



**CONTINUED ITEM****A. 35, 36, & 120 STATE ST****HRC-2/S-D-3 Zone**

Assessor's Parcel Number: 033-102-018, 033-111-013, 033-081-013  
Application Number: SGN2016-00042  
Owner: 35 State Street Hotel Partners, LLC  
Architect: Melisa Turner  
Designer: Sign Source  
Business Name: Hotel Californian

(Proposal for a new Sign Program for Areas A, B, and C of the Hotel Californian development addressed at 35 State Street, 36 State Street, and 120 State Street, respectively. Various signs are proposed throughout the hotel complex for primary hotel and building identification, wayfinding, parking, and future retail tenants. Exceptions are requested for letter heights exceeding 10 inches on the primary identification sign.)

**(Sign Exception findings required.)**

**Motion: Continued two weeks to Consent Review with comments:**

1. Provide further study of the size, spacing, and composition of the primary hotel sign (S1/01).
2. The star logo in the secondary hotel sign (S2) shall be 3'-6" tall.
3. The primary number height for the building address signs (S10) shall be 8" tall.
4. Primary commercial tenant signage on Building C (S4) shall be 8" tall.
5. Pointing hand symbols shall be used on wayfinding signs visible from streets.  
Directional arrows are acceptable for all other wayfinding signs.
6. The gold color vinyl to be used shall have a matte finish, without the appearance of patterns or machined textures.

**Action:** Cunningham/Wittausch, 2/0/0. Motion carried.