeway oriented sign had been allowed on any parcels within the PUD and the proposed sign is too large adjacent to the scenic freeway corridor and may set a precedence for other parcels in the PUD. Staff had supported the sign since 1) The current proposal is at a smaller scale than what was originally proposed and the sign is designed tastefully and in proportion with the adjacent building; 2) The sign is for a 12-story high-rise building which is not found elsewhere in the PUD; 3) This type of sign is only restricted to the parcel containing the high rise and to be located outside the Caltrans landscape setback; 4) the location of the sign was reviewed by Caltrans and no issues have been identified by the agency.

Attached Signs: The applicant is proposing two building address signs and two corporate identity signs in the upper signage area of the building (Exhibits 5F and 5G). Signage for the ground floor is also proposed (Exhibit 5I). The current signage criteria for the PUD does not address the needs of a building of this size with possible large corporate users and smaller commercial tenants on the ground floor; therefore, specific language pertaining to this building is needed (Exhibit 5A). Staff has reviewed the proposed location and sizes of all the above signs and believes they are suitable and in proportion with a 12-story structure. Some of the low-rise office buildings in the PUD also exhibit building address in the upper signage area; with regards to that, the proposed building address sign is not out of context. For attached signage below the second floor, staff has conditioned that there shall be no more than one sign per tenant; the ground floor signage should be used for ground floor commercial tenants and corporate users which have an upper sign should not be allowed to have ground floor signage.

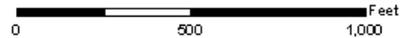
Attachment 2 – Vicinity Map



Attachment 3a – Land Use Map



P09-013
Land Use Map
Natomas Corporate Center
PUD Guidelines Amendment
2020 W El Camino Ave



D. Hung | March 2010

Attachment 3b – Aerial Map



Attachment 4 – Resolution for CEQA Exemption

RESOLUTION NO. 2010-

Adopted by the Sacramento City Council

DETERMINING PROJECT EXEMPT FROM REVIEW UNDER THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (P09-013)

BACKGROUND

A. On January 28, 2010, the Planning Commission conducted a public hearing on, and approved the Natomas Corporate Center PUD Guidelines Amendment with the exception of the freeway monument sign;

B. On February 8, 2010, the project applicant filed a timely appeal of the Planning Commission's action;

C. On March 23, 2010, the City Council conducted a public hearing, for which notice was given pursuant to Sacramento City Code Section 17.200.010(C)(2)(a) and (c) (publication and mail 500') and received and considered evidence concerning the Natomas Corporate Center PUD Guidelines Amendment.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

Section 1. Based on the determination and recommendation of the City's Environmental Planning Services Manager and the oral and documentary evidence received at the hearing on the Project, the City Council finds that the Project is exempt from review under Section 15061(b)(3) of the California Environmental Quality Act Guidelines as follows: it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment.

Attachment 5 – Resolution approving the PUD Guidelines Amendment

RESOLUTION NO. 2010-

Adopted by the Sacramento City Council

**APPROVING THE NATOMAS CORPORATE CENTER PUD GUIDELINES
AMENDMENT (APN: 274-0710-001-0000) (P09-013)**

BACKGROUND

- A. On January 28, 2010, the Planning Commission conducted a public hearing on, and approved the Natomas Corporate Center PUD Guidelines Amendment with the exception of the freeway monument sign;
- B. On February 8, 2010, the project applicant filed a timely appeal of the Planning Commission’s action;
- C. On March 23, 2010, the City Council conducted a public hearing , for which notice was given pursuant to Sacramento City Code Section 17.200.010(C)(2)(a) and (c) (publication and mail 500’) and received and considered evidence concerning the Natomas Corporate Center PUD Guidelines Amendment.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL
RESOLVES AS FOLLOWS:**

Section 1. Based on verbal and documentary evidence received at the hearing on the Natomas Corporate Center PUD Guidelines Amendment (the “Project”), the City Council approves the Project with the exception of the freeway monument sign based on the findings of fact and subject to the conditions of approval set forth below.

Section 2. The City Council approves the Project with the exception of the freeway monument sign based on the following **Findings of Fact**:

- 1. The PUD amendments conform to the General Plan policy to enhance and maintain the quality of life in the City by providing well-designed and well-oriented signage at the Natomas Corporate Center PUD;
- 2. The PUD amendments do not change the type or intensity of land use by more than ten (10) percent;
- 3. The PUD amendments meet the purposes and criteria stated in the City Zoning Ordinance to promote a well-designed and coordinated site development; and

4. The PUD amendments will not be injurious to the public welfare, nor to other properties in the vicinity of the development but will aid in more efficient circulation within the area and enhance the viability of the office building.

Section 3. The City Council approves the Project with the exception of the freeway monument sign subject to the following **Conditions of Approval**:

Planning

1. The applicant shall comply with the amended Natomas Corporate Center Planned Unit Development (PUD) Guidelines including, but not limited to, amendments per P09-013 as approved by the City Council.
2. All driveway monument signs shall be located ten (10) feet from any property line and ten (10) feet from the edge of any driveway in order to provide a clear vision area.
3. Monument signs 'M1' and 'M2' shall not exceed 48 square feet in area.
4. On attached signage below second floor, a maximum of one sign shall be allowed per tenant, unless otherwise approved by the Planning Director.
5. Sign permits shall be required for all new signage.
6. A final sign program, along with fabrication and installation details with exact location shown on the site, shall be submitted to the City for review prior to the issuance of sign permits.

DOT

7. The design of walls, fences and signage near intersections and driveways shall allow stopping sight distance per Caltrans standards and comply with City Code Section 12.28.010 (25' sight triangle). Walls shall be set back 3' behind the sight line needed for stopping sight distance to allow sufficient room for pilasters. Landscaping in the area required for adequate stopping sight distance shall be limited 3.5' in height at maturity. The area of exclusion shall be determined by the Department of Transportation.

Building

8. The applicant shall provide structural calculations and details (for all signs) at building department submittal.

Section 4. Exhibits 5A through and including Exhibit 5I as set out in the Table of Contents are a part of this Resolution.

Table of Contents:

Exhibit 5A	PUD Guidelines Amendment as approved by Planning Commission
Exhibit 5B	Overall Site Plan
Exhibit 5C	Enlarged Driveway Plan
Exhibit 5D	Monument Sign M1
Exhibit 5E	Monument Sign M2
Exhibit 5F	Upper Signage on Building Elevations
Exhibit 5G	Upper Signage Enlarged Details
Exhibit 5H	Upper Signage Area Calculation
Exhibit 5I	Ground Floor Attached Signage

Exhibit 5A: PUD Guidelines Amendments as approved by Planning Commission

NATOMAS CORPORATE CENTER PLANNED UNIT DEVELOPMENT

VI. SIGN CRITERIA AND REGULATIONS

(Proposed Revisions 3/23/2010)

Add new section (I) after section (H):

I. High-rise Office Use in the OB Office Building Zone – Parcel 274-0710-001, 2020 Gateway Tower

- The following guidelines are specific to the stated parcel and 12 story office building at 2020 West El Camino Ave. Given the unique nature of the project, signage guidelines have been adjusted for the scale and proportion of the site and building.

1. Attached Upper Signage

- a. All building mounted signage shall be subject to City Planning Staff review and approval.
- b. The upper signage area shall be defined as the area above the 12th floor vision glass to the top of parapet.
- c. Number - Two (2) corporate signs and two (2) building address numbers: “2020”. Each upper area corporate sign shall be unique to one tenant only.
- d. **Maximum Signage**
 - 1) **South-West façade:** A corporate sign located in the “upper signage area” shall not exceed (45) feet in length, (5) feet in height, or (225) square feet.
 - 2) **North-East façade:** A corporate sign located in the “upper signage area” shall not exceed (45) feet in length, 5’ in height, or (225) square feet.
 - 3) The “2020” building address numbers shall not exceed (14) feet in length, (7) feet in height or (98) square feet.

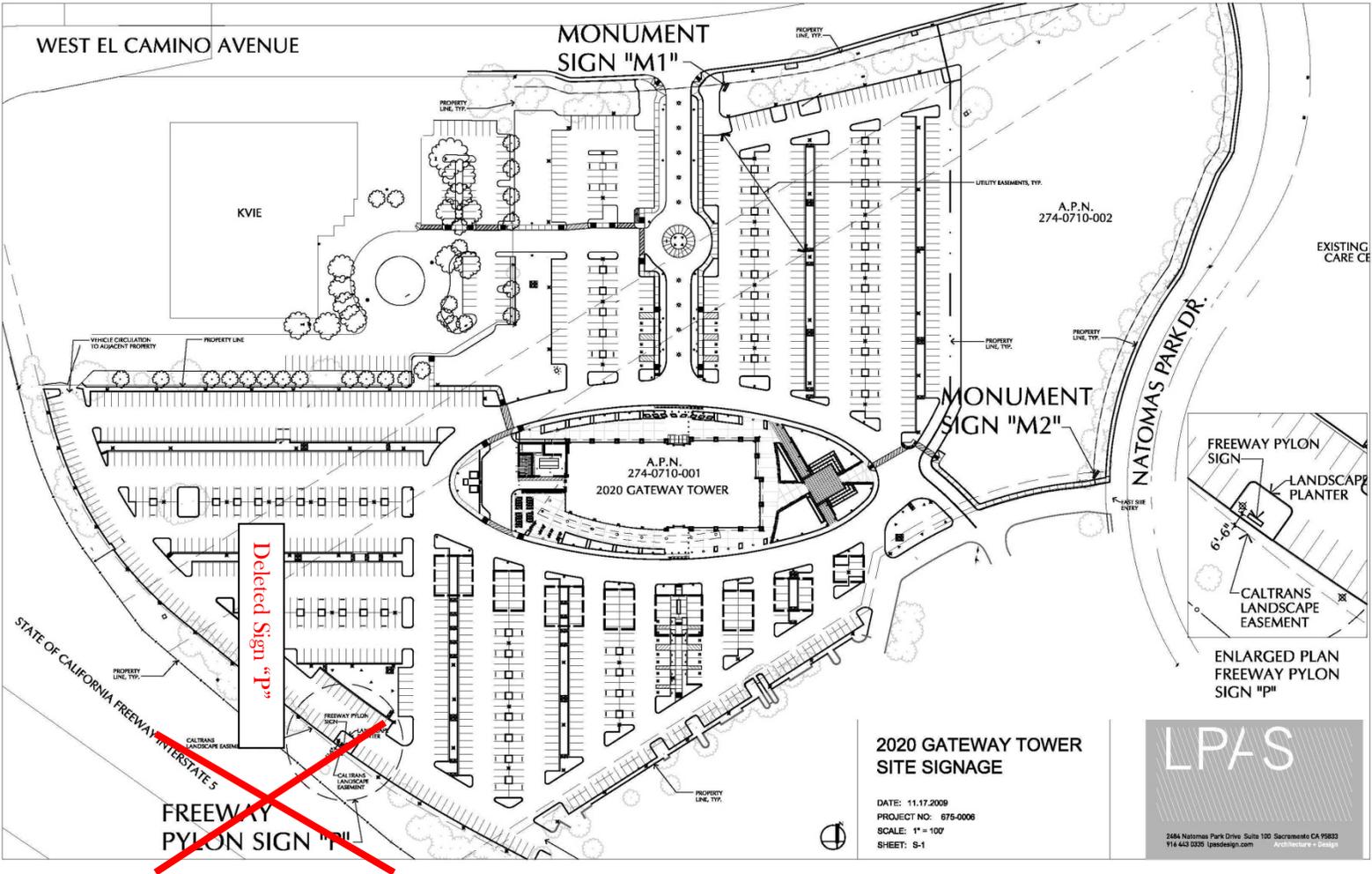
2. Attached Signage Below the Second Floor

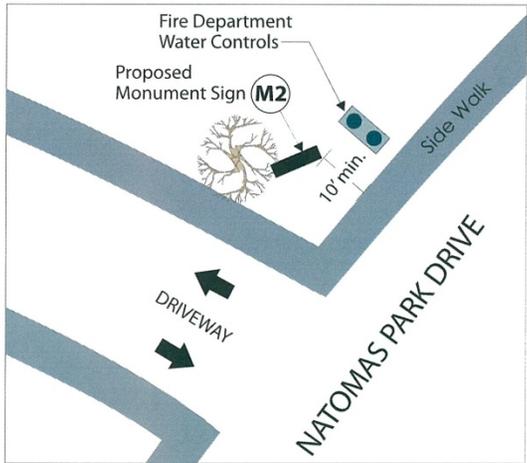
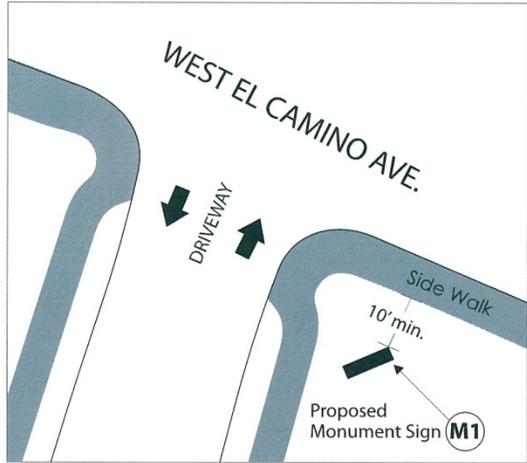
- a. Corporate signage located below the second floor shall not exceed (24) inches in height, or (50) square feet.**

Previous Section (I) will be new Section (J)

Previous Section (J) will be new Section (K)

Exhibit 5B: Overall Site Plan
(Amended by Planning Commission on 1/28/2010.)





AinorSigns
 Signage · Lighting · Maintenance
 CCL# 913842
 3868 Cincinnati Avenue, Rocklin, CA 95765-1312
 916-408-1300 800-928-8202 fax 916-408-1385

Date: 3/12/09 OPP#: 5685
 Project: Natomas Gateway Tower
 Location: 2050 West El Camino Avenue
 Sacramento, CA

Acct. Rep: Gary Yuke
 Permits By: _____
 Revisions: A 4/9/09 B 4/27/09
 C 5/11/09 D 7/17/09 E _____

Drawing #: _____
 Designer: Jeff
 File Name: _____
 Sq. Feet: _____

APPROVED BY
The contents of this document are exclusive property of Ainor Signs, Inc. Any unauthorized reproduction is subject to a \$1,000 design fee.
 Landlord: _____
 Tenant: _____

Exhibit 5C: Enlarged Driveway Plans
 (Amended by Planning Commission on 1/28/2010.)

SINGLE FACE MONUMENT SIGN - INTERNALLY ILLUMINATED

A Header Cabinet - Fabricated Aluminum
 Aluminum Face w/ Routed Out Copy
 1/2" Clear Acrylic Push-Thru Copy w/ Alum. Overlays;
 Overlay Finish to Match PPG UC54271 "Duranar Charcoal Grey"
 Internal Fluorescent Illumination

B Tenant Cabinet - Fabricated Aluminum
 Curved Aluminum Faces w/ Routed Out Copy & 2" Shoe-box Returns
 1/2" Clear Acrylic Push-Thru Copy w/ White Translucent Vinyl Overlays
 Internal Fluorescent Lamps - Uniform Illumination
 Cabinet Finish to Match PPG UC54271 "Duranar Charcoal Gray".

B1 Concealed LED Band Runs Along Bottom & Side of Tenant Cabinet in Reveal to Light-Wash Base

C Base - Fabricated Aluminum
 Finish to Match PPG UC70092F "Duranar Sunstorm Silversmith"

C1 Concrete Slab at Grade Level

LEFT SIDE
 SCALE: 1/4" = 1'

RIGHT SIDE

M1 WEST EL CAMINO ENTRANCE

AinorSigns
 Signage · Lighting · Maintenance
 CCL# 913842
 3868 Cincinnati Avenue, Rocklin, CA 95765-1312
 916-408-1300 800-928-8202 fax 916-408-1385

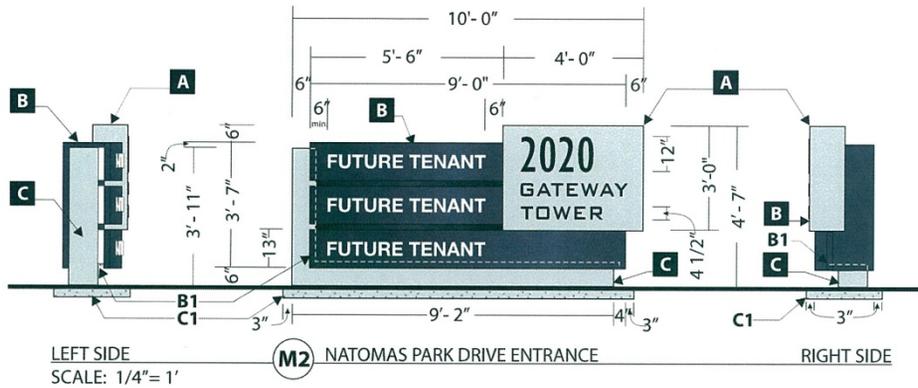
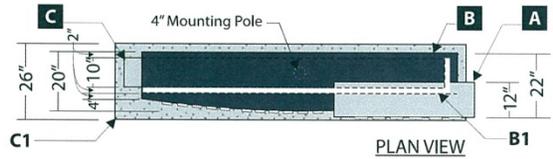
Date: 3/12/09 OPP#: 5685
 Project: 2020 Gateway Tower
 Location: 2020 West El Camino Avenue
 Sacramento, CA

Acct. Rep.: Gary Yuke
 Permits By:
 Revisions: A 4/9/09 B 4/27/09
 C 5/11/09 D 7/17/09 E 10/28/09
 F 11/3/09 G 11/6/09 H 1/14/10

Drawing #: _____
 Designer: Jeff
 File Name: _____
 Sq. Feet: 45.83 overall

APPROVED BY
 The contents of this document are exclusive property of Ainor Signs, Inc. Any unauthorized reproduction is subject to a \$1,000 design fee.
 Landlord: _____
 Tenant: _____

SINGLE FACE MONUMENT SIGN - INTERNALLY ILLUMINATED



- A Header Cabinet** - Fabricated Aluminum
Aluminum Face w/ Routed Out Copy
1/2" Clear Acrylic Push-Thru Copy w/ Aluminum Overlays;
Overlay Finish to Match PPG UC54271 "Duranar Charcoal Gray"
Internal Fluorescent Illumination
Finish to Match PPG UC70092F "Duranar Sunstorm Silversmith"
- B Tenant Cabinet** - Fabricated Aluminum
Curved Aluminum Faces w/ Routed Out Copy & 2" Shoe-box Returns
1/2" Clear Acrylic Push-Thru Copy w/ White Translucent Vinyl Overlays
Internal Fluorescent Lamps - Uniform Illumination
Finish to Match PPG UC54271 "Duranar Charcoal Gray"
- B1** Concealed LED Band Runs Along Bottom & Side of Tenant Cabinet in Reveal to Light-Wash Base
- C Base** - Fabricated Aluminum
Finish to Match PPG UC70092F "Duranar Sunstorm Silversmith"
- C1** Concrete Slab at Grade Level



AinorSigns
Signage · Lighting · Maintenance
CCL# 913842
3868 Cincinnati Avenue, Rocklin, CA 95765-1312
916-408-1300 800-928-8202 fax 916-408-1385

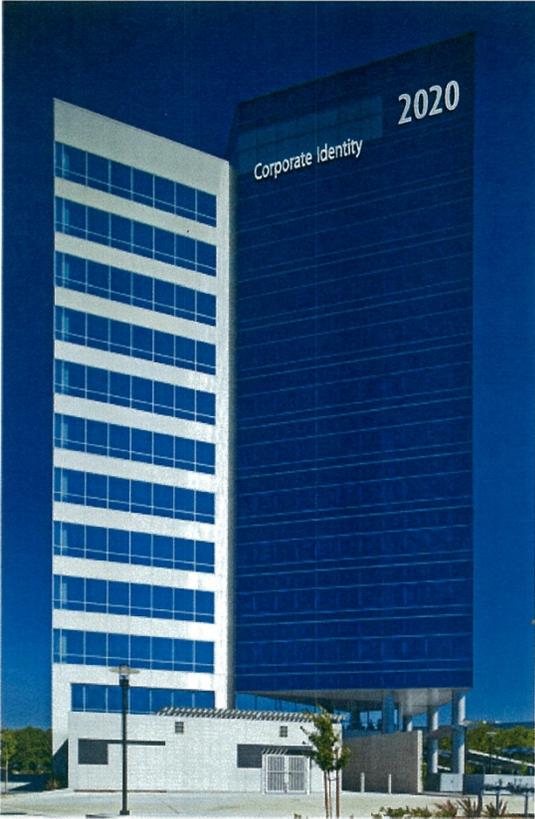
Date: 3/12/09 OPP#: 5685
Project: 2020 Gateway Tower
Location: 2020 West El Camino Avenue
Sacramento, CA

Acct. Rep: Gary Yuke
Permits By:
Revisions: A 4/9/09 B 4/27/09
C 5/11/09 D 7/17/09 E 10/28/09
F 11/3/09 G 11/6/09 H 1/14/10

Drawing #: _____
Designer: Jeff
File Name: _____
Sq. Feet: 45.83 overall

APPROVED BY
The contents of this document are exclusive property of Ainor Signs, Inc. Any unauthorized reproduction is subject to a \$1,000 design fee.
Landlord: _____
Tenant: _____

Exhibit 5F: Upper Signage on Building Elevations






AinorSigns
Signage • Lighting • Maintenance
CCL# 913842
3868 Cincinnati Avenue, Rocklin, CA 95765-1312
916-408-1300 800-928-8202 fax 916-408-1385

Date: 3/12/09 OPP#: S685
Project: 2020 Gateway Tower
Location: 2020 West El Camino Avenue
Sacramento, CA

Acct. Rep.: Gary Yuke
Permits By: _____
Revisions: A 4/9/09 B 10/28/09
C D E
F 11/3/09 G 11/11/09 H 11/12/09 I 11/17/09 J 1/12/10

Drawing #: _____
Designer: Jeff
File Name: _____
Sq. Feet: _____

APPROVED BY

The contents of this document are exclusive property of Ainor Signs, Inc. Any unauthorized reproduction is subject to a \$1,000 design fee.

Landlord: _____
Tenant: _____

Exhibit 5G: Enlarged Upper Signage Details

A **SOUTHWEST ELEVATION** Option 2 SCALE: 3/32" = 1'

PAN CHANNEL NUMERALS - INTERNAL ILLUMINATION
 8" Aluminum Returns - Brushed Aluminum Finish
 1 1/2" Fabricated Aluminum Retainer - Painted Brushed Aluminum Finish
 3/16" Acrylic Faces - White w/ Brushed Aluminum Laminate - 1 1/2" White Outline
 Internal 6500 White Neon Tubes or LED's
 Mounting Method T.B.D.

PAN CHANNEL LETTERS - INTERNAL ILLUMINATION
 8" Aluminum Returns - Brushed Aluminum Finish
 1" Trim Cap - Silver
 3/16" Acrylic Faces - White w/ Brushed Aluminum Laminate - 1 1/2" White Outline
 Internal 6500 White Neon Tubes or LED's
 Mounting Method T.B.D.

APPROVED BY
 The contents of this document are exclusive property of Aino Signs, Inc. Any unauthorized reproduction is subject to a \$1,000 design fee.

Landlord _____
 Tenant _____

Date: 3/12/09 **OPP#:** 5685
Project: 2020 Gateway Tower
Location: 2020 West El Camino Avenue
 Sacramento, CA

Acct. Rep.: Gary Yuke
Permits By: _____
Revisions: A 4/9/09 B 10/28/09
 C D E
 F 11/3/09 G 11/11/09 H 11/12/09 I 11/17/09 J 1/12/10

Drawing #: _____
Designer: Jeff
File Name: _____
Sq. Feet: Primary Tenant - 225 sq ft max

Aino Signs
 Signage • Lighting • Maintenance
 CCL# 913842
 3868 Cincinnati Avenue, Rocklin, CA 95765-1312
 916-408-1300 800-928-8202 fax 916-408-1385

Exhibit 5H: Upper Signage Area Calculation

[Return to Table of Contents](#)

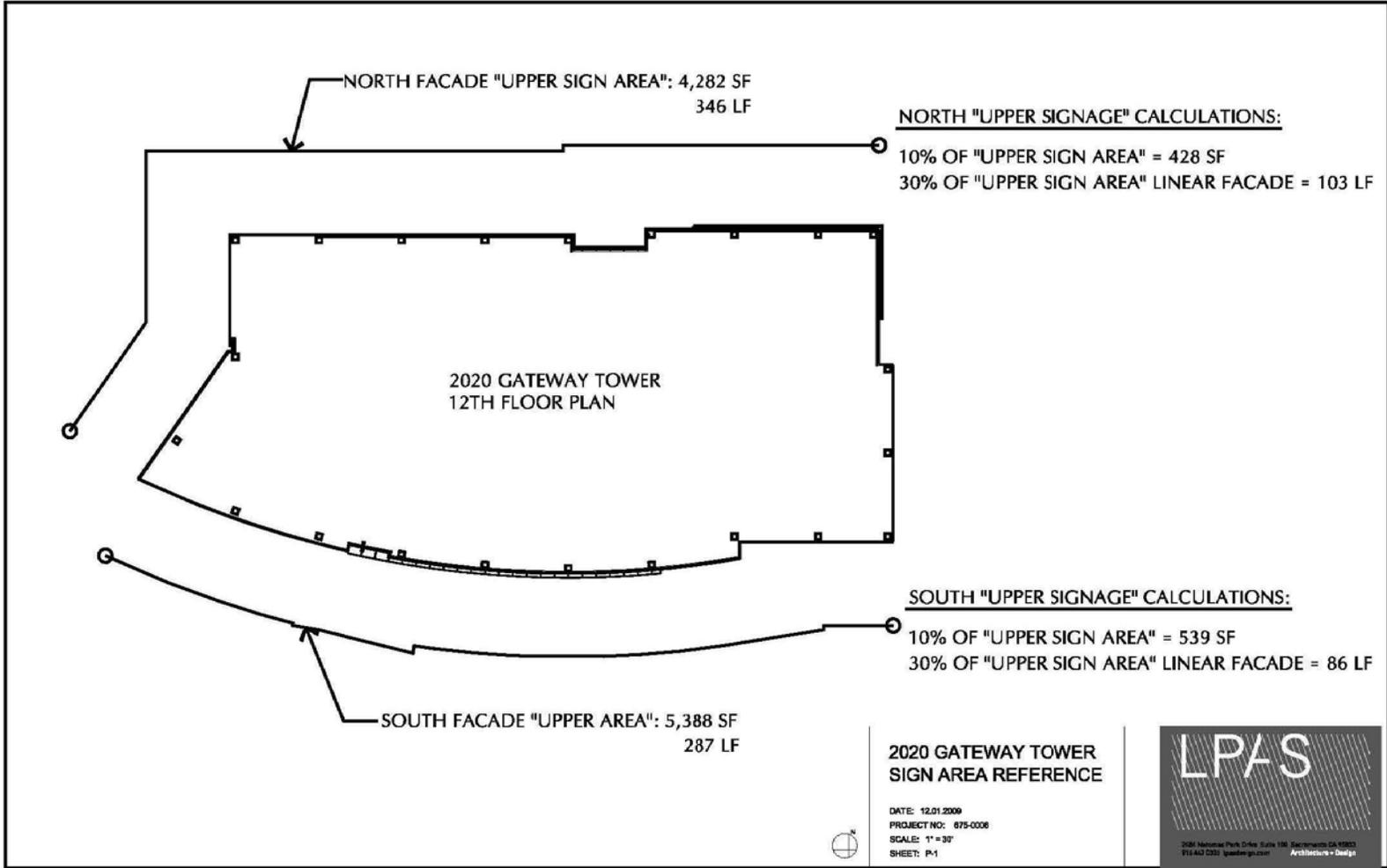
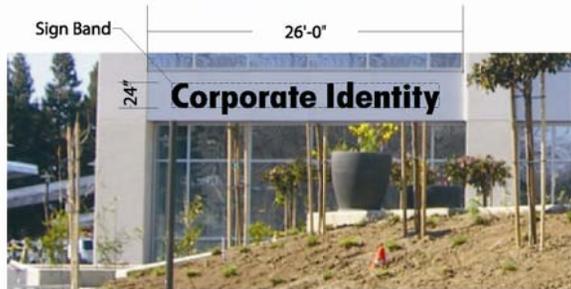


Exhibit 5I: Ground Floor Attached Signage



PAN CHANNEL LETTERS - INTERNAL ILLUMINATION

- 5" Aluminum Returns - Brushed Aluminum Finish
- 3/4" Trim Cap - Silver
- 3/16" Acrylic Faces - Color Subject to Landlord Approval
- Internal Neon Tubes or LED's
- Mount Flush to Sign Band Area

C First Floor Sign Band SCALE: 3/32" = 1'

AinorSigns
 Signs - Lighting - Maintenance
 CCL# 913842
 3988 Cincinnati Avenue, Rocklin, CA 95765-1312
 916-408-1300 800-923-8202 fax 916-408-1385

Date: 3/12/09 OPP#: 5685
 Project: Natomas Gateway Tower
 Location: 2050 West El Camino Avenue
 Sacramento, CA

Acct. Rep: Gary Yuke
 Permits By: _____
 Revisions: A 4/9/09 B 10/28/09
 C D E
 H 1/14/10

Drawing #: _____
 Designer: Jeff
 File Name: _____
 Sq. Feet: _____

APPROVED BY:
 The contents of this document are exclusive property of Ainor Signs, Inc. Any unauthorized reproduction is subject to a \$1,000 design fee.
 Landlord: _____
 Tenant: _____

Attachment 6: Grounds for Appeal Statement



02-24-2010

City of Sacramento Planning Commission, Grounds For Appeal
Project # 09-013
Exterior Signage – PUD Guideline Amendment
2020 Gateway Tower, 2020 West El Camino Ave, Sacramento 95833

Freeway Monument Sign – PUD Guidelines Amendment

The following Grounds for Appeal explanation is in response to the decision by the Planning Commission on 01/28/2010 to deny approval of a portion of the sign package application and PUD Guidelines Amendment for the referenced project. The proposed freeway monument sign was recommended for approval by City Planning Staff, but denied by the Planning Commission.

2020 Gateway Tower is a new 12 story, 345,000 sf, speculative high rise office building on a 14 acre parcel in South Natomas. The property is located in the Natomas Corporate Center PUD, at the intersection of West El Camino Ave and Interstate 5. The project has been awarded for its architectural design and for achieving a high level of environmental sustainability, recently earning LEED Gold Level Certification making it the first private sector high-rise in Northern California to be LEED Certified.

The proposed PUD Guidelines amendment includes a 20' tall, 160 sf monument sign to be located adjacent to Interstate 5 in front of 2020 Gateway Tower. Originally designed to be 30' tall, the sign was reduced by one-third to address concerns expressed during meetings with neighborhood groups. The proposed sign is located in a dedicated sign easement on the property completely outside of the CalTrans landscape setback.

The sign has been carefully designed relative to the architectural vocabulary of the building and uses the same aluminum panels, glass and accent lighting. The size of the sign is appropriately scaled for the building it serves and for visibility from the highway.

The signage of corporate identities is an important aspect of all commercial buildings adjacent to major thoroughfares; practically every building along I-5 has names of business entities. The ability to provide company exposure to a very large number of passers by is an aspect that makes this project more attractive to potential tenants, particularly in this business climate.

The sign that is being requested has been carefully thought out to be a well designed and appropriate complement to the building and to enhance the project's identity to the public.

Architecture + Design 2484 Natomas Park Drive Suite 100 Sacramento CA 95833
916 T 443 0335 F 441 2823 lpasdesign.com Making Buildings Together

Attachment 7 – Proposed PUD Guidelines Amendment denied by Planning Commission

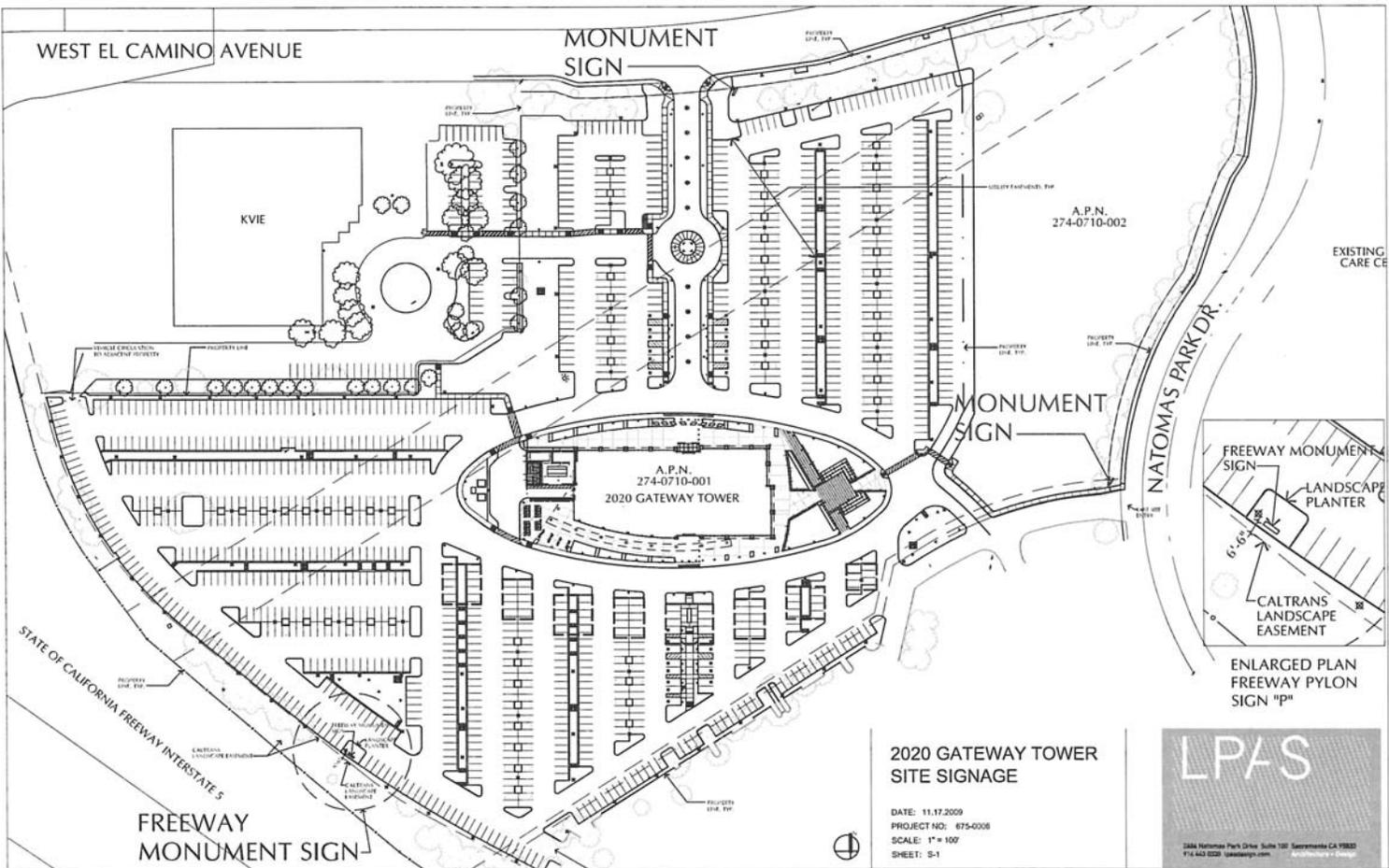
(If approved by City Council, insert before Attached Upper Signage in section (I).)

Detached Signage adjacent to freeway

- a. **One, single face monument sign shall be allowed adjacent to the Caltrans landscape corridor at Freeway I-5. Directly illuminated signage is acceptable.**
- b. **Maximum area of sign: (160) square feet.**
- c. **Maximum height of sign: (20) feet from parking lot grade.**
- d. **Location: The freeway sign shall be located in a planter area adjacent to, and outside, the Caltrans landscape setback on the West side of the parcel. As noted on the parcel survey, a recorded monument sign easement (D.N. 199702100448) exists at the proposed sign location. The sign face shall be parallel to the freeway and located six feet from the Caltrans setback.**

Table of Contents:

- Exhibit 7A – Overall Site Plan
- Exhibit 7B – Freeway Monument Sign
- Exhibit 7C – View from Freeway



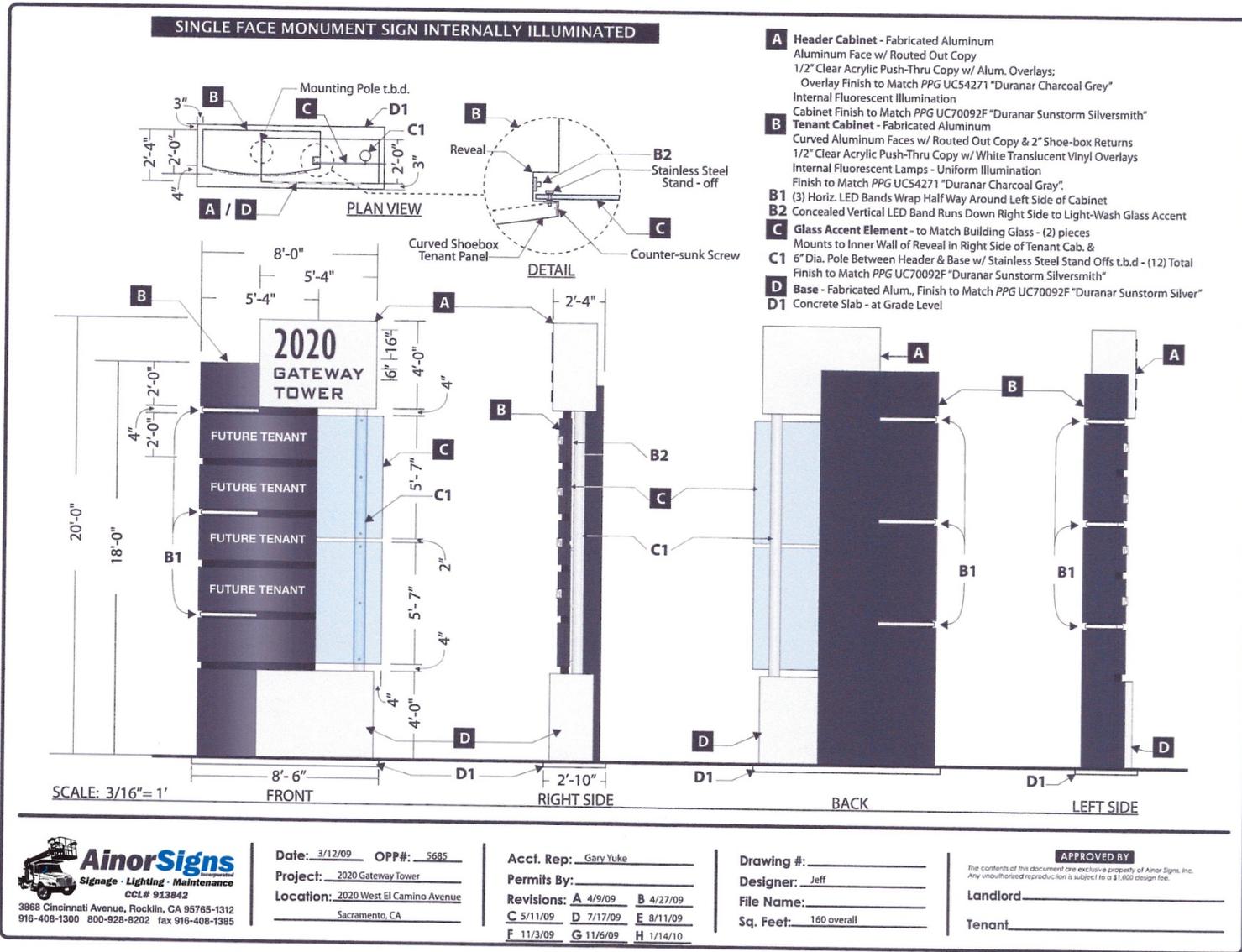
**2020 GATEWAY TOWER
SITE SIGNAGE**

DATE: 11.17.2009
 PROJECT NO: 675-0006
 SCALE: 1" = 100'
 SHEET: S-1

LPAS

2884 Natomas Park Drive, Suite 100, Sacramento, CA 95833
 916.642.8228 lpasdesign.com

Exhibit 7A: Overall Site Plan



AinorSigns
Signage · Lighting · Maintenance
CCL# 913842
3888 Cincinnati Avenue, Rocklin, CA 95765-1312
916-408-1300 800-928-8202 fax 916-408-1385

Date: 3/12/09 OPP#: 5685
Project: 2020 Gateway Tower
Location: 2020 West El Camino Avenue
Sacramento, CA

Acct. Rep.: Gary Yuke
Permits By:
Revisions: A 4/9/09 B 4/27/09
C 5/11/09 D 7/17/09 E 8/11/09
F 11/3/09 G 11/6/09 H 1/14/10

Drawing #: _____
Designer: Jeff
File Name: _____
Sq. Feet: 160 overall

APPROVED BY
The contents of this document are exclusive property of Ainor Signs, Inc.
Any unauthorized reproduction is subject to a \$1,000 design fee.
Landlord: _____
Tenant: _____

Exhibit 7C: View from Freeway



2020 GATEWAY TOWER
FREEWAY MONUMENT SIGN

SACRAMENTO, CA

DATE: 02/24/2010
PROJECT NO: 675-0008
SCALE: NA
SHEET: NA

