

CITY PLANNING COMMISSION

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

| | | | |
|---------------------|--|-----------------------------|------------------|
| APPLICANT | JOHN BANCHERO, 601 University Avenue, #285, Sacramento, CA 95825 | | |
| OWNER | BHR Development, 601 University Avenue #285, Sac., CA 95825 | | |
| PLANS BY | JOHN BANCHERO, 601 University Avenue #285, Sacramento, CA 95825 | | |
| FILING DATE | 8/6/87 | ENVIR. DET. Cat. Ex. 15311a | REPORT BY DJH:vf |
| ASSESSOR'S-PCL. NO. | 250-0025-45,46,47 | | |

APPLICATION: Norwood Tech PUD Guideline Amendment to allow one individual freeway oriented attached building identification sign on each of two buildings located on 4.0+ developed acres in the Light Industrial (Planned Unit Development) M-1(S) (PUD) zone.

LOCATION: 251 to 281 Opportunity Street

PROPOSAL: The applicant is requesting the necessary entitlements to allow one freeway oriented sign identifying a single major tenant in each building.

PROJECT INFORMATION:

1974 General Plan Designation: Industrial
1985 North Sacramento Community Plan Designation: Industrial
Existing Zoning of Site: M-1S (PUD)
Existing Land Use of Site: Warehouse

Surrounding Land Use and Zoning: Setbacks:

| | |
|---|---------------------------------------|
| North: I-80; TC | Per Schematic Plan and PUD Guidelines |
| South: Residential; R-1 | " " |
| East: Vacant & furniture manufacturing; M-1(Li) | " " |
| West: Vacant; Agriculture | " " |

Parking Required: Per PUD Guidelines
Parking Provided: Per PUD Guidelines
Property Dimensions: Irregular
Property Area: 4.0+ acres
Square Footage of Building: Building A = 21,504 sq. ft.
Building B = 38,784 sq. ft.
Height of Building: Single story, 20 feet
Topography: Flat
Street Improvements: Existing
Utilities: Existing
Exterior Building Materials: Per PUD Guidelines

PROJECT BACKGROUND: In 1980, the City adopted designation of the Norwood Tech PUD Schematic Plan and PUD Guidelines. The PUD encompassed 48+ acres with 50 lots and a total of 775,000 sq. ft. of floor space (P-9012) (refer to Exhibit A for approved projects).

In 1985 and 1986, the owner of the subject building (see exhibit A) allowed the tenants to place business signs oriented towards the freeway. These signs were placed on the buildings without obtaining necessary sign permits or variances from the Commission. Subsequently, the owner requested an amendment of the PUD Sign Guidelines to allow the existing freeway oriented signs. Staff recommended the Sign Guidelines be amended to allow attached and detached signs facing the public street and prohibited signs oriented towards the freeway. On April 24, 1986, the Commission concurred with Staff's recommendation and approved the amendment of the PUD Sign Guidelines. These guidelines were amended to conform with the Norwood/I-80 Business Park PUD. The applicant appealed the Commission's action to the City Council. The City Council, on July 1, 1986, denied the appeal and upheld the action of the Planning Commission and denied the applicant's request for freeway oriented signage. During the City Council Hearing on the request former Councilman Johnson mentioned that he offered support for a compromise which would allow one sign per building to face the freeway rather than one or more per tenant. This compromise was not acceptable to the applicant. Subsequent to this, the Council denied allowing any signs to face the freeway.

PROJECT EVALUATION: Staff has the following comments:

The applicant is now requesting an amendment to the Norwood Tech Business Park Sign Guidelines to allow one freeway oriented sign per Building (former Councilman Johnson's compromise offer). No dimension criteria or sign location criteria was provided by the applicant. However, staff was told that they would accept unlit signs, individual letter, maximum letter height of 24" and no larger than 30 sq. ft. in area.

Planning staff reviewed the application and does not support the request. The purpose of establishing the PUD designation for the Norwood Tech area was to eliminate excessive signage, place more emphasis on the architectural quality of the project and to upgrade the visual quality of the area, including from the adjacent t freeway Planning staff finds that freeway oriented signs and excessive tenant signage are not compatible with the purpose and intent of the Norwood Tech PUD. Staff recommends that the Commission deny the request to allow one building identification sign facing the freeway for the Norwood Tech PUD. The recently approved guidelines amendment provides signage similar to that allowed in the Norwood/I-80 Business Park PUD Guidelines. Staff has consistently opposed freeway oriented signage for uses that do not serve the motorist. Approval of this request will result in about 8-10 signs on buildings in this PUD and the PUD to the East.

ENVIRONMENTAL DETERMINATION: The proposed project has been determined to be exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15311 (a)).

RECOMMENDATION: Staff recommends the following action:

Deny the proposed request for freeway oriented building identification signage based upon findings of fact which follow:

Findings of Fact

1. The proposed project is consistent with the City's Discretionary Interim Land Use Policy in that the site is designated for office/commercial/industrial uses in the 1984 North Sacramento Community Plan and the proposed project conforms with the plan designation.
2. Approval of the amendment would increase proliferation of signs along freeways and detract from aesthetic quality of life enjoyed by residents of the City.

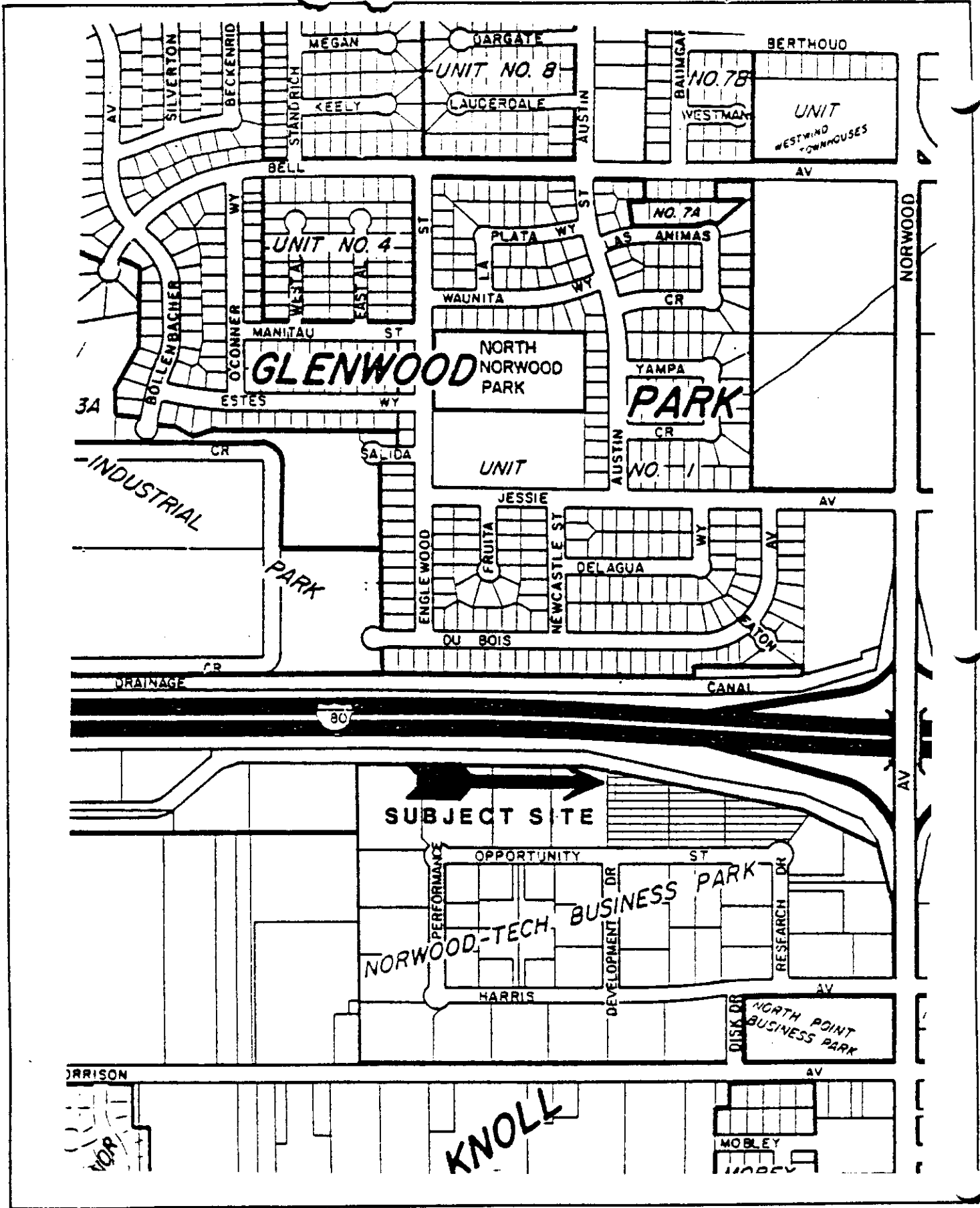
E X H I B I T A

NORWOOD TECH BUSINESS PARK PROJECT STATUS

| | Total Square feet | <u>Warehouse</u> | <u>Office</u> | <u>Total</u> |
|-----------------|----------------------|------------------|---------------|----------------|
| P-9459 | 53,400 | A. 10,500 | 4,500 | 15,000 |
| Division of Use | | B. 9,240 | 3,960 | 13,200 |
| 70% Warehouse | | B1. 9,240 | 3,960 | 13,200 |
| 30% Office | | C. 0 | 7,500 | 7,500 |
| 100% Office | | D. 0 | 4,500 | 4,500 |
| | Total | <u>28,980</u> | <u>24,420</u> | <u>53,400</u> |
| <hr/> | | | | |
| P83-276 | 107,376 | A. 32,213 | 31,475 | 53,688 |
| 40% Office | | B. 32,213 | 21,475 | 53,688 |
| 60% Warehouse | | | | |
| | Total | <u>64,426</u> | <u>42,950</u> | <u>107,376</u> |
| <hr/> | | | | |
| P84-184 | 60,288 | A. 15,483 | 6,021 | 21,504 |
| 28% Office | | B. 27,925 | 10,859 | 38,784 |
| 72% Warehouse | | | | |
| | Total | <u>43,408</u> | <u>16,880</u> | <u>60,288</u> |
| <hr/> | | | | |
| P84-327 | 48,600 | A. -0- | 48,600 | 48,600 |
| 100% Office | | | | |
| <hr/> | | | | |
| P85-085 | 31,590 | A. 12,640 | 18,950 | 31,590 |
| 60% Office | | | | |
| 40% Warehouse | | | | |
| <hr/> | | | | |
| P86-081 | 58,112 | A. 15,312 | 5,104 | 20,416 |
| 25% Office | | B. 15,312 | 5,104 | 20,416 |
| 75% Warehouse | | C. 12,960 | 4,320 | 17,280 |
| | Total | <u>43,584</u> | <u>14,528</u> | <u>58,112</u> |

EXHIBIT A CONTINUED

| | | | | | |
|---------|-----------------------------|-----------|---------|---------|---------|
| P86-104 | 7% Office 93% Warehouse | A. 30,080 | 28,080 | 2,000 | 30,080 |
| P87-126 | 5% Office 95% Warehouse | A. 38,423 | 36,423 | 2,000 | 38,423 |
| P87-299 | 11% Office 89% Warehouse | A. 26,700 | 23,810 | 2,890 | 26,700 |
| | Total | 454,569 | 281,351 | 173,218 | 454,569 |

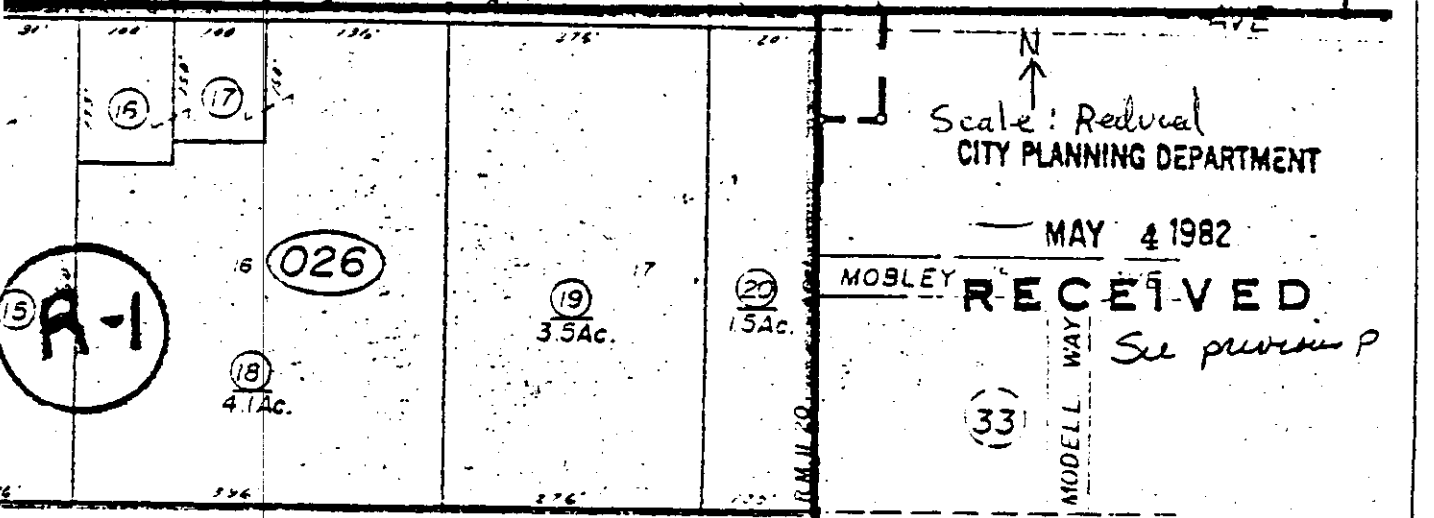
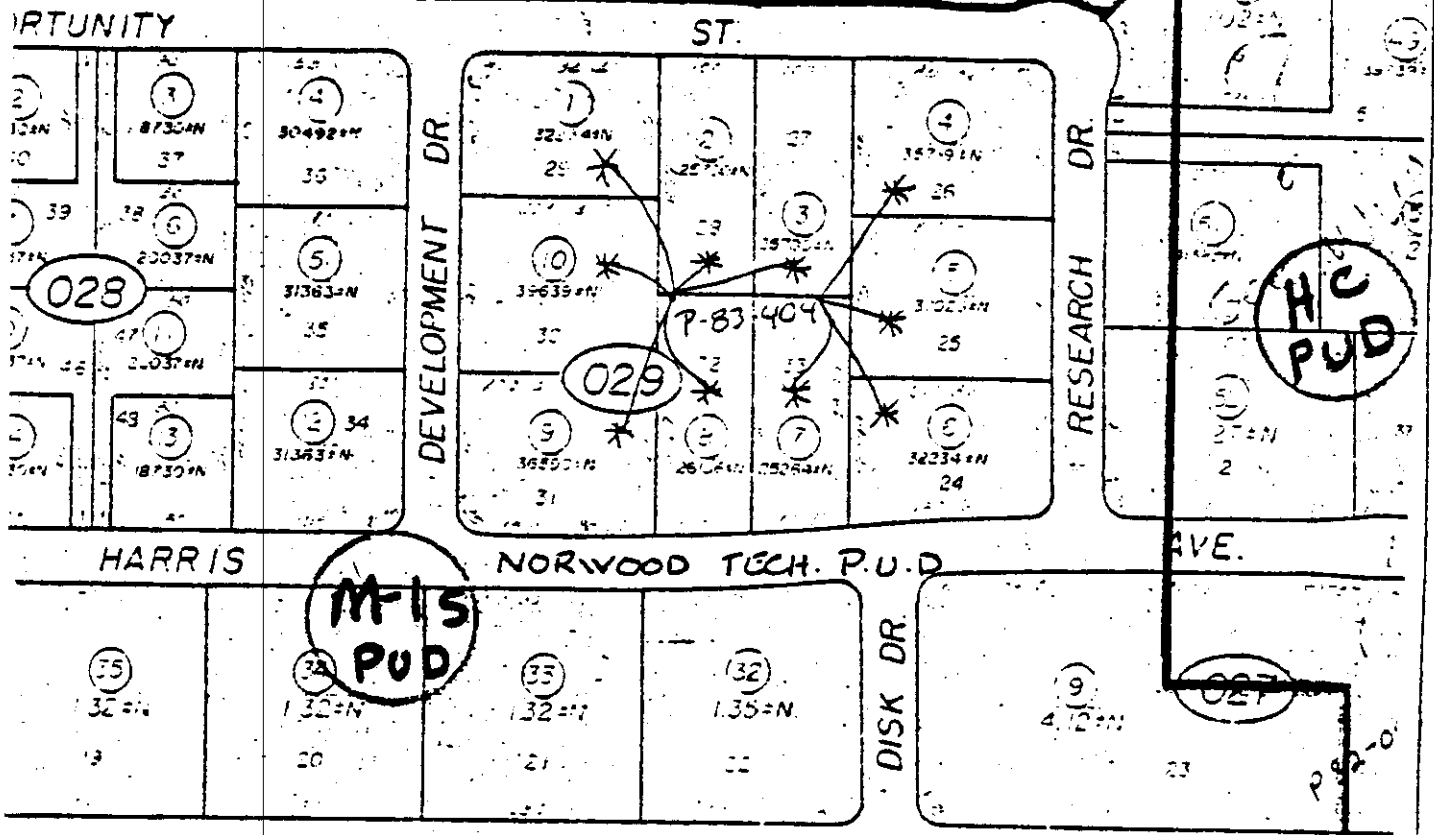


VICINITY MAP

SEC. 3, RANCHO DEL PASO

P.O.D - P-9012
See also P-9459
P-9661

SUBJECT SITE



Scale: Reducal
CITY PLANNING DEPARTMENT

MAY 4 1982

MOBLEY RECEIVED

See previous P

LAND USE & ZONING MAP

PUD SIGN REGULATION MATRIX

(~~Excerpt from P-86-106 Staff Report~~)

| Type of Sign | Norwood Tech PUD | Norwood I-80 PUD | Applicant's Proposal | Staff Recommendation |
|---|---|---|---|----------------------|
| Freeway-oriented | Not allowed | Not allowed | 2 ft. high (90 sq.ft.) | No change |
| Flashing or moving | Not allowed | Not allowed | No change | No change |
| Freestanding pole | Not allowed | Not allowed | No change | No change |
| P.U.D. I.D. | One per building 8' high, 64 sq.ft. per face double faced | One sign; 12' high, 48 sq.ft. | No change | same as Norwood/I-80 |
| Individual Business a) attached | Not allowed | One sign, 2' high, 60sq.ft. per lot. If more than 1 tenant, each allowed 1 sign, 2' high, 30sqft. | One sign per tenant, one sign per bldg. face it occupies, 2' high, 30sq.ft. | same as Norwood/I-80 |
| B) detached monument | Not allowed | 1 non-illuminated sign, 12' high, 48 sq.ft. | No change | same as Norwood/I-80 |
| Misc.signs (ie., floor signs, business hours, street numbers, delivery, etc.) | Allowed PL guidelines | same as Norwood Tech | No change | No change |

~~P86-106~~
P-87-354

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~~April 10, 1986~~
4-21-86
9-10-87

No. 15
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EXISTING NORWOOD TECH
PUD SIGN GUIDELINES

K. GENERAL SIGN REQUIREMENTS

A sign program shall be submitted with each individual project Special Permit application or to the City Planning staff if submitted subsequent to the City Planning Commission Special Permit hearing.

Flashing, moving, or audible signs will not be permitted.

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.

No signs shall be permitted on canopy roofs or building roofs.

No sign or any portion thereof shall project above the building or top of the wall upon which it is mounted.

All attached building signs shall be placed flat against the building.

Freestanding pole signs shall not be permitted with the exception of monument signs as permitted in subsection O and P.

No sign shall be specifically designed or oriented to be viewed from the freeway.

No signs perpendicular to the face of the building shall be permitted.

L. DESIGN REQUIREMENTS

- a. Signs shall be located only as shown on the approved schematic plan.
- b. All electrical signs shall bear the UL label and their installation must comply with all local building and electrical codes.
- c. No exposed conduit, tubing, or raceways will be permitted.
- d. No exposed neon lighting shall be used on signs, symbols, or decorative elements.
- e. All conductors, transformers, and other equipment shall be concealed.
- f. All signs, fastenings, bolts, and clips shall be of hot dipped galvanized iron, stainless steel, aluminum, brass or bronze.
- g. All exterior letters or signs exposed to the weather shall be mounted at least three fourth inch (3/4") from the building to permit proper drainage.
- h. The location of all openings for conduit and sleeves in sign panels of building wall shall be indicated by the sign contractor on drawings submitted to the Architectural Review Committee. The installation shall be in accordance with the approved drawings.
- i. 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.
- j. Painted lettering or signs shall not be permitted.

M. MISCELLANEOUS REQUIREMENTS

- a. Each occupant will be permitted to place upon each entrance to its premises not more than 144 square inches of gold leaf or decal application or lettering, not to exceed two inches in height, indicating hours of business, emergency telephone numbers, and proprietorship. No other window signs will be allowed.
- b. 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. Color of letters must be approved by the Architectural Review Committee.

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- c. Occupants must install street address numbers as required by the U.S. Post Office. Size, type, and color of the numbers shall be approved by the Architectural Review Committee.

N. SPECIAL SIGNING

- a. Floor signs, such as inserts into terrazzo, will be permitted at the occupant's lease line or property line, if approved by the Architectural Review Committee.
- b. Informational and directional signs relating to pedestrian and vehicular flows within the project area shall conform to the standards of the City Planning Department.
- c. 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 inspection of the building.
- d. 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.

O. DESIGNATED PARK PROJECT IDENTIFICATION SIGN

- a. One non-illuminated monument sign as defined by Section 3.520 of the City Sign Ordinance shall be allowed for the Norwood/I-80 Business Park.
- b. Maximum area of sign: 48 square feet.
- c. Maximum height of sign: 12' from street or parking lot grade, whichever is less.
- d. Location: to be located at the major entry to the designated park. The sign may be placed in the setback area; however, it must be located farther than 10 feet from the public right-of-way and from any driveway. No sign shall be allowed in the public right-of-way.

P. INDIVIDUAL BUSINESS/BUILDING SIGNS

- a. One attached identification sign per building and one monument type detached sign per parcel shall be permitted.
- (1) Attached Sign: vertical height of sign or letters including logo shall not exceed two feet and overall size of sign shall not exceed 60 square feet. Each sign and business name shall consist of individual raised letter type. NO canned plastic signs are permitted.
- a. If an individual building has more than one tenant/occupant. Each occupant is permitted one attached sign not exceeding 2' in height and 30 square feet in area.

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- b. Each occupant shall be permitted a 2' x 2' (maximum area 4 square foot) directional/identification sign at each of their respective loading dock(s) if located on a side of the building without an identification sign.
- (2) Detached Monument Sign: One non-illuminated monument sign as defined by Section 3.520 of the City Sign Ordinance allowed per parcel.

Maximum Area of Sign: 48 square feet

Maximum Height: 12 feet from street grade or parking lot, whichever is less

Location: to be located at the major entry/exit to the parcel. May be placed in the setback area; however, the sign must be located farther than ten feet from the public right-of-way and from any driveway.

6. ISSUANCE OF BUILDING PERMITS: Except as otherwise provided in the Special Permit, no building permit shall be issued for any building or structure until the plans have been reviewed by the Planning Director and he has determined that said plans conform to a valid Special Permit.
7. BUILDING OCCUPANCY: /In accordance with the Zoning Ordinance, "no building or structure within a Planned/Unit Development may be occupied until an inspection of the project has been made by the Planning Director, to see that all conditions of the Special Permit have been complied with."

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CITY OF SACRAMENTO

DEPARTMENT OF PLANNING AND DEVELOPMENT

1231 "I" Street

Sacramento, Ca. 95814

August 31, 1987

CITY PLANNING DIVISION

SEP 1 1987

RECEIVED

Administration
Room 300 449-5571
Building Inspections
Room 200 449-5716
Nuisance Abatement
Room 301 449-5948
Planning
Room 200 449-5604

MEMORANDUM

To: Dan Hendrycks
Associate Planner

From: Michael Hanamura
Nuisance Abatement

Subject: Norwood Tech Business Park Signage

In response to your request for information regarding our involvement on the Norwood Tech Business Park Signage, please note the following information:

BACKGROUND

Nov. 19, 1985 Upon request of the Planning Division, Juan Trevino inspected the business site and found:

1. Violations of the PUD Guidelines with respect to freeway oriented signs
2. Installation of signs without a permit.

Mr. Trevino issued notices of violations to Makita USA Inc., Abbey Carpet, and Veteran Motors.

Nov. 27, 1985 John Banchemo, BHR Development, corresponded to Art Gee, Planning Division, and acknowledged the notices from Juan Trevino regarding the need for sign permits and the PUD freeway oriented sign restrictions. Mr. Banchemo initiated the process to modify the PUD guidelines.

April 10, 1986 The Planning Commission reviewed the proposal to revise the PUD guidelines. The request was denied.

May 1, 1986 Mr. Banchemo initiated an appeal to City Council.

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May 8, 1986 Mr. Banchemo was advised by Nuisance Abatement Division correspondence:

1. Acknowledgement of appeal.
2. Restatement of PUD guidelines.
3. Order to cease installation of any new signs.

July 12, 1986 City Council heard appeal and denied request.

July 14, 1986 Mr. Banchemo was advised by Nuisance Abatement Division correspondence:

1. Acknowledgement of council denial.
2. Order to remove freeway oriented signs by August 16, 1986
3. Order to remove all other signs by July 30, 1986, 4) obtain sign permits.

August 16, 1986 Reinspection of site found signs not removed by this date; case referred to City Attorney's office.

April 28, 1987 Court order was signed granting a preliminary injunction to:

1. Remove oriented signs.
2. Remove all signs painted or otherwise installed without having a sign permit.

May 8, 1987 Mr. Banchemo wrote to all his tenants advising them to remove all signs by May 28, 1987, pursuant to court order. These tenants included:

1. Abby Carpet
2. Makita
3. All West Energy Savings Products
4. California Closet
5. California Service Tools Co.
6. Christensen Supply Co.
7. TRA
8. Grabber

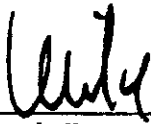
Abby Carpet and Makita were two of the original three tenants noticed by the Nuisance Abatement Division. Veterans Motors, the third business, had since moved. The business's identified as numbers 3 through 8 all installed signs subsequent to the initial notices issued by Mr. Trevino on November 19, 1985.

June, 1987 Site was inspected by Nuisance Abatement Division. All illegal freeway oriented signs were removed.

COMMENTS

Both the existing tenants who had recently removed their signage and the City of Sacramento have expended a considerable amount of time and funds to obtain compliance to the PUD guidelines.

If we are to have codes, guidelines and restrictions, then we should be consistent in our application and enforcement of them. Therefore, it is my recommendation that any future request to modify this existing guideline be denied.



Michael Hanamura
Nuisance Abatement Manager

MH/ob

cc: Art Gee, Associate Planner
Will Weitman, Senior Planner
Marty Van Duyn, Director, Planning
Bob Wall, Acting Director, Planning & Development