

P00-031: Sign for the Sacramento Truck Center

- REQUEST: Entitlements to allow freeway oriented signage along the I-80 corridor within Norwood West Planned Unit Development (PUD) in the M-1S-LI-PUD zone:
- A. Environmental Determination: Exempt – CEQA Section 15311(a);
 - B. PUD Guidelines Amendment to allow freeway oriented signage attached to buildings within Norwood West PUD, consistent with what is allowed in the adjacent Norwood Tech-PUD;
 - C. PUD Guidelines Amendment to allow one detached freeway oriented pole sign, 160 square feet in area and 40 feet high, for the Sacramento Truck Center on APN 250-0025-057 in Norwood West PUD.

APPLICANT: River City Signs (Lee Ramey), 916-371-3300
2419 Sellers Way, West Sacramento, CA 95691

STAFF CONTACT: Philip Reed, (916) 264-8287

LOCATION: 100 Opportunity Street (south of I-80, west of Norwood Avenue)
North Sacramento Community Plan area
APN: 250-0025-057, 058, and 059
Council District #2

BACKGROUND:

The proposal as submitted was heard and considered by the City of Sacramento Planning Commission at the regular meeting of August 10, 2000. Since the Planning Commission was in agreement with staff recommendation to deny the pole sign (Entitlement C), and because there seemed to be room for the negotiation of a more acceptable sign program, the applicant was advised by the Planning Commission to withdraw the item from hearing, continue it to the next hearing date, and work with staff to develop a new sign program that could be supported by staff while still serving the needs of the facility. The new sign program proposed has been included as Exhibit A.2; and the revised PUD Guidelines Amendment (for Entitlement B) to accommodate the new proposal is included as Exhibit A.1, with the Notice of Decision and Findings of Fact (Attachment A).

RECOMMENDATION:

In order to avoid re-advertising the project, both entitlements are still before the Planning Commission and require a decision. The recommendation of staff on each entitlement remains the same as before; that is, to **approve** the PUD Guidelines Amendment to allow attached freeway oriented signage (Entitlement B), but to **deny** the proposed detached pole sign (Entitlement C).

DISCUSSION:

For *attached* freeway oriented signage, the Sign Ordinance allows one square foot of sign area per lineal foot of building frontage to a maximum area of 200 square feet, at a maximum height of 20 feet above finished grade; however, this amount of sign area is in excess of what would be allowed by the adjacent PUDs. The maximum area allowed for attached freeway oriented signage in any of the nearby PUDs is 0.7 square foot per lineal foot of building frontage to a maximum area of 100 square feet. For the Norwood West PUD Guidelines Amendment proposed for this project, staff suggests one square foot of sign area for every lineal foot of building frontage (in keeping with the Sign Ordinance) to a maximum of 100 square feet (in keeping with what is allowed in the Norwood I-80 PUD). In addition, the PUD Guidelines currently allow 60 square feet of attached signage per building that is not freeway oriented.

The applicant has proposed a new sign program for the Sacramento Truck Center, as shown in the attached Exhibit A.2; it includes the following elements:

- 1) An illuminated cabinet sign depicting the Freightliner logo on a red background, mounted approximately 16 feet above finished grade, on the freeway oriented north facade of the sales office building (which is 75 feet long and located on the north side of Opportunity Street, on the parcel adjacent to the I-80 freeway); and the applicant will be required to reduce the area of this sign to be within the 75 square foot limit allowed for the building;
- 2) A 12 square foot sign consisting of non-illuminated individual letters depicting the *SELECTRUCKS* name, on the south (non-freeway oriented) facade of the sales office building;
- 3) An 81 square foot sign consisting of non-illuminated individual letters depicting the **Sacramento Truck Center** name, mounted approximately 20 feet above finished grade, on the freeway oriented north facade of the service building (which is located on the south side of Opportunity Street, but is still within 660 feet of the freeway right-of-way); and
- 4) A six square foot illuminated directional sign mounted on a 24" high pole, located within the entrance to the service facility, to instruct customers which way to go for parts or service.

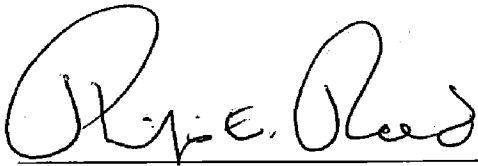
The current proposal is the result of the efforts of the applicant and staff to reach agreement on a sign program that serves the needs of the applicant and is at the same time one that staff can support. Staff considers it to be reasonable to allow an illuminated cabinet sign for a 24 hour service operation requiring clear identification by passing freeway traffic, both night and day, especially for the red and black Freightliner logo which would be difficult to depict appropriately on any other form of illuminated sign; however, signage that consists of a name that can be placed as individual letters should be done in that way. All of the signage in the current proposal is consistent with the requirements and restrictions of the PUD Guidelines or the PUD Guidelines amendment for attached freeway oriented signage as proposed for this project and is supported by staff.

PROJECT APPROVAL PROCESS: The Planning Commission has the authority to approve or deny the entitlements below. 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 actions:

- A. Adopt the attached Notice of Decision and Findings of Fact which finds that the project is Exempt pursuant to CEQA Section 15311(a)—accessory structures, on-premise signs;
- B. Adopt the attached Notice of Decision and Findings of Fact **approving** the PUD Guidelines Amendment to allow freeway oriented signage attached to buildings within Norwood West PUD, consistent with what is allowed in the adjacent Norwood Tech PUD;
- C. Adopt the attached Notice of Decision and Findings of Fact **denying** the PUD Guidelines Amendment to allow one detached freeway oriented pole sign, 160 square feet in area and 40 feet high, for the Sacramento Truck Center on APN 250-0025-057 in Norwood West PUD.

Report Prepared By,



Philip Reed, Assistant Planner

Report Reviewed By,



Art Gee, Assistant Planning Director

Attachments

Attachment A	Notice of Decision & Findings of Fact
Exhibit A.1	Text of the Proposed PUD Guidelines Amendment
Exhibit A.2	Revised Sign Program for Sacramento Truck Center
Attachment B	Previous Staff Report to Planning Commission (August 10, 2000)

**NOTICE OF DECISION AND FINDINGS OF FACT FOR
SACRAMENTO TRUCK CENTER SIGN PROPOSAL, LOCATED AT 100 OPPORTUNITY STREET
SACRAMENTO, CALIFORNIA, IN THE M-1S-LI-PUD ZONE (P00-031)**

At the regular meeting of September 14, 2000, the City Planning Commission heard and considered evidence in the above entitled matter. Based on verbal and documentary evidence at said hearing, the Planning Commission took the following actions for the location listed above:

- A. Environmental Determination: Exempt (CEQA Section 15311(a): On-premise signs);**
- B. Approved the PUD Guidelines Amendment to allow freeway oriented signage attached to buildings within Norwood West PUD, consistent with what is allowed in the adjacent Norwood Tech PUD; and**
- C. Denied the PUD Guidelines Amendment to allow one detached freeway oriented pole sign, 160 square feet in area and 40 feet high, for the Sacramento Truck Center on APN 250-0025-057 in Norwood West PUD.**

These actions were made based upon the following findings of fact and subject to the following conditions of approval:

FINDINGS OF FACT

- A. Categorical Exemption:** The City Planning Commission finds and determines that the proposed project is exempt from environmental review pursuant to CEQA Section 15311(a): Accessory Structures — On-premise signs.
- B. PUD-Guidelines-Amendment-to-allow-freeway-oriented-signage-attached-to-buildings-within-the-Norwood West PUD, consistent with what is allowed in the adjacent Norwood Tech and Norwood I-80 PUDs:** The PUD Guidelines Amendment to allow freeway oriented signage attached to buildings within the Norwood West PUD, consistent with what is allowed in the adjacent Norwood Tech and Norwood I-80 PUDs, is **approved** based on the following findings of fact:
 - 1. The Norwood West PUD Guidelines, as herein amended, are consistent with the other PUDs in the area, consistent with the zoning for the site, and consistent with City Code Chapter 15.148 (Sign Ordinance);
 - 2. The Norwood West PUD Guidelines, as herein amended, meet the purposes and criteria stated in the City Zoning Code, Sections 17.180.010, 17.180.020, and 17.180.030.A.1, in that the amendment is in harmony with the general purpose and intent of the PUDs; and
 - 3. The Norwood West PUD Guidelines, as herein amended, will not be detrimental to the public welfare, the surrounding community, nor to the property in the vicinity of the development, in that it allows signage which is consistent with what is already allowed in adjacent PUDs.

C. PUD Guidelines Amendment to allow one detached freeway oriented pole sign, 160 square feet in area and 40 feet high, for the Sacramento Truck Center on APN 250-0025-057 in Norwood West PUD: The PUD Guidelines Amendment to allow one detached freeway oriented pole sign, 160 square feet in area and 40 feet high, for the Sacramento Truck Center on APN 250-0025-057 in Norwood West PUD, is **denied** based on the following findings of fact:

1. The proposed amendment to the Norwood West PUD Guidelines is not consistent with the other PUDs in the area, the zoning for the site, or with City Code Chapter 15.148 (Sign Ordinance) in that it would permit a sign type (i.e., a pole sign) which is not allowed by any of the applicable regulatory documents cited above;
2. The proposed amendment to the Norwood West PUD Guidelines will not meet the purposes and criteria stated in the City Zoning Code, Sections 17.180.010, 17.180.020, and 17.180.030.A.1, in that it is contrary to the continuation of high quality design of development in the PUD, and is therefore not in harmony with the general purpose and intent of establishing PUDs in that the intent of the Guidelines is to protect the view corridor along the freeway from the type of visual intrusion created by pole signs; and
3. The proposed amendment will be detrimental to the public welfare and the surrounding community in that it allows signage different from what is allowed in the adjacent PUDs and will set a precedent that will encourage the proliferation of similar signage along the freeway right-of-way and is therefore not of long lasting benefit to the community and the city.

CONDITIONS OF APPROVAL

- B1. The illuminated cabinet sign mounted on the freeway oriented north facade of the sales office located on the parcel adjacent to the I-80 freeway shall depict the Freightliner logo on a red background, but nothing else. The *SELECTRUCKS* name shall not be included on this sign, and there shall not be any illuminated white area surrounding the red background of the sign. The total sign area of this illuminated cabinet sign shall be no more than 75 square feet. The Freightliner logo shall not be included as a part of any other freeway oriented signage.
- B2. The size, type, material, and location of the remaining attached signs (*SELECTRUCKS* and **Sacramento Truck Center**) shall conform to what is shown on Exhibit A.2.

CHAIRPERSON

ATTEST:

SECRETARY TO CITY PLANNING COMMISSION

DATE (P00-031)

- Exhibit A.1 Text of the proposed PUD Guidelines Amendment
- Exhibit A.2 Revised Sign Program for Sacramento Truck Center

Proposed PUD Guidelines Amendment (part of Entitlement B)
Delete Number 8 from Section 6.A, as follows:

6. SIGN REGULATIONS

A. GENERAL SIGN REQUIREMENTS

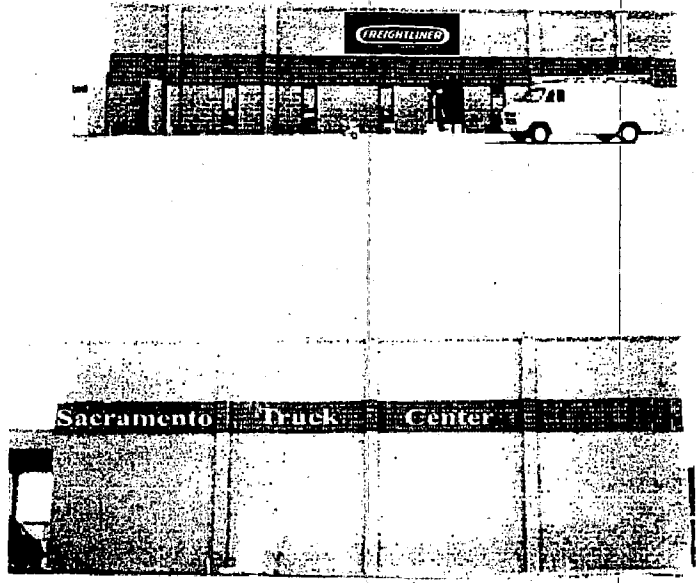
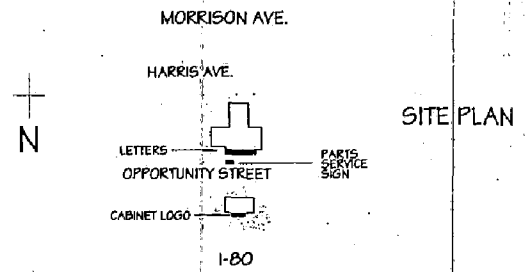
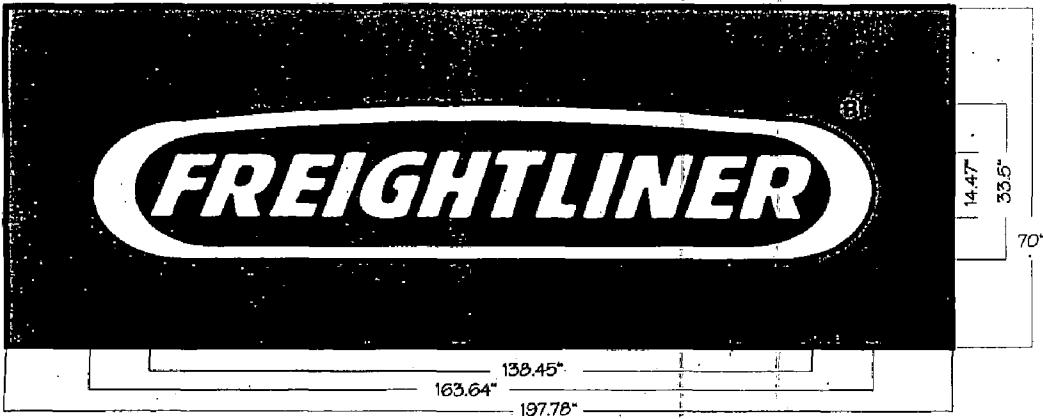
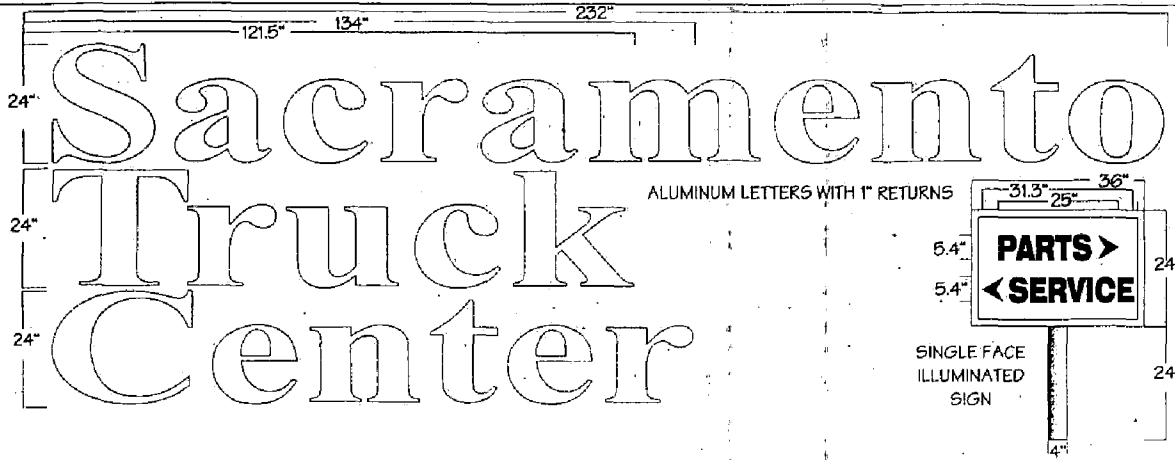
1. A sign program shall be submitted for review and approval of each individual project special permit application or to the City Planning staff if submitted subsequent to the City Planning Commission special permit hearing.
2. Flashing, moving, or audible signs will not be permitted.
3. In no case shall 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 shall project above the building or top of the wall upon which it is mounted.
6. All attached building signs shall be placed flat against the building.
7. Freestanding pole signs shall not be permitted, with the exception of monument signs as permitted in subsections E and F.
- ~~8. No sign shall be specifically designed or oriented to be viewed from the freeway.~~
9. No signs perpendicular to the face of the building shall be permitted.

Proposed PUD Guidelines Amendment (also part of Entitlement B)

Add new Section 6.G, as follows:

G. FREEWAY ORIENTED SIGNS

1. *One attached freeway oriented sign shall be allowed, in addition to the attached signage otherwise allowed by the PUD Guidelines, for each building located within 660 feet of the exterior right-of-way line of the adjacent I-80 freeway.*
2. *The maximum letter height shall not exceed 24 inches (24").*
3. *The maximum area of the sign shall be one square foot of sign area for every linear foot of building frontage, not to exceed 100 square feet.*
4. *The sign shall consist of individual raised letter type. Plastic signs and exposed raceway signs are allowed, and cabinet signs may be allowed for 24 hour service uses oriented to the freeway, subject to review and approval of City Planning staff.*
5. *Internally illuminated signs are permitted, subject to review and approval of City Planning staff. Halo illuminated reverse pan channel signs are preferred.*



RIVER CITY SIGNS
2419 SELLERS WAY WEST SACRAMENTO, CA 95691
(916) 371-3300 FAX 371-3757

PROJECT NAME FREIGHTLINER SACRAMENTO TRUCK CENTER	ADDRESS 3006 EVERGREEN AVE. W. SACRAMENTO, CA. 95691	SCALE 1/2" = 1'	DATE 09-01-00	SALESMAN LEE.	DESIGNER MEJIA	FILE NAME & LOCATION FREIGHTLINER_SACTO TRUCK CENTER CHANGE1.CDR DISK # T2	JOB NUMBER X
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Exhibit A-2-1

Color profile: _DEFAULT.CMH - Generic Profile
Composite

SELECT TRUCKS

13.58°

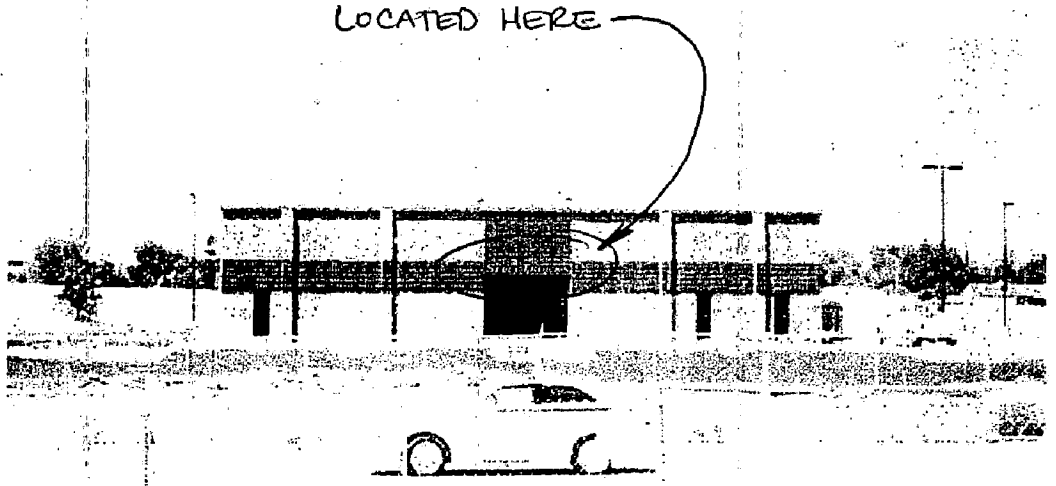
120°

ALUMINUM LETTERS WITH 1" RETURNS

LOCATED HERE



SITE PLAN



RIVER CITY SIGNS
 2119 SELLERS WAY WEST SACRAMENTO, CA 95691
 (916) 371-3300 FAX 371-3757

3"	1'-0"	6"	2'-6"				
PROJECT NAME	ADDRESS	SCALE	DATE	SALESMAN	DESIGNER	FILE NAME & LOCATION	JOB NUMBER
FREIGHTLINER SACRAMENTO TRUCK CENTER	3006 EVERGREEN AVE. W. SACRAMENTO, CA. 95691	1 1/2" = 1'	09-01-00	LEE.	MEJIA	FREIGHTLINER SACTO TRUCK CENTER CHANGE1.CDR DISK # T2	X

Printed on 9/14/2000 11:42:55 AM

CITY PLANNING COMMISSION
SACRAMENTO, CALIFORNIA
MEMBERS IN SESSION:

ITEM # X 3
August 10, 2000
PAGE X 10

P00-031: Sign for the Sacramento Truck Center

REQUEST: Entitlements to allow freeway oriented signage along the I-80 corridor within Norwood West Planned Unit Development (PUD) in the M-1S-LI-PUD zone:

- A. Environmental Determination: Exempt – CEQA Section 15311(a);
- B. PUD Guidelines Amendment to allow freeway oriented signage attached to buildings within Norwood West PUD, consistent with what is allowed in the adjacent Norwood Tech PUD;
- C. PUD Guidelines Amendment to allow one detached freeway oriented pole sign, 160 square feet in area and 40 feet high, for the Sacramento Truck Center on APN 250-0025-057 in Norwood West PUD.

LOCATION: 100 Opportunity Street, off Harris Avenue, west of Norwood Avenue, south of I-80
North Sacramento Community Plan area
APN: 250-0025-057, 058, and 059
Council District #2

APPLICANT:	River City Signs (John Harris), 916-371-3300 2419 Sellers Way, West Sacramento, CA 95691
OWNER:	Trust No. 1895-0 (Joseph Benvenuti), 916-446-8750 P.O. Box 1589, San Diego, CA 92112
APPLICATION FILED:	February 23, 2000
STAFF CONTACT:	Philip Reed, (916) 264-8287

SUMMARY:

The applicant has proposed a detached, 40 foot high pole sign with 160 square feet of sign area adjacent to the Interstate 80 (I-80) freeway, as well as attached signage on the facade of one of the two new truck center buildings. The attached signage proposed is allowed by the PUD Guidelines, but the detached pole sign currently is not. The basic issue is whether or not to allow a pole sign for this particular use in the Norwood West PUD, which otherwise currently does not permit pole signs of any kind for any use.

RECOMMENDATION:

Staff recommends **approval** of the PUD Guidelines Amendment to allow attached freeway oriented signage, but recommends **denial** of the proposed detached pole sign.

PROJECT INFORMATION:

Existing Zoning of Site: M-1S-LI-PUD
 General Plan Designation: Industrial - Employee Intensive
 Community Plan Designation: Labor Intensive Light Industrial
 Existing Land Use of Site: truck sales and service facility, currently under construction
 Topography: Flat

Surrounding Land Use and Zoning:

North: drainage ditch and freeway; A and TC
 South: vacant; M-1S-LI-PUD
 East: light industrial, warehousing, and vacant; M-1S-PUD
 West: golf driving range (interim use); M-1S-LI-PUD

Property Dimensions: Parcel 1 - 306' x 437' (sales office, adjacent to freeway)
 Parcel 2 - 416' x 520' (service facility, across the street)

Property Area: Parcel 1 - 3.07± gross acres; 3.07± net acres
 Parcel 2 - 4.97± gross acres; 4.97± net acres

Square Footage of Buildings: Parcel 1 - 3,375 square feet (sales office)
 Parcel 2 - 43,531 square feet (service facility)

Height of Buildings: Parcel 1 - 16'-8" (1 story)
 Parcel 2 - 28'-0" (1 story plus mezzanine)

Exterior Building Materials: split face concrete block
 Roof Material: built-up

Hours of Operation: 9 a.m. to 5 p.m., Monday through Saturday

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 Permits	Building Division

BACKGROUND INFORMATION:

Establishment of the Norwood West Business Park Planned Unit Development (PUD) was recommended for approval by the Planning Commission on April 10, 1986 and subsequently approved by City Council on May 12, 1986 (P86-108). This PUD was expanded through additional approvals by City Council on January 26, 1988 (P87-407) and May 30, 1989 (P89-078). Included in the original approval was adoption of PUD Guidelines that are largely the same as those which were adopted and subsequently amended for the adjacent Norwood Tech PUD (to the east), though the Norwood West PUD Guidelines have not been similarly amended. Special Permits for the Sacramento Truck Center were approved by Planning Commission on July 22, 1999 (P99-054), and the facility is currently under construction. The truck center facility was the first permanent development of any kind within the Norwood West PUD, though most of the adjacent Norwood Tech PUD is already developed. The only other approved use already existing within the Norwood West PUD is a golf driving range (west of and across the street from the truck center) which was approved as an interim use for a period of ten (10) years starting on July 14, 1994 (P94-017).

STAFF EVALUATION: Staff has the following comments:

A. Policy Considerations

The applicant has proposed a detached, 40 foot high pole sign with 160 square feet of sign area for the Sacramento Truck Center, which is located on the south side of the Interstate 80 (I-80) freeway west of Norwood Avenue. The Sacramento Truck Center is located in the M-1S zone and within the Norwood West Planned Unit Development (PUD), and the sign location proposed is within 660 feet of the exterior right-of-way line of the adjacent freeway.

Pole signs are normally allowed by the Sign Ordinance in the M-1 and M-2 industrial zones to a maximum height of 40 feet with a sign area of one square foot per lineal foot of street frontage (to a maximum of 300 square feet); and for comparison, they are allowed in the C-2 commercial zone to a maximum height of 35 feet with the same sign area restrictions. However, in the M-1S and M-2S zones, the only detached signs allowed are monument signs to a maximum height of ten (10) feet with maximum sign area of 48 square feet, and the Norwood West PUD Guidelines also allow only monument signs to a maximum height of 12 feet with maximum sign area of 48 square feet. Furthermore, within 660 feet of the exterior right-of-way line of any freeway route, the only detached signs allowed within any of the aforementioned zones are again monument signs to a maximum height of 12 feet with maximum sign area of 48 square feet. The only exceptions are for motels, hotels, restaurants, and gas stations, which are permitted to have the same signage allowed in the Highway Commercial (HC) zone due to the freeway services these uses provide. In the HC zone, detached signs are allowed to a maximum height of 35 feet with maximum sign area of 200 square feet. These requirements are summarized in Table 1 below.

**Table 1
Detached Signs Allowed**

ZONE or LOCATION	TYPE OF SIGN	ALLOWED (YES or NO)	MAXIMUM HEIGHT	MAXIMUM AREA
M-1 & M-2	pole/pylon	YES	40 feet	1 SF / 1 LF (max 300 SF)
C-2 zone	pole/pylon	YES	35 feet	same as above
M-1S & M-2S	pole/pylon	NO	—	—
	monument	YES	10 feet	48 SF
PUD Guidelines ¹	pole/pylon	NO ²	—	—
	monument	YES	12 feet	48 SF
within 660 of a Freeway	pole/pylon	NO ³	—	—
	monument	YES	12 feet	48 SF
HC zone	pole/pylon	YES	35 feet	200 SF

NOTES: 1) Includes Norwood West, Norwood Tech, and Norwood I-80 PUDs.
 2) Norwood I-80 allows a multiple use pole sign for 2-3 businesses.
 3) Exceptions for gas stations, restaurants, and hotels/motels.

While the Sacramento Truck Center, which is a sales, service, and repair facility for large commercial trucks (essentially a new truck dealer specializing in the Freightliner brand), is at least somewhat freeway oriented in the services it provides, it is not a gas station (or a truck stop selling diesel fuel to passing truckers) or any of the other uses allowed to have detached signage other than a monument sign within 660 feet of a freeway right-of-way. Furthermore, the Norwood West PUD Guidelines specifically prohibits pole signs anywhere within the PUD, regardless of the use; and the adjacent Norwood Tech PUD similarly prohibits pole signs.

Comparison has been made with the "United Rentals" sign located within the Norwood I-80 PUD which is east of Norwood Avenue on the south side of I-80. This sign is a two pole structure and is illustrated in photos included as Attachment J. It was allowed to a maximum height of 50 feet with a maximum sign area of 200 square feet; however, the sign was approved as a joint use sign for the PUD, rather than as an individual business sign (though currently United Rentals is the only business advertised on the sign, together with the real estate company responsible for marketing property in the PUD). Furthermore, the Norwood I-80 PUD is located within the Del Paso Heights Redevelopment Area, and this was taken into consideration as a factor in favor of approving the special sign to improve the economic viability of the business park PUD as a whole. While Norwood Tech and Norwood West are nearby (west of Norwood Avenue, instead of east), these two PUDs are not within a redevelopment area; and Norwood Tech in particular continues to be relatively viable in its own right without a similar pole sign. Furthermore, allowing an individual business pole sign in one location within either of these PUDs would set an undesirable precedent that other businesses could cite as justification for allowing them similar signage, which might then proliferate along that stretch of I-80 freeway right-of-way.

The only other detached pole or pylon signs along the freeway in the same vicinity as the Sacramento Truck Center are the ARCO/JACK-IN-THE-BOX sign on the north side of I-80 at Norwood Avenue; and the Fry's Electronics store sign on the north side of I-80 at Northgate Boulevard. Each of these two signs are illustrated in the photos included as Attachment J. The ARCO/JACK-IN-THE-BOX sign is located in the C-2 zone, which normally allows such signs; and though it is within 660 feet of the freeway, the sign is for a gas station and a restaurant for which uses such signs are allowed within 660 feet of the freeway. The Fry's Electronics store sign, which was originally approved for Incredible Universe (P93-156), is located in the M-1S-PUD zone; and while such signs are normally not allowed within the M-1S zone or within 660 feet of the freeway, the PUD Guidelines specifically allowed one "pylon sign" to a maximum height of 40 feet with maximum sign area of 300 square feet. However, while the truck center is also a type of "retail" use, it is not the same type of high volume retail outlet geared for the general public that requires high profile recognition from passing motorists; the clientele for the truck center will be much more specialized and limited to professional truck drivers, various contractors, and businesses with transportation and delivery needs. Furthermore, Fry's does not have the advantage of an easily recognized product that can and will be displayed outdoors in quantity; the inventory of many brightly colored truck tractors on the sales lot of the truck center will provide its own identification and advertisement for the facility that will be fairly obvious by comparison.

As an alternative to the pole sign proposed, the Norwood West PUD Guidelines could be amended to allow attached freeway oriented signage similar to the adjacent Norwood Tech PUD (something that was not originally allowed in either Norwood Tech or Norwood I-80 PUDs and is still not allowed within the Norwood West PUD). Such an amendment would allow the Sacramento Truck Center to display the Freightliner logo on the north facade of the sales office facing the freeway

(as shown in Exhibits H.4 and H.8); and staff argues that this attached signage would be more than sufficient to identify the facility and its product to passing truck drivers, given the excellent freeway exposure the facility has (see photos included as Attachment H).

The applicant has argued that the inventory of trucks parked on the sales lot will block the view of an attached sign. However, staff believes that an attached sign *would* be visible above the inventory, especially for passing commercial trucks which are higher than the average personal vehicle, and this is illustrated in the attached photos. Furthermore, only eastbound traffic will benefit from signage of any kind to identify the location in time to exit from the freeway; unless it already knows the location and which exit to take (i.e., Norwood Avenue), westbound traffic will have to bypass the truck center once it has been spotted (regardless of signage), exit at Northgate, and re-enter the freeway eastbound to return to the Norwood exit.

Finally, the attached signage that *is* proposed in the application submitted does not seem to make much sense for providing desirable maximum exposure, since it is located on the east facade of the service facility building and ultimately may face only another building. A more effective use of the allowable attached sign area would be on the west or north facades of the service facility, where it would gain some visibility from the freeway. If the applicant is concerned about identifying the facility for visitors from Harris Avenue (on the south side of and behind the repair facility; see Attachment D), a monument sign could be used to effectively identify the facility from street level on that side. The Norwood West PUD Guidelines allow one monument sign per parcel, though a variance would be required to place it in a location other than at the entrance to the site.

PROJECT REVIEW PROCESS:

A. Environmental Determination

The proposed project is exempt from environmental review pursuant to CEQA Guidelines (CEQA Section 15311(a): Accessory Structures — On-premise signs).

B. Public/Neighborhood/Business Association Comments

The project application was routed to the following associations, advisory groups, and interested members of the public:

- North Sacramento Chamber of Commerce
- North Sacramento Congress of Neighborhoods
- Oak Knoll / Johnson Heights Neighborhood Group
- Strawberry Manor Neighborhood Association
- Terrace Manor Neighborhood Association
- North Hagginwood Neighborhood Alliance
- Del Paso Heights Improvement Association
- Heights Residents Working Together
- Pell/Main Industrial Park Association
- Robla Community Association
- Gary Collier

Comments have not been received from these or any other members of the public.

C. Summary of Agency Comments

The project was routed to and reviewed by Caltrans because of its proximity to the right-of-way of the Interstate 80 (I-80) freeway. Caltrans commented that since the pole sign is an on-premise sign within 50 feet of the place of business for which the sign advertises and does not advertise any other business or product, that it does not trigger any specific regulatory provisions of the State's Outdoor Advertising Act or the Federal Highway Beautification Act of 1965.

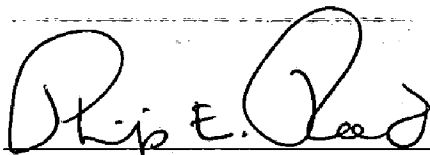
PROJECT APPROVAL PROCESS: The Planning Commission has the authority to approve or deny the entitlements below. The Planning Commission action may be appealed to the City Council. The appeal must occur within 10 days of the Planning Commission action.

RECOMMENDATION: Staff recommends the Planning Commission take the following actions:

- A. Adopt the attached Notice of Decision and Findings of Fact which finds that the project is Exempt pursuant to CEQA Section 15311(a) – accessory structures, on-premise signs;
- B. Adopt the attached Notice of Decision and Findings of Fact **approving** the PUD Guidelines Amendment to allow freeway oriented signage attached to buildings within Norwood West PUD, consistent with what is allowed in the adjacent Norwood Tech PUD;
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Report Prepared By,

Report Reviewed By,



Philip Reed, Assistant Planner



Art Gee, Assistant Planning Director

Attachments

Attachment A	Notice of Decision & Findings of Fact
Exhibit A.1	Text of the Proposed PUD Guidelines Amendment
Attachment B	Vicinity Map
Attachment C	Land Use and Zoning Map
Attachment D	Site Plan — Sacramento Truck Center
Attachment E.1	Elevation — Service Building w/ Attached Signage
Attachment E.2	Elevations — Service Building
Attachment F	Elevations — Sales Office
Attachment G	Proposed Pole Sign
Attachment H	Photo Exhibits — Sacramento Truck Center
Exhibit H.1	View east from NEMDC overcrossing on I-80 eastbound
Exhibit H.2	View east from I-80 eastbound (proposed sign location)
Exhibit H.3	View of Sacramento Truck Center from I-80 eastbound
Exhibit H.4	View of Sales Office from I-80 eastbound
Exhibit H.5	View southwest from I-80 westbound
Exhibit H.6	View southwest from I-80 westbound
Exhibit H.7	View of Sacramento Truck Center from I-80 westbound
Exhibit H.8	View of Sales Office from I-80 westbound
Attachment J	Photo Exhibits — Other Existing Signs
Exhibit J.1	View of Norwood I-80 PUD sign from I-80 eastbound
Exhibit J.2	Close-up of United Rentals / Norwood I-80 PUD sign
Exhibit J.3	ARCO/JACK-IN-THE-BOX sign at Norwood and I-80
Exhibit J.4	Fry's Electronics store sign at Northgate and I-80

Attachment A

**NOTICE OF DECISION AND FINDINGS OF FACT FOR
SACRAMENTO TRUCK CENTER SIGN PROPOSAL, LOCATED AT 100 OPPORTUNITY STREET
SACRAMENTO, CALIFORNIA, IN THE M-1S-LI-PUD ZONE (P00-031)**

At the regular meeting of August 10, 2000, the City Planning Commission heard and considered evidence in the above entitled matter. Based on verbal and documentary evidence at said hearing, the Planning Commission took the following actions for the location listed above:

- A. **Environmental Determination: Exempt (CEQA Section 15311(a): On-premise signs);**
- B. **Approved the PUD Guidelines Amendment to allow freeway oriented signage attached to buildings within Norwood West PUD, consistent with what is allowed in the adjacent Norwood Tech PUD; and**
- C. **Denied the PUD Guidelines Amendment to allow one detached freeway oriented pole sign, 160 square feet in area and 40 feet high, for the Sacramento Truck Center on APN 250-0025-057 in Norwood West PUD.**

These actions were made based upon the following findings of fact and subject to the following conditions of approval:

FINDINGS OF FACT

- A. Categorical Exemption: The City Planning Commission finds and determines that the proposed project is exempt from environmental review pursuant to CEQA Section 15311(a) - Accessory Structures — On-premise signs.
- B. PUD Guidelines Amendment to allow freeway oriented signage attached to buildings within the Norwood West PUD, consistent with what is allowed in the adjacent Norwood Tech and Norwood I-80 PUDs: The PUD Guidelines Amendment to allow freeway oriented signage attached to buildings within the Norwood West PUD, consistent with what is allowed in the adjacent Norwood Tech and Norwood I-80 PUDs, is **approved** based on the following findings of fact:
 - 1. The Norwood West PUD Guidelines, as herein amended, are consistent with the adjacent Norwood Tech PUD Guidelines, consistent with the zoning for the site, and consistent with City Code Chapter 15.148 (Sign Ordinance);
 - 2. The Norwood West PUD Guidelines, as herein amended, meet the purposes and criteria stated in the City Zoning Code, Sections 17.180.010, 17.180.020, and 17.180.030.A.1, in that the amendment is in harmony with the general purpose and intent of the PUDs; and
 - 3. The Norwood West PUD Guidelines, as herein amended, will not be detrimental to the public welfare, the surrounding community, nor to the property in the vicinity of the development, in that it allows signage which is consistent with what is already allowed in the adjacent PUDs.

C. PUD Guidelines Amendment to allow one detached freeway oriented pole sign, 160 square feet in area and 40 feet high, for the Sacramento Truck Center on APN 250-0025-057 in Norwood West PUD: The PUD Guidelines Amendment to allow one detached freeway oriented pole sign, 160 square feet in area and 40 feet high, for the Sacramento Truck Center on APN 250-0025-057 in Norwood West PUD, is **denied** based on the following findings of fact:

1. The proposed amendment to the Norwood West PUD Guidelines is not consistent with the adjacent Norwood Tech PUD Guidelines, the zoning for the site, or with City Code Chapter 15.148 (Sign Ordinance) in that it would permit a sign type (i.e., a pole sign) which is not allowed by any of the applicable regulatory documents cited above;
2. The proposed amendment to the Norwood West PUD Guidelines will not meet the purposes and criteria stated in the City Zoning Code, Sections 17.180.010, 17.180.020, and 17.180.030.A.1, in that it is contrary to the continuation of high quality design of development in the PUD, and is therefore not in harmony with the general purpose and intent of establishing the PUDs in that the intent of the Guidelines is to protect the view corridor along the freeway from the type of visual intrusion created by pole signs; and
3. The proposed amendment will be detrimental to the public welfare and the surrounding community in that it allows signage different from what is allowed in the adjacent PUDs and will set a precedent that will encourage the proliferation of similar signage along the freeway right-of-way and is therefore not of long lasting benefit to the community and the city.

CHAIRPERSON

ATTEST:

SECRETARY TO CITY PLANNING COMMISSION

DATE (P00-031)

Exhibit A.1 Text of the proposed PUD Guidelines Amendment (Attached)

Proposed PUD Guidelines Amendment (part of Entitlement B)

Delete Section 6.A.8, as follows:

6. SIGN REGULATIONSA. GENERAL SIGN REQUIREMENTS

1. A sign program shall be submitted for review and approval of each individual project special permit application or to the City Planning staff if submitted subsequent to the City Planning Commission special permit hearing.
2. Flashing, moving, or audible signs will not 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 shall project above the building or top of the wall upon which it is mounted.
6. All attached building signs shall be placed flat against the building.
7. Freestanding pole signs shall not be permitted, with the exception of monument signs as permitted in subsections E and F.
8. ~~No sign shall be specifically designed or oriented to be viewed from the freeway.~~
9. No signs perpendicular to the face of the building shall be permitted.

Proposed PUD Guidelines Amendment (also part of Entitlement B)

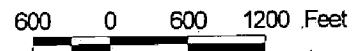
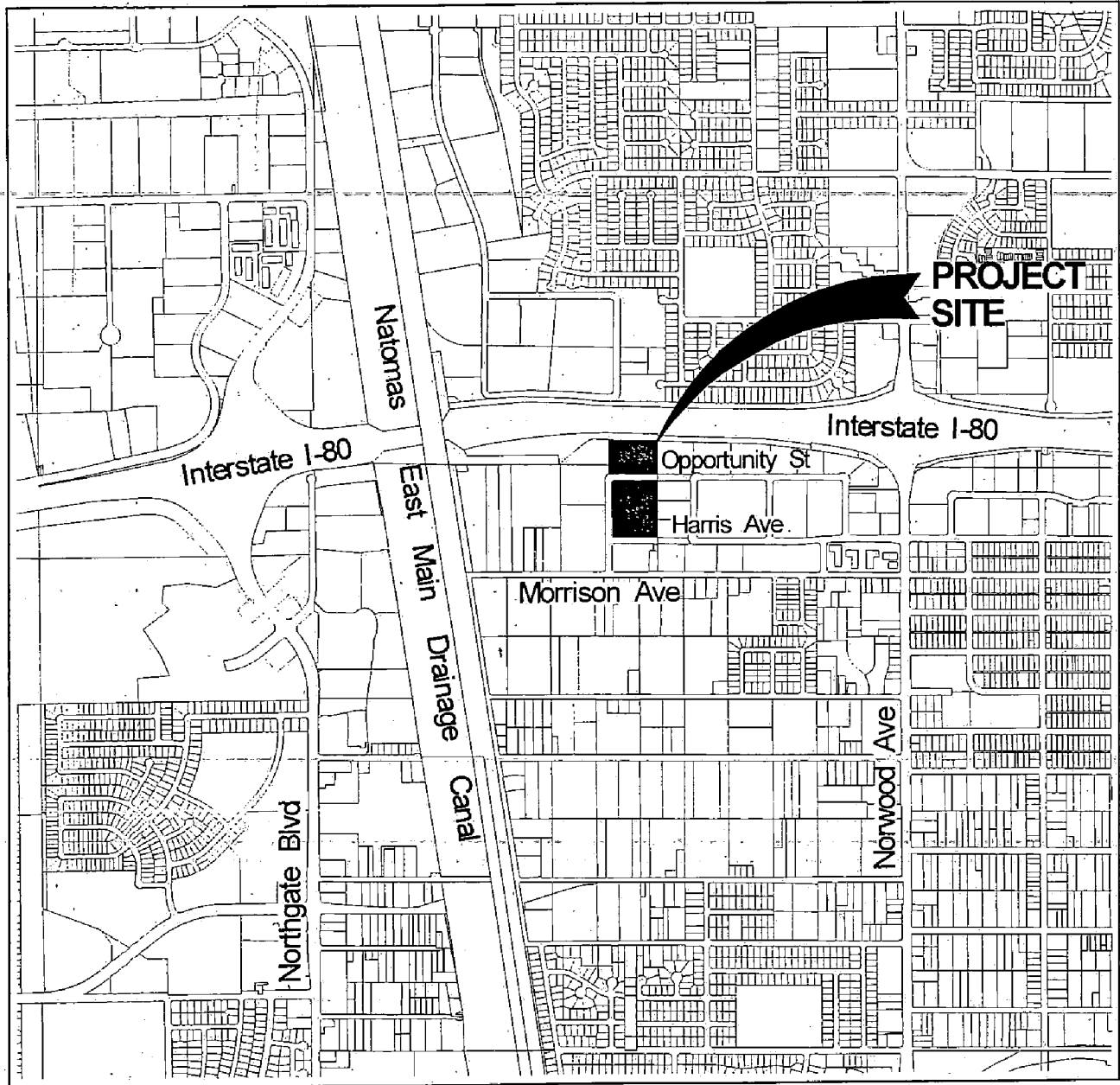
Add new Section 6.G, as follows:

G. 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; plastic signs are permitted.*
4. *The maximum letter height shall not exceed 24 inches (24").*
5. *The sign shall not be lighted.*

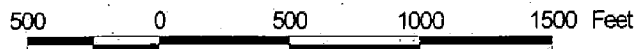
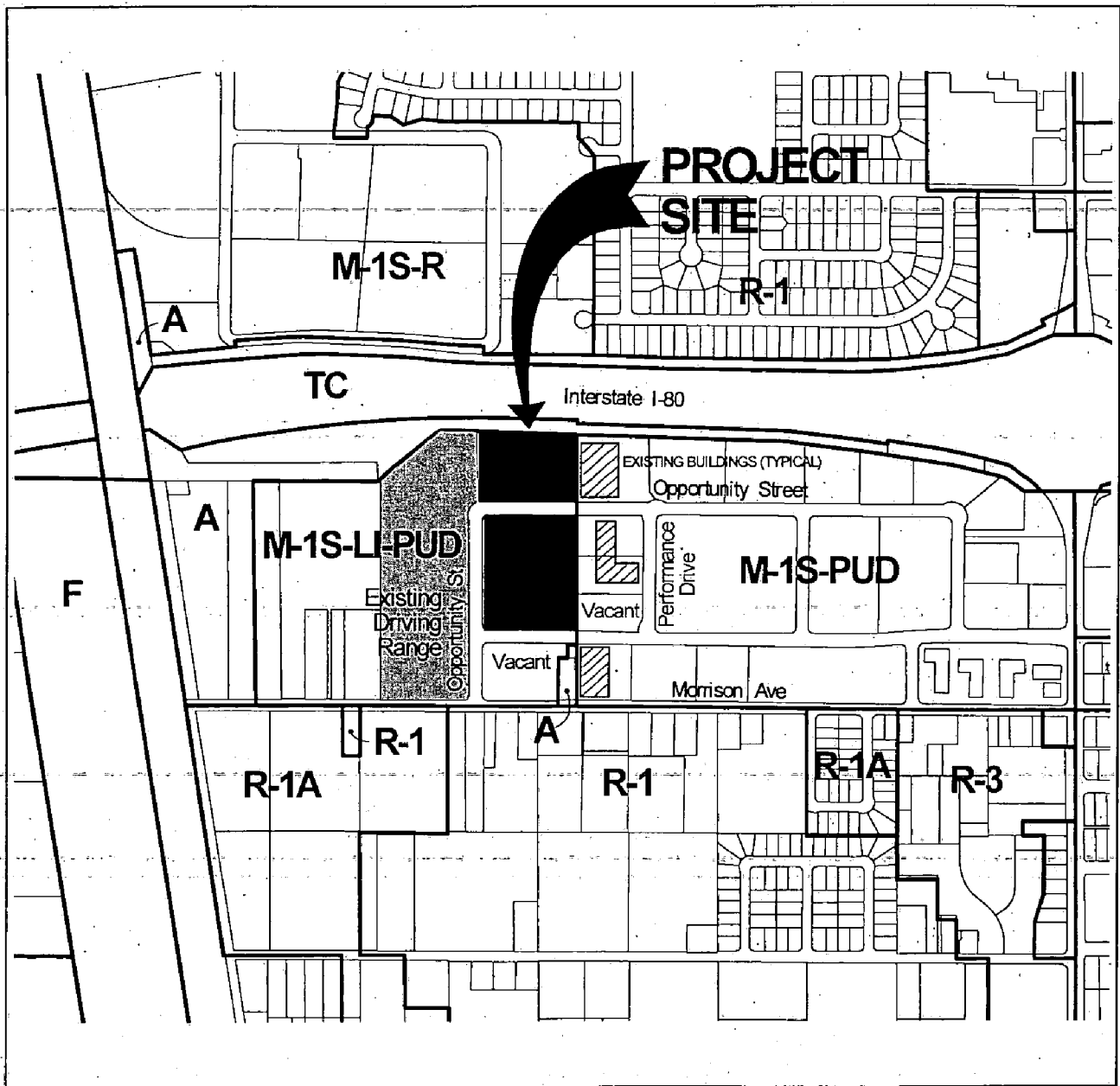
VICINITY MAP

Attachment B



LAND USE & ZONING MAP

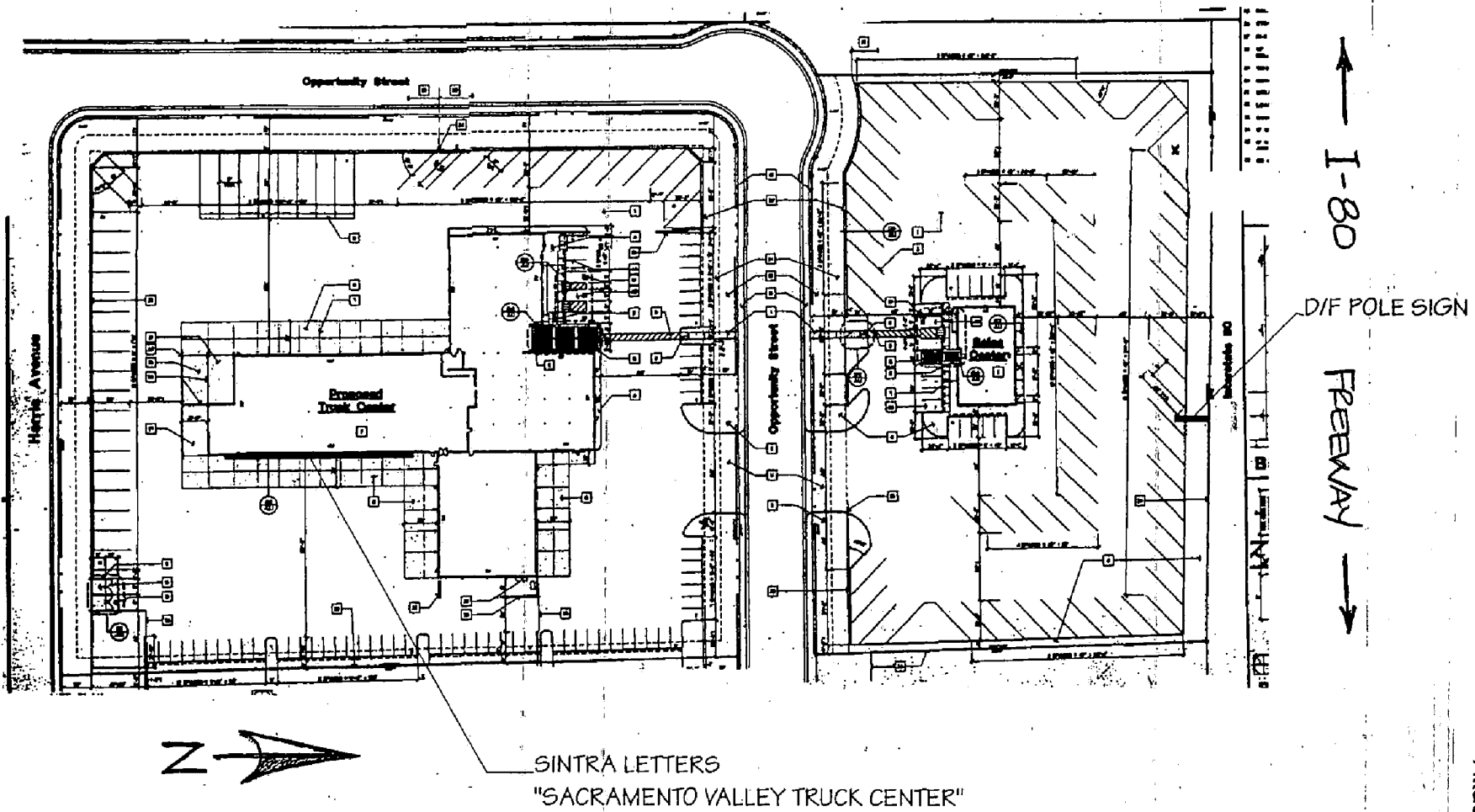
Attachment C



SACRAMENTO TRUCK CENTER

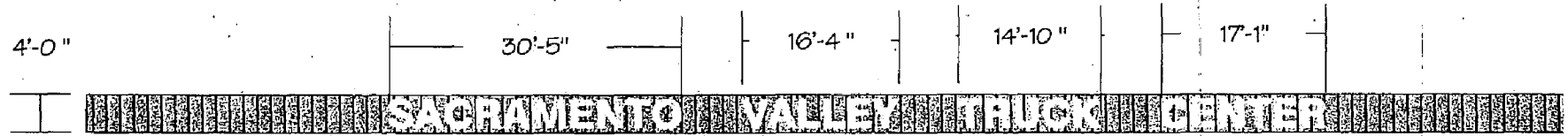
SERVICE FACILITY

SALES CENTER





EAST ELEVATION
SCALE: 1/32" = 1'



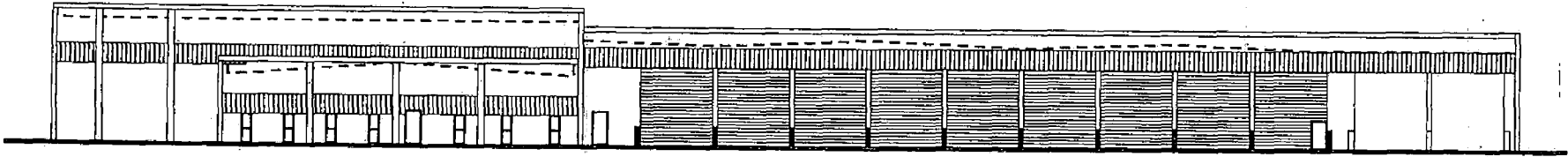
SCALE: 1/16" = 1'

MANUFACTURE AND INSTALL
 ONE (1) SET OF NON ILLUM LETTERS
 1/2" SINTRA LETTERS PAINTED WHITE
 MOUNTED FLUSH AGAINST 4'-0" CORRUGATED CONCRETE WALL
 36" TALL LETTERS; HELVETICA HEAVY :

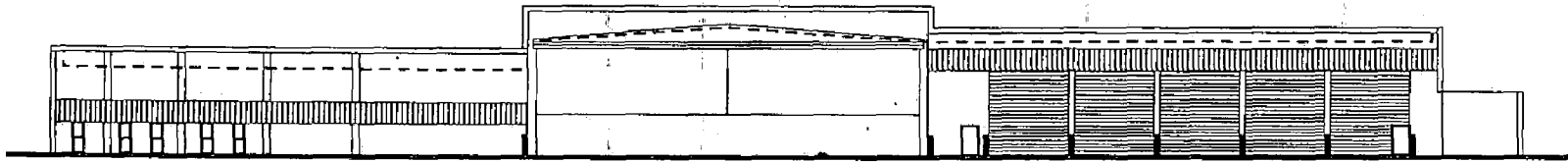
ATTACHED SIGNAGE PROPOSED FOR SERVICE FACILITY

Attachment E:1

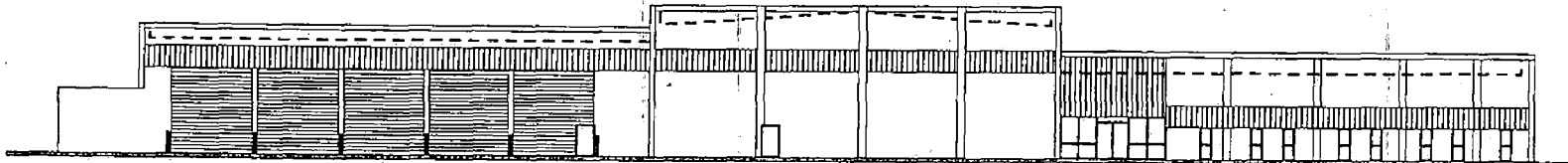
SERVICE FACILITY ELEVATIONS



WEST ELEVATION
SCALE: 1/32" = 1'

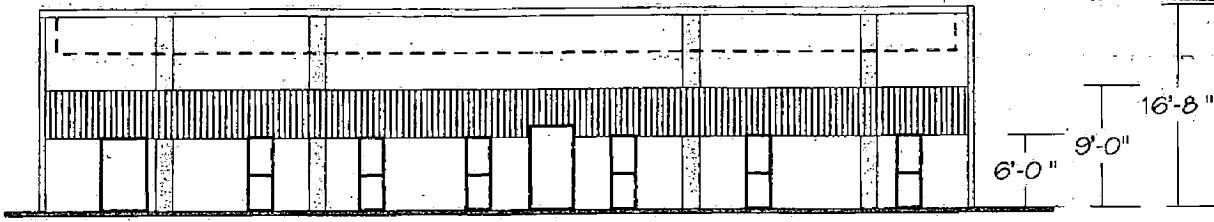


SOUTH ELEVATION
SCALE: 1/32" = 1'



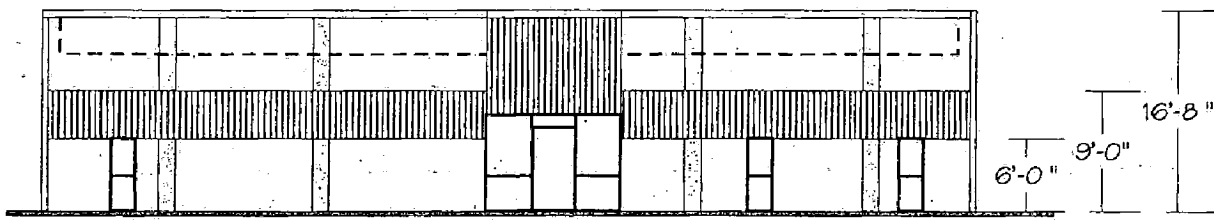
NORTH ELEVATION
SCALE: 1/32" = 1'

Attachment F



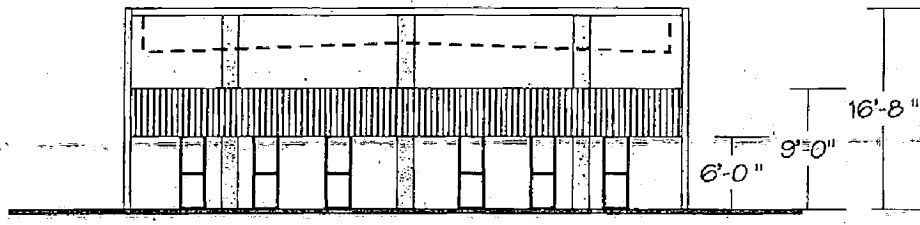
NORTH ELEVATION

SCALE: 1/16" = 1'



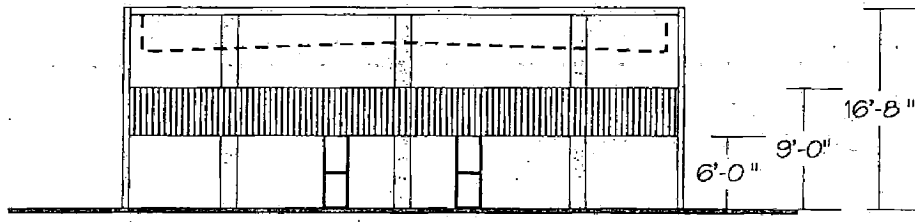
SOUTH ELEVATION

SCALE: 1/16" = 1'



EAST ELEVATION

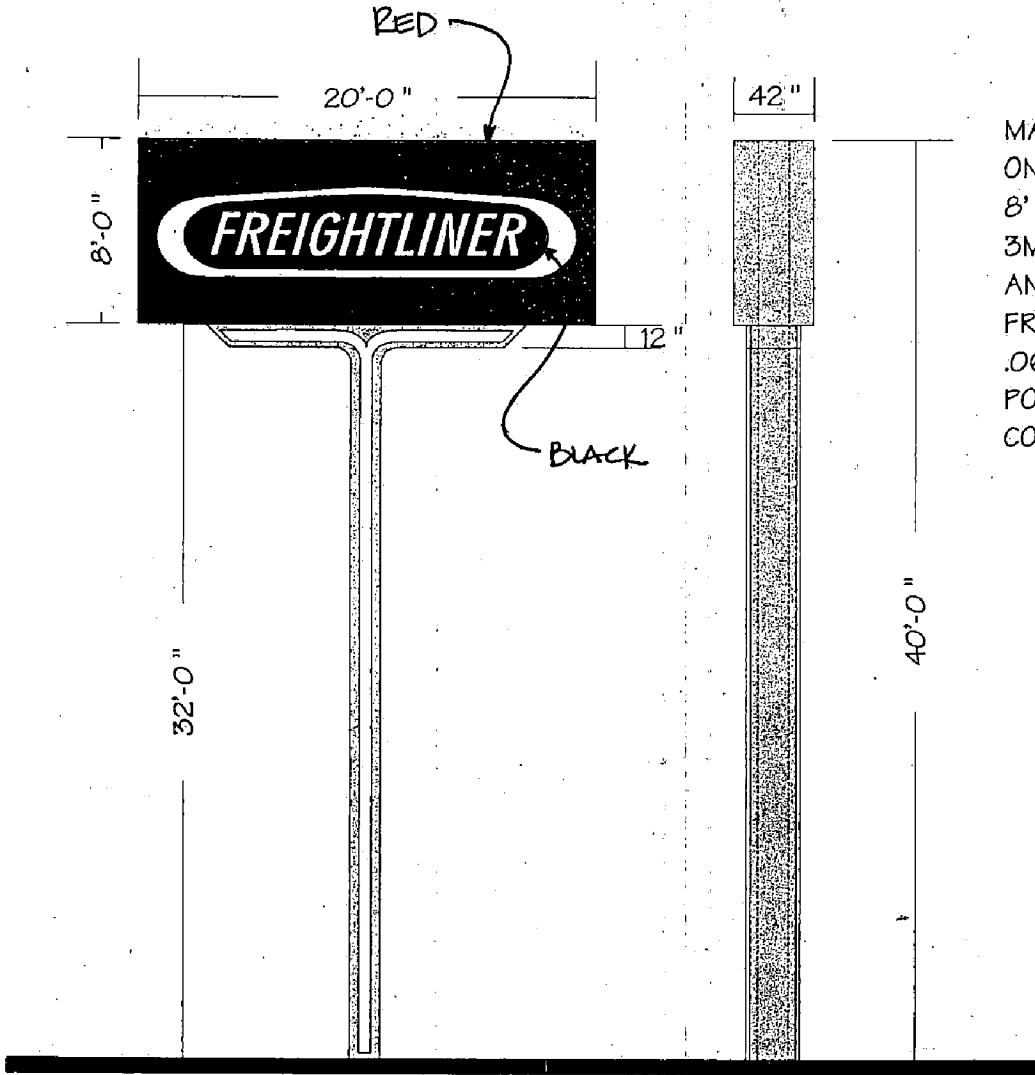
SCALE: 1/16" = 1'



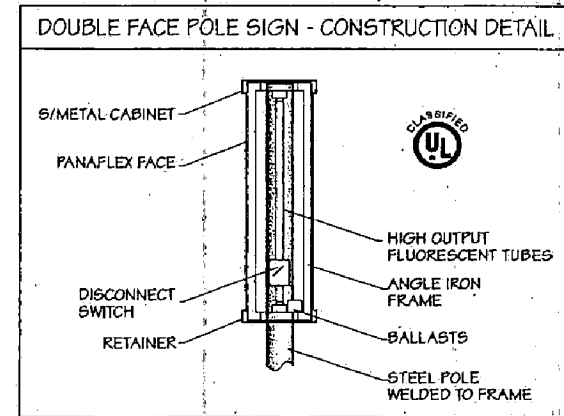
WEST ELEVATION

SCALE: 1/16" = 1'

SALES OFFICE ELEVATIONS

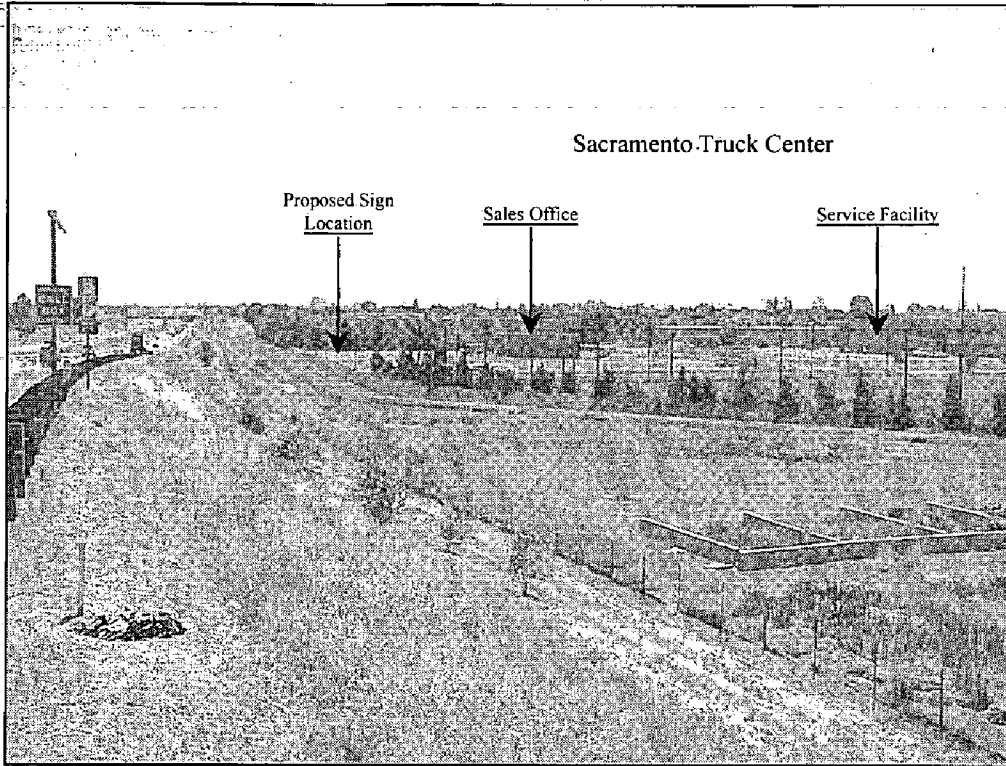


MANUFACTURE AND INSTALL:
 ONE (1) D/F INT. ILLUM POLE SIGN
 8' HIGH x 20' WIDE x 42" DEEP
 3M PANAFLEX FACE WITH 3M SCOTCHAL GRAPHICS
 AND 3M RETENTION SYSTEM
 FRAMED CABINET WITH TUBE STEEL WRAPPED IN
 .063 ALUMINUM WITH POLYURETHANE MATTE BLACK FINISH
 POLE- 16" x 16" STEEL TUBE WITH POLYURETHANE BLACK FINISH
 COLORS PER CUSTOMER ARTWORK

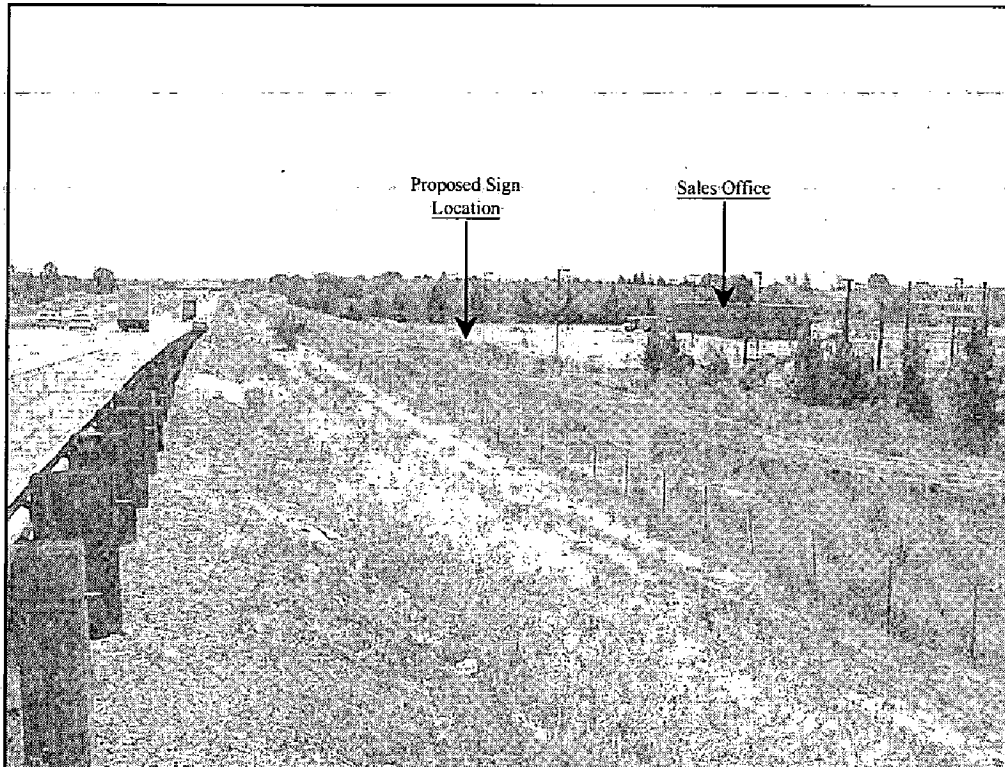


PROPOSED POLE SIGN

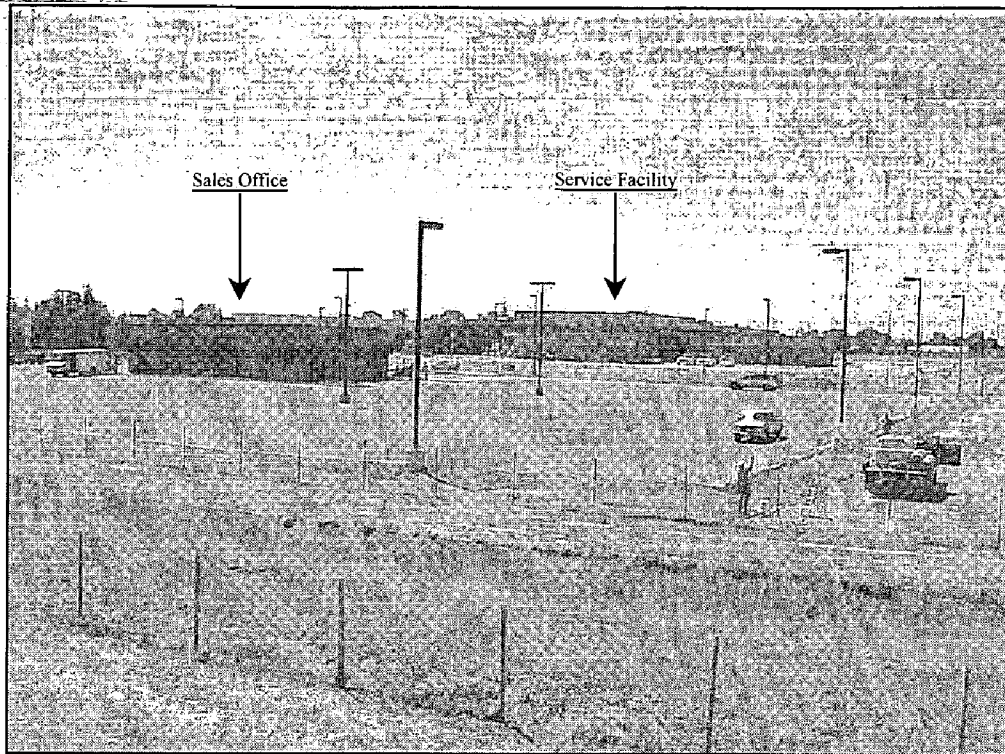
Attachment G



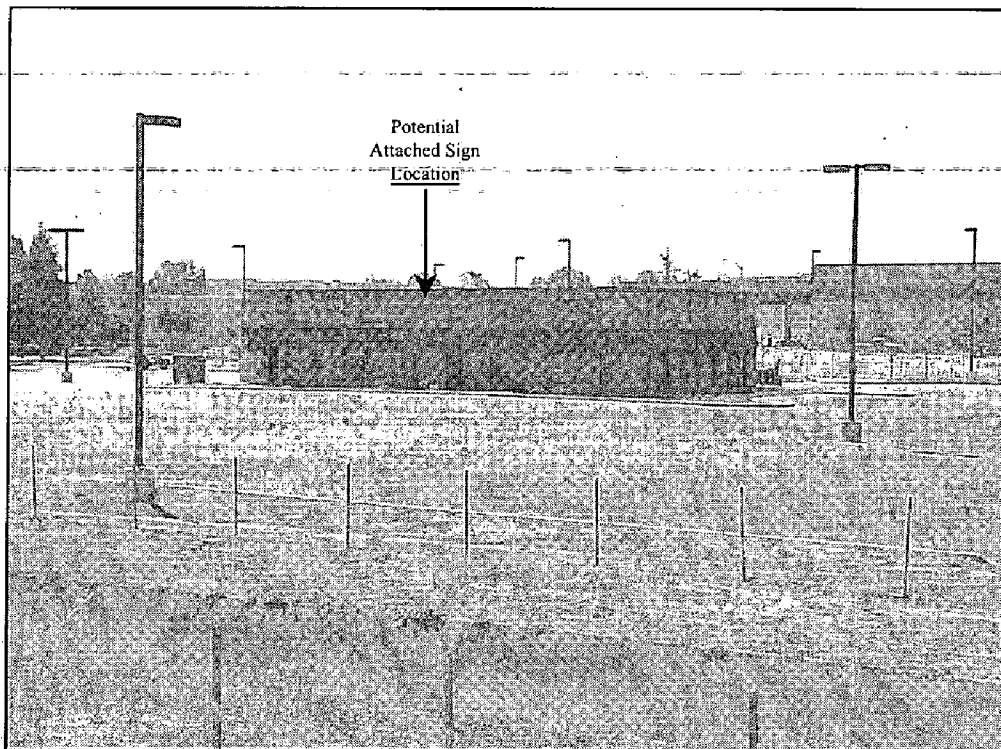
1. View east from NEMDC overcrossing on I-80 eastbound.



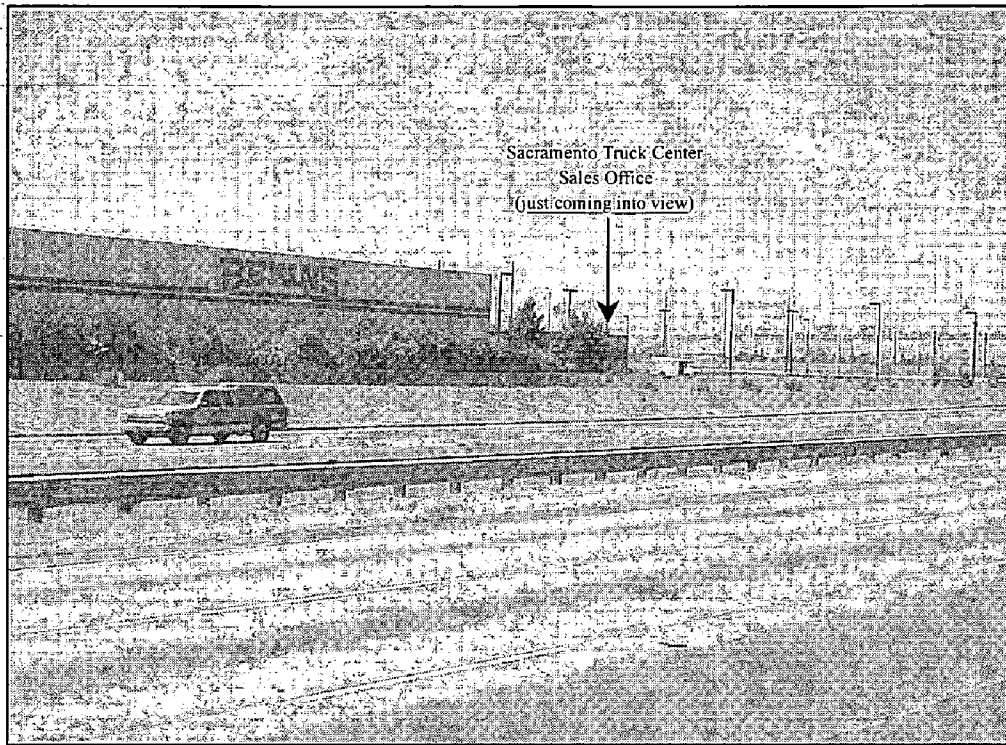
2. View east from I-80 eastbound.



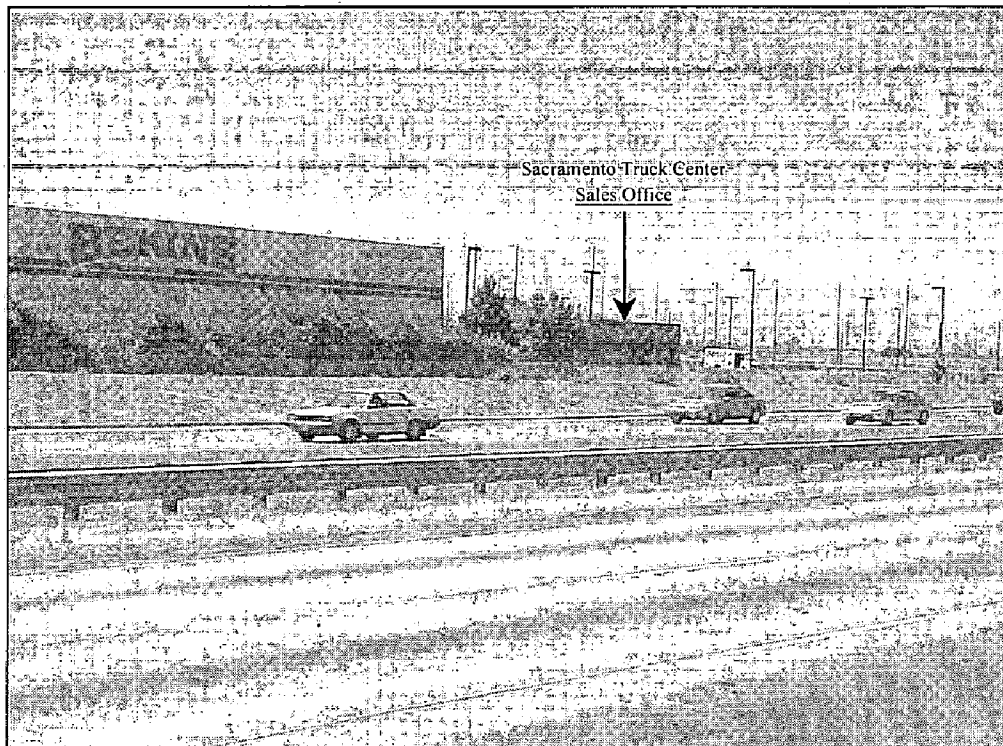
3. View of Sacramento Truck Center from I-80 eastbound.



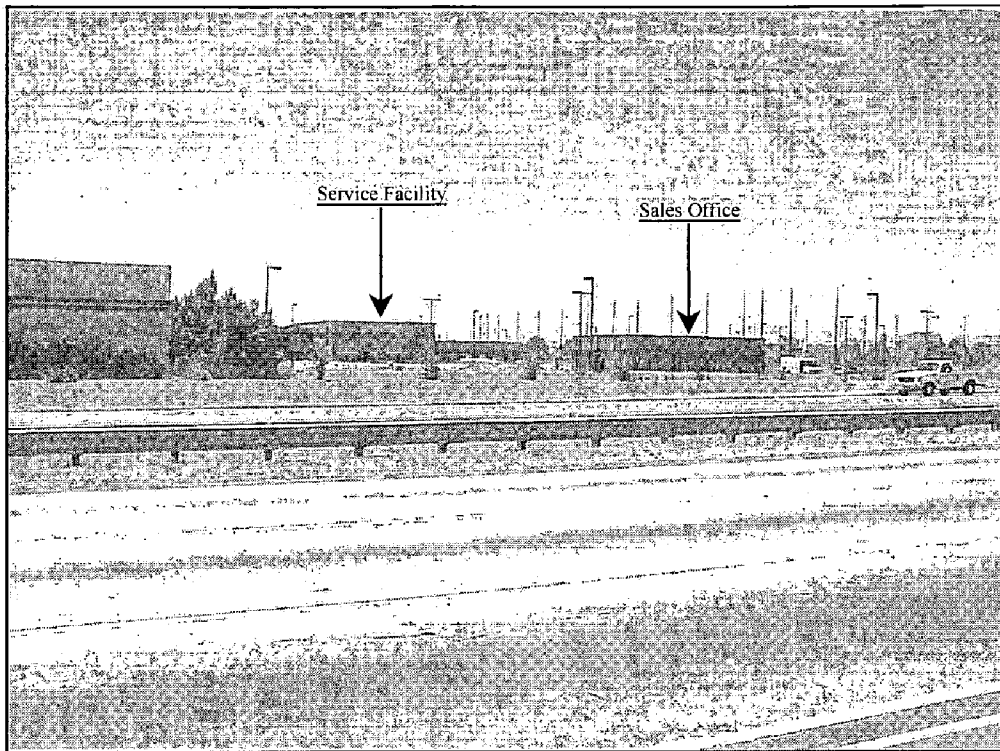
4. View of Sales Office from I-80 eastbound.



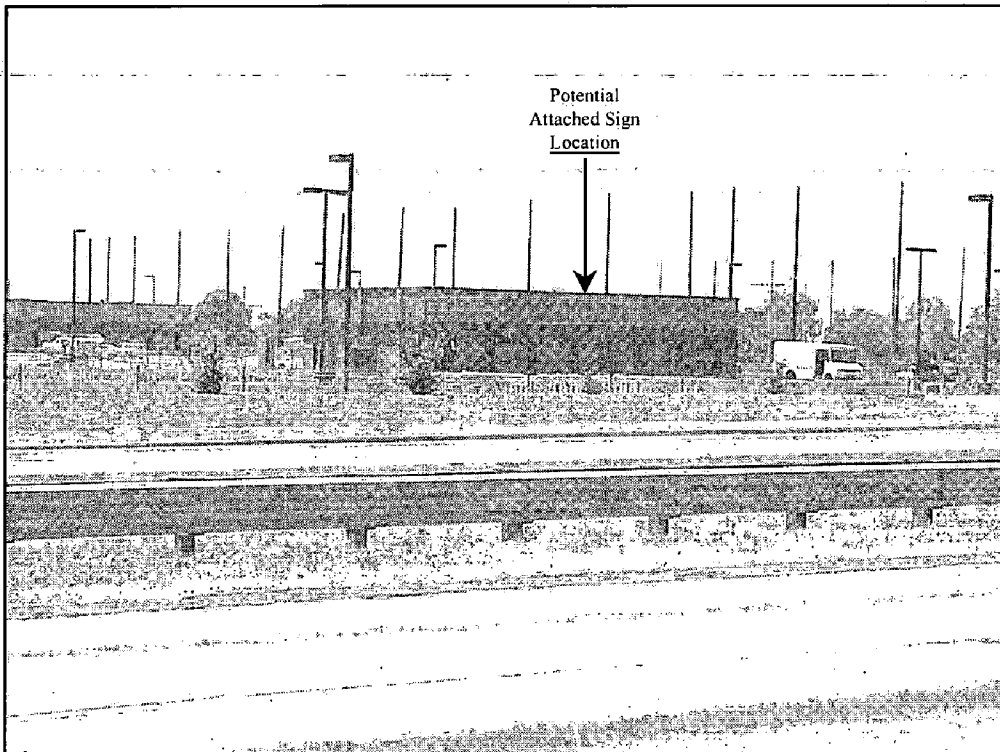
5. View southwest from I-80 westbound.



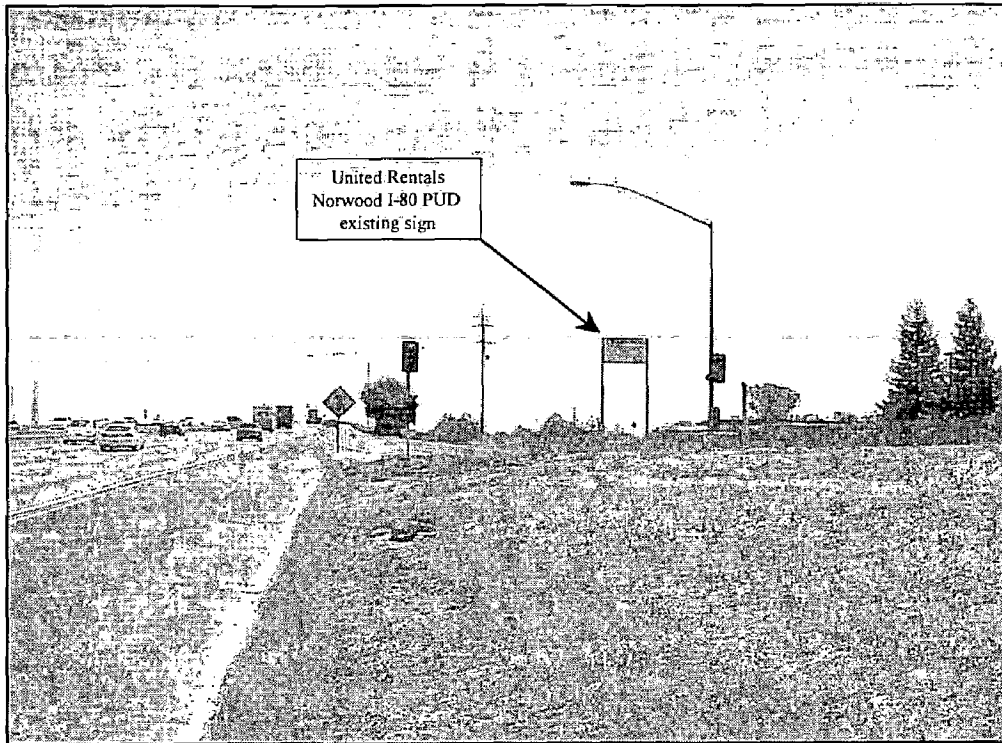
6. View southwest from I-80 westbound.



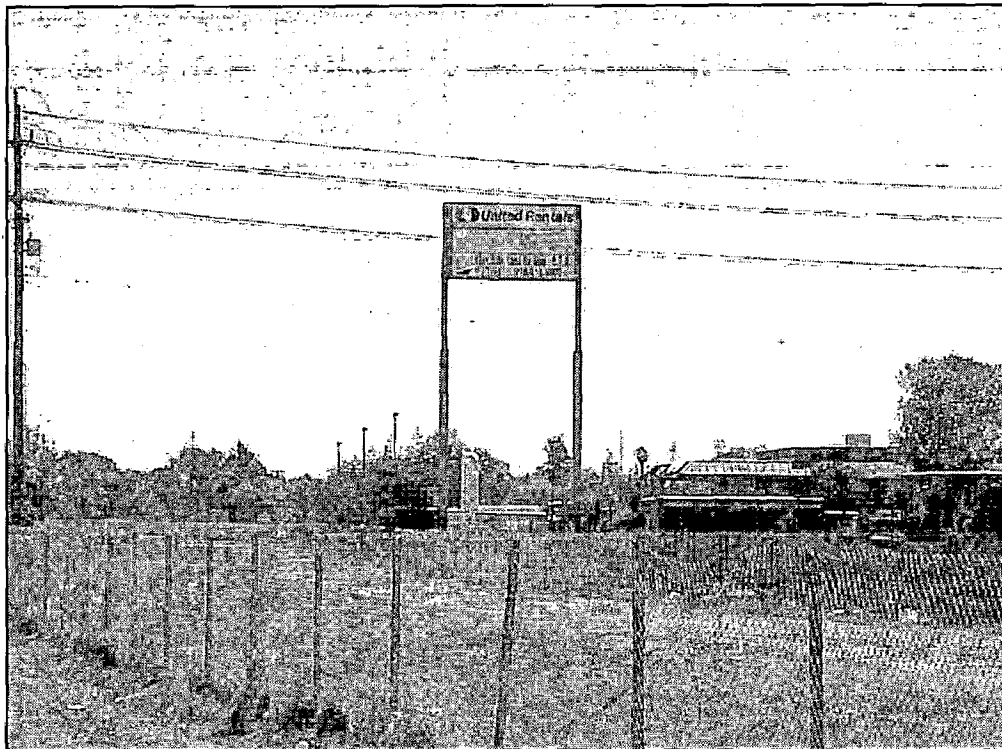
7. View of Sacramento Truck Center from I-80 westbound.



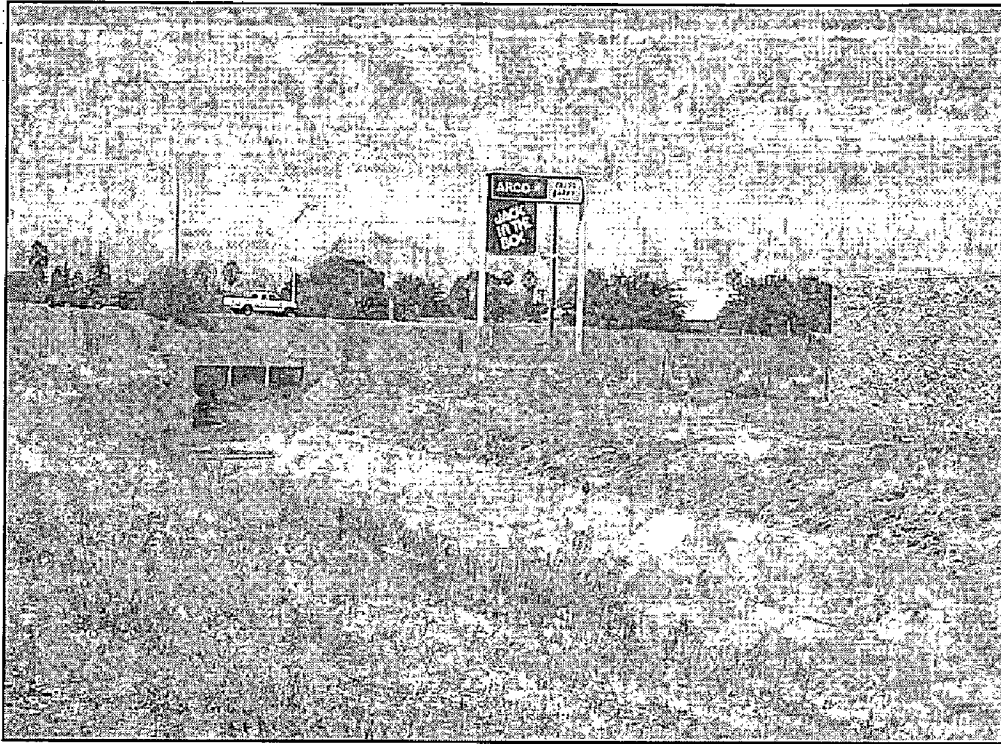
8. View of Sales Office from I-80 westbound.



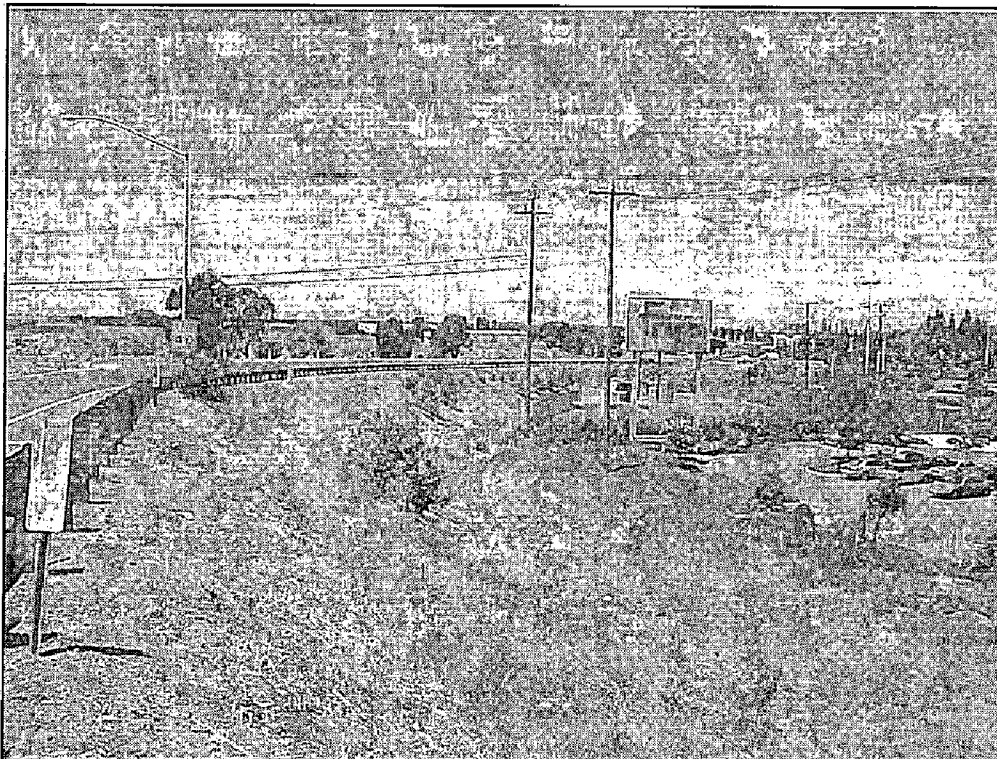
1. View of Norwood I-80 PUD sign from I-80 eastbound.



2. Close-up of United Rentals / Norwood I-80 PUD sign.



3. ARCO/JACK-IN-THE-BOX sign at Norwood and I-80.



4. Fry's Electronics store sign at Northgate and I-80.