


# *City of Brisbane*

## *Planning Commission Agenda Report*

**TO:** Planning Commission  For the Meeting of 12/10/15

**FROM:** Ken Johnson, Senior Planner, via John A. Swiecki, Community Development Director

**SUBJECT:** **601 Tunnel Road;** Sign Review SR-8-15 to establish a Sign Program to allow for Golden State Lumber signage that will exceed 100 square feet (sq. ft.), including re-use of their historical wall sign on the roof of a lumber storage shed and addition of a new lighted wall sign towards the rear of the property for a total of approximately 297 square feet of signage; Seth Nobmann applicant/owner; APN 005-250-020.

**Request:** A Sign Program is requested to allow for placement of a new lighted Golden State Lumber wall sign on the modular office building and relocation of their pre-existing wall sign to the rooftop of a lumber storage shed at the rear of the site.

**Recommendation:** Conditionally approve Sign Program SR-8-15 per the agenda report with attachments, via adoption of Resolution SR-8-15 with Exhibit A containing the findings and conditions of approval.

**Environmental Determination:** On premise signs are categorically exempt from the provisions of the California Environmental Quality Act per Section 15311(a) of the State CEQA Guidelines. The exceptions referenced in Section 15300.2 to these categorical exemptions do not apply.

**Applicable Code Sections:** Per Brisbane Municipal Code Section 17.36.050, the Planning Commission may approve sign programs for lots having primary frontage of more than 100 ft. where cumulative signage in excess of 100 square feet is requested. The proposal is for two signs totaling approximately 297 square feet. Brisbane Municipal Code Section 17.36.060.D contains the findings applicable to proposed signs or sign programs

**Background:** The subject property has 575 feet of frontage which qualifies it for a sign program and a sign program is required for this application since the cumulative signage is over 100 sq ft. Golden State Lumber has recently located a new modular office building towards the rear of the site, for which the Planning Commission approved a use permit. The location of that new building on the site prompted the removal of the wall sign which was located on the storage warehouse directly behind it, since it would have been partially blocked from view. The applicant would like to continue to use that sign, since it has historical significance to Golden State Lumber. The applicant has also proposed to add a new wall sign, to be located on the new

modular office building, which is proposed to fit the character of that building. The proposed sign locations and images are provided with the applicant's submittal materials (see attachment)

**Staff Analysis:** Brisbane Municipal Code Section 17.36.060.D contains the following findings applicable to proposed signs or sign programs:

1. It must be found that the advertising sign conforms to the requirements of Table 17.36.020 and Figure 17.36.020, unless specifically exempted.

The proposal **complies** with this finding. Table 17.36.020 allows for a Planning Commission approval of a sign program for properties exceeding 100 ft of frontage. This site has 575 feet of frontage. Sign programs are exempt from Figure 17.36.020.

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

The proposed signage will **comply** with this finding, given the conditions of approval. The proposal complies with the requirements of the Brisbane Municipal Code, specifically the sign ordinance provided in BMC Chapter 17.36. As required by the Building Code, and as a condition of approval, building permits are required for signs that are installed above 6 feet in height. That is a condition of approval.

3. 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 proposal **complies** with this finding. Neither of the signs would conflict with the buildings in terms of scale, colors, materials or architectural details. The site consists of a combination of warehouse shed-style buildings and the industrial/modern modular office and other than the similar warehouse shed buildings to the north is fairly isolated in the middle of the Baylands. The more modern sign is proposed on the new modular building and fits its architecture while the historical sign is proposed to be located on top of a lumber shed which also fits its rustic character.

Also, although the signs are large at approximately 102 square feet for the new sign on the modular building and 194 square feet for the historic sign, they are not out of scale since they would be located towards rear of this large site. They will be approximately 250 ft and 400 ft from Tunnel Avenue.

The total sign area requested (297 sq. ft.) would not conflict with the scale of the buildings or site especially given their proposed locations at the rear of the site. Photos of the building and the proposed signage are attached with this agenda report.

4. The sign program is consistent with the City's General Plan and any Specific Plan or Planned Development Permit applicable to the site.

The proposal **complies** with this finding. The sign program is consistent with the General Plan. Specifically, in that allowing for identification and advertising of Golden State Lumber encourages the continuation of business activity here and is therefore consistent with Policy 8, "Maintain and diversify the City's tax base, consistent with community character, in order to generate adequate revenues for City Government and sustain a healthy local economy." There is no specific plan and no planned development permit applicable to this site.

5. Illuminated signs will not:
  - a. produce glare; or
  - b. present a distraction or hazard to pedestrians, motorists, or the occupants of other neighboring properties; or
  - c. otherwise cause a public nuisance.

The proposal **complies** with this finding. The new wall sign to be located on the modular office building was originally intended as an illuminated sign. However, upon inquiry by staff regarding the illumination, the applicant indicated that the sign does not need to be illuminated after all. Condition of Approval B addresses the potential for future illumination and allows for illumination but would require submission of materials to the Planning Director for review and approval to ensure that the finding would be met.

**Attachments:**

- Draft Resolution with Findings and Conditions of Approval
- Applicant's submittal packet including sign images and location map

**DRAFT**  
RESOLUTION SR-8-15

A RESOLUTION OF THE PLANNING COMMISSION OF BRISBANE  
CONDITIONALLY APPROVING SIGN REVIEW PERMIT SR-8-15  
TO ESTABLISH A SIGN PROGRAM FOR  
601 TUNNEL AVENUE

WHEREAS, Seth Nobmann, the applicant, applied to the City of Brisbane for Sign Review approval of the Sign Program for 601 Tunnel Avenue in order to add new signage and relocate the pre-existing Golden State Lumber sign, which together will exceed 100 sq ft; and

WHEREAS, on December 10, 2015, 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 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 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 December 10, 2015, did resolve as follows:

Sign Review Application SR-8-15 is approved per the conditions of approval attached herein as Exhibit A.

ADOPTED this tenth day of December, 2015, by the following vote:

AYES:  
NOES:  
ABSENT:

\_\_\_\_\_  
TuongVan Do  
Chairperson

ATTEST:

\_\_\_\_\_  
JOHN A. SWIECKI, Community Development Director

## EXHIBIT A

**Action Taken:** Conditionally approve Sign Review Permit SR-8-15 per the agenda report with attachments, via adoption of Resolution SR-8-15.

### **Findings:**

1. This sign program is in conformance with the requirements of Brisbane Municipal Code Table 17.36.020, but is exempt from BMC Figure 17.36.020, per BMC Section 17.36.050.
2. The sign program complies with all applicable City ordinances, given the conditions of approval.
3. The signs allowed by the sign program 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 signs are proposed.
4. The sign program is consistent with the City's General Plan, specifically General Plan Policy 8, and there is no applicable Specific Plan or Planned Development Permit for this site.
5. Given the conditions of approval, if the new wall sign on the modular building is to be illuminated (see Condition B), it will not:
  - d. produce glare; or
  - e. present a distraction or hazard to pedestrians, motorists, or the occupants of other neighboring properties; or
  - f. otherwise cause a public nuisance.

### **Conditions of Approval:**

- A. Sign face changes on the existing signs and/or size-per-size replacements of signs shall require approval of a Sign Permit by the Planning Director. At the Planning Director's discretion applications for changes or replacement of existing signs may be referred to the Planning Commission.
- B. The new wall sign to be located on the modular building would be potentially capable of being lit, although the applicant has indicated that is no longer the intent. Therefore, while this approval allows for an illuminated sign without further Planning Commission review, it shall not be illuminated without prior written approval by the Planning Director following submission of information to the Director demonstrating that the sign would meet the above listed findings regarding illuminated signs. The Planning Director may impose additional conditions of approval on such a request or refer the matter to the

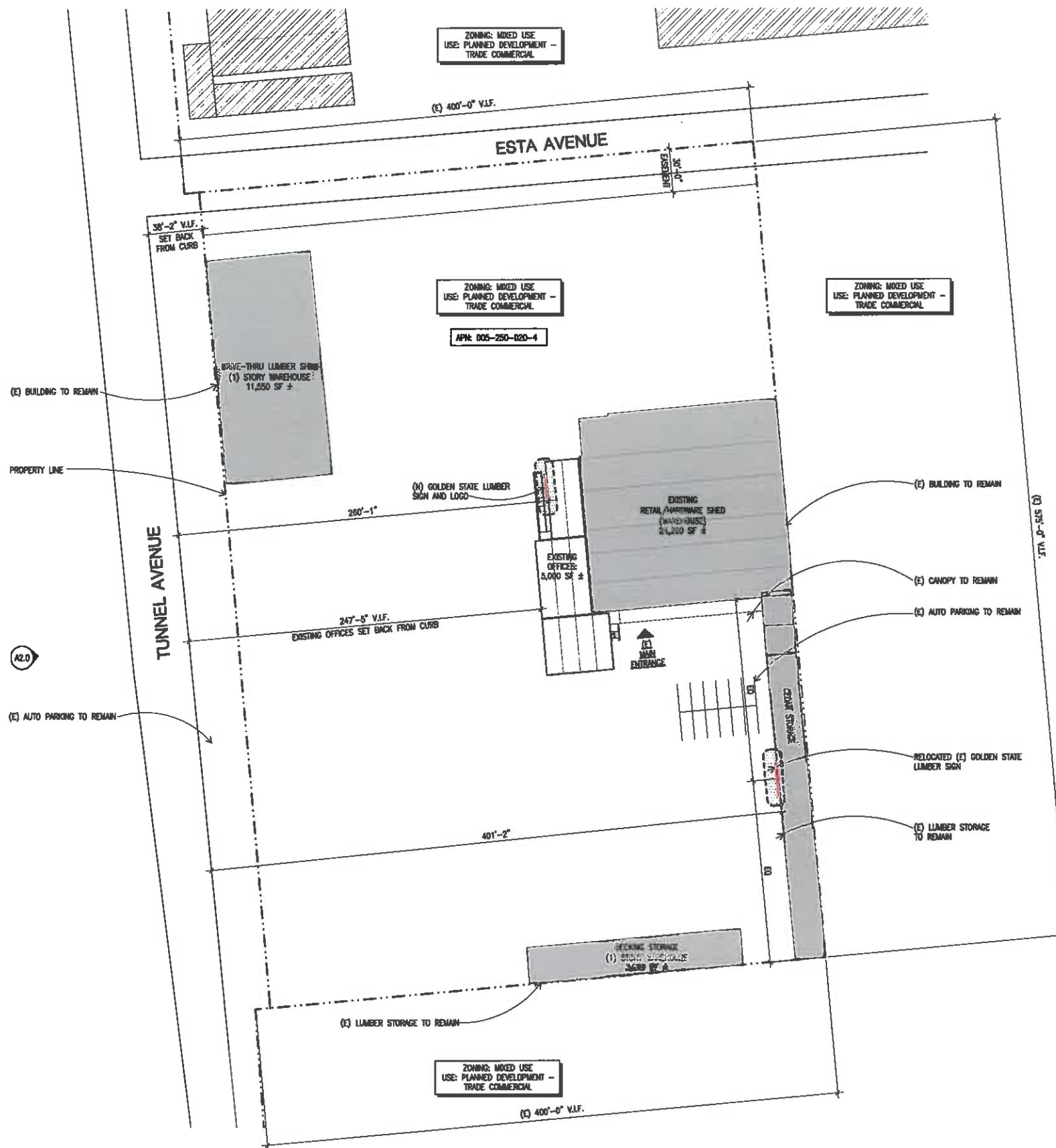
Planning Commission as a separate sign review application, consistent with this sign program.

- C. Since installation of signs is to be at locations over six (6) feet in height they shall require a building permit, per BMC Section 17.36.030.F.1 and the Uniform Sign Code.
- D. On site directional signage may be allowed in addition to the signs included in this sign program subject to approval by the Planning Director.
- E. The signs shall be maintained per Brisbane Municipal Code Section 17.36.030.F.
- F. Minor modifications may be approved by the Planning Director in conformance with all requirements of the Municipal Code.



GOLDENSTATE  
**LUMBER & PLYWOOD**

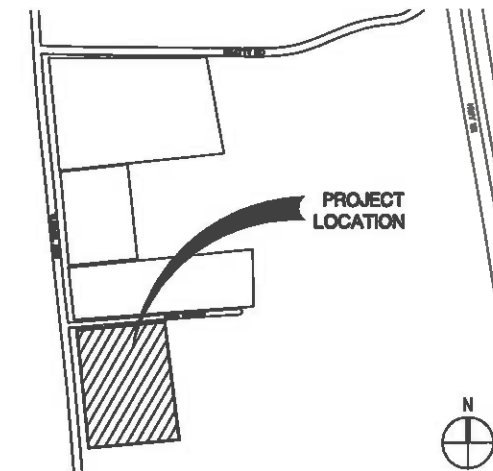
 RECYCLING  
CUSTOMER  
PARKING 



**LEGEND**

- PROPERTY LINE
- (E) CONSTRUCTION TO REMAIN
- (E) ADJACENT BUILDING TO REMAIN
- (E) EXISTING
- (N) NEW
- AREA OF WORK

**VICINITY MAP**



SIGN AREA CALCULATION	
MAXIMUM SIGN AREA ALLOWED:	100 SF
NEW SIGN AREA:	
ROUND CREST LOGO:	50.3 SF
"GOLDEN STATE LUMBER" SIGN:	52.4 SF
AREA OF NEW SIGN:	102.4 SF
SIGN AREA OF RELOCATED SIGN:	
"GOLDEN STATE LUMBER" SIGN:	194.5 SF
AREA OF RELOCATED SIGN:	194.5 SF
TOTAL AREA OF SIGNAGE:	296.9 SF
AREA OVER THE ALLOWED:	196.9 SF

**SIGNAGE AT 601 TUNNEL AVENUE**

- MAIN SIGNAGE IS LOCATED 260'-0" AWAY FROM THE STREET.
- WE HAVE A TOTAL OF 975 LINEAR FEET IN STREET FRONTAGE (TUNNEL AVENUE AND ESTA AVENUE), WHICH WOULD ALLOW FOR 975 SQ. FEET OF SIGNAGE, IF THERE WAS NOT A LIMIT OF 100 SQ. FEET. WE ARE LARGER THAN THE AVERAGE SIZE LOT, BUT ARE STILL LIMITED TO 100 SQ. FEET OF SIGNAGE.
- CUSTOMERS HAVE TROUBLE WITH WAYFINDING WITH THE CURRENT SIGNAGE.

**SITE PLAN**



SCALE: 1/32" = 1'-0"

**A.1**

**601 TUNNEL AVENUE**

SIGN REVIEW PERMIT APPLICATION  
BRISBANE, CALIFORNIA

D.1.8

U:\20-Other Studies\Brisb\proj\601 Tunnel Ave\2015-04\601 Tunnel Ave\151121-Signage Permit\_20150401.dwg

© 2015 ARCHICENTIS 2015

24 NOVEMBER 2015  
PROJECT NO: 50049

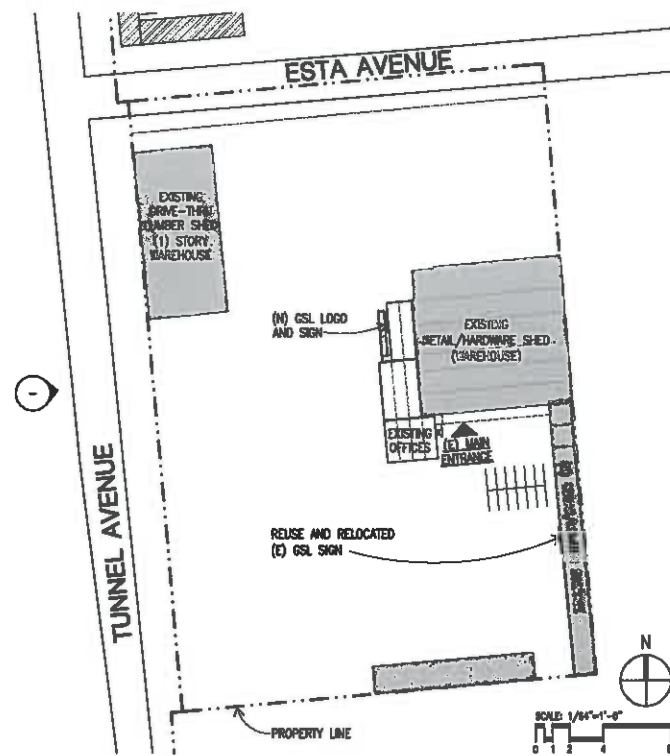
2470 MARINER SQUARE LOOP  
ALAMEDA, CA 94501  
510.865.8663  
mbarch.com





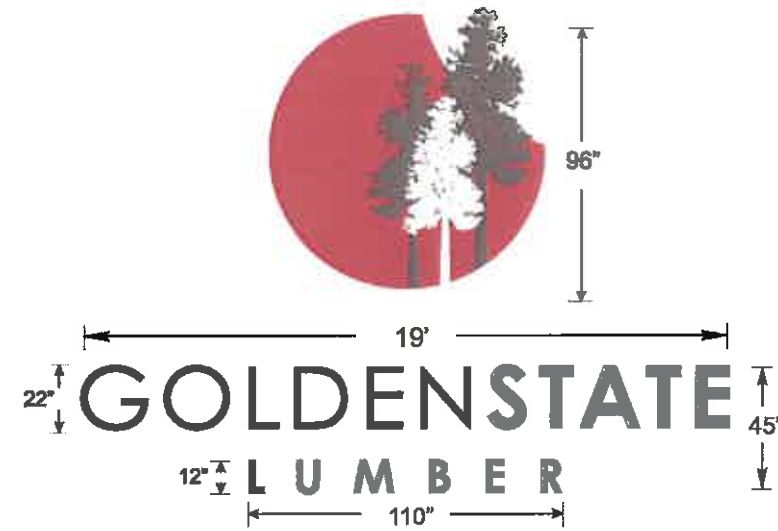
**KEY PLAN**

SCALE: 1/8" = 1'-0"



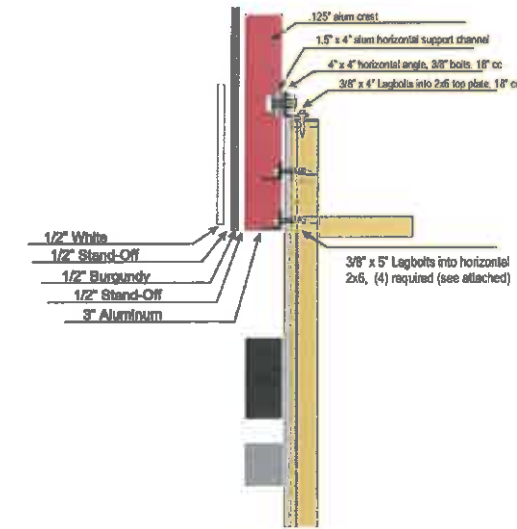
**NEW PROPOSED GSL SIGN AND LOGO**

SCALE: 1/2" = 1'-0"

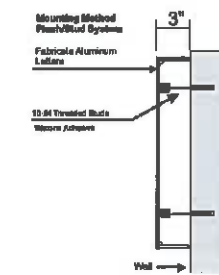


**MATERIALS AND METHOD**

SCALE: NOT TO SCALE



**ROUND CREST LOGO MATERIALS AND MOUNTING METHOD**

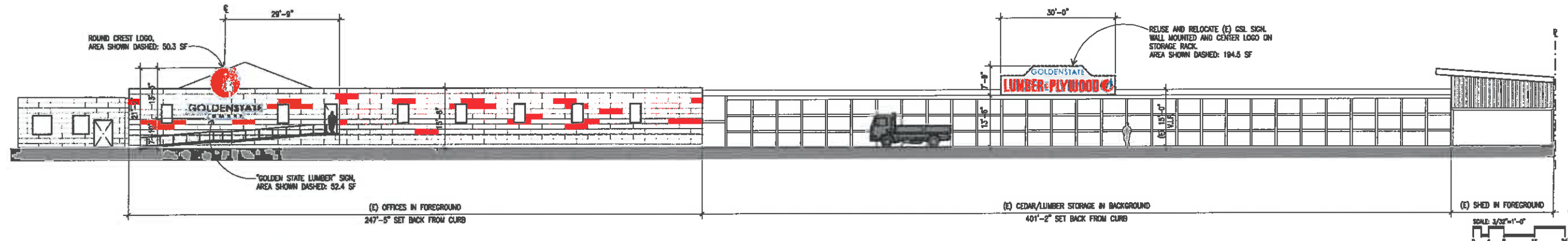


**COLOR SAMPLES**

- COLOR: PMS 187 U  
LOCATION: RED ALUMINUM ROUND CREST LOGO
- COLOR: PMS 505 U  
LOCATION: BURGUNDY TREES LOGO
- COLOR: BLACK  
LOCATION: BLACK "GOLDEN" TEXTS
- COLOR: PMS 425 U  
LOCATION: GREY "STATE" AND "LUMBER" TEXTS

**PROPOSED EXTERIOR ELEVATION**

SCALE: 3/32" = 1'-0"



EXISTING GSL SIGN TO BE REUSED

**PROPOSED SIGNAGE LOCATION**



**A.2**

SCALE: AS NOTED

24 NOVEMBER 2015  
PROJECT NO: 50049

**601 TUNNEL AVENUE**

SIGN REVIEW PERMIT APPLICATION  
BRISBANE, CALIFORNIA

D.1.9

\\p1-01-ar\shared\mbh\proj\601 Tunnel Ave Lumber\2014-08-04\Project\601Tunnel Ave Sign Permit\_20140804.dwg

© MBH ARCHITECTS 2015

2470 MARINER SQUARE LOOP  
ALAMEDA, CA 94501  
510.865.8663  
mbharch.com



