

City of Brisbane

Zoning Administrator Agenda Report

TO: John Swiecki, Zoning Administrator For the Meeting of May 3, 2021

FROM: Jeremiah Robbins, Associate Planner

SUBJECT: 33 Visitacion Avenue; Sign Review SR-1-21; Sign Review of one new illuminated wall sign approximately 3.14 sq ft in size for new tenant Chef Reina; Stanley McCarthy, Sign City San Francisco, applicant; Julie and Kim Bui, owners.

REQUEST: The applicant requests approval for one new illuminated wall sign for tenant Chef Reina on the subject property. A public hearing by the Zoning Administrator is required for this application since the proposed sign will be illuminated.

RECOMMENDATION: Conditionally approve Sign Review SR-1-21 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(a) of the State CEQA Guidelines. The exceptions to these categorical exemptions referenced in Section 15300.2 do not apply.

DISCUSSION AND ANALYSIS: The subject property is located within the first block of Visitacion, with a frontage of 30 linear feet and two separate, independent storefronts (33 and 35 Visitacion.). 33 Visitacion has a frontage of approximately 10 feet and the proposed illuminated wall sign would be installed in the middle of its primary façade.

The circular sign would measure 3.14 sq. ft. in area and materials include a 24 inch diameter white acrylic face with earthy, neutral tones for the logo and text with a three inch deep black aluminum return and interior LED lighting.

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. With a frontage of 30 linear feet the property's maximum signage area is 30 sq. ft. per Table BMC 17.36.020. The applicant's proposal of 3.14 sq. ft. of sign

area, combined with the 2.4 sq ft of sign area approved for 35 Visitacion Avenue on the Mama Mia awning is less than the maximum permitted.

2. The sign complies with all applicable City ordinances.

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

The proposal complies with this finding. As indicated in the applicant's plans (Attachment C), the proposed white and earth-tone sign colors for the illuminated sign would complement the dark brown and olive green color palette of the subject storefront, and its relatively small size fits with the small-scaled frontage. The property is located on a block that includes a mix of other one to three-story commercial and residential structures 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. This internal illumination method would allow for even lighting 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. Direct views of the sign would be limited to the residential apartment units located across the street at 34 Visitacion. The sign's relatively small size and proposed method of illumination it is not expected to have a significant impact in terms of light or glare. It would also be significantly more understated than the illuminated signage that currently exists along Visitacion Avenue, including the 23 Club (sign since removed), Julie's Liquor & Deli, Brisbane Inn, Brisbane Chiropractic, and Midtown Market. These include both neon and backlit signs. Lastly, though a new sign, the proposed sign replaces the previous tenant's illuminated sign (Star Box Food; approved under SR-2-08) and generally retains the same size and location as that previously approved sign.

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Motorists would not be significantly impacted by this sign given its small size and that it is to be a wall mounted sign. It would generally be viewed from an obtuse angle and also be partially screened from view by street trees.

The proposed method of interior LED illumination, coupled with its relatively small size and location on a 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's brightness to be adjusted should any unforeseen issues arise with sign brightness, and condition D prohibits flashing.

- 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. Applicant's plans

**Draft Sign Review Permit SR-1-21
33 Visitacion Avenue**

Action Taken: Conditionally approve Sign Review Permit SR-1-21 per the staff memorandum for the Zoning Administrator hearing of May 3, 2021, subject to the following findings and conditions of approval.

SR-1-21 Findings of Approval:

1. The proposed 3.14 sq. ft. advertising sign area plus the existing 2.4 sq. ft. of signage for Mama Mia Pizza (on the same parcel) conforms to the requirements of Brisbane Municipal Code (BMC) Table 17.36.020 and Figure 17.36.020A-2, in that the combined sign area does not exceed the 30 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 sign does not produce glare.
5. The illuminated sign does not present a distraction or hazard to pedestrians, motorists, or the occupants of other neighboring properties.
6. The illuminated sign does not cause a public nuisance.

SR-1-21 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 seven day appeal period for this sign review application.
- 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 the sign.
- 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. The sign lightning shall not flash.
- E. Minor modifications may be approved by the Planning Director in conformance with all requirements of the Municipal Code.
- F. 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
33 Visitation Avenue, Brisbane**





COLOR VALUES:

RGB 161 86 28
 HEX/HTML A1561C
 CMYK 0 64 100 32

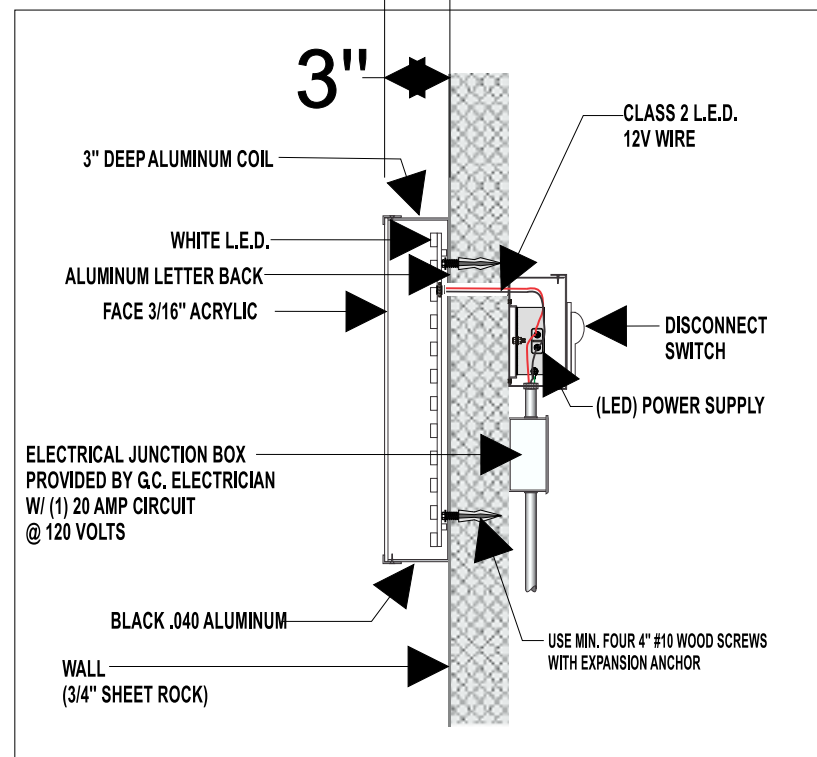
Pantone 160 C - "Chef Reina" Lettering



COLOR VALUES:

RGB 205 167 136
 HEX/HTML CDA788
 CMYK 12 30 40 3

Pantone 4665 C - Border Graphic



ELECTRICAL REQUIREMENTS
 (1) 120V 20A DEDICATED CIRCUIT

IMPORTANT NOTE
 ELECTRICAL PRIMARY CIRCUITS MUST BE DEDICATED ISOLATED CIRCUITS PROVIDED BY CLIENT OWNER.
 G.C. TO PROVIDE ACCESSIBILITY TO REMOTE TRANSFORMERS AND OR BALLASTS FOR INSTALL AND SERVICE.
 FINAL ELECTRICAL HOOK UP BY OTHERS.
 THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS AS PER N.E.C. 2008 ART.600.6 F.B.C. ELECTRIC CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES THE PROPER GROUNDING AND BONDING OF SIGN.

DESCRIPTION:

FABRICATE AND INSTALL (1) 24" CIRCLE LOGO ALUMINUM CHANNEL.
 LOGO WILL BE INTERNALLY ILLUMINATED BY LOW VOLTAGE L.E.D.
 LOGO WILL HAVE A 3" RETURN W/ .040 ALUMINUM BACKING AND 3/16" WHITE ACRYLIC FACE.



SAN FRANCISCO

415.550.8955

JOB NAME	CHEF REINA	CONTACT	STANLEY
ADDRESS	33 Visitacion Ave	CONTACT#	650.430.3902
CITY	brisbane	CA LIC. #	988692
STATE	CA	DATE	3/2/2021
ZIP CODE	94005	CUSTOMER SIGNATURE:	
PHONE #			

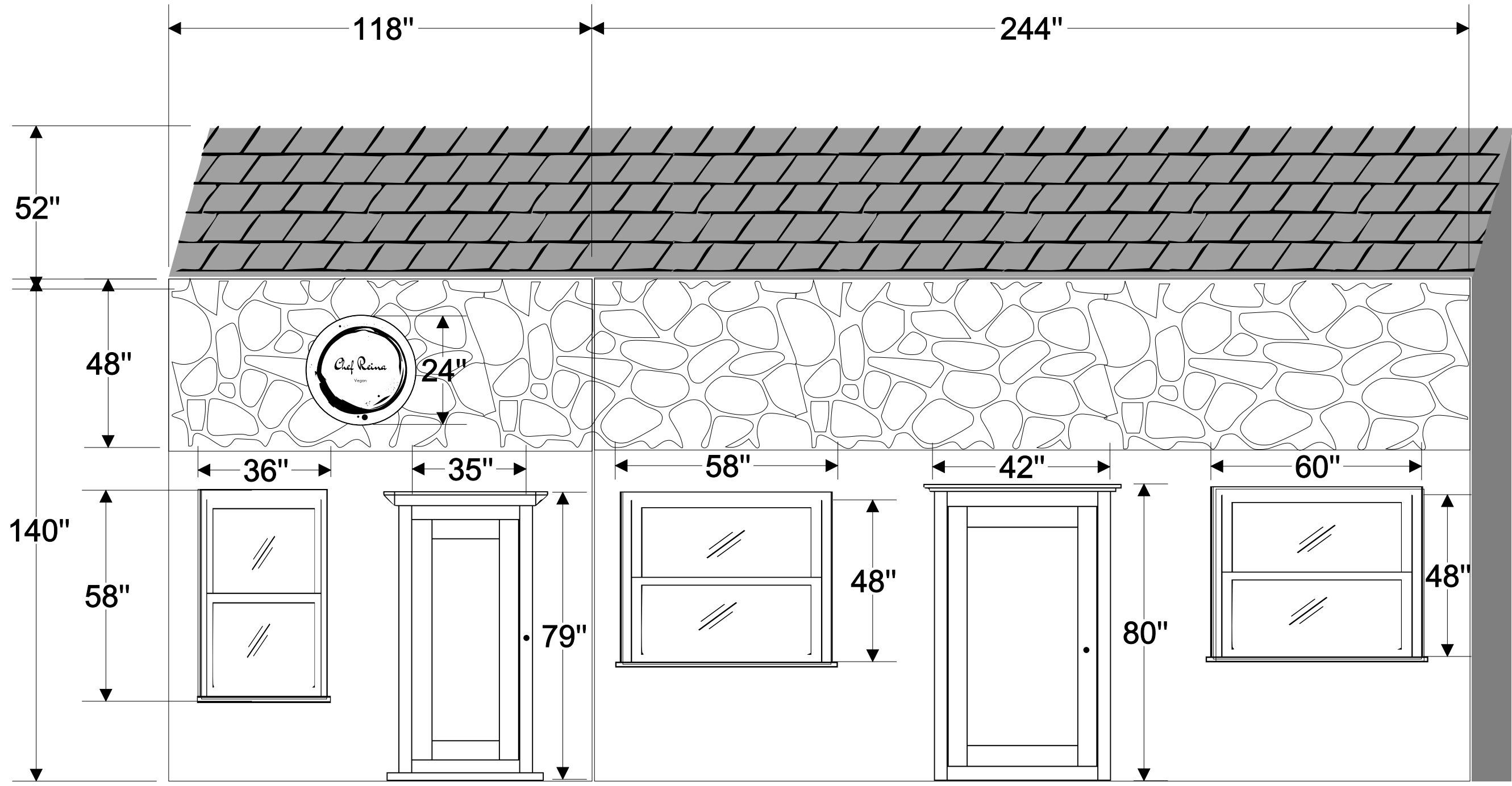
PLEASE REVIEW ALL DETAILS TO ENSURE ACCURACY

APPROVED AS SHOWN

APPROVED WITH CHANGES NOTED

MAKE CHANGES AS NOTED AND SUBMIT NEW PROOF

DATE:



SAN FRANCISCO

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SIGN CITY
 SAN FRANCISCO
 415.550.8955

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CITY	brisbane
STATE	CA
ZIP CODE	94005
PHONE #	

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