


**From:** "Madison, Steve" <[smadison@cityofpasadena.net](mailto:smadison@cityofpasadena.net)>  
**Date:** May 24, 2010 4:38:55 PM PDT  
**To:** "Jomsky, Mark" <[mjomsky@cityofpasadena.net](mailto:mjomsky@cityofpasadena.net)>  
**Cc:** "Suzuki, Takako" <[tsuzuki@cityofpasadena.net](mailto:tsuzuki@cityofpasadena.net)>  
**Subject:** Call for Review: PLN2010-00071

Please agendaize for Council consideration a call for review of the above case--  
Revision to Master Sign Plan for Archstone/Del Mar Station.

A handwritten signature in black ink, appearing to be "SM", located below the main text of the email.

06/07/2010  
Item 6



PLANNING & DEVELOPMENT DEPARTMENT  
PLANNING DIVISION

May 12, 2010

Fusion Signs  
3443 Niki Way  
Riverside, CA 92507

Attention: Ronald Conteras

**NOTICE OF DECISION**  
**Revision to Master Sign Plan for Archstone/Del Mar Station**  
265 South Arroyo Parkway (Archstone/Del Mar Station)  
Pasadena Central District (CD1)

Case #PLN2010-00071

Council District 6

Dear Mr. Conteras:

Acting under the provisions of the Pasadena Municipal Code (§17.48.060 & §17.61.030), the Design & Historic Preservation staff has reviewed your application for revision to an existing Master Sign Plan for the mixed-used development at the Del Mar Station. The application and submittals were received on February 24, 2010. An incomplete letter was sent to the applicant on March 24, 2010 with request for scaled plans and elevations. A revised set of plans and elevations were received on Thursday, May 6, 2010.

The purpose of the Master Sign Plan is "to integrate project signs into the architectural design of the site, thereby creating an architectural statement of high quality" (§17.48.060, A). Furthermore, "revisions to Master Sign Plans may be approved by the Director if the intent of the original approval is not affected" (§17.48.060, G).

A master sign plan for the mixed-used development surrounding the Del Mar Station was approved in 2004 and revised in 2005 and 2009 (to allow for additional signage). This latest revision would allow for the installation of two additional wall signs (business-identification signs) associated with Archstone Apartments.

Both wall signs will have the same text ("Archstone Del Mar Station Apartments"), and they will be constructed from identical materials: aluminum sign faces with individual channel letters mounted to the exterior cement-plaster walls. One sign will be installed on the six-story, east-facing tower on South Arroyo Parkway, at a height of 75 feet, with lettering ranging from 1' ¼" for the "Del Mar Station Apartments" text to 1' 5" for the "Archstone" text. The second wall sign will be at the corner of Del Mar Boulevard and South Arroyo Parkway (facing southwest) and will have lettering ranging from 9 ½" to 1' ¾" in height.

In its decision, the staff:

1. **Finds** that the application is categorically exempt from the California Environmental Quality Act (CEQA) Class 1 (§15311: Accessory Structures).
2. **Finds** the amendment to the existing Master Sign Plan **does not alter the original intent** of the existing master sign plan; and
3. Based on this finding, approves **as submitted** the application.

Approval of the application does not alter the original intent of the existing Master Sign Plan because the additional signage is consistent in design and material with the other signage on the site. It addresses a legitimate need for tenant signage that can be viewed by vehicles and pedestrians from South Arroyo Parkway. The purpose of a master sign plan is to "...ensure high quality in the design and display of multiple permanent signs for a project").

**Effective Date**  **Call for Review**  **Appeal**

This decision becomes effective on **Tuesday, May 25, 2010**. Before the effective date, the Design Commission or City Council may call for a review of this decision. In addition, you or any person affected by this decision may appeal it to the Design Commission **before the effective date** by filing an application for an appeal with a total fee of \$257.50. Appeals must cite a reason for objecting to a decision. Please note that appeals and calls for review are conducted as *de novo* reviews, meaning that the lower decision is set aside and the entire application is reviewed as a new proposal. **The last day to file an appeal is Monday, May 25, 2010.**

This approval expires two years from the effective date. The approval period may be extended once—for a third and final year—by filing a written request with the Planning Director before the expiration of the two-year effective date (along with the fee for renewal of an approval). **Any changes in the approved design for the project, whether before construction or during construction, must be submitted to City staff for review and approval.** The municipal code authorizes the staff to approve minor changes to the project. Major changes, however, must be reviewed as part of a separate application for changes to an approved project. Two applications for major changes to the project may be filed during a calendar year. Major changes may be approved only if there are findings of changed circumstances that justify the revisions.

Sincerely,



Vicrim Chima, Assistant Planner  
Design and Historic Preservation Section  
Tel: 626-744-6791 Fax: 626-396-7458 E-mail: vchima@cityofpasadena.net

Cc: Address file; Chronological file; Tidemark case; City Clerk; City Council; Council Representative (District 6); Design Commission

ATTACHMENT A: Elevation, Plan, and Section  
ATTACHMENT B: Rendering & Photos



3443 Niki Way  
 Riverside  
 California, 92507  
 T 951.682.9660  
 F 951.682.9665  
 W fusiondesign.com

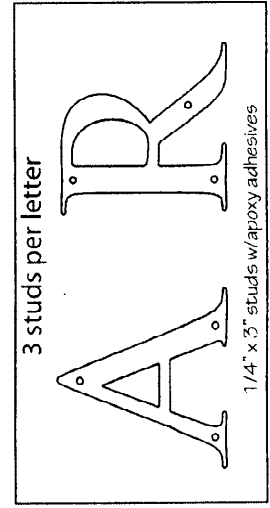
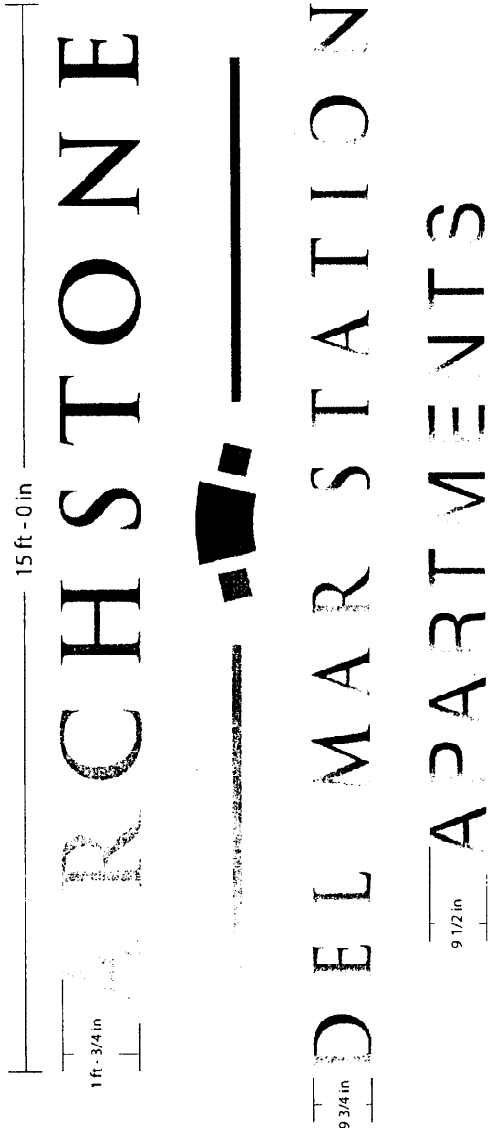
CLIENT: ARCHSTONE  
 FILE NAME: CHANNEL LETTERS SIGN 1  
 DESIGNER: AIDAN

PROJECT NAME: DEL MAR STATION  
 ACCOUNT MANAGER: DAWANA  
 DATE & REVISIONS: 02-18-10/4-22-10

APPROVAL (AS IS)  APPROVAL (WITH CHANGES)

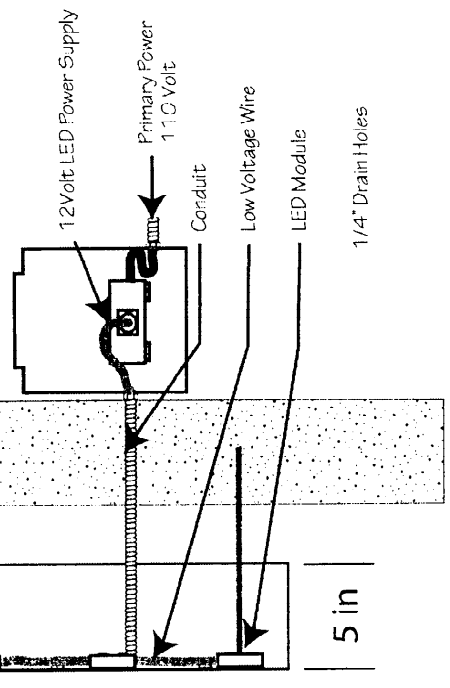
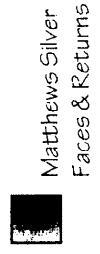
By signing you authorize FSD, to proceed as shown and release FSD from any liability if any information is incorrect or changes are made after

COLORS MAY VARY DEPENDING ON DISPLAYS, PRINT-OUTS, ETC. THEREFORE THIS CONCEPT IS NOT A PHYSICAL SCALE FOR CONSTRUCTION. IF COLOR IS A CONCERN PLEASE REFER TO COLOR MATCHING AND COLOR MANAGEMENT. THIS CONCEPT HAS ORIGINAL CONCEPT HAS BEEN ASSURED BY FUSION DESIGN FOR REPRODUCTION IN WHOLE OR IN PART REMAINS THE EXCLUSIVE RIGHT OF FUSION SIGN DESIGN.



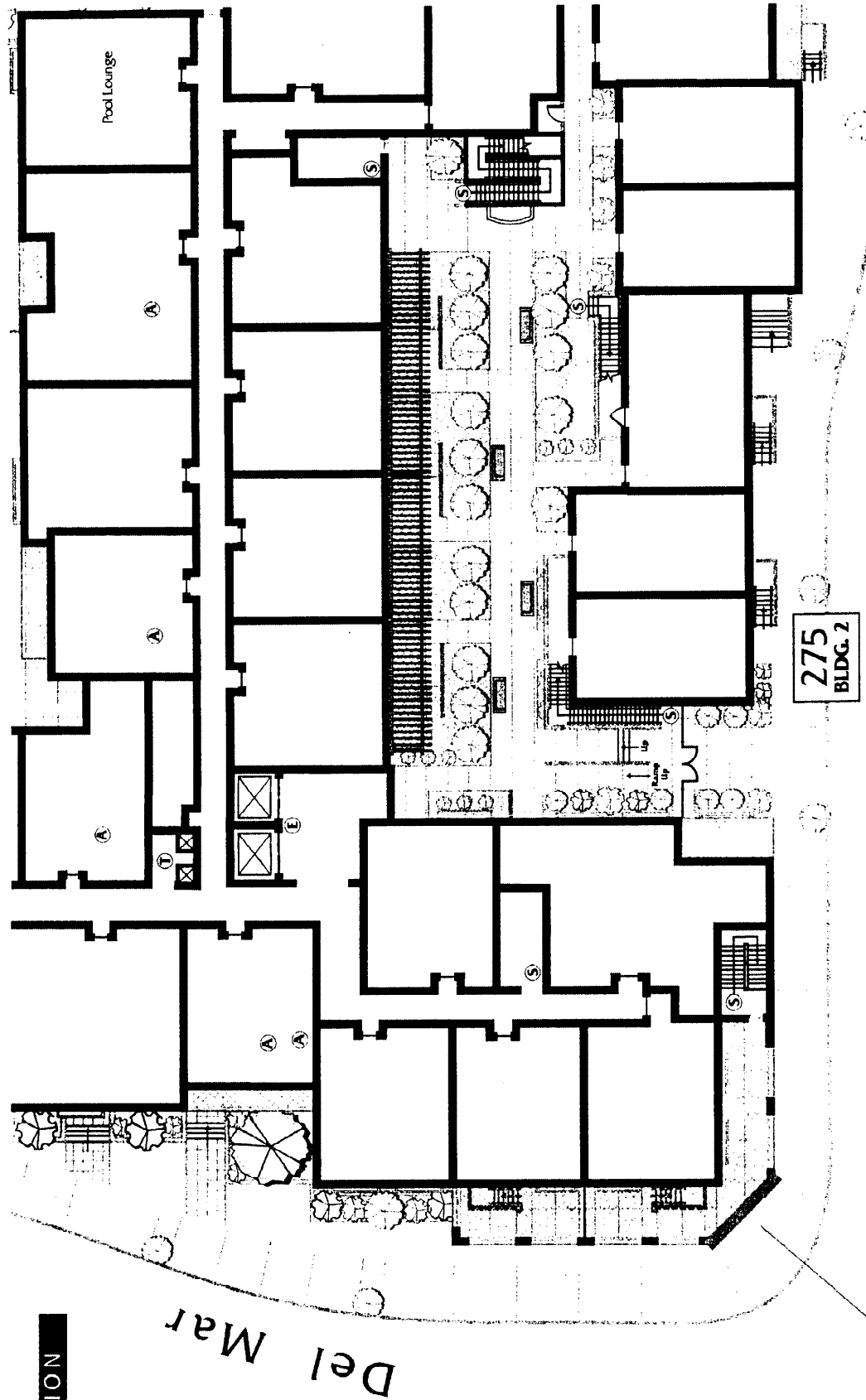
SCALE: 1/2" = 1'

- HALO LIT CHANNEL LETTERS
- .5" DEEP CHANNEL LETTERS
- INTERNALLY LIT W/LEDS
- COLOR: MATTHEWS SILVER



ART IS PRODUCTION READY YES  NO   
 Attachment A

DEL MAR STATION



**SIGN 1  
SOUTH FACING**

South Arroyo Parkway

275  
BLDG. 2



3443 Niki Way  
Riverside  
California, 92507  
T 951.682.9660  
F 951.682.9665  
W fusionssign.com

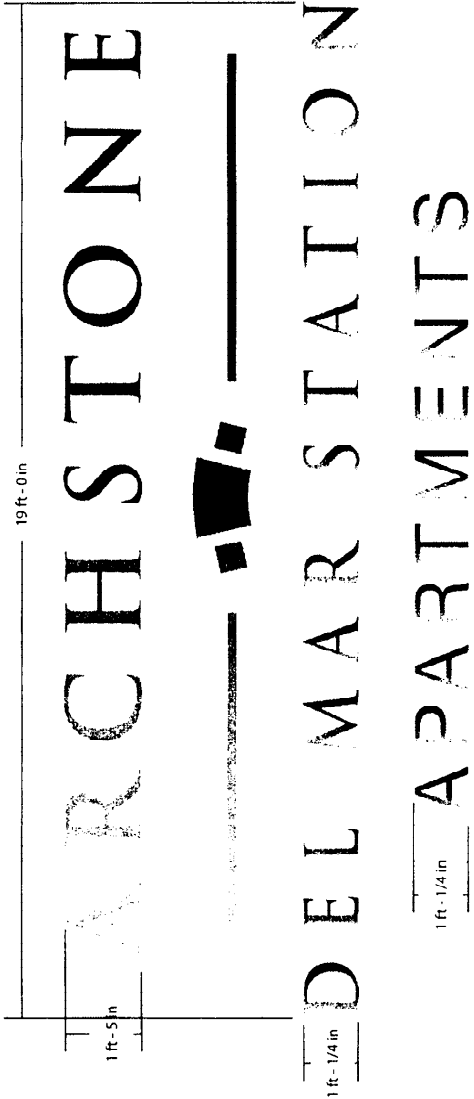
CLIENT: ARCHSTONE  
FILE NAME: CHANNEL LETTERS SIGN 2  
DESIGNER: AIDAN/CHRIS

PROJECT NAME: DEL MAR STATION  
ACCOUNT MANAGER: DAWANA  
DATE & REVISIONS: 02-18-10/4-8-10

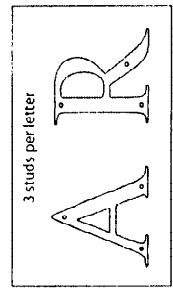
APPROVAL (AS IS)  APPROVAL (WITH CHANGES)

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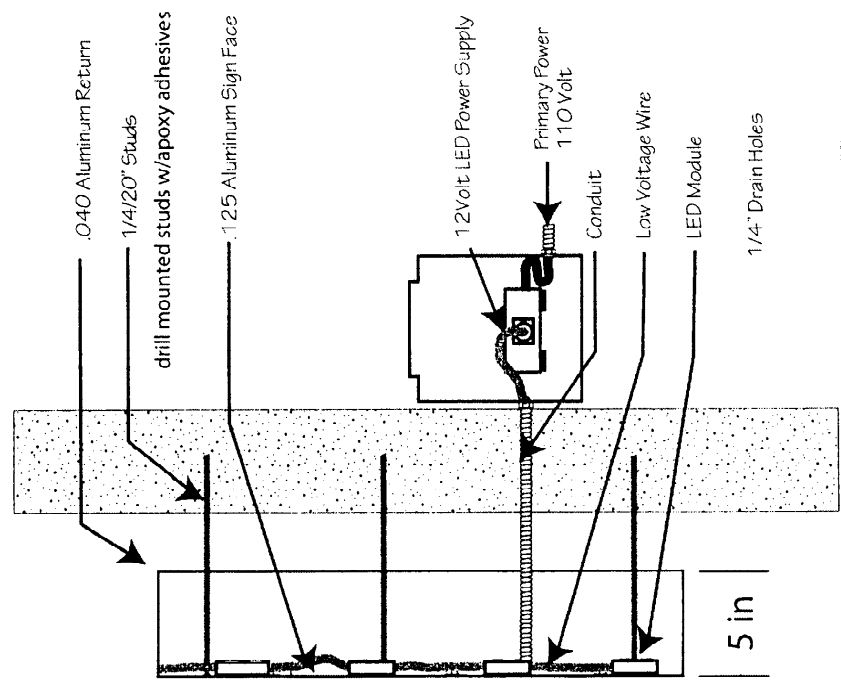
SCALE: 3/8" = 1'



1/4" x 3" studs w/apoxy adhesive

Matthews Silver  
Faces & Returns

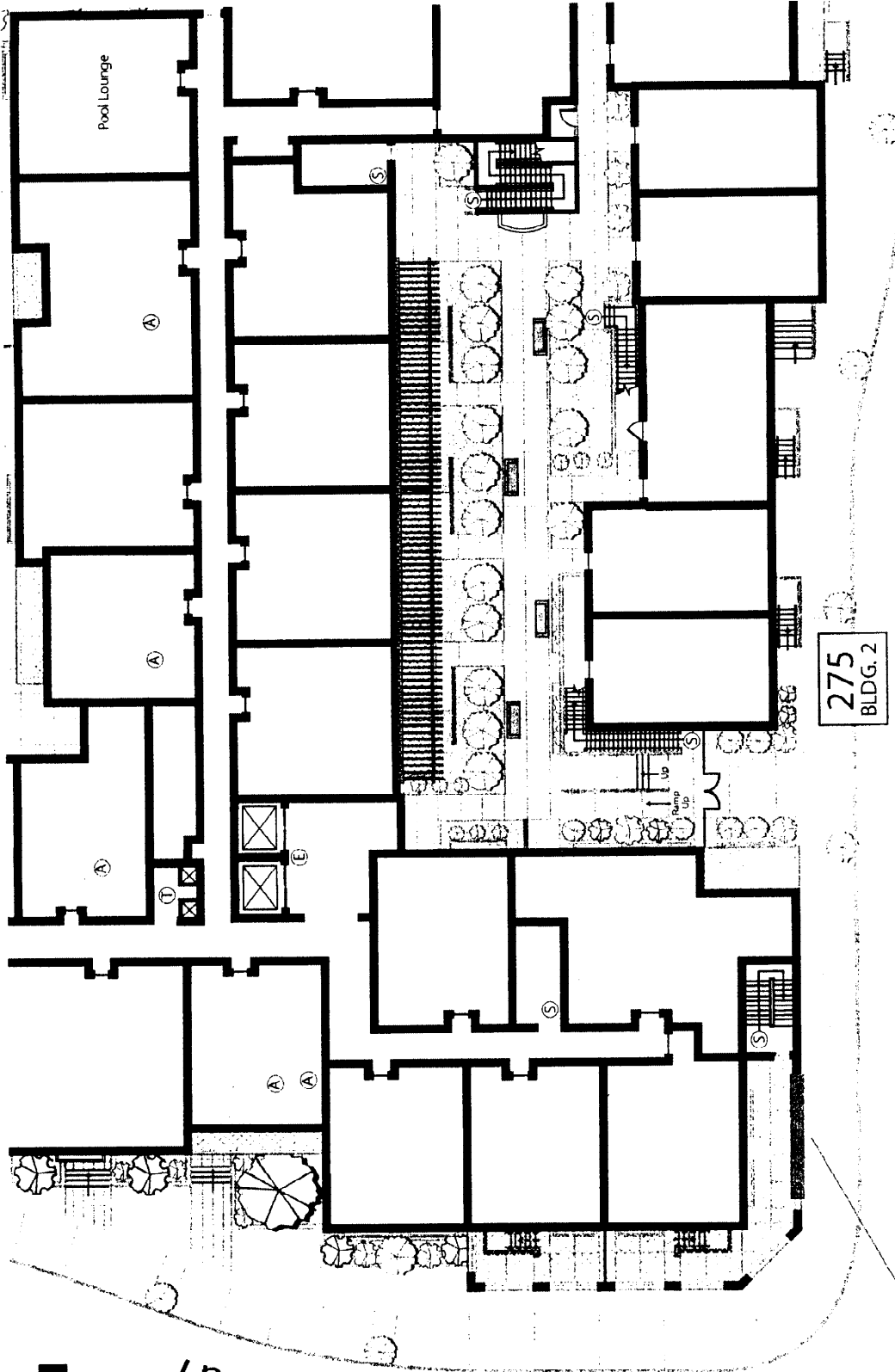
- HALOLIT CHANNEL LETTERS
- 5" DEEP CHANNEL LETTERS
- INTERNALLY LIT W/LEDS
- COLOR: MATTHEWS SILVER



ART IS PRODUCTION READY YES  NO

**DEL MAR STATION**

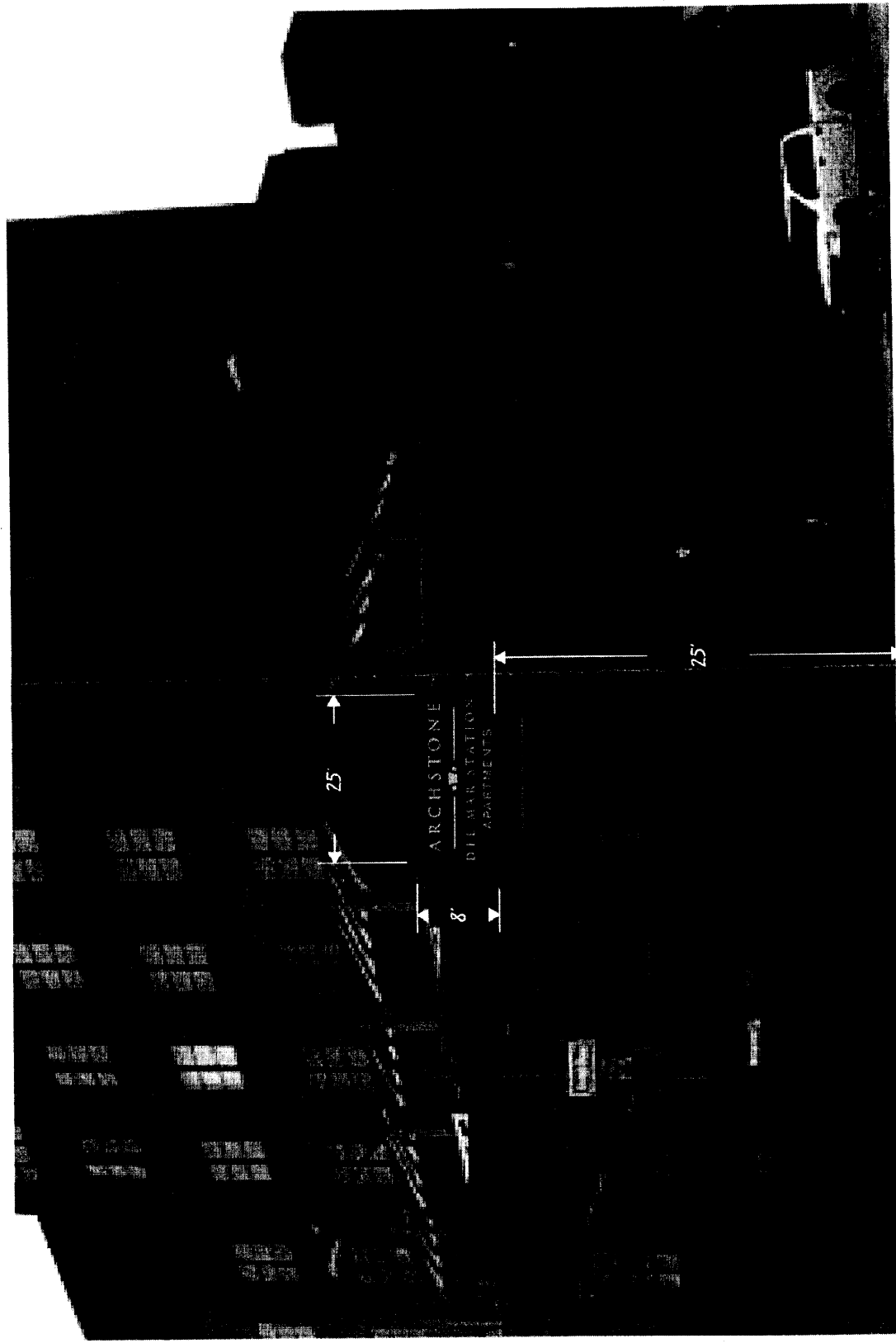
Del Mar



**SIGN 2  
EAST FACING**

South Arroyo Parkway

10-20-11





SIGN 2

