

CITY PLANNING COMMISSION

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

APPLICANT Balfrey and Abbott - 1801 I St., Suite 200, Sacramento, CA 95814
OWNER Arden Fair Assoc. c/o HAEV - 1689D Arden Way, Sacramento, CA 95815
PLANS BY Callison Partnership - 1423 3rd Avenue, Suite 300, Seattle, WA 98101
FILING DATE 3-24-89 ENVIR. DET. Exempt 15303e REPORT BY JP:sg
ASSESSOR'S PCL. NO. 277-0160-006,008,028

APPLICATION: Variance to locate a third attached sign on a 187,637[±] square foot department store located on 1.7[±] acres in the General Commercial (C-2) zone.

LOCATION: North side of Keith Way, south of terminus of Keith Way (Arden Fair Mall)

PROPOSAL: The applicant is requesting the necessary entitlements to locate a third attached sign on the 187,637[±] square foot Nordstrom department store under construction at Arden Fair Mall.

PROJECT INFORMATION:

General Plan Designation: Regional Commercial and Office
Existing Zoning of Site: C-2
Existing Land Use of Site: Nordstrom department store under construction

Surrounding Land Use and Zoning:

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

Property Dimensions: Irregular
Property Area: 1.7[±] acres of 44[±] acres
Square Footage of Building: 187,637[±] square feet
Height of Building: 58 feet to plate line
Exterior Building Materials: Masonry, metal, stucco, glass

Proposed Signs:	Sq. Ft.	Dimensions	Materials	illumination
North Elevation:	145 [±]	2'6" x 23'4"	Bronze metal	Indirect back-lit halo effect
East and West Elevations:	233 [±]	5' x 46'8"	White Acrylic	Internally illuminated

BACKGROUND INFORMATION: In Spring of 1988 the Planning Commission approved the necessary entitlements to construct the 187,637[±] square foot Nordstrom department store at the Arden Fair Mall (P88-052, P88-151). The new department store is being constructed in conjunction with the expansion of the existing Arden Fair Mall (P88-142). On March 23, 1989 the Planning Commission approved a lot line adjustment which created a separate 1.7[±] acre parcel for the Nordstrom department store at the shopping center site (P89-096). This lot line adjustment is in the process of being recorded.

APPLC. NO. P89-164 MEETING DATE May 11, 1989 ITEM NO. 20

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

A. Land Use and Zoning

The subject site is 1.7± acres of the 44± acre Arden Fair Mall located on the north side of Arden Way, on the north side of the existing mall at the terminus of Keith Way. The Nordstrom department store is currently under construction at the site and is tentatively scheduled to open in October 1989. Surrounding land uses are predominately commercial to the south, east and west and single family residences in the R-1 zone to the north. The site is designated Regional Commercial and Office by the General Plan.

B. Applicant's Proposal

Three sides of the Nordstrom department store - north, east and west elevations - will be surrounded by parking and visible to the public from the outside. The fourth side of the structure will connect to the Arden Fair Mall. The applicant proposes to locate a sign on each of the elevations visible to the outside to identify the department store. The signs proposed for the north and west elevations would be internally illuminated acrylic signs each 233± square feet in area. The sign proposed for the north elevation would consist of bronze metal letters indirectly illuminated to provide a back-lit halo effect. The size of this sign would be 145± square feet. The copy for all three signs would read "Nordstrom". The City Sign Ordinance allows a maximum of two attached signs per occupancy in the C-2 zone. The applicant, therefore, is requesting a variance to allow a third attached sign for the Nordstrom department store use.

C. Staff Evaluation

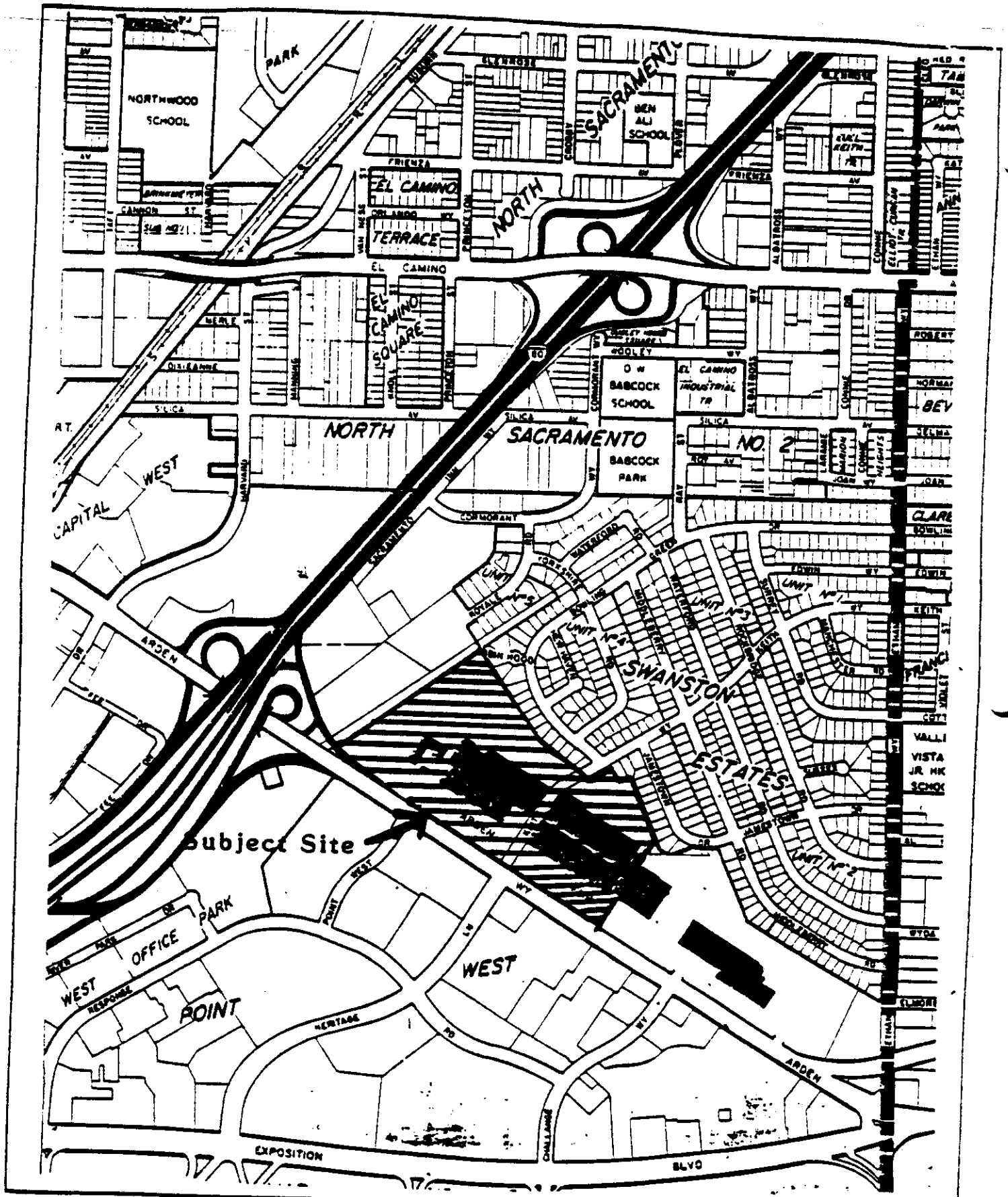
Planning staff can find no hardship particular to the department store land use to support a variance request for a third sign. Keith Way has been closed by the City Transportation Division and the mall will be constructing a solid wall across this opening. The only way to drive to the store from Arden Way, therefore, will be to go through the parking lot along the east and west sides of the building. Staff finds that two attached signs, especially two signs which are five feet high and 46 feet wide, should be more than adequate to identify the location of the Nordstrom building to the public. The department store will also be identified by a sign above the south entrance inside the mall. 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 15303e).

RECOMMENDATION: Planning staff recommends that the Planning Commission deny the variance to locate a third attached sign on a 187,637± square foot department store based upon findings of fact which follow.

Findings of Fact

1. The three 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. Staff cannot find, nor has the applicant produced, a hardship relating to the subject site which would indicate that attached two signs would not adequately identify the department store located on the site.

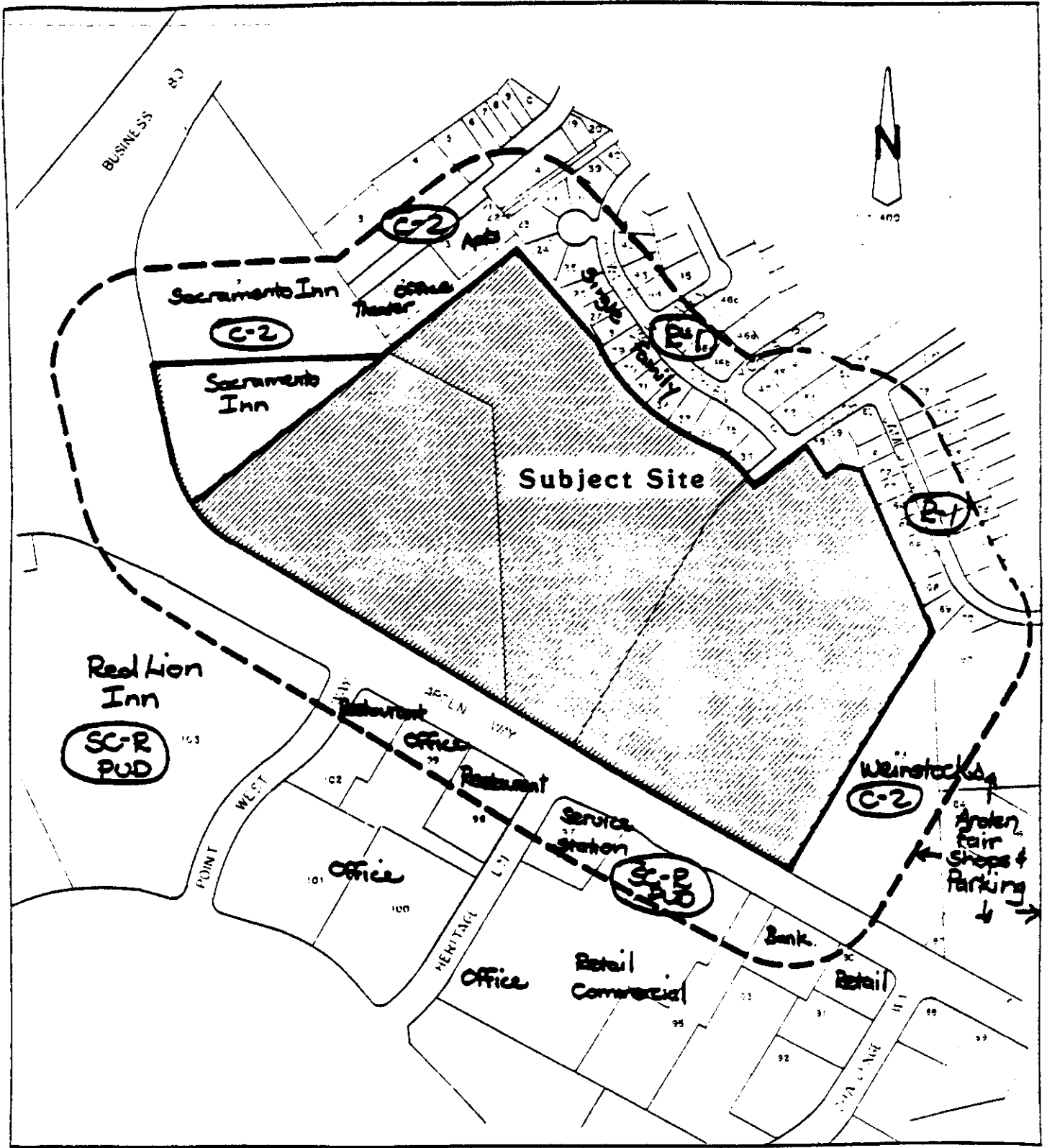


VICINITY MAP

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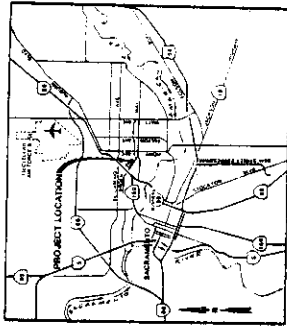
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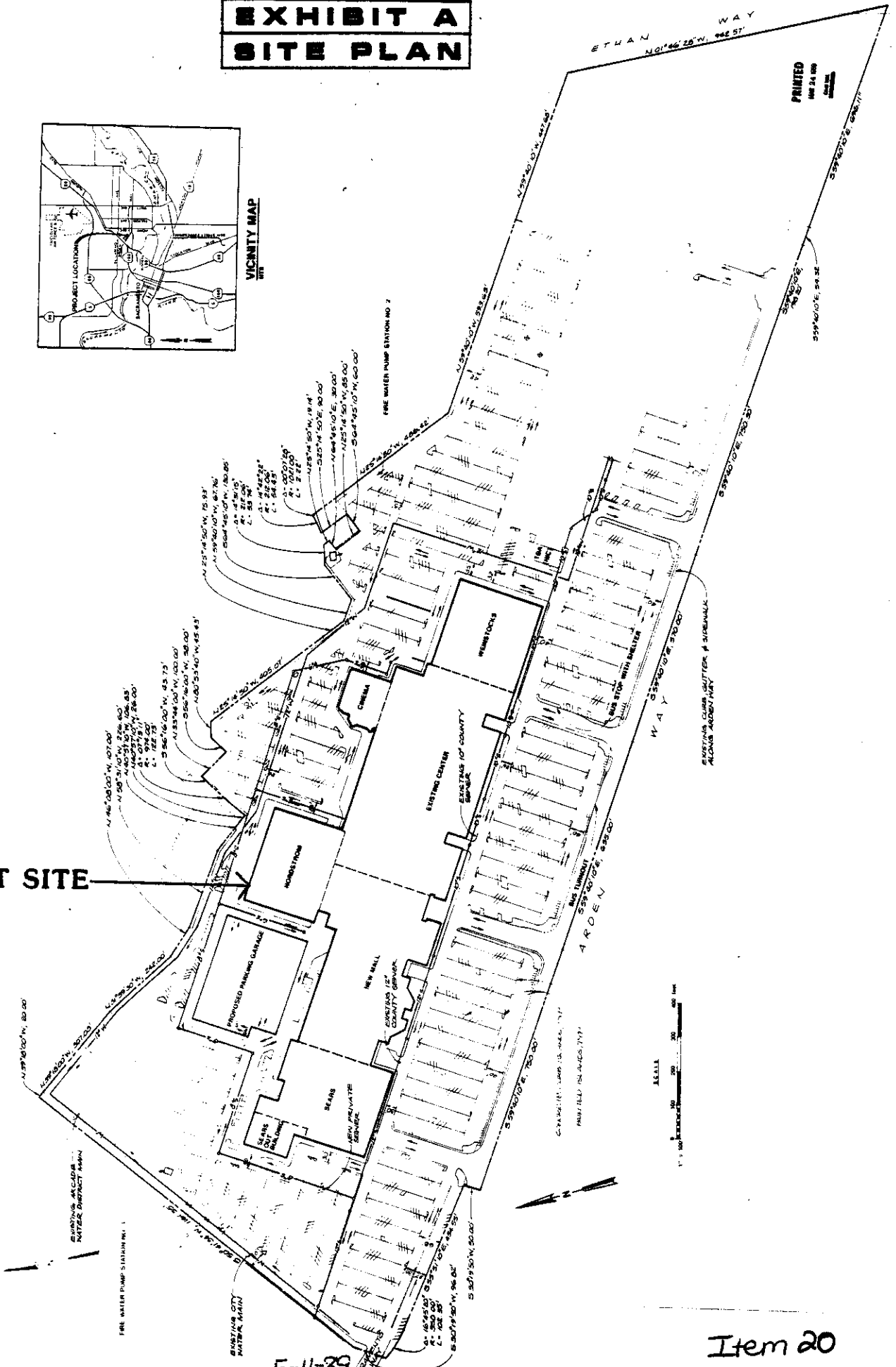
LAND USE & ZONING MAP

EXHIBIT A SITE PLAN



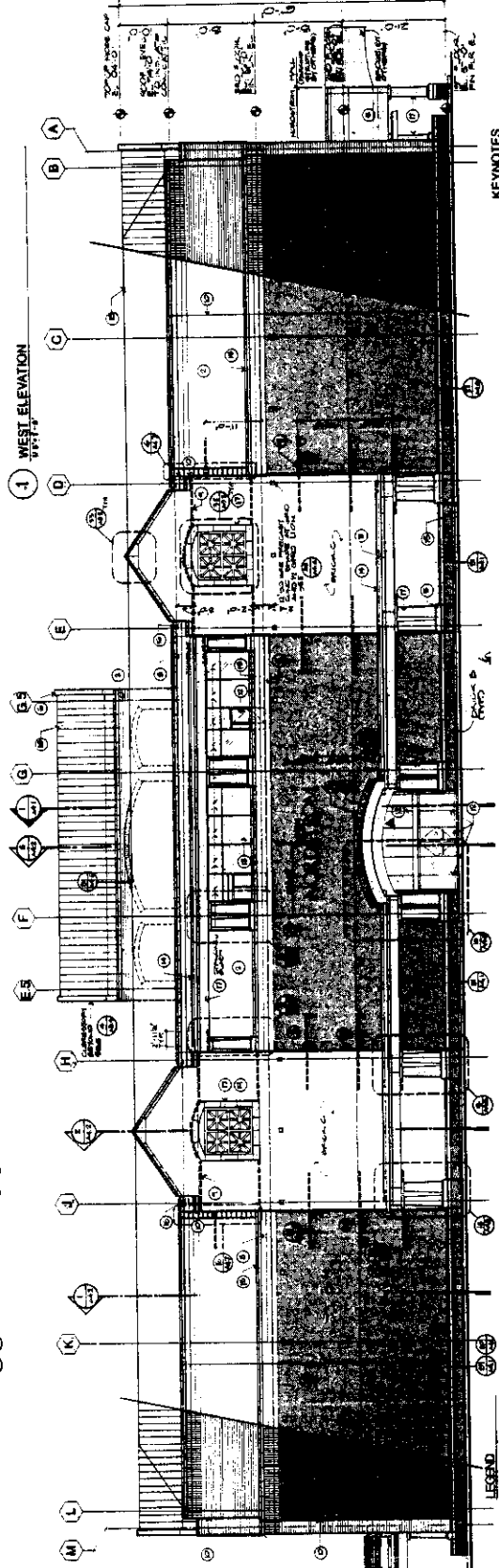
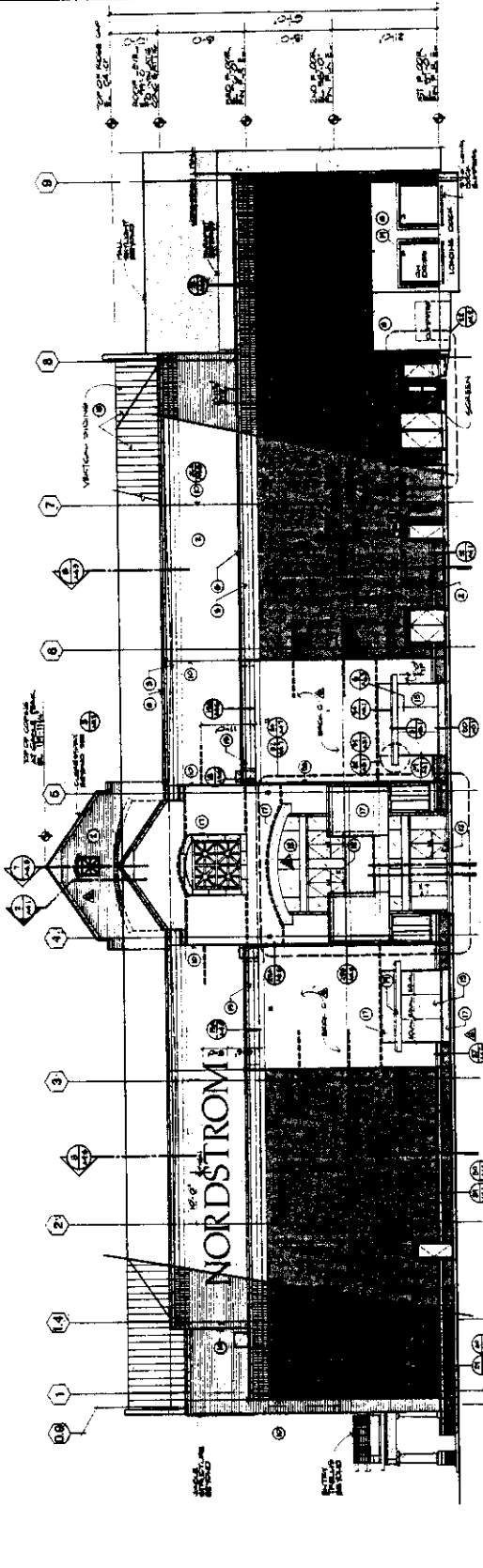
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SUBJECT SITE

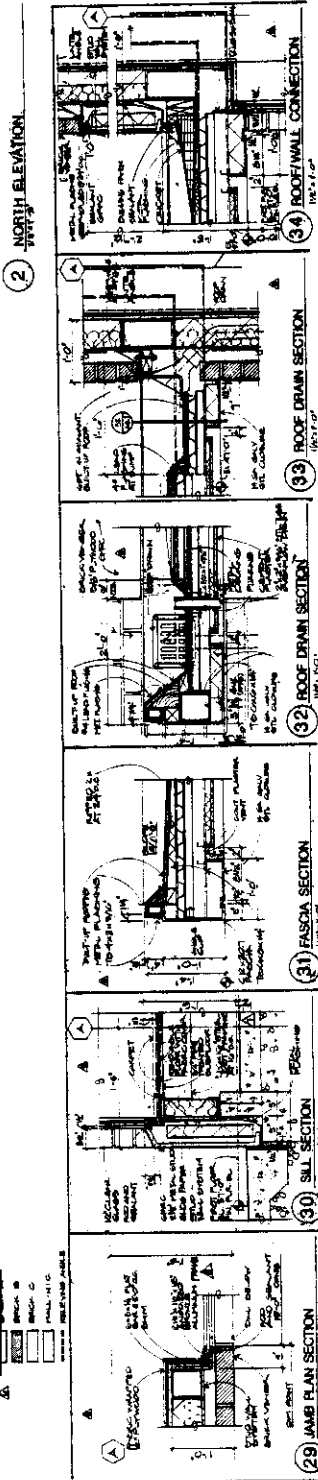


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- KEYNOTES**
1. Window Sill
 2. Window Sill
 3. Window Sill
 4. Window Sill
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 7. Window Sill
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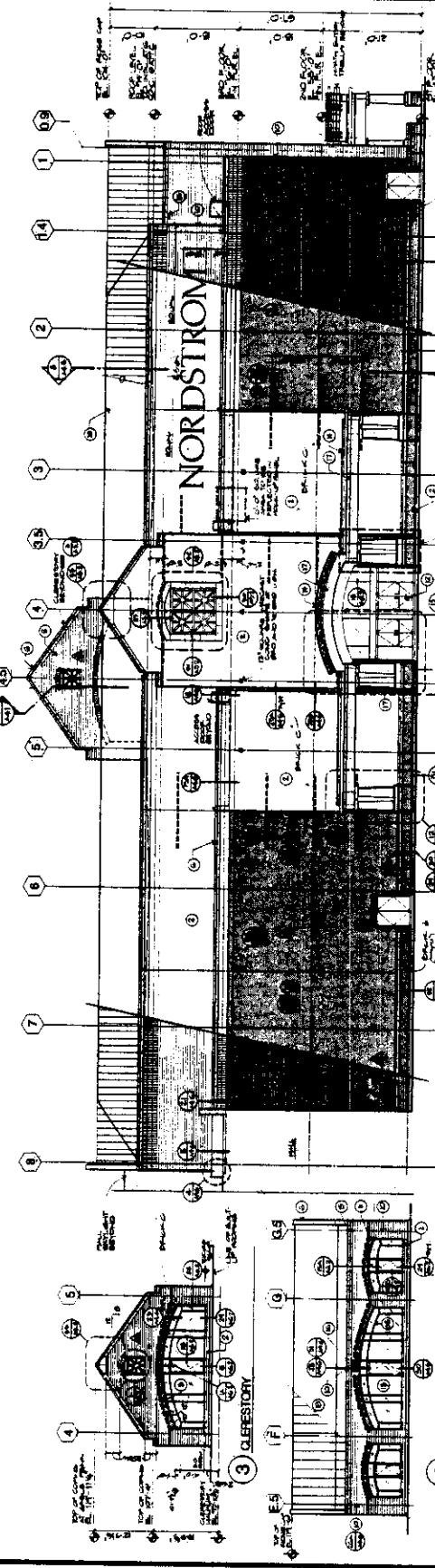
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The Callison Partnership
Architects
1411 14th Avenue
Denver, Colorado 80202
Phone: 303.733.4400

EXHIBIT C

DATE: 5/11/89
PROJECT: EXTERIOR ELEVATIONS
SHEET: A3.2

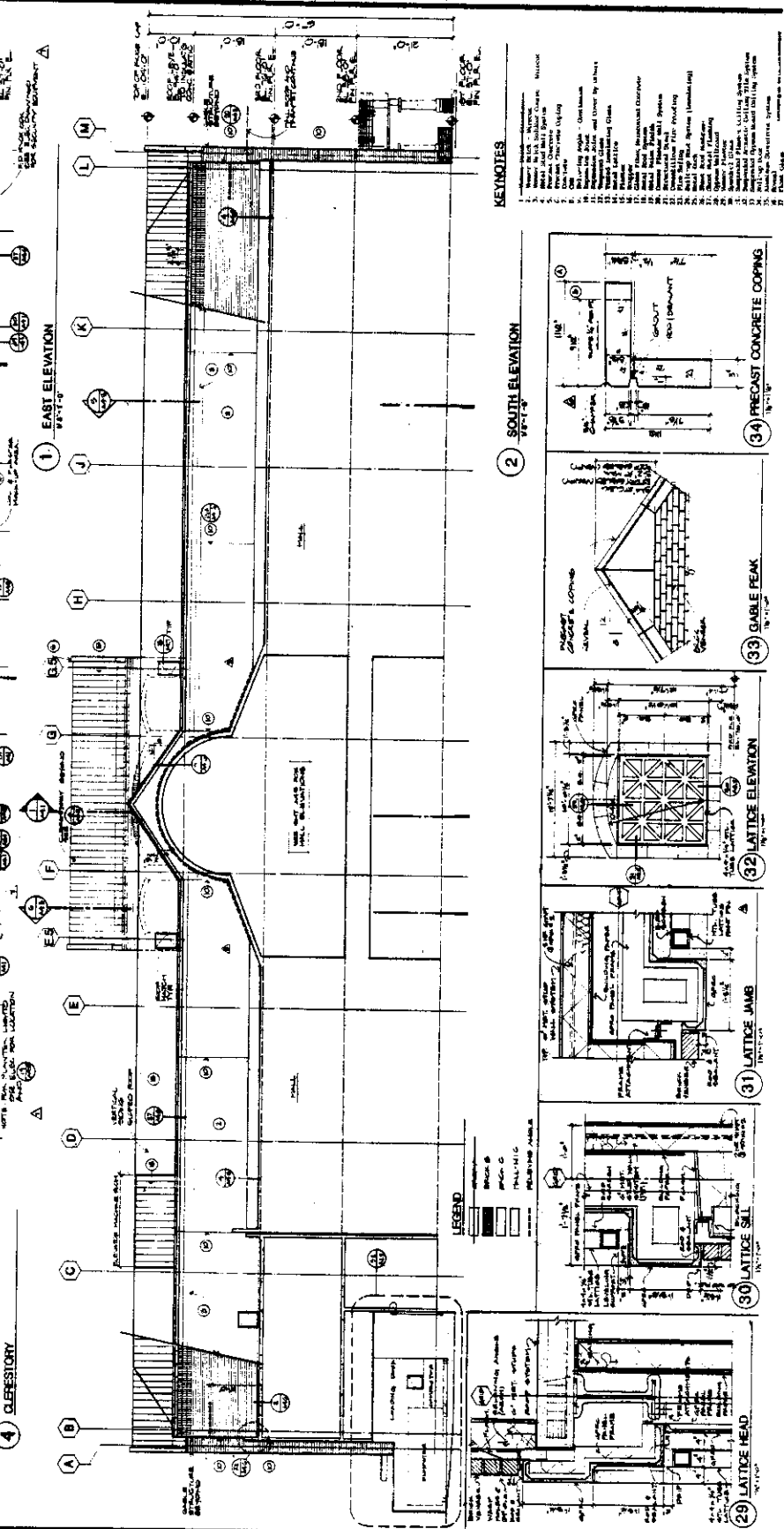


1 EAST ELEVATION
8'-0" x 10'-0"

2 SOUTH ELEVATION
8'-0" x 10'-0"

3 GABLE PEAK
10'-0" x 10'-0"

4 CLEFESTORY
10'-0" x 10'-0"



1 EAST ELEVATION
8'-0" x 10'-0"

2 SOUTH ELEVATION
8'-0" x 10'-0"

3 GABLE PEAK
10'-0" x 10'-0"

4 CLEFESTORY
10'-0" x 10'-0"

5 LATTICE HEAD
10'-0" x 10'-0"

6 LATTICE JAMB
10'-0" x 10'-0"

7 LATTICE ELEVATION
10'-0" x 10'-0"

8 PRECAST CONCRETE COPING
10'-0" x 10'-0"

LEGEND

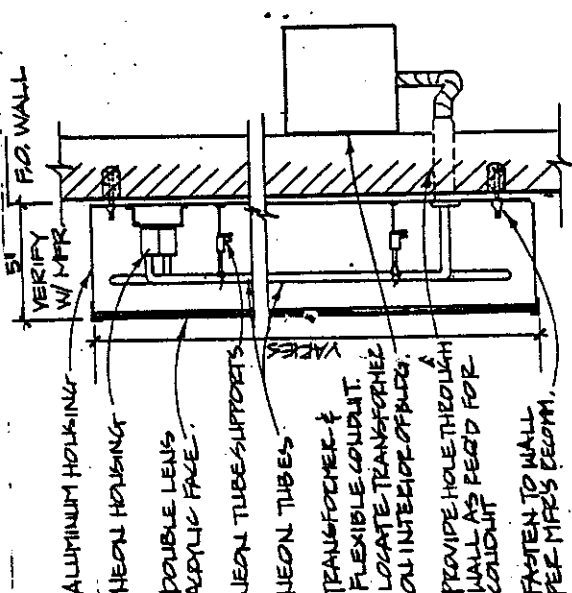
- BRICK
- CONCRETE
- GLASS
- INSULATION
- WOOD

KEYNOTES

1. See Section 1.0 for details of exterior finish.
2. See Section 2.0 for details of exterior finish.
3. See Section 3.0 for details of exterior finish.
4. See Section 4.0 for details of exterior finish.
5. See Section 5.0 for details of exterior finish.
6. See Section 6.0 for details of exterior finish.
7. See Section 7.0 for details of exterior finish.
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9. See Section 9.0 for details of exterior finish.
10. See Section 10.0 for details of exterior finish.
11. See Section 11.0 for details of exterior finish.
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18. See Section 18.0 for details of exterior finish.
19. See Section 19.0 for details of exterior finish.
20. See Section 20.0 for details of exterior finish.
21. See Section 21.0 for details of exterior finish.
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31. See Section 31.0 for details of exterior finish.
32. See Section 32.0 for details of exterior finish.
33. See Section 33.0 for details of exterior finish.
34. See Section 34.0 for details of exterior finish.

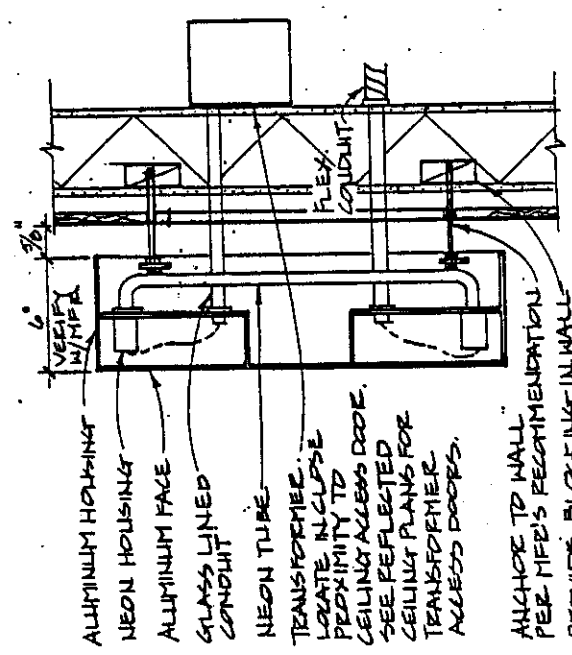
NORDSTROM

A B C D E F G H I J K L M N O P Q R



NOTE: SEE BUILDING ELEVATIONS FOR SIGN SIZE, LOCATION & EXTERIOR WALL TYPE.

24 EXTERIOR SIGN @ EAST & WEST
NO SCALE



ANCHOR TO WALL PER MFR'S RECOMMENDATION PROVIDE BLOCKING IN WALL AS REQ'D.

26 HALO SIGN @ NORTH ELEV.
NO SCALE

EXHIBIT D

