

City of Brisbane

Planning Commission Agenda Report

TO: Planning Commission For the Meeting of 1/14/10

FROM: Tim Tune, Senior Planner, via William Prince, Community Development Director

SUBJECT: **425-427 Valley Drive;** Sign Review SR-9-09; Sign Program Amendment to Allow Second Wall Sign; Arrow Sign Co. for Forward Air, Inc, applicant; IAC San Francisco LLC, owner; APN 005-232-010

Request: A wall sign facing Valley Drive at the northwest corner of the building at 425 Valley Drive is proposed for the new tenant at 427 Valley Drive. The non-illuminated sign would be constructed of 1 1/3 ft. high, 2-inch thick red and black Nynof foam letters with a 2 3/4 ft. diameter round red and black logo. The total area of the sign would be 32 sq. ft.

Because the sign program previously approved by the Planning Commission (SR-11-05) did not provide for wall signage for a second tenant in the building, approval of a sign program amendment is required.

Also proposed is 1 1/3 sq. ft. of additional text ("Forward Air") on the existing "Truck Entrance" monument sign on Valley Drive, which is permitted per Sign Review SR-11-05.

Recommendation: Conditionally approve Sign Review SR-9-09 per the agenda report with attachments, via adoption of Resolution SR-9-09 with Exhibit A containing 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. New copy on existing signs is categorically exempt from the provisions of the California Environmental Quality Act per Section 15301(g) 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 a primary frontage of more than 100 ft. where signage in excess of 100 sq. ft. is being requested, and for lots having a combined primary and secondary frontage of more than 100 ft. where signage in excess of 50 sq. ft. is being requested for the secondary frontage.

Background: The subject property has 1,007.18 ft. of primary frontage on Valley Drive and 547.99 ft. of secondary frontage on South Hill Drive. The sign program approved by the

Planning Commission (SR-11-05) incorporated earlier approvals by the Zoning Administrator (SR-7-05 & SR-9-05) to permit the following—

	<u>Monument Signs</u>	<u>Wall Signs</u>	<u>Total</u>
Valley Drive Frontage	48 + 39.2 sq. ft.	0	87.2 sq. ft.
South Hill Drive Frontage	49 sq. ft.	49.9 sq. ft.	98.9 sq. ft.
Grand Total			186.1 sq. ft.

Staff Analysis: Brisbane Municipal Code Section 17.36.060.D contains four findings applicable to the proposed sign program amendment. First, 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 by Chapter 17.36, which sign programs are.

Second it must be found that the sign complies with all applicable City ordinances. Per BMC Sections 15.04.050.B & 17.36.030. F.1 and 2007 California Building Code Appendix A, Section 105, & Appendix H, Section H01.2, a Building Permit shall be obtained to install the proposed wall sign.

Third, it must be found that 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. Most of the building is divided into vertical segments of alternating shades of tan. The segment within which proposed wall sign will be located is a darker tan, with which the proposed black and red signage will not conflict. The sign is designed to be centered within the upper panel scored into this concrete segment of the building.

Finally, it must also be found that the sign program is consistent with the City's General Plan and any Specific Plan or Planned Development Permit applicable to the site. Approval of the sign program would be consistent with the intent of Policy 283 to encourage attractive new designs that respect the architectural character of Crocker Park.

Attachments:

Draft Resolution with Findings and Conditions of Approval
Applicant's Plans

DRAFT
RESOLUTION SR-9-09

A RESOLUTION OF THE PLANNING COMMISSION OF BRISBANE
CONDITIONALLY APPROVING SIGN REVIEW PERMIT SR-9-09
TO AMEND THE SIGN PROGRAM
FOR 425-427 VALLEY DRIVE

WHEREAS, Arrow Sign Co., the applicant, applied to the City of Brisbane for Sign Review approval of an amendment of the sign program for the building at 425-427 Valley Drive in order to permit a wall sign facing Valley Drive, such application being identified as SR-9-09; and

WHEREAS, on January 14, 2010, 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, the plans and photographs, 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 January 14, 2010, did resolve as follows:

Sign Review Application SR-9-09 is approved per the conditions of approval attached herein as Exhibit A.

ADOPTED this fourteenth day of January, 2010, by the following vote:

AYES:
NOES:
ABSENT:

THERESA MATURO
Chairperson

ATTEST:

WILLIAM PRINCE, Community Development Director

EXHIBIT A

Action Taken: Conditionally approve Sign Review Permit SR-9-09 per the agenda report with attachments, via adoption of Resolution SR-9-09.

Findings:

1. The advertising sign conforms to the requirements of Table 1 and Figure 1, unless specifically exempted by Chapter 17.36, which sign programs are.
2. The sign complies with all applicable City ordinances, per the conditions 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, as detailed in the 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, specifically General Plan Policy 283.

Conditions of Approval:

- A. As required by 2007 California Building Code Appendix A, Section 105, & Appendix H, Section H01.2, and 1Brisbane Municipal Code Sections 15.04.050.B & 17.36.030. F, prior to installation of the wall signage, a building permit shall be obtained through the Brisbane 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 ten-day Sign Review appeal period.
- B. The new text on the existing "Truck Entrance" monument sign is not subject to Building Permit approval.
- C. Minor modifications may be approved by the Planning Director in conformance with all requirements of the Municipal Code.
- D. The signs shall be maintained per Brisbane Municipal Code Section 17.36.030.F.
- E. This Sign Review approval shall expire one year from the date of approval if the signs have not been installed by that date.