

# CITY PLANNING COMMISSION

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

APPLICANT	Pacific Neon Co. - P.O. Box 15100, Sacramento, CA 95851		
OWNER	Sears Roebuck & Co. - 824FC 36th Floor Sears Tower, Chicago, IL 60684		
PLANS BY	Pacific neon Co. - P.O. Box 15100, Sacramento, CA 95851		
FILING DATE	4-24-89	ENVIR. DET.	Exempt 15311a
ASSESSOR'S PCL. NO.	277-0160-006 and 028		
REPORT BY	Cl:sg		

**APPLICATION:** Variance to allow six attached signs totaling 620+ square feet on 28.34+ developed acres in the General Commercial (C-2) zone.

**LOCATION:** 1601 Arden Way

**PROPOSAL:** The applicant is requesting the necessary entitlements to allow six attached signs on the Sears department store in the Arden Fair Mall.

**PROJECT INFORMATION:**

General Plan Designation:	Regional Commercial and Office
Existing Zoning of Site:	C-2
Existing Land Use of Site:	Sears

**Surrounding Land Use and Zoning:**

North: Single family; R-1  
South: Commercial; SC-R(PUD) & OB-R(PUD)  
East: Commercial; C-2  
West: Hotel; C-2

**Existing Signs**

	Copy	Sq. Ft.	Dimensions
South Elevation:	Sears	174+	6' x 29'
	Auto Center	65+	2.5' x 26'

**Proposed Signs**

	Copy	Sq. Ft.	Dimensions
North Elevation:	Sears	112.5+	5' x 22.5'
	Merchandise		
	Pick-up	38+	2' x 19'
West Elevation:	Sears	174+	6' x 29'
	Auto Center	65+	2.5' x 26'

Property Dimensions:	Irregular
Property Area:	28.34+ acres
Height of Building:	41'
Topography:	Flat
Street Improvements:	Existing
Utilities:	Existing

**BACKGROUND INFORMATION:** On May 26, 1988 the Planning Commission approved the expansion of Arden Fair Mall (P88-142). The Planning Commission approved a lot line adjustment (P89-096) on March 23, 1989, which created parcels for Sears, Nordstrom, Weinstocks, and

Arden Fair Associates. On May 11, 1989 the Planning Commission denied a variance (P89-164) to locate three attached signs on the Nordstrom Department Store in the Arden Fair Mall.

PROJECT EVALUATION: Staff has the following comments:

A. Land Use and Zoning

The subject site consists of 28.34+ acres of the Arden Fair Mall in the General Commercial (C-2) zone. The General Plan designates the site Regional Commercial and Office. The surrounding land use and zoning includes Single Family Residential, zoned R-1, to the north; Commercial, zoned SC-R(PUD) and OB-R(PUD), to the South; Commercial, zoned C-2, to the east; and Hotel, zoned C-2, to the west.

B. Applicant's Proposal

The applicant is requesting a variance to allow six attached signs for the Sears department store. The Zoning Ordinance allows a maximum of two signs per tenant. Two signs currently exist, both on the south elevation. One sign says Sears and the other Auto Center. The applicant proposes to locate two more Sears signs, one on the north elevation, and one on the west elevation. Also proposed is an additional Auto Center sign on the west elevation, and a Merchandise Pick-Up sign on the north elevation.

C. Staff Evaluation

Staff can find no hardship to support this variance request for six signs. Staff, however, is willing to allow the additional Sears sign on the west elevation and the Merchandise Pick-up sign if it is reduced in size. The third Sears sign facing the residential homes to the north is unnecessary, as is the additional Auto Center sign on the west elevation. The existing Auto Center sign is acceptable because it is greater than 400 feet from Arden Way and is a separate service. The Merchandise Pick-up sign is necessary sign to give direction to the pick-up door in the rear of the building but must be reduced in size because it faces the residential neighborhood to the north. Staff has suggested this alternative to the applicant, however, the applicant was not able to respond prior to sending out this report.

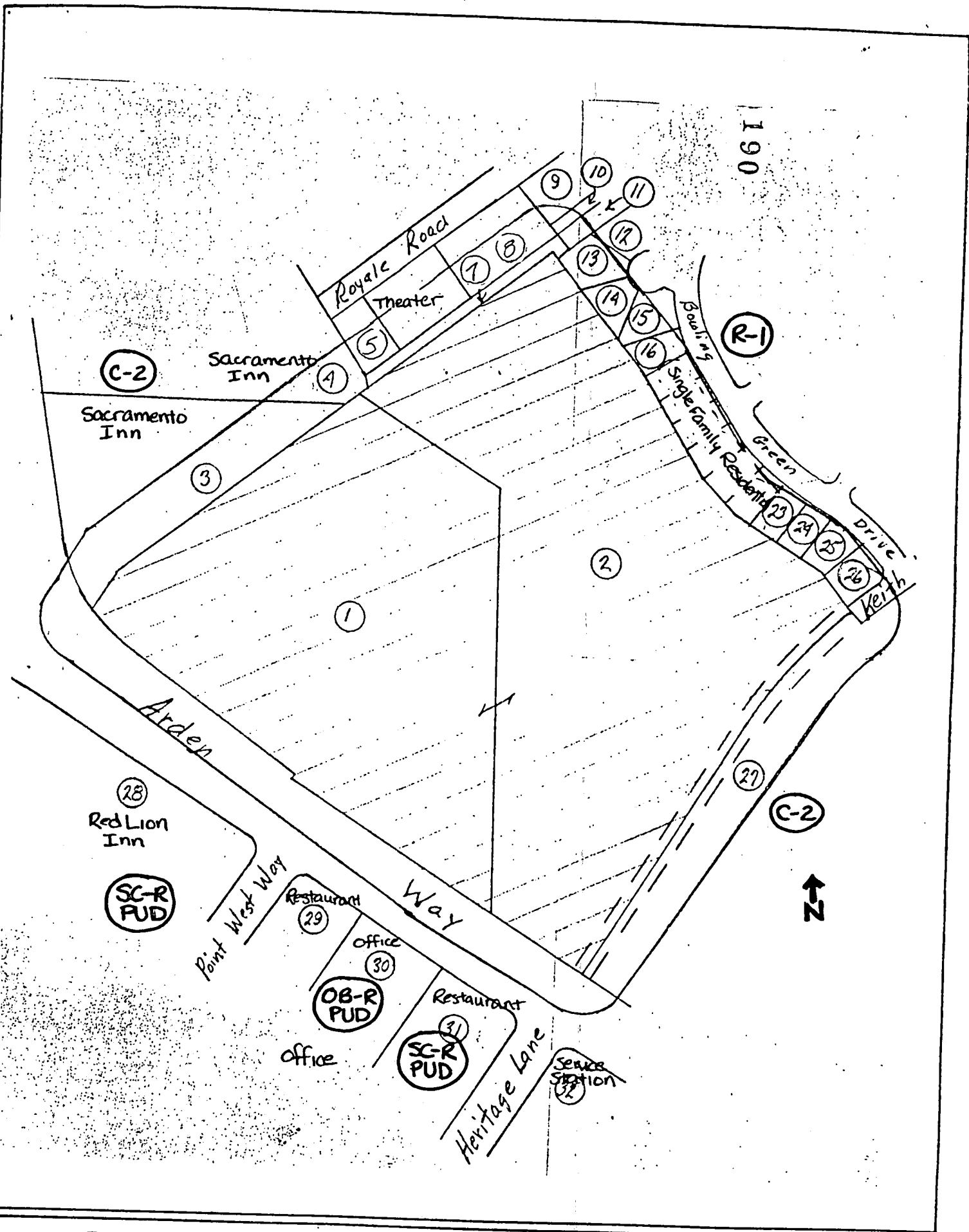
Staff is concerned that the variance request, if approved, would set a precedent to allow additional signage on other commercial buildings simply because a building tenant may desire a sign on all sides of the building the tenant occupies. This could result in a proliferation of signs which is contrary to the purpose and intent of the City's Sign Ordinance. Planning staff, therefore, recommends denial of the applicant's request.

ENVIRONMENTAL DETERMINATION: This project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15311a).

RECOMMENDATION: Staff recommends the Planning Commission deny the variance to allow six attached signs based upon findings of fact which follow:

Findings of Fact

1. The six signs, if approved, would result in excessive signage for the site which is contrary to the stated purpose of the City Sign Ordinance to eliminate excessive and confusing sign displays.
2. There is no hardship to indicate six signs are necessary to adequately identify the store located on the site.



# VICINITY - LAND USE - ZONING

1989-190

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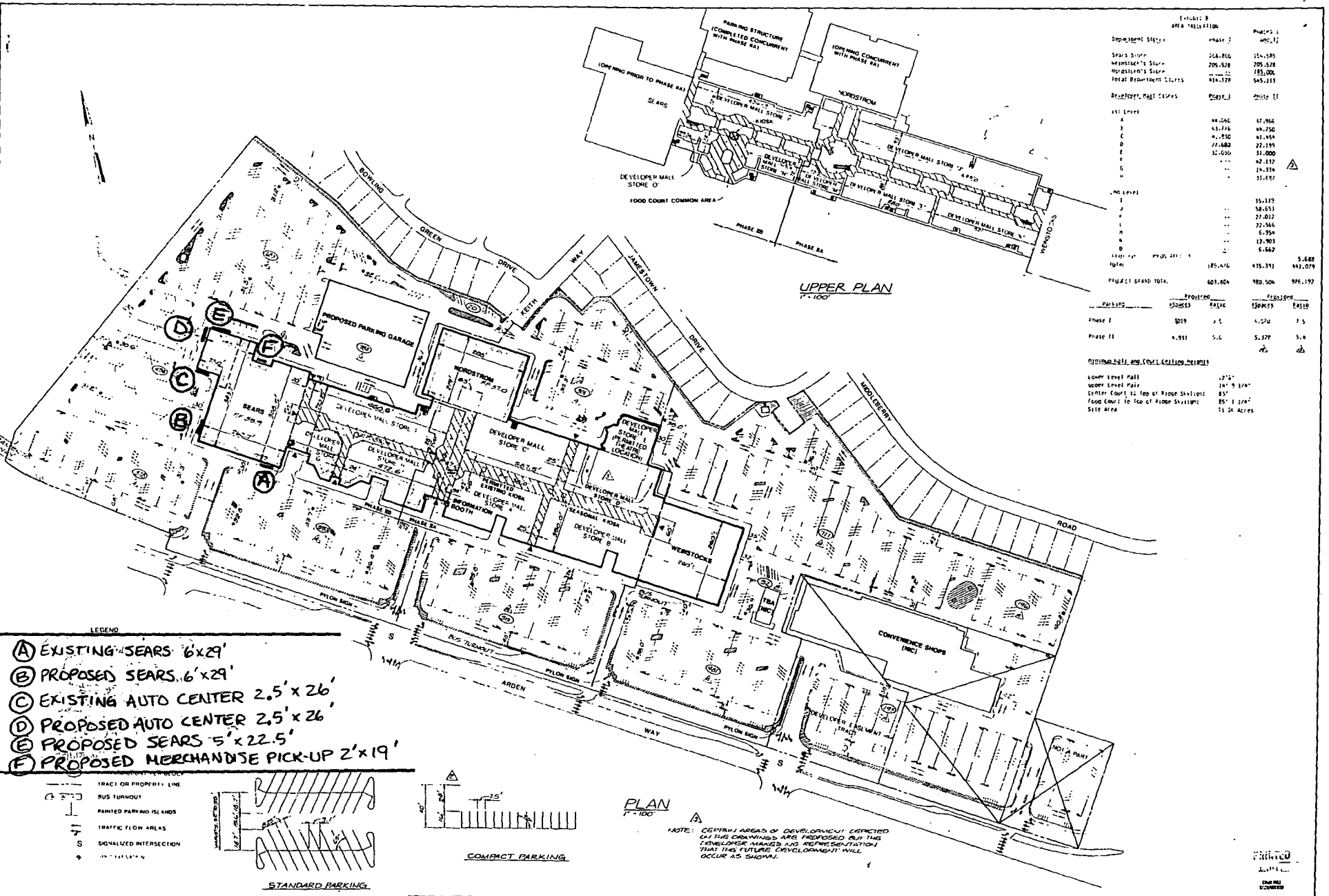


EXHIBIT B  
AREA ASSIGNMENT

Department Store	Phase I	Phase II
Sears Store	264,800	264,800
Weststock's Store	205,578	205,578
Weststock's Store	285,000	285,000
Total Department Stores	755,378	755,378
Developer Mall Stores	258,000	258,000
ALL STORES	1,013,378	1,013,378
A	43,716	43,716
B	43,716	43,716
C	43,716	43,716
D	22,858	22,858
E	32,030	32,030
F	47,137	47,137
G	14,314	14,314
H	31,187	31,187
NO LEVEL		
I	55,119	55,119
J	58,653	58,653
K	27,012	27,012
L	22,546	22,546
M	8,754	8,754
N	12,903	12,903
O	6,642	6,642
GRAND TOTAL	1,013,378	1,013,378
PHASE I GRAND TOTAL	603,804	603,804
PHASE II GRAND TOTAL	409,574	409,574

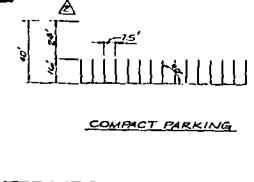
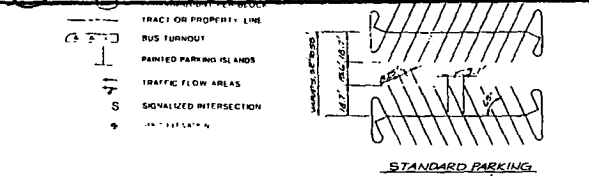
PARKING	REQUIREMENTS	PROPOSED	EXCESS
Phase I	5019	5019	0
Phase II	4,931	5,572	641

PHYSICAL AND CIVIL UTILITIES DETAILS

LOWER LEVEL MALL	274'
UPPER LEVEL MALL	124' 9 1/2"
CENTER COURT TO TOP OF RIGID SLAB	85' 1 1/2"
FOOD COURT TO TOP OF RIGID SLAB	85' 1 1/2"
Site Area	75.24 ACRES

- LEGEND
- (A) EXISTING SEARS 6'x29'
  - (B) PROPOSED SEARS 6'x29'
  - (C) EXISTING AUTO CENTER 2.5'x26'
  - (D) PROPOSED AUTO CENTER 2.5'x26'
  - (E) PROPOSED SEARS 5'x22.5'
  - (F) PROPOSED MERCHANDISE PICK-UP 2'x19'



PLAN  
1"=100'

NOTE: CERTAIN AREAS OF DEVELOPMENT DEPICTED ON THIS DRAWING ARE PROPOSED BUT THE DEVELOPER MAKES NO REPRESENTATION THAT THE FUTURE DEVELOPMENT WILL OCCUR AS SHOWN.

	<table border="1"> <tr> <th>REV</th> <th>DATE</th> <th>DESCRIPTION</th> <th>BY</th> <th>APP</th> </tr> <tr> <td>1</td> <td>11/18</td> <td>GENERAL REVISIONS</td> <td>CMH</td> <td>CMH</td> </tr> <tr> <td>2</td> <td>11/18</td> <td>GENERAL REVISIONS</td> <td>CMH</td> <td>CMH</td> </tr> <tr> <td>3</td> <td>11/18</td> <td>GENERAL REVISIONS</td> <td>CMH</td> <td>CMH</td> </tr> <tr> <td>4</td> <td>11/18</td> <td>GENERAL REVISIONS</td> <td>CMH</td> <td>CMH</td> </tr> <tr> <td>5</td> <td>11/18</td> <td>GENERAL REVISIONS</td> <td>CMH</td> <td>CMH</td> </tr> </table>	REV	DATE	DESCRIPTION	BY	APP	1	11/18	GENERAL REVISIONS	CMH	CMH	2	11/18	GENERAL REVISIONS	CMH	CMH	3	11/18	GENERAL REVISIONS	CMH	CMH	4	11/18	GENERAL REVISIONS	CMH	CMH	5	11/18	GENERAL REVISIONS	CMH	CMH	<p>REUSE OF DOCUMENTS</p> <p>THIS DOCUMENT AND THE DEED AND DESIGN INSTRUMENTS REFERRED TO HEREIN AS AN INSTRUMENT OF PROVISIONAL SERVICE IN THE PROJECT OF CHANGING AND IS NOT TO BE USED IN ANY OTHER PROJECT WITHOUT THE WRITTEN AUTHORIZATION OF CHANGING ENGINEERING INC.</p>	<p>PREPARED FOR:</p> <p>HOMART DEVELOPMENT CO. 11785 WEBB BLVD. SUITE 1300 LOS ANGELES, CALIFORNIA 90025</p>	<p>ARDEN FAIR SHOPPING CENTER SACRAMENTO, CALIFORNIA</p> <p>EXHIBIT B PHASE II LOWER AND UPPER LEVELS</p>	<p>sheet 2 OF 2</p> <p>DATE: MAR 1988</p> <p>CMH 422858(4)</p>
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PS-190

6-22-89

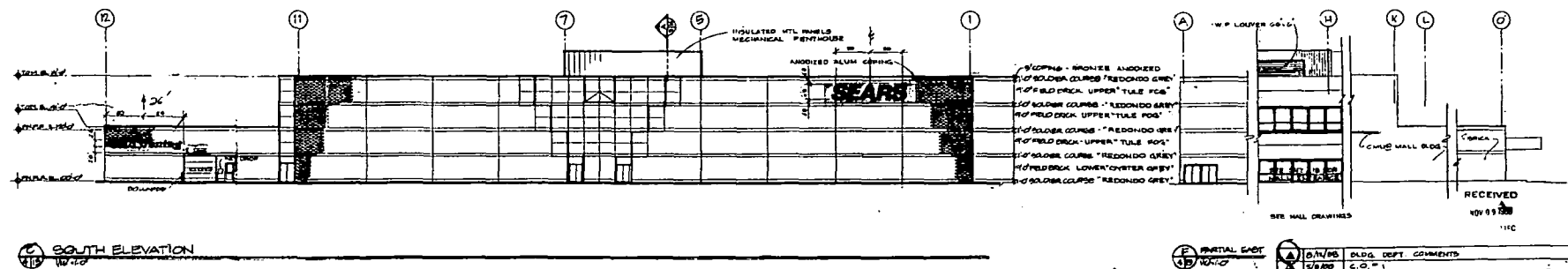
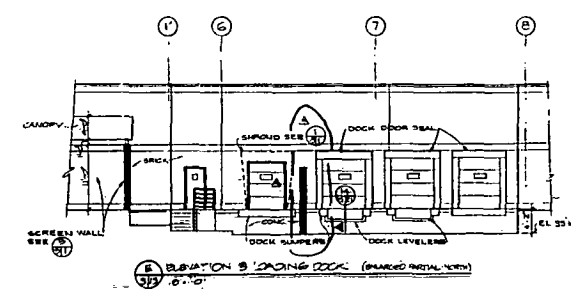
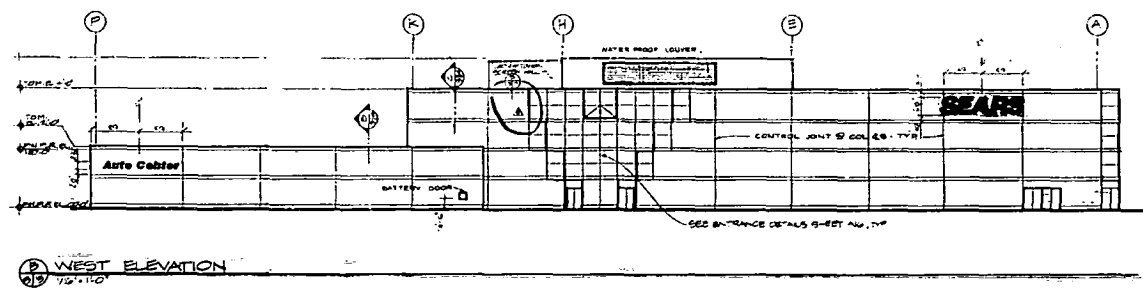
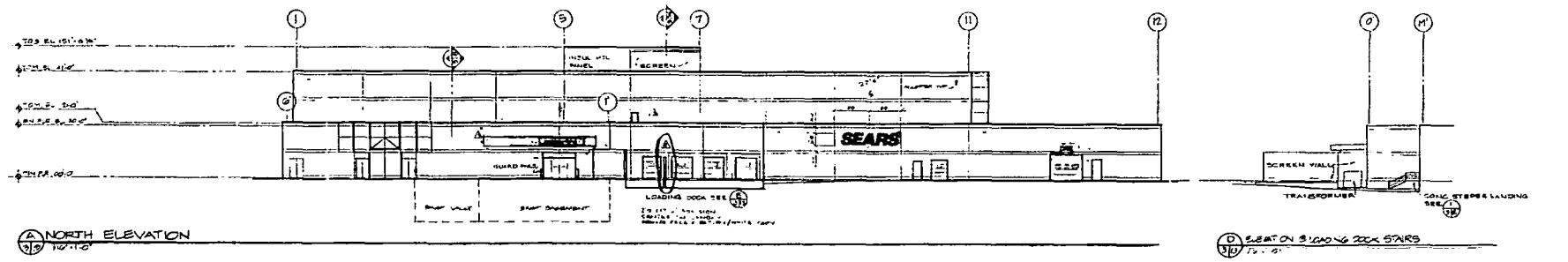
Item # 94

DATE	REVISION	BY

SEARS SIGNING

DATE: 6/22/89

BY: [Signature]



NOTE - SIGNAGE:  
ALL SIGNS ARE SUPPLIED & INSTALLED BY SEARS & CONNECTED BY CONTRACTOR. VERIFY LOCATION W/ SEARS.

F PARTIAL ELEVATION	A DATE 6/22/89	B DLDG. DEPT. COMMENTS C.O. # 1
BUILDING ELEVATIONS		
SEARS STORE AND AUTO CENTER		
ARDEN FAIR MALL		
SACRAMENTO, CALIFORNIA		
A 13		
JOHN GRAMHAM & ASSOCIATES ARCHITECTS, PLANNERS, ENGINEERS		

RECEIVED  
NOV 09 1989