



REPORT TO PLANNING COMMISSION City of Sacramento

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915 I Street, Sacramento, CA 95814-2671

PUBLIC HEARING
June 28, 2012

To: Members of the Planning Commission

Subject: Point West Planned Unit Development Guidelines Amendment (P12-018)

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:

1375 Exposition Boulevard 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

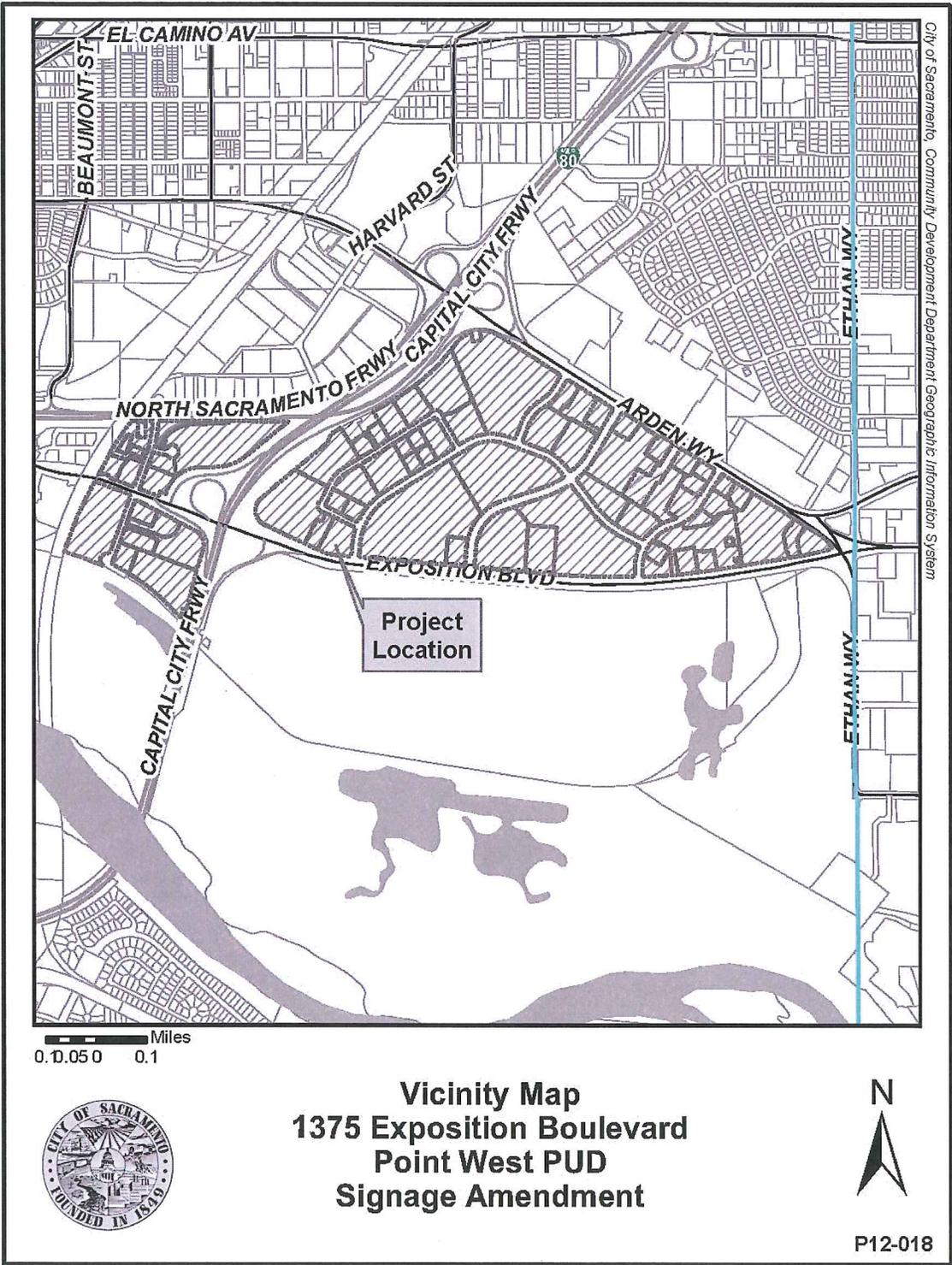
Council District 3

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.

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Applicant for APN 277-0286-018: Alan Hom and Karl Chan (CH&D Architects), 2120 20th Street, Suite 1, Sacramento, Ca 95818, (916) 438-2169

Owner of APN 277-0286-018: Skip Jahn and John Jackson Jr. (1375 Exposition Associates), 5665 Power Inn Road, Suite 140, Sacramento, CA 95824, (916) 446-8284



Summary: The applicant is requesting to amend the Point West Planned Unit Development (PUD) Signage Guidelines by increasing the number of attached signs allowed in the Office (OB) zone for office buildings with three or more stories. On May 10, 2012, the Planning Commission approved the same request for office buildings with four or more stories. (P12-012) 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.

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 195 entitlements have been processed for various parcels throughout the PUD. On November 13, 2003 the City Council approved a rezone, schematic plan amendment, special permit, and variance for the site at 1375 Exposition to construct a 57,000 square foot three story office building. The approval rezoned the site from Shopping Center Review (SC-R PUD) to General Commercial (C-2PUD). A condition placed on the project requires the office building to comply with the signage requirements in the Office Building (OB-PUD) zone.

Most recently, on May 10, 2012, the Planning Commission approved PUD Guidelines Amendments to increase the amount of signage for office buildings in the OB zone (P12-012). The amount of amended signage was based on the number of floors in the building.

Public/Neighborhood Outreach and Comments: The planning application for the Point West PUD Signage Guidelines Amendment was submitted May 25, 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) under CEQA Guidelines 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 signage requirements 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 three story office buildings 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 attractive in a very competitive regional marketplace.

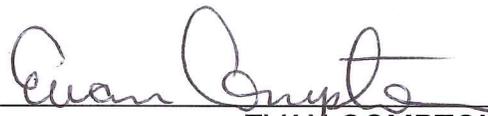
Point West Planned Unit Development Signage

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 three 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. This amendment will only affect three buildings in the entire PUD. Staff was unable to include this requested revision in the last amendment to the PUD Guidelines in May 2012 because the request was submitted after the staff analysis was completed. The amended Sign Guidelines are provided as Exhibit A.

Conclusion:

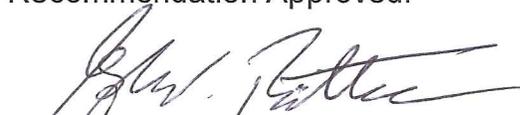
Staff recommends the Commission approve the requested entitlements based on the findings listed in Attachment 1 because wayfinding for clients and the community is enhanced and the regional viability of office use in the Point West PUD is improved.

Respectfully submitted by: 
EVAN COMPTON
Associate Planner

Approved by:


LINDSEY ALAGOZIAN
Senior Planner

Recommendation Approved:


GREGORY BITTER, AICP
Principal Planner

Attachments:

Attachment 1	Recommended Findings of Fact
Exhibit A	Point West PUD Amended Sign Regulations
Attachment 2	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 (P12-018)

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 A, is **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 A: Point West PUD Amended Signage Guidelines

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, but 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 one to ~~three~~ **two** 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 ~~four~~ **three** 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 for Two Signs



Attachment 3: Land Use Map

