

City of Brisbane

Planning Commission Agenda Report

TO: Planning Commission

For the Meeting of 4/14/2022

SUBJECT: 2000 Sierra Point Parkway; Sign Program Modification 2022-SR-2; SP-CRO Sierra Point Commercial District; Amend the Sierra Point Sign Program Standards to enlarge the approved entry monument sign; Chris Mateo, applicant; HCP LS Brisbane, LLC, owner.

REQUEST: The applicant requests a modification to the Sierra Point Sign Program standards to enlarge the currently approved 6' - 3" tall, 16' long entry monument sign to 8' - 5" tall and 24' long.

RECOMMENDATION: Approve sign modification application 2022-SR-2 via adoption of Resolution 2022-SR-2, with Exhibit A containing the findings and conditions of approval and Exhibit B containing the related amendment to the Sierra Point Sign Program Standards.

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 (BMC) [§17.36.050](#) and [§17.36.060](#).

Background

The Sierra Point Sign Program is comprised of two components dedicated to building-mounted signage standards and ground-mounted signage standards. The Sign Program applies to every parcel within the Sierra Point subarea, excluding the Healthpeak biotechnology research and development campus at 800 to 1800 Sierra Point Parkway which is subject to "The Shore at Sierra Point Sign Program," adopted by the Planning Commission via SR-7-19 in 2019.

The Sierra Point Sign Program was last amended by the Planning Commission in May 2021 (via Sign Program Amendment SR-3-21) to replace the original entry monument sign located on the northeast corner of Sierra Point Parkway and Marina Boulevard with a new 6' - 3" tall x 16' long illuminated "The Towers" monument sign, and to allow installation of three flagpoles behind the new entry monument sign. The approved design creates a formal entrance to the two office towers at the center of Sierra Point, which includes 2000 Sierra Point Parkway and 8000 Marina Boulevard, and complements "The Shore" entry monument sign located on the opposite corner of Sierra Point Parkway (see attachment D).

In January 2022, "The Shore" entry monument sign was installed but the property owner concluded the freestanding, illuminated letters were not legible without a contrasting backdrop.

As a result, the owners are requesting Planning Commission approval to add a backdrop and enlarge “The Shore” entry monument sign (2022-SR-3; discussed in a separate agenda report), and at the same time, enlarge “The Towers” entry monument sign (2022-SR-2; discussed within this agenda report) so both entry monument signs are identical in size and appearance (see attachment D).

Sign Program Modification Description

The proposed modification (see Attachment C) would allow “The Towers” monument sign to be 8’ - 5” tall and 24’ long (202 sq ft), whereas the currently approved size is 6’ - 3” tall, 16’ long (100 sq ft), and be identical in size to the proposed entry monument sign at “The Shore.” The modification would also increase the approved size of the illuminated letters from 3’ - 4” tall to 4’ - 2.5” tall and the height of the base from 2’ - 10” to 3’ - 5” to more closely align with the proportions of the letters and base of “The Shore” monument sign. The color palette and location remain unchanged, and aside from the larger proportions, the only other change is the relocation of the Healthpeak logo from the sign’s base to the top right corner of the blue backdrop. See attachment D for a comparison of the current and proposed entry monument signs as well as a comparison of the entry monuments for The Towers and The Shore.

The proposed modification to the sign program text and graphics are included as exhibits within the Commission’s draft Resolution 2022-SR-2, attachment A; attachment B provides a redline copy of the proposed amendments to the Sierra Point Sign Program.

Analysis & Findings

In order to approve a sign program modification, the Planning Commission must make certain findings prescribed in BMC Chapter 17.36.060.D. A detailed discussion of each required finding is attached in Exhibit A of draft Resolution 2022-SR-2. The required findings are briefly discussed below:

“For all advertising signs subject to permit approval by the planning commission, it must also be found that the sign complies with all applicable city ordinances and 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 meets this finding. The revised design of the entry monument sign included in the sign program modification will comply with all applicable City ordinances. A building permit will be required to install the entry monument sign in compliance with the California Building Code, and as such work pertains to construction on a closed landfill site, the building permit application will be subject to County Health Department review prior to issuance. This application has been routed to the following departments and agencies: North County Fire Authority, Department of Public Works, Building Department, Regional Water Quality Control Board, and San Mateo County Health Department. No concerns were raised by any agency. Furthermore, the Department of Public Works also reviewed sightline distance information submitted by the applicant and has verified that the entry monument will not create a sightline obstruction for drivers.


The modern design with a blue and white color scheme remains the same as approved in 2021 (SR-3-21), which was found to fit well with the buildings and grounds in terms of style, scale, colors, and materials located within the Sierra Point Commercial District, including existing signage approved in recent years at 5000 and 7000 Marina Boulevard. The enlarged sign design would provide a cohesive and formal entrance to the Sierra Point subarea that would complement and be consistent with the entry monument sign modification proposed for The Shore at Sierra Point Sign Program.

“For illuminated or kinetic signs, it must also be found that the sign does not produce glare, the sign does not present a distraction or hazard to pedestrians, motorists, or the occupants of other neighboring properties, and the sign does not otherwise cause a public nuisance.”

The proposal meets this finding. The design of the entry monument sign calls for internally illuminated LED components that allow for even lighting. It is not anticipated to produce glare or present a distraction or hazard due to the proposed method of internal illumination, and the existing performance standards within the sign program require installation of a dimmer switch and prohibit flashing. Additionally, general regulations required under BMC §17.36.030(F) require that the illuminated entry monument sign be properly maintained in a state of good repair, ensuring the signage will not otherwise cause a public nuisance.

ATTACHMENTS:

- A. Draft Resolution 2022-SR-2 with recommended Findings and Conditions of Approval
- B. Redline excerpt of Sierra Point Sign Program
- C. Applicant plans
- D. Side by side comparison of existing and proposed entry monument sign and The Shore at Sierra Point entry monument signage
- E. [Staff report for Sign Program Modification 2022-SR-3 at The Shore](#) (hyperlink)



Jeremiah Robbins, Associate Planner



John Swiecki, Community Development Director

Draft
RESOLUTION 2022-SR-2

A RESOLUTION OF THE PLANNING COMMISSION OF BRISBANE
CONDITIONALLY APPROVING SIGN PROGRAM MODIFICATION 2022-SR-2
TO AMEND THE SIERRA POINT SIGN PROGRAM TO ALLOW A
LARGER ENTRY MONUMENT SIGN AT 2000 SIERRA POINT PARKWAY

WHEREAS, on May 27, 2021, the Planning Commission conducted a public hearing and following the hearing, approved sign program amendment SR-3-21 to the “Sierra Point Sign Program” (Sign Program) to allow a new entry monument sign at 2000 Sierra Point Parkway; and

WHEREAS, Chris Mateo, on behalf of the property owner Healthpeak, applied to the City of Brisbane to revise the size and design of the entry monument sign at 2000 Sierra Point Parkway, such application being identified as 2022-SR-2; and

WHEREAS, on April 14, 2022, the Planning Commission conducted a hearing of 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 staff memorandum 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(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 Sign Program modification;

NOW THEREFORE, based upon the findings set forth hereinabove, the Planning Commission of the City of Brisbane, at its meeting of April 14, 2022 did resolve as follows:

Sign Program Modification 2022-SR-2, amending the Sierra Point Sign Program as previously modified by Sign Program Modification SR-3-21, is approved per the conditions of approval attached herein as Exhibit A, such amendments being described in Exhibit B, including the graphics package by Clearstory Wayfinding and Placemaking, dated February 10, 2022.

ADOPTED this 14th day of April, 2022, by the following vote:

AYES:

NOES:

ABSENT:

DOUGLAS GOODING
Chairperson

ATTEST:

JOHN A. SWIECKI, Community Development Director

**DRAFT
EXHIBIT A**

Action Taken: Conditional approval of sign program modification 2022-SR-2, per the staff memorandum with attachments, via adoption of Resolution 2022-SR-2.

Findings:

- A. The sign program modification is exempt from the requirements of Table 17.36.020 and Figure 17.36.020A as provided per Brisbane Municipal Code (BMC) §17.36.050.B.
- B. The signage included in the sign program modification will comply with all applicable City ordinances in that per BMC §17.36.030.F.1, a building permit will be required to install the monument sign in compliance with the California Building Code. Additionally, the sign program modification requires compliance with Title 27, as such work pertains to construction on a closed landfill site; the proposed signage will be subject to County Health Department review and verified through the building permit application process.
- C. The signage included in the sign program modification will not conflict with the building scale, colors, materials, architectural details and styles found within the Sierra Point Commercial District in that the signage is well considered to provide a cohesive and formal entrance in unison with the entry monument sign permitted under The Shore at Sierra Point Sign Program. The modern palette, with an aluminum base and a blue and white color scheme fits well with the buildings and grounds in terms of style, scale, colors, and materials. The signage would similarly fit well with the existing signage in the area since approvals in recent years at 5000 and 7000 Marina Boulevard used similar, brushed stainless materials.
- D. The illuminated entry monument sign will be internally face-lit with LED components that allows for even lighting that will not produce glare. Performance standards within the sign program require the signage to be equipped with a dimmer to allow the illumination levels to be adjusted as appropriate and that the illuminated entry monument sign will not produce a glare.
- E. The signage included in the sign program modification is not anticipated to present a distraction or hazard due to the proposed method of illumination and existing performance standards within the Sierra Point Sign Program that prohibits flashing and require that the entry monument sign shall not present a distraction or hazard to pedestrians, motorists, or the occupants of other neighboring properties.
- F. The illuminated entry monument sign will not otherwise cause a public nuisance considering the sign program modification complies with all applicable city ordinances, does not conflict with the building scale, colors, materials, architectural details, and styles found in the Sierra Point subarea, and does not produce glare or present a distraction. Additionally, BMC §17.36.030(F) requires the entry monument sign to be properly maintained in a state of good repair.

- G. There are no kinetic signs included in the modification to the sign program.
- H. The proposed sign program modification is consistent with the City's General Plan. The General Plan does not provide specific regulations pertaining to signage, as that is regulated through the zoning ordinance's advertising sign provisions and authority for approval of sign programs rests with the Planning Commission. However, the General Plan does include Policy SP.6, "Continue to have attractive and safe development on the solid waste landfill at Sierra Point." There is no specific plan or planned development permit for this site.

Conditions of Approval:

- 1. A building permit is required prior to installation of the entry monument sign, per the performance standards of the Sierra Point Sign Program. The submitted building permit plans for the illuminated entry monument sign shall:
 - a. Conform to the provisions of attached Exhibit B, "Sierra Point Sign Program Standards," including graphics provided by Clearstory Wayfinding and Placemaking, dated February 10, 2022, Exhibit L; and
 - b. Include a final landscaping plan, subject to Community Development Director approval, in compliance with BMC Chapter 15.70 – Water Conservation in Landscaping.
- 2. The original conditions of approval included in SR-3-21 are continued with this modification, including:
 - a. Modifications to the Sign Program are subject to Planning Commission review except where the Sign Program expressly grants the Community Development Director or Zoning Administrator authority to approve modifications.

The amended Sierra Point Sign Program Standards

4/18/2022

Koll Center

Sierra Point

Building-Mounted

Signage

Standards

City of Brisbane

Brisbane, CA



1/28/10

5/27/2021

10/14/98

12/14/00

8/10/00

2/13/01

11/30/00

1/9/03

GROUP II - PERMANENT GROUND SIGNS

GROUP II - SIGN STANDARDS

1. All anticipated permanent ground sign types have been addressed in this document.

No additional permanent ground signs shall be introduced without the approval of the Koll Center Sierra Point Design Review Committee and City of Brisbane Planning Commission.

2. All sign types, sizes, colors and materials shall conform as indicated herein except that the City of Brisbane shall have the right to select alternative designs for their Marina buildings. Tenant logos may be incorporated in sign type "D" with the approval of the Koll Center Sierra Point Design Review Committee and the City of Brisbane Planning Director.
3. Palatino type face shall be used in bold and regular on all permanent ground signs as shown in Exhibit J, page 22. The bold type face is for project identity and on directional signs, sign type "E" through "I". Palatino regular type face is used on remaining messages. No type face deviation shall be allowed without the approval of the Koll Center Sierra Point Design Review Committee and the City of Brisbane Planning Director.
4. All traffic signs shall conform to the State Design Manual and State Traffic Manual. The location and design of the traffic signs shall be reviewed and approved by the City of Brisbane Director of Public Works.
5. Parking Directional Signs (sign type "E") are to be reviewed and approved for number and location by the City of Brisbane Planning Director and Public Works Director.
6. Building Identification Signs (sign type "D") are to be limited to one per building *plus one for any secondary street frontage*, and location shall be approved by the City of Brisbane Planning Director prior to the issuance of a building permit.

GROUP II - SIGN DESCRIPTION

1. Sign Type A - Directory Kiosk

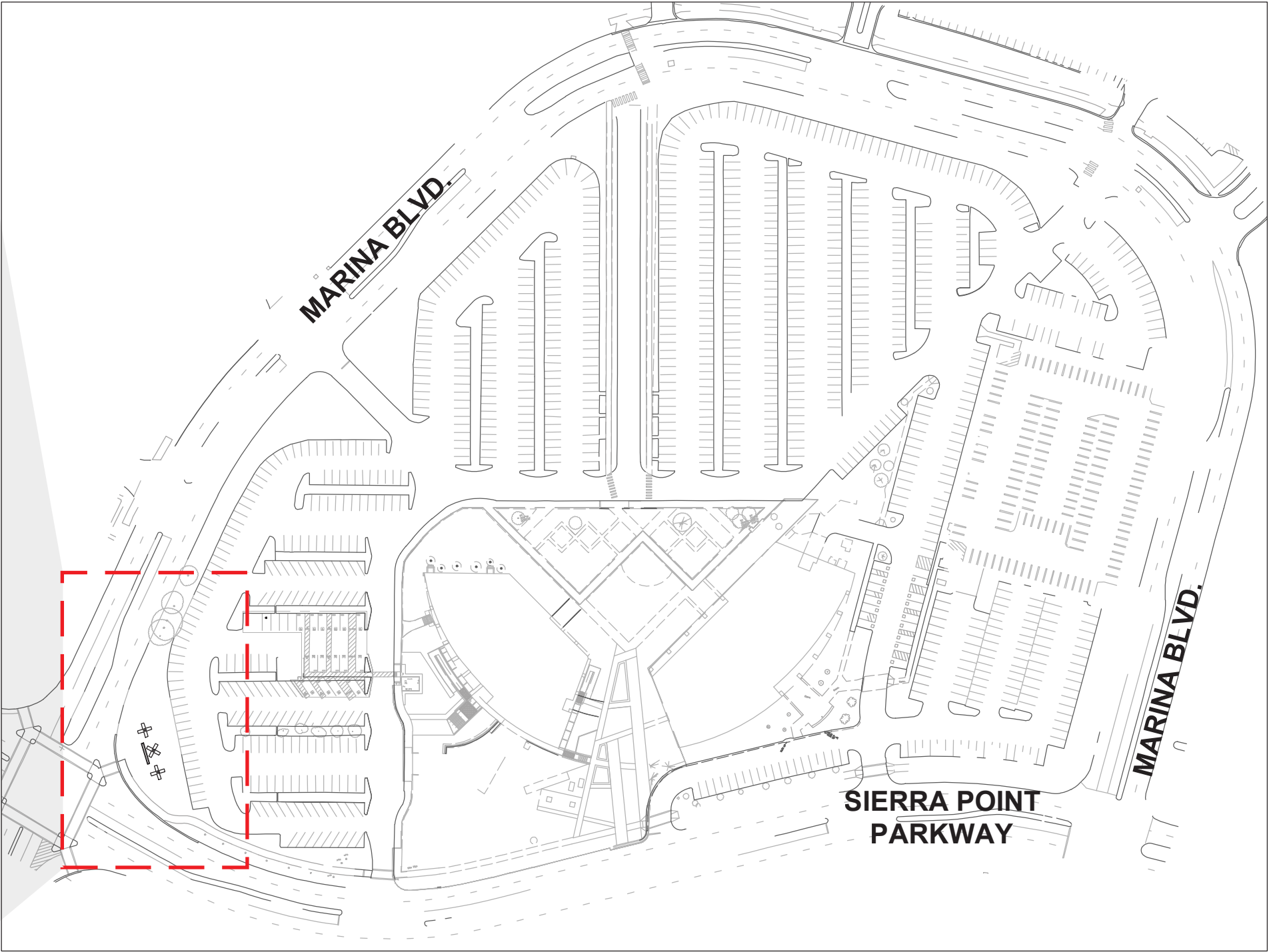
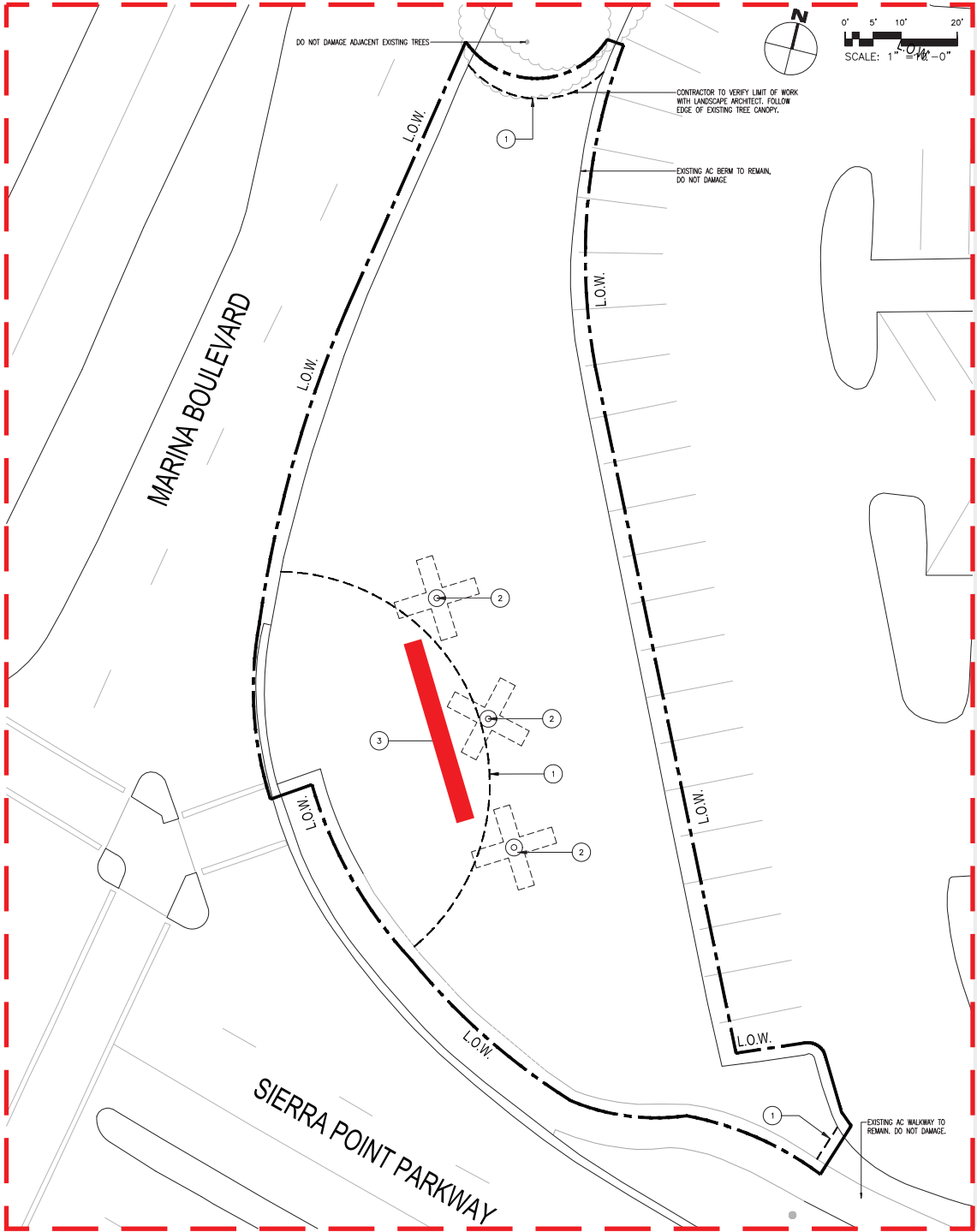
The Directory Kiosk shall be located at the entry to the park, parallel to Sierra Point Parkway and adjacent to the sidewalk.

Description: Addressee and buildings are identified by colored squares that refer to the site plan. Two GFRC panels with reveals are mounted to metal substructure which is supported by a concrete foundation. Top band to be polished copper. 1/4" pin mounted metal letters are mounted to the copper and GFRC. Metal sign face of sign plan to be porcelain enamel with silkscreened images in polyurethane paint. Site plan mounted flush into GFRC. Three ground lights in sidewalk to provide surface illumination. See Exhibit A, page 14.

2. Sign Type B - Entry Monument Sign

Purpose: One entry monument sign is included within this Sign Program. The entry monument sign is to be located at the northeast corner of the! Sierra Point Parkway and Marina Boulevard intersection. Exhibit L shows! the location. The intent of the site entry monument is to create a formal! entrance to the campus that includes the towers within the center of Sierra! Point and compliments the site entry monument of the adjacent campus at! The Shore.

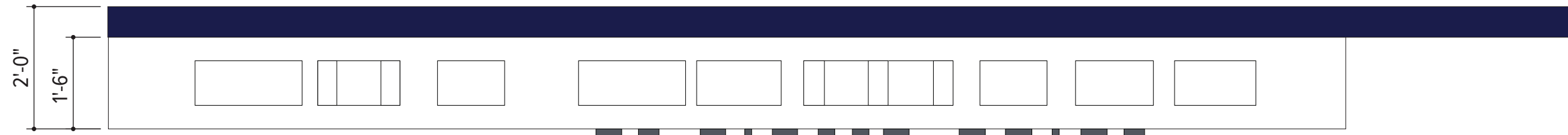
Description: The entry monument would identify the campus as "The Towers at Sierra Point", with a subline text that reads "Healthpeak Life Science Properties". "The Towers" letterforms are to be white, 4 feet 2.5 inches in height, internally face-lit, and mounted onto a 3-foot, 5-inch aluminum base. The letters "at sierra point" are to be dark grey, dimensional letterforms, mounted to the base, and the "Healthpeak Life Science Properties" subtext will be white vinyl mounted to the blue background. The width of the base is to be 24 feet. See Exhibit L for further details and the graphic illustration.



- LEGEND:**
- 1 – New Redwood header
 - 2 – New flagpole and footing
 - 3 – New signage (this proposal)

Site Overview – Sign Location Plan

Exhibit L



Plan View

PROPOSED CHANGE

Site Monument

The updated Towers site entry monument is adjusted to work in unison with the updated monument at The Shore across the street. The size increase of dark blue background elevates the presence and visibility of the sign. The Healthpeak logo mounted to the blue background will be applied white vinyl.



Elevation



Rendering

The Towers at Sierra Point
10 February 2022 Site Monument For Permit

clearstorysf.com
San Francisco, CA



The amended Sierra Point Sign Program Standards

4/18/2022

Koll Center

Sierra Point

Building-Mounted

Signage

Standards

City of Brisbane

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1/28/10
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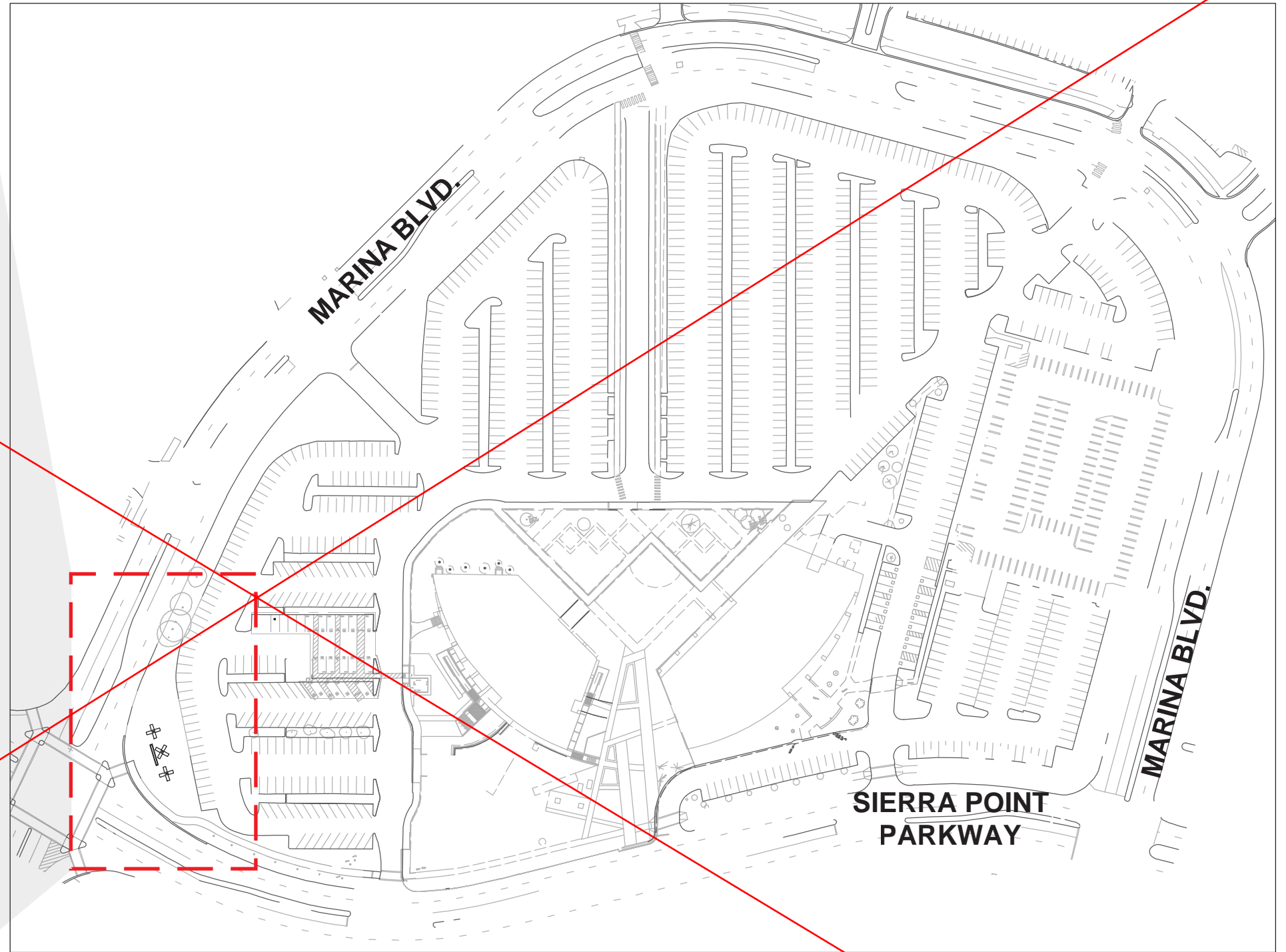
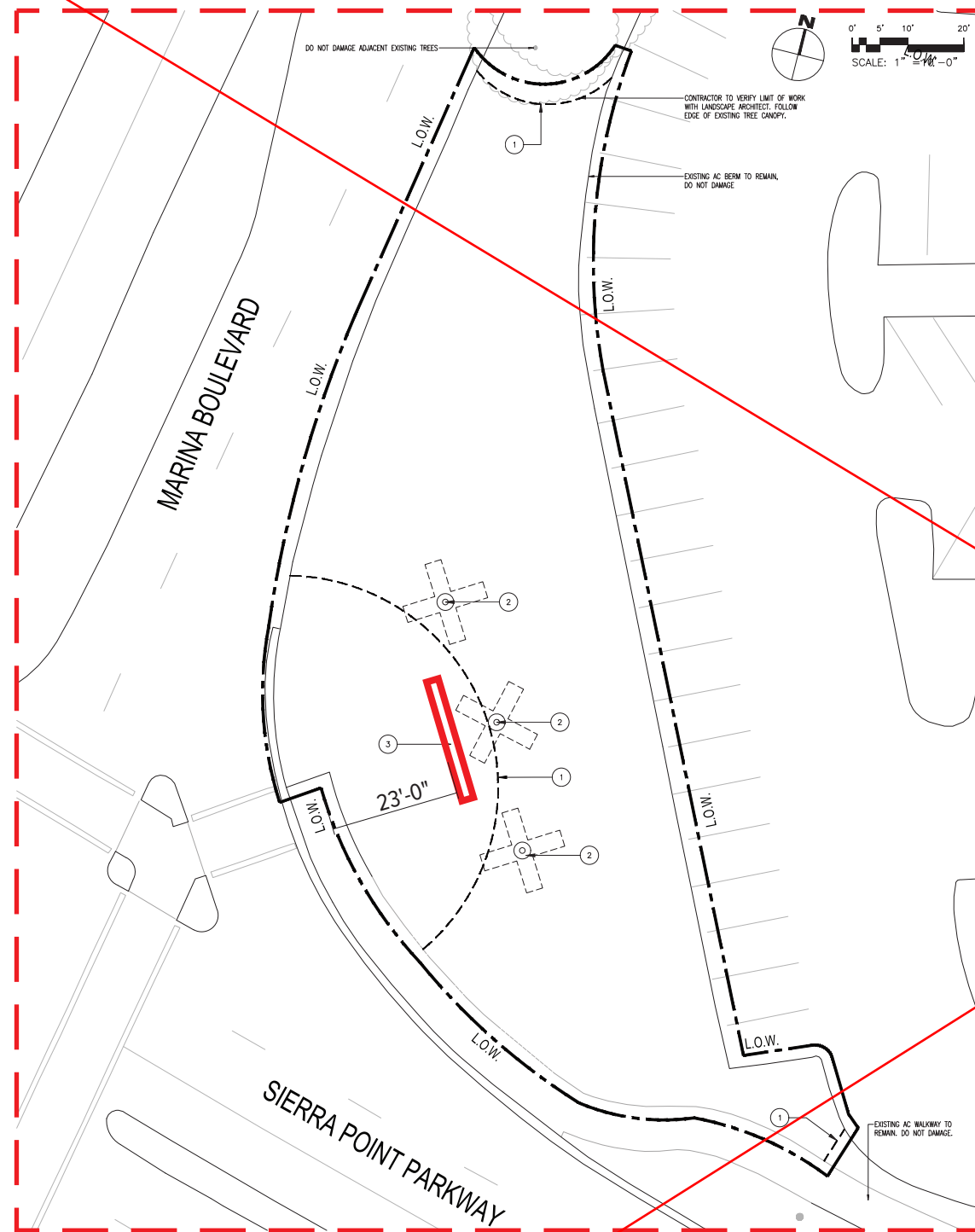
The Directory Kiosk shall be located at the entry to the park, parallel to Sierra Point Parkway and adjacent to the sidewalk.

Description: Addressee and buildings are identified by colored squares that refer to the site plan. Two GFRG panels with reveals are mounted to metal substructure which is supported by a concrete foundation. Top band to be polished copper. 1/4" pin mounted metal letters are mounted to the copper and GFRG. Metal sign face of sign plan to be porcelain enamel with silkscreened images in polyurethane paint. Site plan mounted flush into GFRG. Three ground lights in sidewalk to provide surface illumination. See Exhibit A, page 14.

2. Sign Type B - Entry Monument Sign

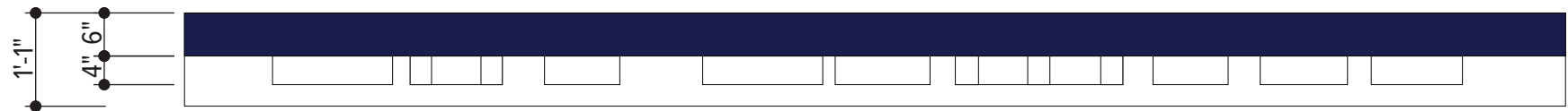
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Description: The entry monument would identify the campus as "The Towers at Sierra Point", with a subline text that reads "Healthpeak Life Science Properties". "The Towers" letterforms are to be white, **3 feet 4 inches 4 feet 2.5 inches** in height, internally face-lit, and mounted onto a **2-foot, 10-inch 3-foot, 5-inch** aluminum base. The letters "at sierra point" are to be dark grey, dimensional letterforms, mounted to the base, and the "Healthpeak Life Science Properties" subtext will be **black white vinyl mounted to the blue background**. The width of the base is to be **16 feet 24 feet**. See Exhibit L for further details and the graphic illustration.

**LEGEND:**

- 1 – New Redwood header
- 2 – New flagpole and footing
- 3 – New signage (this proposal)

Site Overview – Sign Location Plan



Plan View

Site Monument

The Towers site entry monument creates a formal entrance into the Campus, and is designed to work in unison with the monument at The Shore across the street, without being identical to that monument. Sculptural fabricated letterforms are mounted on an aluminum base, with a dark blue background.

The color palette of the monument will match the monument at The Shore. The sign base matches the base at The Shore, and the letterforms that are mounted to it will be painted white, with frosted white lexan faces which are internally face-lit with LED components, just as the sign at The Shore is. The dark blue background will match the returns of the letters on The Shore monument.

The typeface is Acumin, which also matches the Shore letters. The dimensional letters attached to the face of the base will be painted a dark gray, and are not illuminated, and the Healthpeak logo next to these letters will be applied black vinyl.



Side View

Elevation
100 sq.ft.

Scale: 1/2" = 1'-0"

Monument Design – Elevation

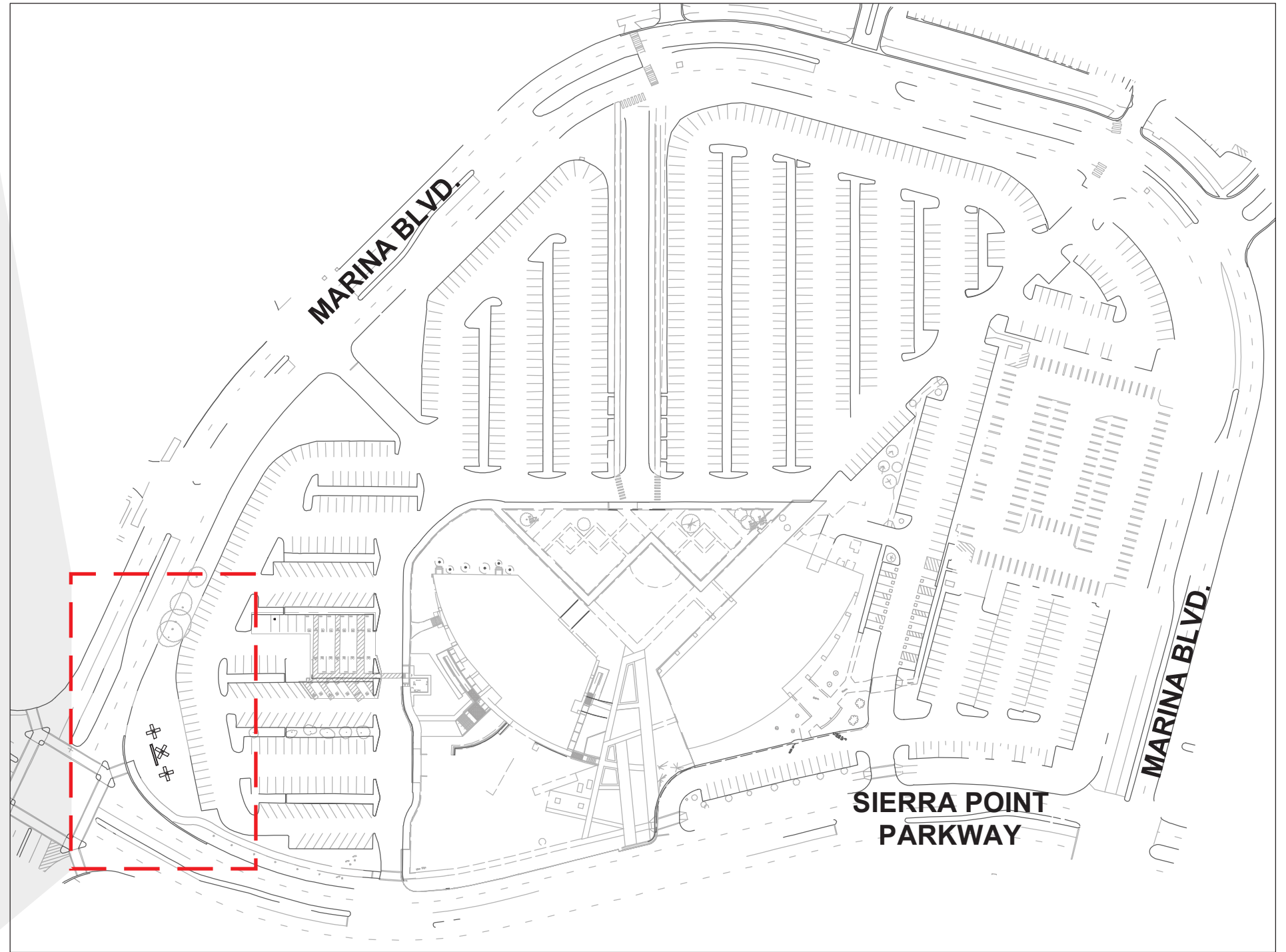
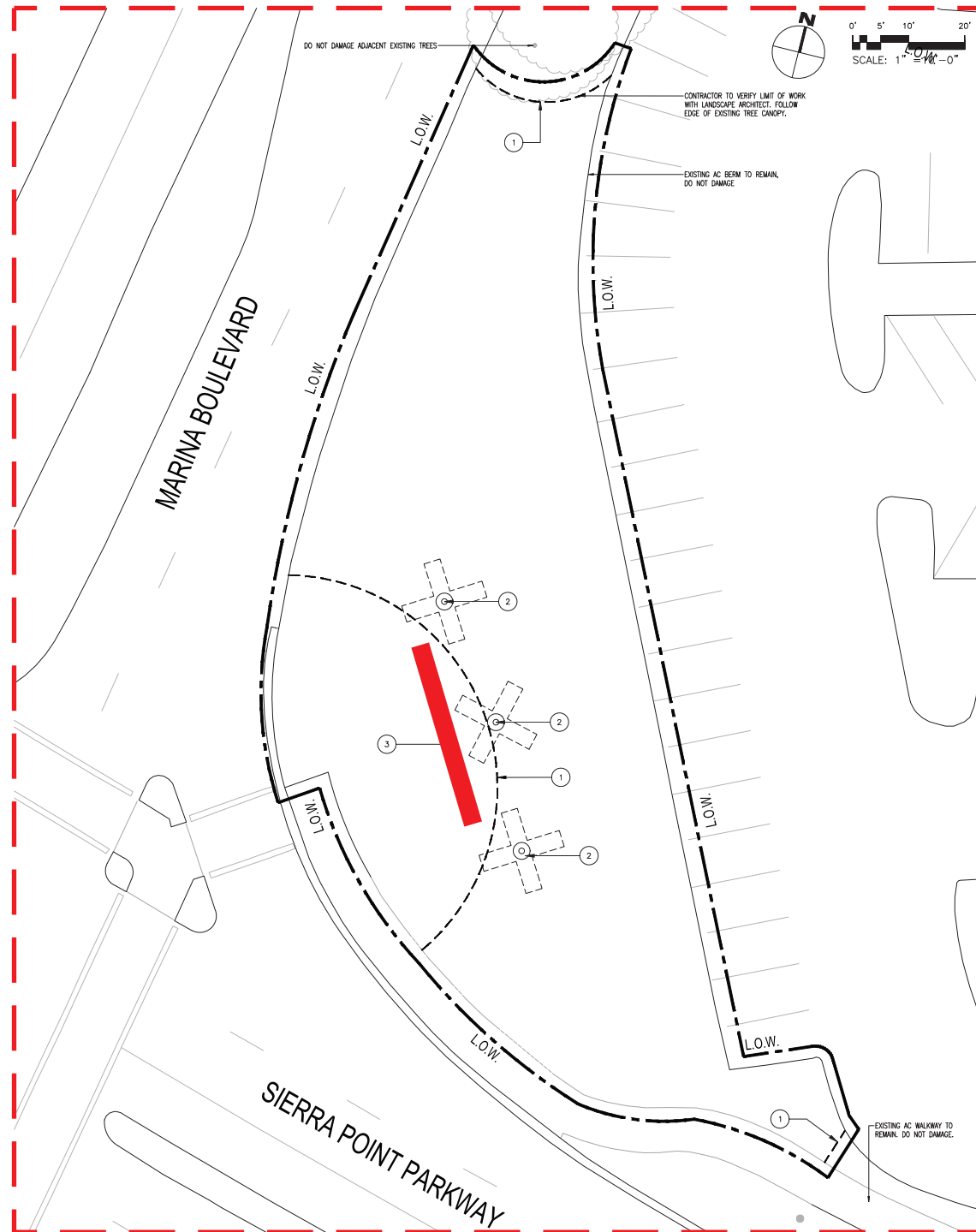


Monument Design – Rendering

The Towers at Sierra Point
14 April 2021 Site Monument For Permit

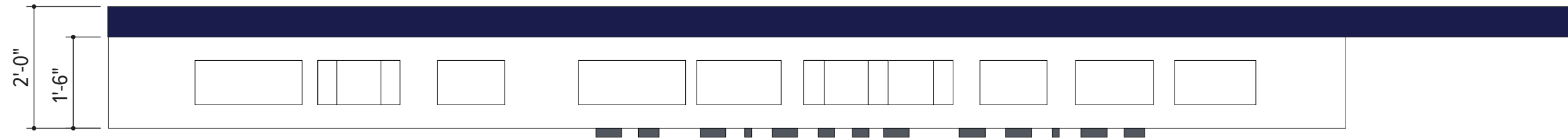
clearstorysf.com
San Francisco, CA



**LEGEND:**

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Site Overview – Sign Location Plan



Plan View

PROPOSED CHANGE

Site Monument

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Elevation



Rendering

The Towers at Sierra Point
10 February 2022 Site Monument For Permit

clearstorysf.com
San Francisco, CA

clearstory



WAYFINDING +
PLACEMAKING

The Towers at Sierra Point

Site Monument
For Permit

14 April 2021

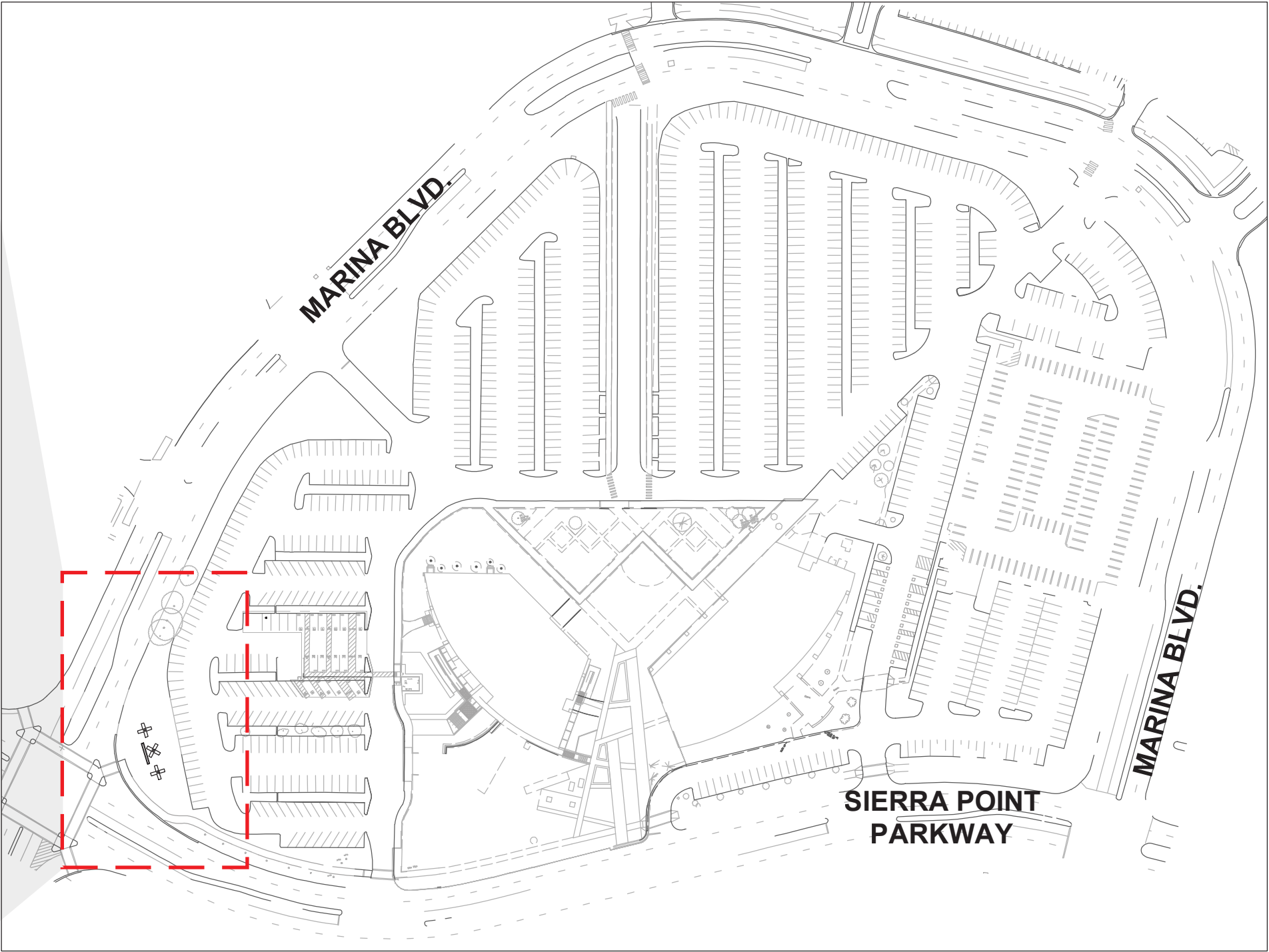
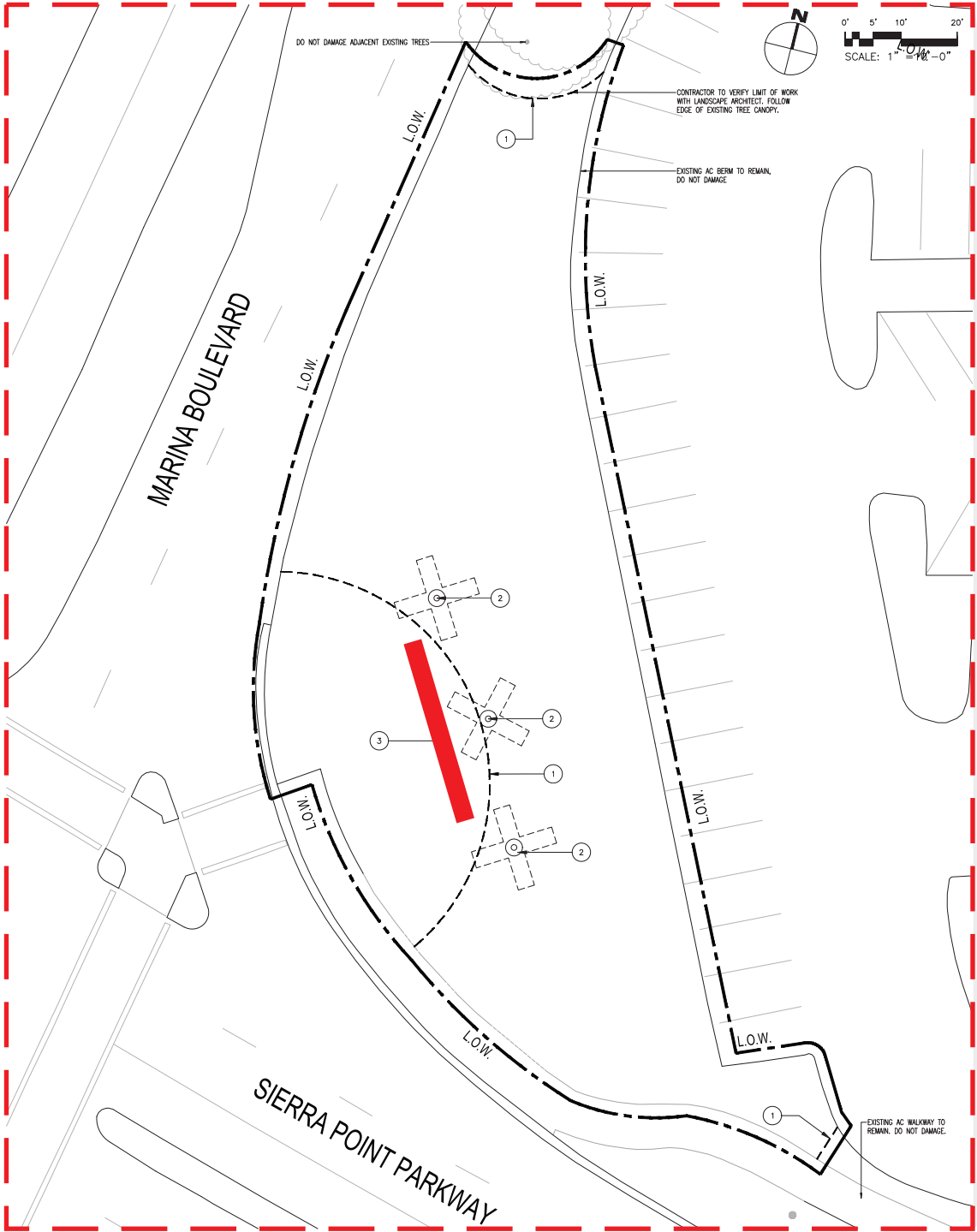
27 May 2021 — *Approved by Planning Commission*

10 February 2022 — *Revised*



Site Overview – Vicinity Map

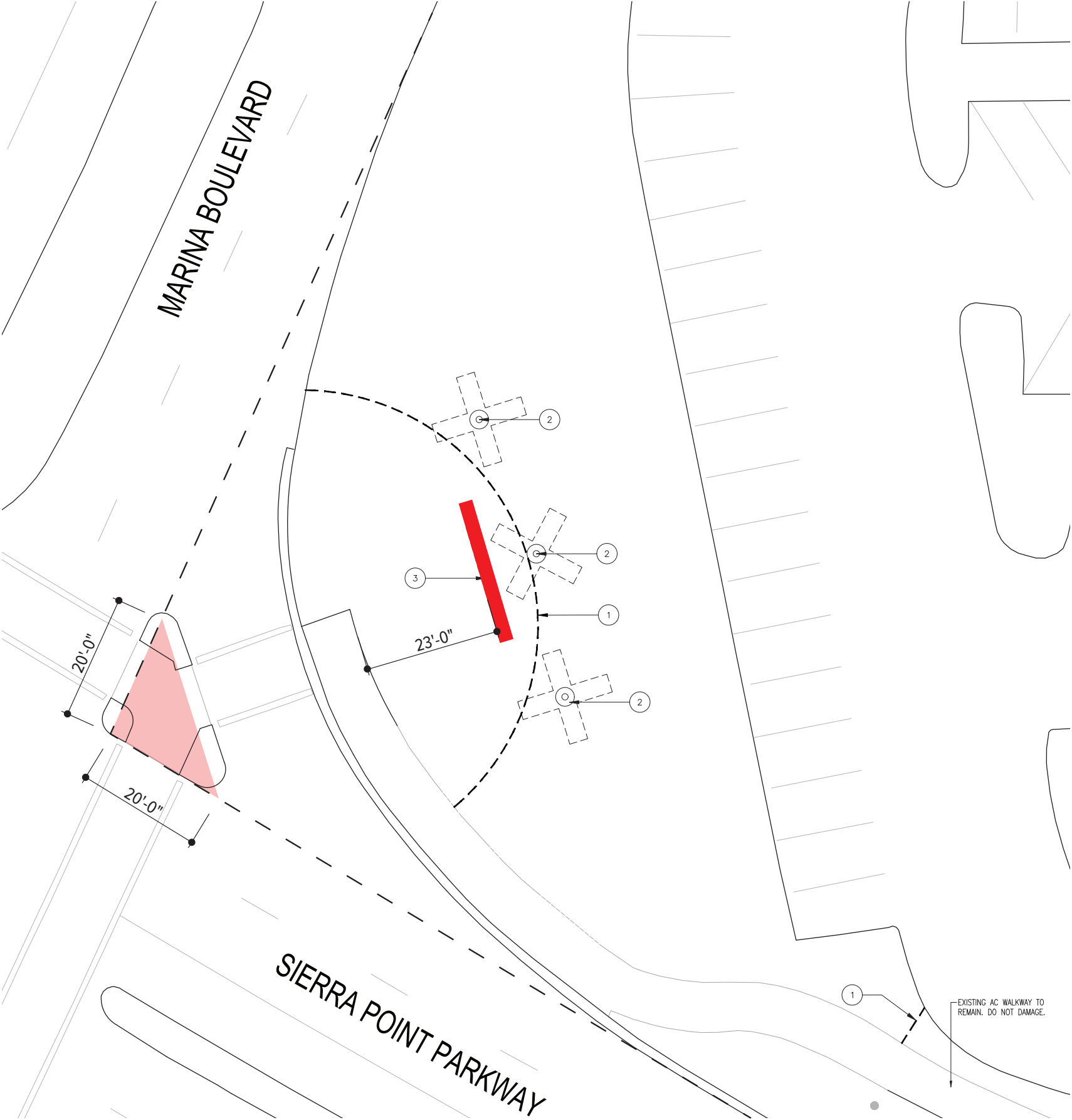
The Towers at Sierra Point
10 February 2022 Site Monument For Permit



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Site Overview – Sign Location Plan

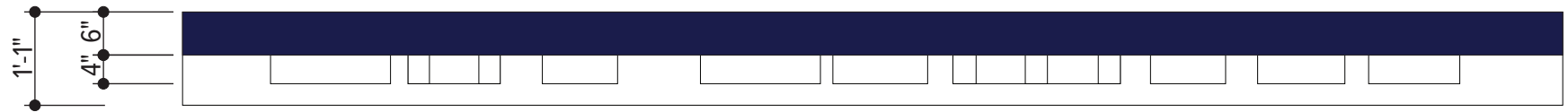




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Vision Triangle Study – Marina Boulevard and Sierra Point Parkway





Plan View

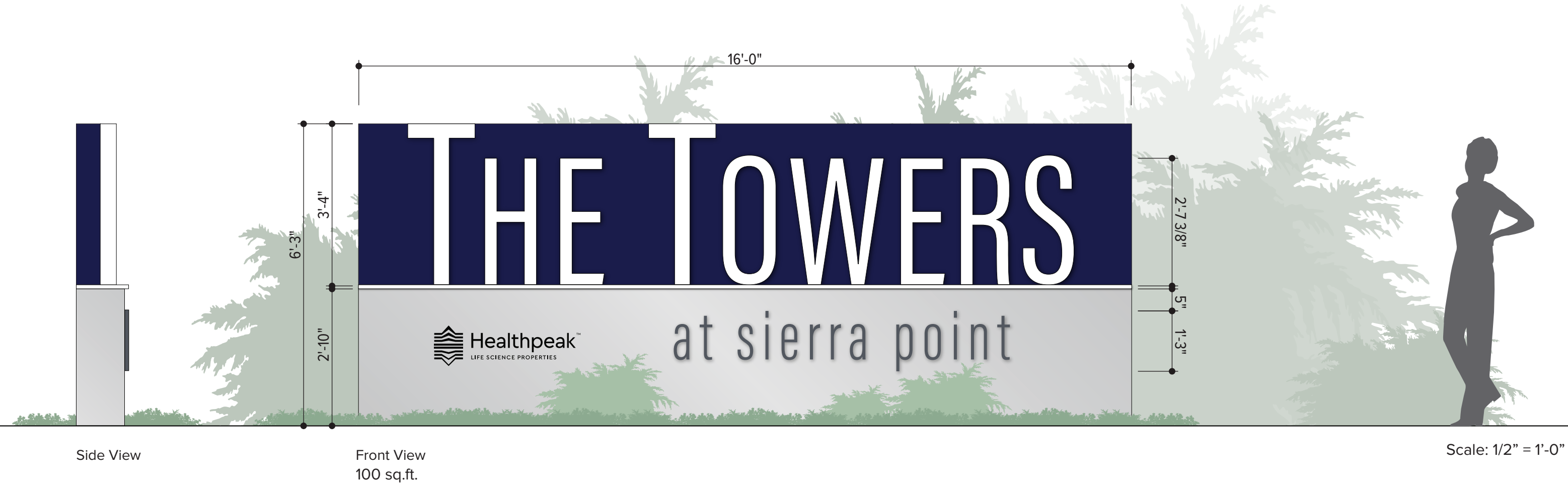
CURRENTLY APPROVED

Site Monument

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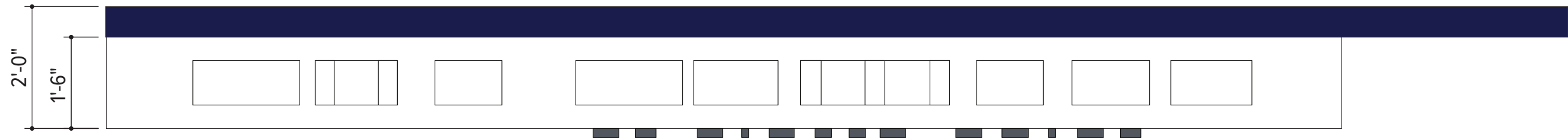


Side View

Front View
100 sq.ft.

Scale: 1/2" = 1'-0"

Elevation – Currently Approved

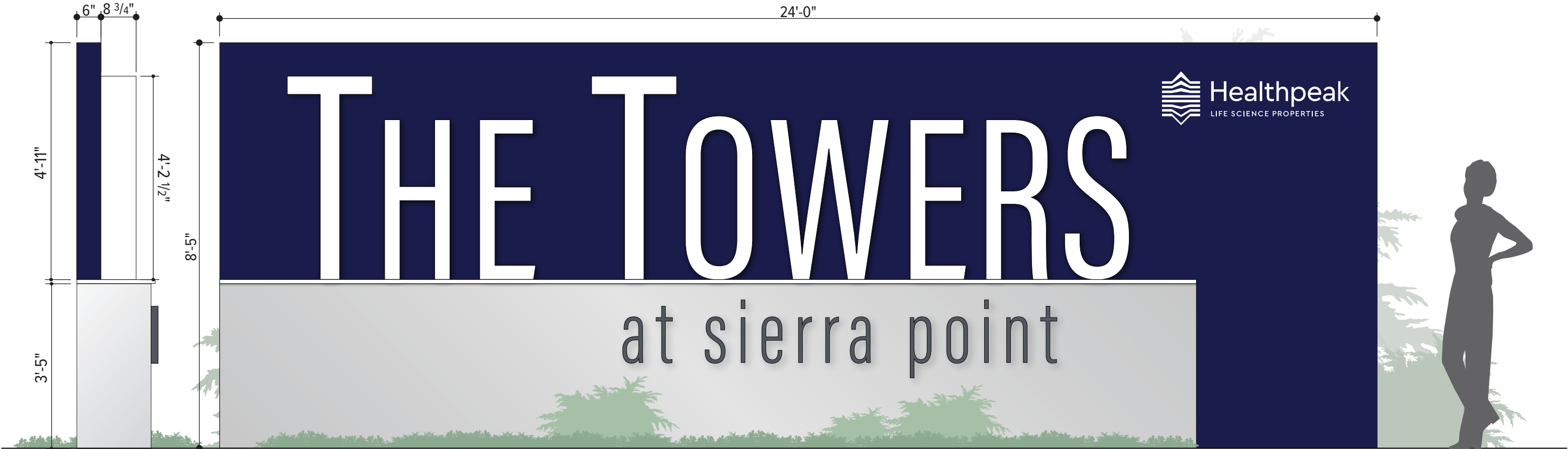


Plan View

PROPOSED CHANGE

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Side View

Front View
202 sq.ft.

Scale: 1/2" = 1'-0"

Elevation – Proposed Change



Currently Approved

Rendering – Currently Approved





Rendering – Proposed Change

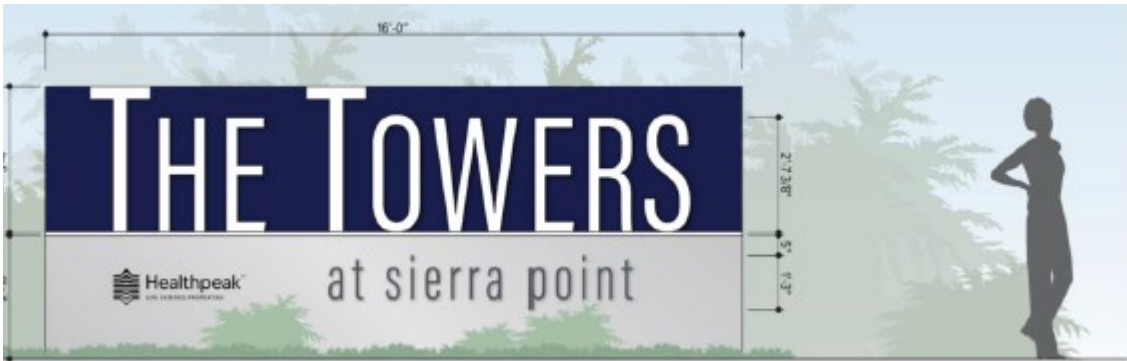
Currently Approved/allowed Entry Monument Signage



Requested Entry Monument Signage



Currently Approved/allowed Entry Monument Signage



Requested Entry Monument Signage

