

P97-023 - R.E.I. SIGNAGE

REQUEST: Variance to allow 7 attached signs which exceeds the Sign Ordinance allowance of 4 attached signs on a 30,000 sqft. building located on 3.76 acres corner lot in the Light Industrial - Labor Intensive - American River Parkway Corridor {M-1 (LI) (PC) zone,

LOCATION: 1790 Expo Parkway
APN: 275-0260-049
North Sacramento Community Plan
Grant Joint Union High School District
Council District 2

APPLICANT: Recreational Equipment Incorporated
6750 S St., Kent, WA 98032,
(206) 395-4728
Contact Person: Laura Rose.

OWNER: Recreational Equipment Incorporated
6750 S St., Kent, WA 98032.

APPLIC. FILED: 3/5/97

STAFF CONTACT: Taiwo Jaiyeoba, 264-8287

SUMMARY: REI. has requested the above entitlements to place 7 attached type signs on an approved store building on the subject site. In order to meet the applicant's objectives, the project requires the discretionary planning entitlement described above. In evaluating the project, the basic issues are: the allowance of three additional attached signs to exceed the four required signs and the allowance of the proposed specialty signs in relation to the geographical setting of the subject site.

RECOMMENDATION:

Staff recommends approval of the project. This recommendation is based on the fact that the total sign area of signs requested in this application will not exceed the maximum square footage allowed for the subject site. Additionally, staff supports the application because of its overall consistency of the request with the purpose of the sign regulations for commercial activity and sufficient identification.

PROJECT INFORMATION:

General Plan Designation:	Industrial - Labor Intensive.
Community Plan Designation:	Labor Intensive Light Industrial.
Existing Land Use of Site:	REI Store Building.
Existing Zoning of Site:	Light Industrial-Labor Intensive- American River Parkway Corridor {M-1 (LI) PC}.

Surrounding Land Use and Zoning:

North: Exposition Boulevard, Commercial (C-2, LI)
 South: American River Parkway Corridor, ARP-F
 East: Southern Pacific Railroad, Industrial and Office uses, (M-1)
 West: Price Costco Building, {M-1 (LI) PC}

Property Dimensions:	Irregular
Property Area:	3.76 acres
Sign Area (Sq.ft.):	295 sq.ft.: Attached (271 sq.ft.) Detached (24 sq.ft.)
Building Dimensions:	30,000 sq.ft. (200' x 150')

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	Planning & Development Department.

BACKGROUND INFORMATION:

On **November 14, 1996**, the North Sacramento Project Area Committee (PAC), approved the REI building design proposal for a retail warehouse store.

On **December 18, 1996**, the Design Review/Preservation Board approved the request by the applicant to construct a one story, 30,000 sqft. retail warehouse store.

The objective is to sufficiently identify the design issues and constrain the applicant to conform to acceptable design standards and requirements.

The present proposal for signage is in order to adequately identify the activities inside the store.

STAFF EVALUATION: Staff has the following comments:

1. Land Use and Zoning

The entire site consists of 3.76± vacant acres in the Light Industrial - Labor Intensive - American River Parkway Corridor (M-1(LI){PC}) zone. The site is designated for Industrial - Labor Intensive uses by the General Plan, and Labor Intensive (office, commercial, light industrial) by the North Sacramento Community Plan and is in the North Sacramento Redevelopment Plan Area.

Because the building is less than 40,000 square feet, no special permit is required.

2. Zoning Ordinance Requirements - Signage

Signage

As per the City Sign Ordinance, no signage is allowed within 660 feet of the freeway corridor. At its closest point, the REI structure is approximately 750 feet from the exterior right-of-way line of Highway 160. Therefore, the proposed signage is acceptable in terms of the signage restriction within 660 feet of the freeway.

The Parkway Corridor regulations of the Zoning Ordinance specify that signs shall be erected, constructed or maintained on the portion of structures or on the portion of the subject site that has public street frontage. In the case of the REI building, signage is allowed on the west facade and north facade that fronts on Mobe Avenue and Exposition Boulevard respectively. Signage is not allowed on the south facade of the building because it fronts on the Parkway Corridor.

Detached signage

According to the Sign Ordinance, one detached sign not exceeding one square foot of sign area for each lineal foot of street frontage is allowed. The maximum height limit for detached signs is 40 feet. The detached signage is subject to the same setback requirements as the building. The retail store building has 200 feet of frontage therefore, a maximum of 1

monument sign with a maximum height of 40 feet is allowed. The total aggregate area of allowed signage is 200 square feet. If a detached, directional sign is provided and does not exceed four (4) square feet in area, it is granted an exempt status.

Attached signage

The Sign Ordinance stipulates that 2 attached signs are allowed for each occupancy. On corner lots, the maximum allowable number and square footage of onsite signs are permitted for each street frontage. The REI building is sited on a corner lot, therefore 4 attached signs are allowed. Attached signs are allowed to be a total aggregate area of 3 square feet of sign area for each front foot of building occupancy. The Zoning Ordinance does not specify a height limit for signs placed flat against the wall of a building. The proposed building has 200 feet of frontage to the east and 150 feet to the north. Therefore, 4 attached signs totalling 1,050 square feet of attached signage are allowed on the north and west facades.

3. Signage Proposal

The elevations exhibit indicate 1 REI logo and 5 Specialty signs on the west elevation and 1 REI logo sign on the north elevation. In supporting the request to locate specialty signs advertising products sold in the retail store, Staff considered the geographic setting of the REI building and the fact that the aggregate signage area is less than the square footage allowed by the Sign Ordinance. The location of the building requires sufficient identification of the activities inside the retail store building. The recommendation of the proposal for approval does not in any way suggest the setting of a precedent in supporting proposals that advertise their products in sign format.

The applicant is also proposing two (2) detached signs. The monument sign is 24 square feet and 6 feet high. It meets the sign ordinance requirements. The directional sign is 4 square feet in area and thus qualifies as an exempt sign.

The proposed total attached sign area (271 sqft.) does not exceed the maximum allowed sign area for the subject site (1,050 sqft). The proposed number of signage (seven) exceeds the number of signs allowed for the site (four). Staff, however, supports this since the overall signage will be in scale, balance and design with the existing signage in the area. It is the goal of the City's Sign Ordinance to minimize visual clutter and excessive signage and introduce compatible attractive signage which compliments the building and provides clear identification of the business. Staff believes the proposal satisfies this goal.

These signs are all proposed to be back-lit plex (Neon) and are proposed to be of Pan Channel Letters type. The materials are proposed to be Plex Face/Metal Frame with Green/White colors.

The proposed signage is as follows:

PROPOSED SIGNAGE - REI

Type of Sign	Size of Sign	Proposed Copy	Proposed Signage Location
Attached	71 s.f.	Business Logo	North Elevation
Attached	71 s.f.	Business Logo	West Elevation
Attached	27 s.f.	"Camping"	West Elevation
Attached	25 s.f.	"Cycling"	West Elevation
Attached	28 s.f.	"Climbing"	West Elevation
Attached	29 s.f.	"Paddling"	West Elevation
Attached	20 s.f.	"Skiing"	West Elevation
Total Attached	271 s.f.		
Detached	24 s.f.	Business Logo	
Total Detached	24 s.f.		

All signage will be required to comply with all other provisions of the City's Sign Ordinance and the signs will be required to obtain sign permits.

PROJECT REVIEW PROCESS:

A. Environmental Determination

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

B. Summary of Agency Comments

The project has been reviewed by several City Departments, to the Neighborhood Associations concerned and other agencies. No comments were received with regards to the signage requests.

PROJECT APPROVAL PROCESS: The Planning Commission has the authority to approve or deny the Variance. 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 take the following action:

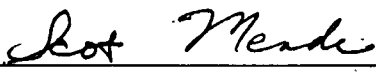
Adopt the attached Notice of Decision and Finding of Facts approving the Variance to allow seven (7) attached signs on an existing warehouse retail store in the Light Industrial - Labor Intensive - American River Parkway Corridor. {M-1.(LI) (PC)} zone.

Report Prepared By,

Report Reviewed By,



Taiwo Jaiyeoba
Assistant Planner



Scot Mende
Senior Planner

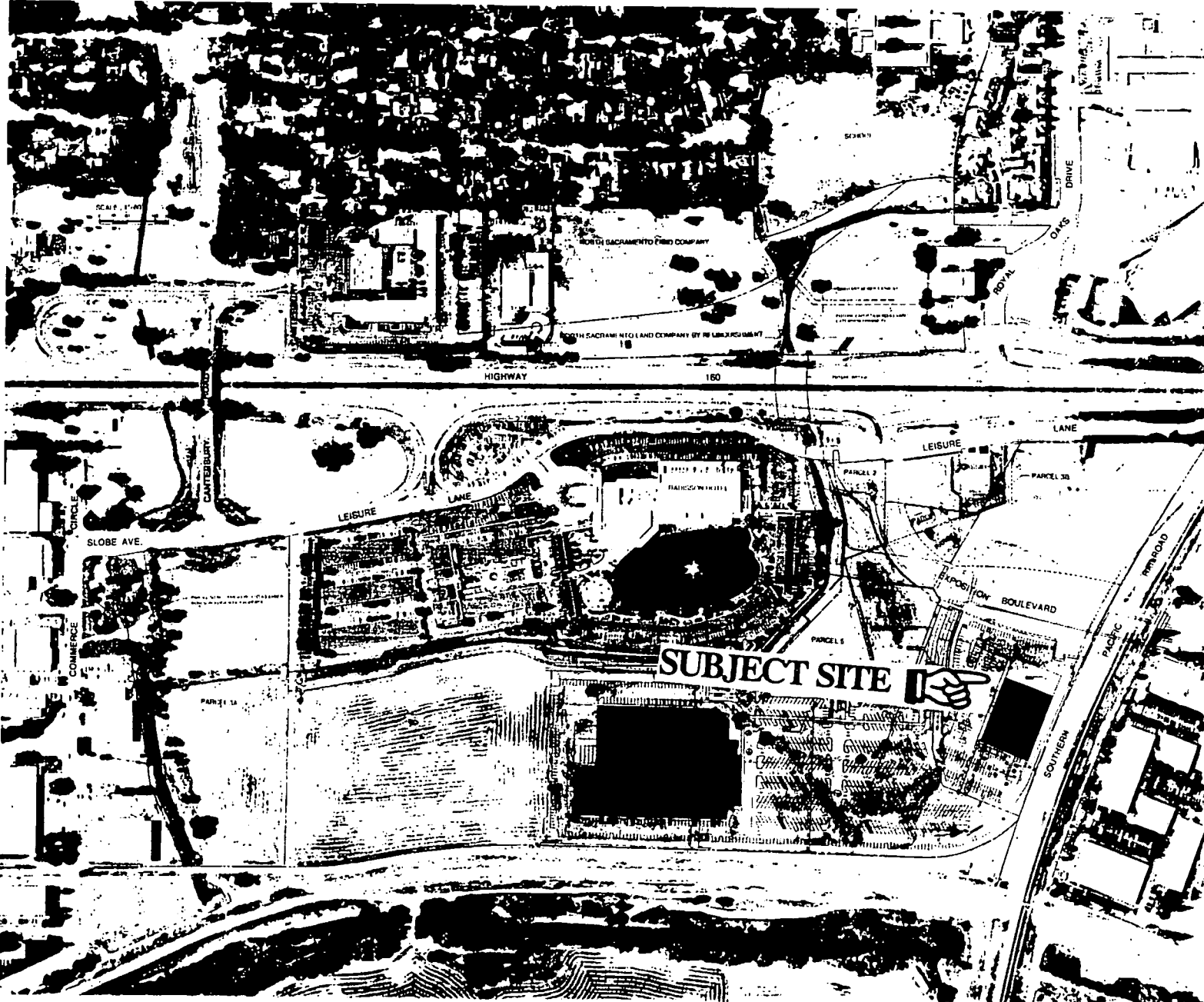
Attachments

- Attachment A
- Attachment B
- Attachment C
- Exhibit C-1
- Exhibit C-2
- Exhibit C-3

- Vicinity Map
- Land Use and Zoning Map
- Notice of Decision and Findings of Fact
- Site Plan
- Elevations
- Signage

ATTACHMENT A

VICINITY MAP



ATTACHMENT B
LAND USE AND ZONING MAP

