# City of Brisbane Zoning Administrator Agenda Report

TO: John Swiecki, Zoning Administrator

For the Meeting of 12/5/2019

**FROM:** Julia Ayres, Senior Planner

**SUBJECT:** 400 Valley Drive; Sign Review SR-11-19; Sign Review two new illuminated wall signs approximately 31 and 38 sq ft in size, respectively, and face changes to two existing 11 sq ft monument signs for new tenant Vitalant; David Ford, applicant; Far Western Land and Investments Co. Inc., owner.

**REQUEST:** The applicant requests approval for two new illuminated wall signs and face changes to two existing monument signs for tenant Vitalant on the subject property. A public hearing by the Zoning Administrator is required for this application as two of the proposed signs will be illuminated and the total sign area exceeds 50 sq. ft., but is less than 100 sq. ft.

**RECOMMENDATION:** Conditionally approve Sign Review SR-11-19 per the staff memorandum with 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. Face changes to existing signs are categorically exempt per Section 13301(g). The exceptions to these categorical exemptions referenced in Section 15300.2 do not apply.

**DISCUSSION AND ANALYSIS:** The subject property is a corner lot, with frontages along Valley Drive and North Hill Drive each exceeding 100 linear feet. The property is accessed from North Hill Drive via two driveways. An aerial map of the property is provided in Attachment B.

#### Illuminated Signs

The proposed illuminated wall signs would be installed on the northeast (Sign "A") and southeast (Sign "B") walls of the building (refer to sign keys in Attachment D, applicant's plans), maximizing visibility for visitors entering the property from Valley Drive to the east and North Hill Drive to the north.

Sign "A," visible to traffic approaching from North Hill Drive, would measure approximately 38 sq ft in area and would be mounted above the building's side entrance approximately 17 ft above grade. Sign "B," visible to traffic approaching from Valley Drive, would measure approximately 31 sq ft and would be mounted approximately 18 feet above grade.

The sign materials include individual three inch deep white aluminum returns with aluminum backs and interior LED lighting. The faces would be white polycarbonate with white jewelite

12/5/2019 SR-11-19 Page 2 of 3

(plastic molding) trim caps and printed vinyl decals in Vitalant's trademarked purple and red colors. A light-sensing photocell would be installed for both signs to automatically turn the signs on and off based on ambient daylight.

### Monument Sign Face Changes

The application proposes to update two existing monument signs located at the property's driveways on North Hill Drive. The signs are each 11 sq ft (totaling 22 sq ft) and would be refaced with an aluminum frame painted in purple with white accents, with a vinyl print of the tenant name and logo affixed to both sides of the frame.

#### **Findings**

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. The sign conforms to the requirements of Table 17.36.020 and Figure 17.36.020A, unless specifically exempted by Chapter 17.36.

The proposal complies with this finding. As a corner lot with frontages of over 100 linear feet each, the property's maximum signage area is 100 sq ft per Table BMC 17.36.020. The applicant's proposal of 91 square-feet of sign area is less than the maximum permitted.

### 2. <u>The sign complies with all applicable City ordinances.</u>

The proposal complies with this finding. Including the recommended conditions of approval, the proposal complies with all applicable City ordinances, including the requirement to obtain a building permit prior to sign installation.

3. <u>The sign does not conflict with the building scale, colors, materials, architectural details</u> and styles found in the specific neighborhood or area of the City in which the sign is proposed to <u>be located.</u>

The proposal complies with this finding. As detailed in the applicant's plans (Attachment D), the proposed white and purple sign colors for both the illuminated and non-illuminated signs would complement the neutral beige and grey color palette of the existing single-story warehouse building. The three-dimensional lettering and high quality materials would enhance the aesthetic quality of the building façade.

The property is bordered by similar warehouse and offices buildings in the TC-1 zoning district along Bayshore Boulevard, with no unifying or common signage style. As such, the sign would not conflict with the building scale, colors, materials, architectural details, and styles in the neighborhood.

For illuminated or kinetic signs, the additional findings must also be made per BMC §17.36.060.D.5:

a. The sign does not produce glare;

The proposal complies with this finding. The proposed LED lighting would be installed internally within the aluminum returns, and would be comprised of several small LED units within each return. This internal illumination method would allow for even interior lighting of each letter without risk of glare.

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

The proposal complies with this finding. Due to the approximately 130 ft grade differential, the wall signs would not be directly visible from the nearest residential properties at the Northeast Ridge (see Attachment C). Direct views of the sign would be limited to vehicles and other traffic along Valley Drive and North Hill Drive. The proposed method of interior LED illumination, coupled with it sign location on the southeast building wall, ensures that the sign will not present a distraction or hazard to passersby. Finally, condition of approval B.1 requires installation of a dimmer switch with the lighting controls to allow the sign brightness to be adjusted should any unforeseen issues arise with sign brightness.

c. The sign does not otherwise cause a public nuisance.

Considering the above analysis of the sign's compliance with all regulations of the Brisbane Municipal Code, its positive contribution towards the overall building aesthetics, lack of negative impact to existing residents and businesses and to vehicles and other passing traffic, and staff's recommended conditions of approval, the sign will not constitute a public nuisance.

#### Attachments:

- A. Draft findings and conditions of approval
- B. Aerial map of subject property
- C. Annotated aerial map showing proximity to residential development
- D. Applicant's plans

#### Sign Review Permit SR-11-19 400 Valley Drive

Action Taken: Conditionally approve Sign Review Permit SR-11-19 per the staff memorandum for the Zoning Administrator hearing of December 5, 2019, subject to the following findings and conditions of approval.

#### SR-11-19 Findings of Approval:

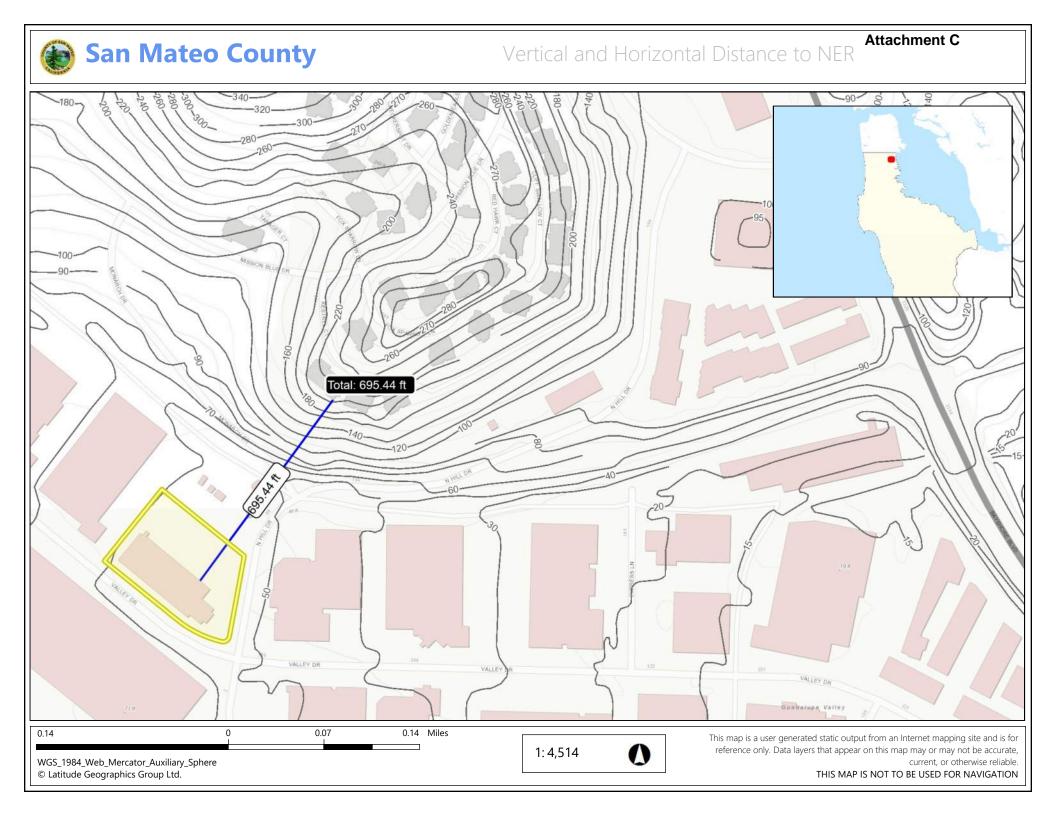
- 1. The combined 91 square foot advertising sign area conforms to the requirements of Brisbane Municipal Code (BMC) Table 17.36.020 and Figure 17.36.020A-2, as it does not exceed the 100 sq. ft. maximum sign area allowed for this site.
- 2. The sign complies with all applicable City ordinances, given the conditions of approval.
- 3. The sign design, location, and materials complements the building scale, colors, materials, and architectural details and style of the subject building and those adjacent in the neighborhood.
- 4. The illuminated signs do not produce glare.
- 5. The illuminated signs do not present a distraction or hazard to pedestrians, motorists, or the occupants of other neighboring properties.
- 6. The illuminated signs do not cause a public nuisance.

#### SR-11-19 Conditions of Approval:

- A. A building permit shall be obtained from the Brisbane Building Department prior to sign installation. The building permit shall not be issued until expiration of the <u>seven day</u> appeal period.
- B. The plans submitted for the building permit shall substantially conform to the size, locations, design, and materials indicated in the applicant's submittal (attached to the agenda report), with the following modification:
  - 1. The building permit plans shall specify that a dimmer switch shall be installed with the lighting controls for both illuminated signs.
- C. The lighting shall be maintained so as to not cast glare onto surrounding streets or neighboring properties, to not cause a distraction to neighboring properties, or otherwise constitute a public nuisance.
- D. Minor modifications may be approved 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 signs have not been installed by that date.

# Aerial Map of Subject Property 400 Valley Drive, Brisbane



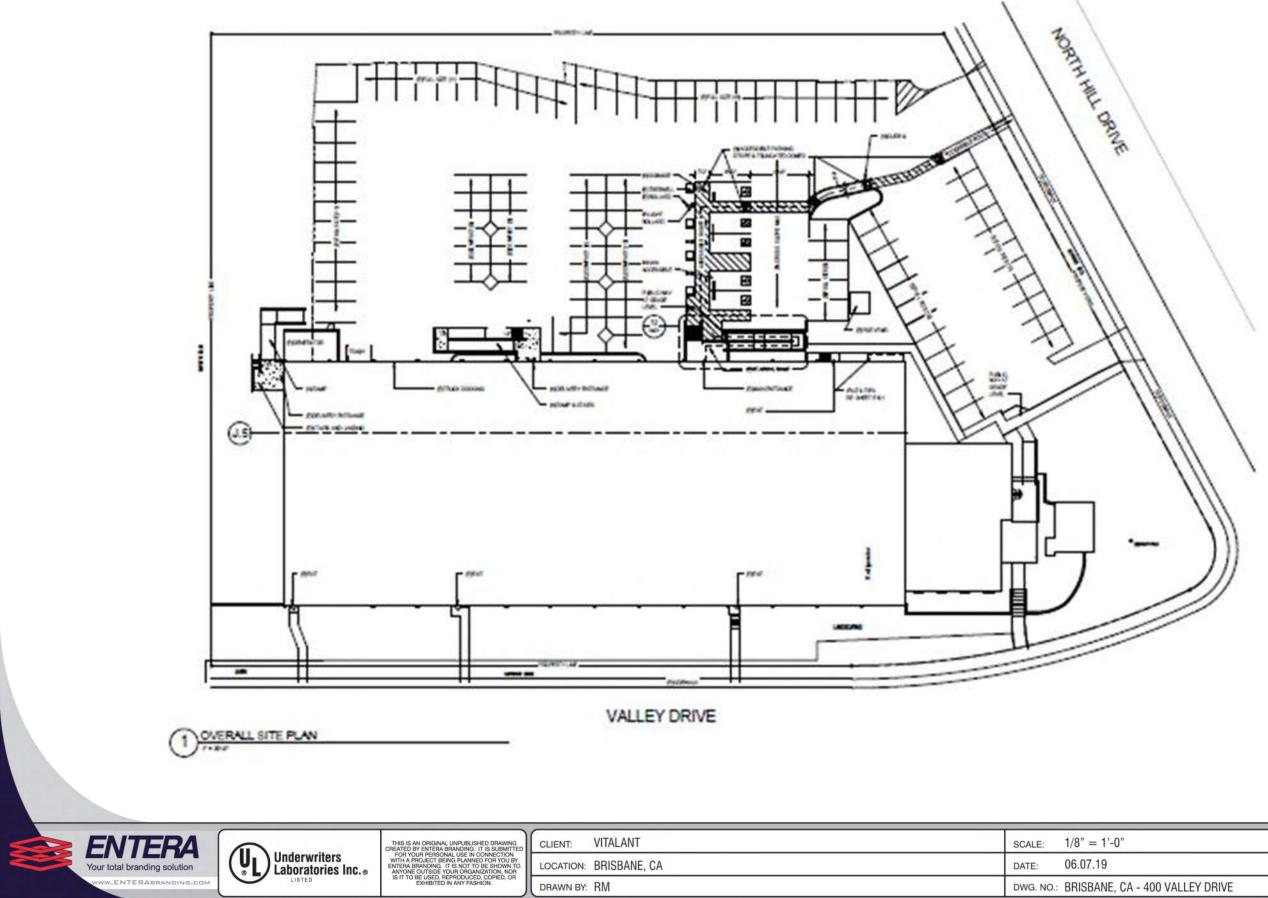


# vitalant



# 400 VALLEY DRIVE BRISBANE, CA 94005





	REV.1	06.25.19 ZM	REV.5	XXXX
	REV.2	07.02.19 RM	REV.6	XXXX
	REV.3	08.01.19 TP	REV.7	XXXX
0 VALLEY DRIVE	REV.4	09.20.19 MW	REV.8	XXXX

# ALLOWABLE SQ FT: 1 TO 1 PROPOSED SQ FT: 38.16





<b>FNTERA</b>		THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY ENTERA BRANDING. IT IS SUBMITTED	CLIENT: VITALANT	SCALE: 3/16" = 1'-0"	REV.1 06.25.19 ZM REV.5 11.21.19 MW
Your total branding solution	Underwriters Laboratories Inc.®	FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT BEING PLANNED FOR YOU BY ENTERA BRANDING. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION, NOR	LOCATION: BRISBANE, CA	DATE: 06.07.19	REV.2         07.02.19 RM         REV.6         xxxx           REV.3         08.01.19 TP         REV.7         xxxx
www.ENTERABRANDING.COM	LISTED	IS IT TO BE USED, REPRODUCED, COPIED, OR EXHIBITED IN ANY FASHION.	DRAWN BY: RM	DWG. NO.: BRISBANE, CA - 400 VALLEY DRIVE	REV.4 09.20.19 MW REV.8 xxxx

# 20" INTERNALLY ILLUMINATED REMOTE MOUNT CHANNEL LETTERS • 38.16 SQ FT





# L.E.D. CHANNEL LETTER MOUNTING DETAIL (EXTERIOR)

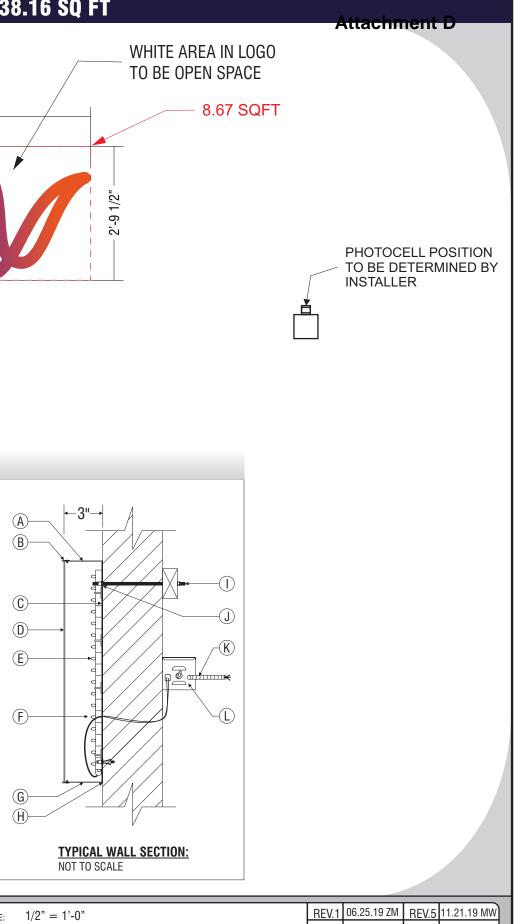
- A. .050" X 3" WHITE ALUMINUM RETURNS
- B. 1" WHITE JEWELITE
- C. .050" ALUMINUM BACKS

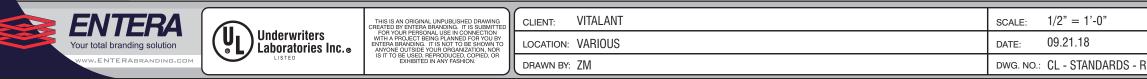
D. .150" WHITE PCB FACES W/ VINYL VITALANT: TO MATCH PMS 2603 C VITALANT PURPLE LOGO: WITH DIGITALLY PRINTED VINYL DECORATION BLOOD: GROUNDED GRAY

- E. 24V WHITE GE TETRA MAX 7100K LEDs
- F. POWER CABLE LOW VOLTAGE SHIELDED W/ STRAIN RELIEF STARTING FROM POWER SUPPLY THEN LETTER TO LETTER (BEHIND FASCIA)
- G. 1/4" WEEP HOLES AS REQUIRED (FOR EXTERIOR INSTALLATION ONLY)

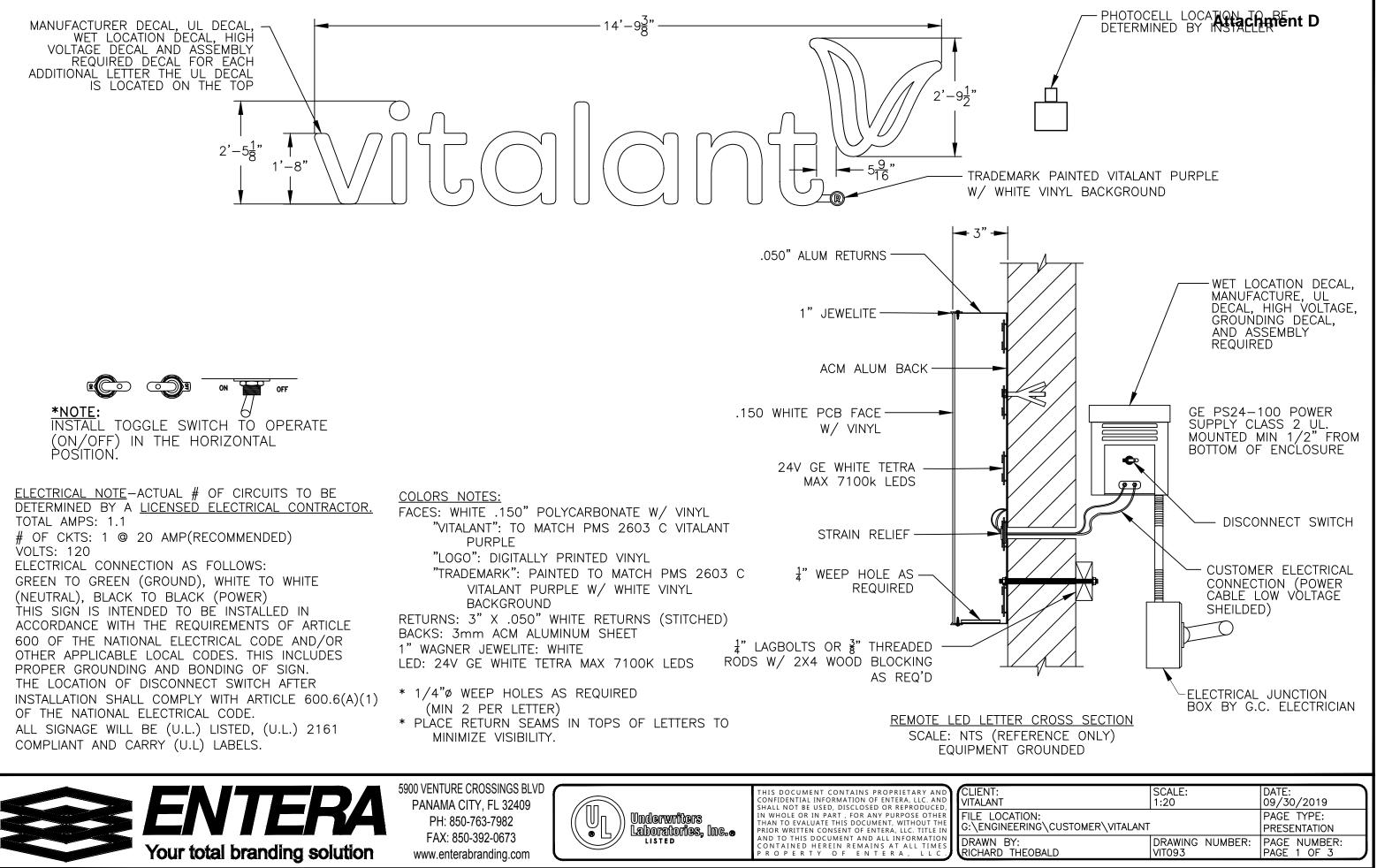
H. SILICONE BEAD AROUND THE INSIDE OF RETURN AND BACK TO SEAL FROM WATER LEAKAGE

- I. 1/4" LAGBOLTS OR 3/8" THREADED RODS WITH 2" x 4" WOOD BLOCKING AS REQ'D
- J. 3/8" RIV NUTS
- K. 1/2" SEALTITE CONDUIT RUNNING TO SECONDARY CONNECTION
- \* NOTE: GENERAL CONTRACTOR TO HAVE PRIMARY CONNECTION HOOKED UP
- L. STANDARD POWER SUPPLY HOUSED IN A WEATHERPROOF SHEET METAL BOX W/ DISCONNECT SWITCH

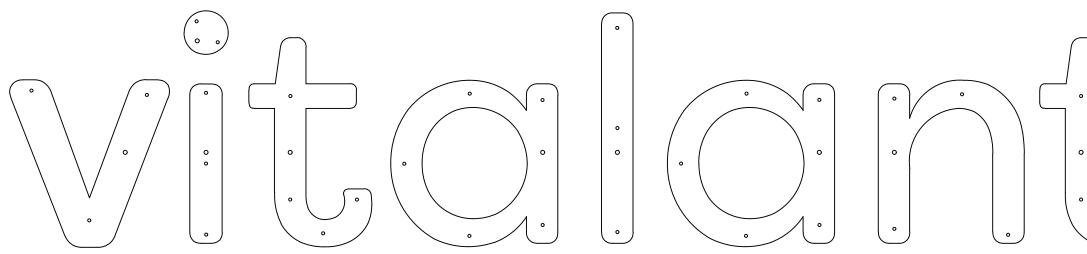




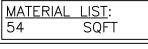
	11			
	REV.2	07.02.19 RM	REV.6	XXXX
	REV.3	08.01.19 TP	REV.7	XXXX
RW - 09.21.18	REV.4	09.20.19 MW	REV.8	XXXX







3mm ACM ALUM BACK, INSET BY .030"

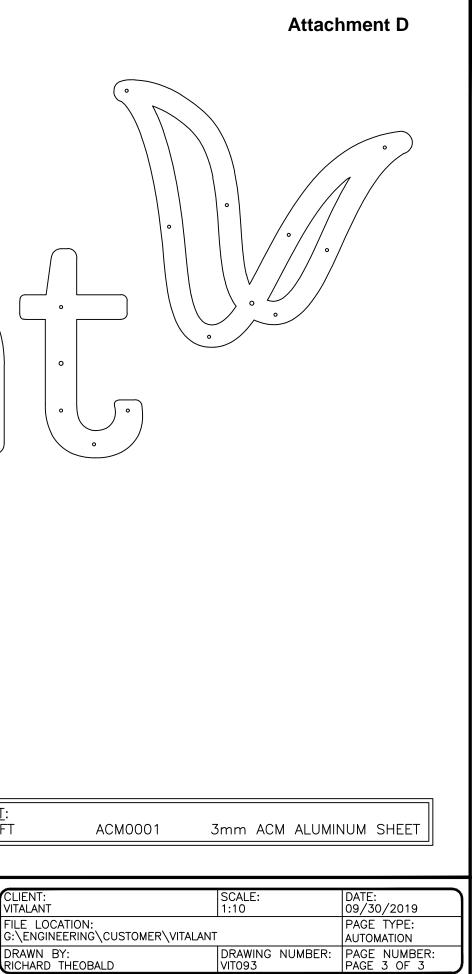




5900 VENTURE CROSSINGS BLVD PANAMA CITY, FL 32409 PH: 850-763-7982 FAX: 850-392-0673 www.enterabranding.com



THIS DOCUMENT CONTAINS PROPRIETARY AND CONFIDENTIAL INFORMATION OF ENTERA, LLC. AND SHALL NOT BE USED, DISCLOSED OR REPRODUCED, IN WHOLE OR IN PART, FOR ANY PURPOSE OTHER THAN TO EVALUATE THIS DOCUMENT, WITHOUT THE PRIOR WRITTEN CONSENT OF ENTERA, LLC. TITLE IN AND TO THIS DOCUMENT AND ALL INFORMATION CONTAINED HEREIN REMAINS AT ALL TIMES P R O P E R T Y O F E N T E R A, LLC.



TION: RING\CUSTOMER\VITALANT			AUTON	ITPE: IATION	
: HEOBALD	DRAWING VIT093	NUMBER:		NUMBER: 3 OF 3	

# ALLOWABLE SQ FT: 1 TO 1 PROPOSED SQ FT: 30.94





 VWV.ENTERABRANDING.COM
 VUV.ENTERABRANDING.COM

## Attachment D

# **NOTE:** ALL ELECTRICAL PENETRATIONS FOR THE LETTERS NEED TO BE AT THE TOP OF THE LETTERS

	REV.1	06.25.19 ZM	REV.5	11.21.19 MW
	REV.2	07.02.19 RM	REV.6	XXXX
	REV.3	08.01.19 TP	REV.7	XXXX
0 VALLEY DRIVE	REV.4	09.20.19 MW	REV.8	XXXX

# **18" INTERNALLY ILLUMINATED REMOTE MOUNT CHANNEL LETTERS • 30.94 SQ FT**





# L.E.D. CHANNEL LETTER MOUNTING DETAIL (EXTERIOR)

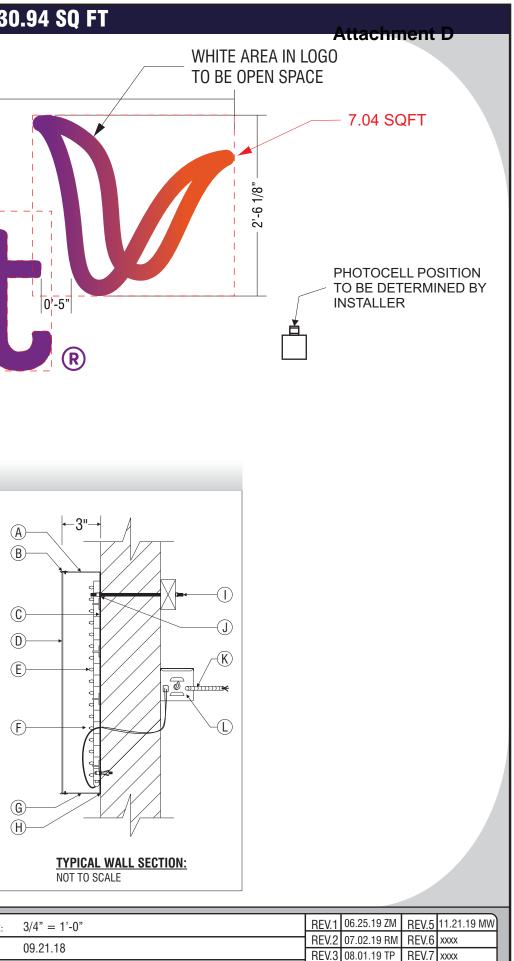
- A. .050" X 3" WHITE ALUMINUM RETURNS
- B. 1" WHITE JEWELITE
- C. .050" ALUMINUM BACKS

D. .150" WHITE PCB FACES W/ VINYL VITALANT: TO MATCH PMS 2603 C VITALANT PURPLE LOGO: WITH DIGITALLY PRINTED VINYL DECORATION BLOOD: GROUNDED GRAY

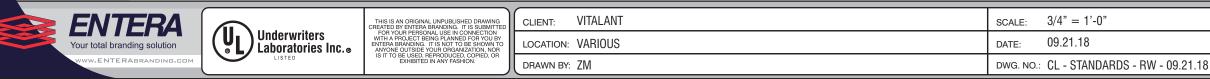
- E. 24V WHITE GE TETRA MAX 7100K LEDs
- F. POWER CABLE LOW VOLTAGE SHIELDED W/ STRAIN RELIEF STARTING FROM POWER SUPPLY THEN LETTER TO LETTER (BEHIND FASCIA)
- G. 1/4" WEEP HOLES AS REQUIRED (FOR EXTERIOR INSTALLATION ONLY)

H. SILICONE BEAD AROUND THE INSIDE OF RETURN AND BACK TO SEAL FROM WATER LEAKAGE

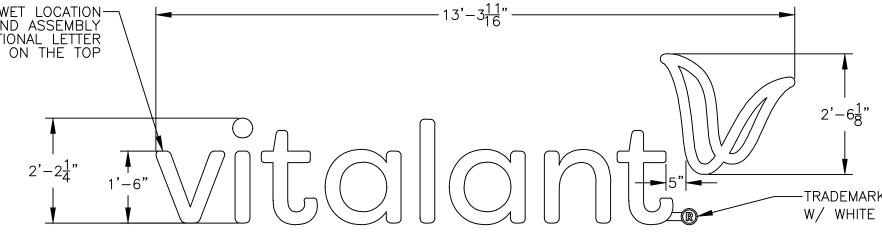
- I. 1/4" LAGBOLTS OR 3/8" THREADED RODS WITH 2" x 4" WOOD BLOCKING AS REQ'D
- J. 3/8" RIV NUTS
- K. 1/2" SEALTITE CONDUIT RUNNING TO SECONDARY CONNECTION
- \* NOTE: GENERAL CONTRACTOR TO HAVE PRIMARY CONNECTION HOOKED UP
- L. STANDARD POWER SUPPLY HOUSED IN A WEATHERPROOF SHEET METAL BOX W/ DISCONNECT SWITCH

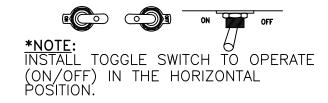


REV.4 09.20.19 MW REV.8 xxxx



MANUFACTURER DECAL, UL DECAL, WET LOCATION-DECAL, HIGH VOLTAGE DECAL AND ASSEMBLY REQUIRED DECAL FOR EACH ADDITIONAL LETTER THE UL DECAL IS LOCATED ON THE TOP





ELECTRICAL NOTE-ACTUAL # OF CIRCUITS TO BE DETERMINED BY A LICENSED ELECTRICAL CONTRACTOR. TOTAL AMPS: 1.1 # OF CKTS: 1 @ 20 AMP(RECOMMENDED) VOLTS: 120 ELECTRICAL CONNECTION AS FOLLOWS: GREEN TO GREEN (GROUND), WHITE TO WHITE (NEUTRAL), BLACK TO BLACK (POWER) THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF SIGN. THE LOCATION OF DISCONNECT SWITCH AFTER INSTALLATION SHALL COMPLY WITH ARTICLE 600.6(A)(1) OF THE NATIONAL ELECTRICAL CODE. ALL SIGNAGE WILL BE (U.L.) LISTED, (U.L.) 2161 COMPLIANT AND CARRY (U.L) LABELS.

COLORS NOTES: FACES: WHITE .150" POLYCARBONATE W/ VINYL "VITALANT": TO MATCH PMS 2603 C VITALANT PURPLE "LOGO": DIGITALLY PRINTED VINYL "TRADEMARK": PAINTED TO MATCH PMS 2603 C VITALANT PURPLE W/ WHITE VINYL BACKGROUND RETURNS: 3" X .050" WHITE RETURNS (STITCHED) BACKS: 3mm ACM ALUMINUM SHEET 1" WAGNER JEWELITE: WHITE LED: 24V GE WHITE TETRA MAX 7100K LEDS

- \* 1/4"Ø WEEP HOLES AS REQUIRED (MIN 2 PER LETTER)
- \* PLACE RETURN SEAMS IN TOPS OF LETTERS TO MINIMIZE VISIBILITY.

.050" ALUM RETURNS

1" WHITE JEWELITE

.150" WHITE PCB FACE W/ VINYL

ACM ALUM BACKS

24V GE WHITE TETRA MAX-7100K LEDS

STRAIN RELIEF

ਤ੍ਹੇ" BUSHING

1 WEEP HOLE AS REQUIRED

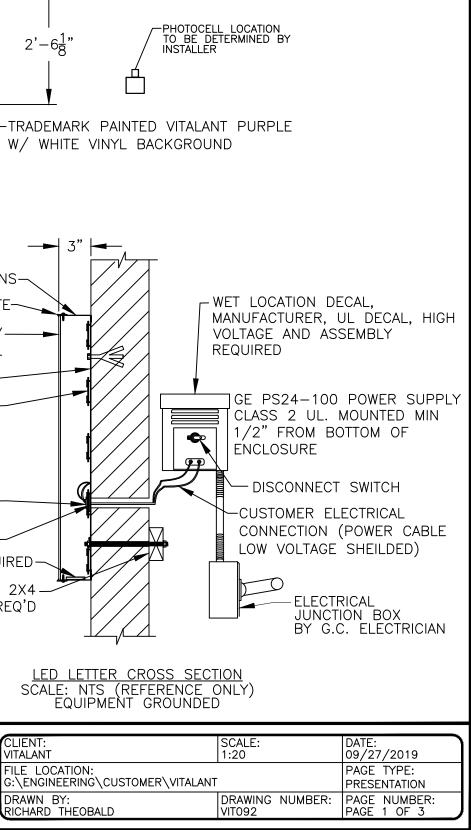
3" THREADED RODS W/ 2X4 WOOD BLOCKING AS REQ'D

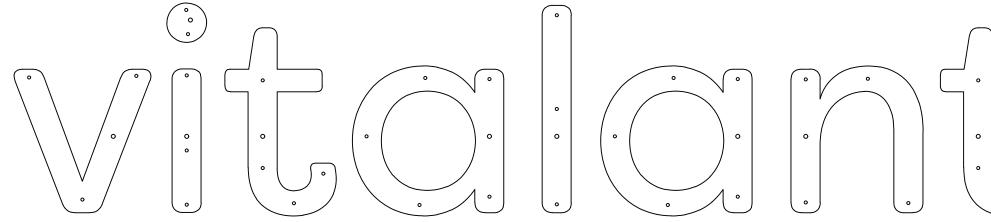


5900 VENTURE CROSSINGS BLVD PANAMA CITY, FL 32409 PH: 850-763-7982 FAX: 850-392-0673 www.enterabranding.com



THIS DOCUMENT CONTAINS PROPRIETARY AN CONFIDENTIAL INFORMATION OF ENTERA, LLC. AN SHALL NOT BE USED, DISCLOSED OR REPRODUCED IN WHOLE OR IN PART , FOR ANY PURPOSE OTHER THAN TO EVALUATE THIS DOCUMENT, WITHOUT TH PRIOR WRITTEN CONSENT OF ENTERA, LLC. TITLE AND TO THIS DOCUMENT AND ALL INFORMATIO CONTAINED HEREIN REMAINS AT ALL TIME P R O P E R T Y O F E N T E R A , L L C





3mm ACM ALUMINUM BACKS, INSET BY .030"

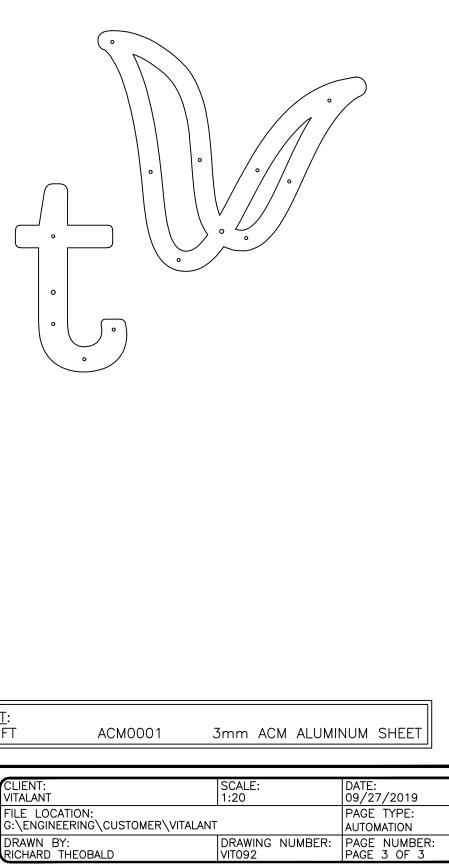




5900 VENTURE CROSSINGS BLVD PANAMA CITY, FL 32409 PH: 850-763-7982 FAX: 850-392-0673 www.enterabranding.com



THIS DOCUMENT CONTAINS PROPRIETARY AND CONFIDENTIAL INFORMATION OF ENTERA, LLC. AND SHALL NOT BE USED, DISCLOSED OR REPRODUCED, IN WHOLE OR IN PART, FOR ANY PURPOSE OTHER THAN TO EVALUATE THIS DOCUMENT, WITHOUT THE PRIOR WRITTEN CONSENT OF ENTERA, LLC. TITLE IN AND TO THIS DOCUMENT AND ALL INFORMATION CONTAINED HEREIN REMAINS AT ALL TIMES P R O P E R T Y O F E N T E R A, LLC.



ION: RING\CUSTOMER\VITALANT		AUTOMATION		
	DRAWING VIT092	PAGE NUMBER: PAGE 3 OF 3		



	<b>ENTERA</b>		THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY ENTERA BRANDING. IT IS SUBMITTED FOR YOUR PERSONAL USE IN CONNECTION	CLIENT: VITALANT	SCALE: 1" = 1'-0"
	Your total branding solution	(U) Underwriters Laboratories Inc.®	WITH A PROJECT BEING PLANNED FOR YOU BY ENTERA BRANDING. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOU'R ORGANIZATION NOR	LOCATION: BRISBANE, CA	DATE: 06.07.19
,	www.ENTERABRANDING.COM		IS IT TO BE USED, REPRODUCED, COPIED, OR EXHIBITED IN ANY FASHION.	DRAWN BY: RM	dwg. no.: BRISBANE, CA - 400 V

	REV.1	06.25.19 ZM	REV.5	11.21.19 MW
F	REV.2	07.02.19 RM	REV.6	XXXX
F	REV.3	08.01.19 TP	REV.7	XXXX
VALLEY DRIVE	REV.4	09.20.19 MW	REV.8	XXXX