

ARCHITECTURAL REVIEW BOARD
AMENDED STAFF REPORT

APPLICANT	Add-Art Signs Inc. P.O. Box 2308 Sacramento, CA		
OWNER	Woolco 1610 Arden Way		
PLANS BY	Add-Art Signs		
FILING DATE	12-29-78	50 DAY ARB ACTION DATE	REPORT BY: WW:dd
NEGATIVE DEC.	EIR	ASSESSOR'S PCL. NO.	277-272-02

PROPOSAL: To modify the height and color of three Woolco signs.

LOCATION: 1610 Arden Way

BACKGROUND INFORMATION:

On July 5, 1978 the Architectural Review Board approved two free standing signs and five flat signs for Woolco department store subject to the following conditions:

1. The two free standing signs shall be redesigned to include a wood frame around the sign and around the pole. The color of the wood shall match the wood on the building.
2. The aluminum border on the individual letters shall be painted brown to match the wood on the structure.

SIGN MODIFICATION:

The applicant proposes to change the color of the large "Woolco" letter sign on the north elevation from red to white. The white color against the brown wood background would be seen better. This sign is 13 feet X 34 feet in size. See exhibit A.

The pole sign on Arden Way which is 18 feet in height and 5 feet 5 inches X 8 feet 11 inches would be replaced with a monument sign approximately seven (7) feet in height and 5 feet 5 inches X 12 feet in size. See exhibit B.

The pole sign on Heritage Lane would be replaced with a monument-type sign approximately seven (7) feet in height and 5 feet X 8 feet 5 inches in size. See exhibit B. The pole signs would also be designed with a redwood element on each end and the bottom of the sign.

STAFF EVALUATION:

The applicant discussed the color change of "Woolco" sign with the staff for opinion. The staff indicated the color could be changed if the pole signs were reduced in height and designed as a monument sign.

The staff has no objection to the applicants sign modification; except the staff questions the increase in size of the Arden Way pole sign. It is suggested the sign remain 5 feet 5 inches X 8 feet 11 inches in size. The proposed sign is 5 feet 5 inches X 12 feet in size.

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In addition, the new monument signs shall be measured at street grade level. Therefore, the overall height could be reduced to 5 feet 5 inches.

STAFF RECOMMENDATION:

The staff recommends approval of the sign modifications (color and height change) subject to:

1. The Arden Way pole sign (exhibit B) shall be reduced to 5 feet 5 inches X 8 feet 11 inches in size.
2. The physical placement of the monument signs shall be approved by the staff.
3. The monument signs shall not exceed 7 feet in street grade height.
- * 4. Final design of signs and precise location be coordinated with staff and applicant.