

AMENDED REPORT
(See Back Page)

Architectural Review Board
Sacramento, California

Members in Session:

SUBJECT: Sign Review for Bay View Federal Savings and Loan Building

LOCATION: Southeast corner of Alhambra Boulevard and "J" Street

BACKGROUND INFORMATION

On April 4, 1979, the ARB approved a two-story savings and loan building subject to the following conditions:

1. The monument sign shall be reviewed and approved by the ARB;
2. A detailed landscape-irrigation plan shall be submitted to staff for review and approval.

The landscape plan has been approved by the staff and the City Landscape Architect. The sign, however, has not been approved. The preliminary design of the monument sign consisted of an identification-logo sign that was 3'8" X 4'11" and located on the corner of the lot (Alhambra and "J" Street corner).

The sign proposal was resubmitted for ARB review on September 5, 1979. However, the staff recommended continuance so the applicant could redesign and reduce the height of the sign. Subsequently, the proposal has been continued for three meetings at the request of the applicant.

At the November 7, 1979 ARB meeting, the Board continued this item to the November 14, 1979 meeting in order for the applicant to submit detailed plans.

SIGN PROPOSAL:

The applicant proposes to install a monument type sign to identify "Bay View Federal Savings" of Alhambra Boulevard and "J" Street.

This sign would be 3'8" X 4'11" in size and 5½ feet in height (See attached elevations). The sign is the company's standard logo-identification sign that is red, blue and gold color. This same sign was approved by the ARB, to be located on the south wall of the subject building.

STAFF EVALUATION

The staff has reviewed the sign proposal and has the following comments:

1. Staff has no objection to the size and height of the proposed sign.
2. The sign as proposed appears to be a pole sign and not a monument sign. Staff suggests a box or pedestal be designed under and around the sign so that it would appear as a monument sign. This material should be stucco or wood to complement the building materials.

3. Staff has concerns as to the location of the monument sign. The City Traffic Engineer was requested to review the sign location relative to any potential visual problems for the motorist. Comments will be presented at the Board meeting. An alternative would be to locate the sign perpendicular to the building and approximately 8 feet from the "J" Street property line.

STAFF RECOMMENDATION

Staff recommends approval of the monument sign subject to the following conditions:

1. A box or pedestal shall be designed under the proposed sign. This material shall consist of wood or stucco to compliment the structure.
- * 2. The monument sign shall be located perpendicular to the structure and be set back approximately 8 feet from the north property line.

Findings of Fact

1. The proposed sign complies with the Sign Ordinance.
2. The proposed sign is compatible to the structure and surrounding properties.

Respectfully submitted,

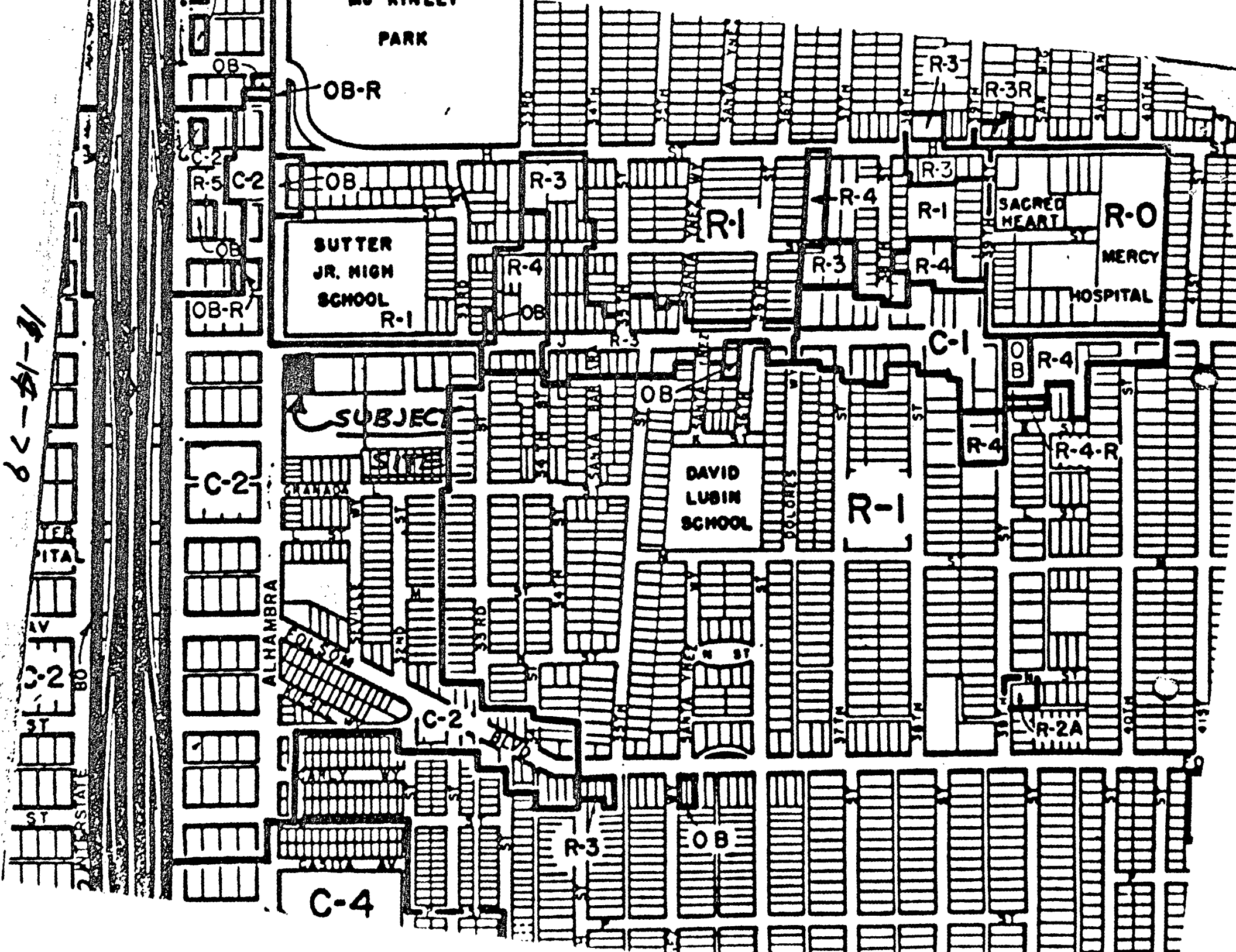


Wilfred Weitman
Associate Planner

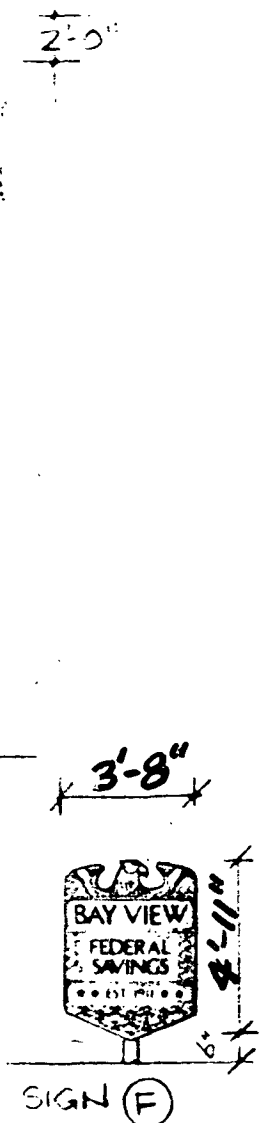
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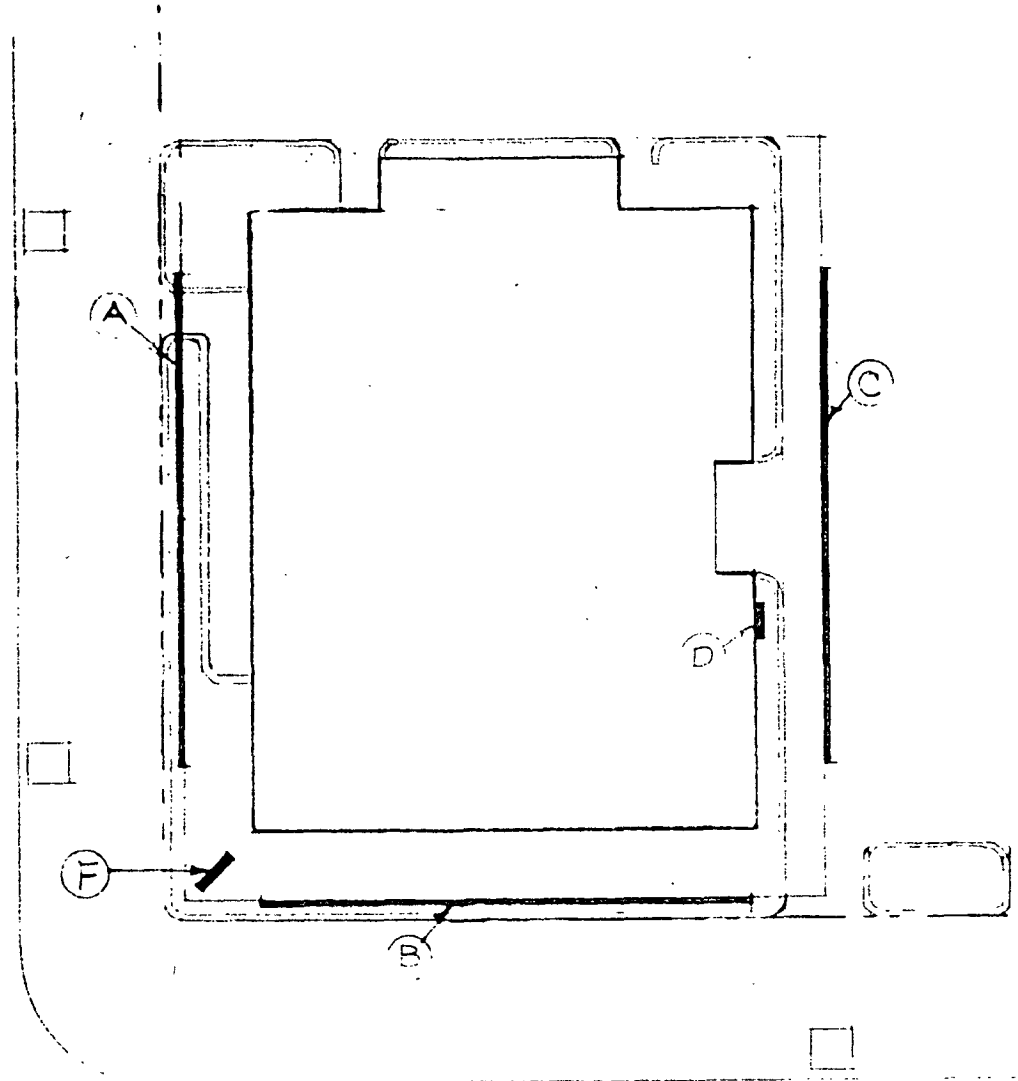
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WEST ELEVATION



J STREET

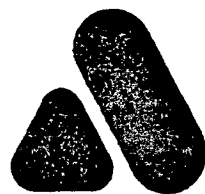


PLOT PLAN

ALHAMBRA BLVD.

△ REV. 11-1-79 - D/F LOW PROFILE STANDARD FRAMED PL, INSTALLED AT 45° AS SHOWN ON PLOT PLAN

ⓐ REV. 31 JUL 79 - REDPOSITION S/F LOGO, CENTER MOUNT PYLON (LOGO)



adart

CUSTOMER

BAY VIEW FEDERAL SAVINGS ALHAMBRA

DESIGNER

G.V.

DESIGN NO.

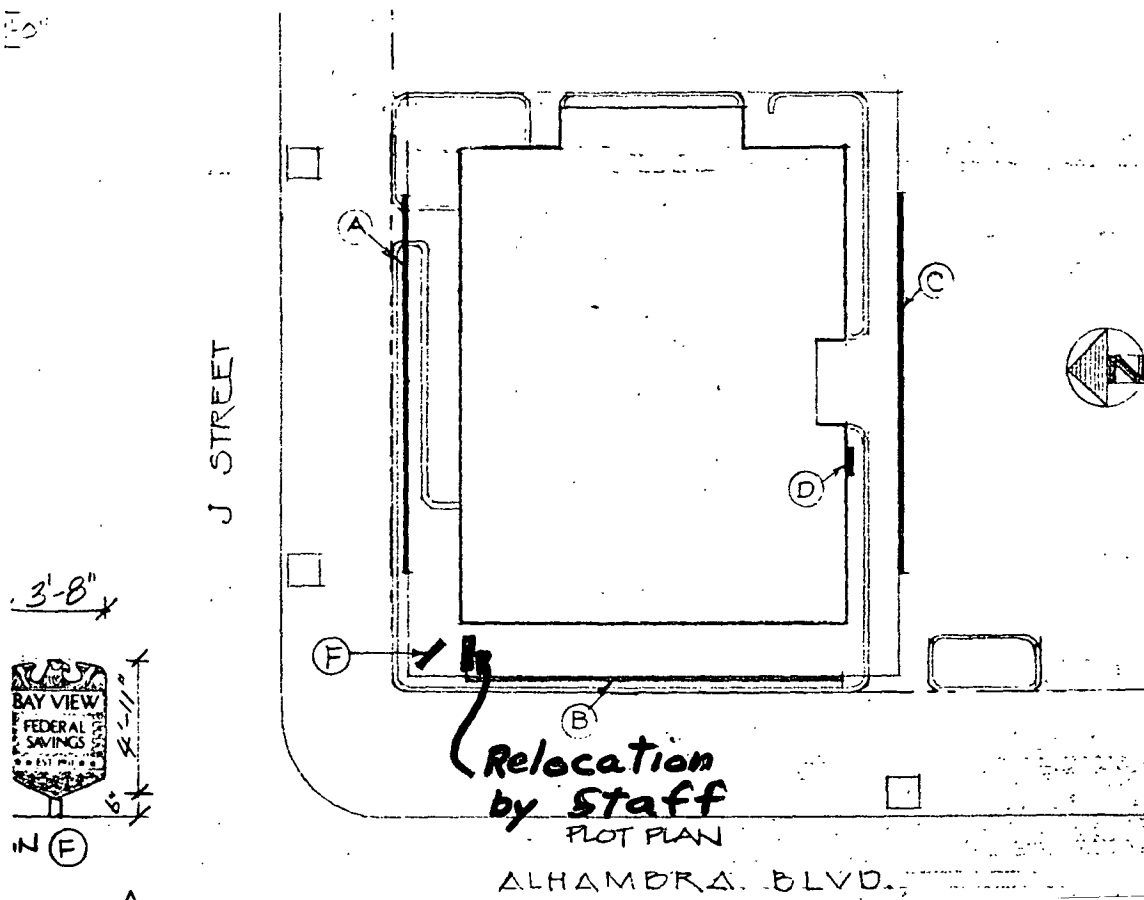
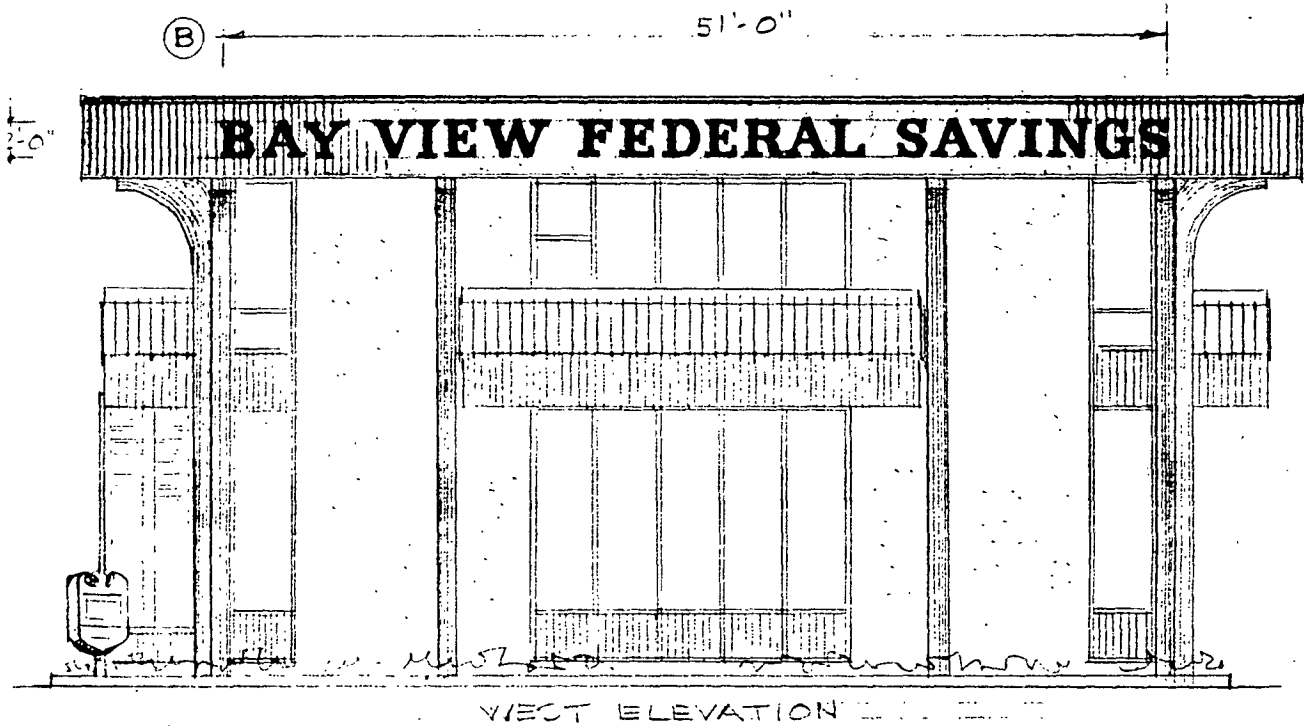
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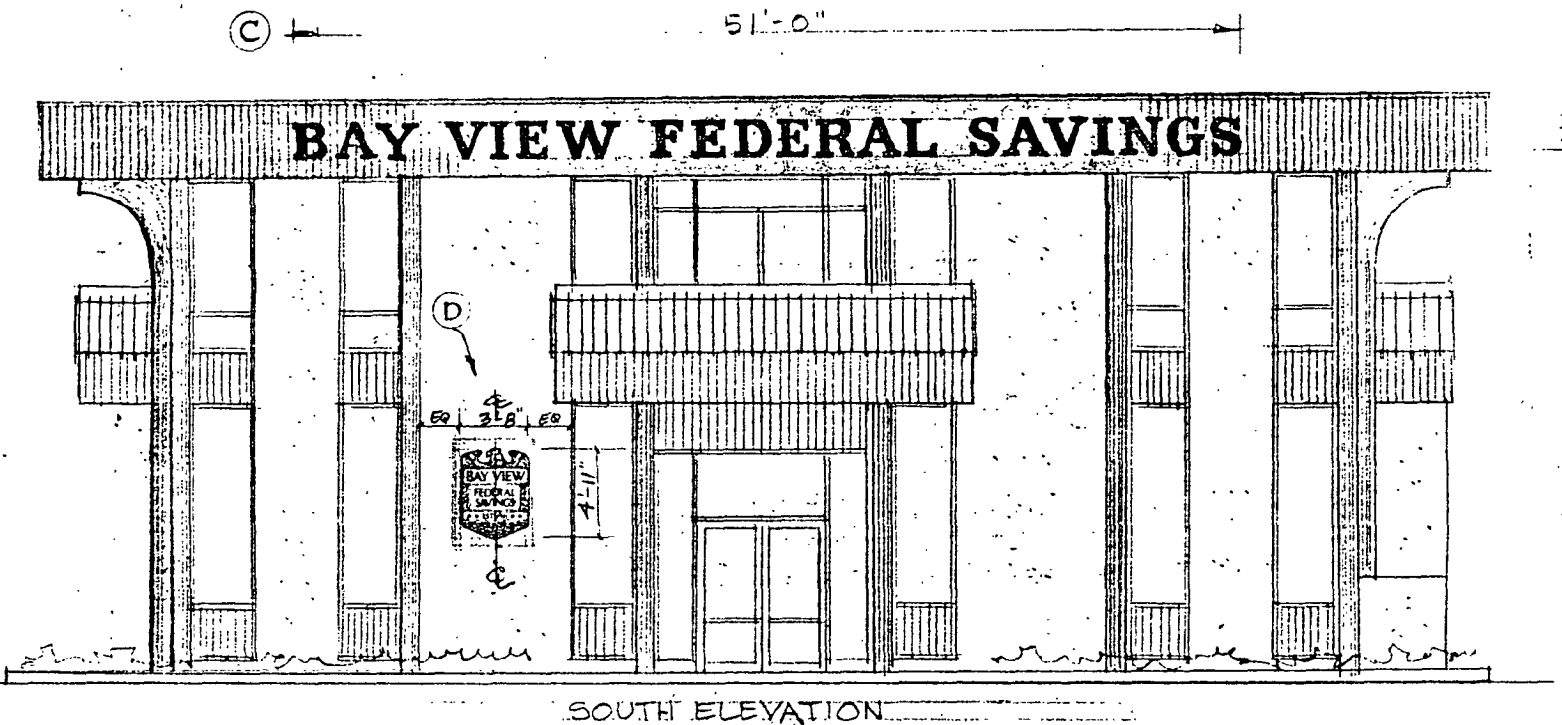
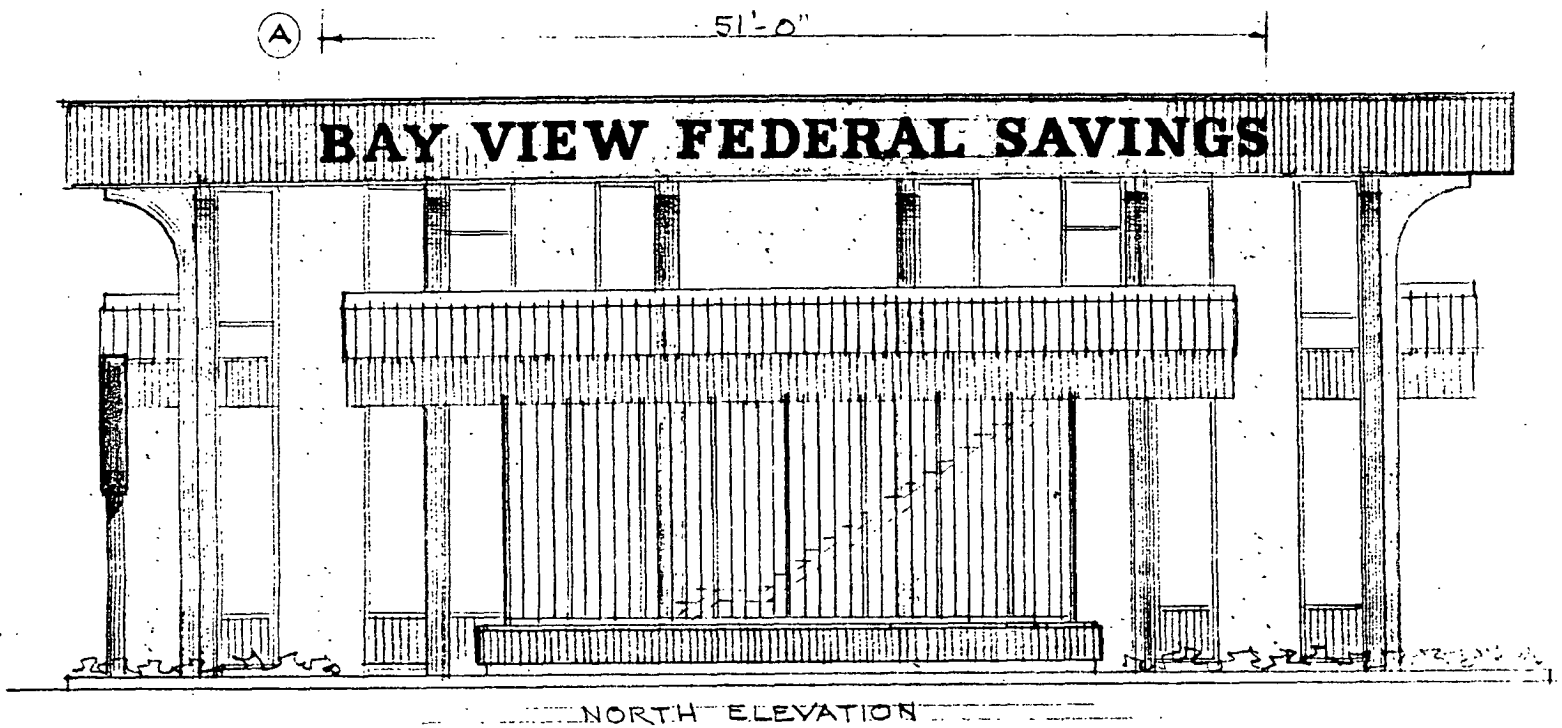
SALES REP.

BOB RAMSAY

DATE

7-12-79 #1





(A)(B)(C)
24" LTRS. PML. INT. ILLUM. WHITE PLEX FACES
POLISHED GOLD MTL. RETURNS

(D)
SINGLE FACED SHIELD 3'-8" x 4'-11"
FORMED PLEX INT. ILLUM.
GOLD BLUE RED & WHITE
CAB. POLISHED GOLD PML.

(E) D/F DISPLAY FORMED PLEX
INT. ILLUM. DISPLAY LOCATED AT 45°
AT CORNER OF ALHAMBRA & J STS.

SIG

#1