

ARCHITECTURAL REVIEW BOARD
AMENDED STAFF REPORT

APPLICANT	Pacific Neon, 1576 Silica Avenue, Sacramento, CA		
OWNER	Capitol Oldsmobile/ Bill Tsui, 1700 "K" Street, Sacramento, CA		
PLANS BY	Pacific Neon, 1576 Silica Avenue, Sacramento, CA		
FILING DATE	N/A	50 DAY ARB ACTION DATE	----- REPORT BY: WW:dd
NEGATIVE DEC.	N/A	EIR	N/A ASSESSOR'S PCL. NO. 006-126-01 & 006-124-05

PROPOSAL: To install two signs for Capitol Oldsmobile.

LOCATION: SE and SW corners of 17th and "K" Streets.

PROJECT INFORMATION:

Existing Zoning of Sites:	C-3
Existing land use:	Auto Service and Used Car Lot
Surrounding land uses:	

North:	Auto body shop and C-3
South:	Church and YWCA and C-3
East:	Commercial and C-3
West:	Commercial and C-3

Number of signs proposed: 2

1. Size of Auto Service lot: 80' X 160'
Total Square feet proposed: 16 square feet
Size of proposal: 2' X 8'
Type of sign proposed: Flat wall sign
Total square feet permitted: 640 square feet
Total No. of signs permitted: 5

2. Size of used car lot: 80' X 160'
Total square feet proposed: 137 square feet
Size of proposed sign: 11' X 11'
Type and height of sign: 36 foot pole sign
Height and size permitted: 35 feet and 160 square feet
Total square feet permitted: 640 square feet

Both signs shall be internally illuminated
Materials: Metal and plex
Colors: Red, white, and blue

The owner has removed a flat wall sign on the corner of the auto service building; and proposes to install a wall mounted sign above the service entrance on 17th Street (16 square feet).

The owner also proposes to replace the existing pole sign on the used car lot corner with an Oldsmobile logo and company identification sign that would be 11' X 11' in size and 36 feet in height.

APPLC. NO. 79-92 MEETING DATE September 19, 1979 CPC ITEM NO. 5

STAFF EVALUATION:

The staff has no objection to the wall mounted "Service" sign on the auto service building. The staff however, has several concerns on the pole sign in respect to the height and size. The staff inspected the immediate area and found several pole signs along the 16th Street commercial strip. A Texaco Station at 16th and "J" Streets is approximately 7' X 10' in size and 16' in height.

The ARB has recently approved a Hertz rent-a-car pole sign on the north east corner of 16th and "K" Streets. This pole sign was 7' X 9' in size and 17 feet in height.

Other pole signs on "K" Street include Big Top Coffee Shop (35 feet height); and "Winter Motors" (15 feet) which are located on 16th and "K" Streets. The remaining signs on "K" Streets are either flat or projecting signs.

All the sign mentioned above have the orientation onto 16th Street which is a major one-way through the Central City.

In comparing the signs in the surrounding neighborhood, the proposed 11' X 11' sign is not similar in size or height. The existing pole sign on the used car lot is approximately 25 feet in height and is 8' X 10' in size.

The new pole sign as proposed does not conform to the 35' height limit of the Sign Ordinance. The proposed sign is 36 feet in height. In addition, the staff believes the large pole sign is not necessary for identification. The subject auto dealer is an old established firm that has been located on the subject property for several years. A lighted wall sign or projecting sign on the Auto Service building would be more appropriate for identification and would reduce the visual sign clutter along "K" Street.

Since the Sign Ordinance permits pole signs or free standing signs, the staff will recommend for a monument type sign or a reduction of size and height of the proposed pole sign. The proposed sign is 11' X 11' in size and the base of the sign is 5 feet wide and 25 feet in height. The staff suggests the massive sign be reduced to a maximum of 20 feet in height and the size be reduced proportionately (7' X 7').

STAFF RECOMMENDATION:

The staff recommends approval of the sign proposals subject to the following conditions and based on findings of fact:

Conditions:

- * 1. The pole sign shall be reduced to a maximum of 20 feet in height and 7' X 7' in size.
- 2. The existing pole sign on the used car lot shall be removed.
- * (See Amended Conditions)

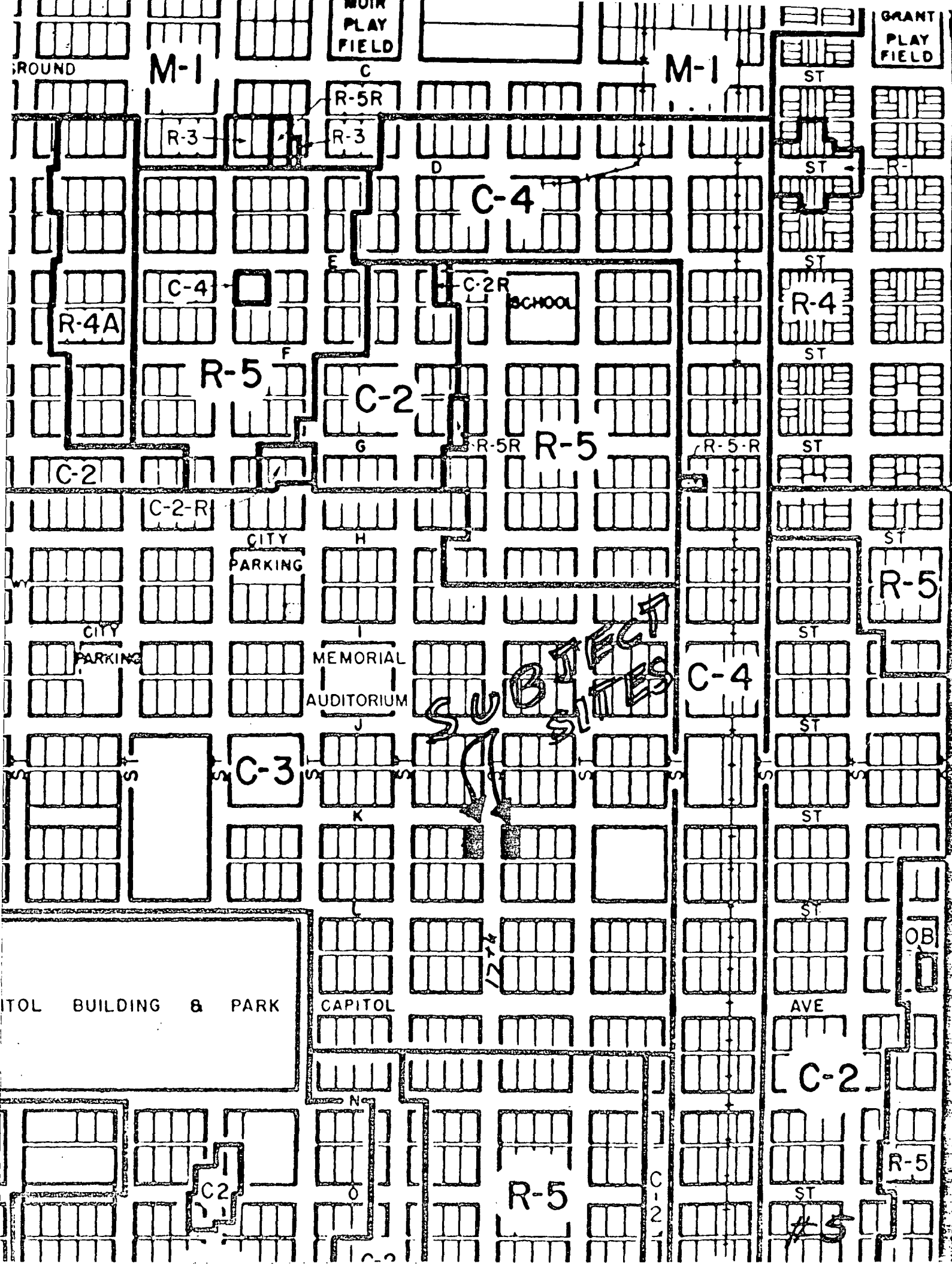
3. The two flags on "K" Street right-of-way are illegal and shall be removed.

Findings of Fact:

1. The modified sign would be compatible to the structures and surrounding signs in the area.
2. The signs conform to the City Sign Ordinance.
3. The modified sign would be compatible with the character of the "K" Street corridor.

* Amended Conditions

1. The pole sign shall be reduced to a maximum of 26 feet in height. The 11' X 11' size is permitted.



NEW
SERVICE
SIGN

OFFICE

SHOW
ROOM

17TH STREET

USED CAR
SALE

REPAIRS

Existing
pole
sign

BLDG SIGN
REMOVED
ALREADY
(Replaced with
painted
sign)

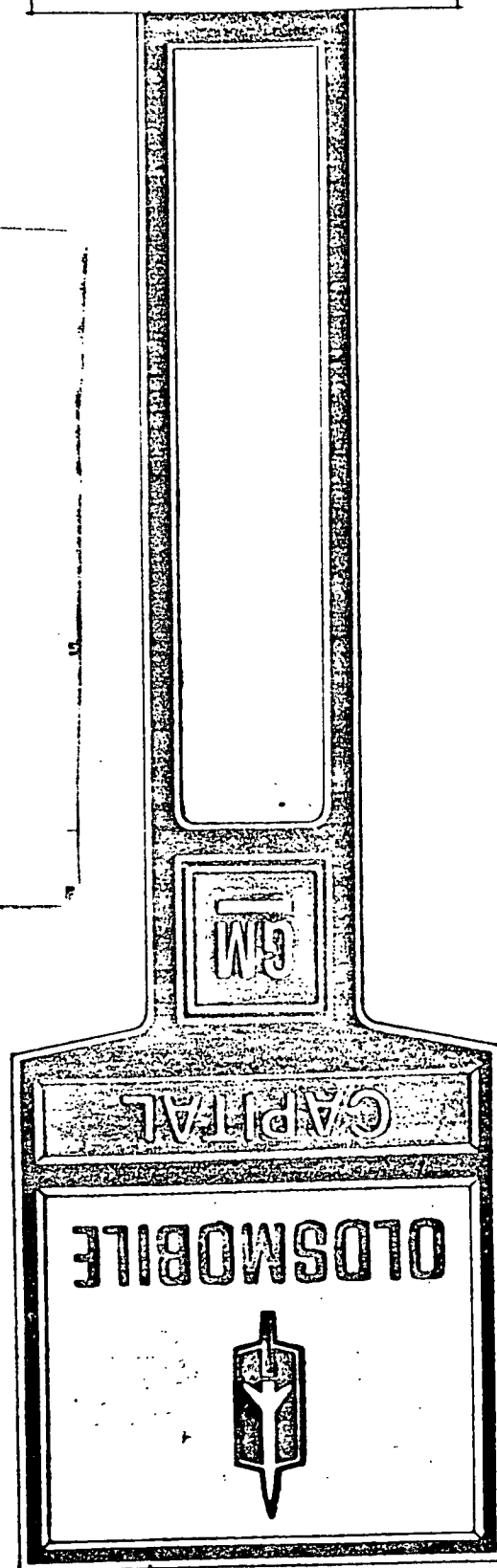
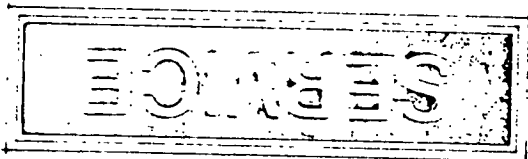
K STREET 35' WIDE

REMOVE EXISTING POLE SIGN,
SEE PHOTO, AND INSTALL NEW
SIGN NEAR CORNER

NEW
CAR
SALE
CENTER
SERVICE

Item #5

Item #5



OLDSMOBILE

