

City of Brisbane

Planning Commission Agenda Report

TO: Planning Commission For the Meeting of 4/14/2022

SUBJECT: 800 to 1800 Sierra Point Parkway; Sign Program Modification 2022-SR-3 (Amendment to SR-7-19); SP-CRO Sierra Point Commercial District; Amend the “The Shore at Sierra Point Sign Program” to enlarge the approved entry monument sign; Chris Mateo, applicant; HCP LS Brisbane, LLC, owner.

REQUEST: The applicant requests a modification to The Shore at Sierra Point Sign Program to enlarge the currently approved entry monument sign.

RECOMMENDATION: Approve sign modification application 2022-SR-3, via adoption of Resolution 2022-SR-3, with Exhibit A containing the findings and conditions of approval and Exhibit B containing the related amendment to the Shore at Sierra Point Sign Program.

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

In June 2019, the Planning Commission approved The Shore at Sierra Point Sign Program for the biotechnology research and development campus at 800 to 1800 Sierra Point Parkway, via adoption of SR-7-19; all other signage at Sierra Point is regulated by the Sierra Point Sign Program. In July 2021, the Commission approved a sign program modification to The Shore at Sierra Point Sign Program via adoption of SR-1-20, which added a new section to the sign program to regulate signage on the retail/garage building at 800 Sierra Point Parkway, amended building sign locations at 1400 & 1600 Sierra Point Parkway (R&D buildings, with the connector), and updated the café monument sign and entry monument sign with the new name of the café operator and property owner.

In January 2022, the entry monument sign at the southeast corner of Sierra Point Parkway and Marina Boulevard was installed but the property owner concluded the freestanding, illuminated letters were not legible without a contrasting backdrop. As a result, the owners are separately requesting Planning Commission approval to add a backdrop and enlarge The Shore entry monument sign (2022-SR-3), and at the same time, enlarge The Towers entry monument sign at the opposite corner (2022-SR-2; addressed in a separate agenda report) so both entry monument signs are identical in size and appearance (see attachment D).

Sign Program Modification Description

The applicant's request, as shown in Attachment C, would revise the entry monument signage standards in the Shore at Sierra Point Sign Program to incorporate a dark blue backdrop and increase the sign size. The proposed modification would allow The Shore monument sign to be 8' - 5" tall and 24' long (202 sq ft), whereas the currently approved size is 7' - 8" tall, 22' long (169 sq ft), and be identical in size to the proposed entry monument sign at The Towers. The color palette and location remain unchanged, and aside from the new dark blue backdrop and enlarged overall size, the only other change to the entry monument sign is the relocation of the Healthpeak logo from the sign's base to the top left corner of the new backdrop. See attachment D for a comparison of the current and proposed "The Shore" entry monument signs. No other changes are proposed to any other signage regulated under The Shore at Sierra Point Sign Program.

The entry monument sign (as previously approved under SR-7-19 and constructed) is composed of sculptural fabricated, freestanding, and internally illuminated letterforms mounted atop an aluminum base that reads "The Shore." Dimensional, non-illuminated letters read "at sierra point" in lower case type and a matching rectangular recess are located on the sign's aluminum base; both are painted light blue. See attachment D for a comparison of the entry monuments for The Shore and The Towers.

The proposed modification to the sign program text and graphics are included as exhibits within the Commission's draft Resolution 2022-SR-3, attachment A; attachment B provides a redline copy of the proposed modifications to The Shore at 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-3. 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 new backdrop behind the existing 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 proposed modification would allow for a dark blue background to be constructed behind the existing sign and the replacement of the existing black vinyl Healthpeak logo with an identical white vinyl logo as mentioned above. 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 Towers at the center of Sierra Point (see attachment E). The blue and white colors of The Shore entry monument complement the color palette and style of the entry monument at The Towers, with both signs utilizing identical typefaces, frosted white lexan faces, and matching aluminum bases and dark blue backdrops. Furthermore, the modern design and color scheme remains the same as approved in 2019 (SR-7-19), 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.

“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 modification to the design of the entry monument sign does not alter the existing internally illuminated letters. The addition of the dark blue background is not anticipated to affect glare or present a distraction or hazard as the returns and back of the letters are already painted dark blue. Additionally, performance standards within the sign program and 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-3 with recommended Findings and Conditions of Approval
- B. Redline excerpt of The Shore at Sierra Point Sign Program
- C. Applicant plans
- D. Side by side comparison of existing and proposed entry monument sign and The Towers at Sierra Point entry monument signage
- E. [Staff report for Sign Program Modification 2022-SR-2 at The Towers](#) (hyperlink)



Jeremiah Robbins, Associate Planner



John Swiecki, Community Development Director

Draft
RESOLUTION 2022-SR-3

A RESOLUTION OF THE PLANNING COMMISSION OF BRISBANE
CONDITIONALLY APPROVING SIGN PROGRAM MODIFICATION 2022-SR-3
TO AMEND THE SHORE AT SIERRA POINT SIGN PROGRAM FOR 800 TO 1800 SIERRA
POINT PARKWAY TO ALLOW A LARGER ENTRY MONUMENT SIGN

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

WHEREAS, on July 22, 2021, the Planning Commission conducted a public hearing and following the hearing, approved sign program modification application SR-1-20 to amend the Sign Program; and

WHEREAS, Chris Mateo, on behalf of the property owner Healthpeak, applied to the City of Brisbane for a sign program modification to the Sign Program to allow a revised entry monument sign design for the research and development campus at 800 to 1800 Sierra Point Park, such application being identified as 2022-SR-3; 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-3, amending the Shore at Sierra Point Sign Program approved under SR-7-19, 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.

ATTACHMENT A

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-3, per the staff memorandum with attachments, via adoption of Resolution 2022-SR-3.

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 Towers entry monument sign permitted under at the 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 entry monument sign, as already constructed, contains internally face-lit letters with LED components that allows for even lighting that will not produce glare. The returns and back of the letters are already painted dark blue and the modification only allows the addition of the dark blue background which is not anticipated to affect glare or present a distraction or hazard as. Furthermore, the entry monument sign is equipped with a dimmer to allow the illumination levels to be adjusted as appropriate, and performance standards within The Shore at Sierra Point Sign Program require that the illuminated entry monument sign will not produce a glare.
- E. The modification to the existing illuminated entry monument sign will:
 - i. not present a distraction or hazard to pedestrians, motorists, or the occupants of other neighboring properties considering existing performance standards within The Shore at Sierra Point Sign Program require that the entry monument sign shall not present a distraction or hazard to pedestrians, motorists, or the occupants of other neighboring properties; and

ATTACHMENT A

- ii. 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.
- F. There are no kinetic signs included in the modification to the sign program.
- G. 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 modification to the entry monument sign, per the performance standards of The Shore at Sierra Point Sign Program. The submitted building permit plans for the monument sign shall:
 - a. Conform to the provisions of attached Exhibit B, "The Shore at Sierra Point", including graphics provided in "The Shore at Sierra Point, Signage Master Plan", by Clearstory Wayfinding and Placemaking, dated February 10, 2022.
2. The original conditions of approval included in SR-7-19 are continued with this modification, including:
 - a. Modifications to the Sign Program are subject to Planning Commission review as an amendment to the sign program via separate application form and fee.
 - b. Per BMC §17.36.070.C, appeal of a decision of Planning Commission pertaining to a sign program approval may be made to the city council in accordance with the procedure set forth in §17.52.010 and §17.52.020 of this title, within ten (10) calendar days after the date on which the decision or determination is rendered.



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

**THE SHORE AT SIERRA POINT
SIGN PROGRAM
FOR
800 - 1800 SIERRA POINT PARKWAY**

**Revised: 4/18/2022 (2022-SR-3)
Adopted on 6/27/2019 (SR-7-19)**



Revisions: 7/22/2021 (SR-1-20)

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

3. Ground Signage

Ground signs provide an opportunity for tenant identification and wayfinding for pedestrians and drivers. These are scaled by hierarchy as follows:

- Site Monument
- Entry Drive Monuments
- Tenant Monument ID
- Vehicular Directional
- Café Directional
- Pedestrian Directional

Site Monument

Purpose: One Site Monument sign is included in this Sign Program. The Site Monument sign is to be located at the intersection of Sierra Point Parkway and Shoreline Court, at the northwest corner of the campus. The location is shown on Graphics, Exhibit C, page 32. The intent of the site entry monument is to create a formal entrance to the campus.

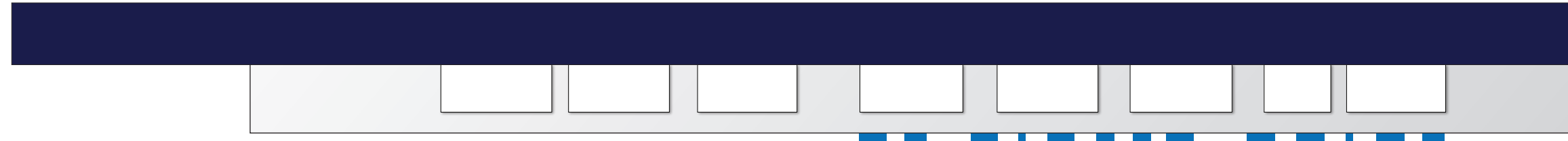
Description: The Site Monument would identify the campus as “The Shore at Sierra Point” and measure 24 feet long and 8 feet 5 inches tall. “The Shore” letterforms are to be white, 4 feet 1 inch in height, internally face-lit and mounted onto a 3-foot 5-inch tall, 22-foot wide aluminum base. The letters “at sierra point” are to be light blue, dimensional letterforms, mounted to the base and “Healthpeak Life Science Properties” subtext will be applied to a dark blue background in white vinyl. See Graphics Packet pages 36 to 38 (sign ID M1) for further details. Since this sign design is specifically detailed in the Sign Program Graphics Package and is not tenant specific, general standards are not provided and a separate sign review permit is not required, unless exceptions to the graphic illustration is requested.

A building permit is required prior to installation, per Section 6 of this sign program.

Site Monument Modifications: Modifications to the Site Monument are subject to Zoning Administrator approval.

Entry Drive Monuments

Purpose: Three Entry Drive Monuments are included in the Sign Program. These are located at the driveway entries, one off of Shoreline Court and two off of Sierra Point Parkway. The locations are shown on Graphics Package page 32. The intent of these signs is to provide the campus identification and address information at the entries, for wayfinding.



Plan View

Site Monument

The updated site entry monument includes the addition of a dark blue background behind the existing sign to contrast the fabricated aluminum letterforms. The sign can remain as is, except for adjustments to the aluminum base on the right side.

The blue background matches the letterform returns and "The Shore" branding standard guidelines. The Healthpeak logo mounted to the blue background will be applied white vinyl.



Side View

Elevation
202 sq.ft.

Scale 1/2"=1'-0"



GROUND SIGNS: SITE MONUMENT - RENDERING



GROUND SIGNS: SITE MONUMENT - RENDERING



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

**THE SHORE AT SIERRA POINT
SIGN PROGRAM
FOR
800 - 1800 SIERRA POINT PARKWAY**

**Revised: 4/18/2022 (2022-SR-3)
Adopted on 6/27/2019 (SR-7-19)**



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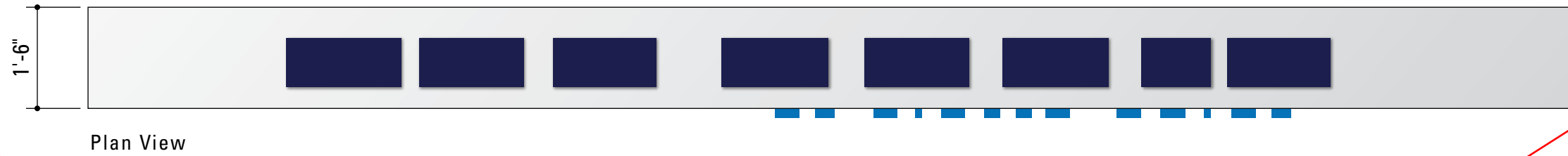
Description: The Site Monument would identify the campus as “The Shore at Sierra Point”, ~~with a subline text that reads “An HCP Property” and measure 24 feet long and 8 feet 5 inches tall.~~ “The Shore” letterforms are to be white, 4 feet 1 inch in height, internally face-lit and mounted onto a 3-foot 5-inch tall, 22-foot wide aluminum base. The letters “at sierra point” are to be ~~dark-light~~ blue, dimensional letterforms, mounted to the base and “Healthpeak Life Science Properties” subtext will be applied to a dark blue background in blackwhite vinyl. ~~The width of the base is to be 22 feet.~~ See Graphics Packet pages ~~29 to 31~~ 36 to 38 (sign ID M1) for further details. Since this sign design is specifically detailed in the Sign Program Graphics Package and is not tenant specific, general standards are not provided and a separate sign review permit is not required, unless exceptions to the graphic illustration is requested.

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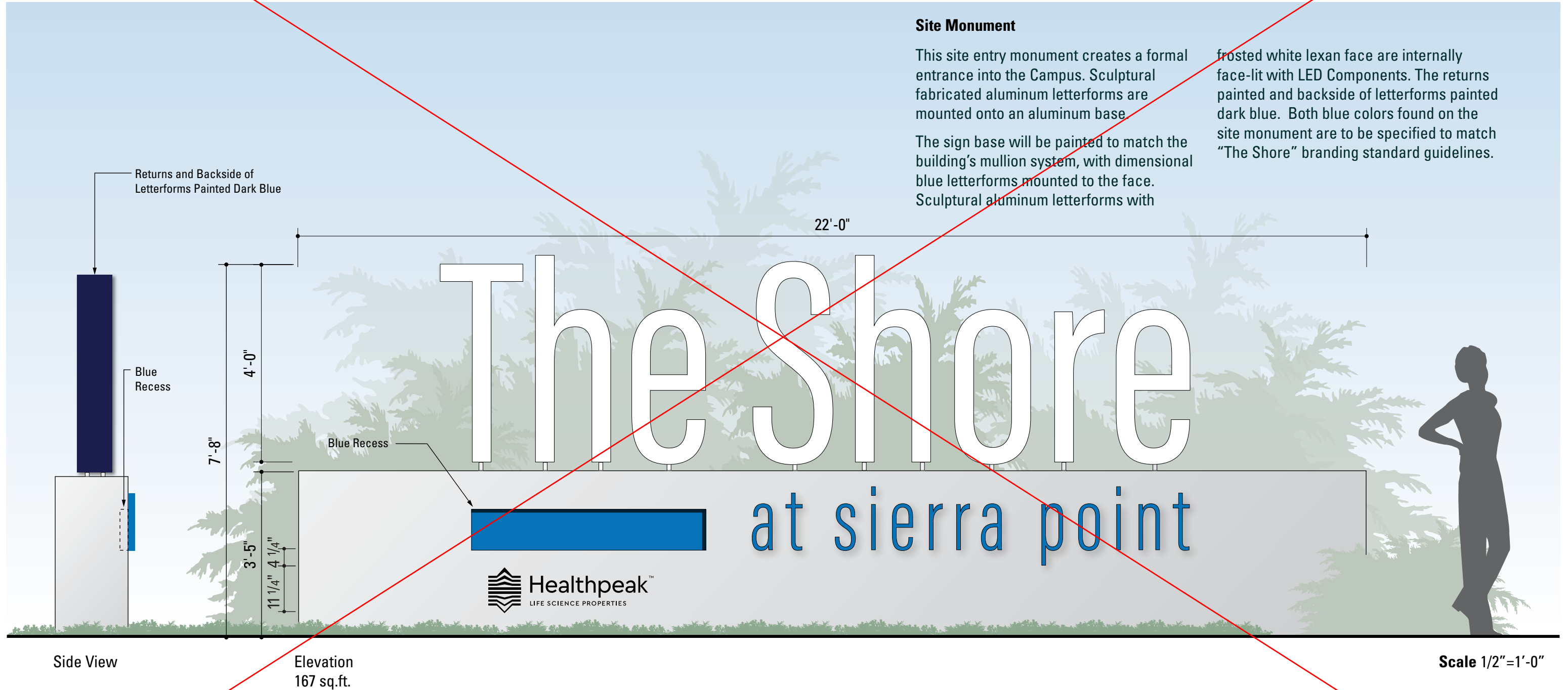


Site Monument

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

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

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

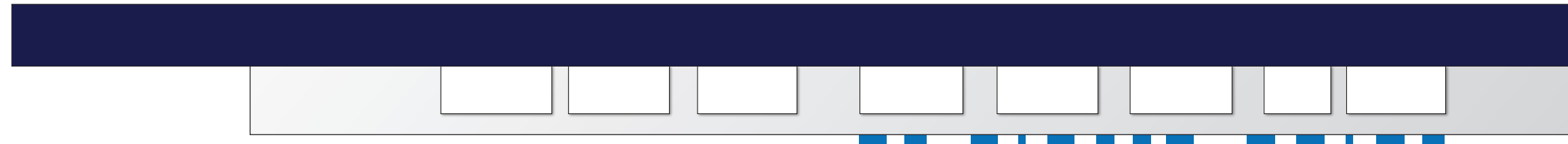




GROUND SIGNS: SITE MONUMENT - RENDERING



GROUND SIGNS: SITE MONUMENT - NIGHT RENDERING



Plan View

Site Monument

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The blue background matches the letterform returns and "The Shore" branding standard guidelines. The Healthpeak logo mounted to the blue background will be applied white vinyl.



Side View

Elevation
202 sq.ft.

Scale 1/2"=1'-0"

GROUND SIGNS: SITE MONUMENT – PROPOSED CHANGE



GROUND SIGNS: SITE MONUMENT - RENDERING



GROUND SIGNS: SITE MONUMENT - RENDERING

Aerial Map
1000-1800 Sierra Point Parkway, Brisbane



The Shore

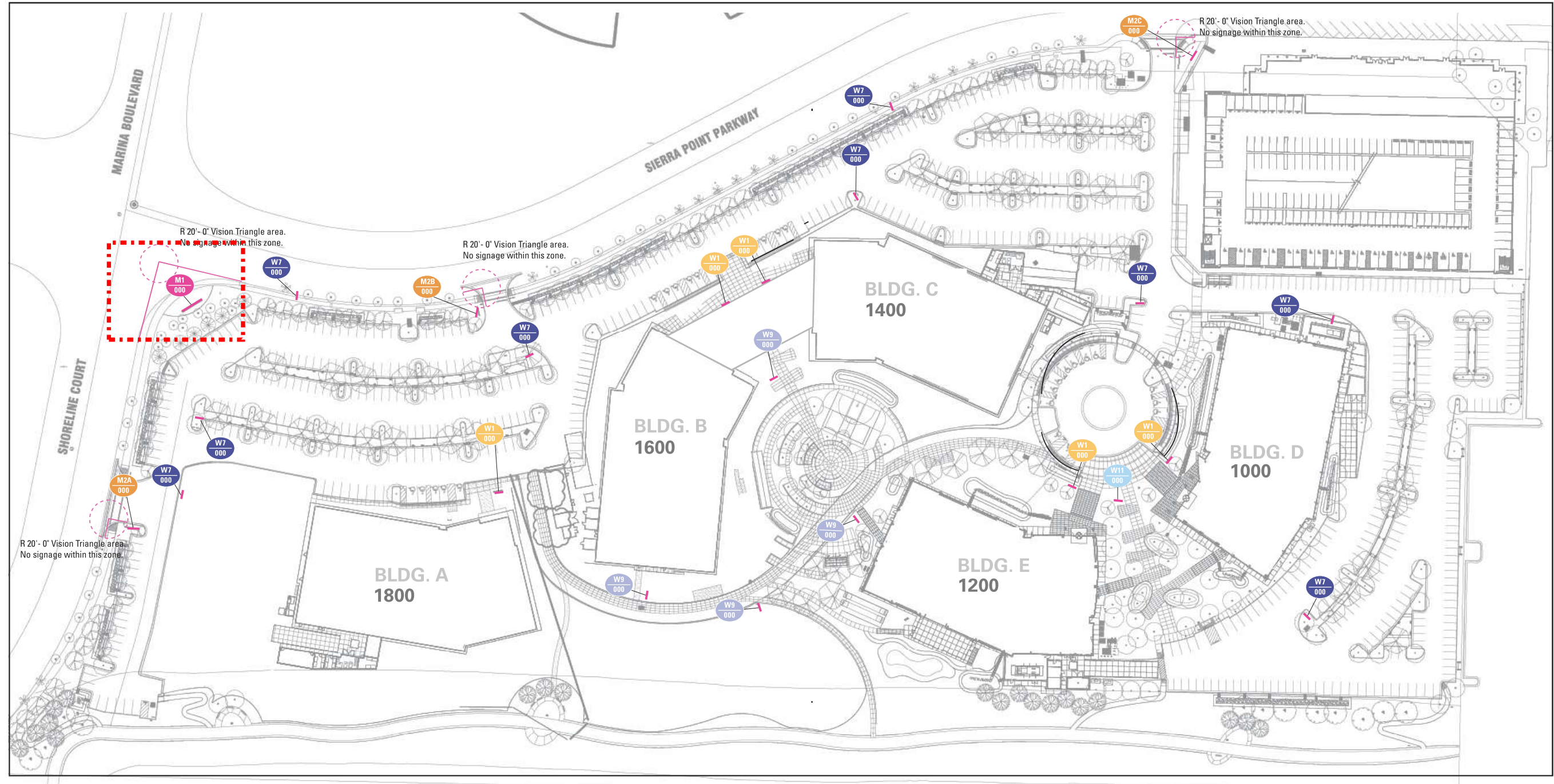
at sierra point

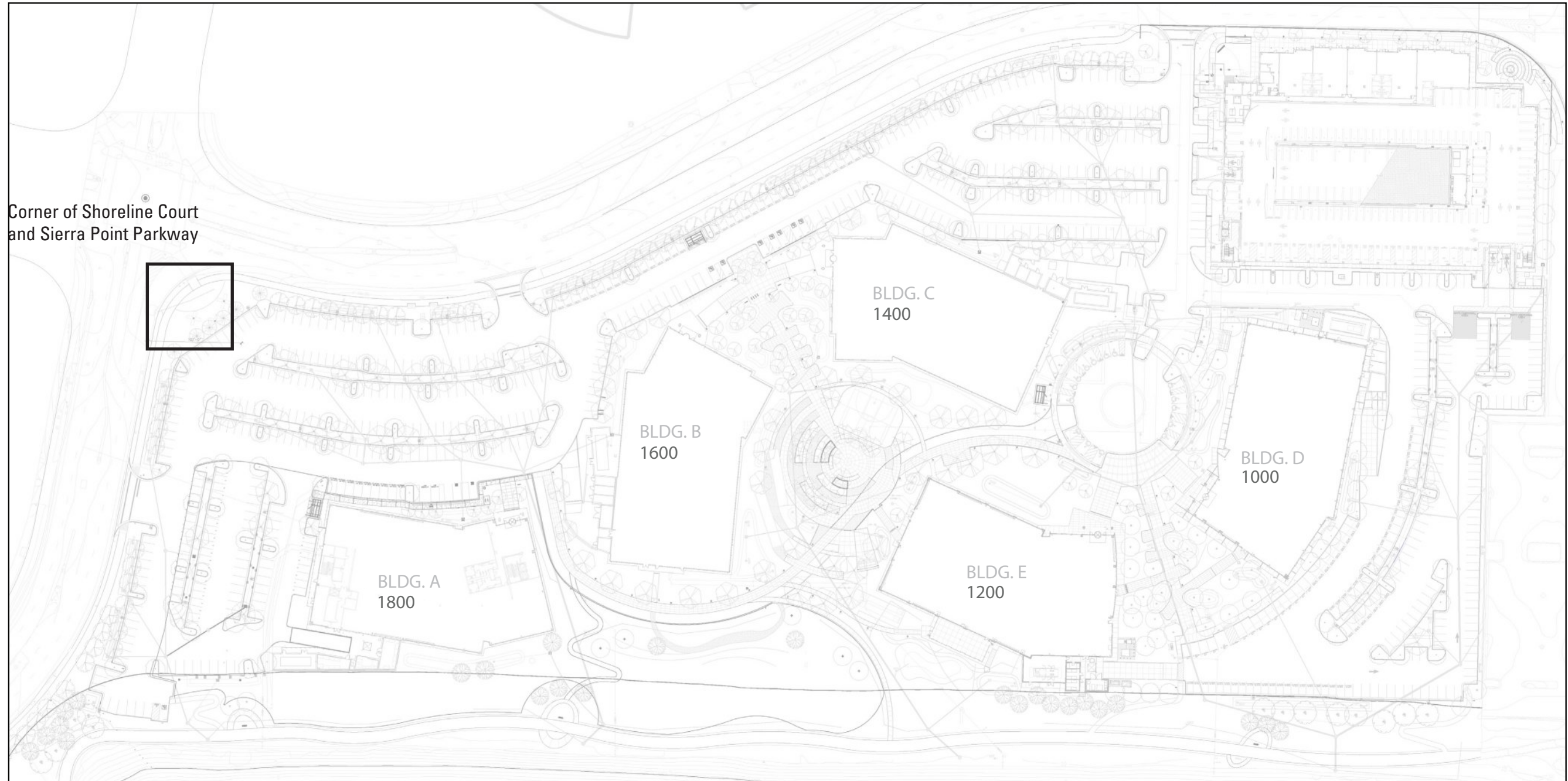
Sierra Point, Brisbane, CA.
Signage Master Plan

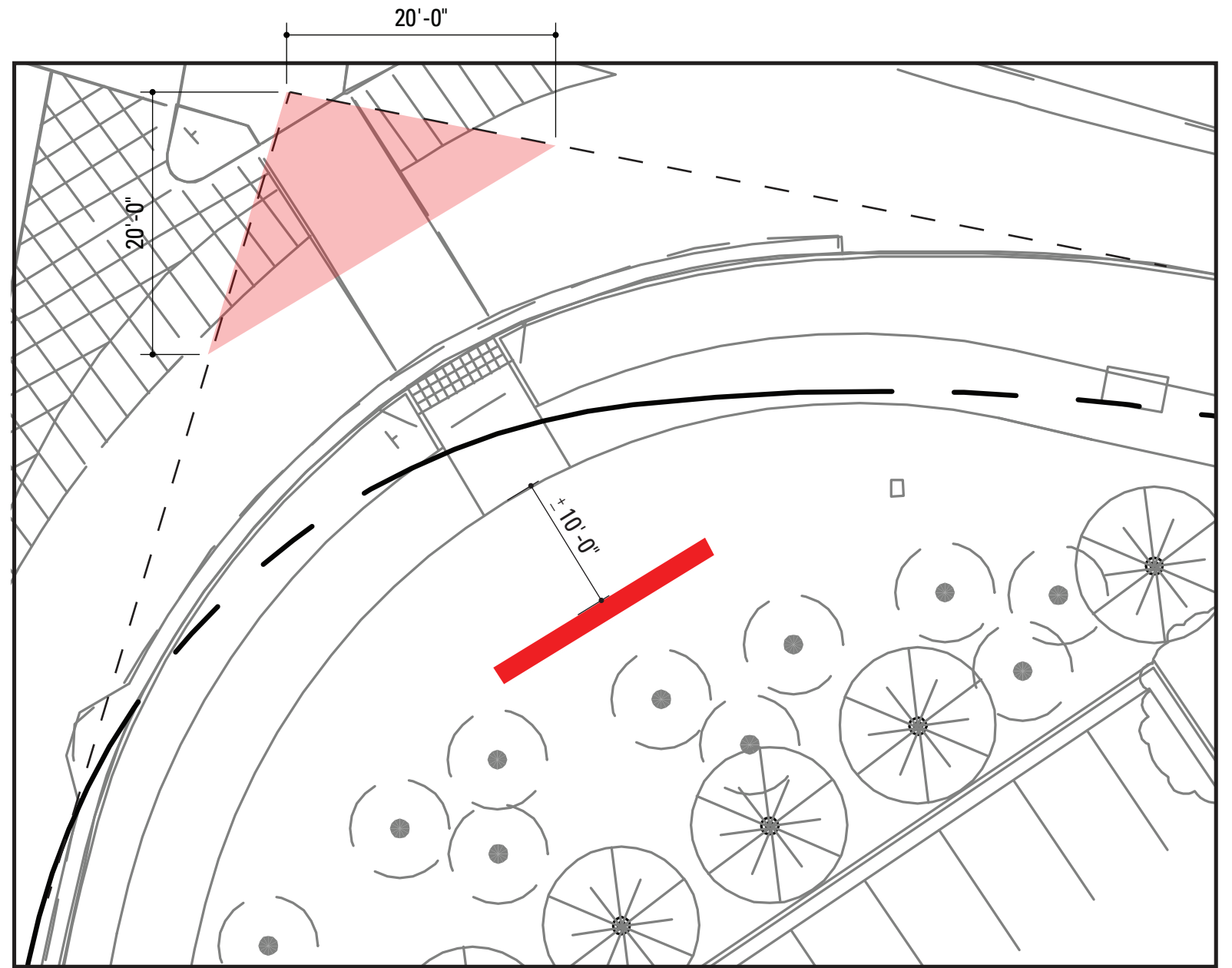
February 21, 2019
June 19, 2019 — *Revised*
June 27, 2019 — *Approved by Planning Commission*
January 8, 2020 — *Anticipated Planning Commission Approval*
September 4, 2020 — *Revised*
November 30, 2020 — *Revised*
February 10, 2022 — *Revised*

Ground Signage

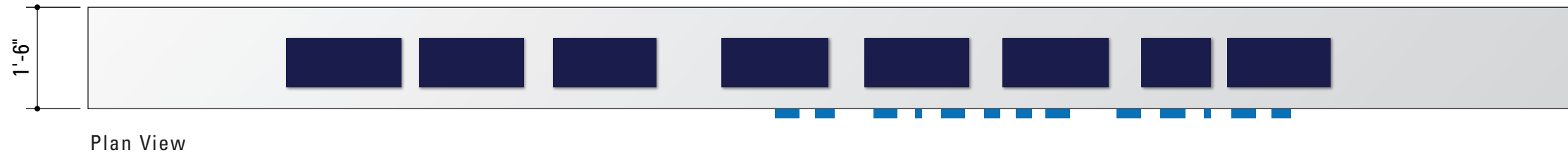
- M1
000 **Site Monument**
Page: 36
- M2
000 **Entry Drive Monument**
Page: 39-41
- W1
000 **Tenant Monument ID**
Page: 43
- W7
000 **Vehicular Directional**
Page: 45
- W9
000 **Pedestrian Directional**
Page: 47
- W11
000 **Cafe Directional**
Page: 46







Corner of Shoreline Court and Sierra Point Parkway



Plan View

CURRENTLY APPROVED

Site Monument

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

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

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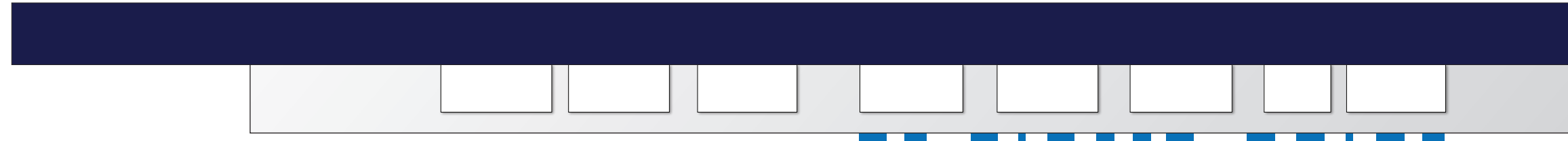


Side View

Elevation
167 sq.ft.

Scale 1/2"=1'-0"

GROUND SIGNS: SITE MONUMENT – CURRENTLY APPROVED



Plan View

PROPOSED CHANGE

Site Monument

The updated site entry monument includes the addition of a dark blue background behind the existing sign to contrast the fabricated aluminum letterforms. The sign can remain as is, except for adjustments to the aluminum base on the right side.

The blue background matches the letterform returns and "The Shore" branding standard guidelines. The Healthpeak logo mounted to the blue background will be applied white vinyl.



Side View

Elevation
202 sq.ft.

Scale 1/2"=1'-0"



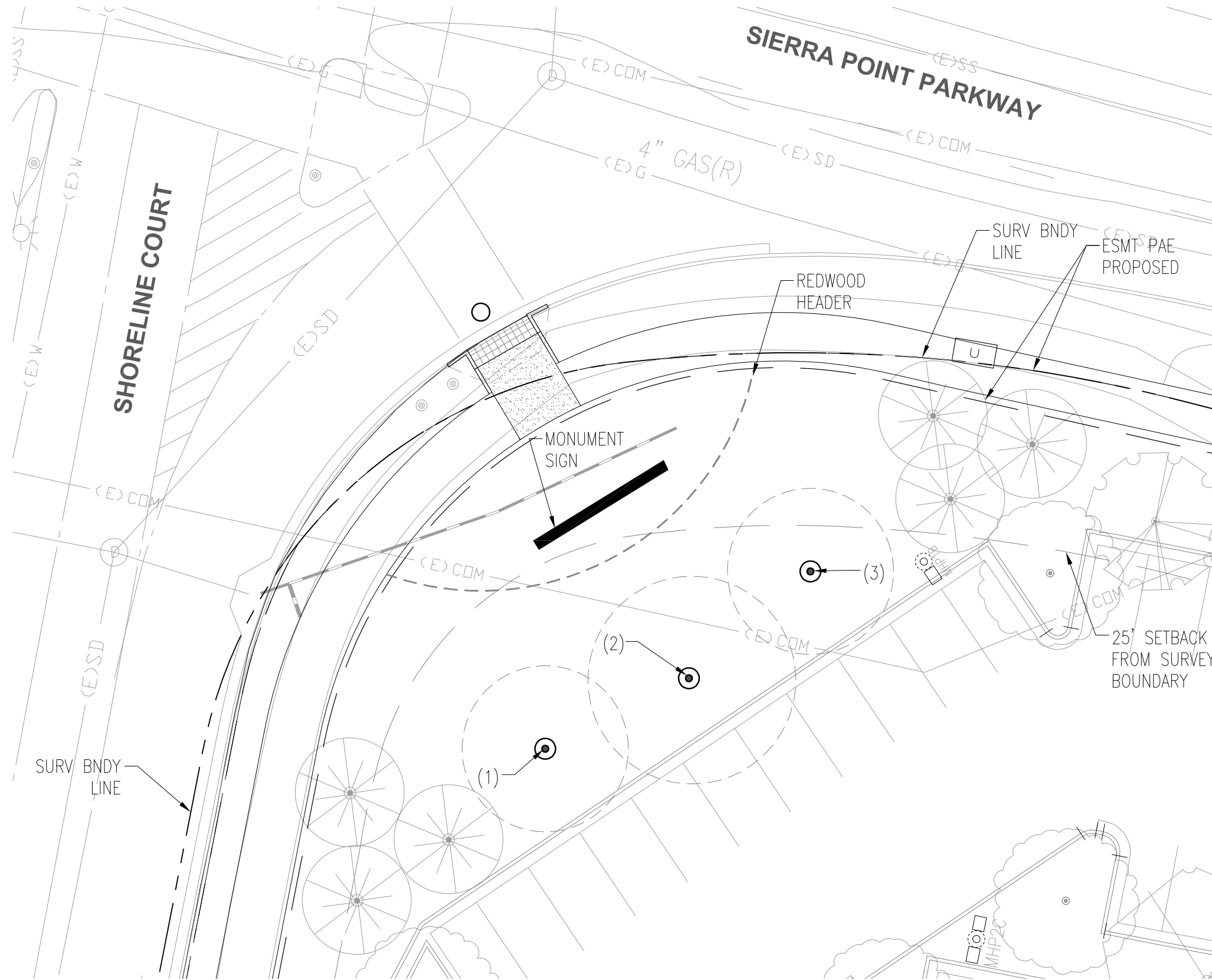
Currently Approved



Proposed Change

SIERRA POINT: FLAGPOLES

06/19/19



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



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



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



FLAGPOLE SIGN LOCATIONS

Currently Approved/allowed Entry Monument Signage



Requested Entry Monument Signage



Currently Approved/allowed Entry Monument Signage



Requested Entry Monument Signage

