

City of Brisbane

Planning Commission Agenda Report

TO: Planning Commission For the Meeting of 5/24/11

FROM: Ken Johnson, Associate Planner, via John A. Swiecki, Community Development Director

SUBJECT: 99 South Hill Drive; Sign Review SR-3-12 to establish a Sign Program to allow for new wall signage that combined with the previously permitted monument and wall signs will exceed 100 square feet (sq. ft.) for this multi-tenant site with over 100 ft. of property frontage; Norman S. Wright applicant; William Spencer owner; APN 005-280-230

Request: A Sign Program is requested to allow for placement of a new wall sign by Norman Wright Mechanical Equipment Corp. At the same time, pre-existing monument, wall and window signs at 99 South Hill Drive would be recognized as part of the sign program. A summary of the existing signs and this proposed new sign is attached. The new sign would advertise ABB variable speed drives as being in stock for Norman Wright's customers as they are entering the facility. Norman Wright is a distributor of commercial heating, air conditioning and ventilation equipment (HVAC) and they have indicated that these drives are their core product.

Recommendation: Conditionally approve Sign Review SR-3-12 per the agenda report with attachments, via adoption of Resolution SR-3-12 with Exhibit A containing the findings and conditions of approval.

Environmental Determination: On premise signs are categorically exempt from the provisions of the California Environmental Quality Act per Section 15311(a) of the State CEQA Guidelines. The exceptions referenced in Section 15300.2 to these categorical exemptions do not apply.

Applicable Code Sections: Per Brisbane Municipal Code Section 17.36.050, the Planning Commission may approve sign programs for lots having primary frontage of more than 100 ft. where cumulative signage in excess of 100 sq. ft. is requested.

Background: The subject property has 800 ft. of frontage which qualifies it for a sign program. Administrative sign permits were previously granted in 1999, 2008 and 2011. A sign program is required for this current application since the cumulative signage is over the administrative approval threshold.

Staff Analysis: Brisbane Municipal Code Section 17.36.060.D contains the following findings applicable to proposed signs or sign programs:

1. It must be found that the advertising sign conforms to the requirements of Table 17.36.020 and Figure 17.36.020, unless specifically exempted.

The proposal **complies** with this finding. Table 17.36.020 allows for a Planning Commission approval of a sign program for properties exceeding 100 ft of frontage, or for smaller properties with multiple tenants. This site has over 800 feet of frontage and it has multiple tenants. Sign programs are exempt from Figure 17.36.020.

2. It must be found that the sign complies with all applicable City ordinances.

The proposed signage will **comply** with this finding, given the conditions of approval. The proposal complies with the requirements of the Brisbane Municipal Code, specifically the sign ordinance provided in BMC Chapter 17.36. As required by the Building Code, and as a condition of approval, building permits are required for signs that are installed above 6 feet in height.

3. The sign does not conflict with the building scale, colors, materials, architectural details and styles found in the specific neighborhood or area of the City in which the sign is proposed to be located.

The proposal **complies** with this finding. None of the signs, existing or proposed, conflict with this large warehouse/office building in terms of scale, colors, materials or architectural details. Nor does the total sign area requested (192 sq. ft.) conflict with the scale of the building. Photos of the building and the proposed signage are attached with this agenda report. The signs are consistent with the neighboring properties in this trade commercial district, which consists largely of warehouse properties. They serve to provide direction and avoid confusion in way-finding on this large site or for advertising the core product line, in the case of the proposed ABB sign for Norman Wright.

4. The sign program is consistent with the City's General Plan and any Specific Plan or Planned Development Permit applicable to the site.

The proposal **complies** with this finding. The sign program is consistent with the General Plan. Specifically, in that allowing for way-finding onto and within the site and the advertising of a core product line encourages the continuation of business activity here and is therefore consistent with Policy 8, "Maintain and diversify the City's tax base, consistent with community character, in order to generate adequate revenues for City Government and sustain a healthy local economy." There is no specific plan and no planned development permit applicable to this site.

Attachments:

Draft Resolution with Findings and Conditions of Approval
Table summary of Existing and Proposed Signs
Photos of Shopping Center Signs

DRAFT
RESOLUTION SR-3-12

A RESOLUTION OF THE PLANNING COMMISSION OF BRISBANE
CONDITIONALLY APPROVING SIGN REVIEW PERMIT SR-3-12
TO ESTABLISH A SIGN PROGRAM FOR
99 SOUTH HILL DRIVE

WHEREAS, Norman S. Wright, the applicant, applied to the City of Brisbane for Sign Review approval of the Sign Program for 99 South Hill Drive in order to add new signage, which together with existing signage will total over 100 sq ft; and

WHEREAS, on May 24, 2012, the Planning Commission conducted a hearing of the application, at which time any person interested in the matter was given an opportunity to be heard; and

WHEREAS, the Planning Commission reviewed and considered the agenda report relating to said application and the written and oral evidence presented to the Planning Commission in support of and in opposition to the application; and

WHEREAS, the Planning Commission of the City of Brisbane hereby makes the findings attached herein as Exhibit A in connection with the Sign Review Permit.

NOW THEREFORE, based upon the findings set forth hereinabove, the Planning Commission of the City of Brisbane, at its meeting of May 24, 2012, did resolve as follows:

Sign Review Application SR-3-12 is approved per the conditions of approval attached herein as Exhibit A.

ADOPTED this twenty-fourth day of May, 2012, by the following vote:

AYES:
NOES:
ABSENT:

Jameel Munir
Chairperson

ATTEST:

JOHN A. SWIECKI, Community Development Director

EXHIBIT A

Action Taken: Conditionally approve Sign Review Permit SR-3-12 per the agenda report with attachments, via adoption of Resolution SR-3-12.








Findings:

1. This sign program is in conformance with the requirements of Brisbane Municipal Code Table 17.36.020, but is exempt from BMC Figure 17.36.020, per BMC Section 17.36.050.
2. The sign program complies with all applicable City ordinances, given the conditions of approval.
3. The signs allowed by the sign program do not, or will not, conflict with the building scale, colors, materials, architectural details and styles found in the specific neighborhood or area of the City in which the signs are proposed.
4. The sign program is consistent with the City's General Plan, specifically General Plan Policy 8, and there is no applicable Specific Plan or Planned Development Permit for this site.

Conditions of Approval:

- A. Sign face changes on the existing signs and/or size-per-size replacements of signs shall require approval of a Sign Permit by the Planning Director. At the Planning Director's discretion applications for changes or replacement of existing signs may be referred to the Planning Commission. Neither additional monument signs nor replacement monument signs to a larger size are permitted as part of this sign program and no replacement monument sign shall be allowed in the public right-of-way.
- B. There are no provisions for illuminated signs as part of this sign program. Illuminated signs are subject to Planning Commission approval of a Sign Permit.
- C. Installation of signs over six (6) feet in height shall require a building permit, per BMC Section 17.36.030.F.1 and the Uniform Sign Code.
- D. The signs shall be maintained per Brisbane Municipal Code Section 17.36.030.F.
- E. Minor modifications may be approved by the Planning Director in conformance with all requirements of the Municipal Code.

Summary of Existing and Proposed Signs 99 South Hill Drive

Existing/ Proposed	Sign Type, per BMC Table 17.36.020	Location (See aerial photo, in applicant's submittal)	Existing & Proposed Sign Image	Sign Area (square feet)	Notes
Proposed	Wall	A. West side of building above the truck bay.		40 (4' by 10')	Proposed new sign advertising Norman Wright's core product. To be constructed of SiBond, an aluminum composite.
Existing	Monument	B. East side of site entry.		32	Focused on providing direction to drivers on South Hill Drive.
	Monument	C. West side of site entry.		27.5	Focused on providing direction to drivers on South Hill Drive.
	Wall	D. North side of building, on fascia.		43.2	Visible from South Hill Drive.
	Wall	E. West side of building, above the truck bays.		43.2	On site way-finding to the DHL Truck Bays.
	Window	F. North side of building entrance #1		1.3	Existing Norman Wright sign, identifying the entrance to their offices.
	Window	G. North side of building entrance #2		2.5 for F.W. Spencer 2 for DHL	Existing FW Spencer and Norman Wright signs, identifying the entrance to their offices.

Note: Other instructional/directional signs are present adjacent to certain dock doors. Such signs are not considered advertising signs and are therefore not subject to the provisions of the Advertising Signs ordinance, BMC Chapter 17.36.



99 South Hill Drive
Brisbane, CA

- = DHL signage
- = NSW Courier signage
- = FW Spencer signage
- = Proposed NSW signage



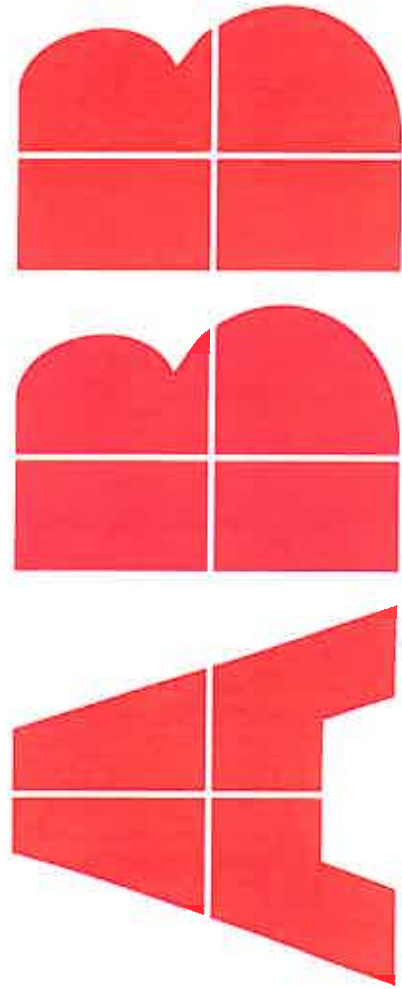
9/16

9/16

proposed sign

Location A

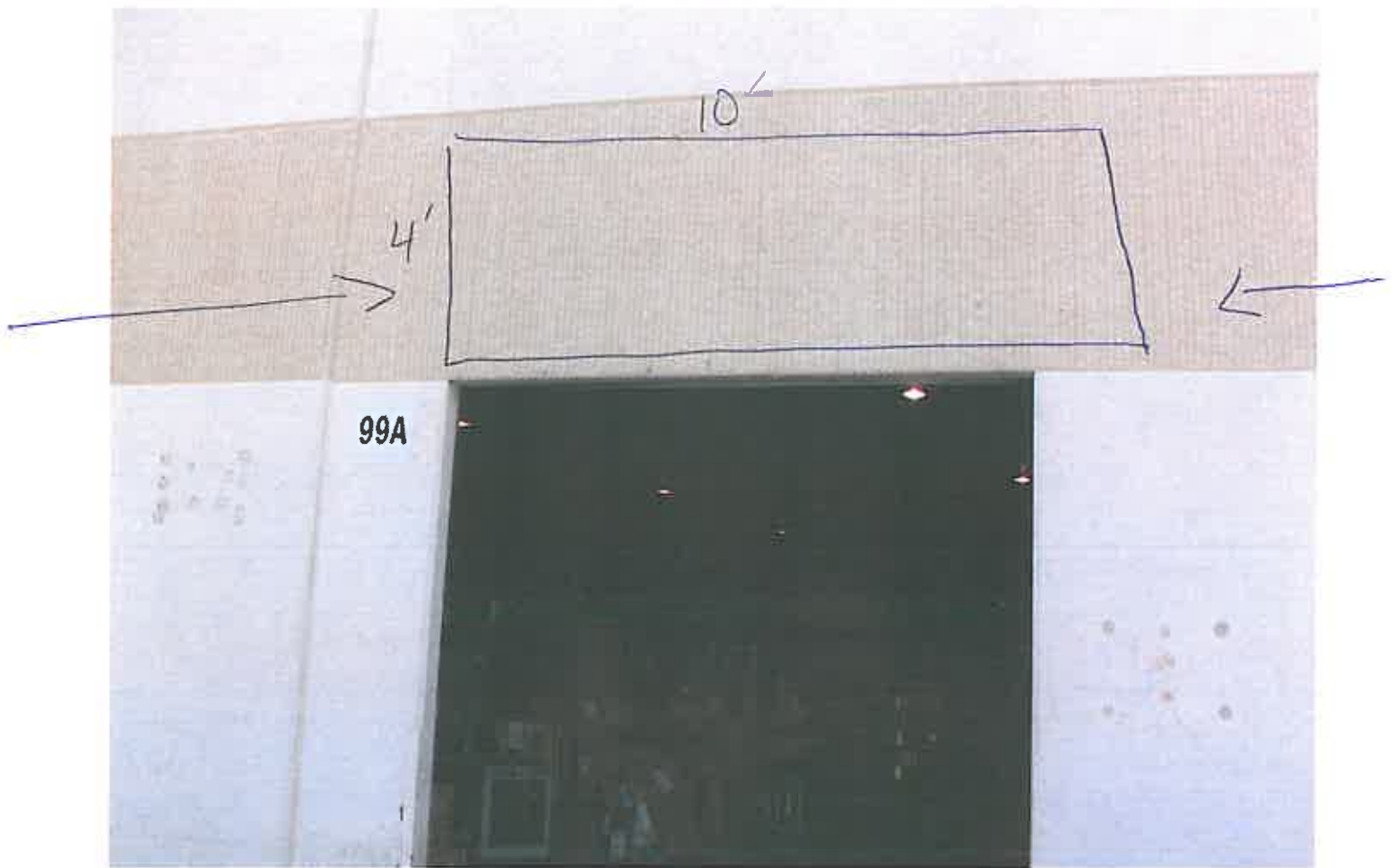
This sign is 10' x 4'

The image shows three large, red, stylized letters: 'A', 'A', and 'B'. Each letter is filled with a solid red color and has a white grid pattern overlaid on it. The grid consists of a vertical line and a horizontal line, dividing each letter into four quadrants. The 'A's are slanted to the right, and the 'B's have a rounded top.

**VARIABLE SPEED DRIVES
NOW IN STOCK**

Q17

Location A



Area of where proposed sign will go

- 40 sq. ft.
- facing parking lot
- above warehouse door

Existing Locations Band C



91.9

Existing Location B



Monument sign east side of driveway = 32 sq. ft

Q1.10

EXISTING LOCATION



free standing sign on west side of driveway = 66" x 52"

G.I. 11

Existing Location D



Wall Sign:

- non-illuminated / kinetic
- 43.2 sq. ft.

Existing Location E



Wall sign:

- non-illuminated/Kinetic
- 43.2 sq. ft.
- above warehouse, facing parking lot

Existing Location F



G1.14

Existing Location G



9.1.15