



REPORT TO PLANNING COMMISSION City of Sacramento

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915 I Street, Sacramento, CA 95814-2671

STAFF REPORT
March 8, 2012

To: Members of the Planning Commission

Subject: Point West Shopping Center (P12-002)

A request for a PUD Text Guidelines Amendment to modify parking and signage requirements in the Point West Planned Unit Development and a Plan Review Modification to allow changes to the existing parking lot layout on approximately 16.6 acres in the Shopping Center Review (SC-R PUD) zone and located in the Point West Planned Unit Development.

- A. **Environmental Determination:** Exempt (CEQA Guidelines Section 15301);
- B. **PUD Guidelines Text Amendment** to amend the Point West Planned Unit Development Guidelines to modify the commercial parking requirements and to increase the amount of signage for the multitenant shopping center;
- C. **Plan Review Modification** to allow changes to the parking lot layout and expand the width of two existing driveways.

Location/Council District:

1821 Exposition Boulevard

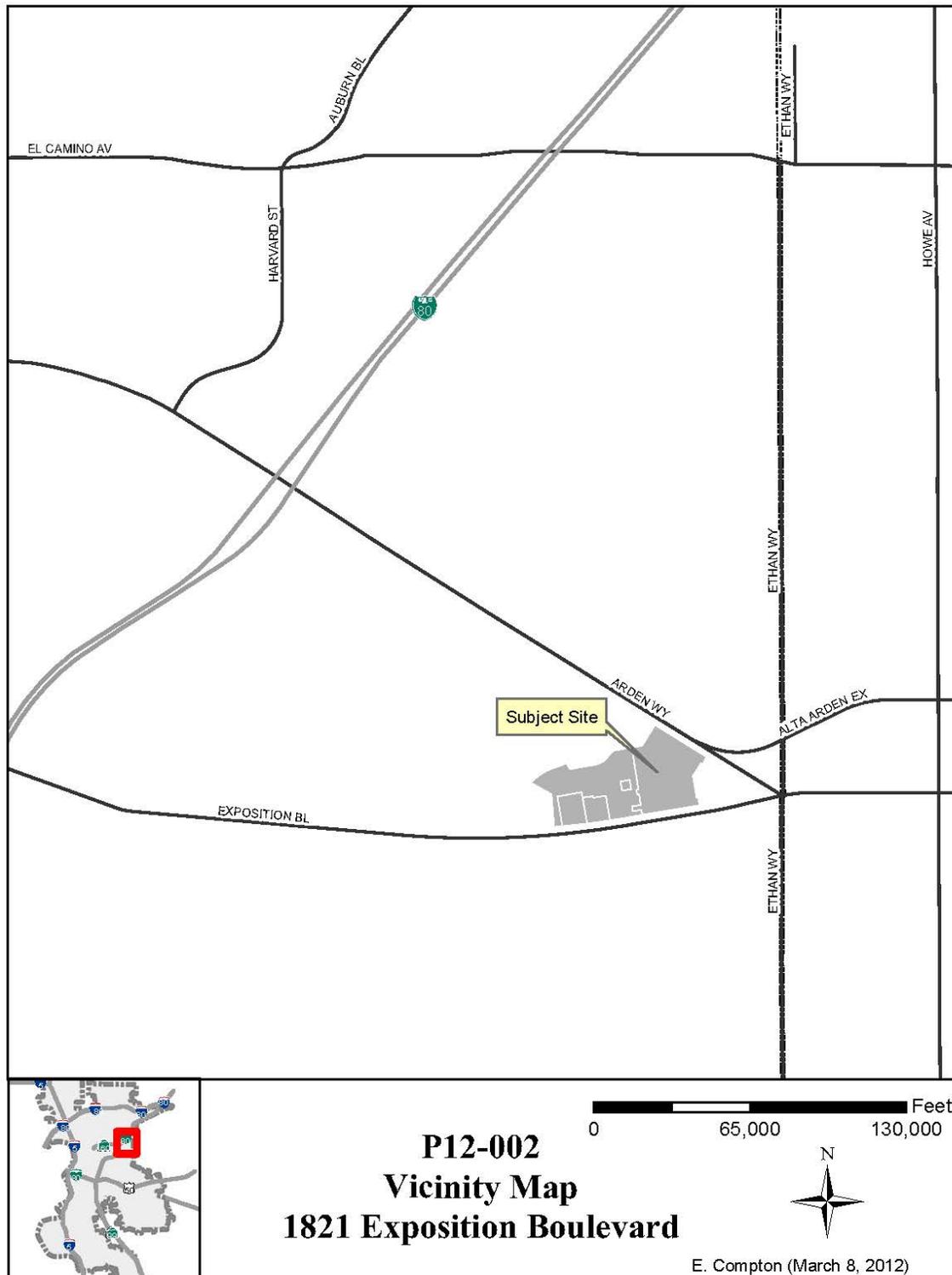
277-0271-020; -023; -024; -025; and -026

Council District 3

Recommendation: Staff recommends the Planning Commission approve the request based on the findings and subject to the conditions listed in Attachment 1. The Commission has final approval authority over items A-C above, and its decision is appealable to City Council.

Contact: Evan Compton, Associate Planner, (916) 808-5260
Lindsey Alagozian, Senior Planner, (916) 808-2659

Applicant: Chip Erickson, Sansome Pacific Properties, Inc., 50 Francisco Street, Suite 275, San Francisco, CA 94133.



Owners: Rex/Joan Moore 1995 Irrevocable Trust, 1841 Exposition Boulevard, Sacramento, CA 95815 (Parcel 277-0271-020);

Sansome Point West, LLC (Partners: Thomas Coates, Paul Souza, Thomas Souza, Paul Erikson, David Gustafson, and Eric Wilcox) Attention: Chip Erickson, 50 Francisco Street, Suite 275, San Francisco, CA 94133 (Parcels 277-0271-023 and -025); and

Inland Western MDS Portfolio, Donald Stewart, 1896 Arden Way, Sacramento, CA 95815 (Parcel 277-0271-026).

Summary: The applicant is proposing to replace two existing monument signs, construct two new pylon signs, and complete parking lot improvements in an existing shopping center. This proposal includes a PUD Guidelines Text Amendment to allow the requested detached signage and modify parking requirements to be consistent with the citywide development standards and a Plan Review Modification to allow parking lot improvements.

Table 1: Project Information for Point West
General Plan designation: Urban Center High
Existing zoning of site: Shopping Center Review (SC-R PUD)
Existing use of site: Retail shopping center
Planned Unit Development: Point West PUD
Property area: Approximately 16.6 acres
FAR: 0.26 (Calculated as 185,800 / 721,223)*

*Floor Area Ratio Calculations include the gross building area over the net lot area. Structured parking is excluded from the calculation.

Project Setting

The Point West PUD consists of Parcels A through H. The project entitlements in this report affect specific properties located within Parcel A. See Attachment 3 for reference. Within the original Parcel A, there are thirteen separate properties. This report covers entitlements for APNs including: 277-0271-020, -023; -024; -025, and -026.

Entitlement History: On January 12, 1971, the City Planning Commission approved the Schematic Plan and rezone to create Point West Planned Unit Development. (Resolution No. 84) The subject site is a portion of the larger site identified as Parcel "A" of the Schematic Plan. Since the creation of the original PUD, over 193 entitlements have been processed for Parcels A through H.

Public/Neighborhood Outreach and Comments: The planning application for the Point West PUD Amendment was submitted January 13, 2012. The site was posted and

staff notified property owners within 500 feet of the subject site. At the time of writing this report, no comments had been received.

Environmental Considerations: The Environmental Services Manager has determined the project is exempt from environmental review pursuant to the California Environmental Quality Act (CEQA) Guidelines (Section 15301). Section 15301 consists of existing facilities involving negligible or no expansion of an existing use.

PUD Guidelines

Under Section 17.180.050 (D) of the Zoning Code, the Planning Commission may grant an amendment of a PUD's development guidelines or schematic plan provided that the proposed changes do not increase the intensity of the land uses by more than 10 percent. Staff finds that the proposal to modify the parking requirements, signage requirements, and parking lot layout will not change the intensity of the land uses and therefore may be reviewed and approved at the Planning Commission level.

Policy Considerations: The subject site is designated as Urban Center High on the General Plan Land Use and Urban Form Diagram. Sacramento's Urban Center High provides thriving areas with concentrations similar to downtown. Each center includes employment-intensive uses, high-density housing, and a wide variety of retail uses including large-format retail, local shops, restaurants, and services. These areas include major transportation hubs accessible by public transit, major highways and local arterials, and pedestrian travel. Building heights vary from low to high rise (e.g., two to twenty-four stories). Other characteristics, such as building orientation, frontage-type, access, parking, streetscape, and open space, are similar to those in the Central Business District.

General Plan Policies

M 6.1.2 Reduce Minimum Parking Standards. *The City shall reduce minimum parking standards over time to promote walkable neighborhoods and districts and to increase the use of transit and bicycles.* Staff finds that the proposal will lower the parking requirement for commercial on the site.

ED 1.1 Business Climate. *The City shall maintain a supportive business climate and a healthy, sustainable economy that increases the City's ability to expand existing businesses and attract and retain new businesses.* Staff finds that additional signage for this site will encourage new tenants in the vacant storefronts and increase the viability of retail at this site which lacks a strong presence along its street frontage.

Land Use

The overall site has been approved for 185,800 square feet of retail. Retail is allowed with a Plan Review in the Shopping Center (SC-R PUD) zone and located in the Point West PUD. There are no changes to the land uses on the site with this application however, the applicant is requesting to modify parking requirements to be consistent with the citywide code to facilitate development of additional retail pads in the future.

Access, Circulation, and Parking: The project site is bounded by Arden Way, Challenge Way, and Exposition Boulevard. All three streets allow two-way traffic. The project site is accessed by multiple driveways and the proposal includes the request to enlarge two existing 30 foot wide driveways to 35 feet. One driveway is on Arden Way and the other driveway proposed to be expanded is located on Exposition Boulevard. The applicant is also requesting to complete parking lot improvements by reconfiguring parking spaces along the frontage of the shopping center. The Department of Transportation has reviewed all the modifications and supports the proposal with the conditions as listed in Attachment 1.

Parking in the Point West PUD currently requires one parking space per 200 square feet for commercial uses. The proposed text amendment would change the ratio to one parking space per 250 square feet which is consistent with the citywide parking requirements for retail outside of the central city. The text amendment would also require restaurants, cafes, and bars to provide one parking space per three seats which is consistent with the citywide parking requirements. Currently the Point West PUD requires one space per three seats plus one space for each 1.1 employees on the larger shift. Staff supports these amendments because: a) the General Plan supports the reduction of parking areas to encourage the use of public transportation, shared parking, and allow development of communities to be more pedestrian-oriented; b) the reduced parking requirement is consistent with the citywide requirements for retail outside of the Central City; and c) the reduced parking requirement will allow for future construction of additional retail pads on the site.

Signage in the Point West Planned Unit Development

The stated goal of the Point West PUD sign regulations is to eliminate excessive and confusing sign displays and encourage good design which is harmonious to the architecture of buildings in the PUD.

The applicant has submitted a sign program for the 16.6± acre shopping center. The site is located across the street from the Arden Fair Mall however, the buildings are setback from Arden Way. The lack of visibility of the tenant spaces has triggered this application to deviate from the Point West PUD Sign Guidelines.

Sign Type	Allowed Size in SC Zone Citywide	Proposed Size	Deviation
<i>Pylon Signs</i>	300 square ft*	400 square feet	+100 square feet
<i>Monument Signs</i>	300 square ft*	120 square feet	No

*The general sign code allows one detached sign not exceeding one square foot of sign area for each lineal foot of street frontage provided that no sign shall exceed 300 square feet. The lineal feet of the existing shopping center is approximately 950 feet.

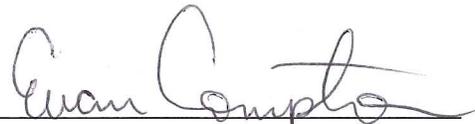
The site is subject to the Point West PUD Guidelines which limits detached signage in the Shopping Center (SC) zone to a maximum of 32 square feet, 6 foot 6 inch high monument signs. Staff notes that there are multiple examples of existing detached signs in the Point West PUD, mostly along Arden Way, that currently exceed this limit. A portion of these existing signs were constructed prior to 1982 before the current 6'6" height limit was effective. Also, there have been multiple entitlements approved for other property owners in the PUD to deviate from the size and height requirements.

In reviewing the sign program, staff finds the proposal is consistent with the citywide code for parcels zoned Shopping Center (SC) for overall height and the size of the pylon signs and distance between signs can deviate from the Sign Code under a PUD. The proposed detached signage program would meet all of the other requirements. The distance between the monument sign and pylon sign will be 268 feet apart instead of the minimum 300 feet apart. Staff supports the increased size and reduced distance because the signage has been located to be a minimum of 10 feet from each of the existing driveways and have been strategically located to align with the existing main entrances to the site. The requested attached signage will allow two signs per tenant (three signs for endcap tenants) for a total of 3 square feet per front foot of building. Staff believes that given the building's lack of visibility and location across from Arden Fair Mall and Cal Expo, additional signage is appropriate. Although larger in scale, the proposed sign program is consistent with the Point West PUD Guidelines by eliminating excessive signage through consolidation of multiple tenants on each detached sign. Furthermore, the signage has been designed to complement the building architecture of the shopping center.

Conclusion:

Staff recommends the Commission approve the requested entitlements based on the findings and subject to the conditions listed in Attachment 1 because: a) the proposed signs are located appropriately for the safety of pedestrians, bicyclists, and the motoring public with a setback of 10 feet from the right of way and driveways; enhances wayfinding for customers and the community; incorporates signage for multiple tenants to minimize the number of detached signs for the shopping center and uses materials that are in harmony with the design of the shopping center; and b) the reduced parking requirements are consistent with the General Plan policies to reduce the amount of required parking over time and will be consistent with the general city code parking requirements for shopping centers outside of the Central City.

Respectfully submitted by:



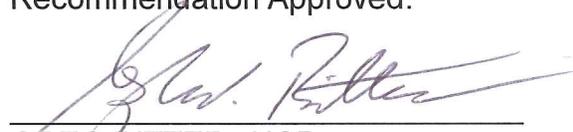
EVAN COMPTON
Associate Planner

Approved by:



LINDSEY ALAGOZIAN
Senior Planner

Recommendation Approved:



GREG BITTER, AICP
Principal Planner

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Attachment 1
Proposed Findings of Fact and Conditions of Approval
Point West Shopping Center (P12-002)
1821 Exposition Boulevard

Findings Of Fact

A. Environmental Determination: Exemption

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 Planning Commission finds that the Project is exempt from review under Section **15301, Existing Facilities** of the California Environmental Quality Act Guidelines as follows:

The project involves negligible or no expansion of an existing use.

B. The PUD Guidelines Amendments to allow the parking requirement for commercial to be reduced from 1/200 to 1/250 and to modify the sign regulations in the Point West PUD are **approved** subject to the following Findings of Fact:

1. The proposed PUD Guideline Amendments do not alter the building height or setback requirements established by the PUD; and
2. The proposed PUD Guideline Amendments do not change the types or intensities of land uses.

C. The Plan Review Modification to allow changes to the parking lot layout and expand the width of two existing driveways is **approved** subject to the following Findings of Fact:

1. The proposed project is consistent with the General Plan designation of Urban Center High and the Shopping Center Review (SC-R PUD) zone by allowing for the revitalization of existing retail centers and reducing the amount of retail leakage outside of the city limits.
2. Facilities, including utilities, access roads, sanitation, and drainage are adequate and consistent with city standards, and the proposed improvements are properly related to existing and proposed streets and highways.
3. The property involved is of adequate size and shape to accommodate the proposed use and other requirements of this title.
4. Approval of the plan review will not be contrary to the public health or safety or injurious to the property or improvements of adjacent

properties in that the new parking lot layout and driveway modifications will meet the city development standards and have reviewed and conditioned by the Department of Transportation..

Conditions Of Approval

- B.** The **PUD Guideline Amendments are approved** subject to the following conditions of approval:

Planning

- B1. The applicant shall obtain all necessary building and/or encroachment permits prior to commencing construction.
- B2. The applicant shall remove the two existing 12 foot tall monument signs.
- B3. The new monument signs shall not exceed 10 foot in height. One sign shall be located on Challenge Way and the other monument sign shall be located on Arden Way.
- B4. The pylon signs shall be multitenant. The maximum sign area of the multitenant pylon signs may not exceed 400 square feet each.
- B5. One pylon sign shall be located on Arden Way and the other pylon sign shall be located on Exposition Boulevard.
- B6. No detached sign may be located within 10 feet from the public right of way or driveway. All detached signage shall be a minimum of 5 feet from interior property lines.
- B7. Any changes or modifications to the plans shall require additional review and approval of Planning staff.
- B8. A signed copy of the Affidavit of Zoning Code Development Standards and each of the pages of this Record of Decision shall be scanned and inserted as a general sheet(s) in the plan set for any building permit submittal associated with this project.

Department of Transportation

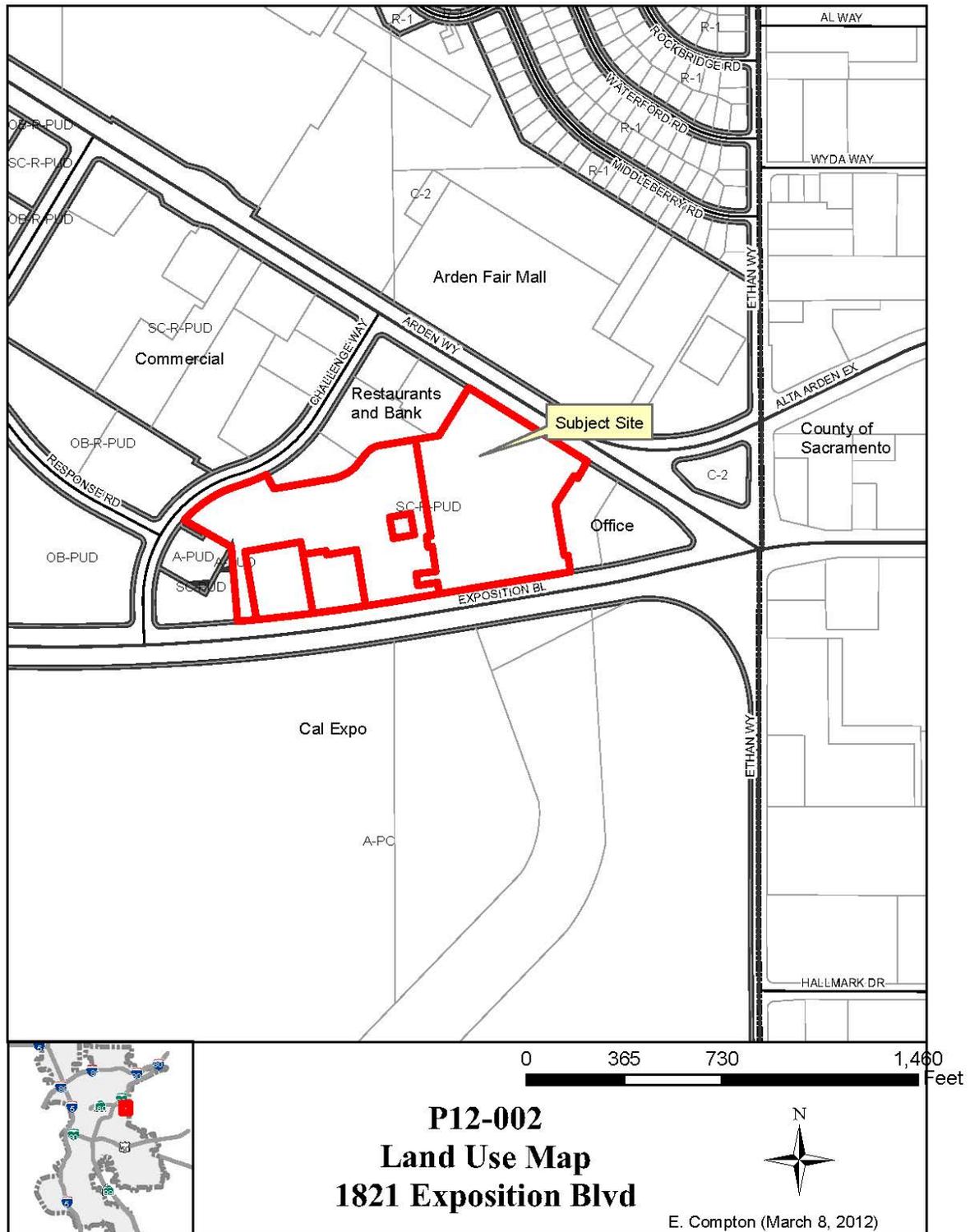
- B9. The design of walls fences and signage near intersections and driveways shall allow stopping sight distance per Caltrans standards and comply with City Code Section 12.28.010 (25' sight triangle). Landscaping in the area required for adequate stopping sight distance shall be limited 3.5' in height at maturity. The area of exclusion shall be determined by the Department of Transportation

- C.** The **Plan Review Modification is approved** subject to the following conditions of approval:

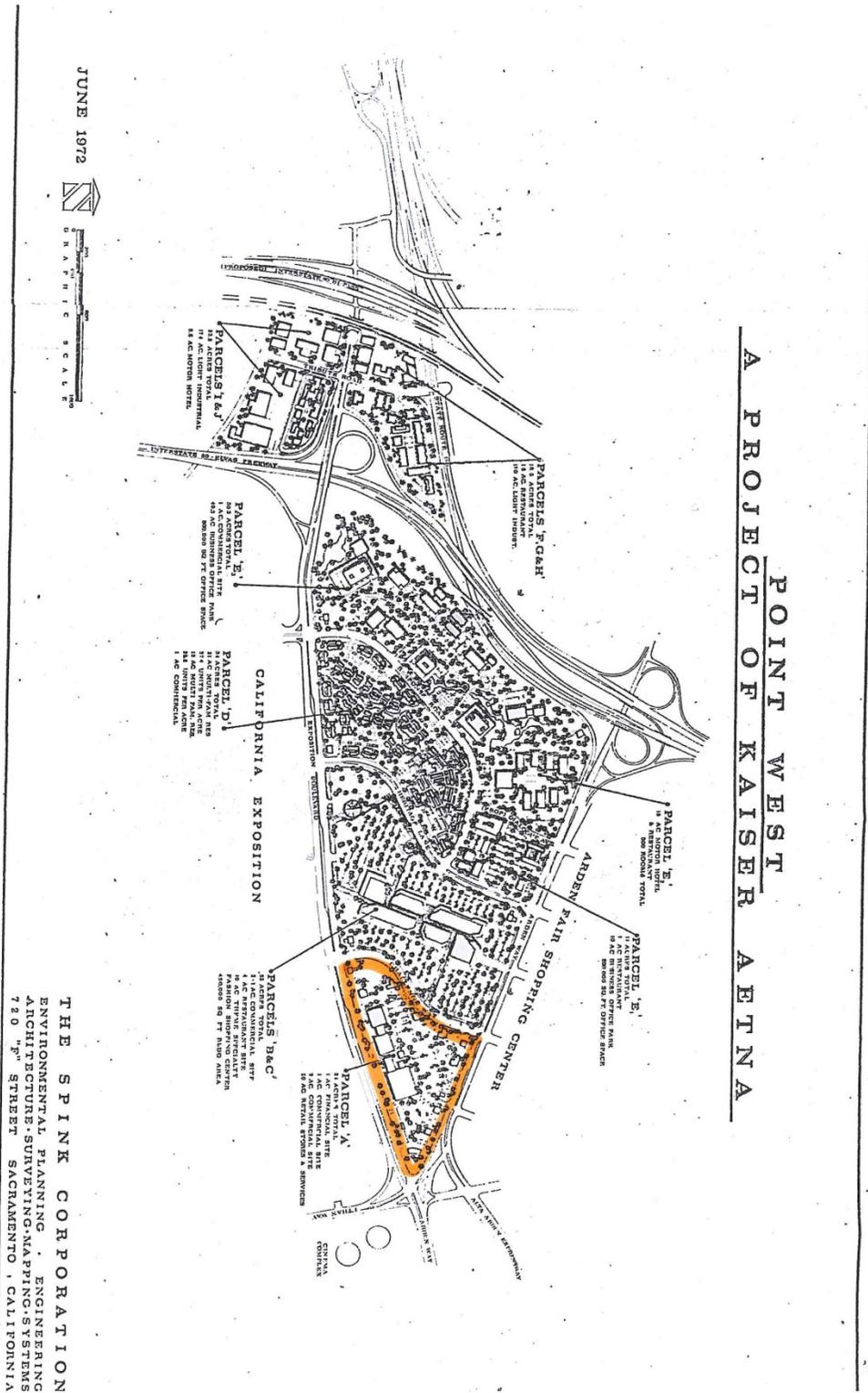
Department of Transportation

- C1. Construct standard improvements as noted in these conditions pursuant to chapter 18 of the City Code. Improvements shall be designed and constructed to City standards in place at the time that the Building Permit is issued. This shall include street lighting and the repair or replacement/reconstruction of any existing deteriorated curb, gutter and sidewalk fronting the property per City standards and to the satisfaction of the Department of Transportation.
- C2. All new and existing driveways shall be designed and constructed to City Standards to the satisfaction of the Department of Transportation. The two driveways proposed for widening shall be constructed to City standards and shall be ADA-compliant to the satisfaction of the Department of Transportation.
- C3. The site plan shall conform to the parking requirements set forth in chapter 17 of City Code (Zoning Ordinance).

Attachment 2: Land Use Map



Attachment 3: Original Schematic Plan



Attachment 4: Project Plans
Exhibit A: Site Plan

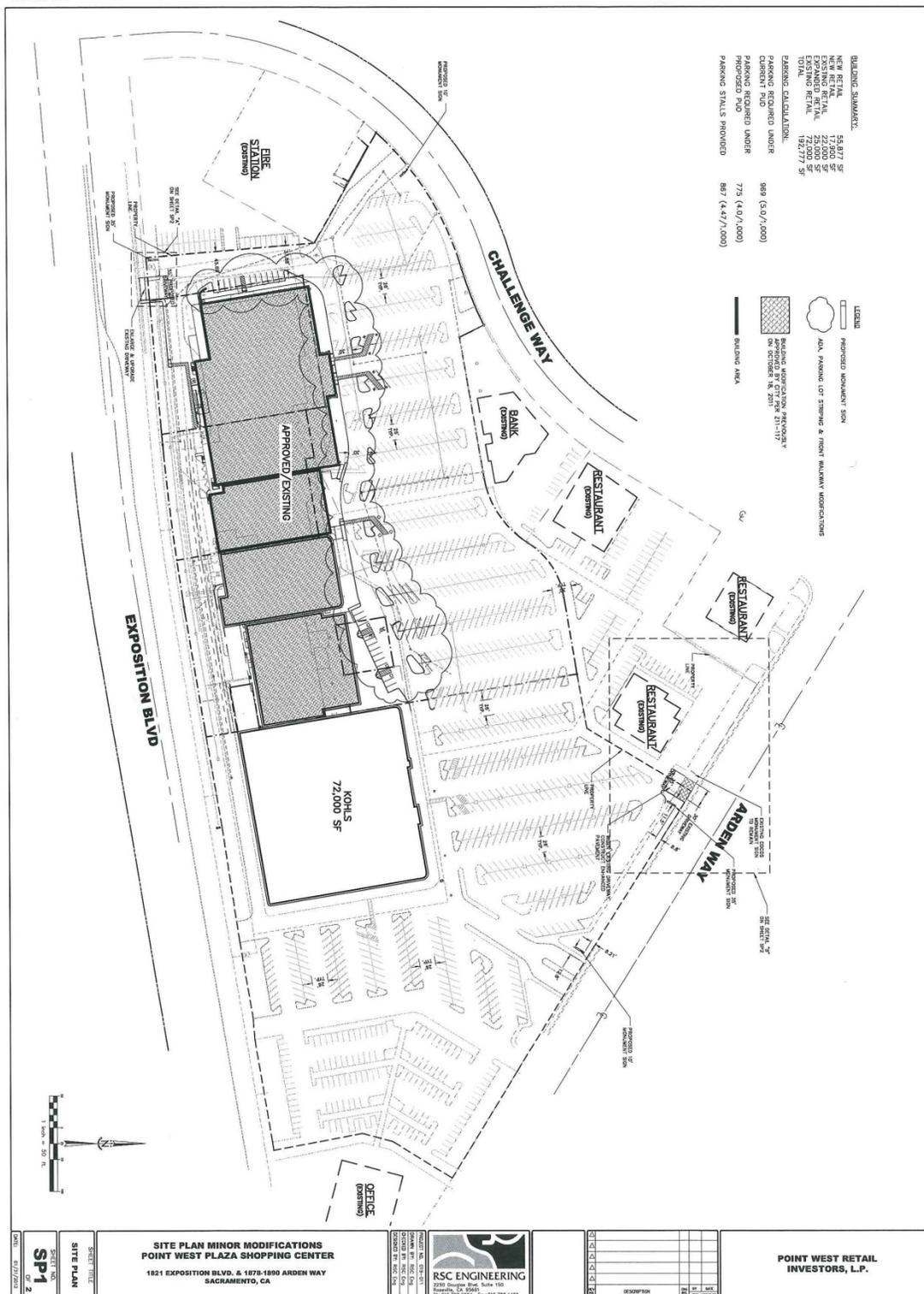
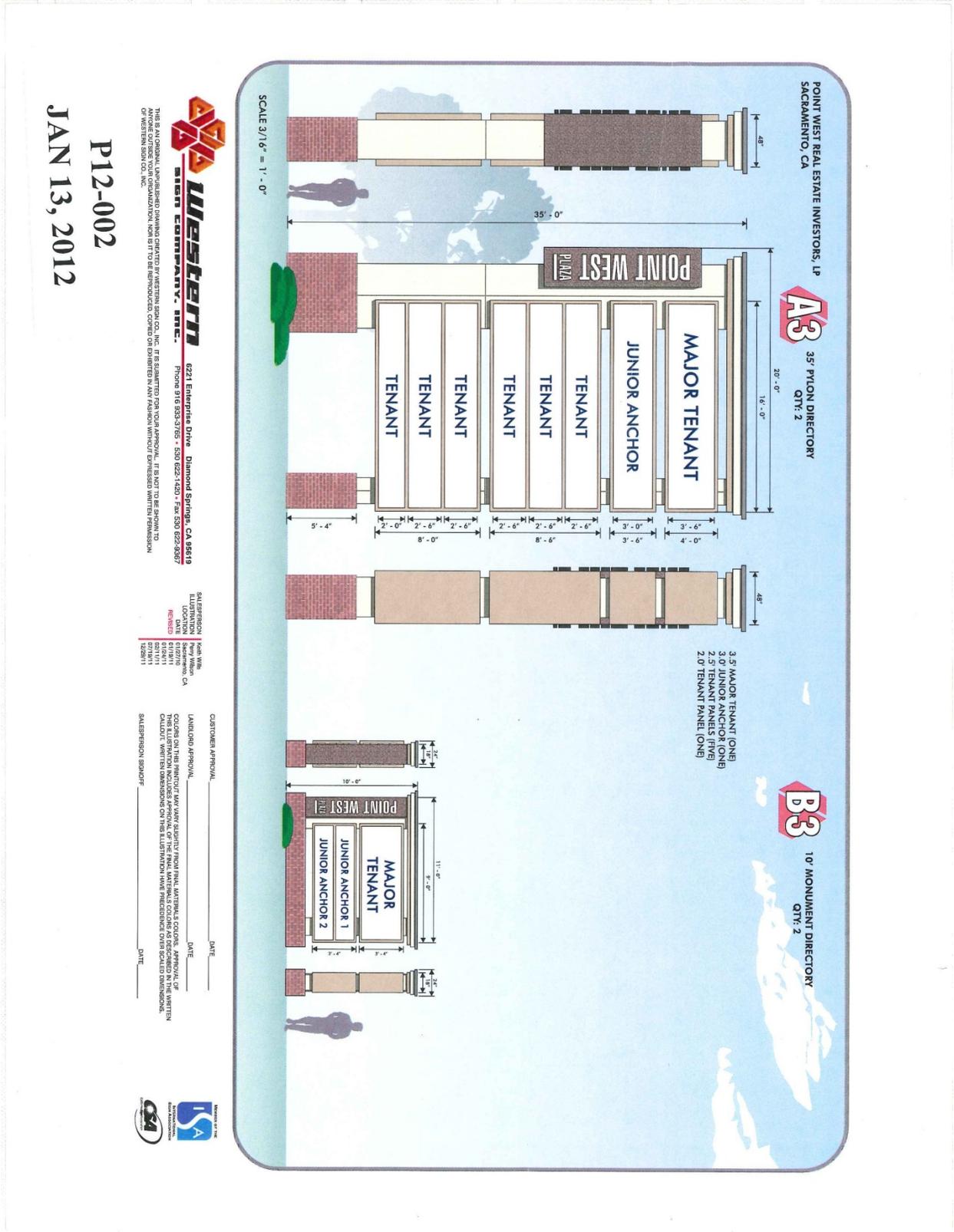
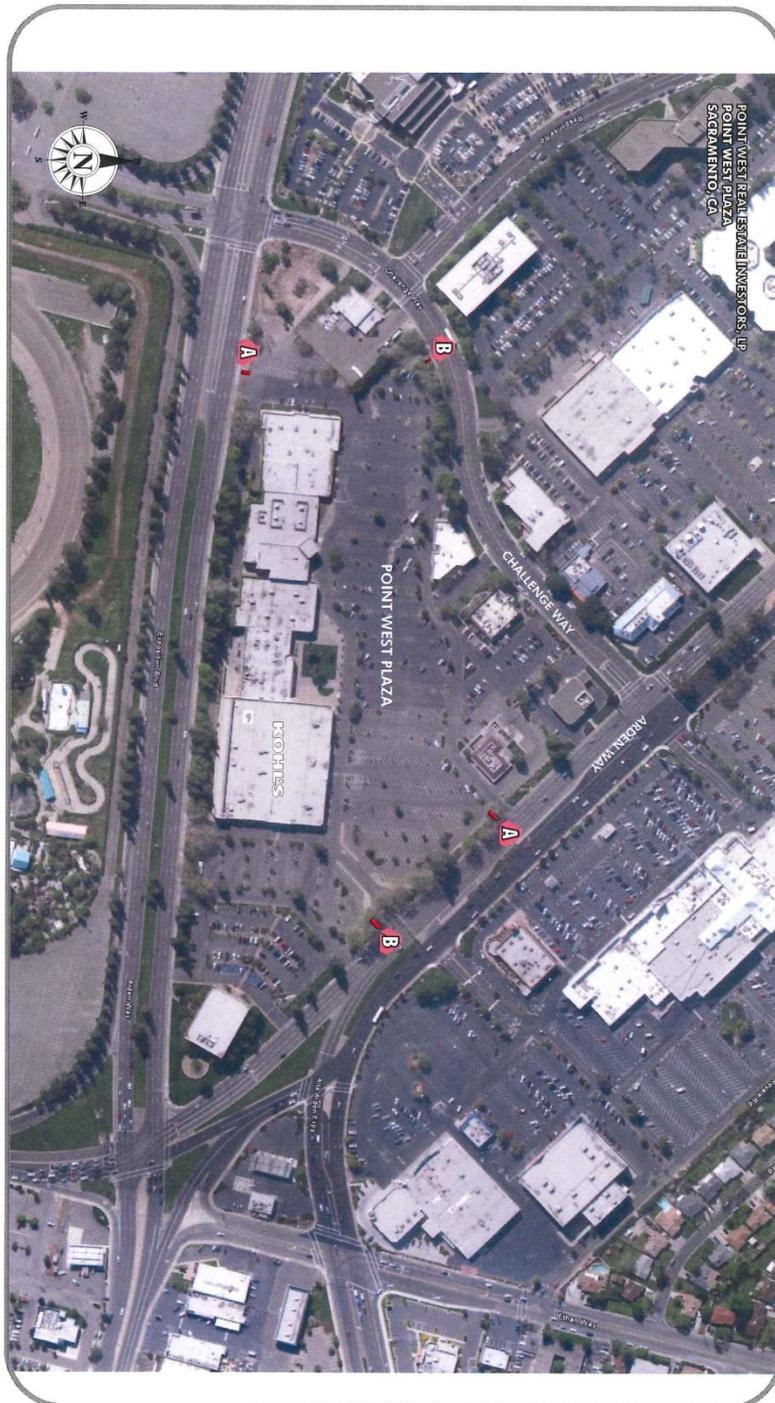


Exhibit B: Signage Proposed



P12-002
JAN 13, 2012

Exhibit C: Aerial Photo Showing Proposed Detached Signage Locations



POINT WEST REAL ESTATE INVESTORS, LP
 POINT WEST PLAZA
 SACRAMENTO, CA

Western SIGN COMPANY - INC.
 6211 Empire Drive, Diamond Springs, CA 95619
 Phone: 916 533-3765 • Fax: 530 622-3867

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P12-002
 JAN 13, 2012

ILLUSTRATION: Keith Hill
 LOCATION: Point West Plaza
 DATE: 01/13/12
 DRAWN BY: Keith Hill
 CHECKED BY: Keith Hill
 APPROVED BY: Keith Hill

CUSTOMER APPROVAL: _____ DATE: _____
 LANDSCAPE APPROVAL: _____ DATE: _____
 CONCERNING THE PROPOSED SIGNAGE, MATERIALS, COLORS, APPROVAL OF THIS ILLUSTRATION INCLUDES APPROVAL OF THE FINAL MATERIALS COLORS AS DESCRIBED IN THE WRITTEN COMMENTS. WRITTEN REMARKS ON THE ILLUSTRATION WILL BE PROVIDED ON THE SIGNED DRAWING.

SUBSEMBER GROUP#: _____ DATE: _____



Exhibit D: Revised PUD Guidelines Section

Section 5 Signs located in the Shopping Center (SC) zone

1. **The shopping center located on Parcel A (277-0271-020, -023, -024, -025, and -026) shall have the following maximum amount of signage:**
 - a. **Detached: The shopping center shall have no more than four detached signs. Of the four detached signs, only two pylon signs shall be allowed. The two pylon signs shall not exceed 35 feet in height and 400 square feet each. The two monument signs shall not exceed 10 foot in height and 120 square feet each. The proposed monument and pylon signs located on Arden Way shall be a minimum of 250 feet apart.**
 - b. **Attached: Two attached signs shall be permitted for each in-line tenant. For endcap tenants, a maximum total of three attached signs shall be allowed. Signage may not exceed 3 square feet of signed area per front foot of building occupancy.**

Section 3 Part D Parking Area Standards

1. Restaurants, Cafes, and Bars: One (1) space for each three (3) seats ~~plus one (1) space for each 1.1 employees on the larger shift.~~
2. Commercial: One (1) space for each ~~two hundred (200)~~ **two hundred and fifty (250)** square feet of gross floor area.

Attachment 5: Existing Monument Signs to be Removed

P12-002
JAN 13, 2012

Point West Monument Signage Arden Way



Point West Monument Signage Challenge Drive

