



## PLANNING COMMISSION AGENDA REPORT

**Meeting Date:** August 28, 2025

**From:** Julia Ayres, Principal Planner, and Daniel Garepis-Holland, Community Development Intern, via John Swiecki, Community Development Director

**Subject:** 99 South Hill Drive; Sign Program Amendment 2025-SR-01 to modify the existing Sign Program to allow installation of 94.6 sq ft of new building-mounted, non-illuminated signage for tenant Unilode, resulting in 286 sq ft of advertising signage on the property; and finding that this project is categorically exempt from environmental review under CEQA Guidelines Section 15311; Stanley McCarthy, Sign City SF, applicant; South Hill 99, LP, owner.

### REQUEST

The applicant requests approval of an amendment to an adopted 2012 Sign Program for the subject property to add three new non-illuminated signs to the property, totaling approximately 94.6 square feet. The application also proposes refacing certain existing signs covered under the sign program, which per the provisions of the sign program is subject to ministerial Sign Review approval.

### RECOMMENDATION

Conditionally approve Sign Program 2025-SR-01 per the agenda report with attachments, via adoption of Resolution 2025-SR-01 with Exhibit A containing the findings and conditions of approval and Exhibit B containing the amended sign program.

### ENVIRONMENTAL DETERMINATION:

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

### APPLICABLE CODE SECTIONS

Advertising sign regulations are established in [Chapter 17.36 of the Brisbane Municipal Code](#). Per Brisbane Municipal Code Section 17.36.050, the Planning Commission may approve sign programs for lots having primary frontage of more than 100 ft. where cumulative signage in excess of 100 sq. ft. is requested.

### ANALYSIS AND FINDINGS

#### Project Description

The approximately 6.5 acre subject property is located at the intersection of South Hill Drive and Quarry Road. The site is developed with an approximately 164,690 square foot building occupied by multiple tenants. The property frontage is approximately 800

feet long. In 2012 the Planning Commission approved a sign program (SR-3-12) for 192 square feet of signage on the property (see Attachment 4).

The current application (see Attachment 2) proposes adding the following three new signs to the property for tenant Unilode Aviation Solutions:

**Table 1. Proposed New Signage**

Sign	Text	Description	Location	Height (ft)	Width (ft)	Area (Sq Ft)
P1	Unilode (with Unilode logo)	Non-illuminated aluminum channel letters with acrylic facing	Northeast building wall (facing South Hill Dr.)	3.0	13.1	39.3
P2	Unilode Aviation Solutions (with Unilode logo)	Aluminum panel sign (non-illuminated)	Loading dock entry gate in front of building (facing drive aisle)	2.9	8.0	23.3
P3	Unilode Aviation Solutions Shipping & Receiving	Aluminum panel sign (non-illuminated)	East building wall above loading dock	4.0	8.0	32.0
<b>Total</b>						<b>94.6 sq ft</b>

The applicant also proposes refacing or replacing two existing signs covered by the current sign program.

**Table 2. Proposed Replacement Signage**

Sign	Text	Description	Location
<b>A</b>	Unilode (with Unilode logo)	Aluminum panel sign (non-illuminated)	Monument sign at property entry
<b>B</b>	Unilode (with Unilode logo)	Vinyl adhesive lettering	Building entry window

Staff notes that Proposed Sign P2 and Replacement Sign B have already been installed at the property. A handful of other existing sign faces have also been replaced without Planning Director approval as required by the Sign Program. Staff has included a condition of approval to require payment of a penalty fee to accompany future required building permits for the proposed signage, and a condition of approval to require business license approval prior to installation (current tenants either have active business licenses or have applications in process).

## Staff Analysis

Brisbane Municipal Code Section 17.36 contains the following findings applicable to proposed signs or sign programs:

1. All advertising signs must conform to the requirements of Table 17.36.020 and Figure 17.36.020A, unless specifically exempted.

The proposal itself complies with this finding. Table 17.36.020 allows for a Planning Commission approval of a sign program for properties exceeding 100 ft of frontage, or for smaller properties with multiple tenants. This site has over 800 feet of frontage and it has multiple tenants. Sign programs are exempt from Figure 17.36.020A.

2. The signs comply with all applicable City ordinances.

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

3. The signs do 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. None of the signs, existing or proposed, conflict with this large warehouse/office building in terms of scale, colors, materials or architectural details. Nor does the total sign area requested (286 sq. ft.) conflict with the scale of the building. Photos of the building and the proposed signage are attached with this agenda report. The signs are consistent with the neighboring properties in this trade commercial district, which consists largely of warehouse properties. They serve to provide direction and avoid confusion in wayfinding on this large site, allowing visitors to locate the correct tenant.

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

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

## **Attachments**

1. Draft Resolution 2025-SR-01 with Findings and Conditions of Approval
2. Applicant's sign plans
3. Map of Existing and Proposed Signs
4. 2012 Sign Program (SR-3-12)

Julia Ayres  
Julia Ayres, Principal Planner

Julia Ayres /for  
John Swiecki, Community Development Director



**DRAFT**  
RESOLUTION 2025-SR-01

A RESOLUTION OF THE PLANNING COMMISSION OF BRISBANE  
CONDITIONALLY APPROVING SIGN PROGRAM APPLICATION 2025-SR-01 FOR  
ADVERTISING SIGNAGE AT 99 SOUTH HILL DRIVE

WHEREAS, Stanley McCarthy, the applicant, applied to the City of Brisbane for approval of an amendment to the adopted Sign Program (SR-3-12) for 99 South Hill Drive to add 94.6 square feet of new signage and reface or replace in-kind existing approved signage, which together with existing signage will total over 100 sq ft on this property with approximately 800 feet of frontage on South Hill Drive; and

WHEREAS, on August 28, 2025, the Planning Commission conducted a public hearing on the application, publicly noticed in compliance with Brisbane Municipal Code Chapters 1.12 and 17.54, at which time any person interested in the matter was given an opportunity to be heard; and

WHEREAS, the Planning Commission reviewed and considered the agenda report relating to said application and the written and oral evidence presented to the Planning Commission in support of and in opposition to the application; and

WHEREAS, the Planning Commission finds that the proposed project is categorically exempt from the provisions of the California Environmental Quality Act; pursuant to Section 15311 of the State CEQA Guidelines; and

WHEREAS, the Planning Commission of the City of Brisbane hereby makes the findings attached herein as Exhibit A in connection with the Sign Program amendment.

NOW THEREFORE, based upon the findings set forth hereinabove, the Planning Commission of the City of Brisbane, at its meeting of August 28, 2025, did resolve as follows:

Sign Program Application 2025-SR-01 is approved per the findings and conditions of approval attached herein as Exhibit A and the Sign Program attached as Exhibit B.

ADOPTED this 28<sup>th</sup> day of August, 2025, by the following vote:

AYES:

NOES:

ABSENT:

\_\_\_\_\_  
Pamala Sayasane  
Chairperson

ATTEST:

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

**EXHIBIT A**

**Action Taken:** Conditionally approve Sign Review Permit 2025-SR-01 per the agenda report with attachments, via adoption of Resolution 2025-SR-01.

**Findings:**

1. This sign program conforms to the requirements of Brisbane Municipal Code Table 17.36.020, but is exempt from BMC Figure 17.36.020A, per BMC Section 17.36.050, as it is a sign program.
2. The signs included in the sign program comply with all applicable City ordinances, given the conditions of approval.
3. The signs allowed by the sign program do not, or will not, conflict with the building scale, colors, materials, architectural details and styles found in the specific neighborhood or area of the City in which the signs are proposed. The signs are consistent with neighboring properties in this trade commercial district, which consists largely of other warehouses with large wayfinding signs easily visible by trucks, and the scale of the signs is appropriate for a large warehouse building.
4. The sign program is consistent with the City's General Plan, specifically General Plan Policy 8, and there is no applicable Specific Plan or Planned Development Permit for this site. The sign program improves wayfinding on this commercial property, which promotes business activity consistent with Policy 8 of the General Plan.

**Conditions of Approval:**





- A. All tenants shall obtain valid business license approval as per Title 5 of the Brisbane Municipal Code prior to installation of any signs representing the respective tenant.
- B. Each tenant shall pay a penalty fee, as per BMC Chapter 17.58.010, for installation for signage prior to planning approvals and applicable building permit issuance. This fee shall be equal to twice the sign review planning application fee associated with the proposed change.
- C. Sign face changes on the existing signs and/or size-per-size replacements of signs shall require approval of a Sign Permit by the Planning Director prior to installation. At the Planning Director's discretion applications for changes or replacement of existing signs may be referred to the Planning Commission. Neither additional monument signs nor replacement monument signs to a larger size are permitted as part of this sign program and no replacement monument sign shall be allowed in the public right-of-way.
- D. There are no provisions for illuminated signs as part of this sign program. Illuminated signs are subject to Planning Commission approval of an amendment to the Sign

Program and would require conformance with the Dark Sky Ordinance's requirements for outdoor illuminated signs (Chapter 15.88 of the BMC).

- E. Installation of signs over six (6) feet in height, or with other characteristics as determined by the Building Official, shall require a building permit, per BMC Section 17.36.030.F.1 and the Uniform Sign Code.
- F. The signs shall be maintained per Brisbane Municipal Code Section 17.36.030.F.
- G. Minor modifications may be approved by the Planning Director in conformance with all requirements of the Municipal Code.

**EXHIBIT B**  
**Amended Sign Program**  
**99 South Hill Drive**

Existing/ Proposed	Sign Type, per BMC Table 17.36.020	Location (see aerial photo)	Existing & Proposed Sign Image	Sign Area (square feet)	Notes
Proposed	Wall	P1. North side of building, on fascia (Sign-P1)		39.3	Visible from South Hill Drive.
	Pole	P2. Affixed to entrance gate at NE corner of building (Sign-P2)		23.3	On-site wayfinding to Unilode truck bays.
	Wall	P3. East side of building, on fascia (Sign-P3)		32	Visible from South Hill Drive. Also serves as on-site wayfinding to Unilode bays.
Existing – to be refaced	Monument	E-2. East side of site entry (Sign-A)		32	Change of aluminum panel for new tenant, no change to structure
	Window	E-7 and E-8. North side of site at door #1 (Sign-B)		4.5	8x36" vinyl letters replacing 10x45" logo from prev. tenant
Existing – no change	Monument	E-3. West side of site entry.		27.5	Provides direction to drivers on South Hill Drive

	Wall	E-1. West side of building above the truck bay		40	Advertises Norman Wright's core product
	Wall	E-5. West side of building above the truck bay		43.2	On-site wayfinding to the DHL truck bays.
	Window	E-6. North side of site at door #2		1.3	Entrance sign for Norman Wright Offices
	Wall	E-4. North side of building, on fascia		43.2	Visible from South Hill Drive.

Note: Other instructional/directional signs are present adjacent to certain dock doors. Such signs are not considered advertising signs and are therefore not subject to the provisions of the Advertising Signs ordinance. BMC Chapter 17.36.



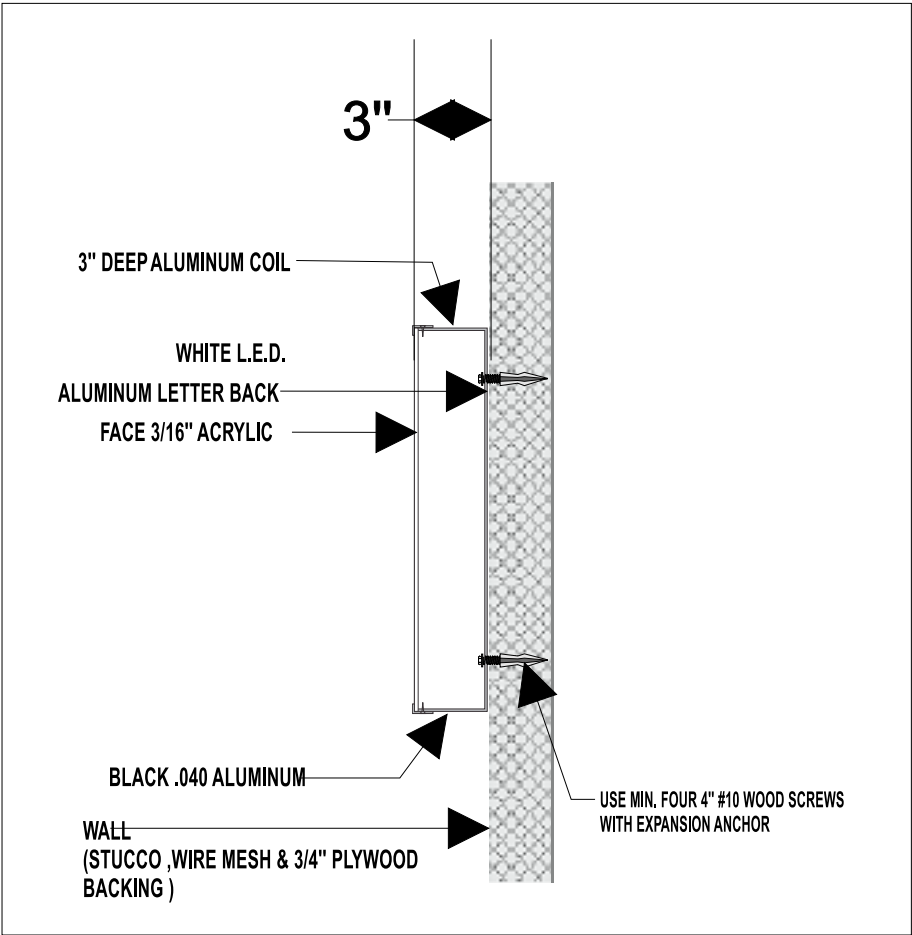
COLOR SWATCH

ACRYLIC FACE

ACRYLIC FACE

TRIM CAP

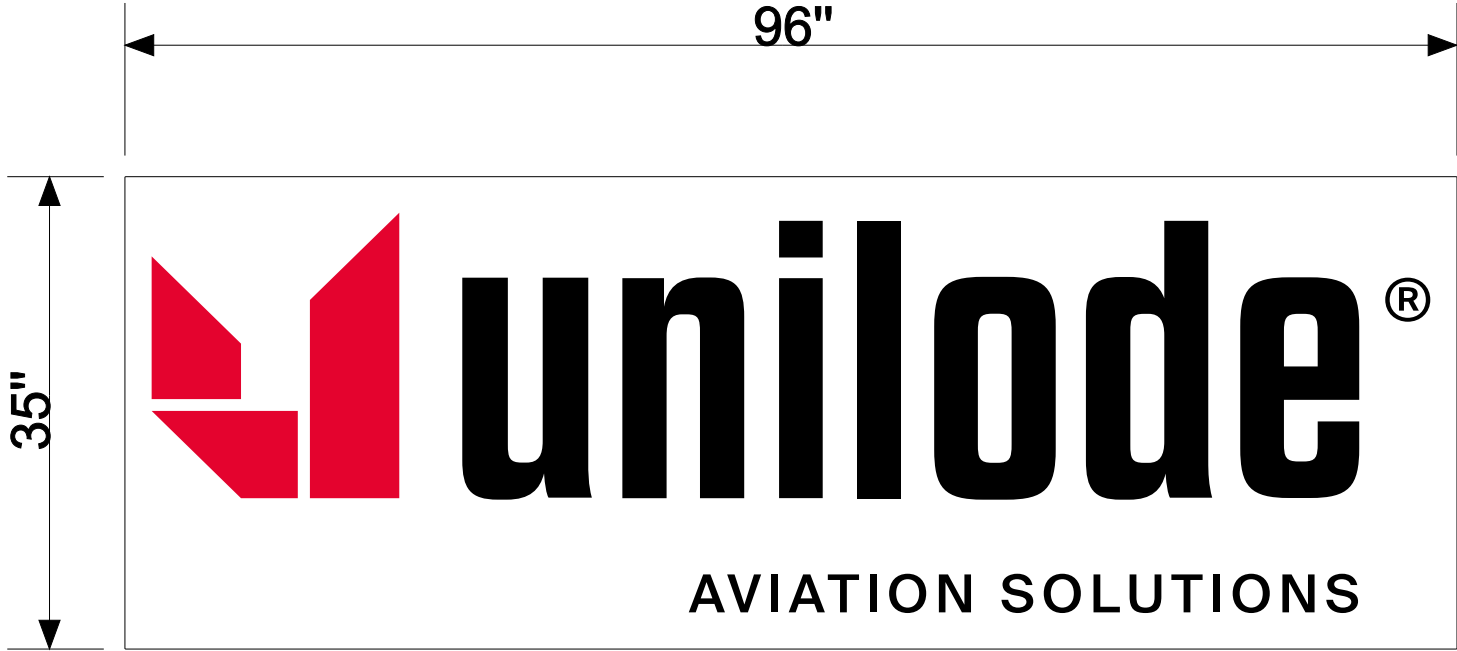
RETURNS



Description: 36"X157" NON ILLUMINATED CHANNEL LETTERS

<div><div>SIGN CITY</div><div>SAN FRANCISCO</div><div>415.550.8955</div></div>	JOB NAME	UNILODE	CONTACT	STANLEY	PLEASE REVIEW ALL DETAILS TO ENSURE ACCURACY	
	ADDRESS	99 S. HILL DR.	CONTACT#	650.430.3902	<input type="checkbox"/>	APPROVED AS SHOWN
	CITY	BRISBANE	CA LIC. #	988692	<input type="checkbox"/>	APPROVED WITH CHANGES NOTED
	STATE	CA	DATE	2/24/2025	<input type="checkbox"/>	MAKE CHANGES AS NOTED AND SUBMIT NEW PROOF
	ZIP CODE		CUSTOMER SIGNATURE:		DATE:	
	PHONE #					





Description: 96"X35" ALUMINUM PANEL SIGN

 SAN FRANCISCO 415.550.8955	JOB NAME	UNILODE	CONTACT	STANLEY	PLEASE REVIEW ALL DETAILS TO ENSURE ACCURACY	
	ADDRESS	99 S. HILL DR.	CONTACT#	650.430.3902	<input type="checkbox"/>	APPROVED AS SHOWN
	CITY	BRISBANE	CA LIC. #	988692	<input type="checkbox"/>	APPROVED WITH CHANGES NOTED
	STATE	CA	DATE	2/24/2025	<input type="checkbox"/>	MAKE CHANGES AS NOTED AND SUBMIT NEW PROOF
	ZIP CODE		CUSTOMER SIGNATURE:		DATE:	
	PHONE #					



Description: 96"X48" ALUMINUM PANEL SIGN

 SAN FRANCISCO 415.550.8955	JOB NAME	UNILODE	CONTACT	STANLEY	PLEASE REVIEW ALL DETAILS TO ENSURE ACCURACY	
	ADDRESS	99 S. HILL DR.	CONTACT#	650.430.3902	<input type="checkbox"/>	APPROVED AS SHOWN
	CITY	BRISBANE	CA LIC. #	988692	<input type="checkbox"/>	APPROVED WITH CHANGES NOTED
	STATE	CA	DATE	2/24/2025	<input type="checkbox"/>	MAKE CHANGES AS NOTED AND SUBMIT NEW PROOF
	ZIP CODE		CUSTOMER SIGNATURE:		DATE:	
	PHONE #					





SIGN CITY

SAN FRANCISCO

415.550.8955

JOB NAME	UNILODE	CONTACT	STANLEY
ADDRESS	99 S. HILL DR.	CONTACT#	650.430.3902
CITY	BRISBANE	CA LIC. #	988692
STATE	CA	DATE	2/24/2025
ZIP CODE		CUSTOMER SIGNATURE:	
PHONE #			

PLEASE REVIEW ALL DETAILS TO ENSURE ACCURACY

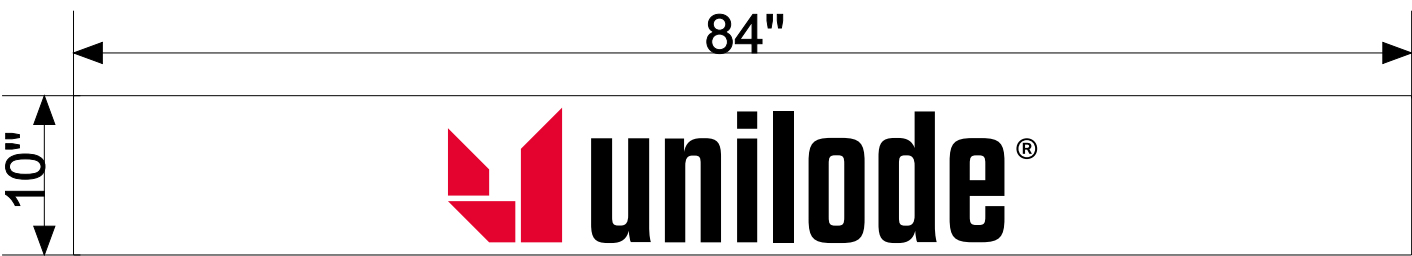
☐ APPROVED AS SHOWN

☐ APPROVED WITH CHANGES NOTED

☐ MAKE CHANGES AS NOTED AND SUBMIT NEW PROOF

DATE:





Sign E2 in existing 2012 sign program

Description: 84"X7" ALUMINUM PANEL WITH1/4" THICK ACRYLIC LETTERS

 415.550.8955	JOB NAME	UNILODE	CONTACT	STANLEY	PLEASE REVIEW ALL DETAILS TO ENSURE ACCURACY	
	ADDRESS	99 S. HILL DR.	CONTACT#	650.430.3902		
	CITY	BRISBANE	CA LIC. #	988692	<input type="checkbox"/>	APPROVED AS SHOWN
	STATE	CA	DATE	2/24/2025	<input type="checkbox"/>	APPROVED WITH CHANGES NOTED
	ZIP CODE		CUSTOMER SIGNATURE:		<input type="checkbox"/>	MAKE CHANGES AS NOTED AND SUBMIT NEW PROOF
	PHONE #					DATE:





**Description:**  
8"x36" vinyl letters will be replacing 10"x45" logo from previous tenant.

 SAN FRANCISCO 415.550.8955	JOB NAME	UNILODE	CONTACT	STANLEY	PLEASE REVIEW ALL DETAILS TO ENSURE ACCURACY	
	ADDRESS	99 S. HILL DR.	CONTACT#	650.430.3902	<input type="checkbox"/>	APPROVED AS SHOWN
	CITY	BRISBANE	CA LIC. #	988692	<input type="checkbox"/>	APPROVED WITH CHANGES NOTED
	STATE	CA	DATE	2/24/2025	<input type="checkbox"/>	MAKE CHANGES AS NOTED AND SUBMIT NEW PROOF
	ZIP CODE		CUSTOMER SIGNATURE:			DATE:
	PHONE #					





SIGN CITY

SAN FRANCISCO

415.550.8955

JOB NAME	UNILODE	CONTACT	STANLEY
ADDRESS	99 S. HILL DR.	CONTACT#	650.430.3902
CITY	BRISBANE	CA LIC. #	988692
STATE	CA	DATE	2/24/2025
ZIP CODE		CUSTOMER SIGNATURE:	
PHONE #			

PLEASE REVIEW ALL DETAILS TO ENSURE ACCURACY

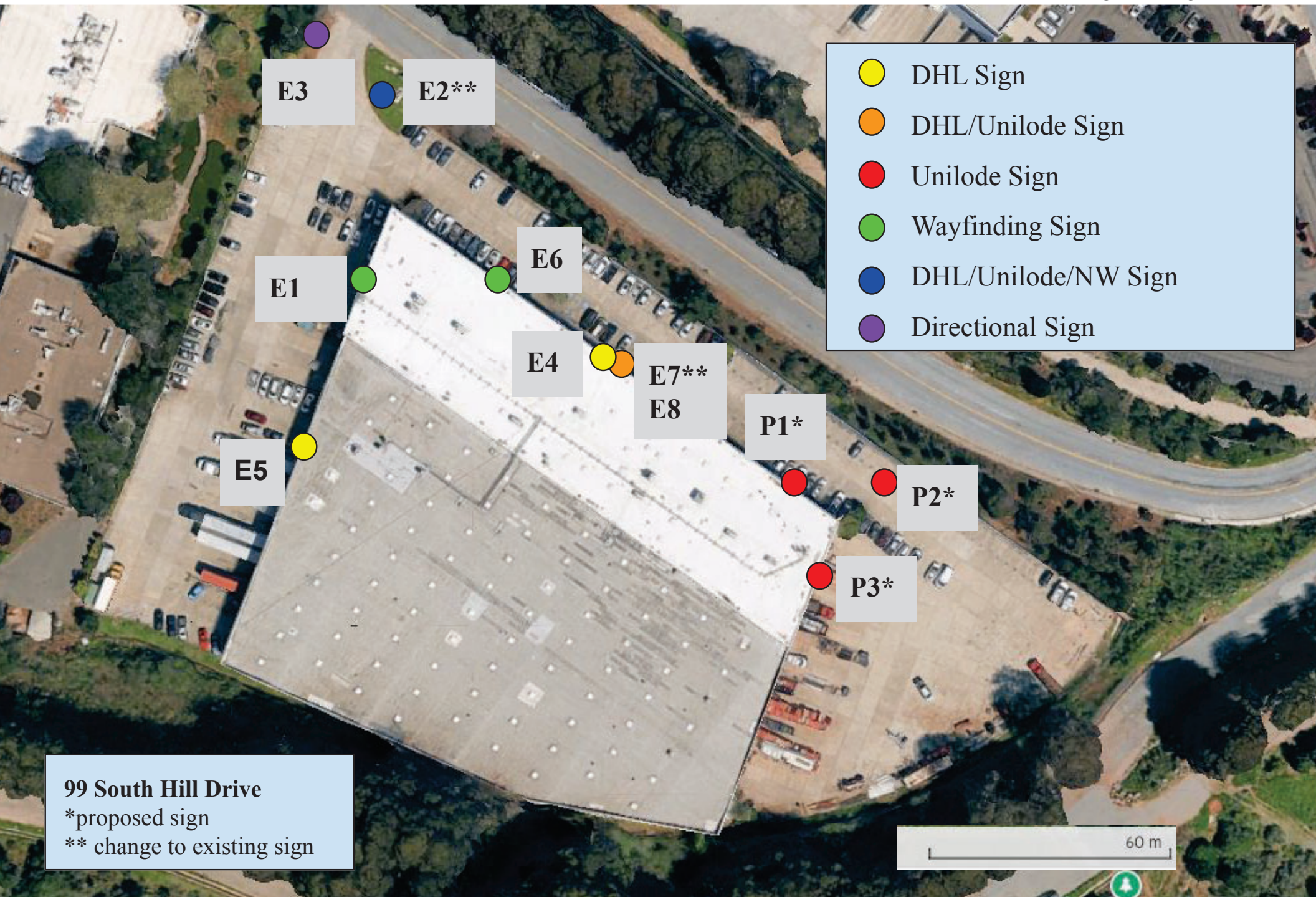
☐ APPROVED AS SHOWN

☐ APPROVED WITH CHANGES NOTED

☐ MAKE CHANGES AS NOTED AND SUBMIT NEW PROOF

DATE:





- DHL Sign
- DHL/Unilode Sign
- Unilode Sign
- Wayfinding Sign
- DHL/Unilode/NW Sign
- Directional Sign

99 South Hill Drive

\*proposed sign

\*\* change to existing sign

60 m

DRAFT  
RESOLUTION SR-3-12

A RESOLUTION OF THE PLANNING COMMISSION OF BRISBANE  
CONDITIONALLY APPROVING SIGN REVIEW PERMIT SR-3-12  
TO ESTABLISH A SIGN PROGRAM FOR  
99 SOUTH HILL DRIVE

WHEREAS, Norman S. Wright, the applicant, applied to the City of Brisbane for Sign Review approval of the Sign Program for 99 South Hill Drive in order to add new signage, which together with existing signage will total over 100 sq ft; and

WHEREAS, on May 24, 2012, the Planning Commission conducted a hearing of the application, at which time any person interested in the matter was given an opportunity to be heard; and

WHEREAS, the Planning Commission reviewed and considered the agenda report relating to said application and the written and oral evidence presented to the Planning Commission in support of and in opposition to the application; and

WHEREAS, the Planning Commission of the City of Brisbane hereby makes the findings attached herein as Exhibit A in connection with the Sign Review Permit.

NOW THEREFORE, based upon the findings set forth hereinabove, the Planning Commission of the City of Brisbane, at its meeting of May 24, 2012, did resolve as follows:

Sign Review Application SR-3-12 is approved per the conditions of approval attached herein as Exhibit A.

ADOPTED this twenty-fourth day of May, 2012, by the following vote:

AYES:

NOES:

ABSENT:

\_\_\_\_\_  
Jameel Munir  
Chairperson

ATTEST:

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

**EXHIBIT A**

**Action Taken:** Conditionally approve Sign Review Permit SR-3-12 per the agenda report with attachments, via adoption of Resolution SR-3-12.

**Findings:**








1. This sign program is in conformance with the requirements of Brisbane Municipal Code Table 17.36.020, but is exempt from BMC Figure 17.36.020, per BMC Section 17.36.050.
2. The sign program complies with all applicable City ordinances, given the conditions of approval.
3. The signs allowed by the sign program do not, or will not, conflict with the building scale, colors, materials, architectural details and styles found in the specific neighborhood or area of the City in which the signs are proposed.
4. The sign program is consistent with the City's General Plan, specifically General Plan Policy 8, and there is no applicable Specific Plan or Planned Development Permit for this site.

**Conditions of Approval:**

- A. Sign face changes on the existing signs and/or size-per-size replacements of signs shall require approval of a Sign Permit by the Planning Director. At the Planning Director's discretion applications for changes or replacement of existing signs may be referred to the Planning Commission. Neither additional monument signs nor replacement monument signs to a larger size are permitted as part of this sign program and no replacement monument sign shall be allowed in the public right-of-way.
- B. There are no provisions for illuminated signs as part of this sign program. Illuminated signs are subject to Planning Commission approval of a Sign Permit.
- C. Installation of signs over six (6) feet in height shall require a building permit, per BMC Section 17.36.030.F.1 and the Uniform Sign Code.
- D. The signs shall be maintained per Brisbane Municipal Code Section 17.36.030.F.
- E. Minor modifications may be approved by the Planning Director in conformance with all requirements of the Municipal Code.

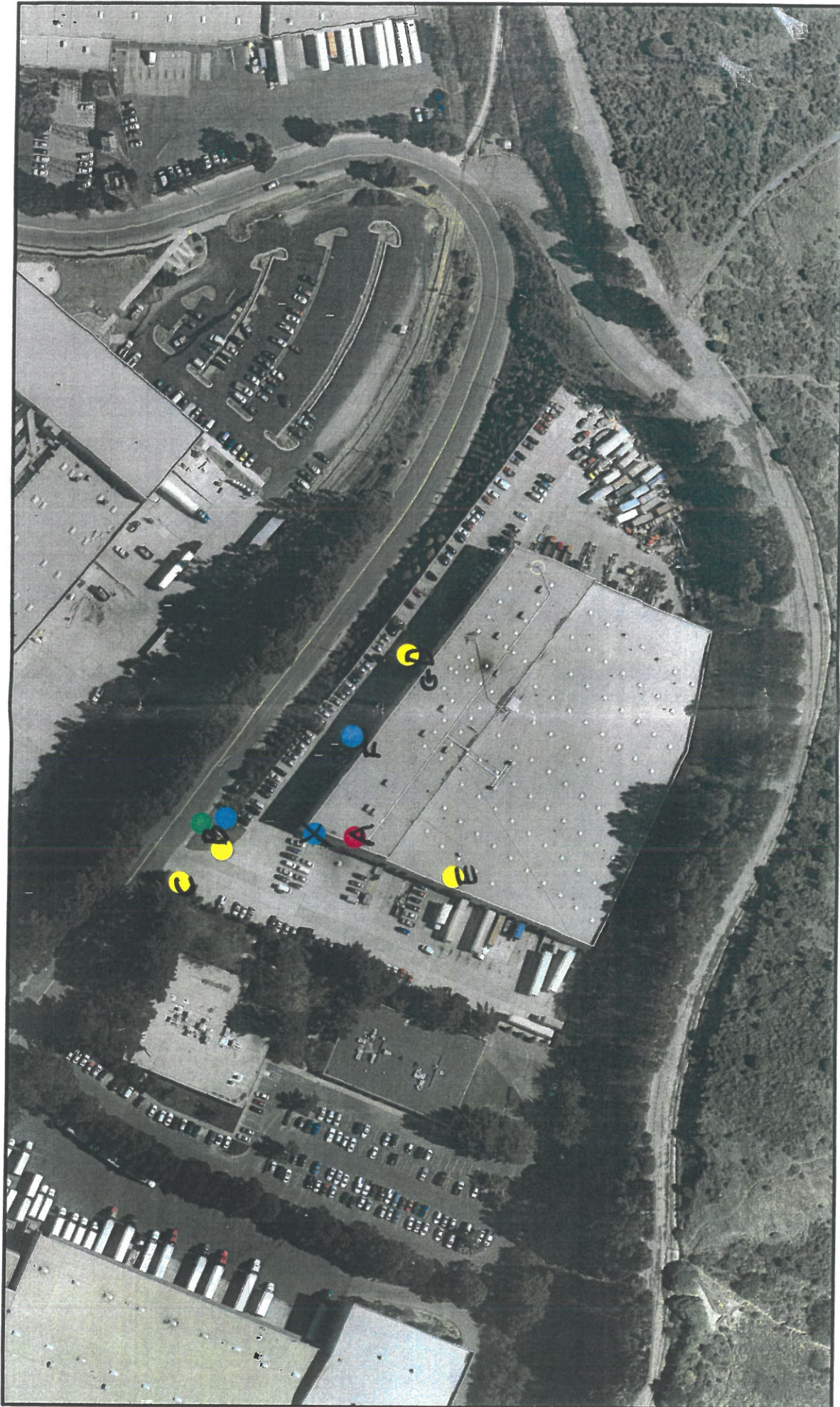


### Summary of Existing and Proposed Signs 99 South Hill Drive

Existing/ Proposed	Sign Type, per BMC Table 17.36.020	Location (See aerial photo, in applicant's submittal)	Existing & Proposed Sign Image	Sign Area (square feet)	Notes
Proposed	Wall	A. West side of building above the truck bay.		40  (4' by 10')	Proposed new sign advertising Norman Wright's core product. To be constructed of SiBond, an aluminum composite.
Existing	Monument	B. East side of site entry.		32	Focused on providing direction to drivers on South Hill Drive.
	Monument	C. West side of site entry.		27.5	Focused on providing direction to drivers on South Hill Drive.
	Wall	D. North side of building, on fascia.		43.2	Visible from South Hill Drive.
	Wall	E. West side of building, above the truck bays.		43.2	On site way-finding to the DHL Truck Bays.
	Window	F. North side of building entrance #1		1.3	Existing Norman Wright sign, identifying the entrance to their offices.
	Window	G. North side of building entrance #2		2.5 for F.W. Spencer  2 for DHL	Existing FW Spencer and Norman Wright signs, identifying the entrance to their offices.

Note: Other instructional/directional signs are present adjacent to certain dock doors. Such signs are not considered advertising signs and are therefore not subject to the provisions of the Advertising Signs ordinance, BMC Chapter 17.36.





● = FW Spencer Signage  
● = Proposed New Signage

● = DHL Signage  
● = NSW Current Signage

99 South Hill Drive  
Brisbane, CA

9.1.6



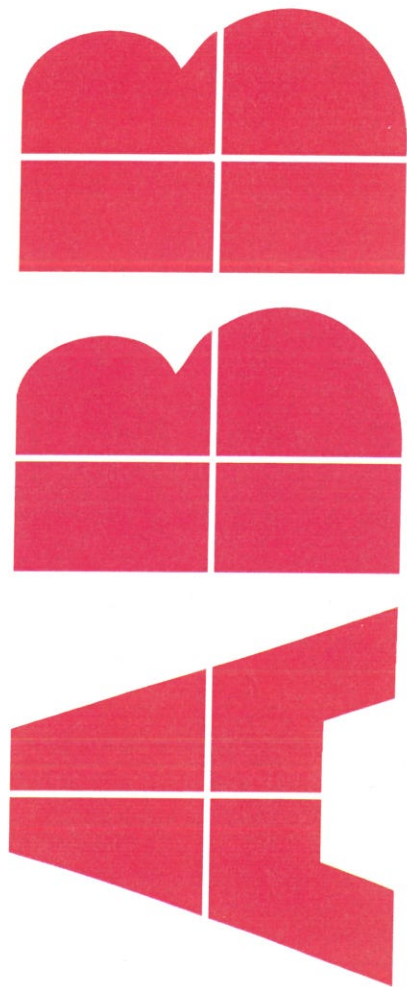
Feet  
0 25 50 100

9.1.6

proposed sign

Location A

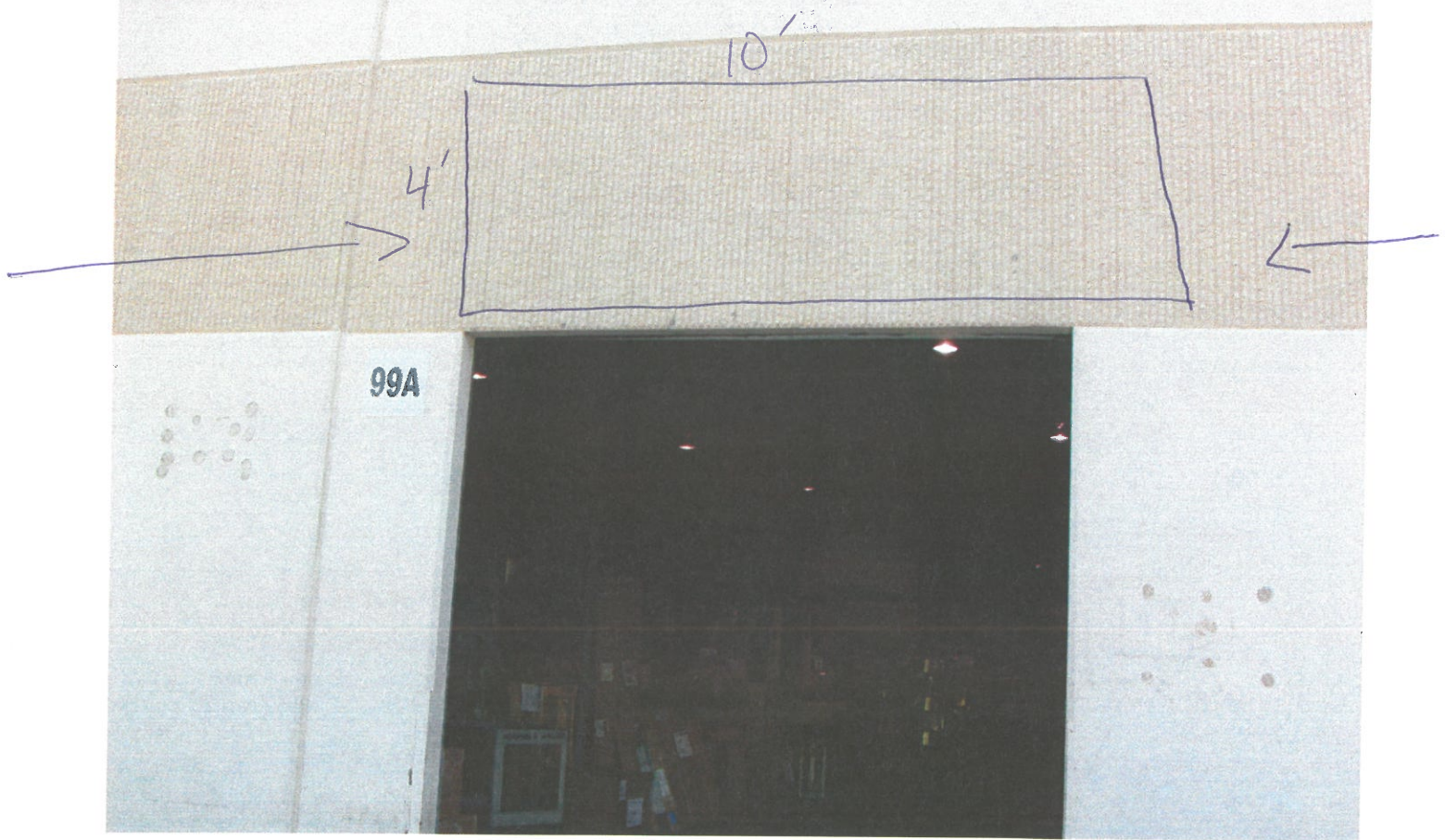
This sign is 10' x 4'



**VARIABLE SPEED DRIVES  
NOW IN STOCK**

G1.7





Area of where proposed sign will go

- 40 sq. ft.
- facing parking lot
- above warehouse door



# Existing Locations Band C



ATTACHMENT 4





Monument sign east side of driveway = 32 sq. ft





free standing sign on west side of driveway = 66" x 52"



Wall Sign:

- non-illuminated/kinetic
- 43.2 sq. ft.





wall sign:

- non-illuminated/kinetic
- 43.2 sq. ft.
- above warehouse, facing parking lot



Existing Location F

ATTACHMENT 4



G1.14



Existing Location G

ATTACHMENT 4



9-1-15