

Report collected by Staff 4/7/86
CITY PLANNING COMMISSION

P-87-354 History

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

APPLICANT John Banchemo, 601 University Avenue, Suite 285, Sacramento, CA 95825
OWNER BHR Development, 601 University Avenue, Suite 285, Sacramento, CA 95825
PLANS BY _____
FILING DATE 3/7/86 **ENVIR. DET.** 3/18/86 **REPORT BY** FG:bw
ASSESSOR'S-PCL. NO. 250-025-33 thru 43, 45 thru 53; 250-027-09; 250-028-01 thru 15;

APPLICATION: A. Negative Declaration

250-029-11,12

B. Norwood Tech PUD Guidelines Amendment to allow individual signs per tenant space and to eliminate PUD guideline restrictions on signs facing I-80 freeway

LOCATION: Area bounded by Norwood Avenue, Morrison Avenue, I-80 and Performance Drive

PROPOSAL: The applicant is requesting the necessary entitlement to amend the Norwood Tech PUD Sign Guidelines.

PROJECT INFORMATION:

1974 General Plan Designation: Industrial
1984 North Sacramento Community Plan Designation: Office/Commercial/Industrial-Labor Intensive
Existing Zoning of Site: M-1(S)(PUD)
Existing Land Use of Site: Offices, Commercial, Vacant

Surrounding Land Use and Zoning:

North: I-80: TC
South: Residential: R-1
East: Vacant; M-1(LI)
West: Vacant: A

Setbacks: Per Schematic plan and PUD Guidelines
Parking Provided: Per PUD Guidelines
Property Dimensions: Irregular
Property Area: 48± acres
Square Footage of Building: Varying
Height of Building: One and two-story
Topography: Flat
Street Improvements/Utilities: Existing
Exterior Building Materials: Per PUD Guidelines

BACKGROUND INFORMATION:

On June 26, 1980, the Planning Commission recommended approval of a general plan and community plan amendment, the adoption of the PUD Schematic Plan and PUD Guidelines, a zone change and a tentative map.

The original PUD application encompassed 48± acres with 50 lots with a total of 775,000± square feet of floor space. To date, a total of 193,038 square feet of warehouse and 137,272 square feet of office space has been constructed (see Exhibit A).

Sign regulations were adopted as part of the PUD Guidelines. The regulations were 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. The sign guidelines permit the following signage:

APPLC. NO. P86-106 **MEETING DATE** April 10, 1986 **ITEM NO** 15-10

4-24-86

PUD SIGN REGULATION MATRIX

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

The concept of a Planned Unit Development is to encourage the design of well-planned facilities through creative and imaginative planning. A business park PUD is established to allow both commercial and/or industrial uses containing visual and operational amenities and features, such as selective occupancies, setbacks, landscaping, building materials, and signage controls (Exhibit B, Existing Sign Guidelines-Norwood Tech). The Norwood Tech PUD was established to serve just such a purpose.

PROJECT EVALUATION: Staff has the following comments:

- A. Proposal: The applicant is requesting to amend the PUD Guidelines to allow individual signs per tenant space and to eliminate restrictions on signs facing I-80 freeway. The applicant has indicated that lack of freeway-oriented signage would cause grave financial hardship to himself and the Norwood Tech area in general.

The situation which has precipitated the applicant's request for an amendment of the PUD Guidelines are the multiple violations of the PUD sign regulations by the property owner BHR Development and the applicant, John Banchemo, who is a partner in BHR Development. The first illegal signs for Abbey Carpets were erected in the Fall of 1985 by Sierra Sign Service. The applicant/property owner was notified by City staff of the problem and informed of the type of signage which is allowed in the Norwood Tech PUD. Since then, numerous tenant signs, balloon signs, canned plastic signs and freeway-oriented signs have been erected for other businesses (Veteran Motors, Makita, Federal Express, Martin Garage Door, Christensen Supply and Abbey Carpets).

In November of 1985, the property owner and sign installer were notified of the sign violations by the City Code Enforcement Division and given 10 days to correct the problem. In February of this year the sign installer was once again notified of their failure to comply with the PUD sign regulations and to obtain the necessary permits from the City (see Exhibits C F). To date, only the Abbey Carpet balloon sign has been removed, all other signs remain (see Exhibit H, sign violation locations).

PROPOSED SIGN REGULATIONS

The applicant is requesting three changes to the PUD sign regulations: they are:

1. If an individual building has more than one tenant/occupant, each occupant is permitted one sign per building face it occupies.

- Presently, no individual tenant signs are permitted. One identification sign is permitted per building not to exceed eight feet in height or 64 square feet per face, double-faced.
2. Signs facing or oriented toward the freeway shall not exceed two feet in height and 90 square feet in area.

- No freeway signs are currently allowed.

3. Signs oriented toward their respective street frontage shall not exceed two feet in height and 30 square feet in area.

- One identification sign is presently allowed as previously described.

Staff has reviewed the applicant's proposal and cannot support such excessive signage standards. Staff is opposed to freeway-oriented signs of any kind in PUD's. Staff, also considers one sign per occupant per building face to be excessive for a PUD.

Staff would recommend that the Norwood Tech PUD Sign Regulations be updated to be more in keeping with the Norwood/I-80 Business Park PUD Guidelines (refer to Sign Regulation Matrix). These guidelines allow more signage for individual businesses, buildings and park project identification, yet still preserve and enhance the appearance of the development. (A copy of the Norwood/I-80 PUD Sign Regulations is attached as Exhibit G.

ENVIRONMENTAL DETERMINATION: The Environmental Coordinator has determined that the project will not have an impact on the environment and has filed a Negative Declaration).

RECOMMENDATION: Staff recommends the following action:

- A. Ratify the Negative Declaration:
- B. Approve the Norwood Tech PUD Sign Guidelines Amendment per Exhibit G, based upon the Findings of Fact which follow:

Findings of Fact

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 by the 1984 North Sacramento Community Plan, and the proposed sign regulations conform with the plan designation. (Added by staff)