

DESIGN REVIEW & PRESERVATION BOARD

927 - 10th Street - SACRAMENTO, CALIFORNIA 95814

APPLICANT	Jack A. Shaw, 7221 Gail Way, Fair Oaks, CA 95628
OWNER	John & James Noify, 1015 - 14th Street, Sacramento, CA 95814
PLANS BY	Applicant
FILING DATE	50 DAY DRACTION DATE
REPORT BY	RBH:CS:dh
NEGATIVE DEC	EIR
ASSESSOR'S PCL. NO.	006-115-001

LOCATION: 1402 'J' Street

PROPOSAL: The applicant proposes to modify a previously approved store front rehabilitation plan. In place of a continuous blue awning, the applicant proposes to construct a smaller brown canvas sign over the entry door.

PROJECT INFORMATION:

1974 General Plan Designation:	Central Business District
1980 Central City Plan Designation:	Multi-Use

Existing Zoning of Site:	C-3
Existing Land Use of Site:	Vacant

Surrounding Land Use and Zoning:

North:	Commercial
South:	Commercial
East:	Vacant
West:	Commercail

Square Footage of Building:	740 sq. ft.
Exterior Building Colors:	redwood, burgundy, grey
Exterior Building Materials:	redwood & canvas

BACKGROUND INFORMATION: This building was brought to the Architectural Review Board for rehabilitation of the store fronts facing 14th & 'J' Streets on parcels 1, 2, & 3. At that time the Architectural Review Board approved the rehabilitation of the subject structure with a continuous awning all along the face of the building. The applicant proposes to place a canvas sign over the doorway in place of the canvas awning as previously approved. (ARB #81-121).

STAFF EVALUATION: Staff feels that the project as submitted will be a benefit to the building and the streetscape. Staff suggests that the three dimensional canvas projection to be placed over the entry be considered a canvas covered sign and not an awning. This will allow a sign to be placed on the face of the surface of the canvas. Staff feels that an awning is to ward off sun or rain and the shallow depth of this projection will not serve that use. Therefore, it may be considered a sign. As a sign it falls within the square foot requirements of the Sign Ordinance.

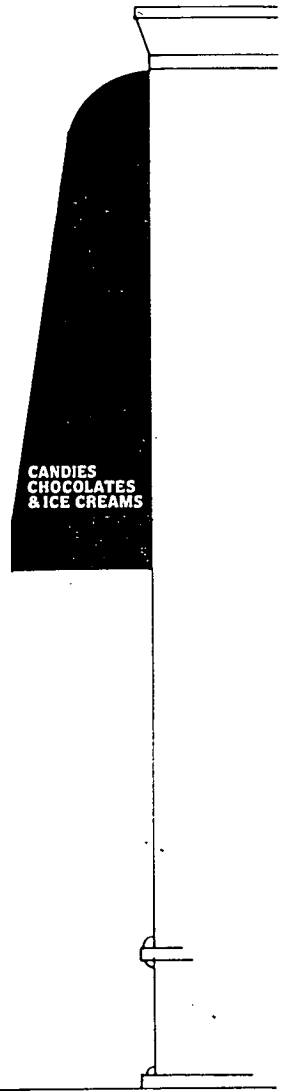
The Sign Ordinance will only allow for two window signs of a maximum of four square feet each for each use at the ground level. Therefore, staff recommends that the two end window signs be removed keeping the two window signs next to the entry. The words "Specialty Ice Creams" may be placed under the left hand window sign and the words "Imported Candies" may be placed under the right hand window sign.

STAFF RECOMMENDATIONS: Staff recommends approval with the following conditions:

1. The Board designate the canvas projection over the entry sign.
2. The applicant place window signs only on the right and left windows next to the entry.

Approval is based on the following Findings of Fact:

1. With staff conditions the project will meet the City Sign Ordinance.
2. The project as conditioned will be a benefit to the streetscape and the building.



- light glass - Sample
- park - to hot - (landscape plan)
- old Building