

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 REPORT BY CL:sg
ASSESSOR'S PCL. NO. 277-0160-006 and 028

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

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

Proposed Signs

	<u>Copy</u>	<u>Sq. Ft.</u>	<u>Dimensions</u>
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

02749

APPLC. NO. P89-190 MEETING DATE June 8, 1989 ITEM NO. 24

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.

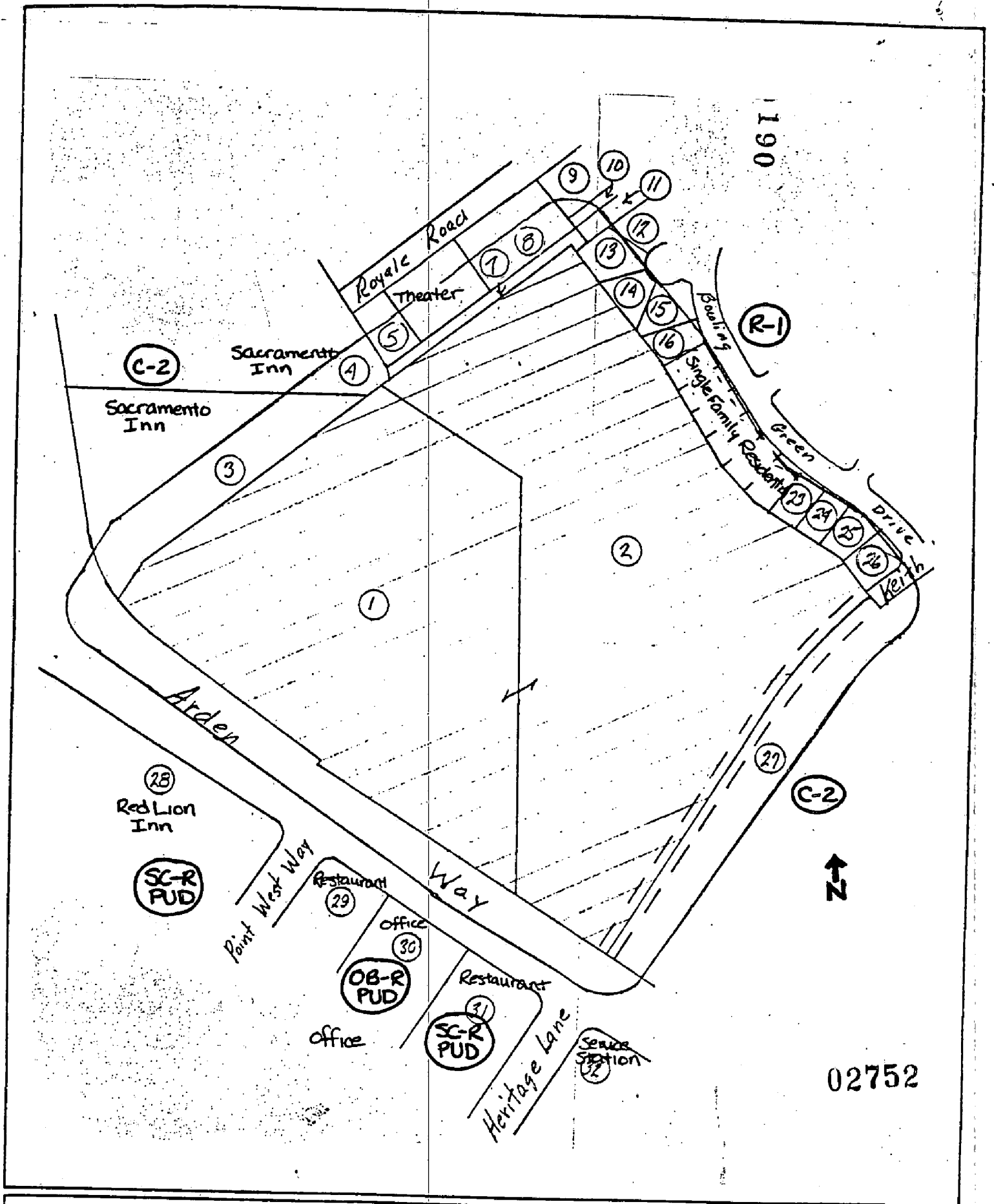
Staff is concerned that the variance request, if approved, would set a precedent to allow additional signage on other commercial buildings simply because a building tenant may desire a sign on all sides of the building the tenant occupies. This could result in a proliferation of signs which is contrary 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

