

# CITY PLANNING COMMISSION

1231 'I' STREET, SUITE 200, SACRAMENTO, CA 95814

<b>APPLICANT</b> Pacific Neon Company, P.O. Box 15100, Sacramento, CA 95851
<b>OWNER</b> John & Mary Anderson, 4343 Auburn Boulevard, Sacramento, CA 95821
<b>PLANS BY</b> Pacific Neon Company, P.O. Box 15100, Sacramento, CA 95851
<b>FILING DATE</b> 4/3/86 <b>ENVIR. DET.</b> Exempt 15311(a) <b>REPORT BY</b> EG:hw
<b>ASSESSOR'S-PCL. NO.</b> 250-040-39

- APPLICATION:**
- A. Variance to exceed the two-foot height limit for an attached individual business sign by one-half foot
  - B. Variance to exceed the 60 square foot limit for an individual attached business sign to 128 square feet
  - C. Variance to allow a sign which is visible from a freeway right-of-way
  - D. Variance to exceed the 20-foot height limit for a freeway visible sign

**LOCATION:** 3950 Norwood Avenue

**PROPOSAL:** The applicant is requesting the necessary entitlements to erect a 128+ square foot attached sign for a business.

**PROJECT INFORMATION:**

1974 General Plan Designation:	Industrial
1984 North Sacramento Community Plan Designation:	Labor Intensive
Existing Zoning of Site:	M-1-LI(PUD)
Existing Land use of Site:	Building under construction

Surrounding Land Use and Zoning:	Setbacks:	Required	Provided
North: I-80; TC	Front:	25'	50'
South: Residential; M-1(LI)	Side(Int):	0'	60'
East: Vacant, Residential; M-1(LI)	Side(St):	25'	60' (Norwood)
West: Norwood Tech PUD;	Rear:	0'	20'

Property Dimensions:	Irregular
Property Area:	4+ acres
Square Footage of Sign:	128+
Height of Sign:	20+ feet above grade
Topography:	Flat
Street Improvements/Utilities:	Existing
Sign Dimensions:	2.5' x 51'4"

**BACKGROUND INFORMATION:** On June 11, 1985, the City Council approved the necessary entitlements to divide 26.5 acres into six lots and to adopt the PUD Guidelines for Norwood/I-80 Business Park (P85-167). The subject site consists of a 5+ acre lot which is being developed with a 74,054 square foot office warehouse building which was approved by the Planning Commission on June 13, 1985 (P85-219).

PROJECT EVALUATION: Staff has the following comments regarding this project:

- A. The subject site consists of a 5+ acre lot which is being developed with a 74,043+ square foot office warehouse building. The site is zoned Light Industrial-Labor Intensive (M-1(LI)(PUD)) and is designated for industrial and labor intensive in the General Plan and the 1984 North Sacramento Community Plan respectively.
- B. The applicant is requesting to install a 128+ square foot, 2.5 foot by 51 foot advertising sign for the subject building. The sign would consist of one set of interior illuminated letters on the west wall (Norwood Avenue elevation) of the building. The applicant has indicated that the building has been designed to accommodate the individual letters shown on the development plans and that a sign of this size is needed because it is architecturally correct and is in correct proportion to the size of the building.
- C. The Norwood/I-80 Business Park PUD Guidelines permits the following signate per individual business/building:

Allowed

Proposed

- |                                 |   |
|---------------------------------|---|
| 1. One attached sign            | 1. One attached sign                    |
| 2. Sign letter height: 2 feet   | 2. Sign letter height: 2.5 feet         |
| 3. Sign size: 60 square feet    | 3. Sign size: 128+ square feet          |
| 4. No freeway oriented sign     | 4. Visible from freeway right-of-way    |
| 5. Freeway sign height: 20 feet | 5. Freeway sign height: 25+ ft. maximum |

The applicant's sign would be six inches taller and 68 square feet larger than is presently allowed under the PUD sign regulations. The sign would also be visible from a freeway and greater than 20 feet in height, which is not allowed per the City Sign Ordinance.

- D. The applicant has not indicated what hardship exists which would necessitate the granting of the sign variances. The applicant can redesign the proposed sign to comply with height and size. Staff would suggest that the sign be relocated to the front edge of the roof overhang at the main entrance. This location would provide vicisility along the Norwood frontage.

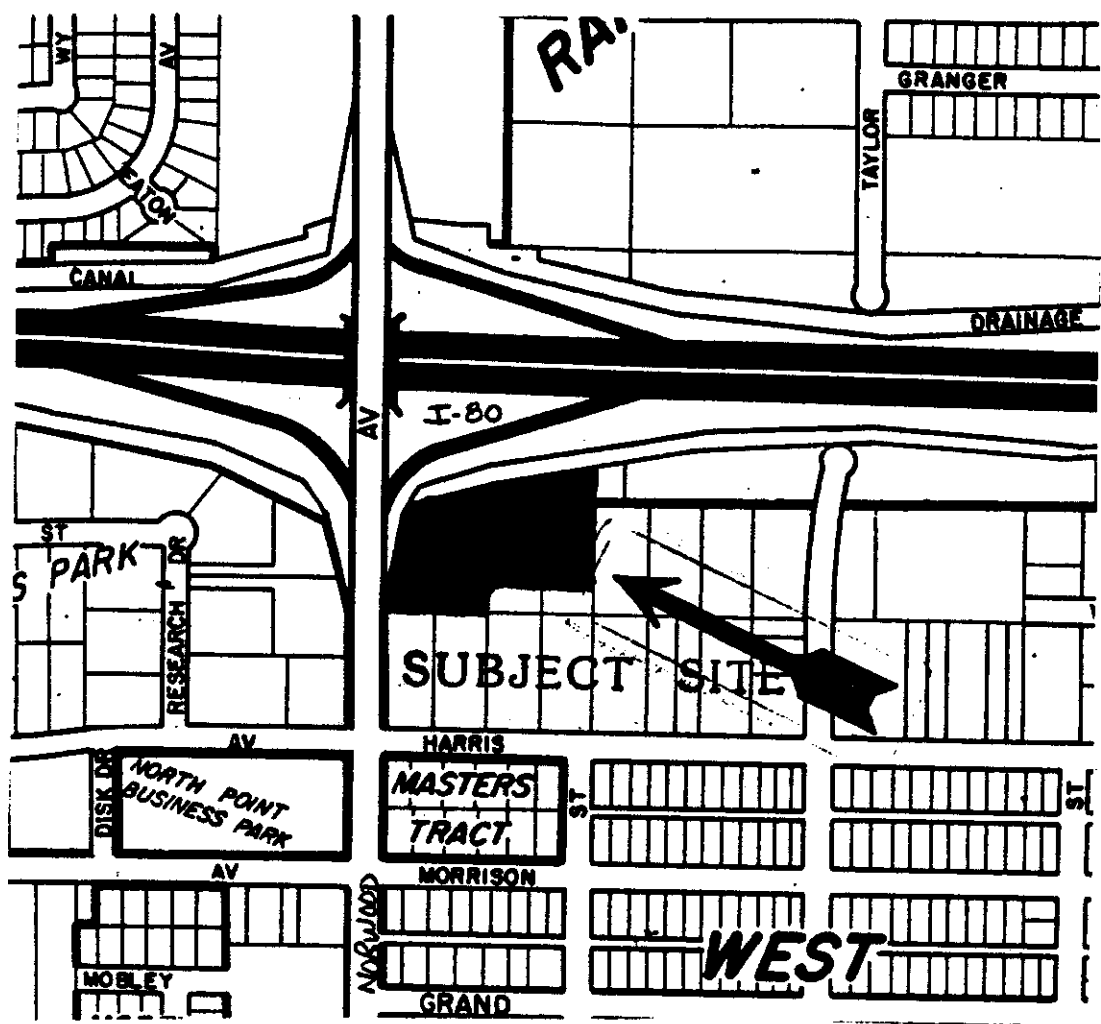
ENVIRONMENTAL DETERMINATION: This project is exempt from environmental review pursuant to State EIR Guidelines (CEQA, Section 15311(A)).

RECOMMENDATION: Staff recommends the following action:

- A. Deny the variance to exceed the two-foot height limit for an attached individual business sign, based upon Findings of Fact which follow.
- B. Deny the variance to exceed the 60 square foot limit for an attached individual business sign, based upon Findings of Fact which follow.
- C. Deny the variance to allow a freeway visible sign, based upon Findings of Fact which follow.
- D. Deny the variance to allow a freeway visible sign to exceed the 20-foot height limit, based upon Findings of Fact which follow.

Findings of Fact - Variances:

1. The proposed variance request constitutes a special privilege extended to one property owner, in that the hardship is self-imposed and the project can be redesigned to comply with all applicable standards.
2. The proposed variances do not comply with the purpose of the Sign Ordinance to "eliminate excessive and confusing sign displays" and "to preserve and improve the appearance of the City as a place in which to live and to work."



**VICINITY MAP**

P86-137

5-8-86

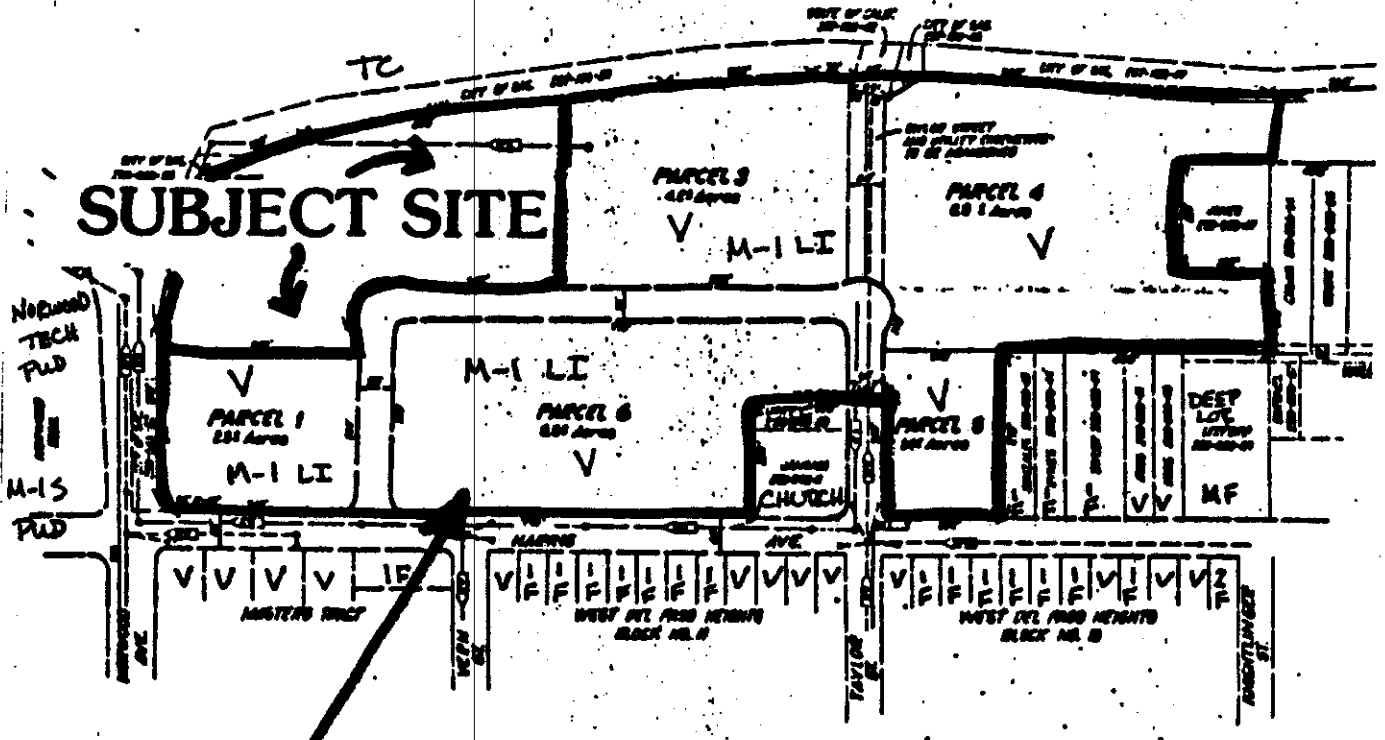
Item 14



# EXISTING LAND USES

INTERSTATE 80

**SUBJECT SITE**



**P.U.D. AREA**

## LAND USE & ZONING MAP

P 86137

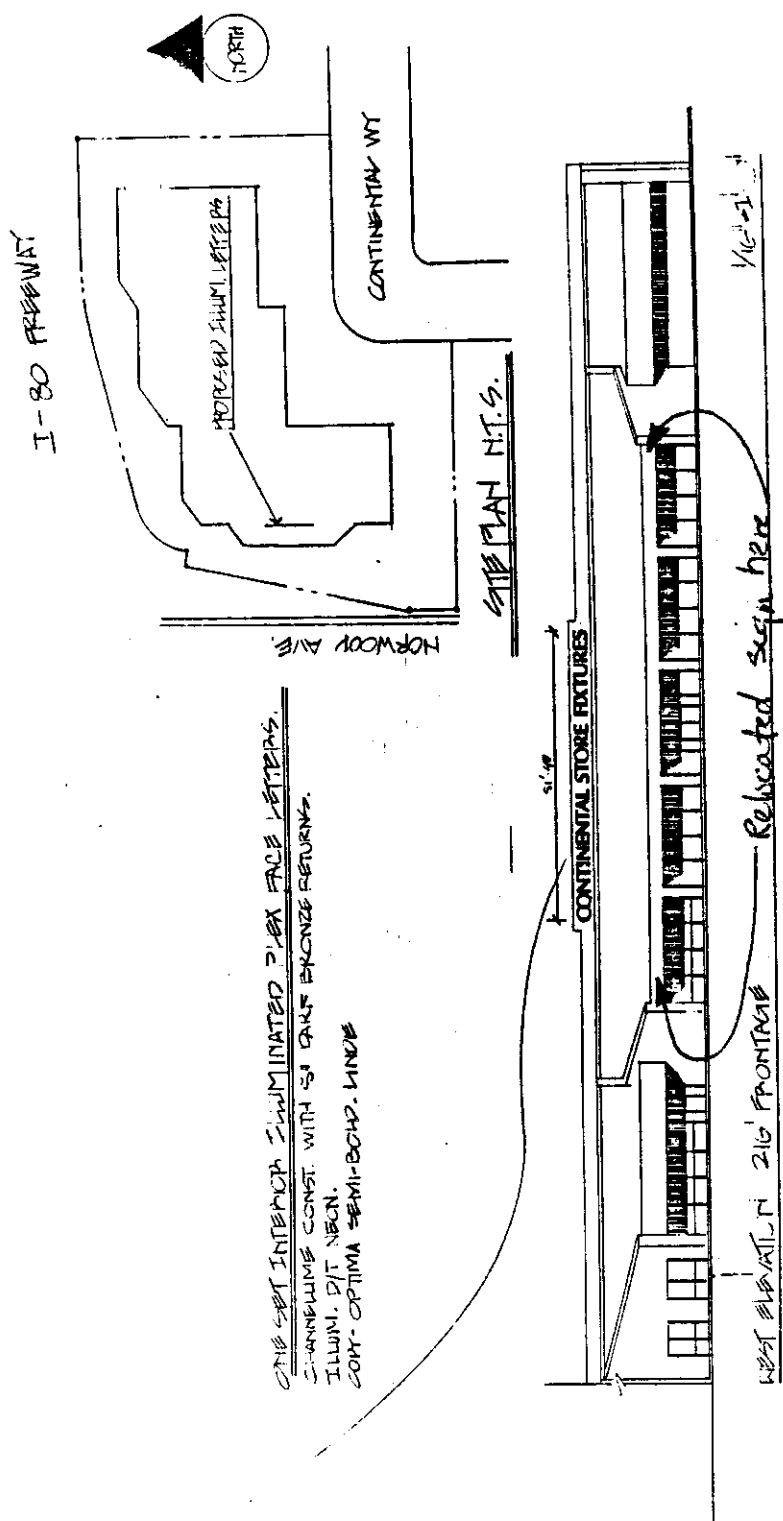
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# CONTINENTAL STORE FIXTURES

531' 4 1/2"



ACCOUNT CONTINENTAL STORE FIXTURES  
 LOCATION 1200 E. NORWOOD ST. SACTO.  
 SALESMAN R. HIRSHMAN  
 DATE 5/8/86  
 SCALE 1/4" = 1'-0"  
 APPROVED \_\_\_\_\_  
 STATE \_\_\_\_\_

DESIGNER \_\_\_\_\_  
 DESIGN NO. \_\_\_\_\_  
 MEMBERS \_\_\_\_\_  
 1878 AVE. SACRAMENTO, CA  
 P.O. Box 3100 (95831-0100)  
 (916) 877-0527  
 This is a signed, ink-stamped drawing made by Pacific Neon Co. It is intended for your personal use in connection with a project and is not to be used for any other purpose without the written permission of Pacific Neon Co.

Pacific Neon Company

P 6137

P86-137

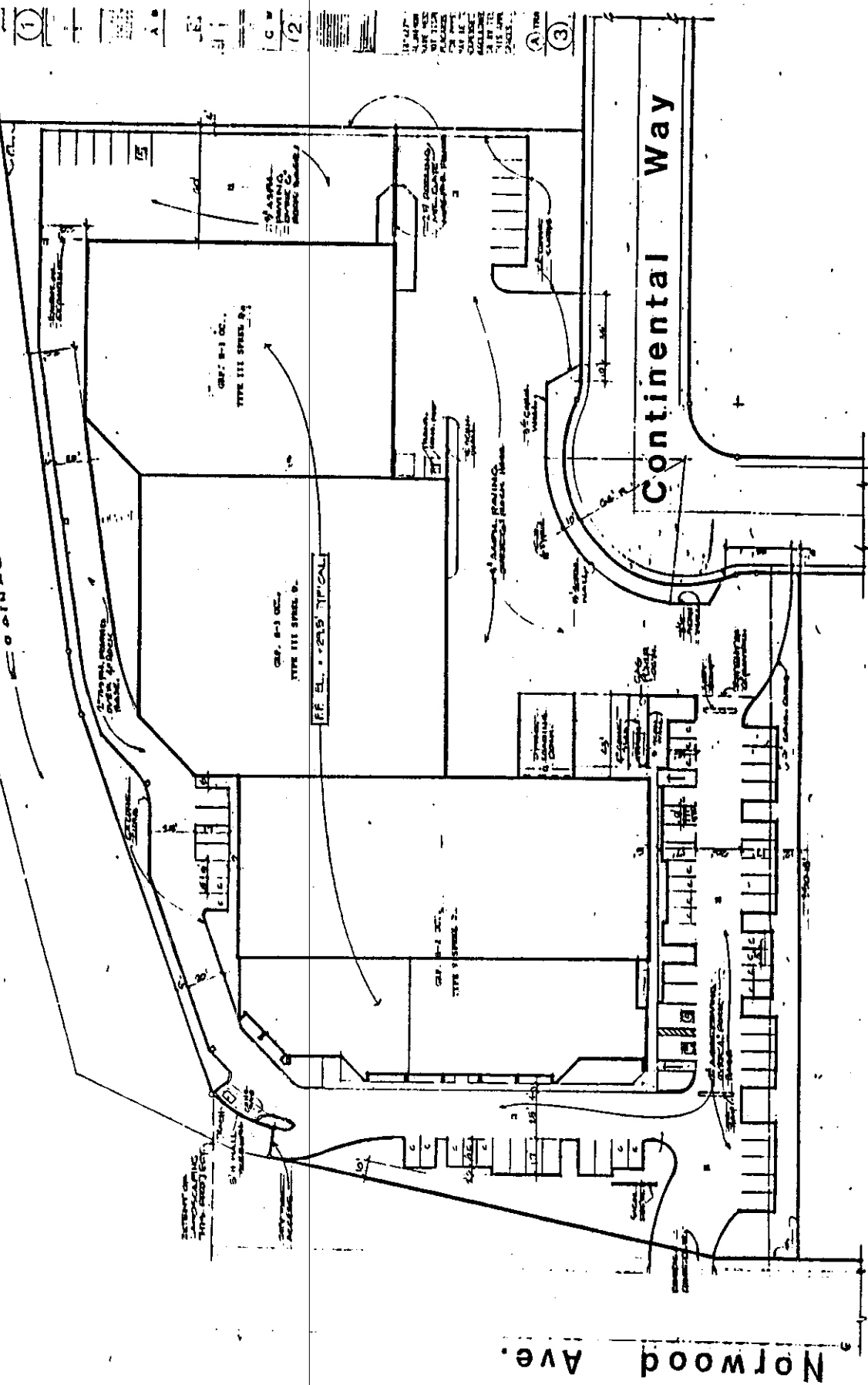
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Freeway

I-80

SEWAGE CANAL



SITE PLAN



SCALE 1"=80'

PREPARED BY: [illegible]  
 CHECKED BY: [illegible]  
 DATE: [illegible]