

REPORT AMENDED BY STAFF 8-10-89
CITY PLANNING COMMISSION

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

APPLICANT Balfrey & Abbott - 1801 I Street, Suite 200, Sacramento, CA 95814
OWNER Arden Fair Assoc.; Sears Roebuck, c/o HAEV - 1689-D Arden Way, Sacramento 95815
PLANS BY The Dunlavey Studio - 3576 McKinley Boulevard, Sacramento
FILING DATE 7-10-89 ENVIR. DET. Exempt 15311a REPORT BY JP:sq
ASSESSOR'S PCL. NO. 277-0160-006,008,028

- APPLICATION:
- A. Variance to locate two detached entry signs on one parcel within 300 feet of each other in the General Commercial (C-2) zone
 - B. Variance to exceed 300 square feet in area for two detached entry signs

LOCATION: North side of Arden Way between the terminus of Challenge Way and the I-80 freeway

PROPOSAL: The applicant is requesting the necessary entitlements to locate two 470+ square foot detached signs at the main entrance to Arden Fair Mall.

PROJECT INFORMATION:

General Plan Designation: Regional Commercial and Offices
Existing Zoning of Site: C-2
Existing Land Use of Site: Arden Fair Mall

Surrounding Land Use and Zoning:

North: Single family residential; R-1
South: Commercial; SC-R(PUD)
East: Commercial; C-2
West: Hotel, apartments; C-2

Property Dimensions: Irregular
Property Area: 60+ acres
Square Footage of Building: 1,353,000+ square feet
Size of Signs:
Base 260+ sq. ft.
Pyramid 93+ sq. ft.
Columns(4) 117+ sq. ft.
Total 470+ sq. ft.

Height of Signs:
Base 8 ft.
Pyramid 9.4 ft.
Columns(4) 16.25 ft.
Maximum Height 24.25 ft.

Exterior Sign Materials: Granite, marble, aluminum

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BACKGROUND INFORMATION: On March 23, 1989 the Planning Commission approved a lot line adjustment to relocate the common property lines of three lots at the subject site, Arden Fair Mall (P89-096, see Exhibit A). The lot line adjustment is necessary because the mall expansion, including the Nordstrom building, is being constructed over existing property lines. This lot line adjustment has not been recorded and must be recorded prior to issuance of final occupancy permits for the mall expansion and Nordstrom department store.

PROJECT EVALUATION: Staff has the following comments regarding this proposal:

A. Land Use and Zoning

The subject site consists of three parcels totaling 60+ acres in the General Commercial (C-2) zone. The expansion of the Arden Fair mall from a one-story, 198,640+ square foot center to a two-story, 1,353,000+ square foot regional shopping center is currently underway at the site (previous files P88-052, P88-142, P88-151, P89-096). Surrounding land uses are: single family residences in the Standard Single Family (R-1) zone to the north, commercial and office uses in the Point West Planned Unit Development zoned Shopping Center PUD (SC(PUD)) to the south; retail commercial in the C-2 zone to the east; and the Sacramento Inn motor lodge, offices, a theater and apartments in the C-2 zone to the west. The General Plan designates the site Regional Commercial and Offices.

B. Existing Detached Signs

Presently there are three detached signs which identify Arden Fair: a pole sign on the east side of the Heritage Lane/Arden Way entrance; a pole sign on the east side of the Challenge Way/Arden Way entrance; and a small pole sign at the driveway entrance east of Corti Brothers market (Exhibit A). In addition there is a fourth detached sign with a readerboard for the mall's cinema complex which is located 31+ feet west of the Weinstocks driveway entrance.

C. Applicant's Proposal

As part of the mall renovation the applicant ~~is proposing~~ *intends* to remove the three existing Arden Fair signs and replace them with new detached identification signs which are compatible with the design concept and materials for the mall. The center court of the mall will feature artwork incorporating a pyramid, cat statues and columns, and the new logo of the mall also incorporates these items. The applicant proposes to continue this design theme in the mall's new detached signs. Two of the new detached entry signs are 12 foot high, 28+ square foot, double-faced pole signs (Exhibit B). At the main mall entrance (Heritage/Arden) the applicant intends to locate a sign structure on either side of the driveway (Exhibits C-E). The base of each structure is eight feet high with a granite facade. Proposed colors are black and red with the cat logo on either side of the base. The cats are also proposed to be outlined with neon tubing and covered with a clear plastic face. The words "Arden Fair" will be located on the base of the sign and cover a 13+ square foot area. The sign copy will be back-lit at night with turquoise neon. On top of the base will be a 9.3+ foot high pyramid with a jade marble finish and four 16.25+ foot high columns. The pyramid

and columns will be lit at night by uplights located on the top of the base. Two rings of neon will also be located at the top of the columns. Total height of each structure is 24.25+ feet and the total sign area of each calculated to be 470+ square feet. (staff amended)

When the lot line adjustment is recorded the Arden Fair Associates parcel will have 1,310+ feet of frontage along Arden Way. The City's Sign Ordinance permits a maximum of four detached signs on this parcel based on the street frontage. The applicant proposes four signs for this parcel: a 12 foot high detached sign, the existing cinema sign and the two new 24.25+ foot high entry signs. The Sign Ordinance also requires that detached signs not exceed 300 square feet in area and that, if two detached signs are located on the same parcel, they be placed a minimum of 300 feet apart. The two 24.25+ foot high entry way signs do not meet these requirements. The applicant, therefore, is requesting a variance to allow the two 24.25+ foot high entry signs to be located at the Heritage/Arden driveway entrance.

D. Staff Evaluation

The Sign Ordinance presently allows detached signs to be double-faced provided that both faces are parallel and the distance between faces does not exceed two feet. The intent in allowing double-faced signs is to give motorists and pedestrians the opportunity to see the sign copy from either direction of the street. In lieu of one double-faced sign for an apartment complex, the Sign Ordinance currently allows one single-faced sign affixed flat against a wall on each side of a driveway subject to a Planning Director's special permit. These two single-faced entry signs can be within 300 feet of each other. This is often permitted to allow for a more interesting driveway entrance while still providing visibility of sign copy for persons traveling on either direction of the street. The applicant's proposal is a similar concept - to provide an interesting and unique main entrance to the mall. Planning staff finds that the Arden Fair mall is unique to the City itself in that it is the only regional mall, outside of downtown, within the City limits and it provides a bold architectural statement. Staff finds that having two single-faced entry signs within 300 feet of each other rather than one double-faced sign for the project should not conflict with the purpose and intent of the Sign Ordinance.

In determining the area of a sign the Sign Ordinance requires that logos be included as they are part of the sign message. As the cats, pyramid and columns are part of the new Arden Fair logo they have been included in the determination of the sign area of 470+ square feet. The actual "Arden Fair" sign copy is only 13+ square feet, well below the 300 square foot maximum permitted for a detached sign. Planning staff finds that the Sign Ordinance does not clearly differentiate between artwork and signage and it is difficult to determine whether these two structures are purely signage or a combination of art and signage. Staff finds that the two structures are in harmony with the purpose and intent of the Sign Ordinance in that they are integrated with and harmonious to the site they occupy, will not be a hazard to motorists or pedestrians, and should help contribute to the mall as an attraction to non-residents who come to the City

to visit or trade. Planning staff, therefore, recommends approval of the variance to exceed 300 square feet in area for the two detached entry signs.

The detached entry signs have been reviewed by the City Transportation Division staff. They had no objections to the proposed location of two signs (minimum of 10 feet from any driveway and 10 feet from any property line).

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

RECOMMENDATION: Staff recommends the following actions:

- A. Approve the variance to locate two detached entry signs on one parcel within 300 feet of each other subject to conditions and based upon findings of fact which follow; and
- B. Approve the variance to exceed 300 square feet in area for two detached entry signs subject to conditions and based upon findings of fact which follow.

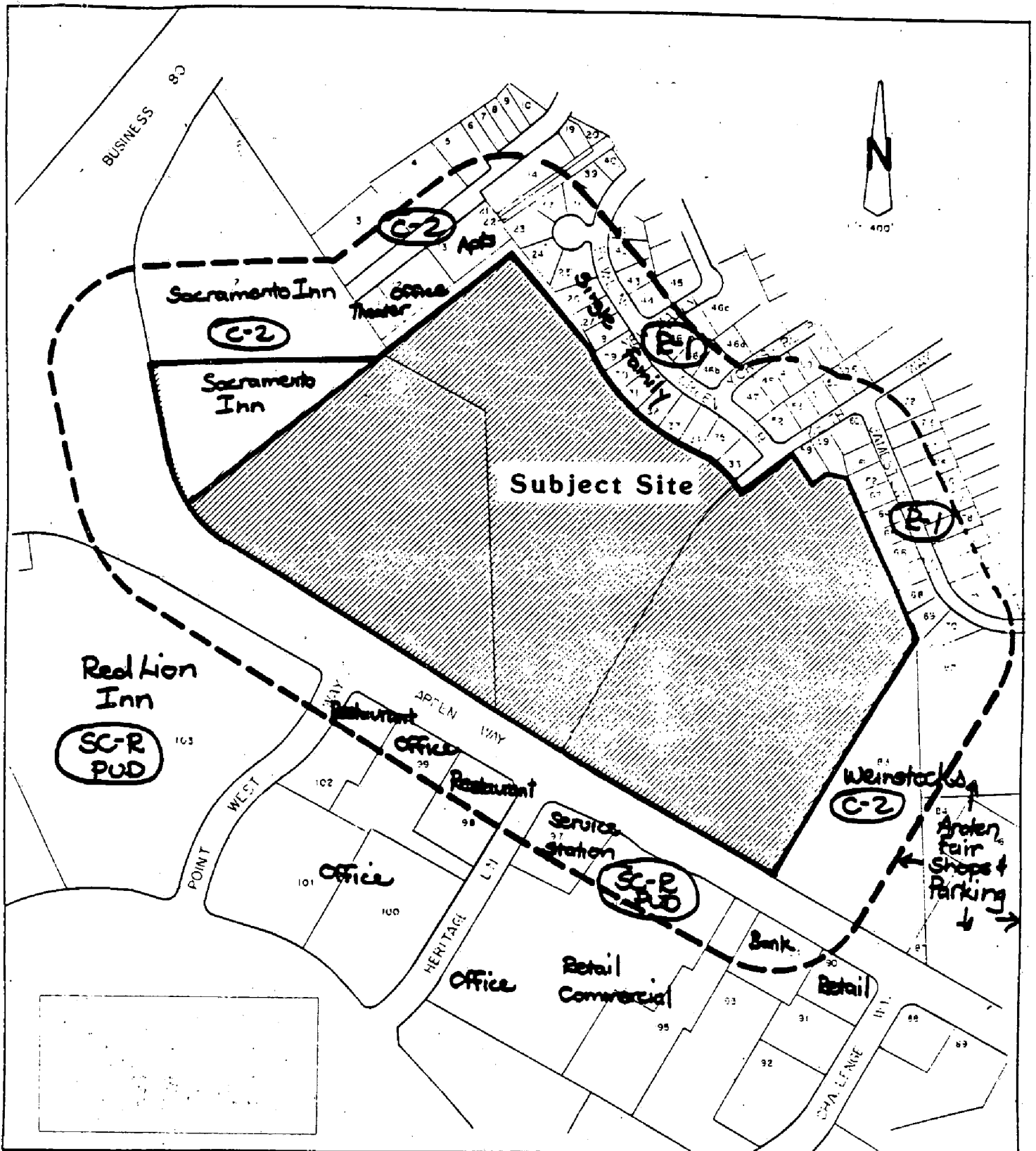
Conditions

1. All neon tubing proposed to be located on the base of the entry signs will be protected by a plastic face or other acceptable material. All neon tubing shall be indicated on the revised plans submitted for sign permit review and approval.
2. The two entry signs at the Arden/Heritage driveway shall be located a minimum of 10 feet from the property line and 10 feet from any driveway.
3. The cinema sign, if replaced, shall comply with City Sign Ordinance requirements.
4. The applicant shall obtain sign permits for all new signs on the subject site.
5. The lot line adjustment for the subject site (P89-096) shall be recorded prior to issuance of final occupancy permits for the mall expansion and Nordstrom department store.

Findings of Fact

1. The project, as conditioned, is not a special privilege extended to one property owner in that a variance would be granted to other property owners facing similar circumstances.
2. The project, as conditioned, does not constitute a use variance in that signs for commercial uses are allowed in the C-2 zone.

3. The project, as conditioned, will not be detrimental to the public health, safety, or welfare nor result in the creation of a nuisance in that:
 - a. The entry signs will be set back a minimum of 10 feet from any driveway or property line; and
 - b. the entry signs are not visible from any residential use.
4. The project is consistent with the General Plan which designates the site for Regional Commercial and Office use.
5. The project is in harmony with the purpose and intent of the City Sign Ordinance to "...encourage signs which, by their good design, are integrated with and harmonious to the buildings and sites which they occupy, and which eliminate excessive and confusing sign displays."



LAND USE & ZONING MAP

P89-257

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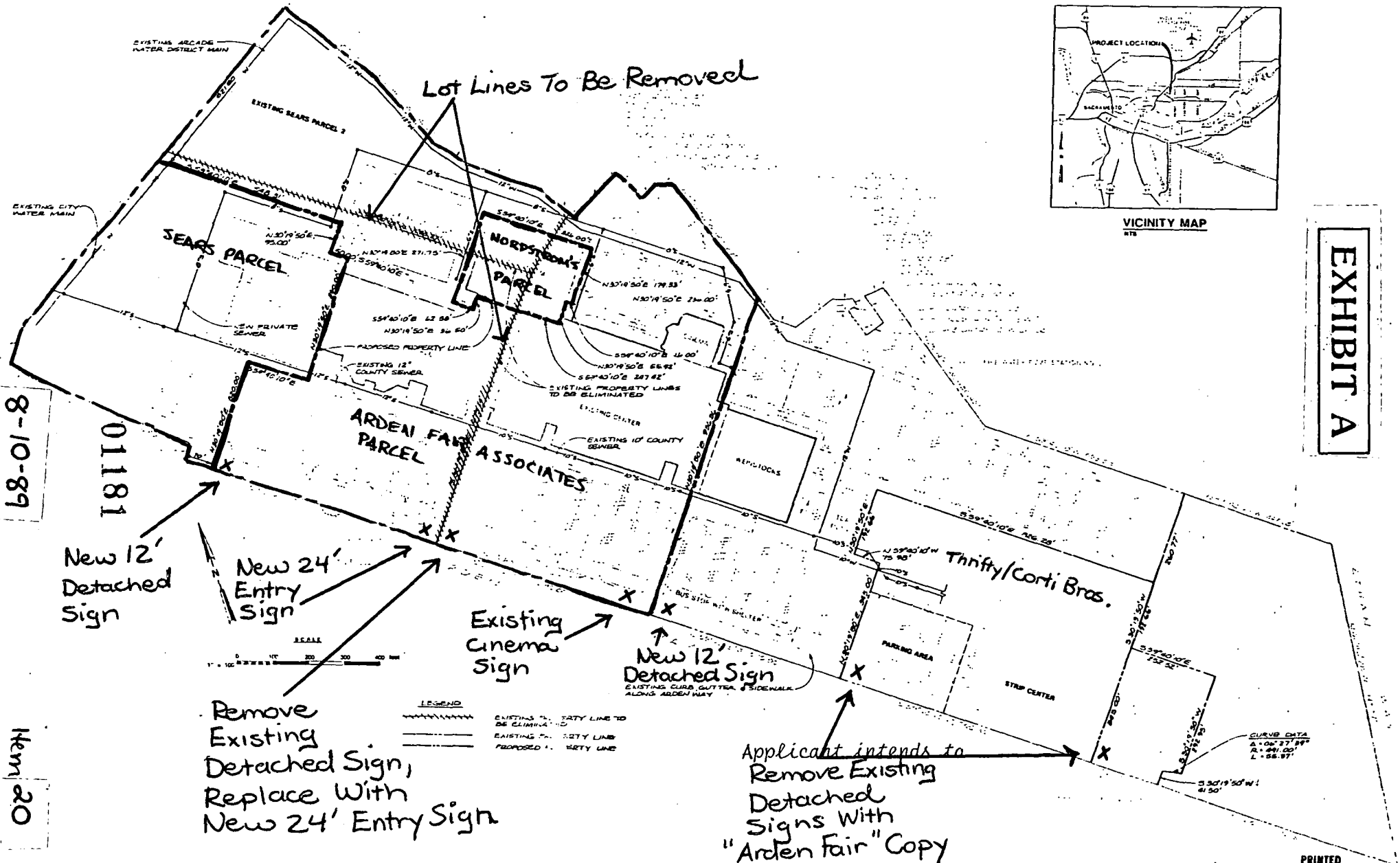
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Lot Lines To Be Removed

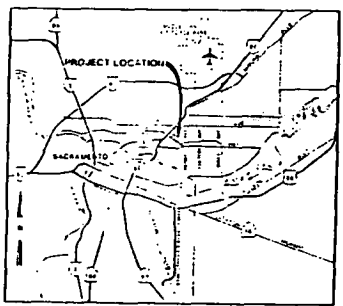


EXHIBIT A

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New 12' Detached Sign

New 24' Entry Sign

Existing Cinema Sign

New 12' Detached Sign

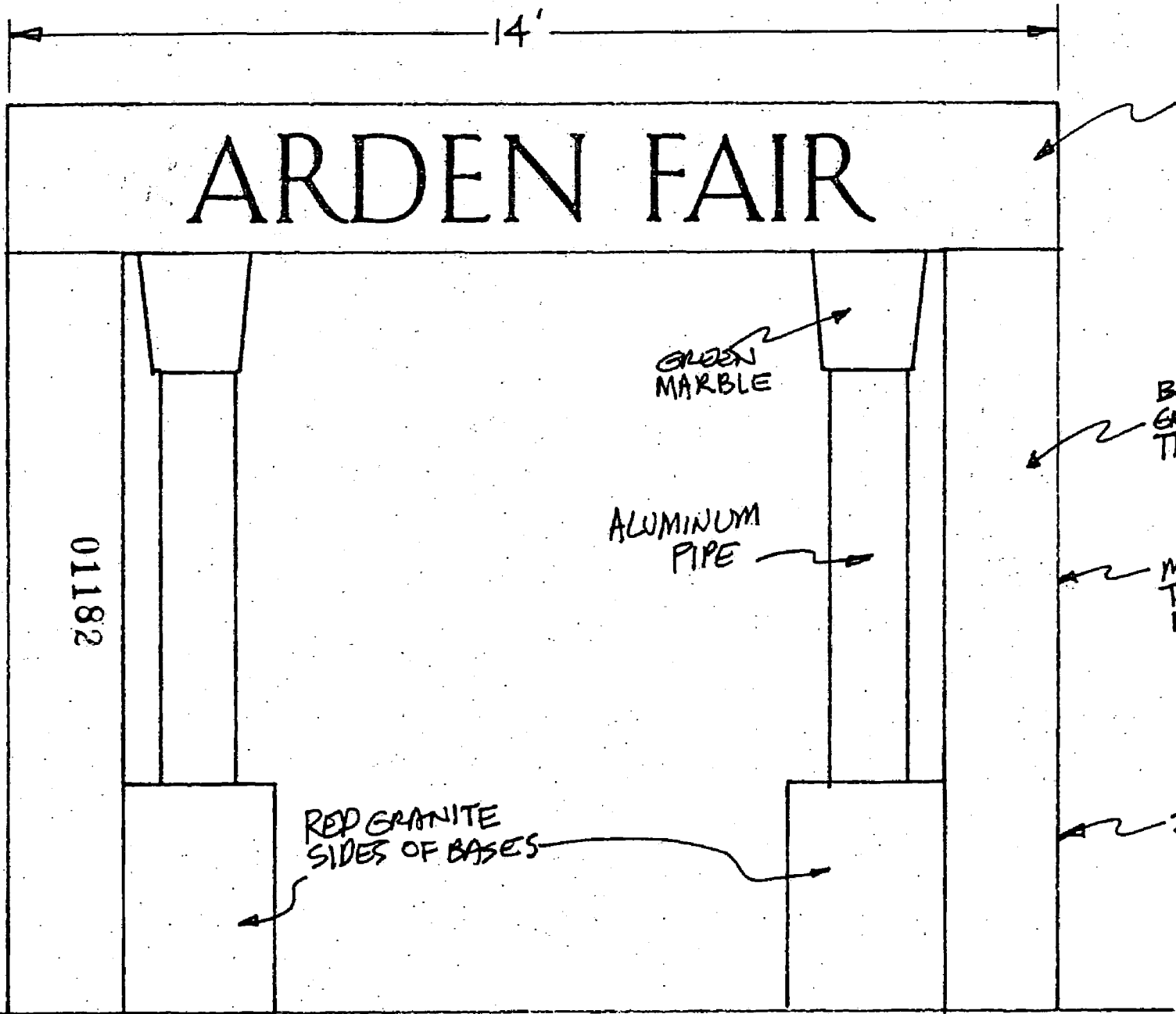
Remove Existing Detached Sign, Replace With New 24' Entry Sign

Applicant intends to Remove Existing Detached Signs With "Arden Fair" Copy

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ALUMINUM
FACIA WITH
SMOKE PLEX
FLUSH MOUNTED
LETTERS
BACK LIT
WITH TOURQUISE
NEON

GREEN
MARBLE

ALUMINUM
PIPE

BLACK
GRANITE
TILE FACIA

MARBLE
TILE
ENDS

RED GRANITE
SIDES OF BASES

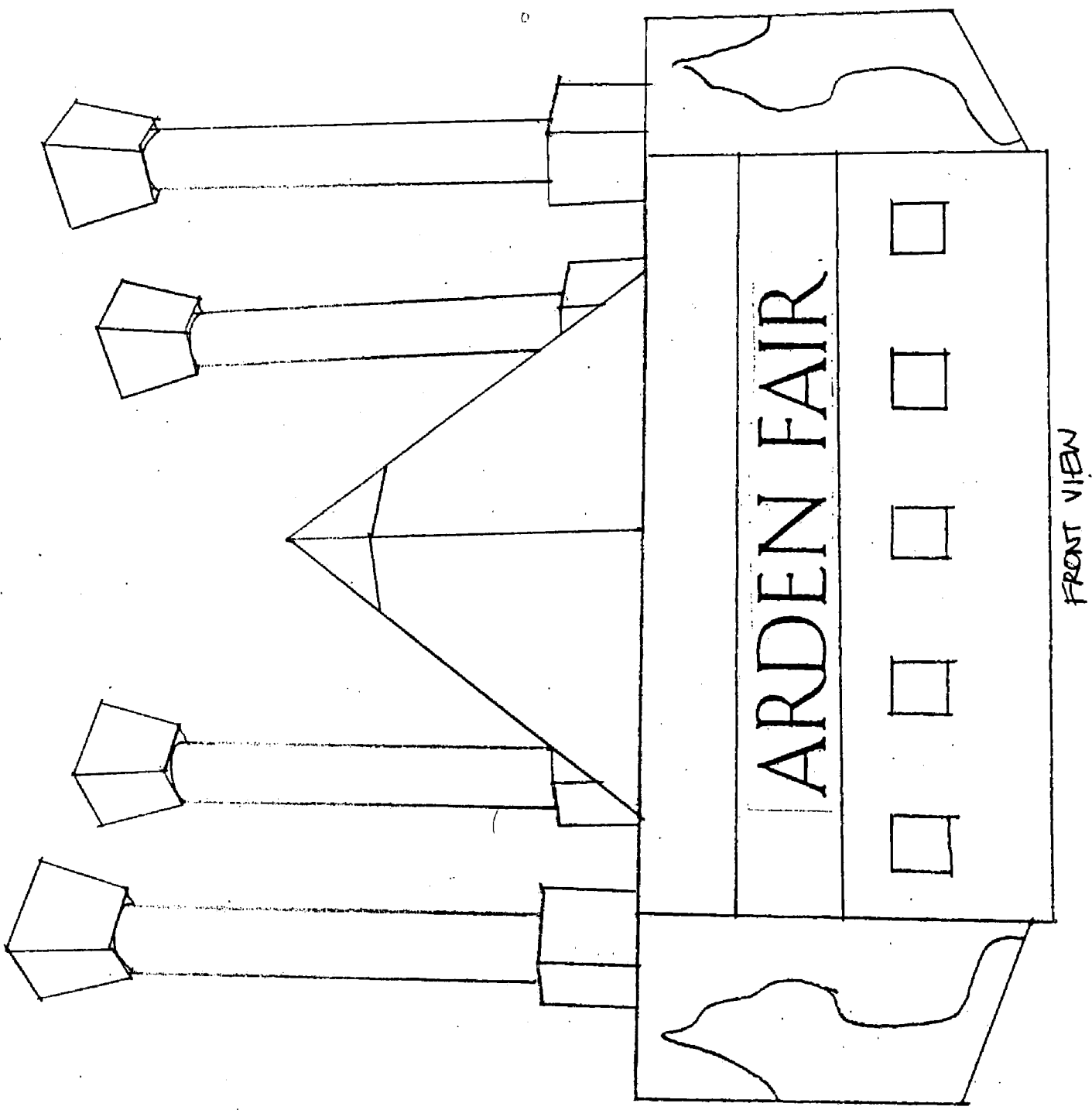
24" THICK

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EXHIBIT B

SCALE: 1/2" = 1'

EXHIBIT C



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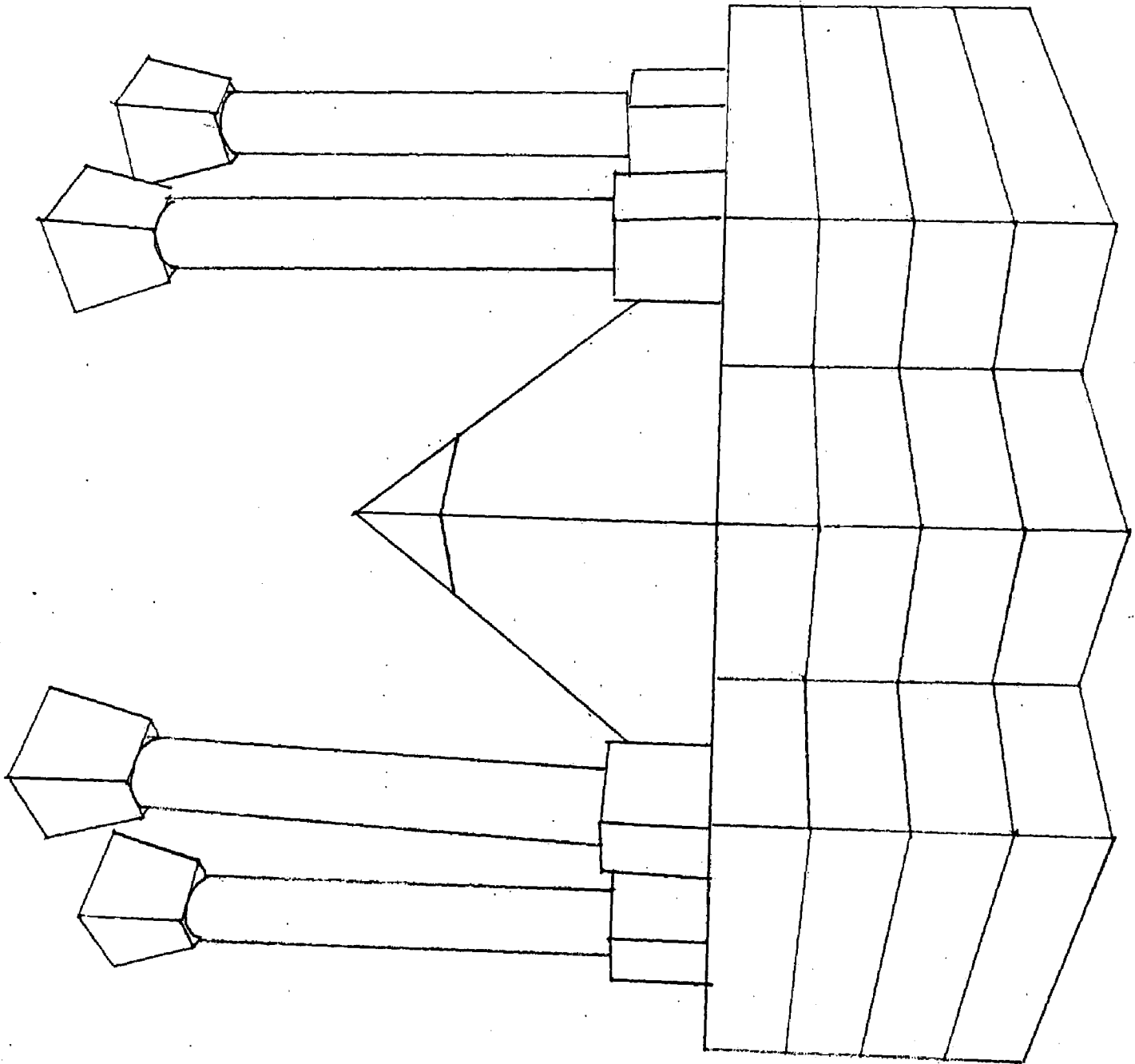
ATTACHMENT H (2)

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EXHIBIT D



BACK VIEW

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ATTACHMENT H (3)

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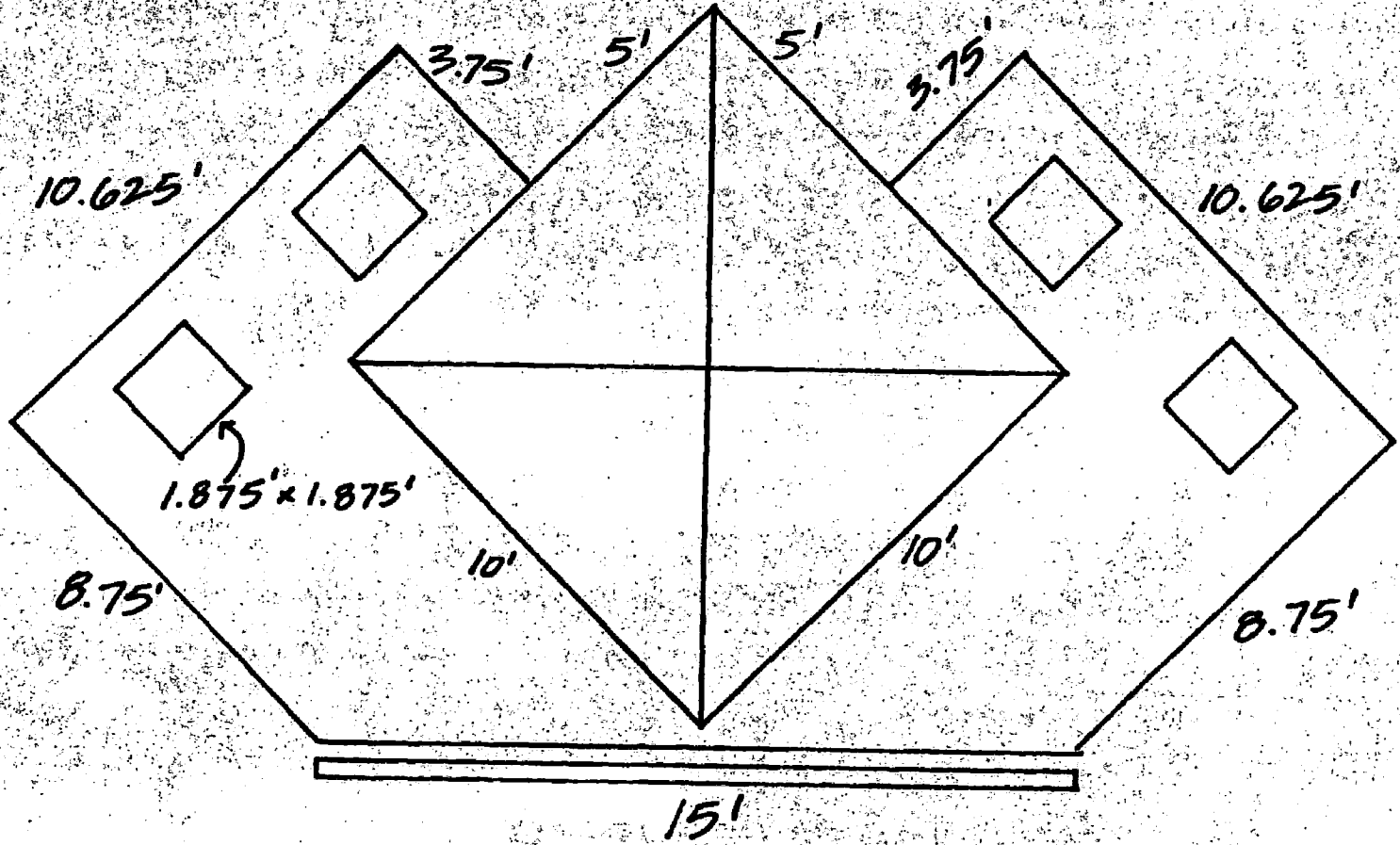


EXHIBIT E

COLUMN HEIGHT : 16.25'
(BASE TO CAPITAL)

PYRAMID HEIGHT : 9.375'

WALL HEIGHT : 8'

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