

SACRAMENTO CITY PLANNING COMMISSION

May 7, 1965

MEMORANDUM TO CITY PLANNING COMMISSION

FROM: R. L. RATHFON, Planning Director

SUBJECT: ITEM 1 on Agenda for Tuesday, May 11, 1965
Report Architectural Advisory Committee
American Savings - 8th & K Streets

The end result of several meetings between the sign company representatives and their clients (American Savings) and the Committee has been as follows:


1. The Committee approved two signs flat against the building. One on the K Street front and one on the Merchant Street end of the building.
2. Small awnings have been approved and erected by the previous Pioneer Savings on the 8th Street side.
3. A directional Free Parking sign has been approved and erected on the 8th Street side near K Street.

There have been flags and penants from time to time on the building.

The area of disagreement and these for the appeal to the Commission has been basically the proposal to erect a large vertical revolving sign on the 8th & K Street corner of the building.

Your Committee has been following the policy of discouraging moving signs of any type in the area.

Your Committee has been encouraging signs flat against the buildings and Your Committee has been trying to bring some degree of logic, good taste, and restraint in the number and size of devices and signs used for advertising and identification proposed in the area.


R. L. RATHFON, Secretary for
Architectural Advisory
Committee

Item # 1

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