

P95-095 - COCA COLA SIGNAGE

- REQUEST:**
- A. Amend the Coral Business Center Planned Unit Development (PUD) Sign Guidelines from a maximum of one attached sign totaling 100 square feet on a light industrial building to four attached signs totaling 482.7 ± square feet and to allow an attached canned sign for the Coca Cola building.
 - B. Amend the Coral Business Center PUD Sign Guidelines to allow a detached monument sign to exceed the maximum height limit from 5 feet to 7 feet for the Coca Cola building.

LOCATION: 4101 Gateway Park Boulevard
225-0160-068,070
North Natomas Community Plan
Natomas Unified School District
Council District 1

APPLICANT:	LPA, Lynn Pomeroy, (916) 443-0335 1215 G Street, Sacto. CA 95814
OWNER:	Sacramento Coca Cola 2200 Stockton Blvd. Sacto. CA 95817
PLANS BY:	LPA, Inc. 1215 G Street, Sacto. CA 95814
APPLICATION COMPLETE:	October 16, 1995
STAFF CONTACT:	Bridgette Williams, 264-5000

SUMMARY: The proposed Coral Business Center PUD sign guideline amendment modifies the number of attached signs allowed in the Coral Business Center PUD for the Coca Cola building located at 4101 Gateway Park Boulevard; increases the maximum allowed square footage allowed for attached signage for the Coca Cola building; permits an attached canned sign; and increases the maximum allowed sign height for detached signs for the Coca Cola building in the PUD. In order to meet the applicant's objectives, the project requires the discretionary planning entitlements described above. In evaluating the project, the basic issues are:

- * the increased number of signs and sign area allowed for the Coca Cola building;
- * the proposed signage architectural projections and compatibility with the Coca Cola building;
- * the signage relationship/and precedent set for future industrial buildings planned for the Coral Business Center PUD.

RECOMMENDATION

Staff recommends approval of the project. This recommendation is based on the overall intent of the signage program proposed for the Coca Cola building, its consistency with the purpose of the sign regulations for industrial development in the Coral Business Center PUD and on the unique characteristics of the proposed signs.

PROJECT INFORMATION:

General Plan Designation:	Industrial Employee - Intensive
Community Plan Designation:	Employment Center - 30(PUD)
Existing Land Use of Site:	Coca Cola building under construction
Existing Zoning of Site:	MIP-PUD/MRD-20(PUD)

Surrounding Land Use and Zoning:

North: Vacant Land; MIP(PUD)
 South: Raley's Warehouse; MIP(PUD)
 East: Vacant Land; County
 West: Vacant/East Main Drainage Canal; AOS

Property Dimensions:	Irregular
Property Area:	22.0 \pm gross acres
Square Footage of Building:	202,640 square feet
Height of Building:	35 feet, 2-stories
Exterior Building Materials:	Concrete/Metal
Exterior Building Colors:	Warm Greys, Red, White, Yellow
Roof Material:	Built-up Metal
Topography:	Flat
Street Improvements:	Existing
Utilities:	Existing

OTHER APPROVALS REQUIRED: In addition to the entitlements requested, the applicant will also need to obtain the following permits or approvals, including, but not limited to:

Permit

Agency

Sign Permit

Development Services Division

BACKGROUND INFORMATION:

On December 4, 1990, the City Council approved a variety of entitlements amending the General Plan and 1986 North Natomas Community Plan, designating the Coral Business Center PUD and approving development guidelines and signage for the PUD (P90-157). The City Council also approved the development of a 297,750 square foot Raley's building and a 279,000 square foot bottling and canning plant for Coca Cola. On August 11, 1994, the City Planning Commission recommended approval for a Schematic Plan Amendment in the PUD to reduce the square footage of the Coca Cola building from 279,000 square feet to 202,640 square feet. The City Planning Commission also approved a Special Permit to construct and operate a 202,640 square foot warehouse and bottling facility (Coca Cola - P93-179). The 297,750 square foot Raley's warehouse building is built and in operation and the Coca Cola building is currently under construction.

On September 7, 1993, the City Council approved amendments to the Coral Business Center PUD for attached signage for Raley's warehouse building (P93-056).

STAFF EVALUATION: Staff has the following comments:

A. **Staff Analysis**

The Coral Business Center PUD guidelines for signage set forth goals which encourage unique signage and strong project identity. The guidelines indicate that special attention should be given to all monument signs to ensure that they are integrated into the environment/landscape and offer character and contemporary design elements such as bars and/or geometric shapes. The ultimate goal for attached and detached signage in the Coral Business Center PUD is to create a form, possibly composed of natural materials and/or architectural elements which defines the entrance and implies a physical project identity.

The applicant's proposed sign program for the Coca Cola building is intended to satisfy the overall intent for signage in the Coral Business Center PUD. The proposed Coca Cola signage exemplifies character, uniqueness and architectural style with a clear project identify. The signage proposed will provide adequate identification for truck traffic and services rendered at the Coca Cola business.

Staff has outlined below a comparisons of other existing signage for various light industrial uses, a medical use, Arco Area and the applicant's proposed signage, in the City of Sacramento.

PROJECT	SIGN TYPE	# OF SIGNS	MAX. SIGN AREA/ HEIGHT
Coca Cola (proposed)	Attached sign	4	482.7± sq.ft.
	Detached sign	1	28± sq.ft. 7 feet high
Raley's	Attached sign	2	367± sq.ft.
	Detached sign		
Kaiser Medical Ctr.	Attached sign	1	75± sq.ft.
	Detached sign	5	61± sq.ft.
Arco Arena	Attached sign	4	600± sq.ft. each sign
	Detached sign		
Norwood Tech PUD	Attached sign	1	60± sq.ft.
	Detached sign		
Point West PUD	Attached sign	2	16± sq.ft.
	Detached sign		

Based on various signage allowed by right and/or approved by City Council above, it is clear that in some instances, businesses and/or uses find it necessary to vary from the standard requirements of PUD guidelines and/or the City Sign Ordinance. Additionally, many of those uses which have been granted variances and/or amended the PUD guidelines have been unique in nature and not a typical light industrial park type building/use.

B. Sign Program for Coca Cola

The applicant is requesting to amend the Coral Business Center PUD sign guidelines in order to incorporate specific sign allowance for the Coca Cola building at 4101 Gateway Park Boulevard. The current guidelines for light industrial uses in the Coral Business Center allows the following attached and detached signage:

Detached Signage Allowed

- * One monument sign shall be allowed per parcel and per business park;
- * Maximum area of sign: 40 square feet;
- * Maximum height: five (5) feet measured at grade immediately behind sidewalk;

Attached Signage Allowed

- * One attached sign per tenant;
- * Maximum area: 30 square feet for each sign; except for a building occupied by one tenant, the total sign area shall not exceed 100 square feet;
- * No canned plastic signs are permitted;

Attached Signage Proposed

The submitted elevations for attached signage reflects one individual raised letter type company sign, approximately 1'-9" high by 25' long (Exhibit B-3). The attached sign will be located on the south elevation and will read "Sacramento Coca-Cola Bottling Co., Inc.". The attached sign will consist of individual cut out metal letters and the letters themselves will not be internally illuminated. The applicant is also proposing an attached environmental sculpture which will be an oversized Coca Cola cup with the Coca Cola trademark lettering painted vertically in white on two sides of the cup. The cup will be constructed at the northeast corner of the building's structure and forms a curvilinear transition between two perpendicular walls (see Exhibit B). The cup will be approximately 35 foot in height and approximately 10'- 6" wide at the base of the cup and 20'- 0" in width at the top of the cup. The text ("Coca Cola") on each side of the cup will be approximately 7'-9" x 24'(Exhibit B-1). The cup will be constructed of exterior plaster and will be painted red with the Coca Cola trademark lettering. The cup will be lighted at night from ground lights.

The applicant is also proposing an attached canned logo sign to be placed on the western side of the maintenance building. This proposed sign is located on the maintenance building to identify the Coca Cola building for vehicles approaching from the west. The circular graphic sign logo sign will be approximately 8 feet in diameter, constructed of red plexiglas and will have the words "Always Coca Cola" lettered in white (Exhibit B-2). The sign area for the canned sign is 56 square feet and the graphics would be internally illuminated at night.

Staff is not opposed to the applicant's request for the attached signs. The attached corporate building sign will be compatible in scale and design with the Coca Cola building. The attached corporate sign and canned sign will help identify the building for vehicles approaching from the north and west direction. The two attached signs will also provide a strong "text" identification of the building. Finally, the two signs will not be in conflict with the City's sign criteria which discourages the proliferation of signs on a building facade.

The two proposed Coca Cola cup trademark signs will act as an architectural projection with a strong project identity. The proposed "Coca Cola" cup sculpture will not be in conflict with the Coral Business Center PUD sign guidelines in that:

- a) the cup gives a strong project identity to the building;
- b) the cup will be integral with the design concept of the building and offers a unique form and character to a light industrial building; and
- c) the cup introduces architectural style with a sense of place and clearly identifies the corporate logo.

Detached Signage Proposed

The applicant proposes a detached monument sign to be located at the driveway entrance at Gateway Park Boulevard. Driveway access onto the subject site is located at the northwest quadrant of the property on Stadium Boulevard and along Gateway Park Boulevard at the southern portion of the property. The monument sign will be a bottle sculpture with the "Coca Cola" text and logo on both sides of the bottle. The bottle's height will be six (6) feet on top of a one (1) foot high concrete pedestal. The bottle's sign area is 28 square feet (Exhibit B-1). The bottle will be cast out of a solid material and would be lit at night from ground lights. The lettering on the bottle will be cast into the form of the bottle to resemble an actual bottle. The proposed bottle sculptures will be setback a minimum of 10 feet behind the sidewalk. The applicant has indicated to City staff that the bottle sculpture will be placed at the driveway location in order to clearly identify the vehicular entry on the site. Finally, the sculpture image reflects what is produced inside of the warehouse building. The applicant believes that the graphic sculpture will be a recognized symbol and could become a land mark for the Coral Business Center PUD.

The bottle sculpture adds architectural uniqueness to the site as well as the overall Coral Business Center PUD. The proposed signage will bring about a design element of whimsical animation to the site. A greater monument sign height for this type of sign is in keeping with the architectural statement and style being made. Staff supports the proposed amendment for a monument sign which exceeds the maximum height in that: 1) the bottle sculpture would serve as a monument "sign" at the main vehicular entrance; 2) the monument sign provides clear identification of the Coca Cola building's location and will not create sign clutter; 3) the bottle height will not cause a visual impact to those vehicles traveling adjacent to or nearby the Coral Business Center PUD.

PROJECT REVIEW PROCESS:

A. Environmental Determination

The proposed project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15311).

B. Natomas Community Association Comments

The Natomas Community Association believes the sign allocation proposed for Coca Cola will be acceptable. The Association also expressed their excitement about and unique signage being proposed.

C. Summary of Agency Comments

The project has been reviewed by several City Departments and other agencies. No comments were received.

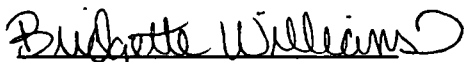
PROJECT APPROVAL PROCESS: Of the entitlements below, Planning Commission has the authority to recommend approval or denial of the entitlements listed below. The Planning Commission action may be appealed to the City Council. The appeal must occur within 10 days of the Planning Commission action.

Staff recommends the Planning Commission take the following actions:

- A. Adopt the attached resolution approving the PUD Signage Guidelines Amendment to the Coral Business Center PUD to allow four attached signs totaling 482.7± square feet and a canned sign for the Coca Cola building; and
- B. Adopt the attached resolution approving the PUD Signage Guidelines Amendment to the Coral Business Center PUD to allow a detached sign that exceeds the maximum height limit to seven (7) feet for the Coca Cola site subject to conditions.

Report Prepared By,

Report Reviewed By,



Bridgette Williams, Associate Planner

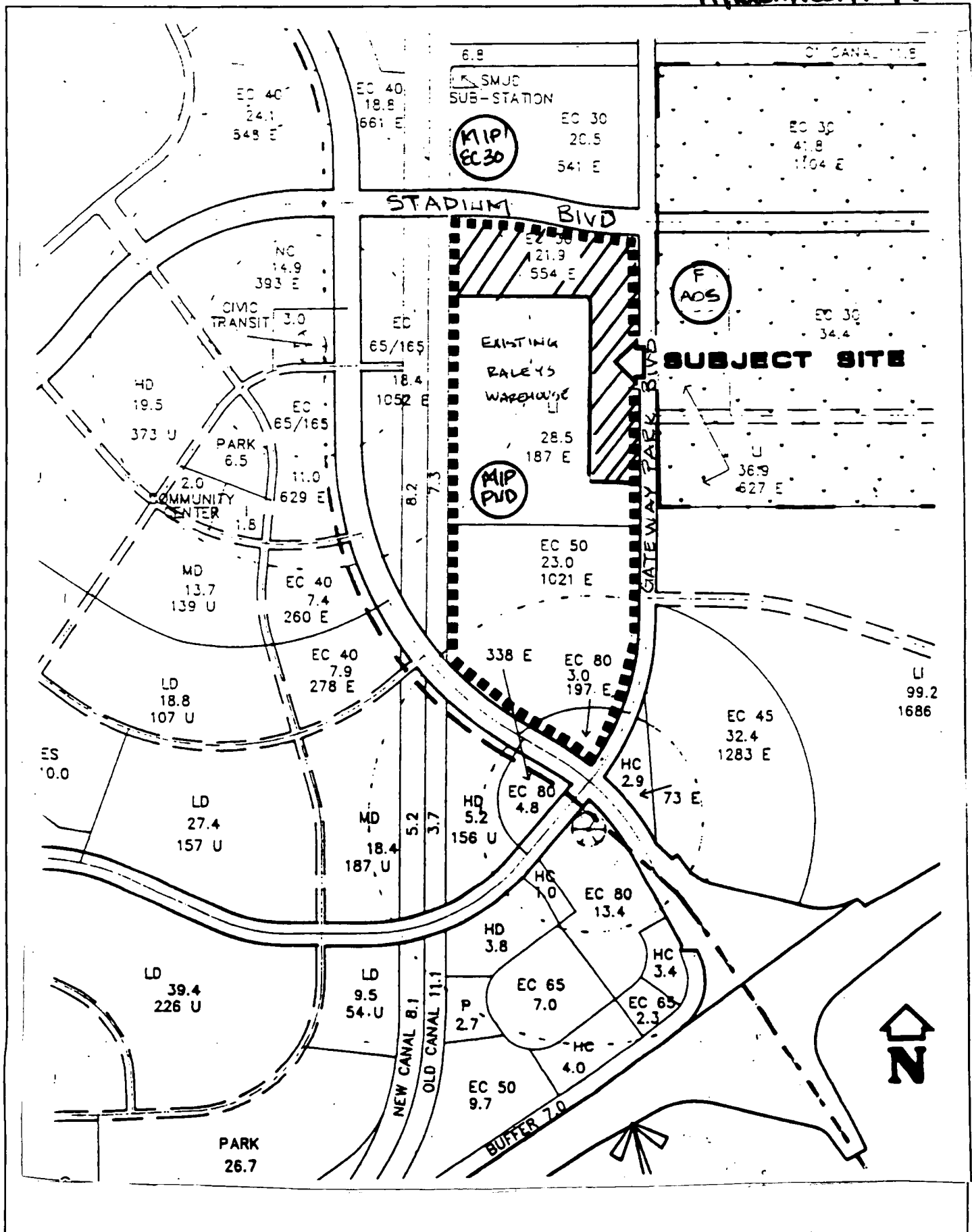


Scot Mende, Senior Planner

Attachments

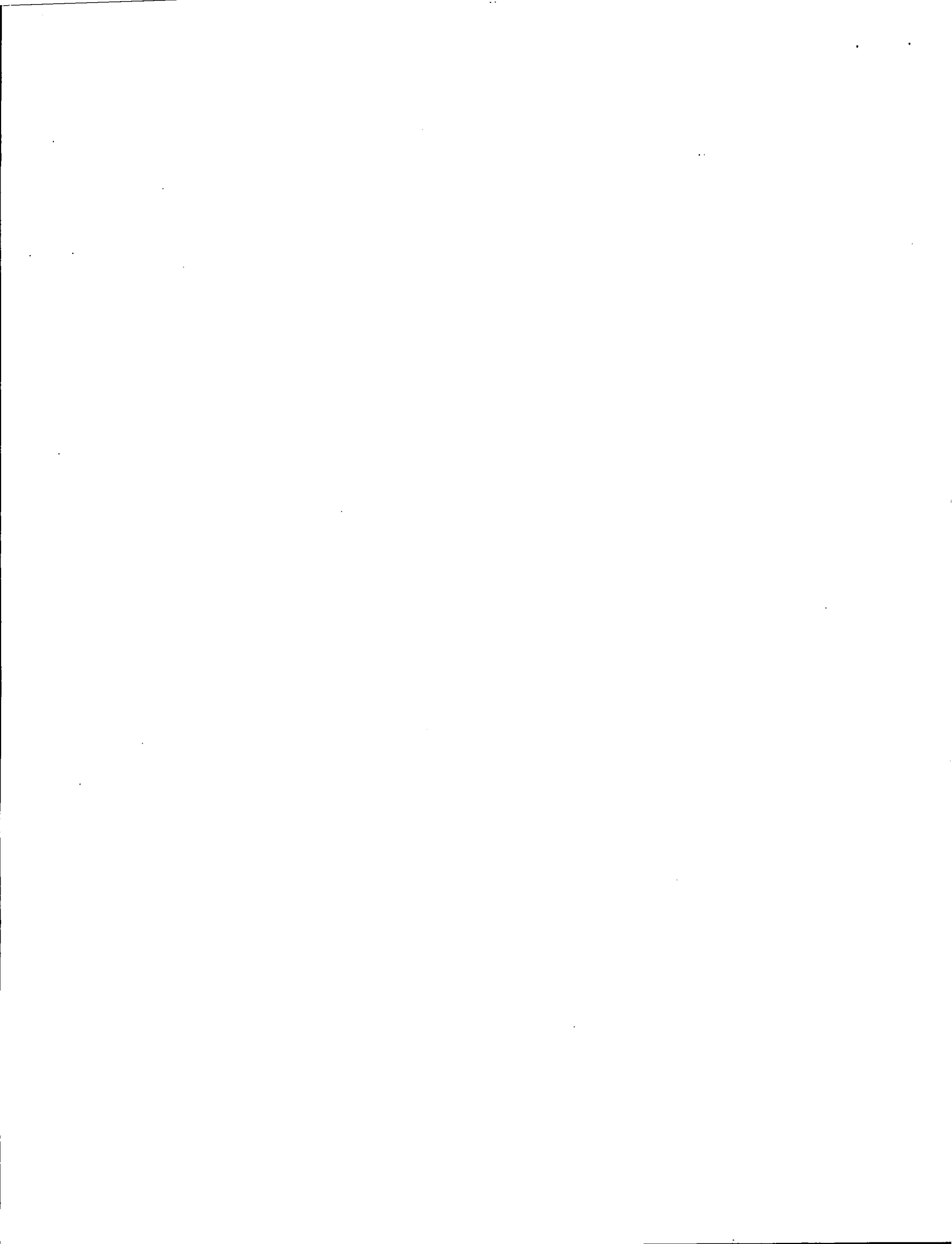
Attachment A	Land Use, Zoning & Vicinity Map
Attachment B	Resolution Approving Amendments to the Coral Business Center PUD Sign Guidelines
Exhibit B-1	Site Plan for Coca Cola Sign Program
Exhibit B-2	Proposed Canned Sign (Attached)
Exhibit B-3	Proposed Corporate Sign (Attached)
Exhibit B-4	South Elevation w/corporate sign

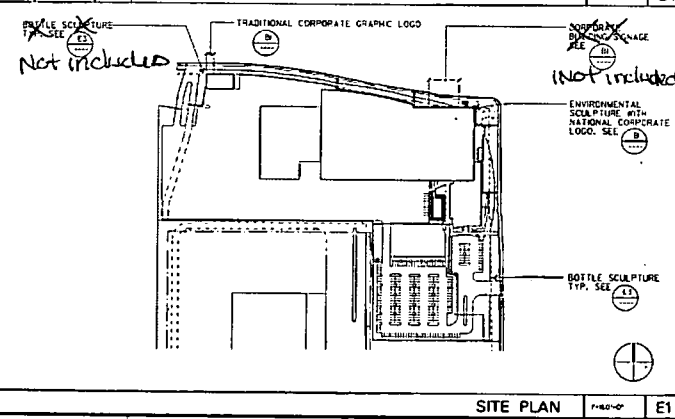
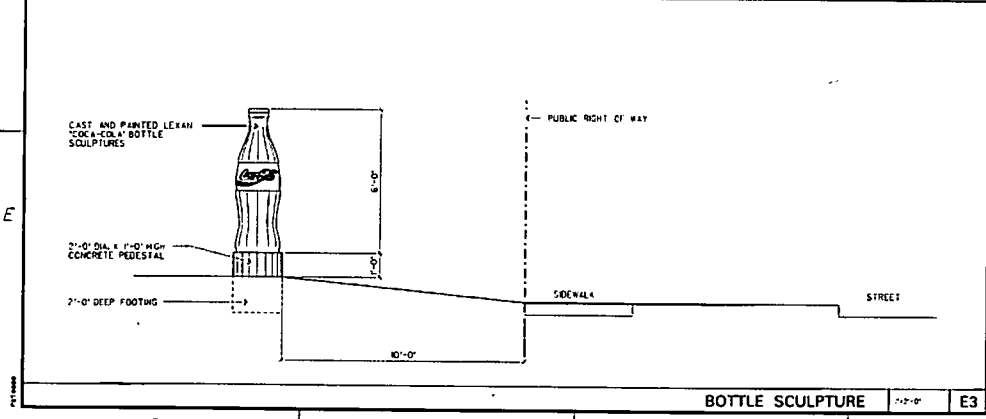
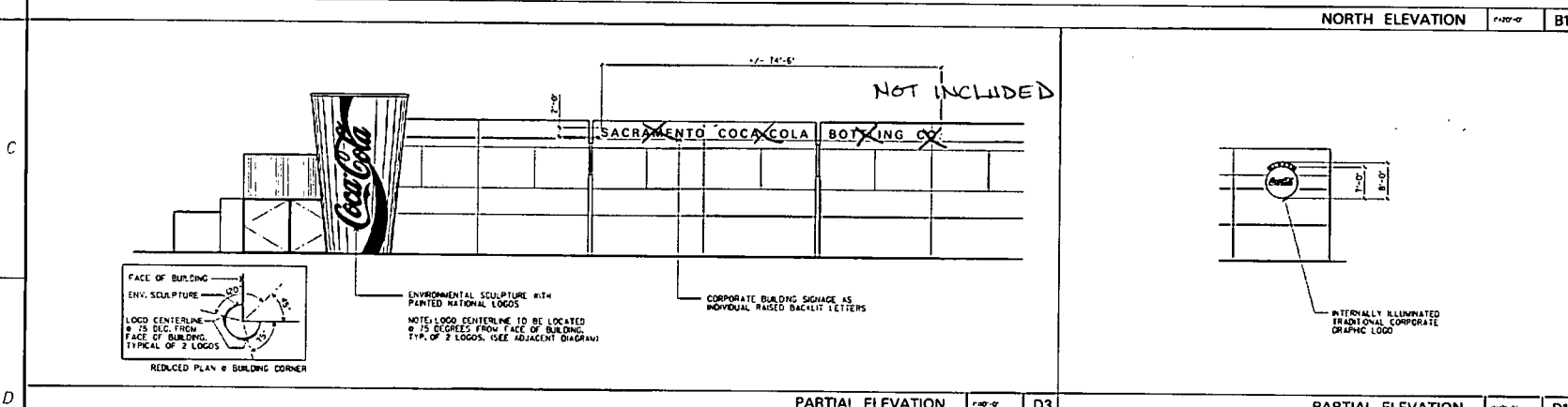
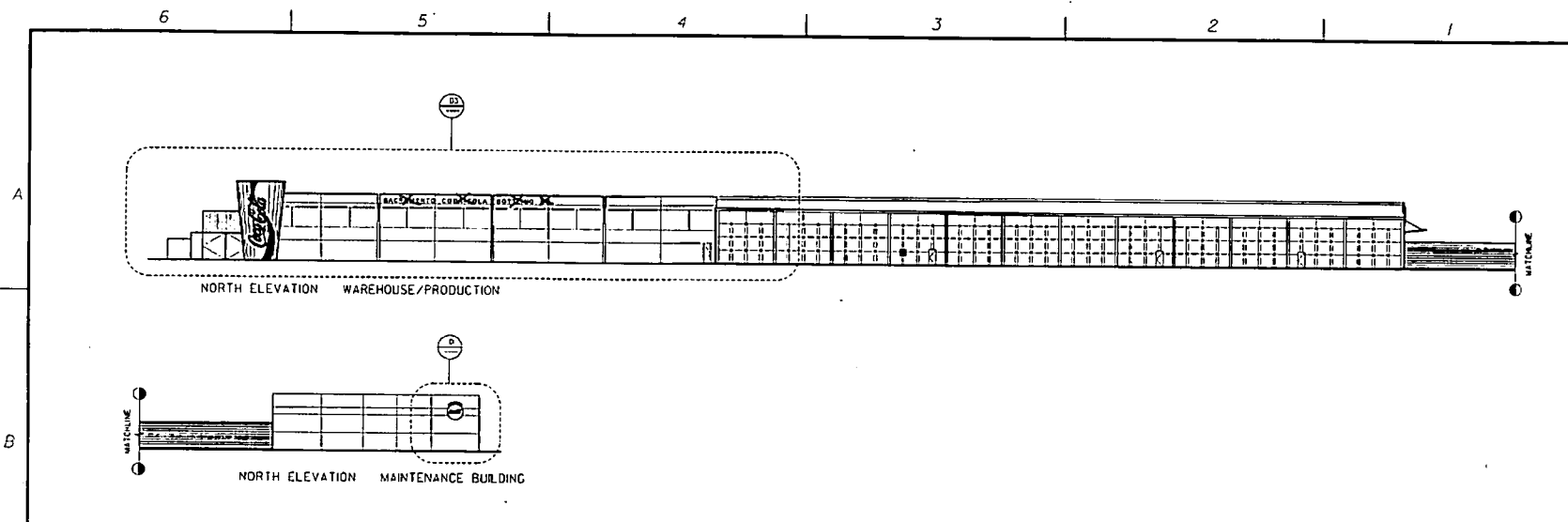
Attachment A



VICINITY, ZONING & LAND USE MAP







Materials Key

No.	Date	Revisions

Job Title: SACRAMENTO

Coca-Cola

BOTTLING COMPANY, INC.
PRODUCTION / DISTRIBUTION FACILITY
480 CALIFORNIA PARK BOULEVARD
SACRAMENTO, CALIFORNIA

Architect: **LPA**
Architecture
Planning
Interior Design
Landscape Architecture

1215 G Street
Sacramento, Ca 95814
916.443.0335
FAX 916.441.2823

Consultant

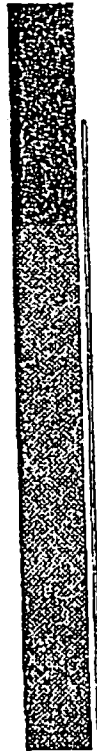
Drawing Title: CORPORATE IDENTITY PLAN

Job No. _____ Sheet No. _____
Date: _____
Drawn By: _____
Checked By: _____ of _____ Sheets

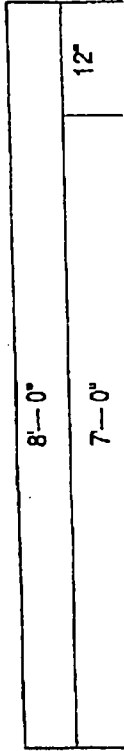
Exhibit B-1 #10

3

8"



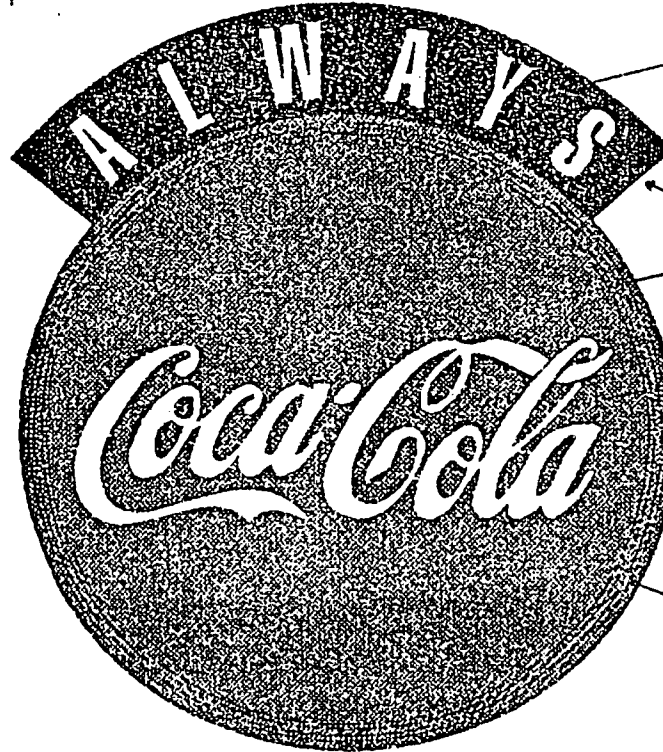
12"



8'-0"

7'-0"

7'-0"



Upper pan (ALWAYS):
cabinet and internal wiring to be separate from
large (round) pan, although both will operate
from a single power source.
(Upper cabinet may need to be removed or
changed someday)

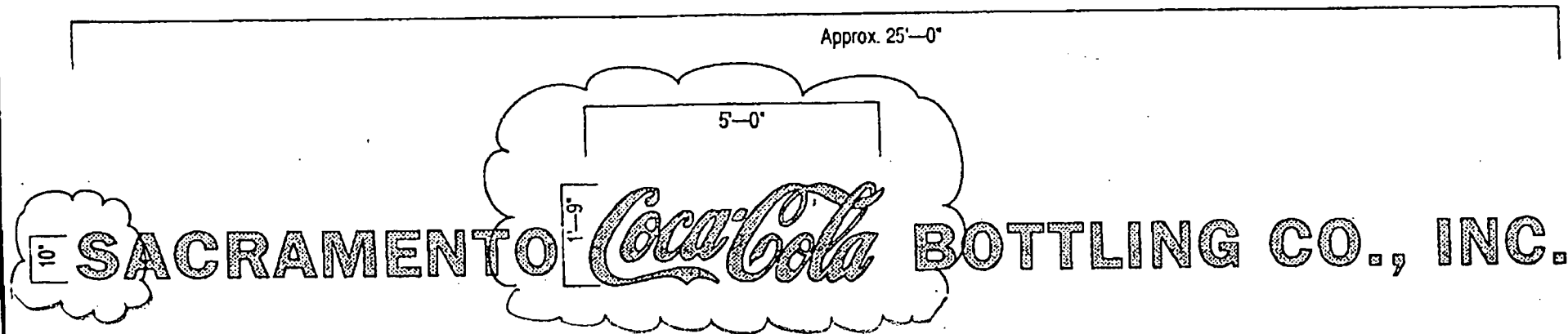
Fabricated 6" deep pan signs with aluminum faces.

Face graphics to be backlit translucent white
acrylic "push-thru" letters flush with face.
Securely attach face and letter components,
preferably with concealed mechanical fasteners
and metal retainers.
All returns and retainers painted to match face
color.

Internal lighting is white neon or fluorescent tubing.

Lower pan (round): ring entire perimeter with two
(2) rows of clear red neon tubing.

Exhibit B-2



OPTION 1

Fabricated stainless steel metal letter
 Finish: Vertical grain brushed finish.
 Typeface: custom sans-serif per approved pattern or
 Coca-Cola corporate standard.
 Letters stand off building face 1/8" to allow
 drainage.
 Pad mount with silicone adhesive to concrete wall.

OPTION 2

1/2" thick saw-cut acrylic individual letters.
 Polyurethane painted finish.
 Color: Custom white.
 Typeface: custom sans-serif per approved pattern or
 Coca-Cola corporate standard.
 Mount with silicone adhesive to concrete wall.

Exhibit B-3

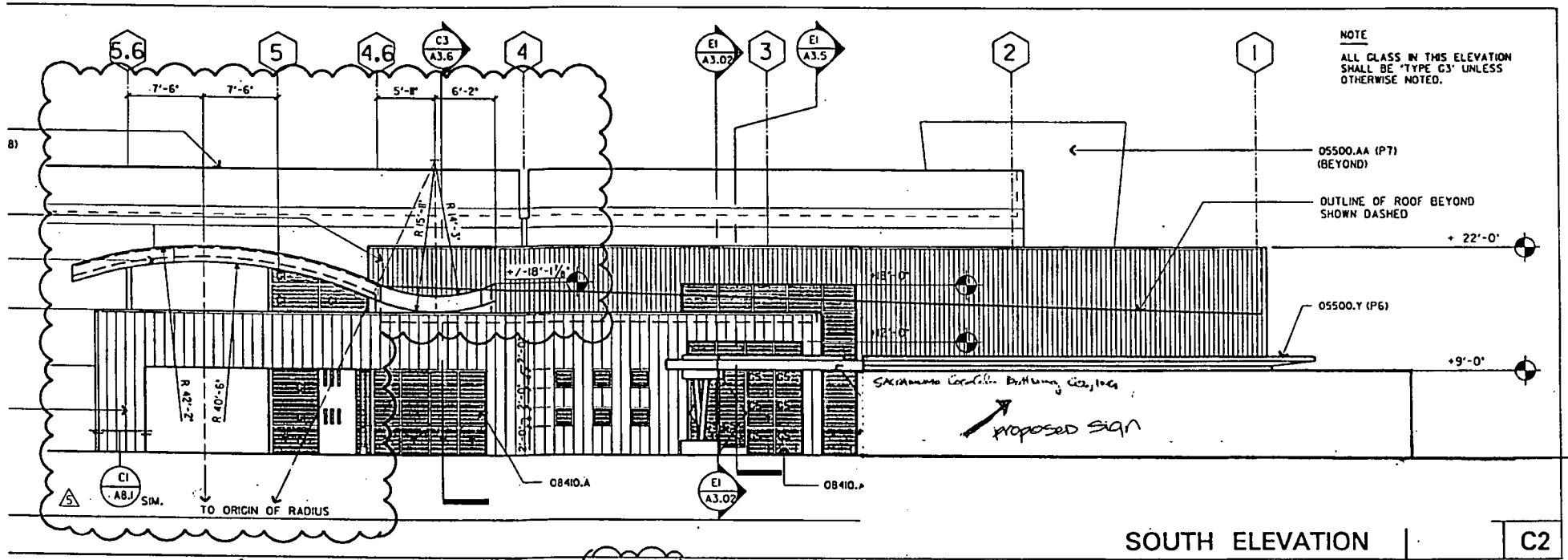
Title: Type H - Address Letters on Building — Specifications

Scale: As Noted

Date: 11-13-95

Drawn By: IWT

#6



SOUTH ELEVATION

C2

1/16" = 1'-0"

NEW SIGNAGE TYPE 1

Exhibit B-4 #10

October 31, 1995

DESCRIPTION OF THE SIGNAGE PROPOSAL

FOR

THE NEW SACRAMENTO COCA-COLA BOTTLING FACILITY IN NORTH NATOMAS

The graphic program at the new Coca-Cola facility includes several graphic sculptures as well as traditional signage, which are designed to be integral with the design concept of the building. The traditional signage would be located on the upper northeast corner of the building as indicated on the drawings. This signage would consist of individual cut out metal letters, painted red and back lighted at night with red "halo" lighting. The letters themselves would not be internally illuminated. The location of this signage is placed to identify the building for vehicles approaching from the north, which is the primary direction for arriving vehicles. This signage identifies "Sacramento Coca-Cola Bottling Co., Inc."

A traditional Coca-Cola graphic would be located on the western side of the maintenance building to announce the project for vehicles approaching from the west. This circular graphic would be approximately 8 feet in diameter, constructed of red plexiglas and have the words "Always Coca-Cola" lettered in white. The graphic would be internally illuminated at night.

In order to identify the vehicular entries located on Stadium Boulevard and Gateway Park Boulevard, monument signs would be needed. Rather than the normal monument sign, a Coca-Cola bottle would serve as a monument "sign" at the two vehicular entries. There would be one bottle sculpture, approximately 6 feet high at each location. The bottles would cast out of a solid material and would be lighted at night from ground lights. The lettering on the bottles would be cast into the form of the bottle to resemble an actual bottle.

Another recognized icon is the Coca-Cola cup, which has been developed as a part of the architecture of the building. The cup forms a curvilinear transition between two perpendicular walls that meet at the corner of Stadium Boulevard and Gateway Park Boulevard. The cup is constructed of smooth exterior plaster and will be painted red with the Coca-Cola trademark lettering painted vertically in white on the cup. The lettering would be placed in two locations on the cup just as it is located on an actual cup. On an actual cup, there are three locations of the lettering, but the building cuts approximately 1/3 of the area out of the cup. For the location of the lettering, please refer to the plan view drawing that is located adjacent to drawing D3, Partial Elevation. The cup would be lighted at night from ground lights.

The Coca-Cola bottle and cup are the most recognized symbols in the world. The reproduction of these icons has become recognizable as an art form, not unlike Andy Warhol's "pop art" Campbell's soup can painting of the 1960's. Instead of these pieces being produced as two-dimensional signage, or as two-dimensional art, they would be produced as three-dimensional sculpture. These sculptures identify the project and communicate to the public where the vehicular entries are located.

When you have a world famous company with a world famous graphic and sculptural icon within the community, we feel that it is important to express those symbols in an exciting way. Instead of a linear Coca-Cola sign, the project would incorporate enlarged sculptural pieces of the bottles and cups that people use everyday. The sculptural images reflect what is produced on the inside of the building.

The design of the new Coca-Cola facility is a refreshing change to the ordinary industrial building type. The sculptural icons would further enhance the special character of this project and help it become a landmark within the community.