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Agenda

City Council

Financing Authority

Housing Authority

Public Financing Authority

Redevelopment Agency

Successor Agency

City Hall-Council Chamber

915 I Street, 1st Floor

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SUPPLEMENTAL MATERIAL

For the Meeting of:	November 3, 2015
Item Number:	Item 10
Title:	Entertainment and Sports Center Special Sign District Overview and Update (Oral Report)
Contact Information:	Desmond Parrington, AICP, ESC Project Manager, (916) 808-5044, Office of the City Manager
Description of Change:	The attached material was not available at the time of publishing.



**Entertainment & Sports Center
Special Sign District**

**City Council Update
November 3, 2015**

City Goals

Adopted by City Council on October 29, 2013

- *Regional Center:* Develop an entertainment and sports center district that is a world-class destination and serves as a central gathering place for the community.
- *Continuously Active Place:* Create an iconic civic open space and energize that space, the arena, and the downtown district through regular events, activities, and programming year-round.
- *A First-Class Destination:* Operate and maintain the City-owned entertainment and sports center and surrounding district so that they are a first-class destination.

Planning and Design Commission Direction

from Workshop on February 27, 2014

- Be bold but be respectful

Objectives

- Foster a unique identify for the district
- Create a dynamic and creative sign program
- Energize the arena, the plaza and the downtown district
- Encourage the entertainment nature of the district
- Use innovative signage and graphics to enhance buildings, the streetscape and the district
- Promote business and pedestrian activity within and around the district
- Support the economics of the arena and surrounding commercial uses
- Provide illumination of the pedestrian realm through non-traditional means

Principles

- Signs should be integrated into and enhance the structure, streetscape and district;
- Sign locations and size should preserve view corridors and encourage wayfinding;
- Signs should complement the building;
- Signs shall respect architectural features of the building;
- All signs should be of high-quality; and
- Signs shall not negatively impact historic buildings.

ESC Special Sign District

WHAT CITY WANTS TO ACHIEVE



Unique, exciting, and entertaining places



Integrated signage that complements and enhances



Signage that enlivens, energizes and illuminates



Signage that is a draw and complements the entertainment nature of the district



Signage that takes dead space and makes it lively



Signage and illumination that is entertaining, original, and fun



Signage that respects historic buildings



Signage that respects historic buildings

Everyone Wants This . . .



... But You Might Get This



Issues of Concern

- City cannot regulate content
 - It might be offensive, but we cannot remove it
- Sign rights once granted cannot be rescinded
- Market conditions dictate advertising
 - 70% of current advertising in Sacramento is local/ regional
 - Sacramento (20) is not New York (1), LA (2), San Francisco (6) or even Phoenix (11)
- Most existing outdoor advertising would not enhance the district
- Signage must respect historic buildings
- Potential for litigation
- Success of district hinges on the environment that we all create

ESC Special Sign District

CITIES CANNOT REGULATE CONTENT



Examples of recent local sign content

SkinAndWeight.com

Lose Belly Fat in One Visit

We have helped thousands of patients

916-293-0505



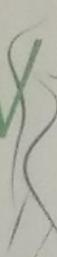
© CLEARCHANNEL

002321



Examples of recent local sign content

Want a bigger “cup” size?

NEW  BODY MD
SURGICAL CENTER & MED SPA

www.NewBodyMD.com • 916-333-5353



Examples of recent local sign content

Medical Negligence Kills

But a 38-year-old law says Mia's
life was worth only \$250,000

Call your legislator

 38ISTOOLATE.com



40680B

 CBS

Enterprise Blvd EXIT 81

EXIT ONLY

LANE
KITS
HEART

WARNING

INTERNATIONAL
USED YOUR SERVICES
(916) 370-0174

Examples of recent local sign content



Examples of recent local sign content

ESC Special Sign District

WHAT THE CITY WANTS TO AVOID



Poor placement



Overconcentration



Oversaturation



Placement detracts from historic buildings

Progress to Date

- Retain expert consultants for design and economics of sign districts and outdoor advertising
- Initial community outreach and input
- Extensive research including:
 - Interviews with staff and consultants in Kansas City, Phoenix and Los Angeles
 - Interviews with Legends Entertainment District staff
 - Analysis of outdoor advertising market in Sacramento
 - Compilation of companies purchasing outdoor advertising in region
 - Analysis of legal issues and implications of recent court decisions
- Development of draft ordinance
- Development of 3-D model of sign district

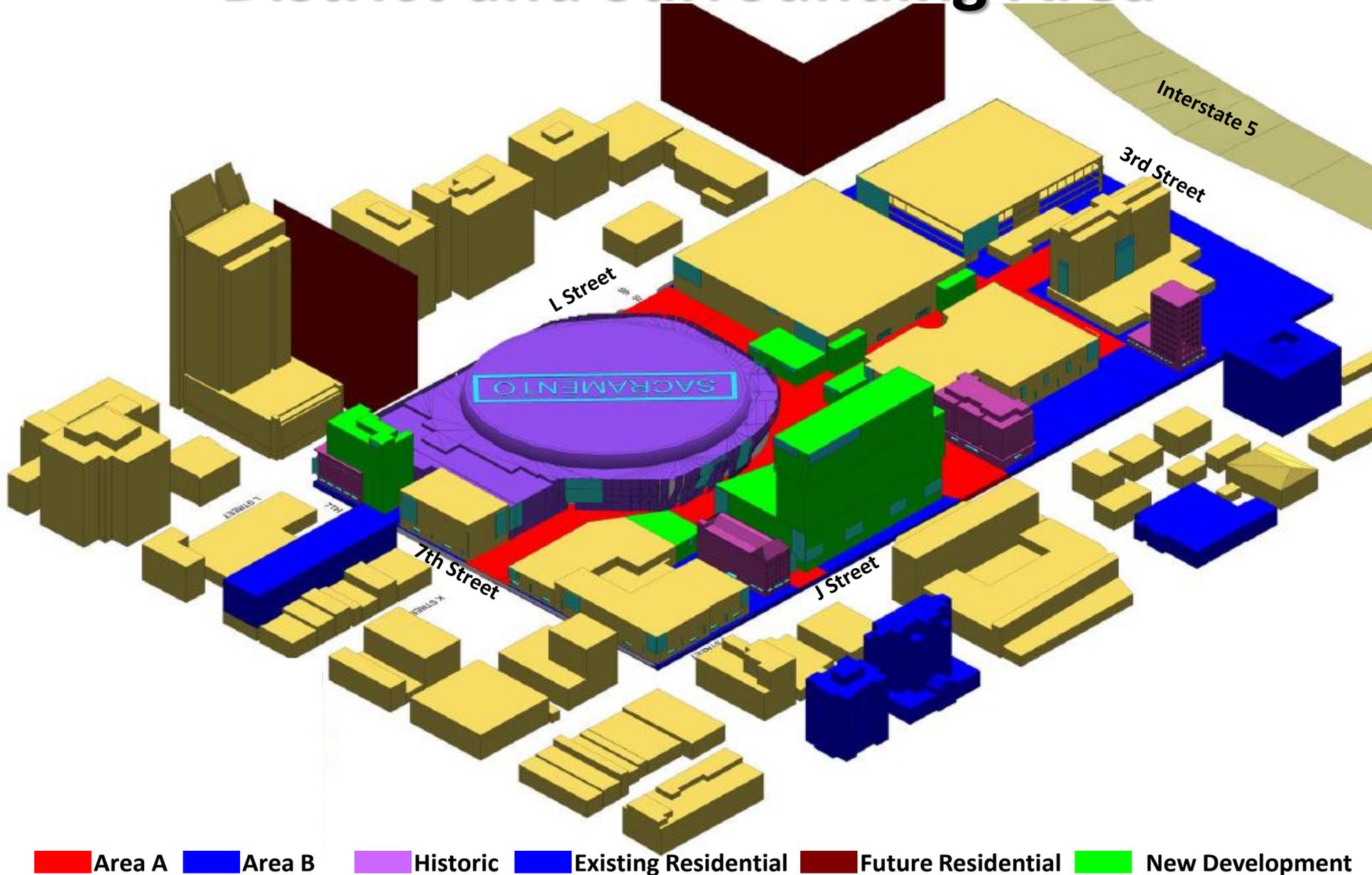
Special Sign District Boundary



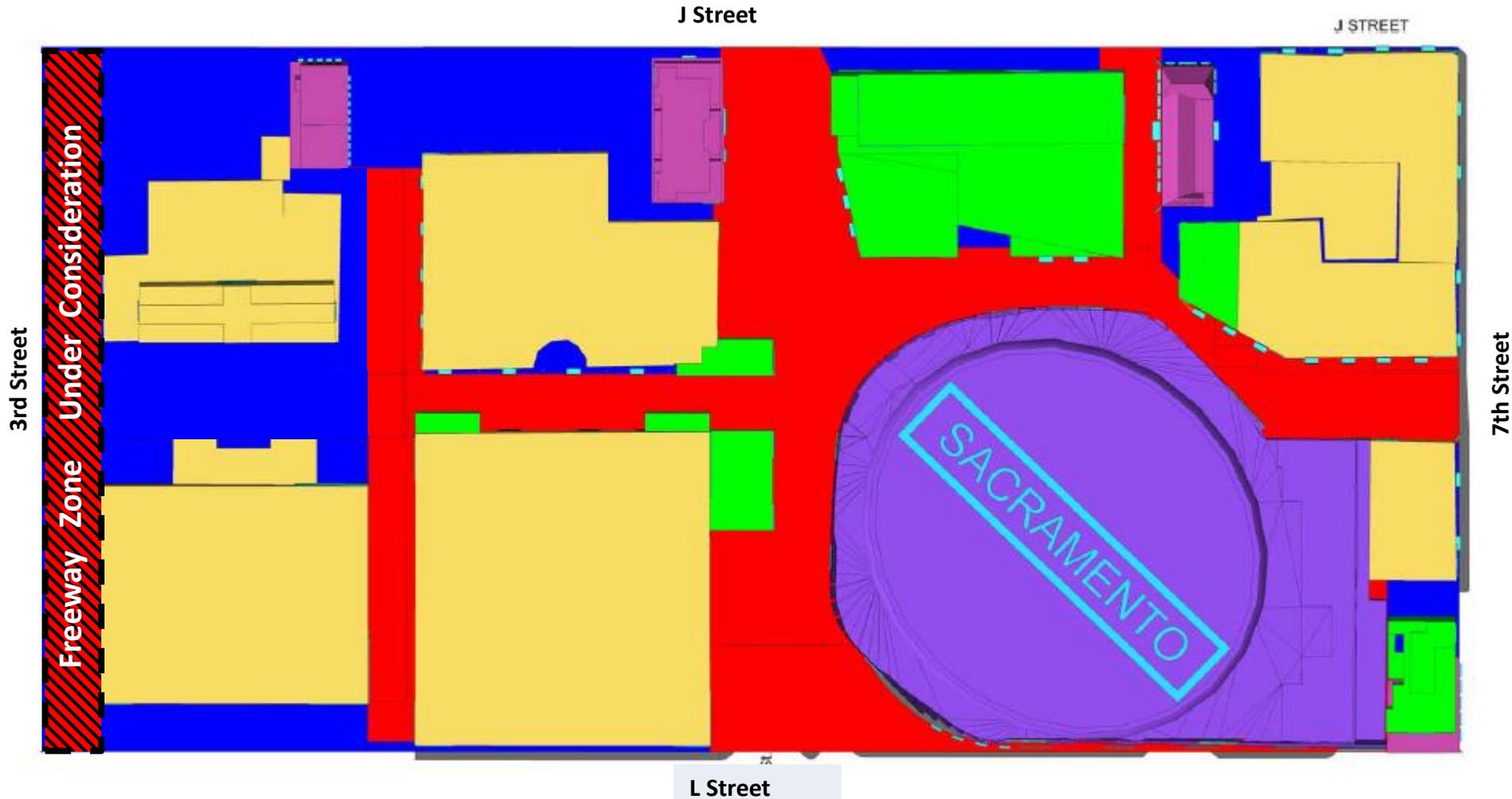
Historic Sites within District



District and Surrounding Area

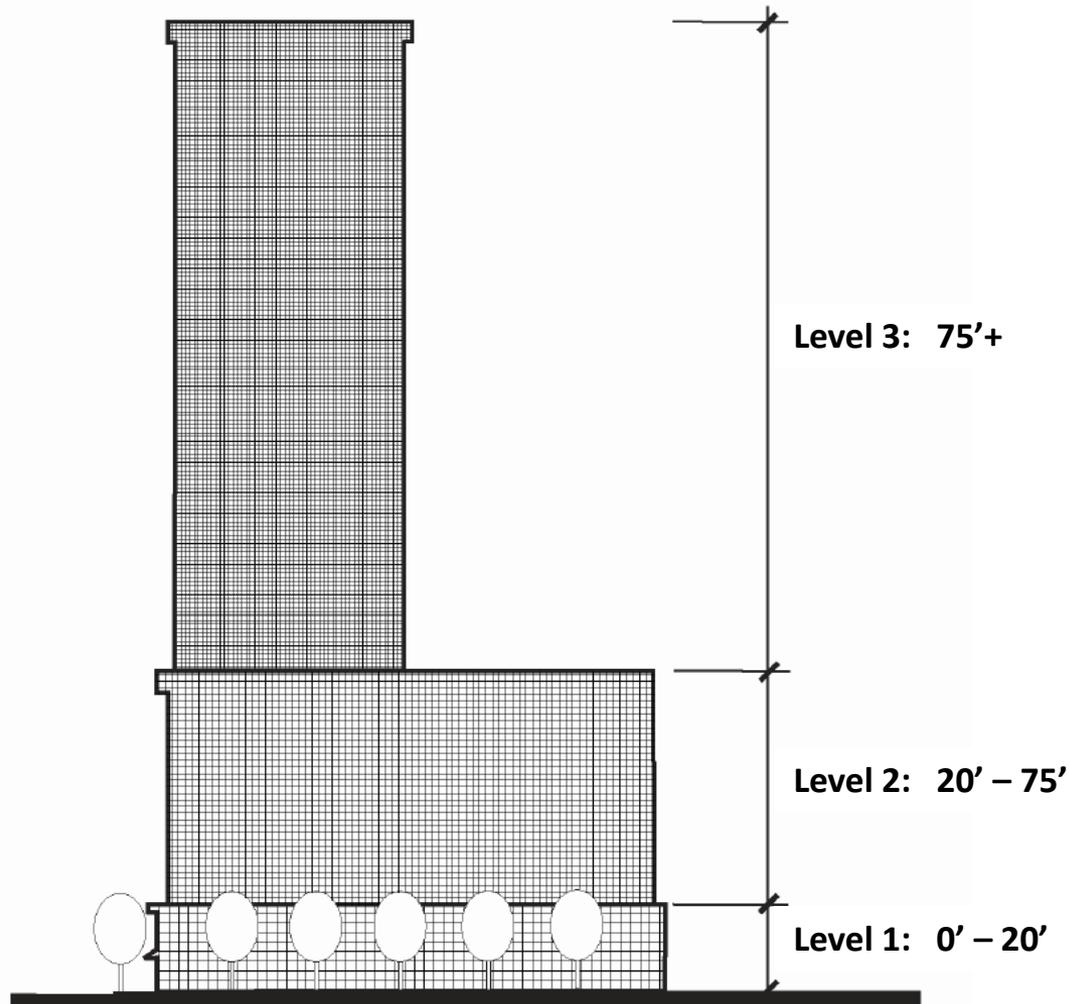


Areas within District



- Area A – Active area, primarily internal
- Area B – Less active, primarily perimeter

Levels in District



Proposed Permitted Signs and Max. Sign Area

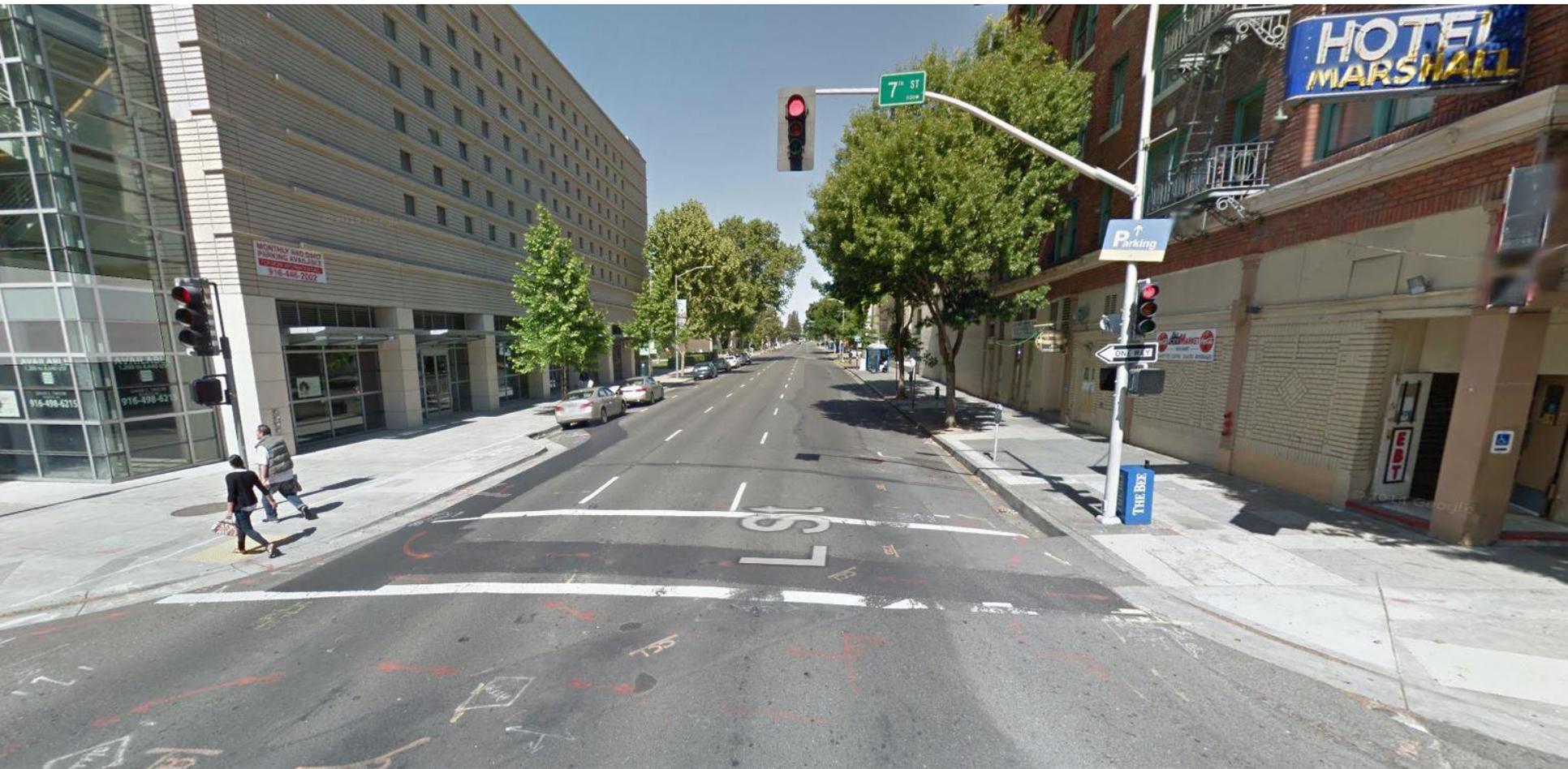
Area A	Non-Animated	Animated	Max. Sign Area/# of Signs (as % of Façade)
Level 1	Permitted	Permitted	30%
Level 2	Permitted	Permitted	30%/2
Level 3	Permitted	Not Permitted	5%/1

Area B	Non-Animated	Animated	Max. Sign Area/# of Signs (as % of Façade)
Level 1	Permitted	Not Permitted	20%
Level 2	Permitted	Permitted	20%/2
Level 3	Permitted	Not Permitted	5%/1

The Challenges of L Street

- Lacks pedestrian activation
- Back of house for buildings on Capitol Mall
- Will be major travel area for people going to Golden 1 Center
- How to activate and energize it?
- Adding retail difficult given existing buildings there
- Parking areas too valuable to change
- Not currently part of sign district

L Street Today



South Side of L Street Today



South Side of L Street Today



North Side of L Street in Oct. 2016



Recommended Expansion

Expanded Downtown Sign District



Outstanding Issues for District

- Creating a unique place; not future blight
- Concerns over content
- Off-site vs. on-site advertising
- Legal issues and constraints
- Amount of signage
- Signage and historic properties
- Construction timetable and schedule

Elements for Long-Term Success

Key elements for a successful sign district with multiple property owners:

- All property owners participate in management
- Property owners voluntarily develop content guidelines
- Major sign locations and types identified
- Allows for on-site and off-site advertising
- Revenue sharing model
- Single party hired to manage district on behalf of property owners
 - Has interest in long-term success of district
 - Handles sales and leasing of advertising
 - Determines appropriate content
 - Penalties for property owners that exit from management
- City only regulates time, place and manner

Next Steps

- **Step 1: City to establish new sign district with focus on:**
 - Pedestrian level (Level 1: 0-20')
 - Rooftop (Level 3: 75'+)
 - Focus on on-site advertising (tenants, building names, etc.)
- **Step 2: City revises sign district ordinance to:**
 - Add rights in Level 2 (20-75')
 - Allow off-site advertising
 - Focus on large signs for impact, excitement and economics

Schedule

- **Community outreach:** November - March
- **Step 1:** Comes to Council in Spring 2016
 - Establishes initial district with expanded boundary
 - Additional environmental review
 - Adopt sign district ordinance
- **Step 2:** Dependent on property owners



**Entertainment & Sports Center
Special Sign District**