Neon Sign Survey

Description of sign(s)

1. Name: Cash for Cars

2. Owner: California Auto Sales

3. Address: 1716 Fremont St. 89101

3b. Additional Site Details (information on site, site history, owner comments): This location was built in 1971. This is a car sale lot advertises that you can sell any car running or not.

4. Condition (1-5 scale, with 5 being excellent, written description): 3- The sign has a lot of damage on the road side of the sign.

5. Form (pylon, blade, porte cochere, etc): Pylon that has characteristics of a blade

6. Specific Description: This roadside pylon has a long yellow thin round base that the sign hangs off of like a blade. It has 4 pieces of steel that connect it to the red portion of the sign. The main portion of the sign is all outlined in a red steel rectangle that contain incandescents. Then from the top down there are 8 plastic rectangles that are backlit by reader boards that each say something different but all in the same font. The first one is a silhouette of a car followed by “Cars”, “ Direct”, another silhouette of a car, “Great’, “Deals”, their phone number , then their address. Below the plastic backlit signs is a round steel sign with white painted letters stating, “Cash for Cars” in neon. This circle has a white border in incandescents as well.

7. Type of Display (neon, incandescent, etc): neon, Incandescents and reader board\_

8. Media (steel, plastic, fiberglass, etc): \_Steel and plastic\_

9. Non-neon treatments: Plastic backlit sign and reader board\_

10. Animation: Flasher for incandescents

11. Environment (surrounding properties, neighborhood):\_This location is on the east side of Fremont near Bruce St. and has many different motels near it, but is close to a residential area.

Artistic Context

1. Manufacturer: YESCO

2. Designer: Architect of Record: N/A

3. Date of Installation: Has been up since at least 2007

4. Date(s) of any major redesign/move: N/A

5. Thematic Influence (design elements found on similar signs, elements related to the property, linkage to previous themes, trends, context): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. Artistic Significance (themes and representation, era: time and design, trends, context): This sign has similar traits to the Genuine Auto Parts sign.

Surveyor Notes

1. Research locations (archives, library, recorder’s office, etc)

Assessor's page, google maps satellite and street view,

2. Research notes

On google maps road view you can see the sign in the 2007 view but it must be a lot older than that since even in that year it had quite a bit of damage but no other photos or records were found finding its exact year of installation.

3. Any other relevant surveyor remarks

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Emily Fellmer\_ \_\_September 27, 2017\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Surveyor Date**

**\*Please attach a map from the assessor’s site when possible.**