

City of Brisbane

Zoning Administrator Agenda Report

TO: John A. Swiecki, Zoning Administrator For the Meeting of 12/20/12

FROM: ^{KPJ} Ken Johnson, Associate Planner

SUBJECT: 150 West Hill Place; Sign Review SR-9-12; remove and replace the existing 6 ft 4 in high by 5 ft 5 in wide monument sign with a 8 ft high by 3 ft wide monument sign; Neal Francino (AGI), applicant; Amb Property LP (c/o: Prologis), owner; APN 005-300-080

Request: The applicant requests approval to replace the existing 6 ft 4 in high by 5 ft 5 in wide monument sign with an 8 ft high by 3 ft wide monument sign at the same location. Because the sign is over 6 ft in height a public hearing by the Zoning Administrator is required.

Recommendation: Conditionally approve Sign Review SR-9-12 as described in this staff report and the attachments, including the findings and conditions of approval.

Environmental Determination: New signs are categorically exempt from the provisions of the California Environmental Quality Act, per Section 15311 of the State CEQA Guidelines. The exceptions to this categorical exemption referenced in Section 15300.2 do not apply.

Staff Analysis: Brisbane Municipal Code Section 17.36.060.D contains 3 findings for approval of Sign Review applications for this type of advertising sign. They are as follows:

1. It must be found that the advertising sign conforms to the requirements of Table 1 and Figure 1, unless specifically exempted by Chapter 17.36.

The proposed signage complies with the requirements of Table 1 and Figure 1, in that the 24 sq ft monument sign, combined with the existing wall signs of 8.8 sq ft, total 32.8 sq ft and would not exceed the 100 sq ft of signage allowed for this site. Note also that this is a reduction in the monument sign area by approximately 10 sq ft, from 34.3 sq ft to 24 sq ft.

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

Including Condition of Approval G, which will require a building permit, the proposal will comply with all applicable City ordinances. Per BMC section 17.36.030.F.1, a building permit will be required to install the sign, since it will be over 6 ft in height.

3. It must be found that 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 design, materials and colors of the proposed sign are consistent with the neighborhood. Monument signs, such as, this are the predominant and preferred sign type for identification of businesses along the streets in Crocker Park, versus pole signs. The sign face materials are proposed to be of high quality and professional appearance, with brushed aluminum face panels and using an automotive grade paint for the colored portions of the sign. The colors for the sign face are to be predominantly brushed aluminum (silver), black and green. Although the sign will be higher than is typical for a monument sign in Crocker Park, at 8 ft whereas most are 6 ft or less, the relatively narrow 3 ft width and being set back approximately 6 ft from the sidewalk will serve to reduce the impact of this height. So it should not appear imposing. A sign of a similar height of 7 ft 3 ¼ in was approved in 2005, for Expeditors at 425 Valley Drive, but in that case the sign was significantly wider at 10 ft.

Attachments:

Draft Findings and Conditions of Approval
Applicant's Plans

DRAFT
Sign Review SR-9-12
150 West Hill Place

Action Taken: Conditional approval of Sign Review Permit SR-9-12 per the staff report for the Zoning Administrator hearing of December 20, 2012, subject to the following findings and conditions of approval.

Findings:

1. The advertising sign conforms to the requirements of Table 1 and Figure 1.
2. The sign will comply with all applicable City ordinances. Per BMC section 17.36.030.F.1.
3. The sign 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 sign is proposed to be located.

Conditions of Approval:

- A. The sign will be installed at the location (replacing the existing monument sign) and to the size and design as indicated in the applicant's submittal (attached with the staff report). The sign shall be no more than 8 ft high and 3 ft wide, as detailed in the application.
- B. The sign shall be located on site (not within the public right-of-way extending 11 ft +/- behind the face of the curb) and set far enough back from the driveway so as not to block sight lines for drivers entering or exiting the site.
- C. The sign shall not obstruct any fire protection appliance.
- D. The sign face will be constructed of brushed aluminum, with the aluminum visible at the top and at the edges with Prologis and their logo at the top. The sign face will then include a green painted section (approximately 1/3 of the sign face) with brushed aluminum lettering indicating the address and the name Cypress. The bottom approximately 1/2 of the sign face will be painted black panel with brushed aluminum lettering for Kuhne + Nagel. The paint will be automotive grade paint.
- E. The sign will be double side and will be identical on each side.
- F. The sign will not be illuminated or kinetic.
- G. A building permit is required prior to construction. The building permit shall not be issued until expiration of the 7-day appeal period, per BMC Section 17.56.100.










- H. Minor modifications may be approved by the Planning Director in conformance with all requirements of the Municipal Code.
- I. Future modifications to the sign face may be approved by the Planning Director, per BMC Section 17.36.060.E.
- J. The sign shall be maintained per Brisbane Municipal Code Section 17.36.030.F.
- K. This Sign Review approval shall expire one year from the date of approval if the sign has not been installed by that date.



150 West Hill Place
Brisbane, CA





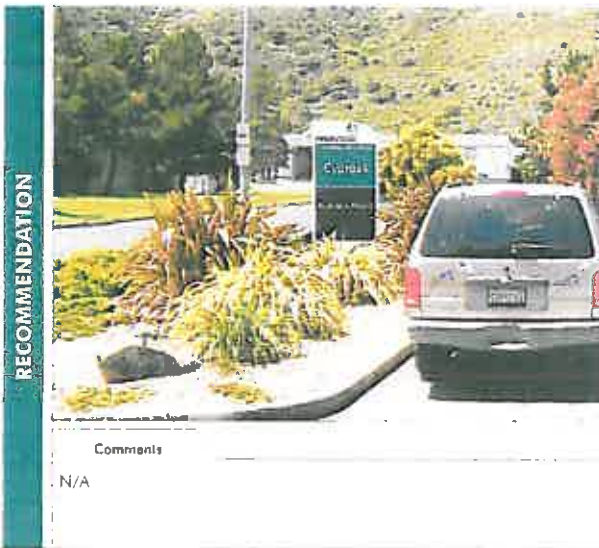
- | | | |
|---|--|---|
|  Building Vertical Monument |  Customer Owned Ground Sign |  Branded Directional |
|  Gateway Horizontal Monument |  Customer Directory |  Regulatory Sign |
|  Pole Mounted Identifier |  Directional |  Lease Sign |



SBA01701
Prologis SFO
150 West Hills Place
Brisbane, CA 94005



Sign Type	
Building Vertical Monument	
Sign Text	
Kuehne + Nagel AMB Cypress 150 West Hill Place AMB Property Corporation	
Overall Height	Overall Width
6'-4"	5'-5"
Letter Height	Illumination
N/A	Non-Illuminated
Wall Color	Wall Material
SW Davetail	Aluminum
Available Height	Available Width
N/A	N/A

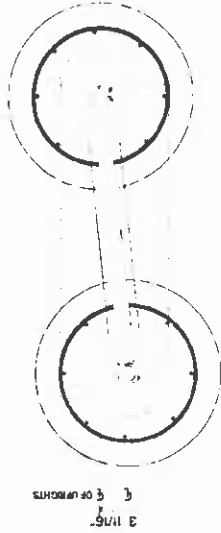


Proposed Action	Proposed Sign Type
Remove & Replace	BVM-30
Description	
Building Vertical Monument (BVM)	
Sign Text	
To Match Existing	
Restoration SOW	Square Feet
Excavate foundation & backfill to grade, < -60SF Sign	N/A
Electrical SOW	
N/A	
Landscaping SOW	
GHM/BVM Grass or Mulch	

SBA01701
Prologis SFO
150 West Hills Place
Brisbane, CA 94005

CALIFORNIA FOUNDATION

2 - 11 3/4"
ξ of UNIFORMS

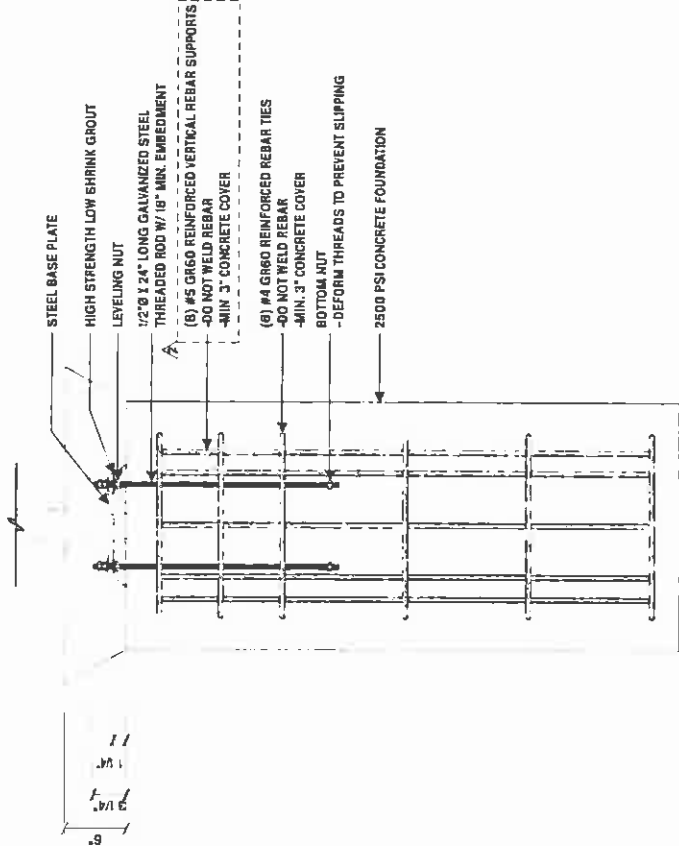


2 PLAN VIEW
BVM30.9 3/4" = 1'-0"

2 - 11 3/4"
ξ of UNIFORMS



1 CAISSON FOUNDATION
BVM30.9 1/2" = 1'-0"



MATERIAL SPECIFICATIONS:
(UNLESS OTHERWISE NOTED)
CONCRETE - 2500 PSI (0.8 CUBIC YARDS)
REINFORCING - 60 W/ 3" MIN. COVER

3 FOUNDATION DETAIL
BVM30.9 1" = 1'-0"

AGI Architectural Graphics Incorporated 1425 Westwood Parkway Virginia Beach, VA 23456 (757) 427-1900																																								
Project Title	PROLOGIS																																							
Sign Type	BVM30																																							
Drawing Type	FOUNDATION																																							
Date	02 09 12																																							
Lead Drafter	NJC																																							
Drawn By	JLM																																							
Project Mgr	C OUGLEY																																							
General Sign Specifications	<input type="checkbox"/> Single Faced <input type="checkbox"/> Etched <input type="checkbox"/> Non-Illuminated <input type="checkbox"/> Double Faced <input type="checkbox"/> Illuminated																																							
Location	<input type="checkbox"/> 120 Volts <input type="checkbox"/> Amps 15/1 <input type="checkbox"/> 277 Volts <input type="checkbox"/> Amps 15/1 <input type="checkbox"/> 480 Volts <input type="checkbox"/> Amps 15/1 <input type="checkbox"/> UL Listed <input type="checkbox"/> Non-UL Listed																																							
Workload	90 MPH IBC 2009																																							
Area	305 SF Height 3300 BS																																							
Drawing Revisions	<table border="1"> <thead> <tr> <th>Drawn By</th> <th>Date</th> <th>Change</th> </tr> </thead> <tbody> <tr> <td>JLM</td> <td>07.11.12</td> <td>1</td> </tr> <tr> <td>JLM</td> <td>07.30.12</td> <td>2</td> </tr> <tr> <td>JLM</td> <td>08.21.12</td> <td>3</td> </tr> <tr> <td>JLM</td> <td>08.21.12</td> <td>4</td> </tr> <tr> <td>JLM</td> <td>08.21.12</td> <td>5</td> </tr> <tr> <td>JLM</td> <td>08.21.12</td> <td>6</td> </tr> <tr> <td>JLM</td> <td>08.21.12</td> <td>7</td> </tr> <tr> <td>JLM</td> <td>08.21.12</td> <td>8</td> </tr> <tr> <td>JLM</td> <td>08.21.12</td> <td>9</td> </tr> <tr> <td>JLM</td> <td>08.21.12</td> <td>10</td> </tr> <tr> <td>JLM</td> <td>08.21.12</td> <td>11</td> </tr> <tr> <td>JLM</td> <td>08.21.12</td> <td>12</td> </tr> </tbody> </table>	Drawn By	Date	Change	JLM	07.11.12	1	JLM	07.30.12	2	JLM	08.21.12	3	JLM	08.21.12	4	JLM	08.21.12	5	JLM	08.21.12	6	JLM	08.21.12	7	JLM	08.21.12	8	JLM	08.21.12	9	JLM	08.21.12	10	JLM	08.21.12	11	JLM	08.21.12	12
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Job Number	_____																																							
Sheet Number	BVM30.9																																							

July 20, 2012



To Whom It May Concern:

As the Market Officer of the following market: San Francisco Bay Area, I hereby authorize Architectural Graphics, Inc., and its affiliates, to apply for permits and to install signage within the below markets.

SBA01701 150 West Hill Place Brisbane CA 94005

Brandon Page
Market Officer San Francisco Bay Area
3353 Gateway Blvd.
Fremont, CA 94538
510-661-4008


Signature

7/20/12
Date

Johnson, Kenneth

From: Neal Francino [nfrancino@agisign.com]
Sent: Wednesday, December 19, 2012 12:20 PM
To: Johnson, Kenneth
Subject: 150 West Hills Place, Brisbane.

Hi Ken,

In regards to the materials themselves,

All paint is Matthews Acrylic Polyurethane automotive grade paint with low VOC contents (environmentally safe, 'Green' standards, etc).

The aluminum alloys are 3003 sheeting and 6061 tubing (frames). All steel framing (tubes) used are 1/4" thick AST 53 Type-E Grade-B and all are prepped and primed.

All anchor bolts are galvanized. All aluminum that is in contact with steel and/or concrete is physically protected by barriers as noted in the SEDs and per all California and International Building Code.

I will have a sample of the aluminum and paint with me tomorrow for the sign face.

Some of this is also on the general notes sheets of the SEDs and in the calcs.

I hope this helps.

Thank you,

Sincerely,

Neal Francino
Architectural Graphics Inc.
Northern CA Field Project Manager
916-984-5155 office 916-835-5555 wireless

120 Silberhorn Drive
Folsom, CA 95630