


City of Brisbane

Planning Commission Agenda Report

TO: Planning Commission For the Meeting of 4/1/10

FROM: Tim Tune, Senior Planner, via John Swiecki, Interim Community Development Director


SUBJECT: **70 Old County Road;** Sign Review SR-3-10; Sign Program to Revise and Relocate Internally Illuminated Monument Sign and to Replace 2 Existing Wall Signs with 3 Halo-Illuminated Channel-Letter Fascia Signs; Northwest Signs/Coast Sign, Inc., applicant; Bank of America, owner; APN 005-212-120

Request: The applicant proposes to revise the existing internally illuminated monument sign and relocate it to the middle of the property's Bayshore Boulevard frontage. The 47.52 sq. ft. sign's existing champagne gray faces would be replaced with white ones framed in red. The blue text and red logo would continue to be internally illuminated, with the rest of the sign being opaque. Two existing wall signs on the north and east sides of the building would be replaced with 3 signs located on the fascia of the building's east (facing Bayshore Boulevard), north (facing the Brisbane Village Shopping Center) and west sides (at the front entrance on Old County Road). The blue text of each fascia sign would be 1.5 ft. by 13.4 ft., while the red and blue logo would be 2.25 ft. by 4.4 ft., for a total of 30 sq. ft. per sign. These aluminum-faced signs would be illuminated from behind by a white halo of LED lighting. ATM and door signage would total 8.3 sq. ft. A grand total of 145.5 sq. ft. of advertising signage is proposed.

The Planning Commission approved a similar proposal in 2008 (Sign Review SR-9-07, see attached Project Description/Comparison), but that approval expired early this year, before the conditions of approval could be met for issuance of the Building Permit for the proposed signs.

Recommendation: Conditionally approve Use Permit UP-3-10 per the agenda report with attachments, via adoption of Resolution UP-3-10 with Exhibit A containing 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. New copy on existing signs is categorically exempt per Section 15301(g). The exceptions to these categorical exemptions referenced in Section 15300.2 do not apply.

Staff Analysis: Given the property's 439.4 ft. of frontage on Old County Road and 270.71 ft. of frontage on Bayshore Boulevard, Brisbane Municipal Code Section 17.36.040.A and Figure 17.36.020.A would allow up to 100 sq. ft. of signage for this site, with up to 50 sq. ft. of that

facing Bayshore Boulevard and the remainder facing Old County Road. Not included in these calculations are property identification signage per BMC Section 17.36.030.B.1 and directional signs that do not include advertising per BMC Section 17.36.020.A.1.

To exceed these square footage limitations and street location restrictions, BMC Sections 17.36.050.A.1 & 2 provides for the approval of Sign Programs for lots with more than 100 ft. of primary frontage and/or secondary frontage.

BMC Section 17.36.060.D contains four findings for approval of Sign Program applications. First, it must be found that the advertising signage conforms to the requirements of Table 1 and Figure 1, unless specifically exempted by Chapter 17.36. Table 1 and Figure 1 allow up to 100 sq. ft. of signage facing Old County Road, and BMC Section 17.36.020.A allows up to 50 sq. ft. of signage facing Bayshore Boulevard. As provided by BMC Sections 17.36.050.A.1 & 2, sign programs may be approved by the Planning Commission for exceptions to the limitations contained in Table 1 and Figure 1, as was done previously with Sign Review SR-9-99.

Second, it must be found that the signage complies with all applicable City ordinances. BMC Section 17.36.030.F requires that all signage be designed, constructed and installed in accordance with the Uniform Sign Code. Building Permits would be required to install any signs 6 ft. or more above grade or any electrically illuminated signs.

Third, it must be found that the signage 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 monument sign is in scale with the one-story bank building, and the fascia signs are similar to those on the adjoining Brisbane Village Shopping Center building. The signs are proposed on the fascia of the building, rather than on the walls, because the higher location would avoid pedestrian conflicts with the power supply to light the signage. In addition, the fascia locations make it possible to hide the transformers for these signs without impacting the rooms on the other side of the wall. The channel letters are as small as can be typically fabricated for halo illumination.

The amount and types of signage proposed are designed to take advantage of the site's exposure without being intrusive. The monument sign will provide the bank visibility from northbound and southbound Bayshore Boulevard. Staff recommends that its exact location be subject to approval by the Community Development Director to assure that it will not block visibility of the existing freestanding sign for the Brisbane Village Shopping Center. The signage on the fascia facing Bayshore Boulevard will be visible from Tunnel Avenue, as well as Bayshore Boulevard. The signage on the front of the building will be visible from Old County Road, while the signage on the north side is visible from the Brisbane Village Shopping Center with which the bank shares a driveway.

Regarding the proposed colors, red and blue are used for the bank's existing signage. White is not an unusual color as the background for a monument sign on Bayshore Boulevard. Various shades of white are used for at least parts of the monument signs at 11 Industrial Way, 3240-3280 Bayshore Boulevard, 150 North Hill Drive and 3745 Bayshore Boulevard. The freestanding sign for the Brisbane Village Shopping Center freestanding sign uses both off-white and ivory, as well as dark brown.

For illuminated signs, it must also be found that the sign does not produce glare; the sign does not present a distraction or hazard to pedestrians, motorists, or the occupants of other neighboring properties; and the sign does not otherwise cause a public nuisance. Because only the blue text and red and blue logo will be illuminated, the proposed monument sign would not be glaringly bright. The halo LED lighting for the channel-letter fascia signs, similar to the existing building signs at 3240-3280 Bayshore Boulevard, would also not create glare, given the limited exposure of this light source. Conditions of approval are recommended to limit the light produced by the monument sign to no more than currently produced and to require modifications to the existing security lighting, which may include the installation of photosensors and timers, to reduce the potential for glare that would particularly impact residences toward the south of the site.

For sign programs, it must also be found that the program is consistent with the City's General Plan and any Specific Plan or Planned Development Permit applicable to the site. General Plan Program 250a for the Central Brisbane subarea notes that the Sign Ordinance should "...address needs of small businesses, as well as balancing other community needs and objectives." In this case, the small branch bank's need for visibility would be balanced with the community's desire for an attractive entry to Central Brisbane through landscape improvements on the undeveloped portion of the site, as would be required per the recommended conditions of approval.

Attachments:

- Draft Resolution with Findings and Conditions of Approval
- Project Description/Comparison
- Applicant's Photos, Photomontages, Plans and Site Plan
- Aerial Photo Annotated by Staff

DRAFT
RESOLUTION SR-3-10

A RESOLUTION OF THE PLANNING COMMISSION OF BRISBANE
CONDITIONALLY APPROVING SIGN REVIEW SR-3-10
FOR A SIGN PROGRAM TO ALLOW NEW AND REVISED SIGNAGE
AT 70 OLD COUNTY ROAD

WHEREAS, Northwest Signs/Coast Sign, Inc., the applicant, applied to the City of Brisbane for a sign program to revise and relocate an internally illuminated monument sign and to replace 2 existing wall signs with 3 halo-illuminated channel-letter fascia signs for Bank of America at 70 Old County Road, such application being identified as Sign Review SR-3-10; and

WHEREAS, on April 1, 2010, 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, the plans and photographs, 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 April 1, 2010, did resolve as follows:

Sign Review Application SR-3-10 is approved per the conditions of approval attached herein as Exhibit A.

ADOPTED this first day of April, 2010, by the following vote:

AYES:
NOES:
ABSENT:

JAMEEL MUNIR
Chairman

ATTEST:

JOHN SWIECKI, Interim Community Development Director

EXHIBIT A

Action Taken: Conditionally approve Sign Review SR-3-10 per the agenda reports with attachments, via adoption of Resolution SR-3-10 as revised by the Planning Commission.

Findings:

1. The advertising signage conforms to the requirements of Table 1 and Figure 1, as exempted by Chapter 17.36.
2. The signage complies with all applicable City ordinances, given the conditions of approval.
3. The signage 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 signage is proposed to be located, in that the proposed monument sign is approximately the same size as the existing, is in scale with the one-story bank building and will be moved to a less intrusive location, and in that the existing wall signs will be replaced with signage designed to fit the building's fascia, similar to the fascia signage at the Brisbane Village Shopping Center.
4. The illuminated signage does not produce glare; does not present a distraction or hazard to pedestrians, motorists, or the occupants of other neighboring properties; and does not otherwise cause a public nuisance, in that only the text and logo (not the full face) of the monument sign will be illuminated to a degree no more than the existing, in that the fascia signs will only have halo illumination, and in that non-glossy finishes will be used on the metal portion of the signs.
5. The sign program is consistent with the City's General Plan and any Specific Plan or Planned Development Permit applicable to the site, specifically General Plan Program 250a, given the proposed landscape improvements.

Conditions of Approval:

- A. The monument sign is approved with only the text and logo illuminated as proposed. The illumination of the new monument sign shall not exceed that of the existing monument sign as measured to the satisfaction of the City Engineer. Illumination details (bulb type, quantity, total wattage, etc.) for the existing and new monument signs shall be submitted with the Building Permit application. The halo illumination of the three fascia signs is approved with as proposed.
- B. The new location of the monument sign shall be subject to the approval of the Community Development Director. The monument sign should be aligned with the north end of the drive-up ATM shelter and at least 5 ft. from the curb, so as not to block visibility of the existing Brisbane Village freestanding sign from the adjoining intersection, while allowing the monument sign to be seen from southbound Bayshore Boulevard and the left turn lane from northbound Bayshore Boulevard. The base of the

monument sign may be raised as necessary to maintain the 6 ft., 10 in. height of the existing monument sign above the curb elevation.

- C. The plans submitted for Building Permit approval shall specify a satin finish for the metal faces of the monument and fascia signs.
- D. Prior to issuance of the Building Permit for the approved signage, landscape plans shall be submitted to and approved by the Community Development Director for the vacant portion of the site, excluding that portion subject to the shared access easement. The landscape plans shall include grading as necessary to prevent ponding while maintaining the drainage from the Bayshore Boulevard curb cut to the existing swale (the total amount of proposed cut and fill shall be calculated on the plans). Native and non-invasive water-conserving species shall be specified on the landscape plans, and local rock may be used within the bed of the swale. Shrubs, local rock or other suitable barrier materials shall be specified to separate the new landscaping from the shared access easement and to screen cars parked there from view. Irrigation shall be limited to the period required to establish the new landscaping. A Landscape Maintenance Agreement shall be executed to the satisfaction of the City Attorney and recorded prior to issuance of the Building Permit per Brisbane Municipal Code Section 17.32.250. The approved landscaping shall be completed prior to final inspection of the approved signs.
- E. Prior to issuance of the Building Permit for the approved signage, plans shall be submitted to and approved by the Community Development Director to control glare from the exterior lighting on the south and west sides of the building facing Old County Road, which may include the installation of photosensors and timers. The location of any proposed photosensors or timers shall be noted on the Building Permit plans, as well as the time at which the lights not needed for security would be turned off. The approved glare controls shall be completed prior to final inspection of the approved signs.
- F. As required by Brisbane Municipal Code Section 17.36.030.F.1 and the Uniform Sign Code, prior to installation of any signs 6 ft. or more above grade or any electrically illuminated signs, a Building Permit shall be obtained through the Brisbane Building Department. A separate application is required, with submission of three sets of construction plans consistent with this approval, the necessary fees, and additional information as required by the Building Department. The Building Permit shall not be issued until expiration of the ten-day Sign Review appeal period.
- G. No more than 1 sq. ft. of signage identifying the name of the business shall be exempt from permitting. All other on-site directional signage shall not advertise the name of the business in order to be exempt from the 145.5 sq. ft. limit approved per this Sign Program.

Resolution SR-3-10

Exhibit A

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- H. Minor modifications may be approved by the Community Development Director in conformance with all requirements of the Municipal Code.
- I. The signs shall be maintained per Brisbane Municipal Code Section 17.36.030.F.
- J. This Sign Review approval shall expire one year from the date of approval if the signs have not been installed by that date.

SR-3-10
PROJECT DESCRIPTION/COMPARISON
[refer to Site Plan]

	SR-9-99 <u>Approved</u>	Existing	SR-4-07 <u>Denied</u>	SR-9-07 <u>Expired</u>	SR-3-10 <u>Proposed</u>
Monument Face [E-01]	48 sq. ft.	4.8' x 9.9' = 47.52 sq. ft. Internally illuminated text, opaque gray background	4.5' x 9.2' = 41.4 sq. ft. Internally illuminated text, opaque red background	4.5' x 9.2' = 41.4 sq. ft. Internally illuminated text, opaque white background with red top and bottom edges	4.8' x 9.9' = 47.52 sq. ft. internally illuminated text, opaque white background with red border
West Wall Sign	33 sq. ft.	32.9 sq. ft.	N/A	N/A	N/A
West Fascia Sign [E-02]	N/A	N/A	18.5 sq. ft. on 2.8' x 27' fascia	(1.5' x 13.4') + (2.25' x 4.4') = 30 sq. ft.	(1.5' x 13.4') + (2.25' x 4.4') = 30 sq. ft.
North Wall Sign	35 sq. ft.	32.9 sq. ft.	N/A	N/A	N/A
North Fascia Sign [E-03]	N/A	N/A	18.5 sq. ft. on 2.8' x 30' fascia	(1.5' x 13.4') + (2.25' x 4.4') = 30 sq. ft.	(1.5' x 13.4') + (2.25' x 4.4') = 30 sq. ft.
East Wall Sign	20 sq. ft.	N/A	N/A	N/A	N/A
East Fascia Sign [E-21]	N/A	N/A	18.5 sq. ft. on 2.8' x 30' fascia	(1.5' x 13.4') + (2.25' x 4.4') = 30 sq. ft.	(1.5' x 13.4') + (2.25' x 4.4') = 30 sq. ft.
South Wall Sign	11 sq. ft.	N/A	N/A	N/A	N/A
ATM Signs [SCAD3360 & 5455]	8 sq. ft.	2 x 4 sq. ft. = 8 sq. ft.	2 x 4 sq. ft. = 8 sq. ft. (existing)	2 x 4 sq. ft. = 8 sq. ft. (existing)	2 x 4 sq. ft. = 8 sq. ft. (existing)
Door/Window Signs [E-20]	3 sq. ft.	+/- 4 sq. ft.	+/- 4 sq. ft.	+/- 4 sq. ft.	0.3 sq. ft.
Freestanding Signs	8 sq. ft.	N/A*	N/A*	N/A*	N/A*
TOTAL	165 sq. ft.*	125 sq. ft.*	108.9 sq. ft.*	143.4 sq. ft.*	145.8 sq. ft.*

*Not including exempt directional signs [E-04, -05, -06, -07, -08, -09, -10, -11, -12, -13, -14, -15, -16, -17, -18, -19]
West = front of building on Old County Road facing southwest
North = northwest side of building facing Brisbane Village Shopping Center
East = northeast side of building facing Bayshore Boulevard
South = southeast side of building on Old County Road

H. I. 8.