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DEPARTMENT OF  
PLANNING AND DEVELOPMENT

November 14, 1989

City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT:** Appeal of Planning Commission Denial of a Special Permit to Allow a Third Attached Sign for Arden Fair Mall (P89-303)

**LOCATION:** North Side of Arden Way Between Terminus of Challenge Way and I-80 Freeway

SUMMARY

The sign ordinance allows two attached signs per occupancy in a shopping mall. Based on discussions between the applicant's legal representative, Planning staff, and the City Attorney's office, it was determined that the Mall, itself, is an occupant and is allowed two signs. The Mall developers chose to give their two signs to Nordstroms for identification. The Mall developers subsequently filed for a special permit for a third sign under Section 3.105 of the sign ordinance. This section allows additional signage when designed as an integrated architectural feature of the building. Planning Commission and Planning Staff raised concerns over the lack of a comprehensive sign program for the Mall and the precedence created when Nordstroms has four signs. Several Commissions expressed a willingness to approve the special permit if a comprehensive sign program could be reviewed and approved concurrently. The applicant did prepare and submit a program and the Commission proceeded to vote on approval of the special permit and comprehensive sign program. However, the vote was four ayes, one no, and since special permits require five affirmative votes, the permit was technically denied. The applicant has filed an appeal.

BACKGROUND INFORMATION

The following is a brief summary of signage issues related to the Mall reconstruction and expansion.

- a. On May 11, 1989, the Planning Commission denied a variance request by Nordstroms for a third sign on their building. (Two signs are allowed for all tenants.)
- b. On June 22, 1989, Sears agreed to withdraw their variance request for four name identification signs in exchange for approval of directional signs, such as the location of their merchandise pick-up.
- c. Subsequent to the Commission hearing, the applicant indicated to staff that the Mall is an "occupant" and should be allowed two signs and that the City cannot control message of signs. The accuracy of this matter was confirmed by the City Attorney's Office and Planning Staff.
- d. Applicant gave the two permitted mall signs to Nordstroms and requested a special permit for an architecturally integrated sign (wrought iron mall logo to be hung over the Mall entry).
- e. Planning staff, in a report to the Planning Commission, expressed concerns over the fact that other major tenants and future major tenant will also want four signs and that the applicant should have utilized their allotted Mall signage for their logo, rather than for Nordstroms.

CITY OF SACRAMENTO  
CALIFORNIA  
**APPROVED**  
BY THE CITY COUNCIL

NOV 14 1989

OFFICE OF THE  
CITY CLERK

1231 I STREET  
ROOM 200  
SACRAMENTO, CA  
95814-2998

BUILDING INSPECTIONS  
916-449-5716

PLANNING  
916-449-5604

City Council  
Appeal of Planning Commission Denial of  
a Special Permit to Allow a Third Attached  
Sign for Arden Fair Mall (P89-303)  
November 14, 1989  
Page 2

- f. The Planning Commission concurs with concerns over the possibility that other tenants also may want four signs and request a comprehensive sign program from the applicant.
- g. The sign program submitted by the applicant was found acceptable by staff and the Planning Commission. The sign program limits major tenant to two signs, and smaller tenants on the first level to one sign. However, the Commission lacked the necessary five affirmative votes to approve a special permit and sign program.

FINANCIAL DATA

Not applicable.

POLICY MATTER

Not applicable.

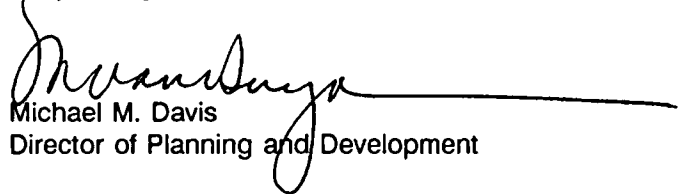
MBE/WBE

Not applicable.

RECOMMENDATION

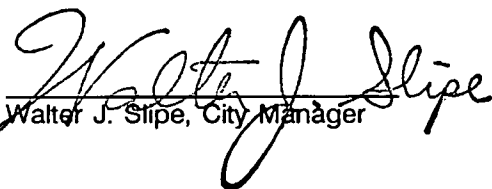
The Planning Commission and Planning Staff recommend approval of the appeal based on the attached findings and conditions. The recommendation is based upon the applicant's commitment to adhere to the approved sign program.

Respectfully submitted,



Michael M. Davis  
Director of Planning and Development

RECOMMENDATION APPROVED:



Walter J. Slipe, City Manager

November 14, 1989  
District No. 3

Contact Person:  
Art Gee, Principal Planner  
(916) 449-5604

AG:vr  
P89-303.CC  
11.0789.1

Attachment

# Sacramento City Planning Commission VOTING RECORD

11

**MEETING DATE**  
October 12, 1989

**ITEM NUMBER**  
14

**PERMIT NUMBER**  
P 89-303

### ENTITLEMENTS

- |  |   |
|--|---|
| <input type="checkbox"/> GENERAL PLAN AMENDMENT    | <input type="checkbox"/> TENTATIVE MAP            |
| <input type="checkbox"/> COMMUNITY PLAN AMENDMENT  | <input type="checkbox"/> SUBDIVISION MODIFICATION |
| <input type="checkbox"/> REZONING                  | <input type="checkbox"/> LOT LINE ADJUSTMENT      |
| <input checked="" type="checkbox"/> SPECIAL PERMIT | <input type="checkbox"/> ENVIRONMENTAL DET.       |
| <input type="checkbox"/> VARIANCE                  | <input type="checkbox"/> OTHER _____              |

**STAFF RECOMMENDATION**

Favorable  Unfavorable

Correspondence

Petition

**LOCATION**  
North side of Arden Way between the terminus of  
Challenge Way + I-80 Flyp.

P  
R  
O  
M  
E  
N  
T  
S

NAME	1801 I St. #200 ADDRESS
<u>Tom Taylor</u>	<u>11899 Arden Way, Arden</u>
<u>Michael Dunleavy</u>	<u>3576 McKimley Blvd., Arden</u>

NAME	ADDRESS

**MOTION #**

Yes	No	Motion	Second
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BECERRA				
CHINN	<u>absent</u>			
GASTON	<u>ABSENT</u>			
HOLLICK	<u>ABSENT</u>			
HOLLOWAY	<u>absent</u>			
NOTESTINE	<u>✓</u>		<u>✓</u>	
ROSEN	<u>✓</u>			
YEE	<u>✓</u>			<u>✓</u>
OTTO	<u>✓</u>			

- TO APPROVE
- TO DENY
- TO APPROVE SUBJECT TO COND. & BASED ON FINDINGS OF FACT IN STAFF REPORT
- TO APPROVE/DENY BASED ON FINDINGS OF FACT IN STAFF REPORT
- INTENT TO APPROVE/DENY SUBJECT TO COND. & BASED ON FIND. OF FACT DUE

**MOTION**

- TO RECOMMEND APPROVAL & FORWARD TO CITY COUNCIL
- TO RECOMMEND APPROVAL SUBJECT TO COND. & FORWARD TO CITY COUNCIL
- TO RATIFY NEGATIVE DECLARATION
- TO CONTINUE TO \_\_\_\_\_ MEETING
- OTHER motion denied

# CITY PLANNING COMMISSION

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

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APPLICANT	Balfrey & Abbott, 1801 I Street, Suite 200, Sacramento, CA 95814		
OWNER	Arden Fair Associates c/o HAFV, 1689-D Arden Way, Sacramento, CA		
PLANS BY	The Dunlavy Studio, 3576 McKinley Boulevard, Sacramento, CA		
FILING DATE	8-11-89	ENVIR. DET.	EX 15311a
ASSESSOR'S PCL. NO.	277-0160-006,008,028		
		REPORT BY	JP:rt

**APPLICATION:** Special permit to allow a third attached sign for Arden Fair Mall consisting of a 108± square foot non-illuminated Arden Fair Mall logo which is designed into and is a part of an integrated architectural feature of the mall building

**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 a third attached sign adjacent to the main entrance of 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

**Proposed Attached Signs:**

<u>Logo</u>	<u>Signs With "Nordstrom" Copy</u>
Dimensions: 9' x 12'	37.5' x 4'
Square Feet: 108 sq. ft.	150 sq. ft.
Materials: Metal grillwork	White acrylic face
Illumination: Non-illuminated	Internally illuminated

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

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City Planning Commission  
Sacramento, Ca.

Subject: Special Permit for Signage  
Arden Fair Mall (P89-303)

Members in Session:

The applicant is preparing a sign program for Arden Fair Mall for Planning Commission review at the October 12, 1989 meeting. Planning Staff will make their recommendation regarding the special permit request at that time.

Respectfully Submitted

  
Will Weitman  
Senior Planner

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 and scheduled to be completed on October 20, 1989 (previous files P88-052, P88-142, P88-151, P89-096, P89-110, P89-164, P89-257). 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. Permitted Signage in the General Commercial (C-2) Zone

The City Sign Ordinance indicates that in the C-2 zone, two attached signs are permitted for each occupancy. Said signs are not to exceed a total aggregate area of three square feet of sign area for each front foot of building occupancy. Therefore, each tenant of the mall structure with exterior front footage of building occupancy is entitled to have two attached signs. As Arden Fair Mall is also an occupant of the structure, it is entitled to have two attached signs.

Regarding detached signs, one detached sign for each developed parcel not exceeding one square foot of sign area for each lineal foot of street frontage is permitted. If a parcel has in excess of 300 feet of lineal street frontage, one detached sign is permitted for each 300 feet. On August 10, 1989, the Planning Commission approved variances to locate two 470± square foot detached signs at the main entrance to Arden Fair Mall (P89-257, Exhibits D and E). The mall will have a total of four detached signs adjacent to Arden Way which will have "Arden Fair" as the sign copy.

C. Applicant's Proposal

As part of its sign program for the mall, the applicant is proposing two signs for Arden Fair as the mall is also an occupant of the structure. These two signs are each 150 square feet in area and are located on both sides of the main entrance to the mall. However, the applicant has indicated that these two signs will not have "Arden Fair" as their sign copy. Instead, the copy of the two signs will be "Nordstrom" as the City cannot legally regulate sign copy (Exhibit B). The City Attorney has reviewed the applicant's proposal and has indicated that the two attached signs, which the mall is permitted to have by right, may have "Nordstrom" as their sign copy.

In addition to the two 150 square foot attached signs, the applicant is proposing to place a third 108 square foot attached sign for Arden Fair Mall above the main entrance to the building (Exhibits B and C). This sign would consist of the mall's new cat-pyramid-column logo and would be constructed out of iron grillwork. A logo is an advertising message and is considered a sign (see definition Exhibit H). The City Attorney has reviewed this proposal and is in agreement that the 108 square foot logo constitutes a third attached sign. As noted above in Section B, the mall occupancy is entitled to have two attached signs, additional attached signs for the mall would not be permitted unless a variance was approved. The applicant, however, is applying for a special permit under the provisions of Section 3.105 of the Sign Ordinance which states:

Section 3.105. Signs - Integrated Architectural Features

In order to encourage and promote a harmonious relationship between buildings and signs, the Planning Commission shall have the authority to issue a Special Permit in accordance with Division 14 of this Article, for signs which are designed into and are a part of the integrated architectural feature of a building where the strict application of the provisions of this Article would otherwise prohibit such signs.

D. Staff Evaluation

Planning staff does not support the applicant's special permit request. The mall is adequately identified by the four detached signs located along Arden Way. all four of these signs have sign copy which states "Arden Fair." In addition, the two 470 square foot signs at the Heritage/Arden intersection already have the cat-pyramid-column logo incorporated into them. The attached 108 square foot logo is not necessary along with two other attached signs and four detached signs to adequately identify Arden Fair Mall. To allow this third sign is contrary to the goal of the Sign Ordinance to "... eliminate excessive and confusing sign displays."

Prior to the writing of this report, Planning staff indicated to the applicant that the Arden Fair Mall occupancy could have two attached signs without a variance or a special permit. One of these signs could be a 150 square foot "Nordstrom" sign and the second sign could be the 108 square foot cat-pyramid-column logo. The applicant, however, indicated that two 150 square foot "Nordstrom" signs were needed so that persons traveling both east and west along Arden Way would be able to see the sign. These two "Nordstrom" signs are in addition to the two "Nordstrom" signs already located on the department store building on the north side of the mall structure (Exhibit F). Again, it is Planning staff's opinion that both the

Nordstrom occupancy and the Arden Fair Mall occupancy are more than adequately identified by the number of signs that are currently permitted by the City's Sign Ordinance. To grant a special permit for additional signage above and beyond what is allowed by the Sign Ordinance constitutes excessive signage. The applicant, in their own criteria for exterior building signs, agrees that only one sign should be allowed for each tenant (Exhibit G). Planning staff, therefore, recommends denial of the special permit request for a third attached sign for the Arden Fair Mall occupancy.

In a related matter, on May 11, 1989, the applicant requested a variance to locate a third attached sign on the Nordstrom department store (P89-164). This variance request was denied by the Planning Commission.

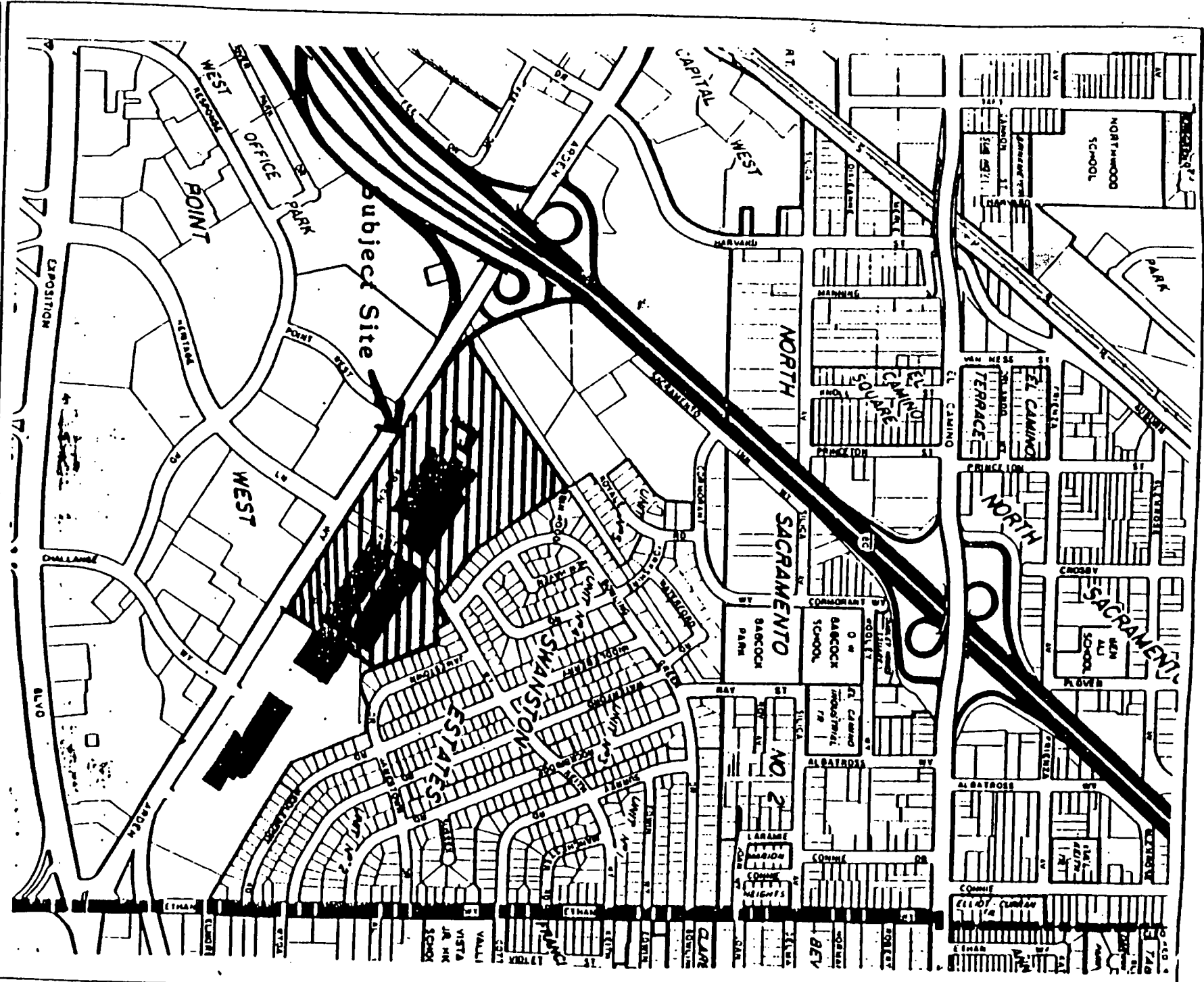
ENVIRONMENTAL DETERMINATION: This project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15311a).

RECOMMENDATION: Staff recommends that the Planning Commission deny the special permit request to allow a third attached sign for Arden Fair Mall based upon findings of fact which follow.

Findings of Fact:

1. Granting of the special permit for a third attached sign for Arden Fair Mall would not be based upon sound principles of land use in that the three attached signs would result in excessive signage for the Arden Fair Mall occupancy which is contrary to the stated purpose of the City Sign Ordinance to eliminate excessive and confusing sign displays. The mall occupancy can be adequately identified by two attached signs.
2. Granting of the special permit would be detrimental to the public welfare in that it would set a precedent for allowing additional signs which are not necessary for identification purposes.



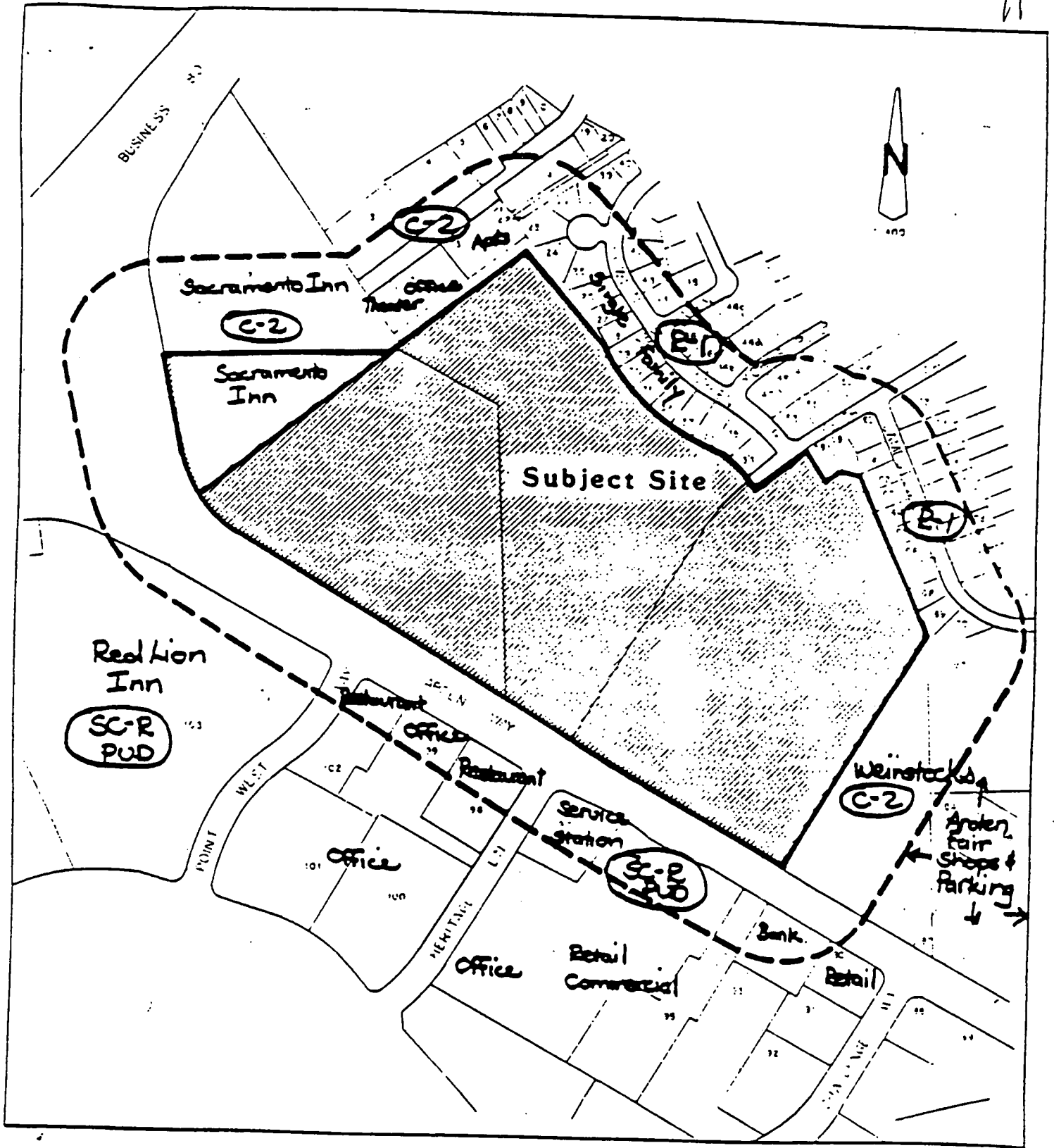


VICINITY MAP

P89-303

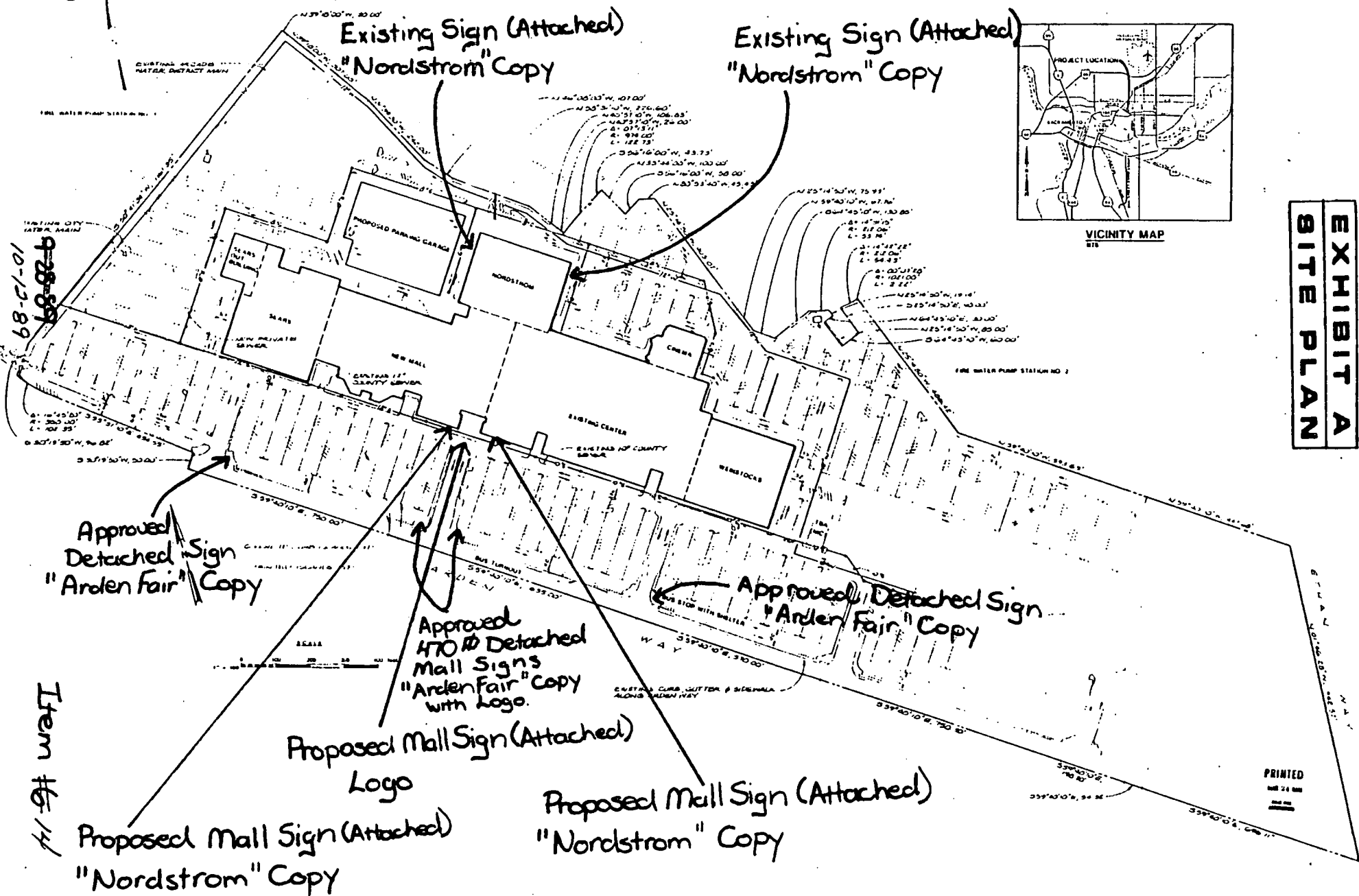
9-28-89  
10-12-89

Item #6



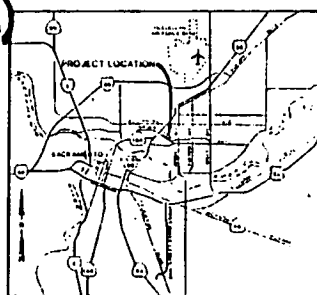
**LAND USE & ZONING MAP**

PR9-303



Existing Sign (Attached)  
"Nordstrom" Copy

Existing Sign (Attached)  
"Nordstrom" Copy



VICINITY MAP  
SIS

EXHIBIT A  
SITE PLAN

Approved Detached Sign  
"Arden Fair" Copy

Approved 470 # Detached  
Mall Signs  
"Arden Fair" Copy  
with logo.

Approved Detached Sign  
"Arden Fair" Copy

Proposed Mall Sign (Attached)  
Logo

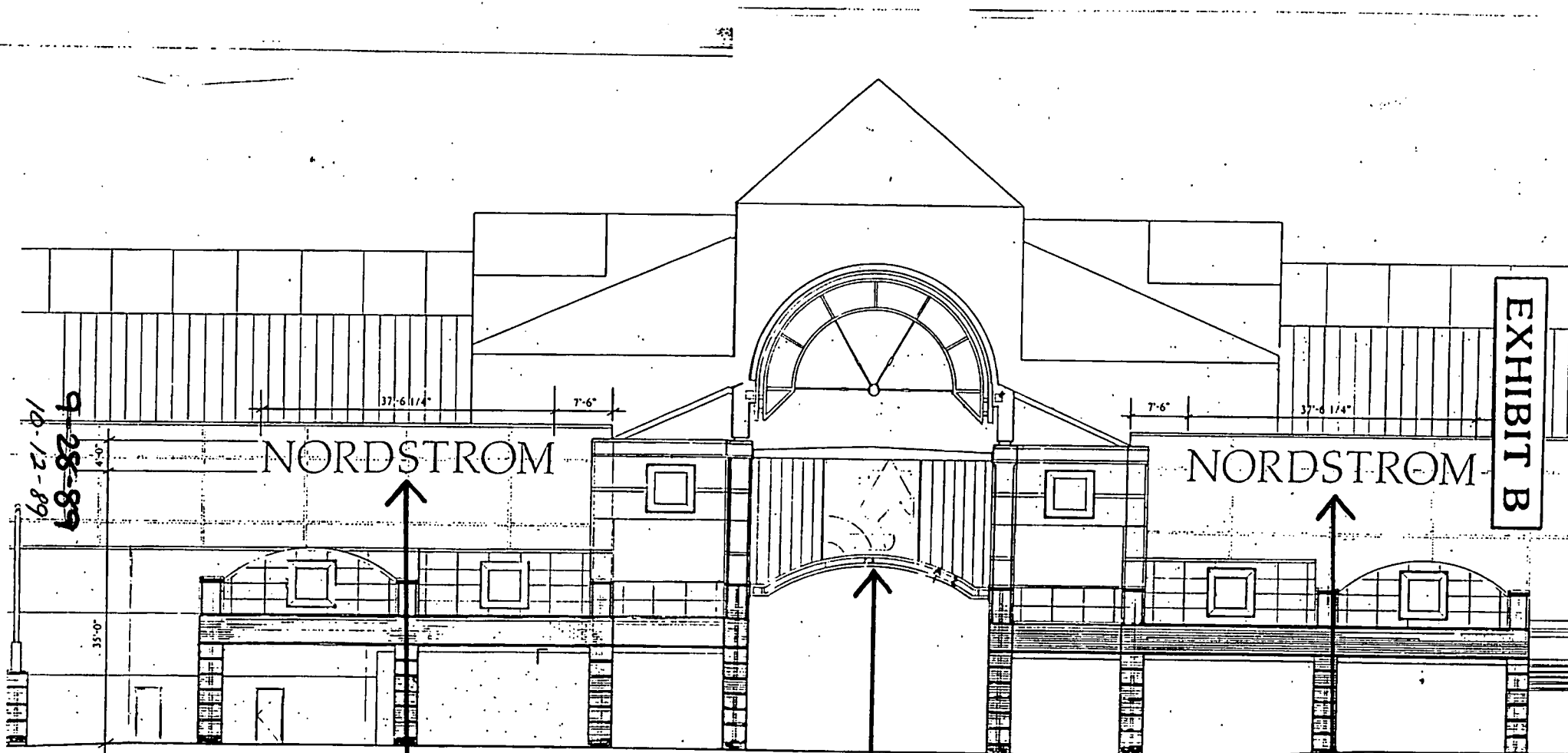
Proposed Mall Sign (Attached)  
"Nordstrom" Copy

Proposed Mall Sign (Attached)  
"Nordstrom" Copy

9-28-89  
10-12-89

Item # 14

PRINTED  
MAY 24 1989



9'-2 1/2"-89  
10-12-89

NORDSTROM

NORDSTROM

EXHIBIT B



Proposed 150 # Attached  
Mall Sign

Proposed 108 # Attached  
Mall Sign  
(See also Exhibit )

Proposed 150 # Attached  
Mall Sign

Item # 14

11

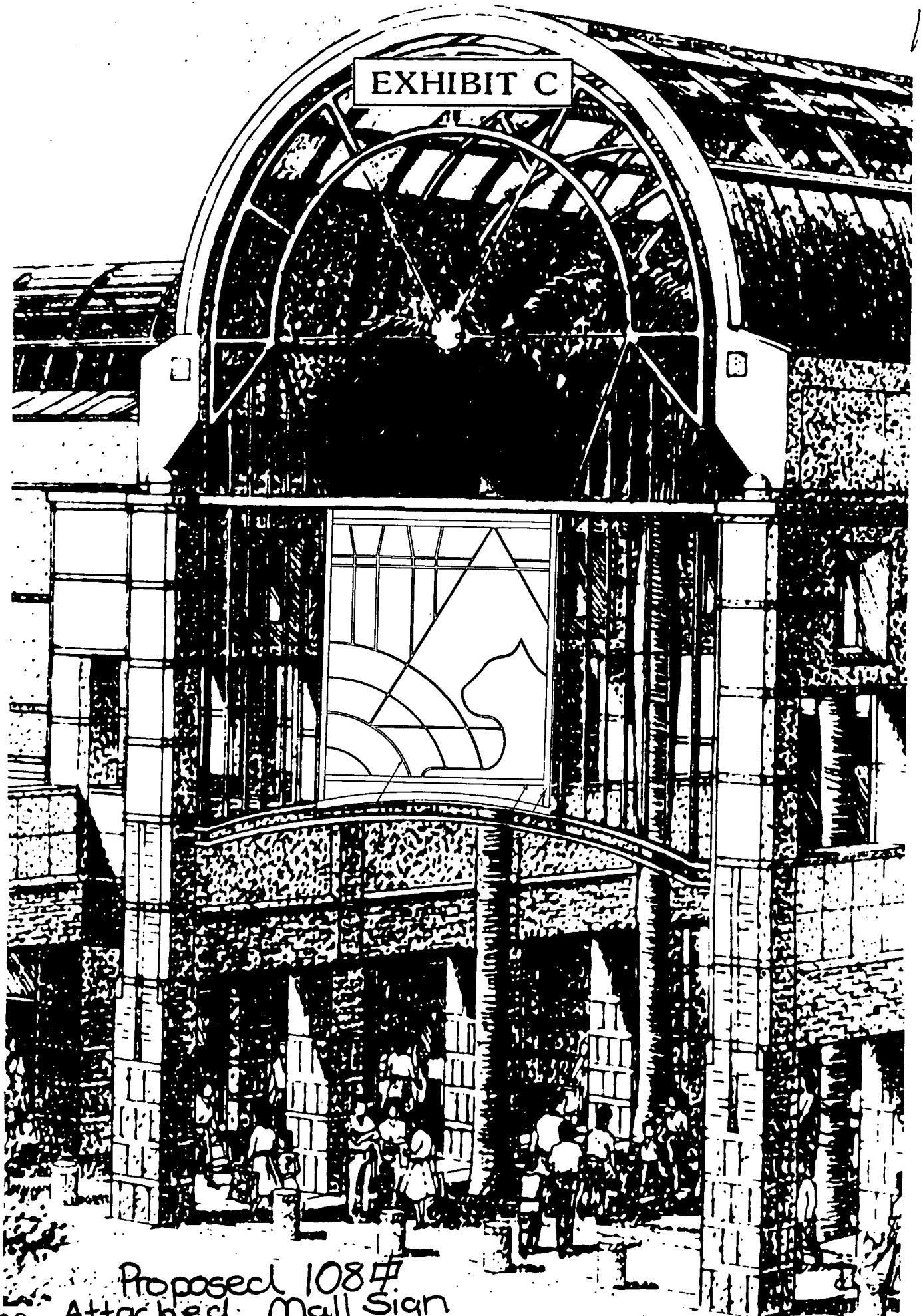


EXHIBIT C

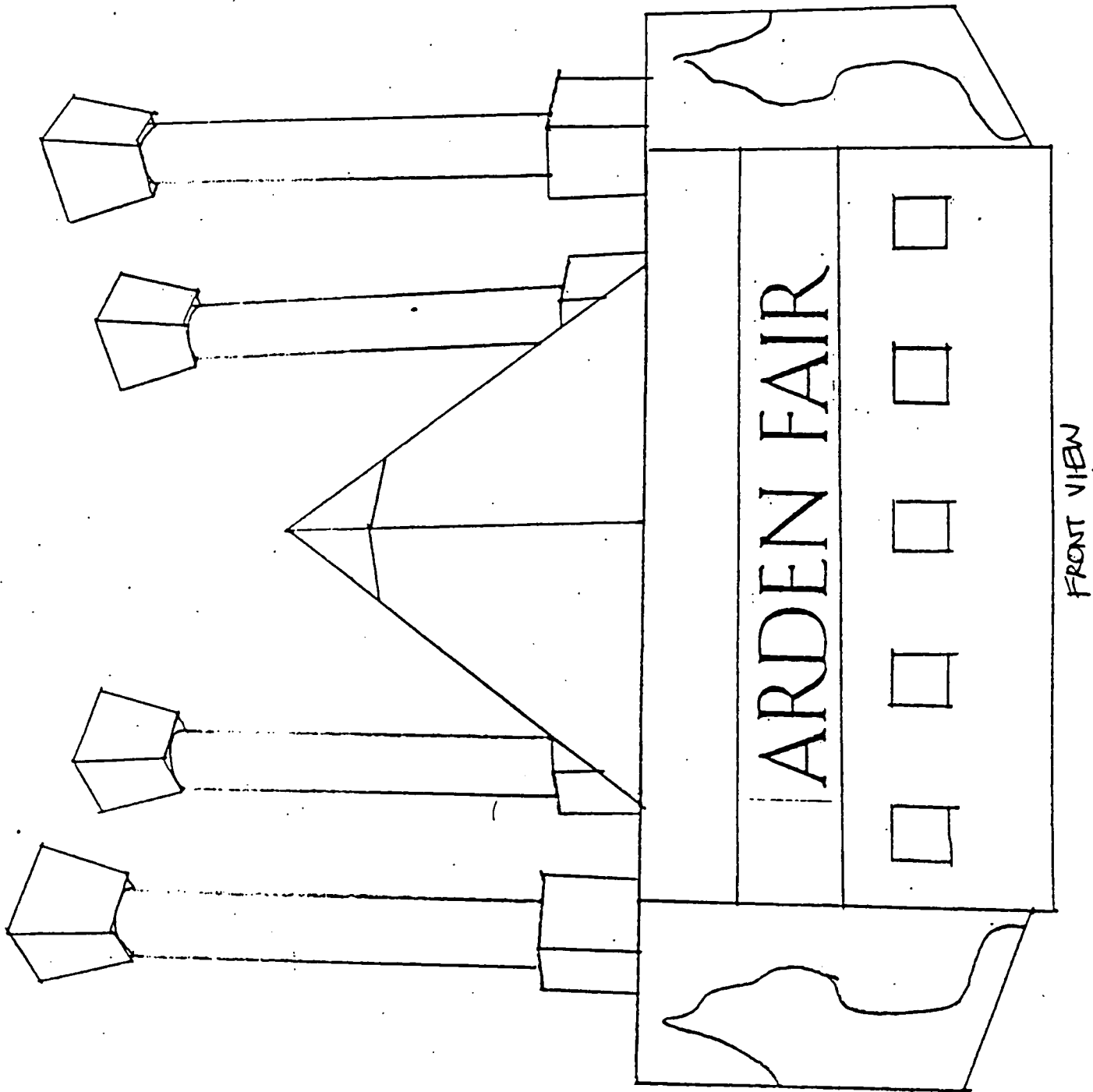
Proposed 108#  
Attached Mall Sign

PR-303

~~9-28-89~~  
10-12-89

Item 16  
14/19

EXHIBIT D



FRONT VIEW

P89-303

~~9-28-89~~  
10-12-89

Item # ~~16~~  
14

P89-303

# ARDEN FAIR

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

BLACK GRANITE TILE FACIA

MARBLE TILE ENDS

24" THICK

GREEN MARBLE

ALUMINUM PIPE

RED GRANITE SIDES OF BASES

EXHIBIT E

~~Q 28-89~~  
10-12-89

Item #  
14

21'

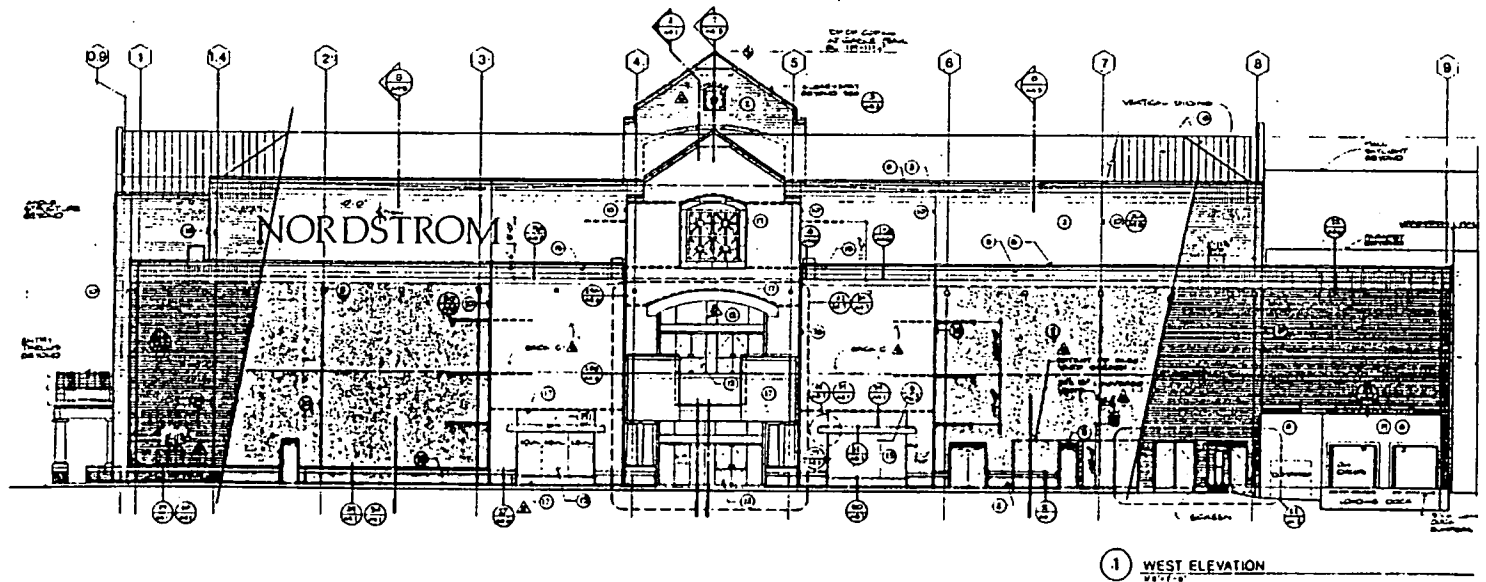
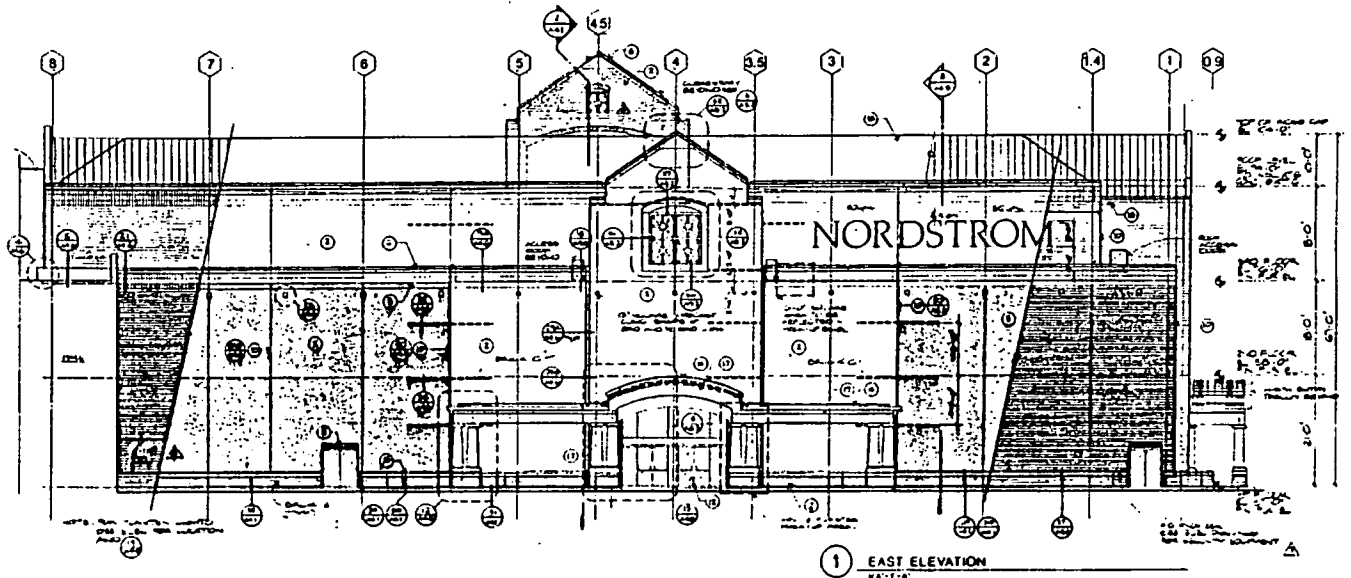
14'

SCALE: 1/8" = 1'

EXHIBIT F

11

Existing Attached Signs "Nordstrom" Copy



P89-303

~~9-28-89~~  
10-12-89

Item #6  
14



# EXHIBIT G

FROM "ARDEN FAIR ASSOCIATES SIGN REGULATIONS ARDEN FAIR SACRAMENTO, CA" 11

## C. CRITERIA - EXTERIOR BUILDING SIGNS ←

→ By nature of the project, only those major tenants with exterior customer entrances will be permitted to have an exterior sign (except insofar as the Committee may, in unusual circumstances and upon good cause shown, allow an exterior sign to a major tenant without an exterior storefront entrance). These signs shall be restricted in location to the exterior storefront proper, and each exterior frontage shall be considered separately and only one sign shall be allowed for each tenant. The location of these signs shall be limited to said storefronts and in the place of the actual storefront. These signs shall be self-illuminated plexiglas letters with metal sides mounted on the wall of the storefront so that no light shows except through the plexiglas face. Tenant is responsible to keep the sign in good repair at all times. Refer to EXHIBIT C-1 for additional information and details.

## D. GENERAL.

### 1. Doors and Windows

Lettering applied to doors, windows, or show windows shall not be illuminated on either exterior or interior, shall not exceed two inches (2") in height, and shall be submitted to the Sign Committee for approval. No temporary or permanent paper or cardboard signs shall be permitted to be applied to the interior or exterior face of storefront glass or other storefront materials.

### 2. Sidewalks

No signs will be allowed in the exterior sidewalk or beyond the interior lease line of the leased premises contiguous to the malls, courts, and arcades. Floor signs such as inserts into floors, carpet, etc., shall not be permitted within the leased premises in or near their storefronts on both exterior and interior fronts.

### 3. Service Courts

Service entrance signs will be provided by Landlord.

### 4. Action Signs

No flashing, action, moving or audible signs are permitted.

### 5. Colors

Must be compatible to colors and materials for Tenant's storefront and submitted to the Sign Committee for approval.

### 6. Drawings

Six (6) copies of design drawings and one (1) set of sepias shall be submitted, showing the size of lettering, overall size of sign, neon color, porcelain enamel color, baked enamel color, plastic or plexiglas colors and their numbers, materials, mounting details and location of sign in relation to each elevation. The drawings shall show other elements such as soffits, canopies, and the relationship of the sign to the other elements of the storefront, especially the vertical fascia. Such drawings must be submitted in conjunction with storefront design information.

### 7. Responsibility

All signs, permits, and related or resulting construction shall be Tenant's responsibility and all signs shall be installed under the supervision of the Tenant Coordinator. No sign maker's identification or registered trademark indications shall be permitted. Sign Contractor shall repair any damage caused by his work. All signs must conform to local Building and Electrical codes.

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10-12-89

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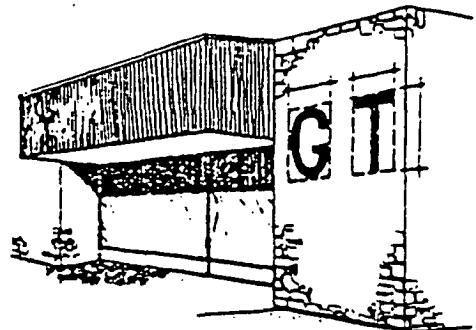
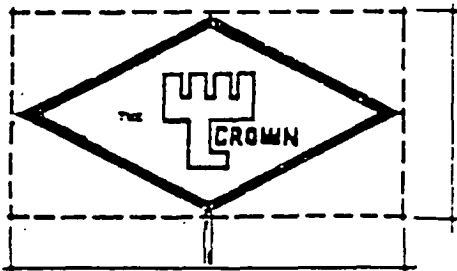
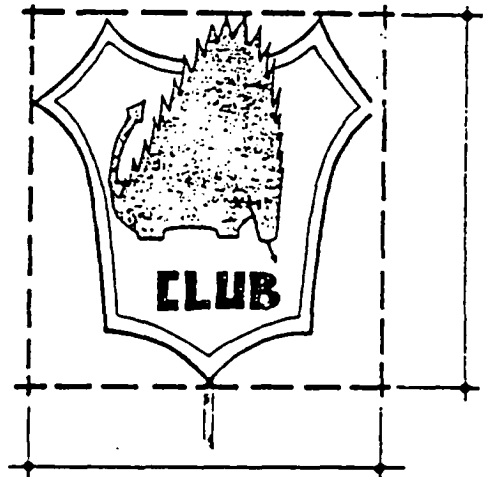
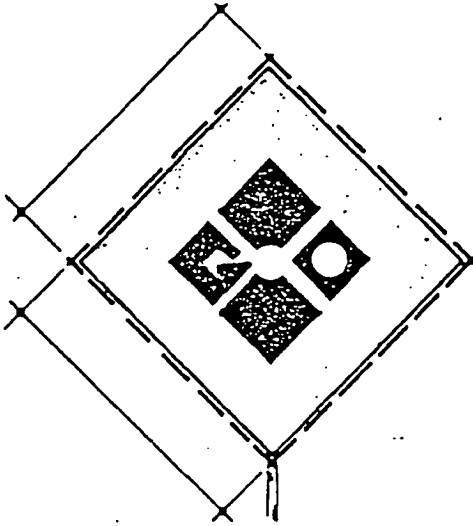
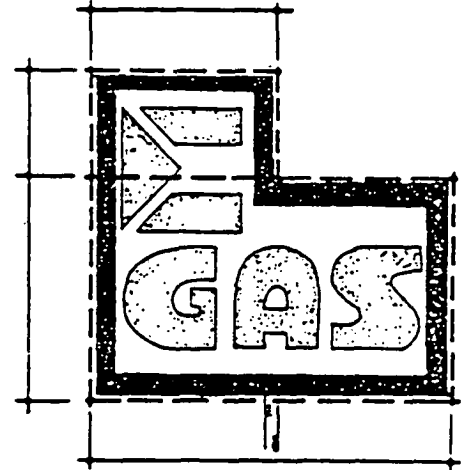
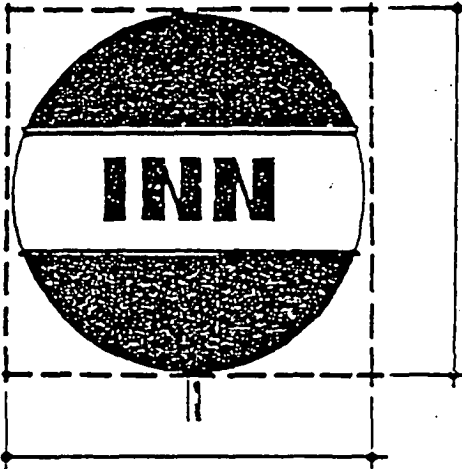
**EXHIBIT H**

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From City Sign Ordinance Division 17 - Definitions

Sign

A sign shall mean and include every advertising message, announcement, declaration, demonstration, display, illustration, insignia, surface or space erected or maintained in view of the observer thereof for identification, advertisement or promotion of the interests of any person, entity, product, or services.



P89-303

~~9-28-89~~  
10-12-89

Item 16  
14

**APPROVED**  
BY THE CITY COUNCIL

Notice of Decision  
and  
Findings of Fact

Appeal of Tim Taylor vs.  
City of Sacramento Planning Commissions's Denial  
of a Special Permit for an architecturally  
integrated sign at Arden Fair Mall (P89-303)

NOV 14 1989

OFFICE OF THE  
CITY CLERK

At its regular meeting of NOV 14 1989, the City Council heard and considered evidence in the above entitled matter. Based on verbal and documentary evidence at said hearing, the Council approved the appeal based on the following findings:

1. Granting of the special permit for a third attached sign for Arden Fair Mall would be based upon sound principles of land use in that the third sign is an architecturally integrated sign.
2. Granting of the special permit would not be detrimental to the public welfare in that the sign is not lighted and it is an attractive and artistic representation of the Mall's logo, with no message or advertisement on it.

**CONDITION**

The sign shall be constructed in accordance with the exhibit submitted at the Planning Commission meeting and the applicant shall adhere to the approved sign program, attached Exhibit A.

  
MAYOR

ATTEST:

  
CITY CLERK

Attachment - Exhibit A

P89-303

EXHIBIT A

ARDEN FAIR MALL

SIGN PROGRAM - (Revised 10/11/89)

Sign Criteria

A. Small Tenant (non-anchor)

1) General Policy. It shall be the policy of Arden Fair Associates to limit Arden Fair Mall small tenants to one attached exterior sign.

2) Applicability. Only those tenants located at ground level and with exterior frontage will be permitted by the developer to have an attached exterior sign. Restaurants located at any of the three major entryways to the Arden Fair Mall will be permitted a maximum of two signs in accordance with the provisions of the City of Sacramento, Sign Ordinance. (See Exhibit A, Site Plan)

3) Additional Requirements. Those ground level tenants with exterior frontage, and otherwise entitled under §§ A.1 and A.2 of this Sign Program to one attached sign, shall be expressly prohibited by the developer from assigning, for any reason, that permissible sign to any other Arden Fair Mall retailer for advertisement or other purposes, nor will such tenant be allowed to provide sign copy which relates to, identifies, or promotes another retailer.

The developer will continue to support exterior tenant signage on a pedestrian scale. Due to the limitations imposed by existing leases, the thrust of this effort will focus upon new tenants.

B. Major (anchor stores): For the purpose of this Sign Program, Majors shall be defined as those retail establishments occupying a single location within Arden Fair Mall exceeding 60,000 gross square feet in area.

1) General Policy. It shall be the policy of Arden Fair Associates to allow each Major to erect only signage allowed at the time under the City of Sacramento, Sign Ordinance.

2) Applicability. This sign program shall apply to all Majors which locate at Arden Fair Mall after the date on which this program is approved.\*

3) Additional Requirements. The developer agrees to advise all future Majors regarding the City of Sacramento, Sign Ordinance and the current limit set forth under that Ordinance of two attached signs for each Major.

\* Any existing major tenants with non-conforming sign(s) must meet City Sign Ordinance requirements in order to move, relocate or alter said sign(s) (Sign Ordinance Section 3.110)

C. Arden Fair Mall

1) General Policy. It shall be the policy of Arden Fair Associates to attach signs allocated to the Arden Fair Mall to the exterior portion of the building in such a manner as expressly allowed under the Sign Ordinance. Presently, the Sign Ordinance permits two attached signs in the C-2 zone. The sign copy presented on the two attached signs shall remain at the discretion of Arden Fair Associates. (See Exhibit B)

2) Applicability. This Sign Program will apply to Arden Fair Associates, as developer of the Arden Fair Mall.

3) Additional Information.

a) An integrated architectural feature, in the form of a one-half inch thick metal logo design, is the subject of a special permit request pursuant to §3.105 of the Sign Ordinance. The feature is designed to artistically enhance the main entrance to the Arden Fair Mall. The integrated architectural feature will not be visible from Arden Way and will provide no commercial benefit to Arden Fair Associates, the Majors, or the small tenants. (See Exhibit B)

b) Approximately twenty-five light poles located throughout the surface parking area will be adorned with numerical identification banners. These colorful identification banners will be located approximately twenty feet above the parking lot surface in order to ensure maximum visibility. In addition to the primary purpose of identifying vehicle parking locations, the banners will serve a decorative function. (See Exhibit C)

c) Detached signage will be maintained along Arden Way in the form of two monument signs, one to each side of the primary vehicular entrance to the Arden Fair Mall, and two smaller double-faced pole signs. The existing cinema pole sign also will be retained.\* (See Exhibits D and E)

\* The cinema sign, if replaced, shall comply with City Sign Ordinance requirements (See P89-257)

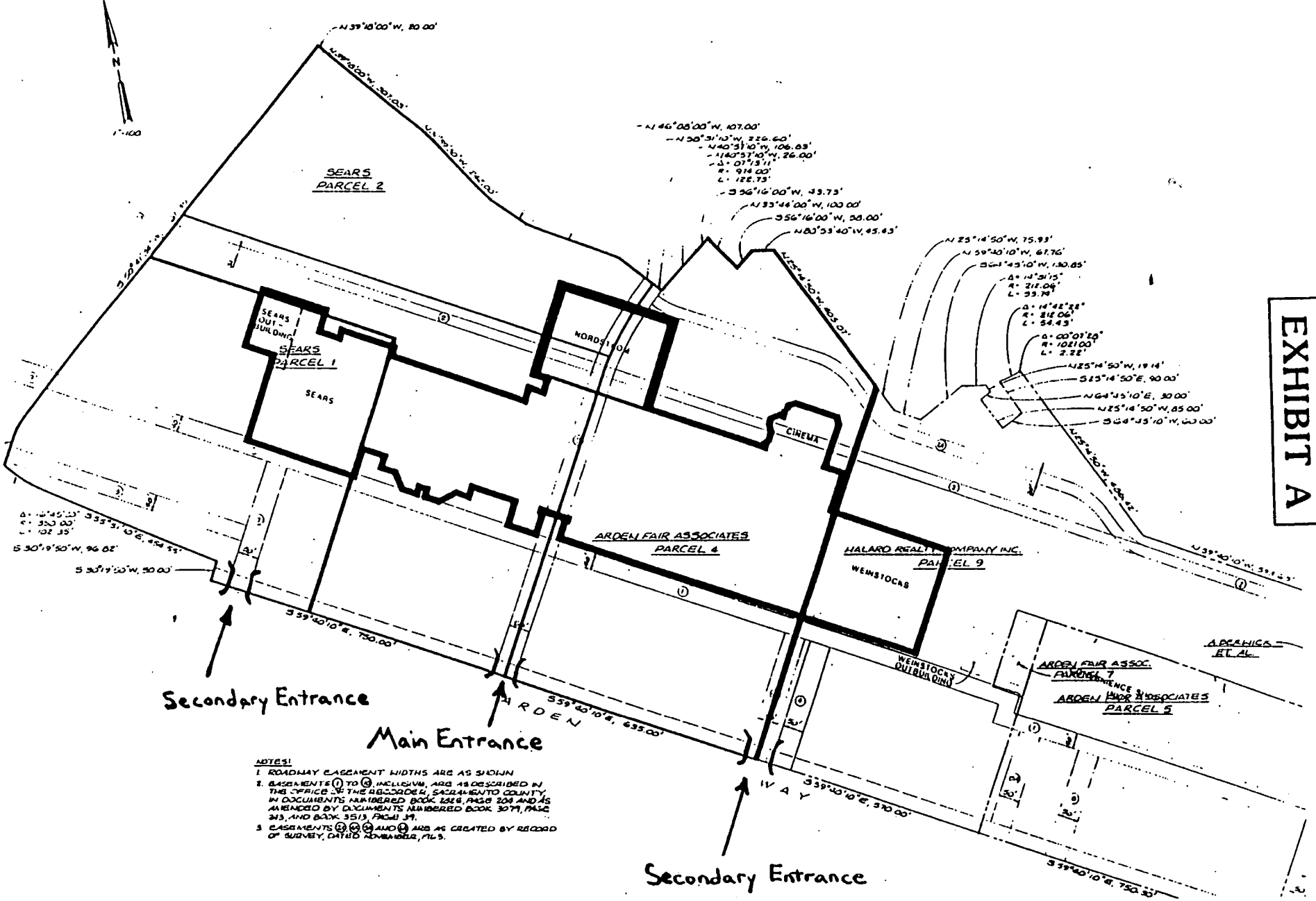


EXHIBIT A

NOTES:

1. ROADWAY EASEMENT WIDTHS ARE AS SHOWN
2. EASEMENTS ① TO ⑨ INCLUSIVE, ARE AS DESCRIBED IN THE OFFICE OF THE RECORDER, SACRAMENTO COUNTY, IN DOCUMENTS NUMBERED BOOK 228, PAGE 209 AND 45 AMENDED BY DOCUMENTS NUMBERED BOOK 307, PAGE 243, AND BOOK 3513, PAGE 39.
3. EASEMENTS ⑩, ⑪ AND ⑫ ARE AS CREATED BY RECORD OF SURVEY, DATED NOVEMBER, 1963.

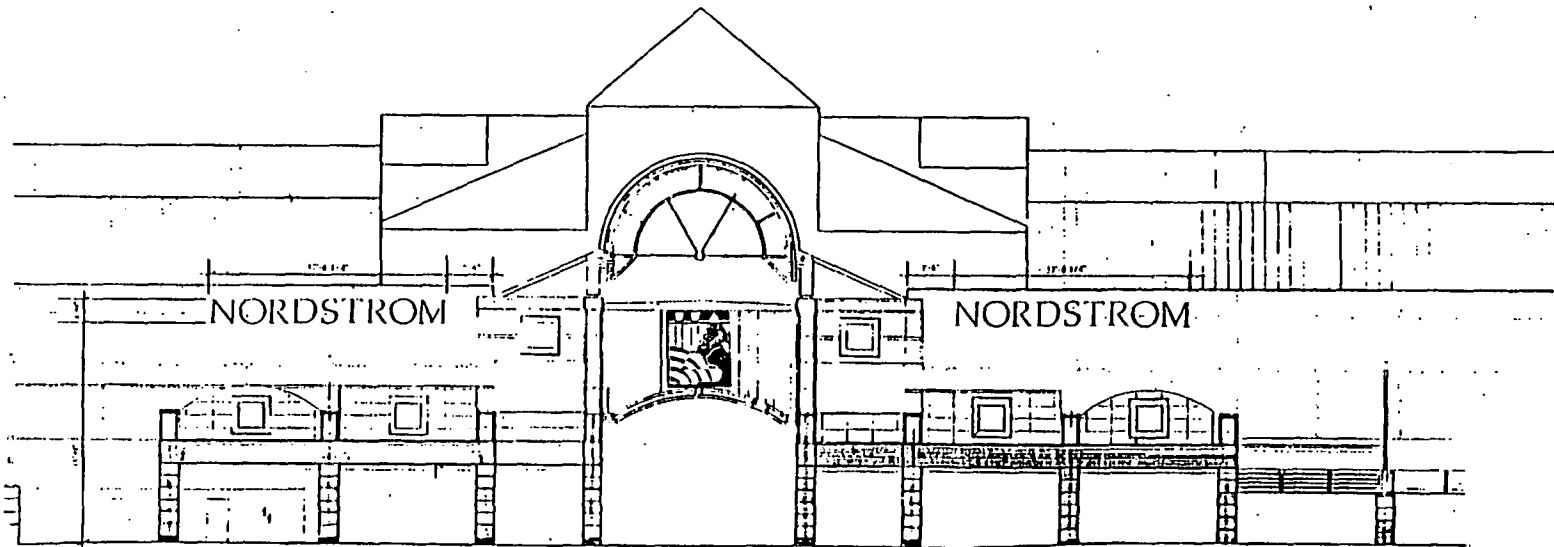
P89-303

10-12-83

#14

RECOMMENDATIONS FOR SIGNAGE  
INSTALLATION

- A. Fabricate the channel letters from 1/2" wide sheet metal, with rounded ends, using 1/2" x 1/2" x 1/2" angles. Use 1/2" x 1/2" x 1/2" angles for the letter supports. Use 1/2" x 1/2" x 1/2" angles for the letter supports. Use 1/2" x 1/2" x 1/2" angles for the letter supports.
- B. Fabricate the letters from 1/2" wide sheet metal, with 1/2" x 1/2" x 1/2" angles. Use 1/2" x 1/2" x 1/2" angles for the letter supports.
- C. Fabricate the letters from 1/2" wide sheet metal, with 1/2" x 1/2" x 1/2" angles. Use 1/2" x 1/2" x 1/2" angles for the letter supports.
- D. Fabricate the letters from 1/2" wide sheet metal, with 1/2" x 1/2" x 1/2" angles. Use 1/2" x 1/2" x 1/2" angles for the letter supports.



Mall Sign (C-1)

Mall Logo (C-3)

Mall Sign (C-1)

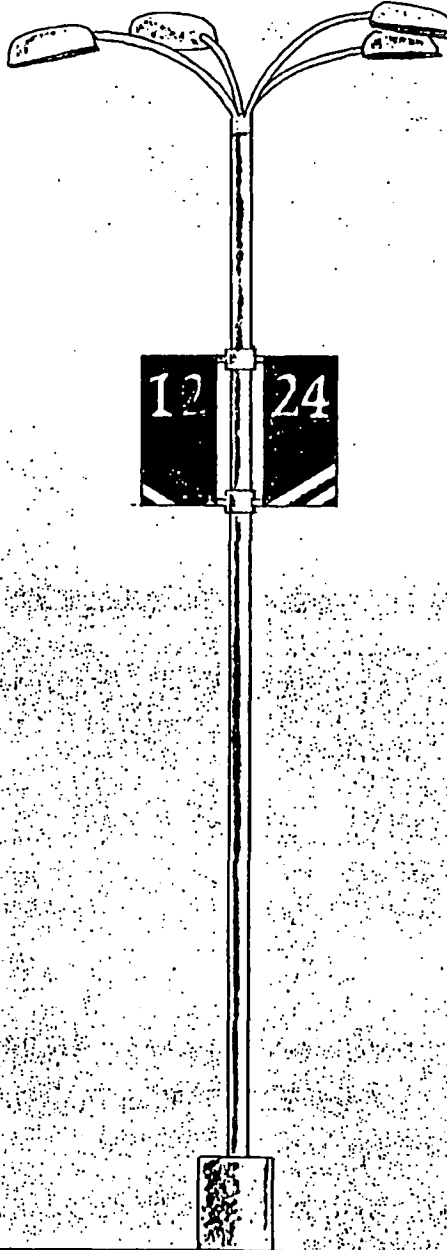
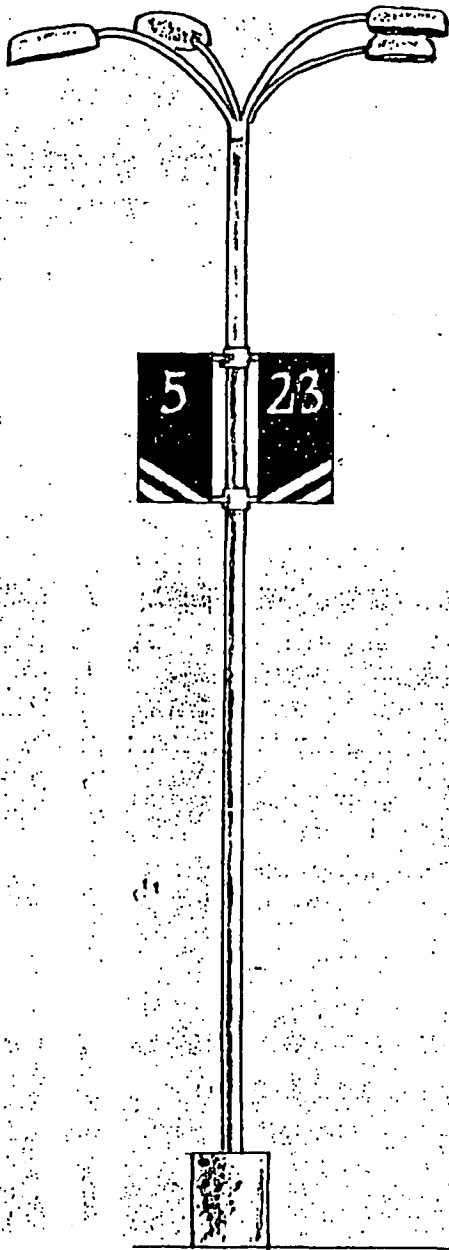


Altoon & Porter  
Architects

EXHIBIT B

Project Name	Project Number
Client Name	Client Address
Project Location	Project Date
EXTERIOR SIGNAGE ELEVATION AT MALL ENTRY	
Scale	Sheet Number
Date	Author

FINAL CHANGES



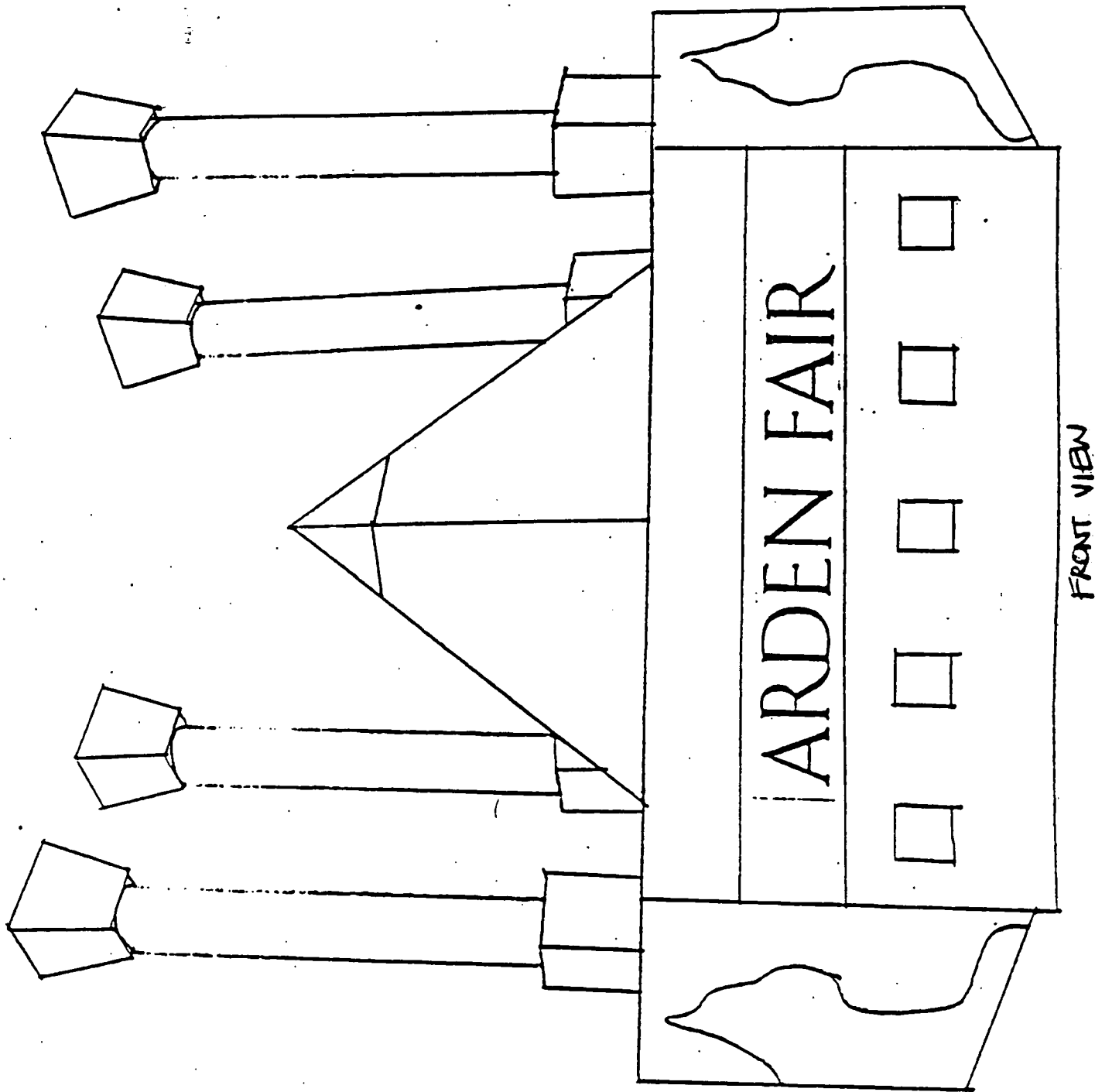
REVISED PARKING LOT PROPOSAL

1. AT LEFT YOU WILL NOTE REVISED SCALED DRAWINGS BASED ON NEW APPROPRIATE SIZE. TYPE STYLE & GRAPHICS ALSO INDICATED.
2. OUR ORIGINAL PROPOSAL FOR MULTI COLORED SIGNS WAS BASED ON THE COLORS WE SUBMITTED. HOWEVER, BY USING ARDEN FAIR'S LOGO COLORS AS YOU HAVE SUGGESTED, WE HAVE CHANGED OUR RECOMMENDATION. BECAUSE WE FEEL THE YELLOW & BLACK ARE INAPPROPRIATE COLORS FOR DIRECTIONAL SIGNAGE (WHITE NUMBER ON YELLOW DOESN'T PROVIDE ENOUGH CONTRAST & WHITE NUMBER ON BLACK COULD BE HARD TO READ AT NIGHT AGAINST DARK SKY), WE PROPOSE YOU USE ONE COLOR FOR ALL SIGNS, GREEN OR RED.
3. IF A MULTI COLORED LOOK IS STILL DESIRED, DOING 5 POLES IN GREEN & THE 2 POLES IN RED, ETC. COULD ACHIEVE DESIRED EFFECT. (COULD LOOK CHRISTMAS Y. HOWEVER.)
4. PARKING LOT SIGNS WILL BE ORIENTED TO FACE THE MALL. BACK SIDES WILL FACE TOWARDS ARDEN WAY. SOME SIGNS IN THE BACK CORNERS MAY ANGLE DIFFERENTIALLY TO ENHANCE READABILITY. POLES ANGLED DIFFERENTIALLY WILL BE PERMITTED AND APPROVED BY YOU PRIOR TO INSTALLATION.
5. ANY OF THE ITEMS ABOVE NOT AGREED UPON BY 9/22/89 WILL DELAY PROJECT INSTALLATION. FOR EXAMPLE, ONE DAY LATE APPROVAL WILL RESULT IN ONE DAY LATE INSTALLATION.
6. NUMERALS ARE SET IN PALATINO, MOST COMPATIBLE TYPE FACE AVAILABLE FROM SIGN COMPANY. EXAMPLES AT LEFT ARE MERELY TO SHOW HOW SINGLE DIGITS VERSUS DOUBLE DIGITS WILL LOOK.
7. POLES (24) WILL BE NUMBERED IN ORDER STARTING BY WELLS FARGO AT THE EASTERN MOST END, AND EXTENDING CLOCK WISE AROUND MALL. SINCE THERE ACTUALLY MORE THAN 20 POLES. POLES MUST BE MARKED PRIOR TO INSTALLATION.

EXHIBIT C



EXHIBIT D



P89-303

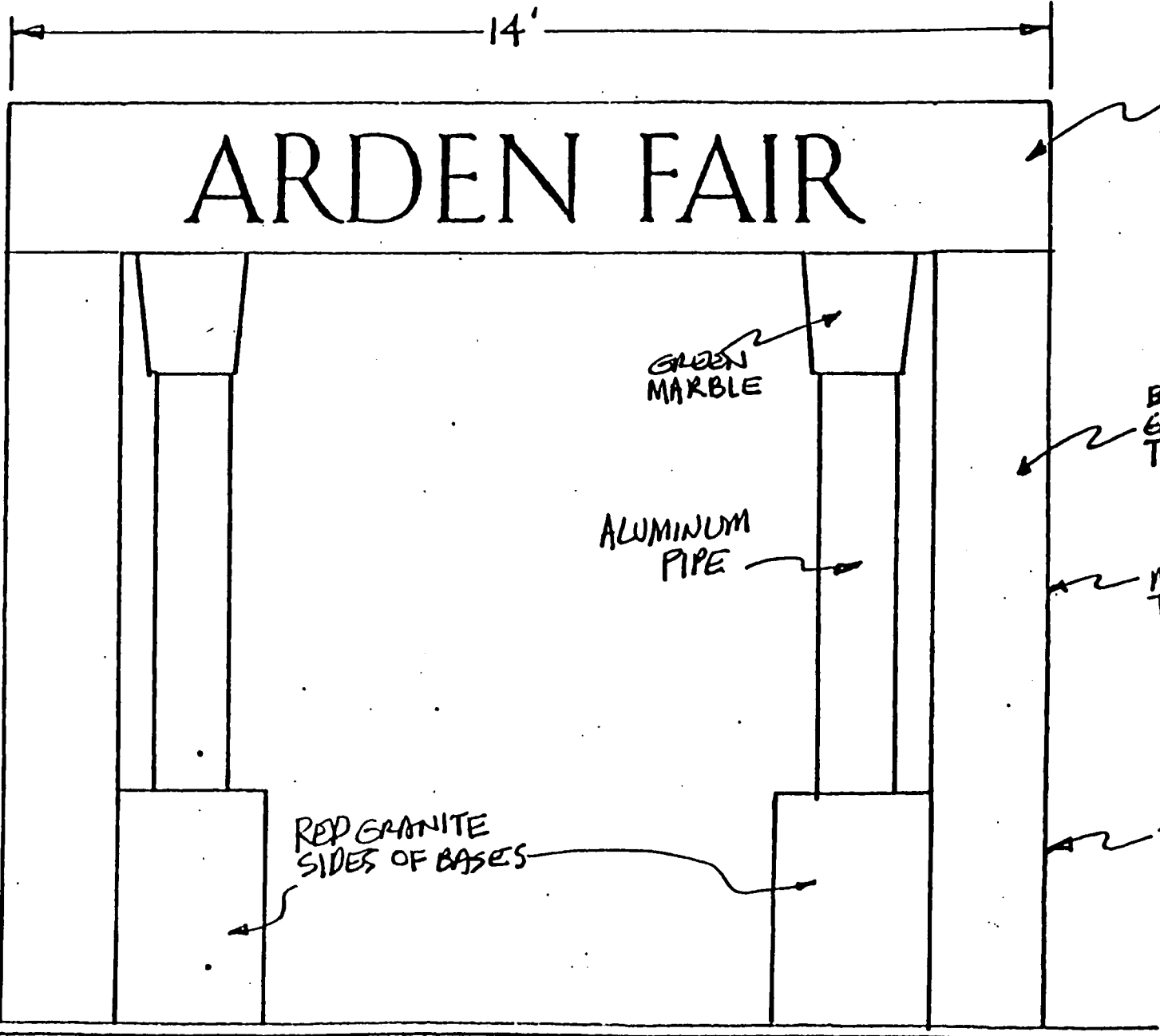
10-12-89

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P89-303

10-12-89

#14



ARDEN FAIR

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

GREEN  
MARBLE

BLACK  
GRANITE  
TILE FACIA

ALUMINUM  
PIPE

MARBLE  
TILE  
ENDS

RED GRANITE  
SIDES OF BASES

24" THICK

EXHIBIT C

November 16, 1989

Timothy Taylor  
Balfrey & Abbott  
1801 "I" Street, Suite 200  
Sacramento, CA 95814

On November 14, 1989, the City Council heard your appeal from the City Planning Commission action regarding their denial of a Special Permit to allow a third attached sign for Arden Fair Mall consisting of a 108± square foot non-illuminated Arden Fair mall logo for property located at the north side of Arden Way between terminus of Challenge Way and I-80 Freeway.

The Council granted your appeal based on the enclosed Findings of Fact.

Sincerely,

Valerie A. Burrowes  
City Clerk

cc/11

Enclosure

cc: Planning Division  
Arden Fair Associates, 1689 D Arden Way, SAC CA 95815