



22

DEPARTMENT OF  
PLANNING AND DEVELOPMENT

CITY OF SACRAMENTO

1231 I STREET  
ROOM 200  
SACRAMENTO, CA  
95814-2998

APPROVED  
BY THE CITY COUNCIL

*intent to grant  
appeal based  
on F. of F. due  
10-27-87*

OCT 13 1987

OFFICE OF THE  
CITY CLERK

BUILDING INSPECTIONS  
916-449-5716

PLANNING  
916-449-5604

October 7, 1987

City Council  
Sacramento, California

Honorable Members in Session:

SUBJECT: Appeal of the City Planning Commission's denial of the Amendment to the Norwood Tech PUD Guidelines to allow one freeway oriented attached sign per building (P87-354).

LOCATION: 251-281 Opportunity Drive.

SUMMARY

The applicant applied for an amendment to the Norwood Tech PUD Guidelines to allow signage oriented toward the freeway. The Planning Commission denied the amendment request per staff's recommendation. The applicant subsequently appealed the commission's decision. Staff recommends denial of this appeal.

BACKGROUND INFORMATION

In 1985 and 1986, the owner of the subject building allowed the tenants to place business signs oriented towards the freeway (six signs). 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's Sign Guidelines.

The applicant appealed the Commission's action to the City Council. Former Councilman Grantland Johnson offered support for a compromise which would allow one sign per building to face the freeway rather than one or more signs per tenant. This compromise was not acceptable to the applicant.

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. Subsequently, the illegal signs have been removed.

The Norwood Tech PUD Guidelines presently allow one attached sign (60 square feet in area) per building for single tenant. If the building has more than one tenant, each tenant is permitted one attached sign (30 square feet in area). In addition, one detached monument sign (40 square feet - 12' height) is permitted per parcel for tenant identification. One detached monument sign to identify the Norwood Tech PUD complex is also permitted. Furthermore, the PUD Guidelines specifically state no sign is to be designed or oriented to be viewed from I-80 Freeway, except for the PUD complex sign.

The applicant has requested an amendment to the PUD Guidelines to allow one freeway oriented sign per building. No dimension criteria or sign location criteria was provided by the applicant. However, the applicant indicated that a sign no longer than 30 square feet in area would be acceptable. The applicant indicated that the freeway orientation would give the tenants locations better identity and promote business in the area.

Planning staff reviewed the application and does not support the request. The purpose of establishing the PUD designation for the Norwood Tech Business Park 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 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 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. The Planning Commission, concerned with this analysis, therefore, recommends denial of the amendment request.

VOTE OF THE PLANNING COMMISSION

On September 10, 1987, the Planning Commission voted 7 ayes, 1 vacant and 1 absent to deny the amendment to the Norwood Tech PUD Sign Guidelines.

RECOMMENDATION

The Planning Commission and staff recommend that the City Council deny the appeal based on findings of fact.

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Should the City Council approve the appeal, staff recommends the Council adopt the attached Resolution and approve the amended PUD Sign Guidelines per Exhibit A-1.

Respectfully submitted,

*Marty Van Duyn*  
For Marty Van Duyn  
Planning Director

FOR CITY COUNCIL INFORMATION  
WALTER J. SLIPE  
CITY MANAGER

MVD:WW:rt  
attachments

October 13, 1987  
District No. 2

P87-354

Appeal of John Banchemo vs.  
City of Sacramento Planning  
Commission's Denial of  
the Amendment of the Norwood  
Tech PUD Sign Guidelines to allow  
freeway oriented signs at 251-281  
Opportunity Drive

Notice of Decision  
and  
Findings of Fact

At its regular meeting of October 13, 1987, the City Council heard and considered evidence in the above entitled matter. Based on verbal and documentary evidence at said hearing, the Council denied the appeal based on the following findings:

1. Approval of the project would increase the proliferation of unnecessary freeway oriented signs along Interstate 80. Adequate tenant identification signage is allowed from the interior of the PUD.
2. Approval of the project would establish a precedent for all future tenants and buildings located in the Norwood Tech, Norwood I-80, and Norwood West Planned Unit Development, where high quality design and aesthetics are primary goals.
3. Approval of the project would be inconsistent with the 1984 North Sacramento Community Plan for Labor Intensive designated areas where office park like settings are to be developed. Freeway oriented signage does not contribute to a PUD setting.

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

~~13~~  
13

# RESOLUTION No.

Adopted by The Sacramento City Council on date of

RESOLUTION AMENDING THE NORWOOD TECH PUD GUIDELINES  
DESCRIBED ON THE ATTACHED EXHIBIT A-1

(P87-354) (APN: 250-0025-45, 46, 47)

WHEREAS, the City Council conducted a public hearing on October 13, 1987 concerning the above plan amendment and based on documentary and oral evidence submitted at the public hearing, the Council hereby finds:

1. The proposed guideline amendment is compatible with the surrounding uses;
2. The subject site is designated for industrial development and the allowed signage would be consistent with industrial needs.
3. The proposal is consistent with the policies of the 1974 General Plan.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Sacramento that the Norwood Tech PUD Guidelines are amended as set forth on the attached Exhibit A-1.

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

P87-354

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**EXHIBIT A-1**

**Norwood Tech PUD Sign 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. No \_\_\_\_\_ plastic signs are permitted.
4. The maximum letter height shall not exceed 24 inches.
5. The sign shall not be lighted.

22

NOTICE OF APPEAL OF THE DECISION OF THE SACRAMENTO CITY PLANNING COMMISSION

CITY PLANNING DEPARTMENT

SEP 17 1987 RECEIVED

DATE: Sept 17, 1987

TO THE PLANNING DIRECTOR:

I do hereby make application to appeal the decision of the City Planning Commission of \_\_\_\_\_ when: (Date)

\_\_\_ Rezoning Application \_\_\_ Variance Application \_\_\_ Special Permit Application

was: \_\_\_ Granted \_\_\_ Denied by the Commission

GROUND FOR APPEAL: (Explain in detail) applicant would like P.U.D. guidelines to be amended to allow one sign per building on the freeway. Tenants feel this would give the location better identity + promote business in the area

PROPERTY LOCATION: 251 to ~~271~~ 271 Opportunity St

PROPERTY DESCRIPTION: 2 office warehouse structures 20,000 S.F. + 40,000 S.F.

ASSESSOR'S PARCEL NO. ~~254~~ - - -

PROPERTY OWNER: BHK development

ADDRESS: 601 University Ave, 285, Galt, Cal

APPLICANT: John Bancheva

ADDRESS: same as above

APPELLANT: ( [Signature] ) ( ) (SIGNATURE) PRINT NAME

ADDRESS: \_\_\_\_\_

FILING FEE:  by Applicant: \$105.00 RECEIPT NO. \_\_\_\_\_  by 3rd party: 60.00

FORWARDED TO CITY CLERK ON DATE OF: \_\_\_\_\_

P87354

5/82

DISTRIBUTE TO - (4 COPIES REQUIRED): MVD AG WW

RT SG - (Original) 7

Sacramento City Planning Commission  
VOTING RECORD

MEETING DATE  
September 10, 1987

ITEM NUMBER  
26

PERMIT NUMBER  
P87-354

ENTITLEMENTS

- GENERAL PLAN AMENDMENT
- COMMUNITY PLAN AMENDMENT
- REZONING
- SPECIAL PERMIT
- VARIANCE
- TENTATIVE MAP
- SUBDIVISION MODIFICATION
- LOT LINE ADJUSTMENT
- ENVIRONMENTAL DET.
- OTHER Amend PUD Guidelines for Downwood Tech PUD

STAFF RECOMENDATION

Favorable  Unfavorable

Correspondence

Petition

LOCATION 251 to 281 Opportunity Street

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| NAME                     | ADDRESS   |
|--------------------------|---|
| <u>John Banchemo</u>     | <u>601 University Avenue #285, Sacto. 95825</u> |
| <u>Jerry Christensen</u> | <u>251 E. Opportunity Street, "</u>             |
|                          |   |
|                          |   |
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| NAME | ADDRESS |
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MOTION#

YES NO MOTION SECOND

|                   |               |  |   |   |
|-------------------|---------------|--|---|---|
| Chinn             | ✓             |  |   |   |
| Ferris            | ✓             |  |   |   |
| <del>Goodin</del> |               |  |   |   |
| Hollick           | ✓             |  | ✓ |   |
| Holloway          | ✓             |  |   | ✓ |
| Ishmael           | ✓             |  |   |   |
| Otto              | ✓             |  |   |   |
| Walton            | <u>absent</u> |  |   |   |
| Ramirez           | ✓             |  |   |   |

MOTION

- TO APPROVE
- TO DENY
- TO APPROVE SUBJECT TO COND. & BASED ON FINDINGS OF FACT IN STAFF REPORT
- TO APPROVE/DENY BASED ON FINDINGS OF FACT IN STAFF REPORT
- INTENT TO APPROVE/DENY SUBJECT TO COND. & BASED ON FIND. OF FACT DUE
- TO RECOMMEND APPROVAL & FORWARD TO CITY COUNCIL
- TO RECOMMEND APPROVAL SUBJECT TO COND. & FORWARD TO CITY COUNCIL
- TO RATIFY NEGATIVE DECLARATION
- TO CONTINUE TO \_\_\_\_\_ MEETING
- OTHER \_\_\_\_\_



22

# CITY PLANNING COMMISSION

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

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

**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  |

|  |                                       |
|--|---------------------------------------|
| <b>Surrounding Land Use and Zoning:</b>          | <b>Setbacks:</b>                      |
| North: I-80; TC                                  | Per Schematic Plan and PUD Guidelines |
| South: Residential; R-1                          | " "                                   |
| East : Vacant & furniture manufacturing; M-1(Li) | " "                                   |
| West : Vacant; Agriculture                       | " "                                   |

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

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EXHIBIT A

NORWOOD TECH BUSINESS PARK PROJECT STATUS

|                 | Total<br>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>  |
| <hr/>           |                      |                    |               |                |
| P87-354         |                      | September 10, 1987 |               | Item #26       |

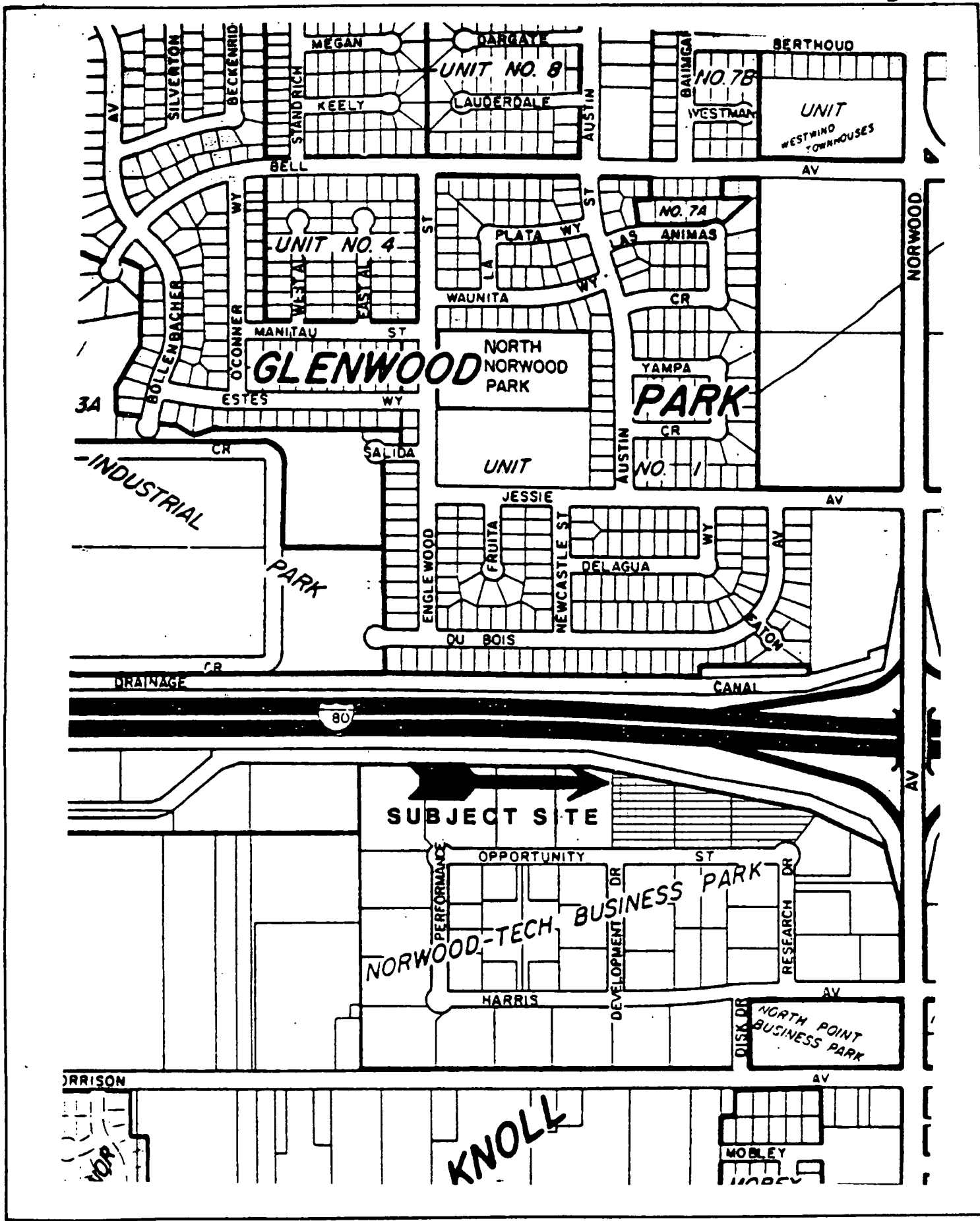
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EXHIBIT A CONTINUED

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

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# VICINITY MAP

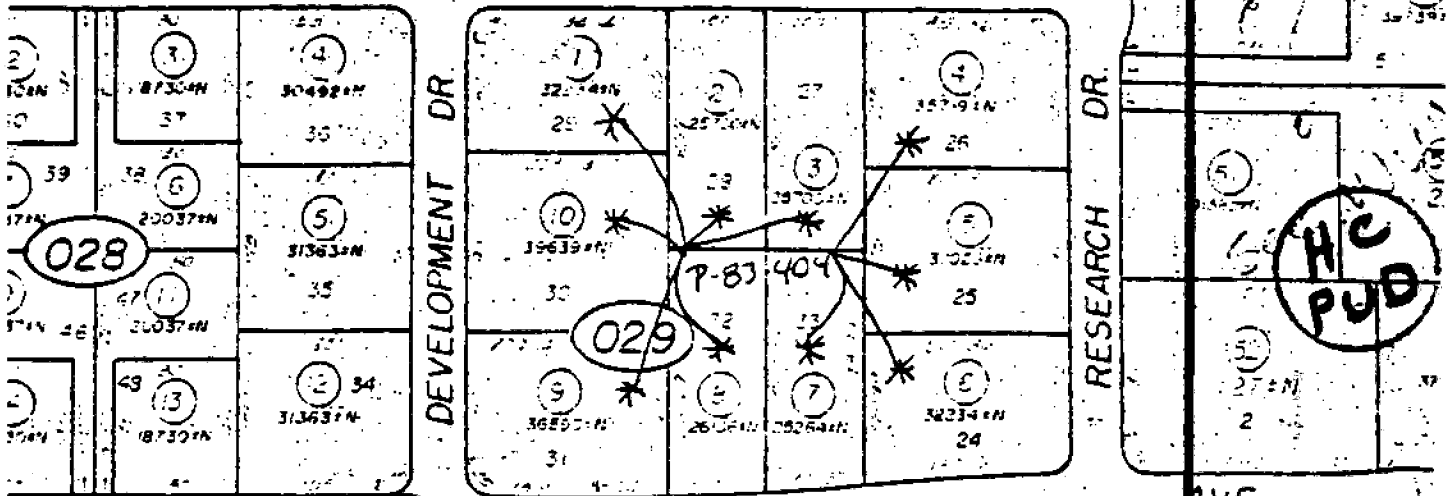
# SEC. 3, RANCHO DEL PASO

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

**SUBJECT SITE**

OPPORTUNITY

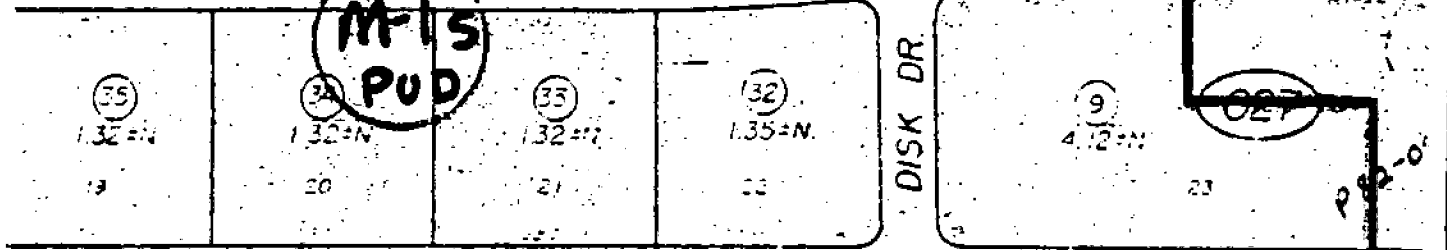
ST.



HARRIS

NORWOOD TECH. P.U.D.

**M-15 PUD**

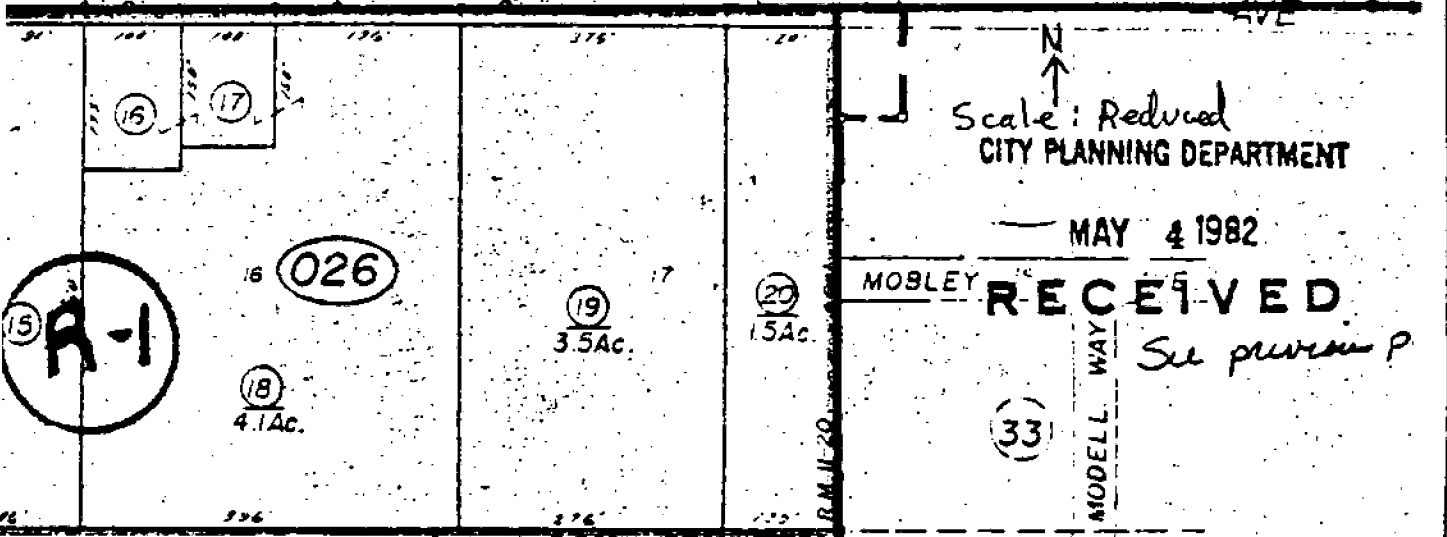


Scale: Reduced  
CITY PLANNING DEPARTMENT

MAY 4 1982

**RECEIVED**

See previous P

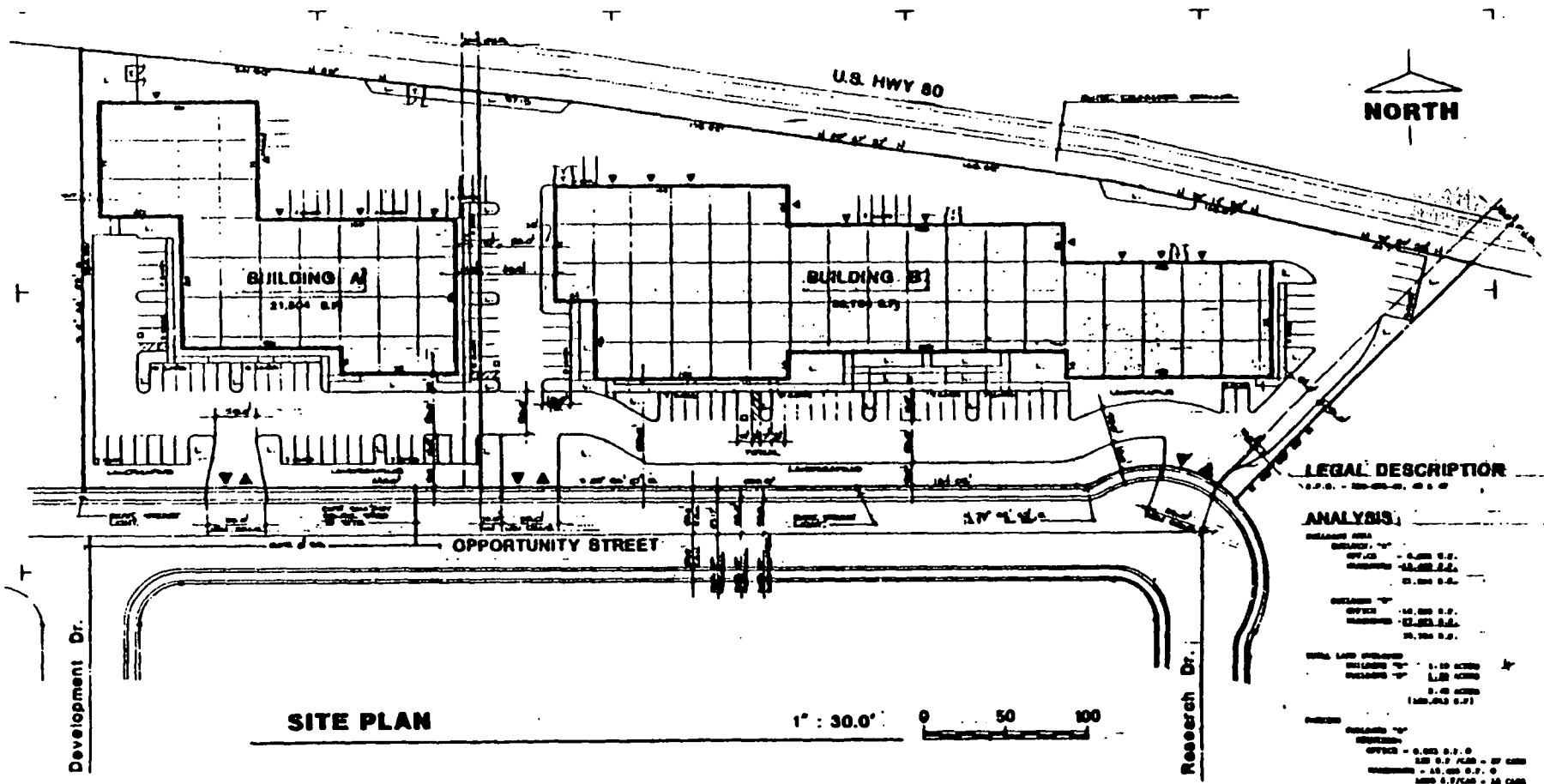


# LAND USE & ZONING MAP

P-87-354

9-10-87

16  
*John*



**SITE PLAN**

1" = 30.0'



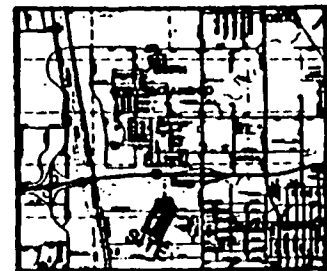
architects • engineers • planners  
**the frandson group**  
 2825 tulson avenue  
 sacramento, ca 95825  
 tel: 916-486-8779

**NORWOOD TECH. BUSINESS PARK**  
 Sacramento, California  
 Norwood Ave. & Hwy 80  
 For: Mr. John Sanchez

**LEGAL DESCRIPTION**

**ANALYSIS**

|              |             |             |            |            |
|--------------|-------------|-------------|------------|------------|
| RELEASE AREA | 21.000 S.F. | 0.000 S.F.  | 0.000 S.F. | 0.000 S.F. |
| OFFICE       | 10.000 S.F. | 10.000 S.F. | 0.000 S.F. | 0.000 S.F. |
| RESEARCH     | 0.000 S.F.  | 0.000 S.F.  | 0.000 S.F. | 0.000 S.F. |
| STORAGE      | 0.000 S.F.  | 0.000 S.F.  | 0.000 S.F. | 0.000 S.F. |
| PARKING      | 0.000 S.F.  | 0.000 S.F.  | 0.000 S.F. | 0.000 S.F. |
| ROADS        | 0.000 S.F.  | 0.000 S.F.  | 0.000 S.F. | 0.000 S.F. |
| UTILITIES    | 0.000 S.F.  | 0.000 S.F.  | 0.000 S.F. | 0.000 S.F. |
| TOTAL        | 21.000 S.F. | 10.000 S.F. | 0.000 S.F. | 0.000 S.F. |



**VICINITY MAP**

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| DATE      | 01/17/84 |
| JOB NO.   | 0-2000-1 |
| SHEET NO. | A1       |

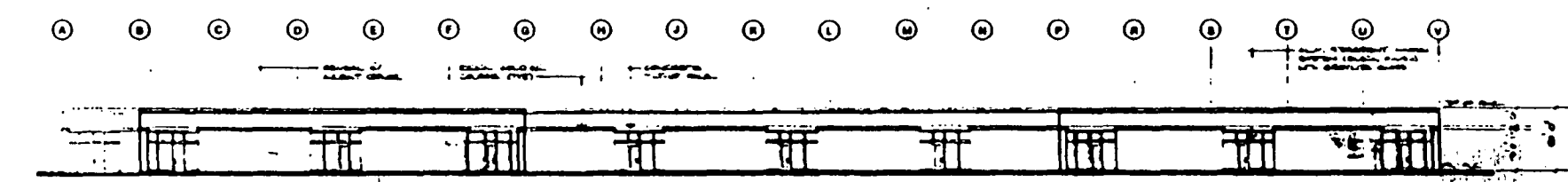
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P-87-354

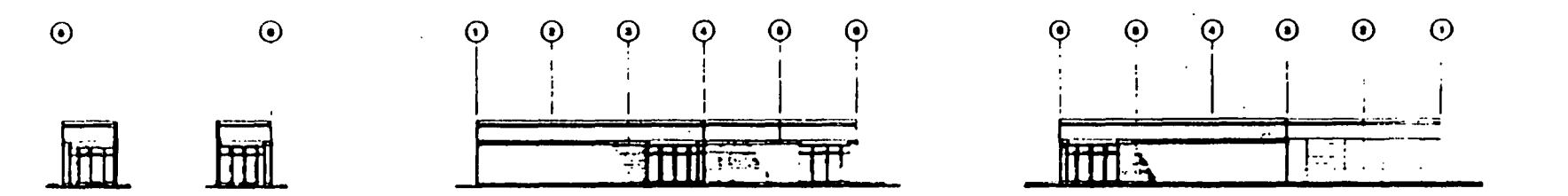
9-10-87

John  
86



**SOUTH ELEVATION**

1/16" = 1'-0"

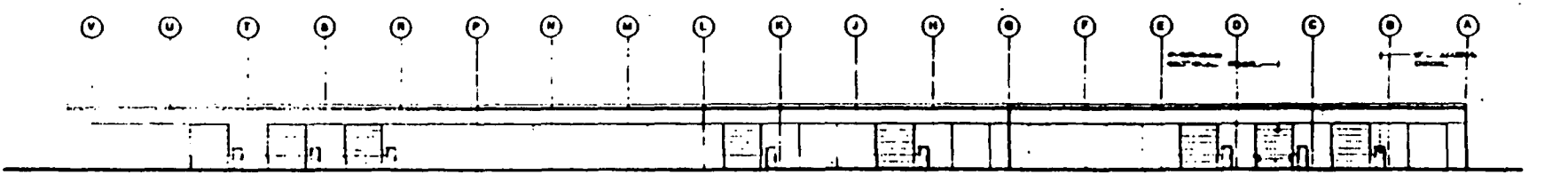


**ELEV. A**

**ELEV. B**

**WEST ELEVATION**

**EAST ELEVATION**



**NORTH ELEVATION**

1/16" = 1'-0"



architects • engineers • planners  
**the frandsen group**  
 2636 Fulton Avenue  
 Sacramento, CA 95821 916-486-6173

**NORWOOD TECH.**  
**BUSINESS PARK**  
 Sacramento, California  
 Norwood Ave. & Hwy 80  
 For: Mr. John Bancho

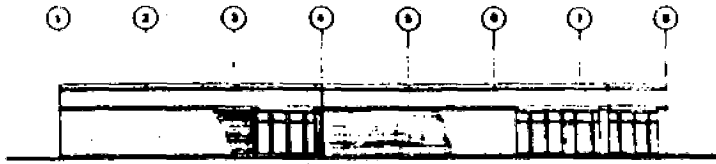
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| JOB NO.   | B-2884-1 |
| SHEET NO. | 6        |
| A5        |          |

Handwritten initials or signature.

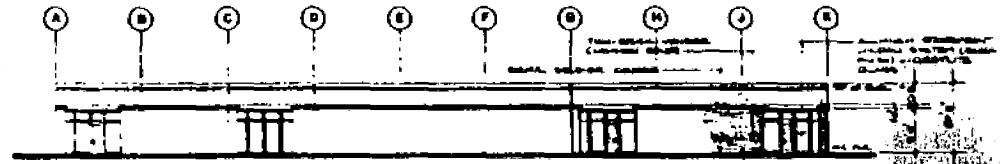
P-87-354

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Stewart  
H. 2/4

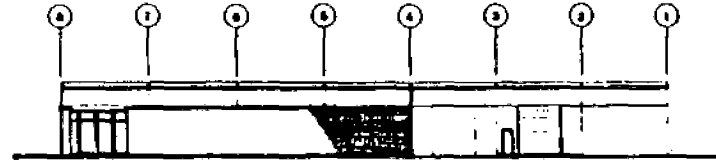


WEST ELEVATION

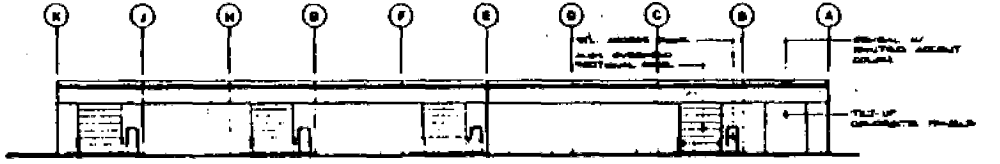


SOUTH ELEVATION

1/16" = 1'-0"



EAST ELEVATION



NORTH ELEVATION

1/16" = 1'-0"



architects • engineers • planners  
**the franseen group**  
 2636 ruiton avenue suite 209  
 sacramento, ca 95828 916-486-0177

**NORWOOD TECH. BUSINESS PARK**  
 Sacramento, California  
 Norwood Ave. & Hwy 80  
 For: Mr. John Banchoff

|             |          |
|-------------|----------|
| DATE        | 4/1/84   |
| JOB NO.     | 9-2664-1 |
| PROJECT NO. | A3       |

22

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<br>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            |

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~~April 10, 1986~~

~~4-11-86~~  
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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~~ *Tech PUD*.
- 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

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

August 31, 1987

CITY PLANNING DIVISION

SEP 1 1987

MEMORANDUM

RECEIVED

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:<br><br>1. Violations of the PUD Guidelines with respect to freeway oriented signs<br>2. Installation of signs without a permit.<br><br>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.  |

449-5604



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 consistant 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

October 16, 1987

John Banchemo  
601 University Avenue, #285  
Sacramento, CA 95825

Dear Mr. Banchemo:

On October 13, 1987, the Sacramento City Council heard your appeal from the City Planning Commission's Denial to amend PUD Guidelines for Norwood Tech to allow one attached major tenant identification freeway-oriented sign per building on 4.0± acres in the M-1 (S (PUD) zone at property located from 251 to 281 Opportunity Street. (P-87354)

The Council adopted, by motion, its intent to grant your appeal contingent on Findings of Fact due October 27, 1987.

Sincerely,

Lorraine Magana  
City Clerk

LM/cc/#22

cc: Planning Department  
BHR Development, 601 University Ave., #285, SAC, CA 95825