



# REPORT TO PLANNING AND DESIGN COMMISSION **7** City of Sacramento

915 I Street, Sacramento, CA 95814-2671

PUBLIC HEARING  
August 16, 2012

To: Members of the Planning and Design Commission

**Subject: Natomas Marketplace Planned Unit Development Guidelines  
Amendment (P12-024)**

A request to allow additional signage for in-line tenants at a retail center in the Shopping Center Planned Unit Development (SC-PUD) zone in the Natomas Marketplace PUD. The proposed project requires a PUD Guidelines Amendment.

- A. Environmental Determination: Exempt (per CEQA Guidelines Section 15061(b)(3));
- B. PUD Guidelines Amendment to amend signage guidelines within the Natomas Marketplace Planned Unit Development.

**Location/Council District:**

Northwest corner of Truxel Road and Interstate 80, Sacramento, CA

**Assessor's Parcel Numbers**

225-1040-001-0000, 225-1040-002-0000, 225-1040-003-0000, 225-1040-004-0000,  
225-1040-005-0000, 225-1040-009-0000, 225-1040-010-0000, 225-1040-011-0000,  
225-1040-012-0000, 225-1040-014-0000, 225-1040-015-0000, 225-1040-019-0000,  
225-1040-020-0000, 225-1040-021-0000; 225-1040-022-0000, 225-1040-023-0000,  
225-1040-025-0000, 225-1040-026-0000, 225-1040-027-0000, 225-1040-028-0000,  
225-1040-029-0000, 225-1040-030-0000, 225-0170-040-0000, 225-0170-045-0000,  
225-0170-047-0000, 225-0170-060-0000, 225-0170-061-0000

Council District 1

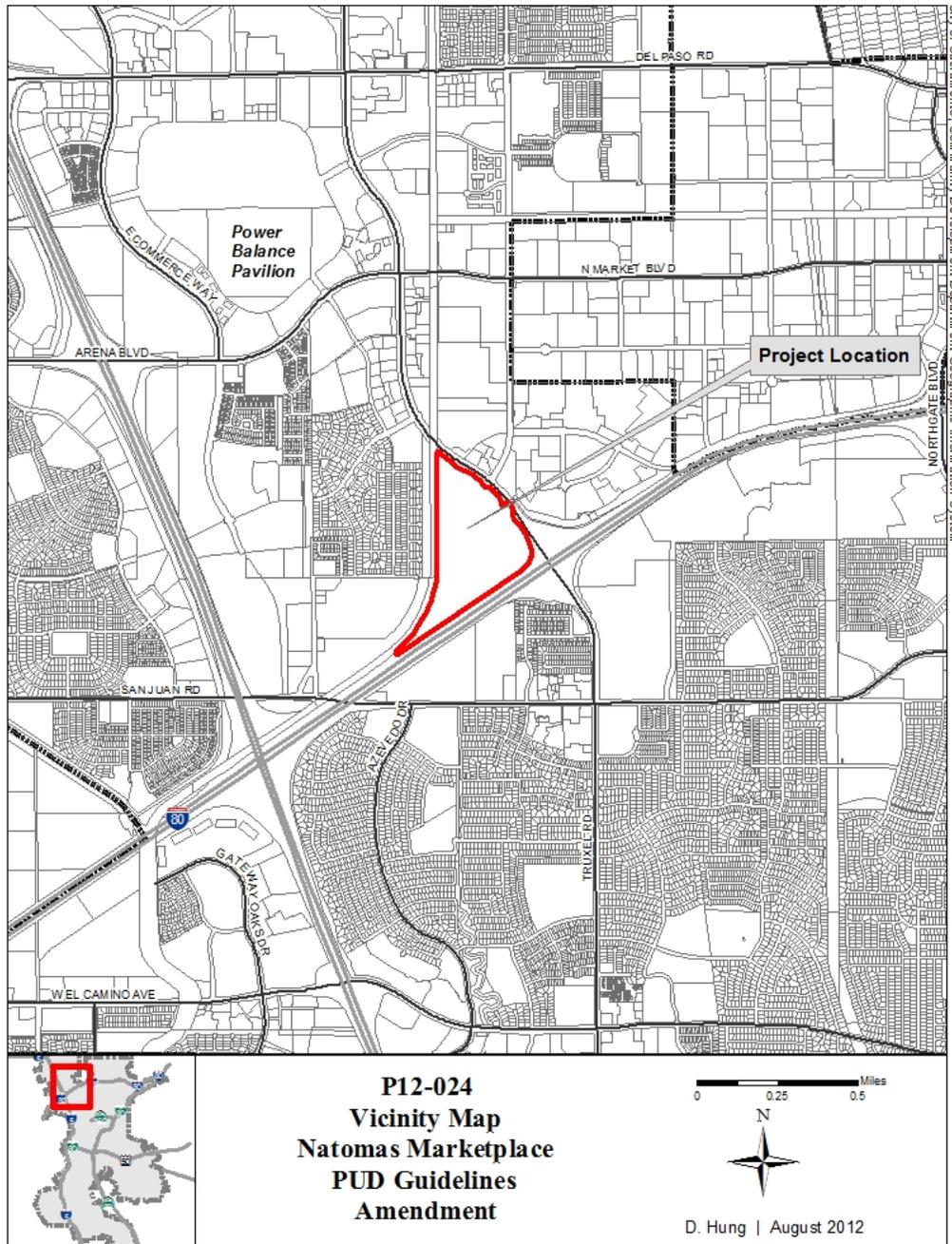
**Recommendation:** Staff recommends the Commission approve the request based on the findings and subject to the conditions listed in Attachment 1. The Commission has final approval authority over items A and B above, and its decision is appealable to City Council. **The project is non-controversial at the time of the writing of this report.**

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

**Applicant:** De Kleer + Associates c/o Jim Perkins, (916) 731-4726, 3001 I Street, Suite 100, Sacramento, CA 95816

**Owner:** Donahue Schriber Realty Group c/o David Murray, (916) 920-5555, 3501 Del Paso Road, Suite 100, Sacramento, CA 95835

Vicinity Map



**Summary:** The applicant is requesting additional signage for in-line tenants at a retail center in the Shopping Center Planned Unit Development (SC-PUD) zone in the Natomas Marketplace PUD. The proposal requires a PUD Guidelines Amendment to amend signage guidelines for the Natomas Marketplace Planned Unit Development. The project was routed to various neighborhood advisory groups and staff has not received any comments on the proposal.

|   |
|---|
| <b>Table 1: Project Information</b>   |
| <b>General Plan designation:</b> Regional Commercial Center                       |
| <b>PUD:</b> Natomas Marketplace   |
| <b>Existing zoning of site:</b> Shopping Center Planned Unit Development (SC-PUD) |
| <b>Existing use of site:</b> Retail   |
| <b>Property area:</b> Approximately 60 acres                                      |

**Background Information:** On December 5, 1996, the Planning Commission approved the Tentative Map and various Special Permits for the development of Natomas Marketplace and forwarded a recommendation to the City Council to approve the PUD Guidelines and Schematic Plan for Natomas Marketplace and Special Permits for retail stores over 100,000 square feet (P96-056). On December 17, 1996, the City Council approved the Natomas Marketplace PUD Guidelines, the Schematic Plan, and Special Permits for retail stores over 100,000 square feet.

**Public/Neighborhood Outreach and Comments:** The proposal was routed to Creekside Natomas Neighborhood Association, Hampton Village Homeowner's Association, Heritage Park Owners Association, Natomas Community Association, North Natomas Alliance, North Natomas Community Association, Natomas Park Master Association, Regency Park Neighborhood Association, Terrace Park Neighborhood Association, Valley View Acres Community Association and Witter Ranch Community Alliance. The site was posted and property owners within 500 feet of the PUD were notified for the public hearing. Staff has not received any comments.

**Environmental Considerations:** The Community Development Department, Environmental Planning Services Division has reviewed this project and determined that this project is exempt from the provisions of the California Environmental Quality Act (CEQA) Section 15061(b)(3). The activity is covered by the general rule that CEQA applies only to projects that 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.

#### **Policy Considerations:**

**General Plan.** The 2030 General Plan Update was adopted by City Council on March 3, 2009. The 2030 General Plan's goals, policies, and implementation programs define

a roadmap to achieving Sacramento's vision to be the most livable city in America. The 2030 General Plan Update designation of the subject site is Regional Commercial Center which provides for predominantly nonresidential, large-scale, regional shopping centers with a mix of uses including major retail stores, home improvement stores, restaurants and services. Key characteristics for a regional commercial center include building facades and entrances with a high degree of transparency. The 2030 General Plan has identified goals and policies under the Economic Development Element; one of the goals supported by this project is:

***Goal ED 1.1 Business Climate.*** *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.*

By proposing signage to assist in identifying businesses, the project helps support a healthy and sustainable economy that increases the City's ability to attract and retain businesses.

***North Natomas Community Plan.*** The policies contained in the North Natomas Community Plan, found within Part 3 of the 2030 General Plan, are organized to mirror the structure of the citywide General Plan elements and are intended to supplement, but not repeat, citywide policies. Staff believes that the proposed project does not contradict nor interfere with the identified policies in the community plan.

***PUD Guidelines.*** Under Section 17.180.050 (D) of the Zoning Code, the Planning and Design 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 and Design Commission level. Section 17.180.050 (A) of the Zoning Code states that, "in order to preserve the design and character of the PUD, the schematic plan and development guidelines adopted for the PUD may specify a sign program that allows for signage that otherwise would be prohibited under Chapter 15.148 of this code (signs) or that prohibits signage that otherwise would be allowed under this title."

### **Project Design:**

The applicant is requesting to amend signage criteria for the Natomas Marketplace Planned Unit Development in the SC-PUD zone. One of the objectives of the PUD Signage Guidelines is to provide signage that is functional and that effectively serves the identification needs of the shopping center and its tenants. Also, tenant signs shall be designed in a manner that is not only imaginative but also of high graphic quality. In addition, signs should be compatible with and complementary to the scale and color of adjacent facades.

### ***Existing and Proposed Signage Criteria***

Revisions are proposed for multi-tenants on a satellite pad and in-line tenants, as well as sign measurement. Below is a comparison of the existing and proposed sign criteria:

| <b>Table 2: Existing and Proposed Signage</b>  |  |   |
|--|--|---|
| <b>PUD Exhibit:</b>                            | <b>Existing Criteria:</b>  | <b>Proposed Criteria:</b>   |
| Satellite Pad, Multi-Tenant Signs (Exhibit 1A) | 1 attached sign per tenant, 2 signs if corner location, maximum 100 square feet each sign              | 2 attached signs per tenant, 1 sign per elevation, maximum 100 square feet each sign (see Attachment 2 for example) |
| Inline Tenants Signs (Exhibit 1B)              | 1 attached sign per tenant, 2 signs if on a corner of a building, maximum aggregate of 100 square feet | 2 attached signs per tenant, 1 sign per elevation, maximum aggregate of 100 square feet                             |
| Sign Area Measurement (Exhibit 1C)             | Sign area measurement method is inconsistent with that of the Sign Ordinance                           | Void exhibit; measurement method is deferred to Sign Ordinance  |

The existing PUD Guidelines allow one attached sign per tenant, or two signs for corner tenants, for both satellite pad multi-tenants and inline tenants. The proposed modification will allow all in-line tenants to have signage facing the interior of the shopping center as well as signage facing the surrounding public roads and freeway, therefore achieving more visibility outside of the center and making these businesses more viable. The sign area measurement exhibit in the PUD Guidelines is inconsistent with that of the Sign Ordinance and therefore needs to be voided.

As a reference, the City’s sign ordinance allows each occupancy in the Shopping Center (SC) zone to have two attached signs. For comparison, within the Natomas Marketplace retail center, single-tenants at a satellite pad, as well as food service tenants with drive-through component, are both currently allowed to have four maximum attached signs (one per building elevation). There is also precedence in other retail centers in North Natomas for similar types of tenants. The Park Place Shopping Center allows two attached signs per tenant at multi-tenanted satellite pads. The Promenade at Natomas allows two wall signs per tenant at multi-tenant pad buildings as well as the in-line tenants.

Staff is in support of the sign amendments since 1) the proposal will allow in-line tenants to achieve visibility to the surrounding streets and freeway and to be more competitive with other tenants in the retail center; 2) the sign amendments will ensure well-designed signage that will enhance the retail center and support its vitality; and 3) the amendments are consistent with allowances for the Shopping Center (SC) zone and there is precedence for similar type of tenants at other retail centers in North Natomas to have the same number of signs.

**Conclusion/Recommendation:** Staff believes that the signage proposed in this amendment will help support the vitality of the entire center with more visibility to surrounding streets and freeway. Staff also believes that signage will be designed in a sophisticated and tasteful manner to enhance the retail center. Staff recommends the Commission approve the request based on the findings and subject to the conditions listed in Attachment 1.

Respectfully submitted by: David Hung  
DAVID HUNG  
Associate Planner

Approved by: Lindsey Alagozian  
LINDSEY ALAGOZIAN  
Senior Planner

Recommendation Approved:

Gregory Bitter  
for GREGORY BITTER, AICP  
Principal Planner

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**Attachment 1****Proposed Findings of Fact and Conditions of Approval**

**Natomas Marketplace Planned Unit Development Guidelines Amendment  
(P12-024) Assessor's Parcel Numbers: 225-1040-001-0000, 225-1040-002-0000,  
225-1040-003-0000, 225-1040-004-0000, 225-1040-005-0000, 225-1040-009-0000,  
225-1040-010-0000, 225-1040-011-0000, 225-1040-012-0000, 225-1040-014-0000,  
225-1040-015-0000, 225-1040-019-0000, 225-1040-020-0000, 225-1040-021-0000;  
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225-0170-040-0000, 225-0170-045-0000, 225-0170-047-0000, 225-0170-060-0000,  
225-0170-061-0000**

**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 and Design Commission finds that the Project is exempt from review under Section 15061(b)(3) of the California Environmental Quality Act Guidelines as follows:

The proposal, which allows the installation of on-premise signs at the Natomas Marketplace Planned Unit Development, can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment.

**B. The PUD Guidelines Amendment to amend signage guidelines within the Natomas Marketplace Planned Unit Development is **approved** subject to the following Findings of Fact and Conditions of Approval:**

1. The proposed Planned Unit Development Guidelines Amendment does not alter the building height or setback requirements established by the PUD; and
2. The proposed Planned Unit Development Guidelines Amendment does not change the types or intensities of land uses.

**Conditions of Approval**

- B. The Planned Unit Development Guidelines Amendment to amend signage guidelines for the Natomas Marketplace Planned Unit Development is hereby approved subject to the following conditions:

Planning

- B1. The applicant shall comply with the amended Natomas Marketplace Planned Unit Development (PUD) Guidelines per Exhibits 1A to 1C.
- B2. Sign permits shall be required for all new signage.

Exhibit 1A: PUD Guidelines Amendments for Satellite Pad, Multi-Tenants

EXHIBIT C

Sign Type 2

*Satellite Pad, Multi-Tenant*

Configuration:

Internally illuminated dimensional letters and/or logo, mounted directly to wall.

Location:

Satellite Pad building facades.

Lighting:

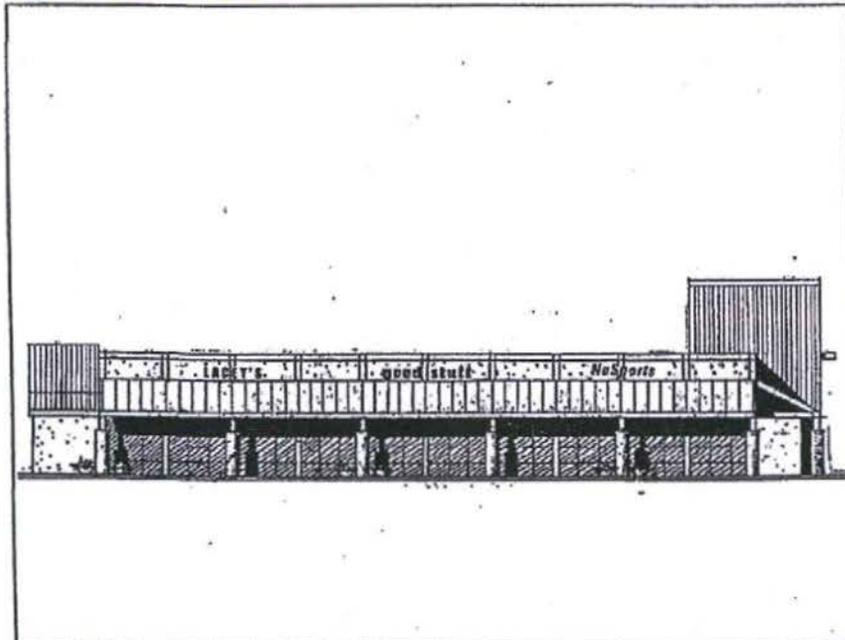
Internally illuminated.

Building Signage:

3'-0" maximum high letters/logo, length not to exceed 80% of lease width maximum, with an aggregate area not to exceed 100 sq. ft. each sign.

Quantity:

2 signs per Tenant, 1 sign per elevation.



Natomas Marketplace – Planned Sign Program for Satellite Pads, Retail Shops & Food Village

Exhibit 1B: PUD Guidelines Amendments for In-line Tenants

EXHIBIT D

Sign Type 3

*In-line Tenants*

Configuration:

Internally illuminated dimensional letters/logo. Use of neon and graphic closed line figures encouraged.

Location:

Front facade above in-line Tenant openings.

Overall Size:

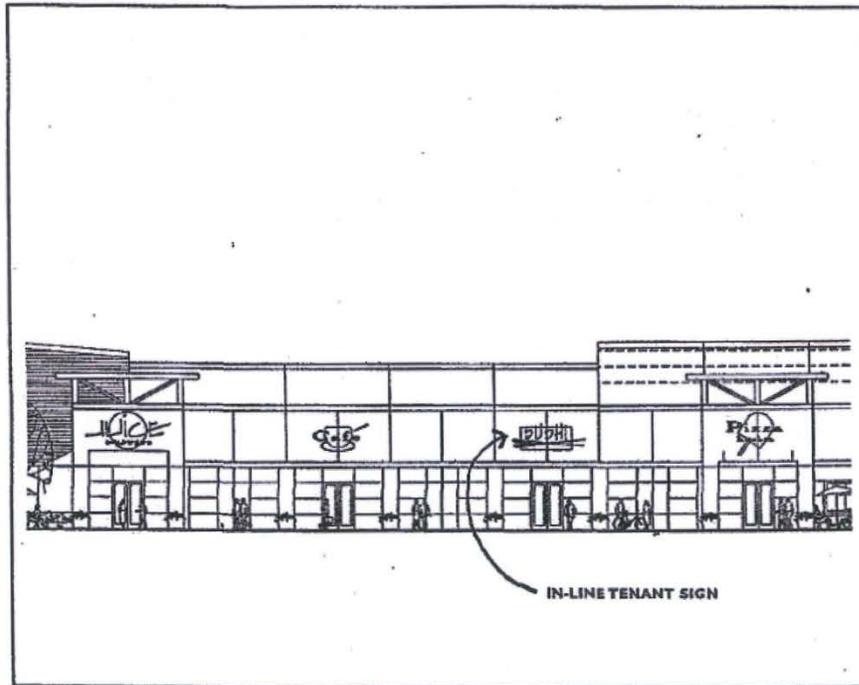
3'-0" maximum high letter/logo height, with an aggregate area not to exceed 100 sq. ft.

Overall Width:

Length of sign not to exceed 80% of lease width.

Quantity:

2 signs per Tenant, 1 sign per elevation.



Natomas Marketplace – Planned Sign Program for Satellite Pads, Retail Shops & Food Village

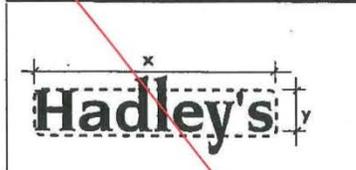
Exhibit 1C: PUD Guidelines Amendment for Sign Area Measurement

# Sign Area Measurement

The following exhibits illustrate the methods of determining maximum square footages for copy area allowances. Logo and letter heights will be determined by measuring the normal capital letter

of a font exclusive of swashes, ascenders and descenders. Copy area is calculated by multiplying height (y) times width (x) of single elements. Multiple element areas are added together for a total aggregate copy area.

1 LINE OF TEXT



PRIMARY SIGN W/SUBTEXT



2 LINES OF TEXT



TEXT WITH VARIED SHAPES

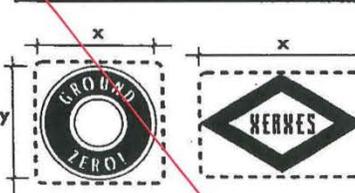


**VOID**

TEXT AND LOGO



LOGO - VARIED SHAPES



CURVING TEXT



LOGO - ANGLED



Attachment 2: In-line Tenants Signage Example

