

**MINUTES OF THE REGULAR MEETING OF THE  
DESIGN REVIEW BOARD  
CITY OF SOUTH PASADENA  
CONVENED THIS 7<sup>TH</sup> DAY OF JANUARY, 2014  
MAYOR'S CONFERENCE ROOM  
1424 MISSION STREET**

ROLL CALL		<p>The meeting convened at: 7:04 PM</p> <p>Board Members Present: Conrado Lopez (Chair), Lawrence Abelson (Vice-Chair), and Jim Fenske</p> <p>Board Members Absent: Susan Masterman and Amy Nettleton</p> <p>Staff Liaison: Knarik Vizcarra, Assistant Planner</p>
NON-AGENDA ITEMS	1.	None.
CONTINUED ITEMS	2.	<p><b>Address: 712 Fair Oaks Avenue</b>  <b>Project Number: 1648 - DRX</b>  <b>Applicant: Jeff Reich, Mall Signs + Service</b>  <b>Project Information:</b></p> <p>A request for Design Review approval for a 19 sq. ft. permanent wall sign located on the second story of the business building located at 712 Fair Oaks Avenue. The single wall sign will read “Allstate” with its company logo placed in front. The wall sign will be made of blue vinyl and internally illuminated.</p> <p><b>Presentation:</b>  Jeff Reich restated the proposals for signage, noting he had discussed the Board’s actions with the client, and was directed to move forward with whatever could be approved.</p> <p><b>Public Comment:</b>  None</p> <p><b>Board Discussion/Decision:</b>  Following a short discussion on the appropriateness of location of the west facing sign that was proposed, the Board voted 3-0 (Abelson/Lopez) to APPROVE the west facing sign only (not proposed north facing sign), with the condition that the sign location be in place of the “For Lease” sign.</p> <p>This motion was made on the finding that the project complies with Design Guidelines of the City of South Pasadena and the required findings contained in South Pasadena Municipal Code Section 36.410.040 to approve the design review application.</p>

NEW ITEMS	3.	<b>None</b>
DISCUSSION ITEMS	4.	<p><b>152 Warwick Ave</b></p> <p>Conceptual review for a modern design façade change to an existing two story house. This item is for discussion purposes only; no decision shall be made at this time.</p> <p>This item was not heard as materials were not received in time for the meeting.</p>
	5.	<p><b>Citizen Summit on January 25, 2014</b></p> <p>Board members will identify one to three "big-picture items" that they would like the Council to consider for the Strategic Planning annual work plan. The Board will also designate a liaison who will attend the January 25, 2014 Citizen's Summit and be able to speak to the Commission's preferred priorities.</p> <p><b>Discussion:</b>                  Following a discussion, the Board identified the following three "big picture items" for the City Council to consider:</p> <ol style="list-style-type: none"> <li>1. Rethink use of city owned and underutilized real estate along Mission Street.</li> <li>2. Work toward a General Plan update, specifically concentration on Fair Oaks corridor to promote and orderly development improving aesthetic design.</li> <li>3. Develop a comprehensive and clear updated sign regulatory program.</li> </ol> <p>The Board designated Mr. Fenske to attend the Citizen's Summit.</p>
BOARD COMMENTS	6.	None.
STAFF COMMENTS	7.	None.
APPROVAL OF MINUTES	8.	<p>Minutes</p> <p>The Board voted 3-0 (Abelson/Lopez) to APPROVE outstanding minutes from October through December 2014 with minor corrections noted.</p>
ADJOURNMENT	9.	The meeting adjourned at 8:27 P.M. to the next regularly scheduled meeting on January 21, 2014 at 7 P.M.

Approved,

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Conrado Lopez, Chair

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Date