

City Planning Commission
Sacramento, California

Members in Session:

Subject: Amendment of the Norwood/I-80 Business Park PUD Development Guidelines to allow signage oriented toward the freeway (P89-283)

Location: Norwood/I-80 Business Park; adjacent to the south side of I-80 Freeway, east of Norwood Avenue

SUMMARY: This is a request to amend the sign criteria found in the Norwood/I-80 Business Park PUD Guidelines to allow one freeway-oriented attached sign per building. Planning staff recommends approval of the proposed amendment.

BACKGROUND: In 1987, the City Council approved an amendment to the Norwood Tech Business Park PUD Guidelines to allow freeway-oriented signs. The Norwood Tech PUD is directly adjacent to the subject Norwood/I-80 Business Park PUD. Both PUD's back onto the Interstate 80 Freeway and both have similar allowed uses. The Norwood/I-80 Business Park PUD is composed of light industrial and related office uses. Uses normally allowed in the M-1 zone may be established with the exception of certain high intensive uses.

The current Norwood/I-80 Business Park PUD Guidelines do not allow signs specifically designed or oriented to be viewed from the freeway. The City Council, in approving freeway-oriented signs in the adjacent PUD has established policy for the PUD's in this portion of the City. The applicant has indicated that the Norwood/I-80 Business Park PUD has an unfair marketing disadvantage to the neighboring Norwood Tech PUD because of its stricter sign regulation. Staff acknowledges that both PUD's should have consistent sign criteria. Staff is recommending extending the same sign regulations as previously approved in the adjacent industrial PUD.

Section 5.Q should be added to the PUD development guidelines to allow freeway-oriented signs as follows (see exhibit A):

1. One attached sign shall be allowed per building.
2. The maximum area of the sign shall be 30 square feet.
3. The sign shall consist of individual raised letter type; plastic signs are permitted.
4. The maximum letter height shall not exceed 24 inches.
5. The sign shall not be lighted.

This proposed amendment should not result in excessive tenant signage nor significantly degrade the visual quality of the area. The freeway-oriented signage should allow the tenants improved identity and promote the marketing of the PUD.

ENVIRONMENTAL DETERMINATION: This project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15311a).

RECOMMENDATION: Staff recommends that the Planning Commission approve the amendment of the Norwood/I-80 Business Park PUD Development Guidelines to allow free-oriented signs as shown in exhibit A.

Respectfully submitted,

Wilfred Weitman
sg
Wilfred Weitman,
Senior Planner

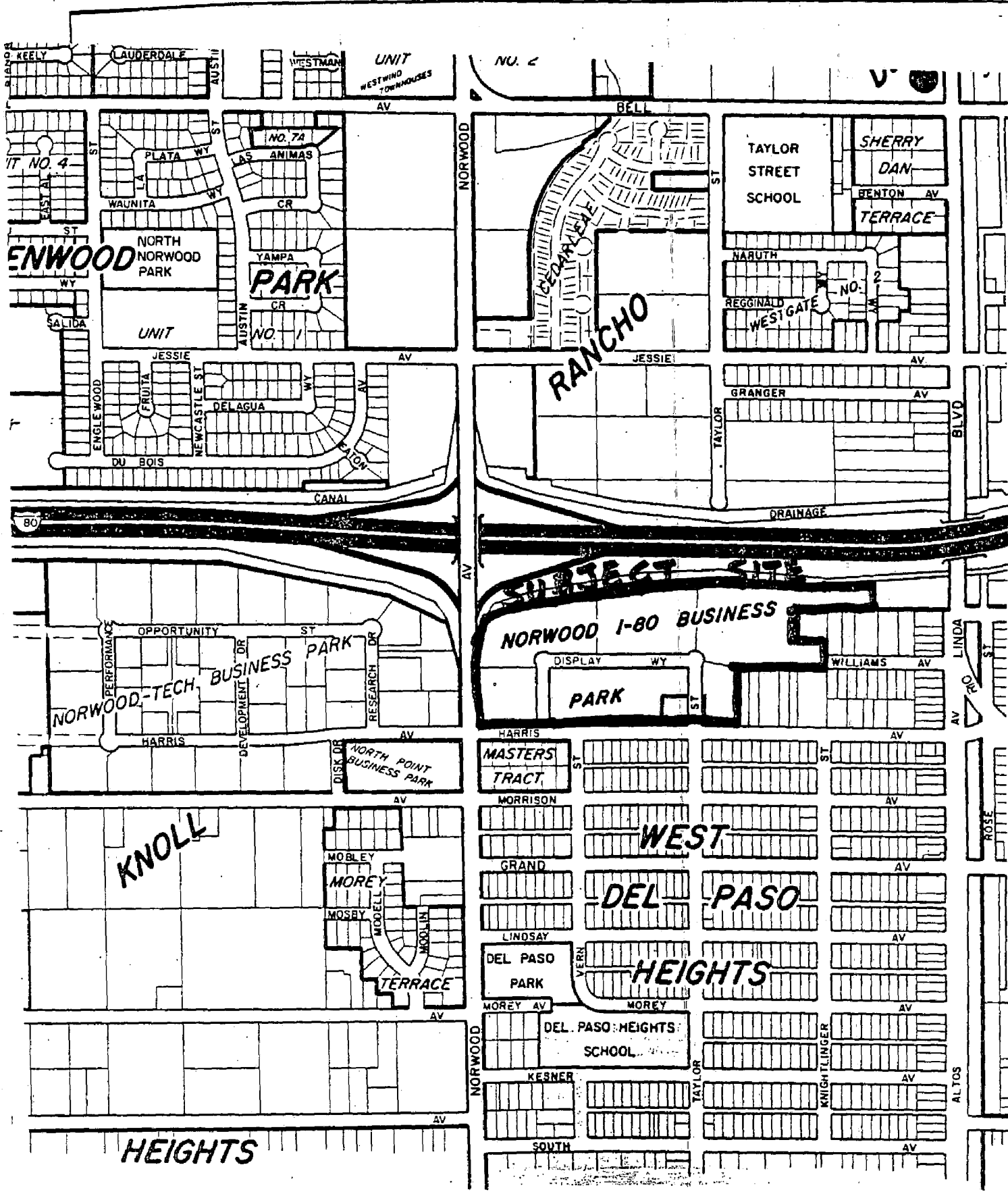
WW;PW;sg

EXHIBIT A

NORWOOD/I-80 BUSINESS PARK DEVELOPMENT GUIDELINES
AMENDMENT

Q. Freeway Oriented Signs

1. One attached sign shall be allowed per building.
2. The maximum area of the sign shall be 30 square feet.
3. The sign shall consist of individual raised letter type; plastic signs are permitted.
4. The maximum letter height shall not exceed 24 inches.
5. The sign shall not be lighted.



VICINITY MAP

EXHIBIT A

NORWOOD/I-80 BUSINESS PARK DEVELOPMENT GUIDELINES
AMENDMENT

Q. Freeway Oriented Signs

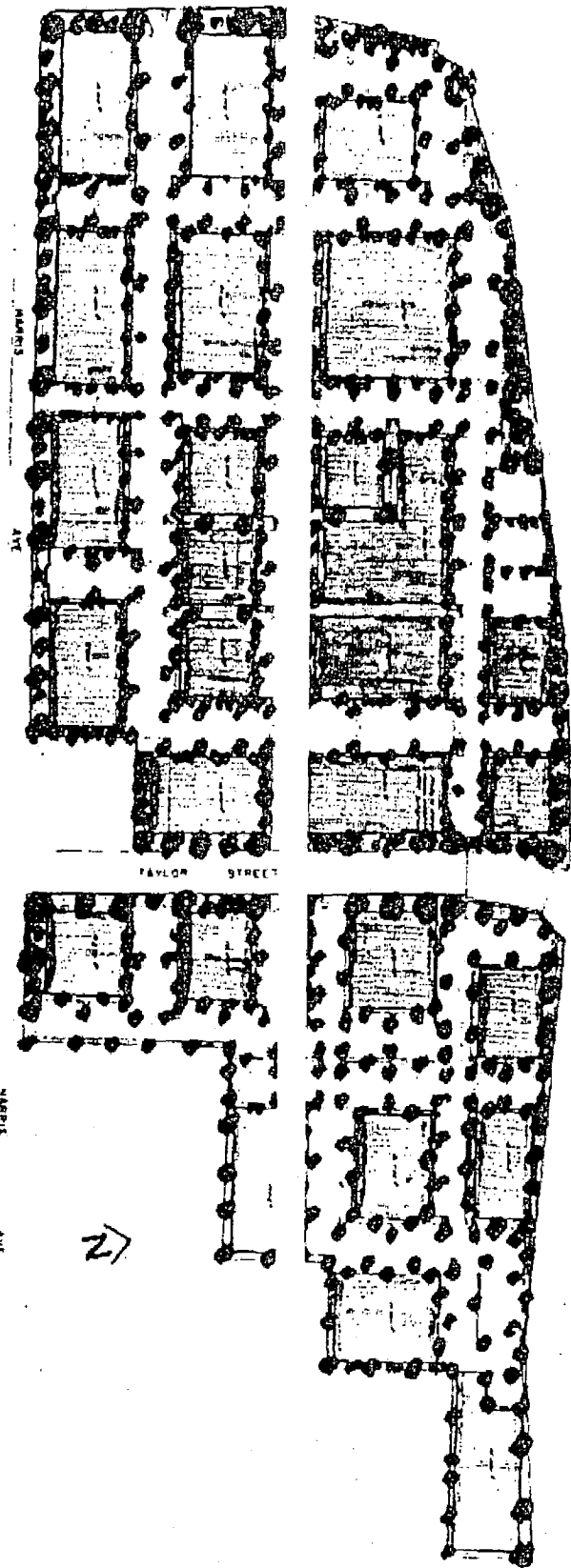
1. One attached sign shall be allowed per building.
2. The maximum area of the sign shall be 30 square feet.
3. The sign shall consist of individual raised letter type; plastic signs are permitted.
4. The maximum letter height shall not exceed 24 inches.
5. The sign shall not be lighted.

Item 8

68-80-6

989-283

NORWOOD AVE



1-880

FREEWAY

NORWOOD/I-80
BUSINESS PARK PUD

000 2003

0 100
1/2" = 100'



INTERSTATE 80 FREEWAY

RE-3001

84

85

86

NORWOOD AVE

DISPLAY WAY

TAYLOR ST.

58 59 60 61 62 63 64

65
66
67

68 69 70 71 72 73 74 75 76 77 78 79

80 81 82 83

HARRIS AVE

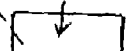
2	3	4	5	6		
				7		
8	9	10	11	12	13	14

15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31	32	33	34	35	36	37	38

39	40	41	42	43	44	45	46	47	48
49	50	51	52	53	54	55	56	57	

MORRISON AVE

87



88

89

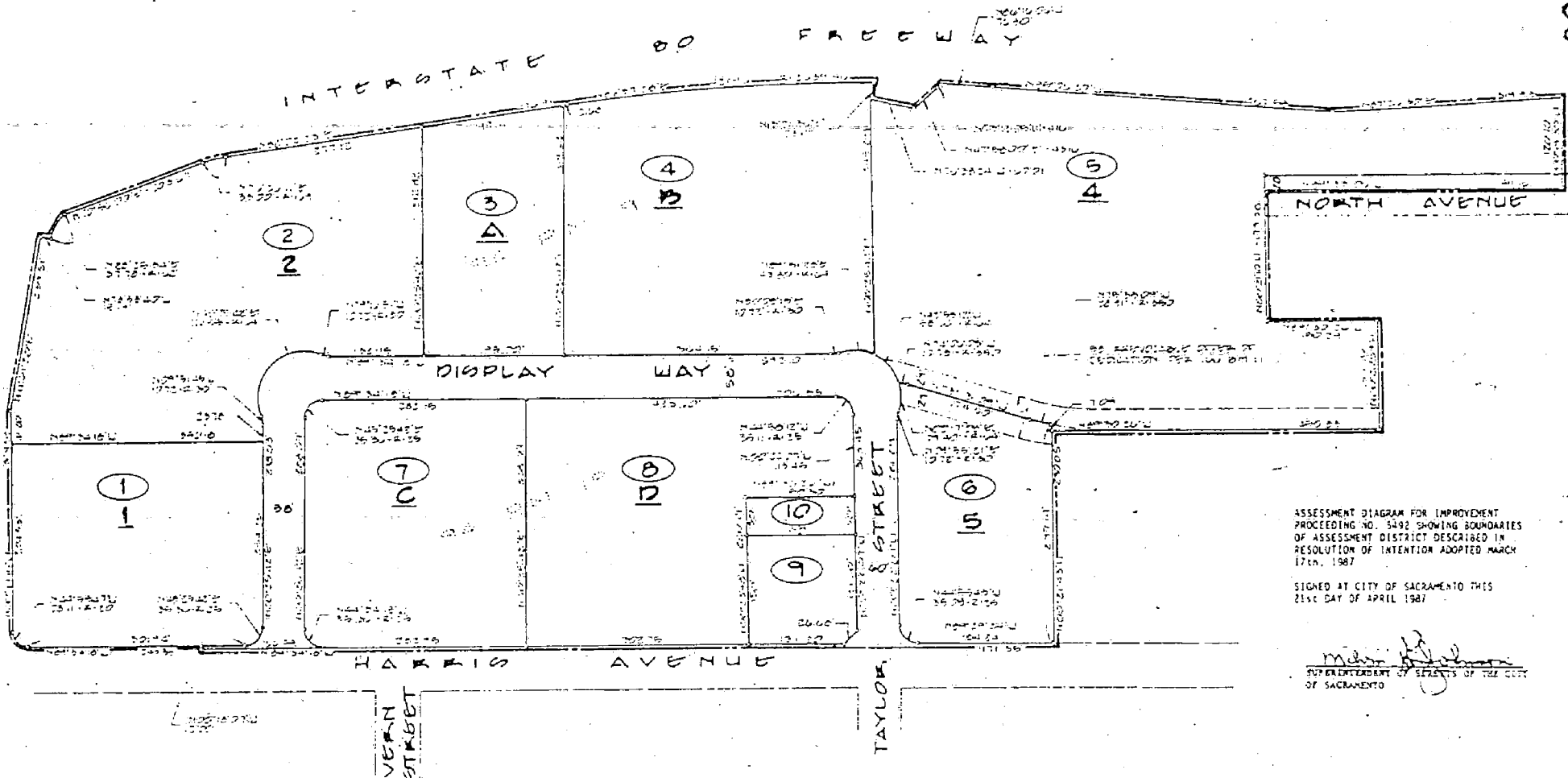
1

**ASSESSMENT DIAGRAM
NORWOOD/I-80 INDUSTRIAL PARK**

CITY OF SACRAMENTO, COUNTY OF SACRAMENTO, CALIFORNIA,
 JANUARY, 1987
 MORTON & PITALO, INC.
 SHEET 1 OF 1 SHEETS

PAGE 1/3

02419



ASSESSMENT DIAGRAM FOR IMPROVEMENT
 PROCEEDING NO. 5492 SHOWING BOUNDARIES
 OF ASSESSMENT DISTRICT DESCRIBED IN
 RESOLUTION OF INTENTION ADOPTED MARCH
 17th, 1987

SIGNED AT CITY OF SACRAMENTO THIS
 21st DAY OF APRIL 1987

Morton & Pitalo, Inc.
 SUPERINTENDENT OF SURVEYS OF THE CITY
 OF SACRAMENTO

NOTE:
 MEASUREMENTS ALONG CURVED LINES
 ARE CHORD MEASUREMENTS

LEGEND

— ASSESSMENT DISTRICT BOUNDARY

⑤ ASSESSMENT PARCEL NUMBER

④ SUBDIVISION LOT NUMBER

— RECORD INFORMATION