City of Brisbane Planning Commission Agenda Report

TO: Planning Commission

For the Meeting of 4/14/2022

SUBJECT: 1000 and 3000-3500 Marina Boulevard; Sign Program 2021-SR-9; SP-CRO Sierra Point Commercial District; Sign Program for campus and tenant identification signage; Kacey Bills, applicant; BP3 SF4 1000 Marina LLC and BP3 SF5 3000 3500 Marina LLC, owners.

REQUEST: The applicant requests approval of a unified campus sign program for two adjacent properties in the Sierra Point subarea. The sign program includes design criteria and installation standards for new ground-mounted campus, site, and building identification signage, building-mounted tenant identification signage, campus amenity signage, internal directional and wayfinding signage, and advertising flags.

RECOMMENDATION: Approve 2021-SR-9 via adoption of Resolution 2021-SR-9 containing the findings and conditions of approval.

ENVIRONMENTAL DETERMINATION: Categorical Exemption per State CEQA Guidelines Section 15311(a)- this project falls within a class of projects which the State has determined not to have a significant effect on the environment. The exceptions to this categorical exemption referenced in Section 15300.2 of the CEQA Guidelines do not apply.

APPLICABLE CODE SECTIONS: <u>BMC Chapter 17.36, Advertising Signs</u>

ANALYSIS AND FINDINGS:

Background

Per BMC Chapter 17.36, sign programs establish unique requirements for the sign area, dimension, color, material, design, size and illumination of all signs to be erected or installed on a site-specific basis. The subject properties in this application are owned by the same owner/developer, Phase 3 Real Estate Partners, though ownership in each property is vested in separate LLCs. The property owner intends to operate the two properties as a connected "Genesis Marina" campus, and has submitted the proposed Sign Program to govern signage of both properties.

1000 Marina Boulevard is developed with an existing approximately 104,500 sq ft office/life sciences building, while construction of approximately 422,500 sq ft of life sciences (three buildings above a parking podium) is underway at 3000-3500 Marina Boulevard pursuant to Planning Commission approval of Design Permits DP-1-18 and DP-1-21. Tenant occupancy of 3000-3500 Marina Boulevard is estimated for the end of 2023.

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Project Description

The proposed Sign Program establishes the number and location of ground and building-mounted address and tenant identification signage, sign dimensions, and sign colors, materials, and finishes. Sign types addressed by the program include:

- Campus, Site, and Building Identification Signs: Includes a single campus monument, two site entry drive monuments, and building entry address signs.
- Tenant Identification Signs: Wall signs identifying the major tenant(s) of a building.
- Amenity Signs: Campus-branded signage for the fitness center, café and other similar amenities within the campus.
- Wayfinding and Directional Signs: To guide internal vehicular and pedestrian circulation.
- Flags: Three flagpoles are proposed at street level at the pedestrian entrance stairs at 3000-3500 Marina, once each for the American flag, California flag and a campus identity flag.

The sign program also establishes permitting procedures and performance standards applicable to all sign types.

Analysis

In order to grant a sign program permit, the Planning Commission must make findings prescribed in BMC §17.36.060.D. The application would meet all of the required findings, as detailed in the resolution in Attachment A.

The Genesis Marina sign program provides a cohesive collection of branded signage with a material palette that complements the architectural character of development on the two properties. Consistent with approved sign programs in the subarea, the Genesis Marina sign program includes a primary campus identification monument sign at the intersection of Marina Boulevard and Sierra Point Parkway, with secondary site identification signs at the two site entries along Marina Boulevard. These monument signs and internal vehicular and pedestrian signs will feature concrete and stainless steel elements, echoing the primary construction materials of other site improvements and structures.

For wall-mounted tenant signage, the sign program establishes the maximum number of signs, sign location, sign materials, and maximum sign dimensions to allow for up to 285 sq ft of total tenant sign area per building face. This regulatory approach is similar to the provisions of the Shore at Sierra Point Sign Program which allows for flexibility in the color palette and design of individual tenant logos and logotypes. (Note: The Shore at Sierra Point sign program allows for slightly smaller individual wall-mounted tenant signs, but allows for more individual signs per building façade, resulting in a total sign area of 200-300 sq ft per building façade). Illuminated signage, including ground and wall-mounted signs, is designed to avoid glare, hazards or distractions with internally illuminated channels. As required by the performance standards, all illuminated signs must be dimmable.

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Amenity signage will consist of small-scaled vinyl or stainless steel lettering applied above or adjacent to amenity entry doorways.

Consistent with BMC Chapter 17.36, installation of signs that conform with the provisions of the sign program will be subject to building permit approval. Similarly to the Shore at Sierra Point sign program, modified sign designs shall be considered under a separate Sign Review permit reviewed by the Community Development Director, or by the Zoning Administrator or Planning Commission upon referral by the Community Development Director or should the Planning Director's decision be appealed. Major amendments to the sign program (e.g., increasing the number or types of signs, increasing the maximum sign area, etc.) would require Planning Commission approval of a Sign Program amendment.

This application was routed to the following departments and agencies and no concerns were raised: North County Fire Authority, Dept. of Public Works, Building Division., Police Dept., Regional Water Quality Control Board, San Mateo County Health Dept. Note that in the Public Works review, sightline distance information was reviewed to verify that signs located at the street edge would not create an obstruction to sightlines for drivers. No Bay Trail signage is proposed in the sign program; such signage would be subject to separate review and approval by the San Francisco Bay Conservation and Development Commission.

ATTACHMENTS:

- A. Draft Resolution 2021-SR-9, containing findings and conditions of approval (Exhibit A) and draft Sign Program (Exhibit B)
- B. Aerial vicinity map
- C. Assessor's parcel map

<u>Julia Ayses</u> Julia Ayres, Senior Planner

John Swiecki John Swiecki, Community Development Director

Draft RESOLUTION 2021-SR-9 A RESOLUTION OF THE PLANNING COMMISSION OF BRISBANE CONDITIONALLY APPROVING SIGN PROGRAM 2021-SR-9 FOR 1000 AND 3000-3500 MARINA BOULEVARD

WHEREAS, Kacey Bills, of Skidmore, Owings & Merrill, applied to the City of Brisbane for a unified campus sign program for 1000 and 3000-3500 Marina Boulevard, Brisbane, such application being identified as 2021-SR-9; 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

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;

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 2021-SR-9 is approved pursuant to the findings and conditions of approval attached herein as Exhibit A, and to the regulatory framework and specifications provided in Exhibit B.

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: Conditionally approve Sign Program 2021-SR-9 per the staff memorandum with attachments, via adoption of Resolution 2021-SR-9.

Findings of Approval 2021-SR-9:

- 1. *"For all advertising signs subject to permit approval by the planning commission, it must also be found that:*
 - a. The sign complies with all applicable city ordinances; and"

All signage included in the sign program would comply with the City ordinances in Titles 15 and 17 of the Brisbane Municipal Code (BMC). BMC §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 Genesis Marina sign program meets both of these conditions.

b. "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 sign program provides a cohesive, site-wide collection of signs that complement each other and other structures and buildings on the sites in terms of style, scale, colors and materials. The material palette of pre-cast concrete and brushed stainless steel elements is clean and modern. Given the individual ownership, tenant occupancy, and architectural styles of various properties in Sierra Point, it is appropriate that there are significant differences between the various sign branding styles from one property to another. However, the scale of signs, total sign area, and general mix of sign types is consistent with other properties in Sierra Point, and uses similar concrete and metal elements (e.g., the Shore at Sierra Point, 5000 and 7000 Marina Boulevard).

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. The campus and site monument identification signs would include internal halo illumination, creating a glow of light from behind the stainless steel lettering. Wall-mounted tenant signs would similarly be internally illuminated. The performance standards included in the sign program require that all illuminated signs 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.

c. "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."

The proposed sign program is consistent with the City's General Plan. The General Plan does not specifically regulate advertising signage; rather, signage is regulated through the zoning ordinance, which vests authority for approval of sign programs with the Planning Commission.

Applicable to the Sierra Point subarea at large, General Plan subarea policy SP.6 states the City's commitment to *"Continue to have attractive and safe development on the solid waste landfill at Sierra Point."* The proposed sign program implements this policy by prescribing sign materials and color palettes that complement the architectural character of site development, establishing maximum sign sizes and total sign areas at a scale consistent with that established on other properties in Sierra Point, and providing efficient wayfinding to destinations within the site for users.

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

Conditions of Approval 2021-SR-9:

 Signage design and installation shall conform to the provisions of attached Exhibit B, "Genesis Marina Master Signage Program", including graphics prepared by Skidmore, Owings & Merrill, dated April 6, 2022, with the following additional details required with building permit application submittal:

 a. All illuminated signs shall be dimmable.

2. City approval shall be required prior to installation of any sign, pursuant to the procedures outlined in the Sign Program.

3. Modifications to the Sign Program are subject to Planning Commission review via separate application form and fee.

ATTACHMENT A Exhibit B



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

Genesis Marina Master Signage Program 2021-SR-9 1000, 3000-3500 Marina Blvd.



Introduction

This document serves as the Sign Program for "Genesis Marina" at 3000-3500 Marina Boulevard and 1000 Marina Boulevard and regulates the design and installation of signage. This sign program is intended to set the standards for attractive and consistent signage at Genesis Marina. The proposed signage designs included in the signage package intends to create a uniform signage program across 3000-3500 Marina and 1000 Marina and to create one Genesis Marina campus. All signs shown within are exterior signs that are visible from the public right-of-way as well as exterior signs visible within the campus. All signs have been designed in accordance with the 2019 California Building Code, American's Disabilities Act (ADA), and Chapter 17.36 of the Brisbane Municipal Code. All signs across the Genesis Marina campus must conform to this program, which regulates sizes, locations, colors, and types of signs.

The sign graphics depicted by the "Issued for Sign Review" Construction Documents, dated April 6, 2022, are attached as Exhibit A and include a sign location plan, sign elevations, and details for each sign.

Minor modifications to the sign standards contained herein may be requested consistent with the regulatory approval framework set forth in Section 6 of this document. Amendments to this sign program are subject to Planning Commission review, as set forth in BMC §17.36.050.

The sign program is organized into the following sections:

- 1. Campus, Site, & Building Identification Signage
- 2. Wayfinding Signage
- 3. Identification Signage
- 4. Amenity Signage
- 5. Tenant Signage
- 6. Permitting & Performance Standards

How to Use the Construction Documents

The "Issued for Sign Review" Construction Documents, dated April 6, 2022, are attached as Exhibit A and describe the locations, elevations, and fabrication details for each sign type. Below is a description of how to navigate Exhibit A:

- 1. **GR0.1.01:** General notes that govern the entirety of the documentation, including; typefaces used for each sign type, color and material schedule, pictograms, applicable codes and standards, total signage square footage used, general notes which describe rules that apply to the documentation, and a list of the sign types included within.
- 2. **GR1.1.00:** Signage demolition plan with accompanying photographs to describe the monument signs and letterforms to be removed from the 1000 Marina site.
- **3. GR1.1.01:** Overall site sign location plan indicating each sign's location at both 1000 and 3000-3500 Marina Boulevard. Each sign location is indicated by a sign tag which includes the sign type and individual sign number. Sign location and number are coordinated with the message schedule on sheet GR7.0.01.
- 4. **GR1.1.02:** Ground level sign location plan at 3000-3500 Marina Boulevard. Each sign location is indicated by a sign tag which includes the sign type and individual sign number. Sign location and number are coordinated with the message schedule on sheet GR7.0.01.
- 5. **GR1.1.03:** Podium level sign location plan at 3000-3500 Marina Boulevard. Each sign location is indicated by a sign tag which includes the sign type and individual sign number. Sign location and number are coordinated with the message schedule on sheet GR7.0.01.
- 6. **GR1.1.04:** Roof level sign location plan showing skyline tenant ID signage at 3000-3500 Marina Boulevard. Each sign location is indicated by a sign tag which includes the sign type and individual sign number. Sign location and number are coordinated with the message schedule on sheet GR7.0.01.
- **7. GR5.0.01-GR5.0.03:** Drawings showing a sign's location in elevation in relation to its surroundings. Tags keyed to each sign are provided to indicate the detail and sheet number where further information about the sign can be found.
- 8. **GR7.0.01:** A message schedule that provides the precise copy to be included for each sign. Sign locations indicated on sheet GR1.1.01, GR1.1.02, and GR1.1.03 are included in this schedule.
- **9. GR8.0.01:** Sign details that show the color/finish, fabrication details, and mounting details for the S00 and S01a sign types.
- **10. GR8.0.02:** Sign details that show the color/finish, fabrication details, and mounting details for the S02, S03, and S05 sign types.
- **11. GR8.0.03:** Sign details that show the color/finish, fabrication details, and mounting details for the S04a and S04b sign types.
- **12. GR8.0.04:** Sign details that show the color/finish, fabrication details, and mounting details for the S06 and S13 sign types.
- **13. GR8.0.05:** Sign details that show the color/finish, fabrication details, and mounting details for the S10, S11a, S11b, and S12 sign types.
- 14. **GR8.0.06**: Photo simulation drawings showing the proposed signage in a photograph for the existing 1000 Marina site and in renderings for the 3000-3500 Marina site (3000-3500 Marina site is currently under construction).
- **15. GR8.0.07:** Photo simulation drawings showing the proposed signage in renderings for the 3000-3500 Marina site.
- **16. GR8.0.08:** Existing condition photos key plan. Vantage points of photographs shown on Sheet GR8.0.09 indicated as numbered red dots with arrow.
- **17. GR8.0.09:** Existing condition photos with key plan locations and a description located underneath the photograph.

Skyline tenant ID signage- existing (sign type S12-e) for 1000 Marina Boulevard are as depicted in Sign Review application 2021-SR-6, which is appended to Exhibit A for reference.

This sign program allows four (4) ground-mounted monument campus and site identification signs and four (4) ground and building-mounted address identification (ID) signs. These signs identify the Genesis campus, the two campus site addresses, and individual buildings within the campus. These identification signs are scaled by hierarchy as follows:

- S00 Campus Monument ID
- S01a Site Monument ID (Two signs)
- S02 Secondary Site Monument ID
- S03 Entry Address

S00 – Campus Monument ID

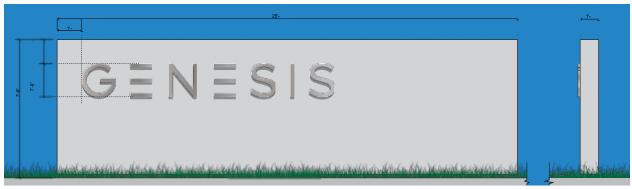
Purpose:

One (1) campus-wide illuminated site monument identification sign is included in the sign program to identify the campus ("Genesis") and create a formal campus entrance at the intersection of Marina Boulevard and Sierra Point Parkway. The location is shown on graphic package sheet GR1.1.01 and GR5.0.03 of Exhibit A. (See Description section below for additional location information.)

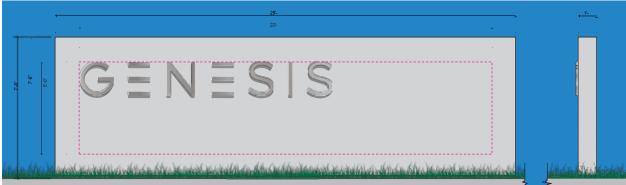
Description:

S00 Campus Monument ID - would be constructed to form a 7'-7" high by 25'-0" wide monolith of polished pre-cast concrete. The campus identity ("Genesis") is located on the south face of the sign. Letterforms are to be brushed stainless steel with internal halo illumination. Graphics are not to exceed 5'-0" high by 22'-5" wide on south face of monument. See sheet GR8.0.01 for further details.

The final location of the sign may vary from the proposed location shown on sheets GR1.1.01 and GR5.0.03 and shall be coordinated with planned intersection improvements and modifications to the Bay Trail, site landscaping, and pedestrian facilities at 1000 Marina Boulevard, subject to approval by the Community Development Director and City Engineer.



Proposed Design



Area Not to Exceed

S01a - Site Monument ID -

Purpose:

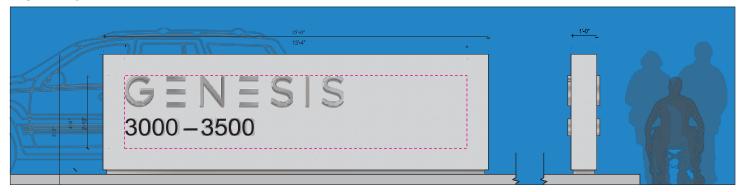
Two (2) small illuminated monument signs will provide campus-branded site addressing at the two site entries along Marina Boulevard, as shown on sheet GR1.1.01 of Exhibit A.

Description:

The S01a – Site Monument ID site monuments are to be 4'-6" high by 15'-0" wide monoliths of polished pre-cast concrete. The information shown on the sign will include the campus identity ("Genesis") and the address numerals on both sides of the sign. Letterforms and numerals will be brushed stainless steel with internal halo illumination. Graphics applied tosite monuments are not to exceed 2'-10" high by 13'-4" wide on either face of monument. See sheet GR8.0.01 for further details.



Proposed Design



Area Not to Exceed

S02 – Secondary Site Monument ID

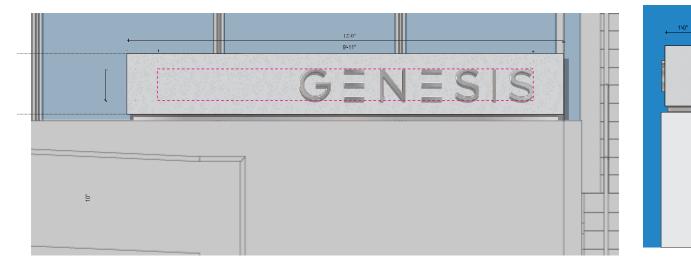
Purpose:

One (1) secondary illuminated site monument sign is included to create a formal pedestrian entrance to 3000-3500 Marina Boulevard, located at the base of the podium stairs at the ground level, as shown on sheet GR1.1.02 of Exhibit A.

Description:

The secondary site monument would identify the campus ("Genesis") and would be constructed to form a 1'-6" high by 12'-0" wide monolith of polished pre-cast concrete with the campus identity on the south face. Letterforms are to be brushed stainless steel with internal halo illumination. Graphics shall not to exceed 10" high by 9'-11" wide on the southern face of the monument. See sheet GR8.0.02 of Exhibit A for further details.





Area Not to Exceed

S03 – Building Entry Address

Purpose:

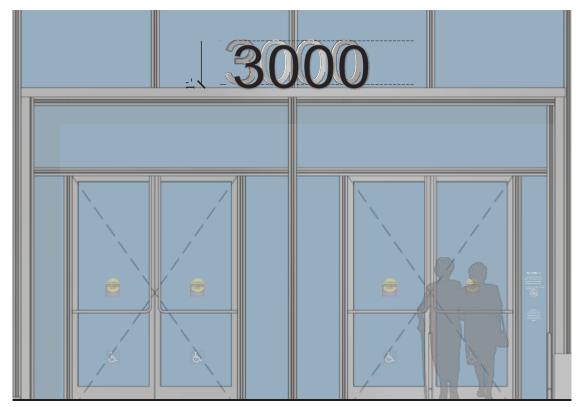
Four (4) illuminated building entry address signs will identify the address of each building both from a distance and close-in at the pedestrian level. See S.03 locations on sheets GR1.1.01, GR1.1.02 and GR1.1.03 of Exhibit A.

Description:

At 3000-3500 Marina Boulevard, the building address numerals are to be pin-mounted above each building's entry at the top of each entry wicket. No illumination is provided at these locations.

At 1000 Marina Boulevard, the building address numerals are to be mounted at pedestrian level above an existing concrete retaining wall. The numerals will be backlit by indirect LED lighting. See detail 8 on sheet GR8.0.02 of Exhibit A.

All numerals shall be brushed stainless steel fabricated letterforms measuring 1'-6" in cap height attached to an aluminum mounting plate, as shown on sheet GR8.0.02 of Exhibit A.



Location - S03.03

Wayfinding signs provide pedestrians and drivers with guidance to all amenities, circulation paths and campus destinations.

- S04a Vehicular Directional
- S04b Pedestrian Directional
- S05 Garage Entry ID
- S06 Delivery Loading Dock ID

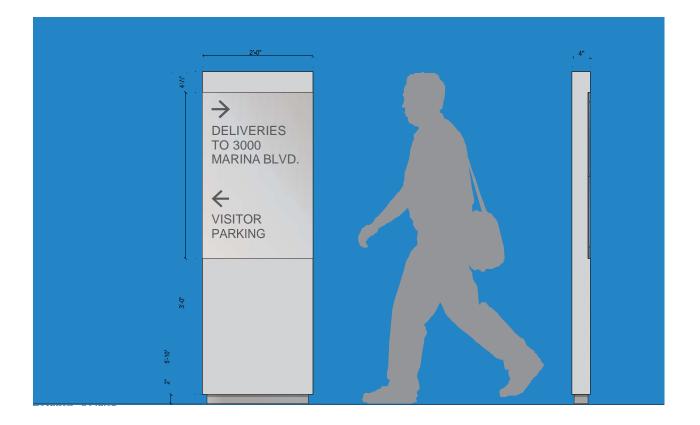
S04a - Vehicular Directional

Purpose:

A total of four (4) vehicular directional signs are proposed for the campus. The proposed locations are shown on sheet GR1.1.01. The intent of these signs is to provide supporting directional information at the edge of the site and within the campus for visitors as well deliveries.

Description:

The Vehicular Directional signs are a 6'-0" high by 2'-0" wide plinth of polished pre-cast concrete with a cleat mounted brushed stainless steel panel. Graphics on the stainless steel panel are to be etched and filled with dark gray enamel as shown on sheet GR8.0.03.



S04b - Pedestrian Directional

Purpose:

A total of six (6) pedestrian directional signs are proposed for the campus. The proposed locations are shown on sheet GR1.1.01. The intent of these signs is to provide supporting directional information at the edge of the site and within the campus to guide users to site amenities.

Description:

The Pedestrian Directional signs are a 6'-0" high by 1'-6" wide plinth of polished pre-cast concrete with cleat-mounted brushed stainless steel panel. Graphics on the stainless steel panel are to be etched and filled with dark gray enamel as shown on sheet GR8.0.03.



Location - S04b.06

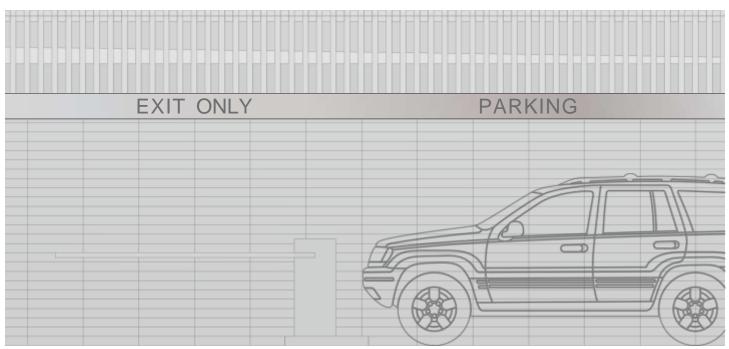
S05 - Garage Entry ID

Purpose:

A total of three (3) garage entry signs are proposed for the campus. The proposed locations are shown on sheet GR1.1.02. The intent of these signs is to provided supporting directional information at the garage entry points to inform users of the correct path of travel.

Description:

The Garage Entry ID signs would be constructed of dark gray precision cut vinyl lettering, as shown on sheet GR8.0.02.



Location - S05.01

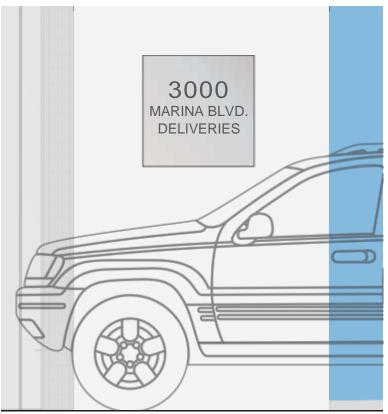
S06 - Delivery Loading Dock ID

Purpose:

A total of three (3) Delivery Loading Dock ID signs are proposed for the campus. The proposed locations are shown on sheet GR1.1.02. The intent of these signs is to provide identification information at the garage entry points for delivery drivers.

Description:

The Delivery Loading Dock ID signs are constructed of a 3/8" thick stainless steel plaque with etched and filled graphics. Graphics on the stainless steel panel are to be etched and filled with dark gray enamel. The plaques will be surface applied to concrete walls with pin mounts and silicone.



Location - S06.01

4. Amenity Signage

- S10 Amenity ID
- S11a Fitness Center Vinyl ID
- S11b Fitness Center Plaque ID

S10 - Amenity ID

Purpose:

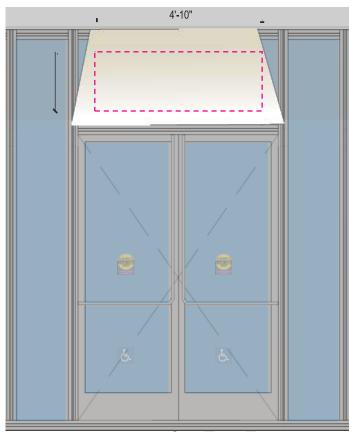
Four (4) Amenity signs are proposed for the campus. The proposed locations are shown on sheet GR1.1.03. The intentof these signs is to provide site amenities, including dining and event spaces, with branded identification and to assist in pedestrian wayfinding.

Description:

The amenity ID signs will be constructed of water jet cut stainless steel letter forms with horizontal brushed finish to be surface applied to glazing transom above each exterior amenity entry. Signage standards dictate that amenity brandingto not exceed 1'-8.5" high by 4'-10" wide on transom. Individual sign text is described in the message schedule on sheet GR7.0.01 of Exhibit B.



Proposed Design



Area Not to Exceed

4. Amenity Signage

2'+6'

9

S11a - Fitness Center Vinyl ID

Purpose:

One (1) Fitness Center Vinyl ID sign is proposed for the campus at the exterior entry to the fitness center. The proposed location is shown on sheet GR1.1.02. The intent of this sign is to provide the fitness center with branded identification and to assist in pedestrian wayfinding from a front facing vantage point.

Description:

The Fitness Center Vinyl ID will be constructed of translucent white precision cut vinyl lettering as shown in graphics package sheet GR8.0.05. Signage standards dictate that amenity branding is not to exceed 2'-6" high by 2'-6" wide on glazing.



Area Not to Exceed

4. Amenity Signage

S11b - Fitness Center Plaque ID

Purpose:

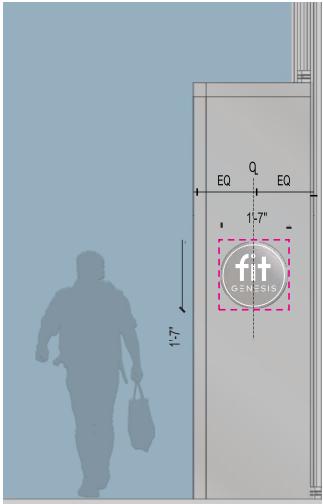
Two (2) signs are proposed for the campus at the exterior entry to the fitness center. The proposed locations are shownon sheet GR1.1.02. The intent of this sign is to provide the fitness center with branded identification and to assist in pedestrian wayfinding from side vantage points.

Description:

The Fitness Center Plaque ID's will be surface applied with pin mounts and silicone to the two (2) outer walls of the wicket entry. The Fitness Center Plaque ID's will be constructed of water jet cut circular stainless steal plaques with etched and filled dark gray enamel graphics, as shown on sheet GR8.0.05. Signage standards dictate that amenity branding to not exceed 1'-7" high by 1'-7" wide on wicket outer walls.



Proposed Design



Area Not to Exceed

5. Tenant Signage

- S12 Skyline Tenant ID
- S12E- Skyline Tenant ID- Existing
- S13 Flags

S12 - Skyline Tenant ID

Purpose:

Skyline Tenant ID signs provide opportunities for tenants of 3000-3500 Marina Boulevard that occupy a significant floor area within a given building to be identified on the exterior crown of the buildings. Skyline Tenant ID signs are intended to be visible to vehicular traffic from the neighboring freeway and surface streets.

Description:

For graphic depiction of the tenant sign standards, see sheet GR8.0.05. These standards are also summarized asfollows:

- All skyline tenant ID signs are to be face-lit channel letters, internally illuminated with LED modules. Logos and logotypes are to betenant brand colors. See sheet GR8.0.05.
- The number of skyline signs is limited to two per building, and one per specified building side, as shown on sheet GR1.1.04 and as outlined in Table 1, below.
- Approved locations are shown in the graphics package and outlined in Table 1.

S12-E – Skyline Tenant ID- Existing

Purpose:

Skyline Tenant ID-Existing provide opportunities for tenants of 1000 Marina Boulevard to be identified on the exterior crown of the building. Skyline Tenant ID- Existing signs are intended to be visible to vehicular traffic from the neighboring freeway and surface streets.

Description:

Skyline Tenant ID- Existing signage shall conform to the specifications in approved Sign Review 2021-SR-6, attached to the graphics package in Exhibit A. Sign IDs and maximum dimensions are included in Table 1 below.

Building Address	Facade Orientation	Sign ID	Maximum Dimension (height x width)	
1000 Marina Dlad	North	S12-E.02	5' 0" x 24' 0"	
1000 Marina Blvd	South	S12-E.01	5' 0" x 24' 0"	
3000 Marina Blvd	East	5	6'-0" x 47'-6"	
5000 Marina Bivu	South	6	6'-0'' x 47'-6''	
2200 Marina Dlad	West	1	6'-0'' x 47'-6''	
3300 Marina Blvd	East	2	6'-0'' x 47'-6''	
2500 Marina Dlad	West	3	6'-0'' x 47'-6''	
3500 Marina Blvd	East	4	6'-0'' x 47'-6''	

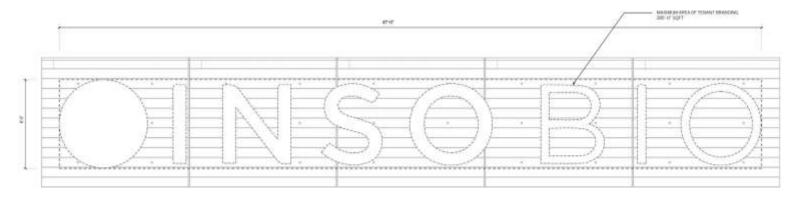
Table 1 Skyline Tenant ID Signs Summary

** See Skyline Tenant ID location plan in graphics package for location

5. Tenant Signage



Proposed Design Placement- Signs 1-6



Area Not to Exceed- Signs 1-6

5. Tenant Signage

S13 - Flags

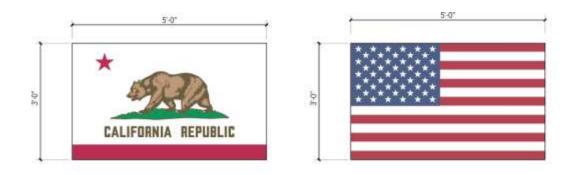
Purpose:

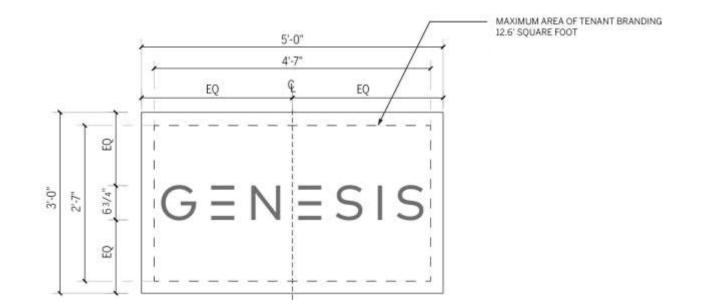
Three (3) flag poles are included in the sign program. These are to be located approximately 3'-0" to the left of the ground level entry to building 3500 Marina Blvd. The center flagpole is to be 25'-0" feet in height, with a USA flag measuring, 3'-0" by 5'-0". On either side would be 20 foot poles with the California flag and Owner's branded flags, each measuring 3'-0" by 5'-0". The flagpoles will be of brushed stainless steel or aluminum, to be similar in appearance to the architectural finishes.

Description:

Owner flag is limited to a 5'-0" x 3'-0" flag. Flag must either be a solid dark background with light imagery/text or solid light background with light imagery/text. Graphic must be within the allowable 4'-7" x 2'-7" area.

The USA and California flags are not considered advertising. Display of the flags should follow standard protocols. Changes to the owner flag are subject to Planning Director review.





6. Permitting & Performance Standards

All signs require approval by the property owner prior to installation and are subject to conformance with this sign program. Documentation of owner approval is to be provided along with any City required application.

Building Permit Approval Required:

All signs shall be subject to building permit approval prior to installation.

The following signs may be installed with only building permit approval if the sign fully complies with the applicable requirements set forth in this sign program:

S01a - Site Monument ID - Small

S01b - Site Monument ID - Large

- S02 Secondary Site Monument ID
- S03 Entry Address
- S04a Vehicular Directional
- S04b Pedestrian Directional
- S05 Garage Entry ID
- S06 Delivery Loading Dock ID

S10 Amenity ID

- S11a Fitness Center Vinyl ID
- S11b Fitness Center Plaque ID

S13 Flags

Building Permit Requirements: All signs shall comply with the California Building Code (CBC), including any applicablebuilding 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 Heath 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, accompanied by BCDC documentation of approval of plans. This shall include educational messaging.

Sign Review Permit Approval Required:

- 1. Sign Types S12 and S12-E, Tenant Skyline ID and Tenant Skyline ID-Existing
- 2. Modifications to the character (materiality, lighting, exceeding maximum allowable area, and location) of signs S01-S11 and S13

Sign Review applications shall be subject to Community Development Director review and approval. The Community Development Director may refer a sign review application to the Zoning Administrator or to the Planning Commission for public hearing.

Findings:

For sign review applications reviewed by the Community Development Director, the following findings must be made:

1. The proposed signage complies with all of the applicable requirements of this sign program.

For sign review applications reviewed by the Zoning Administrator or Planning Commission, the following findings must be made:

6. Permitting & Performance Standards

1. The sign does not conflict with the building scale, colors, materials, architectural details and styles on the 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.
- 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 buildingarchitectural elements on which it would be placed.

Appeals: Appeals of the Community Development Director, Zoning Administrator, or Planning Commission action on a sign review application shall be made consistent with the applicable provisions of Brisbane Municipal Code Chapters 17.52 and 17.56.

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, Brisbane, by phone at (415) 508-2120, or by email at <u>planning@brisbaneca.org</u>. Planning application forms, checklists, and the current fee schedule are available on the City's website at: <u>www.brisbaneca.org</u>.



CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

VISUAL CHARACTER REQUIREMENTS

CHARACTER WIDTH : HEIGHT RATIO STROKE WIDTH : HEIGHT RATIO 10% 20% MIN MAX

SUBTOTAL WAY FINDING / REGULATORY SIGNAGE 163.25 SUBTOTAL TOTAL SIGNAGE 2286.5



SIGN TYPE INDEX

- SITE SIGNS S00 Campus Monument ID
- S01a Site Monument ID
- S02 Secondary Site Monument ID S03 Entry Address
- S04a Vehicular Directional
- S04b Pedestrian Directional
- S05 Garage Entry ID
- S06 Delivery Loading Dock ID S10 Amenity ID
- S11a Fitness Center Vinyl ID
- S11b Fitness Center Plaque ID
- S12 Skyline Tenant ID
- S12-E Skyline Tenant ID - Existing
- S13 Flags



ATTACHMENT A

PHASE3

GENESIS MARINA

3000-3500 MARINA BLVD BRISBANE, CA

SOM

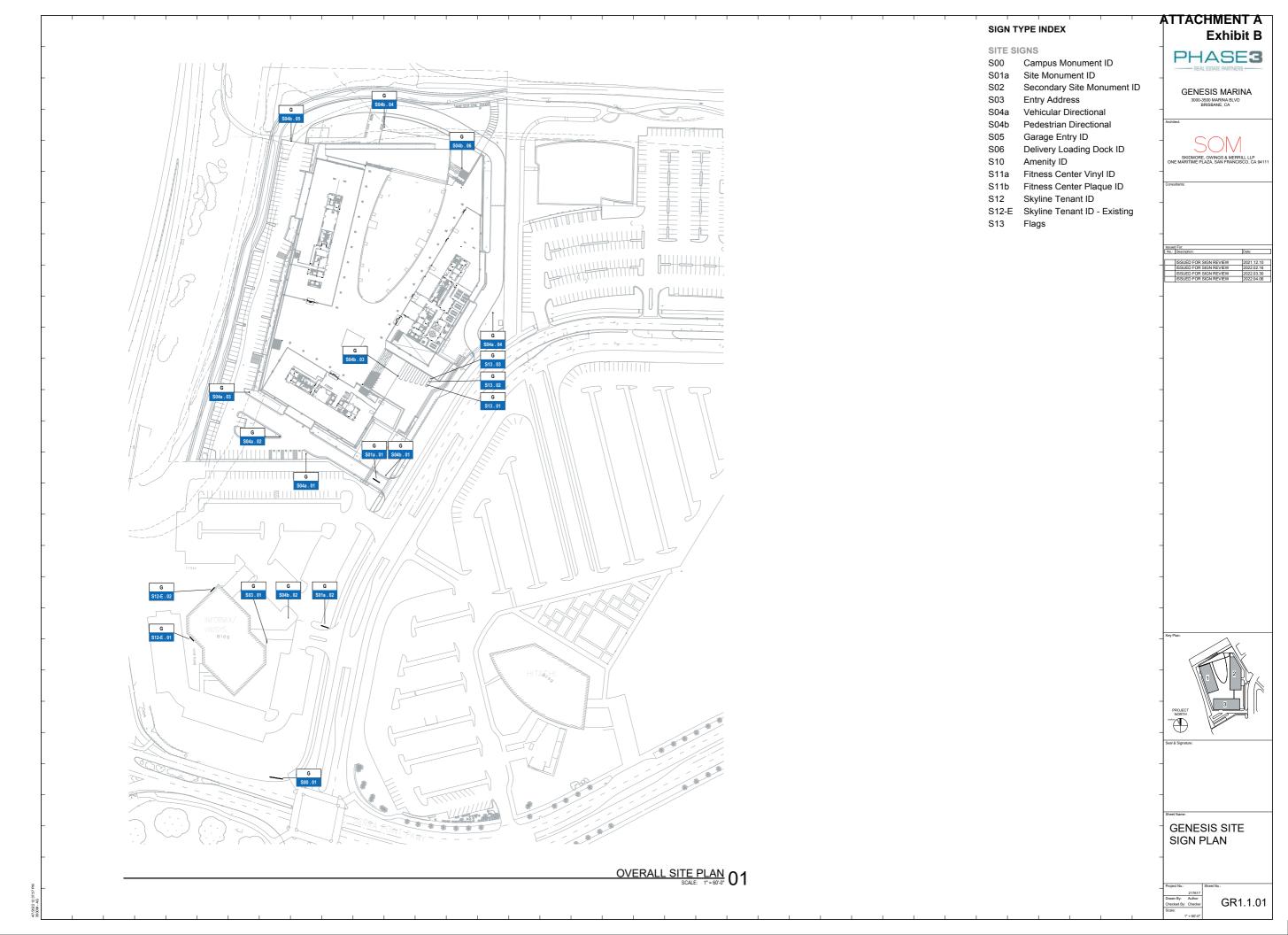
MORE, OWINGS & MERRILL LLI

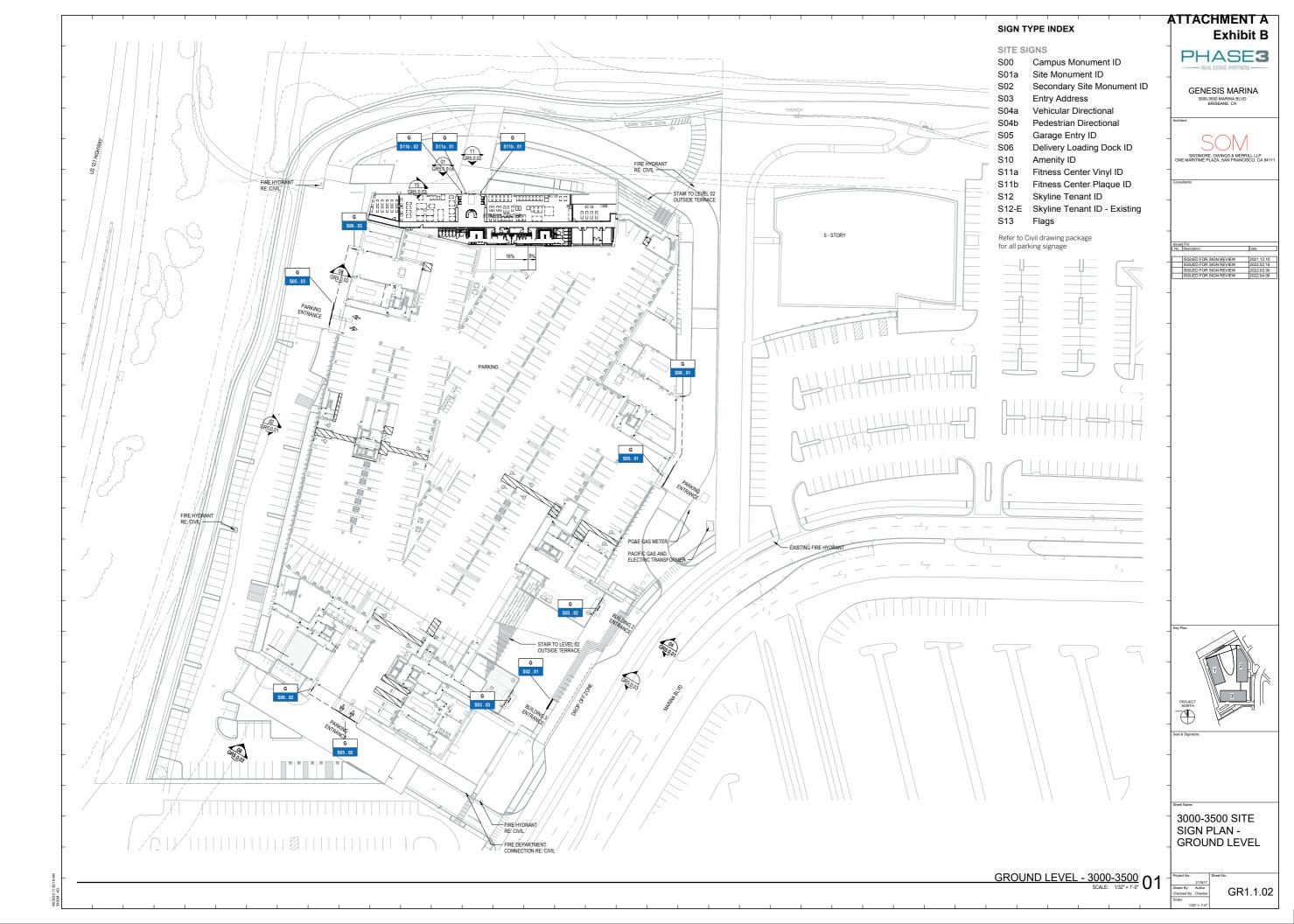
Exhibit B

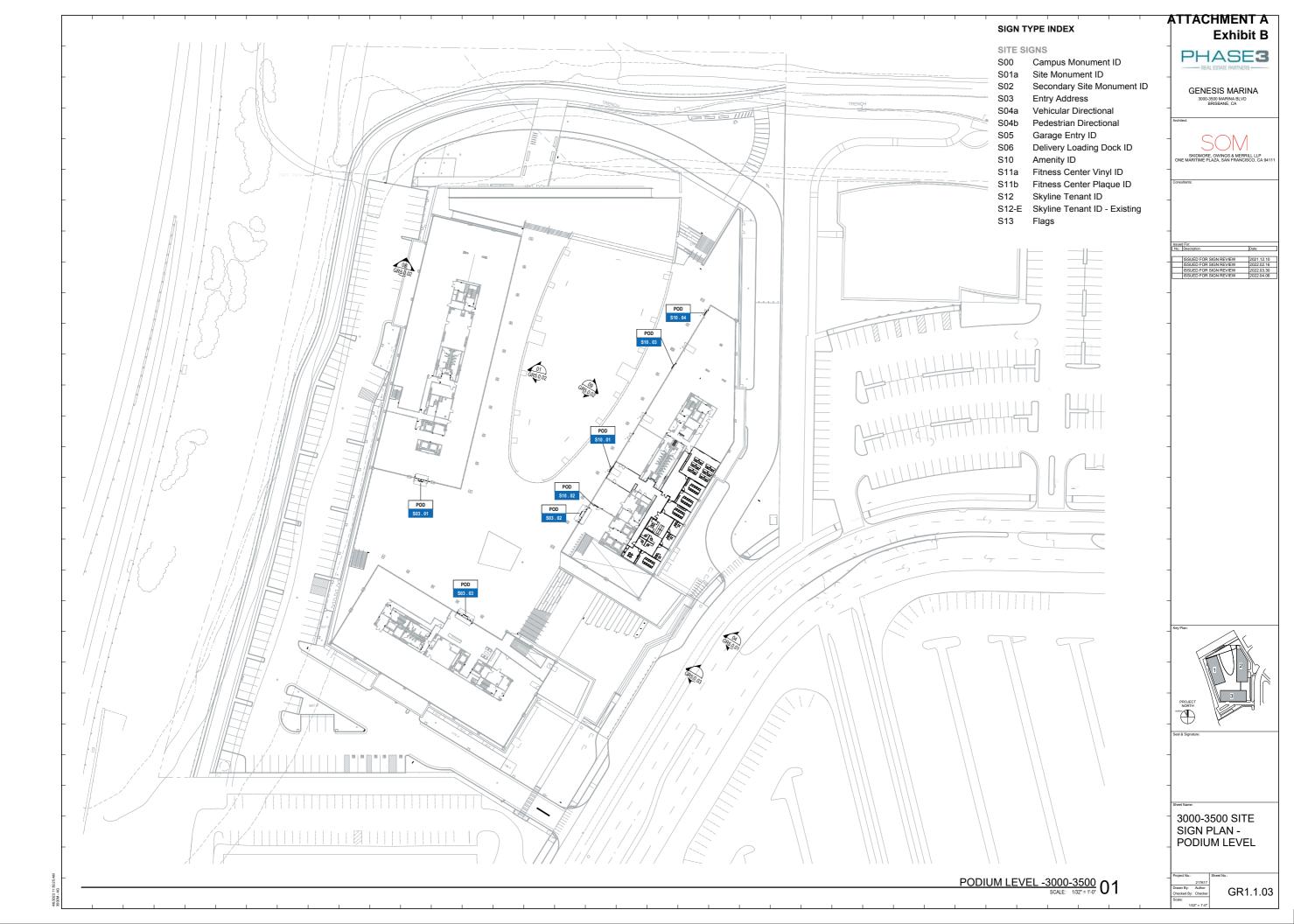


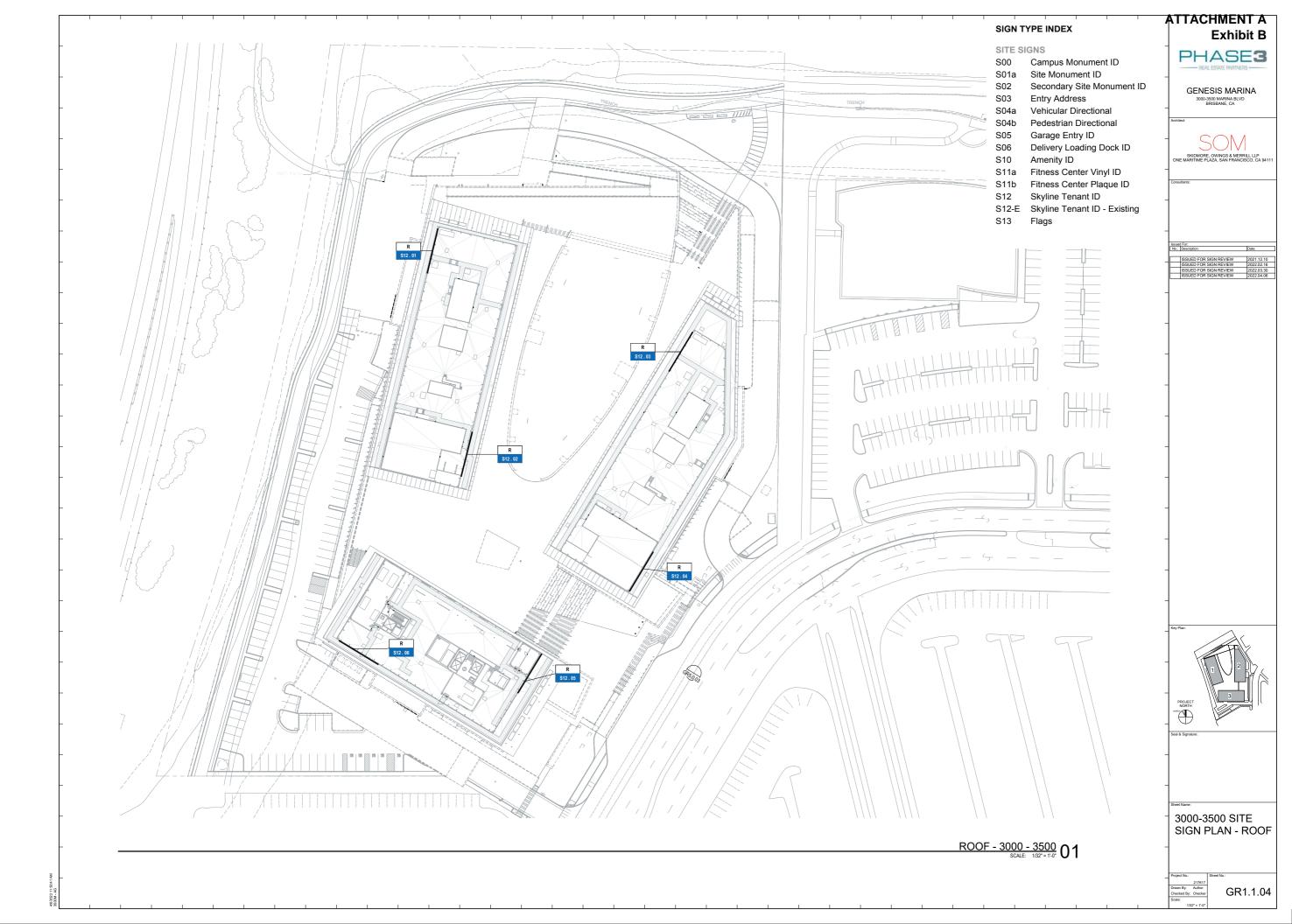
GENERAL NOTES

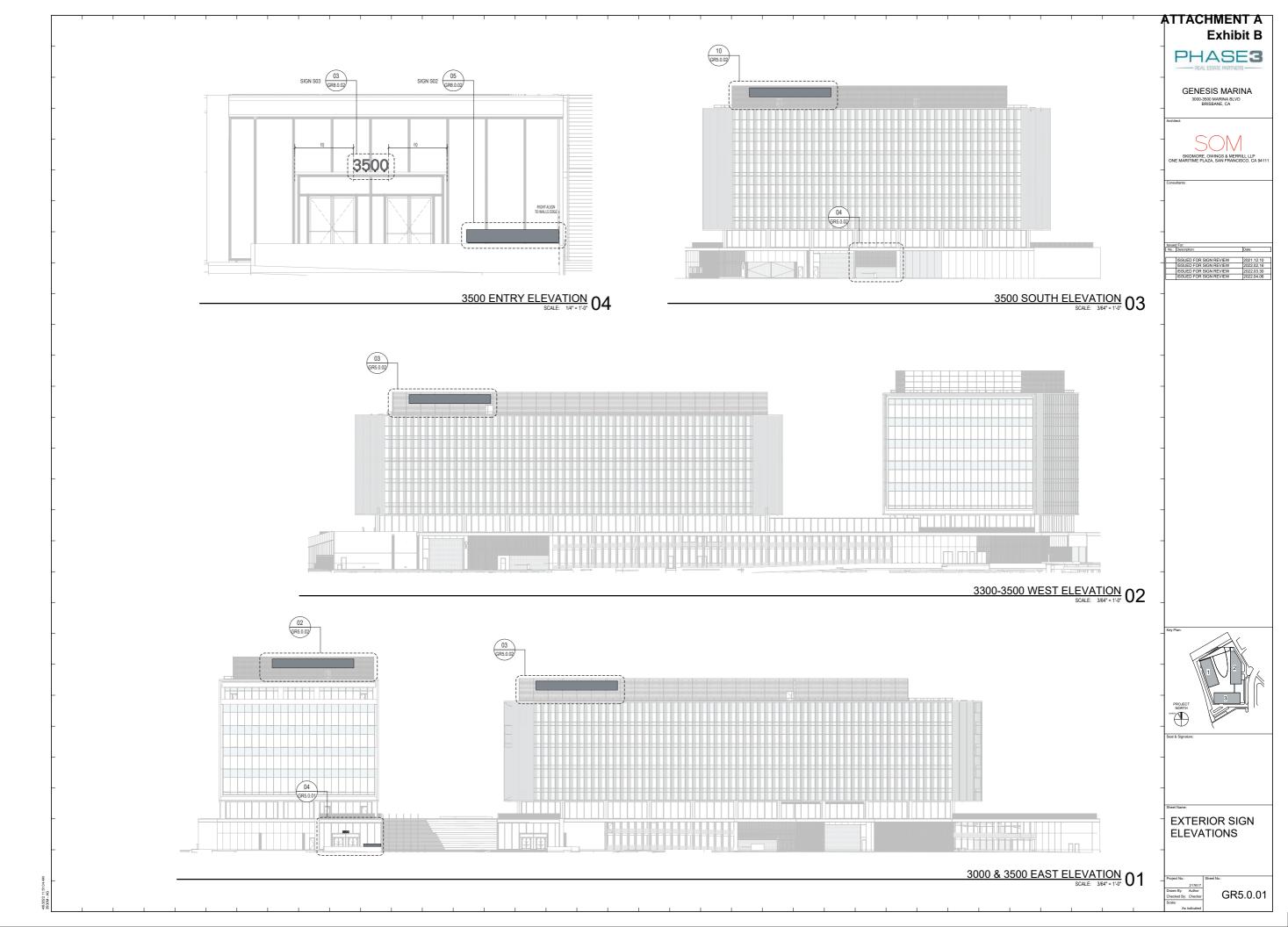


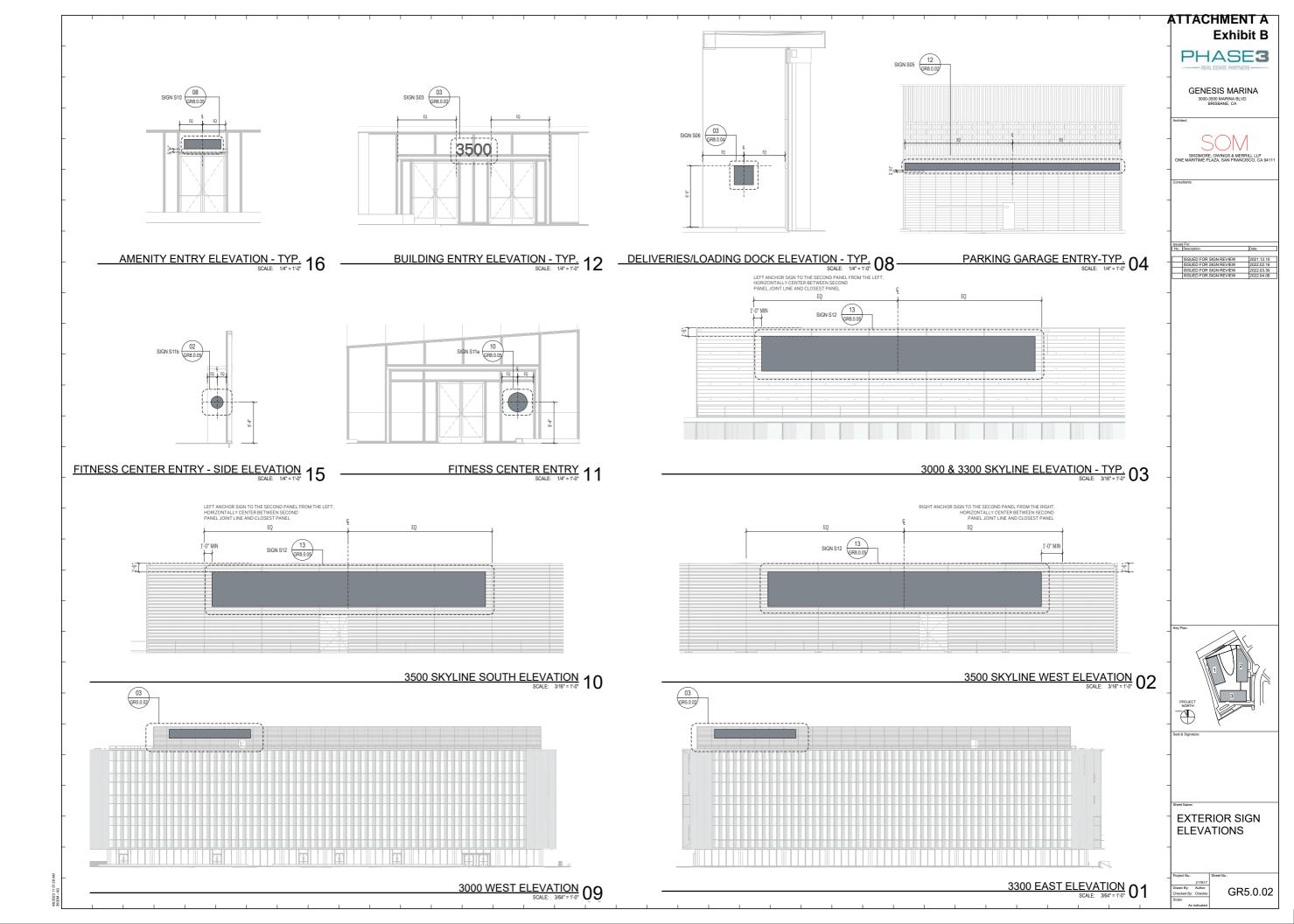


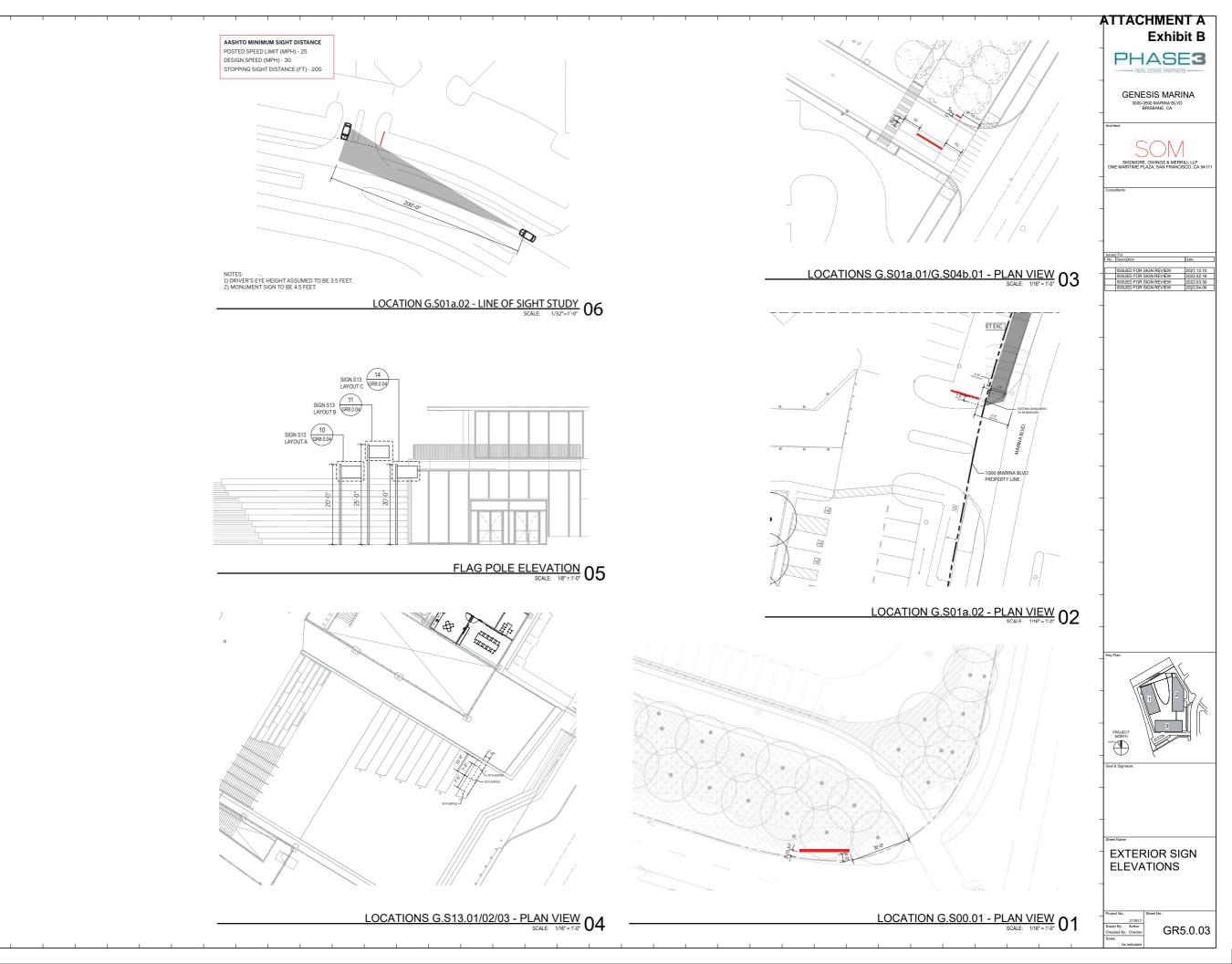






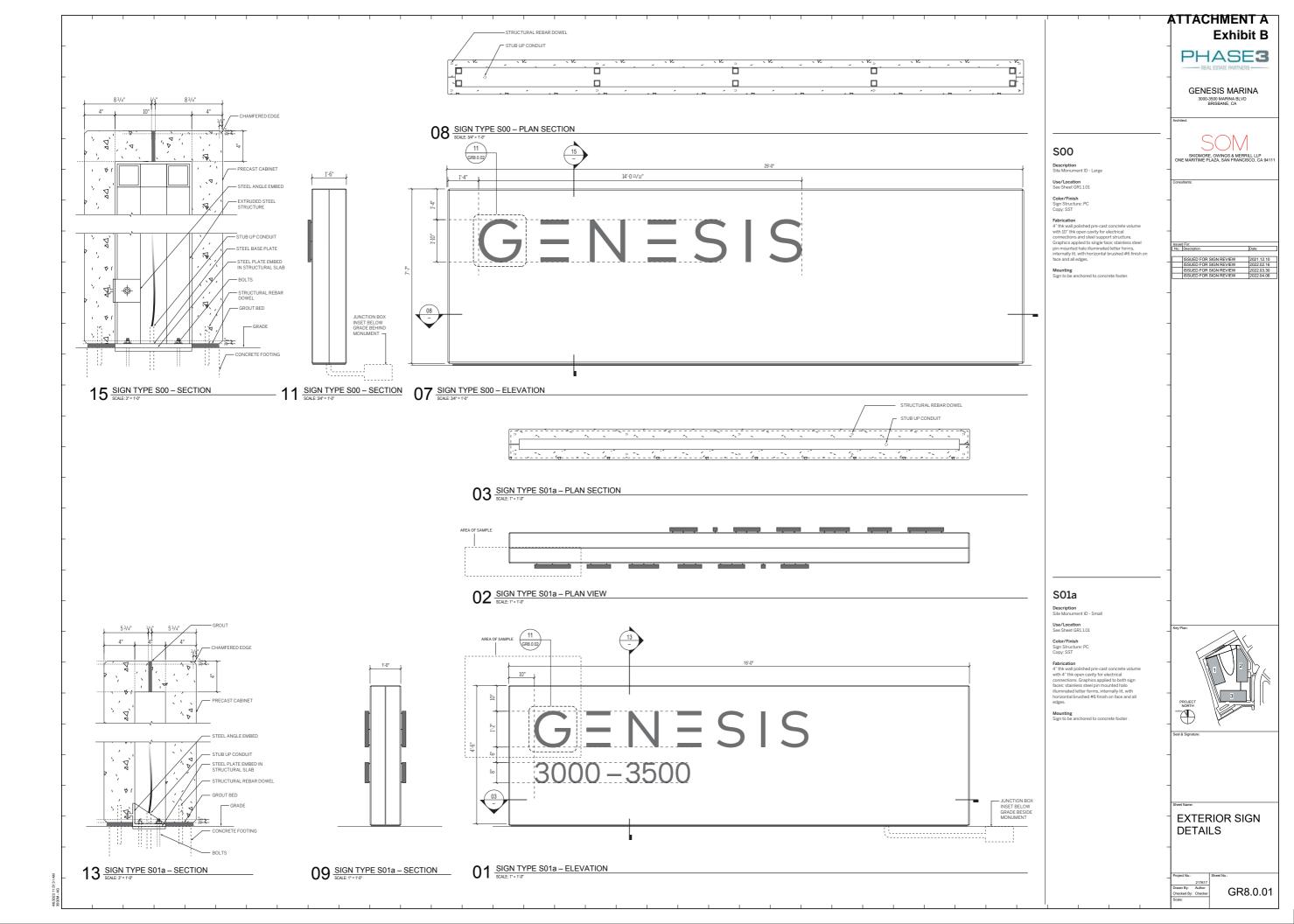


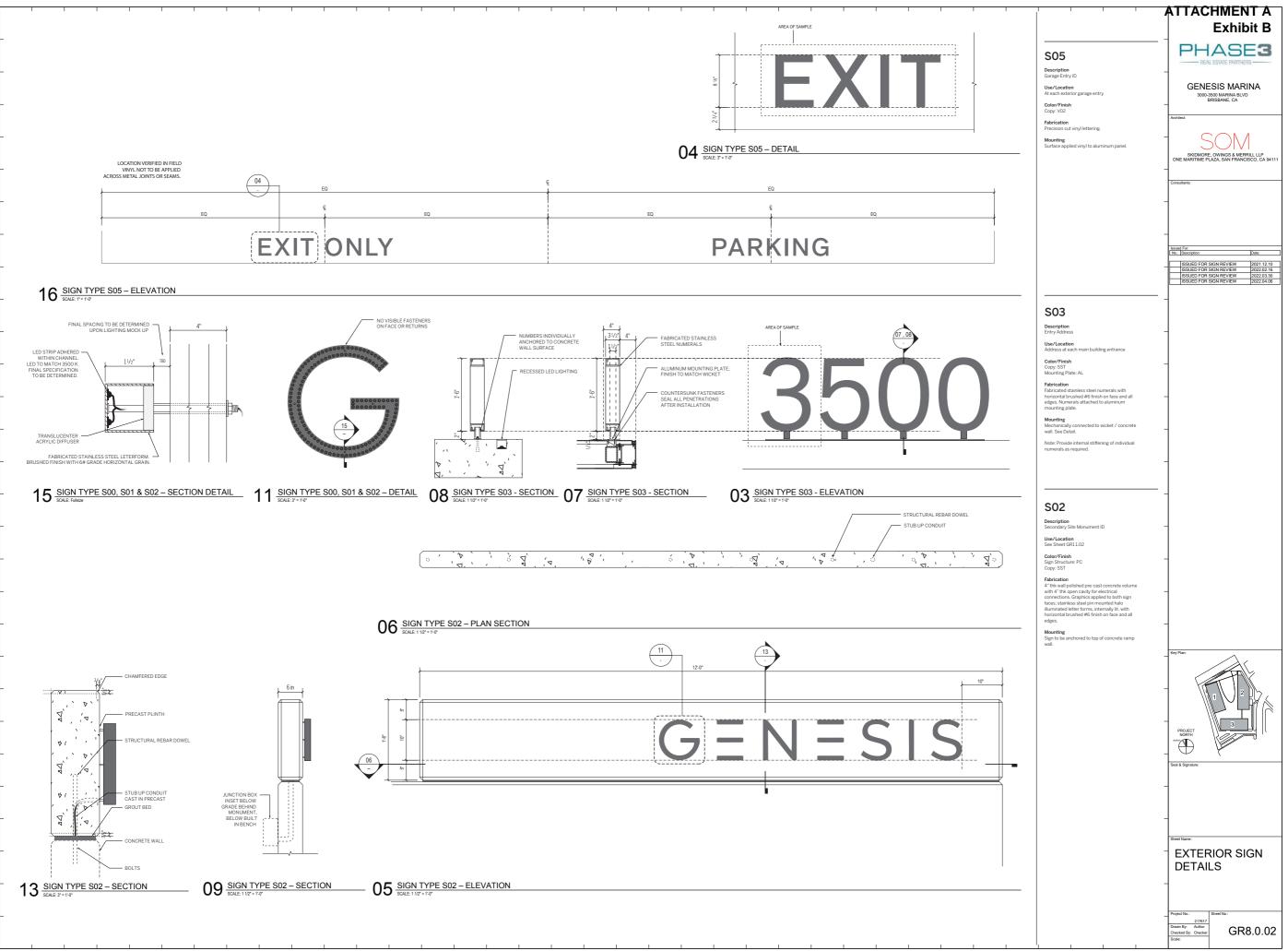




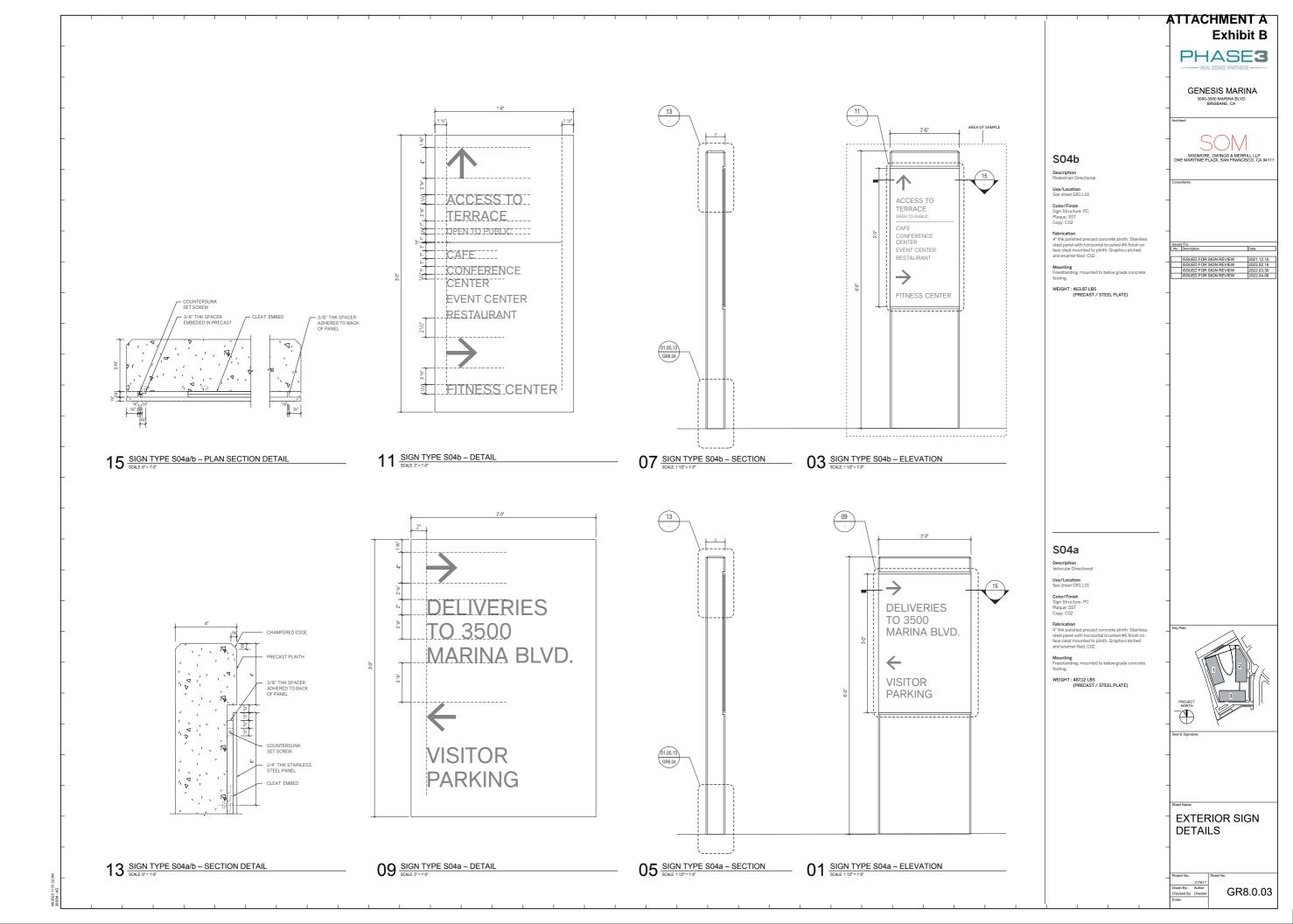
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501a 01	GENESIS 3000 - 3500 GENESIS	IOM	IOVE STING JUMENT VAGE	G S04b 06	(UA) ACCESS TO TERRACE OPEN TO PUBLIC CAFE CONFERENCE	_				-	REAL ES GENES 3000-3500 BRIS Architect:
13 01 13 02 13 03	GENESIS 1000 3500 3000	AND			CENTER EVENT CENTER RESTAURANT (RA)	-					- Skidmore, ov one maritime plazz
4a 01 4a 02	(ULA) VISITOR PARKING (UA) FIT GENESIS (RA)			G S05 01 G S05 02 G S05 03 G S06 01	3000 MARINA BLVD.						Consultants:
a 03	DELIVERIES TO 3000 MARINA BLVD. (RA) FIT GENESIS DELIVERIES TO 3300 MARINA BLVD.			G S06 02 G S06 03	DELIEVERIES 3000 MARINA BLVD. DELIEVERIES 3300 MARINA BLVD. DELIEVERIES					-	Issued For: No: Description: ISSUED FOR SIG
a 04	(LA) DELIEVERIES TO 3500 MARINA BLVD.			G S11a 01 G S11b 01 G S11b 02 G S12-E 01 G S12-E 02 G S13 01	(SEE LAYOUT) (SEE LAYOUT) (SEE LAYOUT)					-	ISSUED FOR SIG ISSUED FOR SIG ISSUED FOR SIG ISSUED FOR SIG ISSUED FOR SIG
b 01	STREET (UA) FITNESS CENTER ACCESS TO TERRACE OPEN TO PUBLIC			G S13 01 G S13 02 G S13 03 POD S03 01 POD S03 02	3300 3500						_
	CAFE CONFERENCE CENTER EVENT CENTER			POD S03 03 POD S10 01 POD S10 02 POD S10 03	3000 GENESIS RESTAURANT GENESIS GENESIS RESTAURANT					-	
b 02	RESTAURANT (RA) FITNESS CENTER ACCESS TO			POD S10 04 R S12 01 R S12 02 R S12 03	(TENANT BRAND) (TENANT BRAND) (TENANT BRAND) (TENANT BRAND)					-	-
	TERRACE OPEN TO PUBLIC CAFE			R S12 03 R S12 04 R S12 05 R S12 05 R S12 06	(TENANT BRAND) (TENANT BRAND)					-	-
	CONFERENCE CENTER EVENT CENTER RESTAURANT (UA)									-	-
- 100	(UA) FITNESS CENTER ACCESS TO TERRACE OPEN TO PUBLIC									-	-
	CAFE CONFERENCE CENTER RESTAURANT									-	-
04	(URA) ACCESS TO TERRACE OPEN TO PUBLIC CAFE										Key Plan:
	CONFERENCE CENTER EVENT CENTER RESTAURANT										
	(RA) FITNESS CENTER ACCESS TO TERRACE OPEN TO PUBLIC									-	PROJECT NORTH Hereit
	CAFE CONFERENCE CENTER										Seal & Signature:
	EVENT CENTER RESTAURANT									-	-

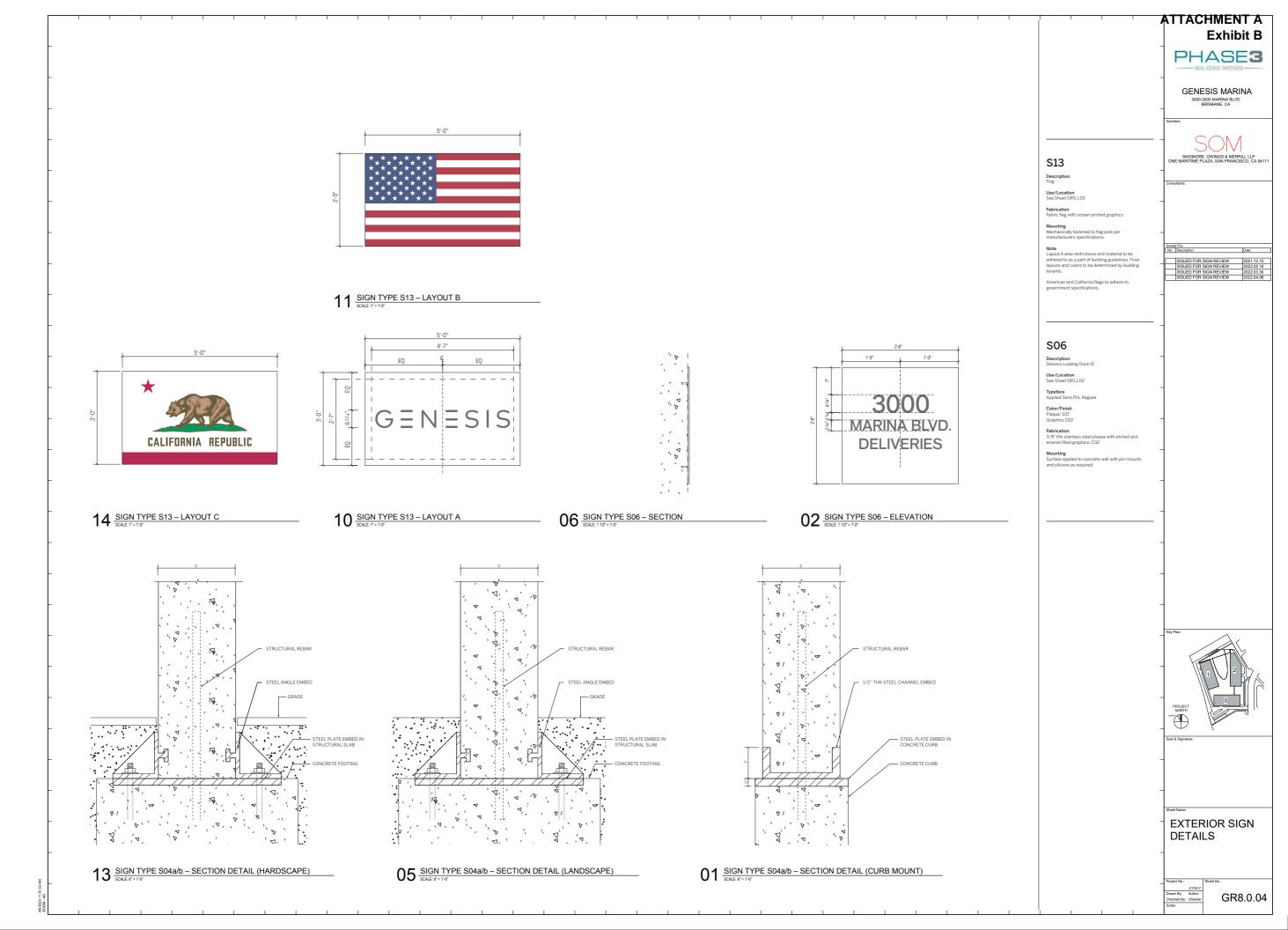
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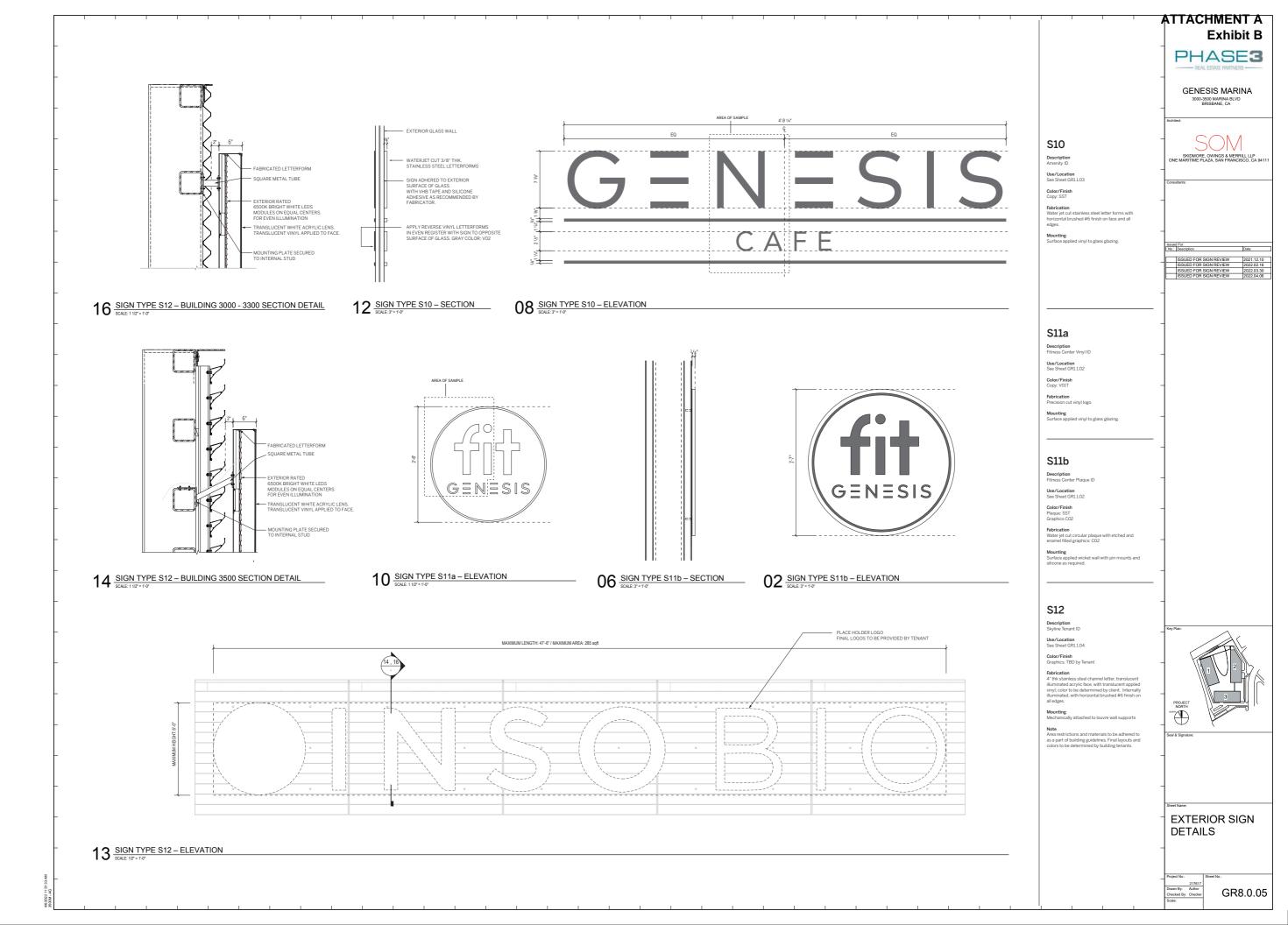


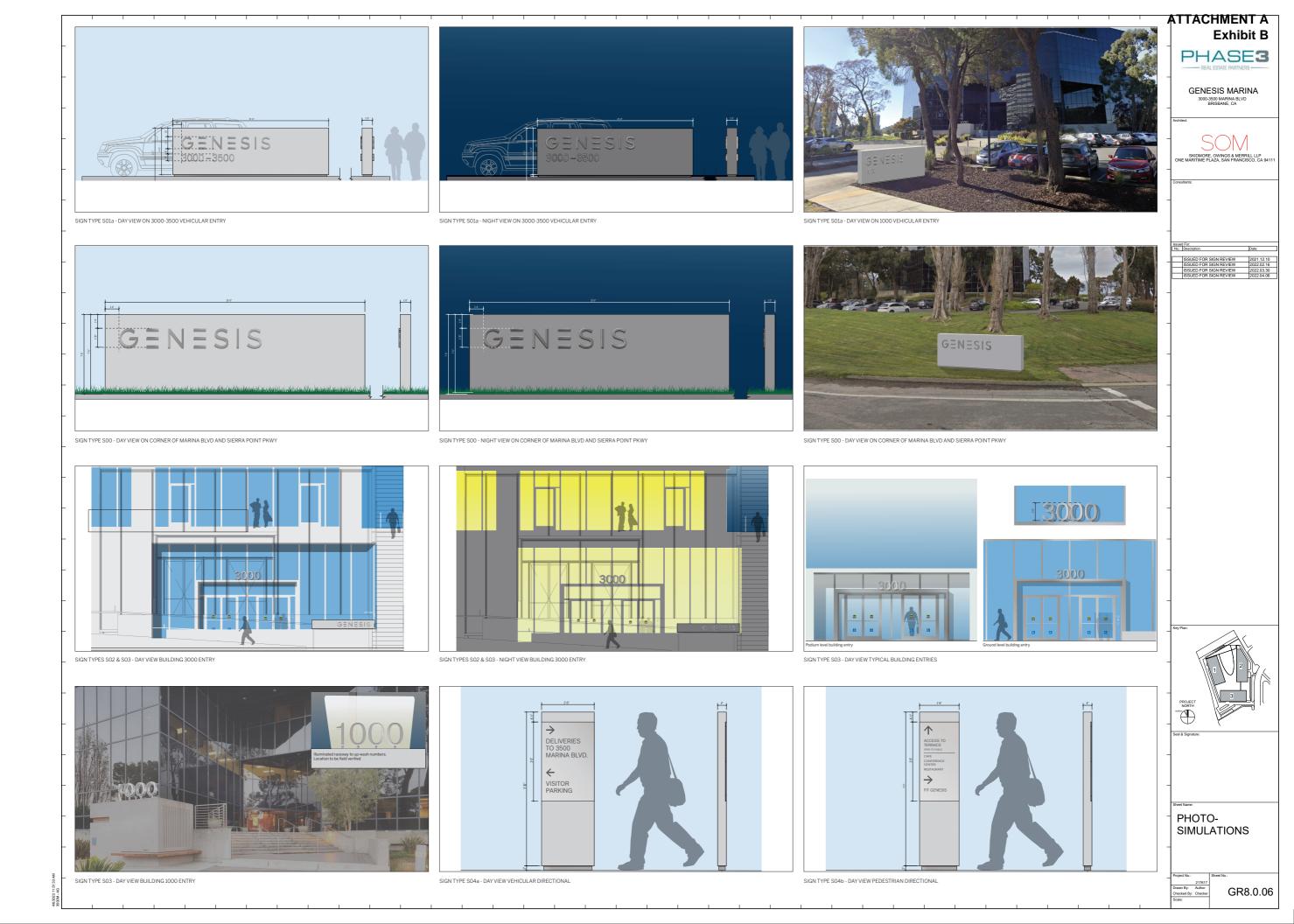


2022 11:51:31 AM 3M - AG











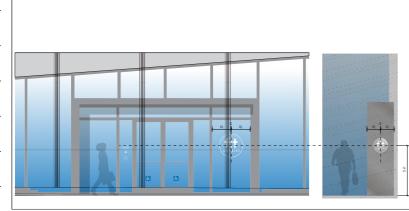


SIGN TYPE S12 - DAY VIEW SKYLINE SIGNS FROM MARINA BLVD NORTH EAST VANTAGE POINT

SIGN TYPES S11a & S11b - DAY VIEW TYPICAL FITNESS CENTER VINYL AND PLAQUE IDS

SIGN TYPE S12 - DAY VIEW SKYLINE SIGNS FROM MARINA BLVD SOUTH VANTAGE POINT





EXIT ONLY PARKING

SIGN TYPE S05 - DAY VIEW TYPICAL GARAGE ENTRY ID

SIGN TYPE S06 - DAY VIEW TYPICAL DELIVERY LOADING DOCK ID

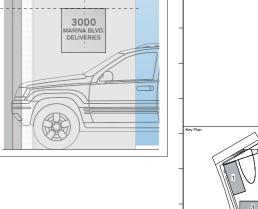
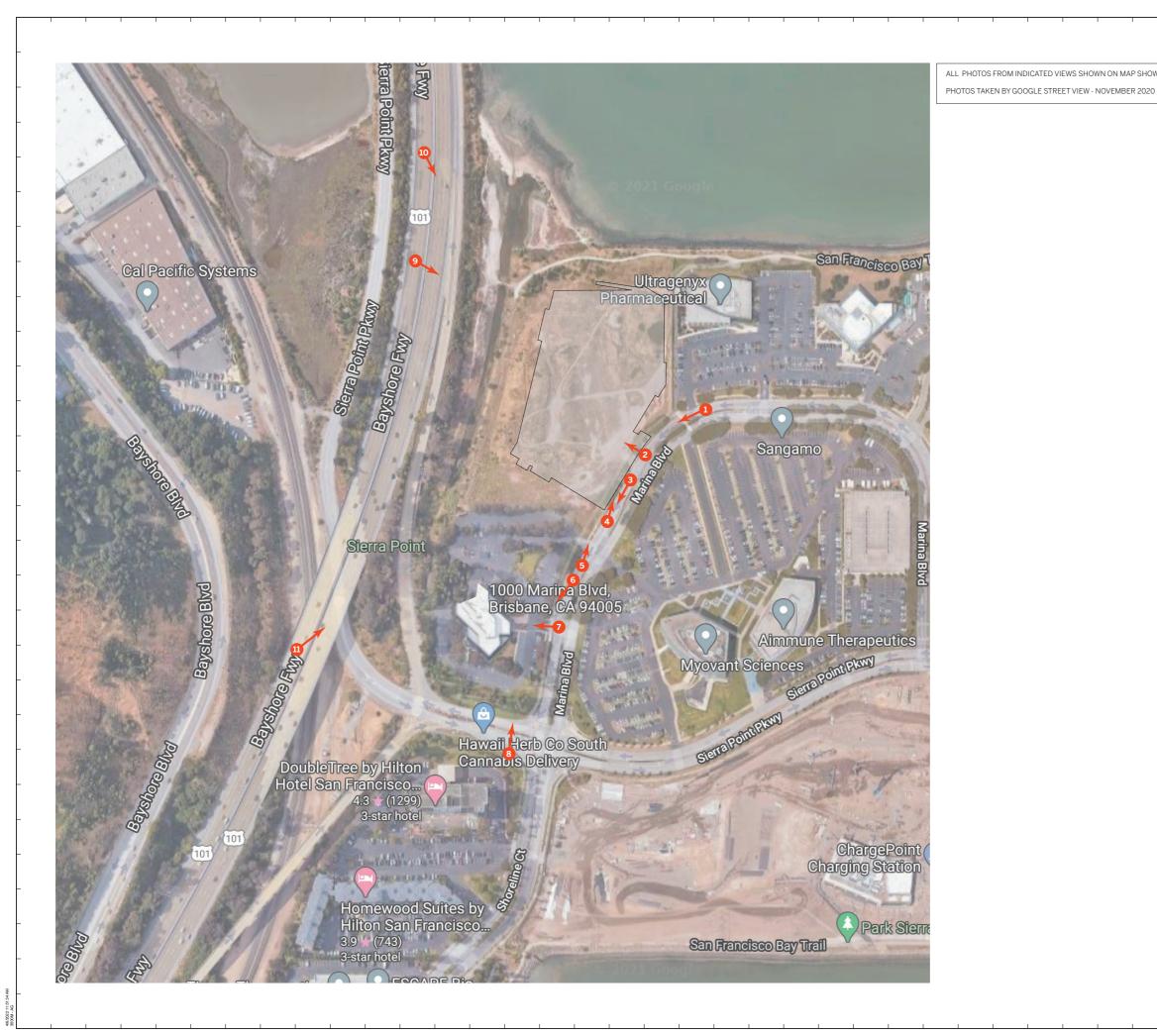


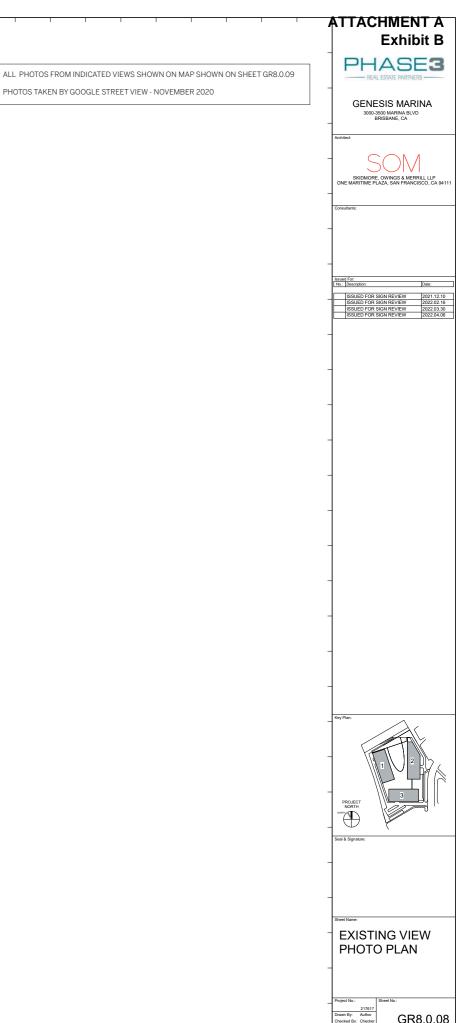
PHOTO-SIMULATIONS

GR8.0.07

217617 Author

NORTH





GR8.0.08

ATTACHMENT A Exhibit B

PHASE3

GENESIS MARINA 3000-3500 MARINA BLVD BRISBANE, CA

SOM

SKIDMORE, OWINGS & MERRILL LLP



VIEW LOCATION 🕘 VIEW FROM NORTH WEST ALONG MARINA BLVD FACING FUTURE SITE OF 3000-3500 GENESIS MARINA



VIEW LOCATION 2 VIEW FROM MARINA BLVD PERPENDICULAR TO FUTURE SITE OF 3000-3500 GENESIS MARINA ENTRY



VIEW LOCATION 3 VIEW FROM MARINA BLVD PERPENDICULAR TO FUTURE SITE OF 3000-3500 GENESIS MARINA ENTRY FACING 1000 GENESIS SITE





VIEW LOCATION 🥝 VIEW FROM ALONG MARINA BLVD FACING NORTH TO THE FUTURE SITE OF 3000-3500 GENESIS MARINA



VIEW LOCATION (5) VIEW FROM MARINA BLVD FACING NORTH TO THE FUTURE SITE OF 3000-3500 GENESIS MARINA



VIEW LOCATION 3 VIEW FROM MARINA BLVD FACING SOUTH TO THE EXISTING SITE OF 100 GENESIS SITE



VIEW LOCATION 🥑 VIEW FROM MARINA BLVD PERPENDICULAR TO EXISTING SITE OF 1000 GENESIS VEHICULAR ENTRY



VIEW LOCATION 3 VIEW FROM SIERRA POINT PKWY FACING EXISTING 1000 GENESIS SITE. CORNER WILL BE THE LOCATION OF FUTURE MONUMENT SOO



VIEW LOCATION (2) NORTH VANTAGE POINT FROM FREEWAY TO FU-TURE SITE OF 3000-3500 GENESIS MARINA



VIEW LOCATION 🕖 NORTH VANTAGE POINT FROM FREEWAY TO FU-TURE SITE OF 3000-3500 GENESIS MARINA



VIEW LOCATION (1) SOUTH VANTAGE POINT FROM FREEWAY TO FUTURE SITE OF 3000-3500 GENESIS MARINA AND EXISTING 1000 GENESIS SITE

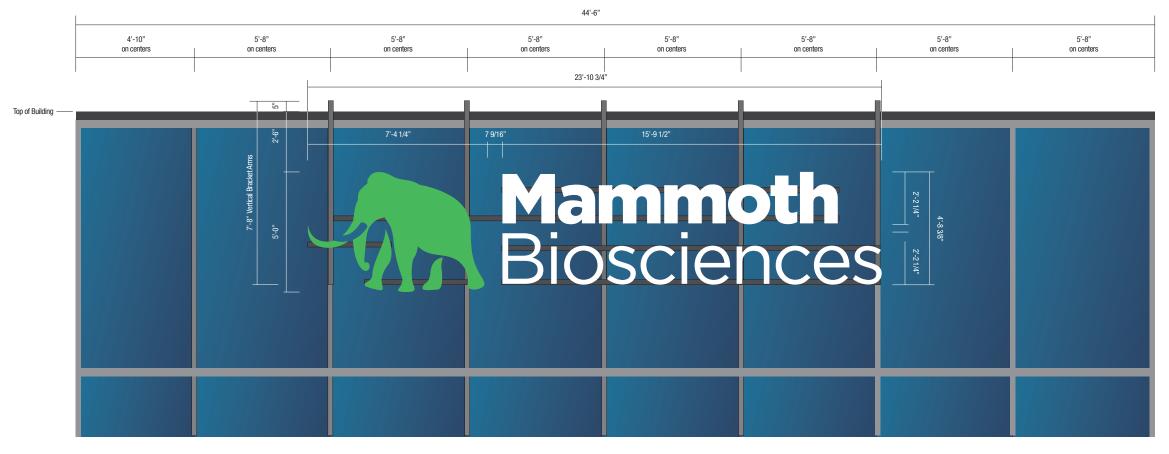


EXISTING VIEW PHOTOS

GR8.0.09

217617 Author

North Layout Detail

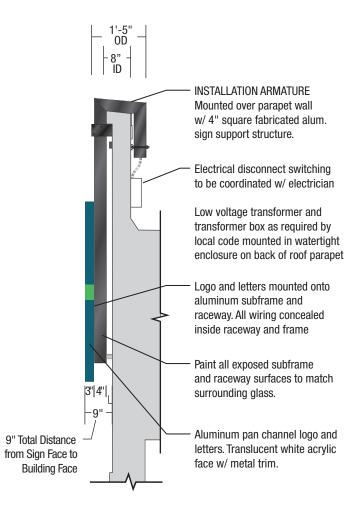


1) ILLUMINATED BUIL	ding Sign Specifications	Scale: 1/4" = 1'-0"			
Manufacture & Install one	(1) S/F Illuminated Building signs, as shown				
Specifications: Description	Specification/Material	Finish	Color		
Logo	3" Aluminum, Acrylic Face w/vinyl Overlay Grphics	MAP-Satin 3M	Returns to match face- Color TBD Translucent Film, Color TBD		
Letters	3" Aluminum, White Acrylic Face	MAP-Satin	MP-SOA202SP White		



	PROJECT: Mammoth Biosciences Signage	REVISION / DATE / DESCRIPTION	APPROVALS
0	LOCATION: 1000 Marina Blvd., Brisbane, CA	#1 07/23/21 Updated Layout	SALES:
	DATE: 10/02/20	#2 07/26/21 Updated Layout	
	SALES: Terry Long	#3 07/28/21 Updated Callouts Only	CUSTOMER:
	DESIGNER: Ron Sellers		LANDLORD:
	SCALE: See Callouts		
	SERVER: SESERVER/ART DEPARTMENT/ 2020 Artwork/ Mammoth Biosciences	Signage 201002	

ATTACHMENT A Exhibit B



Scale: 3/8" = 1'-0"

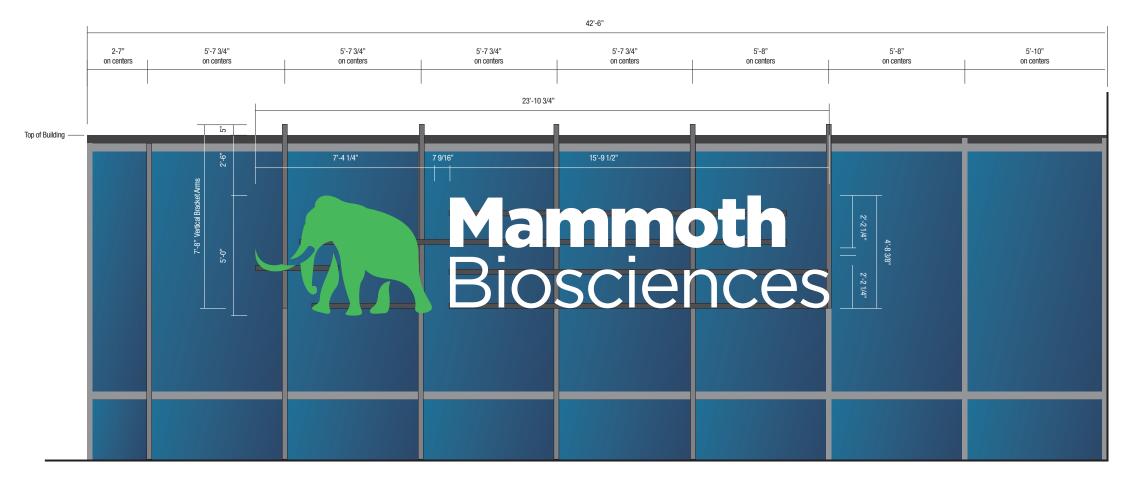




SHEET

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South Layout Detail





ILLUMINATED BUILDING SIGN SPECIFICATIONS

Scale: 1/4" = 1'-0"

Manufacture & Install one (1) S/F Illuminated Building signs, as shown

Sp	ec	ifi	ca	ti	o n	IS:	
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turns to match face- Color TBD nslucent Film, Color TBD
P-SOA202SP White
1



	PROJECT:	Mammoth Biosciences Signage	REVISION / DATE / DESCRIPTION	APPROVALS
00	LOCATION:	1000 Marina Blvd., Brisbane, CA	#1 07/23/21 Updated Layout	SALES:
	DATE:	10/02/20	#2 07/26/21 Updated Layout	
	SALES:	Terry Long	#3 07/28/21 Updated Callouts Only	CUSTOMER:
	DESIGNER:	Ron Sellers		LANDLORD:
	SCALE:	See Callouts		
	SERVER:	SFSERVER/ART DEPARTMENT/ 2020 Artwork/ Mammoth Biosciences S		

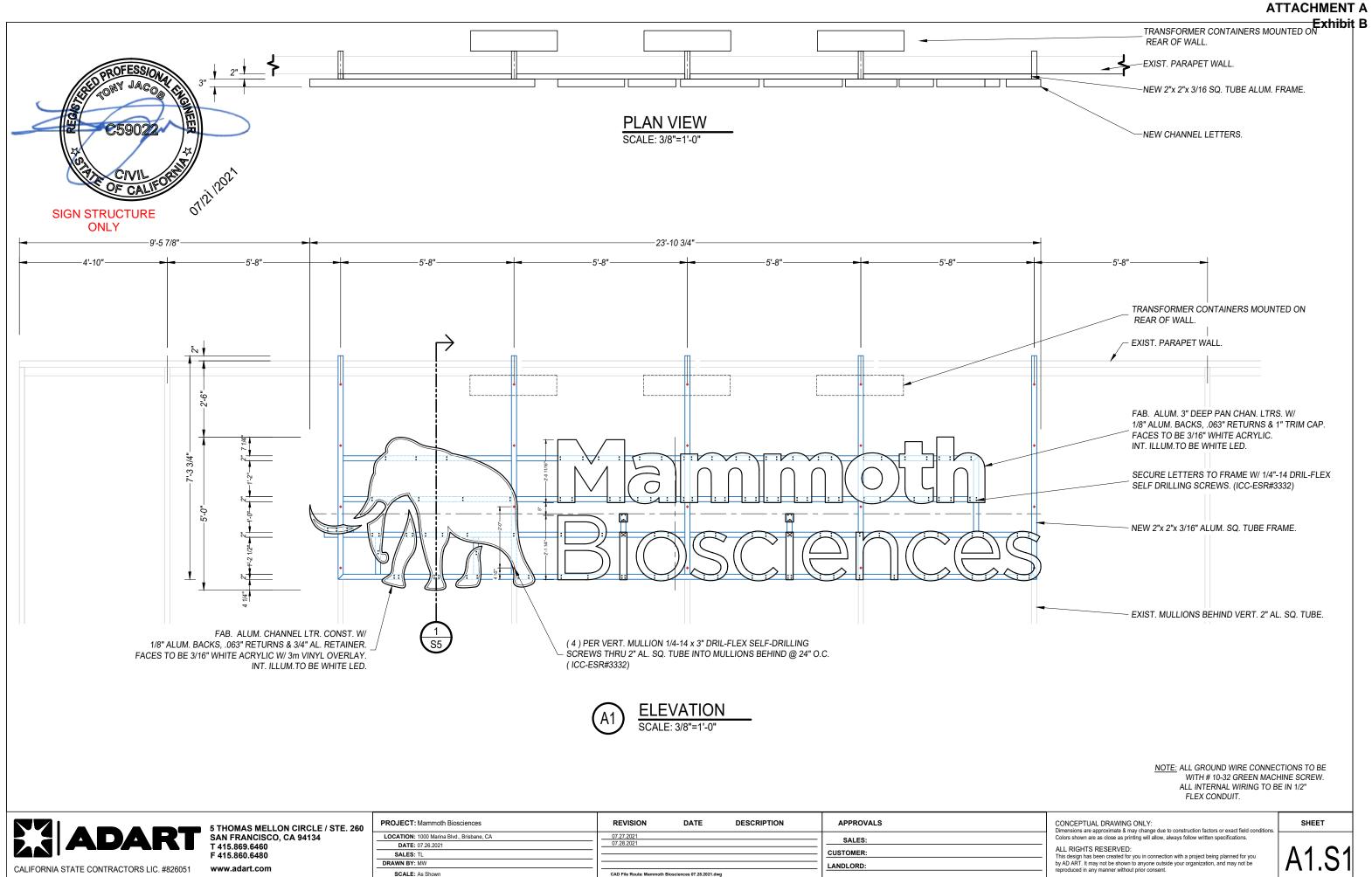
ATTACHMENT A Exhibit B

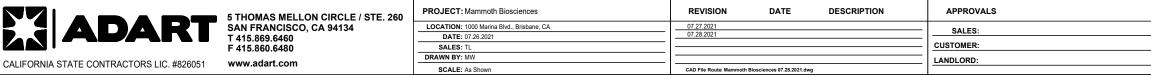
CONCEPTUAL DRAWINGS ONLY: Dimensions are approximate and may change due to construction factors or exact field conditions. Colors shown are as close as printing will allow. Allways follow written specifications.

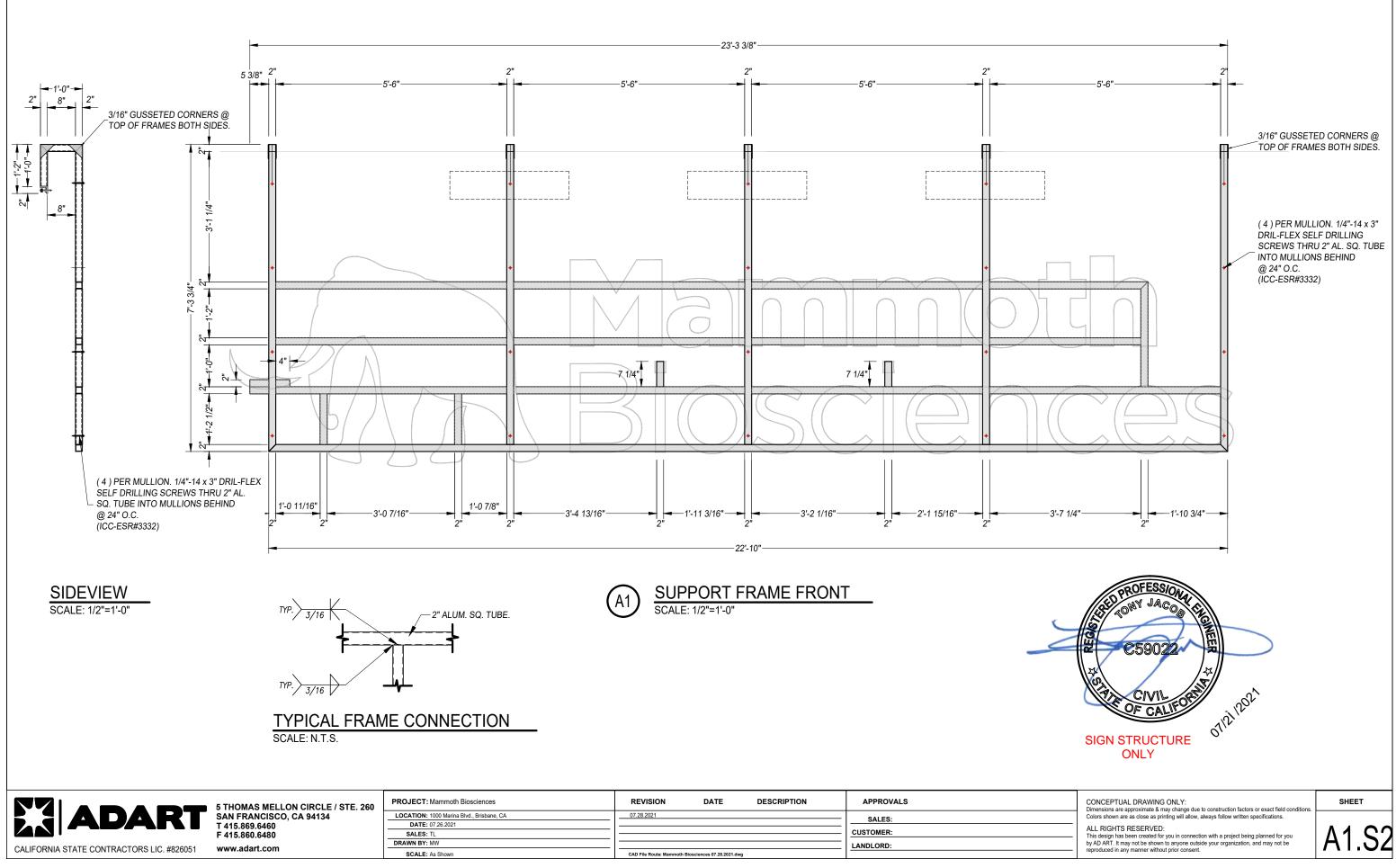
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SHEET

5



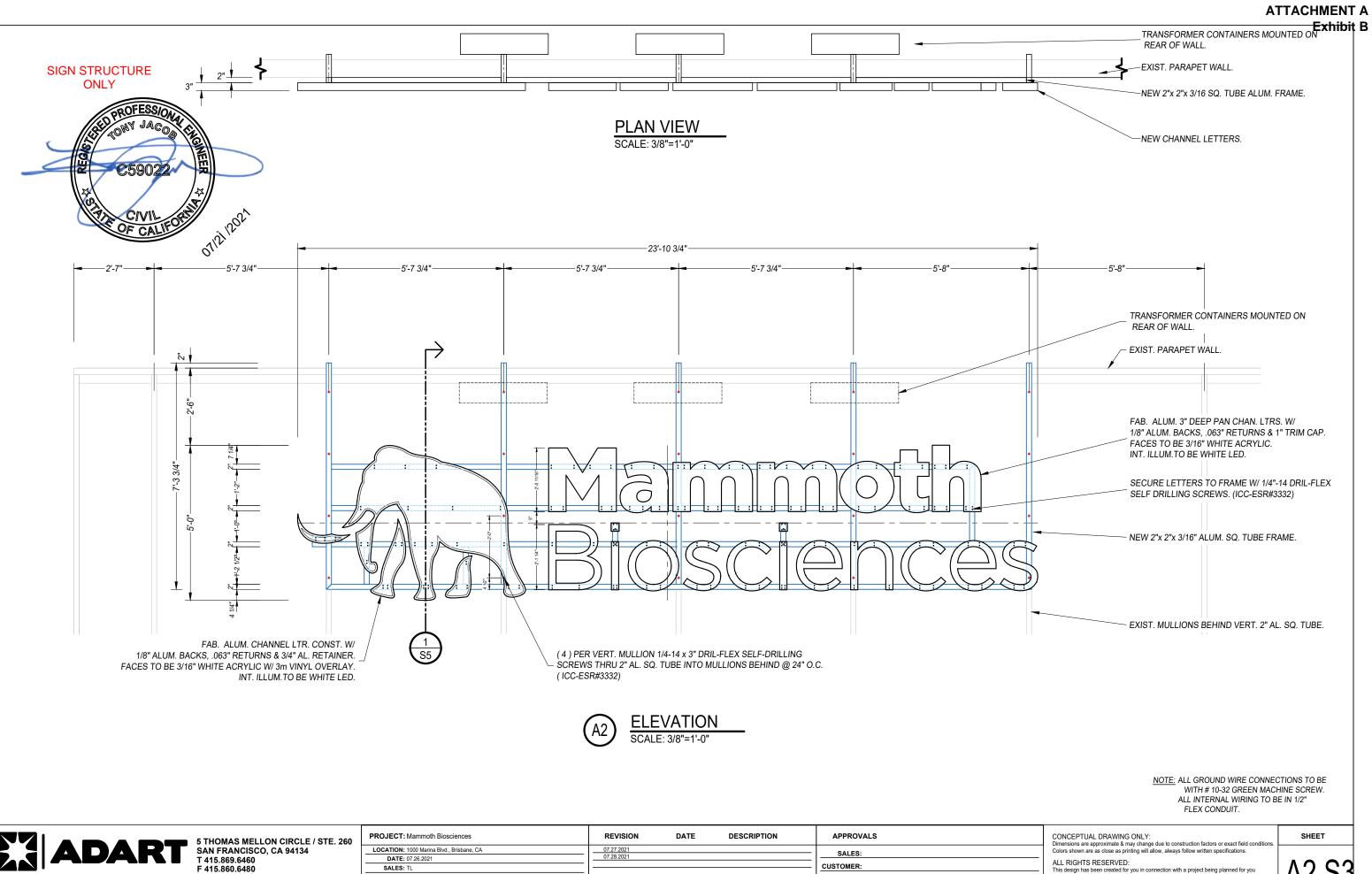




	5 THC SAN F T 415 F 415
CALIFORNIA STATE CONTRACTORS LIC. #826051	www.

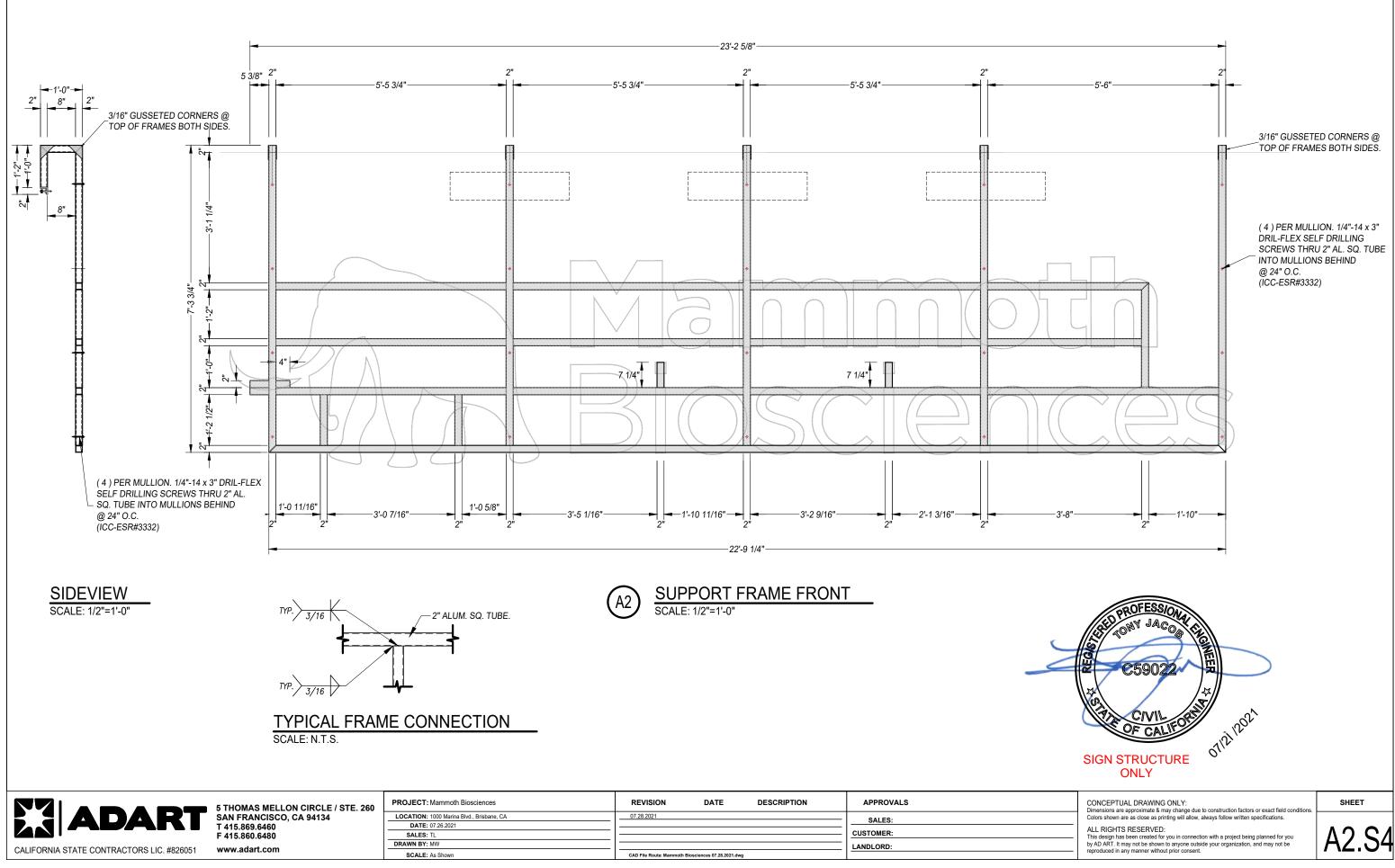
PROJECT: Mammoth Biosciences	REVISION	DATE	DESCRIPTION	APPROVALS	
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DATE: 07.26.2021					
SALES: TL				CUSTOMER:	
DRAWN BY: MW				LANDLORD:	
SCALE: As Shown	CAD File Route: Mammoth E	Biosciences 07.28.2021.dwg	I		
	LOCATION: 1000 Marina Blvd., Brisbane, CA DATE: 07.26.2021 SALES: TL DRAWN BY: MW	LOCATION: 1000 Marina Blvd., Brisbane, CA 07.28.2021 DATE: 07.26.2021	LOCATION: 1000 Marina Blvd., Brisbane, CA 07.28.2021 DATE: 07.26.2021	LOCATION: 1000 Marina Blvd., Brisbane, CA 07.28.2021 DATE: 07.26.2021	LOCATION: 1000 Marina Blvd., Brisbane, CA 07.28.2021 SALES: DATE: 07.26.2021 CUSTOMER: CUSTOMER: SALES: TL LANDLORD: LANDLORD:





5 THOMAS MELLON CIRCLE / STE. 260	PROJECT: Mammoth Biosciences	REVISION DATE DESCRIPTION	APPROVALS
SAN FRANCISCO, CA 94134	LOCATION: 1000 Marina Blvd., Brisbane, CA	07.27.2021	SALES:
T 415.869.6460	DATE: 07.26.2021		
F 415.860.6480	SALES: TL		CUSTOMER:
CALIFORNIA STATE CONTRACTORS LIC. #826051 www.adart.com	DRAWN BY: MW		LANDLORD:
	SCALE: As Shown	CAD File Route: Mammoth Biosciences 07.28.2021.dwg	

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260	PROJECT: Mammoth Biosciences	REVISION	DATE	DESCRIPTION	APPROVALS
	LOCATION: 1000 Marina Blvd., Brisbane, CA	07.28.2021			SALES:
	DATE: 07.26.2021				
	SALES: TL				CUSTOMER:
	DRAWN BY: MW				LANDLORD:
	SCALE: As Shown	CAD File Route: Mammoth B	iosciences 07.28.2021.dwg		

ATTACHMENT A Exhibit B

ATTACHMENT B

Aerial Vicinity Map 1000 & 3000-3500 Marina Boulevard



ATTACHMENT C

