

TO: TOWN COUNCIL

FROM: TOWN MANAGER



RE: SWETZER AND RIPPEY BUSINESS PARK SIGNS

### ISSUE

Council asked to discuss the business park signs that were being considered last year and recently came up in comments obtained during the Chamber business walk in July.

### RECOMMENDATION

Discuss and give direction as to how Council wishes to proceed.

### CEQA

There are no CEQA issues in doing business entry or address signs. However, signs would need to conform to the Town sign ordinance.

### MONEY

Costs are detailed in the report and could run up to \$10,000. There is only about \$2,025 remaining in the Chamber/business projects line item for the 2011/12 fiscal year so choices need to be made or additional money appropriated from Town reserves.

### DISCUSSION

At the August 2011 meeting Council got back into discussing sign ideas having to do with Swetzer and Rippey Roads business parks. There were three issues:

1. Directional signs to get people from I-80 or other key points to the business parks.
2. Monument signs at the entry to the particular business park (Swetzer or Rippey).
3. Address signs along Swetzer indicating that a business court houses a particular list of addresses, for instance, the addresses from 1900 to 1940

In August 2010 Council hosted a workshop meeting with business owners. Ideas from that meeting and other information obtained from Ingram Signs were discussed by the Council in October 2011 (see attached report). Council discussion at that August meeting and action taken follow:

11. **Swetzer and Rippey Roads Entry and Address Signs**  
At the meeting with Swetzer and Rippey Roads business owners in August the idea of business area entry and address signs came up as something to consider

**Recommended action:** Discuss and give direction as to how Council wishes to proceed.

**Public comment:** No public comment.

Mayor Liss suggested the following:

- approve the proposed directional signs
- not requiring any additional permits for the address signs
- have staff work on a pre-approved standard sign package that can be offered by Mr. Ingram or someone else on a business to business basis
- town pay for the entry signs and pre-approve a package that can be sold to businesses

Councilmember Morillas stated the following:

- we should purchase the entry signs and change the 'Industrial' to "Business"
- approve the cul-de-sac signs
- have a meeting with the Swetzer/Rippee Road businesses again

Councilmember Scherer stated the following:

- he is in support of the entry signs and address signs
- see if business owners are interested in coordinating the address signs
- sending out the letter is an excellent idea (with a couple of edits)
- no new regulations are needed but a follow-up meeting
- don't want to include paragraph 4

Mayor Liss suggested sending the letter back to staff with comments from tonight incorporated in it.

Councilmember Kelley suggested the following:

- he likes the signs but not the wood base holding up the sign
- it needs to have a concrete base with steel bar supports, or maybe corrugated steel
- he suggested taking about 90% of the letter out
- let the businesses know that if they don't like these ideas or they have better ideas than we would like to hear from them
- we would be willing to approve something else if they can come up with a better idea

Councilmember Ucovich stated the following:

- first we need to send a letter with a picture of the signs stating that the Town is considering these signs
- it needs to have a deadline to be mailed back, this way we will find out if the businesses are really interested in doing this
- he would like to see a simple letter, not with the minutes, with the question and a yes or no response
- after the responses are back a meeting should be called
- he agrees with Councilmember Kelley – a corrugated metal backing on the signs

Following further discussion on the matter, a motion was made to approve the following:

- the entry signs changed to Business Park for Swetzer and Rippee Roads
- ask staff to send a simple letter to the businesses, not as minutes, with a brief summary of the key points from tonight's discussion
- the letter will include that the Council has budgeted to spend money for entry signs and ask if the businesses are interested in the entry signs and moving forward with the address signs (with a question: yes or no)

- entry signs be modified with a stronger base (example: corrugated steel)
- a meeting will be set after the responses to the letter come back

**On motion by Councilmember Ucovich, seconded by Councilmember Kelley and passed by voice vote.**

Money became a defining issue concerning this sign project. The Town had spent about \$2,700.00 constructing and installing the direction signs at five locations around Town (2 at I-80, 1 each at King/Taylor, Sierra College/Taylor, and Horseshoe Bar/Taylor). Information continued to be gathered and costs discussed but it was clear that there was no more money available in the budget. Reserves would have to be tapped if the sign program were to continue. In December 2011 the following email was sent to Eldon of Sierra Staircase updating him on where the Town was at that point in time. Things were on hold because the money was unclear.

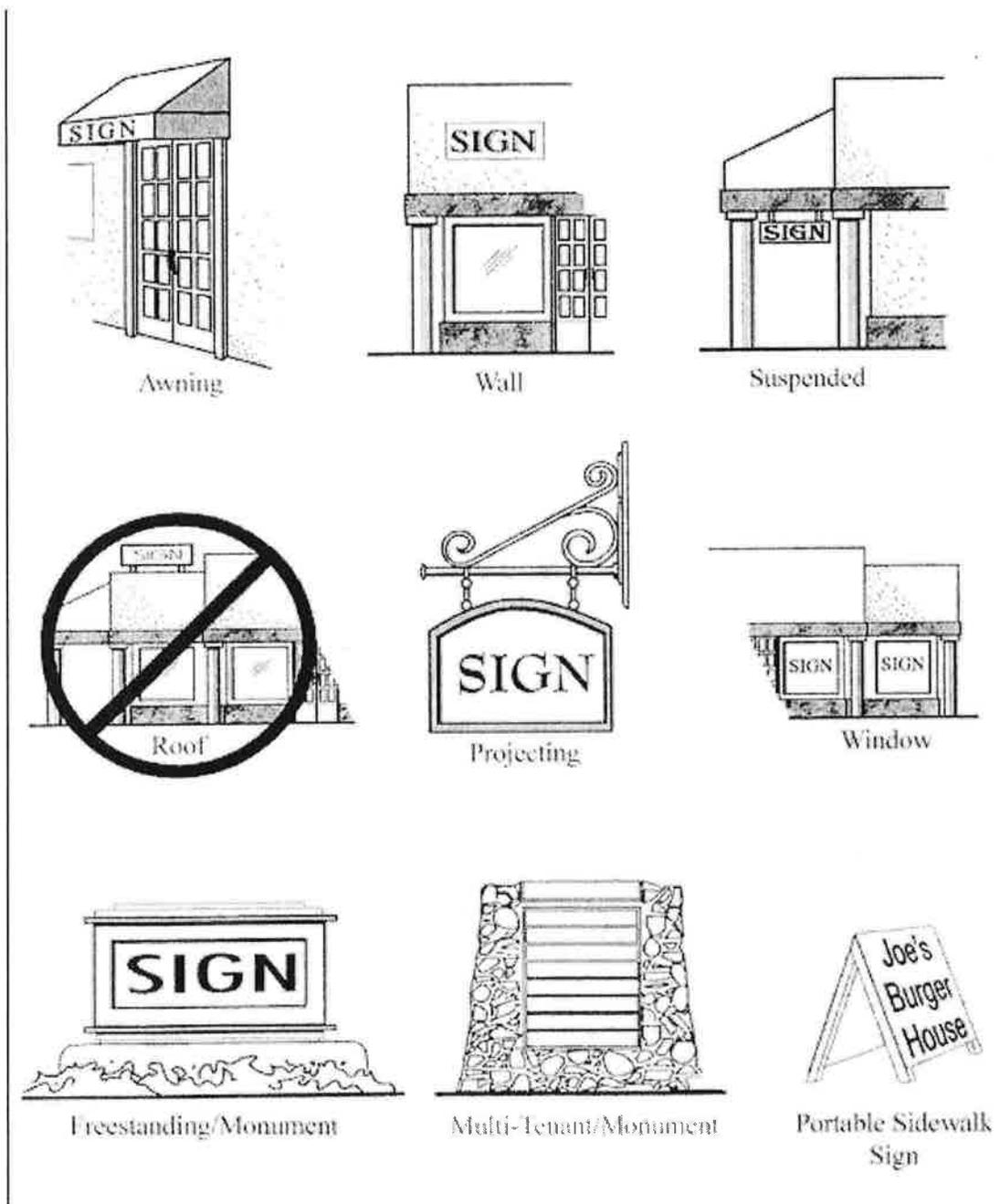
**From:** Perry Beck [<mailto:pbeck@loomis.ca.gov>]  
**Sent:** Thursday, December 09, 2010 1:13 PM  
**To:** [elden@sierrastairworks.com](mailto:elden@sierrastairworks.com)  
**Cc:** 'Carol Parker'  
**Subject:** RE: Swetzer Industrial area Signs???

HI ELDEN

The signs are still being considered but the cost is looking to be a little higher than originally expected. We are waiting for the mid-year budget review in January to check out the finances that are available. Attached are the sign samples that Jim Ingram drew up. Let me know what you think.

THANKS PERRY

The financial picture didn't get any brighter at the mid-year review or at fiscal yearend in June 2011. The money isn't any clearer today in the 2011/12 budget. In the current budget there is about \$2,025 remaining for Chamber / Business uses. There is a cost of about \$6,000 to do 2 monument signs (one each for the entry to Swetzer and Rippey Roads business parks) and up to 11 address signs at the entry way to business courts along Swetzer Rd. Rippey doesn't have business courts. One idea was to have businesses contribute for the business court address signs and just do those courts where businesses choose to participate. That would leave the cost of the two monument signs to the Town. Those signs alone were estimated at less than \$1,500 dollars for wood and cost would be higher if stone were used. At the August 2011 meeting Council Member Scherer mentioned that a sign like the multi-tenant example shown below might be considered (pictures from Figure 3-12 Loomis Sign Ordinance).



The multi-tenant signs with names, pictures etc will be more costly and run the risk of expensive changes if a tenant leaves or changes a business name. This matter was discussed

in conjunction with the business court addressing signs which is why only address numbers were favored. The likelihood of addresses changing was minimal.

There was another type of sign discussed which was a directional sign added to the existing 5 directional signs (2 at I-80, 1 each at King/Taylor, Sierra College/Taylor and Horseshoe Bar/Taylor) currently located in Town. The addition would read something like:

SWETZER & RIPPEY BUSINESS PARKS

or maybe just

BUSINESS PARKS

The appropriate arrow (left, right, straight ahead) would be included (see attached drawings). A separate sign was considered or a sign plate that could be added to the existing signs. From a cost standpoint and to minimize the clutter associated with putting up more signs, the idea of adding a plate to the existing signs was favored. The cost would be around \$2,300.

In summary, the estimated costs for the various sign ideas are:

\$ 2,300	business park direction signs at the five current locations
1,500	monument signs at the entry to the two business parks
4,500	address signs at courts along Swetzer Rd
\$ 8,300	TOTAL

Funds available amount to about \$2,025.



← DOWN TOWN  
 ← DEL ORO H.S.  
 ← DEPOT  
 ← FRUIT SHEDS  
 ← SWETZER RD.  
 ← & RIPPEY RD.  
 BUSINESS  
 PARKS



↑ DOWNTOWN  
 ↑ DEL ORO H.S.  
 ↑ DEPOT  
 ↑ FRUIT SHEDS  
 ↑ SWETZER RD.  
 ↑ & RIPPEY RD.  
 BUSINESS  
 PARKS



I-80 EXIT WEST

↑ DOWNTOWN  
 ↑ DEL ORO H.S.  
 ↑ DEPOT  
 ↑ FRUIT SHEDS  
 ↑ SWETZER RD.  
 ↑ & RIPPEY RD.  
 BUSINESS  
 PARKS



I-80 EXIT EAST

DEL ORO H.S. →  
 DEPOT ↑  
 HIGH HAND SHED ←  
 BLUE GOOSE SHED →  
 SWETZER RD. →  
 & RIPPEY RD. →  
 BUSINESS  
 PARKS



↑ DOWNTOWN  
 ↑ DEPOT  
 ↑ FRUIT SHEDS  
 SWETZER RD. →  
 & RIPPEY RD. →  
 BUSINESS  
 PARKS

TAYLOR @ SIERRA COLLEGE

HOURLSHOE BAR @ TAYLOR

TAYLOR @ KING

TO: TOWN COUNCIL

FROM: TOWN MANAGER 

RE: SWETZER AND RIPPEY ROADS ENTRY AND ADDRESS SIGNS

**ISSUE**

At the meeting with Swetzer and Rippey Roads business owners in August the idea of business area entry and address signs came up as something to consider.

**RECOMMENDATION**

Discuss and give direction as to how Council wishes to proceed.

**CEQA**

There are no CEQA issues in doing business entry or address signs. Signs would need to conform to the Town Zoning Code.

**MONEY**

Costs are detailed in the report but are expected to be under \$6,000. However, there is only \$2,316 remaining so Council may wish to consider doing only the entry signs. Otherwise additional money would have to be appropriated from Town reserves.

**DISCUSSION**

Council hosted a workshop meeting with business owners on Swetzer and Rippey Rds on August 26, 2010. From that meeting came a list of ideas (see attached draft letter) one of which had to do with business park entry and address signs. The entry signs would be at the corner of King and Swetzer and at Taylor and Rippey respectively. The purpose of those signs would be to show people where the entry places are for the Town business park areas. The term "industrial park" was not favored because businesses to do a combination of things so the idea of a "business park" was found to be more representative of what is on the ground.

The signs (see attached pictures) generally follow the pattern of recent directional signs installed by the Town. The address signs would be installed along Swetzer Road where there are a number of businesses located in cul-de-sacs. It seems that it is difficult to find addresses so the thought was that a sign at the front showing addresses to be found within a particular cul-de-sac would be helpful to customers, vendors and pick-up / delivery providers.

Regards the money, a thought is that the Town pick up the cost of the entry signs and then businesses get together, if they choose, to purchase the address signs. The attached letter is proposed to be sent to businesses if the Council decides.

September \_\_\_, 2010

Dear Business Owner

RE: SWETZER ROAD SIGNS

At a meeting with Swetzer Road business owners on August 26 the following points were made

1. Identify the number of businesses that are Chamber Members.
2. Consider why so few business owners showed up at the meeting.
3. **PRIORITY SIGNS:** Swetzer addresses are terrible; businesses told not allowed on street; need cul-de-sac monument signs. Granite slab sign out front. Be consistent and cost effective. Provide information on sign regulations. Identify businesses needing signs to attract customers (Homewood only retail on Rippey). Not just about retail customers but also for UPS and other services. Favor uniform not just "bootleg" signs. Directional signs: At freeway, King & RR tracks, King/Taylor. Town to identify standard sign format and let businesses sponsor new signs. Change name from "industrial area" to maybe "business park" (have a contest to name the Swetzer area). Get Jim Ingram to suggest ideas. Signage is key, people don't know we are there.
4. Consider organizing a business improvement district. At 3432 Swetzer a group formed (Loomis Industrial Park Owners Assoc) and assessed themselves .07 cents a sq ft to accomplish things of interest.
5. Swetzer was recently dug up (PCWA or ?) and oil leaked on the road and on driveways; no inspectors. A week ago a Recology truck had a hydraulic line leak.
6. No new regulations are needed.

7. Buy local. Preference for local businesses in Town contracts. Nevada County Contractors Association has a program with Nevada City.
8. **PRIORITY ADVERTIZING:** Most businesses have web sites. Maybe use "I Love Loomis" site but change name to "Shop Loomis.Com" or some such. Loomis businesses always changing. Two years ago Chamber did a business directory, update and put on line. Marketing is not just one thing. Regular exposure in Town is important. Invite an expert to discuss how to get priority in web search. Town sponsor ad in Loomis News advertizing businesses with notation as to which are open to the public. Extreme Gymnastics gets exposure at festivals in Rocklin, Granite Bay, Roseville, Colfax but discontinued direct mail due to economy and has sued parent/ teacher club ads but no flyers allowed by schools. Consider a sidewalk sale to celebrate what is there.
9. Follow up meeting in 6 weeks or so; maybe schedule with next Council and Chamber Board meeting.

The Town would like to focus on the sign issues by installing entry signs showing the Swetzer and Rippey Road business park areas. In that regard the Town is considering ideas for a sign at Rippey and Taylor Rd and another at Swetzer and King Road reading (see attached drawing).

It was noted at the meeting that the addresses within various cul-de-sacs and courts along Swetzer Road are not easy to discern. We would encourage business owners to join together and purchase address signs (see drawing) that could be installed at the front of particular cul-de-sacs and courts. If you have other sign ideas Some business owners have already put up signs and you can see their examples on Swetzer for additional ideas and cost estimates. If you have an idea beyond the example shown get together and bring it to the Town for an expedited approval.

Sincerely,

Gary Liss, Mayor

2 Business park entry signs with T-111 plywood skirts to make sign look more like a monument sign. \$1,085 + tax + Town provides posts.



11 Address signs inserted in saw cerf of 4 x 4 posts. \$4,185 + tax + Town provides posts.



SIGN COSTS: \$ 5,270 + TAX

ESTIMATED TOTAL: UNDER \$ 6,000