

Architectural Review Board
Sacramento, California

Members in Session:

SUBJECT: Parking Sign-Downtown Plaza Shops

LOCATION: Parking entrance on "J" Street between 5th and 6th Streets.

The City Traffic Engineer has reviewed and approved the attached sign proposal "Parking" - Downtown Plaza Shops" on the building canopy.
See exhibit A.

The staff has reviewed the sign proposal and has concerns regarding the overall building design and the sign program for the Downtown Plaza Shops.

On April 4, 1979 the ARB approved a sign program for Building B-2 (5th and "J" Streets) which essentially consisted of individual letters generally located on the redwood band of the structure.

The current sign proposal consists of two signs:

1. A sign 9'6" X 22" indicating "PARKING" would be located on the top plaster portion of the canopy.
2. A second sign consisting of individual letters "Downtown Plaza Shops" would be located on the redwood band of the canopy.

The can sign indicating "parking" is not compatible with the approved sign program. The individual letters "Downtown Plaza Shops" is compatible to the overall sign program. The staff therefore suggests the two signs be incorporated as one sign against the redwood band on the canopy. A suggested design would be:

"Downtown Plaza Shops - PARKING"

This entire message should be located on the redwood bands. In addition the letters of "Downtown Plaza Shops" would be a ivory color and the letters of "PARKING" Should be a contrasting color such as blue.

A second alternative would be to eliminate the parking sign cabinet and use smaller individual letters on the top plaster band.

The Project Architect of the Redevelopment Agency has reviewed the Parking sign and indicates the Parking canopy sign as proposed does not relate to the structure or other signs. An alternative would be to locate the parking sign under the canopy (hanging sign).

STAFF RECOMMENDATION:

The Board should consider three (3) alternatives for the canopy signs:

1. Incorporate both signs on the redwood band and use contrasting colors (Individual letters).
2. The " Parking " sign be individual letters located on the top plaster band.
3. Locate the "Parking" sign under the canopy (hanging sign) (approximately 1' X 5' in size)

The staff does not concur with the applicant's submitted sign proposal. The cabinet "parking" sign does not relate to the structure or to existing signs.

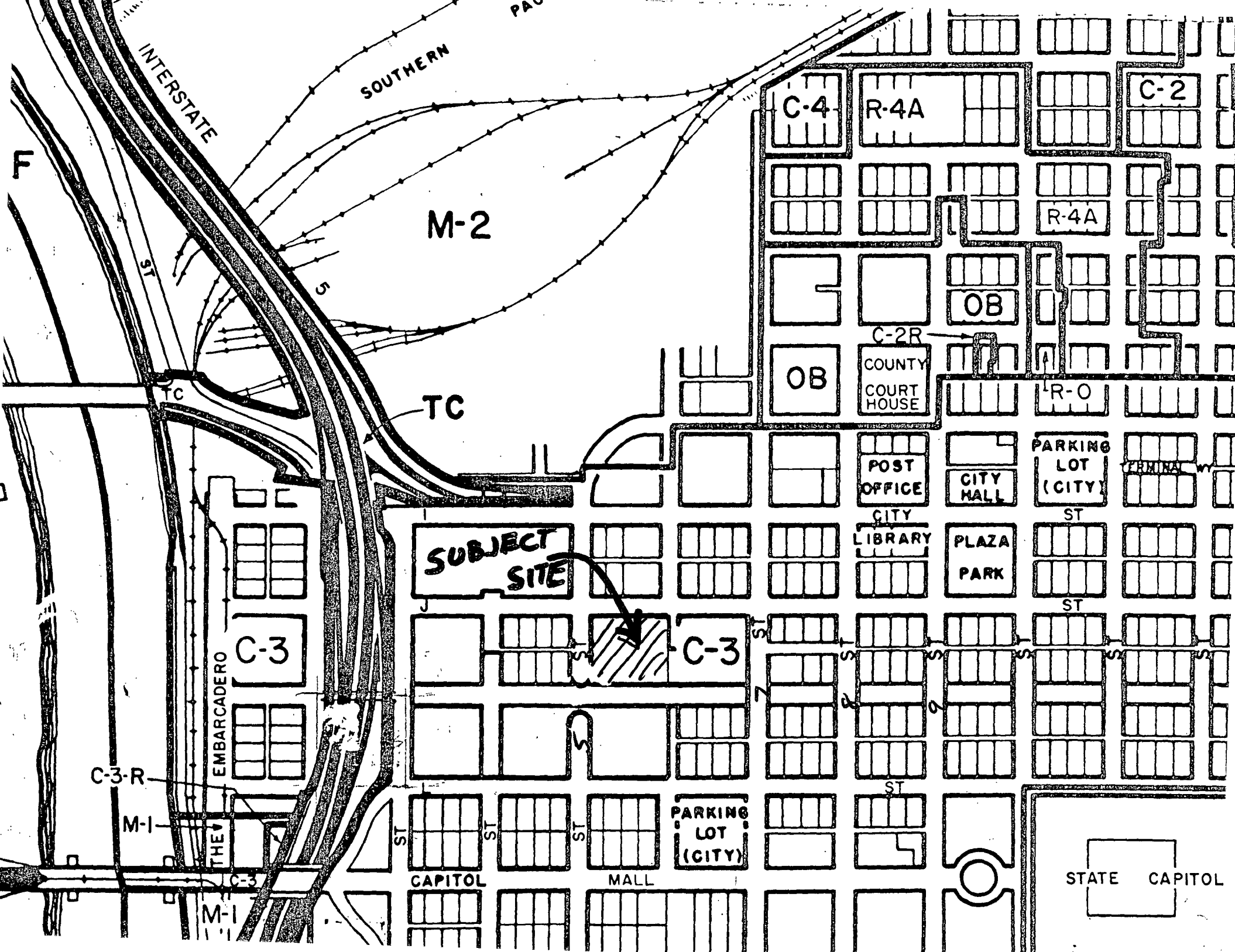
The staff recommends alternative #1 which would conform to the sign program.

Respectfully submitted,



Wilfred Weitman
Associate Planner

WW:dd



INTERSTATE

SOUTHERN

M-2

C-4

R-4A

C-2

R-4A

OB

OB

C-2R
COUNTY
COURT
HOUSE

R-0

POST
OFFICE

CITY
HALL

PARKING
LOT
(CITY)

CITY
LIBRARY

PLAZA
PARK

ST

ST

SUBJECT
SITE

C-3

C-3

C-3-R

M-1

EMBARCADERO

THEV

M-I

ST

ST

ST

CAPITOL

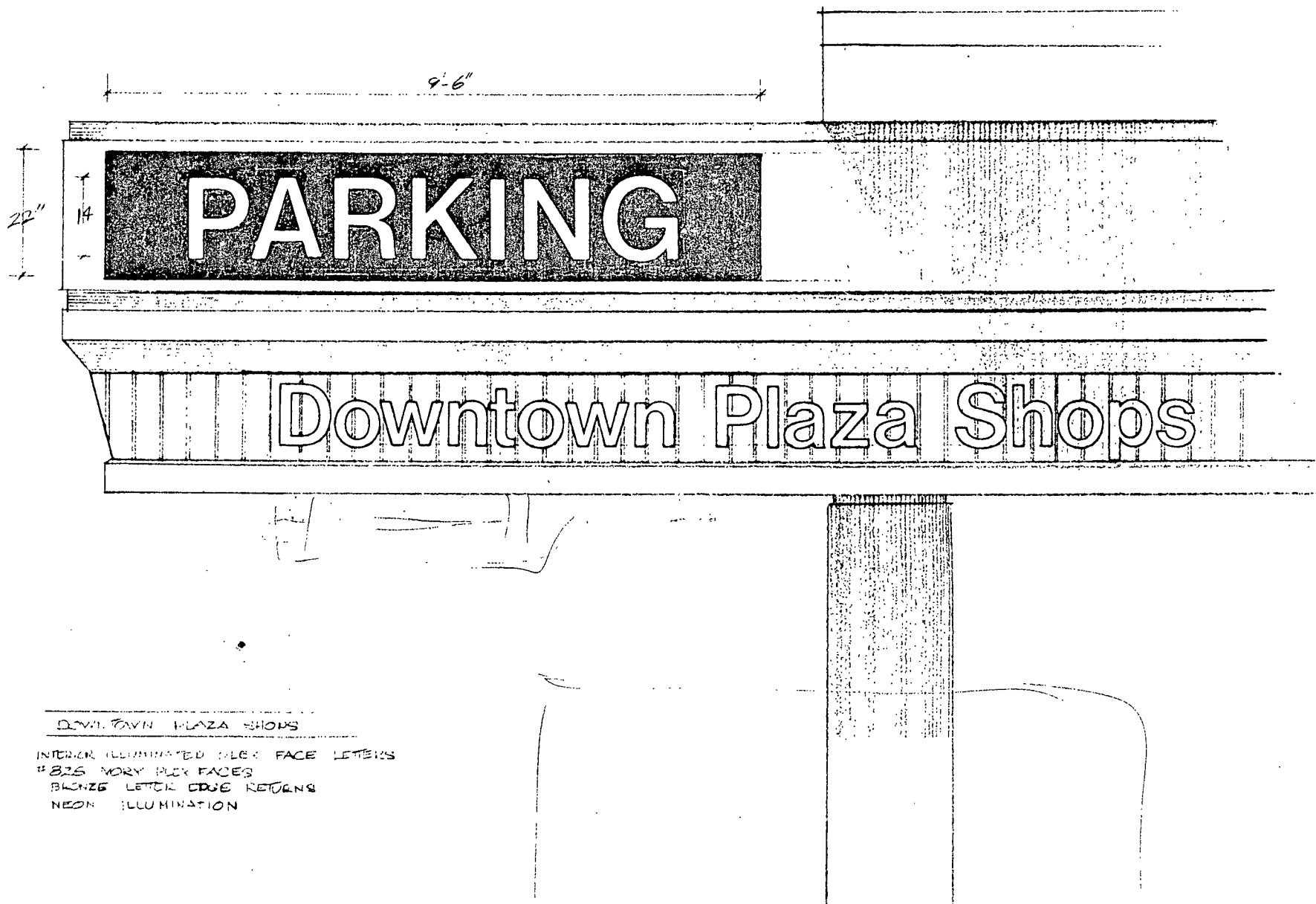
MALL

PARKING
LOT
(CITY)

ST

STATE CAPITOL

INTERIOR ILLUMINATED SIGN
CABINET - FABRICATED ALUMINUM / PAINTED TO MATCH LIVINGSTONE BRONZE
SIGN FACE ROUTED TO ALLOW LETTERS TO SHOW THRU
LETTERS - #264 ORANGE PLEX WITH 3/8" BRONZE TRIMMED CORNERS



DOWNTOWN PLAZA SHOPS

INTERIOR ILLUMINATED PLEX FACE LETTERS
#825 MORY PLEX FACES
BRONZE LETTER EDGE RETURNS
NEON ILLUMINATION

Exhibit A"