

P96-093 - Macy's Signage\Arden Fair Mall

- REQUEST:
- A. Variance to increase the number of attached signs allowed in the C-2 zone from two to six for an existing Macy's Department store.
 - B. Variance to increase the maximum allowed sign area allowed for an existing commercial building in the C-2 zone

LOCATION: 1701 Arden Way
~~237-010-036~~ 277-0160-061
Council District 3

APPLICANT:	Alan Ford, (916) 887-1636 5777 Madison Ave. #880, Sacto. CA 95814
OWNER:	Macy's West Inc., 170 O'Farrell St. San Francisco, CA 94104
APPLICATION FILED:	9/11/96
STAFF CONTACT:	Bridgette Williams, 264-5000

SUMMARY:

The applicant is requesting a Variance to allow two additional attached Macy's signs and increase the total allowable sign area allowed on 8.5+ developed acres, at the Arden Fair Mall shopping center. In order to meet the applicant's objectives, the project requires the discretionary planning entitlements described above. In evaluating the project, the basic issues are the number of signs requested and the overall sign area.

RECOMMENDATION:

Staff recommends approval. This recommendation is based on its consistency with previous signs located on the building, the overall sign reduction and the signs' compatibility in scale and design with the existing building.

PROJECT INFORMATION:

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

Surrounding Land Use and Zoning:

North: JC Penney's Parking Garage & Single Family Residential; C-2,R-1
 South: Commercial; SC-R(PUD)
 East: Market Square Commercial Use; C-2
 West: Commercial; C-2

Property Dimensions:	Irregular
Property Area:	8.5± gross acres
Square Footage of Building:	62,500 square feet
Height of Building:	2 stories

Proposed Signage:	3 @ Lower Level: 47.4 sq.ft. each 3 @ Tower Level: 332 sq.ft. each
Total Square Footage Proposed:	1,137 sq.ft. (6 signs total)
Total Allowed Per Ordinance:	300 sq.ft. maximum sign area
Proposed Sign Material:	Fabricated Aluminum. Reverse Channel Letters with Halo Neon Illumination

OTHER APPROVALS REQUIRED: In addition to the entitlements requested, the applicant will also need to obtain the following permits or approvals, including, but not limited to:

<u>Permit</u>	<u>Agency</u>
Sign Permits	Development Services Division

STAFF EVALUATION: Staff has the following comments:

1. Background Information

The existing building was formerly occupied by Weinstock's Department store. A total of seven individual signs were attached to the building with "Weinstocks" identification. Because the original shopping center was annexed to the City, no sign permits for "Weinstocks" signage were issued by the City. The applicant wishes to replace six of the seven attached signs ("Weinstocks") with a "Macy's" identification sign copy. The sign material will be a fabricated aluminum, reverse channel with halo neon illumination letters.

2. Previous vs. Proposed Signage

As previously stated, seven Weinstock's sign copies were previously located on the building. The chart below gives a comparison of the previous sign area and proposed sign area of signs on the tower and lower levels of the building.

	MACY'S SIGNAGE		WEINSTOCK'S SIGNAGE	
	Tower Level	Lower Level	Tower Level	Lower Level
North		47.4 sq.ft		68.7sq.ft
South	332 sq.ft.	47.4 sq.ft	704 sq.ft.	68.7sq.ft
East	332 sq.ft.	47.4 sq.ft	704 sq.ft.	68.7sq.ft
West	332 sq.ft.		704 sq.ft.	68.7sq.ft
TOTAL	996 sq.ft.	142 sq.ft.	2,112sq.ft	275 sq.ft

The sign area and total signs proposed are less than previous signage located on the building. The City's Sign Ordinance presently permits two attached signs for each occupancy, not to exceed a total sign area of 300 square feet. The Arden Fair owners previously allowed seven attached Weinstock's identification signs on the building. As illustrated above, one sign will be located on each elevation.

3. Staff Analysis

The number of signs proposed will provide clear visibility for vehicles travelling behind the shopping center, on Arden Way and adjacent to the existing Market Square center. Staff believes that the number of signs will not create sign clutter since only one attached sign will be located on each elevation. Additionally, the attached signs on the tower will allow clear view for vehicles at a greater distance from the shopping center and vehicles located on the upper level of the rear parking garage. Lastly, the additional signs will not set a precedent for the shopping center. Currently, each of the large anchor tenants in the shopping center has more than two (maximum allowed in the C-2 zone) attached signs on their building. Listed below are the three existing anchors and attached identification signage on the building.

Nordstroms - 4 attached signs\150 sq.ft. each

JC Penneys - 4 attached signs\ 88.4 sq.ft. each

Sears - 5 attached signs \ information not available (site visit signs greater than 300 sq.ft.

The applicant is also requesting to increase the total allowed sign area on the building. Presently, the Sign Ordinance allows a maximum of 300 square feet total for all attached signs on a commercial building in the C-2 zone. As noted above, the proposed sign area for all six signs is 1,138 sq.ft. Additionally, each individual identification sign is smaller than the former signs located on the building. The sign area proposed is in keeping with the scale of the building and will remain in harmony with the overall design of the shopping center.

In summary, staff believes that the proposed signage location and size will allow for improved sign identification for customers coming to the mall whose primary destination is Macy's. Staff finds that the proposed signage material and color will be in harmony with the purpose and intent of the Sign Ordinance in that the signage will be integrated with and harmonious to the site and the mall, and will 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 Variances to increase the number of signs permitted and total sign area allowed for Macy's signage.

PROJECT REVIEW PROCESS:

A. Environmental Review

The project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15061(b)(3)).

B. Summary of Agency Comments

The project signage was reviewed by City's Design Review Coordinator and Traffic Division. They had no objections to the proposed location of the signs. The City's Design Review Coordinator also indicated that the proposed signage was in keeping with the overall scale of the building and does not present sign clutter.

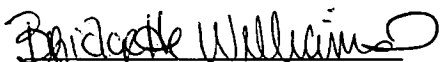
PROJECT APPROVAL PROCESS: The Planning Commission has the authority to approve or deny the requested Variances. The Planning Commission action may be appealed to the City Council. The appeal must occur within 10 days of the Planning Commission action.

RECOMMENDATION: Staff recommends the Planning Commission take the following actions:

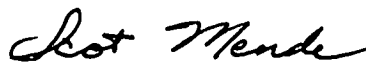
- A. Adopt the attached Notice of Decision and Findings of Fact approving the Variance to increase the number of attached signs allowed in the C-2 zone from two to six signs for an existing Macy's Department store;
- B. Adopt the attached Notice of Decision and Findings of Fact approving the Variance to increase the maximum allowed sign area for an existing commercial building in the C-2 zone.

Report Prepared By,

Report Reviewed By,



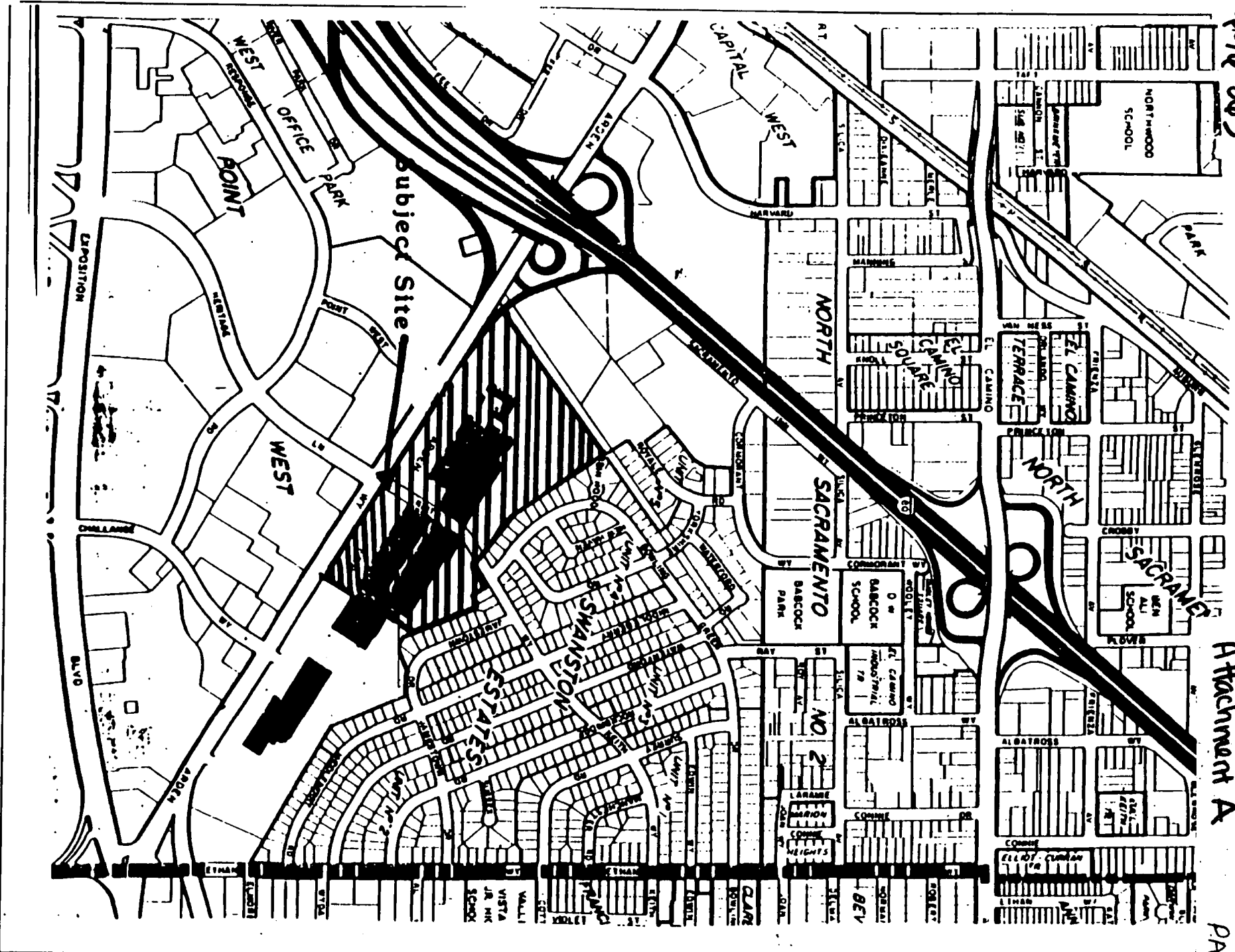
Bridgette Williams
Associate Planner



Scot Mende
Senior Planner

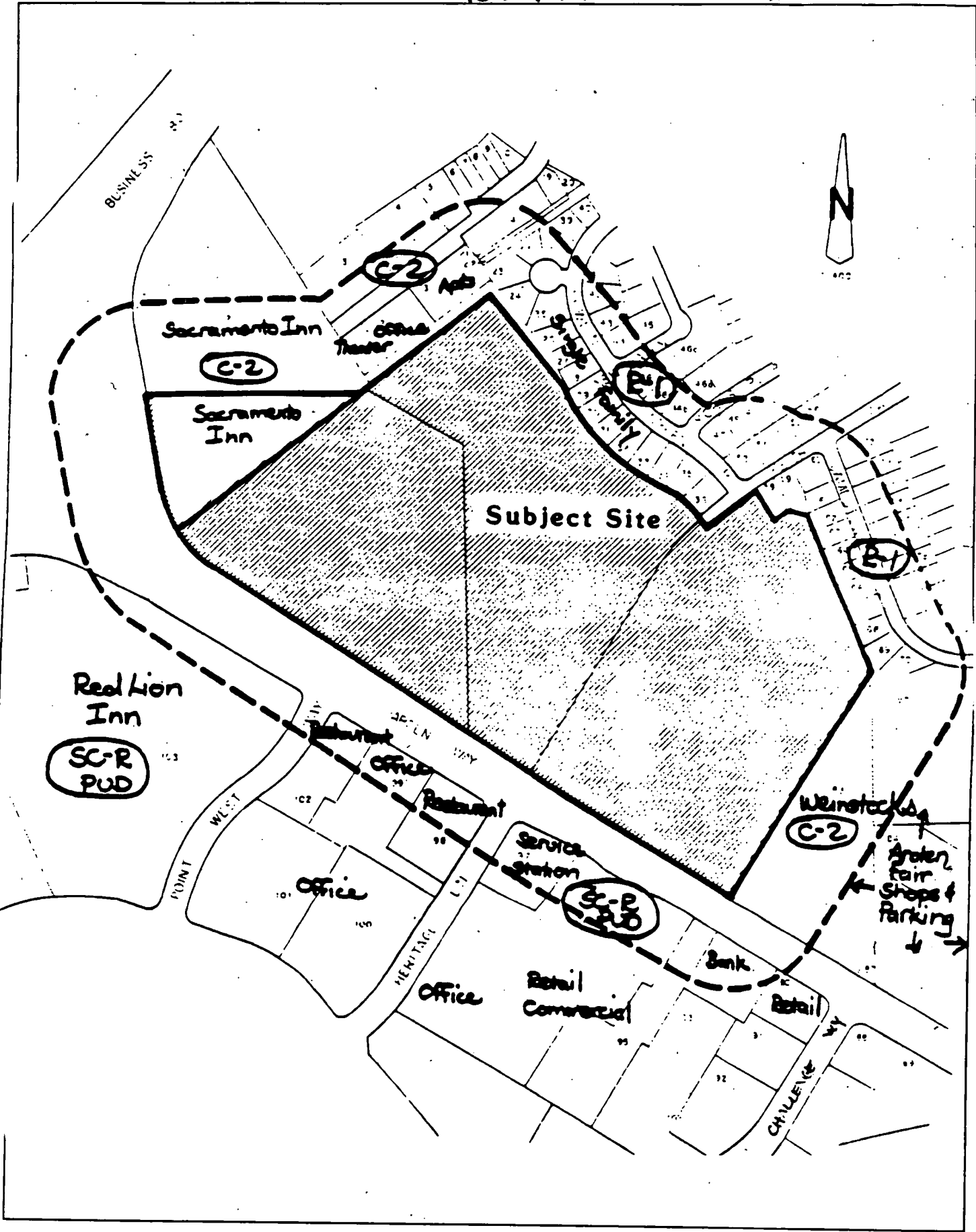
Attachments

- Attachment A Vicinity Map
- Attachment B Land Use and Zoning Map
- Attachment C Notice of Decision and Findings of Fact
- Exhibit C-1 Site Plan of Arden Fair Mall
- Exhibit C-2 Specific Signage with dimensions



VICINITY MAP

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LAND USE & ZONING MAP