

# ARCHITECTURAL REVIEW BOARD

APPLICANT Leo DeFrank 2640 B Harbor Blvd. Santa Ana, CA  
OWNER Motel 6 1415 30th Street  
PLANS BY Bernard Brenovich Hollywood 28 California  
FILING DATE 2-1-79 50 DAY ARB ACTION DATE N/A REPORT BY: GZ  
NEGATIVE DEC. N/A EIR N/A ASSESSOR'S PCL. NO. 007-212-19

## Proposal:

Replace existing sign with a new sign and an existing pole and footing.

LOCATION: 1415 30th Street.

## PROJECT INFORMATION:

Existing Zoning:	C-2
Existing Land use:	Motel
Proposed Pole Sign:	148 sq. ft.
Existing Attached Sign:	<u>24 sq. ft.</u> 172 sq. ft.
Allowed Pole Sign:	160 sq. ft.
Allowed Height of Pole Sign:	35 ft.
Existing Height of Pole Sign:	45 ft.
Proposed Height of Pole Sign:	35 ft.

## Background and Evaluation

On August 24, 1978, the City Planning Commission heard a request for a variance to increase the height of a non-conforming, freestanding sign on the subject property from 45 feet to 60 feet. The planning Commission denied this request based on evidence that the proposal would constitute a special privilege.

The applicant is proposing now to replace the existing sign with one that is 148 sq. ft. in size; also, the height of the freestanding pole sign will be reduced to 35 ft. However, an existing directional sign has a logo; and consequently, when the new sign is placed on the pole, it will increase the total size area over the allowed square footage.

APPLC. NO. 79-24 MEETING DATE 3-7-79 CPC ITEM NO. 3

Staff Recommendation

Staff recommends approval of the proposed freestanding pole sign subject to the following conditions and findings of fact.

Conditions

- 1. The existing directional-identification sign shall be removed.
- 2. Additional pole signs shall be prohibited on the subject site.
- 3. The pole sign shall not project over the City Height-of-way.

Findings of Fact

- 1. The proposed signs conform to the city sign ordinance.
- 2. The proposed signs will be compatible with the structure and surrounding properties.





