



# REPORT TO PLANNING AND DESIGN COMMISSION City of Sacramento

# 8

915 I Street, Sacramento, CA 95814-2671  
[www. CityofSacramento.org](http://www.CityofSacramento.org)

[PUBLIC HEARING](#)  
[September 13, 2012](#)

To: Members of the Planning and Design Commission

**Subject: Seasons 52 Sign Variance (P12-035)**

A request for a total of three (3) new exterior signs at a restaurant in the General Commercial (C-2) zone, within the Arden Fair Mall.

- A. Environmental Determination: Exempt per CEQA Guidelines Section 15301 (Existing Facilities);
- B. Variance to exceed signage quantity allowance in the C-2 zone.

**Location/Council District:**

1689 Arden Way #1065, Sacramento, CA 95815

Assessor's Parcel Number 277-0160-071-0000

Council District 2

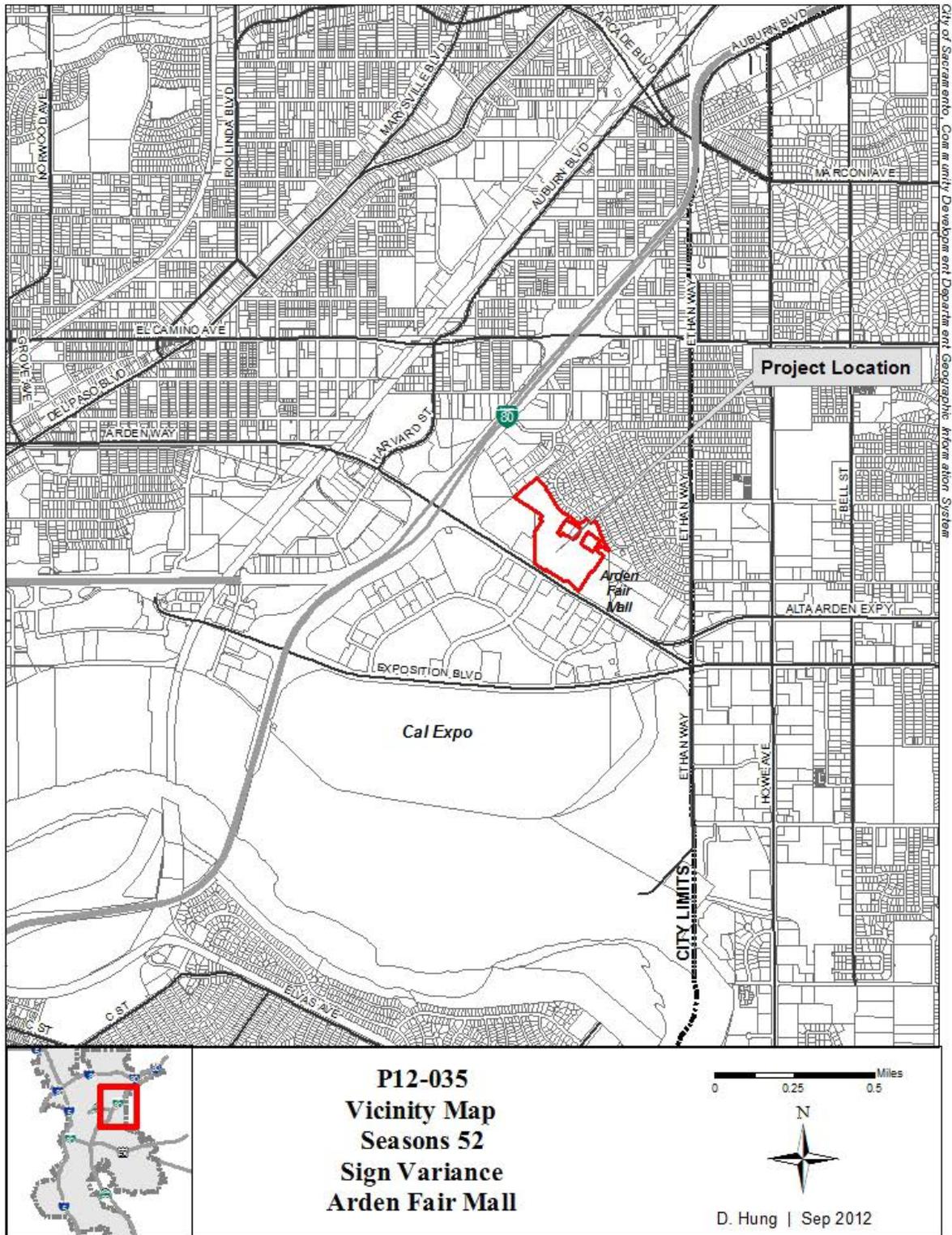
**Recommendation:** Staff recommends the Commission approve the request based on the findings and subject to the conditions listed in Attachment 1. **The project is non-controversial at the time of writing this report.** The Commission has final approval authority over items A to B above, and its decision is appealable to City Council.

**Contact:** David Hung, Associate Planner, (916) 808-5530; Lindsey Alagozian, Senior Planner, (916) 808-2659; Gregory Bitter, Principal Planner, (916) 808-7816

**Applicant:** Ad Art Sign Company, Attn: Joy Turnipseed, (559) 225-4809, 2670 W. Shaw Lane, Suite 102, Fresno, CA 93711

**Owner:** Arden Fair c/o Macerich, Attn: Tod Strain, Senior Property Manager, (916) 920-4809, 1689 Arden Way, Sacramento, CA 95815

Vicinity Map



**Summary:** The applicant is requesting a total of three (3) new exterior signs for the Seasons 52 restaurant within the Arden Fair Mall. The project requires a Variance to exceed the quantity allowance for signage in the General Commercial (C-2) zone. Notices were sent to property owners within 500-foot radius of the property for the public hearing.

<b>Table 1: Project Information</b>
<b>General Plan designation:</b> Urban Center High
<b>Design Review District:</b> Citywide Single Family
<b>Existing zoning of site:</b> General Commercial (C-2)
<b>Existing use of site:</b> Commercial/Retail
<b>Property area:</b> approximately 28 acres (APN 277-0160-071-0000)

**Background Information:** On May 26, 1988, the Planning Commission approved a Special Permit to allow the remodel and expansion at Arden Fair Mall (P88-142). Thereafter, numerous modifications were also approved for the shopping center. Recent approvals included the modification of the building exterior of the new Seasons 52 restaurant and to locate exterior seating (Z12-014), the renovation of new BJs restaurant (Z10-121), a proposal for the filling of an existing opening, approximately 300 square feet in area, at the second floor deck located at the food court within the mall (Z10-046). The previous tenant at the Seasons 52 restaurant space was Fresh Choice restaurant.

**Public/Neighborhood Outreach and Comments:** Hearing notices were sent to various groups including the Swanston Estates Neighborhood Association, the Arden Fair Merchants Association and the Point West Area Transportation Management Association. Staff has not received any comments from the public at the time of the writing of this report.

**Environmental Considerations:** The Community Development Department, Environmental Planning Services Division has reviewed this project and determined that it is exempt from the provisions of the California Environmental Quality Act (CEQA) under Section 15301, Existing Facilities. Section 15301 consists of minor alteration to existing facilities involving no expansion of use.

**Policy Considerations:** The 2030 General Plan Update was adopted by City Council on March 3, 2009. The 2030 General Plan's goals, policies, and implementation programs define a roadmap to achieving Sacramento's vision to be the most livable city in America. The 2030 General Plan Update designation of the subject site is Urban Center High which provides for a balanced mix of high-density/intensity single-use commercial or residential development or horizontal and vertical mixed-use development. The proposed project meets the 2030 General Plan goals and policies related to Citywide Land Use and Urban Design and the development of the Urban Center High designation.

**Project Design:**

The project proposes a total of 3 new exterior signs for a restaurant located at the intersection of a main pedestrian thoroughfare and a main vehicular thoroughfare within the mall. The front building occupancy is approximately 156 feet. Following is a description of each of the proposed signs:

Sign Number:	Exhibit:	Location:	Type of Sign:	Size of Sign:
A	1C, 1D, 1H	Southwest	Attached	100 square feet
B	1C, 1E, 1H	Southwest	Blade/attached	10 square feet
C	1C, 1E, 1H	Northwest	Blade/attached	10 square feet

For the General Commercial (C-2) zone, two attached signs are permitted for each occupancy per the City of Sacramento Sign Ordinance. Such signs shall not exceed a total aggregate area of three square feet of sign area for each front foot of building occupancy. Such signs may be placed flat against a building, may be projected or non-projected signs and may be located on an architectural projection or attached to the underside of an architectural projection.

The aggregate area of the proposed signs does not exceed the maximum allowance for the C-2 zone; however, the three signs exceeded the maximum allowance of two attached signs for the occupancy and require the approval of a variance. Per section 15.148.1040 of the sign ordinance, the planning and design commission shall have authority to grant a variance when the following is shown:

- That exceptional or extraordinary circumstances or conditions apply to the case referred to in the application that do not apply generally in the same district and the enforcement of the regulations of this article would have an unduly harsh result upon the utilization of the subject property;
- That the variance will not result in a special privilege to one individual property owner and that the variance would be appropriate for any property owner facing similar circumstances;
- That 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.

Staff supports the variance based on the following findings:

1. An exceptional site condition is present in that the tenant space is situated at the intersection of a main pedestrian thoroughfare and a main vehicular thoroughfare and necessitates identification at both axes;

2. The variance does not result in a special privilege to one individual property owner and that the variance would be appropriate for another user with similar site conditions;
3. 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 since the signs do not interfere with pedestrian or vehicular traffic.

Staff believes that each sign serves a specific and needed function in identifying the tenant. Attached sign A is the main identification sign and is directed towards vehicles entering into the retail center from Arden Way. Blade sign B is directed towards both vehicles and pedestrians traveling on the east/west driveway traversing the site. Blade sign C is directed towards pedestrians traveling in and out of the entry way to the mall. Therefore, staff supports the variance.

**Recommendation:** Staff recommends the Commission approve the requested entitlements based on the findings and subject to the conditions listed in Attachment 1.

Respectfully submitted by: David Hung  
DAVID HUNG  
Associate Planner

Approved by: Lindsey Alagozian  
LINDSEY ALAGOZIAN  
Senior Planner

Recommendation Approved:

Gregory Bitter  
GREGORY BITTER, AICP  
Principal Planner

Table of Contents:

Page 1	Report
Page 7	Attachment 1: Proposed Findings of Fact and Conditions of Approval
Page 9	Exhibit 1A: Overall Site Plan
Page 10	Exhibit 1B: Aerial Site Plan
Page 11	Exhibit 1C: Building Elevation
Page 12	Exhibit 1D: Sign A
Page 13	Exhibit 1E: Signs B & C
Page 14	Exhibit 1F: Sign B Section
Page 15	Exhibit 1G: Sign C Section
Page 16	Exhibit 1H: Sign Location Plan
Page 17	Attachment 2: Land Use & Zoning Map

**Attachment 1**  
**Proposed Findings of Fact and Conditions of Approval**  
**Seasons 52 Sign Variance (P12-035)**  
**1689 Arden Way #1065, Sacramento, CA 95815**

**Findings of Fact**

**A. Environmental Determination: Exemption**

Based on the determination and recommendation of the City's Environmental Planning Services Manager and the oral and documentary evidence received at the hearing on the Project, the Planning and Design Commission finds that the Project is exempt from review under Section 15301 (Existing Facilities) of the California Environmental Quality Act Guidelines as follows:

The project consists of the placement of exterior signs to an existing facility which is a minor alteration with no expansion.

**B. The **Variance** to exceed signage quantity allowance in the C-2 zone is approved subject to the following Findings of Fact and Conditions of Approval:**

1. An exceptional site condition is present in that the tenant space is situated at the intersection of a main pedestrian thoroughfare and a main vehicular thoroughfare and necessitates identification at both axes;
2. The variance does not result in a special privilege to one individual property owner and that the variance would be appropriate for another user with similar site conditions;
3. 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 since the signs do not interfere with pedestrian or vehicular traffic.

**Conditions of Approval**

**B.** The **Variance** to exceed signage quantity allowance in the C-2 zone is **approved** subject to the following Conditions of Approval:

Planning Division

- B1. The applicant shall obtain sign permits prior to the installation of any of the signs approved under this application.
- B2. Modifications to the signs reviewed under this application shall be subject to approval by the Planning Division prior to the issuance of sign permits.



Exhibit 1B: Aerial Site Plan



**ADART**  
SIGN COMPANY  
2670 W. SHAW LANE, SUITE 102  
FRESNO, CA 93711  
T 559-225-2183  
F 559-225-2186  
CA STATE CONTRACTORS LICENSE #628051

**Seasons 52**  
FRESH GRILL  
Arden Fair Mall  
1689 Arden Way Ste. 1065  
Sacramento, CA

SALES: Bob Kierejczyk  
DRAWING #: 7-11-2012  
DRAWN BY: James Franks  
SCALE: As noted  
SHEET: 2 of 4

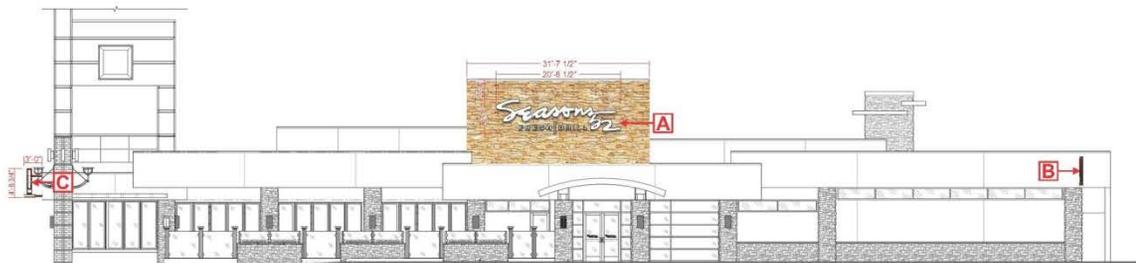
Revision	Date	Description

SALES APPROVAL \_\_\_\_\_

CUSTOMER APPROVAL \_\_\_\_\_

LANDLORD APPROVAL \_\_\_\_\_

CONCEPTUAL DRAWING ONLY:  
Dimensions are approximate & may change due to construction factors or exact field conditions. Colors shown are as close as printing will allow, always follow written specifications.  
ALL RIGHTS RESERVED. This design has been created for you in connection with a project being planned for you by ADART. It may not be shown to anyone outside your organization, and may not be reproduced in any manner without prior consent.



Southwest elevation - Scale: 1/16" = 1'-0"



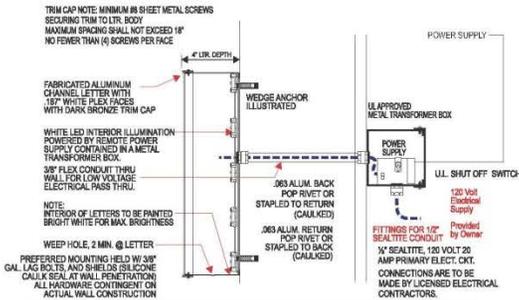
Northwest elevation - Scale: 1/16" = 1'-0"



**A** CHANNEL LETTER SPECIFICATIONS SCALE: 1/4"=1'-0"

Description: Manufacture and install one (1) set of internally-illuminated Channel letters.

Component	Type	Specifications	Color / Finish
Faces	.187 White plex	N/A	White
Returns	.063 Aluminum	Paint (satin)	Dark bronze
Trimcap	1" Trimcap	Paint (satin)	Dark bronze
Illumination	LED		White



SECTION DETAIL FOR CHANNEL LETTERS

**adART**  
SIGN COMPANY  
2670 W. SHAW LANE, SUITE 102  
FRESNO, CA 93711  
T 559-225-2183  
F 559-225-2186  
CA STATE CONTRACTORS LICENSE #628051

**Seasons 52**  
FRESH | GRILL  
Arden Fair Mall  
1689 Arden Way Ste. 1065  
Sacramento, CA

SALES: Bob Kierejczyk  
DRAWING #: 7-11-2012  
DRAWN BY: James Franks  
SCALE: As noted  
SHEET: 1 of 6

Revision	Date	Description
1	8-3-12	Remove one blade sign
2	8-24-12	Add engineering
3	8-28-12	Revise engineering

SALES APPROVAL \_\_\_\_\_  
CUSTOMER APPROVAL \_\_\_\_\_  
LANDLORD APPROVAL \_\_\_\_\_

CONCEPTUAL DRAWING ONLY:  
Dimensions are approximate & may change due to construction factors or exact field conditions. Colors shown are as close as printing will allow, always follow written specifications.  
ALL RIGHTS RESERVED. This design has been created for you in connection with a project being planned for you by AD ART. It may not be shown to anyone outside your organization, and may not be reproduced in any manner without prior consent.

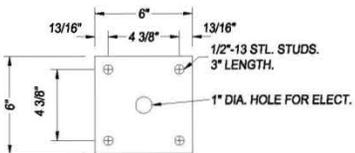






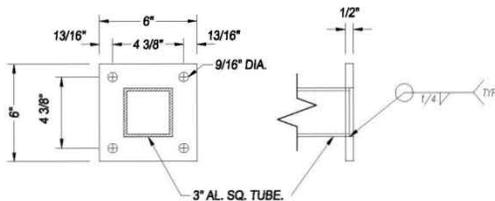
Exhibit 1G: Sign C Section

**SIGN C**



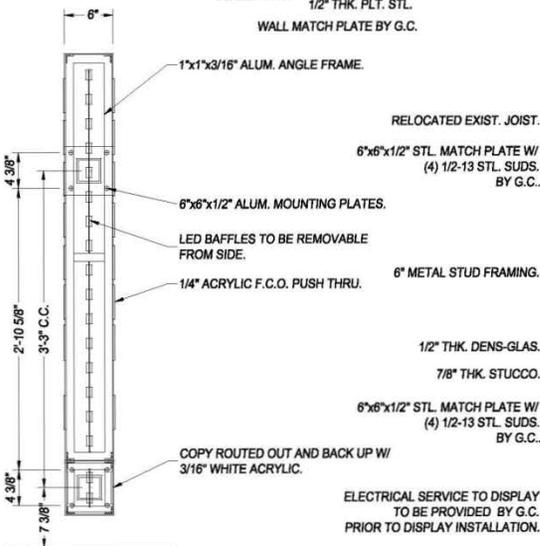
**WALL PLATE DETAIL**

SCALE: N.T.S.  
1/2" THK. PLT. STL.  
WALL MATCH PLATE BY G.C.



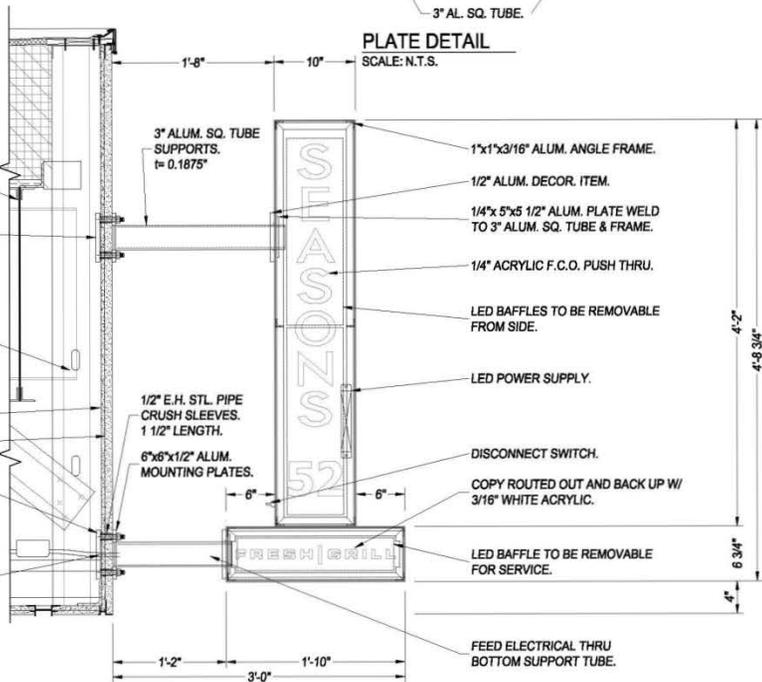
**PLATE DETAIL**

SCALE: N.T.S.



**SECTION VIEW**

SCALE: 1"=1'-0"



**ELEVATION VIEW**

SCALE: 1"=1'-0"

APPROX. WEIGHT 200 lbs.

NOTE: ALL GROUND WIRE CONNECTIONS TO BE WITH # 10-32 GREEN MACHINE SCREW. ALL INTERNAL WIRING TO BE IN 1/2" FLEX CONDUIT.

**ADART SIGN COMPANY**  
2670 W. SHAW LANE, SUITE 102  
FRESNO, CA 93711  
T 559-225-2183  
F 559-225-2186  
CA STATE CONTRACTORS LICENSE #926091

**Seasons 52 FRESH DRILL**  
Arden Fair Mall  
1689 Arden Way Ste. 1065  
Sacramento, CA

SALES: Bob Kierejczyk  
DRAWING #: 7-11-2012  
DRAWN BY: James Franks  
SCALE: As noted  
SHEET: 5 of 6

Revision	Date	Description
1	8-3-12	Remove one blade sign
2	8-24-12	Add engineering
3	8-28-12	Revise engineering

SALES APPROVAL \_\_\_\_\_  
CUSTOMER APPROVAL \_\_\_\_\_  
LANDLORD APPROVAL \_\_\_\_\_

CONCEPTUAL DRAWING ONLY. Dimensions are approximate & may change due to construction factors or exact field conditions. Colors shown are as close as printing will allow, always follow written specifications.  
ALL RIGHTS RESERVED. This design has been created for you in connection with a project being planned for you by AD ART. It may not be shown to anyone outside your organization, and may not be reproduced in any manner without prior consent.

Exhibit 1H: Sign Location Plan

**ADART**  
SIGN COMPANY  
2670 W. SHAW LANE, SUITE 102  
FRESNO, CA 93711  
T 559-225-2183  
F 559-225-2186  
CA STATE CONTRACTORS LICENSE #626951

**Seasons 52**  
FRESH GRILL  
Arden Fair Mall  
1689 Arden Way Ste. 1065  
Sacramento, CA

SALES: Bob Kierejczyk  
DRAWING #: 12-035  
DATE: 7-11-2012  
DRAWN BY: James Franks  
SCALE: As noted  
SHEET: 6 of 6

Revision	Date	Description
1	8-3-12	Remove one blade sign
2	8-24-12	Add engineering
3	8-28-12	Revise engineering

SALES APPROVAL \_\_\_\_\_  
CUSTOMER APPROVAL \_\_\_\_\_  
LANDLORD APPROVAL \_\_\_\_\_

CONCEPTUAL DRAWINGS ONLY.  
Dimensions are approximate & may change due to construction factors or exact field conditions. Colors shown are as close as printing will allow, always follow written specifications.  
ALL RIGHTS RESERVED: This design has been created for you in connection with a project being planned for you by ADART. It may not be shown to anyone outside your organization, and may not be reproduced in any manner without prior consent.



Site plan - Scale: NTS



Floor plan - Scale: NTS

