

## AMENDED STAFF REPORT

Architectural Review Board  
Sacramento, California

Members in Session:

SUBJECT: Downtown Plaza Sign Resubmittal

LOCATION: Downtown Plaza Stairway - North side of "L" Street between  
5th and 6th Streets.

On August 1, 1979 the ARB reviewed a sign proposal which consisted of a double faced pole sign, 75 square feet in area and 20 feet in height. The Board indicated the sign was not compatible to the architecture of the building. Therefore, the item was continued so that the applicant can redesign the proposed pole sign.

### REVISED SIGN:

The applicant has modified the original design by eliminating the pole and designing the sign as a monument type structure. The proposed sign (6' X 7') is attached to a stucco structure that is 7 feet in height and 4 feet in width. This stucco structure is also designed as part of the stairway structure. The overall height of the new sign from the sidewalk is approximately 18 feet. The total square footage of the sign is 42 square feet. The original sign was 75 square feet. The proposed monument type sign would contain a texcoat finish to match the material and color of the building. In addition, the sign background would be a bronze color with orange letters.

### STAFF COMMENT:

The revised sign design is an improvement over the original pole sign. The new monument sign relates to the building; however, the height and mass of the monument sign is not compatible with the streetscape or pedestrian scale or complies with the City Sign Ordinance.

The staff has the following observations:

1. The proposed sign projects to the City right-of-way, and therefore violates the Sign Ordinance. The sign must be reduced in size in order to comply with the Sign Ordinance.
2. The sign is oversized and should be proportionately reduced in overall size. The staff suggests a smaller sign such as a 4' X 5' sign on a 2' X 7' pedestal. Therefore, the overall height of the sign from the sidewalk would be 15 feet. The staff feels the reduced sign (4' X 5' with the appropriate texcoat finish to match the building would be compatible to the building as well as to the street and pedestrian scale. (See Exhibit A)

In addition, the Redevelopment Agency has reviewed and approved the new sign proposal for Downtown Plaza.

STAFF RECOMMENDATION:

The staff recommends approval of the new sign proposal subject to conditions and based on findings of fact:

Conditions:

1. The proposed sign shall be reduced in size and height according to exhibit A (Sign size - 4' X 5' and 15 foot height)
2. A revised drawing of the sign shall be submitted to staff for review and approval.

\* (See Amended Conditions)

Findings of Fact:

1. The revised sign design would comply with the design guidelines of the Old City Design Review District.
2. The new sign would be compatible with the architecture of the building.
3. The new sign would comply with the City Sign Ordinance.

Respectfully submitted,

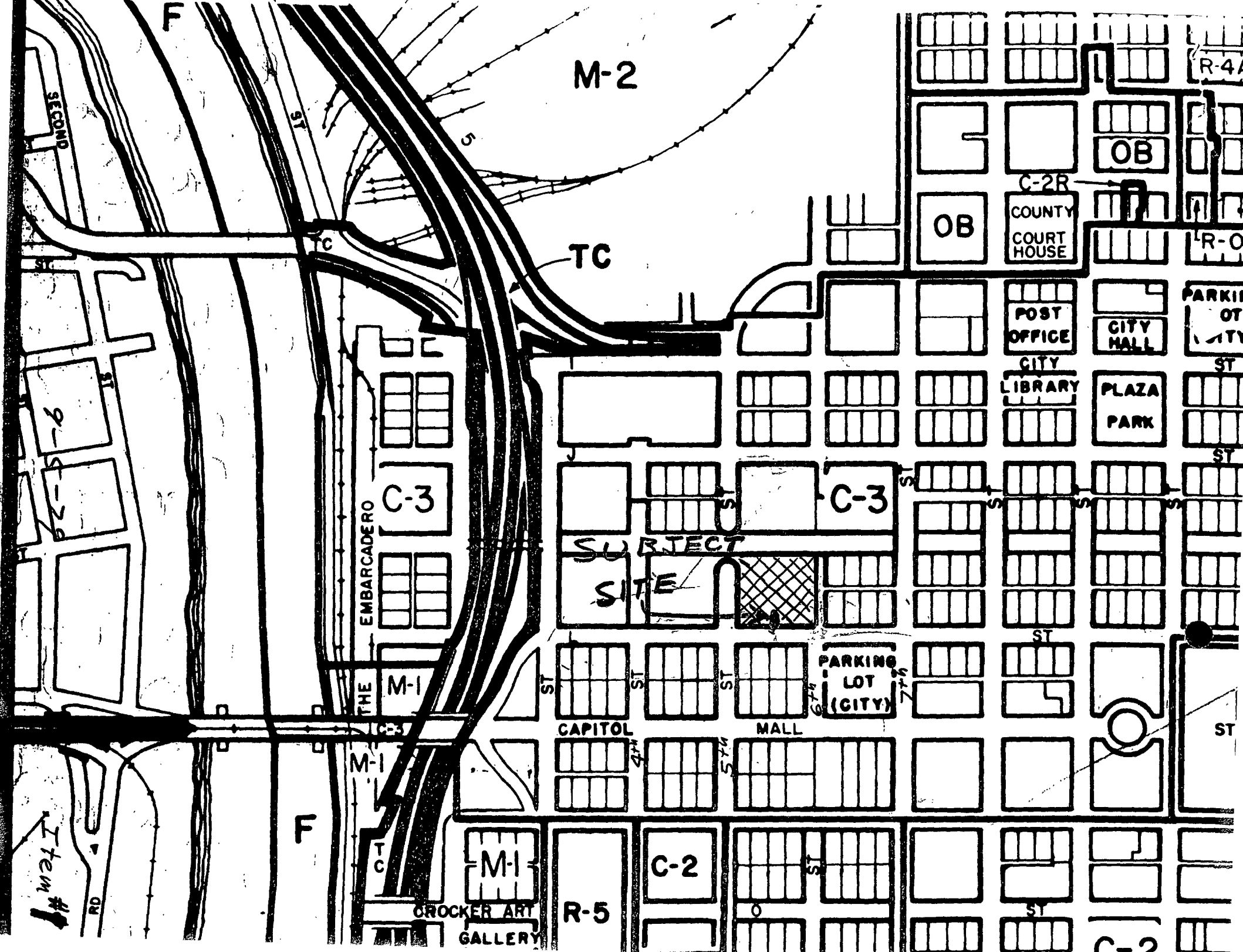


Wilfred Weitman  
Associate Planner

WW:dd

AMENDED CONDITIONS

3. The base of the sign shall remain 3.75 feet in width.



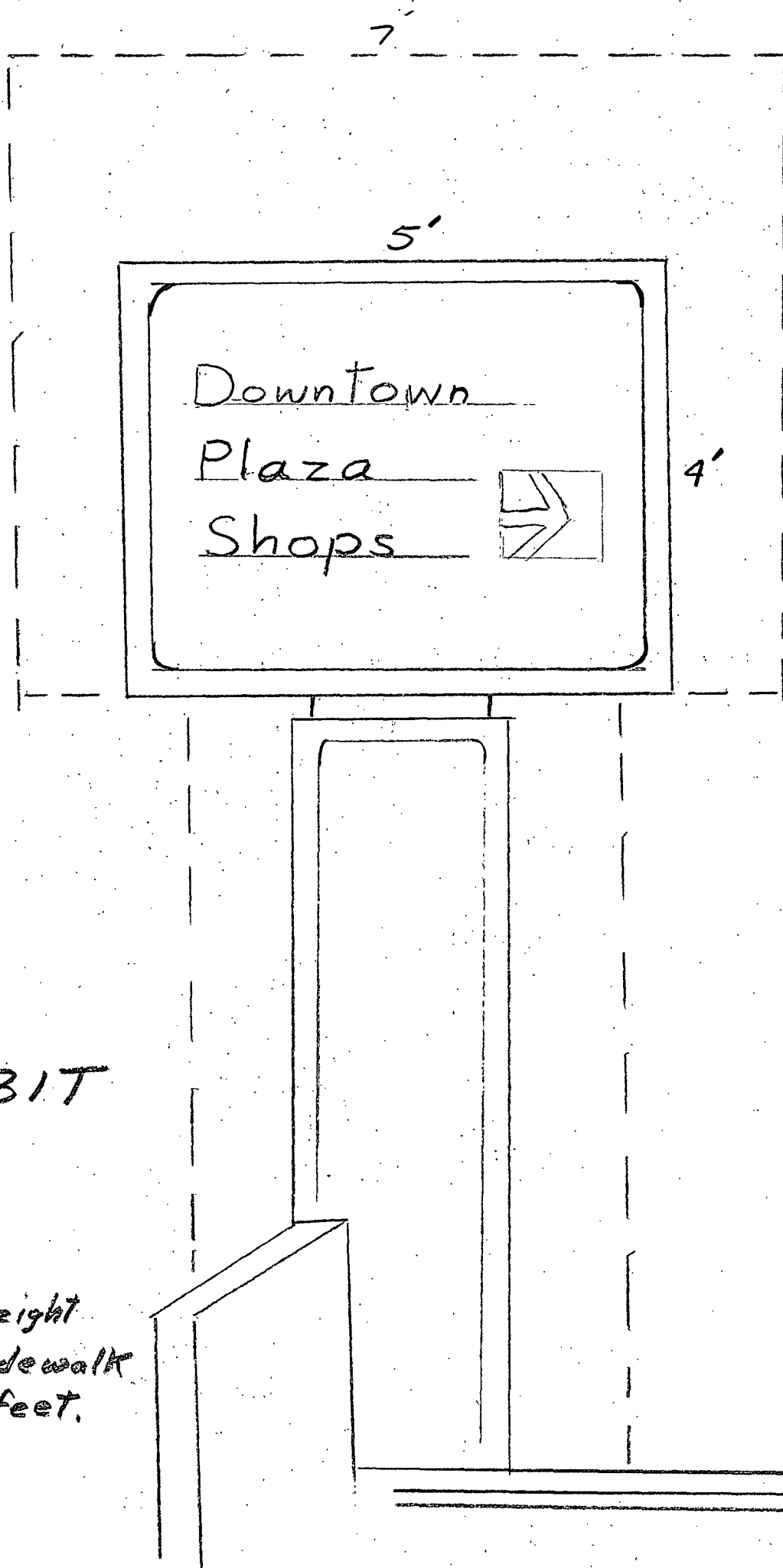


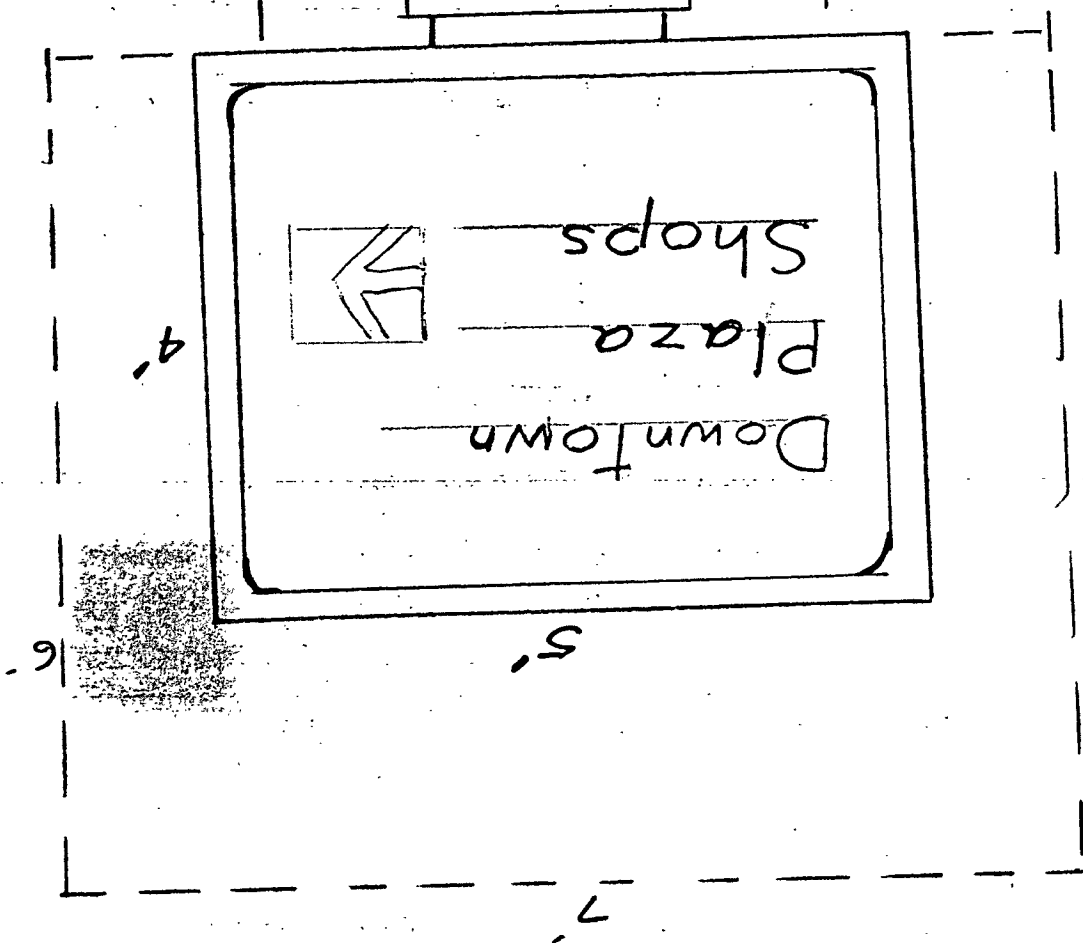
EXHIBIT  
"A"

Total height  
from sidewalk  
15 feet.

#1

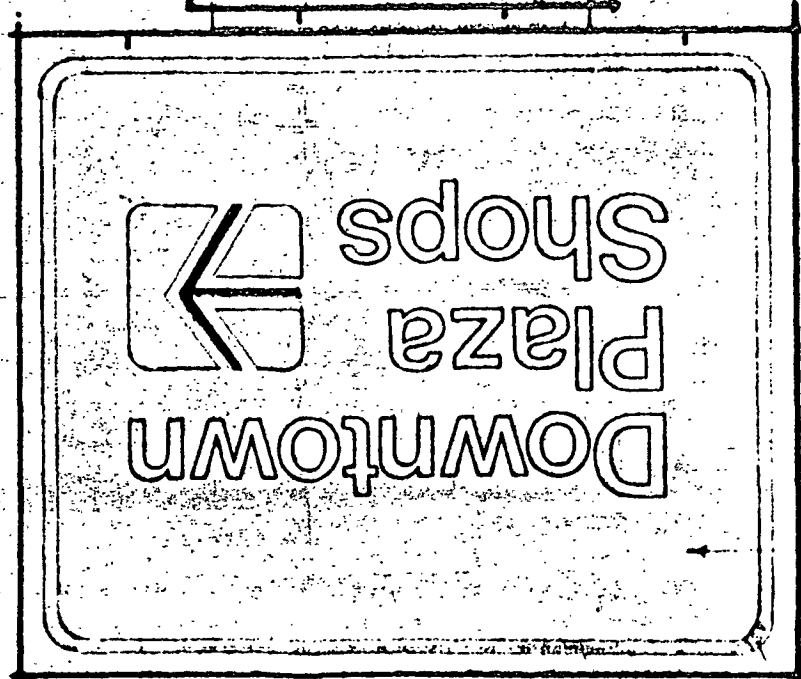
Total height  
from sidewalk  
15 feet.

EXHIBIT  
"A"

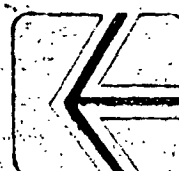


6C-5-6

#1

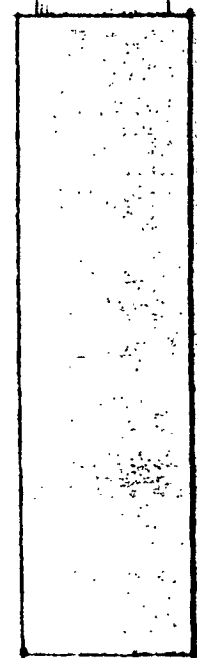
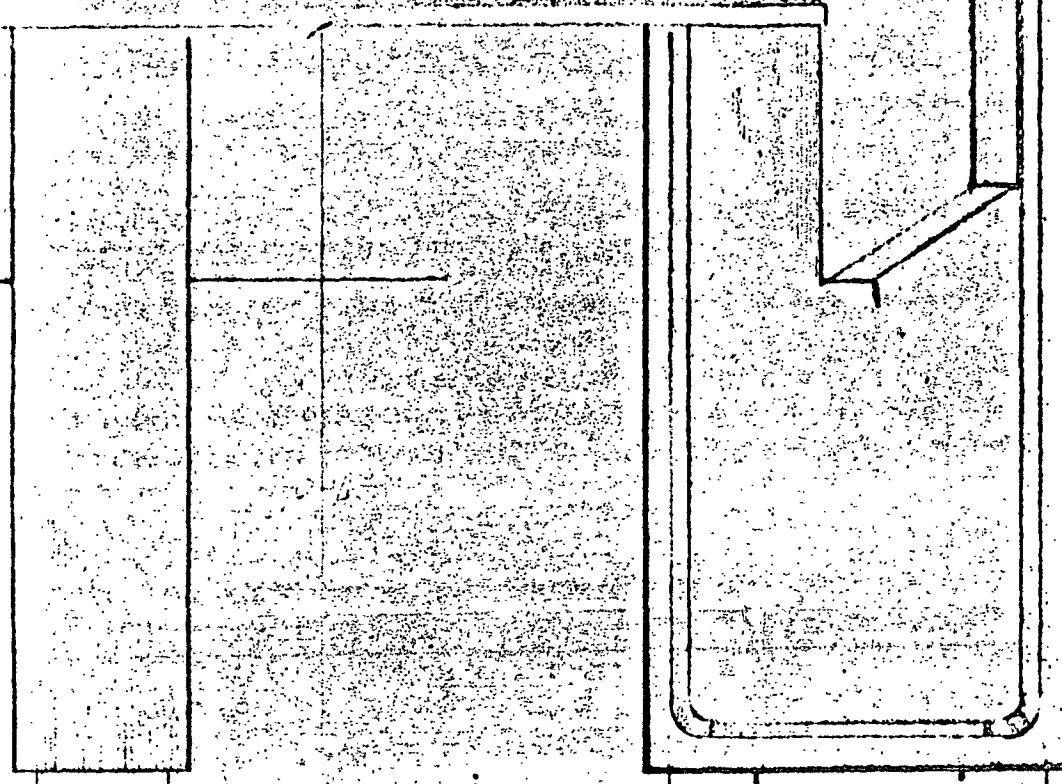


Downtown  
Plaza  
Shops



MATCH BLDG  
DIRECTION: BECAUSE  
ROUTED TO ALLEY  
W/ TRAIL  
NOT ILEX WITH  
O ESCAPES

TO MATCH BLDG.  
A PLOH

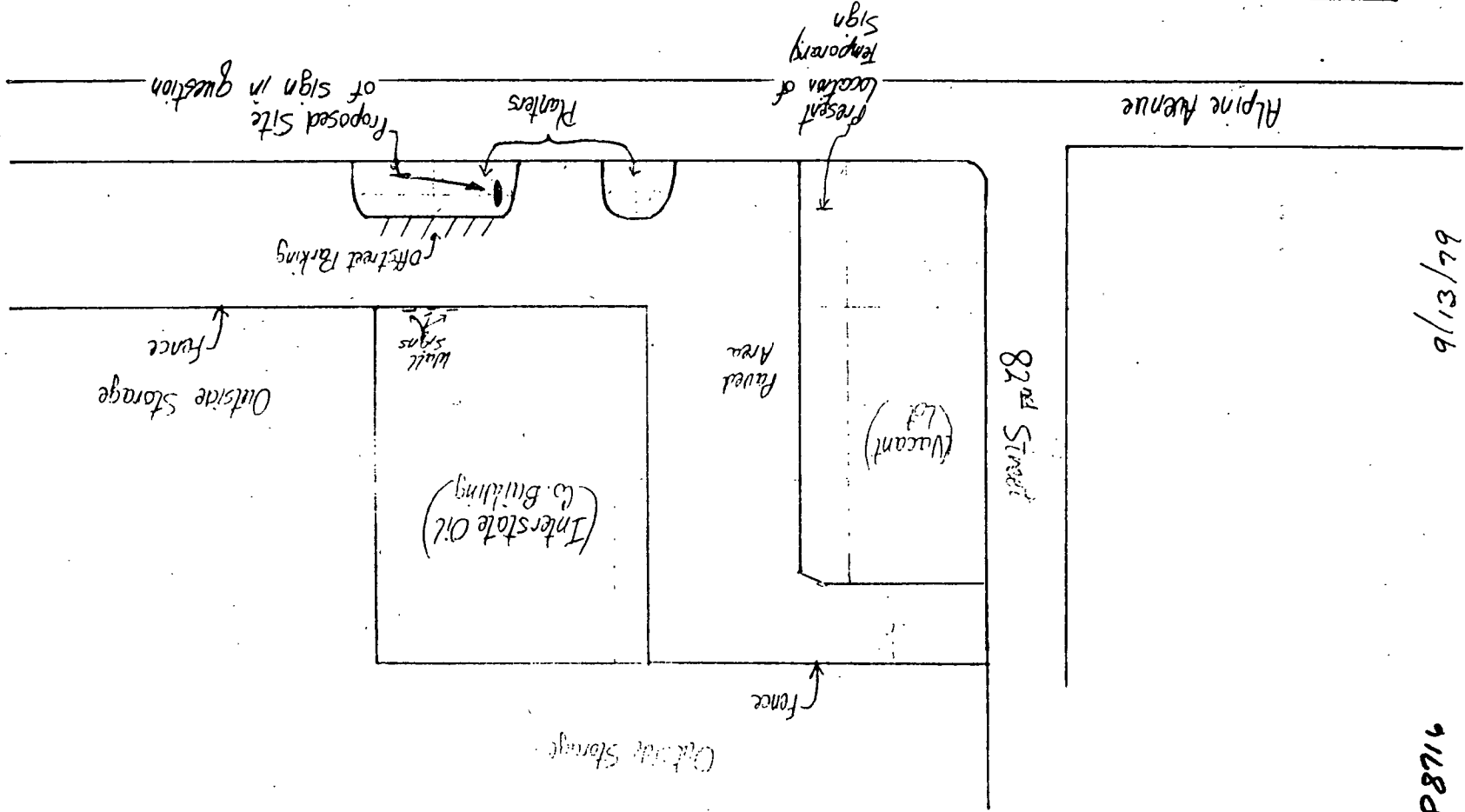
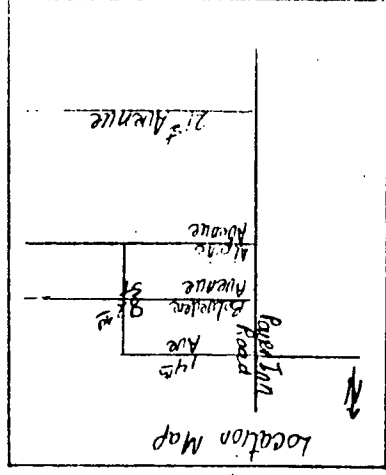


18'0"  
17'0"

824

6/13/76

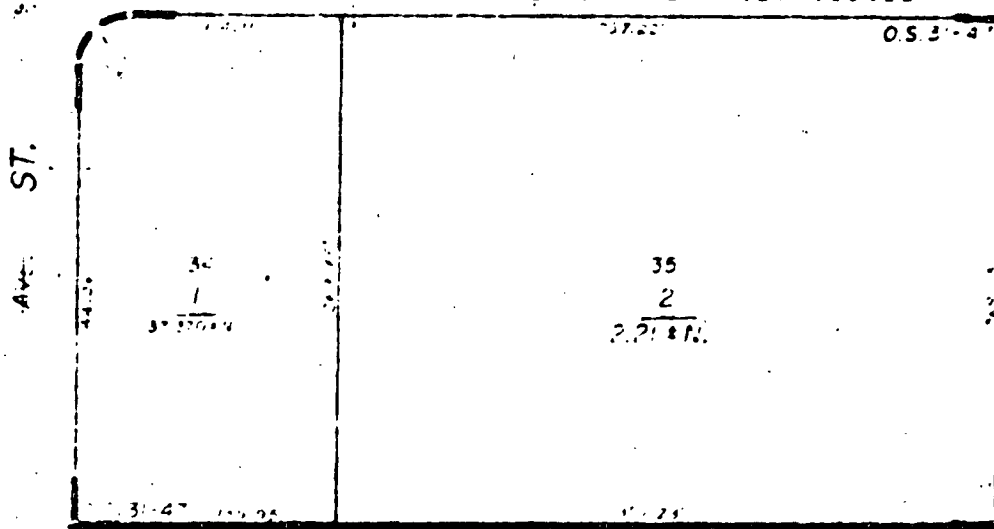
9/88



K. Sanders



BELVEDERE



06

OUTSIDE STORAGE

