City of Brisbane
Planning Commission Agenda Report

TO: Planning Commission For the Meeting of 9/8/2016

FROM: Julia Capasso, Associate Planner, via John Swiecki, Community Development Director

SUBJECT: **5000 Sierra Point Parkway;** Sign Review SR-7-16 to allow a new 7 sq ft, non-illuminated directional/parking sign to be installed within the parking lot of the DoubleTree Hotel; Preeti Sethi, SJP Signs, Inc., applicant; Summit Hospitality 114 LLC, owner; APN 007-163-030.

REQUEST: The applicant requests Sign Review approval for a new 7 sq ft, non-illuminated directional/parking sign to be installed within the parking lot of the DoubleTree hotel. The asymmetrical blade sign would measure 4 ft at its tallest and 2 ft at its widest points. Proposed materials include a brown aluminum base, green aluminum reveal, and brown aluminum face with white vinyl graphics directing visitors to the hotel lobby and hotel restaurant.

While interior directional signage is typically not subject to regulation under BMC 17.36, this particular sign triggers review as it features both the DoubleTree logo and "White Caps" restaurant logo, and it exceeds the dimensions provided for in the Sierra Point Sign Program for directional/parking signs. The Sierra Point Sign Program allows for Planning Commission approval of signs that exceed the dimensions provided in the Sign program for hotel signs.

RECOMMENDATION: Conditional approval of Sign Review SR-7-16, via adoption of Resolution SR-7-16 with Exhibit A containing the conditions and findings of approval.

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

APPLICABLE CODE SECTIONS: Advertising sign regulations are contained in BMC Chapter 17.36. The Sierra Point Sign Program was adopted in 1984 and was last amended in 2010.

ANALYSIS AND FINDINGS:

Brisbane Municipal Code Section 17.36.060.D and the Sign Program contain several findings for Sign Review approval, as follows:

1. *"All advertising signs must conform to the requirements of Table 17.36.020 and Figure 17.36.020A, unless specifically exempted in this chapter." (BMC Section 17.36.060.D.1)*

Signs at Sierra Point are subject to the Sign Program and are therefore specifically exempted from the requirements of Table 17.36.020 and Figure 17.36.020A.

2. *"For all advertising signs subject to permit approval by the zoning administrator or the planning commission, it must also be found that:*
   a. The sign complies with all applicable city ordinances; and
   b. 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." (BMC Section 17.36.060.D.2)

The application meets this finding. With the conditions of approval, the proposed directional/parking sign would comply with all applicable City ordinances. The asymmetrical blade sign would measure 4 ft (48 inches) at its tallest and 2 ft (24 inches) at its widest points. The sign width would not exceed 4 inches. Directional parking signs (Sign Type "E" in the Sierra Point Sign Program) are limited to a maximum of 46 inches tall, 16 inches wide, and 1 inch deep. Though moderately taller, wider, and deeper than the dimensions prescribed in the Sign Program, the overall scale of the sign would be consistent with "E" type signs which are subordinate to monument signage and other identification signs. Furthermore, the sign design is consistent and complementary to the signage program approved under SR-1-14 for the monument sign and wall-mounted signs.

As shown in the applicant's submittal, proposed sign materials include a brown aluminum base, green aluminum reveal, and brown aluminum face with white vinyl graphics (DoubleTree and White Caps logos) and text. These materials and sign colors complement those of the existing, approved monument sign located at the driveway entrance (SR-1-14) and are consistent with the hotel's branding.

The sign would be located within a landscaped area in the hotel parking lot, primarily visible to cars entering the property from the Shoreline Court entrance to provide direction to various points of interest on the property, including the hotel lobby, parking, and the hotel restaurant.

This application was transmitted to the Building, Public Works and Fire Departments for comments, and no issues of concern were raised.

ATTACHMENTS:

Draft Resolution SR-7-16 with recommended Findings and Conditions of Approval
Aerial site map
Applicant's plans

Draft
RESOLUTION SR-7-16

A RESOLUTION OF THE PLANNING COMMISSION OF BRISBANE
CONDITIONALLY APPROVING SIGN REVIEW SR-7-16
FOR A NEW DIRECTIONAL SIGN AT
THE DOUBLETREE HOTEL

WHEREAS, Preeti Sethi, of SJP Signs, Inc., applied to the City of Brisbane for Sign Review for a new 7 square feet, non-illuminated directional/parking sign to be installed within the parking lot of the DoubleTree hotel, such application being identified as SR-7-16; and

WHEREAS, on September 8th, 2016, the Planning Commission conducted a hearing of the application, which was publicly noticed in compliance with Brisbane Municipal Code Chapters 1.12 and 17.54, 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 staff memorandum 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 finds that the proposed project is categorically exempt from the provisions of the California Environmental Quality Act; pursuant to Section 15311(a) of the State CEQA Guidelines; and

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

NOW THEREFORE, based upon the findings set forth hereinabove, the Planning Commission of the City of Brisbane, at its meeting of September 8th, 2016 did resolve as follows:

> Sign Review SR-7-16 is approved by the Planning Commission subject to the conditions of approval attached herein as Exhibit A.

ADOPTED this 8th day of September, 2016, by the following vote:

AYES:
NOES:
ABSENT:

_____
TuongVan Do
Chairperson

ATTEST:

_____
JOHN A. SWIECKI, Community Development Director

DRAFT
EXHIBIT A

Action Taken: Conditional approval of Sign Review SR-7-16, per the staff memorandum with attachments, via adoption of Resolution SR-7-16.

Findings:

Sign Review SR-7-16

1. The signs are not subject to the requirements of Table 1 and Figure 1, since they are subject to a sign program and are therefore specifically exempted, per Brisbane Municipal Code Section 17.36.050.B.

2. The signs will comply with all applicable City ordinances, in that per BMC Section 17.36.030.F.1, a building permit will be required to install the new signs in compliance with the Uniform Building Code and the signs comply with the Sierra Point Sign Program. The overall scale of the sign is consistent with the standards for "E" type signs, and the sign design is consistent and complementary to the overall signage program approved under SR-1-14.

Conditions of Approval:

A. A building permit application to install the directional sign is required. The plans submitted for the building permit shall substantially conform to the size, location, design, and materials indicated in the applicant's submittal (attached to the agenda report).

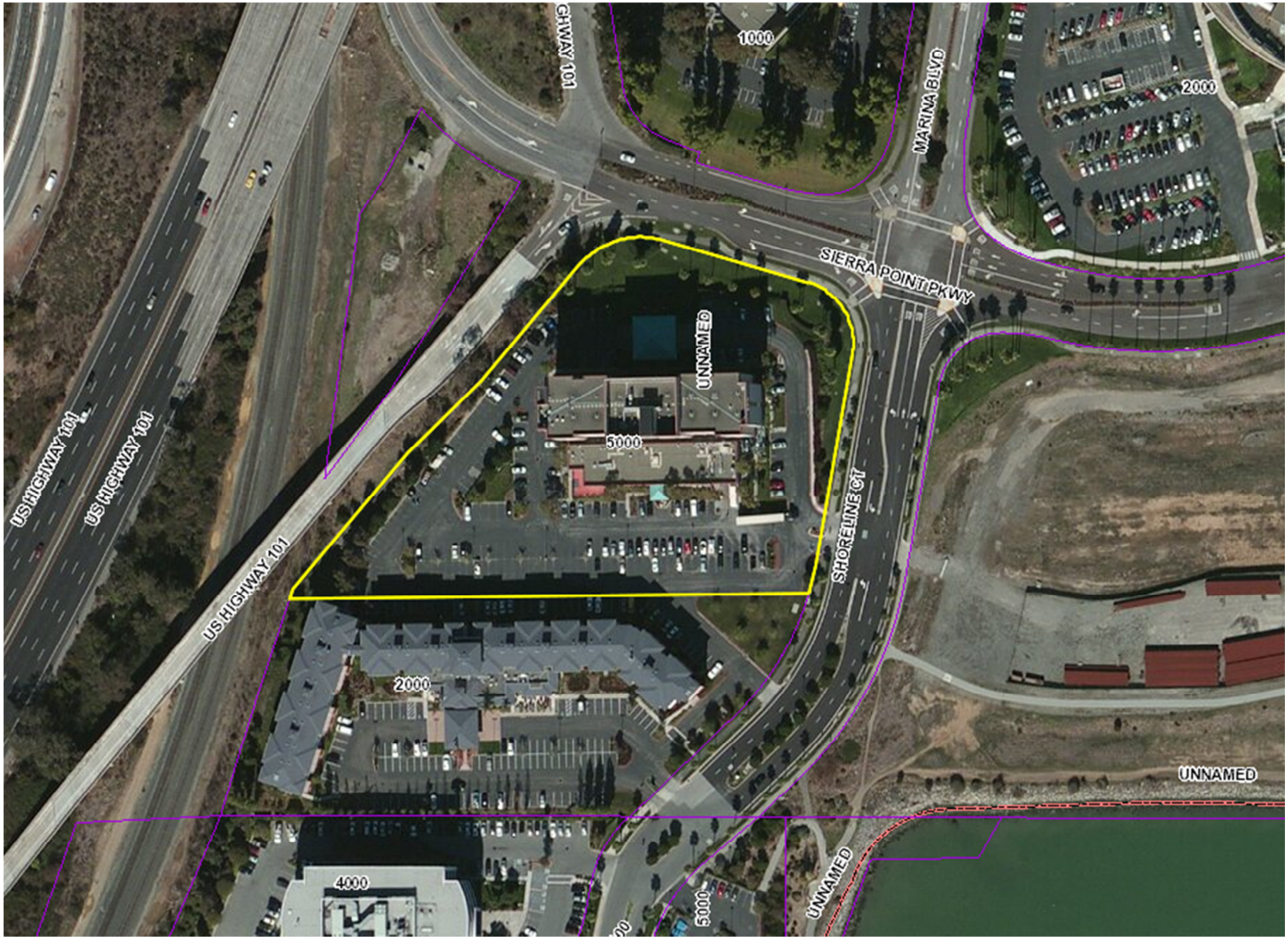
B. The sign shall not be illuminated.

C. The sign shall be maintained per Brisbane Municipal Code Section 17.36.030.F.4.

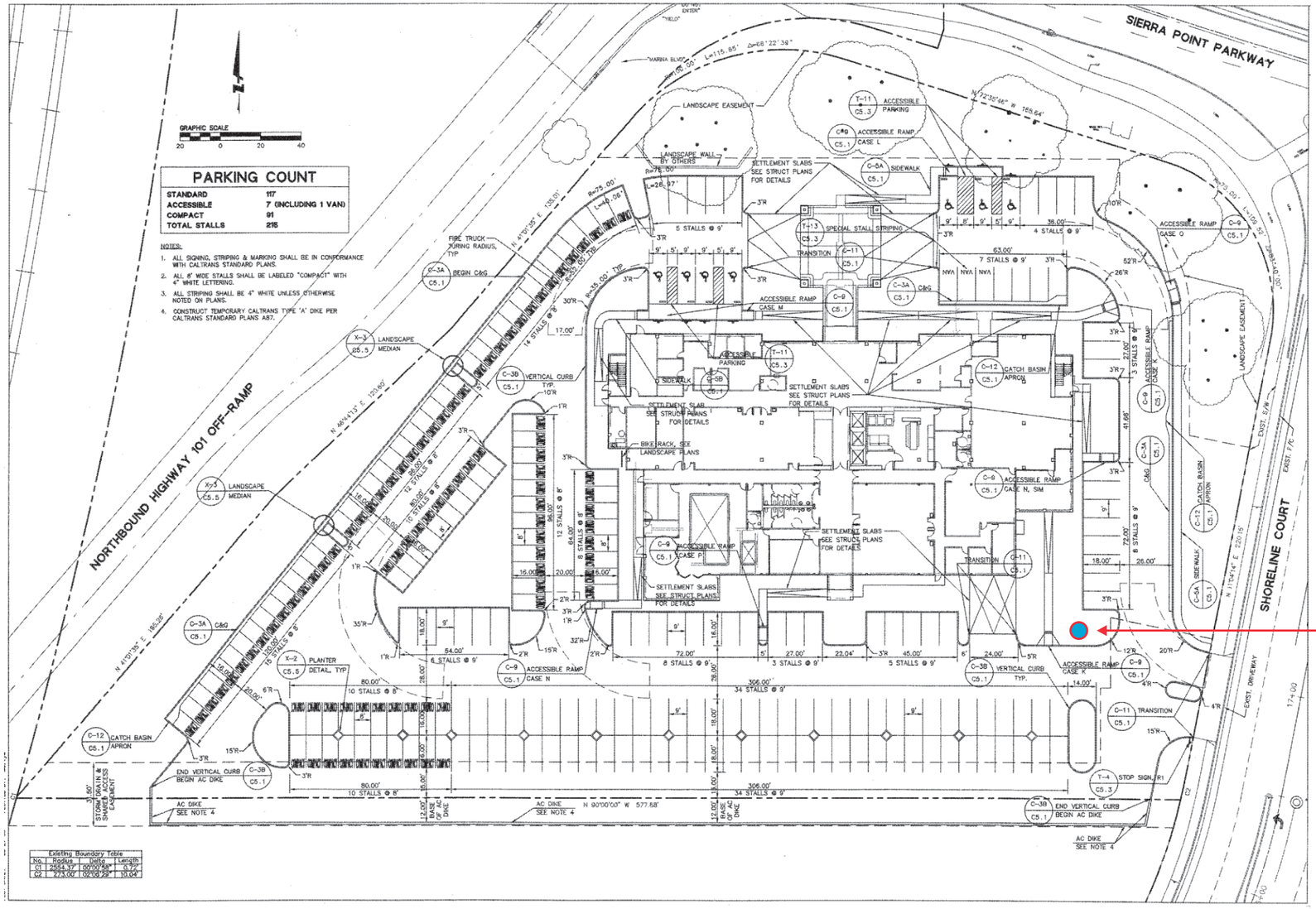
D. Minor modifications to this Sign Review approval may be authorized by the Planning Director in conformance with all requirements of the Municipal Code.

E. This Sign Review approval shall expire one year from the date of approval if the sign has not been installed by that date.

Aerial Site Map
5000 Sierra Point Parkway



PROPOSED LOCATION
NOT TO SCALE



PROPOSED LOCATION

MC SIGN COMPANY

Hospitality Headquarters:
334 INDUSTRIAL PARK RD.
BLUEFIELD, VA 24605
877-779-9977
www.mcsign.com

CLIENT:	PAGE NUMBER	TICKET NO.:	DATE:	DATE:	REVISIONS:
DOUBLETREE BY HILTON	2	N/A	11/03/15		
ADDRESS:	**PROJECT MANAGER:**		**DESIGNER:**		
DOUBLE TREE 5000 SIERRA POINT PARKWAY BRISBANE, CA 94005	MARK HRUBY		AF		
	ELECTRONIC FILE NAME:				
	H\HILTON\DOUBLE TREE\2015\CA\DT - BRISBANE				

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CLIENT SIGNATURE & APPROVAL DATE:

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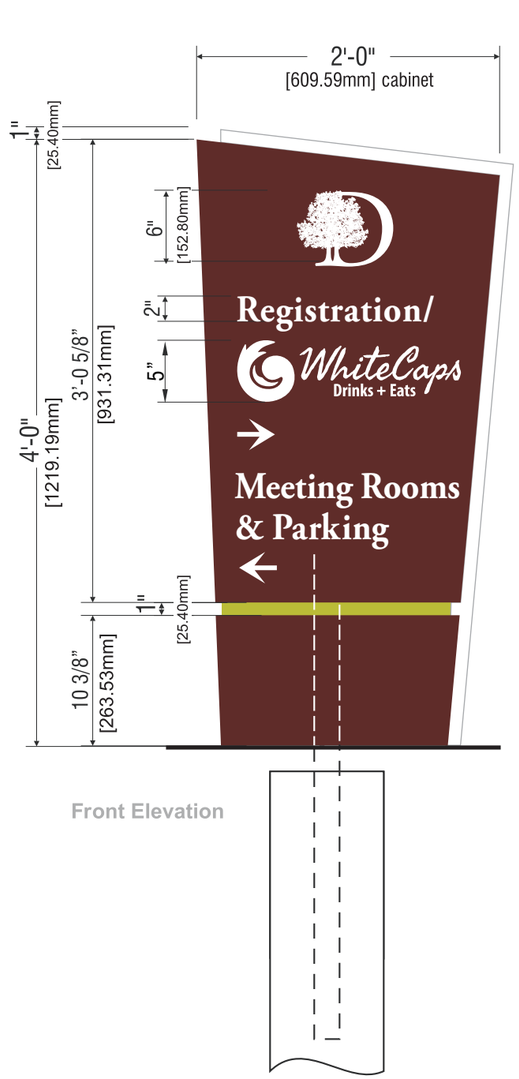
NON ILLUMINATED DIRECTIONAL

SCALE: 1”=1’-0”

6.1 Square Feet



Front Elevation



End View



Opposite Elevation

TALLER END TO FACE STREET
(ACCENT TO FACE PROPERTY)

LOGO TO BE 3M (OR APPROVED EQUIV.) 7725-10 OPAQUE WHITE VINYL W/ DETAILS WEEDED OUT.

ALUMINUM FABRICATED DIRECTIONAL PAINTED TO MATCH PMS 4695C BROWN.

NON-ILLUM. ALUMINUM 1”x1” TUBE ACCENT - PAINT WHITE

3M (OR APPROVED EQUIV.) 7725-10 OPAQUE WHITE VINYL GRAPHICS.

FONT - A GARAMOND PRO

ALUMINUM REVEAL PAINTED TO MATCH PMS 583C GREEN.

ALUMINUM FABRICATED BASE PAINTED TO MATCH PMS 4695C BROWN.

2" x 2" x .125" (50.8mm x 50.8mm x 3.2mm)
ALUMINUM SQ. TUBE SUPPORT

* 9" (228.6mm) DIA. x 2'-0" (609.6mm) DEEP CONCRETE PIER FOUNDATION

■ NON-ILLUM. DIRECTIONAL

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BLUEFIELD, VA 24605
877-779-9977
www.mcsign.com

CLIENT:	PAGE NUMBER	TICKET NO.:	DATE:
DOUBLETREE BY HILTON	1	N/A	11/03/15
ADDRESS:	**PROJECT MANAGER:**		**DESIGNER:**
DOUBLE TREE 5000 SIERRA POINT PARKWAY BRISBANE, CA 94005	MARK HRUBY		AF
	ELECTRONIC FILE NAME:		
	H\HILTON\DOUBLE TREE\2015\CA\DT - BRISBANE		

DATE:	REVISIONS:
11/12/15 CA	REVISED TO “WHITECAPS DRINKS & EATS”
11/13/15 KW	REVISED TO “WHITECAPS DRINKS + EATS”
1/25/16 CA	ADDED WHITE CAPS LOGO
3/30/16 Viv	ADDED CONFIRMED FOUNDATION SIZE

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DIRECTIONAL SIGNAGE

Approx. Scale: 3/16"=1'-0"

Sales Presentation Only

SITE SURVEY
REQUIRED PRIOR TO FINAL PRODUCTION!



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CLIENT: DOUBLETREE BY HILTON

ADDRESS: 5000 SIERRA POINT PARKWAY BRISBANE, CA 94005

PAGE NO.: 1

TICKET NO.: N/A

DATE: 5/5/16

PROJECT MANAGER: JON WOLVIN

DESIGNER: CA

ELECTRONIC FILE NAME: HILTON\DOUBLE TREE\2016\CA\DT - BRISBANE - PHOTO RENDERINGS

REVISION HISTORY:

CLIENT SIGNATURE:

APPROVAL DATE:

Corporate Office:
8959 Tyler Boulevard
Mentor, Ohio 44060
440-209-6200
800-627-4460

334 Industrial Park Road
Bluefield, Virginia 24605
877-779-9977

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DIRECTIONAL SIGNAGE

Approx. Scale: 3/8"=1'-0"

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PAGE NO.: 3

TICKET NO.: N/A

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