

P94-091 - SAVMAX FOODS SIGN VARIANCE

REQUEST: Variance to allow an additional attached sign for a proposed 50,000± sq. ft. grocery store (SavMax) to be located on 5.3± developed acres in the Shopping Center (SC) zone at 4211 Norwood Avenue (APN: 237-0100-034):

LOCATION: 4211 Norwood Avenue
237-0100-034-0000
North Sacramento Community Plan Area
Council District 2

APPLICANT:	West Coast Enterprise Signs, c/o Lowell Rodemeyer 4965 I Parkway, Sacramento, CA 95823
OWNER:	Hapsmith-Norwood Properties L.P. 9300 Wilshire Blvd., Suite 2000, Beverly Hills, CA 90212
PLANS BY:	West Coast Enterprise, Lowell Rodemeyer 4965 I Parkway, Sacramento, CA 95823
APPLICATION FILED:	August 17, 1994
STAFF CONTACT:	Dawn Holm, 264-5851

SUMMARY/RECOMMENDATION: The applicant is requesting a variance to allow a third attached sign for the main tenant (SavMax) within the Norwood Center Shopping Center. The allowable signage for the retail space is two signs with a cumulative sign area of 300 square feet. The applicant's request is to allow a third attached sign with a maximum sign area that will not exceed the allowable 300 square feet. Staff recommends approval of the project. This recommendation is based on staff's opinion that the existing sign ordinance does not distinguish between major and minor tenants within a shopping center and that the sign is compatible with the scale of the building.

PROJECT INFORMATION:

General Plan Designation: 1984 North Sacramento Community Plan Designation:	Community/Neighborhood Commercial & Office Retail/General Commercial
Existing Zoning of Site:	Shopping Center (SC)
Existing Land Use of Site:	Vacant

Surrounding Land Use and Zoning:

North: Apartments; R-3
 South: Restaurant, Church & Single Family; C-1R, R-3 & R-1
 East: Vacant & Apartments; C-1R & R-3
 West: Single Family; R-1

Property Dimensions: 490 feet x 469 feet
 Property Area: 5.3± acres
 Number of Allowed Attached Signs: Two
 Number of Proposed Attached Signs: Three
 Allowable Sign Area: 300 square feet
 Proposed Sign Area: 292 square feet
 Square Footage of the proposed Grocery Store: 50,000± square feet
 Height of Proposed Shopping Center: Single Story
 Exterior Building Materials: Stucco Finish with Tile
 Roof Materials: Concrete Tile
 Exterior Building Colors: Cream, Green, Terra Cotta and Blue
 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:

<u>Permit</u>	<u>Agency</u>
Sign Permit	Building Division

BACKGROUND INFORMATION: On August 27, 1992 the Planning Commission approved (P92-167) a plan review to allow a 109,800± square foot shopping center to be located on 10± vacant acres and two variances allowing the front and street side yard setbacks to be reduced from 50 feet to 25 feet. Construction on the first phase of the proposed project is underway and the anchor tenant (SavMax) is expected to open at the end of September, 1994.

STAFF EVALUATION: Staff has the following comments:

A. Policy Considerations

The subject site is designated for Community/Neighborhood Commercial & Office in the General Plan and for retail/general commercial in the 1984 North Sacramento Community Plan. The 50,000± square foot grocery store conforms to the Shopping Center zoning and supports the North Sacramento Community

Plan Land Use goal to provide a range of commercial uses which meet daily needs and are within convenient access to residents. The requested signage does not exceed the total sign area for the tenant space and will provide a balance between the signs.

B. Site Plan Design/Zoning Requirements

1. Setbacks

There are no proposed increases in the total building square footage. This results in no changes in existing setbacks or additional required parking. Also, additional parking is not required as there is not a change in the type of use.

2. Signage

The retail space that SavMax will be occupying has a building frontage of 270 feet. The Sacramento City Sign Ordinance allows two attached signs for each occupancy in the SC zone. The maximum allowable area for attached signs is three square feet of attached signage for each lineal foot of building frontage with a maximum of 300 square feet for each occupancy. The applicant is requesting the approval of a variance to allow three attached signs with a sign area of 292 square feet.

At the time of Planning Commission approval for the shopping center, a sign program had not been provided. As a condition of approval, sign guidelines were required to be submitted to and approved by staff before any sign permits could be issued. Exhibit C-3 attached is a copy of the sign guidelines that have been reviewed by staff and the requested variance for the anchor tenant signage has been included. The overall signage for the shopping center permits one attached sign for each occupancy, except for stores that have more than two elevations (excluding rear entrances), and the second anchor tenant, which are permitted a maximum of two signs. The applicant has agreed to the attached sign guidelines. /

In summary, staff supports the Variance to allow the third attached sign for the following reasons:

- The total area of the attached signs will not exceed 300 square feet;
- The signs as proposed will be compatible in color and design with the entire shopping center; and
- The sign guidelines as shown on Exhibit C-3 restricts minor tenants (except ones with more than one elevation) to one attached sign.

PROJECT REVIEW PROCESS:**A. Environmental Determination**

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

B. Summary of Agency Comments

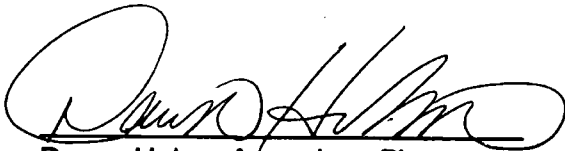
The project has been reviewed by several City Departments and other agencies. No comments have been received.

PROJECT APPROVAL PROCESS: The Planning Commission has the authority to approve or deny the entitlement below. The Planning Commission action may be appealed to the City Council. The appeal must occur within 10 days of the Planning Commission action.

RECOMMENDATION: Staff recommends the Planning Commission adopt the attached Resolution approving a Variance to allow an additional attached sign.

Report Prepared By,

Report Reviewed By,



Dawn Holm, Associate Planner



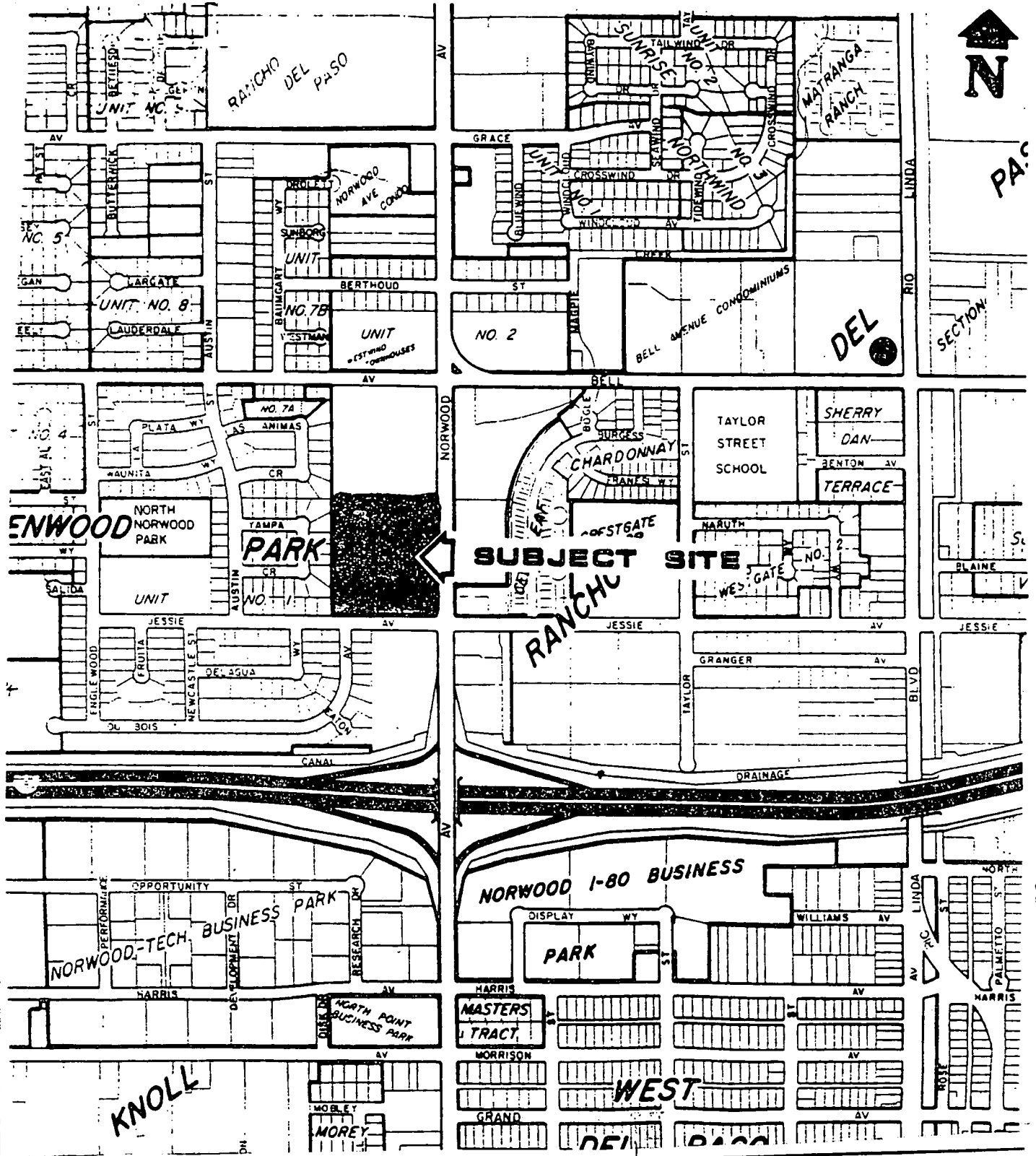
Scot Mende, Senior Planner

Attachments

Attachment A	Vicinity Map
Attachment B	Land Use and Zoning Map
Attachment C	Resolution Approving Variance
Exhibit C-1	Site Plan
Exhibit C-2	Sign Detail
Exhibit C-3	Sign Guidelines for Norwood Center

P94-091.SR

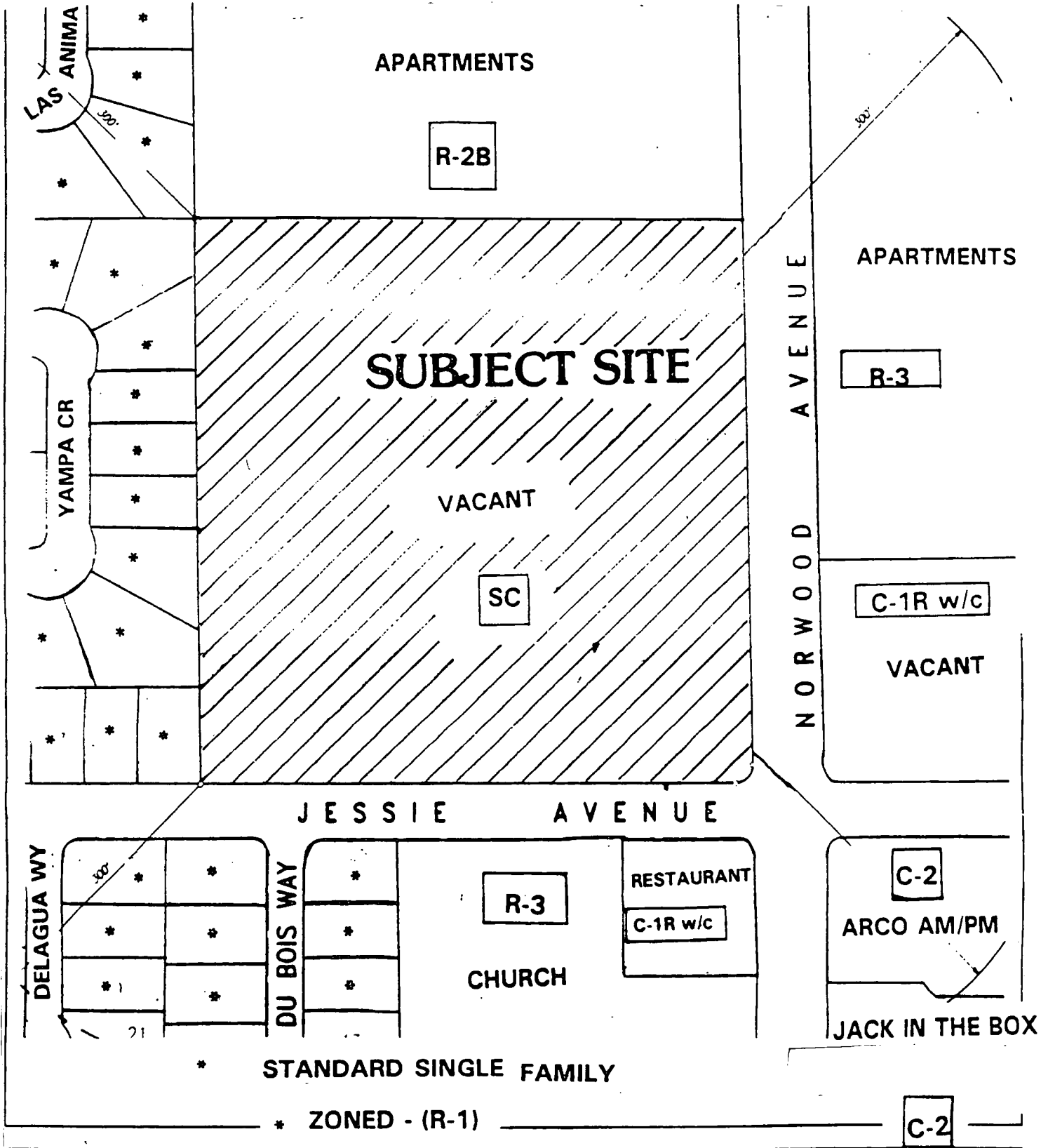
ATTACHMENT A



PAC
SECTION

VICINITY MAP

ATTACHMENT B



LAND USE AND ZONING MAP

ATTACHMENT C**RESOLUTION NO.**

ADOPTED BY THE SACRAMENTO PLANNING COMMISSION

ON DATE OF SEPTEMBER 15, 1994

**A RESOLUTION ADOPTING FINDINGS OF FACT
AND APPROVING A VARIANCE FOR PROPERTY
LOCATED AT 4211 NORWOOD AVENUE**

(P94-091) (APN: 237-0100-034-0000)

WHEREAS, the City Planning Commission on September 15, 1994, held a public hearing on the request for approval of a variance to allow a third attached sign for property located at the above described location;

WHEREAS, the proposed project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15311{a}).

WHEREAS, the Planning staff has submitted to the City Planning Commission its report and recommendations on the proposed development;

NOW, THEREFORE, BE IT RESOLVED BY THE COMMISSION OF THE CITY OF SACRAMENTO THAT:

1. The variance to allow an additional sign which will be an attached sign is hereby approved based upon the following findings of fact:
 - A. Granting the variance does not constitute a special privilege extended to an individual property owner in that similar variances would and have been granted to other property owners facing similar circumstances.
 - B. Granting the variance would not be detrimental to the public welfare nor result in the creation of a public nuisance in that:
 - 1) The proposed sign will not present a potential hazard to motorists or pedestrians; and;

- 2) The proposed sign will be integrated with and be harmonious to the building and site which it will occupy.
 - C. Granting the variance does not constitute a use variance in that grocery stores are allowed in the Shopping Center (SC) zone.
 - D. The project is consistent with the General Plan which designates the site for Community Neighborhood Commercial and Offices and the 1984 North Sacramento Community Plan which designates the site as Retail/General Commercial.
2. The variance to allow an additional sign which will be an attached sign (Exhibit D-2) is hereby approved, subject to the following conditions:
- A. The total square footage of all attached signs shall not exceed that allowed by the City of Sacramento Sign Ordinance;
 - B. The design, size and materials of the signs shall meet the requirements of the attached Norwood Center Sign Guidelines; and
 - C. The applicant shall obtain a sign permit.

CHAIRPERSON

ATTEST:

SECRETARY TO PLANNING COMMISSION

P94-091

EXHIBIT C-1

NORWOOD CENTER
SACRAMENTO, CALIFORNIA

PROJECT DATA

FLOOR AREA

ANCHORS	66,000 SF
STORES	33,000
FOOD SERVICE	8500 (180 SEATS)
TOTAL	109,800 SF

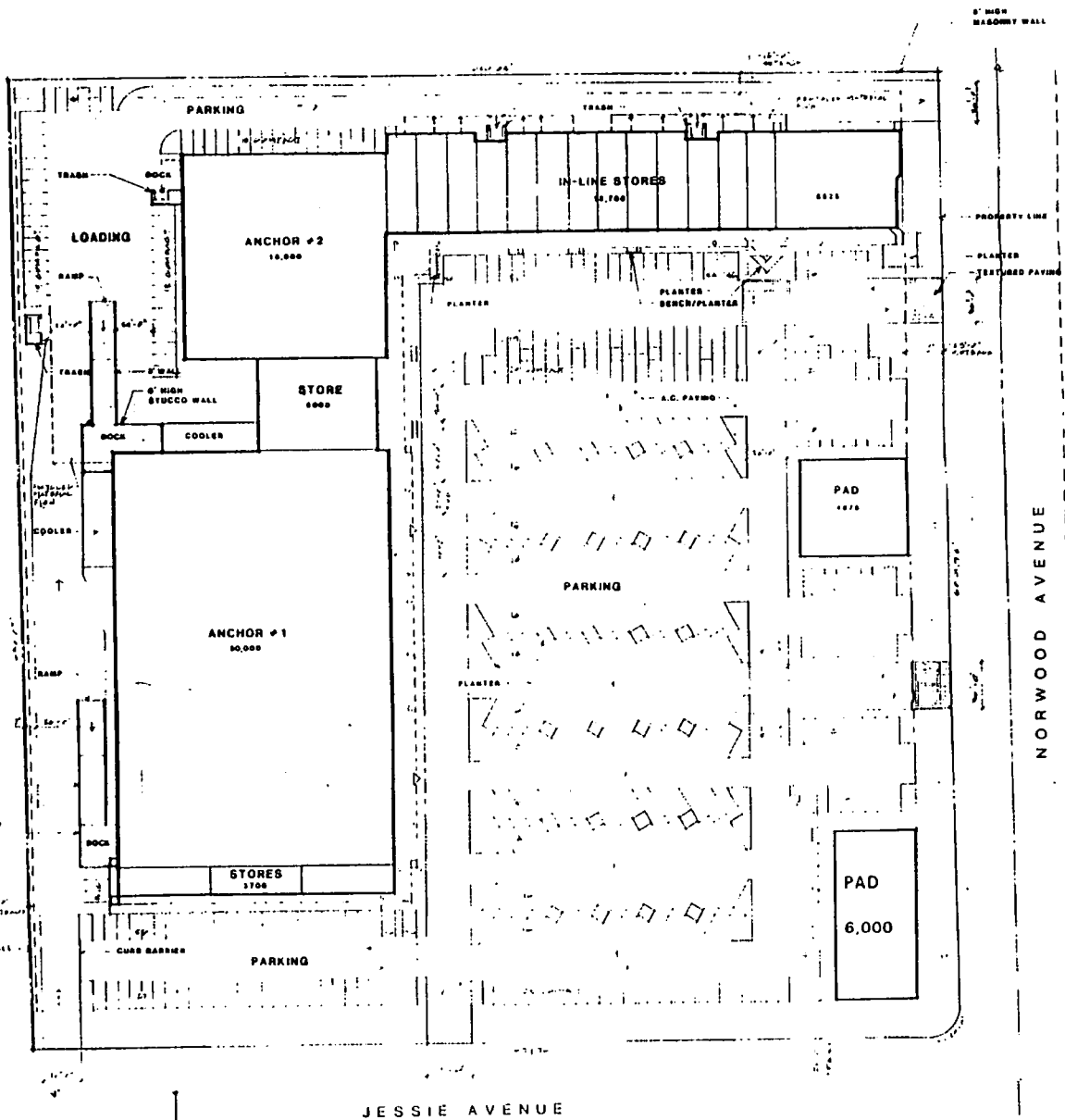
PARKING

STANDARD	277
COMPACT	180 (39%)
HANDICAP	7
TOTAL	464 SPACES

(180 SPACES FOR FOOD SERVICE)

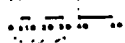


VICINITY MAP



SITE PLAN

NORTH

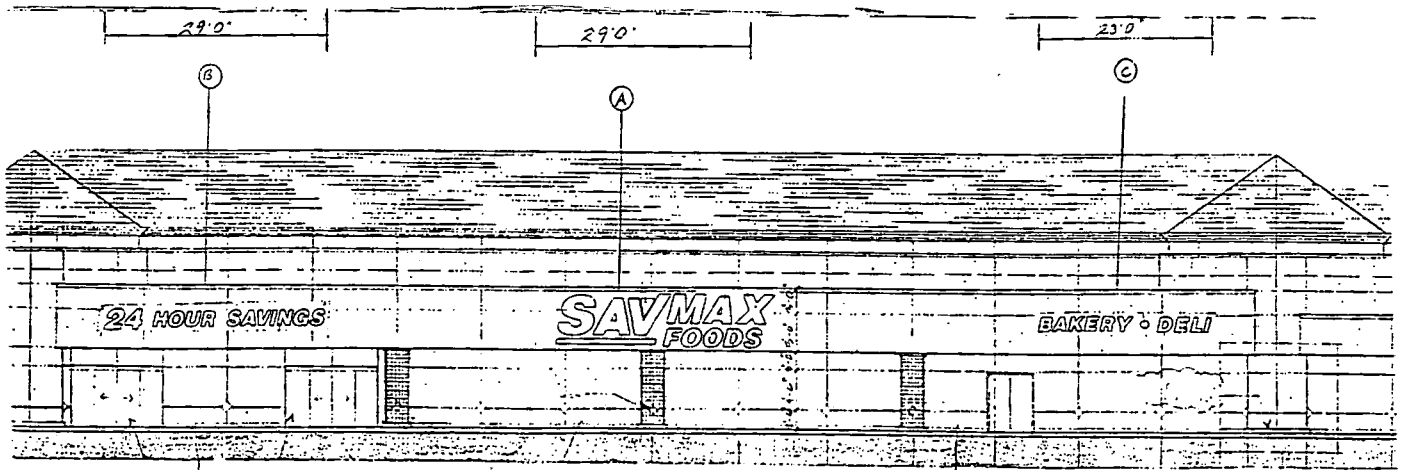


DUBOIS

JESSIE AVENUE

NORWOOD AVENUE

EXHIBIT C-2



EAST ELEVATION - BLDG. A

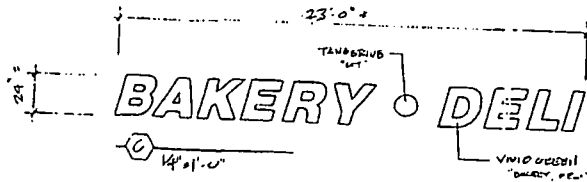
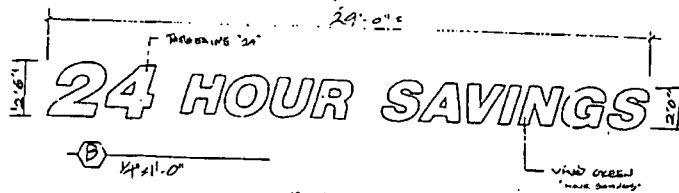
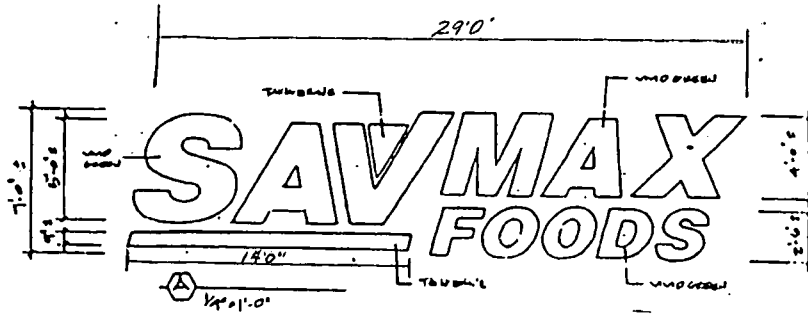


EXHIBIT C-3

NORWOOD CENTER SIGN GUIDELINES

This criteria has been established for the purpose of maintaining the continuity of quality and aesthetics throughout the center for the mutual benefit of all shops and major tenant to comply with the regulations of the City of Sacramento. Conformance will be strictly enforced, and any installed non-conforming or unapproved signs must be brought into conformance at the expense of the tenant.

1. GENERAL REQUIREMENTS

- A. Each tenant shall submit four (4) copies of detailed drawings indicating size layout, design, color, illumination, materials and method of attachment to owner/landlord for approval prior to fabrication.
- B. All permits for signs and their installation shall be obtained by the Tenant or his representative
- C. All signs shall be constructed and installed at the Tenant's expense.
- D. Tenant shall be responsible for the fulfillment of all requirements and specification, including those of the City of Sacramento.
- E. All signs shall be reviewed for conformance with this criteria. Approval or disapproval of submitted signs shall remain the right of the owner/landlord, or his authorized representative, based on overall quality of design and aesthetics.
- F. Tenant shall be responsible for the installation and maintenance of his sign. Should maintenance or repair of Tenant's sign be required, Owners shall give 30 days written notice to effect repairs or maintenance. Should Tenant fail to do so, Owner shall undertake repairs and Tenant shall reimburse Owner within ten (10) days from receipt of invoice.

2. GENERAL SPECIFICATIONS

- A. No animated, flashing or audible signs will be allowed.
- B. No exposed lamps are allowed. (Neon is acceptable.)
- C. All signs and their installation shall comply with all local building codes, electrical codes and the approved planned sign permit program for this center.

EXHIBIT C-3

NORWOOD CENTER SIGN GUIDELINES

- D. No portable signs will be allowed.
- E. No exposed crossovers or conduit will be permitted.
- F. All housing, conductors, transformers and flexible conduit shall be contained inside the canopy fascia.
- G. Painted lettering will not be permitted except for signage located on awnings. Awning signage may have translucent lettering provided that the awning background is opaque. Awning signage will only be permitted for tenant within the pad buildings.
- H. Colors will be considered on an individual basis and will be reviewed at the discretion of the Owner/Landlord.
- I. Sign copy shall be limited to the name and established logo design of Tenant. Additional copy may be permitted to include products sold or services offered and is at the discretion of Owner/Landlord and is referred to as SUB-COPY.

All manufacturers are advised that prior to acceptance, each unit will be inspected for conformance by an Authorized representative or Owner. Any signs found not in conformance will be rejected and removed at Tenant's expense.

3. LOCATION OF SIGNS

- A. All signs shall be located as near as possible to the center of Tenants leased space, both horizontally and vertically. Situations not allowing this placement will be reviewed and advised by the Owner/Landlord.
- B. No signs will be permitted on the rear or side of buildings adjacent to the residential properties to the North and West.
- C. The pad buildings and end tenants within Buildings A and B shall be allowed a maximum of two signs which can be placed on separate elevations.

4. SHOPS AND PADS

- A. Maximum width of signs shall be equal to 70% of Tenant's leased lineal frontage and located per above. All signage area shall conform to the City Sign Ordinance.

EXHIBIT C-3

NORWOOD CENTER SIGN GUIDELINES

- B. Letter size for a single row shall not exceed 24" maximum height. For a sign with two rows of copy, the maximum height dimension are 18" for the upper row, and 10" for the lower row, with a 2" separation between rows, for a total of 30" maximum.
 - C. Tenants shall be allowed one (1) sign per frontage, with a maximum of two (2) signs. End occupancies along Norwood and Jessie and tenants within the two pad buildings with at least two elevations may have two (2) signs.
 - D. Cabinet signage will not be allowed except with regard to logos. Logos will be constructed in the same manner as are the letters. Logos shall be a maximum of 2'-0" x 2'0" or 4 sq. ft.
5. MAJOR TENANT (BUILDING A)
- A. Maximum combined width shall be 70% of Tenant's leased frontage and located as follows:
 - 1) Major signage shall be centered on the 8'0" high sign band between each tower;
 - 2) Minor signage shall be centered on the 5'0" high sign band flanking each tower;
 - B. Height of letters on 8'0" sign band shall not exceed 84" in height.
 - C. Height of letters on 5'0" sign band shall be the same as for shops and pads, except that for a single row sign, up to two letters may be up to 30" in height.
 - D. Major tenant signage shall not exceed 300 sq. ft.
 - E. Tenant shall be allowed two (2) signs. One (1) sign shall display the store's main copy or logo. One (1) auxiliary sign shall display the minor copy. The total of all signs shall not exceed that of item C.
6. MONUMENT SIGNS
- A. Two on-site monument signs shall be permitted allowing for multi-tenant display. See attached sketch for sign locations. The multi-tenant signs shall not exceed 48 sq. ft. in sign area and shall not exceed 9'0" in height.

EXHIBIT C-3

NORWOOD CENTER SIGN GUIDELINES

- B. The corner pad building at Norwood and Jessie shall be allowed one monument sign not to exceed 24 sq. ft. in sign area and shall not exceed 4'0" in height.
- C. Sign copy to be illuminated letters either applied to or routed from a plexiglas background. No transparent illuminated plastic backgrounds will be allowed on monument sign cabinets.
- D. Monument signs shall be set back a minimum of ten (10) feet from the property line.

7. PYLON SIGNS

- A. One on-site pylon sign shall be permitted. See attached sketch for sign location.
- B. Sign shall be 35'0" maximum height.
- C. Sign to be interior illuminated with plexiglas or flex background. Transparent illuminated plastic backgrounds will be allowed on pylon sign cabinet.
- D. Pylon signage shall be limited to 200 sq. ft. maximum overall area.
- E. Pylon sign shall be of a double pole design.

8. BUILDOUT SIGNAGE CONSTRUCTION REQUIREMENTS

- A. All signs shall be of individual letter design. MAIN COPY shall consist of individually illuminated sheet metal PAN CHANNEL letters (5" deep) with full-welded metal construction. Sides to be painted bronze to match Lacryl #313.
- B. Illumination shall be of 30 m.a. neon tubing with standard P.K. housing installation coupled to conduit extension for raceway cover on inside of canopy.
- C. All signs shall be secured by using concealed fasteners of stainless steel, nickel or zinc plated type.
- D. All penetrations of the building required for sign installation shall be sealed in a water tight condition.
- E. All signs shall be listed with Underwriter's Laboratories and bear the U.L. label.

EXHIBIT C-3

NORWOOD CENTER SIGN GUIDELINES

- F. Sign contractor shall repair any damage done by him during the course of his installation. Damage done to the building and premises by sign contractor that is not repaired by contractor will become Tenant's responsibility to correct.
- G. Tenant is fully responsible for the operations of his sign contractor and shall indemnify, defend and hold the parties harmless from damages or liabilities.
9. DOOR SIGNAGE
- A. Decals, signs or other displays identifying Tenant's hours of business, telephone number, and products or services designations to be affixed to the side light at the strike side of entry door of the demised premises. In all events, any such items shall be confined to one single space no larger than one square foot in area at each entrance to the demised premises and shall not contain any sale, special announcement or other temporary information or advertising. Two or more doorways in close proximity to each other shall constitute one entrance.
- B. Each Tenant who has a rear door for receiving merchandise shall have uniformly applied on side door in a location, as directed by the Landlord, two inch high block letters identifying occupants name and address. Where more than one occupant uses the same door, each name and address shall be applied. Letters shall be furnished and installed by Landlord.
- C. Landlord shall install vinyl self adhesive street address numbers on Tenant's storefront door.
10. GRAND OPENING SIGNAGE

Tenant shall be allowed to display "Grand Opening" signage at the demised premises, subject to Landlord's sole discretion and prior written approval, for a two week period immediately following the date Tenant opens its doors to the public for business .

*** ANY CHANGE TO THE ABOVE SIGN GUIDELINES SHALL REQUIRE THE AGREEMENT OF HAPSMITH NORWOOD LP (PAUL PETROVICH OR JEFF OLIPHANT) AND CITY OF SACRAMENTO PLANNING STAFF.