

Amended by CPC 5-13-93
CITY PLANNING COMMISSION
1231 "I" STREET, SUITE 200, SACRAMENTO, CA 95814

APPLICANT <u>Pacific Neon Company, PO Box 15100, Sacramento, CA 95851</u>		
OWNER <u>Sacramento Coca-Cola, PO Box 160608, Sacramento, CA 95816</u>		
PLANS BY <u>Pacific Neon Company, PO Box 15100, Sacramento, CA 95851</u>		
FILING DATE	ENVIR DET	REPORT BY
<u>3-12-93</u>	<u>Exempt- 15301(g)</u>	<u>CAS</u>
ASSESSOR'S PCL. NO. <u>225-0160-069</u>		

APPLICATION: Amend the Coral Business Center PUD Development Guidelines from a maximum of one attached sign totaling 100 square feet on a light industrial building to two attached signs totaling 367± square feet of sign area.

LOCATION: 4061 Gateway Park Drive

PROPOSAL: The applicant is requesting the necessary entitlements to modify the Coral Business Center PUD Development Guidelines to allow two attached signs totaling 367± square feet on the newly constructed Raley's warehouse.

PROJECT INFORMATION:

General Plan Designation:	Heavy Commercial/ Warehouse
1986 North Natomas	
Community Plan Designation:	Light Industrial
Existing Zoning of Site:	Manufacturing/ Industrial Park- Planned Unit Development (MIP-PUD)
Existing Land Use of Site:	Raley's warehouse

Surrounding Land Use and Zoning:

North:	Vacant, MIP-PUD
South:	Vacant, MRD-20-PUD
East:	Vacant, MRD-20-PUD
West:	East Drain, MRD-20-PUD

Property Dimensions:	Irregular
Property Area:	76.4± acre Coral Business Center PUD: 28.5± acres Raley's, 26± acres Coca-Cola, 21.9 acres for office
Square Footage of Building:	297,750 square foot Raley's warehouse (phase I)
Height of Building:	55 feet four inches
Topography:	Flat
Street Improvements:	Existing
Utilities:	Existing
Number of Proposed Signs:	Two attached signs

APPLC. NO. P93-056

MEETING DATE May 13, 1993

ITEM NO. _____

Size of the South Elevation Sign: 9 feet x 25 feet 6 inches
Size of the West Elevation Sign: 7 feet x 19 feet 8 inches
Type of Proposed Signs: Interior illuminated plex face sign
Color of Signs: Red
Text of Signs: "RALEY'S"

BACKGROUND INFORMATION: On December 4, 1990, the City Council approved a variety of entitlements amending the General Plan and 1986 North Natomas Community Plan and designating the Coral Business Center PUD. Also, the Council approved the development of a 297,750 square foot warehouse for Raley's and a 279,000 square foot bottling and canning plant for Coca-Cola (P90-157). During this process, the Coral Business Center PUD Development Guidelines were approved allowing a maximum of one attached sign totaling 100 square feet of sign area on a light industrial building. Raley's did not have a conflict with the Development Guidelines regarding signs during this review process. Subsequently, Raley's warehouse was built.

PROJECT EVALUATION: Staff has the following comments:

A. Land Use and Zoning

The subject site, a 28.5± acre portion of the 76.4± acre Coral Business Center PUD, consists of the newly constructed Raley's warehouse in the Manufacturing/ Industrial Park-Planned Unit Development (MIP-PUD) zone. The General Plan designates the site as Heavy Commercial/ Warehouse and the 1986 North Natomas Community Plan designates the site as Light Industrial. The proposed North Natomas Community Plan also designates the site for Light Industrial. The surrounding land use and zoning for the site is vacant, zoned MIP-PUD to the north; vacant, zoned MRD-20-PUD to the south and east; and the East Drain and vacant, zoned MRD-20-PUD to the west.

B. Applicant's Proposal

The applicant is proposing to modify the Coral Business Center PUD Development Guidelines to allow two attached signs on the Raley's warehouse building totaling 367± square feet (see Exhibit A). The first sign, on the south elevation, would be nine feet tall by 25 feet 6 inches long (229.5 square feet of sign area) and the second sign, on the west elevation, would be seven feet tall by 19 feet 8 inches long (137.5 square feet). Both would be red, interior illuminated, plex face signs that say "RALEY'S".

C. Staff Analysis

The applicant is proposing two attached signs be allowed for the Raley's warehouse. The south sign would be attached to a 250± foot long wall. This sign would face I-80, about 3,000± feet away. The sign would likely be obscured from the freeway once the area between Raley's and I-80 is developed. The west facing sign would be attached to a 750± foot long wall facing the East Drain. The height of the Raley's warehouse is 55 feet four inches.

The sign program approved for the Coral Business Center PUD (P90-157) allows the following signs (see Exhibit B):

- Two business center monument signs;
- Three facility monument signs- one each for Raley's, Coca-Cola, and the office;
- One building monument sign per building;
- Handicapped parking signs as needed; and
- One attached sign for the Coke facility.

No attached sign was specifically approved for the Raley's warehouse during that review process although Raley's representatives indicated they were willing to comply with the approved Development Guidelines. Raley's has an approved facility monument sign and a building monument sign, as well as the two attached signs being proposed.

Comparison with Other Sign Regulations: Table 1 below compares the sign standards for light industrial uses in a variety of approved regulations.

TABLE 1
Various Sign Standards for Light Industrial Buildings

Sign Standard	Zone/ LU Desig	Number of Signs	Max Sign Area	Comments
Coral Business Center PUD Dev Guidelines	Light Industrial	One attached sign per tenant	100 sq ft if one tenant in building	Max sign height 2 feet
Sec 2.8 MIP Zoning Ordinance	MIP- Manufacturing Industrial Park	One attached sign per tenant	60 sq ft in one tenant in building	Max sign height 2 feet
North Natomas Development Guidelines	Light Industrial	One attached sign per tenant	60 sq ft if one tenant in building	Max sign height 2 feet
City Sign Ordinance	Industrial Park M-1(S)/ M-2(S)	Two attached signs per occupancy	3 sq ft of sign area per foot of linear bldg frontage - Max 300 sq ft sign area	No regulations for MIP zone
County Sign Ordinance	Light Industrial M-1 zone	Based on sign area	3 sq ft of sign area per foot of linear bldg frontage	For signs in 1,000' fwy corridor - sign area = 1sf/1 lin ft
County Sign Ordinance	Manufacturing Park MP zone	Based on sign area	Total area shall not exceed 5 percent of bldg wall area	

According to the Coral Business Center PUD guidelines, one attached sign is allowed per tenant in a light industrial area with a maximum sign area of 30 square feet and a sign height limit of two feet. A building occupied by one tenant may exceed the maximum area and sign height; however, in no case shall the attached sign exceed 100 square feet in area.

Among the sign regulations listed below, the minimum amount of sign area is 60 square feet per tenant allowed by Section 2.8 (MIP Zone) of the Zoning Ordinance and the North Natomas Development Guidelines. The maximum amount of total sign area is 3 square feet per linear foot of building frontage which is allowed by the City Sign Ordinance and the County Sign Ordinance. No sign restrictions are specifically listed for the MIP zone in the Sign Ordinance because the MIP zone was created since the Sign Ordinance was amended and every MIP zoned site is developed in a PUD with its own development guidelines.

Comparison to Other Industrial Buildings: Staff reviewed the number and size of other signs attached to industrial buildings in the City and County (see Table 2 below). The number of attached signs allowed for Sacramento Coca-Cola on the proposed industrial building adjacent to the subject site is one sign, approximately six feet in height and 100 square feet in area. The original request proposed two signs and was decreased to one sign during the Coral Business Center PUD entitlement process.

According to the Arco Arena Special Permit (P86-131) and the subsequent development guidelines amendment (P88-382), four attached signs are allowed on the Arco Arena. The area of each sign shall not exceed 600 square feet. The maximum length of each sign can not exceed 30 percent of the length of the linear building face on which the sign is attached. Four 600 square foot signs may be justified for the Arco Arena because visitors from out-of-town need to know where the arena is and the arena serves as a landmark building for the North Natomas community and the City.

Buildings in the Norwood Tech PUD are currently allowed one attached sign with a maximum sign area of 60 square feet. Industrial buildings in the Point West PUD are allowed one sign per street frontage, a maximum of two signs per parcel with a maximum sign area of 16 square feet.

TABLE 2
Survey of Industrial Signs

Project	Sign Type	Number of Signs	Max Sign Area	Comments
Raley's (proposed)	Attached sign	2	367 ± total sq ft South- 229.5 sq ft West- 137.5 sq ft	South elevation sign: 9' x 25'6" West elevation sign: 7' x 19'8"
Coca-Cola	Attached sign	1	100 sq ft	
Arco Arena	Attached sign	4	600 square feet each sign	1.5 sq ft per 1 lin ft of building, not to exceed 30% of building face
Norwood Tech PUD	Attached sign	1	60 sq ft	Max sign ht. 2 feet
Point West PUD	Either attached or detached	1 sign/ st frontage Max 2 signs/parcel	Max sign area 16 sq ft	OB, M-1 and R-3 zones

Staff finds that one attached sign totaling 100 square feet in area is adequate for the Raley's warehouse. Raley's does not need signs like the arena's because it is a warehouse use that is served primarily by repeat truck traffic. Coca-Cola is allowed one 100 square foot sign. The land uses of Coca-Cola and Raley's are similar, the allowable signs for each use should be similar. Also, other PUDs in the City have more restrictive sign allowances. It is neither appropriate to amend the PUD to allow larger signs throughout the PUD nor to allow larger signs specifically for the Raley's warehouse.

Staff recommends the Planning Commission deny the Coral Business Center PUD Development Guidelines Amendment as proposed in that 1) this industrial use needs to be visible primarily to truck traffic, not the general public and 2) the warehouse already has an approved facility monument sign and a building monument sign, as well as the option for one attached sign.

E. Agency Comments

The proposed project was reviewed by City Traffic Engineering, Engineering, Utilities, Building Inspections, and Environmental Services divisions. Also, the project was reviewed by the Natomas Community Association and the Environmental Council of Sacramento. The following comments were received:

Natomas Community Association: The Natomas Community Association believes the sign allocation for Raley's outlined in the Coral Business Center PUD Development Guidelines is adequate.

ENVIRONMENTAL DETERMINATION: The Environmental Services Manager has determined that this project is exempt from environmental review pursuant to State EIR Guidelines (California Environmental Quality Act, Section 15301(g)).

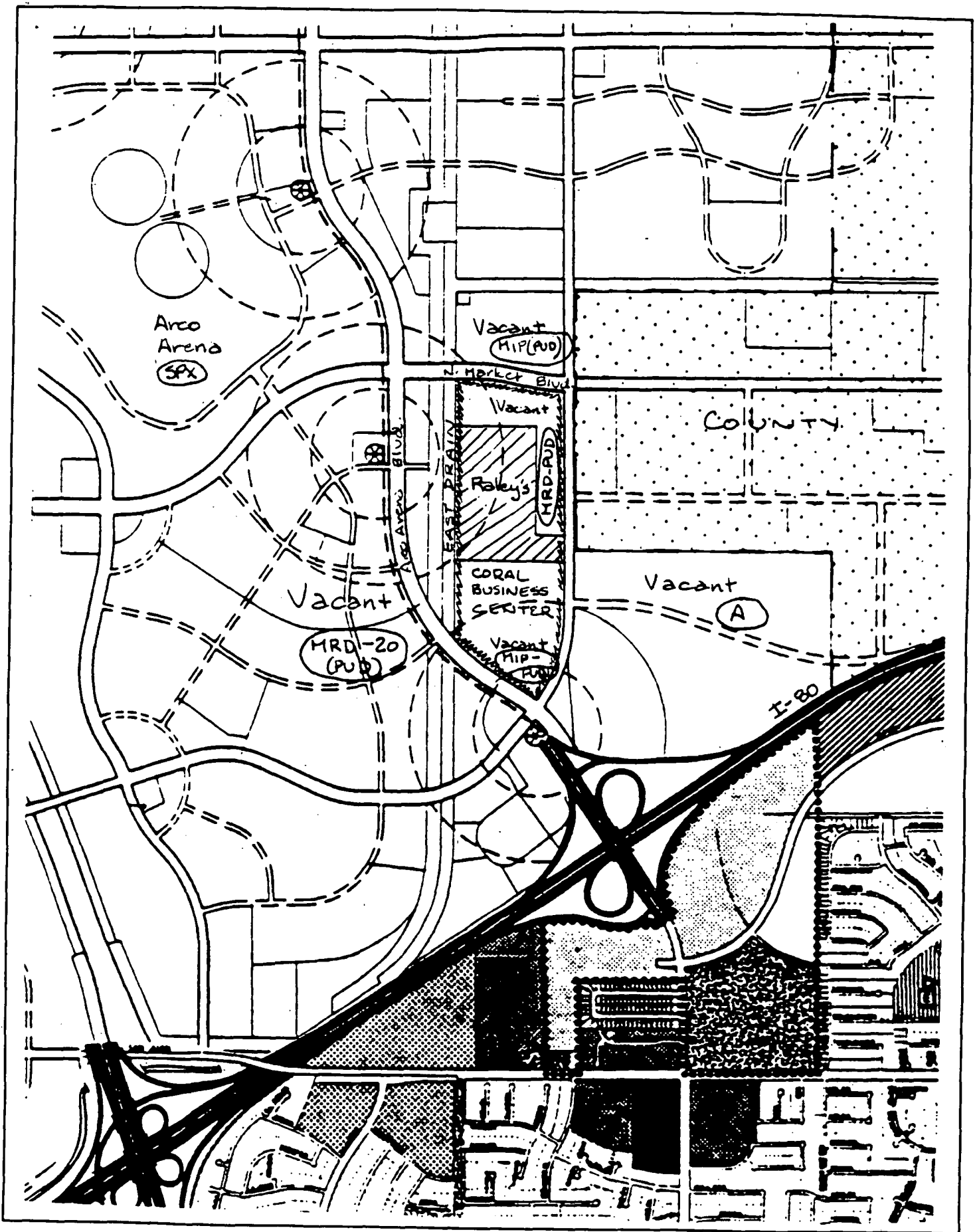
RECOMMENDATION: Staff recommends the Planning Commission deny the Coral Business Center PUD Development Guidelines amendment as proposed to allow two attached signs totaling 367 ± square feet of sign area on a light industrial building.

On May 13, 1993, the City Planning Commission approved the Coral Business Center PUD Development Guideline amendment related to attached signs on a light industrial building subject to the following condition:

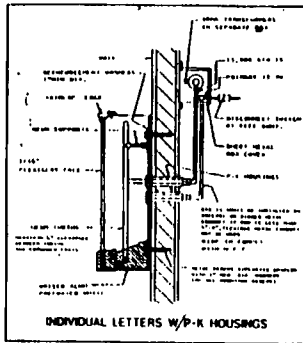
Condition:

1. *A light industrial building in the Coral Business Center PUD shall be allowed a maximum of two attached signs. The maximum area of each sign shall not exceed 100 square feet. No change is being made to the sign regulations for detached building, facility, or business center monument signs or signs for other than light industrial uses.*

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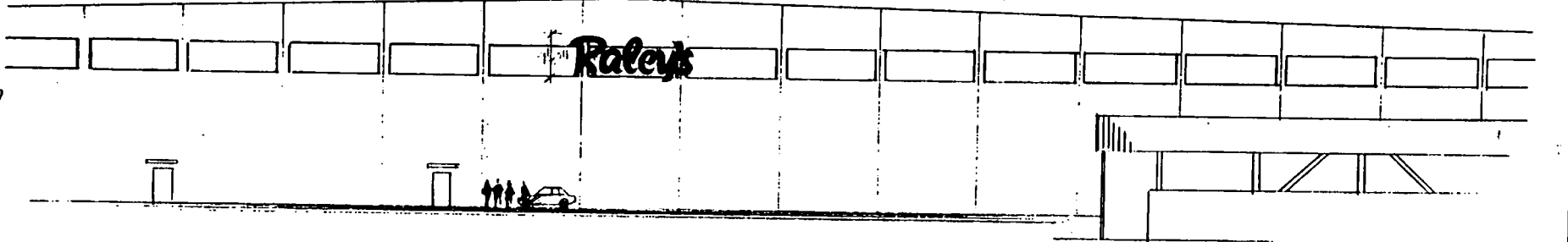
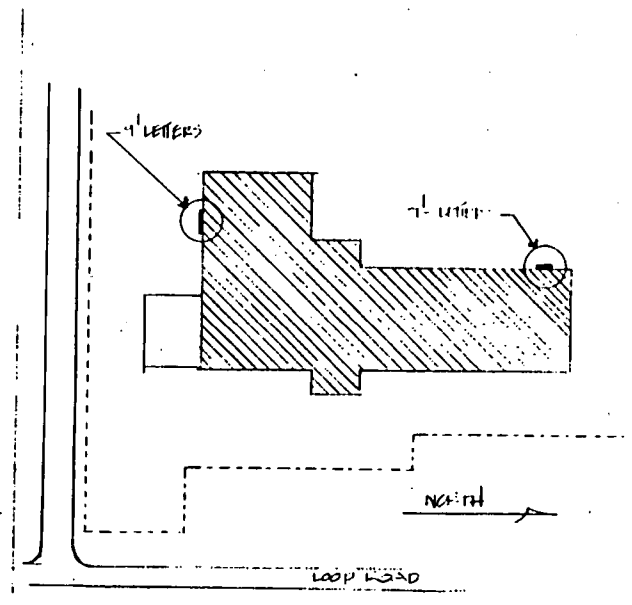


VICINITY, LAND USE AND ZONING MAP

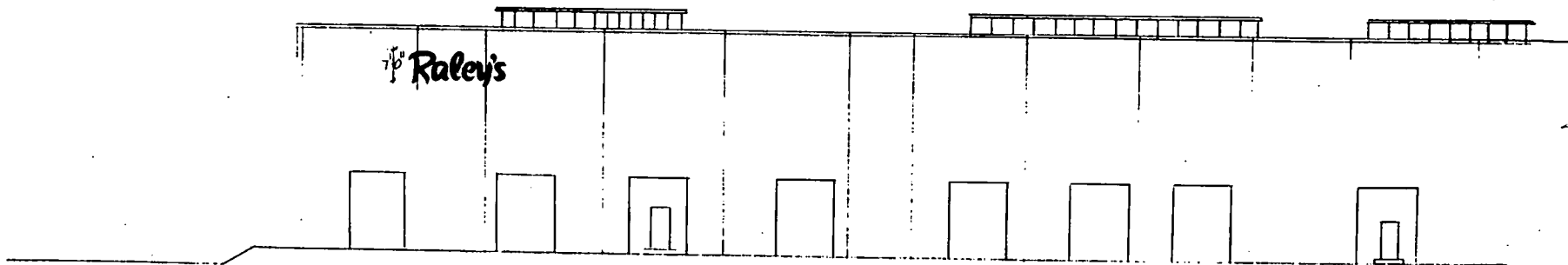


INTERIOR ILLUMINATED PLEX FACE LETTERS

FACES = # 2205 PER PLEX
 RETURNS = PAINTED RALEY'S RED
 ILLUMINATION = RED NEON
 TRANSFORMERS & WIREWAYS REINSTE, BEHIND WALL
 U.L. APPROVED & LABELED



SOUTH ELEVATION 1/16" = 1'-0"



WEST ELEVATION

DESIGNER
 DESIGN NO
 MEMBERS
 1578 SILICA AVE. SACRAMENTO, CA
 P.O. BOX 13100 95831-0100
 © 1993 P.N.C.

Pacific Neon Company

EXHIBIT A

ACCOUNT
 LOCATION
 SALESMAN
 DATE
 SCALE
 CUSTOMER APPROVAL
 DATE

P93-056

May 13, 1993

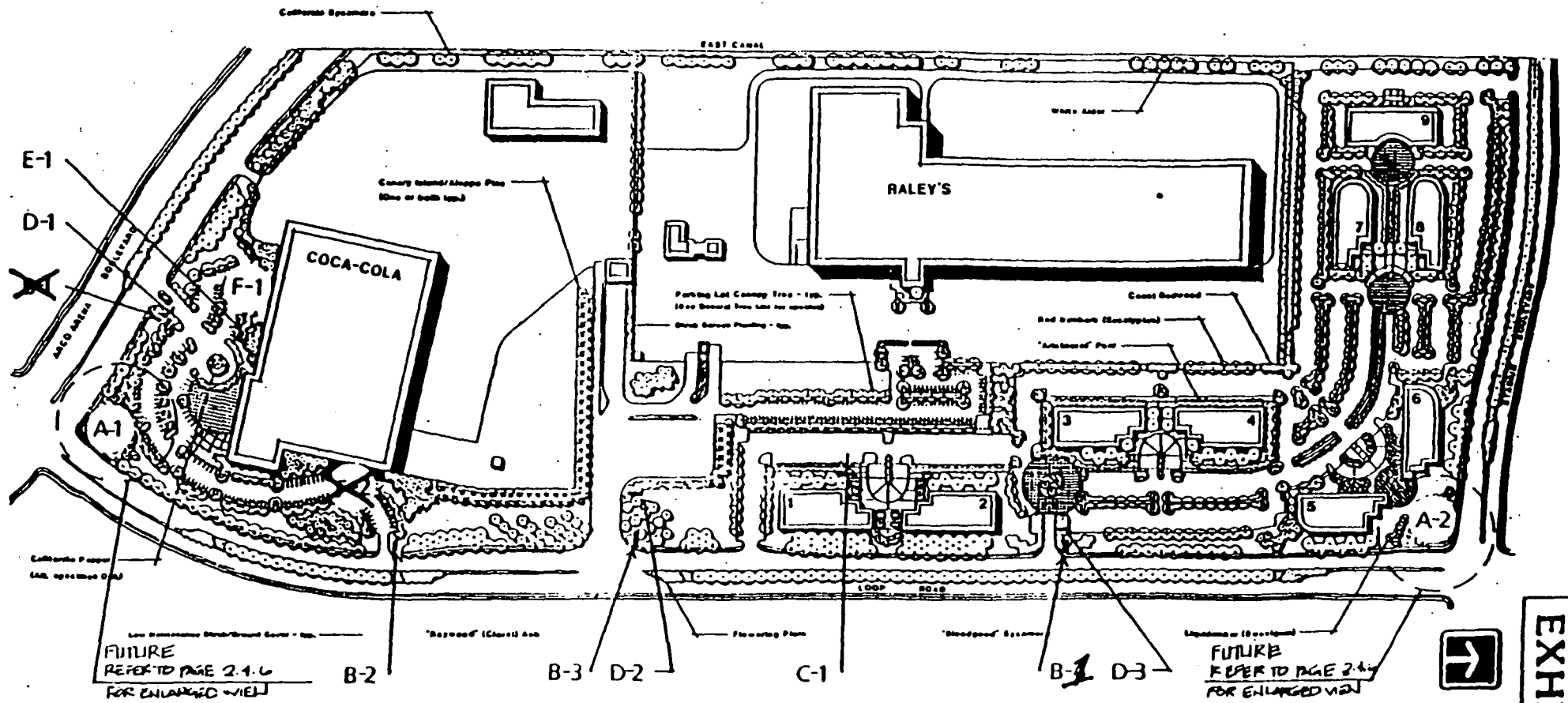
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Item # 17

SIGN TYPE	QUANTITY
A PUD Signs	2
B Facility Monument	3
C Building Monument	1 Per Bldg.
D Handicapped Signs	3
E Handicapped Signs	As Required
F Attached Sign	1

Coral Business Center PUD Development Guidelines Approved Sign Program (P90-157)



CORAL BUSINESS CENTER

© WEIDNER 3

SIGN LOCATION PLAN/
OVERALL
NO SCALE

EXHIBIT B