



ZONING ADMINISTRATOR AGENDA REPORT

Meeting Date: June 22, 2022

From: Ken Johnson, Senior Planner
Ken Johnson

Subject: 1600 Sierra Point Parkway; 2022-SR-6; SP-CRO Sierra Point Commercial District; Sign Review of two internally lighted “Janssen” wall signs, one each on the northwest and south sides of the building; Louis Isernia, applicant; Scott Bohn, Slough Brisbane Llc, owner.

REQUEST: The applicant requests approval of the above-referenced permit application to allow two internally lighted “Janssen” wall signs, one each on the northwest and south sides of the building, with the logotype portion resulting in the signs being over the dimensions provided in The Shore at Sierra Point Sign Program, at maximum dimensions for the text and logotype of 9 feet 7 inches high by 28 feet 11.5 inches wide.

RECOMMENDATION: Approve Sign review 2022-SR-6 per the staff memorandum with attachments, including the findings and conditions of approval.

ENVIRONMENTAL DETERMINATION: The project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) per 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: Consistent with Brisbane Municipal Code (BMC) §17.36, the signs are regulated by The Shore at Sierra Point Sign Program, which for Zoning Administrator approval, via the applicable findings provided in Chapter 7 of the Sign Program.

ANALYSIS AND FINDINGS:

Background

On June 27, 2019, the Planning Commission approved The Shore at Sierra Point Sign Program (Sign Program), in accordance with BMC §17.36.060. The sign program provides for lighted wall signs on each building and prescribes the sign dimensions for administrative approval and if a sign is requested over the administrative size limit then approval by the Zoning Administrator is required.

In 2022, the applicant submitted two separate applications for sign permits for “Janssen”, via application 2022-SR-5 and this subject application 2022-SR-6. Application 2022-SR-5 was for a single wall sign on the northwest side of the building, that conformed to the specified dimensions for administrative approval. This second application 2022-SR-6 is to add a logotype to that sign that would result in the sign being over the size limitations and placement of another identical sign, including the logotype, on the south side of the building. Permit 2022-SR-5 was approved by the Planning Director.

Discussion

As noted above, The Shore at Sierra Point Sign Program was approved via SR-7-19 in 2019 and that prescribes the sizes of signs that may be approved by administratively by the Planning Director and refers signs that are larger to the Zoning Administrator for approval, as is the case with the two requested signs. The size limits for administrative review are 4 feet by 25 feet, for a total area of 100 square feet. The sign program also allows for logo types to extend beyond the 4 ft height, but does not provide for the overall sign width or area to be larger except by Zoning Administrator approval.

In this case, the “Janssen” text is substantially conforming to the 4 ft height, with the “J” extending, like a logotype below the rest of the letters. However, a logotype symbol located after “Janssen” is 9 feet 7 inches high by 6 feet 10 ½ inches wide, which results in the allowance of the 25 foot width of the overall sign being exceeded, at 28 feet 11 ½ inches wide, and the overall sign area being approximately 153 feet in area. The logotype appears as a stylized bird-like shape and the wings appear to complement the wing-like shapes of the building’s architectural features, such as the curved parapet edge cap and entrance canopies. The lettering and logotype would be white channel lit with black aluminum returns. The signs would be positioned over the building’s spandrel glass.

The sign heights on the building match with what was approved for the Annexon sign on the 1400 Sierra Point Parkway building, as a minor modification to the sign program, being at the fourth floor position on the building versus the third floor.

Given the size of the signs, Zoning Administrator approval is required and the following findings would need to be made per the Sign Program:

1. The sign does not conflict with the building scale, colors, materials, architectural details and styles found on the Healthpeak (formerly HCP) campus.
2. For an illuminated sign, it must also be found that:
 - a. The sign does not produce glare;

- b. The sign does 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.

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 a 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 the other building architectural elements on which it would be placed.

Analysis

The sign application meets the applicable findings as follows:

- 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 signs are well suited to the building scale in that this is a four- story (plus mechanical penthouse) research and development building. The top of the fourth floor is approximately 72.5 feet above grade and the signs would be located near the top edge of the fourth-floor level. The colors would be white during the day and night and will suit the modern design of the building and campus.

- The illuminated sign does not produce glare

The signs will be internally illuminated and the white acrylic lettering will be face lit. No part of the LED bulbs will be directly visible. The internal lighting will also be equipped to be dimmable, to adjust the lighting level as appropriate.

- The sign does not present a distraction or hazard to pedestrians, motorists, or the occupants of other neighboring properties

The light will not be allowed to be kinetic and given its appropriate lighting level and distance to observers, it will not present a distraction or hazard.

- The sign does not otherwise cause a public nuisance.

There is no aspect of the signs that would cause a public nuisance, since the sign is appropriate in its locations, scale, color, and lighting.

- An exception to the size limits is necessary due to unusual circumstances, such as a logo style that would otherwise render the sign difficult to read from the freeway distance.

The signs are a trademarked logotype and the exception to the size limit is necessary to keep the proportions of the logotype and text. The signs will be on the buildings positioned between 58 feet and 68 feet above grade. Given the text to logotype proportions, if the sign was to be reduced in size to conform to the size limitations of 4 ft by 25 feet the text would be reduced below the 4 foot height and would be difficult to read from either the freeway or from Sierra Point Parkway. The 4 foot text is considered minimal when viewed from a distance.

- The exception would not result in a sign that would be out of proportion with the other building architectural elements on which it would be placed.

As noted above, the signs would be at the fourth floor level of this building. It is a large building and the size of the signs would be well suited to it. The appearance of the sign will suite the building well.

ATTACHMENTS

- A. Draft findings and conditions of approval
- B. Applicant's Plans, dated 5/10/22

Sign Review 2022-SR-6
1600 Sierra Point Parkway

Action Taken: Conditionally approve Sign Review 2022-SR-6 per the staff memorandum for the Zoning Administrator hearing of June 22, 2022 subject to the following findings and conditions of approval.

2022-SR-6 Findings of Approval:

Per The Shore at Sierra Point Sign Program:

- a. The signs will not conflict with the building scale, colors, materials, architectural details and styles found on the Healthpeak Campus.
- b. The signs will not produce glare.
- c. The signs will not present a distraction or hazard to pedestrians, motorists, or the occupants of other neighboring properties.
- d. The signs will not otherwise cause a public nuisance.
- e. An exception to the size limits is necessary due to unusual circumstances, in-as-much as reduction of this trademarked sign to make it comply with the 25 ft width or 100 foot area and 25 foot width would render the sign difficult to read from the ground, given the logo style to text proportions.
- f. The exception would not result in a sign that would be out of proportion with the other building architectural elements on which it would be placed.

2022-SR-6 Conditions of Approval:

1. A building permit shall be obtained for installation of the signs.
2. The signs shall be maintained in good repair and shall not flicker or flash on and off.
3. The lighting shall be equipped with a dimmer and levels shall be maintained such that the signs do not produce a glare, distraction or hazard.
4. Minor modifications may be approved by the Community Development Director in conformance with all requirements of the Municipal Code.
5. This sign review permit shall expire two years from the effective date (at the end of the appeal period) if a Building Permit has not yet been issued for the approved project.



PROJECT:

JOHNSON N JOHNSON SSF LAB OFFICE
1600 SIERRA POINT PKWY
BRISBANE, CA

EXTERIOR SIGNAGE

05/10/22

Design + Build.

CLIENT
DPR CONSTRUCTION

PROJECT



J&J SSF LAB OFFICE
1600 SIERRA POINT PKWY
BRISBANE, CA

DRAWING / REVISION DATE
04/11/22 - FT
04/13/22 - FT

FILE NAME / LOCATION

\\server2\shared\aj\OB\new aj\OB\DPR\35991 - J & J
- SSF LAB OFFICE R&D CONSOLIDATION PROJECT
KARL - BP6 EXTERIOR SIGNAGE\Drawings\35991
J&J SSF Lab Office.cdr

ORDER NUMBER

35991

SIGN TYPE

SHEET TITLE

SIGN ELEMENTS

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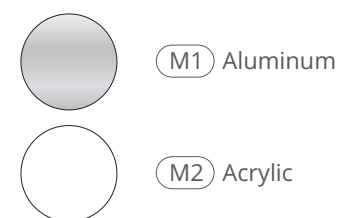
PAGE NUMBER

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BRAND ARTWORK



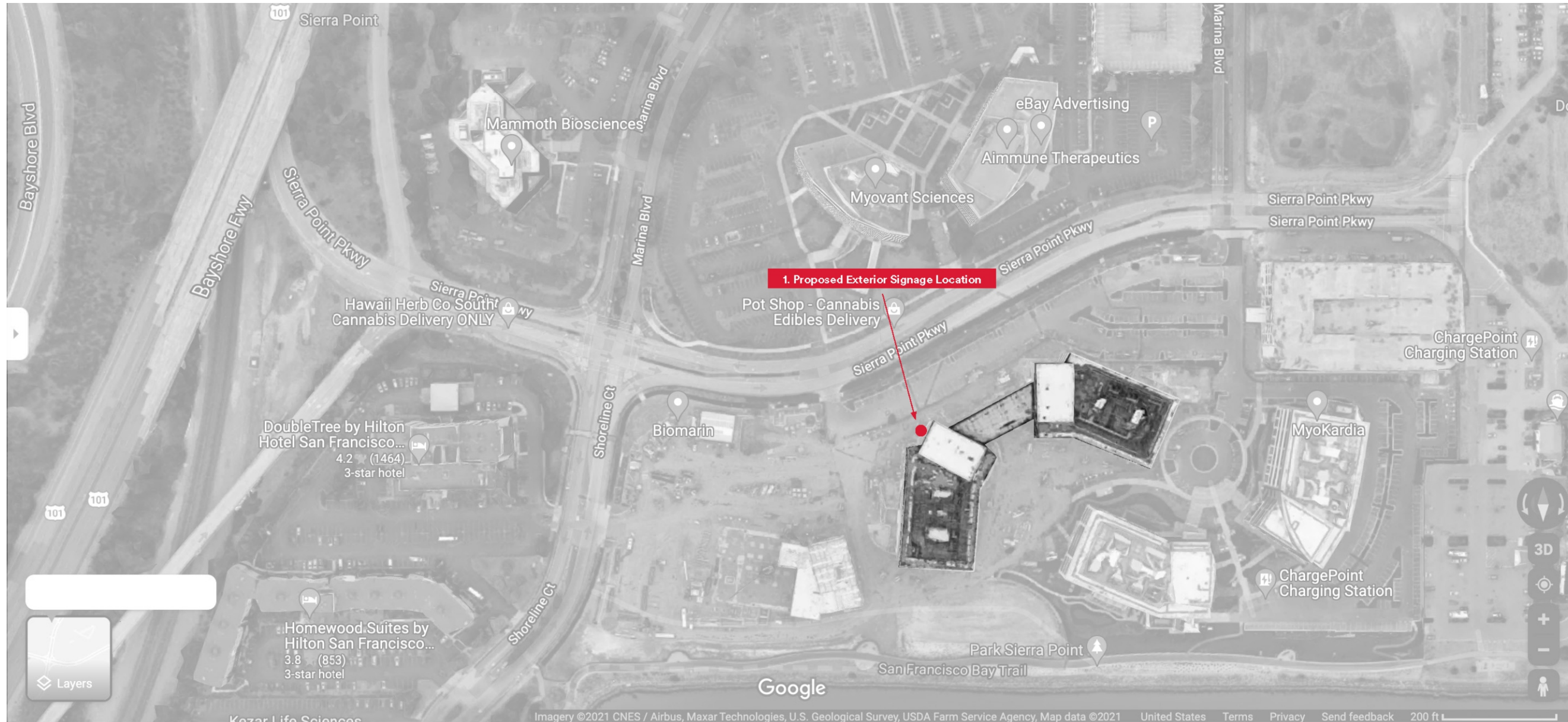
MATERIAL



COLOR SCHEDULE

	PANTONE Pantone Matching System	CMYK	RGB	PAINT Sherwin Williams Satin Finish	Benjamin Moore Satin Finish	RAL Matte Finish
J&J White	C:0 M:0 Y:0 K:0	C:0 M:0 Y:0 K:0	R:255 G: 255 B: 255	High Reflective White SW7757	Super White OC-152	Pure White 9010 Reinweiß
J&J Black	PMS Black 08	C:0 M:0 Y:0 K:100	R:0 G:0 B:0	Cavier SW6990	Black Beauty BM2128-10	9011 Graphitschwarz
J&J Red	PMS 186C	C:2 M:100 Y:85 K:6	R:200 G:16 B:46	Stop SW6869	Ruby Red BM2001-10	Traffic Red 3020 Verkehrsrot
J&J Dark Gray	PMS Cool Gray 10C	C:40 M:30 Y:20 K:66	R:99 G: 102B: 106	Web Gray SW7075	Trout Gray BM2124-20	7012 Basaltgrau
J&J Gray	PMS Cool Gray 8C	C:0 M:0 Y:0 K:50	R:130 G: 130 B: 130	Summit Gray SW7669	Steel Wool BM2121-20	Traffic Gray A 7042 Verkehrsgrau A
J&J Light Gray	PMS Cool Gray 3C	C:0 M:0 Y:0 K:15	R:200 G:200 B:200	Passive SW7064	Gray Owl BMOC-52	Telegrey 4 7047 Telegrau 4
Janssen Blue	PMS 294 C	C:100 M:69 Y:7 K:30	R:0 G:47 B:108	Blueblood SW 6966 (not exact match)	Patriot Blue 2064-20	Ultramarine Blue 5002 Ultramarinblau
Janssen Light Blue	PMS 299 C	C:86 M:8 Y:0 K:0	R:0 G:160 B:223	Dynamic Blue* SW 6958	Toronto Blue 2060-40 X	Light Blue* 5012 Lichtblau
Ash Blue	DISCLAIMER: Additional paint colors to be coordinated with architects.				Ash Blue BM2057-40	





CLIENT
 DPR CONSTRUCTION

PROJECT



J&J SSF LAB OFFICE
 1400 SIERRA POINT PKWY
 BRISBANE, CA

DRAWING / REVISION DATE
 04/11/22 - FT
 04/13/22 - FT

FILE NAME / LOCATION
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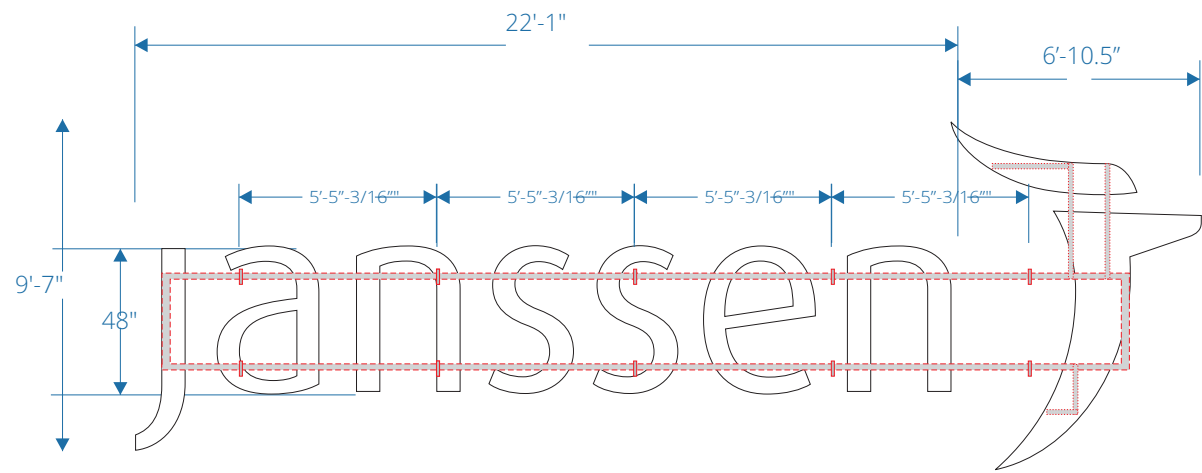
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SIGN TYPE

SHEET TITLE
 LOCATION PLAN

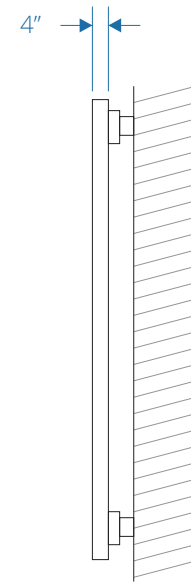
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1 FRONT VIEW
scale: 1/4"=1'-0"

2" Aluminum raceway frame with 1/4" aluminum plates welded to the back for mounting on existing clips. Frame fabricated using engineering drawings.

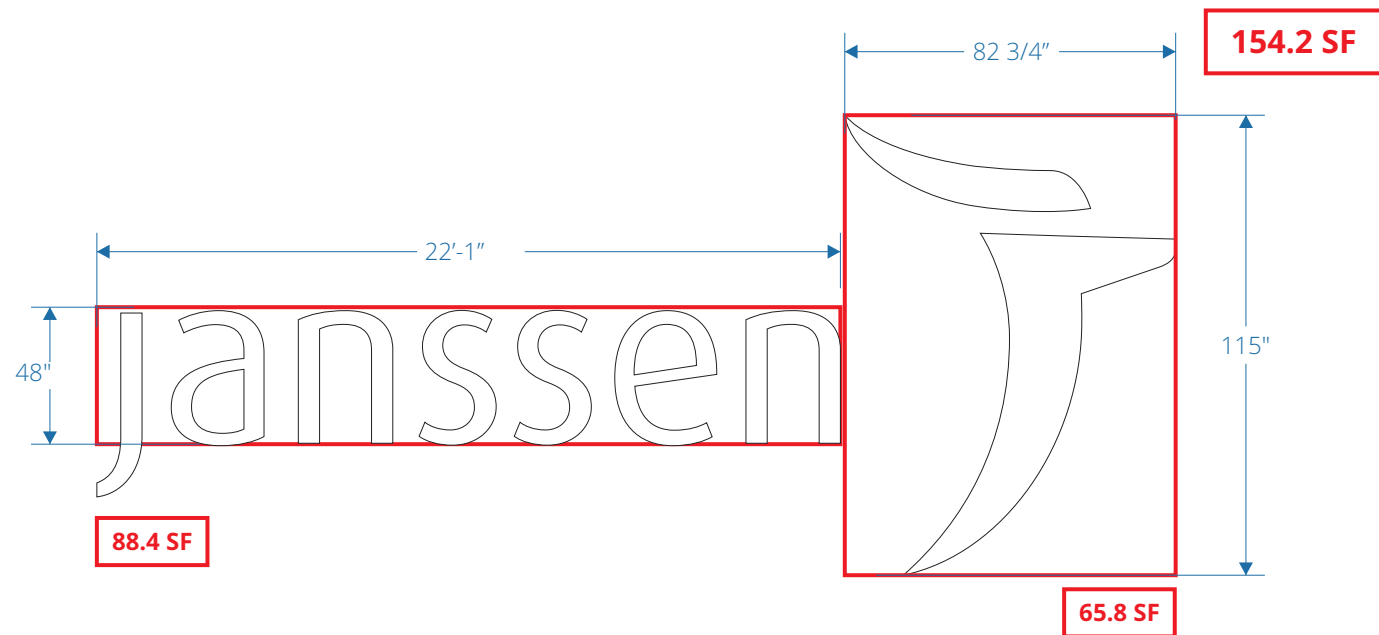


2 SIDE VIEW
scale: 1/4"=1'-0"

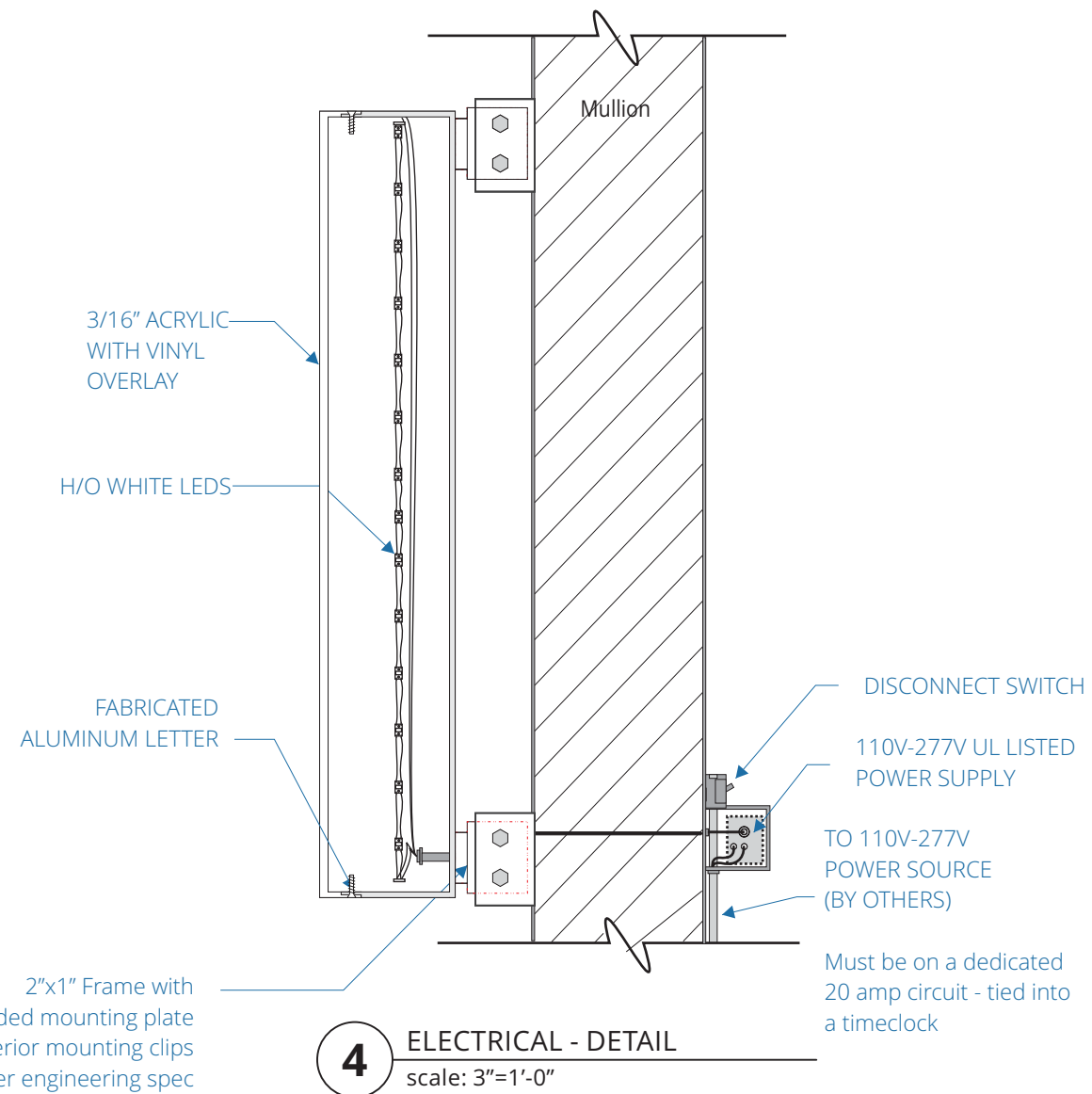
This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

DESCRIPTION QTY: 1

- A.** 4" deep fabrication aluminum channel letters and logo M1, with returns painted color black. Internally illuminated, face-lit with translucent vinyl overlay. Logo face is white during day and night.
- B.** Mechanically fastened to existing building.



3 FRONT VIEW - DETAIL
scale: 1/4"=1'-0"



4 ELECTRICAL - DETAIL
scale: 3"=1'-0"

2"x1" Frame with 1/4" Aluminum welded mounting plate Attached to exterior mounting clips with bolts, washers, nuts, per engineering spec

Must be on a dedicated 20 amp circuit - tied into a timeclock

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ORDER NUMBER
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SIGN TYPE
A

SHEET TITLE
BUILDING ID

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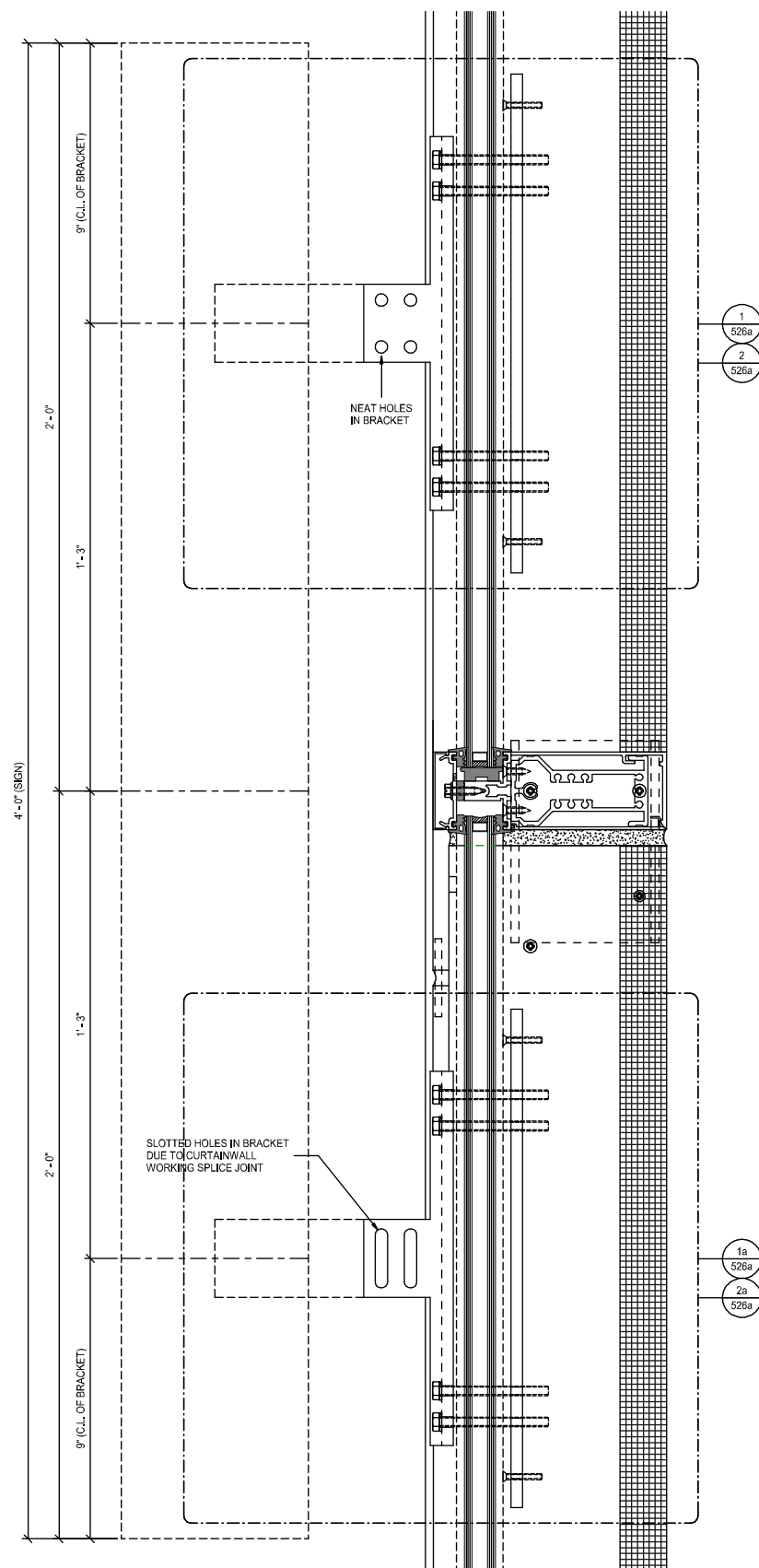
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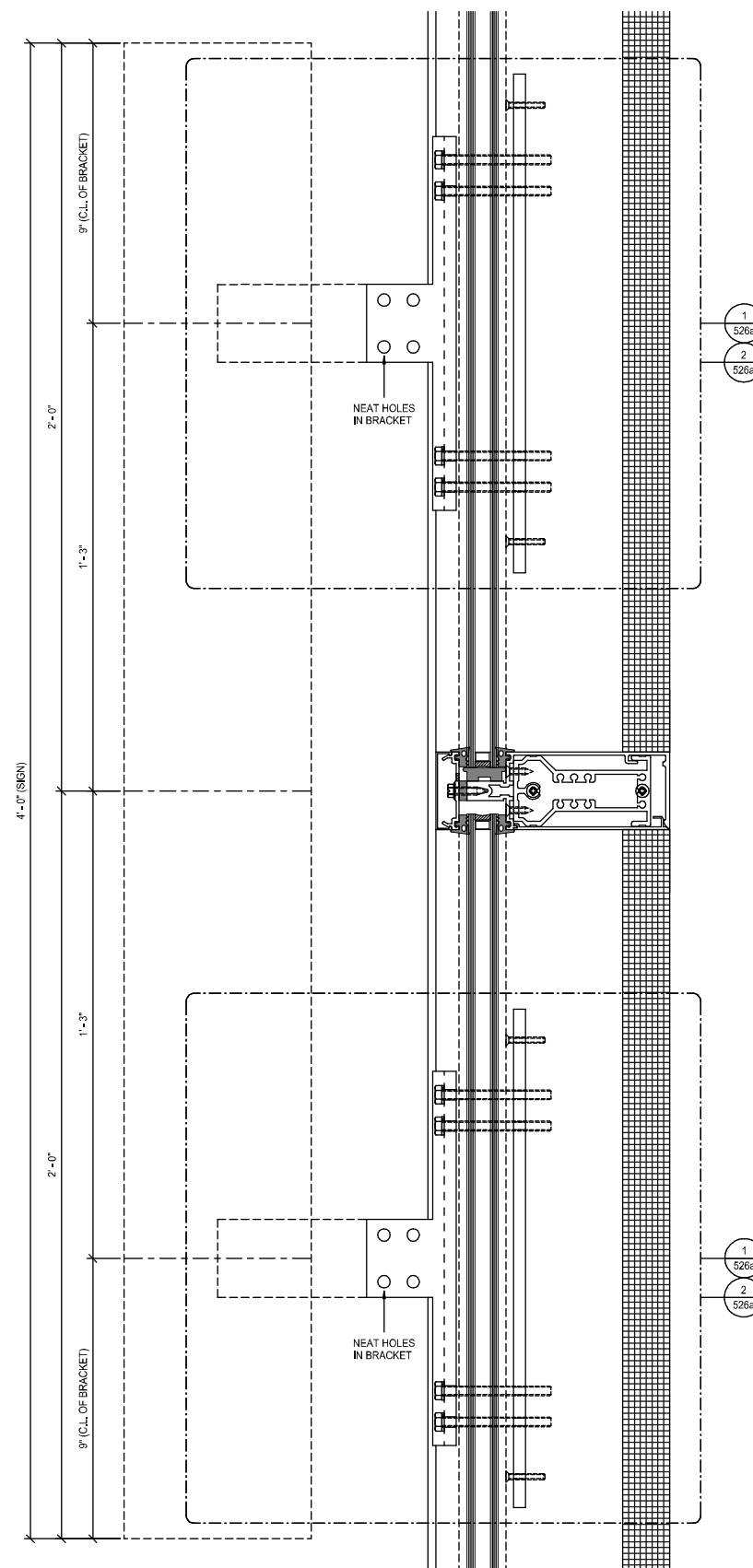
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48" TALL FUTURE TENANT SIGNAGE, NOT BY RGC, CENTERED ON HORIZONTAL MULLION



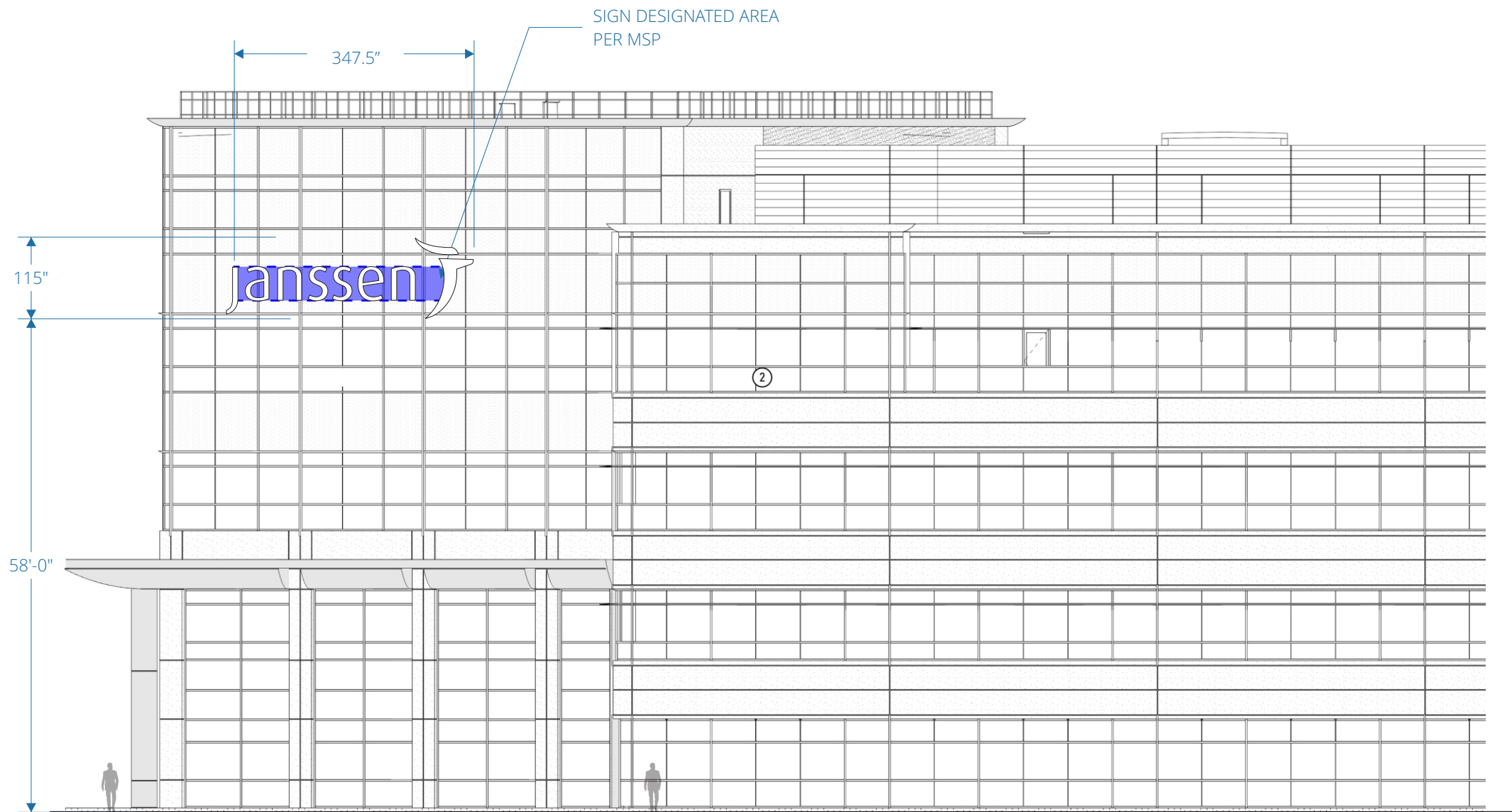
1 Signage Section Detail 1
 6" = 1'-0"

48" TALL FUTURE TENANT SIGNAGE, NOT BY RGC, CENTERED ON HORIZONTAL MULLION



2 Signage Section Detail 2
 6" = 1'-0"

Existing Clip System



This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

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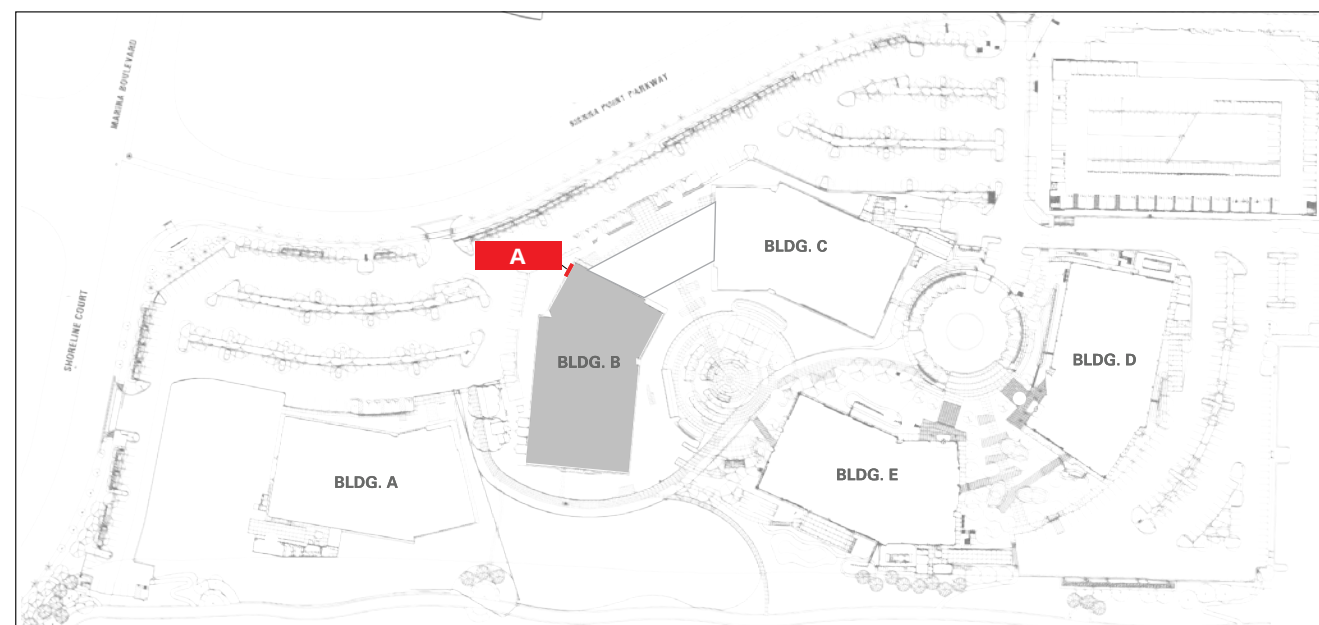
BUILDING ID

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5 WEST ELEVATION
 scale: 1/16"=1'-0"





DAYTIME

6 RENDERING
scale: NTS

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SIGN TYPE

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SHEET TITLE
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NIGHT TIME

7 RENDERING
scale: NTS

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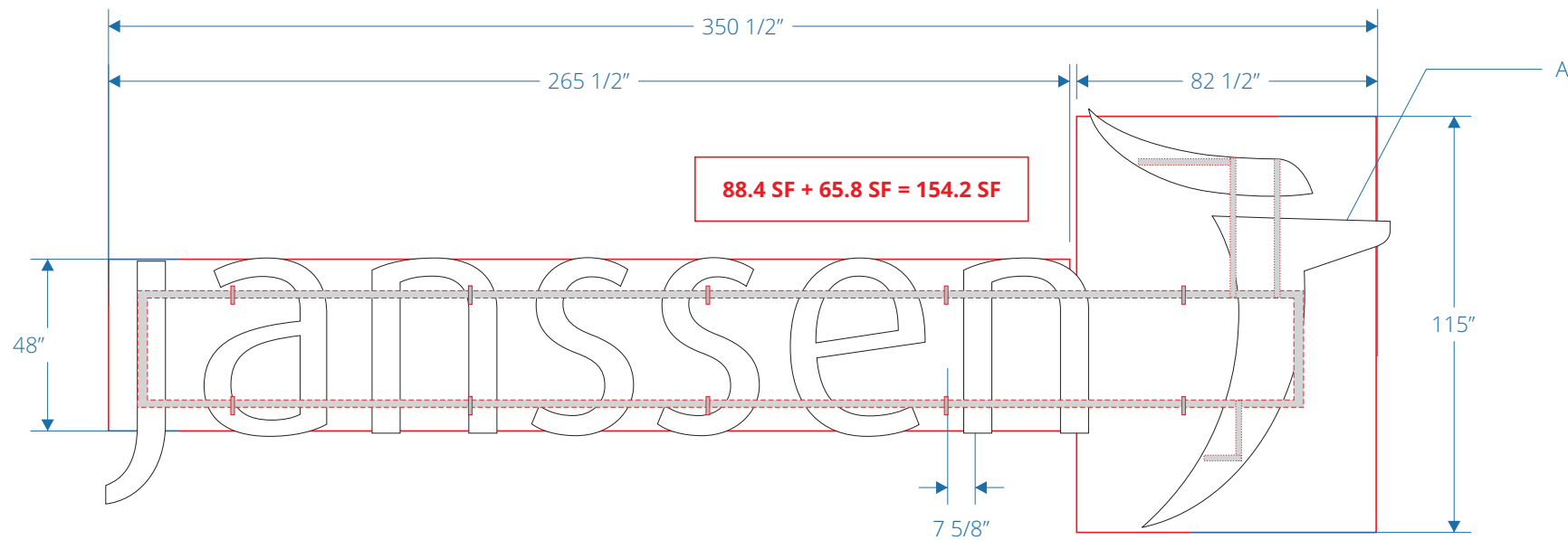
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BUILDING ID

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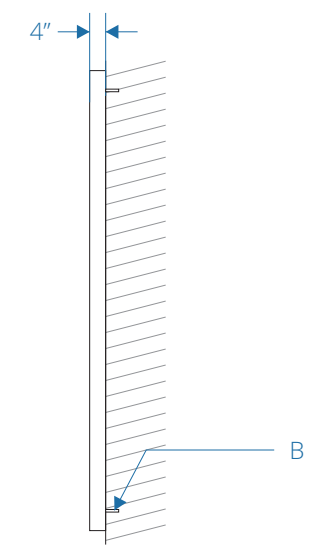
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1 FRONT VIEW
scale: 1/4"=1'-0"



2 SIDE VIEW
scale: 1/4"=1'-0"

DESCRIPTION **QTY: 1**

A. 4" deep fabricated aluminum channel letters and logo M1, with translucent vinyl overlay, color C1 white. Internally illuminated, face-lit, white LED 5500K.

B. Mechanically fastened to the face of the building.

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PROJECT

Janssen

JOHNSON AND JOHNSON
1600 SIERRA POINT
BRISBANE, CA

DRAWING / REVISION DATE
05/02/22 - FT

FILE NAME / LOCATION
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OFFICE R&D CONSOLIDATION PROJECT KARL - BP6
EXTERIOR SIGNAGE\Drawings\Phase 2\35991-2 JNJ
SSF Office Building ID.cdr

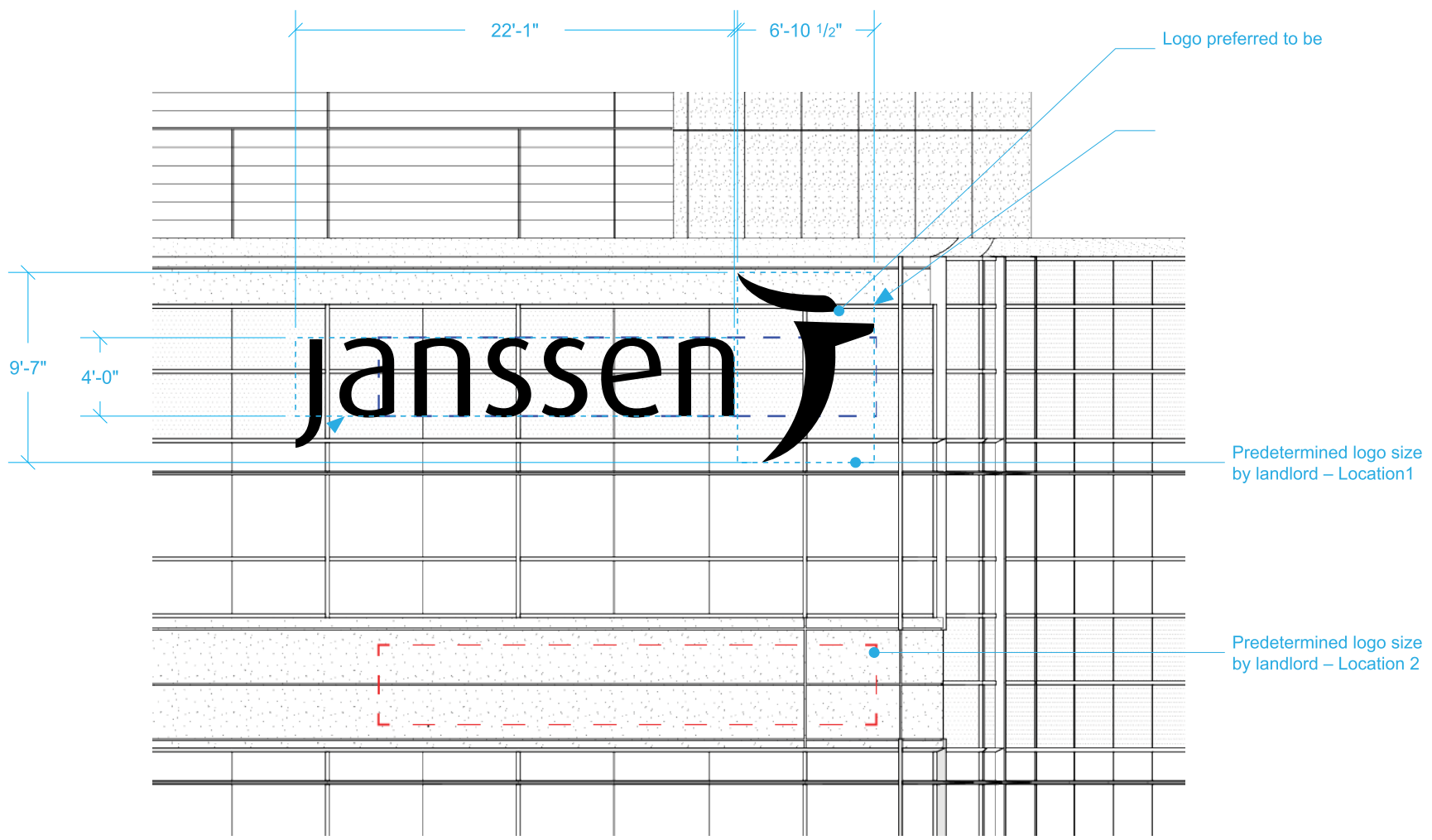
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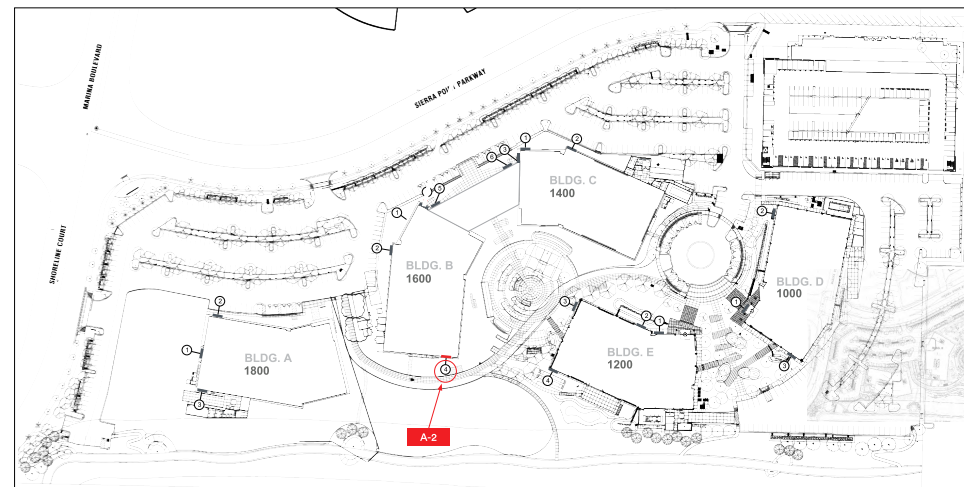
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PAGE NUMBER **3**



3 ELEVATION
scale: 1/8"=1'-0"



CLIENT
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PROJECT
janssen

JOHNSON AND JOHNSON
 1600 SIERRA POINT
 BRISBANE, CA

DRAWING / REVISION DATE
 05/02/22 - FT

FILE NAME / LOCATION

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 EXTERIOR SIGNAGE\Drawings\Phase 2\35991-2.JnJ
 SSF Office Building ID.cdr

ORDER NUMBER

35991-2

SIGN TYPE

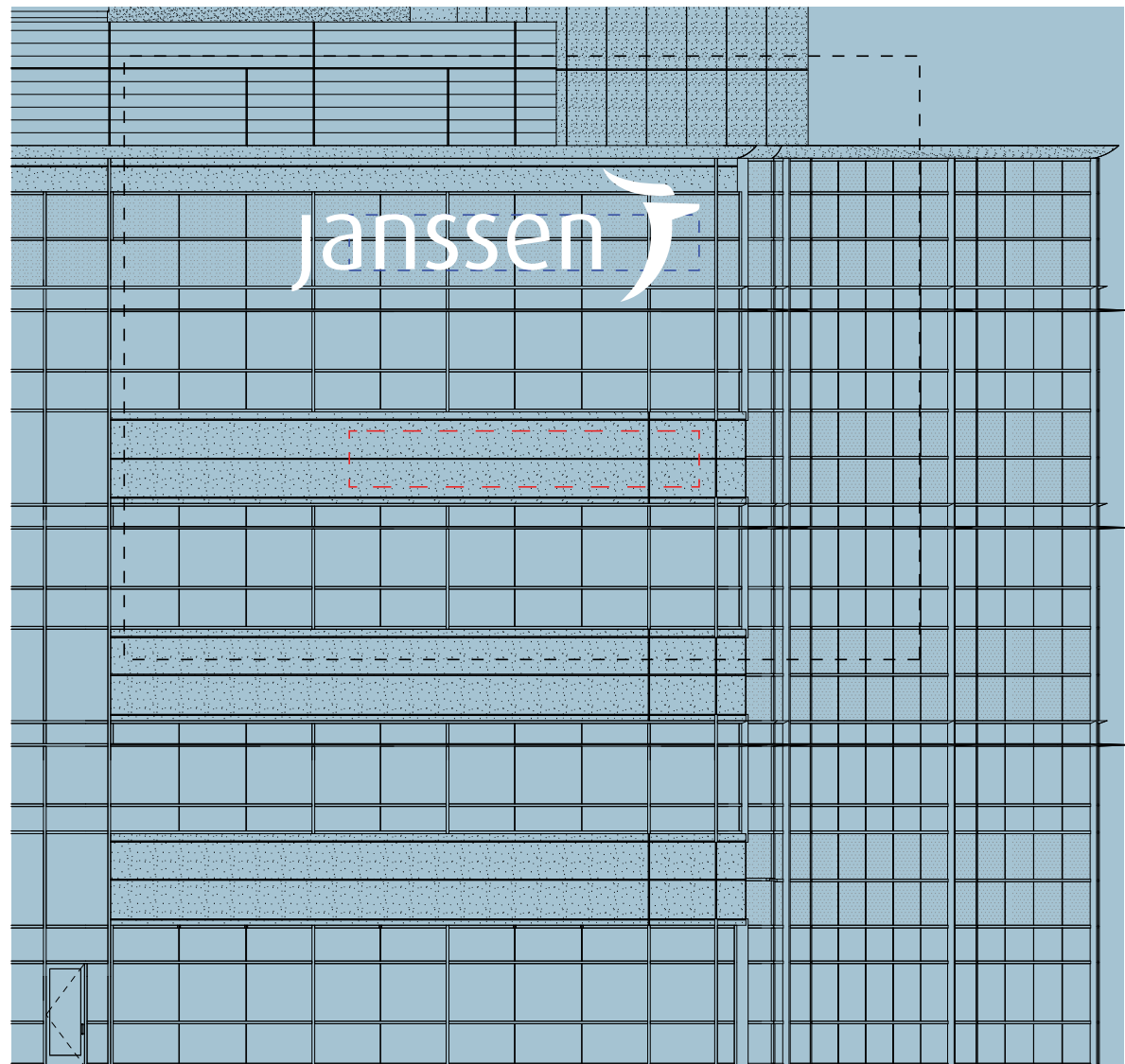
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SHEET TITLE
 BUILDING ID

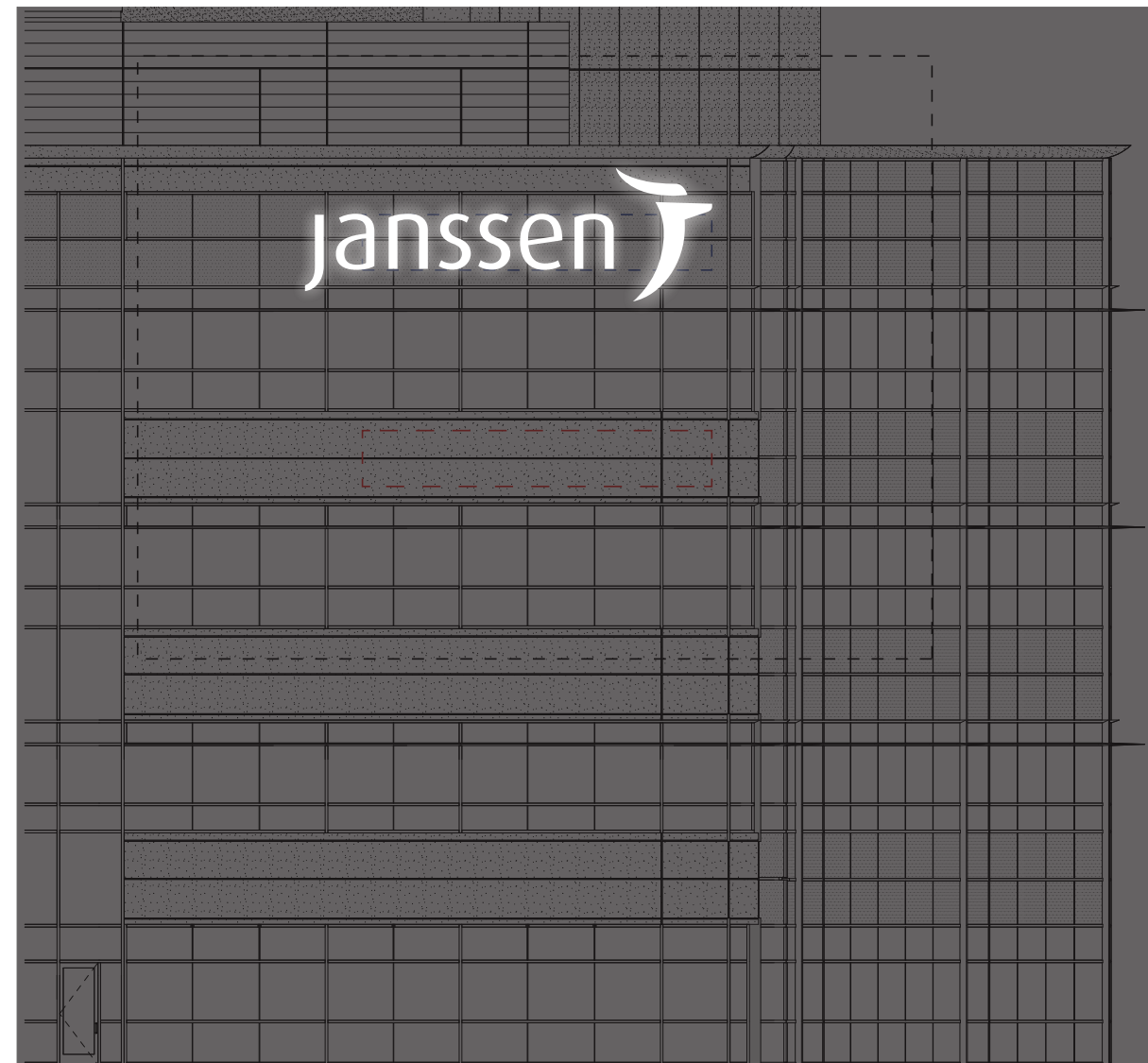
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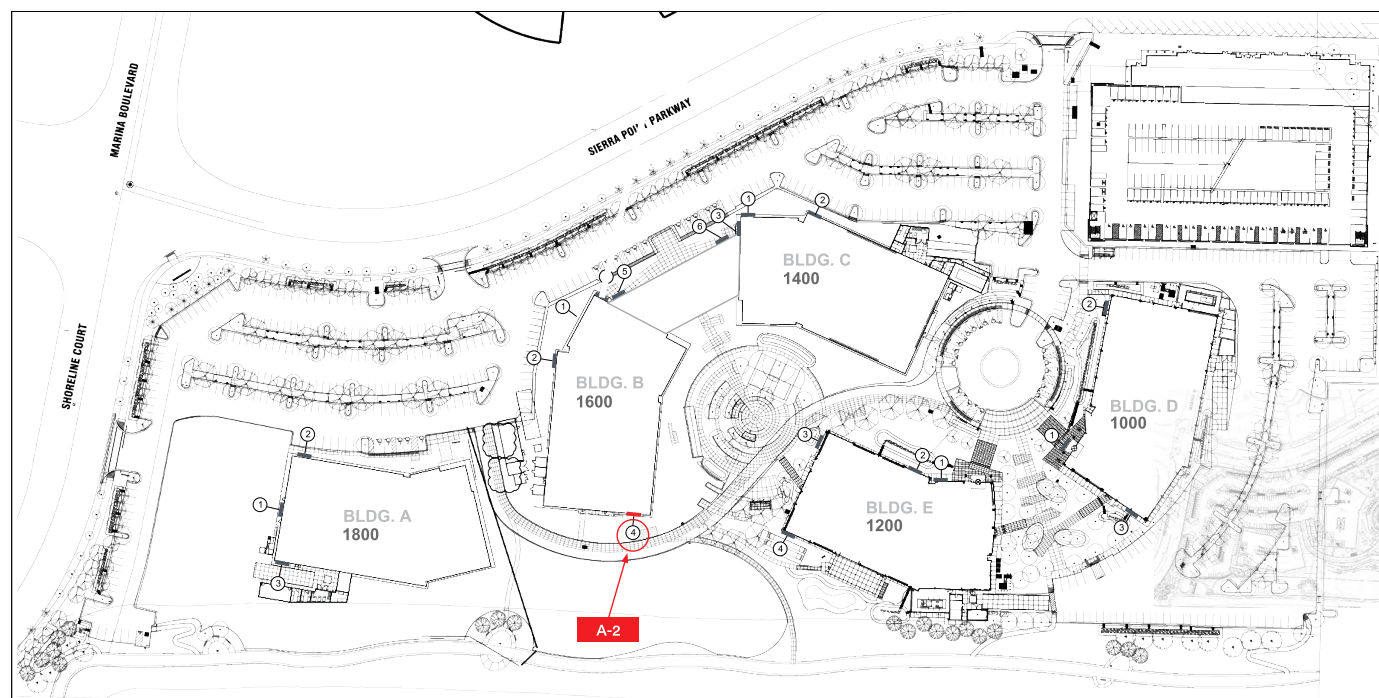


DAYTIME VIEW



NIGHT VIEW

5 ELEVATION
 scale: 1/16" = 1'-0"





DAYTIME VIEW



NIGHT VIEW

5 ELEVATION
scale: 1/16" = 1'-0"

CLIENT
DPR

PROJECT
janssen

JOHNSON AND JOHNSON
1600 SIERRA POINT
BRISBANE, CA

DRAWING / REVISION DATE
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EXTERIOR SIGNAGE\Drawings\Phase 2\35991-2.JNJ
SSF Office Building ID.cdr

ORDER NUMBER
35991-2

SIGN TYPE

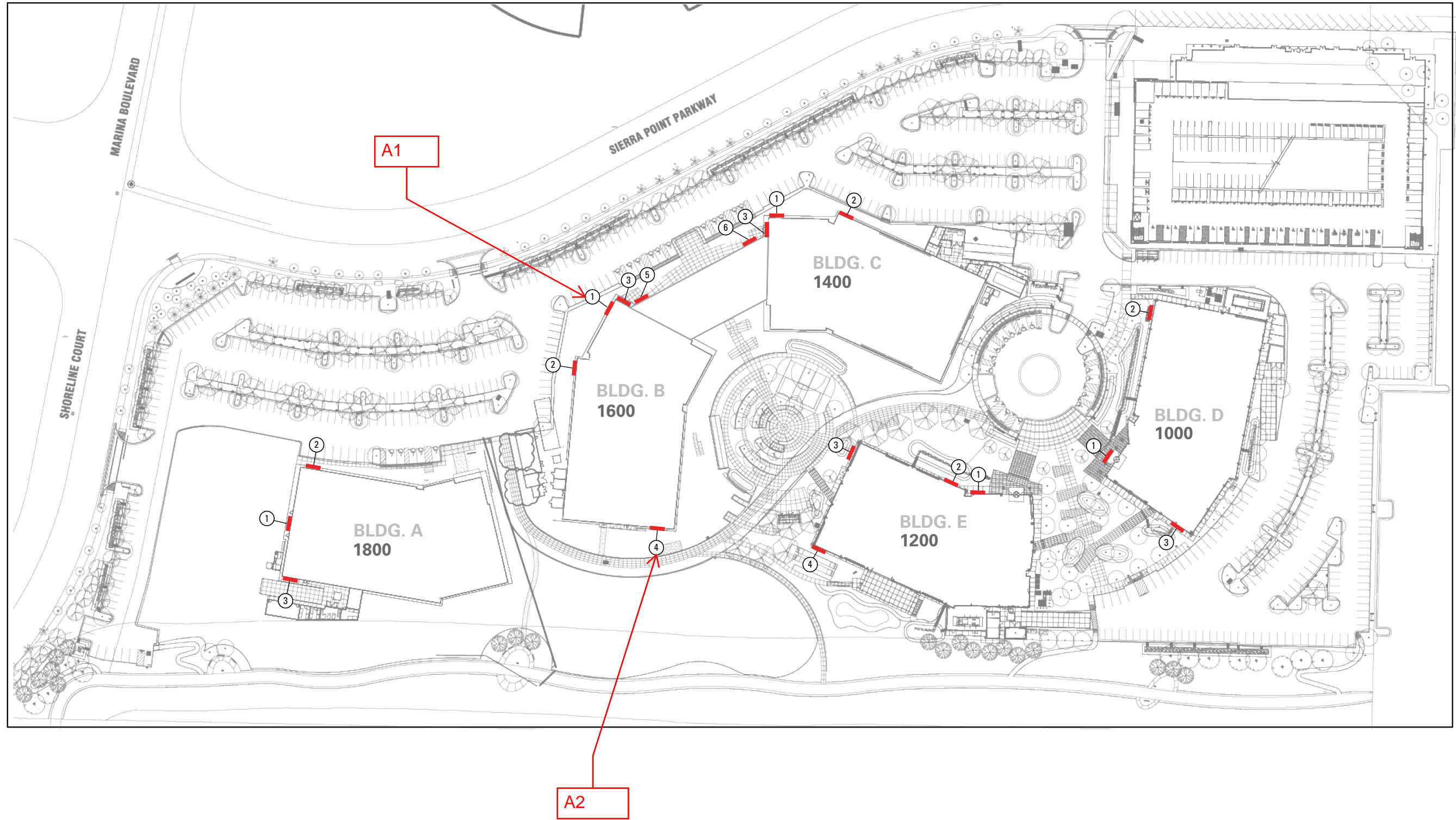
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PAGE NUMBER **5**

Building Attached

- Building ID Signs
- Ⓝ ID Sign Location



R&D BUILDING WALL SIGNAGE: POTENTIAL SIGN LOCATIONS