

P96-095 - Macy's Signage\Downtown Plaza

- REQUEST:
- A. Variance to increase the total number of attached signs allowed in the C-3 zone from four to six for "Macy's" identification at 414 "K" Street.
 - B. Variance to increase the total allowable sign area from 180 sq.ft. to 1,271 sq.ft. at 414 "K" Street.
 - C. Variance to increase the total number of attached signs allowed in the C-3 zone from two to three for "Macy's Men's and Furniture" identification at 600 K Street.
 - D. Variance to increase the total allowable sign area from 90 sq.ft. to 302 sq.ft. at 600 K Street.

LOCATION: 414 "K" Street & 600 "K" Street at Downtown Plaza
006-087-046 & 006-~~087-046~~ ⁰⁹⁶ 001
Council District 1

APPLICANT:	Alan Ford, (916) 887-1636 5777 Madison Ave. #880, Sacto. CA 95844
OWNER:	Macy's West Inc., 170 O'Farrell St. San Francisco, CA 94104
APPLICATION FILED:	9/17/96
STAFF CONTACT:	Bridgette Williams, 264-5000

SUMMARY:

The applicant is requesting Variances to allow additional attached identification signs and increase the total allowable sign area for proposed signage on 4.3± developed acres, at the Downtown Plaza 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-3
Existing Land Use of Site:	Downtown Plaza Shopping Center

Surrounding Land Use and Zoning:

North: Surface Parking Lots, Office, Restaurant; C-3
 South: Downtown Plaza Shopping Center; C-3
 East: Parking Garage, Retail Uses; C-3
 West: Retail Shopping, Office; C-3

Property Dimensions:	Irregular
Property Area:	4.3 \pm gross acres
Square Footage of Building:	117,480 sq.ft & 74,750 sq.ft
Height of Building:	2 stories

Proposed Signage:	<u>"Macy's"</u>
	3 @ "Macys" Dept Store: 423 sq.ft. each
	3 @ "Macys": .5 sq.ft. each
Total Square Footage Proposed:	1,271 sq.ft.
Total Allowed Per Ordinance:	180 sq.ft. maximum sign area (2 per street frontage at 45 sq.ft. each)

Proposed Signage:	<u>"Macy's Mens and Furniture"</u>
	2 @ 111.3 \pm sq.ft. each
	1 @ 80 \pm sq.ft. each
Total Square Footage Proposed:	302 sq.ft. (3 signs)
Total Allowed Per Ordinance:	180 sq.ft. maximum sign area (2 per street frontage at 45 sq.ft. each)
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. Macy's Department Store Signage - 414 "K" Street

The existing 117,480 sq.ft. Macy's Department store currently has three large identification signs attached to the building. A "Macy's" identification sign is located on the east, west and south elevations. The applicant is requesting a Variance to increase the number of signs allowed per building frontage. The Sign Ordinance allows two signs per street frontage with a total of four allowed. The signage proposed depicts two signs on the east, west and south elevations. The three large signs proposed will be 423 sq. ft. and will be located on each elevation. The sign material will be a fabricated aluminum, reverse channel with halo neon illumination letters. A smaller sign, approximately .5 sq.ft each will be located at the entrances of the department store to identify "Macy's". Each of the smaller signs will also be located at the east, west and south elevations. Staff is not opposed to the total number of signs being proposed. The new signage replaces existing signage with a different font type and smaller letter heights. The existing signs are roughly 560 square feet each with a total of 1,680 square feet in area for all three signs. The total number of signs proposed will remain the same but the total size and area for each sign will be significantly reduced.

"Macy's" Previous
560 sq.ft. each (3)
Total: 1,680 sq.ft.

"Macy's" Proposed
423 sq.ft. each (3)
Total: 1,269 sq.ft.

Staff believes that the number of signs will not create sign clutter since only one large attached sign will be located on each elevation and a smaller sign will be placed at the door entrance. Additionally, the new signage will be in keeping with the City's Sign Ordinance to provide clear identification and visibility to non-visitors who come to visit and trade.

The Variance to exceed the maximum allowed sign area is less than previous signage located on the building. The City's Sign Ordinance presently permits two attached signs for each street frontage, not to exceed a total sign area of 45 square feet each in the C-3 zone. The present signage clearly exceeds this requirement. As noted above, the proposed sign area for the three large signs is 1,269 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 building and downtown plaza shopping center. Staff is, therefore, not opposed to the applicant's request to exceed sign area.

2. Macy's Men's and Furniture Signage - 600 "K" Street

The existing 74,750 sq.ft. sign was formerly occupied by "Weinstocks Department store. A total of three identification signs with "Weinstocks" identification were attached to the building. Two signs were located on the south elevation and one sign copy was attached to the west elevation. The applicant wishes to replace the three existing signs ("Weinstocks") with a "Macy's Mens and Furniture" identification sign copy. The sign material will be a fabricated aluminum, reverse channel with halo neon illumination letters. Two of the three attached identification signs will be $111.3 \pm$ sq.ft each. One sign copy ($111.3 \pm$ sq.ft.) will be located at the south east corner facing "L" Street and the other identification sign ($111.3 \pm$ sq.ft.) will be along the west elevation. The third attached sign copy will be placed on the south elevation at the door entrance facing "L" Street. As previously mentioned above, the City's Sign Ordinance allows two attached signs per street frontage in the C-3 zone. The existing building currently has one street frontage. Therefore, a total of two identification signs are allowed. In this instance, the applicant is proposing three signs to replace previous signage (two on south elevation and one on west elevation with no street frontage). Staff believes the intent to provide clear visibility for vehicles and pedestrians is being met. Additionally, the one additional sign does not create sign clutter since one of the three signs will be on a different elevation (west). The number of signs proposed will provide clear visibility for vehicles travelling along "L" Street.

The applicant is also requesting to increase the total allowed sign area on the building. Presently, the Sign Ordinance allows a maximum of 180 square feet total (45 sq.ft. per sign), per street for all attached signs on a commercial building in the C-2 zone. The overall sign area proposed is slightly less than the former "Weinstocks" signage.

<u>"Weinstocks"</u>	<u>"Macy's Mens and Furniture"</u>
140 sq.ft. each (2)	111.3 sq.ft. each (2)
20 sq.ft. above door (1)	80 sq.ft. above door (1)
Total: 308 sq.ft	Total: 302.6 sq.ft.

In summary, staff believes that the proposed signage locations and sizes for both "Macy's" and "Macy's Men and Furniture" will allow for improved sign identification for customers coming to downtown plaza. Staff finds, that the proposed signage material and color will be in harmony with the purpose and intent of the Sign Ordinance in the signage will be integrated with and harmonious to the site and the plaza, 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 both Macy's and Macy's Mens and Furniture 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 downtown plaza and does not present sign clutter.

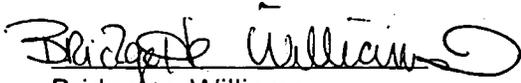
PROJECT APPROVAL PROCESS: The Planning Commission has the authority to approve or deny the requested Variances. The Planning Commission action may be appealed to the City Council. The appeal must occur within 10 days of the Planning Commission action.

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 total number of attached signs allowed in the C-3 zone from four to six for "Macy's" identification at 414 "K" Street.
- B. Adopt the attached Notice of Decision and Findings of Fact approving the Variance to increase the total allowable sign area from 180 sq.ft. to 1,271 sq.ft. at 414 "K" Street.
- C. Adopt the attached Notice of Decision and Findings of Fact approving the Variance to increase the total number of attached signs allowed in the C-3 zone from two to three for "Macy's Men's and Furniture" identification at 600 K Street.
- D. Adopt the attached Notice of Decision and Findings of Fact approving the Variance to increase the total allowable sign area from 90 sq.ft. to 302 sq.ft. at 600 K Street.

Report Prepared By,

Report Reviewed By,



Bridgette Williams
Associate Planner

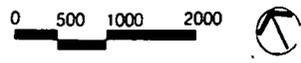
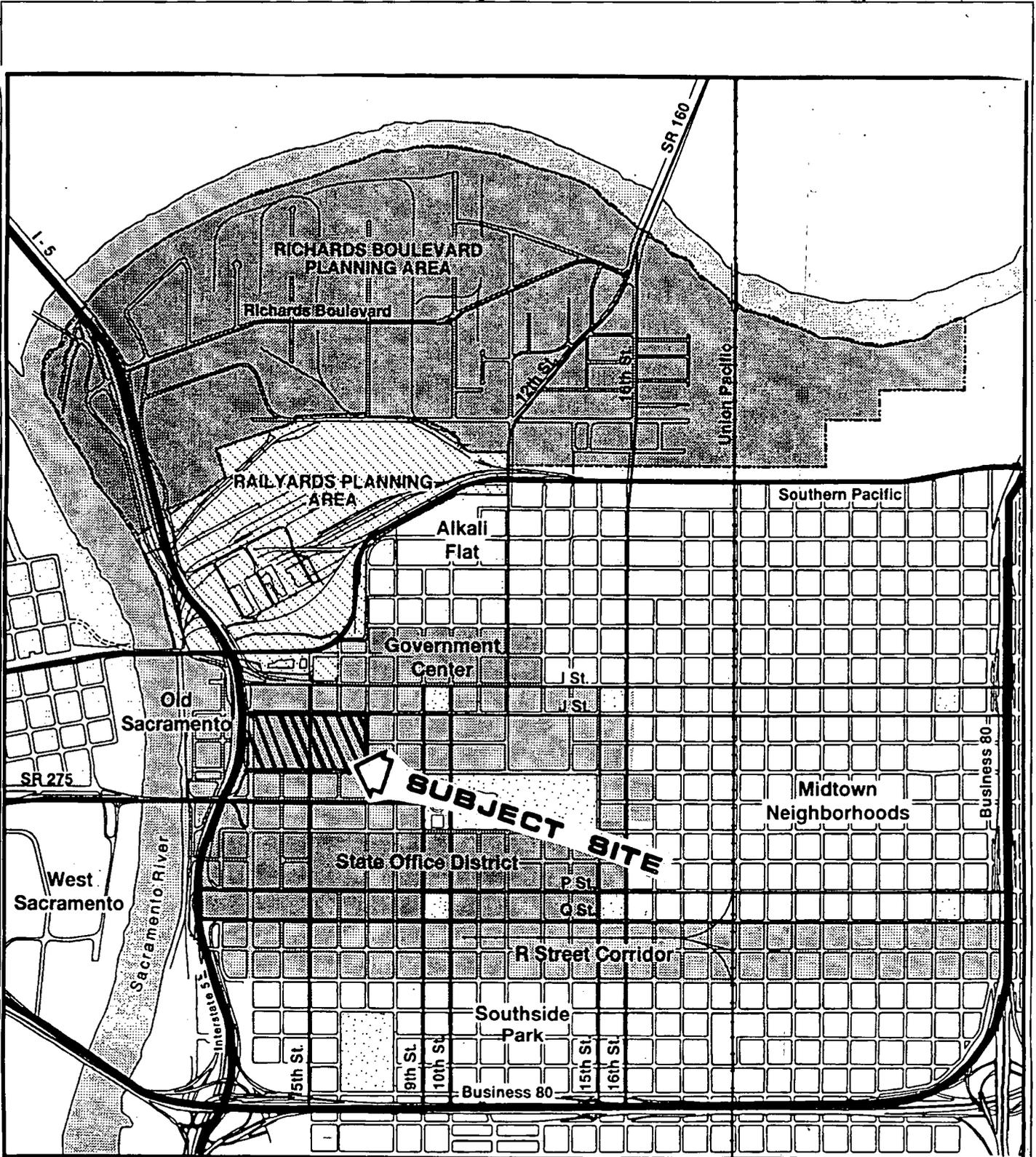


Scot Mende
Senior Planner

Attachments

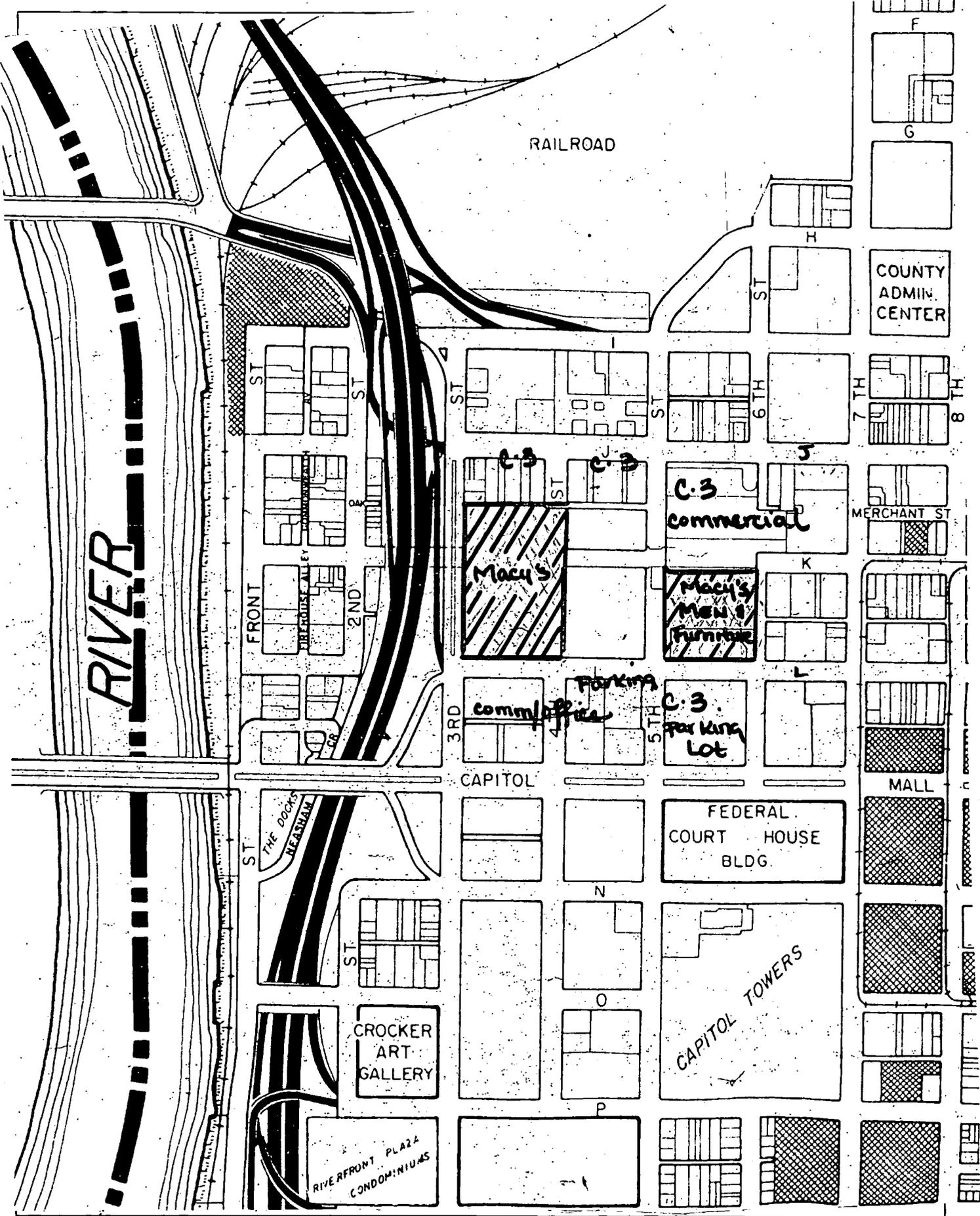
Attachment A	Vicinity Map
Attachment B	Land Use and Zoning Map
Attachment C	Notice of Decision and Findings of Fact
Exhibit C-1	Site Plan of Downtown Plaza Shopping Center
Exhibit C-2	Specific Signage with dimensions

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VICINITY MAP





LAND USE & ZONING MAP

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