

# Fulton Avenue

## **Planned Unit Development (PUD) Guidelines**

City of Sacramento, California

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(P06-012)

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11/20/08

FULTON AVENUE DEVELOPMENT PROJECT  
DEVELOPMENT GUIDELINES

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Dated: 11/20/08

FULTON AVENUE DEVELOPMENT PROJECT - DEVELOPMENT GUIDELINES

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## **I. OVERALL PURPOSE AND APPROVAL REQUIREMENTS**

The Fulton Avenue Development Project is a planned unit development. These guidelines, as approved and accepted by the City of Sacramento City Council, are intended to implement the goals and policies of the Sacramento City General Plan and serve as a supplement to the existing City of Sacramento Zoning Code. In addition, the Fulton Avenue Development Project's Development Guidelines will establish the necessary criteria to promote quality design for the project.

To the extent the provisions of these PUD Guidelines conflict with development standards or regulations in the City of Sacramento Zoning Code, these PUD Guidelines shall prevail.

Upon request of the applicant, the Planning Director may amend or modify these PUD Guidelines or the related PUD Schematic Development Plan without compliance with the procedural provisions of the Zoning Ordinance or any other notice of public hearing if the Planning Director determines that the requested amendment or modification is consistent with the general intent of these PUD Guidelines. Except as noted above, any amendments hereto can only become effective upon approval by the Planning Commission of the City of Sacramento.

When consistent with these PUD Guidelines, development within the Fulton Avenue Development Project PUD shall be subject to approval pursuant the Planning Director Plan Review provisions of Chapter 17.220 of the City of Sacramento Zoning Code.

## **II. PROJECT DESCRIPTION**

The Fulton Avenue Development Project is a 17.5 ± net acre project located north of the Business 80 / Fulton Avenue Interchange in the City of Sacramento. The project site is bounded by Business 80 on the south and Fulton Avenue on the west. To the north and east the project site is bounded by the Haggin Oaks Golf Course owned and operated by the City of Sacramento. The Fulton Avenue Development Project will provide auto related highway commercial uses for both the North Sacramento community and for travelers of Business 80. It is anticipated that the PUD will be developed with up to two (2) auto dealerships and auto-related uses.

### III. PERMITTED AND PROHIBITED USES

The zoning for the project site is "C-4", Heavy Commercial. However, not all uses allowed in by City Zoning Ordinance in a C-4 zone will be appropriate within this PUD. Only the following uses will be allowed within this PUD:

- auto sales (new and used)
- auto service, auto repair
- auto storage
- auto rental
- auto body repair shop
- auto parts sales
- copy shop
- florist
- food/grocery/deli
- furniture store
- printing & blueprinting
- restaurant
- recreational vehicle sales and repairs
- retail stores
- boat sales
- sign shop
- tire shop
- towing and storage yard

Notwithstanding the C-4 zoning of the project site the following uses are nonetheless prohibited within this PUD:

- bar
- nightclub
- beer and wine sales for off-premises consumption
- boat dock/marina
- bus terminal
- bus maintenance and storage
- church
- cleaning plant
- child care center
- community center
- dance school
- diet center
- drive-in theater
- dry cleaning plant
- equipment rental yard
- equipment sales yard
- flea market
- furniture refinishing
- gun/rifle range
- kennel
- laboratory
- laundromat
- medical clinic
- medical offices
- mini storage
- mortuary
- food storage and distribution facility
- non-residential care facility
- penal institution
- pest control company
- recycling facilities
- residential hotel-SRO
- social club
- temporary buildings
- tutoring center
- vet clinic/hospital

Multiple auto dealerships shall be allowed on the same underlying legal parcels. Notwithstanding the provisions of the Sacramento City Zoning Code, the off-site parking of automobiles, including, but not limited to, the sales and storage of vehicles shall be permitted within this PUD without the need for any special permits. Therefore, this PUD shall permit any auto dealerships developed on this site to locate their primary buildings on Parcel A and to use their respective portions of Parcel B for vehicle storage, display and sales pursuant to a Planning Director Plan Review approval.

#### **IV. SITE PLANNING**

The objective of good site planning is to establish a functional and effective organization of buildings, circulation, parking and service areas that enhance the identity and efficiency of the project and its relationship to surrounding development. The site is anticipated to be developed with at least one auto dealership and a second auto related use, most likely another auto dealership. The site will be designed to facilitate efficient circulation of automobiles without compromising safety. All buildings shall be located within the building envelopes indicated on the Raption Automall Schematic Plan and all buildings, structures, paved areas and building materials, color schemes, and landscape elements shall be designed and constructed so as to create a desirable environment for the intended use and relate harmoniously to other buildings.

##### Site Design Requirements and Standards:

- All utilities are to be installed underground
- All screen wall material shall be complimentary to any adjacent building walls.
- All trash/recycling collection shall be screened from off-site view.
- Enclosures shall be a minimum of six feet in height.
- Surface runoff and drainage shall be handled on site.
- Adequate off-street parking shall be provided consistent with the Sacramento City Zoning Code to accommodate the parking needs of the business located at the site.
- Required off-street parking shall be provided on the site served unless reciprocal parking and access easements are provided to the satisfaction of the City of Sacramento's Development Engineering Division.
- Curb type barriers shall be designated and located to prevent parked vehicles from extending beyond property lines of parking lots or into yard spaces where parking is prohibited and to protect public right-of-way and adjoining properties from damaging effects of surface drainage from parking lots.

- Minimum stall dimensions shall correspond to standards provided in the City Zoning Code. These stall dimension standards shall not apply to vehicle display, sales, service and storage areas associated with auto dealership uses permitted within the PUD; provided, however, that all parking areas associated with auto dealership uses shall be designed to prevent parking vehicles from extending beyond property lines as provided above.
- Maximum of forty (40) percent of all required vehicle parking spaces may be compact spaces. Variations from this standard are permitted pursuant to Section 17.64.030 of the City of Sacramento Zoning Code. These compact parking space standards shall not apply to vehicle display, sales, service and storage areas associated with auto dealership uses permitted within the PUD
- Driveway cuts for the PUD shall be as shown on the PUD Schematic Plan.
- The loading and unloading of vehicles associated with any auto dealership use shall be designed to occur completely within the auto dealership parcel. No loading or unloading of vehicles shall be permitted on any public street within the PUD.
- No open-air storage of materials, supplies, equipment, mobile equipment, finished or semi-finished products or articles of any nature shall be allowed. Storage is to be inside structures. Open-air display, sales and storage of vehicles associated with auto dealership uses shall be permitted with this PUD.
- Internal drive aisles for circulation within and among the auto dealerships do not need to be improved to City's public street standards.

#### Site Setback and Height Standards:

- Setbacks shall be determined by the Planning Director at the time of submittal for Planning Director Plan Review.
- The maximum building height shall be 65 feet. If a mechanical penthouse is provided, an additional 10 feet shall be permitted.

#### Hazardous Materials:

- All buildings and structures containing hazardous materials shall be labeled at all doorways with easy to read signs that provide emergency response teams with information on the hazardous contents of the building or structure, and proper containment procedures. Labeling should be based on existing systems (such as the National Fire Protection Association 704 System) and approved by the City Fire Department.

On-Site Drainage:

- Each building shall be required to provide adequate drainage facilities in accordance with City of Sacramento standards.

Walkways:

- Walkway materials shall be compatible with the exterior wall materials of adjacent buildings and with walk and path systems standards of the PUD. Surfaces shall have a non-skid finish. Layout and design shall provide maximum comfort and safety to pedestrians.

**V. LANDSCAPING**

The objective of these landscape design standards is to create a pleasant and distinctive environment that reinforces the site plan in a manner that is consistent with the City of Sacramento's Response Plan for the Trapshooting Club (the "Response Plan") in order to prevent the spread of contaminated materials. The Response Plan requires that all of Parcel B be covered with an impermeable asphalt cap. These landscaping guidelines are intended to promote the establishment of compatible and continuous landscape design that will not violate the integrity of the asphalt cap on Parcel B, yet allow compatible landscaping within Parcel A that is suitable for an auto dealership use. All landscaping shall be maintained in a neat and orderly fashion.

A. Parcel A Landscaping

Parcel A, which does not have an impervious asphalt cap, shall have landscaping with plants that are varied in size, including one (1) and five (5) gallon shrubs, and five (5) and fifteen (15) gallon trees. Examples of acceptable landscape design treatments and typical street corner landscape treatments shall be approved by the Planning Director and may be included and approved in conjunction with a project specific Planning director's Plan Review application. Tree plantings shall be grouped to provide visual interest while still ensuring the visibility of vehicle display and sales areas from adjacent public rights of way and internal drives.

- All landscaping shall be maintained so that ground cover plants and shrubs do not exceed a maximum height of thirty (30) inches. Tree limbs shall be trimmed so that they hang no lower than seven (7) feet above grade level. Location and number of trees on Parcel A shall be situated so that they do not diminish lighting levels.

- Natural ground covers with permanent automatic irrigation will be used to tie together the individual elements throughout the project.

- The minimum landscape coverage percentage for any project on Parcel A shall be fifteen percent (15%).

- Trees shall be planted and maintained throughout the customer and employee parking areas to insure that within fifteen (15) years after the establishment of those parking areas, at least fifty percent (50%) of those parking areas will be shaded at noon on August 21st. Consistent with Section 17.68.040 of the City of Sacramento Zoning Code, the foregoing requirement shall not apply to vehicle display, sales, service and storage areas associated with the dealership uses permitted within the PUD.

**B. Parcel B Landscaping:**

- No trees, shrubs or plants shall be used whose root systems would invade the impervious asphalt cap placed over Parcel B.

- Landscaping and plant selection shall be designed to maximize energy conservation, human comfort and promote biodiversity within the introduced landscape.

- Landscaping enhancements may include ornamental plantings, trellises, and specialty lighting.

- All landscaping must be installed in above-ground planters and pots with impervious bottoms on Parcel B.

- No holes or openings shall be cut in the asphalt cap to plant trees or other vegetation on Parcel B.

- Parcel B shall be exempt from the requirements of Section 17.68.040 of the City Zoning Code related to tree shading at vehicle parking areas.

**VI. ARCHITECTURAL DESIGN**

The objective of architectural design is to create a distinctive but compatible building image that denotes the nature of the building's purpose and activities. The design and architecture of the proposed buildings shall be complementary to existing buildings and structures in the surrounding area. Good architecture is enduring and timeless and cannot set a precedent for poor architectural design.

## **Building Design**

- Appropriate facade and wall articulation materials include, but are not limited to, painted concrete, split-faced concrete block, cement plaster, brick, metal, concrete/plaster reveals, patterned masonry and tile.
- Building facades should have good articulation.
- All roof-mounted equipment shall be screened from view.
- Changes in parapet wall heights are encouraged to enhance building entrances and to articulate building walls.
- Colors, materials, and finishes shall be coordinated on the buildings. Building facade colors shall compliment project accent colors. Concrete and plaster surfaces shall be painted. Metal surfaces may be painted or galvanized.
- Building designs consistent with corporate standards to identify the type of use or activities being conducted at the building are encouraged; however, corporate standards shall not set a precedent for the design of nearby buildings.
- Any corporate brand or identification shall be subtly integrated into the overall design of the building.
- Insensitive dominant building elements are prohibited.
- Corporate standard prototype buildings are prohibited.
- Avoid the use of building elements that overwhelm or dominate a building.
- Temporary construction structures, including but not limited to trailers, mobile homes, and other structures are permitted during construction.

## **VII. LIGHTING**

All lighting design must comply with the City Zoning Code. The intention of the lighting design for the Rapton Automall is to create an inviting yet secure nighttime environment. The proposed lighting shall coordinate with building architecture and provide continuous lighting for all vehicular and pedestrian paths of travel at the site. In addition, all onsite lighting shall adhere to the following light standards:

- Lighting shall be designed in such a manner as to provide safety and comfort for occupants of the project site and the general public.

- Lighting shall be oriented away from the properties adjacent to the project site. Cutoff type fixtures should be used where glare could be a problem for adjacent properties or streets.
- Exterior lighting fixtures shall be similar and compatible throughout each parcel.

## **VIII. SIGNAGE**

The intent of these sign guidelines is to allow for the use of detached freeway signage serving the businesses located at the project site and to create a visually coordinated and balanced signage environment. The design of all sign graphics shall be carefully considered in relation to the site architecture and uses. The objective of signage is to provide identity and information for tenants and users for the site, as well as their customers, while avoiding visual competition and clutter.

The project shall adhere to the following sign guidelines:

### **General Sign Guidelines:**

- Signs shall be compatible with and complimentary to the scale and color of adjacent building facades.
- Temporary wall signs, leasing signs, and window signs will be allowed if consistent with the City Sign Ordinance relating to temporary signs.
- All sign fabrication work shall be of high quality. All logo images and typestyles shall be accurately reproduced.
- Wall signs shall be affixed without a visible means of attachment, unless the attachments are architecturally distinctive.
- Exposed junction boxes, transformers, lamps, tubing, conduit, raceways or neon crossovers of any type shall be covered and screened from public view.
- Paper, cardboard or Styrofoam signs, stickers or decals hung around or behind storefronts are prohibited.
- No electronic messaging or animation is permitted on signs.

### **Detached Signage:**

- One freeway pole sign, located on either Parcel A or B, is allowed in the PUD. Use of the freeway pole sign shall be shared by the two (2) auto dealerships.

- Maximum area of each dealership's sign on the freeway pole sign is 200 square feet per sign face. The total of both sign faces of each sign shall not exceed a maximum of 400 total square feet, which shall be exclusive of any air space area separating the individual signs for each dealership. Each sign shall be internally illuminated.
- Maximum height of the freeway pole sign is seventy feet.
- Maximum area of each onsite monument sign is seventy-two square feet.
- Maximum height of each monument sign is nine feet.
- Onsite monument signs shall be located near the major entry/exit to each auto dealership.
- The freeway pole sign shall be located along the Business 80 frontage, near the southeast corner of Parcel B.

**Attached Signage:**

- One attached sign per road (public or private) and per freeway frontage on each dealership building is allowed, not to exceed a maximum of eight attached signs per building.
- A sign may consist of a company logo and/or a company name, secondary identification information, or directional signage.
- A maximum of four signs with company name and/or company logo and four signs with secondary identification information are permitted per Ancillary building. There shall be no limitation on the number or location of attached directional signs permitted per building, provided they meet the directional signage requirements contained within these Guidelines.
- Signs may be internally illuminated, externally illuminated, or non-illuminated.
- Lighting for signs shall not produce a glare on other properties in the vicinity and the source of light shall not be visible from adjacent property or a public street.
- Signs must be attached to and parallel to a building face. A sign may not project above the wall on which it is located.
- Signs may be located in the "upper signage area" and may be oriented toward the freeway. The "upper signage area" is defined as the area bounded by: (1) the building parapet line; (2) the top of the windows of

the highest floor of the building; and (3) the vertical edges of the building face on which the sign is attached.

- A sign located in the upper signage area shall be no longer than thirty percent of the length of the linear building face on which the sign is affixed.
- Attached building signs (letters and logos) shall not exceed two hundred forty square feet.
- Attached building signs may be constructed of individual letters, marble, granite, ceramic tile, or other comparable materials that convey a rich quality complimentary to the material of the building exterior.
- Individual solid metal letters shall be applied to the building with a non-distinguishable background. Letters shall be pegged-out from the building face at least one and one-half inches (1 ½") and be reverse pan channel construction.
- Attached signs consistent with the above shall be subject to a ministerial permit procedure.

**Directional & Identification Signage:**

- Directional signs include those signs which provide direction or instruction and are located entirely on the business to which they pertain.
- Directional signs shall not exceed sixteen square feet in area.
- Directional signs shall not advertise a business but shall be used to identify rest rooms, public telephones, walkways, parking lot entrances and exits, and information of a similar nature.
- Secondary identification signage shall be used to identify customer service, parts, body shop and other auto related service areas.