

P97-052- Norwood/I-80 Business Park -- PUD Guideline Amendment

- REQUEST: A. Environmental Determination: Exempt
- B. Norwood/I-80 Business Park PUD Guidelines Amendment to modify signage allowances for the Norwood/I-80 PUD Guidelines;

LOCATION: Northeast Corner of Norwood Avenue and Harris Avenue
APN: 237-018-043, 250-050-04 thru 008, -013, -039, -044, -044, -049, -050, and -052
Del Paso Elementary School District 049 051
Grant Joint Union High School District
Council District 2

APPLICANT: Rick Lial, 922-0499
Lial Enterprises
2100 Northrop Ave. #500
Sacramento, CA 95825

APPLICATION FILED: June 4, 1997
STAFF CONTACT: Scot Mende, 264-5894

PROJECT SUMMARY: Lial Enterprises has submitted an application to the City of Sacramento for the necessary entitlements to amend the Norwood/I-80 Business Park PUD Guidelines to address inconsistencies regarding sign requirements.

PROJECT INFORMATION:

General Plan Designation:	Industrial - Labor Intensive
North Sacramento Community Plan Designation:	Light Industrial
Existing Land Use of Entire Site:	Partially developed
Existing Zoning of Site:	Light Industrial-PUD (33.74± acres)

Surrounding Land Use and Zoning:

North:	Interstate 80; Agriculture (A)
South:	Single Family Residential; Single Family Residential (R-1)
East:	Single Family Residential; Single Family Residential (R-1)
West:	Light Industrial-Planned Unit Development; Light Industrial M-1(PUD)

Property Dimensions: Irregular
Property Area: 33.74± net acres
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>
Special Permits	Planning Division
Sign Permits	Building Division

BACKGROUND INFORMATION:

The project site is within the Del Paso Heights Redevelopment Area, which was selected for redevelopment activity in 1970, because of the fact that blight was evident throughout the project area and because disinvestment was occurring. The intent of including the subject property in the Redevelopment Area was to stimulate and support private development in the Redevelopment Area.

On July 16, 1996, the Planning Commission approved substantial amendments to the PUD Guidelines (P92-266). On October 24, 1996 the Planning Commission approved a Special Permit for the US Rentals project (P96-086), now under construction. Upon submittal of an application for a sign permit, certain inconsistencies became evident. The subject request seeks a remedy by amending the PUD Guidelines.

STAFF EVALUATION:

Attached Freeway Oriented Signage: The existing Norwood/I-80 PUD Guidelines allow one attached freeway oriented sign (with a maximum sign area of 100 square feet) per building. Internally illuminated freeway signage was intended to be allowed. However, conflicting statements in the PUD Guidelines currently restrict the signage to pan channel or reverse pan channel lighting, which is not feasible with the type of tilt-up construction used for the US Rentals building. Staff supports the proposed amendment, as it will serve to enhance the economic viability of the Norwood/I-80 Business Park. This signage will make the Business Park more visible to customers and will be an inviting selling point for companies interested in locating in the Business Park.

PROJECT REVIEW PROCESS:

A. Environmental Determination: The Environmental Services Manager has determined that the project is exempt from CEQA Guidelines, pursuant to Section 15302.

B. Public/Neighborhood/Business Association Comments: The proposed project application packet was sent to the surrounding land owners within a 500 foot radius of the project site. No comments in opposition to the proposed project were received.

C. Summary of Agency Comments: No comments were received.

PROJECT APPROVAL PROCESS: The Planning Commission has the authority to approve or deny the PUD Guidelines Amendment. 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 that the Planning Commission take the following action:

- A. Adopt the attached Notice of Decision and Finding of Fact approving the Norwood/I-80 PUD Guidelines Amendment to modify internally illuminated signage requirements.

Report Prepared By,

Scot N. Mende

Scot Mende
Senior Planner

Attachments

Attachment 1	Vicinity Map
Attachment 2	Land Use and Zoning Map
Attachment 3	Notice of Decision Approving the PUD Guidelines Amendment
Exhibit 3-A	Proposed Norwood/I-80 Business Park PUD Guidelines

**NORWOOD/I-80 PUD GUIDELINES: PROPOSED AMENDMENT
VII. SIGN CRITERIA AND REGULATIONS**

A. Purpose and Intent

The criteria will aid in eliminating excessive and confusing sign displays, preserve and enhance the appearance of the development, safeguard and enhance property values, and will encourage signage which by good design is integrated with and is harmonious to the buildings and sites that it occupies.

B. General Requirements

1. A sign program shall be submitted with individual project Special Permit applications or to the City Planning staff if submitted subsequent to the City Planning Commission special permit hearing.
2. In no case shall flashing, moving or audible signs be permitted.
3. In no case shall the wording of signs describe the products sold, prices, or any type of advertising except as part of the occupant's trade name or insignia.
4. No signs shall be permitted on canopy roofs or building roofs.
5. No sign or any portion thereof may project above the building or top of the wall upon which it is mounted.
6. Painted signs are allowed subject to review and approval by Design Review Staff.
7. All attached building signs shall be placed flat against the building except as permitted by Section H.

C. Design Requirements

1. The location of signs shall be only as shown on the approved special permit site plan.
2. All electrical signs shall bear the UL label and their installation must comply with all local building and electrical codes.
3. No exposed conduit, tubing, or raceways will be permitted except as permitted by Section H.

4. No exposed neon lighting shall be used on signs, symbols, or decorative elements.
5. All conductors, transformers, and other equipment shall be concealed except as permitted by Section H.
6. All signs, fastenings, bolts, and clips shall be of hot dipped galvanized iron, stainless steel, aluminum, brass or bronze or black iron of any type will be permitted.
7. All exterior letters or signs exposed to the weather shall be mounted at least three fourths inch (3/4") from the building to permit proper dirt and water drainage.
8. Location of all openings for conduit and sleeves in sign panels of building shall be indicated by the sign contractor on drawings submitted to the Building Division. Installation shall be in accordance with the approved drawings.
9. No signmakers' labels or other identification will be permitted on the exposed surface of signs, except those required by local ordinance which shall be located in an inconspicuous location.

D. Miscellaneous Requirements

1. **Public Entry Lettering.** Each occupant will be permitted to place upon each entrance to its premises not more than 144 square inches of lettering indicating hours of business, emergency telephone numbers, and proprietorship. No other window signs will be allowed.
2. **Receiving Entry Lettering.** Each occupant who has a non-consumer door for receiving merchandise may have uniformly applied on said door in two-inch high block letters the occupant's name and address. Where more than one occupant uses the same door, each name and address shall be applied.
3. **Address Numbering.** Occupants may install street address numbers as the U. S. Post Office requires.

E. Special Signing

1. **Floor Signs.** Floor signs, such as inserts into terrazzo, special tile treatment, etc., will be permitted at the occupant's lease line or

property line if approved by the City.

2. **Informational and Directional Signage.** Informational and directional signs relating to pedestrian and vehicular flows within the PUD shall conform to the standards of the City of Sacramento Sign Ordinance. The Sign Ordinance allows for directional signage to have a maximum area of 4 square feet, and specifies that business logos and names are not allowed on directional signage.
3. **Project Signage.** One standard sign denoting the name of the project, the marketing agent, the contractor, architect, and engineer shall be permitted upon the commencement of construction. Said sign shall be permitted until such a time as a final City inspection of the building(s) is completed.
4. **Sales/Lease Signage.** A sign advertising the sale or lease of the site or building shall be permitted, but shall not exceed a maximum area of six (6) square feet.

F. Designated Norwood/I-80 Business Park Project Identification Sign

Monument Signage

1. **Number Allowed.** Up to three monument signs as defined by Section 3.18.250 of the City Sign Ordinance shall be allowed.
2. **Maximum area of each sign:** 48 square feet.
3. **Maximum height of sign:** 12 feet from street or parking lot grade, whichever is lower.
4. **Location:** to be located at the major entry to the business park and/or at the intersection of Display Way and Harris Avenue. The signs may be placed in the setback area; however, they must be located farther than ten feet from the public right-of-way and from any driveway. No signs shall be allowed in the public right-of-way.

G. Individual Business/Business Signs

1. **Number Allowed.** One attached identification sign per building and one monument type detached sign per parcel shall be permitted.

A. **Attached Signage:** Each building is allowed a maximum of 70

square feet of attached signage. Each sign and business name shall consist of individual raised letter type. No canned plastic signs are permitted.

1. If an individual building has more than one tenant/occupant, an additional 15 square feet of signage area per each tenant is permitted.

- B. **Directional Signage:** Each occupant shall be permitted a 2' x 2' (maximum area 4 square foot) directional/identification sign at each of their respective loading docks(s) if located on a side of the building without an identification sign.

H. Freeway Oriented Signs

Attached Freeway Oriented Signs

Attached freeway oriented signage shall be compatible with other signage in the PUD.

1. **Number Allowed.** One freeway attached sign shall be allowed per building.
2. **Maximum Size Allowed.** The maximum area of the sign shall be 70% of the linear feet of building frontage, not to exceed 100 square feet.
3. **Allowable Sign Type.** The sign shall consist of individual raised letter type: plastic signs are permitted. Exposed raceway and conduit signs are allowed, but are subject to review and approval by the Building Division.
4. **Maximum Letter Height.** The maximum letter height shall not exceed 36 inches.
5. **Sign Lighting.** ~~Internally illuminated signs are not permitted.~~ Reverse pan channel signs are allowed preferred.

Detached Freeway Oriented Signs

Freeway oriented multiple use signs are allowed, but must be reviewed and approved by Design Review Staff. The detached freeway oriented signs shall allow for the identification of 2-3 businesses.

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1. **Number Allowed.** Two detached freeway oriented signs shall be allowed within the PUD.
 2. **Location Where Allowed.** One detached freeway oriented sign shall be located along the freeway frontage of the PUD and one shall be located on the Norwood Avenue frontage of the PUD.
 3. **Maximum Sign Height.** The maximum sign height for the allowed pole sign on the freeway frontage shall be 50 feet. The maximum sign height for the allowed pole sign on the Norwood frontage shall be 75 feet.
 4. **Maximum Size Allowed.** The maximum area of the sign shall be 200 square feet.
 5. **Allowable Sign Type.** The multiple use freeway oriented detached sign may be a single layer sign which is divided into individual sign area for each of the separate uses, or it can be more than one individual sign clustered on a two pole structure. This sign may be internally illuminated.