

**CITY PLANNING COMMISSION**  
1231 "I" STREET, SUITE 200, SACRAMENTO, CA 95814

<b>APPLICANT</b> Chuck Bludworth 11766 Wilshire Blvd. Ste. 250 I.A. CA 90025
<b>OWNER</b> Arden Fair Assoc. 55 West Monroe St. Ste. 3100 Chicago Ill. 60603
<b>PLANS BY</b> Alton & Porter 5700 Wilshire Blvd. Ste. 100 I.A. CA 90036
<b>FILING DATE</b> 2-22-91 <b>ENVIR. DET.</b> Exempt 15061(b)(3) <b>REPORT BY</b> B. Williams
<b>ASSESSOR'S PCL. NO.</b> 277-160-050,053,055,057,058;

**APPLICATION:** Variance to allow two attached identification signs off-site for the JC Penney's store on 34± developed acres in the General Commercial (C-2) zone.

**LOCATION:** 1689 Arden Way

**PROPOSAL:** The applicant is requesting the necessary entitlements to allow two attached signs for the future JC Penney's store located at Arden Fair Mall.

**PROJECT INFORMATION:**

General Plan Designation:	Regional Commercial & 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, Apts; C-2

Property Dimensions:	Irregular
Property Area:	34.0± acres
Building Square Footage:	1,269,000 sq. ft.

Proposed Signage:	
Size of Signs:	<u>Sq. Ft.</u> 88.4±
	<u>Dimensions</u> 22'-10 3/8" x 4'0"
Sign Material:	White Acrylic Letters & Illuminated

**BACKGROUND INFORMATION:**

On December 12, 1992, the Planning Commission approved Special Permits to construct a 160,000 square foot JC Penney's building and a 200,618 square foot parking structure as part of the fourth anchor expansion of Arden Fair Mall (P90-021). The two new structures will be located behind the existing Weinstock's Department Store in the Arden Fair Mall. Presently, no construction has started for the approved development.

**PROJECT EVALUATION:** Staff has the following comments:**A. Land Use and Zoning**

The subject site consists of five developed parcels on 34.0± acres in the General Commercial (C-2) zone. The General Plan designates the site for Regional Commercial & Offices. The subject site is also located within the Arden Arcade Community Plan area. 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.

**B. Applicant's Proposal**

The applicant is requesting a Variance to allow two identification signs to identify JC Penney's. The two attached signs will be located on the southerly elevation of Arden Fair Mall above the easternmost mall entrance adjacent to Weinstocks (see Exhibit A). Each sign will be approximately 88.4± square feet in area. The JC Penney's copy will be located on each side of the entrance way approximately 37 feet from the grade (see Exhibit B). The sign material will be a white acrylic and the signs will be illuminated.

**C. Staff's Evaluation**

The Sign Ordinance presently allows two attached signs for each occupancy. The applicant wishes to locate two JC Penney's sign copies on the Arden Fair Mall south elevation. The JC Penney's building is on a separate parcel which places the proposed signage off-site. The Arden Fair Mall is also allowed two attached signs. The Arden Fair owners previously allocated its two attached signs to identify Nordstrom Department Store. The existing Nordstrom Department Store and the future JC Penney's Department Store are both located at the rear of the Arden Fair Mall and without signage on the south elevation of the mall, the stores location would not be visible to City traffic on Arden Way nor arriving mall patrons. Nordstrom was therefore, allowed to place two sign copies on the south elevation of the Arden Fair Mall, immediately east of Sears.

The proposed JC Penney's store will face similar circumstances to that of Nordstrom's. As previously mentioned, it is located to the rear of the Arden Fair Mall and is obscured from the general view. Staff believes that the future JC Penney's store will be confronted with a hardship, due to its location and the building being obscured from the general public. Locating the signage

on the south elevation of the mall will remedy this problem and will allow patrons to know its location. The proposed signage will not be excessive on the south elevation. The signage will be approximately 37± feet high on the building which is higher than the existing attached mall signage, excluding Nordstrom sign copies. The proposed signage (88.4± square feet each) is also smaller than the existing Nordstrom signage which is 150± square feet each. Staff also believes that the proposed signage location will allow for improved vehicle circulation from Arden Way and internally. 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. The signage will assist customers coming to the mall whose primary destination is JC Penney's. Finally, because of the mall's arched configuration, two sign copies are needed in order to ensure adequate visibility for vehicles traveling eastbound and westbound on Arden Way. Planning staff, therefore, recommends approval of the Variance to locate two sign copies for JC Penney's off-site. ✓

D. Agency Comments

The proposed signage has been reviewed by the Traffic Engineering, Engineering, Water and Sewer Division and City Real Estate. They had no objections to the proposed location of the two signs.

ENVIRONMENTAL DETERMINATION: This project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15061(b)(3)).

RECOMMENDATION: Staff recommends the following action:

- A. Approve the Variance to allow two attached identification signs off-site for the JC Penney's store on 34± developed acres in the General Commercial (C-2) zone subject to conditions and based upon findings of fact which follow.

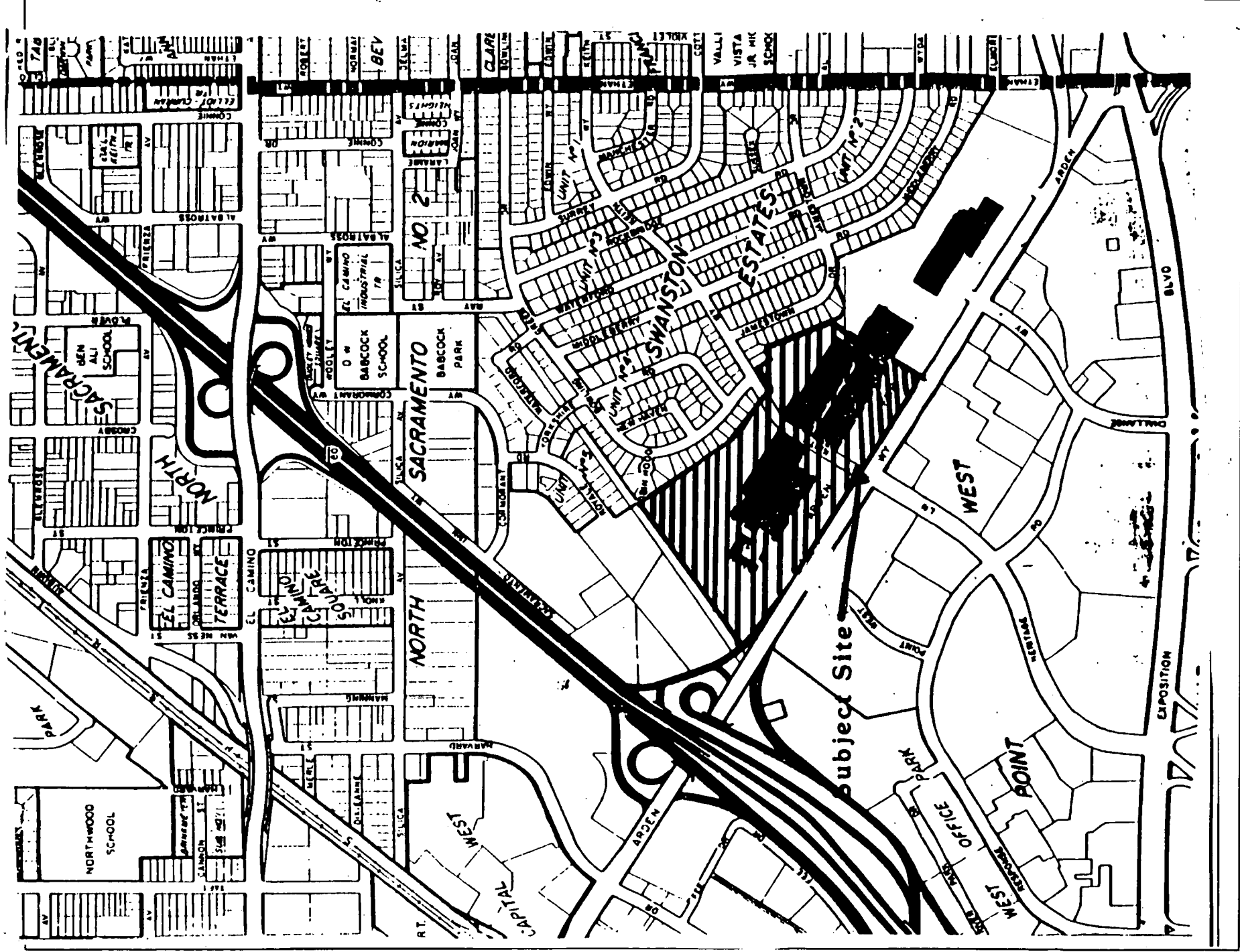
Conditions

1. The applicant shall obtain sign permits for all new signs on the subject site and/or on the JC Penney's building.
2. All signage proposed shall comply with the attached Exhibits A, and B, <sup>& C</sup> Signage material and lettering shall consist of white acrylic letters and the signage shall be illuminated.

Findings of Fact

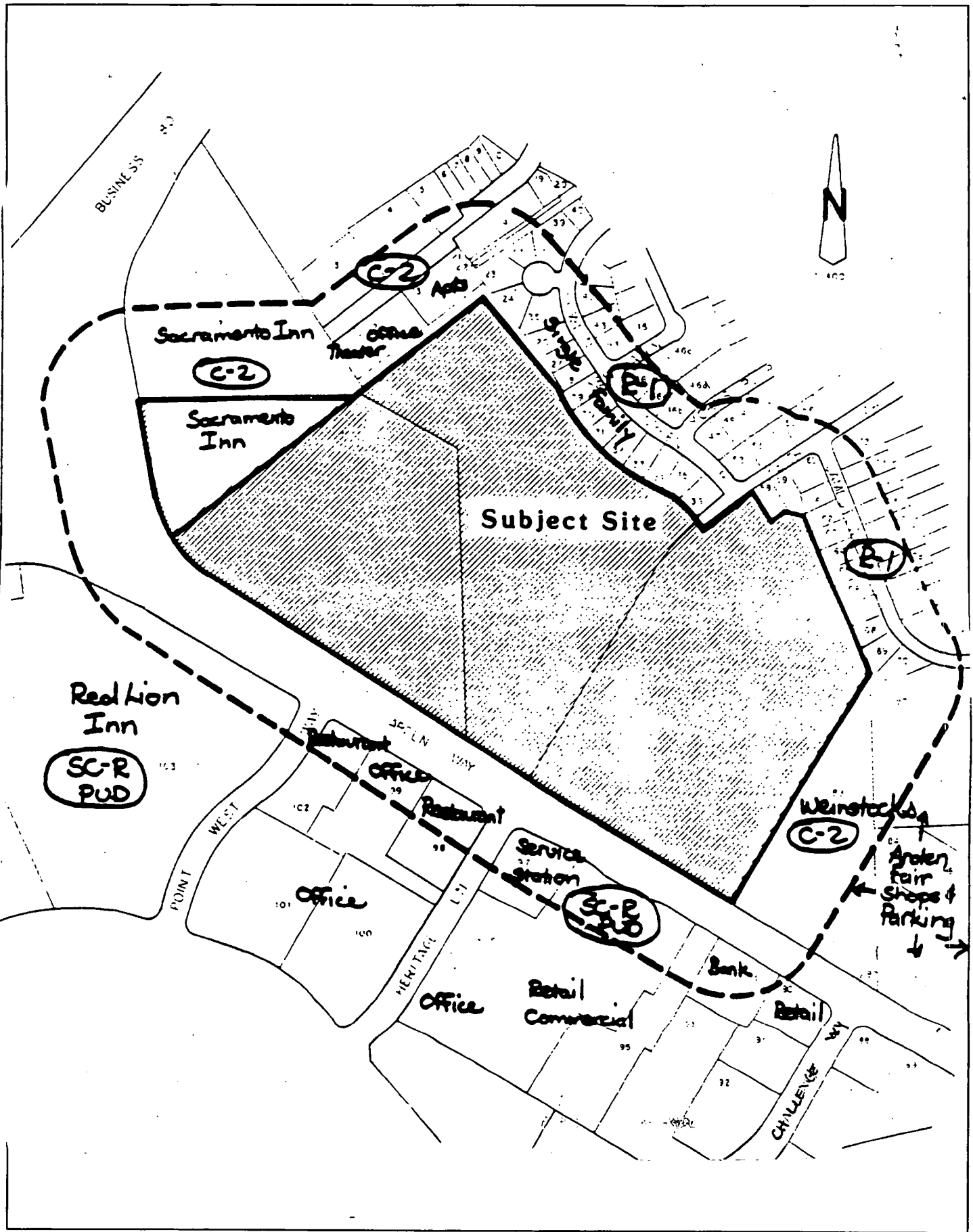
1. The project, as conditioned, is not a special privilege extended to one property owner in that a Variance would be granted to other property owners facing similar circumstances.
2. The project, as conditioned, does not constitute a use variance in that signs for commercial uses are allowed in the C-2 zone.

3. The project, as conditioned, will not be detrimental to the public health, safety, or welfare nor result in the creation of a nuisance in that:
  - a. the signage will serve to enhance vehicle circulation by minimizing driver confusion associated with the hidden location of the proposed JC Penney's building;
  - b. the proposed signs will not infringe on the existing signage or be excessive on the south elevation of the mall; and
  - c. the signage will be approximately 37± feet high on the mall which is higher than the existing attached signs.
4. The project is consistent with the General Plan which designates the site for Regional Commercial and Office use.
5. The project is in harmony with the purpose and intent of the City Sign Ordinance to "encourage signs which, by their good design, are integrated with and harmonious to the buildings and sites which they occupy, and which eliminate excessive and confusing sign displays."



VICINITY MAP

0957



**LAND USE & ZONING MAP**

0958



P92-203

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**ALTOON + PORTER**  
**ARCHITECTS**

1700 US Marine Boulevard  
Suite 100  
Los Angeles CA 90016  
213 939 1900  
213 939 1199 Fax

11-12-92

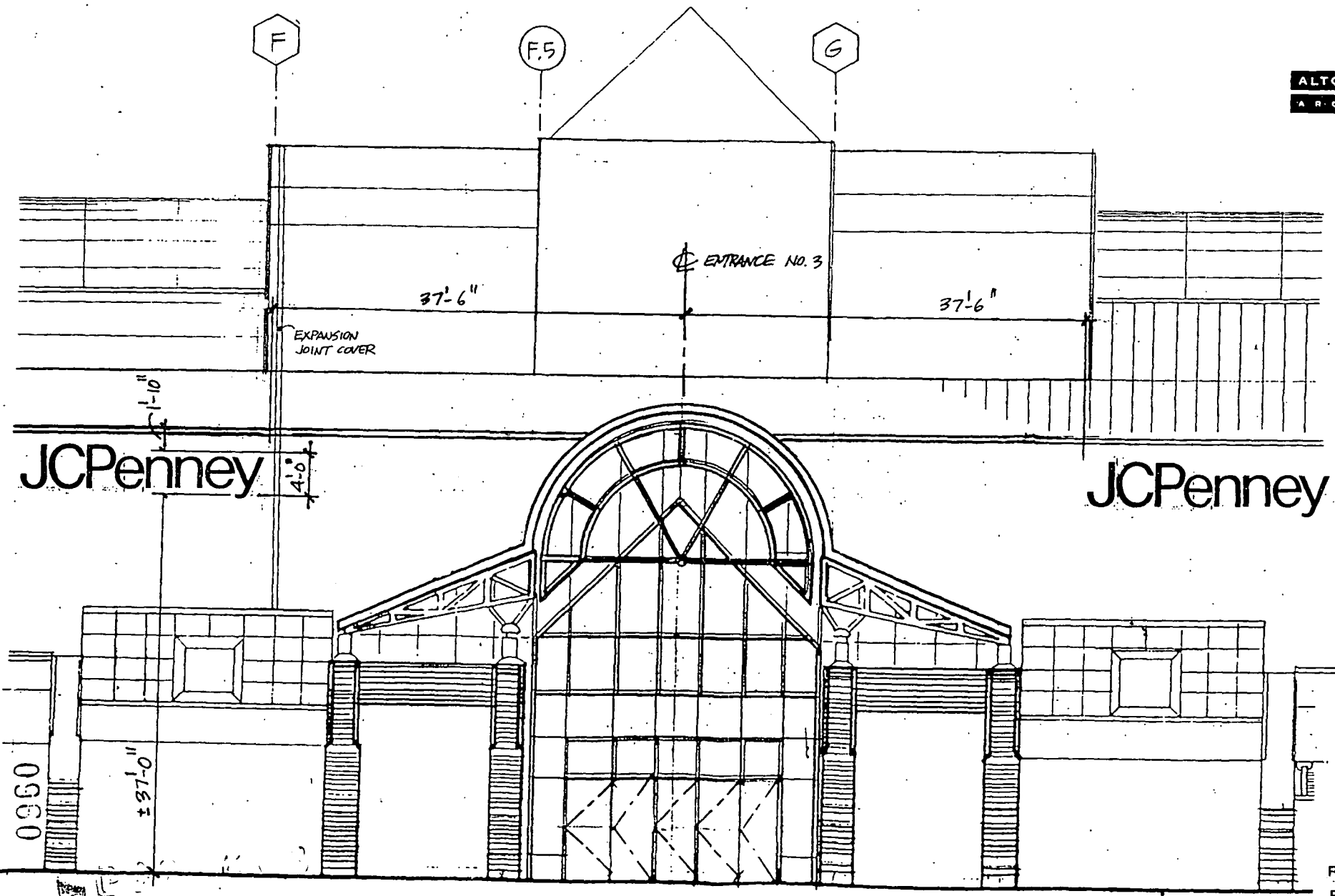


Exhibit B

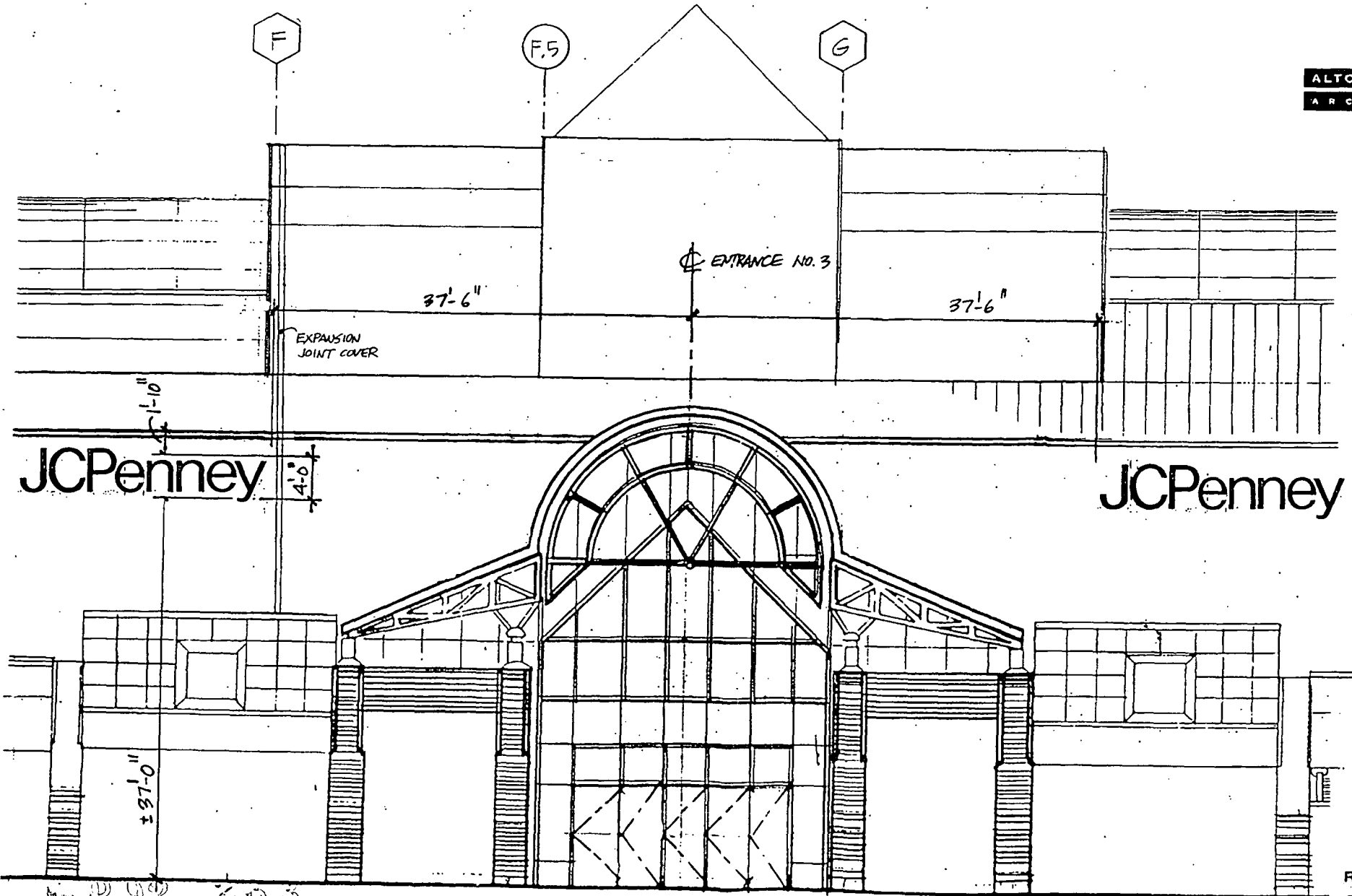
Team 12

ARDEN FAIR  
4TH MAJOR  
86021.19  
12/12/91  
REV. 1/24/92  
REV. 2/7/92  
REV. 5/13/92



ALTOON+PORTER  
ARCHITECTS

1700 Wilshire Boulevard  
Suite 100  
Los Angeles, CA 90016  
213 919 1500  
213 919 1199 Fax



JCPenney

JCPenney

0584

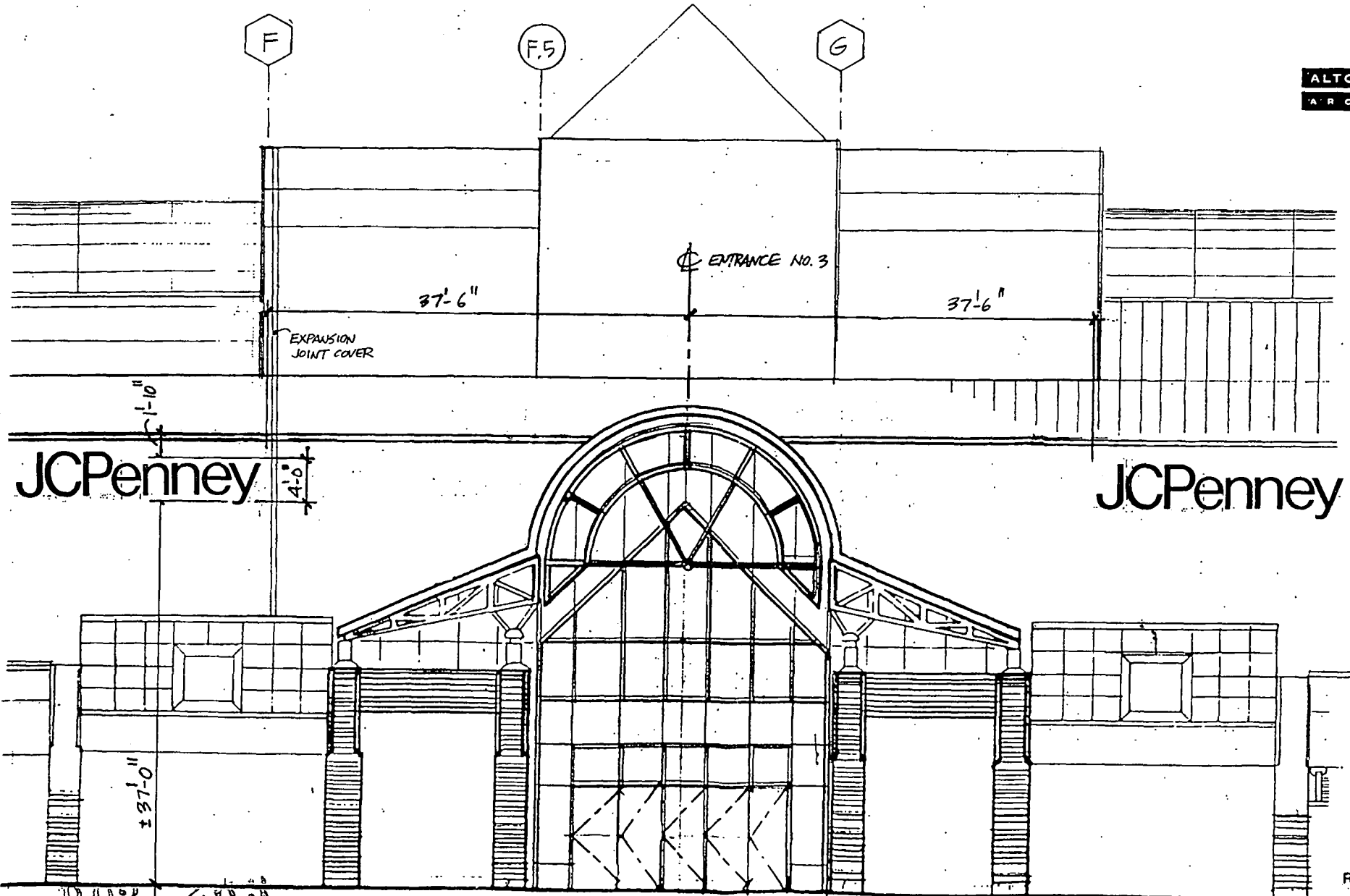
1 2 3 4 5

ARDEN FAIR  
4TH MAJOR  
86021.19  
12/12/91  
REV. 1/24/92  
REV. 2/7/92  
REV. 5/13/92

2360

ALTOON + PORTER  
ARCHITECTS

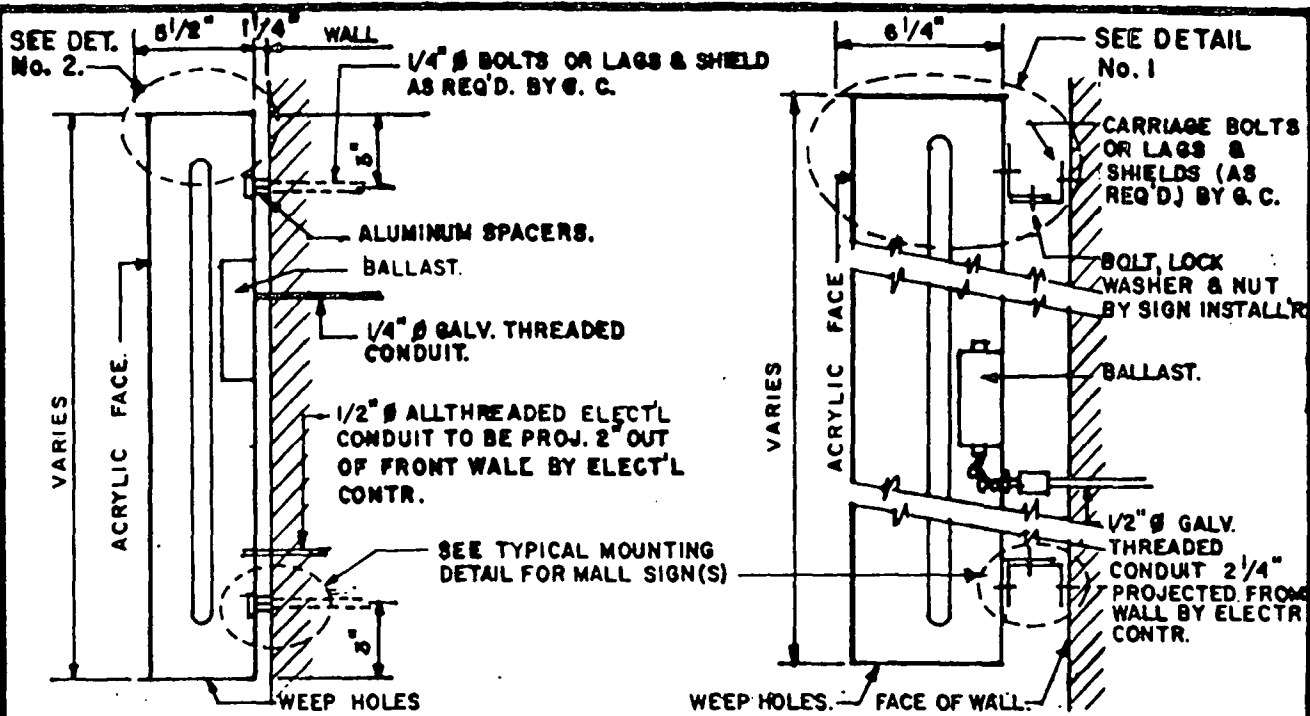
5700 Wilshire Boulevard  
Suite 100  
Los Angeles, CA 90036  
313 919 1920  
313 919 1199 Fax



ARDEN FAIR  
4TH MAJOR  
86021.19  
12/12/91  
REV. 1/24/92  
REV. 2/7/92  
REV. 5/13/92

1 1/2 2 1/2



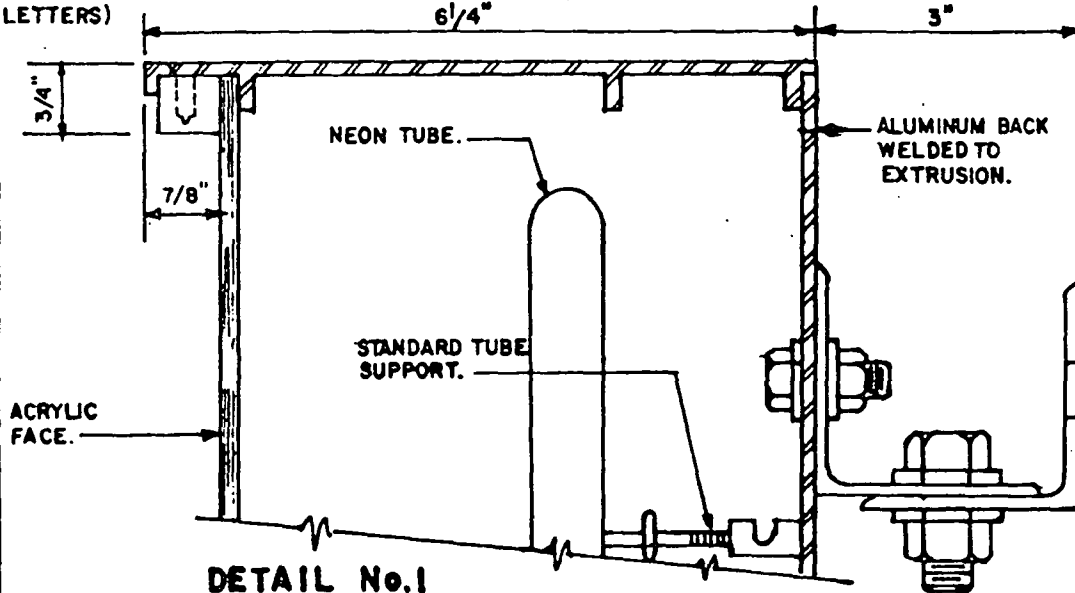


**SECTION THRU 2'-0" SIGNS**

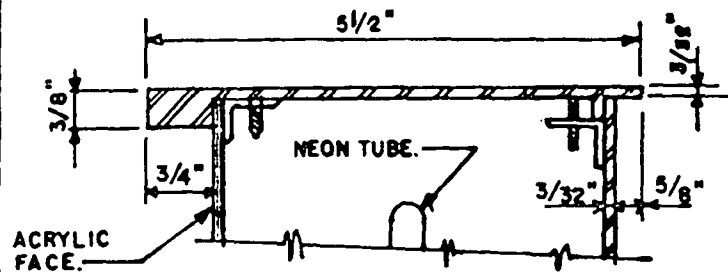
(BALLAST WITHIN LETTERS) SCALE: 1/2" = 1'-0"

**SECTION THRU 3', 5' and 8' SIGNS**

(BALLAST WITHIN LETTERS) SCALE: 1/2" = 1'-0"



**DETAIL No. 1**  
SCALE: HALF SIZE



**DETAIL No. 2**  
SCALE: HALF SIZE

**GENERAL NOTES:**

1. REFER TO J.C. PENNEY HANDBOOK/SPECIFICATIONS DIVISION 10 AND 16.
2. WALL REINFORCING OR BRACING (AS REQUIRED FOR SIGN) SHALL BE FURNISHED AND INSTALLED BY GENERAL CONTRACTOR.
3. WEEP HOLES PLUGGED IN ALL SIGN LETTERS WHEN USED IN INTERIOR MALL.

Formerly Details A-18-A5 and A-1029

11-12-92

0864 Item 13

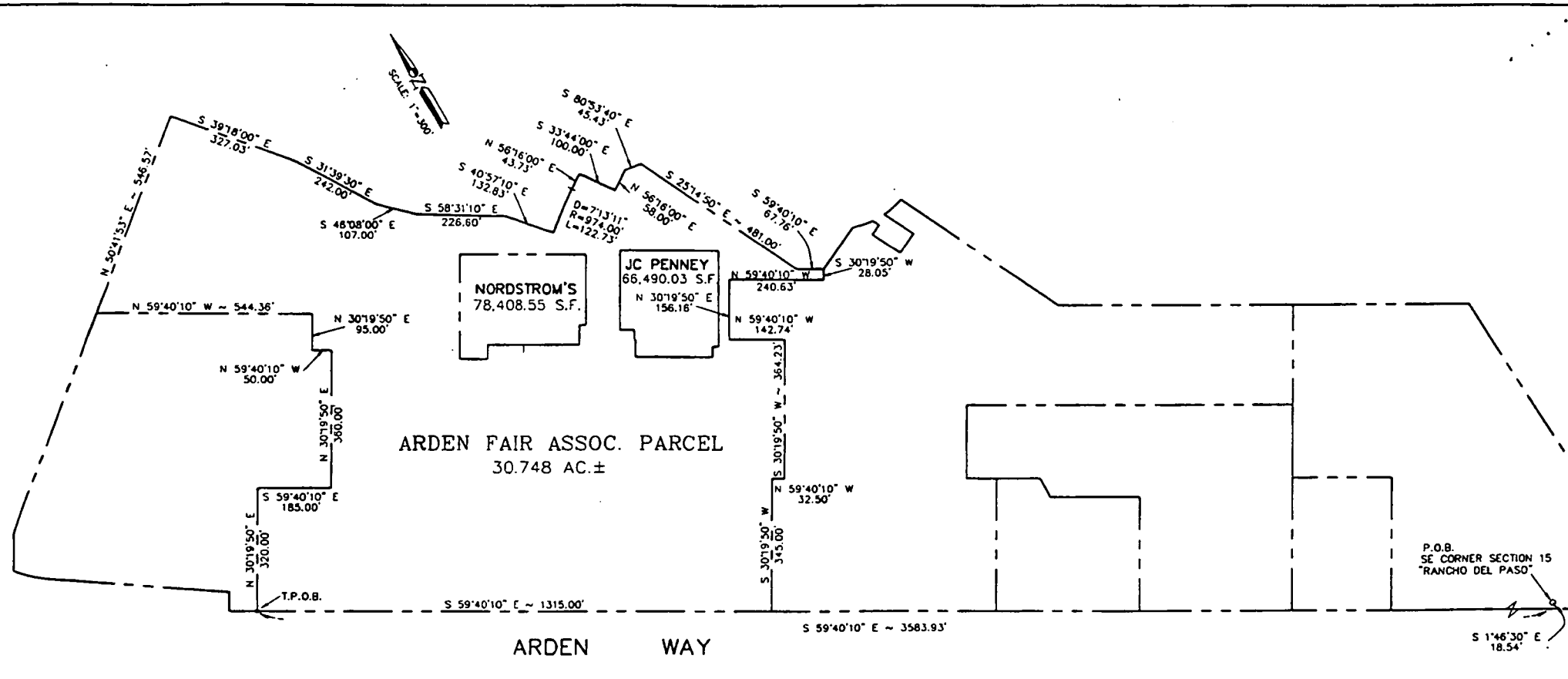
**SIGN SECTIONS (WALL MOUNTED)**

8	8	2	1-1-84
7	4	1	7-1-83
6	3		8-1-86
			9-21-72

**JCPenney**

10474-A

P92-263



ARDEN FAIR ASSOC. PARCEL  
30.748 AC.±

NORDSTROM'S  
78,408.55 S.F.

JC PENNEY  
66,490.03 S.F.

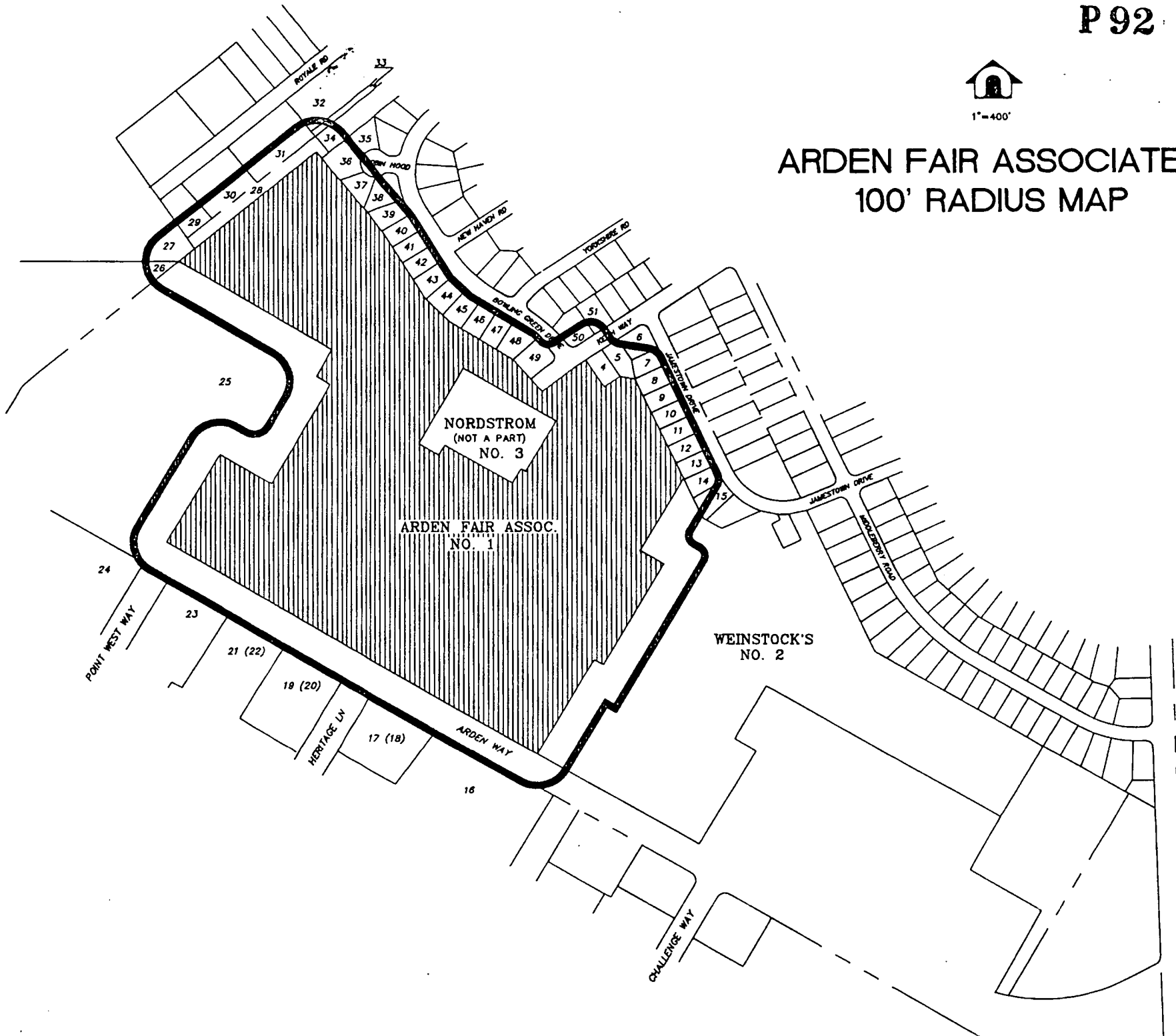
PLAT TO ACCOMPANY A DESCRIPTION			
ARDEN FAIR ASSOC. PARCEL ARDEN FAIR - SACRAMENTO, CA			
JOB: 92-411	DATE: 5/4/92	BY: B.D.	CHK: L.H.T.
HARRISON, TEASLEY /EVANS & ASSOC., INC. 792 MERIDIAN WAY SAN JOSE, CA. 95128 (408) 297-8170			
			SHEET 1 OF 1

0955



1"=400'

# ARDEN FAIR ASSOCIATES 100' RADIUS MAP



0956

# Exhibit     A

APPLICATION AND ENVIRONMENTAL QUESTIONNAIRE  
Arden Fair Associates c/o Homart Development Co.  
August 1992

## STATEMENT OF INTENT

- a.&b. Arden Fair Associates is applying for a Planning Commission variance that will permit the installation of two identification signs (proposed sign copy: "JC Penney") on the southerly elevation of Arden Fair Mall above the easternmost mall entrance adjacent to Weinstocks. Sign copy will not exceed 4'0" in height. The signs will be approximately 88.4 square feet in area. Additional information relating to the proposed signs is set forth in the attached exhibits. The signs will be architecturally and aesthetically compatible with Arden Fair and the existing Arden Fair signage.
- c. Arden Fair Associates and JC Penney request this variance for the following reasons:
1. A variance is necessary because Arden Fair previously allocated its two attached signs to adequately identify the location of the Nordstrom department store. The proposed JC Penney is presented with circumstances virtually identical to that of Nordstrom. It is located to the rear of Arden Fair, and as such is obscured from general view.
  2. The JC Penney building will have minimal to non-existent visibility to city and regional traffic, and arriving mall patrons. Because of its location behind the existing mall, reasonable views of the building will be obscured from virtually every direction. Signage visible from Arden Way is the only method of accurately identifying the building's location. A prompt and appropriate means of identification is critically important with respect to maintaining and improving internal Arden Fair vehicle circulation.
  3. (a) The proposed variance will not create a special privilege for Arden Fair or JC Penney. Although no other regional malls currently operate within the City limits, the circumstances surrounding the present application, where a major retail department store is effectively hidden from public view, dictate that a similar variance would be necessary and appropriate for any property owner.  
  
(b) The present request does not constitute a use variance.

(c) The proposed variance is not injurious to public welfare, nor to property in the vicinity of the applicant, and as such does not create a disservice. There are no adverse public welfare or property consequences associated with the proposed variance. As previously stated, the requested signage will serve only to enhance vehicle circulation by minimizing driver confusion associated with hidden or unrecognized destination points.

(d) The proposed variance is not adverse to the General Plan, or specific plans of the City, or the Open Space Zoning regulations. The proposal does conform with relevant portions of the purpose of the Sign Ordinance of the City of Sacramento (Ordinance No. 2868, Fourth Series, section 3.30), which states in part that the sign regulations are intended to:

Eliminate potential hazards to motorists and pedestrians; to encourage signs which, by their good design, are integrated with and harmonious to the buildings and sites which they occupy...to safeguard and enhance property values; to protect public and private investment in buildings and open spaces; and to supplement and be a part of the regulations imposed and the plan set forth under the Comprehensive Zoning Ordinance of the City of Sacramento; and to promote the public health, safety and general welfare.

4. Regional malls typically have very unique signage requirements because of their size and layout. This signage will assist customers coming to the mall whose primary destination is JC Penney. Effective, visible signage can enhance circulation both within the mall site and on adjacent City streets.
5. Because of the mall's arched entryway, two signs are necessary in order to ensure adequate visibility for both eastbound and westbound Arden Way traffic.



## EXHIBIT B

### CITY OF SACRAMENTO PERMITS OR APPROVALS ARDEN FAIR MALL PROJECT

- P88-052 Special permit for Nordstrom store. Joy Patterson, City Planning, 449-5604.
- P88-142 Special permit to expand Mall and for parking garage. Joy Patterson, City Planning, 449-5604.
- P88-151 Special permit, Nordstrom relocation and variance from height restriction. Joy Patterson, City Planning, 449-5604.
- P89-096 Sears/Arden Fair Associates/Nordstrom lot line adjustment. Cindy Lauchland, City Planning, 449-5604.
- P89-110 Special permit modification, Nordstrom parking garage expansion. Joy Patterson, City Planning, 449-5604.
- P89-164 Nordstrom sign variance. Joy Patterson, City Planning, 449-5604.
- P89-237 Special permit modification re: air quality analysis. (Purpose: Neg. Dec. Condition/TMP.) Joy Patterson, City Planning, 449-5604.
- P89-257 Monument sign variance. Joy Patterson, City Planning, 449-5604.
- P89-303 Special sign permit for artistic medallion. Joy Patterson, City Planning, 449-5604.
- P89-304 Lot line adjustment, Weinstock's/Arden Fair Associates. Joy Patterson, City Planning, 449-5604.
- P90-021 Environmental Impact Report/Arden Fair Fourth Anchor Tenant (JC Penney). Joy Patterson, City Planning, 449-5604.
- P92-094 Tentative Parcel Map Approval/Negative Declaration. Joy Patterson, City Planning, 449-5604.

# EXHIBIT C

## TO THE SPECIAL PERMIT APPLICATION FOR THE ARDEN FAIR MALL

### Estimated Occupancy Figures\*

#### Total Occupancy

Mall	8,669
Food Court	40
Sears	3,100
Nordstrom	3,300
Weinstock's	3,000
4th Anchor	3,000
Total	21,109

Fixed Seating 450 (Food Court)

#### Square Footage

	<u>Office</u>	<u>Sales</u>	<u>Loading/ Storage</u>	<u>Other</u>
Mall	3,000	415,004	5,000	161,996
Sears	0	92,002	0	64,925
Weinstock's	4,500	145,000	33,782	12,500
Nordstrom	12,600	96,129	32,400	41,400
4th Anchor	5,600	149,069	4,675	1,669

Total Number of Employees Unknown

#### Employees per Shift

Mall	Unknown
Sears	240
Weinstock's	180
Nordstrom	200
4th Anchor	170

#### Visitors/Customers

Mall	8,176
Sears	3,100
Weinstock's	3,000
Nordstrom	3,300
4th Anchor	3,000

\* Because of ongoing engineering, architecture and design work on all buildings, these numbers are subject to change.

SIZE & TYPE	CATHODE DIAMETER	BALLASTS	ELECTRICAL	AREA SQ. FT.
2'-0" JCPENNEY (WHITE)	SINGLE ROW 20 MM	8 BALLASTS WITHIN LETTERS	5.6 AMPS 1 CIRCUIT	20
2'-0" JCPENNEY (BRONZE)	SINGLE ROW 20 MM	8 BALLASTS WITHIN LETTERS	5.6 AMPS 1 CIRCUIT	20
2'-0" JCP (WHITE)	SINGLE ROW 20 MM	3 BALLASTS WITHIN LETTERS	2.1 AMPS 1 CIRCUIT	9
2'-0" JCP (BRONZE)	SINGLE ROW 20 MM	3 BALLASTS WITHIN LETTERS	2.1 AMPS 1 CIRCUIT	9
3'-0" JCPENNEY (WHITE)	SINGLE ROW 25 MM	8 BALLASTS WITHIN LETTERS	5.6 AMPS 1 CIRCUIT	46
3'-0" JCPENNEY (BRONZE)	SINGLE ROW 25 MM	8 BALLASTS WITHIN LETTERS	5.6 AMPS 1 CIRCUIT	46
3'-0" JCP (WHITE)	SINGLE ROW 25 MM	3 BALLASTS WITHIN LETTERS	2.1 AMPS 1 CIRCUIT	21
3'-0" JCP (BRONZE)	SINGLE ROW 25 MM	3 BALLASTS WITHIN LETTERS	2.1 AMPS 1 CIRCUIT	21
4'-0" JCPENNEY (WHITE)	SINGLE ROW 25 MM	15 BALLASTS WITHIN LETTERS	10.5 AMPS 1 CIRCUIT	88.4
4'-0" JCPENNEY (BRONZE)	SINGLE ROW 25 MM	15 BALLASTS WITHIN LETTERS	10.5 AMPS 1 CIRCUIT	88.4
4'-0" JCP (WHITE)	SINGLE ROW 25 MM	5 BALLASTS WITHIN LETTERS	3.5 AMPS 1 CIRCUIT	38.4
4'-0" JCP (BRONZE)	SINGLE ROW 25 MM	5 BALLASTS WITHIN LETTERS	3.5 AMPS 1 CIRCUIT	38.4
5'-0" JCPENNEY (WHITE)	SINGLE ROW 25 MM	15 BALLASTS WITHIN LETTERS	10.5 AMPS 1 CIRCUIT	129
5'-0" JCPENNEY (BRONZE)	SINGLE ROW 25 MM	15 BALLASTS WITHIN LETTERS	10.5 AMPS 1 CIRCUIT	134
5'-0" JCP (WHITE)	SINGLE ROW 25 MM	5 BALLASTS WITHIN LETTERS	3.5 AMPS 1 CIRCUIT	57.5
5'-0" JCP (BRONZE)	SINGLE ROW 25 MM	5 BALLASTS WITHIN LETTERS	3.5 AMPS 1 CIRCUIT	57.8
6'-0" JCPENNEY (WHITE)	SINGLE ROW 25 MM	16 BALLASTS WITHIN LETTERS	11.2 AMPS 1 CIRCUIT	184
6'-0" JCPENNEY (BRONZE)	SINGLE ROW 25 MM	16 BALLASTS WITHIN LETTERS	11.2 AMPS 1 CIRCUIT	184
6'-0" JCP (WHITE)	SINGLE ROW 25 MM	6 BALLASTS WITHIN LETTERS	4.2 AMPS 1 CIRCUIT	90
6'-0" JCP (BRONZE)	SINGLE ROW 25 MM	6 BALLASTS WITHIN LETTERS	4.2 AMPS 1 CIRCUIT	90
8'-0" JCPENNEY (WHITE)	SINGLE ROW 25 MM	23 BALLASTS WITHIN LETTERS	16.1 AMPS 2 CIRCUITS	316
8'-0" JCPENNEY (BRONZE)	SINGLE ROW 25 MM	23 BALLASTS WITHIN LETTERS	16.1 AMPS 2 CIRCUITS	325
8'-0" JCP (WHITE)	SINGLE ROW 25 MM	8 BALLASTS WITHIN LETTERS	5.6 AMPS 1 CIRCUIT	148
8'-0" JCP (BRONZE)	SINGLE ROW 25 MM	8 BALLASTS WITHIN LETTERS	5.6 AMPS 1 CIRCUIT	148

**SIGN - SPECIFICATIONS (WALL MOUNTED)**

1-1-90



8		5		2	
7		4		1	1-1-91
6		3			5-30-72

**10475-A**

0951

SIZE & TYPE	LIGHTING	TRANSFORMER	ELECTRICAL	AREA - SQ. FT.

GENERAL NOTES

- 1- Refer to JCPenney sketch plan package for the location, color and sizes of signs required.
- 2- Refer to the manufacturers full size template for verification of electrical outlets and fastening points.
- 3- Contractor shall verify all dimensions and conditions on the job.
- 4- Architect shall investigate and ascertain all local and state codes and ordinances governing signs and advise JCPenney of any areas of non compliance.
- 5- Refer to JCPenney Handbook/Specifications Divisions 10 & 16.
- 6- Sign Areas indicated on Detail 10475-A are computed on the following basis:



GENERAL SPECIFICATIONS

- 1- Acrylic plastic faces shall match the following "Plexiglas Numbers":
  - (A) - White Sign no. 7328 white.
  - (B) - Bronze sign no. 2412 bronze.
- 2- Frame Extruded Aluminum, primed and finished in an exterior enamel color to match "DURANODIC" bronze no. 313.
- 3- Hanging hardware shall be galvanized steel furnished by the sign manufacturer except as noted on the details.
- 4- All letters shall be wired for 120 volts, 60 cycle electric service.
- 5- Transformers and/or ballast shall be high power factor outdoor type.
- 6- Light element shall be 4500° white cathode tubes.
- 7- All letters shall be constructed of incombustible material, and approved acrylic plastic.
- 8- Signs shall be provided with 3/16" long wire pigtails.
- 9- All components shall be U. L. approved
- 10- Provide for weep holes along bottom of signs.
- 11- Sign manufacturer shall guarantee all joints against light leakage.
- 12- All exposed hardware shall be painted under the General Contract to match the Building color.
- 13- All Fasteners, bolts, screws, tubing etc., shall be concealed from public view.
- 14- All electrical junction boxes shall be accessible for maintenance.

Formerly Detail Nos. A-18-A7 and A-1030D, 10475D

0952

**SIGN - SPECIFICATIONS & NOTES (WALL MOUNTED)**

**10475-B**

8		5	5-1-78	2	1-1-74
7	1-1-83	4	8-1-76	1	7-1-75
6	1-1-81	3	12-1-74		9-21-72

