



Item 1 – 1401 Huntington Drive

Project No. 2308-DRX

May 14, 2020

City of South Pasadena | Design Review Board





Project Description

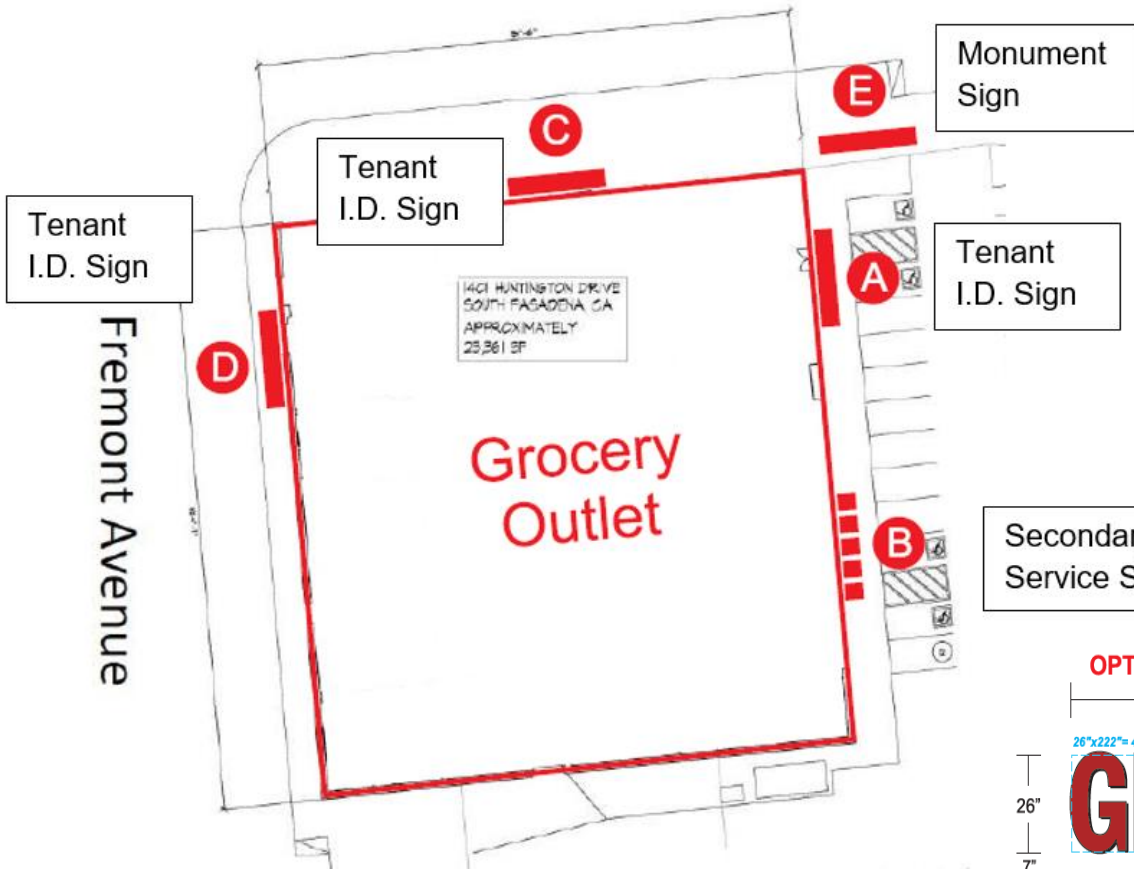
- Proposal:
 - Changes to the façade
 - 4 new illuminated wall signs
 - Change in copy monument sign
- *CEQA: Categorical Exemption - Section 15301 Class 1 Existing Facilities*



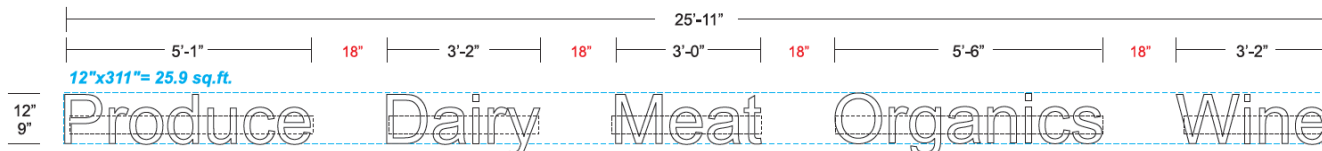
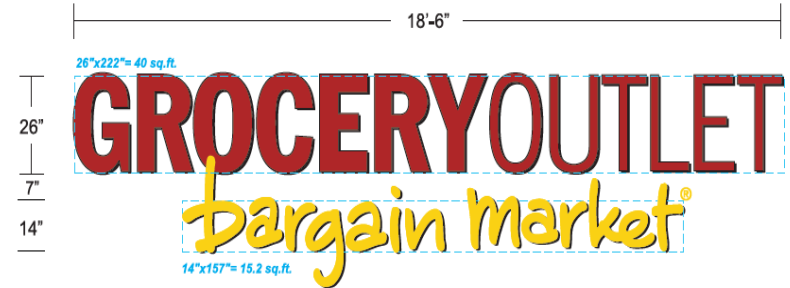




Huntington Drive



OPTION 2 total: 55.2 sq.ft.



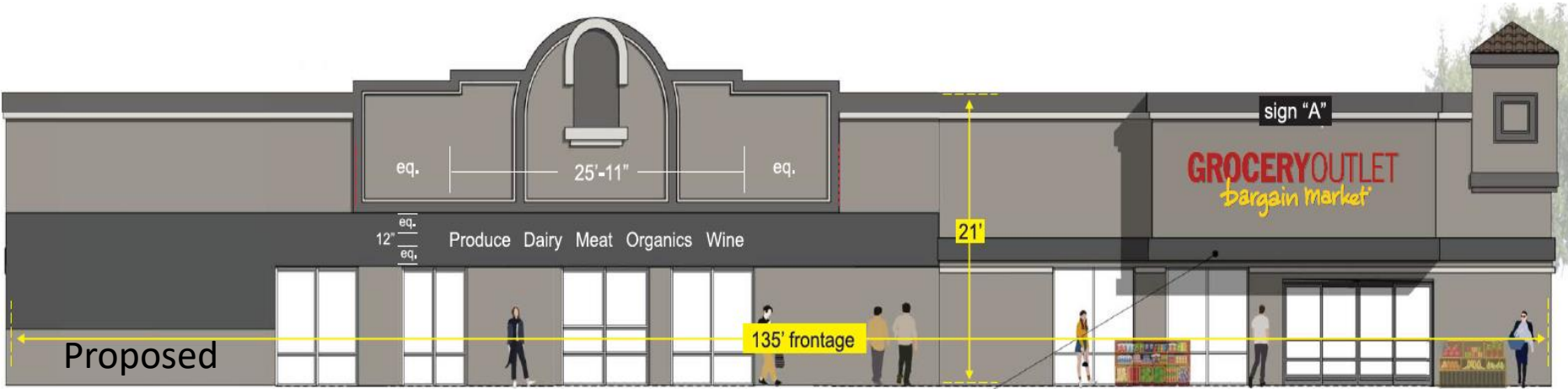




Existing & Proposed Parking Lot Elevation (East)



Existing

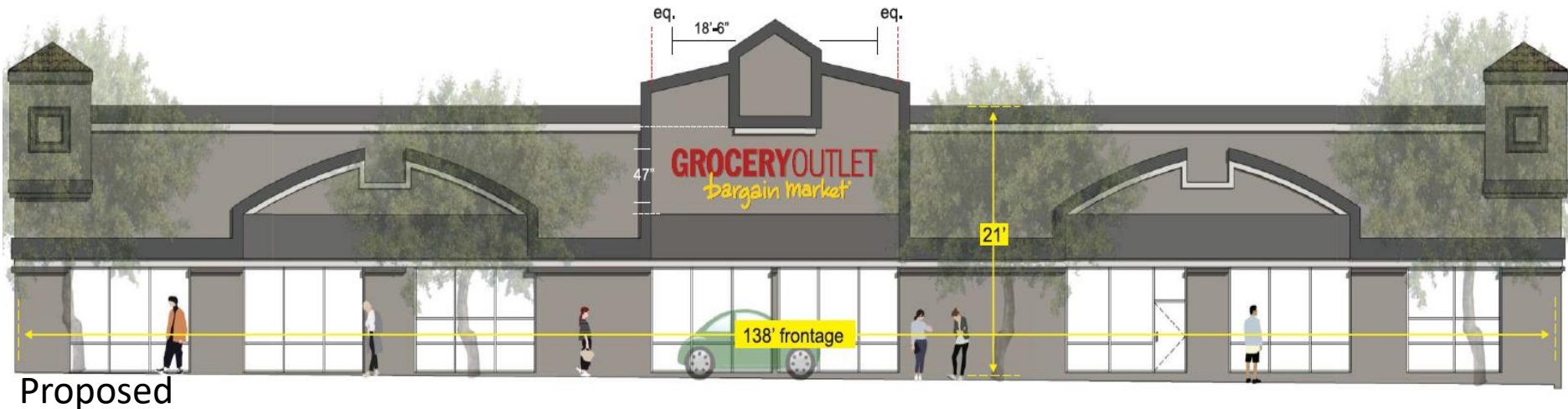


Proposed





Existing & Proposed Huntington Drive Elevation (North)

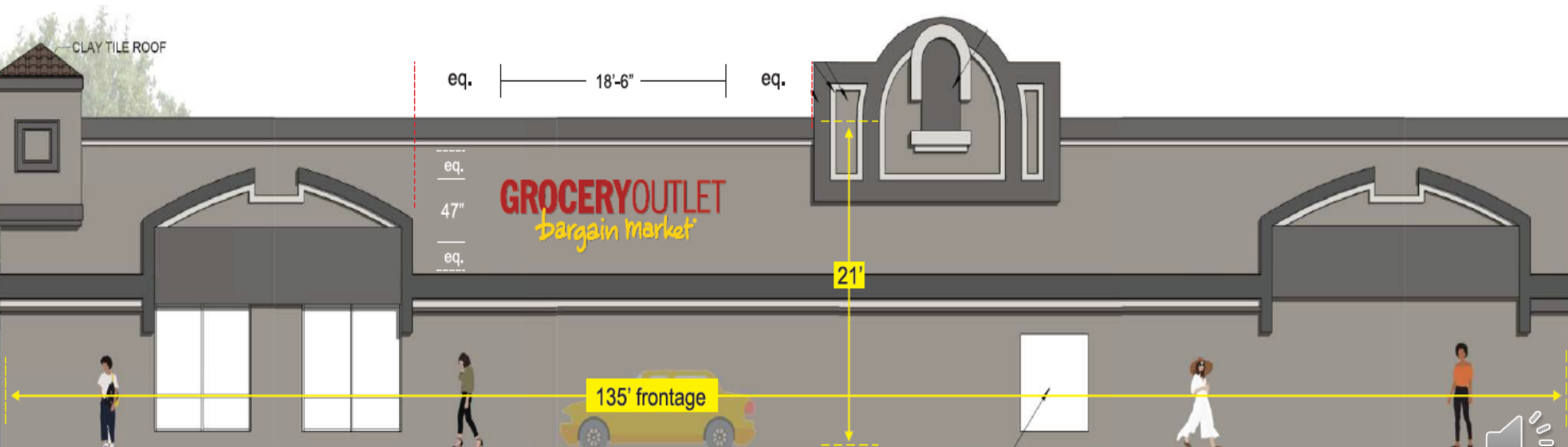




Existing & Proposed Fremont Elevation (West)



Existing



Proposed



Existing & Proposed Rear Elevation (South)

Existing



Proposed





Staff Recommendation:

Approve the Design Review for:

- Façade changes to the building, and
- Four (4) new illuminated wall signs totaling 191.50 square feet, and
- A change in copy for the monument sign.





Design Review Board Options:

- Approve the project.
- Continue the public hearing and direct the applicant to make revisions.
- Deny the project.





Questions?



**Table 1: Sign Development Standards for Wall Signs**

	Allowed	Proposed
Number of Signs Allowed	1 of any allowed sign type per business frontage	Only wall signs are proposed per business frontage
Maximum Sign Area	<ul style="list-style-type: none"> 1 sq. ft. per each linear foot of building frontage North & South Frontage Length: 138 feet West & East Frontage Length: 135 feet <ul style="list-style-type: none"> No more than 200 sq. ft. allowed for each use Not to exceed 7% of the building façade 	The tenant business signs are 55.2 sq. ft. each and the secondary sign is 25.9 sq. ft. The total sign area for the wall signs is 191.50 sq. ft. All wall signs are in compliance with the sign length and area criteria.
Sign Location	<ul style="list-style-type: none"> Not project above the eave line or the edge of the roof of a building Not to interfere with the operation of a window or door At least 1 foot below the top of the parapet 	Signs meet the sign location criteria.
Sign Projection	Does not project more than 12 inches from the building surface	5 inches
Maximum Logo & Letter Height	No limit as long as it doesn't exceed the allowable area	Tenant Letters: 26 inches Secondary Sign Letters: 12 inches (See maximum sign area row)
Maximum Sign Length	No limit as long as it doesn't exceed the allowable area	Tenant Letters: 18 feet 6 inches Secondary Sign Letters: 25 feet 11 inches (See maximum sign area row)