

DESIGN REVIEW & PRESERVATION BOARD

927 - 10th Street - SACRAMENTO, CALIFORNIA 95814

APPLICANT	C & C Check Cashing Co., 6745 Watt Ave., #D, No. Highlands 95660		
OWNER	926 J Street Building, 68 Post Street, San Francisco 91108		
PLANS BY	_____		
FILING DATE	_____	REPORT BY:	RL:j1
NEGATIVE DEC.	EIR	ASSESSOR'S PCL. NO.	006-101-12

LOCATION: 926 J Street (southwest corner 10th & J Streets)

PROPOSAL: The applicant proposes to replace existing blue awnings with new burgundy awnings with ivory colored signage on a Essential Structure, the 926 J Street Building

PROJECT INFORMATION:

Existing Zoning of Site: C-3
Existing Land Use of Site: Office Building

Surrounding Land Use and Zoning:

North: Plaza Park; C-3
South: Restaurant; C-3
East: Retail; C-3
West: Retail; C-3

Exterior Building Colors: Ivory copy on burgundy awnings
Exterior Building Materials: Fire retardant canvas

PROJECT EVALUATION: Staff has the following comments regarding the proposed project:

1. The size and shape of the awnings are proposed to be the same as those of the previous tenant. The applicant proposes a burgundy color in place of the existing dark green.
2. The signage proposed in an ivory color is in compliance with the City Sign Ordinance. The size and style of the lettering and logo will present a neat appearance to the signage which will be in only two awnings, one on each street front.

STAFF RECOMMENDATION: Staff recommends approval of the proposed awnings as submitted.

Approval is based on the following findings of fact:

1. The awnings, as proposed, will blend with the ground floor commercial along J Street and 10th Street.
2. The awnings, as proposed, will be in compliance with the Sign Ordinance and the Board's design criteria for listed structures.

APPROVAL BY THE DESIGN REVIEW/PRESERVATION BOARD DOES NOT RELIEVE THE APPLICANT OF THE RESPONSIBILITIES TO MEET REQUIREMENTS OF ALL ZONING ORDINANCES AND BUILDING CODES.

A high-contrast, black and white photograph of a storefront for C&C Check Cashing Company. The building has a brick facade with a large window. A dark awning with the company logo and name is mounted over the window. The logo consists of five interlocking circles. The text 'C&C Check Cashing Company' is printed in a bold, sans-serif font. To the left of the main logo, the words 'Checks Cashed' are written in a smaller, cursive font. The foreground shows a dark, possibly metal, railing or structure. The image is heavily stylized with high contrast, resulting in a loss of fine detail.

C&C
Check Cashing
Company

Checks Cashed

PB85-015

6-19-85

ITEM 9

GOODWIN-COLE CO.

"SINCE 1888"

INDUSTRIAL FABRICATORS

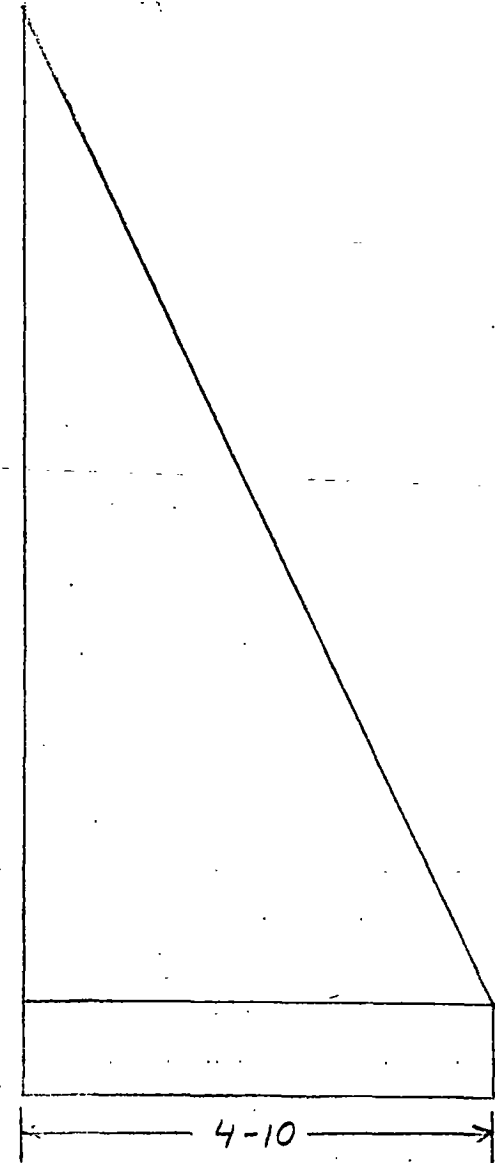
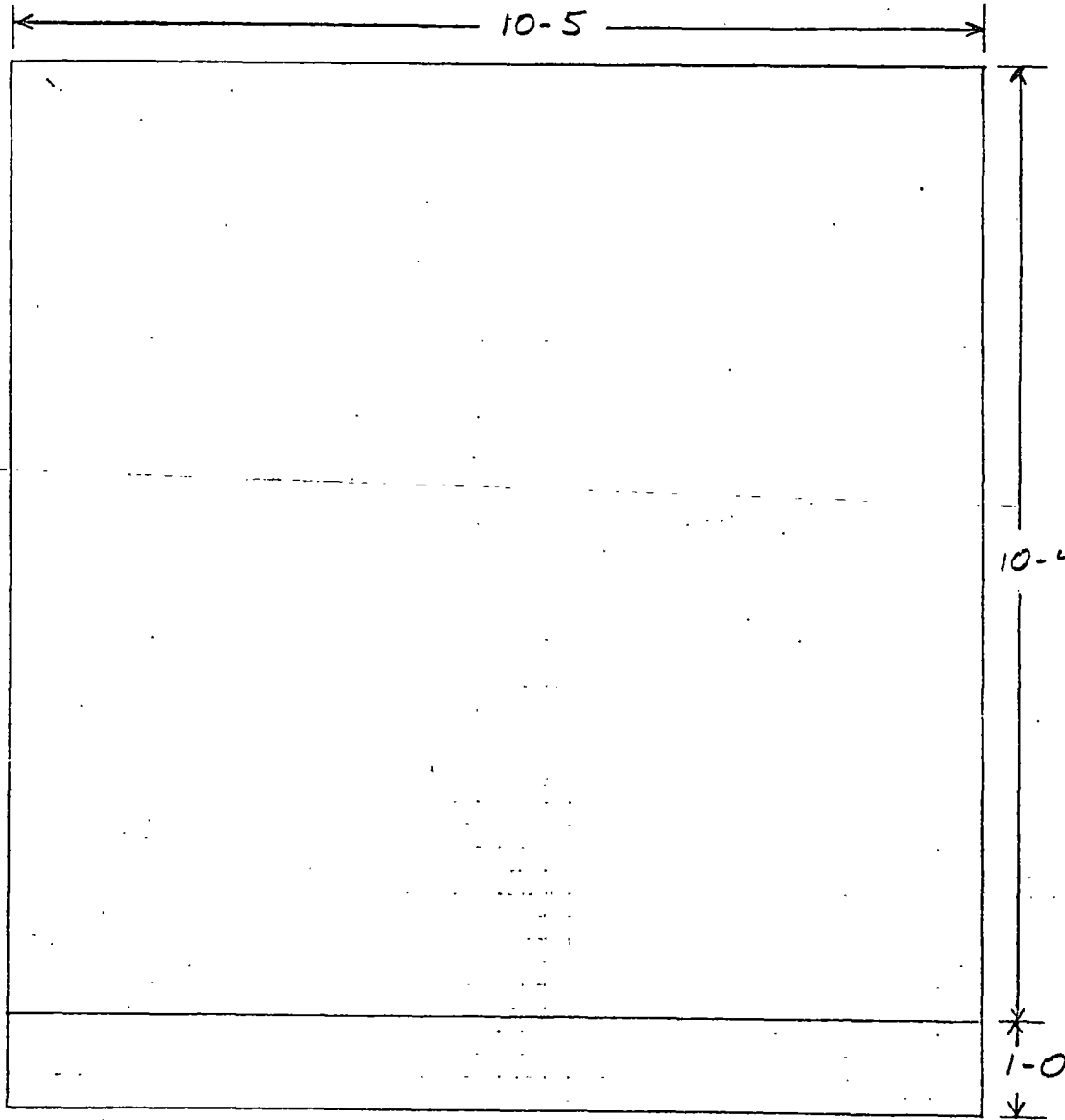
1315 Alhambra Blvd., Sacramento, CA 95816

(916) 739-0739

PB85-013

6-19-85

NEW 9



*C#0 Check Cashing Co
10 + 8 H*





