

P98-004 - Johnny Rockets Sign Variance

- REQUEST:
- A. Environmental Determination: Categorically Exempt (Section 15301(a));
 - B. Sign Variance to allow six attached signs in the C-2 zone

LOCATION: Arden Fair Mall - 1689 Arden Way
APN: 277-0160-071
Arden-Arcade Area
Council District 3

APPLICANT:	Linda Budge, CommTech Services, (916) 363-4164 9571 Mira Del Rio, Sacramento, CA 95827
OWNER:	Heitman Retail Properties 180 North La Salle Street, Chicago, IL 60601
APPLICATION FILED:	January 13, 1998
STAFF CONTACT:	Thomas S. Pace, (916) 264-6848

SUMMARY:

The signage for the proposed Johnny Rockets restaurant has been requested by the applicant in order to comply with the restaurant chain's corporate image which seeks to recreate a nostalgic 1950s style diner. Due to the unique design of the signage and the unusual location of the signs, it is necessary for the applicant to obtain a variance to allow four additional attached signs along with the two which are permitted by the Sign Ordinance in the C-2 zone.

RECOMMENDATION:

Staff recommends **approval** of the Sign Variance.

PROJECT INFORMATION:

General Plan Designation:	Regional Commercial & Offices
Community Plan Designation:	n/a
Existing Land Use of Site:	Taco Bell restaurant at Arden Fair Mall
Existing Zoning of Site:	C-2 zone

Surrounding Land Use and Zoning:

North: Single Family Residential; R-1 zone
 South: Shopping Center; SC-R-PUD zone
 East: General Commercial (Market Square); C-2 zone
 West: Apartments, Motel, Cinema, Offices; C-2 zone

Allowable sign area: 129 sq. ft.
 Proposed sign area: 68 sq. ft.

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 Permit	Building Division

BACKGROUND INFORMATION:

In 1988, Arden Fair Mall applied for the necessary entitlements, including a Special Permit for a Major Project, to expand and renovate the regional shopping center (P88-142). Since that time, a number of new tenants have requested minor modifications to the approved building exteriors. The proposed project tenant space is currently occupied by Taco Bell, and is one of the few spaces with direct access to the exterior of the mall. In a separate application to the Zoning Administrator (Z98-003), Johnny Rockets is requesting a minor modification to the previously approved Major Project Special Permit for Arden Fair to allow a change in exterior building colors and materials for a small portion of the building frontage.

STAFF EVALUATION: Staff has the following comments:

A. Policy Considerations

The proposed Sign Variance is consistent with the General Plan policies and land use designation, and no amendments to these policies are proposed as a part of this application.

B. Signage

The Sign Ordinance (Chapter 3, Sacramento City Code) permits the tenant of the subject location to have two attached signs with a total sign area of 129 square feet (calculated by multiplying the 43 feet of store width by the allowance of three square feet of sign area per lineal foot). The applicant is proposing six attached signs with a total of 68 square feet, or 52% of the allowable total sign area. Staff supports the smaller total amount of sign area which is spread out in several signs as being aesthetically superior to one or two very large signs.

SIGNS	NUMBER	TOTAL SIZE
ALLOWED BY SIGN ORDINANCE	2	129 SQ. FEET
PROPOSED BY APPLICANT	6	68 SQ. FEET

Two of the proposed signs are Johnny Rockets round logo signs consisting of a sheet metal cabinet with open-faced sheet metal channel letters superimposed on the cabinet with exposed neon illumination (Exhibits 1C and 1D). The colors of these two signs are yellow, red, white, and blue. The other four signs to be located on the projecting soffit over the windows are individually illuminated channel letters with exposed neon colored white inside with red returns (Exhibit 1E).

Initially, staff viewed the projecting soffit with the words "Hamburgers, Chili, Fries•Malts, Pie" as a single sign on a continuous band; however, due to the spacing of the wording, if the band were counted as a single sign, the area calculation of the soffit causes the sign size to exceed the allowable ratio of three square feet of sign area per lineal foot of building frontage. Alternatively, if the text is considered four separate signs, the size complies with the Sign Ordinance, but the number of signs exceeds the limit of two per occupant. In addition to the soffit band signs, the Johnny Rockets round logo signs are proposed to be located as follows: one is shown at the current Taco Bell sign location on the parapet wall above the store. The other sign is proposed to be located on one of the brick columns in front of the store and would be blocked from view from the parking lot by a matching brick column which is located directly in front of it (see Exhibit 1A).

Due to the unusual location of the store which is on the outside of an enclosed shopping mall and under a deep walkway overhang which obscures views of the store's facade, most of these signs will not have much visibility to motorists in the parking lot or on Arden Way (see Exhibit 1B). Staff supports the variance to allow signage which is oriented primarily to pedestrians walking under the overhang (the four soffit signs and the column-mounted round logo sign); only the larger round logo sign above the store on the parapet wall will be substantially visible to customers approaching the mall from the street or parking lot.

PROJECT REVIEW PROCESS:

A. Environmental Determination

The proposed project is exempt from environmental review pursuant to the California Environmental Quality Act Guidelines (Section 15301(a)).

B. Public/Neighborhood/Business Association Comments

The project application was routed to Aden Fair Merchants Association and Point West Area Business Association. No comments have been received.

C. Summary of Agency Comments

The project has been reviewed by several City Departments and other agencies. No significant comments regarding the Sign Variance have been received.

PROJECT APPROVAL PROCESS: The Planning Commission has the authority to approve or deny the Sign Variance. 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 which finds that the project is Exempt pursuant to CEQA Section 15301(a);
- B. Adopt the attached Notice of Decision and Findings of Fact approving the Sign Variance to allow six attached signs.

Report Prepared By,

Report Reviewed By,



Thomas Pace
Assistant Planner



Scot Mende
Senior Planner

Attachments

- Attachment 1 Notice of Decision & Findings of Fact
- Exhibit 1A Building Elevation
- Exhibit 1B Photos of Existing Facade
- Exhibit 1C Parapet-mounted round logo sign
- Exhibit 1D Small column-mounted round logo sign
- Exhibit 1E Soffit band signs over windows
- Attachment 2 Vicinity Map
- Attachment 3 Land Use & Zoning Map

Attachment 1

**NOTICE OF DECISION AND FINDINGS OF FACT FOR
JOHNNY ROCKETS SIGN VARIANCE, LOCATED AT ARDEN FAIR MALL
1689 ARDEN WAY SACRAMENTO, CALIFORNIA IN THE C-2 ZONE. (P98-004)**

At the regular meeting of March 12, 1998, the City Planning Commission heard and considered evidence in the above entitled matter. Based on verbal and documentary evidence at said hearing, the Planning Commission took the following actions for the location listed above:

- A. Environmental Determination: Categorically Exempt (Section 15301(a));**
- B. Approved the Sign Variance to allow six attached signs.**

These actions were made based upon the following findings of fact and subject to the following conditions:

FINDINGS OF FACT

- A. Categorical Exemption: The City Planning Commission finds and determines that the proposed project is exempt from environmental review pursuant to Section 15301(a) of the CEQA Guidelines.
- B. Sign Variance:
 - B1. Due to the unusual location of the store on the outside of an enclosed mall and the relative lack of visibility of the soffit band signs which conditions do not generally exist on other properties in the same district, the enforcement of the Sign Ordinance would have an unduly harsh result upon the utilization of the subject property;
 - B2. The Variance will not result in a special privilege to one individual property owner because the circumstances are such that the Variance would be appropriate for any property owner facing similar circumstances;
 - B3. The requested Variance will not materially and adversely affect the health and safety of persons residing or working in the neighborhood, and will not be materially detrimental to the public welfare or injurious to property and improvements in the neighborhood in that:
 - A. The proposed signage will not present a hazard to motorists or pedestrians; and,

- B. The proposed signage will be integrated harmoniously with the buildings and site it will occupy.

CONDITIONS OF APPROVAL

- B. The Sign Variance to allow six attached signs is hereby approved subject to the following conditions:
- B1. A Sign Permit shall be obtained prior to installation of the signs.
- B2. The size and design of the signs shall conform to the plans as shown on Exhibits 1A-1E. No additional signage or signage of a different design or size shall be permitted.

CHAIRPERSON

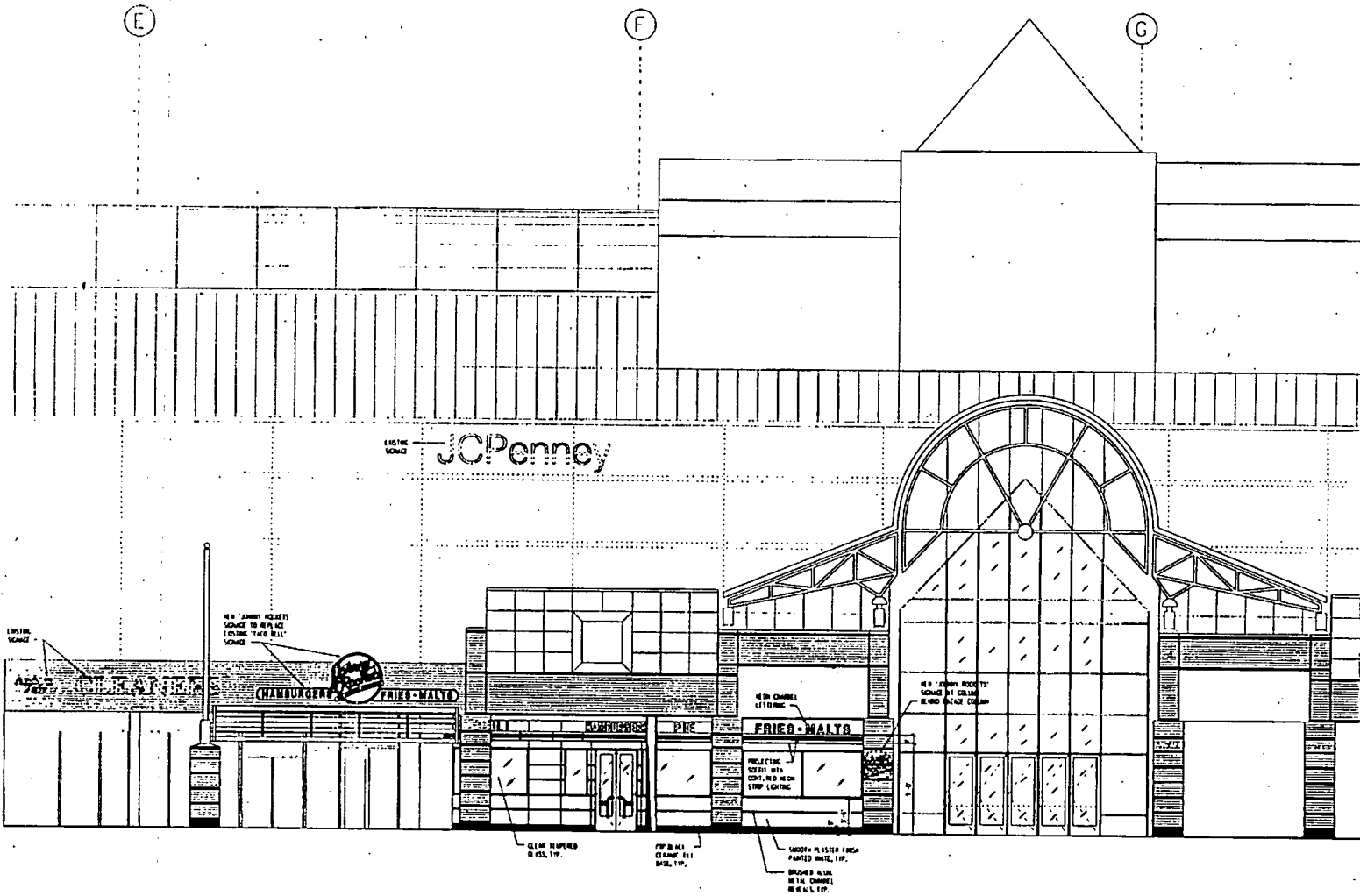
ATTEST:

SECRETARY TO CITY PLANNING COMMISSION

DATE (P98-004)

- Exhibit 1A Building Elevation
Exhibit 1B Photos of Existing Facade
Exhibit 1C Parapet-mounted round logo sign
Exhibit 1D Small column-mounted round logo sign
Exhibit 1E Soffit band signs over windows

Exhibit 1A Building Elevation



JOHNNY ROCKETS - ARDEN FAIR MALL

Exhibit 1B Photos of Existing Facade



Johnny Rockets space relationship to Mall facade and overhang.



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21'-0"

REVISION
FEB - 7 1998
GENSLER

4'-6"
4'-6"

14"
9"



SINGLE-FACED WALL SIGN, EXPOSED NEON ILLUMINATION

Scale: 1/2"=1'-0"

- 1) SHEET-METAL CABINET, PAINT BACKGROUND TO MATCH PMS #122C YELLOW. RETURNS, PAINT TO MATCH PMS #300C OR DUPONT CENTARI #5205B BLUE.
- 2) "JOHNNY ROCKETS", OPEN-FACED SHEET METAL CHANNEL LETTERS. PAINT INSIDE AND OUTSIDE TO MATCH PMS #199C RED. ILLUMINATION, DOUBLE-TUBE, 13mm, VOLTARC "CLEAR RED", 60ma. EXPOSED NEON.
- 3) "THE ORIGINAL HAMBURGERS", PAINT BACKGROUND TO MATCH PMS #300C OR DUPONT CENTARI #5205B BLUE. LETTERING, SINGLE-TUBE, VOLTARC "CLEAR BRIGHT YELLOW", 60ma. EXPOSED NEON.
- 4) PERIMETER NEON, SINGLE-TUBE, 13mm, VOLTARC "6500 WHITE", 60ma. EXPOSED NEON.
- 5) "HAMBURGERS", "FRIES•MALTS": LETTERS TO BE INDIVIDUALLY ILLUMINATED CHANNEL LETTERS, PAINT INSIDE "GLOSS WHITE" ENAMEL FINISH. RETURNS TO BE RED ENAMEL FINISH, TO MATCH PMS #185C. INTERIOR ILLUMINATION TO BE, SINGLE-TUBE, VOLTARC "ROSE", 13mm, 60ma, NEON TUBING.
- 6) SHEET-METAL CABINET, PAINT BACKGROUND TO MATCH. (A) PMS #122C YELLOW. (B) DU PONT CENTARI #72092 GRAY. RETURNS, PAINT DU PONT CENTARI #72092 GRAY.

APPROVED: _____ DATE: _____

NAME: Johnny Rockets, Arden Fair Mall
 ADDRESS: Arden Fair Mall
 Sacramento, CA DATE: 30Jan98
 DESIGN #: 98 STATE LIC. #: 884525

Continental SIGNS, INC.
 7541 Santa Rita Circle, Unit D Stanton, Ca. 90680

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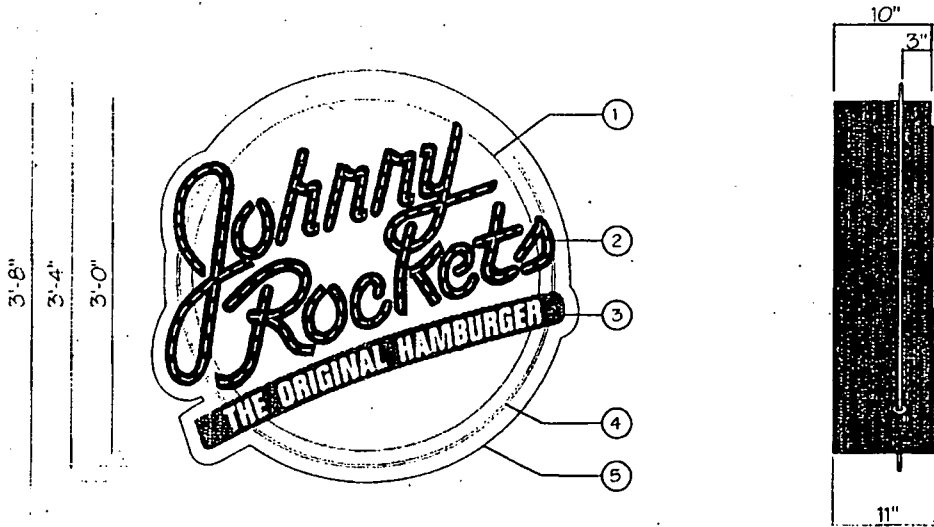
Exhibit 1C Parapet-mounted round logo sign

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Exhibit 1D Small column-mounted round logo sign



SINGLE-FACED LOGO SIGN

Scale: 3/4"

- 1). Sheet-metal cabinet, Paint background to match PMS #122C Yellow.
Returns, Paint DuPont Centari #5205B Blue.
- 2). "Johnny Rockets", .090 F.C.O. aluminum letters, Paint to match PMS #199C Red.
Illumination, Single tube (overlay), 13mm, Voltarc "Clear Red", 60 ma, exposed neon.
- 3). "The Original Hamburgers", Sheet metal channel can and acrylic face, Paint background and trimcap DuPont Centari #5205B Blue.
Lettering to be #2037 Yellow plex.
Interior illumination to be Voltarc "Clear Bright Yellow" neon, 13mm, 60 ma.
- 4). Perimeter neon, Single tube, 13mm, Voltarc "6500 White", 60ma, exposed neon.
- 5). Clear plex cover w/ returns

APPROVED: _____ DATE: _____

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ADDRESS: Arden Fair Mall	
Sacramento, CA	DATE: 30Jan98
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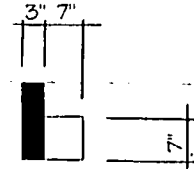
10'-0"

12"

HAMBURGERS

3'-6"

CHILI



10'-0"

12"

FRIES • MALTS

2'-2"

PIE

INDIVIDUAL CHANNEL LETTER "STOREFRONT EYEBROW" SIGNS

Scale: 1/2"=1'-0"

LETTERS TO BE INDIVIDUALLY ILLUMINATED CHANNEL LETTERS, PAINT
 INSIDE "GLOSS WHITE" ENAMEL FINISH.
 RACEWAY TO BE 7" X 7" , SHEET METAL CONSTRUCTION W/ FLAT WHITE
 ENAMEL FINISH.
 RETURNS TO BE RED ENAMEL FINISH, TO MATCH PMS #185C.
 INTERIOR ILLUMINATION TO BE, SINGLE-TUBE, VOLTARC "ROSE", 13mm, 60ma,
 NEON TUBING.

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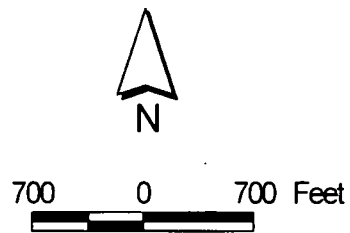
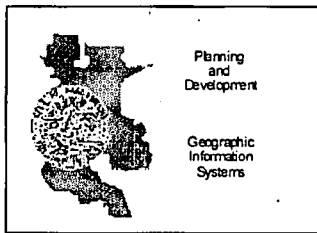
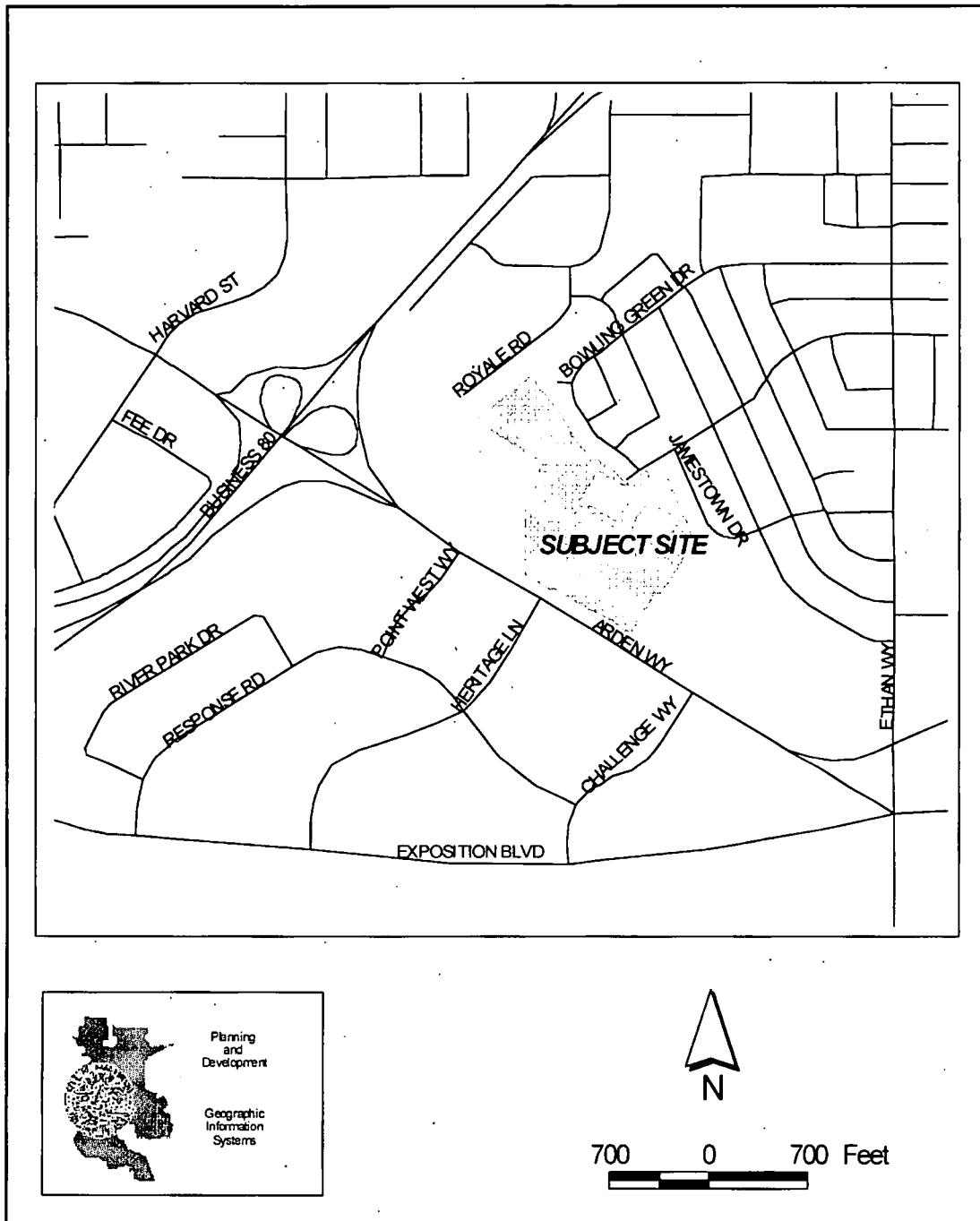
Exhibit 1E Soffit band signs over windows

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Attachment 2 Vicinity Map



Attachment 3 Land Use and Zoning Map

