

# *City of Brisbane*

## *Planning Commission Agenda Report*

**TO:** Planning Commission

For the Meeting of 07/22/2021

**SUBJECT:** **Sign Program Modification SR-1-20 (Amendment to SR-7-19);** Sign Program Modification to “The Shore at Sierra Point Sign Program” for the HealthPeak Biotechnology Research and Development Campus; 800 to 1800 Sierra Point Parkway; Kevin Norman, DES Architects + Engineers, Inc., applicant; Scott Bohn, HealthPeak Properties, owner

**REQUEST:** Modification to the “The Shore at Sierra Point Sign Program” (Sign Program) for the Healthpeak Biotechnology Research and Development Campus; 800 to 1800 Sierra Point Parkway, regulating site-wide signage. Modifications would include the addition of signs at the garage/retail building at 800 Sierra Point Parkway, modifications and additions to the potential wall sign locations at 1400 and 1600 Sierra Point Parkway to accommodate a previously approved building addition that connects the two buildings and text modifications to previously approved monument signs.

**RECOMMENDATION:** Approve sign modification application SR-1-20 amending the previously approved Sign Program SR-7-19, via adoption of Resolution SR-1-20, 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 has been ongoing since then. The first building has been occupied and the remaining buildings are still under construction and nearing completion. In June 2019, the Commission approved the Sign Program for the campus, via adoption of SR-7-9. Also, in June 2019 the Commission approved a modification to the design permit, which allowed for a building addition on 1600 Sierra Point Parkway, to connect the 1400 and 1600 Sierra Point Parkway buildings. Given the timing of these two applications, the connector was not shown as part of the Sign Program at the time of approval.

Additionally, the Sign Program acknowledged that signage was not included for the retail/garage building at 800 Sierra Point Parkway, but those details would be to follow as an amendment to the Sign Program, subject to Planning Commission approval.

Finally, the name of the property owner, then HCP, has since changed to Healthpeak. There has also been a change to the name of the café operator in the 1200 Sierra Point Parkway building, which would result in text changes on the previously approved signs.

**SIGN PROGRAM DESCRIPTION:** The Brisbane Municipal Code allows for sign programs to establish sign regulations on a site specific basis for large or multi-tenant sites, such as The Shore at Sierra Point. While the approved Sign Program provides the regulations for various signs at the site, signs that were not contemplated as part of the Sign Program require approval of the proposed modification (or amendment) to the Sign Program by the Planning Commission, via this current sign review application SR-1-20.

The proposed amendment to the Sign Program includes the following. Also, substantive changes to the Sign Program are shown in red text and notes have been added to the Sign Program graphics.

- 800 Sierra Point Parkway (retail/garage building): This is a new section of the Sign Program and is summarized as follows.

Up to two lighted, acrylic-faced signs, with brushed aluminum cabinets, may be permitted per retail tenant as advertising signs. The lighted advertising sign options for each tenant would include either one braced sign or one flag sign, plus a window sign. Note that braced signs would be placed between the architectural supports at the front of the building and parallel to the building frontage. They would face outward toward the street. Flag style signs would be double sided and extend perpendicular from the building frontage and face the sidewalk in both directions of travel. Window signs would be inside the building and would be visible through the glass front. The size of each sign and the potential locations are provided in the draft Sign Program amendment, but are generally 7 square feet or less. The option of a braced sign versus a flag sign is due to architectural variations along the front of the building.

Since the individual tenants are unknown at this time and will change over time, the approval of the individual signs would be subject to Planning Director approval, as detailed in the draft Sign Program amendment.

The primary building address and individual tenant suite addresses would be posted on the building for the garage or windows for the tenants and would be consistent with the appearance of the address signs that were previously approved.

- 1400 & 1600 Sierra Point Parkway (R&D buildings, with the connector): The approved Sign Program allowed for up to a total of 3 lighted wall signs on 1400 Sierra Point Parkway and 4 lighted wall signs on 1600 Sierra Point Parkway. One sign was proposed on the south side of the 1600 building and that is not proposed to change. Given the approved

building addition connecting the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> floors of these two buildings, the signs that are on the north façades and the façades where the buildings face each other have been proposed to be changed as follows:

Up to two 4 ft. by 25 ft. internally lighted, wall signs would be placed at the parapet (fourth) level on the east and west ends of the connector building facing north toward Sierra Point Parkway. Note that these would be the same size and type that were previously approved for the building, but these would be added potential locations on the connector.

The previously approved building signs would be placed lower on the two buildings, except the one on the south side of the 1600 building, so they would be at the 3<sup>rd</sup> floors of the two buildings and offset from the signs on the connector. Also, the signs on the two building façades that face each other the signs have been moved to be outside the area of the connector.

Note that the sign locations show a potential of nine (9) locations, but not more than two (2) signs may be allowed per building side. Two (2) signs would be allowed on a side for two different tenants, but not for one tenant. See the Sign Program text and graphics for further details.

- Site Monument Sign: A change of subline text/graphics is shown toward the bottom of the monument sign and would be changed to reflect the ownership name change to Healthpeak versus HCP. The rest of the sign would remain as previously approved.
- Monument Sign for Café Entrance: A change of text/graphics is shown on the easternmost entry monument sign and wayfinding monument signs to reflect the change in the café tenant, to Chandlery Café-Bar-Restaurant, which will be located at 1200 Sierra Point Parkway. The entry monument logo graphics are approximately 2 inches taller than the 8 inches previously approved, but the text height is the same.

While the proposed modifications to the monument signs are not considered as significant, they are mentioned here for completeness on the proposed changes.

The sign program text includes the following regulatory framework sections which would remain applicable.

- General Permitting Procedures
- Exception procedures
- Performance Standards

**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 same findings are applicable to an amendment to an approved sign program. 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 amendment is consistent with the originally approved sign program, which allows 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. As indicated in the 2019 application, the palette is modern, with brushed aluminum cabinets or monuments along with a color palette of blues and whites. There is no change to the cabinets and the new cabinets would be the same as originally approved. The only change to the monuments are minor text/logo modifications to reflect changes in ownership and a tenant. Additionally, the signage would not create glare, hazards or distractions. It would provide for necessary building identification and wayfinding.

As a final note, this application has been routed to the following departments and no concerns were raised: North County Fire Authority, Dept. of Public Works, Building Dept., Police Dept. The additional lighted signs included in this amendment will require building permits prior to installation.

**ATTACHMENTS:**

- A. Vicinity map
- B. Review of Findings
- C. Resolution SR-1-20
  - Exhibit A Findings and Conditions of Approval
  - Exhibit B “The Shore at Sierra Point Sign Program” with draft amendments (text)
  - Exhibit C “The Shore at Sierra Point, Signage Master Plan”, as amended for July 22, 2021 by Clearstory (graphics)
- D. Sign Program, approved via SR-7-19, weblink [the\\_shore\\_at\\_sierra\\_point-signage\\_master\\_plan.pdf](http://the_shore_at_sierra_point-signage_master_plan.pdf) ([brisbaneca.org](http://brisbaneca.org))




Ken Johnson, Senior Planner



John Swiecki, Community Development Director

**ATTACHMENT A  
VICINITY MAP**



Imagery ©2019 Google, Map data ©2019 500 ft 

**REVIEW OF FINDINGS  
FOR SIGN PROGRAM SR-1-20**

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 meets both of these conditions and this application would amend that sign program consistent with Section 17.36.050.

- 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 and this amendment would fit well with the previously approved Sign Program SR-7-19, which provides 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. .

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. For the R&D buildings, the building signs are modest in scale considering their height on the building and visual distance. For the retail building, the signs would be smaller and oriented to the more intimate streetscape along Sierra Point Parkway. All illuminated signs will be equipped with dimmers, to allow the illumination levels to be adjusted as appropriate. 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.”*

Via SR-7-19, the proposed sign program was found to be consistent with the City's General Plan and this amendment would continue that consistency. Note that 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.”*

This proposed sign program amendment 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 and identification of businesses at The Shore at Sierra Point.

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

**ATTACHMENT C**

**Draft - RESOLUTION SR-1-20**

**A RESOLUTION OF THE PLANNING COMMISSION OF BRISBANE  
CONDITIONALLY SIGN PROGRAM MODIFICATION SR-1-20,  
THE AMENDMENT TO SIGN PROGRAM SR-7-19  
FOR 800 TO 1800 SIERRA POINT PARKWAY  
("THE SHORE AT SIERRA POINT")**

WHEREAS, on June 27<sup>th</sup>, 2019, the Planning Commission conducted a public hearing and following the hearing approved sign program application SR-7-19 for the research and development campus at 800 to 1800 Sierra Point Parkway, "The Shore at Sierra Point Sign Program" (Sign Program); and

WHEREAS, On September 18, 2020, Kevin Norman of DES Architects + Engineers, on behalf of the property owner Healthpeak, applied to the City of Brisbane for an amendment to the Sign Program; and

WHEREAS, on July 22<sup>nd</sup>, 2021, the Planning Commission conducted a hearing of the application for amendment to the Sign Program, 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 July 22<sup>nd</sup>, 2021, did resolve as follows:

Sign program amendment application SR-1-20, amending 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 as amended by \_\_\_\_\_ and attached as Exhibit C.

AYES:  
NOES:  
ABSENT:

DOUGLAS GOODING \_\_\_\_\_



Chairperson

ATTEST:

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

## DRAFT - EXHIBIT A

**Action Taken:** Conditional approval of Sign Program Amendment application SR-1-20, modifying Sign Program SR-7-19, per the staff memorandum with attachments, via adoption of Resolution SR-1-20.

### **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 Clearstory.
- 2. The original conditions of approval included in SR-7-19 are continued with this amendment, including:
  - a. Modifications to the Sign Program are subject to Planning Commission review as an amendment 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.

- b. 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.



## EXHIBIT B

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

\*  
**Redline text denotes changes to the sign regulations.**

Draft

**The Shore at Sierra Point  
SIGN PROGRAM SR-1-20  
Adopted on \_\_\_\_\_  
(Amendment to SR-7-19)  
for  
800 - 1800 Sierra Point Parkway**

# The Shore at Sierra Point, Sign Program SR-1-20

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## 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 Clearstory, as approved by Sign Program Amendment SR-1-20 on \_\_\_\_2021 (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 at City Hall 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 requirements are then summarized and permitting processes are further detailed in Section 6: Specifically, the sections included in this sign program are as follows:

1. R&D Building Wall Signage (Amended)
2. Parking Structure Retail Tenant Signage (New)
3. Ground Signage
4. Code Signage
5. Bay Trail Signage
6. Flags & Temporary Banners
7. Permitting & Performance Standards

## 1. R&D Building Wall Signage

**(Note: Updated Section for 1400-1600 Sierra Point Parkway Connector.)**

**Purpose:** Research and development (R&D) building 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:

**1.1 R&D Building 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).

As shown in the table provided below, the number of wall signs is limited to two on any given building side (façade orientation of “North” or “West”, etc.) as shown in Exhibit A, the Wall Signs: Sign Location Plan, and as outlined in Table 1, below. Two on a side may only be allowed in cases of more than one business/tenant identification. **Note that for the purposes of this signage standard, the connector between 1400 to 1600 Sierra Point Parkway is considered a separate side from the 1400 and 1600 Sierra Point Parkway building on either side of it.**

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

**Table 1 Wall Signs Summary**

Building Address	Façade orientation	Sign ID**	Maximum Dimension (height x width)
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'

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1600 Sierra Point Parkway	West	1	4' x 25'
	West	2	4' x 25'
	North	3	4' x 25'
	South	4	4' x 25'
1400-1600 Sierra Point Parkway - Connector	North	5	4' x 25'
	North	6	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 parking garage/retail space at 800 Sierra Point Parkway is provided in Section 2 (see next section).

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

**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. Parking Structure Retail Tenant Signage



## (Note: New Section)

**Purpose:** The parking structure's retail building signage, at 800 Sierra Point Parkway, is designed to be seen by motorists in the immediate area and by pedestrians along Sierra Point Parkway.

The general requirements are outlined as follows:

**1.2 Garage/Retail Building Wall and Window Signage Standards:** For graphic depiction of the garage/retail building sign standards, see Graphics, Exhibit C. These standards are also summarized as follows:

The retail liner may be divided into up to eleven individual suites, or it may be used by fewer retail tenants. Each retail tenant may have either one flag-style projecting sign or one braced sign attached to the outside of the building, plus one window sign suspended from the interior of the building and seen through the vision glass. All signs are to be canister style and internally lit, but shall be equipped with a dimmer to control the lighting level, such that it does not present a distraction or hazard to motorists along Sierra Point Parkway or Marina Boulevard. Canister frames shall be brushed aluminum. Sign face colors shall be trademark colors, or as approved through the sign specific permit. Sign faces shall be translucent acrylic, with no portion transparent.

All potential sign locations are shown in the Graphics package (Exhibit C), pages 27 to 30.

Sign types and dimensions are as follows:

**Table 1 Retail Signs Summary for Sizes and Quantity**

<b>Sign Type</b>	<b>Maximum Dimension (height x width)</b>	<b>Notes</b>
Flag Sign	2' X 3'	Each tenant shall be limited to either one flag <u>or</u> one braced sign
Braced Sign	1' x 7'	
Window Sign	2'6" X 2'6"	Each tenant is to be limited to one window sign

Notes:

\*\*See Sign Location Plan in graphics package for potential locations.

**Permitting:** Individual walls signs for the retail/parking garage 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 retail signs (flag, braced or window), subject to meeting the

## The Shore at Sierra Point, Sign Program SR-1-20

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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 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 6 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 32. 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 “**Healthpeak Life Science Properties**” subtext will be in black. 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 32. 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 39 to 41 (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 32 (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 43.

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 32 (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 45 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 32 (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 46. 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 32 (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 47 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 49 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 50 to 54. 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.

The primary garage address sign shall be placed at the northwest corner of the garage. It shall be 1 foot in height and aluminum painted to match architectural finishes. See Graphics, Exhibit C, page 71.

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 Graphics pages 55 to 70. These signs would be aluminum painted to match the architectural finishes.

The retail suites on the north side of the garage building, shall have an 8 inch high, address number for each tenant. The number shall be of vinyl text applied to the vision glass above the main entry door for each tenant's suite. See Graphics, Exhibit C, page 28.

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.

## The Shore at Sierra Point, Sign Program SR-1-20

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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 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.

## The Shore at Sierra Point, Sign Program SR-1-20

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3. For a sign that would exceed the sign program's size limitations, it must be found that:
  - 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.

## The Shore at Sierra Point, Sign Program SR-1-20

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

## The Shore at Sierra Point, Sign Program SR-1-20

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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).**

**Attachment C -Exhibit C  
For Planning Commission Mtg  
07/22/2021**

# The Shore

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at sierra point

**Sierra Point, Brisbane, CA.**  
Signage Master Plan

June 27, 2019 — Approved by Planning Commission  
TBD — Anticipated Planning Commission Approval

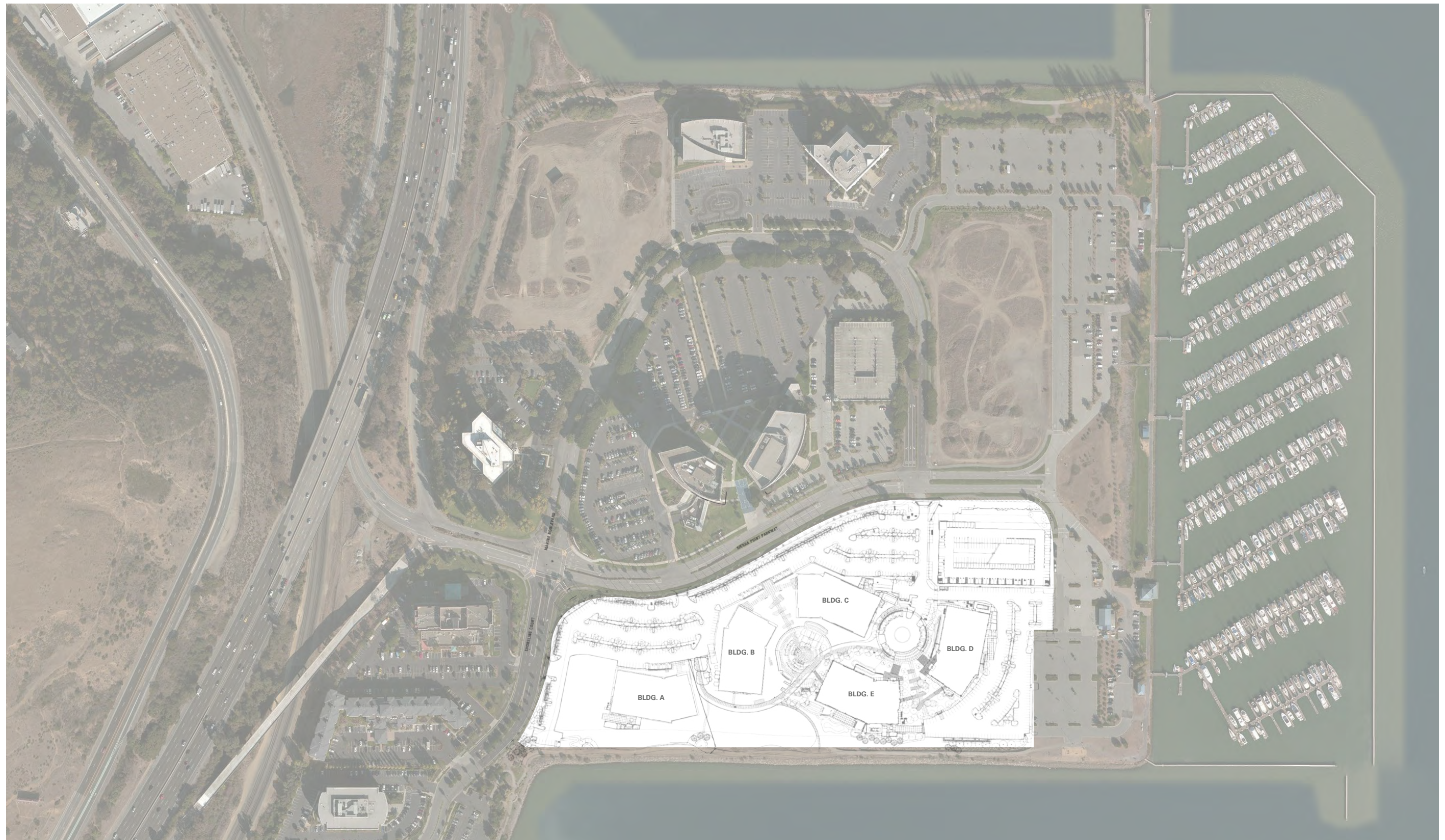
Modified text in Site  
and Selected  
Monument Signs for Cafe  
7/22

	Site Overview	3	<b>Ground Signage</b>	<b>31</b>	<b>Bay Trail Signage</b>	<b>73</b>
			Sign Location Plan	32	Sign Location Plan	74
<b>Updated for 1400-1600 Sierra Point Parkway 7/22</b>	<b>R&amp;D Building Wall Signage</b>	<b>6</b>	Vision Triangles	33	Bay Trail Sign Family	75
	Overview	7	Site Monument	36	Bay Trail Educational Signage	76
	Logo Definitions	8	Entry Monument	39		
	Potential Sign Locations	9	Tenant Monument	43	<b>Flagpole Sign Locations</b>	<b>77</b>
	Elevations	10	Vehicular Directional	45		
	Mounting Details	25	Cafe Directional	46		
<b>New Section 7/22</b>			Pedestrian Directional	47		
	<b>Parking Structure</b>					
	<b>Retail Tenant Signage</b>	<b>26</b>	<b>Code Signage</b>	<b>48</b>		
	Tenant Sign Locations	27	Sign Location Plan	49		
	Address & Flag Signs	28	Primary Building Address	50		
	Window Sign & Braced Sign	30	Secondary Address	55		
			Garage Address	71	<b>Added Address Sign 7/22</b>	
			Code Signage	72		



## **SITE OVERVIEW**

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**SITE OVERVIEW: VICINITY MAP**

## Address Signage

- Primary Building Address  
Page: 50-54
- Secondary Building Address  
Page: 55-70
- Garage Address  
Page: 71

## Ground Signage

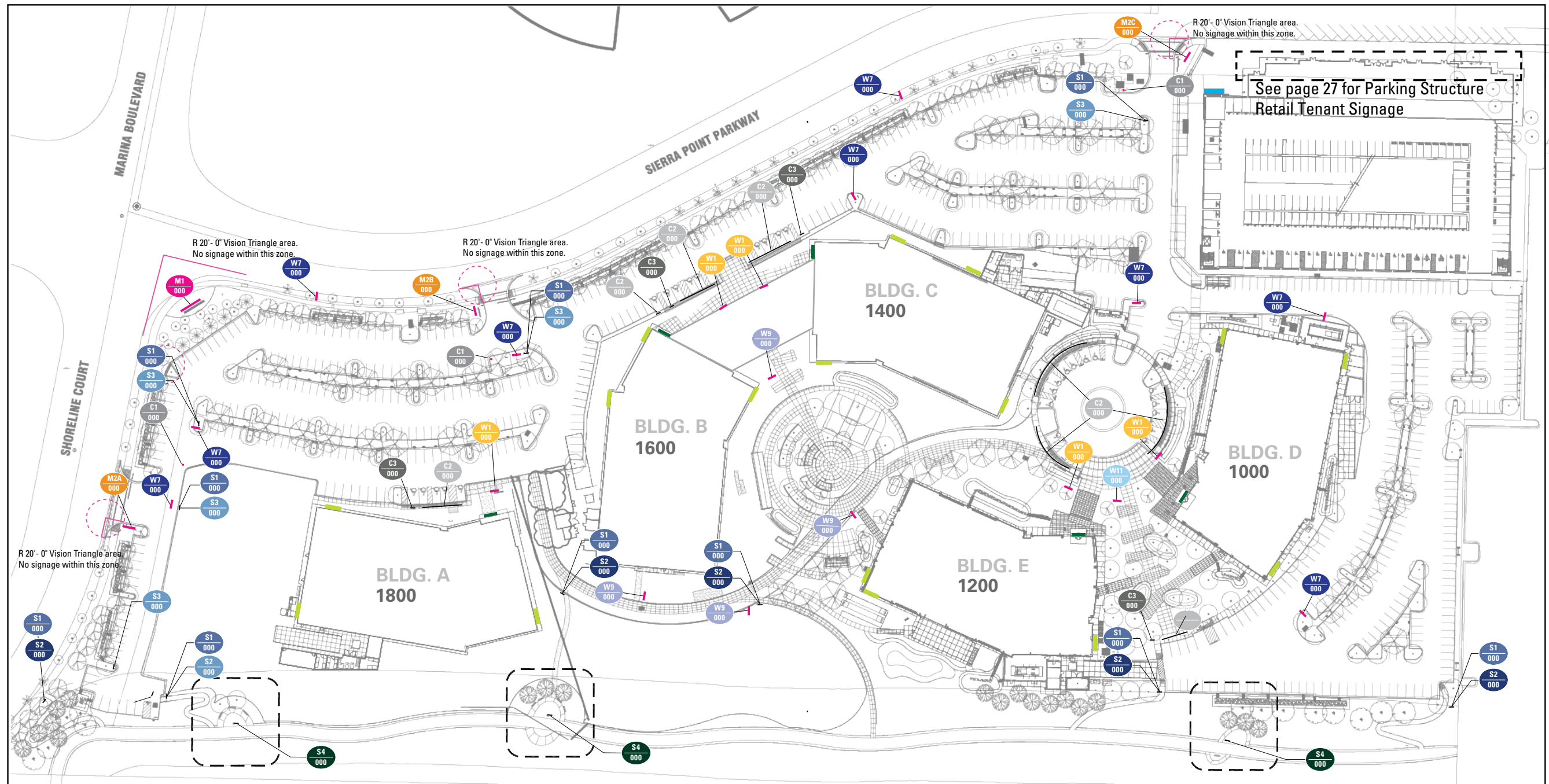
- M1 000 Site Monument  
Page: 36
- M2 000 Entry Drive Monument  
Page: 39-41
- W1 000 Tenant Monument ID  
Page: 43
- W7 000 Vehicular Directional  
Page: 45
- W9 000 Pedestrian Directional  
Page: 47
- W11 000 Cafe Directional  
Page: 46

## Code Signage

- C1 000 Tow Warning Sign  
Page: 72
- C2 000 Accessible Parking Stall Sign  
Page: 72
- C3 000 Van Accessible Parking Stall Sign  
Page: 72

## Bay Trail Signs

- S1 000 Bay Trail Sign 18"x18"  
Page: 75
- S2 000 Public Shore Sign 18"x18"  
Page: 75
- S3 000 Public Shore Parking Sign 18"x18"  
Page: 75
- S4 000 Educational Signage  
Page: 76



See page 7 for R&D Building Wall Signage

See page 27 for Parking Structure Retail Tenant Signage

**Updated to Include Connector  
Bldg between 1400 and 1600  
Sierra Point Parkway - 7/22/21**

**R&D BUILDING WALL SIGNAGE**

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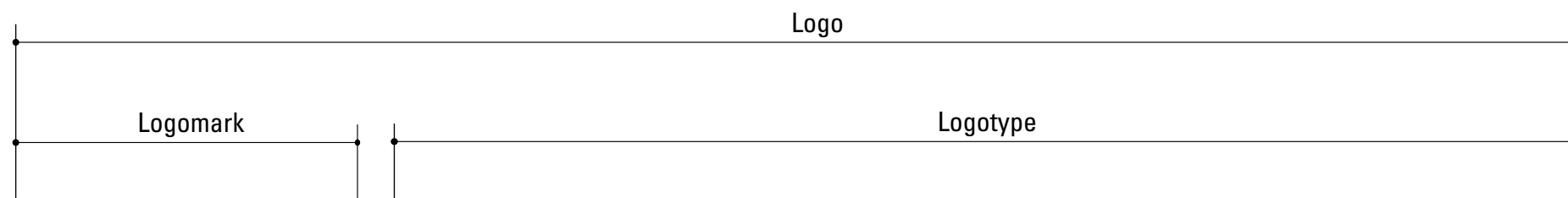
**R&D BUILDING WALL SIGNS**

Wall signs are opportunities for tenants to brand their buildings to highway motorists as well as neighborhood visitors.

Wall signs to be face lit channel letters internally illuminated with LED modules with dimming capabilities. Logos to be tenant brand colors, typical all wall signs. Raceway painted to match curtain wall or GFRC panel.

Logos shall not protrude above or beyond the building facade.

1. The locations of tenant wall signs shall be chosen from the locations identified in this section.
2. Tenant wall signs shall have a maximum logotype height of 4'-0" per existing Sierra Point signage standards, Exhibit A. Logomarks shall not be subject to the logotype height requirements.
3. Tenant wall signs shall not exceed 100 square feet in sign area per location.

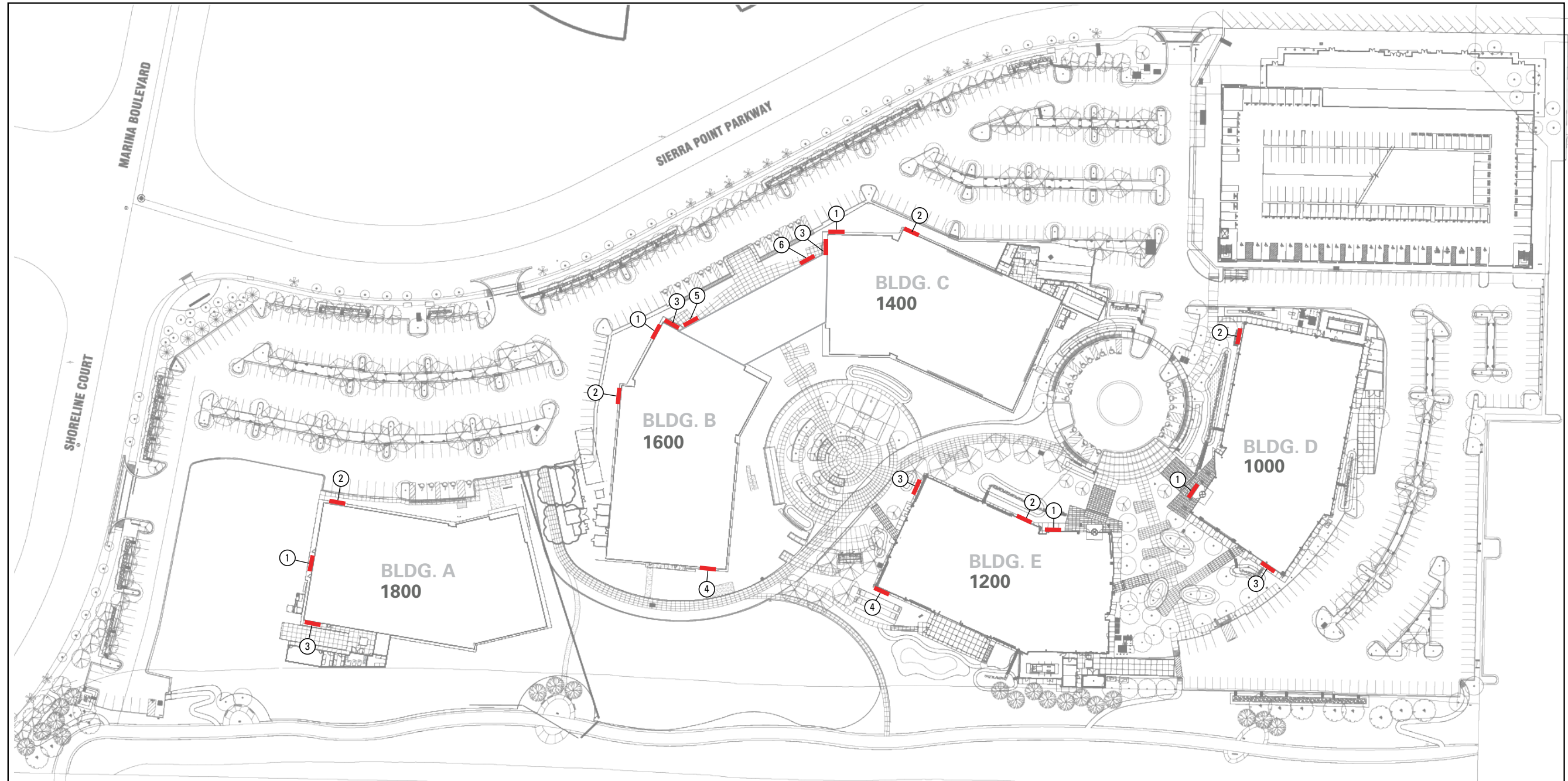


A logo may consist of more than one element. The logotype is a typeface set in a specific way to represent the company's brand. The logomark is a graphic element, similar to a symbol or icon, reinforcing the brand as well. A logo may have one or both of these elements.

For clarification of logo terminology while working with these signage standards, refer to this sheet.

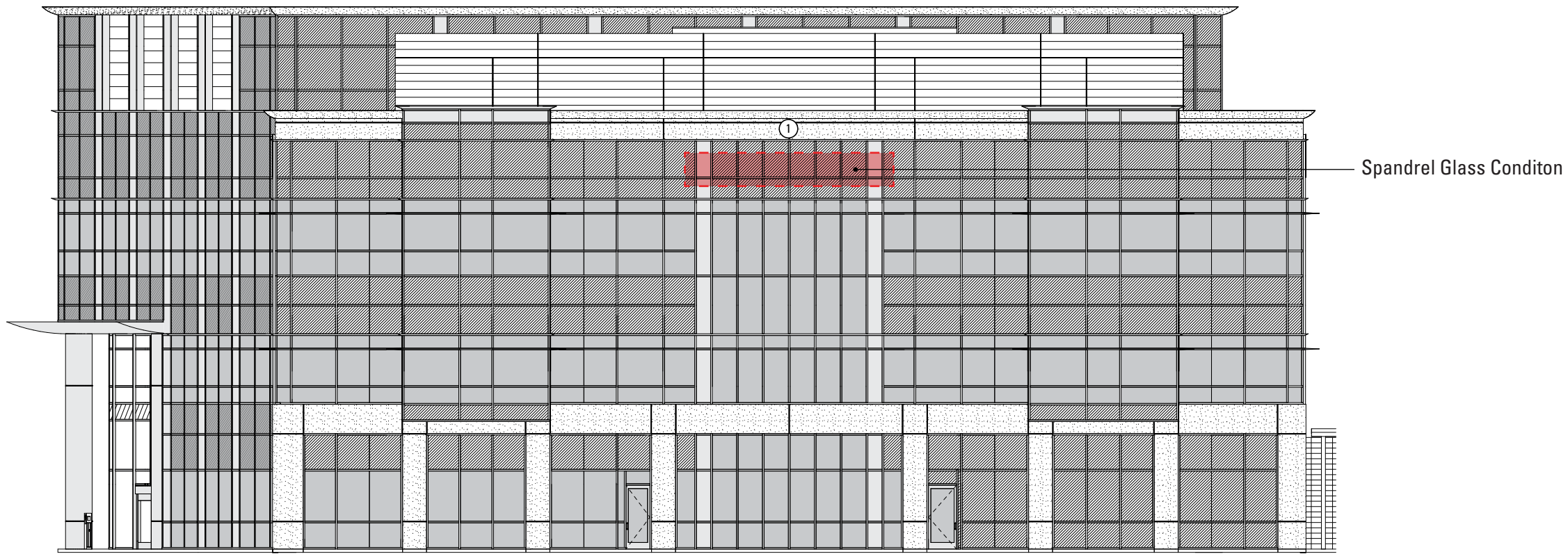
**Building Attached**

- Building ID Signs
- Ⓝ ID Sign Location



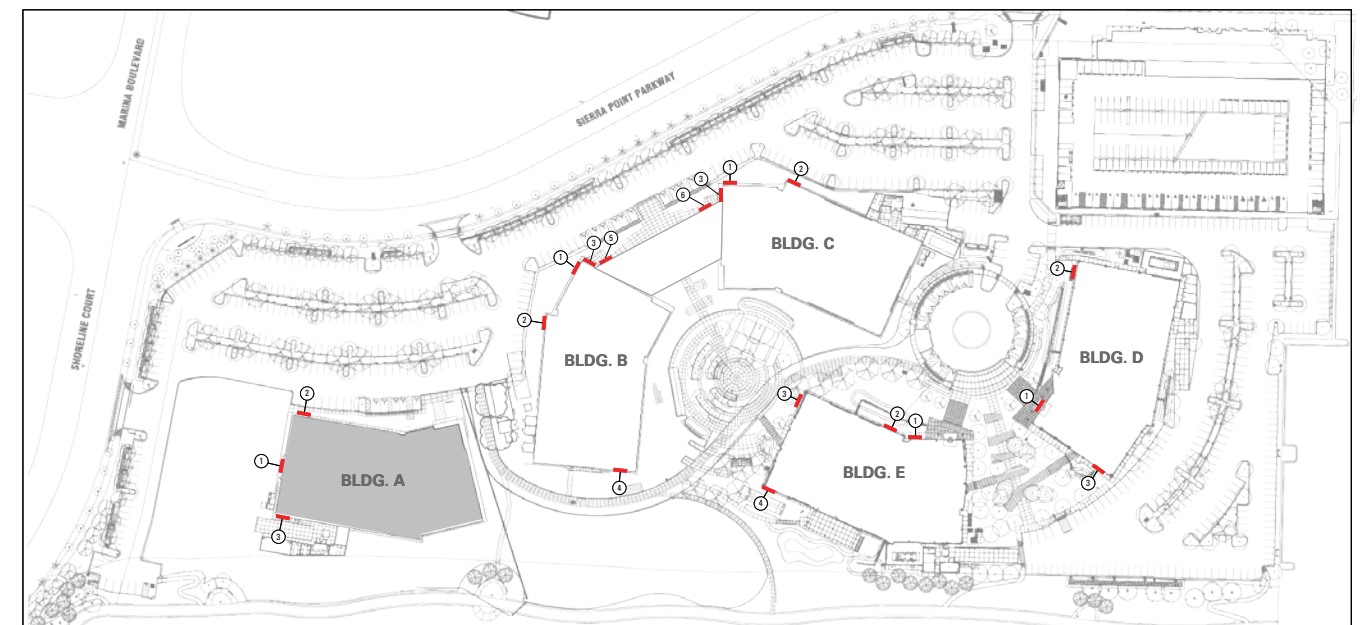
**Updated to Include Connector  
Bldg between 1400 and 1600  
Sierra Point Parkway - 7/22/21**

**R&D BUILDING WALL SIGNAGE: POTENTIAL SIGN LOCATIONS**



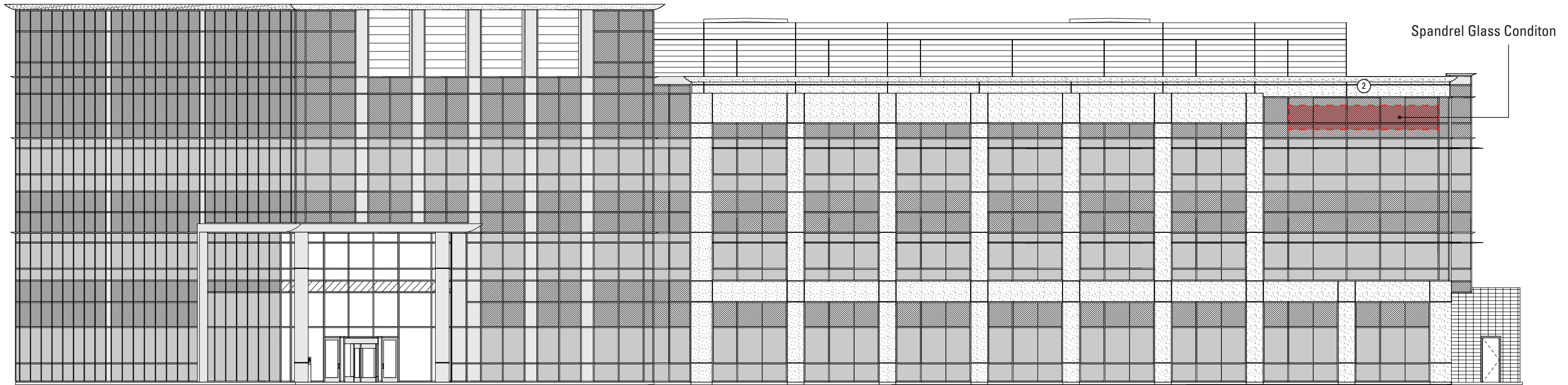
West Elevation: A1: 25' x 4', mounted to building facade

Scale 1/16"=1'-0"



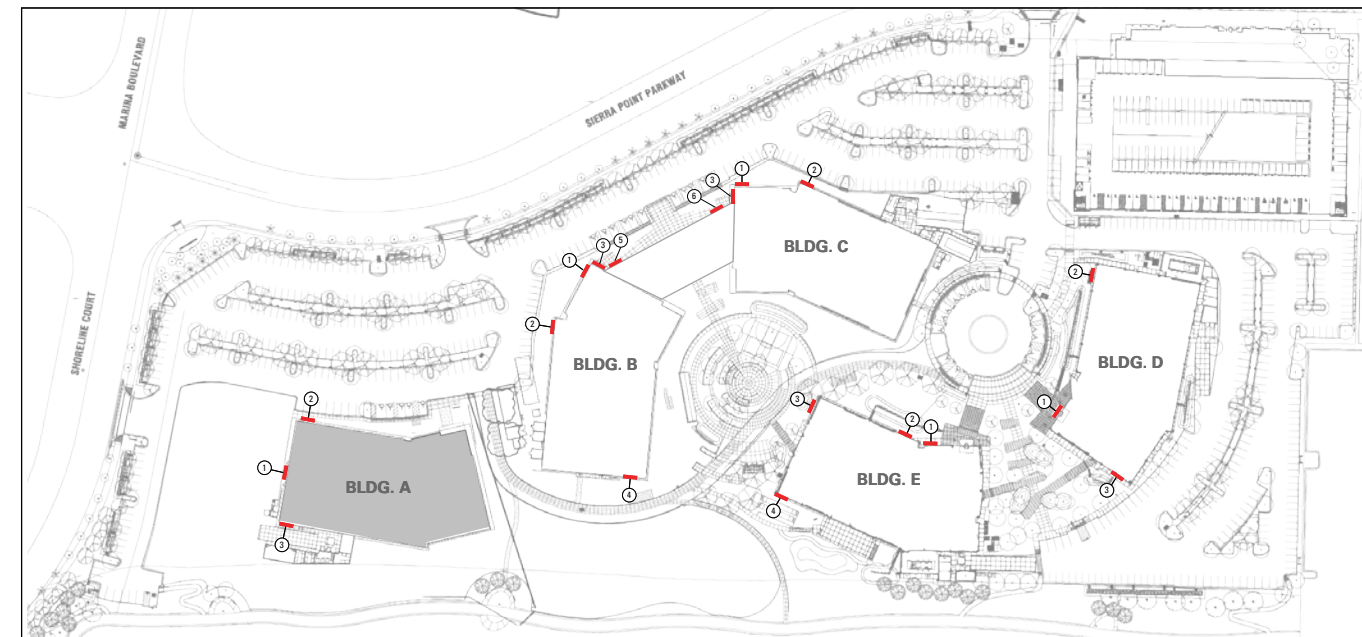
**R&D BUILDING WALL SIGNAGE: BLDG A ELEVATIONS**





North Elevation: A2: 25' x 4', mounted to building facade

Scale 1/16" = 1'-0"

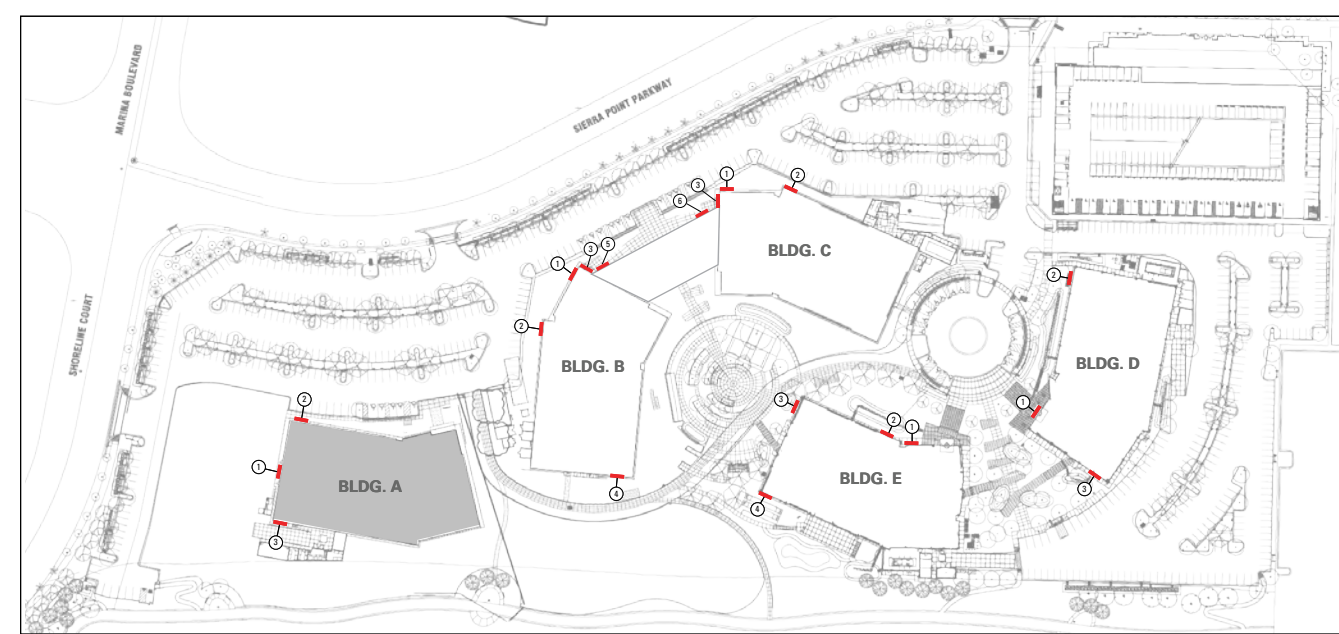


**R&D BUILDING WALL SIGNAGE: BLDG A ELEVATIONS**

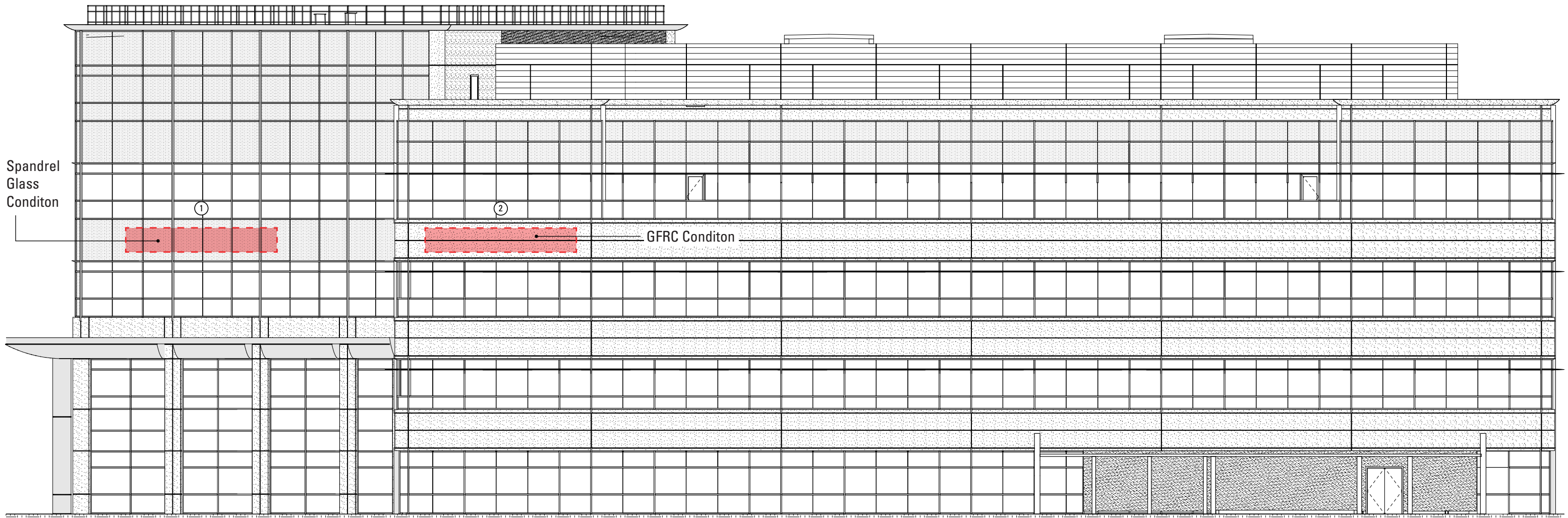


**South Elevation:** A3: 25' x 4', mounted to building facade

**Scale** 1/16"=1'-0"



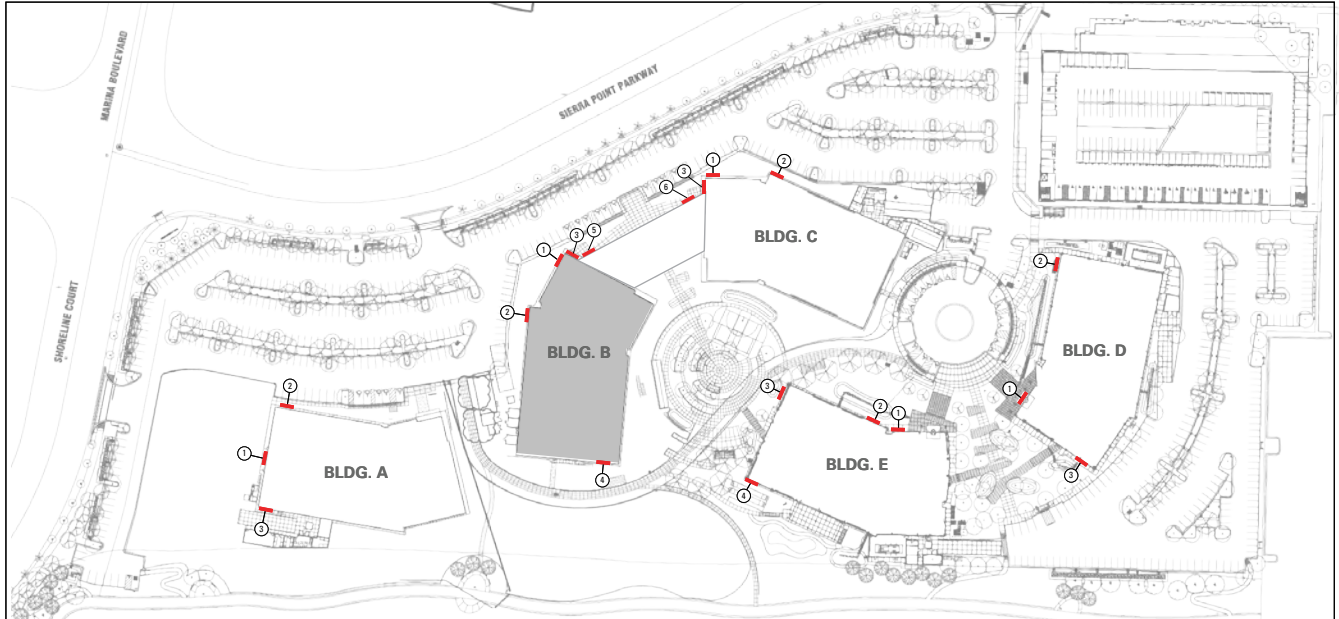
**R&D BUILDING WALL SIGNAGE: BLDG A ELEVATIONS**



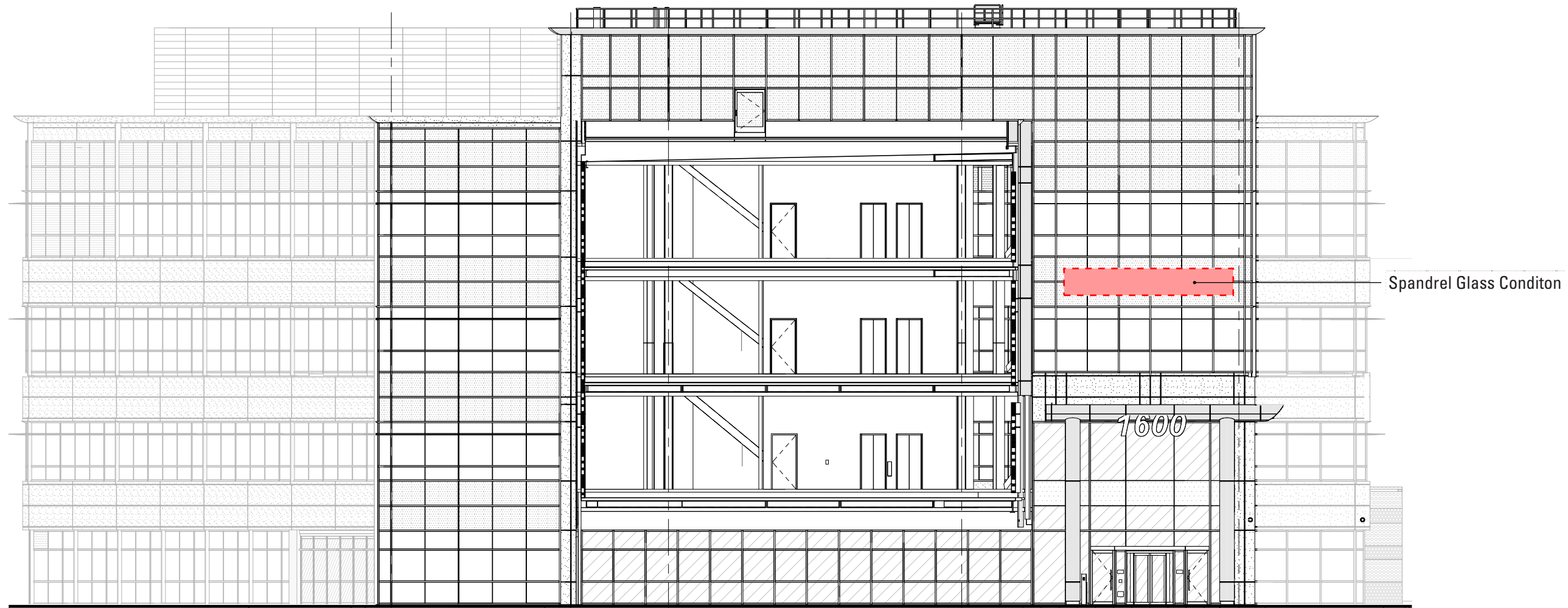
West Elevation: B1 & B2: 25' x 4', mounted to building facade

Scale 1/16" = 1'-0"

Updated to Include  
Connector Bldg between  
1400 and 1600 Sierra Point  
Parkway - 7/22/21



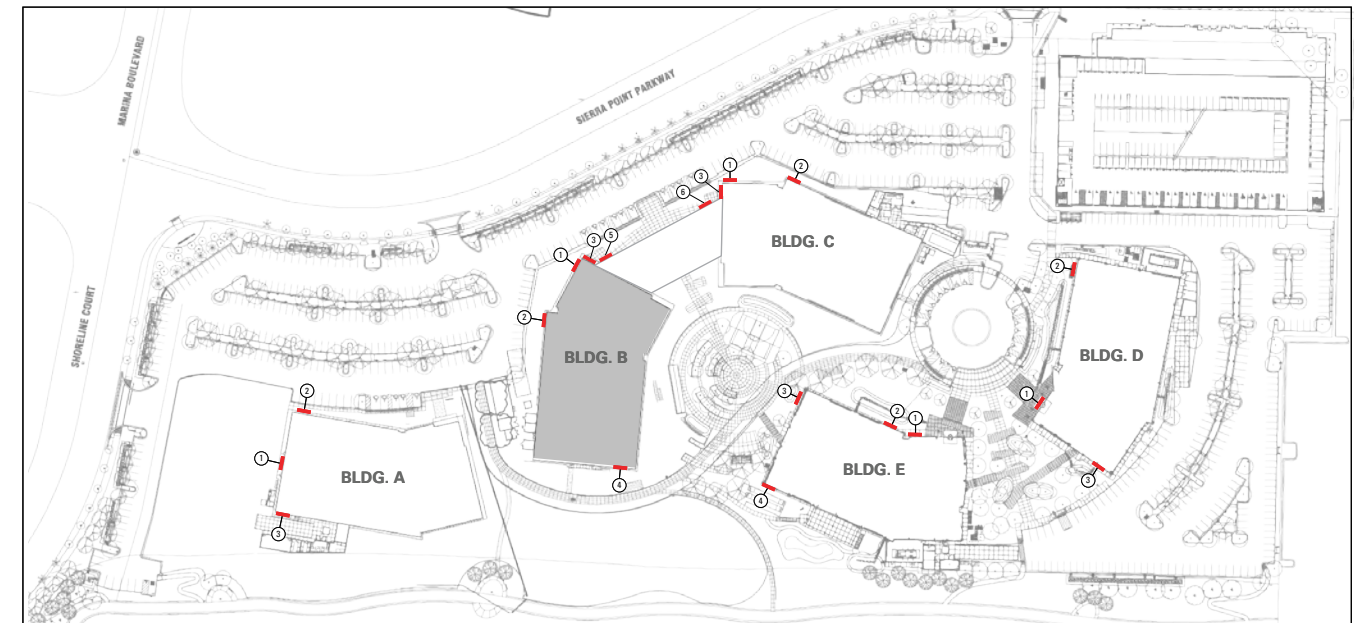
**R&D BUILDING WALL SIGNAGE: BLDG B ELEVATIONS**



North Elevation: B3: 25' x 4', mounted to building facade

Scale 1/16"=1'-0"

Updated to Include Connector  
Bldg between 1400 and 1600 Sierra  
Point Parkway - 7/22/21

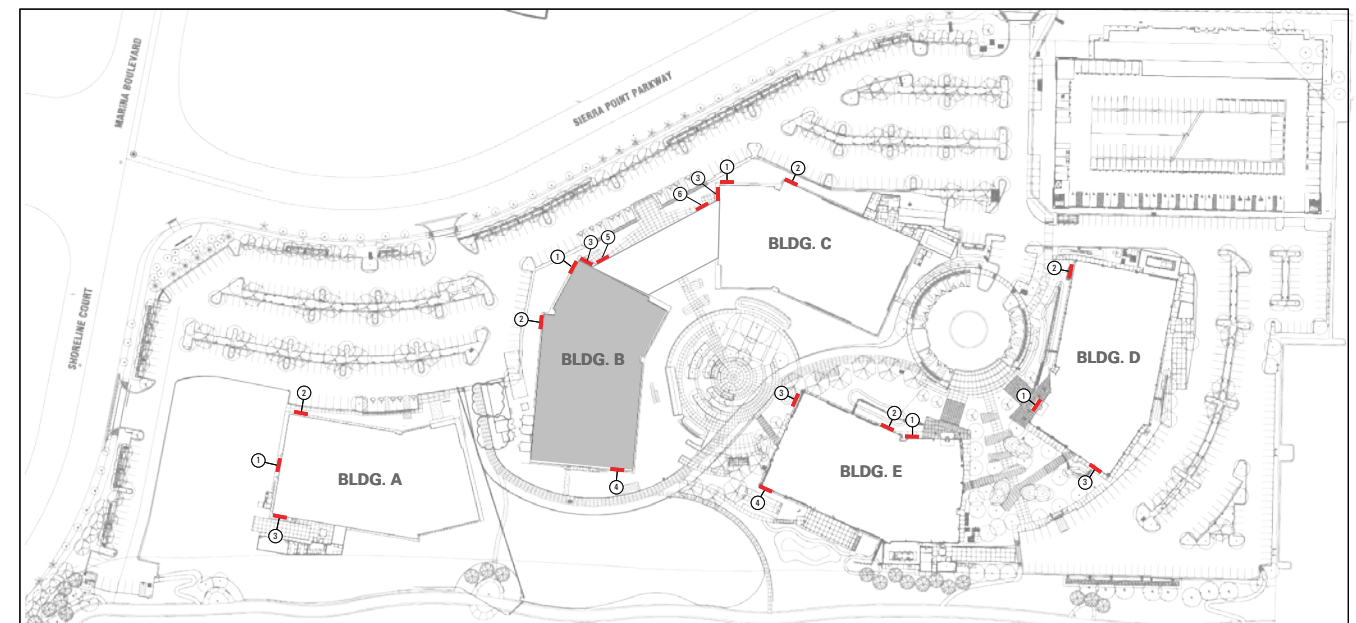


**R&D BUILDING WALL SIGNAGE: BLDG B ELEVATIONS**

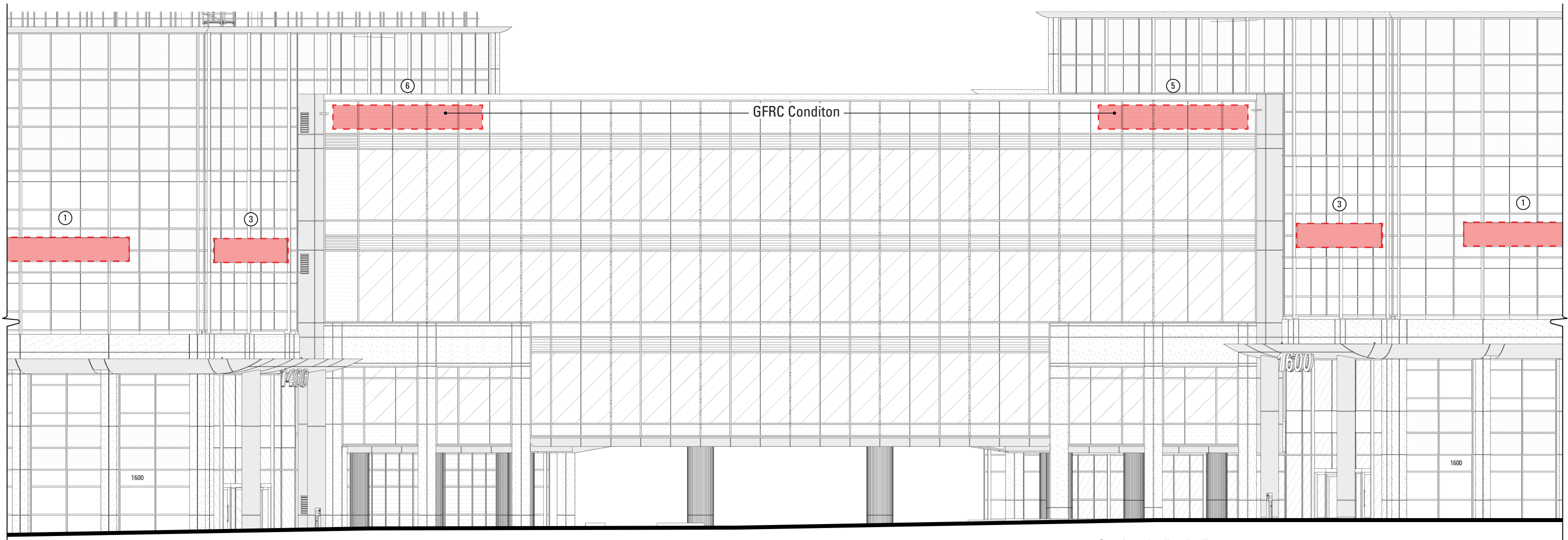


South Elevation: B4: 25' x 4', mounted to building facade

Scale 1/16"=1'-0"



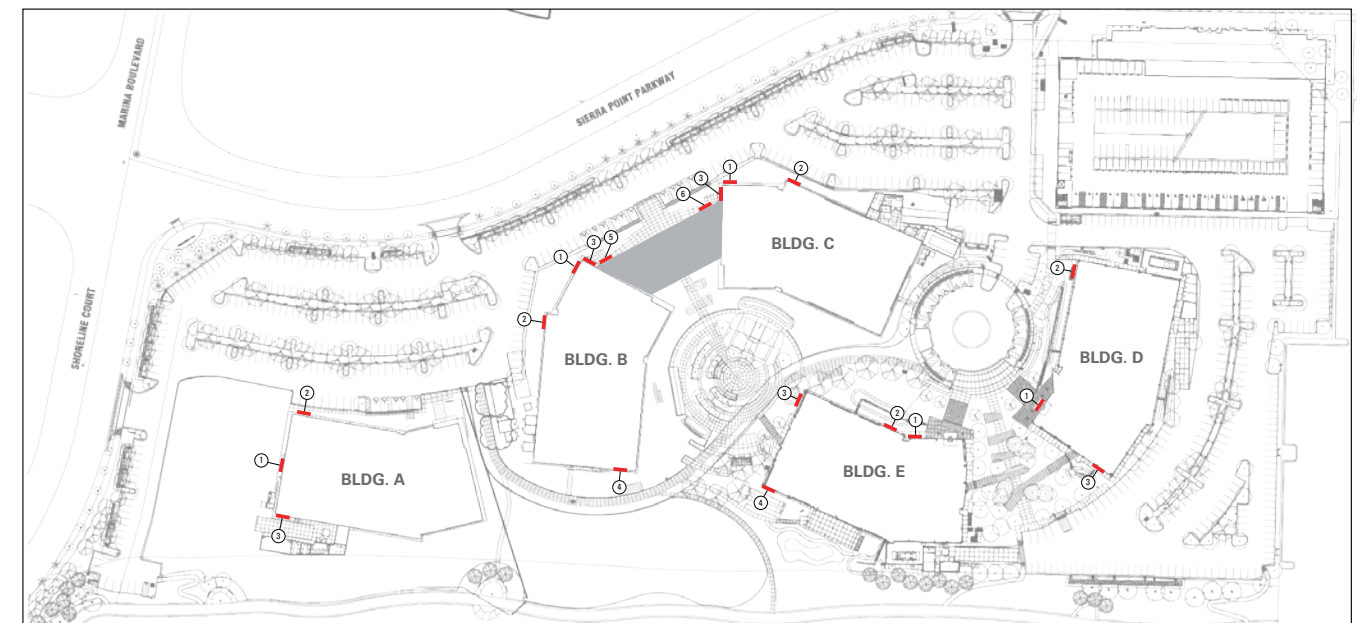
**R&D BUILDING WALL SIGNAGE: BLDG B ELEVATIONS**



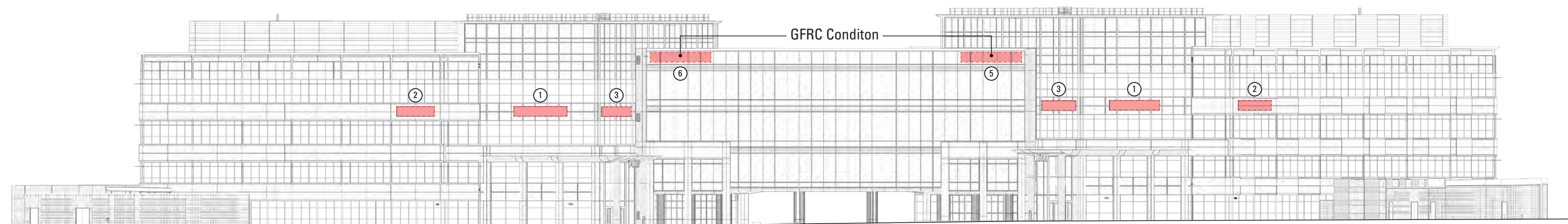
North Elevation: B1, B3, B5, B6, C1, & C3 25' x 4', mounted to building facade

Scale 1/16"=1'-0"

Updated to Include Connector Bldg  
between 1400 and 1600 Sierra Point  
Parkway - 7/22/21



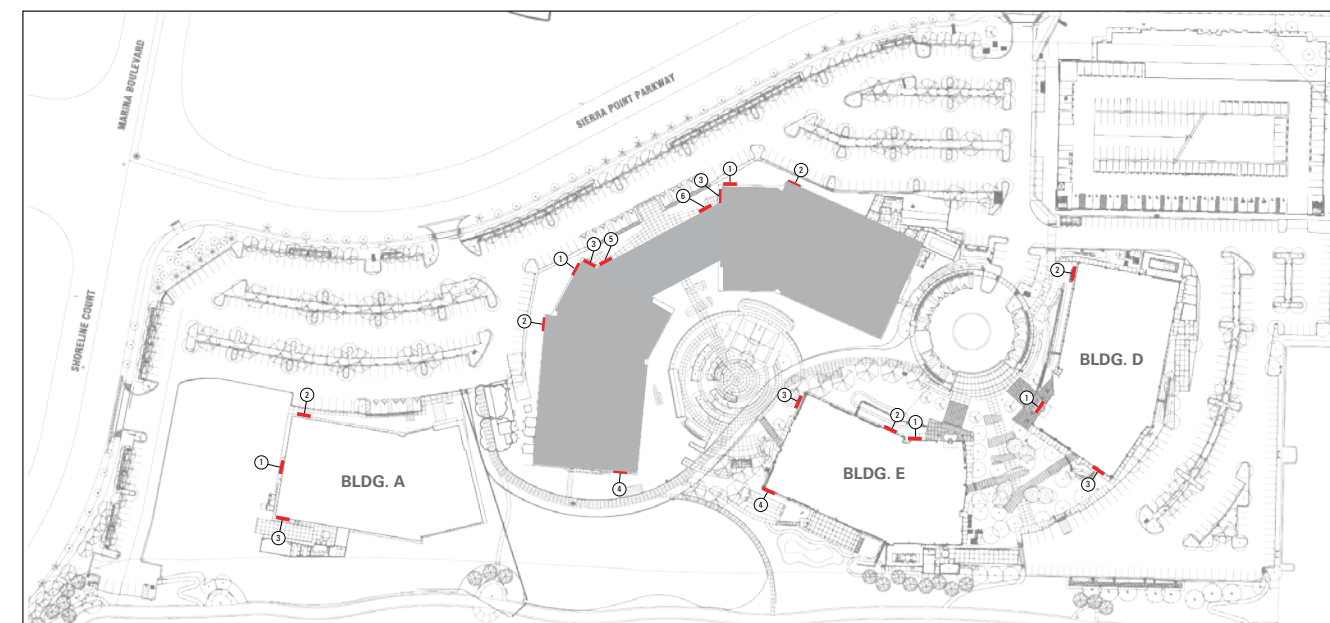
**R&D BUILDING WALL SIGNAGE: CONNECTOR ELEVATIONS**

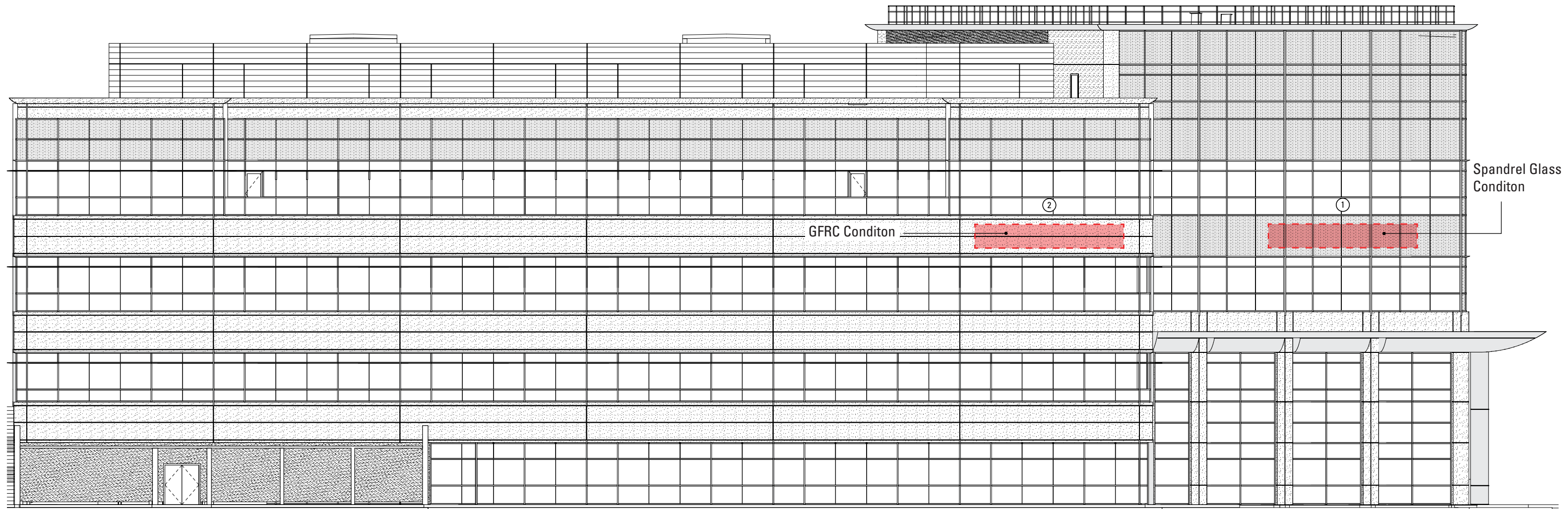


North Elevation: B1, B2, B3, B5, B6, C1, C2, & C3 25' x 4', mounted to building facade

Scale 1"=40'-0"

Added to Include Connector  
Bldg between 1400 and 1600  
Sierra Point Parkway - 7/22/21

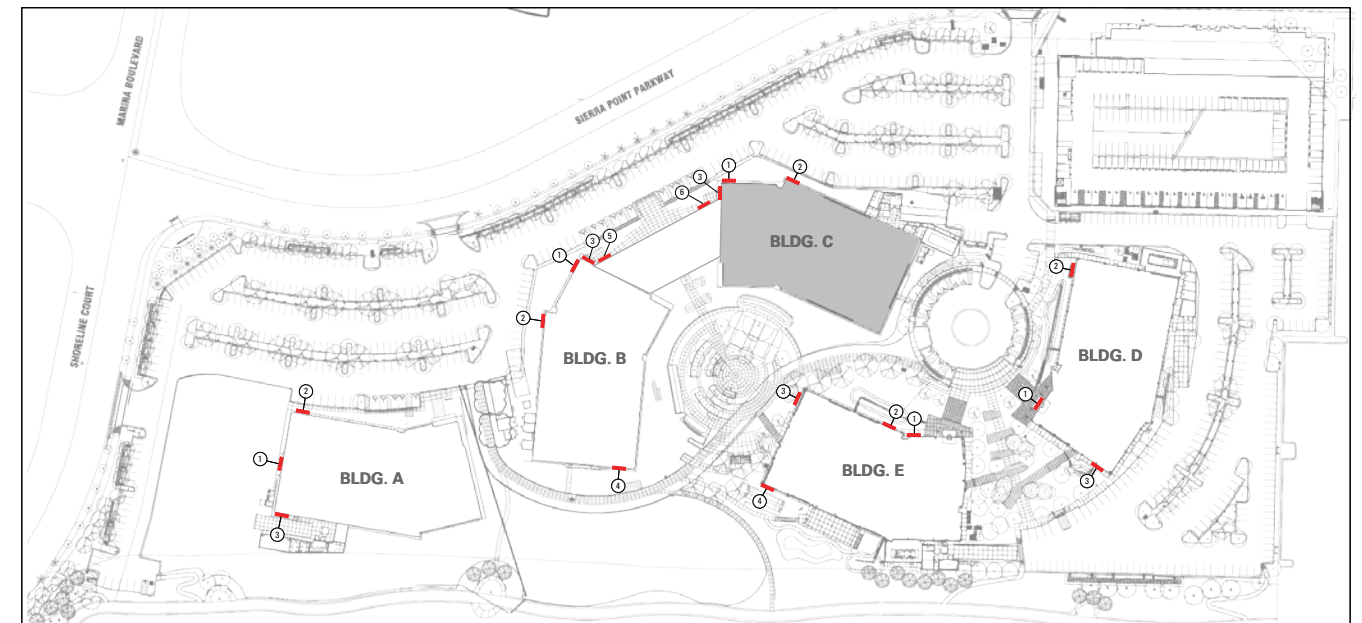




North Elevation: C1 & C2: 25' x 4', mounted to building facade

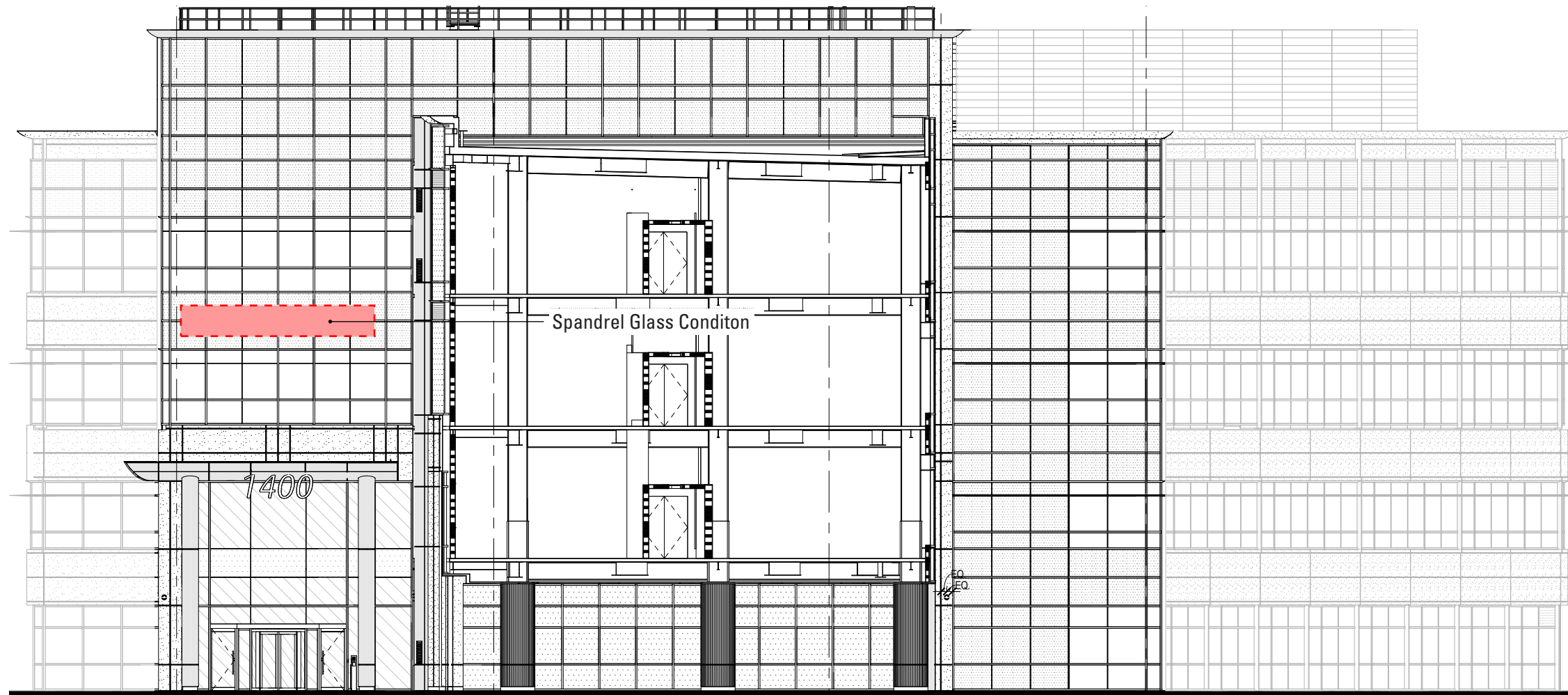
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Updated to Include Connector Bldg  
between 1400 and 1600 Sierra Point  
Parkway - 7/22/21



**R&D BUILDING WALL SIGNAGE: BLDG C ELEVATIONS**

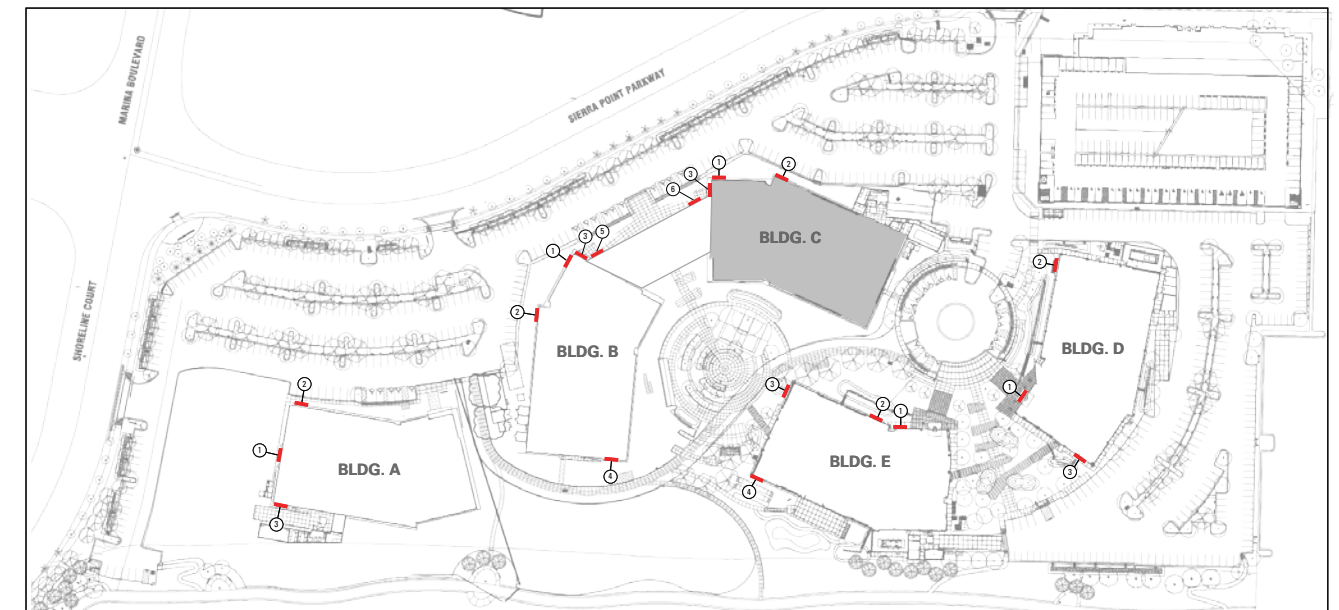




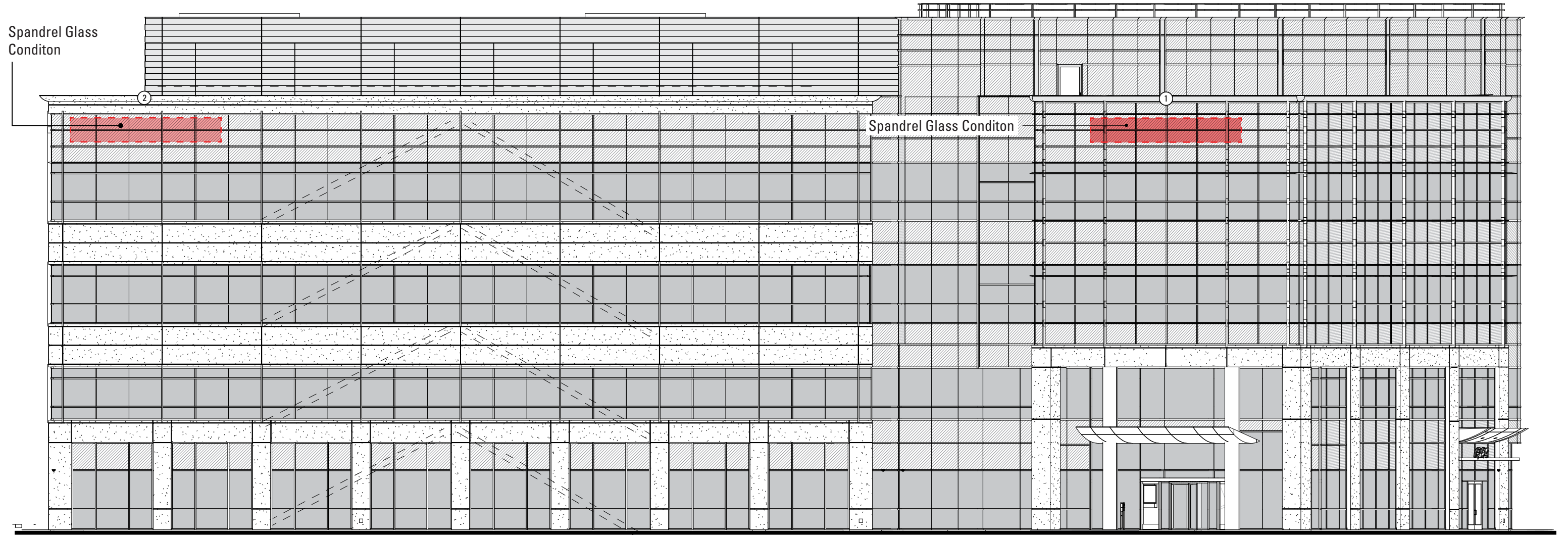
West Elevation: C3: 25' x 4', mounted to building facade

Scale 1/16"=1'-0"

Updated to Include  
Connector Bldg between  
1400 and 1600 Sierra  
Point Parkway - 7/22/21

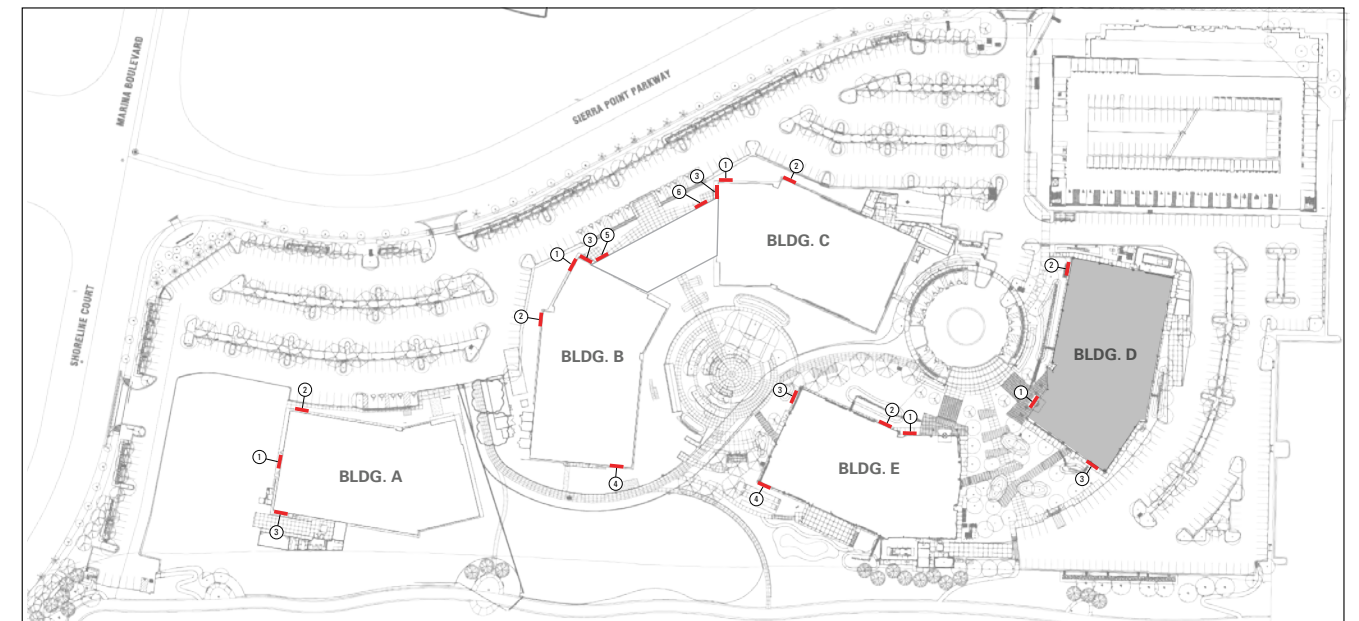


**R&D BUILDING WALL SIGNAGE: BLDG C ELEVATIONS**

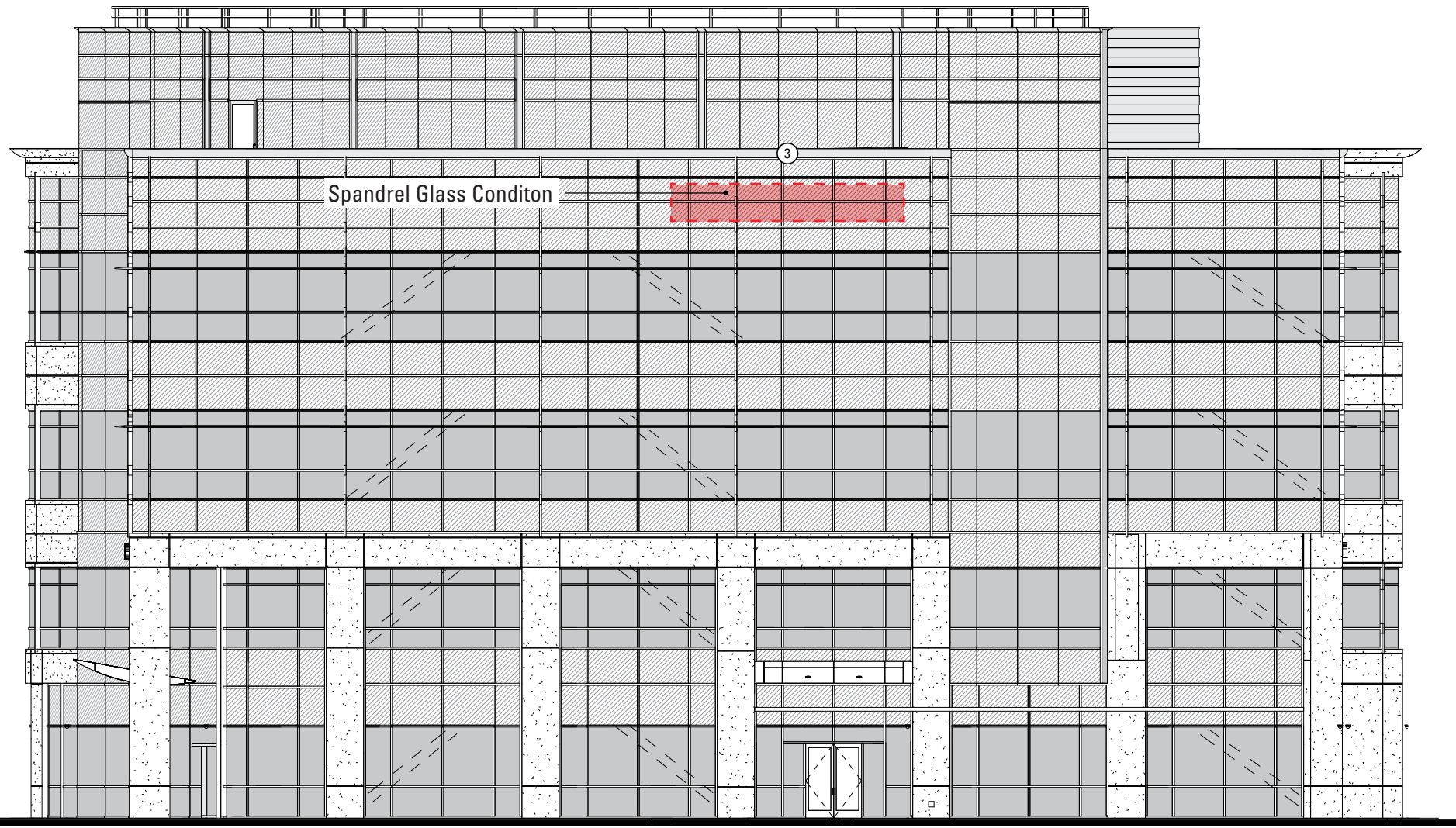


West Elevation: D1 & D2: 25' x 4', mounted to building facade

Scale 1/16" = 1'-0"

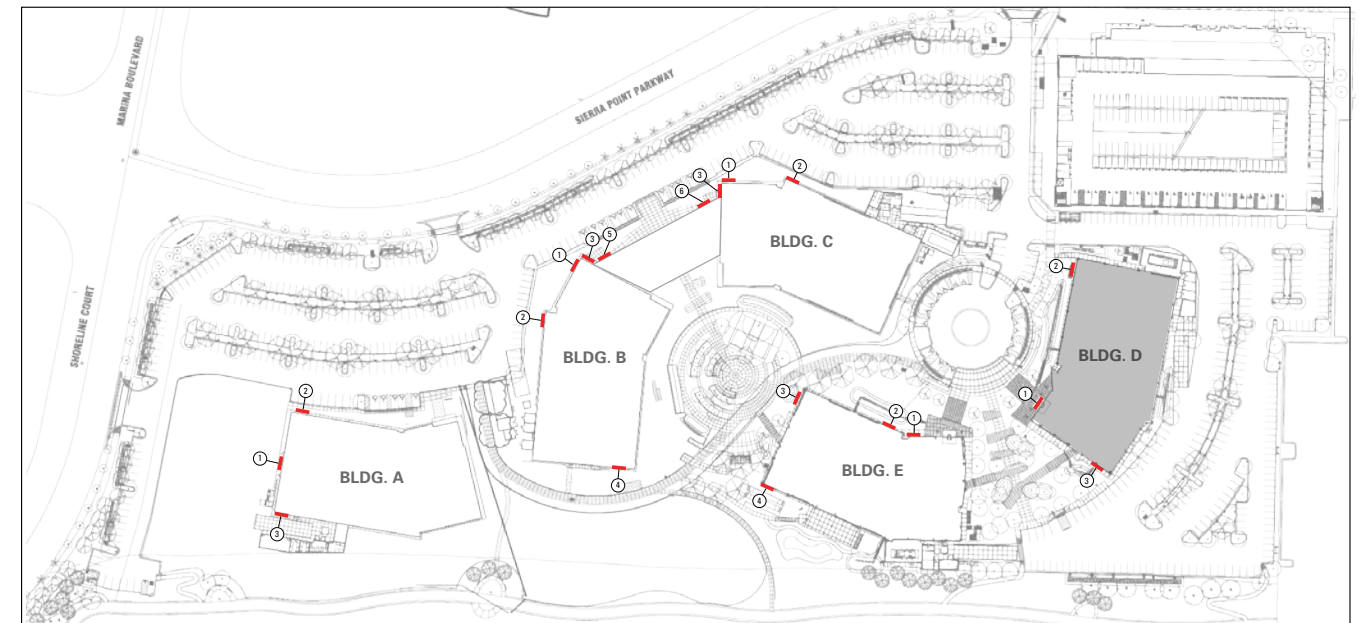


**R&D BUILDING WALL SIGNAGE: BLDG D ELEVATIONS**

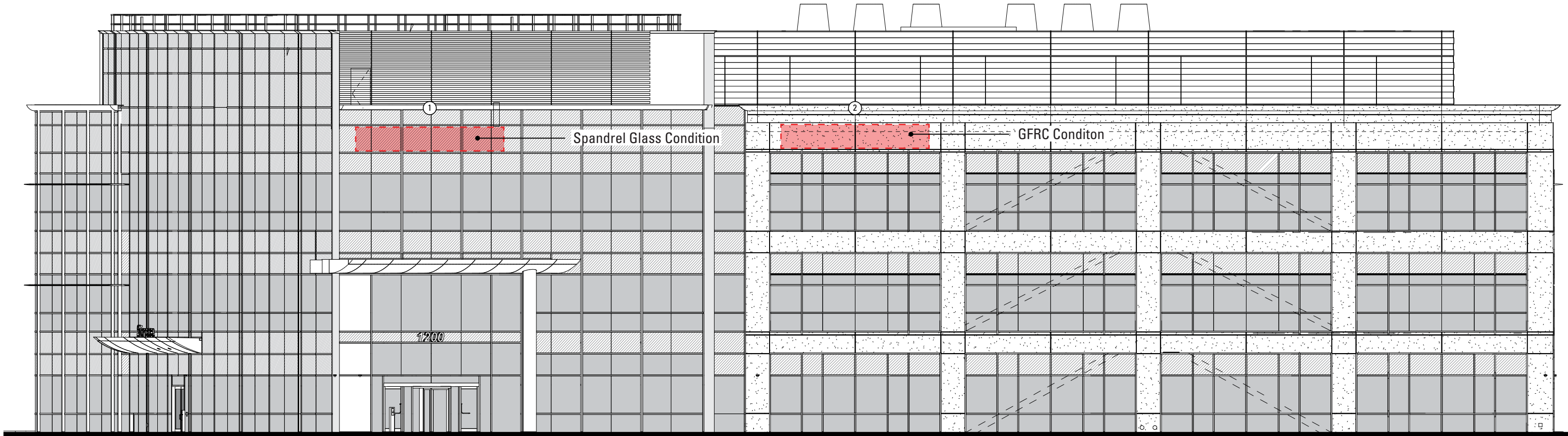


South Elevation: D3: 25' x 4', mounted to building facade

Scale 1/16"=1'-0"

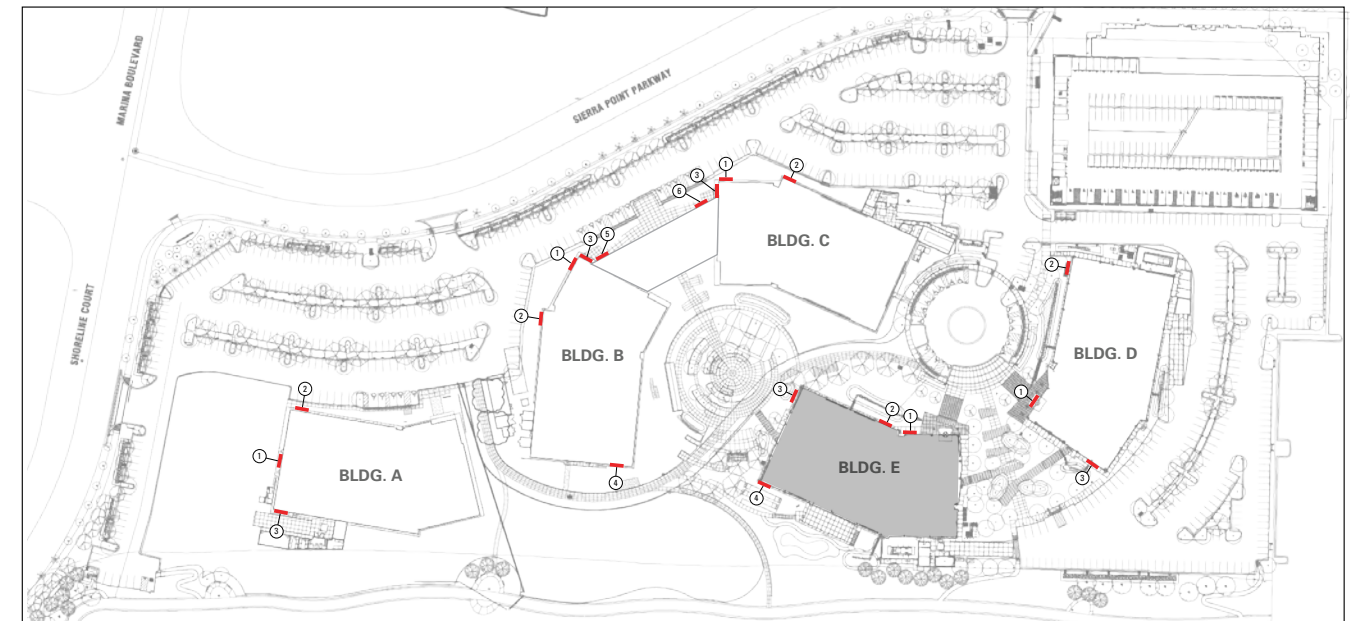


**R&D BUILDING WALL SIGNAGE: BLDG D ELEVATIONS**

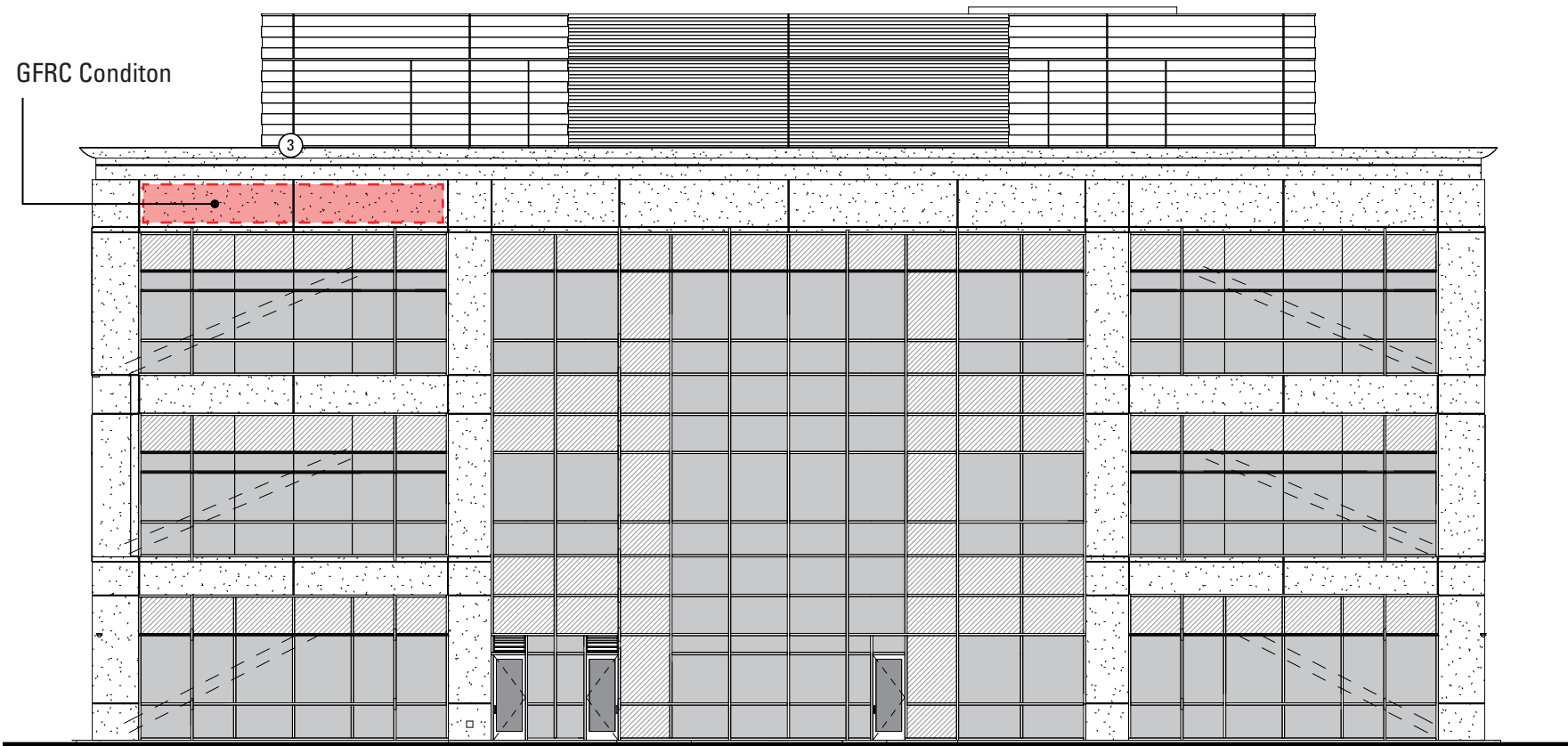


Norht Elevation: E1 & E2: 25' x 4', mounted to building facade

Scale 1/16"=1'-0"

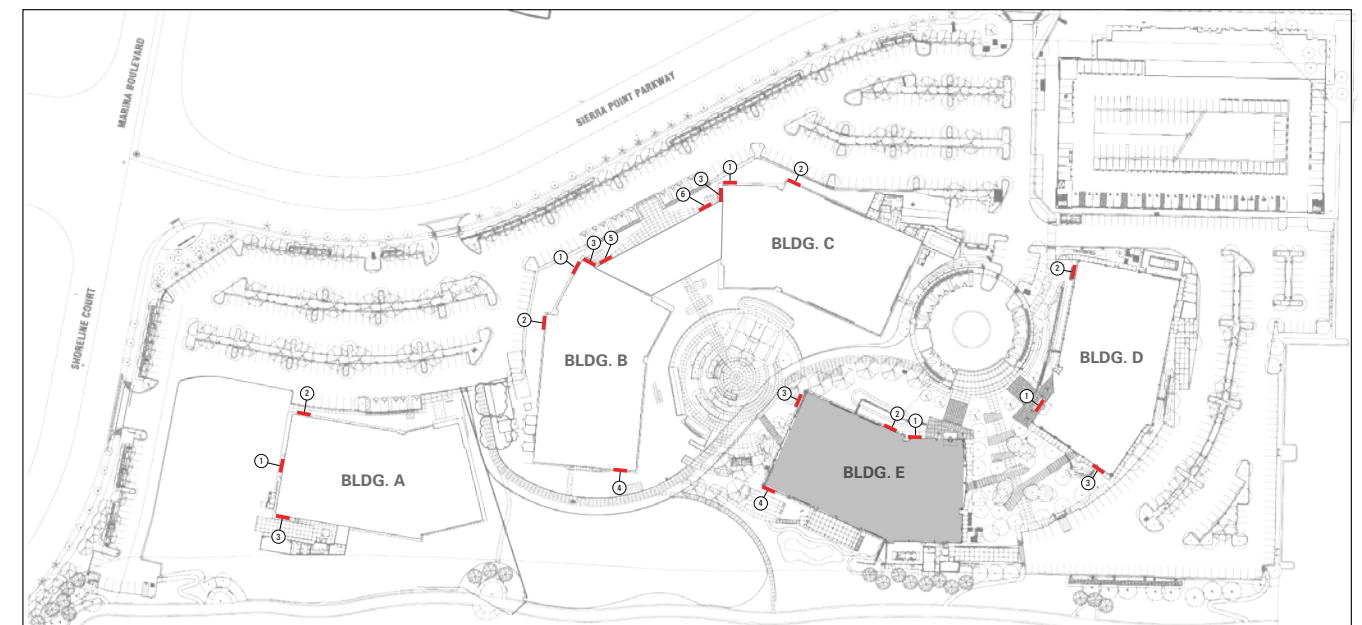


**R&D BUILDING WALL SIGNAGE: BLDG E ELEVATIONS**

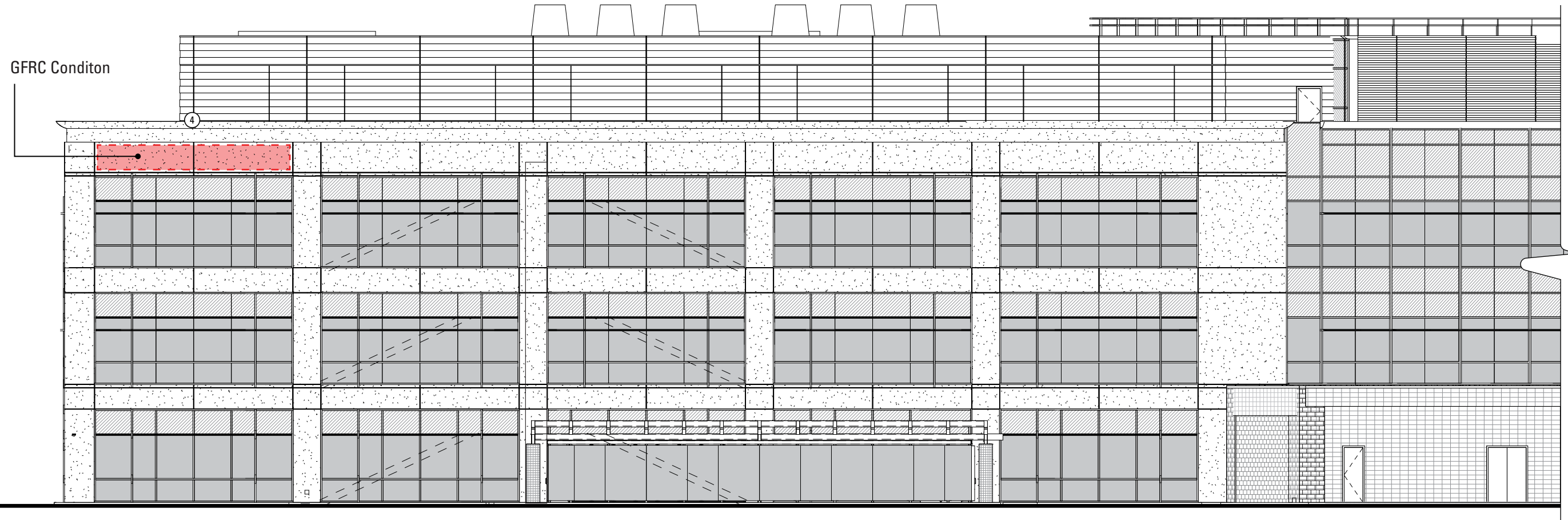


West Elevation: E3: 28' x 3.5', mounted to building facade

Scale 1/16"=1'-0"

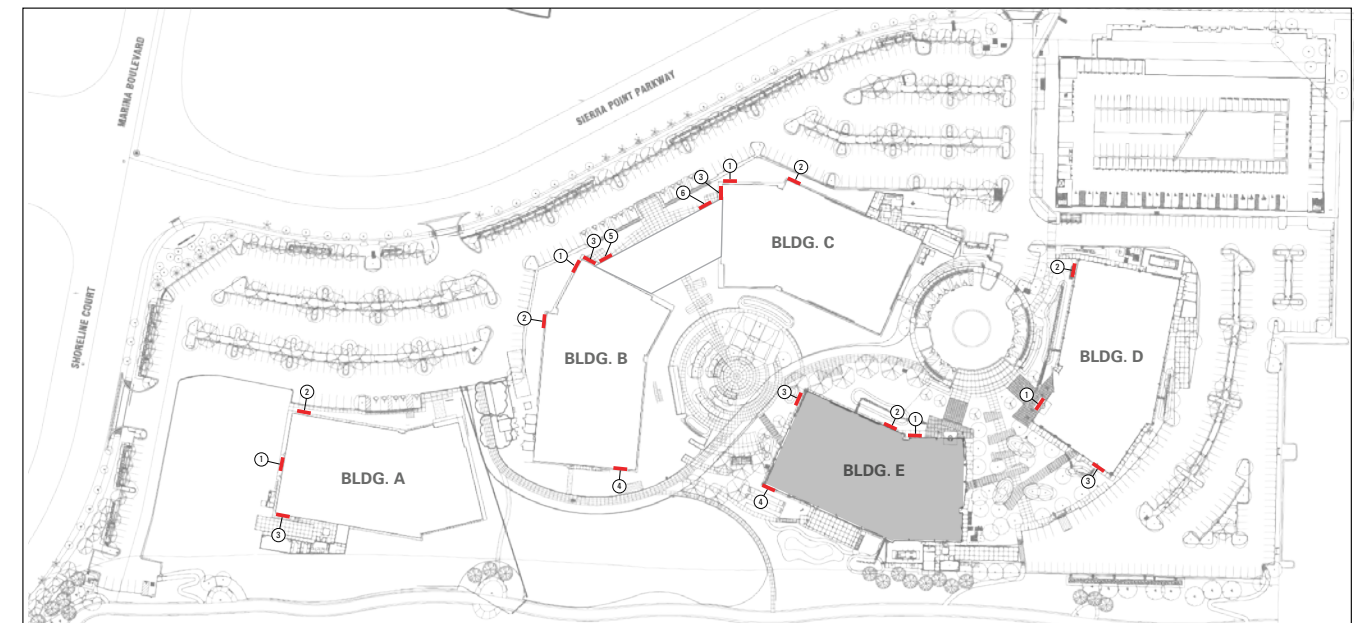


**R&D BUILDING WALL SIGNAGE: BLDG E ELEVATIONS**

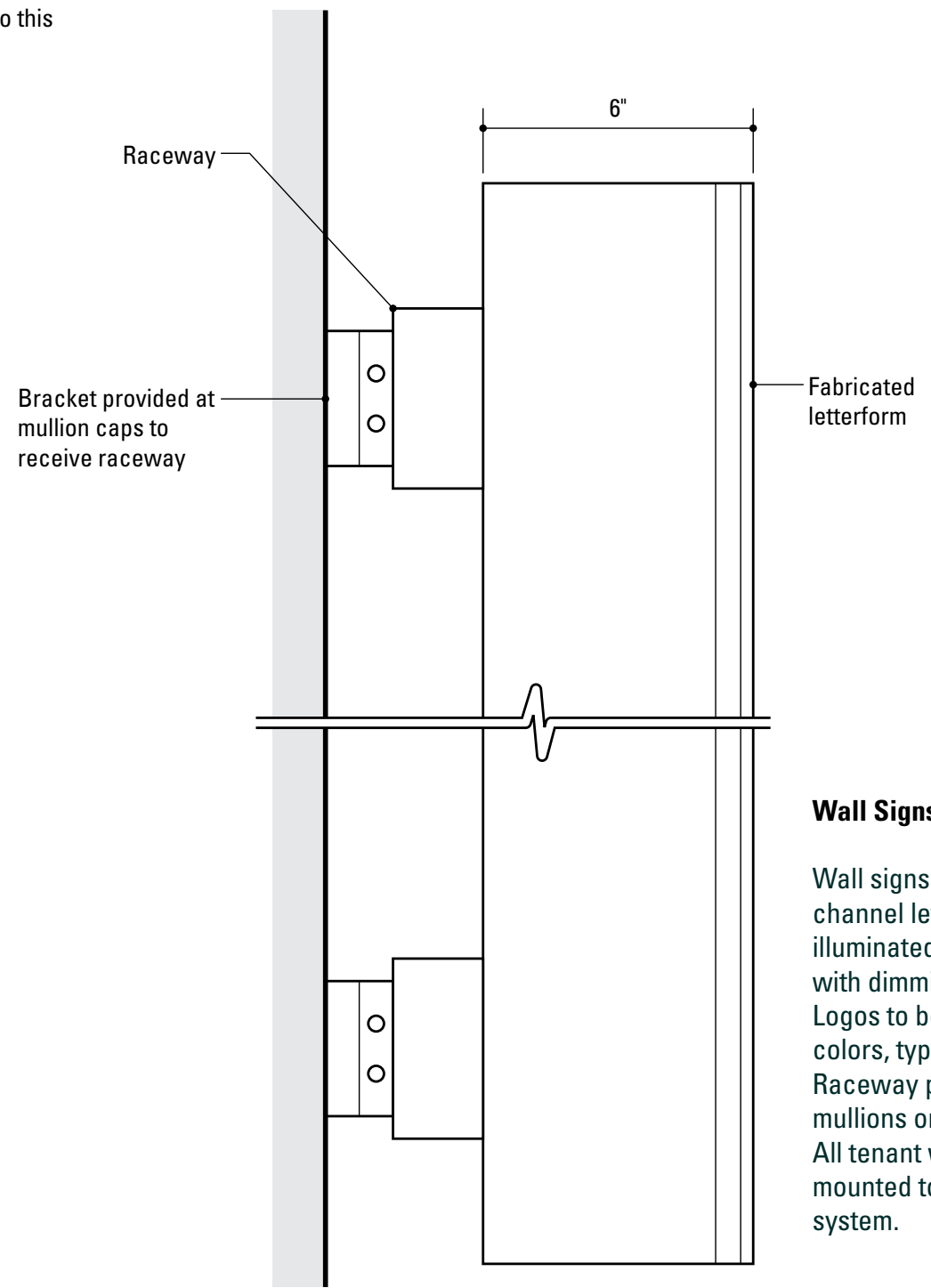
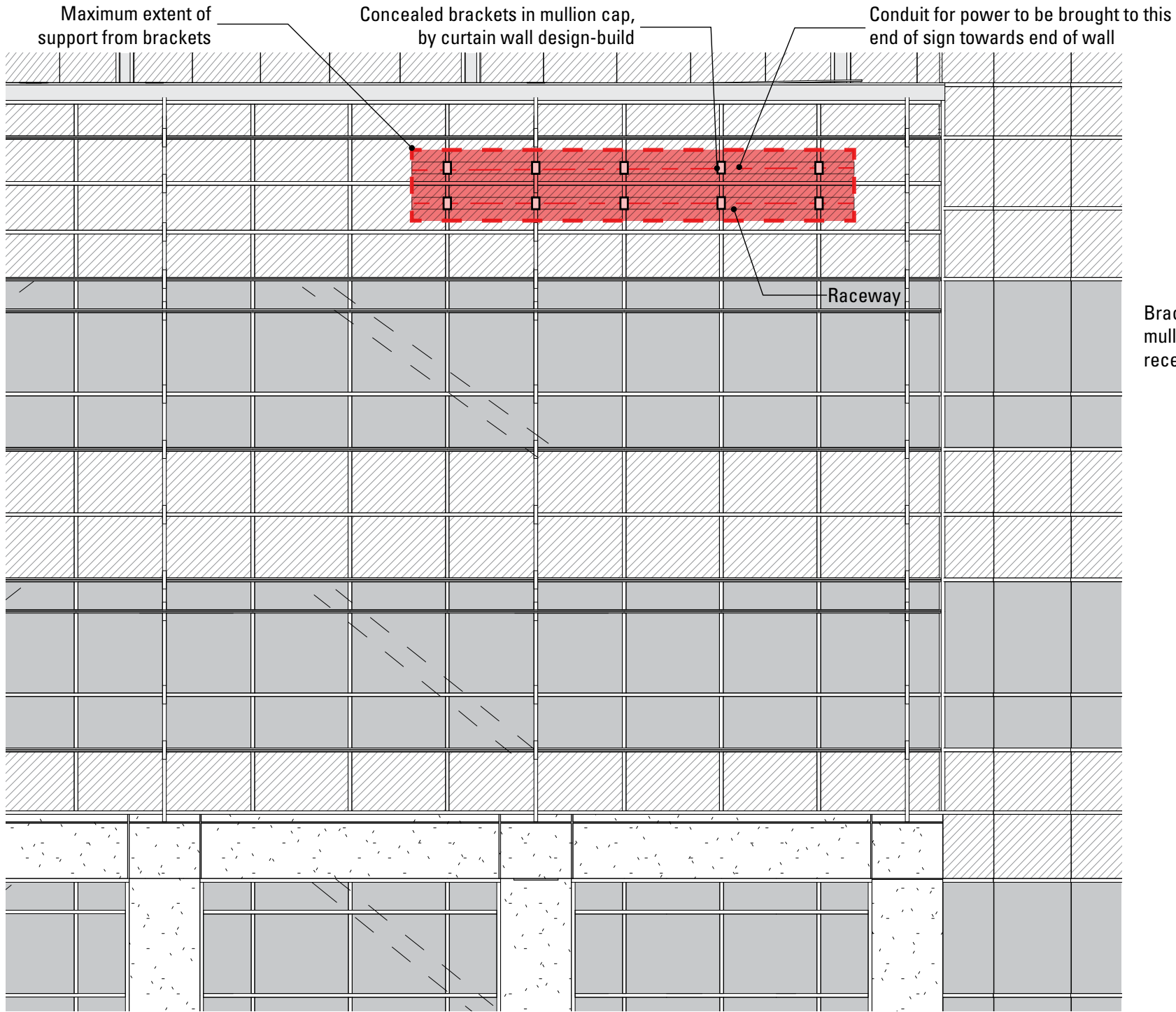


South Elevation: E4: 28' x 3.5', mounted to building facade

Scale 1/16" = 1'-0"



**R&D BUILDING WALL SIGNAGE: BLDG E ELEVATIONS**



**Wall Signs**

Wall signs to be face lit channel letters internally illuminated with LED modules with dimming capabilities. Logos to be tenant brand colors, typical all wall signs. Raceway painted to match mullions or GFRC panel. All tenant wall signs to be mounted to two rail raceway system.

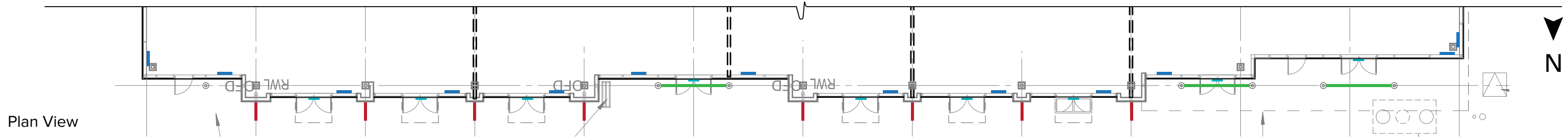
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## **PARKING STRUCTURE RETAIL TENANT SIGNAGE**

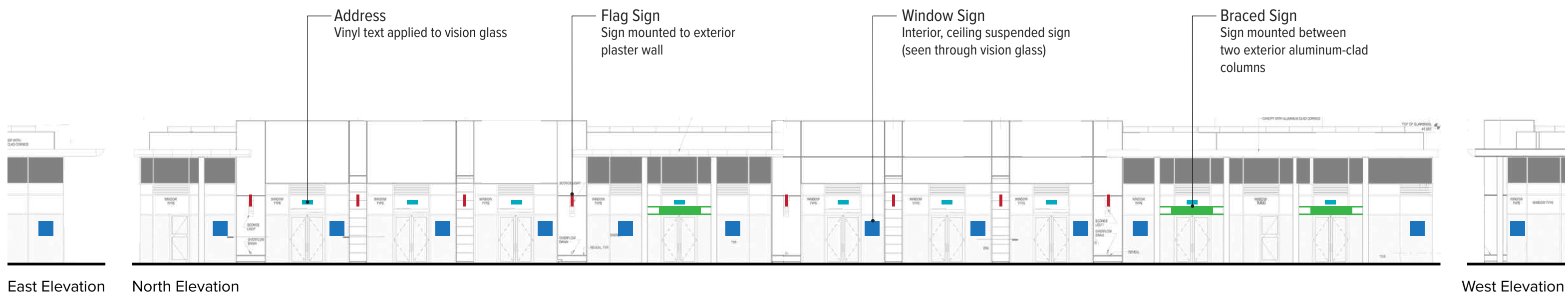
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**Entire Section Added - 7/22/21**



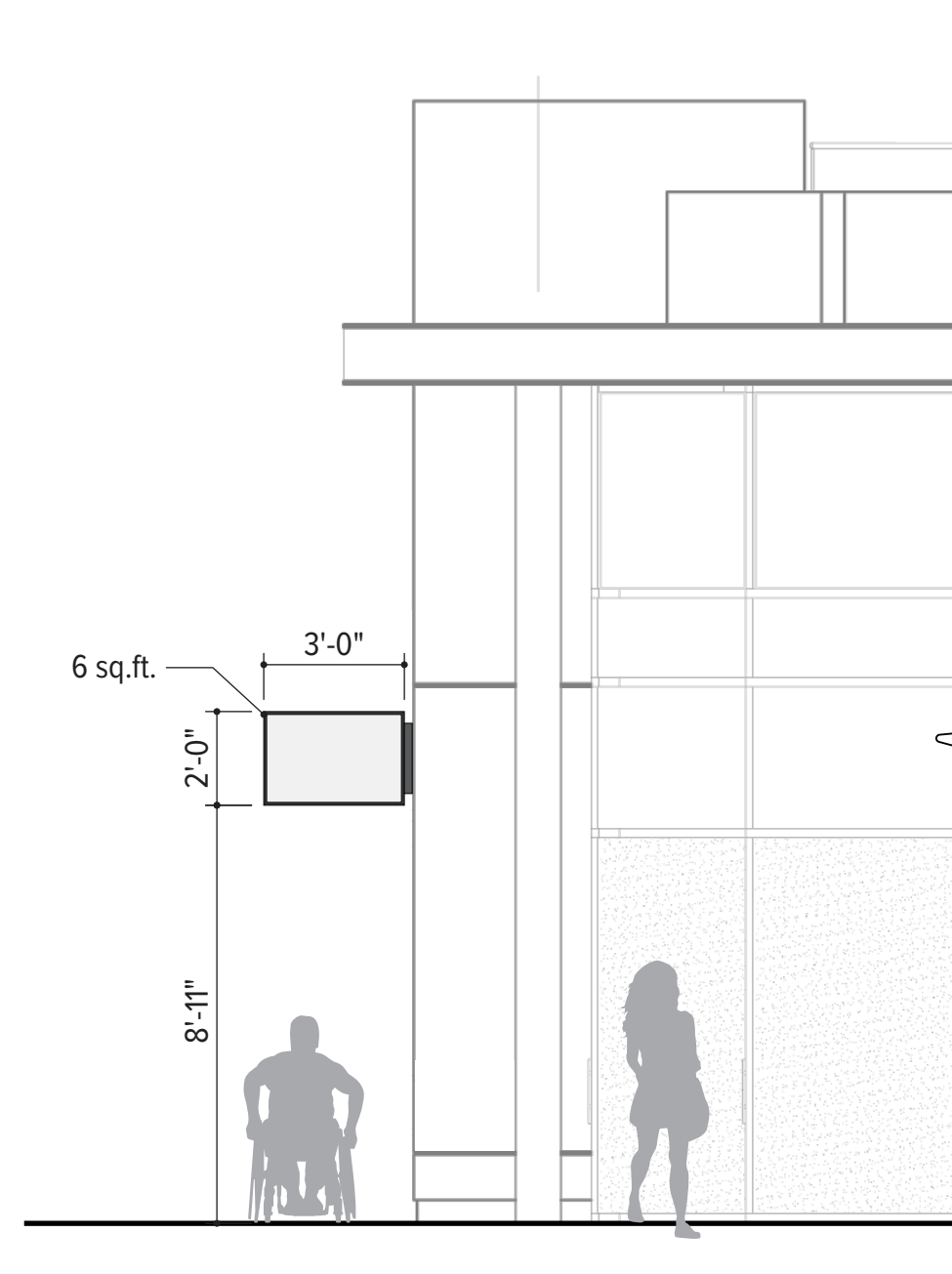


Plan View



Each tenant to be limited to one Flag or Braced sign, one Window sign, and one Address sign, for a maximum of three signs per tenant. In the case that a tenant occupies more than one adjacent entry door, only one address will be used.

**TENANT SIGN LOCATIONS**







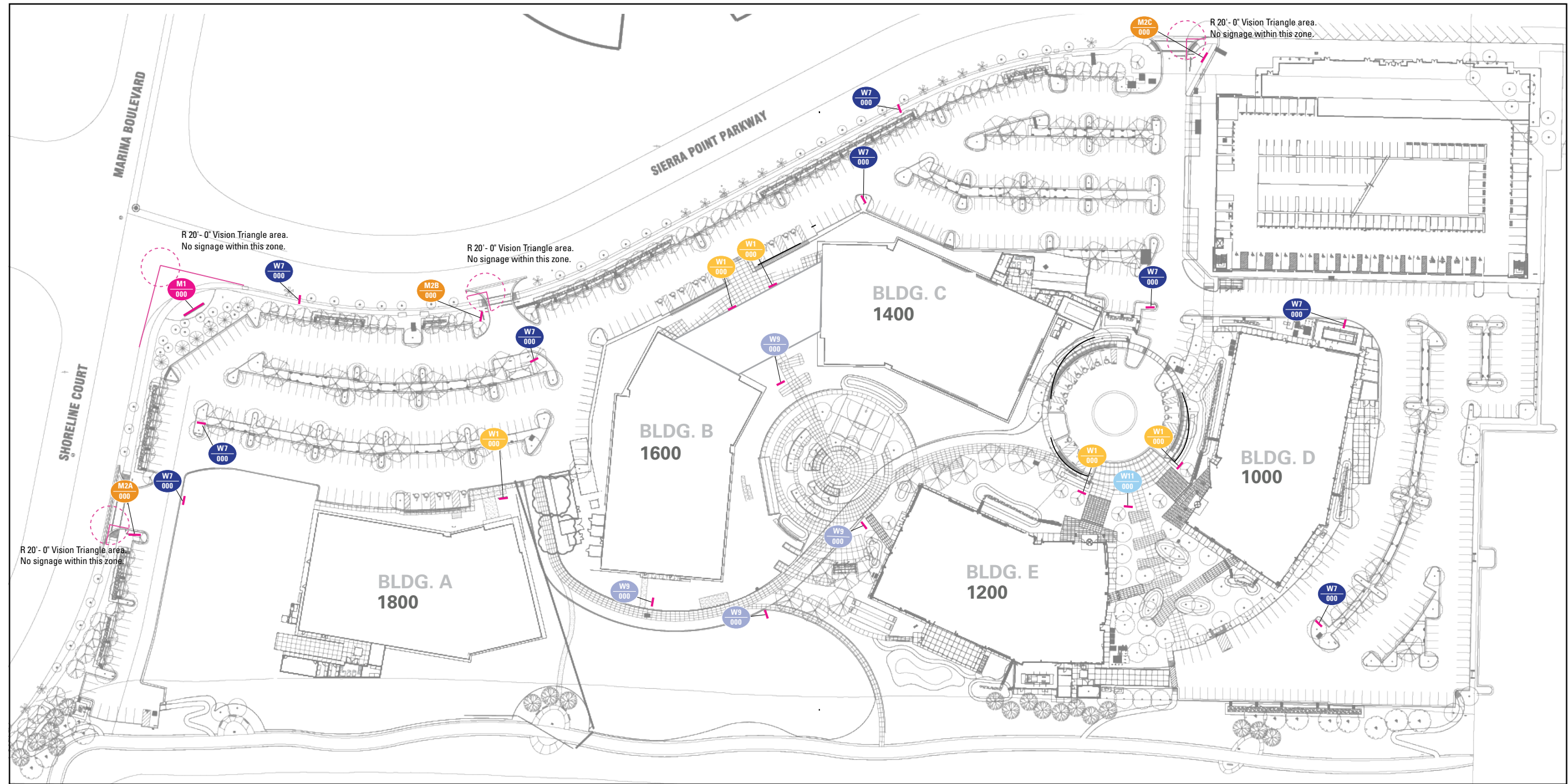
**WINDOW SIGN (INTERIOR) & BRACED SIGN**

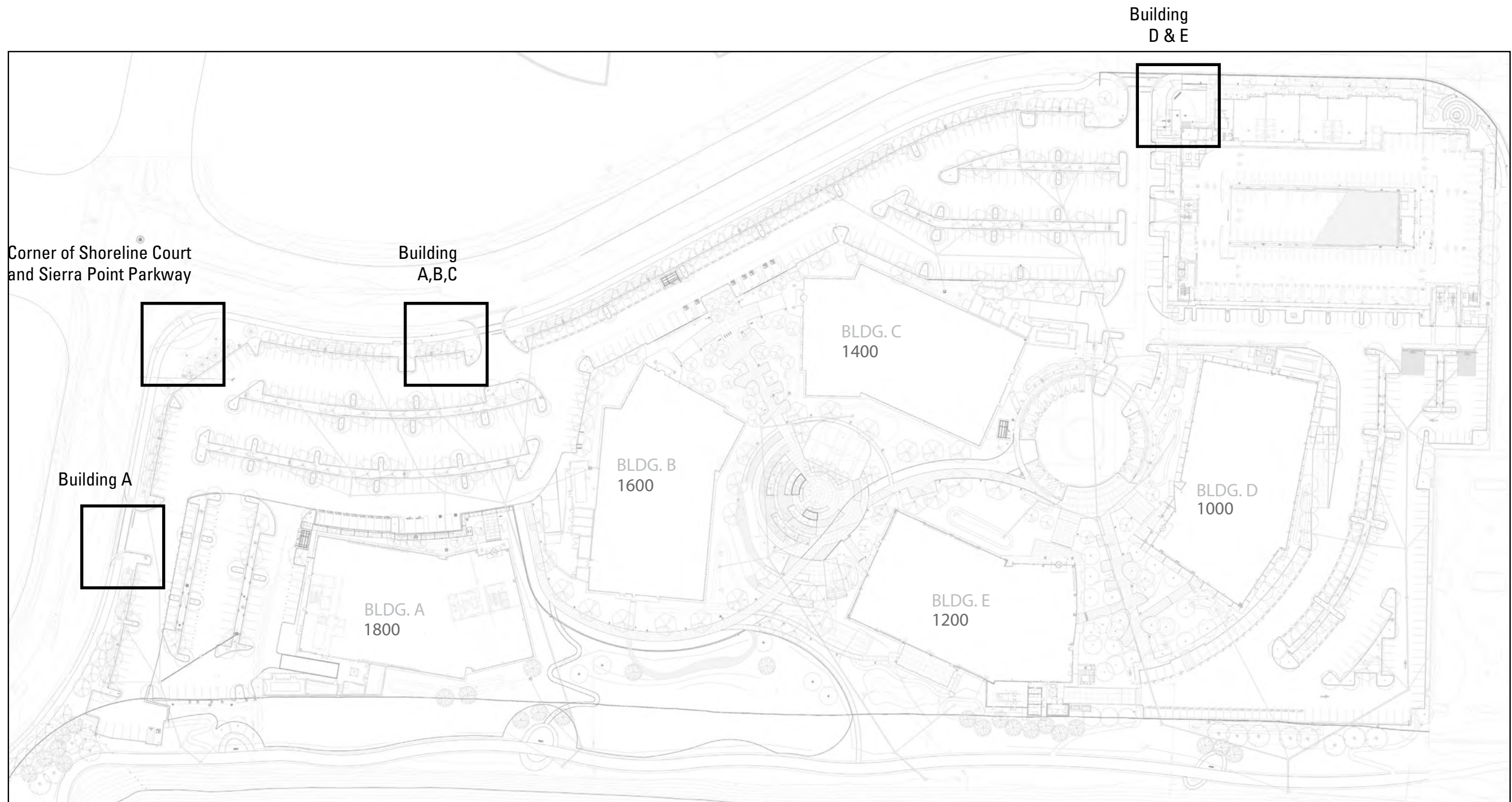
## **GROUND SIGNAGE**

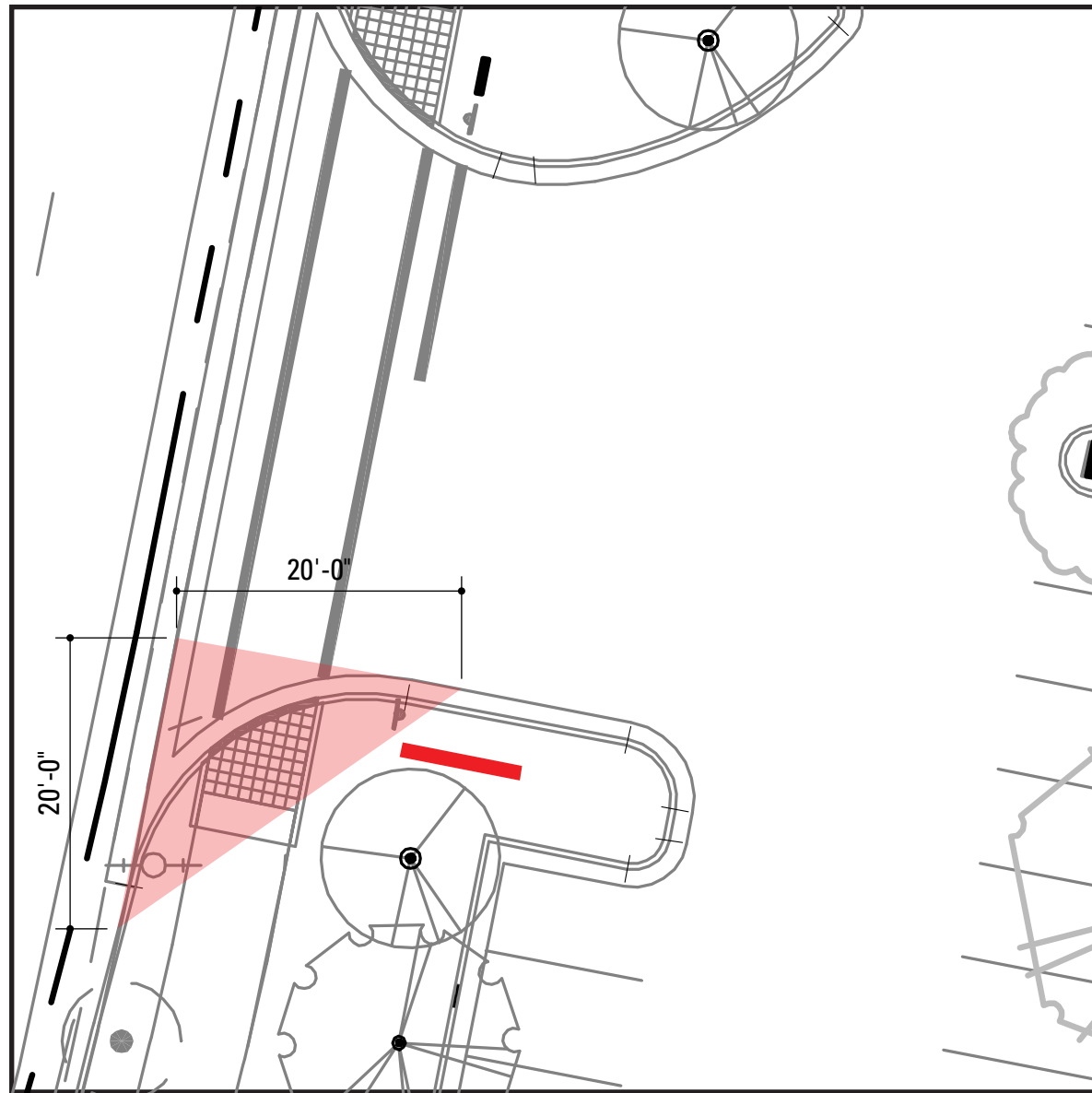
---

## Ground Signage

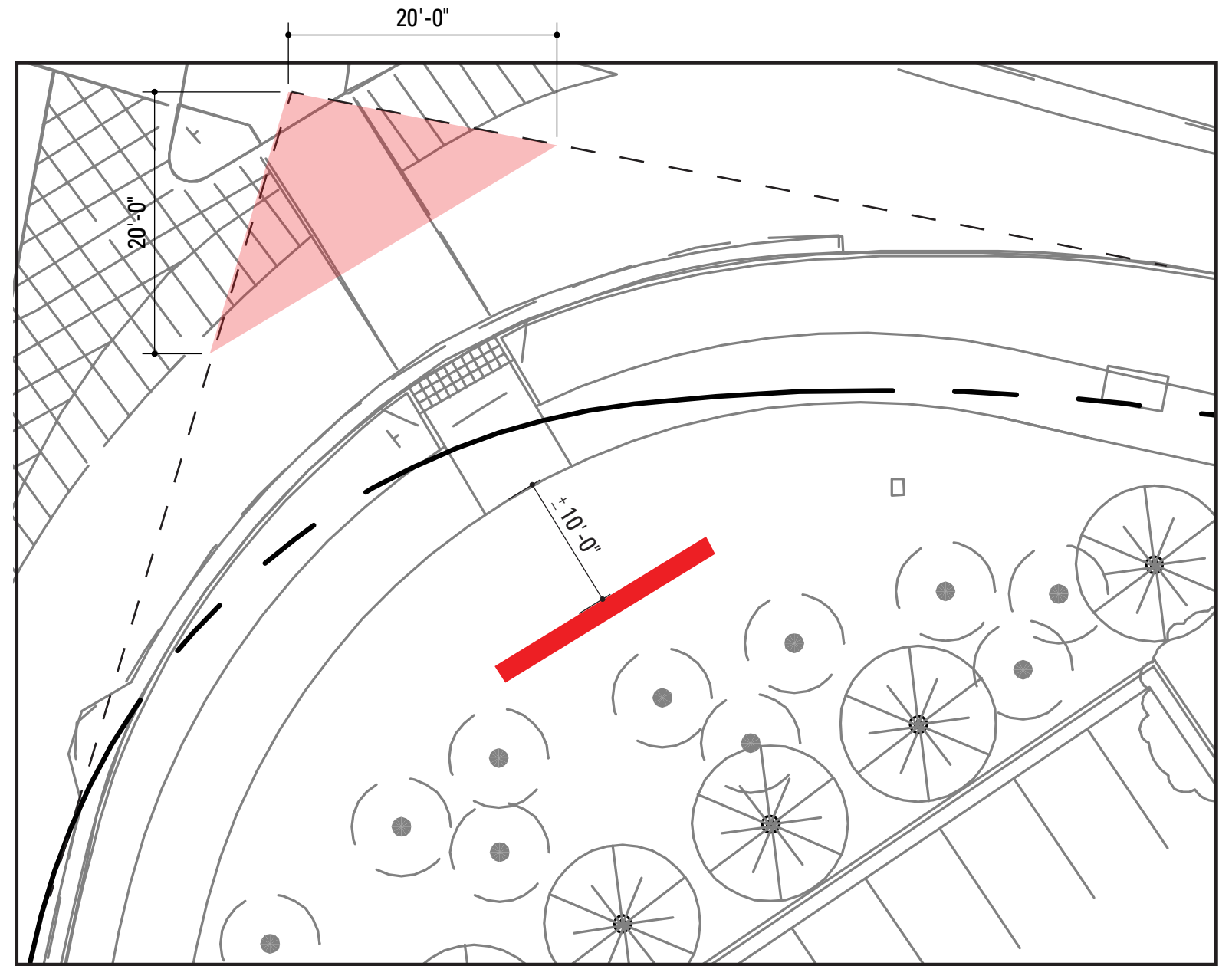
- M1**  
000 Site Monument  
*Page: 36*
- M2**  
000 Entry Drive Monument  
*Page: 39-41*
- W1**  
000 Tenant Monument ID  
*Page: 43*
- W7**  
000 Vehicular Directional  
*Page: 45*
- W9**  
000 Pedestrian Directional  
*Page: 47*
- W11**  
000 Cafe Directional  
*Page: 46*







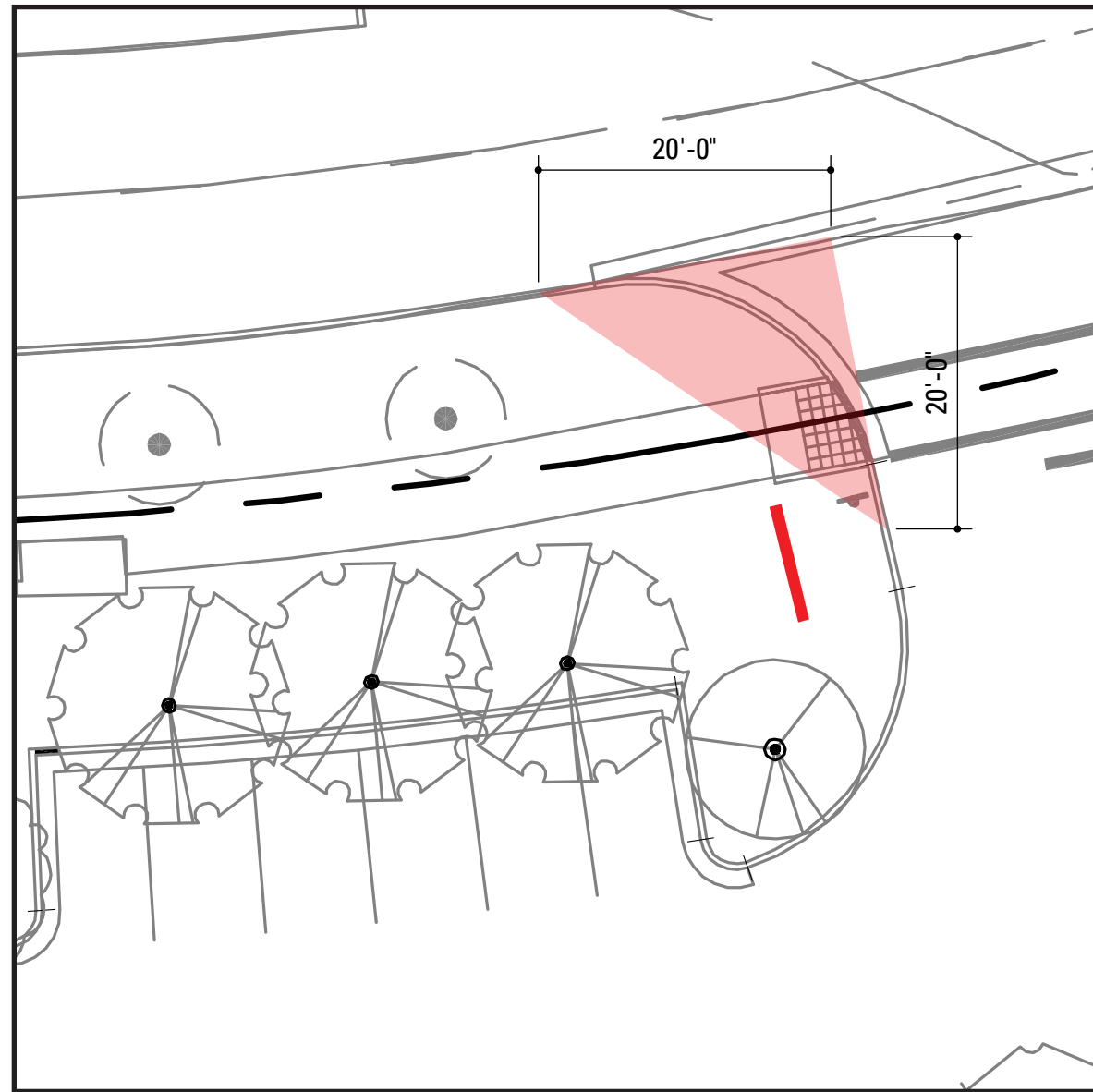
Building A



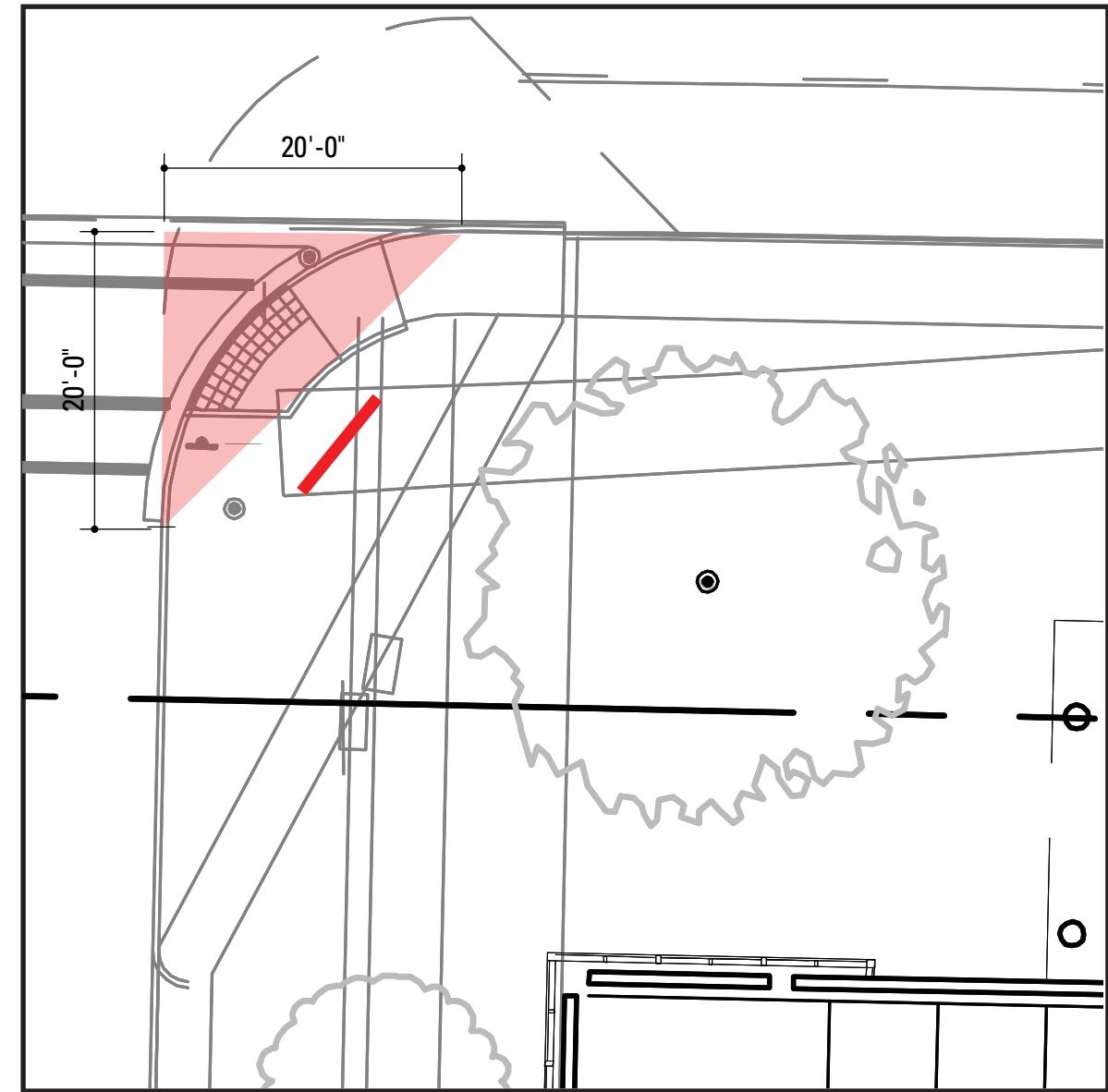
Corner of Shoreline Court and Sierra Point Parkway

**GROUND SIGNS: VISION TRIANGLES**





Building A, B, C



Building D & E

**GROUND SIGNS: VISION TRIANGLES**



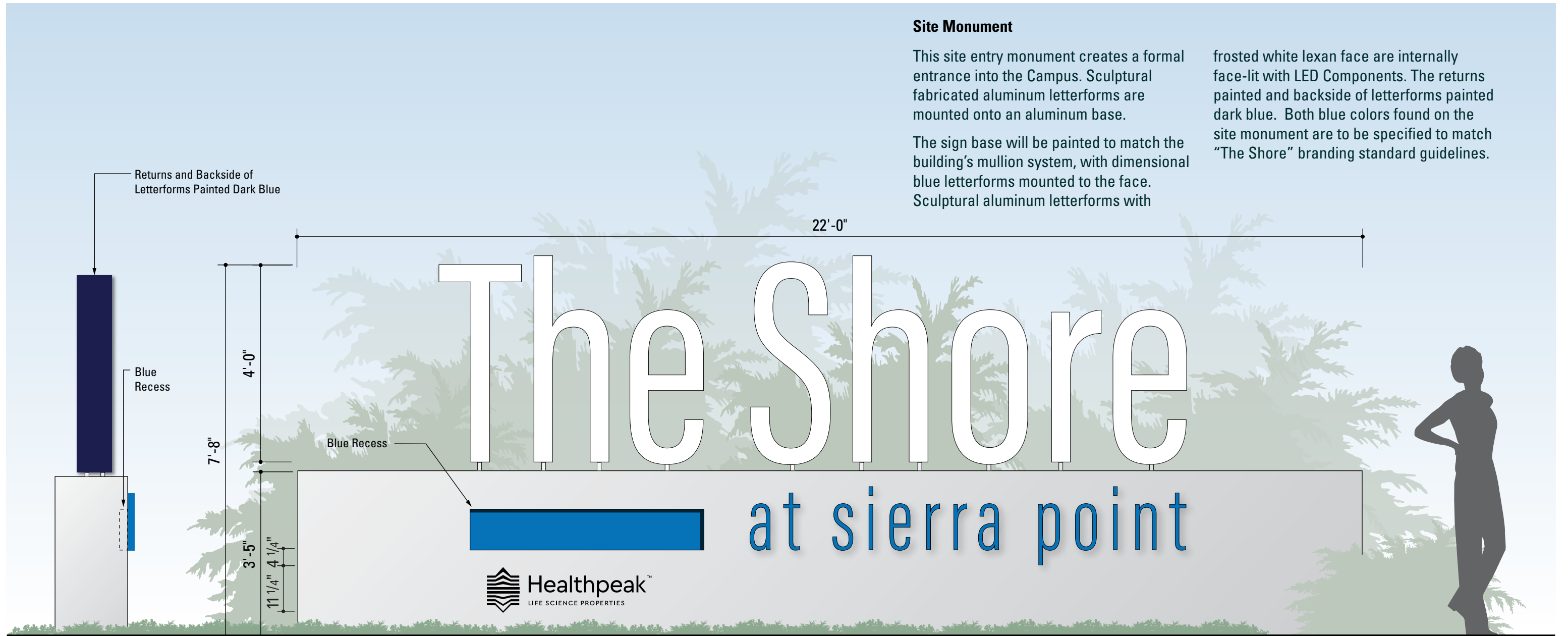
Plan View

**Site Monument**

This site entry monument creates a formal entrance into the Campus. Sculptural fabricated aluminum letterforms are mounted onto an aluminum base.

frosted white lexan face are internally face-lit with LED Components. The returns painted and backside of letterforms painted dark blue. Both blue colors found on the site monument are to be specified to match "The Shore" branding standard guidelines.

The sign base will be painted to match the building's mullion system, with dimensional blue letterforms mounted to the face. Sculptural aluminum letterforms with



Side View

Elevation  
167 sq.ft.

Scale 1/2"=1'-0"

**Updated to reflect change in owner name from HCP to Healthpeak - 7/22/21**



**GROUND SIGNS: SITE MONUMENT - RENDERING**



**GROUND SIGNS: SITE MONUMENT - NIGHT RENDERING**



Plan View

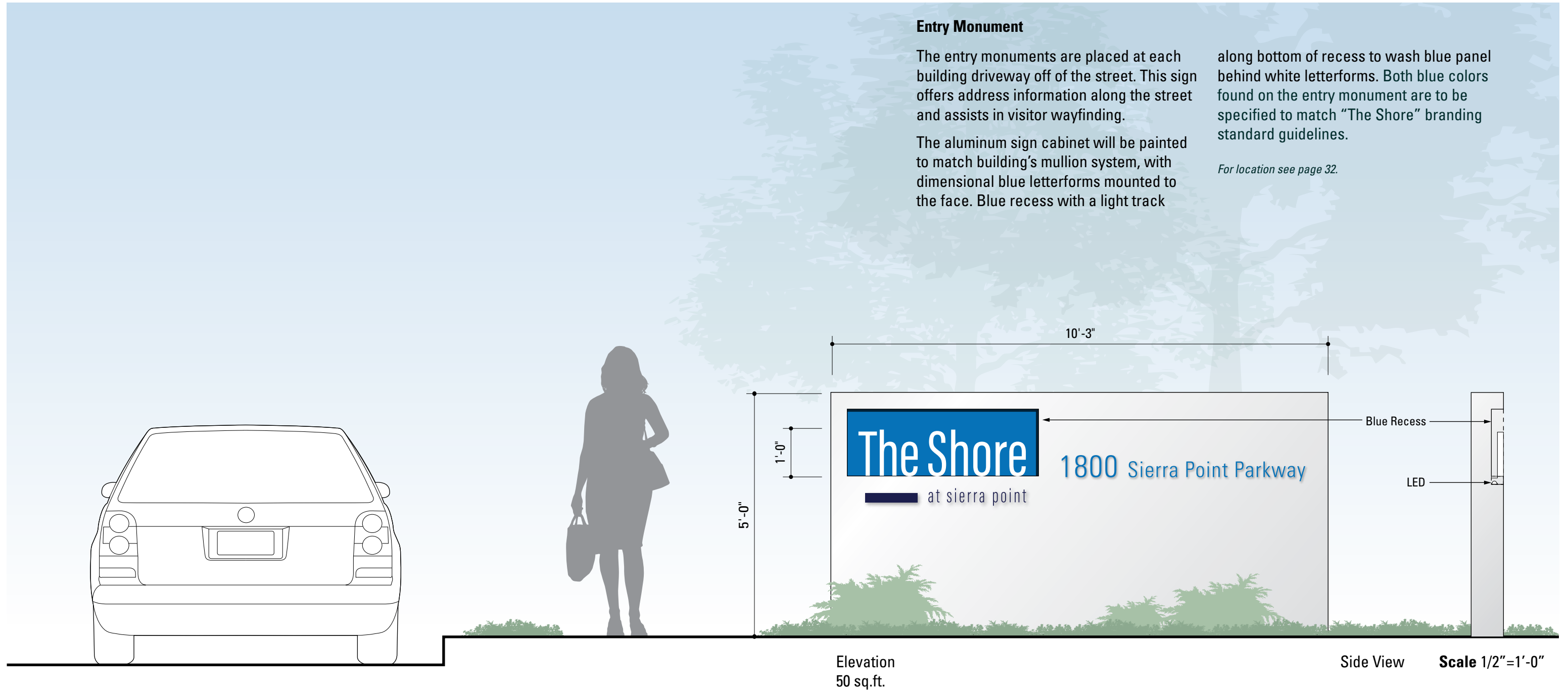
**Entry Monument**

The entry monuments are placed at each building driveway off of the street. This sign offers address information along the street and assists in visitor wayfinding.

The aluminum sign cabinet will be painted to match building's mullion system, with dimensional blue letterforms mounted to the face. Blue recess with a light track

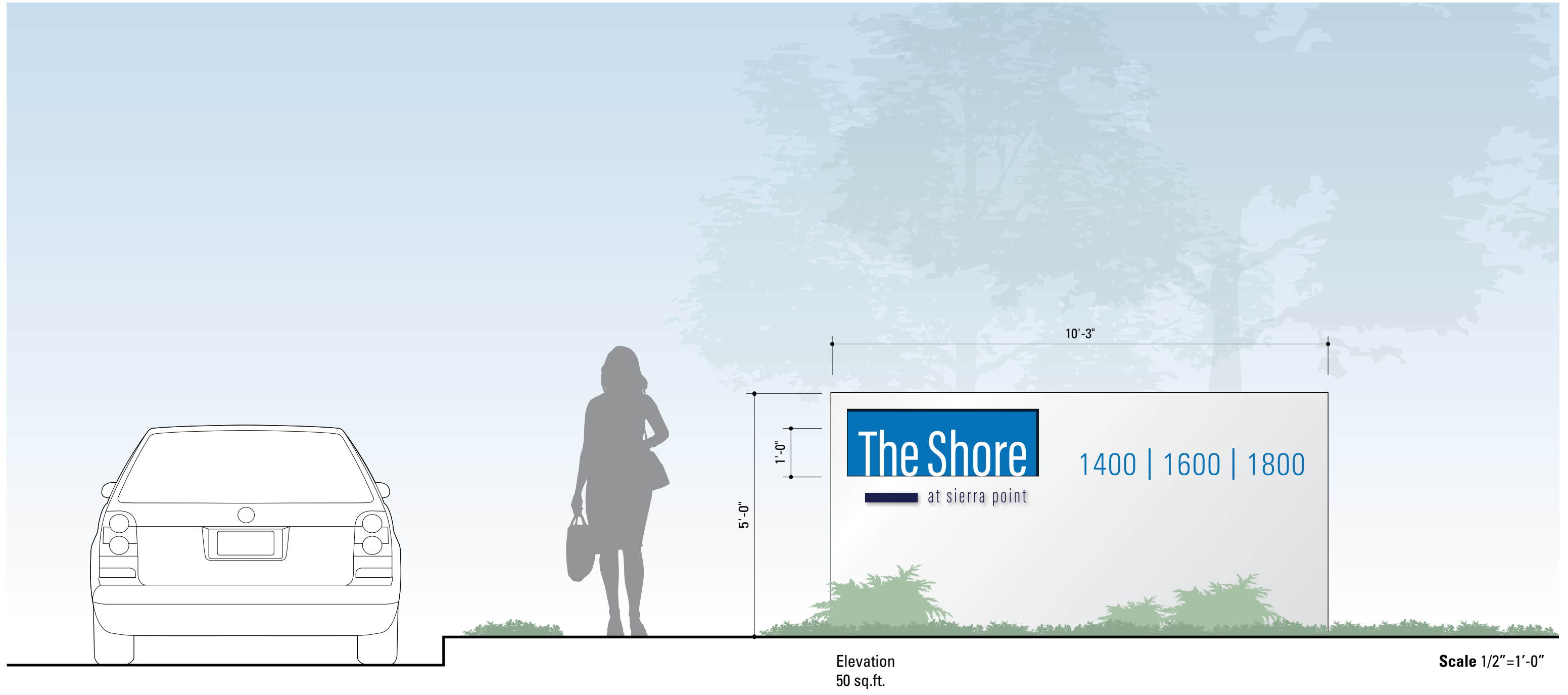
along bottom of recess to wash blue panel behind white letterforms. Both blue colors found on the entry monument are to be specified to match "The Shore" branding standard guidelines.

*For location see page 32.*



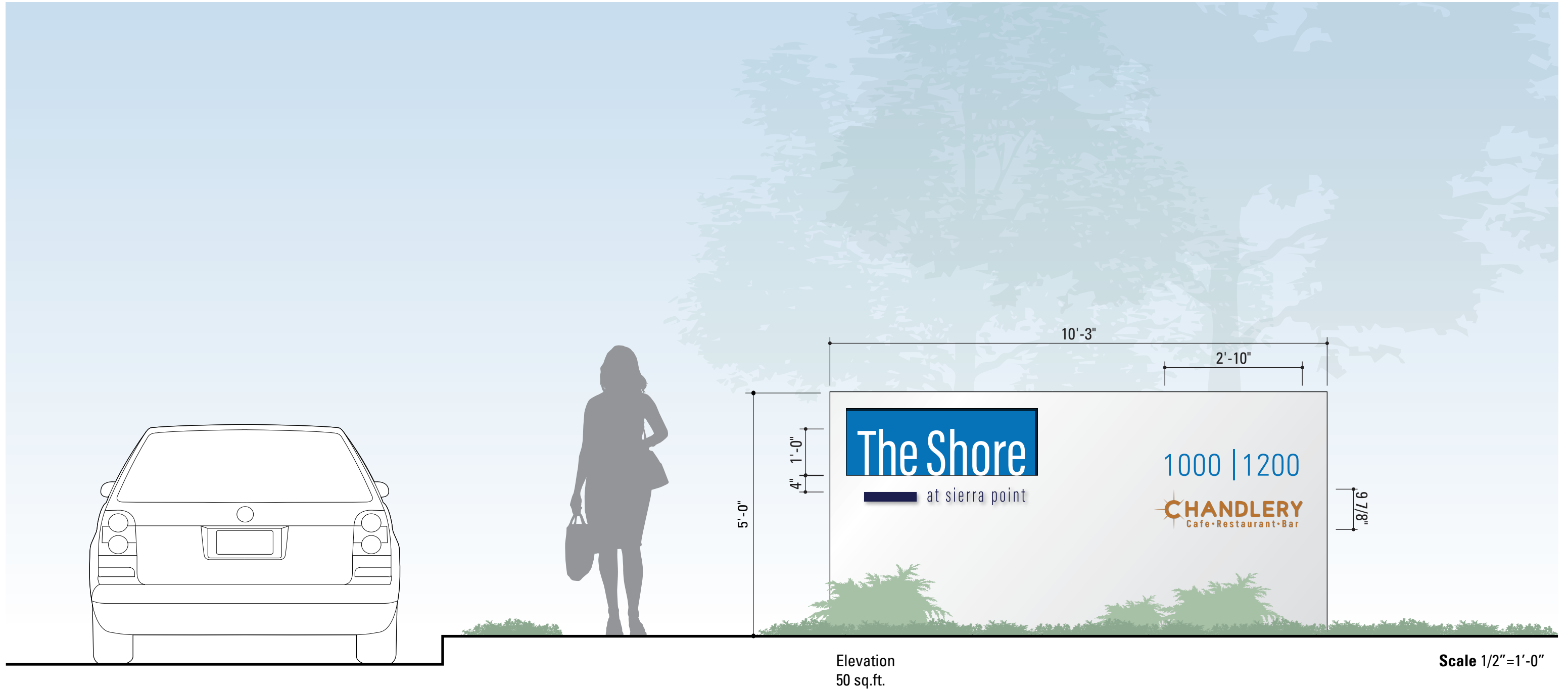


Plan View





Plan View



Updated to show change in  
cafe tenant, with graphic  
height increase from 8" to 9 7/8"  
- 7/22/21

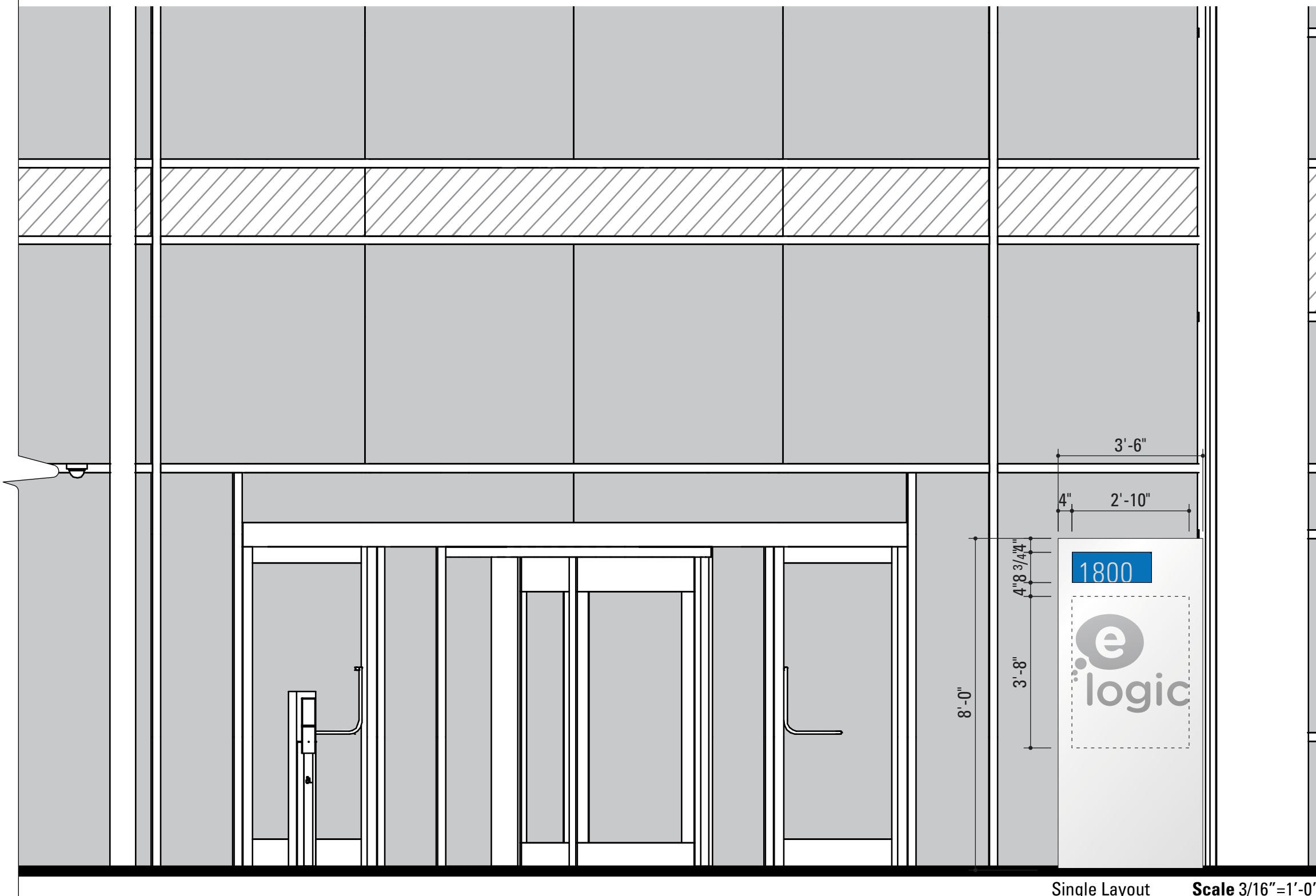
1200

**GROUND SIGNS: ENTRY MONUMENT M2C**



**GROUND SIGNS: ENTRY MONUMENT M2B - RENDERING**





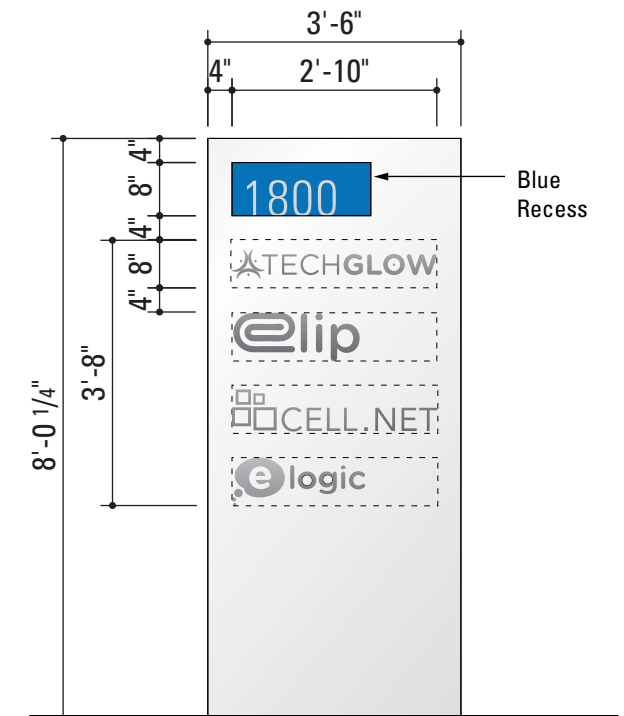
Single Layout Scale 3/16"=1'-0"

### Tenant Building ID

The tenant ID signs will be placed at each building entrance plaza. Each tenant occupying one full floor or more has an opportunity on this sign. Tenants occupying the entire building may opt to use their logo instead.

The aluminum sign cabinet will be painted to match building's mullion system. Logos to be applied vinyl graphics, color to match Gerber Dark Grey 220-41. Blue recess with a light track along bottom to wash blue panel behind address. Blue color to be specified to match "The Shore" branding standard guidelines.

For location see page 32.

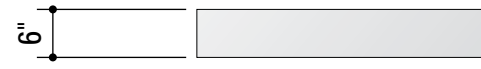


Multi-tenant Layout Elevation 28 sq.ft.

## GROUND SIGNS: TENANT MONUMENT



**GROUND SIGNS: TENANT MONUMENT - RENDERING**



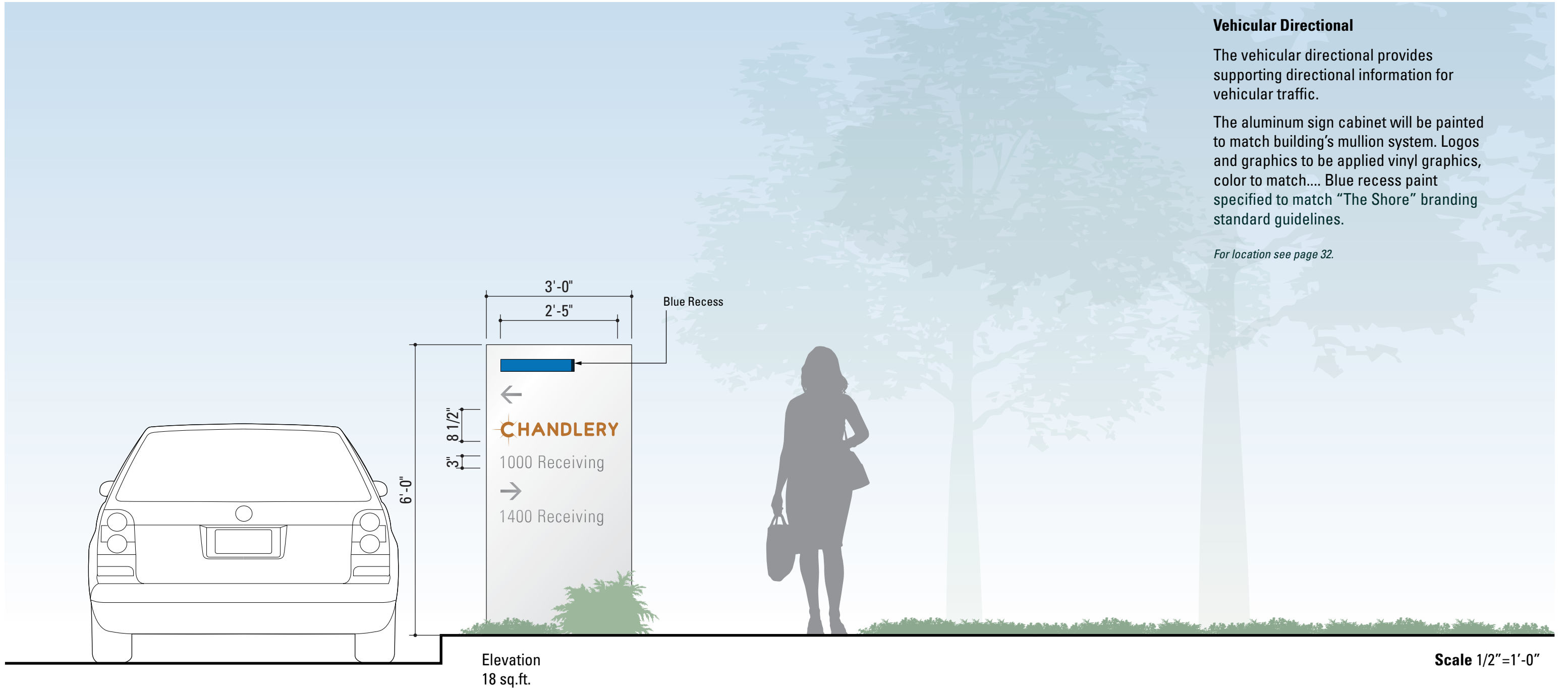
Plan View

**Vehicular Directional**

The vehicular directional provides supporting directional information for vehicular traffic.

The aluminum sign cabinet will be painted to match building's mullion system. Logos and graphics to be applied vinyl graphics, color to match.... Blue recess paint specified to match "The Shore" branding standard guidelines.

*For location see page 32.*



**Updated to show change in cafe tenant**  
- 7/22/21



Plan View



**Cafe Directional**

Provides supporting directional information for cafe wayfinding.

The aluminum sign cabinet will be painted to match building's mullion system. Logos and graphics to be applied vinyl graphics.

*For location see page 32.*

**Updated to show change in cafe tenant (conforms to previous approval) -7/22**



Plan View



**Pedestrian Directional**

Provides supporting directional information for pedestrian traffic.

The aluminum sign cabinet will be painted to match building's mullion system. Graphics to be applied vinyl graphics, color to match Gerber Dark Grey 220-41. Blue recess paint specified to match "The Shore" branding standard guidelines.

*For location see page 32.*

Elevation  
8 sq.ft.

Scale 1/2"=1'-0"

**CODE SIGNAGE**

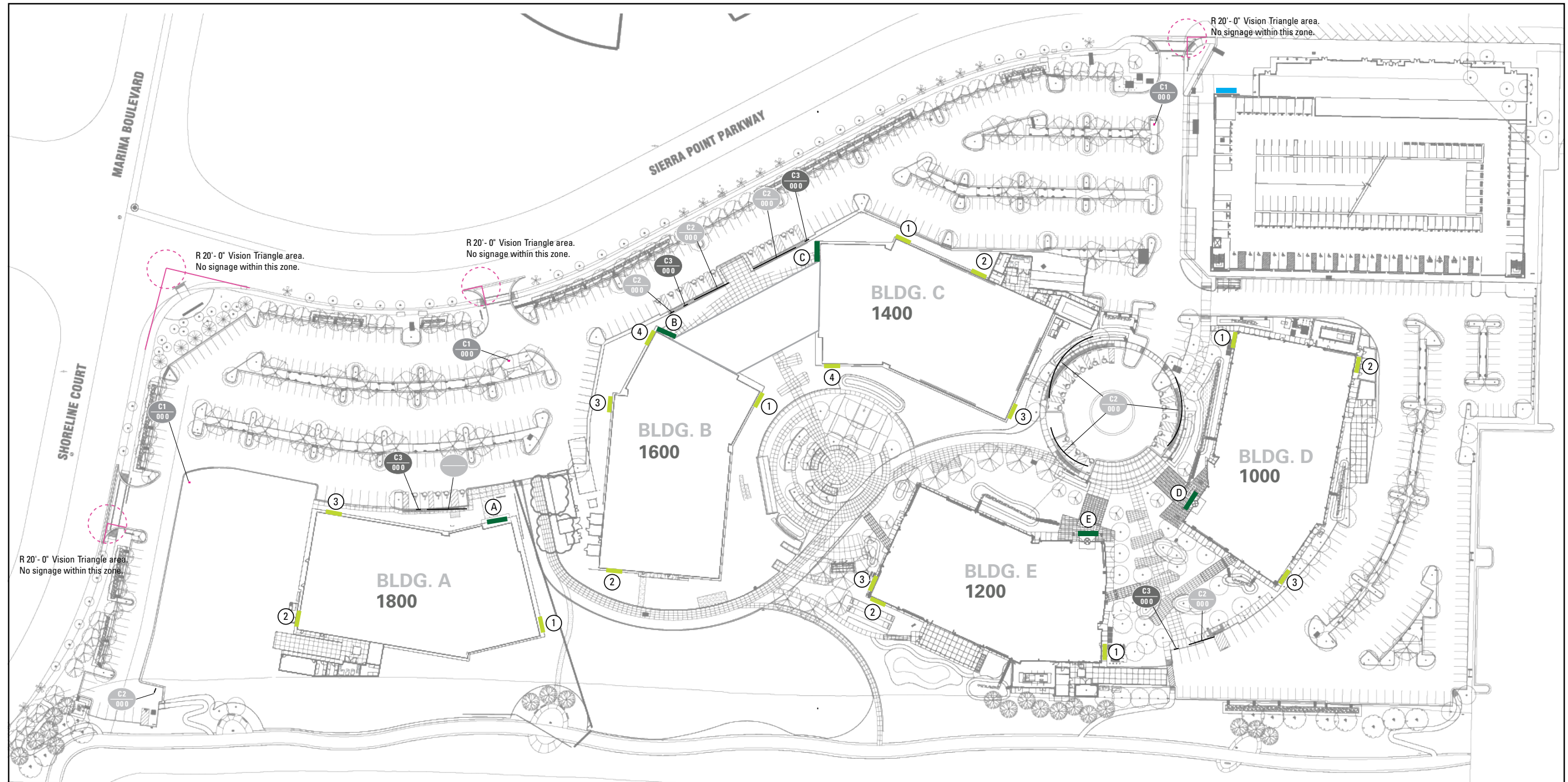
---

### Address Signage

- Primary Building Address  
Page: 50-54
- Secondary Building Address  
Page: 55-70
- Garage Address  
Page: 71

### Code Signage

- C1  
000 Tow Warning Sign  
Page: 72
- C2  
000 Accessible Parking Stall Sign  
Page: 72
- C3  
000 Van Accessible Parking Stall Sign  
Page: 72

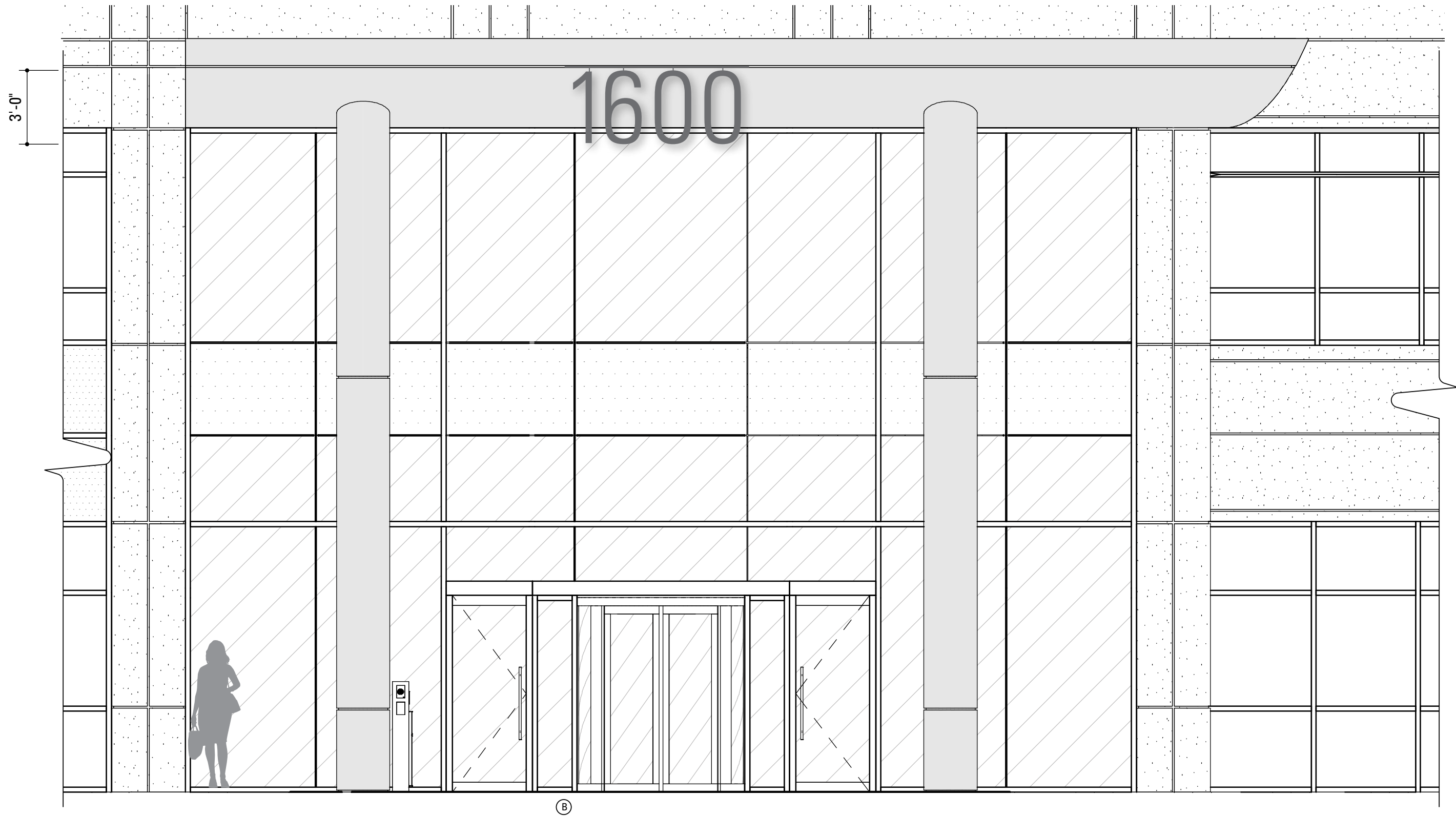


**Building Address**

This is the primary building address. Each building will have fabricated aluminum numerals. Letterforms are internally face-lit with LED components. Returns and backs to match architectural finish. This sign mounted above the doors at major building entrance.

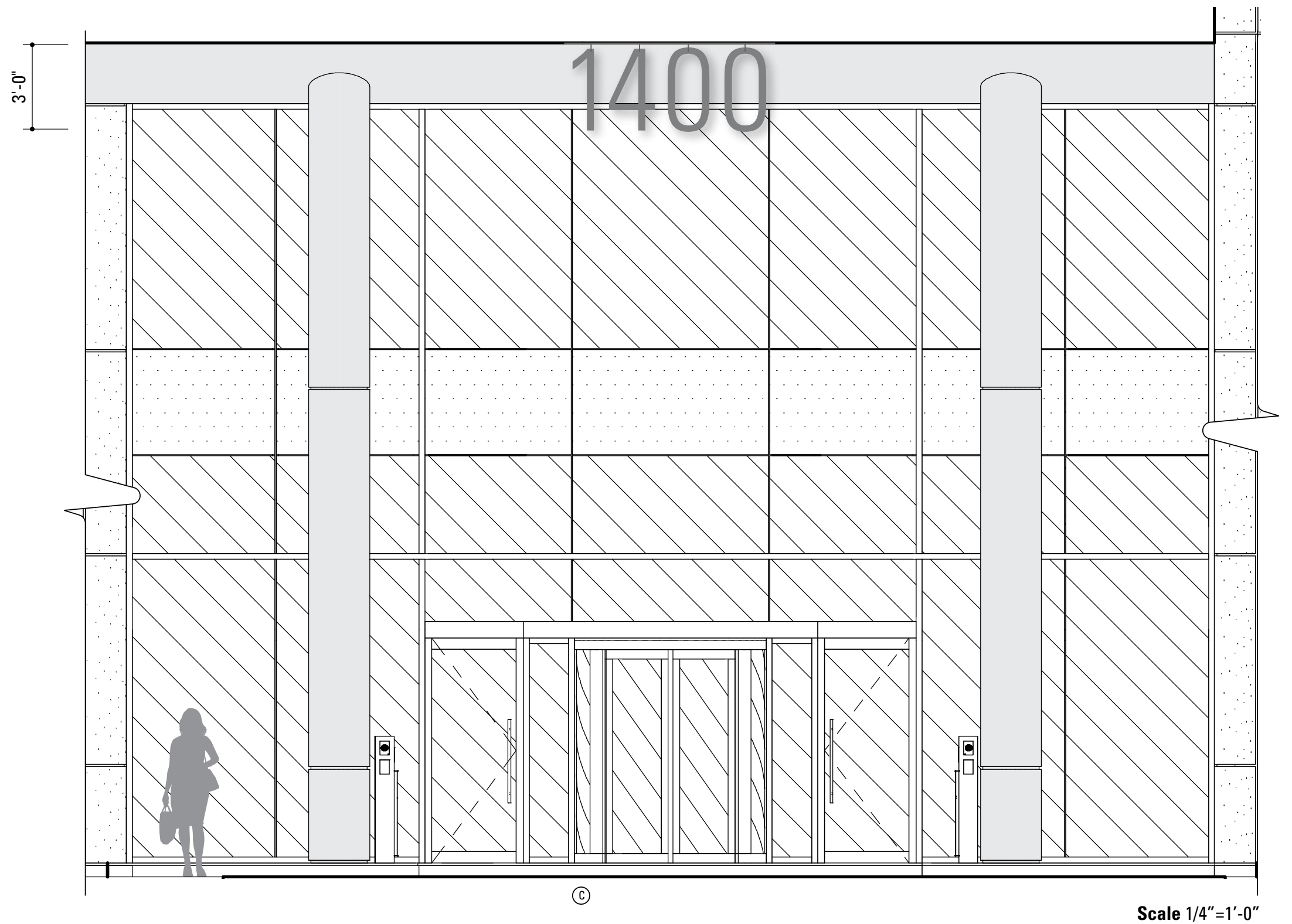




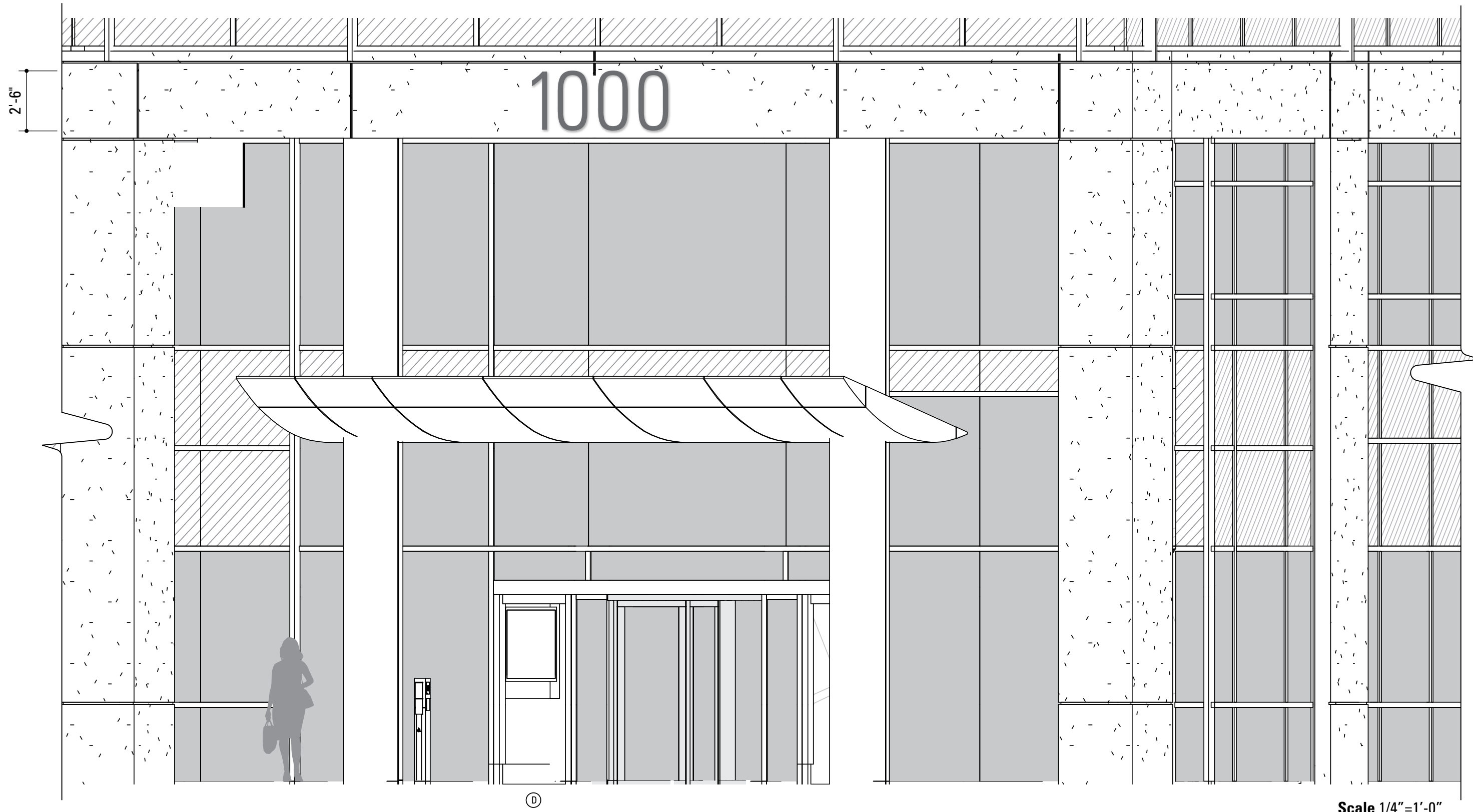


Scale 1/4"=1'-0"

**CODE SIGNS: PRIMARY BUILDING ADDRESS**

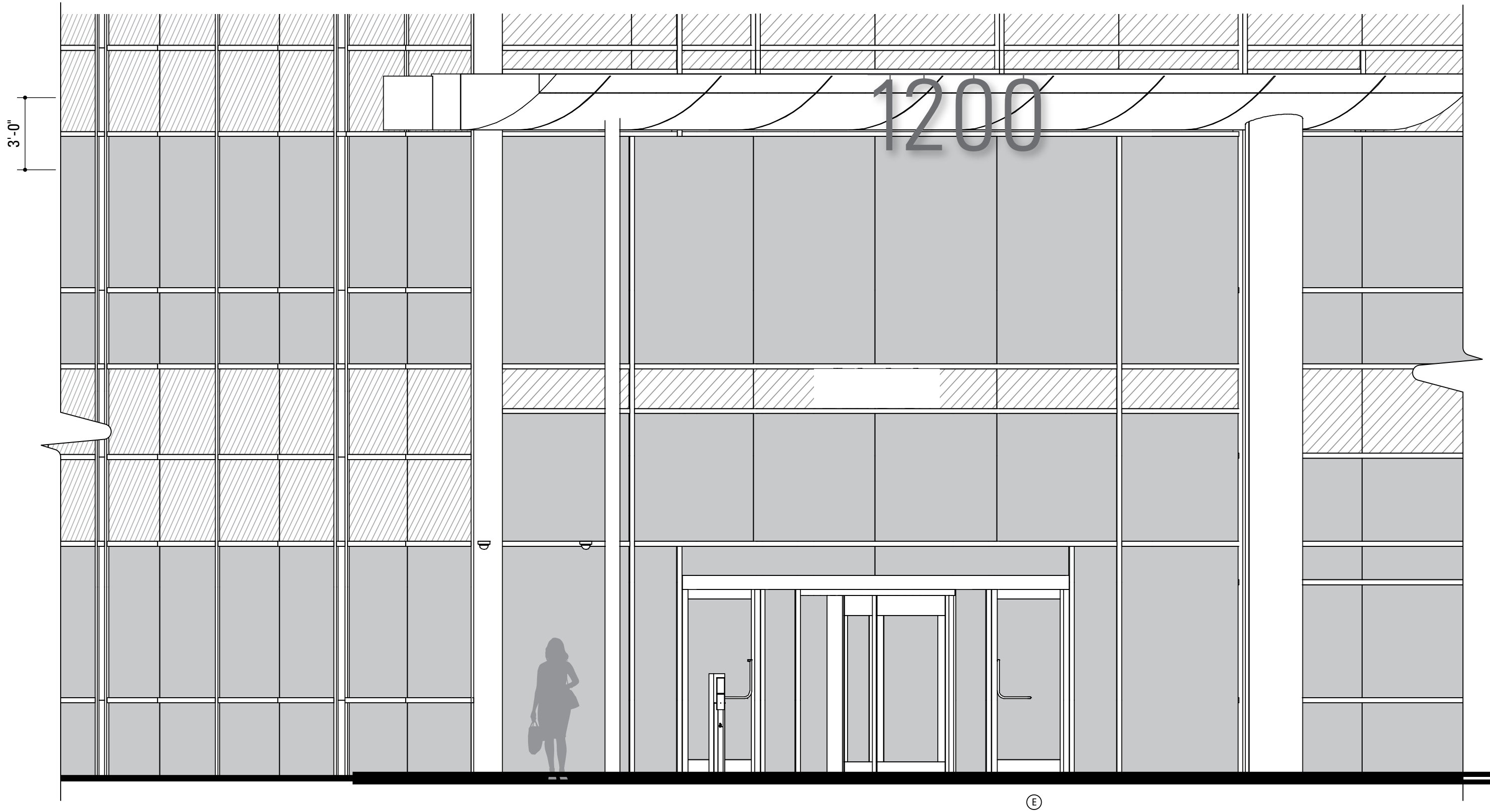


**CODE SIGNS: PRIMARY BUILDING ADDRESS**



Scale 1/4"=1'-0"

**CODE SIGNS: PRIMARY BUILDING ADDRESS**

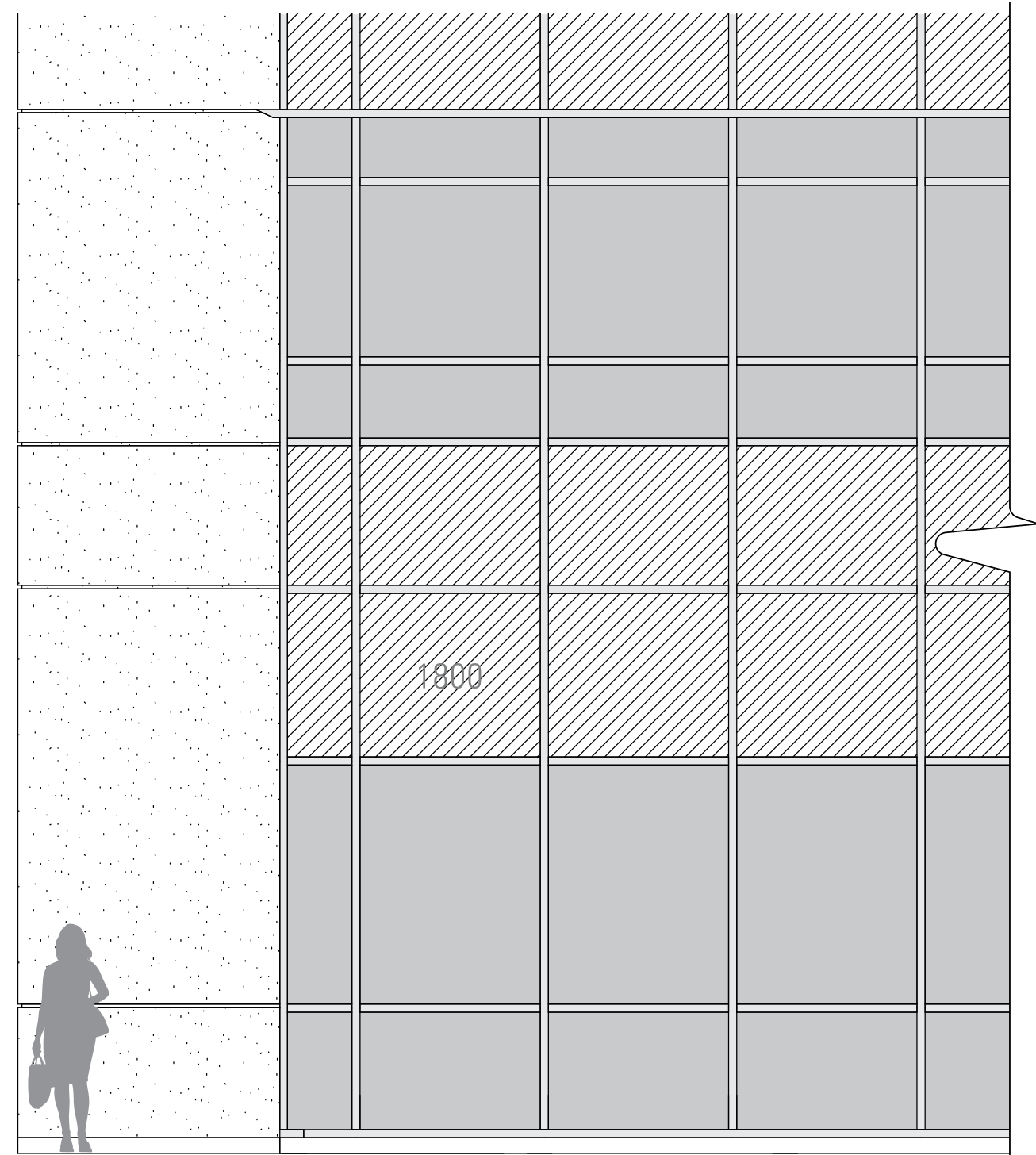
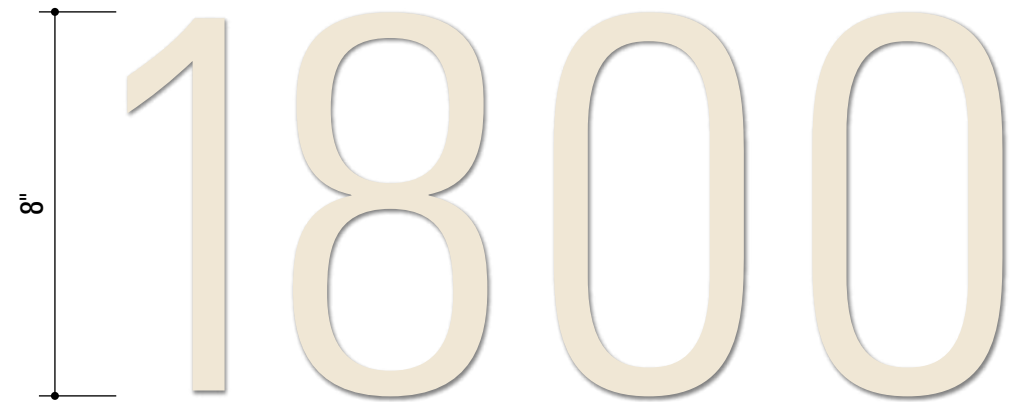


Scale 1/4"=1'-0"

**CODE SIGNS: PRIMARY BUILDING ADDRESS**

**Building Address, Secondary**

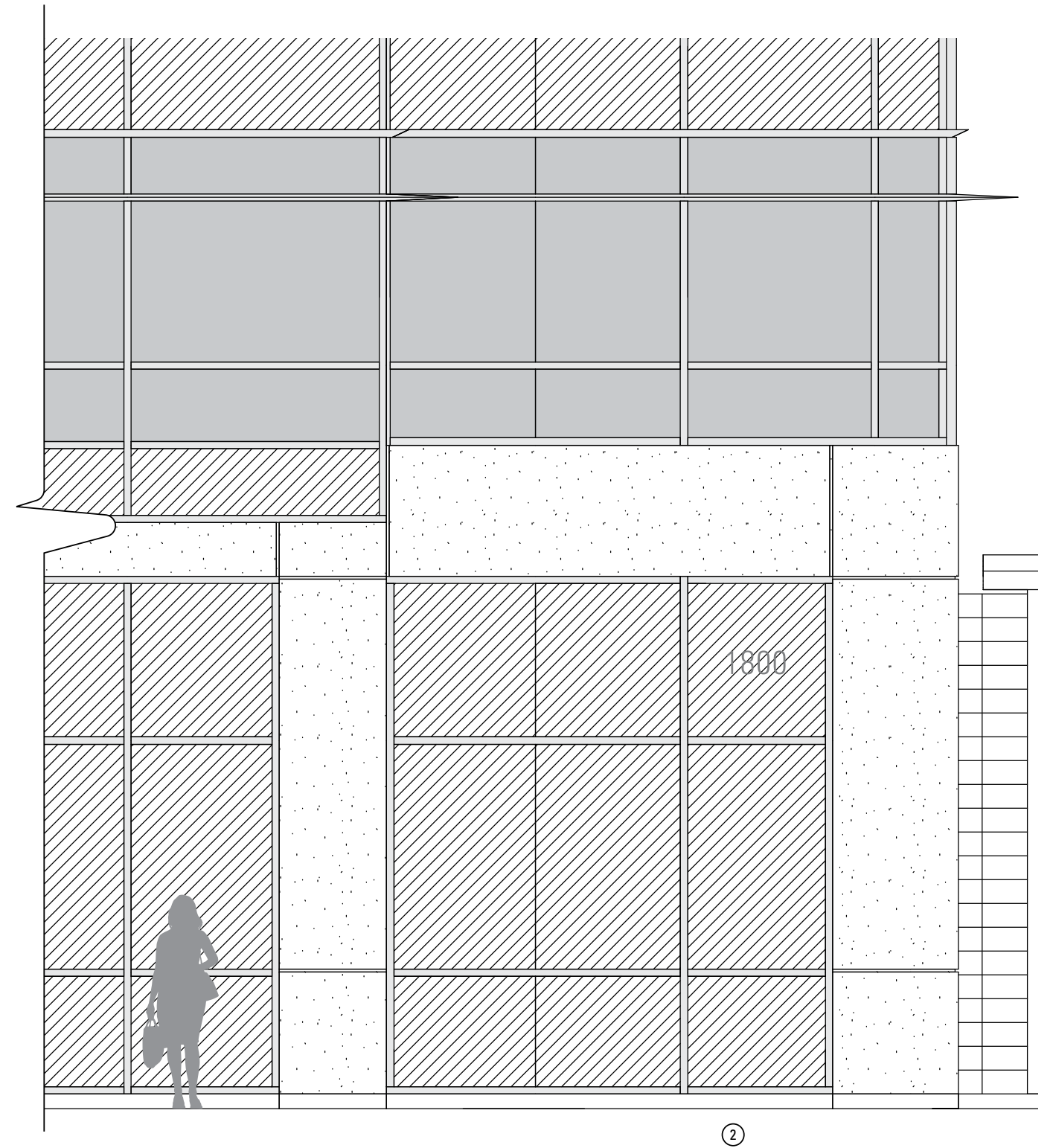
This sign is placed at secondary building locations for visibility in general wayfinding and emergencies. The numerals are aluminum painted to match architectural finishes.



①

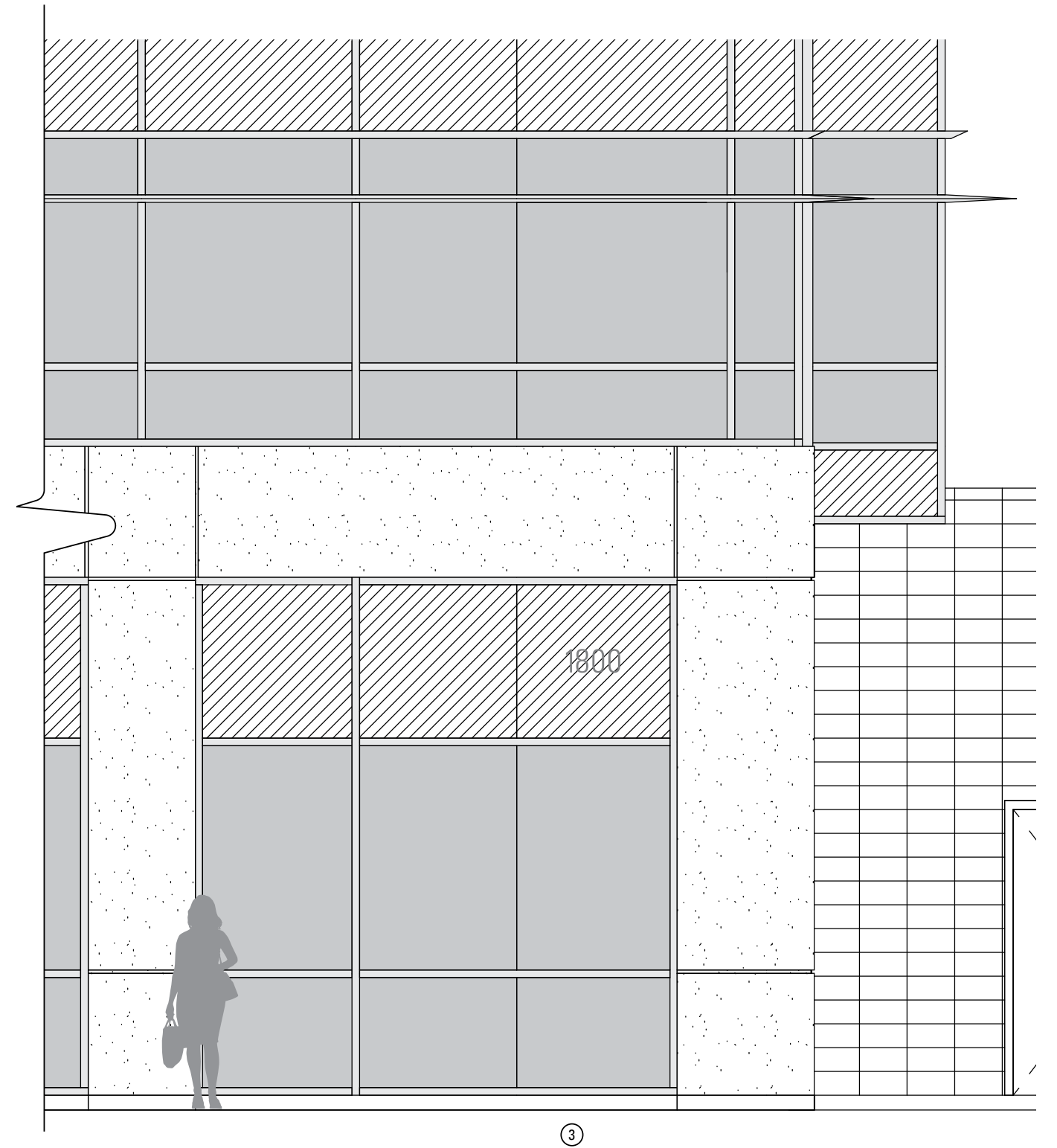
Scale 1/4"=1'-0"

8" 1800



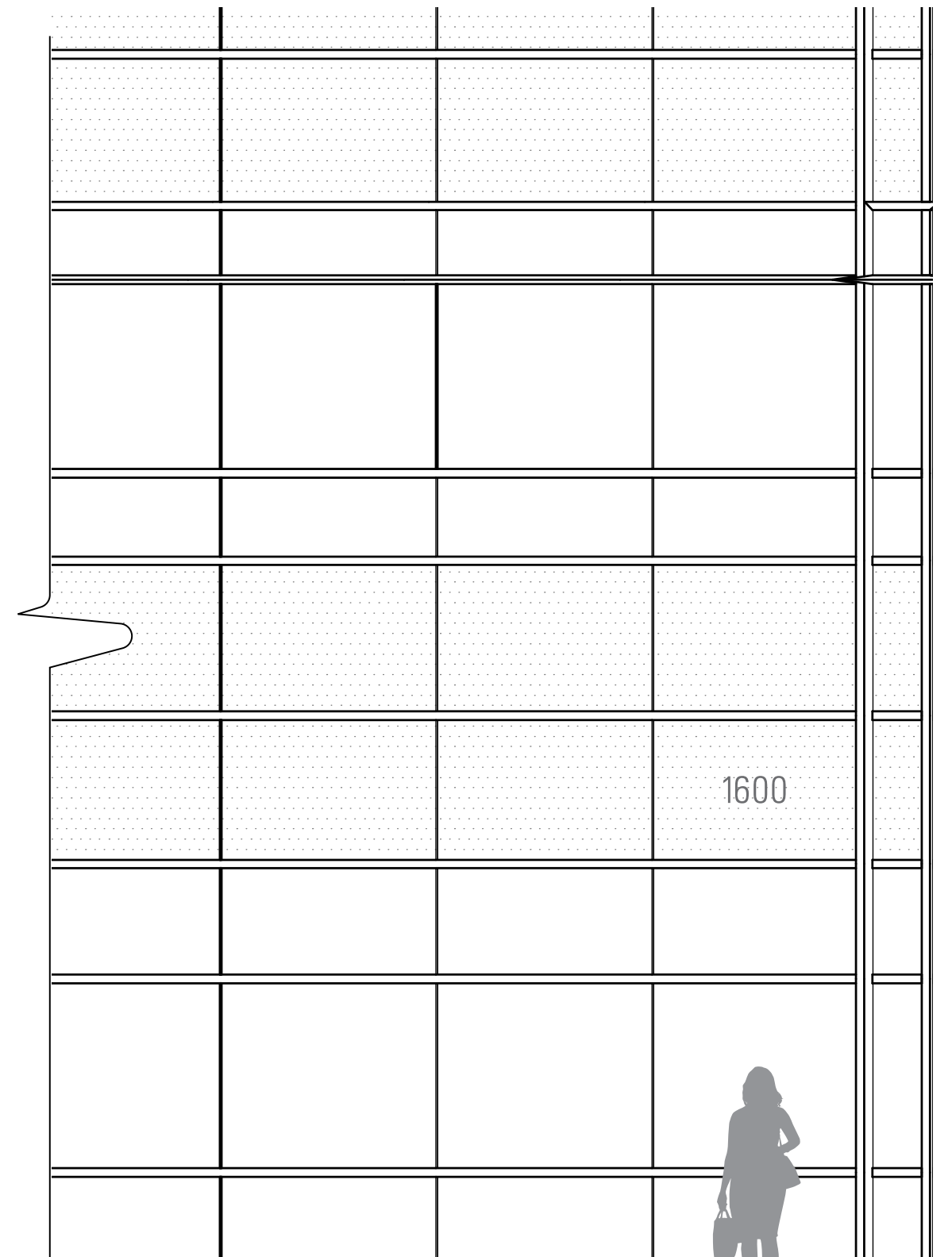
Scale 1/4"=1'-0"

8" 1800



Scale 1/4"=1'-0"

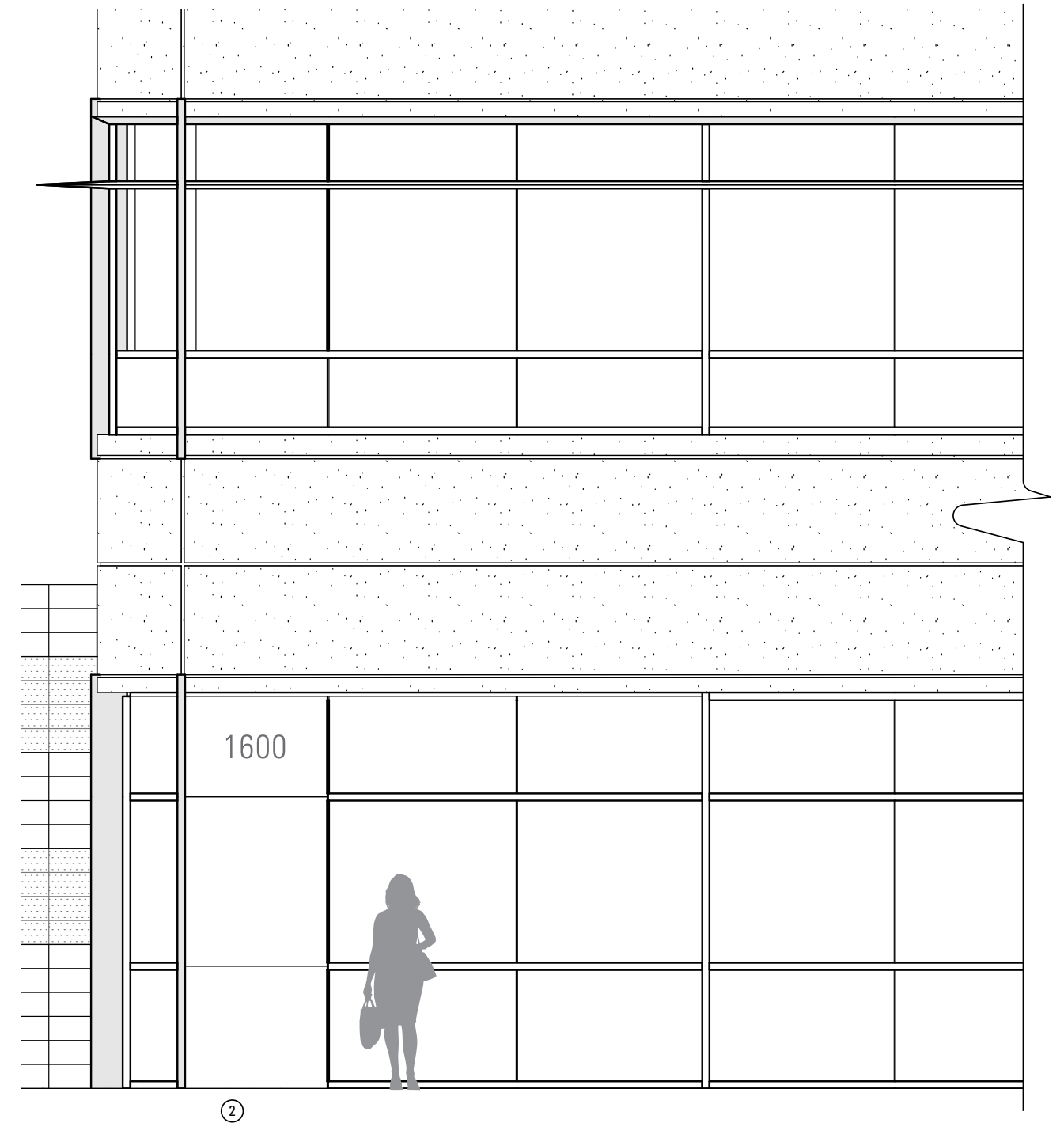
8" 16000



Scale 1/4"=1'-0"

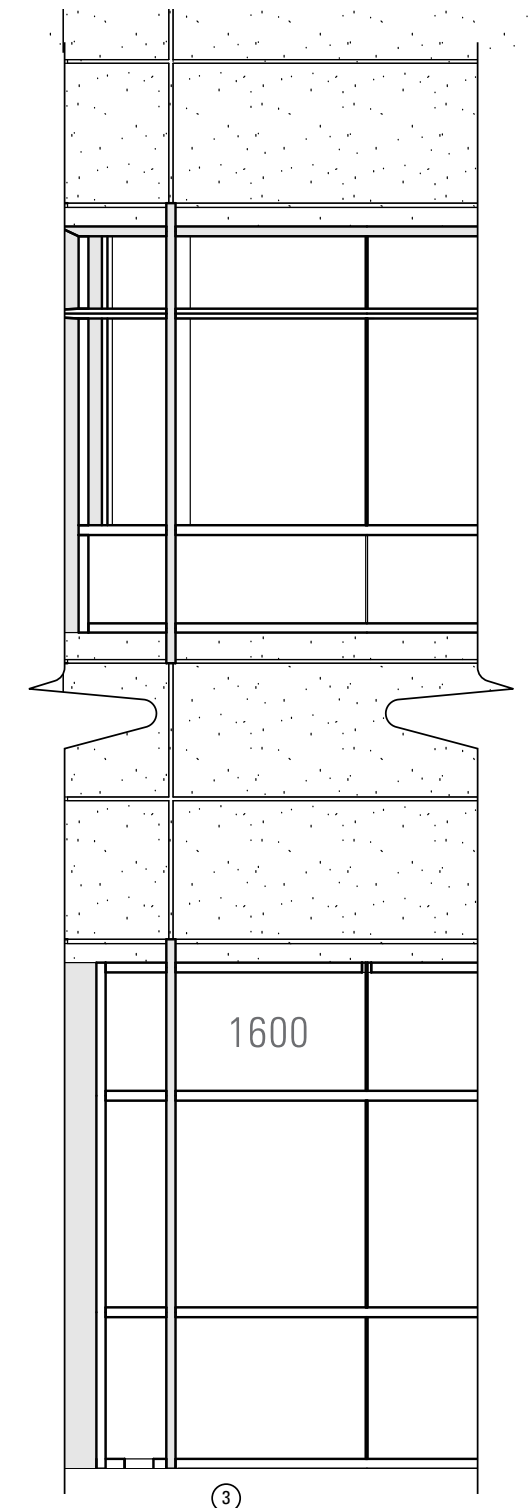
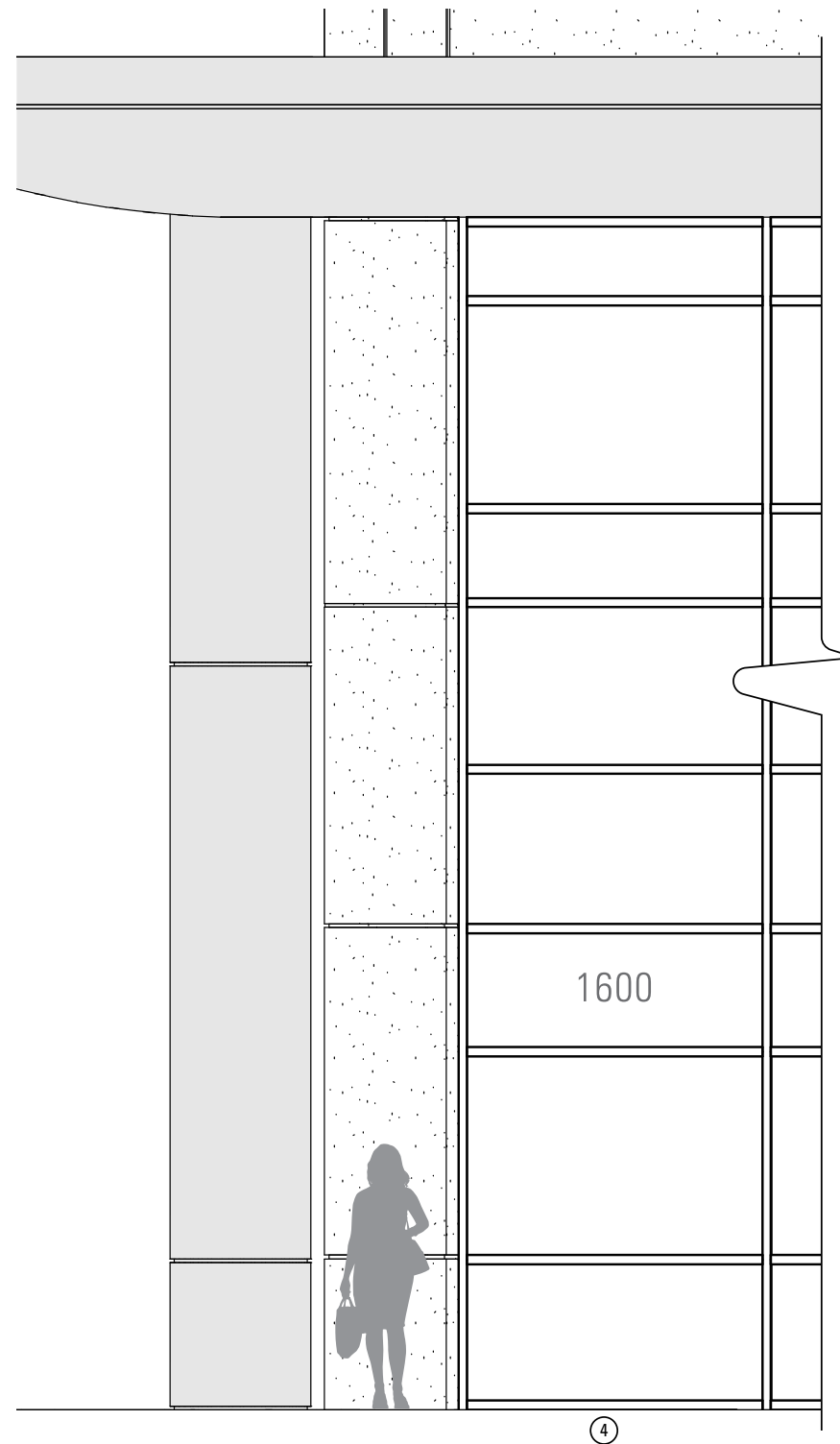


8" 1600



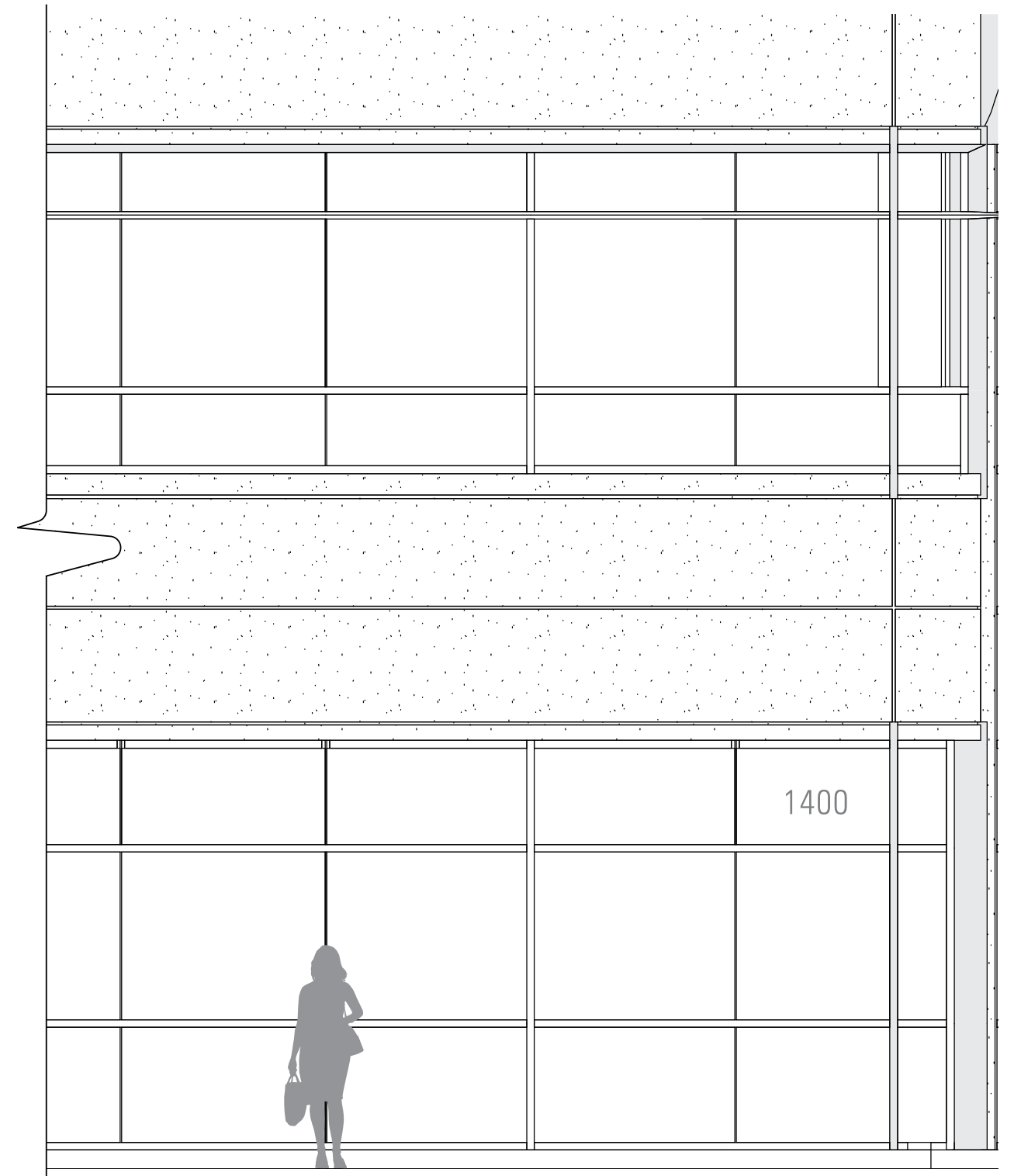
Scale 1/4"=1'-0"

8" 1600



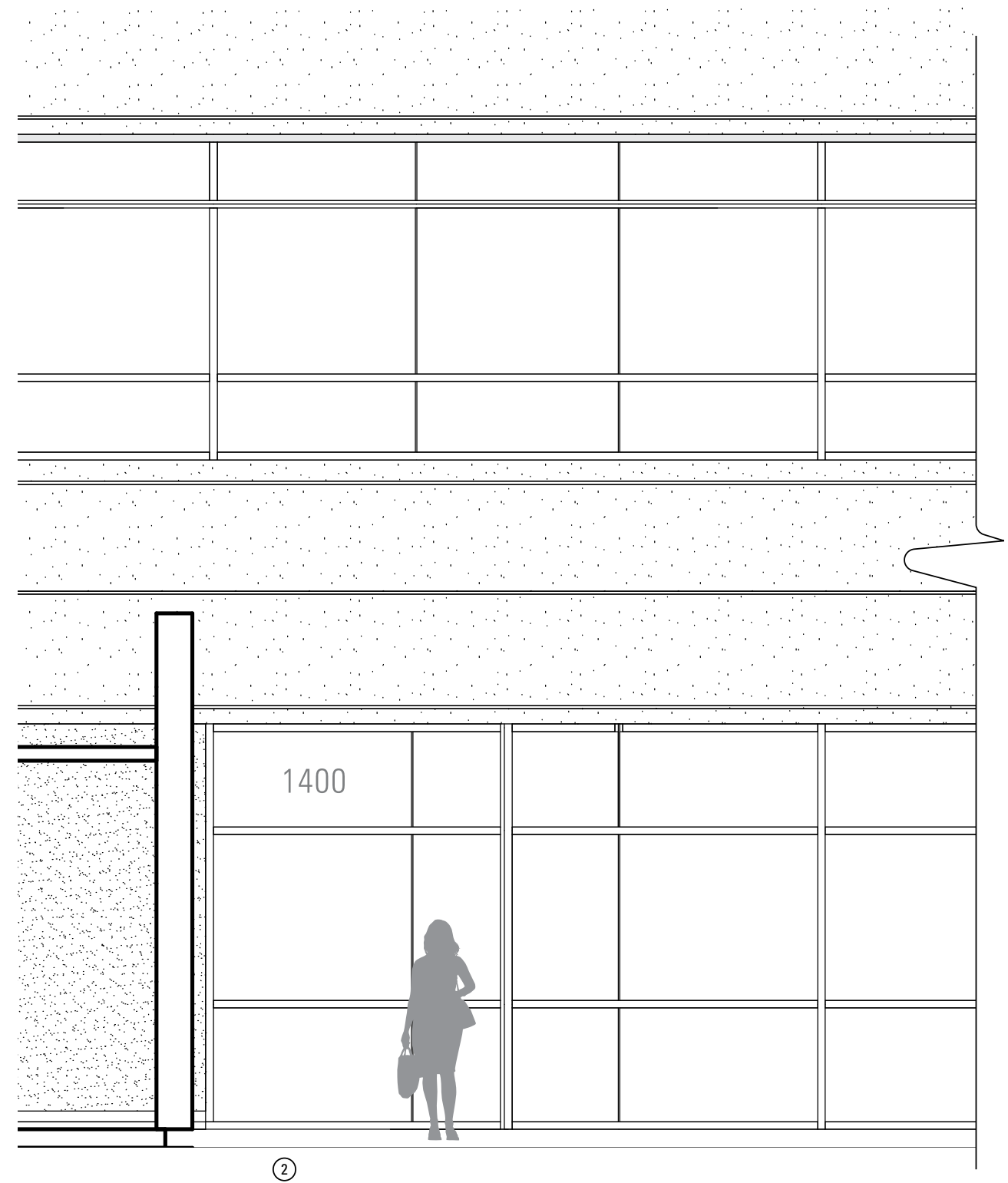
Scale 1/4"=1'-0"

8" 1400



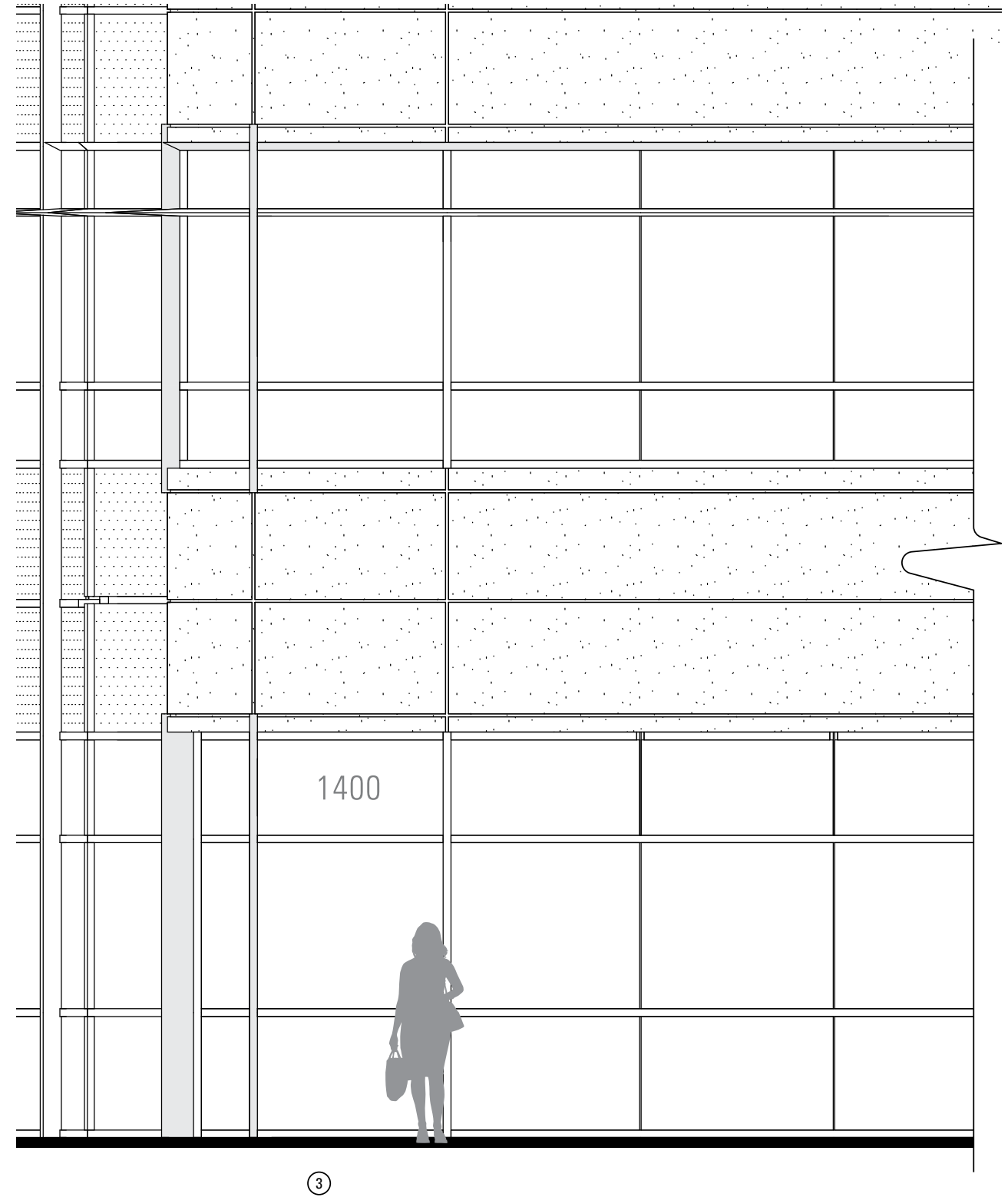
① Scale 1/4"=1'-0"

8" 14000



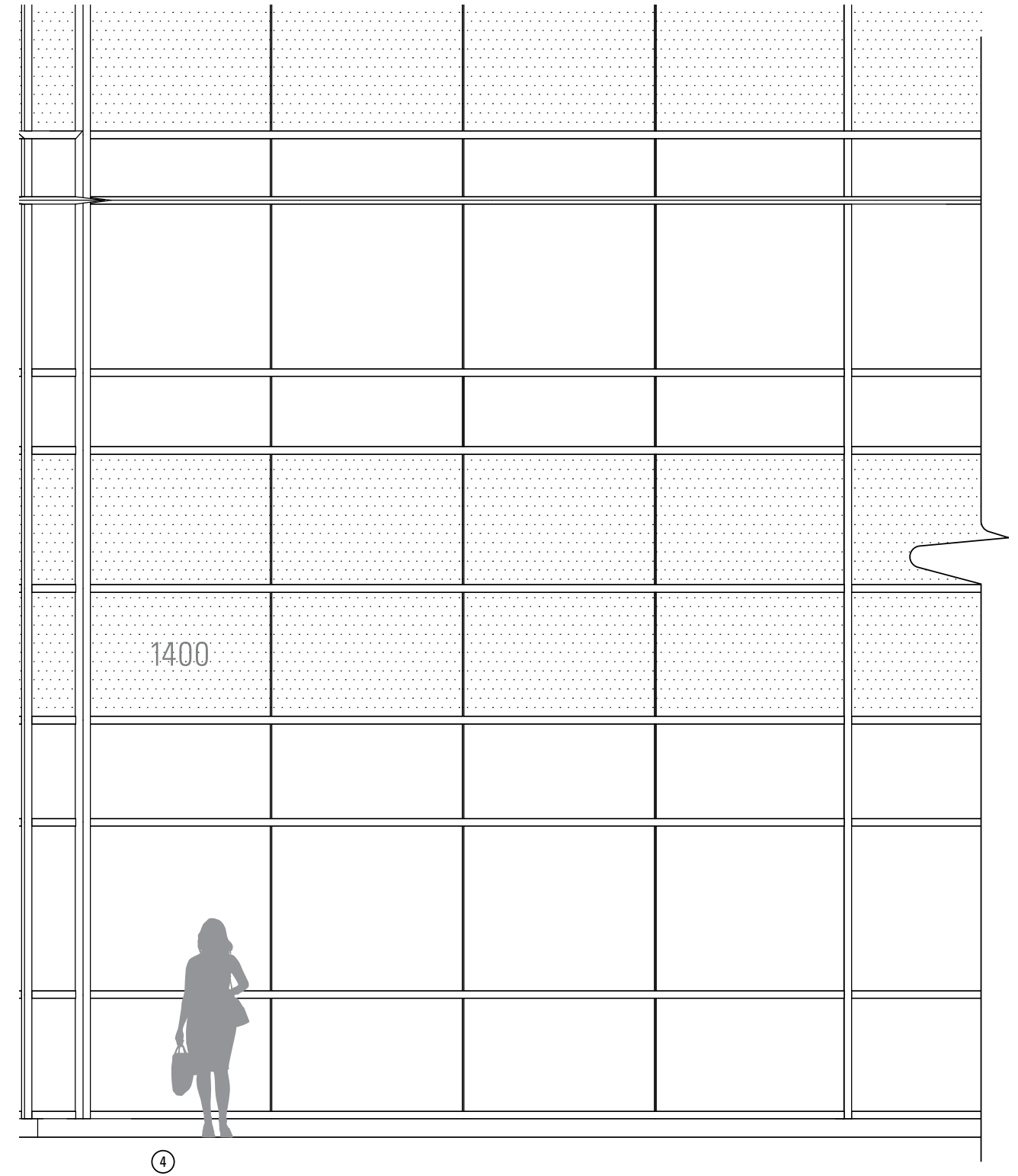
Scale 1/4"=1'-0"

8" 1400



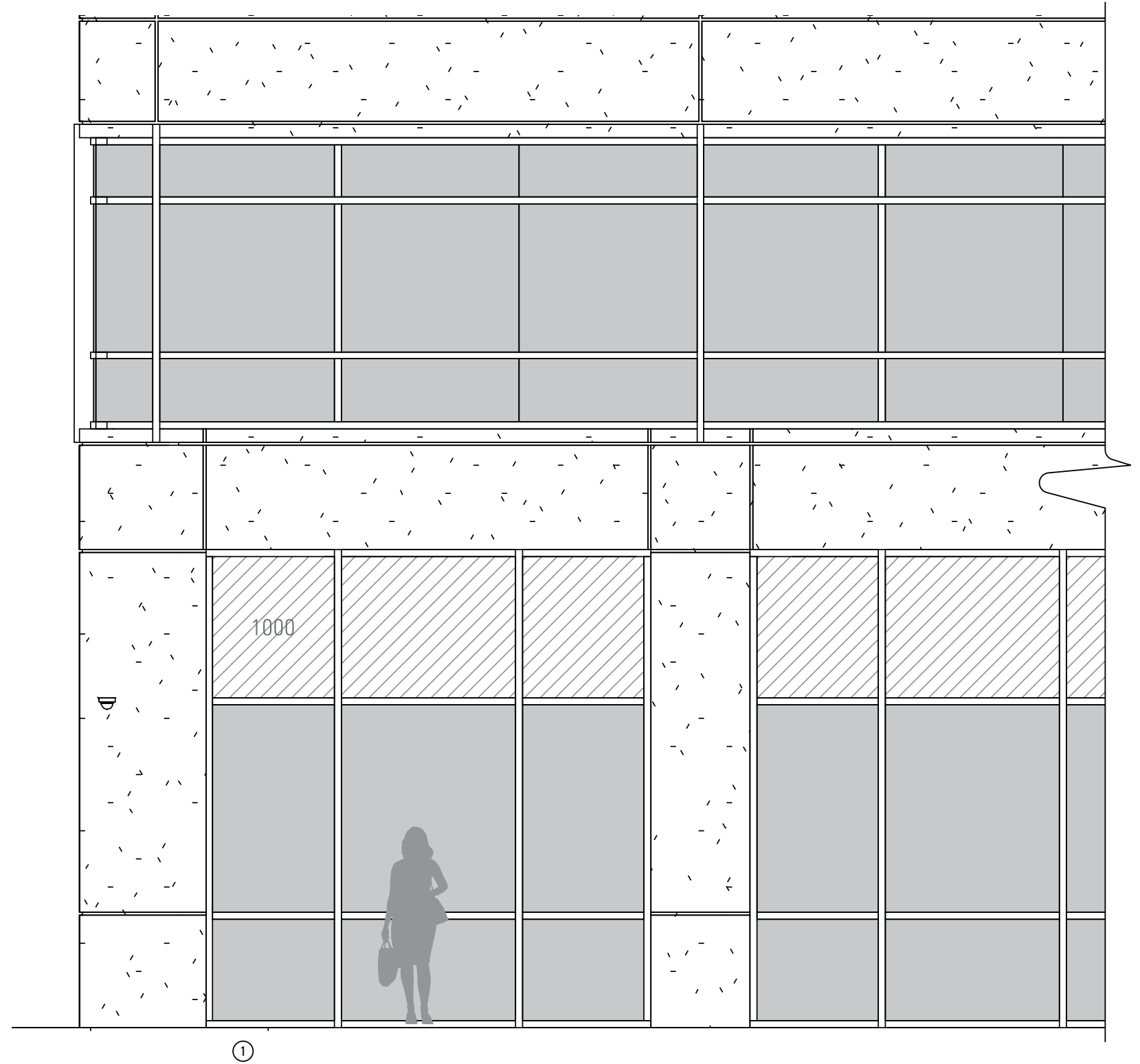
Scale 1/4"=1'-0"

8" 14000



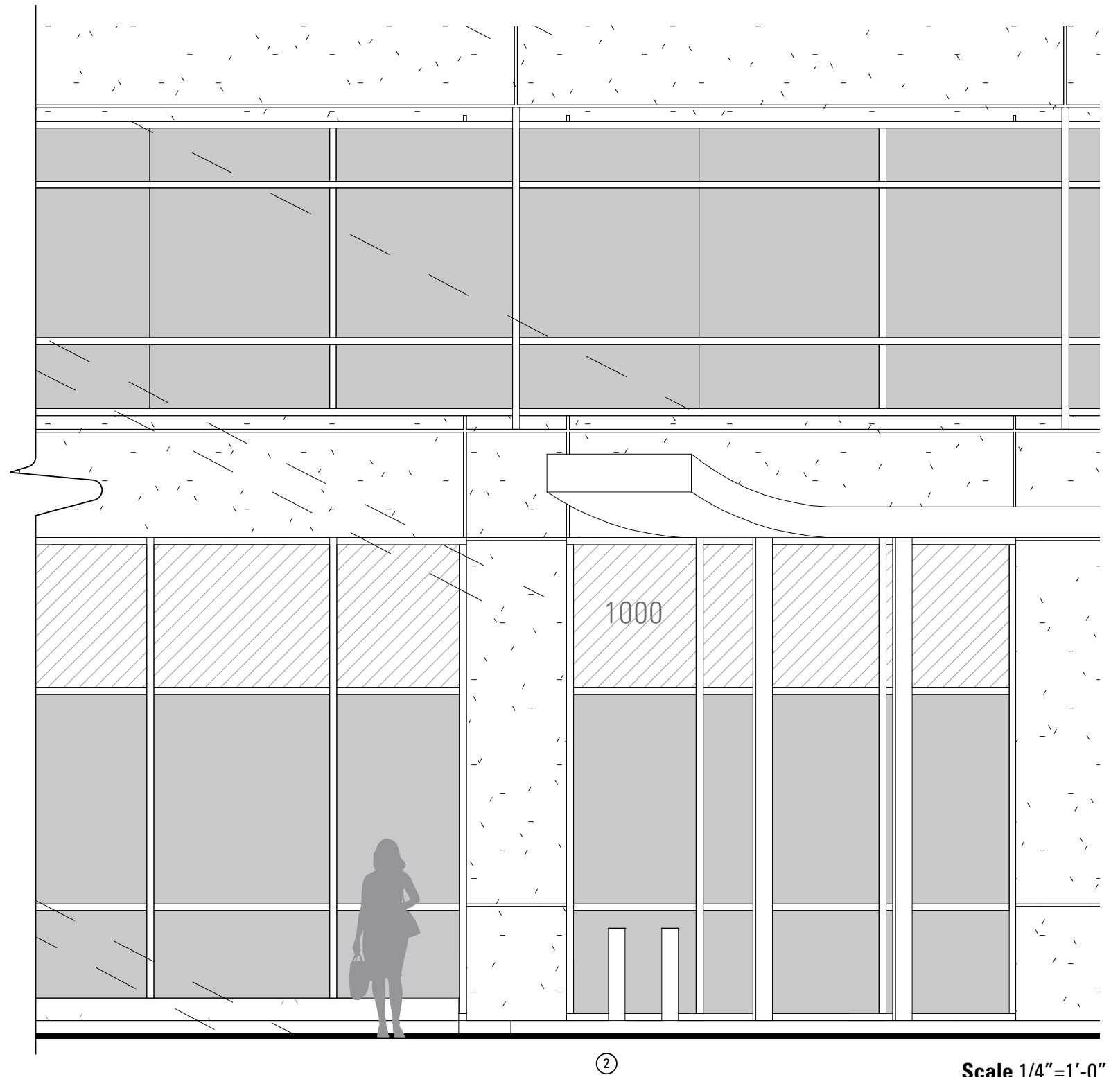
Scale 1/4"=1'-0"

8" 1000



Scale 1/4"=1'-0"

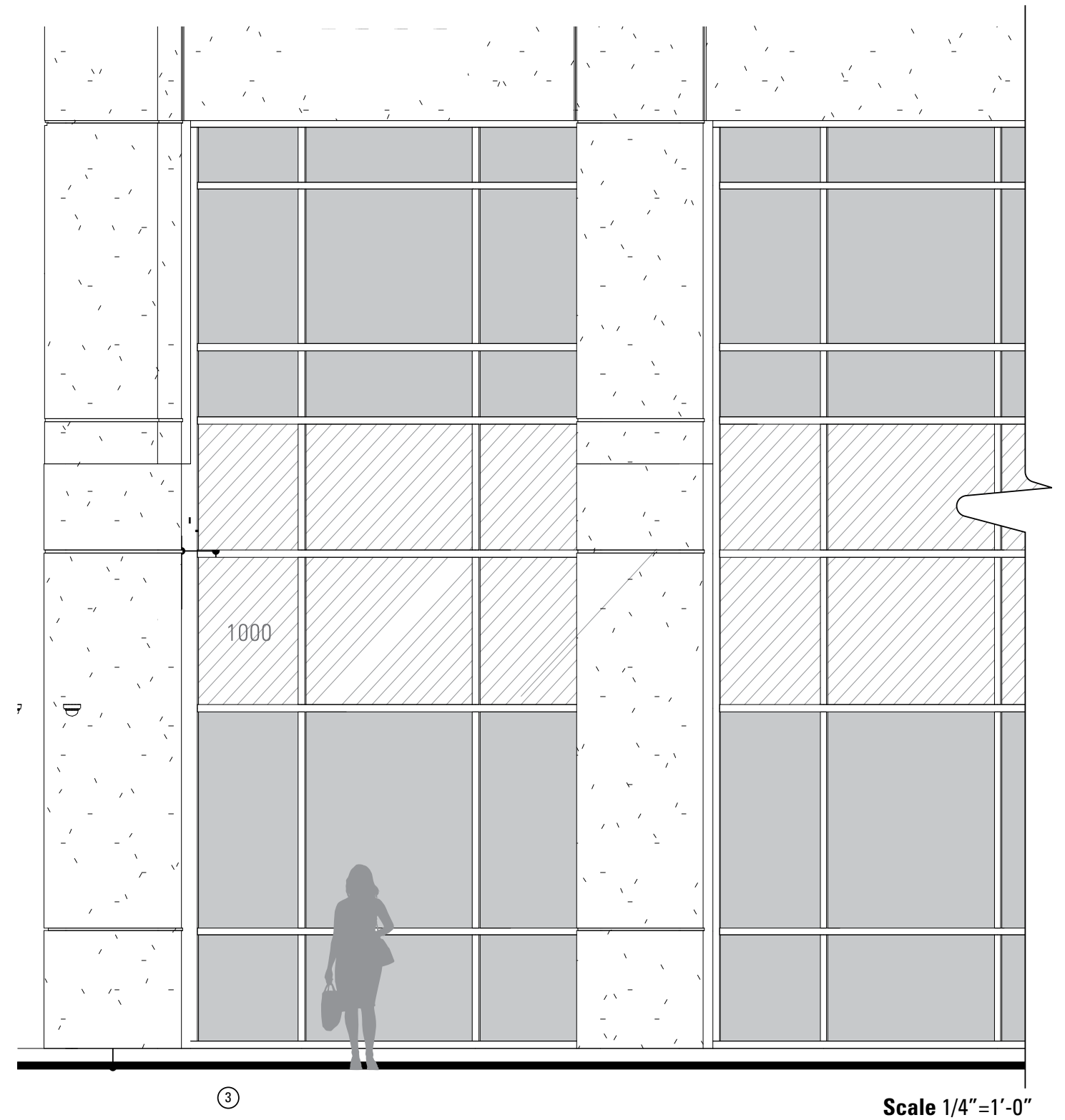
8" 1000



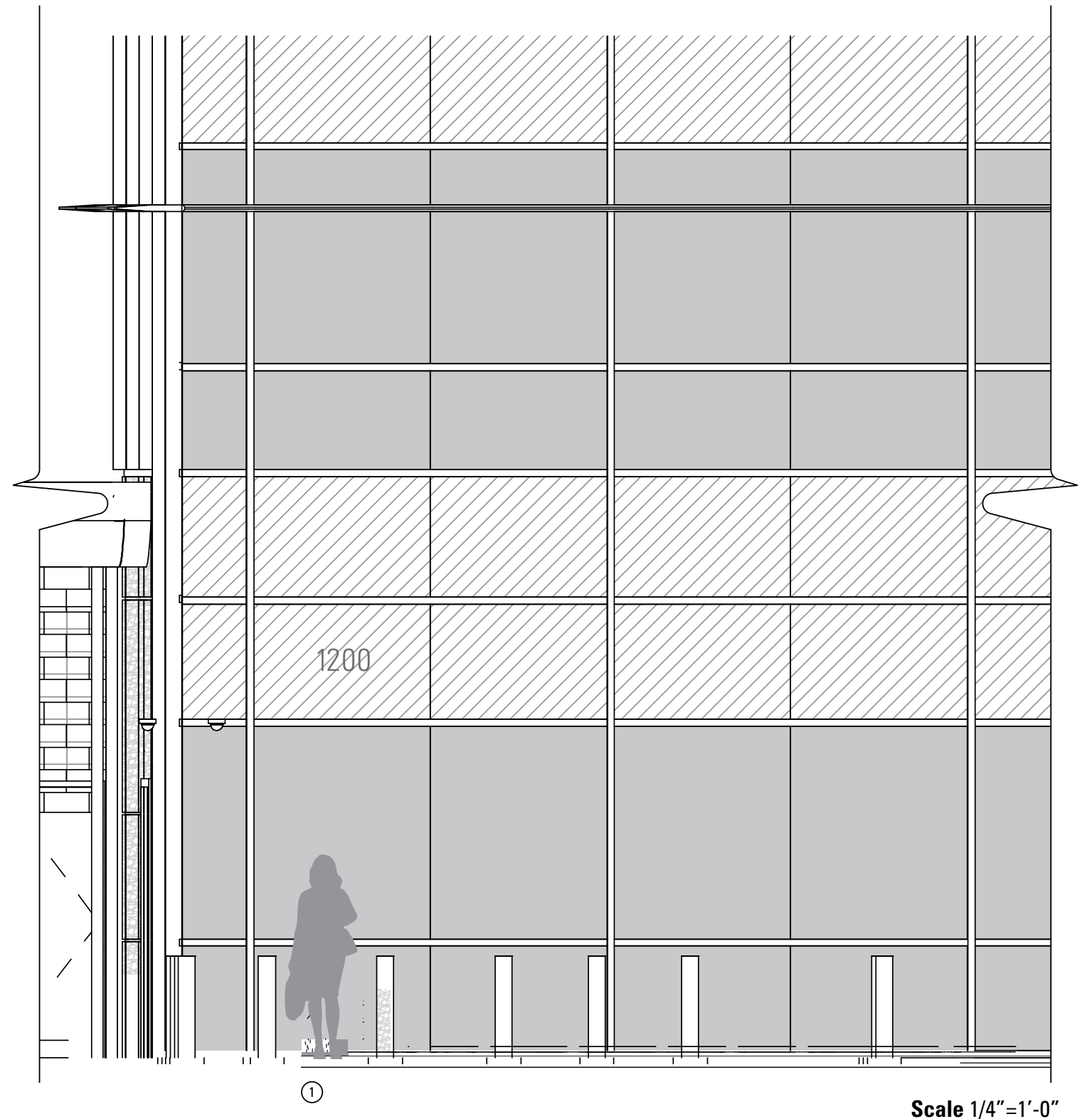
Scale 1/4"=1'-0"



8" 1000

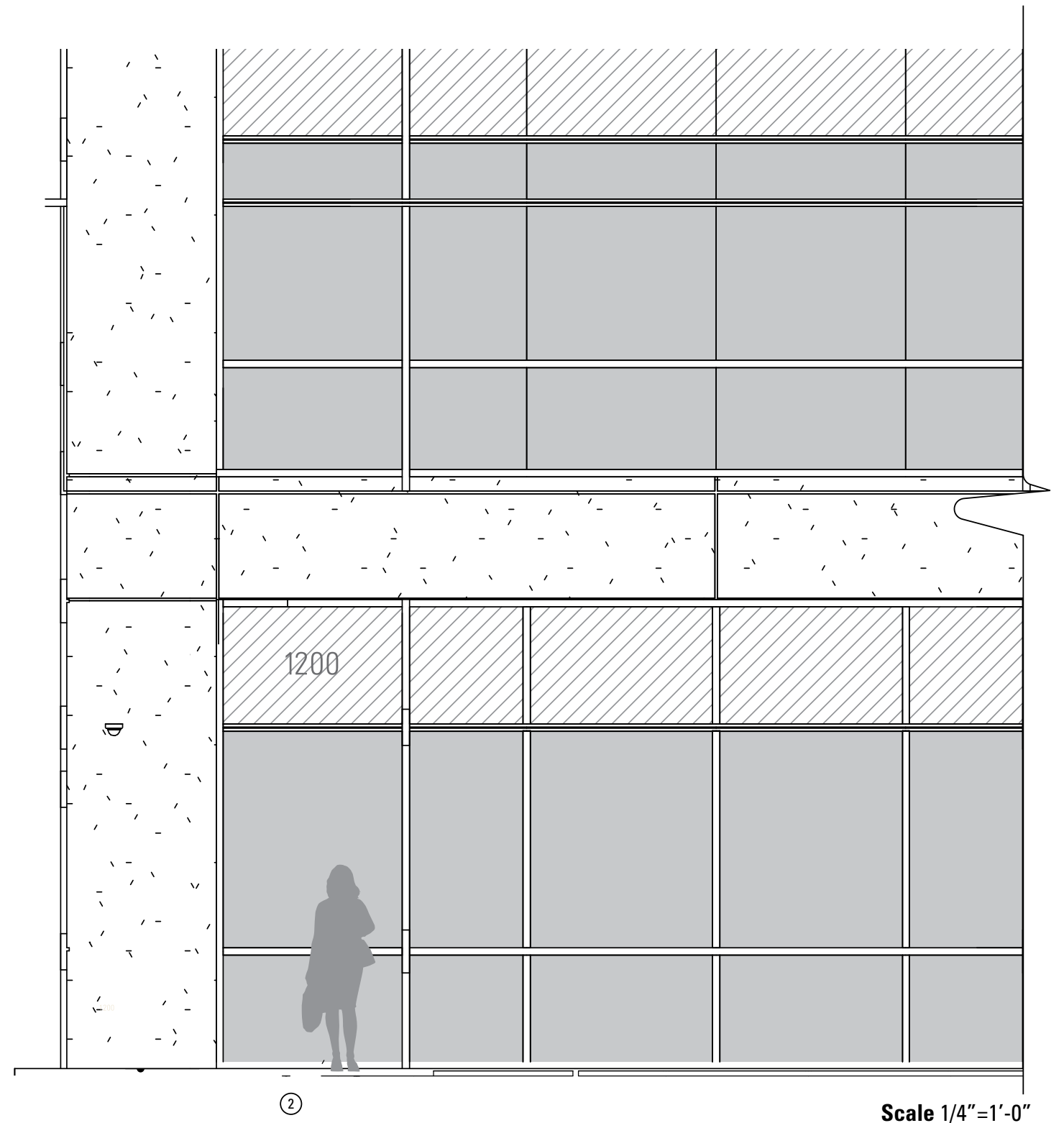


8" 1200



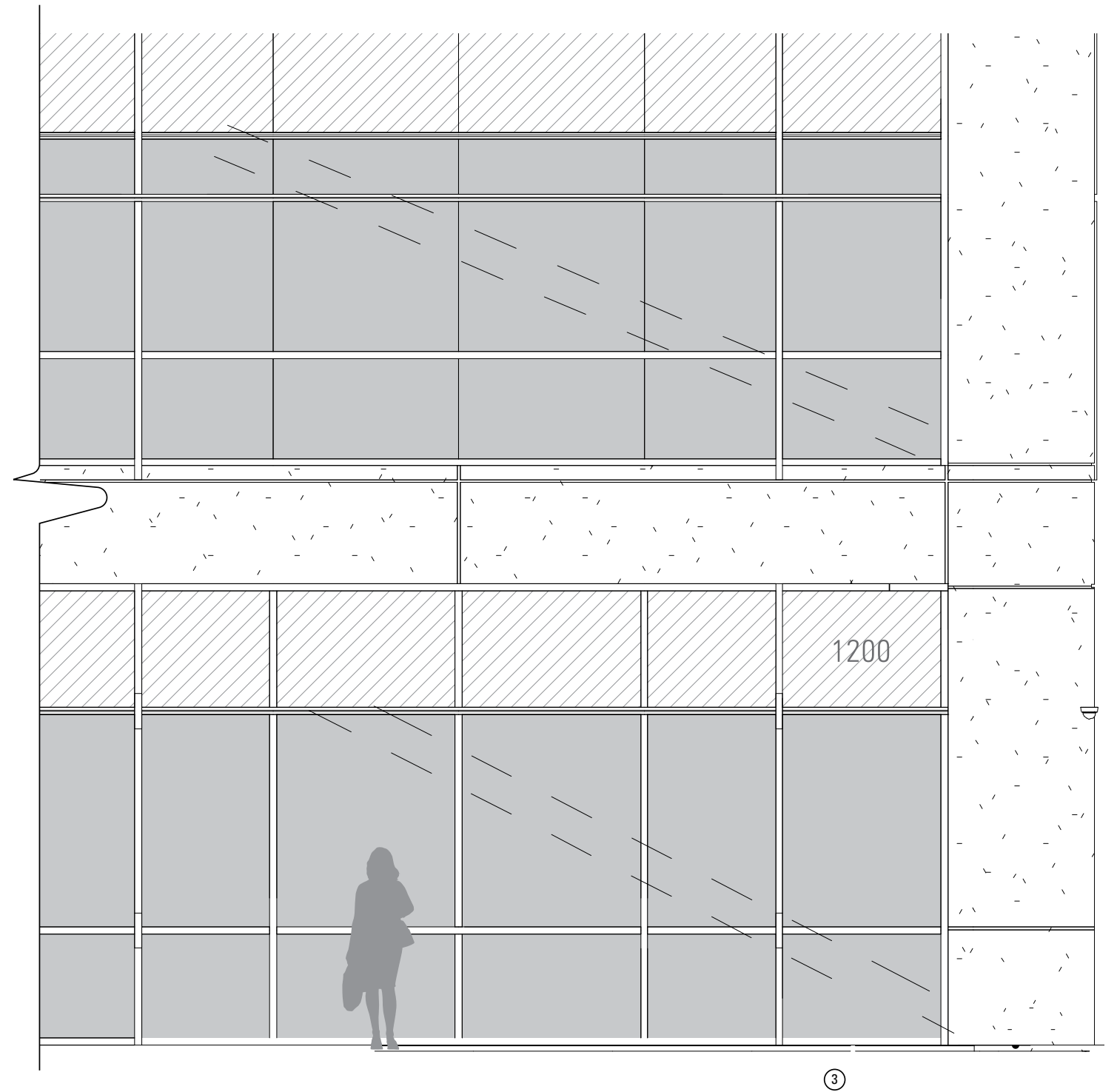
Scale 1/4"=1'-0"

8" 12000



Scale 1/4"=1'-0"

8" 1200



Scale 1/4"=1'-0"

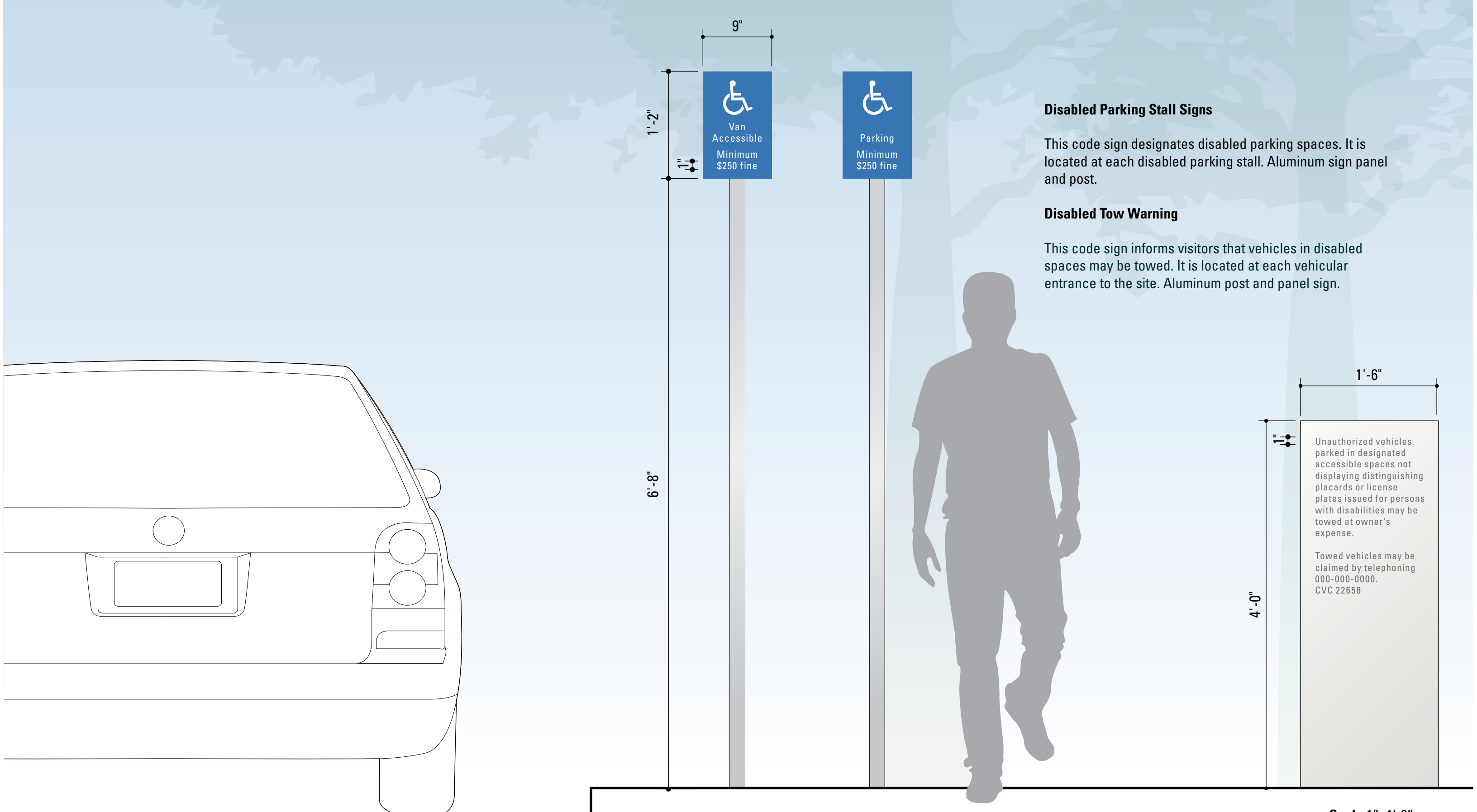
**Garage Address**

This sign is placed at the northwest corner of the garage for visibility in general wayfinding and emergencies. The numerals are aluminum painted to match architectural finishes.



Scale 1/4"=1'-0"

Added to show garage address  
- 7/22/21



**Disabled Parking Stall Signs**

This code sign designates disabled parking spaces. It is located at each disabled parking stall. Aluminum sign panel and post.

**Disabled Tow Warning**

This code sign informs visitors that vehicles in disabled spaces may be towed. It is located at each vehicular entrance to the site. Aluminum post and panel sign.

Unauthorized vehicles parked in designated accessible spaces not displaying distinguishing placards or license plates issued for persons with disabilities may be towed at owner's expense.

Towed vehicles may be claimed by telephoning 000-000-0000. CVC 22658

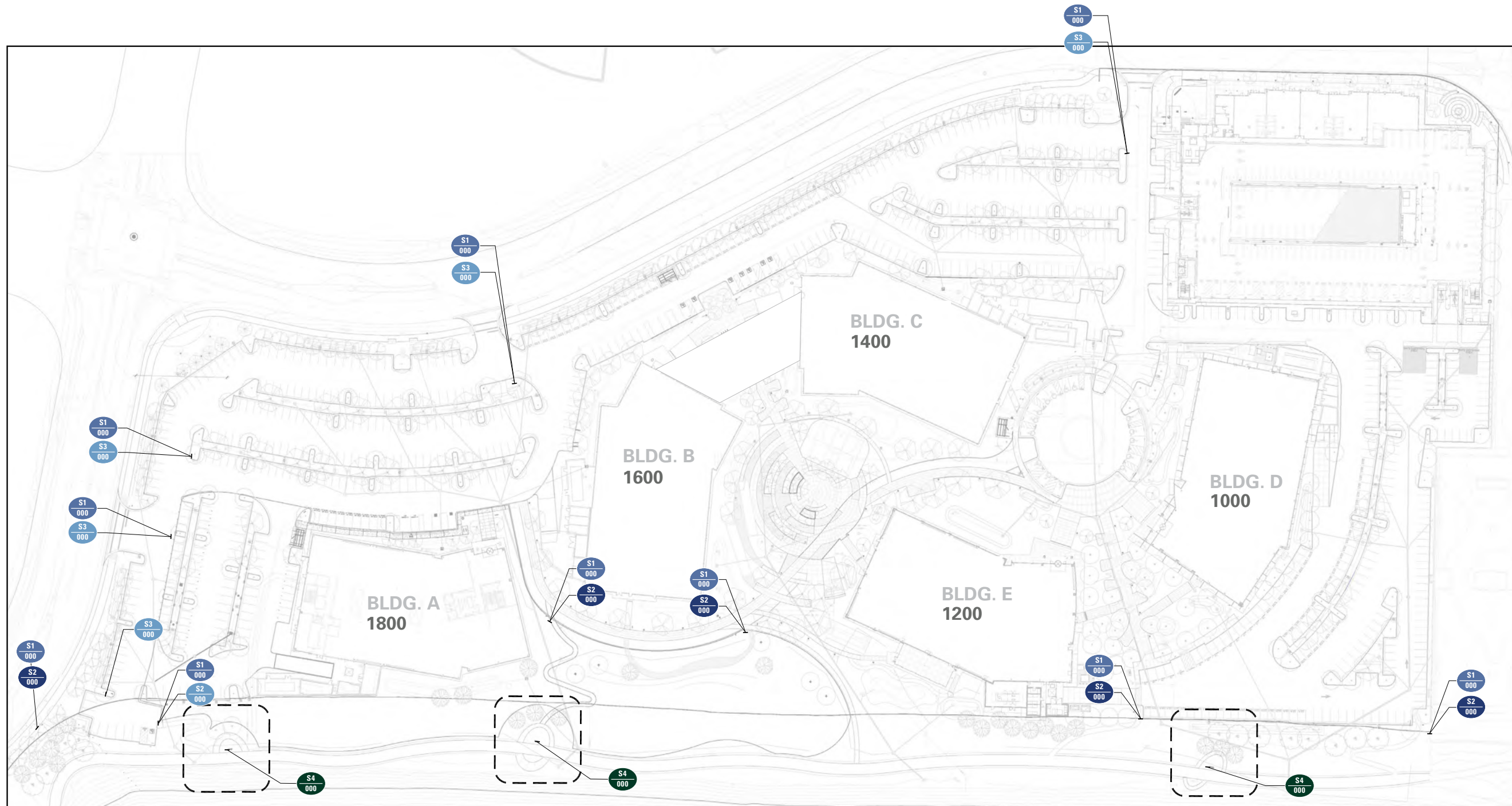
Scale 1"=1'-0"

## **BAY TRAIL SIGNAGE**

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### Bay Trail Signs

- S1  
000 Bay Trail Sign 18"x18"  
*Page: 75*
- S2  
000 Public Shore Sign 18"x18"  
*Page: 75*
- S3  
000 Public Shore Parking Sign 18"x18"  
*Page: 75*
- S4  
000 Educational Signage  
*Page: 76*





**Shoreline Access Identification**

These signs designate reserved parking and public access to the shoreline. Aluminum sign panel and post.



**S3 (TOP) / S1 (BOTTOM)**

**S2 (TOP) / S1 (BOTTOM)**

**S3**

Scale 1"=1'-0"

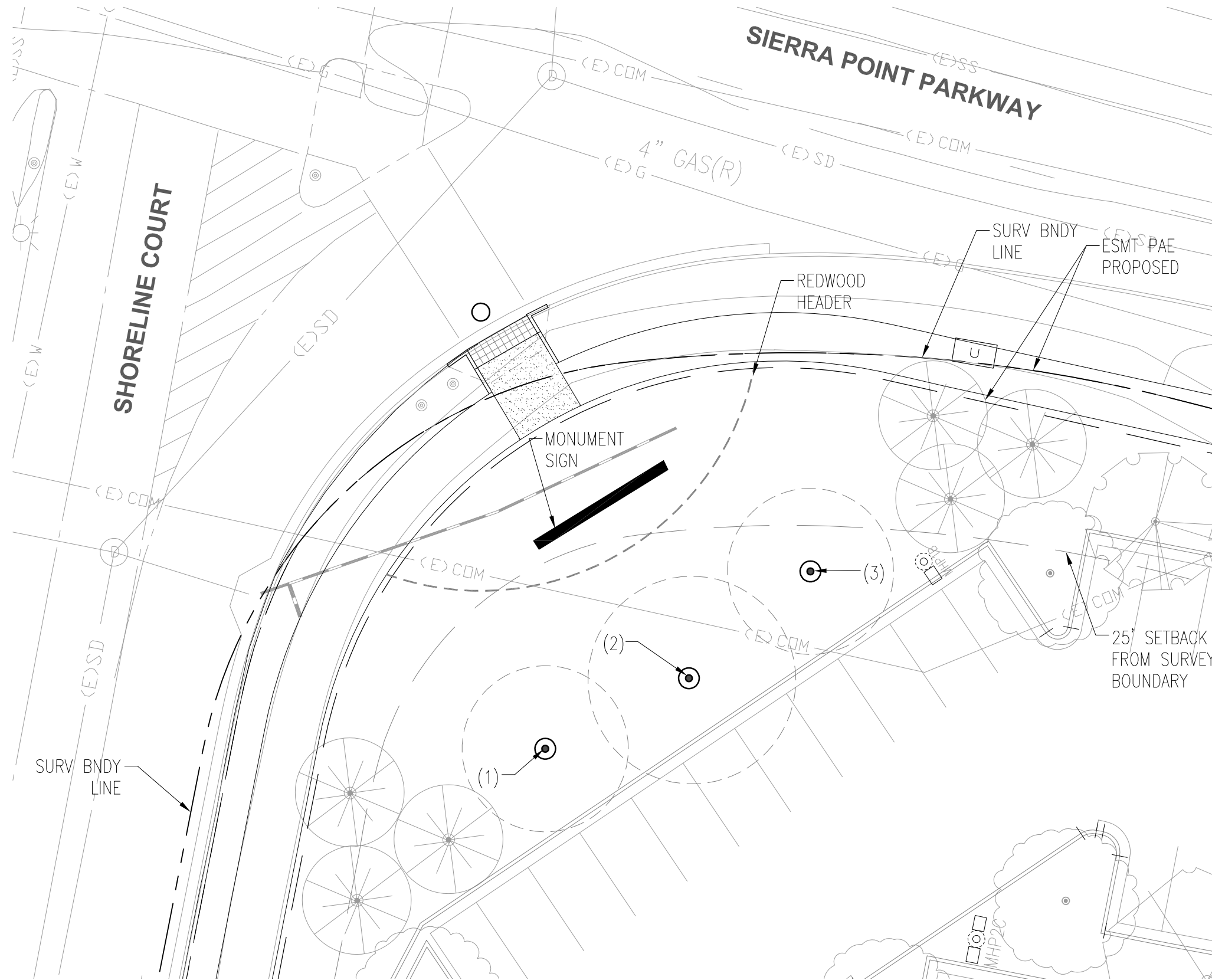
## Educational Signage

These signs provide visitors with information about local history, natural features or other topics on the surrounding area. Final design and content TBD.



# SIERRA POINT: FLAGPOLES

06/19/19



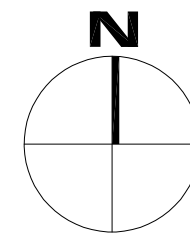
1. FLAGPOLE HEIGHT: 50'  
FLAG SIZE: 8'X12'  
FLAG: THE SHORE



2. FLAGPOLE HEIGHT: 60'  
FLAG SIZE: 10'X15'  
FLAG: USA



3. FLAGPOLE HEIGHT: 50'  
FLAG SIZE: 8'X12'  
FLAG: CA



## FLAGPOLE SIGN LOCATIONS