

# *City of Brisbane*

## *Zoning Administrator Agenda Report*

**TO:** John A. Swiecki, Zoning Administrator

For the Meeting of 10/1/2015

**FROM:**  Julia Capasso, Associate Planner

**SUBJECT:** **125 Valley Drive; Sign Review SR-4-15;** Sign review to replace an existing monument sign located on the property's frontage along Valley Drive with a new 31 sq. ft. non-illuminated monument sign in the same location, and to replace an existing wall sign with a new 25 sq. ft. sign mounted sign on the eastern wing of a warehouse building occupied by tenant Pitney Bowes; David Ford, applicant; CSHV Crocker, LLC, owner; APN 005-212-130

**Request:** The applicant requests sign review to allow an existing monument sign located on the property's frontage along Valley Drive to be replaced by a new 31 sq. ft. non-illuminated monument sign in the same location, and to replace an existing wall sign with a new 25 sq. ft. sign mounted sign on the eastern wing of a warehouse building occupied by tenant Pitney Bowes. A public hearing by the Zoning Administrator is required because the total sign area exceeds 35 sq ft.

**Recommendation:** Conditionally approve Sign Review SR-4-15 as described in this agenda 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:** In order to approve a Sign Review application, the Zoning Administrator must be able to make three findings contained in Brisbane Municipal Code Section 17.36.060.D, as follows:

1. It must be found that the signs conform to the requirements of Table 17.36.020 and Figure 17.36.020A, unless specifically exempted by Chapter 17.36.

The subject property consists of one lot with a primary frontage of approximately 60 ft on Valley Drive, resulting in a maximum signage area for the property of 60 sq ft per Table 17.36.020. A 28.35 sq ft monument sign on the property's Valley Drive frontage, originally approved by SR-5-89, and a 31 sq ft wall sign mounted to the western wall of the building's east wing are currently installed on the site. The proposed signage would comply with the requirements of Table 17.36.020 and Figure 17.36.020A, in that the 31 sq ft monument sign and 25 sq ft wall-mounted sign would not exceed the 60 sq ft sign area maximum allowed for this site.

2. It must be found that the signs comply with all applicable City ordinances.

Including Condition of Approval B, which will require a building permit, the proposal will comply with all applicable City ordinances.

3. It must be found that the signs do 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 subject property is located in the Crocker Industrial Park, bordered by warehouse and offices buildings at 25 and 43 Park Place to the west, the City's pump station for the Guadalupe Valley Municipal Improvement District to the northwest, Bayshore Boulevard to the east, and the Brisbane Village Shopping Center to the south (see attached aerial site map). Though it fronts only 60 ft on Valley Drive, the property widens significantly to the rear (south), allowing the 55,392 sq ft warehouse/office building to be set back significantly from the public right-of-way.

The proposed monument sign would replace an existing 28.35 sq ft monument sign on the property adjacent to its driveway facing Valley Drive. The existing monument sign was originally approved in 1989 along with signs for several surrounding properties and has been updated over the years with new colors and finishes. Similar changes have occurred to other monument signs in the vicinity, leading to an increasingly diverse array of signage throughout Crocker Park.

As detailed in the applicant's plans and diagrams (attached), the new, non-illuminated monument sign would be 4 ft, 5 inches in height, 7 ft in width, and 9 inches in depth. The sign body would be an aluminum tube-frame cabinet with .125" aluminum panels bearing the address and tenant logo stud-mounted flush to the frame. The sign body would be painted white (Akzo-Nobel B10) while the top, sides, and address and tenant copy would be charcoal gray (Cool Gray 11). A steel support pole would be mounted in the sign's concrete footing, below grade. Though slightly larger than the existing monument sign, the sign area would be consistent with the variety of monument sign sizes found in Crocker Park. The property address would be located in the top left portion of the sign, separated from the tenant and logo below by a contrasting dark line. This design complements the prevailing design of neighborhood monument signs.

The proposed 25 sq ft wall-mounted sign would be located on the eastern façade of the building's one-story eastern wing, adjacent to the primary entrance to the existing office/warehouse building. The proposed size and placement are complementary with the scale of this wing of the building. The sign frame would be a 1 inch by 1 inch aluminum frame with .125 inch aluminum panels. The sign panel and text (tenant name and logo) would match that of the monument sign. The sign's white background and generous setback from the front lot line would minimize its visual prominence from the public right-of-way and ensure its compatibility with the surrounding neighborhood.

**Attachments:**

- Draft Findings and Conditions of Approval
- Applicant's plans
- Assessor Map
- Aerial site map

**DRAFT**  
Sign Review SR-4-15  
125 Valley Drive

**Action Taken:** Conditional approval of Sign Review Permit SR-4-15 per the agenda report for the Zoning Administrator hearing of October 1, 2015, subject to the following findings and conditions of approval.

**Findings:**

1. The proposed signage conforms to the requirements of Brisbane Municipal Code (BMC) Table 17.36.020 and Figure 17.36.020A, in that the proposal is for a non-illuminated monument sign of 31 sq ft in area and a non-illuminated wall sign of 25 sq ft in area, for a total of 56 sq ft of signage on a site with approximately 60 ft. of frontage on Valley Drive.
2. The proposed sign, with the conditions of approval, will comply with all applicable City ordinances.
3. The sign will not conflict with the building scale, colors, materials, architectural details and styles found in the Crocker Industrial Park in which the sign is proposed to be located, which generally features monument signs of similar size and similar placement of address and tenant logos. The wall sign will complement the existing architectural style of the warehouse building of 125 Valley Drive, with a neutral white base color and coordinated tenant branding.

**Conditions of Approval:**

- A. The signs will be installed to the size and design as indicated in the applicant's submittal (attached with the agenda report). The monument sign shall be no more than 4 ft, 5 inches high and 7 ft wide, and the wall sign shall be no more than 30 inches high and 9 ft, 10 9/16 inches wide, as detailed in the application.
- B. The monument sign shall be located on the property outside of the Valley Drive right-of-way. The sign shall not be located off-site on the adjacent properties.
- C. A building permit shall be obtained from the Building Department. A separate permit 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 seven day appeal period.
- D. The signs shall not be illuminated.
- E. The signs shall be maintained per Brisbane Municipal Code Section 17.36.030.F.4.
- F. Minor modifications may be approved by the Planning Director in conformance with all requirements of the Municipal Code.
- G. This Sign Review approval shall expire one year from the date of approval if the signs have not been installed by that date.

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## Survey / Brand Document

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City/State: Brisbane CA  
Address: 125 Valley Drive  
Site #: CA074  
Creation Date: 01/30/2015  
Revised: 02/24/2015  
03/02/2015  
03/24/2015  
03/30/2015  
06/23/2015  
07/07/2015  
07/10/2015  
08/07/2015  
09/02/2015

EXTERIOR SITE PLAN

S1 sign markers



Revisions:	
X	
X	
X	
X	



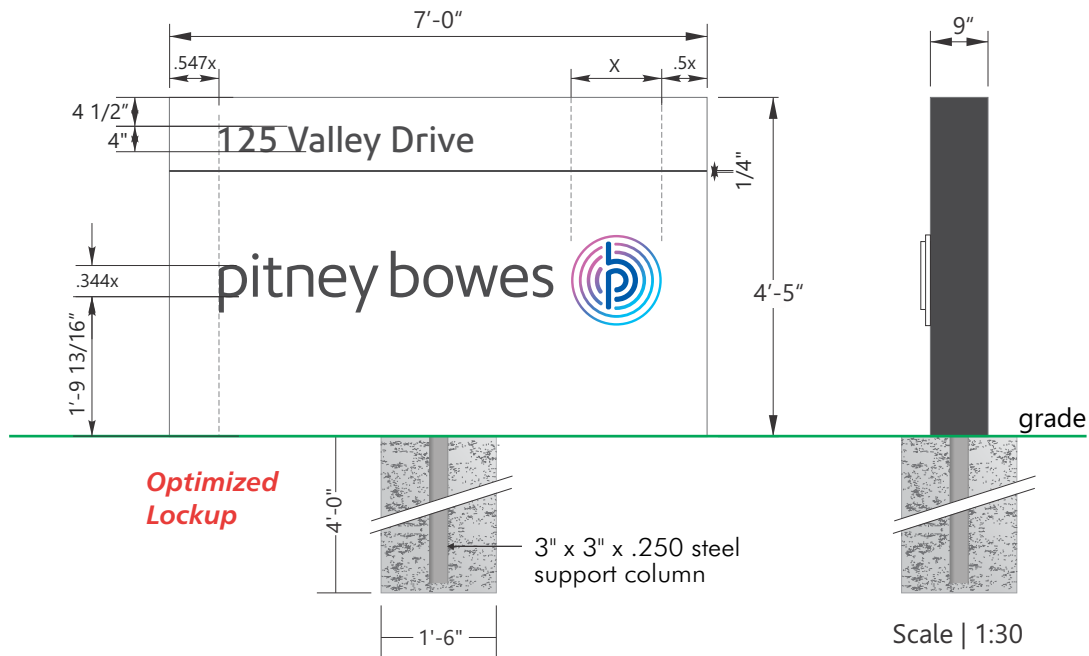
S1

**Custom PTB-M-FC-O-30 - Qty 1**

Remove existing S/F sign, install new S/F Non-Illuminated monument with graphic layout. Cabinet has aluminum tube frame construction with .125" aluminum faces with letterset stud mounted flush. Main body painted Akzo-Nobel B10. Top & sides painted Cool Gray 11. Address copy is vinyl to match Cool Gray 11. Steel support pole is mounted in concrete footing. Ground lighting option available. Address divider line required by city



Existing Sign measures:  
68" w x 60" h



Logo DIA(x)	PB Ltr. Hgt.(.344x)	SQ FT
14.165"	4.87"	30.9

**Code allows: entire site 1 sf per 1 ft of frontage**  
**Approx Frontage of Building: 360 ft = 360 Sq Ft allowed**



Revisions:	X
Added footing detail / TD / 7.10.15	X
Revised layout / TD / 8.7.15	X
Revised to 30 sq ft and changed copy / TD / 9.2.15	X

File Location:  
ArtDept\CoreColors\Pitney Bowes

Date: 1-30-2015

Designer: TD PM: JK

City/State: Brisbane CA

Address: 125 Valley Drive

Drawing #

Site Name

CA074-S1

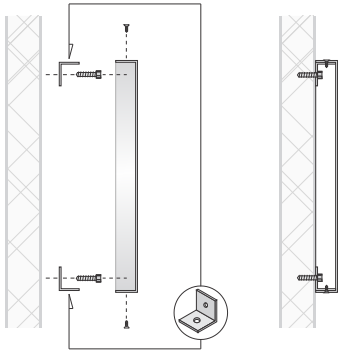
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S2

## PTB-WS-FC-O-20 Qty 1

Remove existing non-illuminated panel, patch and repair wall to like new condition. Install new NI wall sign with graphic layout. Panel is .125" aluminum with 1"x1" aluminum angle frame. Face is painted Akzo-Nobel B10, returns painted Cool Gray 11. All copy is glued flush to panel. Panel is attached to wall using aluminum angle mounting clips.

## Angle Clip Mounting Detail



before

Existing Sign measures:

106" w x 42" h

Wall Area measures:

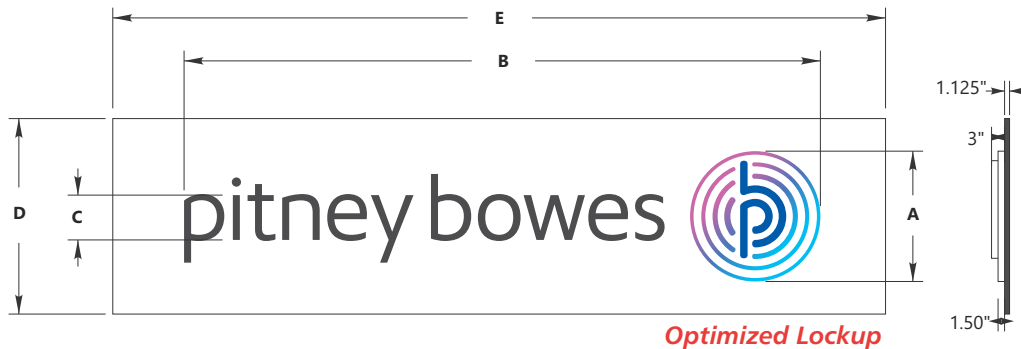
14' w x 8'-10" h



after

EQ

EQ



Optimized Lockup

	A	B	C	D	E	SQ FT
PTB-WS-FC-O-20	20.00"	8'-1 5/8"	6 7/8"	30"	9'-10 9/16"	24.7

Code allows: entire site 1 sf per 1 ft of frontage

Approx Frontage of Building: 360 ft = 360 Sq Ft allowed



## Revisions:

Added attachment detail / TD / 7.10.15

X

X

X

X

X

X

## File Location:

ArtDept\CoreColors\Pitney Bowes

Date: 1-30-2015

Designer: TD

PM: JK

City/State: Brisbane CA

Address: 125 Valley Drive

Drawing #

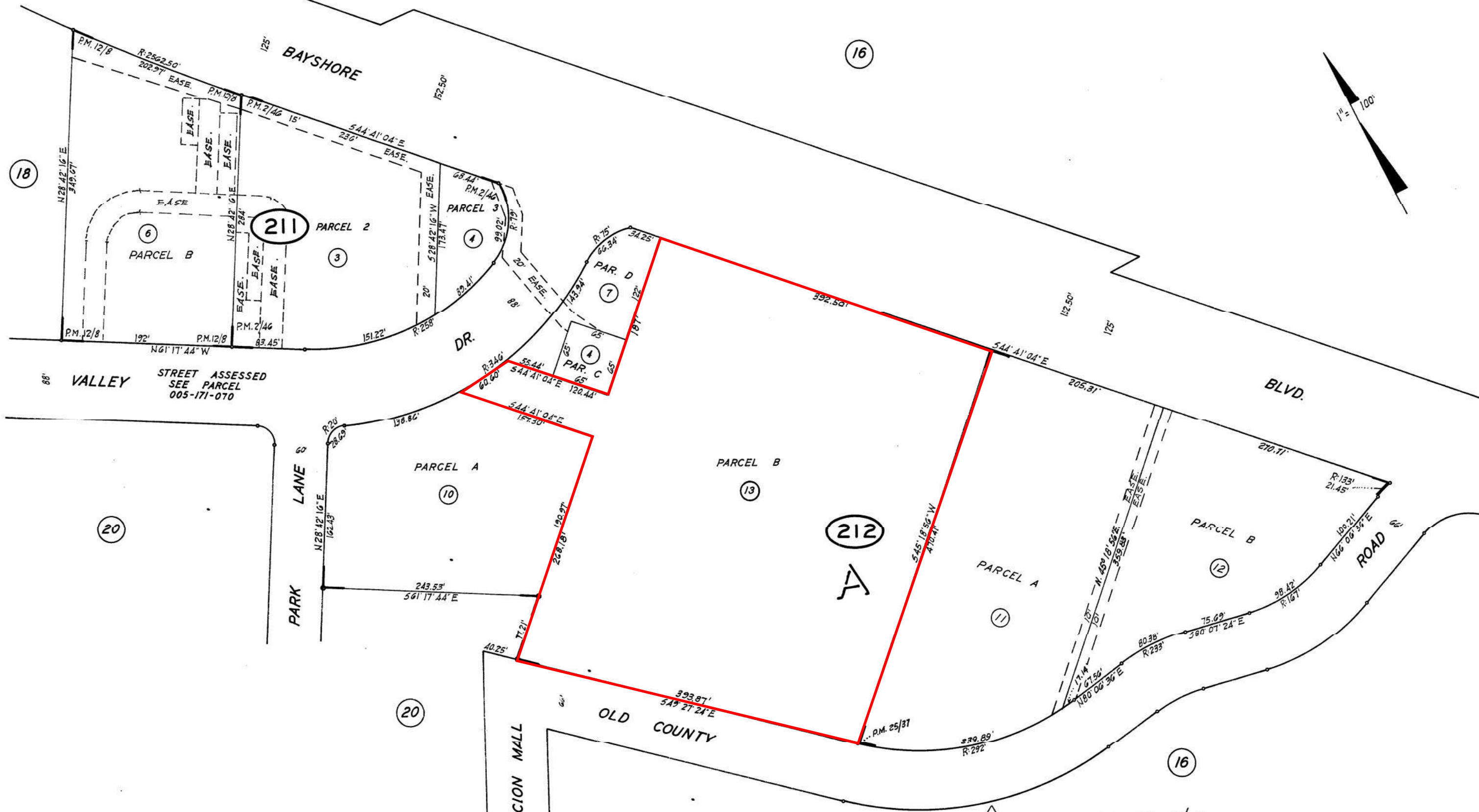
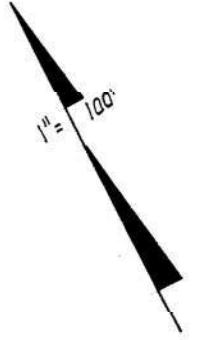
CA074-S2

Site Name

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TAX CODE AREA \_\_\_\_\_



- △ PARCEL MAP VOL 52/1-5
- △ PARCEL MAP VOL 25/37

- △ PARCEL MAP VOL 2/46
- △ PARCEL MAP VOL 12/8
- △ CROCKER INDUSTRIAL PARK NO.1 RSM 51/35-38



Aerial Map: 125 Valley Drive

