

# *City of Brisbane*

## *Planning Commission Agenda Report*

**TO:** Planning Commission For the Meeting of 06/27/2019

**SUBJECT:** Sign Program SR-7-19; Sign Program for the HCP Biotechnology Research and Development Campus; 800 to 1800 Sierra Point Parkway; Justin Lawrance, applicant; HCP LS Brisbane, LLC, owner

**REQUEST:** Establish a Sign Program for the HCP biotechnology research and development (R&D) campus at 800 to 1800 Sierra Point Parkway, regulating site-wide signage.

**RECOMMENDATION:** Approve Sign Program SR-7-19, via adoption of Resolution SR-7-19, containing the findings and conditions of approval and the sign program graphics packet.

**ENVIRONMENTAL DETERMINATION:** Categorically exempt from the provisions of the California Environmental Quality Act per Section 15311(a) of the State CEQA Guidelines. The exceptions to this categorical exemption referenced in Section 15300.2 do not apply.

**APPLICABLE CODE SECTIONS:** Advertising sign program provisions are provided in Brisbane Municipal Code Sections 17.36.050 and 060.

**BACKGROUND:** In 2008, City Council certified an EIR and granted approvals for the development of a 540,185 square foot research and development (R&D) campus. The project included five R&D buildings, plus a parking garage with a retail liner on a 23 acre site along the southern edge of Sierra Point Parkway (see the attached location map).

Construction of the R&D campus commenced in spring 2018 and is ongoing for the first two buildings. During the Planning Commission's last regular meeting, on June 13<sup>th</sup>, the Commission approved a modification to the design permit, which allowed for a building addition to connect the 1400 and 1600 Sierra Point Parkway buildings. At the time that the sign program graphics package was submitted, the building connector was not yet contemplated and so the connector is not shown on the sign program graphics package. Also, at the writing of this staff report that approval remains subject to appeal. The connection addition would not result in any substantial modification to the requested sign program.

**SIGN PROGRAM DESCRIPTION:** Sign programs allow for sign regulations to be established on a site specific basis for large or multitenant sites, such as the HCP campus.

The proposed sign program consists of the text which defines the regulatory approval process, along with the graphics package. The proposed sign program includes the following general sign types:

- Wall Signs: Identify the major tenant(s) of a building from a distance.
- Ground Signs: Includes a single site monument and three entry drive monuments. Also included are wayfinding signs such as tenant identification, vehicular directional, pedestrian directional and for the café.
- Code Signs: Includes building address signs and vehicle code signs.
- Bay Trail Signs: Wayfinding and Bay Trail educational signs.
- Flags: Three flagpoles are proposed behind the site monument, once each for the American flag, California flag and a site identification flag.

The sign program text also includes the following regulatory framework sections:

- General Permitting Procedures
- Exception procedures
- Performance Standards

Further descriptions of the signs are provided through the sign program text and graphics, which are included as exhibits within the Commission's draft Resolution SR-7-19., Attachment C.

The applicant has not included signage associated with the garage/retail structure located on the northeastern corner of the site with this sign program application. Any signage for that structure would be addressed as an addendum to this sign program through the Planning Commission, via separate application.

**ANALYSIS & FINDINGS:** In order to grant a sign program permit, the Planning Commission must make findings prescribed in BMC Chapter 17.36.060.D. The application would meet all of the required findings, as detailed in Attachment B and included in the draft resolution.

In brief, the sign program would allow for signs that are well suited to the site and neighborhood and provide for a cohesive palette of signs that fit well with the buildings and grounds in terms of style, scale, colors and materials. The palette is modern, with brushed aluminum cabinets, or monuments along with a color palette of blues and whites. Additionally, the signage would not create glare, hazards or distractions. It would provide for necessary wayfinding and building identification.

As a final note, this application has been routed to the following departments and agencies and no concerns were raised: North County Fire Authority, Dept. of Public Works, Building Dept.,

Police Dept., Regional Water Quality Control Board, San Mateo County Health Dept. and Bay Conservation and Development Commission. Note that in the Public Works review, sightline distance information was reviewed to verify that the signs located at the street edge would not create an obstruction to sightlines for drivers.

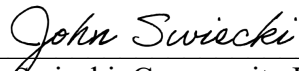
**ATTACHMENTS:**

- A. Vicinity map
- B. Review of Findings
- C. Resolution SR-7-19,
  - Exhibit A Findings and Conditions of Approval
  - Exhibit B “The Shore at Sierra Point Sign Program” (text)
  - Exhibit C “The Shore at Sierra Point, Signage Master Plan”, by Kate Keating Associates, dated February 21, 2019 and updated June 19, 2019 (graphics)



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Ken Johnson, Senior Planner



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John Swiecki, Community Development Director

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ATTACHMENT A  
VICINITY MAP



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**REVIEW OF FINDINGS  
FOR SIGN PROGRAM SR-7-19**

In order to grant a sign program permit, the Planning Commission must make certain findings required in the BMC. These are prescribed in BMC Chapter 17.36.060.D. The application would meet all of the required findings.

1. *“For all advertising signs subject to permit approval by the planning commission, it must also be found that:*

i. *The sign complies with all applicable city ordinances; and”*

All signage included in the sign program would comply with the City ordinances. Brisbane Municipal Code Section 17.36.050 allows for the establishment of a sign program to regulate signs on properties meeting either of the following conditions: 1) having 100 feet or more of frontage or 2) with multiple tenants. The HCP campus would meet both of these conditions.

ii. *“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 signage is well considered to provide a site-wide cohesive palette of signs that fits well with the buildings and grounds in terms of style, scale, colors and materials. The palette is modern, with brushed stainless steel cabinets, or monuments along with a color palette of blues and whites. Given the property sizes at Sierra Point, there are generally significant distances between signs from one property to in the Sierra Point subarea. However, these signs would fit well with the area and use similar brushed stainless materials to those that were approved in recent years at 5000 and 7000 Marina Boulevard.

2. *“For illuminated or kinetic signs, it must also be found that:*

a. *The sign does not produce glare; and”*

The proposed illuminated signs would not produce a glare. The building signs are modest in scale considering their height on the building and visual distance. They will also be equipped with dimmers, to allow the illumination levels to be adjusted as appropriate. Other signs that would be illuminated include the building address and site and entry drive monuments, which depending on the location would be face lit, back lit, or have indirect lighting from the landscape. Additionally, a performance standard is included in the sign program to require that illuminated signs will not produce a glare.

*“b. The sign does not present a distraction or hazard to pedestrians, motorists, or the occupants of other neighboring properties; and”*

None of the proposed signage is anticipated to present a distraction or hazard. Additionally, a performance standard is included in the sign program indicating that the signs shall not present a distraction or hazard to pedestrians, motorists, or the occupants of other neighboring properties.

*iii. “The sign does not otherwise cause a public nuisance.”*

None of the signs would cause a public nuisance. A performance standard is included in the sign program that all signs are to be properly maintained in a state of good repair.

3. *“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.”*

The proposed sign program is consistent with the City's General Plan. The General Plan does not provide specific regulations pertaining to signage, but that is regulated through the zoning ordinance, advertising sign provisions, which rests authority for approval of sign programs with the Planning Commission. However, the General Plan does include policy 234, *“Continue to have attractive and safe development on the solid waste landfill at Sierra Point.”*

The proposed sign program would foster the continuance of a having an attractive development with signs that are a good fit with the development and for safety in providing for efficient wayfinding to destinations on the site and through the site for Bay Trail and other recreational users.

There is no specific plan or planned development permit for this site or area.



## ATTACHMENT C

### Draft - RESOLUTION SR-7-19

A RESOLUTION OF THE PLANNING COMMISSION OF BRISBANE  
CONDITIONALLY APPROVING SIGN PROGRAM SR-7-19  
FOR 800 TO 1800 SIERRA POINT PARKWAY  
("HCP SIERRA POINT BIOTECH PROJECT")

WHEREAS, Justin Lawrance applied to the City of Brisbane for Sign Program approval for the HCP biotechnology research and development campus at 800 to 1800 Sierra Point Parkway; and

WHEREAS, on June 27<sup>th</sup>, 2019, 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 related 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 finds the proposed zoning text amendment is categorically exempt from the California Environmental Quality Act (CEQA) per Section 15311(a) of the State CEQA Guidelines and the exceptions to the categorical exemption referenced in Section 15300.2 do not apply; and

WHEREAS, the Planning Commission of the City of Brisbane hereby makes the findings attached herein, as Exhibit A, in connection with the requested use permit;

NOW THEREFORE, based upon the findings set forth herein, the Planning Commission of the City of Brisbane at its meeting of June 27<sup>th</sup>, 2019, did resolve as follows:

Sign Program SR-7-19 is approved per the conditions of approval attached herein as Exhibit A and the Sign Program attached as Exhibit B, including the graphics package by Kate Keating & Associates, dated February 21, 2019 and updated June 19, 2019 attached as Exhibit C.

AYES:

NOES:

ABSENT:

PAMALA SAYASANE  
Chairperson

ATTEST:

JOHN A. SWIECKI, Community Development Director

## DRAFT - EXHIBIT A

**Action Taken:** Conditional approval of Sign Program SR-7-19, per the staff memorandum with attachments, via adoption of Resolution SR-7-19.

### **Findings:**

- A. The signage included in the Sign Program will comply with all applicable city ordinances.
- B. The signage 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.
- C. For illuminated signs, as provisioned by the sign program, the signs will:
  - i. not produce glare; and
  - ii. not present a distraction or hazard to pedestrians, motorists, or the occupants of other neighboring properties; and
  - iii. not otherwise cause a public nuisance.
- D. There are no kinetic signs included in the sign program.
- E. The sign program is consistent with the city's general plan, specifically with General Plan Policy 234 which states, "Continue to have attractive and safe development on the solid waste landfill at Sierra Point."
- F. There is no specific plan or planned development permit for this site or area.

### **Conditions of Approval:**

- 1. Signage shall conform to the provisions of attached Exhibit B, "The Shore at Sierra Point", including graphics provided in "The Shore at Sierra Point, Signage Master Plan", by Kate Keating Associates, dated February 21, 2019 and updated June 19, 2019.
- 2. Modifications to the Sign Program are subject to Planning Commission review as an addendum to the sign program via separate application form and fee. This would include addition of signage associated with the parking garage/retail structure to be located at the northeastern corner of the site.
- 3. Per BMC Section 17.36.070.C, appeal of a decision of Planning Commission pertaining to a sign program approval may be made to the city council in accordance with the procedure set forth in Sections 17.52.010 and 17.52.020 of this title, within ten (10) calendar days after the date on which the decision or determination is rendered.



CITY OF BRISBANE  
50 PARK PLACE  
BRISBANE, CA 94005  
(415) 508-2120

EXHIBIT B

Draft

**The Shore at Sierra Point  
SIGN PROGRAM SR-7-19  
Adopted on \_\_\_\_\_  
for  
800 - 1800 Sierra Point Parkway**



## Introduction

This document serves as the Sign Program for “The Shore at Sierra Point” (The Shore) and regulates the design and installation of signage, as provided for sign programs in Brisbane Municipal Code Section 17.36.050. This sign program is intended to set the standards for attractive and consistent signage at The Shore that is in keeping with the architectural character and site setting. It is to provide for way-finding and building/business identification. All signs displayed at the Shore must conform to this program, which regulates sizes, locations, colors and types of signs. This sign program also provides the procedures for approval of signage.

The sign graphics are depicted by “The Shore at Sierra Point, Signage Master Plan”, by Kate Keating Associates, dated February 21, 2019 and updated June 19, 2019 (Graphics or Exhibit C). It includes key maps and graphic illustrations of the various sign types. The Graphics are intended to provide the design and location specific illustrations, which go hand-in-hand with the regulatory framework provided by this sign program document. Materials and color samples are also available in the City’s file for reference.

It is understood that minor variations to the signs provided herein may be requested and those are addressed in the regulatory approval framework set forth in Section 6 of this document. Amendments to this sign program would be subject to Planning Commission review, as set forth in BMC Section 17.36.050.

The organization of this sign program parallels the Graphics, Exhibit C, Sections 1 to 5. Each section outlines the purpose and basic requirements, including permitting. Permitting requirement are then summarized and permitting processes are further detailed in Section 6: Specifically, the sections included in this sign program are as follows:

1. Wall Signage
2. Ground Signage
3. Code Signage
4. Bay Trail Signage
5. Flags & Temporary Banners
6. Permitting & Performance Standards

## 1. Wall Signage

**Purpose:** Wall signs provide opportunities for tenants to brand their buildings to be seen by highway motorists as well as neighborhood visitors. These are intended for major tenants only, those tenants that occupy significant floor area within a given building. The general requirements are outlined as follows:

**Wall Signage (Building ID) Standards:** For graphic depiction of the building identification sign standards, see Graphics, Exhibit C. These standards are also summarized as follows:

All building ID signs are to be face-lit channel letters, internally illuminated with LED modules with dimming capabilities. Logos are to be tenant brand colors. The raceways are to match the wall panel behind, either the curtain wall or GFRC panel. See Graphics, page 8 (Exhibit C).

The number of wall signs is limited to one or two on any given building side as shown in Exhibit A, the Wall Signs: Sign Location Plan, and as outlined in Table 1, below

Approved locations are shown in the graphics package and outlined as follows:

**Table 1 Wall Signs Summary**

<b>Building Address</b>	<b>Façade orientation</b>	<b>Sign ID**</b>	<b>Maximum Dimension (height x width)</b>
800 Sierra Point Parkway*	NA	NA	NA
1000 Sierra Point Parkway	West	1	4' x 25'
	West	2	4' x 25'
	South	3	4' x 25'
1200 Sierra Point Parkway	North	1	4' x 25'
	North	2	4' x 25'
	West	3	3.5' x 28'
	South	4	3.5' x 28'
1400 Sierra Point Parkway	North	1	4' x 25'
	North	2	4' x 25'
	West	3	4' x 25'
1600 Sierra Point Parkway	West	1	4' x 25'
	West	2	4' x 25'
	North	3	4' x 25'
	South	4	4' x 25'
1800 Sierra Point Parkway	West	1	4' x 25'
	North	2	4' x 25'
	South	3	4' x 25'

Notes:

\*Building signage for the commercial space at the northern edge of the parking garage is not included, but may be approved by the Zoning Administrator.

\*\*See Wall Signs Location Plan in graphics package for ID locations.

## The Shore at Sierra Point, Sign Program SR-7-19

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**Permitting:** Individual walls signs require Planning Director or Zoning Administrator approval as detailed below. The general permit processing procedures are provided in Chapter 6.

Planning Director Approval of Sign Permit: Planning Director approval is required prior to placement for any wall sign, subject to meeting the standards provided herein. Minor modifications, which are in substantial conformance with the sign program, such as minor modification to the placement of the signs on the building that would not increase the number of signs on a building side or the size of a sign may also be approved by the Planning Director.

Zoning Administrator Review of Sign Permit: Zoning Administrator approval is required for a sign for which an exception to the sign program is requested by the applicant, such as the size of the sign and significantly alternate locations that the Planning Director does not deem to be a minor modification from those locations shown in the Graphics (Exhibit C).

The Zoning Administrator approval procedures for a sign exception are provided in Section 5 of this sign program. Alternatively, the Zoning Administrator may refer a sign exception to the Planning Commission.

Planning Commission Review of Sign Permit: Planning Commission approval of a modification to the Sign Program shall be required for any of the following:

- Referral by the Planning Director or Zoning Administrator
- Additional signs requested on any given building side, as a sign program exception.
- Holistic changes to the Sign Programs sign standards, including new signage not identified in this sign program, as a sign program addendum.

## 2. Ground Signage

Ground signs provide an opportunity for tenant identification and wayfinding for pedestrians and drivers. These are scaled by hierarchy as follows:

- Site Monument
- Entry Drive Monuments
- Tenant Monument ID
- Vehicular Directional
- Café Directional
- Pedestrian Directional

### Site Monument

Purpose: One Site Monument sign is included in this Sign Program. The Site Monument sign is to be located at the intersection of Sierra Point Parkway and Shoreline Court, at the northwest corner of the campus. The location is shown on Graphics, Exhibit C, page 25. The intent of the site entry monument is to create a formal entrance to the campus.

Description: The Site Monument would identify the campus as “The Shore at Sierra Point”, with a subline text that reads “An HCP Property”. “The Shore” letterforms are to be white, 4 feet in height, internally face-lit and mounted onto a 3 foot 5 inch aluminum base. The letters “at sierra point” are to be dark blue, dimensional letterforms, mounted to the base and “AN HCP Property” subtext will be in grey. The width of the base is to be 22 feet. See Graphics Packet pages 29 to 31 (sign ID M1) for further details. Since this sign design is specifically detailed in the Sign Program Graphics Package and is not tenant specific, general standards are not provided and a separate sign review permit is not required, unless exceptions to the graphic illustration is requested.

A building permit is required prior to installation, per Section 6 of this sign program.

Site Monument Modifications: Modifications to the Site Monument are subject to Zoning Administrator approval.

### Entry Drive Monuments

Purpose: Three Entry Drive Monuments are included in the Sign Program. These are located at the driveway entries, one off of Shoreline Court and two off of Sierra Point Parkway. The locations are shown on Graphics Package page 25. The intent of these signs is to provide the campus identification and address information at the entries, for wayfinding.

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Description: The entry Drive monuments would be of a similar appearance to the Site Monument, constructed of a 5 foot high by 10 foot 3 inch wide brushed aluminum monument, with “The Shore” letterforms in white inset inside a blue recess, with a light track. The address or addresses specific to the entrance would be in dimensional blue letter forms mounted to the aluminum monument face. Likewise the letterforms “at sierra point” would be mounted on the monument face.

The easternmost Entry Drive Monument may also have a Café tenant brand mounted below the building address.

See Graphics, pages 32 to 34 (sign IDs M2A, M2B and M2C) for further details. Since these sign designs are specifically detailed in the Sign Program Graphics Package and is not tenant specific, general standards are not provided and a separate sign review permit is not required, unless exceptions to the graphic illustration is requested.

A building permit is required prior to installation, per Section 6 of this sign program.

Exemption from Sign Permitting: Installation of the Entry Drive Monuments, consistent with the standards provided in this Sign Program, are not subject to City review via sign permit.

Planning Director Approval: Placement of the café tenant branding on the specified entry monument shall be subject to Planning Director approval, via sign permit application.

Zoning Administrator Approval: Modification to an Entry Drive Monument shall be subject to Zoning Administrator approval.

### **Tenant Monument ID**

Purpose: There are five Tenant Monument Identification signs, one per R&D building. Each of these will be located in the respective building entrance plaza. The locations are shown on Graphics Package page 25 (sign ID W1). The intent of these signs is to provide the building address at the pedestrian level as well as to identify each tenant that is occupying at least one floor of the building.

Description: The Tenant Monument ID signs would be of the same materials as the Site and Entry Drive Monuments, with an aluminum sign cabinet of 8 feet high by 3 feet 6 inches wide. The building address will be in white letterforms inset in a blue lighted recess. The individual tenants, occupying one floor or more, would have 8 inches in height by 2 feet 10 inches wide, for vinyl identification logos to be applied to the cabinet. For tenants occupying an entire building, the logo graphic may be applied within a space of 3 feet 8 inches high by 2 feet 10 inches wide, as illustrated in the Graphics Packet, page 36.

A building permit is required prior to installation, per Section 6 of this sign program



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Exemption from Sign Permitting: Placement of tenant ID logos on the cabinet, consistent with the standards provided in this Sign Program, are not subject to City review via sign permit. Tenants shall obtain building owner approval prior to placement.

Zoning Administrator Approval: Modification to a Tenant Monument ID sign shall be subject to Zoning Administrator approval.

### **Vehicular Directional**

Purpose: A total of nine vehicular directional signs are proposed for the campus. The proposed locations are shown on Graphics, Exhibit C, page 25 (sign ID W7). The intent of these signs is to provide supporting directional information at the site edges along Sierra Point Parkway and Shoreline Court and especially internal to the campus for receiving shipments to the buildings.

Description: The Vehicular Directional signs would be of the same materials branding standards as the other monument signs on the campus with addresses, arrows, or in the case of the café, the logo graphics applied in vinyl, as shown on page 38 of the Graphics Package. The sign cabinets are to be 6 feet in height by 3 feet wide.

A building permit is required prior to installation, per Section 6 of this sign program

Exemption from Sign Permitting: Installation of Vehicular Directional signage, consistent with the standards provided in this Sign Program, are not subject to City review via sign permit.

Zoning Administrator Approval: Modification to a Vehicular Directional sign shall be subject to Zoning Administrator approval.

### **Café Directional**

Purpose: One café directional monument sign, for 1200 Sierra Point Parkway, is proposed for pedestrian wayfinding between 1000 and 1200 Sierra Point Parkway, within the entry plaza area. The proposed location is shown on Graphics Package page 25 (sign ID W11).

Description: The Café Directional sign will be of the same aluminum cabinet materials as the campus branding, and is to be 6 feet high by 3 feet wide, with a 2 foot 8 inch high by 2 foot 5 inch wide face area for logos and graphics, plus a directional arrow, as shown on Graphics, Exhibit C, page 39. As an alternative the sign cabinet may be painted in the café brand colors, also as shown on page 39.

A building permit is required prior to installation, per Section 6 of this sign program

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Exemption from Sign Permitting: Installation of the Café Directional sign, consistent with the standards provided in this Sign Program, are not subject to City review via sign permit.

Zoning Administrator Approval: Modification to the Café Directional sign shall be subject to Zoning Administrator approval.

### **Pedestrian Directional**

Purpose: A total of four pedestrian directional signs are proposed for the campus. The proposed locations are shown on Graphics Package page 25 (sign ID W9). The intent of these signs is to provide supporting directional information to pedestrians internal to the campus along the pedestrian pathways.

Description: The Pedestrian Directional signs would be of the same materials branding standards as the other monument signs on the campus with addresses and arrows applied in grey vinyl, as shown on page 40 of the Graphics, Exhibit C. The sign cabinets are to be 4 feet in height by 2 feet wide.

A building permit is required prior to installation, per Section 6 of this sign program

Exemption from Sign Permitting: Installation of Pedestrian Directional signage, consistent with the standards provided in this Sign Program, are not subject to City review via sign permit.

Zoning Administrator Approval: Modification to a Pedestrian Directional sign shall be subject to Zoning Administrator approval.

## 3. Code Signage

Code signage falls into two categories. These include:

- Building address signage
- Vehicle code (parking) signage

### Building Address Signage

Address signage provides for identification of a specific building both from a distance and close-in at the pedestrian level. Given the large scale of the campus and the buildings, and the fact that people may approach any of the buildings from any side, multiple address locations and primary and secondary addresses are identified in the Sign Program Graphics. See the sign locations on page 42 of the Graphics, Exhibit C.

Primary Signs: The primary address signs (building address number only) are to be placed on the building, near the main building entrance, and would be 2 feet 6 inches to 3 feet in height as shown on Graphics, Exhibit C, pages 43 to 47. They are to be aluminum with silver faces and would be internally face lit by LED. The mounting on the building would be dependent on the building specific location, as shown on the above referenced pages, either hung from the entry awning or mounted directly to the GFRC cladding.

A building permit is required prior to installation, per Section 6 of this sign program.

Secondary Signs: The secondary building address signs would be 8 inches in height and would be placed at the sides and rear of the buildings to provide for wayfinding. See pages 48 to 63. These signs would be aluminum painted to match the architectural finishes.

Exemption from Sign Permitting: Installation of Building Address signage, consistent with the standards provided in this Sign Program, are not subject to City review via sign permit. Minor modifications to locations may be approved through the building permit process.

Zoning Administrator Approval: Modification to the character of Building Address signage shall be subject to Zoning Administrator approval.

### Vehicle Code Signage

Vehicle code signage is regulated by the California Building Code (CBC) to designate disabled parking and warnings. While the sign Program graphics provide for a more complete picture of the site-wide signage, any updates or modifications would be

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subject to review and approval by the Building Dept. for compliance with the CBC, through a building permit application, per Section 6 of this sign program.

Exemption from Sign Permitting: Vehicle code signage is not subject to further sign review. Any modifications may be approved through the Building Permit process.

## 4. Bay Trail Signage

Bay Trail signs are within the purview of the San Francisco Bay Conservation and Development Commission (BCDC). The purpose of these signs is to provide wayfinding to the Bay Trail and to provide educational signage along the Trail.

Installation or modification of Bay Trail signage shall be subject to a building permit, per Section 6 of this sign program, accompanied by BCDC documentation of approval of plans. This shall include educational messaging.

Exemption from Sign Permitting: Bay Trail signage is not subject to further sign review. Any modifications may be approved through the Building Permit process.

## 5. Flags and Temporary Banners

**Flags:** Three flag poles are included in the sign program. These are to be located approximately 22 feet behind the Site Monument sign at the corner of Sierra Point Parkway and Shoreline Court and outside the required front and side setback areas, as shown in the graphics package. The center flagpole is to be 60 feet in height, with a USA flag measuring, 10 by 15 feet. On either side would be 50 foot poles with the California flag and “The Shore at Sierra Point” flags, each measuring 8 by 12 feet. The flagpoles will be of brushed stainless steel or aluminum, to be similar in appearance to the sign cabinets.

The USA and California flags are not considered advertising. Display of the flags should follow standard protocols.

Any modifications to the “The Shore” flag or flagpole construction shall be subject to Planning Director review.

A building permit is required prior to installation, per Section 6 of this sign program.

**Temporary banners:** Temporary banners are not shown in the graphics package, but may be allowed subject to property owner and Planning Director approval, based on the following:

Findings:

1. The area of the banner is not to exceed 100 square feet.
2. Only one banner may be allowed on a building side.
3. The banner location shall not conflict with other approved signage.

Standard Conditions:

1. The banner is not to be displayed for more than 90 days in a calendar year.
2. The banner is for a special event or new major tenant, pending placement of a permanent wall sign.
3. The banner is directly related to the tenant’s approved use of the building, or is a tenant’s temporary identification sign.
4. The banner is to be removed once the wall sign has been erected.
5. No more than two banners may be associated with any building (ground or building mounted)
6. A building permit may be required.

## 6. Permitting & Performance Standards

All signs require approval by the property owner prior to installation and are subject to conformance with this sign program, except as may be modified by the City via separate sign review application. Documentation of owner approval is to be provided along with any City required application.

**Sign Review - Application Required:** The following signs shall require a supplemental sign review application under this sign program, via separate form and fee, subject to Planning Director review and approval. This shall apply to both initial placement and re-facing:

- Wall signage, per Section 1 of this sign program
- Café sign face
- Temporary banners
- Modifications to any other signs, listed in the section below

Sign Review Application: In addition, a sign review permit, approved by the City of Brisbane, is required for certain signs as outlined below. An application form may be obtained from the City Brisbane Building and Planning Department counter at City Hall or from the City's website (see contact information below). The application must be signed by the property owner and must be accompanied by plans drawn to scale (including one set at either 8.5x11 or 11x17 inches) with depictions of the proposed colors, materials, text, font size, location, etc. For the Sign Review application fee, see Line P19 ("without hearing") in the current Master Fee Schedule.

Findings: The above listed sign review permits applications are subject to the approval of the Planning Director, who must find that:

1. The proposed signage complies with all of the applicable requirements of this sign program.

The Planning Director may refer a sign application to the Zoning Administrator or to the Planning Commission for public hearing, in which case the Zoning Administrator or Planning Commission must find that:

1. The sign does not conflict with the building scale, colors, materials, architectural details and styles found on the HCP campus.
2. For illuminated signs, it must also be found that:
  - a. The sign will not produce glare; and
  - b. The sign will not present a distraction or hazard to pedestrians, motorists, or the occupants of other neighboring properties; and
  - c. The sign will not otherwise cause a public nuisance.
3. For a sign that would exceed the sign program's size limitations, it must be found that:

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- a. An exception to the size limits is necessary due to unusual circumstances, such as logo style that would otherwise render the sign difficult to read from the freeway distance.
- b. The exception would not result in a sign that would be out of proportion with other building architectural elements on which it would be placed.

**Appeals:** The Planning Director's or Zoning Administrator's decision may be appealed to the Planning Commission by filing a written statement of the reasons for the appeal, along with the fee (see Line P46 in the current Master Fee Schedule), within 7 calendar days of the decision. A Planning Commission decision shall be subject to the provisions of BMC Section 17.36.070.C

**Sign Review Application Not Required:** The following signs may be installed without obtaining a separate sign permit if the sign fully complies with the applicable requirements set forth in this sign program. However, a building permit may be required, see below and individual section descriptions regarding building permit requirements.

- Site Monument
- Entry Drive Monuments
- Tenant Monument ID
- Vehicular Directional
- Café Directional Structure
- Pedestrian Directional
- Flag Poles
- Code Signage
- Bay Trail Signage

**Building Permit Requirements:** All signs shall comply with the California Building Code (CBC), including any applicable building permit requirements. Sign contractor or owner shall be responsible for verifying any building permit requirements with the City prior to installation.

Additionally, any signs to be located on the ground shall also comply with Title 27 requirements, and are subject to County Health Dept. review, as such work pertains to construction on a closed landfill site. This is to be verified through the building permit application process.

Installation or modification of Bay Trail signage shall be subject to a building permit, as indicated in Section 4 of this sign program, accompanied by BCDC documentation of approval of plans. This shall include educational messaging.

A separate form and fee shall apply to all building permit applications.



## The Shore at Sierra Point, Sign Program SR-7-19

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### **Performance Standards:**

Consistent with BMC Section 17.36.030, all signs shall comply with the following construction and maintenance requirements:

1. All new signs shall be designed, constructed and installed in accordance with the Uniform Sign Code; provided, however, that in the event of any conflict or inconsistency between the provisions of the Uniform Sign Code and the provisions of this chapter, the provisions of this chapter shall be controlling.
2. All new signs shall be adequately finished to give a professional appearance and assure durability.
3. All signs shall be regularly maintained and kept in good condition and repair.

**For more information contact the City of Brisbane, Community Development Department at 50 Park Place, or by phone (415) 508-2120. This program, the planning application form (the same form as the sign permit application) and fee schedule are also provided on the City's website, [www.brisbaneca.org](http://www.brisbaneca.org).**

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