

ARCHITECTURAL REVIEW BOARD

APPLICANT Willard Nielsen, 555 Capitol Mall Suite 340, Sacramento 95814
OWNER Downtown Plaza Associates, 555 Capitol Mall Suite 340, Sacramento
PLANS BY Pacific Neon
FILING DATE 7-13-79 50 DAY ARB ACTION DATE ----- REPORT BY: WW:dd
NEGATIVE DEC. N/A EIR N/A ASSESSOR'S PCL. NO. -----

PROPOSAL: To install a 7' X 10' pole sign on the "L" entrance to a Shopping Center.

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

PROJECT INFORMATION:

Existing Zoning of Site:	C-3
Existing Land Use of Site:	Retail and Offices
Dimension of Sign:	7' X 10' X 8"
Area of Sign:	75 square feet (each side)
Height of Sign:	20 feet
Materials:	Acrylic Plastic and Sheet Metal
Colors:	Dark Brown, rust and ivory
Illumination Type:	Internal
Existing Identification Sign:	Yes
Size:	3' X 8' individual letters

The applicant proposes to replace an existing identification sign "Downtown Plaza Shopping Center", which is located on the stairway wall, with a pole sign 20 feet in height and 7' X 10' X 8" in size. The height from the sidewalk to the bottom of the sign is 13 feet. The sign would project towards the building because of the City right-of-way.

The pole sign would be located in front of the stairway entrance. According to the applicant, the purpose of the pole sign is so that the automobile traveling West on "L" Street can easily see the sign from a point before the entry to the Downtown Plaza Parking Garage which is at the East end of the subject building.

BACKGROUND INFORMATION:

In December, 1978 the applicant submitted a similar sign application to the ARB staff for review. At that time approximately 5 feet of the sign can be projected over City right-of-way. According to the City Sign Ordinance free standing pole signs can not project over public right-of-way. Also a Variance could not be obtained. Therefore, the applicant withdrew his application.

In order to comply with the sign ordinance, the applicant redesigned the sign by projecting the sign can further toward the building.

APPLC. NO. 79-79 MEETING DATE August 1, 1979 CPC ITEM NO. 9

STAFF EVALUATION:

The staff of the Redevelopment Agency has reviewed the sign proposal and has the following concerns:

- a. The sign height in regard to exiting the building and walking down upon the end of the sign can.
- b. The horizontal distance of the sign away from the various stair landings;
- c. The verticle distance above the landing; and
- d. The relationship to the architectural lines of the building.

The Agency staff recommends approval of the sign location, but at a height of 14feet to provide an additional foot of verticle clearance at the landings. This review was based on the original design. If the sign can is projected further towards the steps, then additional verticle clearance would be required at the landings (approx. 3 to 4 feet). The Agency's comments on the current sign proposal has not been received. Comments, however will be presented at the meeting.

The ARB staff however objects to the pole sign proposal for the following reasons:

1. The proposed pole sign is not compatible with the architecture of the building.
2. The proposed sign would create a visual impact on the street-scapse in that pole signs are non-existent on "L" Street between 7th and 3rd Streets.
3. Inorder to provide direction and identification a monument type sign should be located near the garage entrance on "L" Street. This sign should be designed to identify "Downtown Plaza shopping Center" as well as Weinstock's and Liberty House.

To provide clearer identification and relate to the architecture of the building staff suggests the applicant design a monument type sign above the stairway wall (See exhibit A) with materials that relate to the building.

In addition, the staff inspected the site and found that the proposed sign projects into the sidewalk right-of-way. The pole is located on the line and the sign can would project 2 feet over the City right-of-way.

STAFF RECOMMENDATION:

Staff recommends denial of the proposed sign based on the following findings of fact:

1. The design treatment of the sign does not comply with the standards and criteria of the "Old City Design Guidelines in that:

- a. The design of the sign is not compatible with the architecture of the building. The sign materials do not relate to the building.
 - b. The location and direction of the sign could create a hazard to people using the stairway.
 - c. The sign would create a visual clutter on the street-scape of "L" Street. All signs on this street are attached to buildings or monument-type signs.
 - d. Identifying the garage entrance for Downtown Plaza should be located at the garage entrance not 70+ from the entrance or 20 feet in height. In addition, a secondary entrance to the garage is located on 5th and "J" Streets.
2. The proposed sign does not conform to the Sign Ordinance regulations in that the proposed sign can project into public right-of-way, which is prohibited.

10' 8"

DOWNTOWN PLAZA

50 SHOPS & RESTAURANTS

OPEN TONIGHT

Ivor

Dark
Brown

Rust

2'-0"

APPLICATED SHEET
3" WIDE RETAINER
W/ 45° ANGLE IR
3/16" ADJUSTABLE PLATE

7

6#