



REPORT TO PLANNING COMMISSION City of Sacramento

7

915 I Street, Sacramento, CA 95814-2671

PUBLIC HEARING
May 10, 2012

To: Members of the Planning Commission

Subject: Point West Planned Unit Development Guidelines Amendment (P12-012)

A request to amend the Point West Planned Unit Development (PUD) Signage Guidelines.

- A. **Environmental Determination:** Exempt (CEQA Guidelines Section 15061(b)(3);
- B. **PUD Guidelines Amendment** of the Point West PUD Signage Guidelines

Location/Council District:

1425 River Park Drive and the Point West Planned Unit Development

APNs: 277-0271-002, 277-0271-003, 277-0271-005, 277-0271-007, 277-0271-010, 277-0271-015, 277-0271-017, 277-0271-020, 277-0271-023, 277-0271-024, 277-0271-025, 277-0271-026, 277-0271-027, 277-0271-028, 277-0272-003, 277-0272-008, 277-0272-009, 277-0272-010, 277-0272-011, 277-0272-012, 277-0272-013, 277-0272-014, 277-0272-015, 277-0272-016, 277-0272-017, 277-0273-003, 277-0273-004, 277-0273-005, 277-0274-003, 277-0274-004, 277-0274-005, 277-0281-003, 277-0281-006, 277-0281-007, 277-0281-008, 277-0281-009, 277-0282-002, 277-0282-004, 277-0282-005, 277-0282-006, 277-0282-010, 277-0283-002, 277-0283-005, 277-0284-001, 277-0285-002, 277-0285-003, 277-0285-007, 277-0285-008, 277-0286-012, 277-0286-016, 277-0286-018, 277-0286-020, 277-0286-021, 277-0286-022, 277-0286-023, 277-0286-024, 277-0286-025, 277-0286-026, 277-0286-027, 277-0286-028, 277-0286-031, 277-0286-032, 277-0287-002, 277-0287-003, 277-0287-006, 277-0287-007, 277-0287-008, 277-0287-009, 277-0287-010, 277-0287-031, 277-0287-032, 277-0310-001, 277-0310-002, 277-0310-003, 277-0320-001, 277-0320-002, 277-0320-003, 277-0320-004

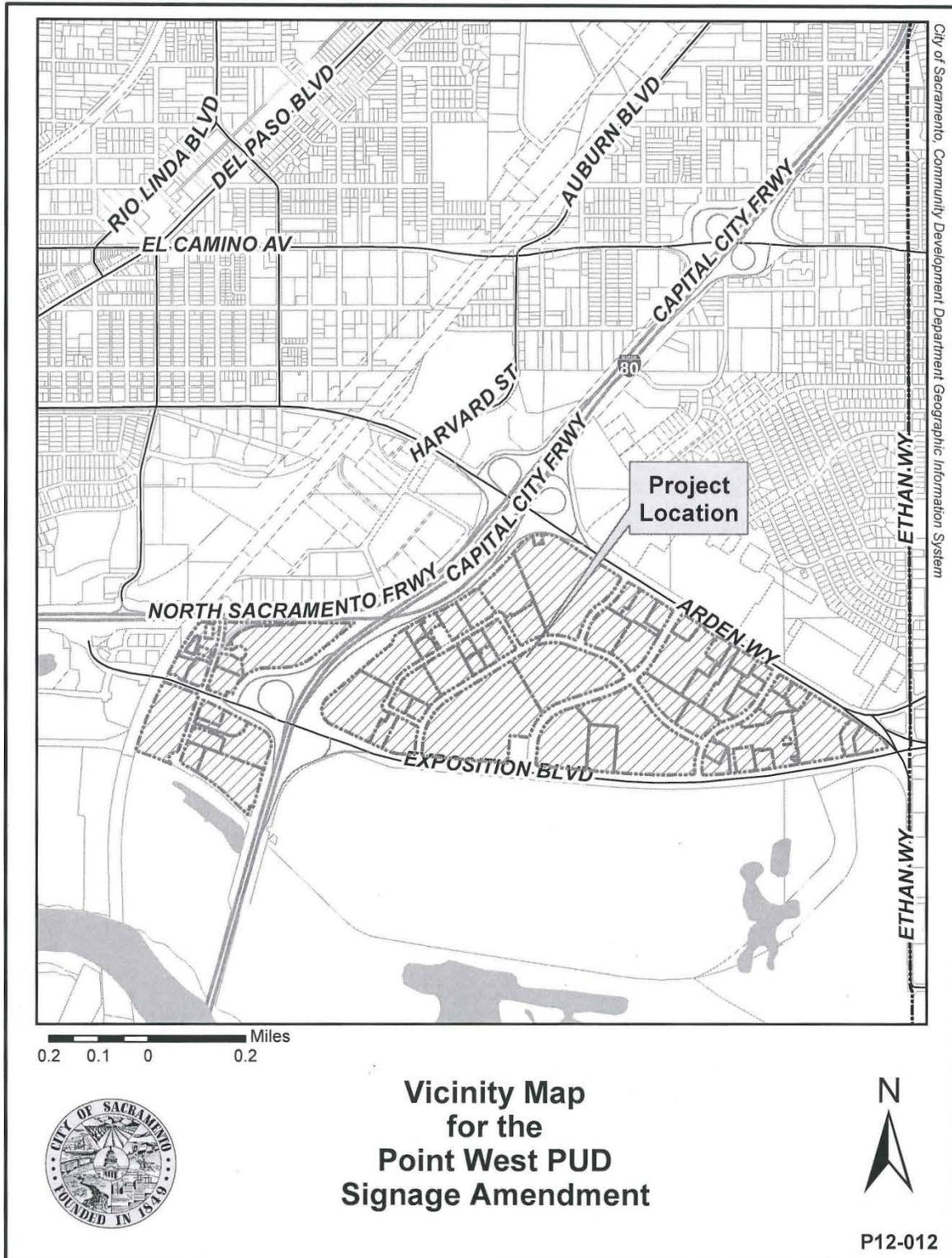
Council District 3

Recommendation: Staff recommends the Planning Commission approve the request based on the findings and subject to the conditions of approval listed in Attachment 1. The Commission has final approval authority over items A and B above, and its decision may be appealed to the City Council.

Contact: Kimberly Kaufmann-Brisby, Associate Planner, (916) 808-5590
Lindsey Alagozian, Senior Planner, (916) 808-2659

Applicant for APN 277-0286-027: Matthew Keasling, Taylor & Wiley, a Professional Corporation, 2870 Gateway Oaks Drive, Suite 200, Sacramento, Ca 95833, (916) 929-5545

Owner of APN 277-0286-027: Angelo G. Tsakopoulos-Tsakopolous Family Trust, 7423 Fair Oaks Blvd., Suite 10, Carmichael, Ca 95608



Summary: The applicant is requesting to amend the Point West Planned Unit Development (PUD) Signage Guidelines by increasing the number of attached signs and increasing the monument signage area allowed in the Office (OB) zone. The request is intended to modernize the signage guidelines and to make the PUD OB zone signage more competitive with office building signage throughout the region. In reviewing the PUD Guidelines staff found, due to numerous stand-alone amendments enacted through the years, the signage guidelines were in need of clean-up. The overall signage guidelines have been revised for clarity and ease of use with the following changes: omitting guidelines that are no longer applicable due to rezoning efforts, revising the levels of authority for review, and consolidating the signage criteria by zone for simplification purposes.

Table 1: Project Information
General Plan designation: Urban Center High
Existing Zoning within the PUD: Office (OB), General Commercial (C-2), Shopping Center Plan Review (SC-R), General Commercial Plan Review (C-2-R), Multi-family Plan Review (R-3-R), Office Plan Review (OB-R), General Commercial Plan Review Parkway Corridor (C-2-R-PC), Office Plan Review Parkway Corridor (OB-R-PC),
Existing uses within the PUD: Shopping Center, Office, Multi-family Apartment Complex, Hotel, Restaurants, Kaiser Medical Office Campus
Planned Unit Development: Point West

Project Setting

The Point West PUD comprises Parcels A through J as depicted on the Schematic Plan (Attachment 3). The proposed project amends specific sign criteria for office zoned parcels within the Point West PUD only. There are also changes to the sign guidelines that serve to modernize, simplify, and clarify the sign review process.

Entitlement History: On January 12, 1971, the City Planning Commission approved the Schematic Plan and rezone that created the Point West Planned Unit Development (Resolution No. 84). Since the PUD's inception more than 194 entitlements have been processed for various parcels throughout the PUD. Most recently, on March 8 of this year, the Planning Commission approved PUD Guidelines Amendments to increase the amount of signage allowed in the Shopping Center (SC) zone as well as modified parking requirements to be consistent with the citywide development standards and a Plan Review Modification to allow parking lot improvements (P12-002).

Public/Neighborhood Outreach and Comments: The planning application for the Point West PUD Signage Guidelines Amendment was submitted April 2, 2012. The site was posted and staff notified the property owners within the PUD as well as property owners within 500 feet of the PUD of this public hearing. At the time of writing this report, no comments regarding the project had been received.

Environmental Considerations: The Community Development Department, Environmental Planning Services Division has reviewed this project and determined it is exempt from the provisions of the California Environmental Quality Act (CEQA) Section 15061(b)(3). The project comprises text amendments to existing Planned Unit Development Guidelines for signage in an urbanized area. The activity is covered by the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment. 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, the activity is not subject to CEQA. Because the PUD is in an urbanized area the signage guideline changes are not anticipated to cause a significant effect on the environment.

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 the proposed changes do not increase the land use intensity by more than 10 percent. Staff finds that the proposal to amend the OB zone signage requirements and to simplify the remaining signage guidelines will not change the land use intensity and therefore may be reviewed and approved at the Planning Commission level.

Policy Considerations: The General Plan Land Use and Urban Form Diagram designation for the Point West PUD is Urban Center High. This designation provides thriving areas with concentrations of uses 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. The Point West PUD comprises many of the urban forms and uses as outlined above.

General Plan Policies

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 the proposed additional signage for the OB zoned properties within the PUD will provide an extra incentive to prospective tenants to locate in Point West office space and will make the allowed signage criteria more competitive in a very competitive regional marketplace.

Point West Planned Unit Development Signage

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

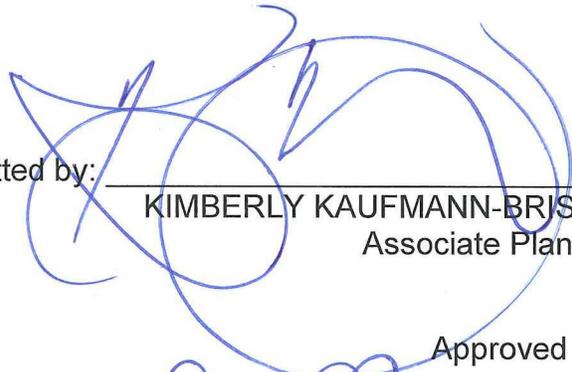
In reviewing the proposed changes to the OB zone signage, staff finds the proposal is consistent with the PUD goal to eliminate excessive and confusing signs displays. By providing the OB zoned properties with buildings of at least four stories the option to increase the number of attached signs on a building from one to a maximum of two per façade with a building maximum of four signs, the businesses located within those larger buildings would be better and more easily identified from the adjacent fast moving and heavily traveled thoroughfares. The maximum sign area of 160 square feet is proportional to the building size and the existing upscale material and construction specifications ensure the signage will be designed to complement the building architecture.

The increased size for detached monument signs in the OB zone will also aid in wayfinding. The proposed overall height for a detached sign of six feet and signage area of 48 square feet is in proportion with the buildings' scale. The PUD design requirements regarding materials and construction specifications will complement the building architecture and will ensure design compatibility. The existing Point West PUD Sign Guidelines and the amended Guidelines are provided as Exhibits B-1-Existing, Exhibit B-2-redlined, and Exhibit B-3-Clean, and are included in Attachment 1 of this report.

Conclusion:

Staff recommends the Commission approve the requested entitlements based on the findings listed in Attachment 1 because wayfinding for clients and the community is enhanced and the regional viability of office use in the Point West PUD OB zone is improved.

Respectfully submitted by:



KIMBERLY KAUFMANN-BRISBY
Associate Planner

Approved by:



LINDSEY ALAGOZIAN
Senior Planner

Recommendation Approved:



JOY PATTERSON
Principal Planner

Attachments:

Attachment 1	Recommended Findings of Fact
Exhibit B-1	Point West PUD Existing Sign Regulations
Exhibit B-2	Point West PUD Amended Sign Regulations-Redlined
Exhibit B-3	Point West PUD Amended Sign Regulations-Clean
Attachment 2	Photo Simulation of Attached Signage-One Sign
	Photo Simulation of Attached Signage-Two Signs
Attachment 3	Land Use Map

Attachment 1
Proposed Findings of Fact

Point West Planned Unit Development Signage Guidelines Amendment (P12-012)

APNs: 277-0271-002, 277-0271-003, 277-0271-005, 277-0271-007, 277-0271-010, 277-0271-015, 277-0271-017, 277-0271-020, 277-0271-023, 277-0271-024, 277-0271-025, 277-0271-026, 277-0271-027, 277-0271-028, 277-0272-003, 277-0272-008, 277-0272-009, 277-0272-010, 277-0272-011, 277-0272-012, 277-0272-013, 277-0272-014, 277-0272-015, 277-0272-016, 277-0272-017, 277-0273-003, 277-0273-004, 277-0273-005, 277-0274-003, 277-0274-004, 277-0274-005, 277-0281-003, 277-0281-006, 277-0281-007, 277-0281-008, 277-0281-009, 277-0282-002, 277-0282-004, 277-0282-005, 277-0282-006, 277-0282-010, 277-0283-002, 277-0283-005, 277-0284-001, 277-0285-002, 277-0285-003, 277-0285-007, 277-0285-008, 277-0286-012, 277-0286-016, 277-0286-018, 277-0286-020, 277-0286-021, 277-0286-022, 277-0286-023, 277-0286-024, 277-0286-025, 277-0286-026, 277-0286-027, 277-0286-028, 277-0286-031, 277-0286-032, 277-0287-002, 277-0287-003, 277-0287-006, 277-0287-007, 277-0287-008, 277-0287-009, 277-0287-010, 277-0287-031, 277-0287-032, 277-0310-001, 277-0310-002, 277-0310-003, 277-0320-001, 277-0320-002, 277-0320-003, 277-0320-004

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 15061(b)(3) of the California Environmental Quality Act Guidelines as follows:

The project comprises text amendments to existing Planned Unit Development Guidelines for signage in an urbanized area. The activity is covered by the general rule that CEQA applies only to projects, which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the PUD is in an urbanized area the signage guideline changes are not anticipated to cause a significant effect on the environment.

B. The PUD Guidelines Amendments for signage, as shown in Exhibit B-3, 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.

Exhibit B-1 Existing Point West PUD Sign Regulations

5. SIGN REGULATIONS

The purpose of the Sign Regulations is to set forth the criteria to be used by the Point West Business Association in evaluating proposals for all signing in Point West. This criteria will aid in eliminating excessive and confusing sign displays, preserve and enhance the appearance of Point West, safeguard and enhance property values and will encourage signs which, by their good design, are integrated with and are harmonious to the building and sites which they occupy.

These sign regulations are intended to complement the City of Sacramento Sign Ordinance No. 2868, Fourth Series. In cases where the Point West PUD sign regulations are silent, the City Sign Ordinance will prevail.

The Point West Business Association is to administer and interpret these regulations and is empowered to authorize minimal departures; however, in all cases the full intent of these regulations shall apply. {Amended by M94-027, 07/14/94}

A. General Requirements {Sign Regulations amended October 27, 1988 (P88-431) Previous amendment April 8, 1982 (P82-040)}

- 1) All applications for sign approvals shall be submitted to the Point West Business Association for approval before fabrication. At least three copies shall be submitted of the detail drawings covering the location, sign layout, design and color of the proposed sign including all lettering and/or graphics. {Amended by M94-027; 07/14/94}
- 2) Approvals, conditional approvals, or denials shall be in writing to the applicant and signed by the technical representative of the Point West Business Association.
- 3) In no case shall flashing, moving, or audible signs be permitted.
- 4) In no case shall the wording of signs describe the products sold, prices, or any type of advertising except as part of the occupant's trade name or insignia.
- 5) No signs of any sort shall be permitted on canopy roofs or buildings roofs.
- 6) No sign or any portion thereof may project above the building or top of wall upon which it is mounted.
- 7) No signs perpendicular to the face of the building shall be permitted.

- 8) All signs in Point West shall be either: a) placed flat against the building to which it is attached; or b) a detached monument sign.
- 9) Detached monument signs shall meet the following requirements:
 - (a) The maximum height for a monument sign shall be four (4) feet when within any required building setback and six (6) feet outside of the required building setback. This maximum height limit does not apply to the allowable monument height for medical office building signage.
 - i. Multi-tenant signs in the SC zone see 5-C-3. (added by CC 9/16/03)
 - (b) For Kaiser medical office building use in the OB zone, the maximum monument sign height shall be eleven (11) feet.
 - (c) The maximum sign area for a monument sign located in the SC and OB zones except for Kaiser Medical Office use shall be sixteen (16) square feet; detached monument signs greater than 16 square feet and less than 32 square feet shall be subject to a Zoning Administrator Special Permit approval. Signage greater than 32 square feet shall require a Variance approval from the City Planning Commission.
 - (d) The maximum sign area for a monument sign associated with the Kaiser medical office building use in the OB zone shall be 61 feet.
 - (e) the design of the monument sign shall be compatible in materials and colors with the building it identifies and shall comply with the design and materials specified in section 5-D of these development guidelines; and
 - (f) detached monument signs shall be a minimum of 10 feet to any property line or driveway.

B. Signs Located in the Office Building (OB), Light Industrial (M-1) and Multiple Family (R-3) Zones

Kaiser Medical Office Building Use in the Office Building (OB) Zone

One attached sign is permitted per parcel. The maximum sign area for the attached sign shall be 75 square feet. The maximum sign area for the attached sign shall meet the requirements of the City Sign Ordinance and Section 5-D of these development guidelines.

Six detached monument signs are permitted per parcel. The detached monument signs shall meet the requirements of Section 5-A-9 and 5-D of these development guidelines.

Office Building (OB) Zone

One street frontage

- * one attached and one detached monument sign per parcel is permitted.

Two street frontages and vehicle access on two streets

- * two attached per building and one detached monument sign per parcel; or
- * one attached per building and two detached monument sign per parcel

"Maximum sign area for the attached sign shall meet the requirements of the City Sign Ordinance and Section 5-D of these development guidelines. The detached monument sign shall meet the requirements of Section 5-A-9 and 5-D of these development guidelines." (Amended By M94-027; 07/14/94)

Light Industrial (M-1) & Multiple Family (R-3) Zones

One sign per parcel per public street frontage is permitted for a maximum of two signs per parcel. Said sign may be either be attached or detached. Maximum sign area is sixteen (16) square feet.

Hotel Uses in the Light Industrial (M-1) & (M-1s) Zones {Added by P06-053}

A maximum of two signs are permitted per parcel. Said signs may be either attached or detached. The maximum sign area for an attached sign is 50 square feet.

The maximum area and height for detached monument signage shall be as follows. Single-tenant monument signs may be a maximum of 24 square feet and 6 feet tall. Multi-tenant monument signs may be a maximum of 48 square feet and 9 feet tall.

C. Signs Located in the Shopping Center (SC) Zone {Amended by M94-027; 07/14/94; P02-103, 10/24/02; P03-063, 8/28/03; P03-016, 9/16/03, P12-002, 03/8/12}

- 1) One attached sign per tenant is permitted. For retail and restaurant uses three attached signs are permitted, if the building is over 250 lineal feet

from the curb line of the street right-of-way it is facing. One detached monument sign per parcel is also permitted. Two attached signs and one detached monument sign is allowed if the building is located on a corner and has two street frontages with vehicle access". Maximum sign area for the attached sign(s) shall meet the requirements of the City Sign Ordinance and Section 5-D of these development guidelines. Detached monument signs shall meet the requirements of Section 5-D of these development guidelines. Detached monument signs, except as outlined below in 5-C-2 and 5-C-3 of these development guidelines, shall comply with 5-A-9 (amended by CC 9/16/03).

- 2) The maximum height for any monument sign on assessor's parcel number 277-0272-016 (aka: 0.98± acre site of parcel B as shown on the Point West PUD Schematic Plan or portion of Parcel Map Book 159, page 12, Lot 1) shall be four (4) feet when within any required setback and six feet six inches (6'6") at a minimum of 10 feet from any property line or driveway.
- 3) Multi-tenant Monument Sign – A parcel with more than one tenant may have a monument sign up to nine (9) feet in overall height, including any architectural embellishment, subject to the following:
 - a. The entire sign area shall not exceed 45 square feet;
 - b. The maximum sign area per tenant copy shall not exceed
 - c. The monument sign shall include an address area. This address area is included within the 9 foot overall height;
 - d. Prior to issuance of a building permit the sign shall be reviewed and approved by the Design Review staff;
 - e. The sign shall add to the aesthetics of the area, being of high quality material and uniquely decorative; and,
 - f. The sign shall be a minimum of 10 feet to any property line or driveway.

(Added by CC 9/16/03)

- 4) The shopping center located on Parcel A (277-0271-020, -023, -024, -025, and -026) shall have the following maximum amount of signage (P12-002):
 - 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.

D. Design Requirements - All Zones (Amended by P03-062, 8/28/03)

- 1) The location of signs shall be only as shown on the approved improvement plan.
- 2) The horizontal dimension of signs shall not exceed seventy percent (70%) of the building frontage nor be greater than fifty (50) feet, whichever is less.
- 3) The total sign area shall be no greater than one and one half (1 ½) square feet for each lineal foot of building occupancy or 160 square feet, whichever is less.
- 4) Painted lettering will not be permitted.
- 5) All electrical signs shall bear the UL label and their installation must comply with all local building and electrical codes.
- 6) No exposed conduit, tubing, or raceways will be permitted.
- 7) No exposed neon lighting shall be used on signs, symbols, or decorative elements.
- 8) All conductors, transformers, and other equipment shall be concealed.
- 9) All signs, fastenings, bolts, and clips shall be of hot dipped galvanized iron, stainless steel, aluminum, brass or bronze and no black iron of any type will be permitted.
- 10) All exterior letters or signs exposed to the weather shall be mounted at least three fourths inch (3/4") from the building to permit proper dirt and water drainage.
- 11) Location of all openings for conduit and sleeves in sign panels of building wall shall be indicated by the sign contractor on drawings submitted to the

Point West Business Association. Installation shall be in accordance with the approved drawings.

- 12) No signmaker's labels or other identification will be permitted on the exposed surface of signs, except those required by local ordinance which shall be located in an inconspicuous location.
- 13) The following criteria will be considered by the Zoning Administrator when reviewing a monument sign greater than 16 square feet:
 - * The sign area shall not be out of scale and character with the size of the parcel and shall be in compliance with the City's visibility requirements;
 - * The sign area shall not present a potential hazard to motorists and pedestrians.
 - * The number of tenants and size of the building shall be considered when the sign area is reviewed;
 - * Signage materials, construction and design shall contain the following elements:
- 14) The following material and design guidelines will be considered when reviewing all signs in the Shopping Center (SC), Office Building (OB), Light Industrial (M-1) and Multiple Family (R-3) zones
 - a. Signs may be constructed of solid metal individual letters, marble, granite, ceramic tile or other comparable materials which convey a rich quality, complimentary to the material of the building exterior. Examples of acceptable metal materials are chrome, brass, stainless steel or fabricated sheet metal. Plastic or wood signs are specifically prohibited.
 - b. Individual solid metal letters shall be applied to the building face with a non-distinguishable background. Letters shall be pegged-out from the building face at least one and one-half (1/2) inches and be reverse pan channel construction in one of the following:
 - c. Fabricated aluminum letters with a polished chrome plated finish in fourteen (14) gauge aluminum with three (3) inch returns.
 - d. Fabricated polished brass letters with clear lacquer finish in fourteen (14) gauge brass plate with three (3) inch returns.
 - e. Fabricated sheet metal letters painted Dourandodic Bronze #313 or semi-gloss enamel in fourteen (14) gauge sheet metal with three

(3) inch returns. If painted, only subdued hues or color tones may be used. Examples of such color tones are dark blue, rust, green, brown and black. {Amended by M94-027; 07/14/94}

E. Miscellaneous Requirements

- 1) Each occupant will be permitted to place upon each entrance to its premises not more than 145 square inches of gold leaf or decal application, lettering, not to exceed two inches in heights, indicating hours of business, emergency telephone numbers, and proprietorship. No other window signs will be allowed.
- 2) Each occupant who has a non-consumer door for receiving merchandise may have uniformly applied on said door in a location, as directed by the Business Association in two inch high block letters the occupant's name and address. Where more than one occupant uses the same door each name and address shall be applied. Color of letters will be selected by the Business Association.
- 3) Occupants may install street address numbers as the U.S. Post Office requires in the exact location stipulated by the Architectural Review committee. size, type, and color of the numbers shall be stipulated by the Business Association.

F. Special Signing

- 1) Floor signs, such as inserts into terrazzo, special tile treatment, etc., will be permitted within the occupants's lease line or property line if approved by the Point West Business Association.
- 2) The provisions of these Sign Regulations except as otherwise expressly provided herein shall not be applicable to the identification signs of any large department type store and it shall be understood and agreed that those occupants may have their usual identification signs on their buildings; however, there shall be no rooftop signs, or signs which extend above the parapet wall of the roof line of the building to which they are attached. Further, no sign shall be permitted that is flashing, moving, audible or placed perpendicular to the building.
- 3) Information and directional signs relating to pedestrian and vehicular flows within the Point West project area shall conform to the standards shown on Exhibits A-13 to A-17 inclusive. Script on such signs shall be in the "Eurostile Bold" letter style as indicated on the exhibits.

- 4) One standard sign denoting the name of the project, the marketing agent, the contractor, architect, and engineer shall be permitted upon the commencement of construction. Said sign shall conform to the standard shown on Exhibit A-20 and shall be permitted until such a time as a final inspection of the building(s) designates said structure(s) fit for occupancy or the tenant is occupying said building(s), whichever comes first.
- 5) Upon removal of the sign described in 4) above, a sign advertising the sale or lease of the site or building shall be permitted. Said sign shall not exceed a maximum area of six (6) square feet.
- 6) Permanent directional and identification signs for the Point West project, not exceeding two hundred and fifty (250) square feet (single face), shall be permitted but subject to use permit.

Exhibit B-2 Point West PUD Amended Sign Regulations-Redlined

5. SIGN REGULATIONS

The purpose of these ~~regulations~~ ~~Sign Regulations~~ is to set forth the criteria to be used by ~~the Point West Business Association~~ in evaluating proposals for ~~signs~~ all signing in ~~the~~ Point West PUD. ~~This~~ **The** criteria will aid in eliminating excessive and confusing sign displays, preserve and enhance the appearance of Point West, safeguard and enhance property values and will encourage signs which, by their good design, are integrated with and are harmonious to the building and sites which they occupy.

These sign regulations are intended to complement the City of Sacramento ~~sign regulations (City Code Title 15.148). Ordinance No. 2868, Fourth Series.~~ In cases where the Point West PUD sign regulations are silent, the City ~~Code Sign Ordinance~~ will prevail. **Signs in the Point West PUD shall be reviewed and approved by Planning staff for compliance with these guidelines, applicable planning entitlements and the Sacramento City Code prior to issuance of a sign permit.**

~~The Point West Business Association is to administer and interpret these regulations and is empowered to authorize minimal departures; however, in all cases the full intent of these regulations shall apply. {Amended by M94-027; 07/14/94}~~

A. ~~General Requirements {Sign Regulations amended October 27, 1988 (P88-431) Previous amendment April 8, 1982 (P82-040)}~~

- ~~1) All applications for sign approvals shall be submitted to the Point West Business Association for approval before fabrication. At least three copies shall be submitted of the detail drawings covering the location, sign layout, design and color of the proposed sign including all lettering and/or graphics. {Amended by M94-027; 07/14/94}~~
- ~~2) Approvals, conditional approvals, or denials shall be in writing to the applicant and signed by the technical representative of the Point West Business Association.~~
- ~~3) In no case shall flashing, moving, or audible signs be permitted.~~
- ~~4) In no case shall the wording of signs describe the products sold, prices, or any type of advertising except as part of the occupant's trade name or insignia.~~

- ~~5) No signs of any sort shall be permitted on canopy roofs or buildings roofs.~~
- ~~6) No sign or any portion thereof may project above the building or top of wall upon which it is mounted.~~
- ~~7) No signs perpendicular to the face of the building shall be permitted.~~
- ~~8) All signs in Point West shall be either: a) placed flat against the building to which it is attached; or b) a detached monument sign.~~
- ~~9) Detached monument signs shall meet the following requirements:
 - ~~(a) The maximum height for a monument sign shall be four (4) feet when within any required building setback and six (6) feet outside of the required building setback. This maximum height limit does not apply to the allowable monument height for medical office building signage.
 - ~~i. Multi-tenant signs in the SC zone see 5-C-3.
(added by CC 9/16/03)~~~~
 - ~~(b) For Kaiser medical office building use in the OB zone, the maximum monument sign height shall be eleven (11) feet.~~
 - ~~(c) The maximum sign area for a monument sign located in the SC and OB zones except for Kaiser Medical Office use shall be sixteen (16) square feet; detached monument signs greater than 16 square feet and less than 32 square feet shall be subject to a Zoning Administrator Special Permit approval. Signage greater than 32 square feet shall require a Variance approval from the City Planning Commission.~~
 - ~~(d) The maximum sign area for a monument sign associated with the Kaiser medical office building use in the OB zone shall be 61 feet.~~
 - ~~(e) the design of the monument sign shall be compatible in materials and colors with the building it identifies and shall comply with the design and materials specified in section 5-D of these development guidelines; and~~
 - ~~(f) detached monument signs shall be a minimum of 10 feet to any property line or driveway.~~~~

Signs Located in the Multiple Family (R-3) Zone

One sign per parcel per public street frontage is permitted for a maximum of two signs per parcel. Said sign may be either an attached or a detached monument sign. Maximum sign area for either an attached or detached sign is sixteen (16) square feet. The maximum height for a monument sign is four (4) feet when within any required building setback and six (6) feet outside of the required building setback.

B. **Signs Located in the Office Building (OB) Zone ~~Light Industrial (M-1) and Multiple Family (R-3) Zones~~**

1) Kaiser Medical Office Building Complex on APN 277-0273-003
Use in the Office Building (OB) Zone

a) One attached sign is permitted per parcel. ~~The maximum sign area for the attached sign shall be 75 square feet.~~ The maximum sign area for the attached sign shall meet the requirements of the City Sign Ordinance and Section 5-D Code sign regulations and Section 5-E of these development guidelines. **In no case shall the sign area for the attached sign exceed 75 square feet.**

b) Six detached monument signs are permitted per parcel. **The maximum height of a monument sign shall be eleven (11) feet. The maximum sign area for a monument sign is 61 square feet.** The detached monument signs shall meet the requirements of Section ~~5-A-9 and 5-D~~ 5-E of these development guidelines.

2) Office Building (OB) Zone - All Other Office Buildings - Attached Signs

- (a) **Office Building with 1-3 floors: One attached sign per building.** If the building has two street frontages and each frontage has vehicular access, each façade is permitted a sign, for a maximum of two signs on the building.
- (b) **Office Building with 4 or more floors: A maximum of two attached signs are permitted per building façade a with a maximum of four (4) signs permitted on the office building.**

3) All Other Office Buildings - Detached Signs

- (a) **Number: One per parcel.** If the parcel has two street frontages and each street frontage has vehicle access, the maximum number is two detached monument signs per parcel.
- (b) **Area: Maximum area of 48 square feet (this area is per sign if more than one sign is permitted on the parcel).**
- (c) **Height: Maximum height is six (6) feet.**

~~One street frontage~~

~~* one attached and one detached monument sign per parcel is permitted.~~

~~Two street frontages and vehicle access on two streets~~

~~* two attached per building and one detached monument sign per parcel; or~~

~~* one attached per building and two detached monument sign per parcel~~

~~"Maximum sign area for the attached sign shall meet the requirements of the City Sign Ordinance and Section 5-D of these development guidelines.~~

~~The detached monument sign shall meet the requirements of Section 5-A-9 and 5-D of these development guidelines." (Amended By M94-027; 07/14/94)~~

C. Signs Located in the General Commercial (C-2) Zone

1) Hotel Uses

(a) A maximum of two signs are permitted per parcel. Said signs may be either attached or detached.

(b) The maximum sign area for an attached sign is 50 square feet.

(c) The maximum area and height for detached monument signage shall be as follows: single-tenant monument signs may be a maximum of 24 square feet and 6 feet tall. Multi-tenant monument signs may be a maximum of 48 square feet and 9 feet tall.

2) All Other Uses

One sign per parcel per public street frontage is permitted for a maximum of two signs per parcel. Said sign may be either attached or detached. Maximum sign area is sixteen (16) square feet.

Light Industrial (M-1) & Multiple Family (R-3) Zones

One sign per parcel per public street frontage is permitted for a maximum of two signs per parcel. Said sign may be either be attached or detached. Maximum sign area is sixteen (16) square feet.

Hotel Uses in the Light Industrial (M-1) & (M-1s) Zones {Added by P06-053}

A maximum of two signs are permitted per parcel. Said signs may be either attached or detached. The maximum sign area for an attached sign is 50 square feet.

~~The maximum area and height for detached monument signage shall be as follows. Single tenant monument signs may be a maximum of 24 square feet and 6 feet tall. Multi tenant monument signs may be a maximum of 48 square feet and 9 feet tall.~~

~~D. Signs Located in the Shopping Center (SC) Zone {Amended by M94-027; 07/14/94; P02-103, 10/24/02; P03-063, 8/28/03; P03-016, 9/16/03, P12-002, 03/8/12}~~

1) **Attached Signs**

~~Except for the shopping center described in Section 5-D-3 of these guidelines, one attached sign per tenant is permitted if the building is 250 lineal feet or less from the curb line of the street right-of-way it is facing. For retail and restaurant uses three attached signs are permitted, if the For a building is over 250 lineal feet from the curb line of the street right-of-way it is facing, three attached signs are permitted. One detached monument sign per parcel is also permitted. Two attached signs and one detached monument sign is are allowed if the building is located on a corner and has two street frontages with vehicle access". Maximum sign area for the attached sign(s) shall meet the requirements of the City Code Sign Ordinance and Section 5-DE of these development guidelines.~~

2) **Detached Signs**

~~a. One detached monument sign per parcel is also permitted. Maximum area of detached monument signs shall be sixteen (16) square feet. Except as permitted on parcels described in sections 5-D-2-b & c, and 5-D-3 below, the maximum height for a monument sign shall be four (4) feet when within any required building setback and six (6) feet outside of the required building setback. meet the requirements of Section 5-D of these development guidelines. Detached monument signs, except as outlined below in 5-C-2 and 5-C-3 of these development guidelines, shall comply with 5-A-9 (amended by CC RES2003-642 9/16/03 P03-016).~~

~~b. The maximum height for any monument sign on assessor's parcel number 277-0272-016 (aka: 0.98± acre site of parcel B as shown on the Point West PUD Schematic Plan or portion of Parcel Map Book 159, page 12, Lot 1) shall be four (4) feet when within any required setback and six feet six inches (6'6") at a minimum of 10 feet from any property line or driveway.~~

~~c. Multi-tenant Monument Sign – A parcel with more than one tenant may have a monument sign up to nine (9) feet in overall height, including any architectural embellishment, subject to the following:~~

- i. The entire sign area shall not exceed 45 square feet;
- ii. The maximum sign area per tenant copy shall not exceed **15 square feet including the background area**;
- iii. The monument sign shall include an address area. This address area is included within the 9 foot overall height;
- iv. Prior to issuance of a building permit the sign shall be reviewed and approved by the Design Review staff;
- v. The sign shall add to the aesthetics of the area, being of high quality material and uniquely decorative; and,
- vi. The sign shall be a minimum of 10 feet to any property line or driveway.

(Added by CC 9/16/03)

- 3) The shopping center located on Parcel A (277-0271-020, -023, -024, -025, and -026) shall have the following maximum amount of signage (~~P12-002~~):
 - 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.

E. Design General Requirements - All Zones (Amended by P03-062, 8/28/03)

- 1) The location of signs shall be only as shown on the approved improvement plan. **on a building or a parcel are also subject to the conditions of approval of any applicable planning entitlements related to the site.**
- 2) The horizontal dimension of signs **the sign area on a building façade** shall not exceed seventy percent (70%) of the building frontage nor shall

- the horizontal dimension of any sign** be greater than fifty (50) feet, whichever is less.
- 3) The total sign area **on a building façade** shall be no greater than one and one half (1 ½) square feet for each lineal foot of building occupancy or 160 square feet **per sign**, whichever is less.
 - 4) Painted lettering, **except as noted in 14 and 15**, will not be permitted.
 - 5) All electrical signs shall bear the UL label and their installation must comply with all local building and electrical codes.
 - 6) No exposed conduit, tubing, or raceways will be permitted.
 - 7) No exposed neon lighting shall be used on signs, symbols, or decorative elements.
 - 8) All conductors, transformers, and other equipment shall be concealed.
 - 9) All signs, fastenings, bolts, and clips shall be of hot dipped galvanized iron, stainless steel, aluminum, brass or bronze and no black iron of any type will be permitted.
 - 10) All exterior letters or signs exposed to the weather shall be mounted at least three fourths inch (3/4") from the building to permit proper dirt and water drainage.
 - 11) ~~Location of all openings for conduit and sleeves in sign panels of building wall shall be indicated by the sign contractor on drawings submitted to the Point West Business Association. Installation shall be in accordance with the approved drawings.~~
 - 11) No sign maker's labels or other identification will be permitted on the exposed surface of signs, except those required by local ordinance which shall be located in an inconspicuous location.
 - 12) ~~The following criteria will be considered by the Zoning Administrator when reviewing a monument sign greater than 16 square feet:~~
 - a. ~~The sign area shall not be out of scale and character with the size of the parcel and shall be in compliance with the City's visibility requirements;~~
 - b. ~~The sign area shall not present a potential hazard to motorists and pedestrians.~~
 - c. ~~The number of tenants and size of the building shall be considered when the sign area is reviewed;~~

* ~~Signage materials, construction and design shall contain the following elements:~~

- 12) ~~The following material and design guidelines will be considered when reviewing all signs in the Shopping Center (SC), Office Building (OB), Light Industrial (M-1) and Multiple Family (R-3) zones~~ **Unless modified by a planning entitlement, signs shall meet the following material and construction specifications:**

a. Signs may be constructed of solid metal individual letters, marble, granite, ceramic tile or other comparable materials which convey a rich quality, complimentary to the material of the building exterior. Examples of acceptable metal materials are chrome, brass, stainless steel or fabricated sheet metal. Plastic or wood signs are specifically prohibited.

b. Individual solid metal letters shall be applied to the building face with a non-distinguishable background. Letters shall be pegged-out from the building face at least one and one-half (1/2) inches and be reverse pan channel construction in one of the following:

~~e. i.~~ **i.** Fabricated aluminum letters with a polished chrome plated finish in fourteen (14) gauge aluminum with three (3) inch returns.

~~d. ii.~~ **ii.** Fabricated polished brass letters with clear lacquer finish in fourteen (14) gauge brass plate with three (3) inch returns.

e. iii. Fabricated sheet metal letters painted ~~Dourandodie~~ **Duranodic** Bronze #313 or semi-gloss enamel in fourteen (14) gauge sheet metal with three (3) inch returns. If painted, only subdued hues or color tones may be used. Examples of such color tones are dark blue, rust, green, brown and black. ~~{Amended by M94-027; 07/14/94}~~

- 13) **Attached signs in all zones within 660 feet of a freeway and visible from the freeway may exceed 20 feet in height if they are located in the upper signage area of the building. The upper signage area is defined as the area bounded by: (1) the top of the windows of the tallest floor of the building; (2) the building parapet line; and (3) the two vertical edges of the building face on which the sign is attached.**

E. Miscellaneous Requirements

- 14) Each occupant will be permitted to place upon each entrance to its premises not more than 145 square inches of gold leaf or decal application, lettering, not to exceed two inches in heights, ~~indicating hours of business, emergency telephone numbers, and proprietorship.~~ No other window signs will be allowed.
- 15) Each occupant who has a non-consumer door for receiving merchandise may have uniformly applied **lettering** ~~on said door in a location, as directed by the Business Association~~ in two inch high block letters **on said door.** ~~the occupant's name and address. Where more than one occupant uses the same door each name and address shall be applied. Color of letters will be selected by the Business Association.~~
- 3) ~~Occupants may install street address numbers as the U.S. Post Office requires in the exact location stipulated by the Architectural Review committee. size, type, and color of the numbers shall be stipulated by the Business Association.~~

F. Special Signing

- 17) ~~Floor signs, such as inserts into terrazzo, special title treatment, etc., will be permitted within the occupants's lease line or property line if approved by the Point West Business Association.~~
- ~~2) The provisions of these Sign Regulations except as otherwise expressly provided herein shall not be applicable to the identification signs of any large department type store and it shall be understood and agreed that those occupants may have their usual identification signs on their buildings; however, there shall be no rooftop signs, or signs which extend above the parapet wall of the roof line of the building to which they are attached. Further, no sign shall be permitted that is flashing, moving, audible or placed perpendicular to the building.~~
- ~~3) Information and directional signs relating to pedestrian and vehicular flows within the Point West project area shall conform to the standards shown on Exhibits A-13 to A-17 inclusive. Script on such signs shall be in the "Eurostile Bold" letter style as indicated on the exhibits.~~
- ~~4) One standard sign denoting the name of the project, the marketing agent, the contractor, architect, and engineer shall be permitted upon the commencement of construction. Said sign shall conform to the standard shown on Exhibit A-20 and shall be permitted until such a time as a final inspection of the building(s) designates said structure(s) fit for occupancy or the tenant is occupying said building(s), whichever comes first.~~

~~5) Upon removal of the sign described in 4) above, a sign advertising the sale or lease of the site or building shall be permitted. Said sign shall not exceed a maximum area of six (6) square feet.~~

~~6) Permanent directional and identification signs for the Point West project, not exceeding two hundred and fifty (250) square feet (single face), shall be permitted but subject to use permit.~~

Exhibit B-3 Point West PUD Amended Signage Guidelines-Clean

5. SIGN REGULATIONS

The purpose of these regulations is to set forth the criteria to be used in evaluating proposal for signs in the Point West PUD. The criteria will aid in eliminating excessive and confusing sign displays, preserve and enhance the appearance of Point West, safeguard and enhance property values and will encourage signs which, by their good design, are integrated with and are harmonious to the building and sites which they occupy.

These sign regulations are intended to complement the city of Sacramento sign regulations (City Code Title 15.148). In cases where the Point West PUD sign regulations are silent, the City Code will prevail. Signs in the Point West PUD shall be reviewed and approved by Planning staff for compliance with these guidelines, applicable planning entitlements and the Sacramento City Code prior to issuance of a sign permit.

A. SIGNS LOCATED IN THE MULTIPLE FAMILY (R-3) ZONE

One sign per parcel per public street frontage is permitted for a maximum of two signs per parcel. Said sign may be either an attached or a detached monument sign. Maximum sign area for either an attached or detached sign is sixteen (16) square feet. The maximum height for a monument sign is four (4) feet when within any required building setback and six (6) feet outside of the required building setback.

B. SIGNS LOCATED IN THE OFFICE BUILDING (OB) ZONE

- 1) Kaiser Medical Office Building Complex on APN 277-0273-003
 - a. One attached sign is permitted per parcel. The sign area for the attached sign shall meet the requirements of the City Code sign regulations and Section 5-E of these development guidelines. In no case shall the sign area for the attached sign exceed 75 square feet.
 - b. Six detached monument signs are permitted per parcel. The maximum height of a monument sign shall be eleven (11) feet. The maximum sign area for a monument sign is 61 square feet. The detached monument signs shall meet the requirements of Section 5-E of these development guidelines.
- 2) All Other Office Buildings – Attached Signs
 - a. Office Building with 1-3 floors: One attached sign per building. If the building has two street frontages and each frontage has vehicular access, each façade is permitted a sign, for a maximum of two signs on the building.
 - b. Office Building with 4 or more floors: A maximum of two attached signs are permitted per building façade with a maximum of four (4) signs permitted on the office building.
- 3) All Other Office Buildings – Detached Signs

- a. Number: One per parcel. If the parcel has two street frontages and each street frontage has vehicle access, the maximum number is two detached monument signs per parcel.
- b. Area: Maximum area of 48 square feet (this area is per sign if more than one sign is permitted on the parcel).
- c. Height: maximum height is six (6) feet.

C. SIGNS LOCATED IN THE GENERAL COMMERCIAL (C-2) ZONE

1) Hotel Uses

- a. A maximum of two signs are permitted per parcel. Said signs may be either attached or detached.
- b. The maximum sign area for an attached sign is 50 square feet.
- c. The maximum area and height for detached monument signage shall be as follows: Single-tenant monument signs may be a maximum of 24 square feet and 6 feet tall. Multi-tenant monument signs may be a maximum of 48 square feet and 9 feet tall.

2) All Other Uses

One sign per parcel per public street frontage is permitted for a maximum of two signs per parcel. Said sign may be either attached or detached. Maximum sign area is sixteen (16) square feet.

D. SIGNS LOCATED IN THE SHOPPING CENTER (SC) ZONE

1) Attached Signs

Except for the shopping center described in Section 5-D-3 of these guidelines, one attached sign per tenant is permitted if the building is 250 lineal feet or less from the curb line of the street right-of-way it is facing. For a building over 250 lineal feet from the curb line of the street right-of-way it is facing, three attached signs are permitted. Two attached signs are allowed if the building is located on a corner and has two street frontages with vehicle access. Maximum sign area for the attached sign(s) shall meet the requirements of the City Code and Section 5-E of these development guidelines.

2) Detached Signs

- a. One detached monument sign per parcel is also permitted. Maximum area of detached monument signs shall be sixteen (16) square feet. Except as permitted on parcels described in sections 5-D-2-b and c and 5-D-3 below, the maximum height for a monument sign shall be four (4) feet when within any required building setback and six (6) feet outside of the required building setback.
- b. The maximum height for any monument sign on assessor's parcel number 277-0272-016 (aka: 0.98 ± acre site of Parcel B as shown on the Point West PUD Schematic Plan or portion of Parcel Map Box 159, Page 12, Lot 1) shall be

four (4) feet when within any required setback and six feet six inches (6'6") at a minimum of 10 feet from any property line or driveway.

c. Multi-tenant Monument Sign – A parcel with more than one tenant may have a monument sign up to nine (9) feet in overall height, including any architectural embellishment, subject to the following:

- i. The entire sign area shall not exceed 45 square feet;
- ii. The maximum sign area per tenant copy shall not exceed 15 square feet including the background area;
- iii. The monument sign shall include an address area. This address area is included within the 9 foot overall height;
- iv. Prior to issuance of a building permit the sign shall be reviewed and approved by the Design Review staff;
- v. The sign shall add to the aesthetics of the area, being of high quality material and uniquely decorative; and,
- vi. The sign shall be a minimum of 10 feet to any property line or driveway.

3) 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 end cap 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.

E. GENERAL REQUIREMENTS – ALL ZONES

- 1) The locations of signs on a building or a parcel are also subject to the conditions of approval of any applicable planning entitlements related to the site.
- 2) The horizontal dimension of the sign area on a building façade shall not exceed seventy percent (70%) of the building frontage nor shall the horizontal dimension of any sign be greater than fifty (50) feet, whichever is less.
- 3) The total sign area on a building façade shall be no greater than one and one half (1 ½) square feet for each lineal foot of building occupancy or 160 square feet per sign, whichever is less.
- 4) Painted lettering, except as noted in 14 and 15 below, will not be permitted.
- 5) All electrical signs shall bear the UL label and their installation must comply with all local building and electrical codes.
- 6) No exposed conduit, tubing, or raceways will be permitted.
- 7) No exposed neon lighting shall be used on signs, symbols, or decorative elements.
- 8) All conductors, transformers, and other equipment shall be concealed.

- 9) All signs, fastenings, bolts, and clips shall be of hot dipped galvanized iron, stainless steel, aluminum, brass or bronze and no black iron of any type will be permitted.
- 10) All exterior letters or signs exposed to the weather shall be mounted at least three fourths inch (3/4") from the building to permit proper dirt and water drainage.
- 11) No sign maker's labels or other identification will be permitted on the exposed surface of signs, except those required by local ordinance which shall be located in an inconspicuous location.
- 12) Unless modified by a planning entitlement, signs shall meet the following material and construction specifications:
- a. Signs may be constructed of solid metal individual letters, marble, granite, ceramic tile or other comparable materials which convey a rich quality, complimentary to the material of the building exterior. Examples of acceptable metal are chrome, brass, stainless steel or fabricated sheet metal. Plastic or wood signs are specifically prohibited.
 - b. Individual solid metal letters shall be applied to the building face with a non-distinguishable background. Letters shall be pegged-out from the building face at least one and one-half (1/2) inches and be reverse pan channel construction in one of the following:
 - i. Fabricated aluminum letters with a polished chrome plated finish in fourteen (14) gauge aluminum with three (3) inch returns.
 - ii. Fabricated polished brass letters with clear lacquer finish in fourteen (14) gauge brass plate with three (3) inch returns.
 - iii. Fabricated sheet metal letters painted Duranodic Bronze #313 or semi-glass enamel in fourteen (14) gauge sheet metal with three (3) inch returns. If painted, only subdued hues or color tones may be used. Examples of such color tones are dark blue, rust, green, brown and black.
- 13) Attached signs in all zones within 660 feet of a freeway and visible from the freeway may exceed 20 feet in height if they are located in the upper signage area of the building. The upper signage area is defined as the area bounded by: (1) the top of the windows of the tallest floor of the building; (2) the building parapet line; and (3) the two vertical edges of the building face on which the sign is attached.
- 14) Each occupant will be permitted to place upon each entrance to its premises not more than 145 square inches of gold leaf or decal application lettering, not to exceed two inches in height. No other window signs will be allowed.
- 15) Each occupant who has a non-consumer door for receiving merchandise may have uniformly applied lettering in two inch high block letters on said door.

Attachment 2 Photo Simulation of Attached Signage-One Sign

Exhibit A

An example of the size and location of a new tenant's sign.



Photo Simulation of Attached Signage-Two Signs



An example of what two tenant signs could look like on one building facade.

Exhibit B

Attachment 3: Land Use Map

