



DEPARTMENT OF ECONOMIC  
AND COMMUNITY DEVELOPMENT  
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CITY COUNCIL 2024

JAMES COLEMAN, MAYOR (DIST. 4)  
EDDIE FLORES, VICE MAYOR (DIST. 5)  
MARK ADDIEGO, MEMBER (DIST. 1)  
FLOR NICOLAS, MEMBER (DIST. 3)  
MARK NAGALES, MEMBER (DIST. 2)

SHARON RANALS, CITY MANAGER

## DESIGN REVIEW BOARD RECOMMENDATIONS

Date: January 24, 2024

Applicant: Marissa Reilly

Site Address: 401 Cypress Avenue

Project No.: P23-0108: DR23-0026 & SIGNS23-0027

On Tuesday, January 16, 2024, the Design Review Board reviewed your plans for a resubmittal for a Master Sign Program for a residential campus at 401 Cypress Avenue in the Downtown Transit Core (DTC) Zoning District in accordance with Title 20 of the South San Francisco Municipal Code and determination that the project is categorically exempt from CEQA.

The Chief Planner and the Design Review Board have determined that this application is complying and pursuant to Title 20, Section 20.480 of the South San Francisco Municipal Code and Design Guidelines after the following changes have been made to the plans:

1. **Miller Avenue Wall Sign:** The Board supported the size, location, and appearance of the Miller Avenue Wall Sign subject to the following conditions:
  - a. Illumination controlled by a dimmer between dusk to 9 pm (after 9 pm, lights are turned off for the evening)
  - b. Prior to final sign off the installation of the sign, perform a light test or mock-up to determine the appropriate lumens level.
  - c. Consider using halo lighting (this is not a requirement).
  
2. **Tamarack Wall Sign:**
  - The Board did not support the proposed Tamarack Wall Sign, as the proposed wall sign is not designed as an integrated part of the building architecture and appears unbalanced and out of scale. The Board recommended that a permanent sign not be allowed in this location, but that a temporary banner be allowed in this location for a time period of no longer than 6 months.

- If a permanent sign were ultimately allowed in this location, it should be reduced in size to allow one horizontal siding band both above and below the sign, and the sign should not be illuminated. However, the Board's preference is that a permanent sign not be permitted at this location.
3. The Board recommended approval of all other aspects of the Master Sign Program.

**Continue to work with staff on the Master Sign Program to incorporate the DRB recommendations, and proceed to a future Planning Commission meeting.**

Please include these comments and any others into your Planning Commission submittal. If you have any questions regarding this matter, please feel free to contact the Planning Division at (650) 877-8535.

Sincerely,



Christy Usher  
Senior Planner



Adena Friedman  
Chief Planner



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SHARON RANALS, CITY MANAGER

DESIGN REVIEW BOARD RECOMMENDATIONS

Date: November 29, 2023

Applicant: Marissa Reilly

Site Address: 401 Cypress Avenue

Project No.: P23-0108: DR23-0026 & SIGNS23-0027


On Tuesday, November 21, 2023, the Design Review Board reviewed your plans for a Master Sign Program for a residential campus at 401 Cypress Avenue in the Downtown Transit Core (DTC) Zoning District in accordance with Title 20 of the South San Francisco Municipal Code and determination that the project is categorically exempt from CEQA.

The Chief Planner and the Design Review Board have determined that this application is complying and pursuant to Title 20, Section 20.480 of the South San Francisco Municipal Code and Design Guidelines after the following changes have been made to the plans:

1. The Board liked the Master Sign Program font, but was concerned with the two illuminated signs. The proposed lighted signs are too large and give an unbalanced appearance.
2. Consider non-illuminated signage or all of the following: add a dimmer feature, revise the channel lighting to halo lighting, and restrict the hours the signs are lit to 8pm to minimize the impacts of lightshed into adjacent and nearby single family and multi-family residential dwelling units.
3. These recommend features of reducing the size of the illuminated wall signs and restricting the illumination of the walls signs will help minimize lighting impactson the quality of life of residences in the project vicinity

Please include these comments and any others into your Planning Commission submittal. If you have any questions regarding this matter, please feel free to contact the Planning Division at (650) 877-8535.

Sincerely,

  
\_\_\_\_\_  
Christy Usher  
Senior Planner

  
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Adena Friedman  
Chief Planner