

## ARCHITECTURAL REVIEW BOARD

APPLICANT	Ad-Art Sign, P.O.Box 2308, Sacramento, CA		
OWNER	Downtown Plaza Properties		
PLANS BY	Ad-Art Sign		
FILING DATE	2-22-79	50 DAY ARB ACTION DATE	N/A
		REPORT BY:	WW:dd
NEGATIVE DEC.	N/A	EIR	N/A
		ASSESSOR'S PCL. NO.	06-087-34

PROPOSAL: To install two wall signs-13'8" X 1'8" in size.

LOCATION: Building B-2, Southeast corner of 5th and "J" Streets

### BACKGROUND INFORMATION:

On June 21, 1978 the Architectural Review Board approved a 3-story office building addition (building B-2) on the subject property. This project was approved subject to the following conditions:

1. The design of the porte-cochere shall be reviewed by the Architectural Review Board (has not been done).
2. All signs shall be reviewed by the Architectural Review Board (Has not been done).

### PROJECT INFORMATION:

Existing zoning of site:	C-3
Existing land use of site:	New office building
Square footage of Building:	30,000
Height of building:	3-stories
Exterior finish of building:	Cement, stucco, redwood trim and sculptured panels, <i>reflective glass</i>
Proposed sign:	1'8" X 13'8"
Type of sign:	Individual letters
Color and Material:	Ivory faces with dark bronze aluminum returns.
Size of Logo:	1'8" X 1'8"

The applicant proposes to install one sign and logo on the "J" Street elevation (non-illuminated) and one sign and logo on the 5th Street elevation (illuminated). The signs would be individual letters indicating "California Valley Bank".

### STAFF EVALUATION:

The ~~owners~~<sup>owners</sup> of the building have erred in constructing the building and therefore have redesigned the exterior fascia. This redesign will be reviewed by the Architectural Review Board in the near future. The major portion of the building is constructed.

Staff suggests that the applicant resubmit the building design for approval of the redesign for approval of the redesign. At that time, the applicant should also submit a sign program for the office building.

APPLC. NO. 79-25 MEETING DATE March 7, 1979

CPC ITEM NO. 42

The signs should be integrated with the building material and color and be individual letters.

STAFF RECOMMENDATION

The staff recommends the subject sign proposal be continued so that the applicant can submit a sign program and guidelines for the entire building (B-2 building).