



PLANNING COMMISSION AGENDA REPORT

Meeting Date: July 10, 2025

From: Julia Ayres, Principal Planner

Subject: 2000 Sierra Point Parkway; 2025-SR-02 and Variance 2025-V-01; SP-CRO District; Sign Review and Variance to allow a new building-mounted, internally-illuminated sign that exceeds the maximum dimensions and sign area standards of the Sierra Point Building-Mounted Signage Standards; and finding that this project is categorically exempt from environmental review under CEQA Guidelines Section 15311; David Ford, applicant; HCP Life Science REIT Inc., owner.

REQUEST

The applicant requests approval of Sign Review and a Variance to the sign standards established in the Koll Center Sierra Point Building-Mounted Signage Standards (Sign Program) to install a building-mounted, internally illuminated sign that exceeds the maximum vertical dimension, sign area, and limit on lines of text established by the Sign Program.

RECOMMENDATION

Conditionally approve Sign Review 2025-SR-02 and Variance 2025-V-01 via adoption of Resolution 2025-SR-02/2025-V-01, subject to the findings and conditions of approval contained in the Resolution (See Attachment 1).

ENVIRONMENTAL DETERMINATION

The project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) per Section 15311 - 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

Advertising sign regulations are established in [Chapter 17.36 of the Brisbane Municipal Code](#). Variances are regulated in [Chapter 17.46 of the Brisbane Municipal Code](#). Signage at 2000 Sierra Point Parkway is regulated by the Sign Program (Attachment 3).

ANALYSIS AND FINDINGS

Project Description

The application (see Attachment 2) consists of one illuminated, wall-mounted sign reading "Vera Therapeutics" in two lines of text, located on the southeasterly side of the building at 2000 Sierra Point Parkway. The maximum vertical height of the sign measurement from the bottom of the second line of text to the top of the first line of text is 9 feet, and the maximum horizontal length of the sign is 34 feet, 9 inches, for a total

sign area of 312.75 sq ft. The internally illuminated sign will consist of 5 inch aluminum channel letters, with white acrylic facing overlayed with perforated two shades of blue vinyl. The proposed sign would replace the existing illuminated “BioMarin” sign on the southeasterly portion of the mechanical penthouse screen.

The Sign Program establishes design requirements for all properties in Sierra Point except 1000-3500 Marina Boulevard (Genesis Marina Sign Program) and 1000-1800 Sierra Point Parkway (the Shore at Sierra Point Sign Program). Standards for sign size, vertical and horizontal sign dimensions vary between three geographic Zones, shown in Diagram 6 in the Sign Program, the purpose of which is to ensure signs appear roughly uniform in size as seen from Highway 101 regardless of how close the building is to the Highway/viewer. The subject property is located in Zone 2.

Most deviations from the Sign Program require approval of a Variance by the Planning Commission; however, hotel uses may apply for Exceptions to exceed the maximum sign size, vertical dimensions, and to allow two lines of text. The table below shows the proposed signage details and how the signage conforms to or deviates from the standards, with Variance requests highlighted in yellow:

Sign Standard	Requirement	Proposal
Max. Lines of Text	1	2
Max. Vertical (Zone 2)	6'	9'
Max. Horizontal (Zone 2)	41.6'	34.75'
Area	249 square feet	312.75 square feet
Can letter depth	9" from fascia	5" from fascia

Analysis

Brisbane Municipal Code Section 17.46.010 contains two findings required for the granting of Variances and three sign review findings, detailed as follows.

Variance Findings

1. That any variance granted shall be subject to such conditions as will assure that the adjustment thereby authorized shall not constitute a grant of special privilege inconsistent with the limitations upon other properties in the vicinity and district in which the subject property is located;

The application meets this finding. The combination of the distance from the building to the Highway and the two-line company logo warrant special circumstances to justify granting the Variance, discussed further below, and as such, approving the Variance would not constitute a grant of special privilege. The recommended conditions of approval contained in the approving Resolution include the requirement to obtain a building permit, which plans shall demonstrate compliance with the City’s Dark Sky Ordinance in regards to curfew and maximum sitewide illumination.

2. That because of special circumstances applicable to subject property, including size, shape, topography, location or surroundings, the strict application of this title is found to deprive subject property of privileges enjoyed by other properties in the vicinity and under identical zone classification.

The application meets this finding. Due to the site's distance from the Highway and the business's two-line logo, strict application of the maximum vertical dimension and total sign area established in the Sign Program would deprive the business owner the privilege of having its company logo clearly legible from view corridors on Highway 101 enjoyed by others in the vicinity. While the subject business has not provided evidence that its logo is trademarked, its logo is stylized in its public-facing communications (including its website <https://veratx.com>) with two lines of text, identical to its proposed configuration in the application materials and the two lines of text are clearly integral to its corporate identity.

While the sign could be redesigned as a single line of text, in order to comply with the maximum horizontal dimension of 41.6 ft, the size of the letters would have to be reduced significantly below the maximum permissible 6 ft vertical dimension, resulting in a distinct difference in scale compared to other building-mounted signs in Sierra Point and impeding legibility from the Highway. This would also contradict the overall purpose of the Sign Program's to ensure "that the apparent scale of signage is approximately the same from freeway view corridors" throughout Sierra Point (Section 6.1.1 of the Sign Program).

The Planning Commission has previously granted similar variances to the maximum vertical dimension standard provided in the Sign Program, including SR-18-03 for Wiley Technology at 8000 Marina Boulevard, adjacent to the subject property, for two 11 ft., 3 in. tall signs. At least three Variance requests were approved to accommodate signage with two-line logos (V-2-14 for You Technology and V-6-05 for Alliance Bancorp at 1000 Marina Boulevard, and SR-18-03 for Wiley Technologies at 8000 Marina Boulevard).

Sign Review Findings:

3. All advertising signs must conform to the requirements of Table 17.36.020 and Figure 17.36.020A, unless specifically exempted in this chapter.

This finding is inapplicable as BMC Section 17.36.050.B specifically exempts sign programs from the requirements of the figure and table.

4. For all advertising signs subject to permit approval by the zoning administrator or the planning commission, it must also be found that:

a. The sign complies with all applicable city ordinances; and

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 application meets this finding. Per the conditions of approval, the sign would comply with the applicable City ordinances, including the requirement to obtain a building permit and comply with the Dark Sky Ordinance and for sign maintenance and upkeep over time.

The signs would not conflict with the building or the Sierra Point neighborhood. The colors represent the company's logo and are consistent with the color palette permitted by the Sign Program. Additionally, the two shades of blue overlain on the channel letters will contrast attractively against the white mechanical penthouse screen. The first line of text "Vera" would measure at 5.4 feet in height, and the secondary line of text "therapeutics" would measure 2.7 feet in height, appropriately scaled to the 13 ft, 3 in high penthouse screen. At night, both lines of text will appear as solid white.

5. For illuminated or kinetic signs, it must also be found that:

a. The sign does not produce glare; and

b. The sign does not present a distraction or hazard to pedestrians, motorists, or the occupants of other neighboring properties; and

c. The sign does not otherwise cause a public nuisance.

The application meets this finding. The signs will be internally illuminated and will not produce a glare or distraction or otherwise cause a public nuisance. The conditions of approval will require that the plans submitted with the building permit demonstrate compliance with the Dark Sky Ordinance, which for signs includes installation of timers to comply with curfew and to comply with maximum sitewide illumination standards. The applicant has indicated that at 25,280 lumens, the sign brightness will be similar to the existing sign which it will replace (27,810 lumens).

ATTACHMENTS

1. Draft Resolution 2025-SR-02/2025-V-01
2. Applicant's plans
3. Koll Center Sierra Point Building-Mounted Signage Standards



Julia Ayres, Principal Planner



John Swiecki, Community Development Director

draft

RESOLUTION 2025-SR-02/2025-V-01

A RESOLUTION OF THE PLANNING COMMISSION OF BRISBANE
CONDITIONALLY APPROVING
SIGN REVIEW PERMIT 2025-SR-02 & VARIANCE 2025-V-01
TO ALLOW ONE WALL SIGN LARGER THAN OTHERWISE PERMITTED
AT 2000 SIERRA POINT PARKWAY

WHEREAS, David Ford, All Sign Services, the applicant, applied to the City of Brisbane for Sign Review and Variance approval to allow an internally illuminated building-mounted sign for Vera Therapeutics to exceed the maximum vertical dimension and sign area permitted by the Koll Center Sierra Point Building-Mounted Signage Standards by allowing two lines of text, at 2000 Sierra Point Parkway, such applications being identified as 2025-SR-02 and 2025-V-01; and

WHEREAS, on July 10, 2025, the Planning Commission conducted a public hearing on the application, publicly noticed in compliance with Brisbane Municipal Code Chapters 1.12 and 17.54, at which time any person interested in the matter was given an opportunity to be heard; and

WHEREAS, the Planning Commission reviewed and considered the staff memorandum relating to said applications, the application materials, the written and oral evidence presented to the Planning Commission in support of and in opposition to the applications; and

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

NOW THEREFORE, based upon the findings set forth hereinabove, the Planning Commission of the City of Brisbane, at its meeting of July 10th, 2025, did resolve as follows:

Sign Review Application 2025-SR-02 and Variance Application 2025-V-01 are approved per the findings and conditions of approval attached herein as Exhibit A and the sign details provided in Exhibit B.

ADOPTED this tenth day of July, 2025, by the following vote:

AYES:

NOES:

ABSENT:

Pamala Sayasane
Chairperson

ATTEST:

JOHN A. SWIECKI, Community Development Director

EXHIBIT A

Action Taken: Conditionally approve Sign Review 2025-SR-02 and Variance 2025-V-01 per the staff memorandum with attachments, via adoption of Resolution 2025-SR-02/2025-V-01.

Findings:

1. The approval shall be subject to such conditions as will assure that the adjustment hereby authorized shall not constitute a grant of special privilege inconsistent with the limitations upon other properties in the vicinity and district within which the subject property is located, such condition being the standard requirement for a building permit and to maintain the sign in good working order over time.
2. Because of special circumstances applicable to subject property, specifically its location from the freeway, the strict application of this title is found to deprive subject property of privileges enjoyed by other properties in the vicinity and under identical zone classification, specifically business signage reasonably legible from the freeway.
3. The proposed signage is exempt from the requirements of Table 1 and Figure 1 since it is regulated under a sign program, per Brisbane Municipal Code Section 17.36.050.B.
4. The proposed signage complies with all applicable City ordinances, in that per BMC Section 17.36.030.F.1, a building permit will be required to install the sign, such permit demonstrating compliance with all applicable requirements of the Dark Sky Ordinance in BMC Chapter 15.88.
5. The proposed signage will not conflict with the building scale, colors, materials, architectural details and styles found in the specific neighborhood or area of the City in which the sign is proposed to be located, in that colors, size and details of construction are consistent with the intent of the Koll Center Sierra Point Building-Mounted Signage Standards except where modified as part of this approval.
6. The illuminated signs will not produce glare, will not present a distraction or hazard to pedestrians, motorists, or the occupants of other neighboring properties, and will not otherwise cause a public nuisance, because they will be internally illuminated and will comply with all applicable provisions of the Dark Sky Ordinance in BMC Chapter 15.88.

Conditions of Approval:

- A. A building permit shall be obtained prior to sign installation. Building permit plans and details shall demonstrate compliance with all applicable provisions of the Dark Sky Ordinance, including:
 - a. Sign illumination shall be extinguished at the applicable curfew of 10 PM or close of business, whichever is later, per BMC Section 15.88.060. Programmable timers and dimmers shall be shown in the permit plans to allow for automated dimming and extinguishing of sign illumination in conformance with the curfew. Evidence of installation shall be provided prior to final sign off of any building permits.
 - b. The maximum lumens of the installed signs shall not exceed 25,820 lumens.

- B. The signage shall be maintained in good condition per Brisbane Municipal Code Section 17.36.030.F.4.
- C. The Sign Review approval shall expire one year from the date of approval unless the signage has been installed consistent with this permit.



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A CUSTOM SIGN & DESIGN COMPANY

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BY YOUR SIGNATURE, YOU ARE APPROVING CONTENT, COLORS, SPELLING, SIZE, ETC...

COMPANY: Vera Therapeutics

APPROVED: X

DATE:



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PLEASE REVIEW CAREFULLY.

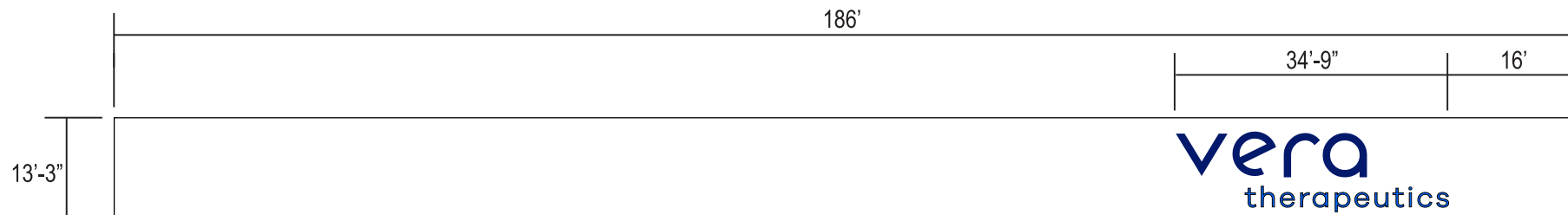
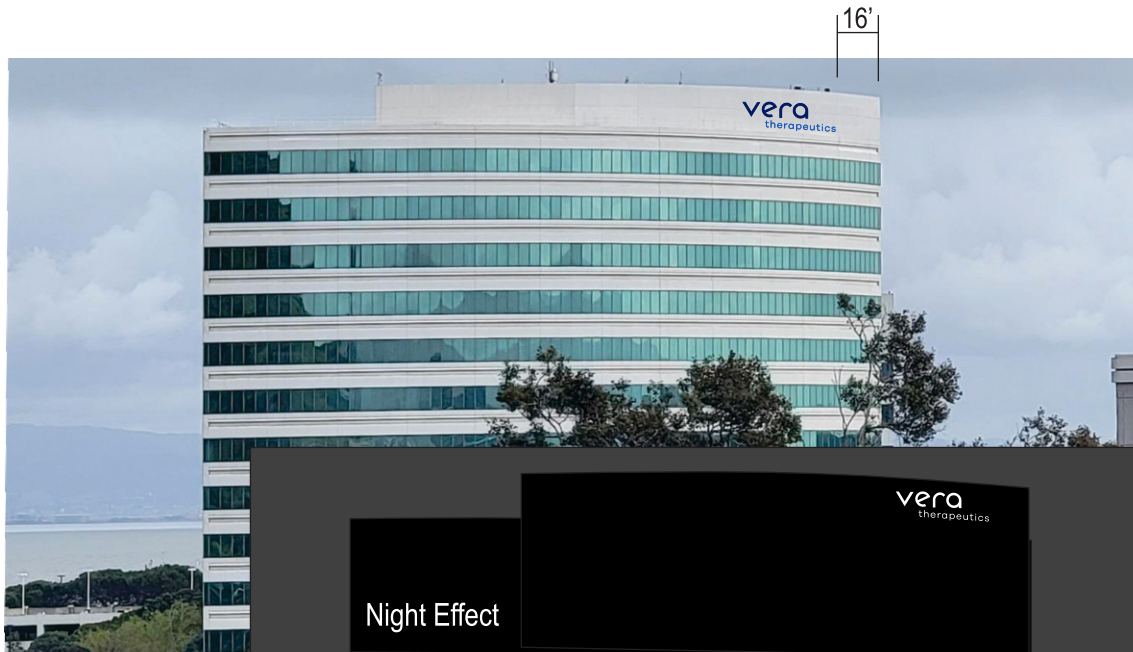
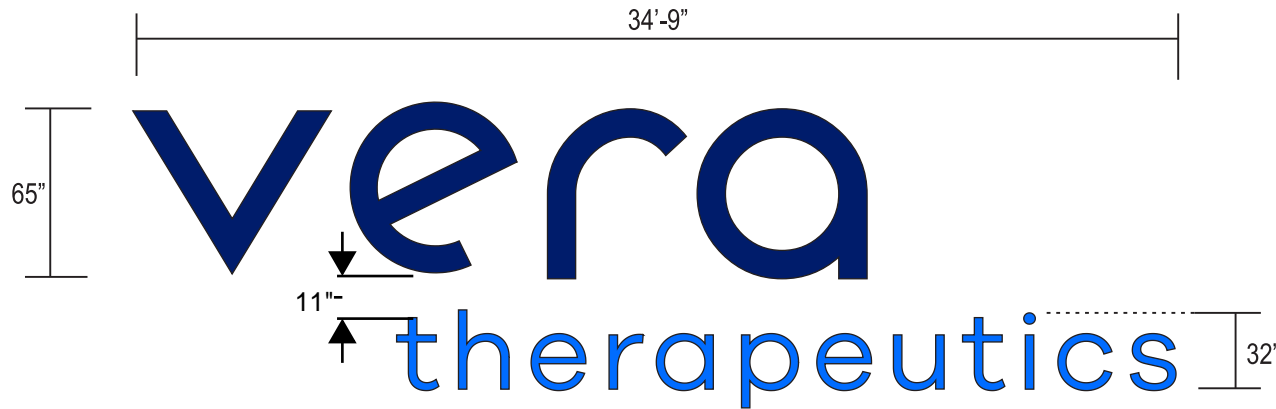
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BY YOUR SIGNATURE, YOU ARE APPROVING CONTENT, COLORS, SPELLING, SIZE, ETC....

COMPANY: Vera Therapeutics

APPROVED: X

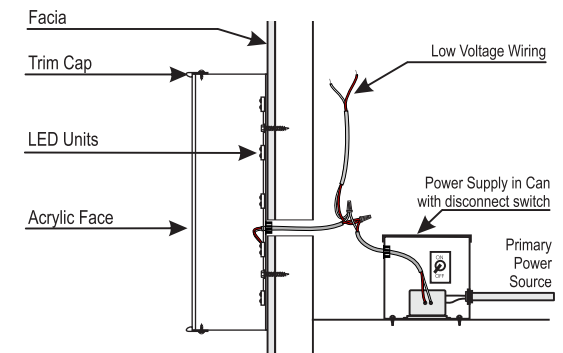
DATE:

OPTION E



ATTACHMENT 2

Section Detail



SPECIFICATIONS:

- * 5" Aluminum Returns
- * 1" Trim Cap
- * White Acrylic Faces with Day/Night Printed Vinyl Overlays
- * White LED Illumination.
- * Remote Power Supplies (in Can with Switch).



ILLUMINATION DETAILS

BiOMARIN sign - 27,810 lumens
 Vera Therapeutics signs - 25,280 lumens
 (160' of LEDs in sign x 158 lm/ft.)

EXHIBIT A

Sierra Point Sign Program Standards for
Building and Ground-Mounted Signage

5/27/2021

Koll Center

Sierra Point

Building-Mounted

Signage

Standards

City of Brisbane

Brisbane, CA



1/28/10

10/14/98
12/14/00

8/10/00
2/13/01

11/30/00
1/9/03

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- V. Placement
- VI. Scale
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- VIII. Materials
- IX. Owners Installation Criteria

Applicant

Tenant who desires a building-mounted sign.

Owner

Owner of building on which applicant wishes to have sign installed.

Developer

Koll Center
Sierra Point
Mr. Doug Thomas
1000 Marina Blvd.
Brisbane, CA
415-952-5335

City

The City of Brisbane
Building and Planning
Department
440 Visitacion Ave.
Brisbane, CA
415-467-4180

Design Consultant

Colophon Inc.
Planners & Designers
900 North Point Street
San Francisco
California 94109
414-775-8899

***Building Mounted
Signage Standards***

I. Purpose:

The purpose of the signage standards is to provide standards to safeguard life, health, property and the public welfare, and to provide the means for adequate identification of buildings and businesses by regulating and controlling the design, location and maintenance of all signs on office and hotel buildings within Koll Center Sierra Point that are located in Brisbane. Therefore, these standards do not apply to the Brisbane portion of the site that pertains to the retail area nor do they pertain to the South San Francisco portion of the site. The "Revised General Sign Standards" dated June 23, 1984 and amended November 17, 1986 pertain to all signage standards at Koll Center Sierra Point, excluding building-mounted signage.

The intent of this program is to establish specific standards for all exterior building-mounted signage that will ensure continuity, consistency, and harmony with the master-planned architectural quality of Koll Center Sierra Point.

**II. Review Procedure
Submittal Requirements:**

Permits are required

All signs which fall under the control of these standards require permits issued by the City of Brisbane. The following review process is specifically pertinent to owner review and approval..

A sign review permit, issued by the City of Brisbane, is required for all building mounted signage. The permit application must first be approved by the building Owner, then by the Developer of Koll Center Sierra Point. The application is then submitted to the City Planning Department for an approval if it is determined to be consistent with these signage standards. Signage that is determined to be inconsistent can only be allowed through approval of a variance by the City of Brisbane Planning Commission.

The necessary submittal steps for review and approval are as follows:

1. For Preliminary Approval by Developer

- Exact photostat of symbol and/or logotype
- Sample of color and material
- Drawings showing proposed placement and scale
- Completion of request form
- Notations of proposed materials, finishes, and color

2. For Sign Review Approval by City Planning Department

- Completed sign review application with Owner's signature and fee.
- One reproducible and legible site plan (maximum size: 11" x 17") to an appropriate scale showing the location of all proposed and any existing signs on the subject building.

- One set of reproducible and legible elevation (Maximum size: 11" x 17") showing the location and appearance of the sign(s) on the building (including side views where necessary) to an appropriate scale as an exact representation of the proposal.
- Description of materials and methods of finishing and installation (thicknesses, treatment of edges, details of framing, type of lighting, if any, etc.). This information can be placed on the elevations as appropriate.
- One set of color samples (minimum size: 1" x 1"), showing exact shades and keyed to sign elevations.
- One set of color photographs showing the proposed location of the sign(s).

3. For Variance Consideration

Sign proposals which do not meet these standards must be reviewed by the City's Planning Commission. Contact the City's Planning Department for submission requirements. There are specific legal requirements for the approval of any variance and there is no guarantee of approval once a variance application is submitted.

4. For Final Approval by Developer

- Final drawings for placement and scale
- Electrical and Structural specifications
- Final materials, finishes and colors
- Schedule for installation
- Proof of insurance by contractors
- Installation and Weatherproofing details

5. Building permit application submittal requirements

- Three sets of plans as described in section 1.2.1 of Owner's Installation Criteria.
- State worker's compensation certificate made out to the City of Brisbane.
- State contractor's license number
- City of Brisbane contractor's business license

SONY

Diagram 1:

Acceptable Logotype Only

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o
p q r s t u v w x y z

Diagram 2:

Standard Building Font is Franklin Gothic Bold



Diagram 3:

Acceptable Symbol Only

III. Elements

3.1. Logotypes (*Diagram 1*)

3.1.1. Primary company logotype/symbol, acceptable

The Applicant shall use its primary corporate identity (i.e.: corporate logotype or symbol as applied to business papers or products, etc.) to form the basis for its building signage. Special case identification, product names and other variations of the corporate signature shall be excluded.

3.1.2. In lieu of Applicant supplied standard, Building typography standard takes precedence

(*Diagram 2*)

If the Applicant lacks a characteristic logotype/ symbol and requests that its corporate name be applied in building signage, the corporate name shall conform to typographic standards outlined in these guidelines.

3.2. Symbols *(Diagram 3)*

3.2.1. Primary company symbol acceptable

Symbols may be used alone without a supporting logotype. The use of a wordmark (IBM) rather than a complete spelling of a corporate name (International Business Machines) is preferred for use as signage.



Diagram 4:

Acceptable Symbol + Logotype

3.3. Logotypes and Symbols together *(Diagram 4)*

3.3.1. Combined logotypes and symbols will be allowed. Preference will be for Logotype application alone

Combined symbols and logotypes shall be allowed only if the elements can be contained as a single sign element mounted to the building. Multiple and separate sign structures are disallowed.

3.4. Exclusions

3.4.1. Not allowed are secondary lines of information, advertising by-lines, or Subsidiary identification *(Diagram 5)*

Secondary lines of text in or around the company identity, including subsidiary organization identification, advertising slogans, bylines or statements of any kind shall not be permitted, except as approved by the Planning Commission specifically in order to describe hotels and restaurants.



Diagram 5:

Acceptable Symbol + Logotype
with unacceptable secondary line of text.

IV. Quantity

4.1. Maximum of 2 different tenants' signs

A maximum of 2 different tenants' signs may occupy a given side of any building within Koll Center Sierra Point.

4.2. Maximum of 4 signs per building

A maximum of four tenant identification signs may be placed on any building within Sierra Point, excluding signs permitted for the sides of hotels not visible from Highway 101 per Section 4.4.

4.3. No more than 2 signs applied to any side

On any specific building side no more than two tenant identification signs shall be placed.

4.4. Clearly visible signage from highway

Signage on any one side of a given building shall be clearly visible from northbound or southbound traffic on Highway 101, *except that hotels may be permitted signage on sides of the building not visible from Highway 101 as determined by the Planning Commission per Section 5.1.*

V. Placement

5.1. Location to be determined by the Developer and the City

For any new building subject to these guidelines, the sides of the building on which signage is permitted per the preceding section shall be determined by the Planning Commission at the time of Design Review.

The Developer shall determine the appropriate height and location for all tenant identification signs placed on the building prior to submission to the City's Planning Department for final approval. Due to the variable nature of each building's architectural design and the freeway site-line (view) corridor, the location of signage of each building shall be assessed on a project-by-project basis by the Developer and Planning Department of the City of Brisbane.

VI. Scale

6.1. Scale shall be determined by the relative "zone" that the building occupies (**Diagram 6**)

6.1.1. Sign scale from freeway view corridors

Signs shall conform to a maximum x height in three zones so that the apparent scale of signage is approximately the same from freeway view corridors.

6.1.2. Site shall be defined in 3 zones from freeway plane

The site shall be organized into lateral zones which parallel the 101 freeway is outlined in 6.1.3, below. Signage scale shall be controlled by the location of buildings within these zones.

6.1.3. Size Regulations

The maximum size (vertical and horizontal) for each zone is outlined below. However, the intent is to have a sign that is in scale with the size of the building, so these maximum sizes may not always be permitted. The size shall be approved by the Developer prior to submittal to the City of Brisbane for approval by its Planning Department.

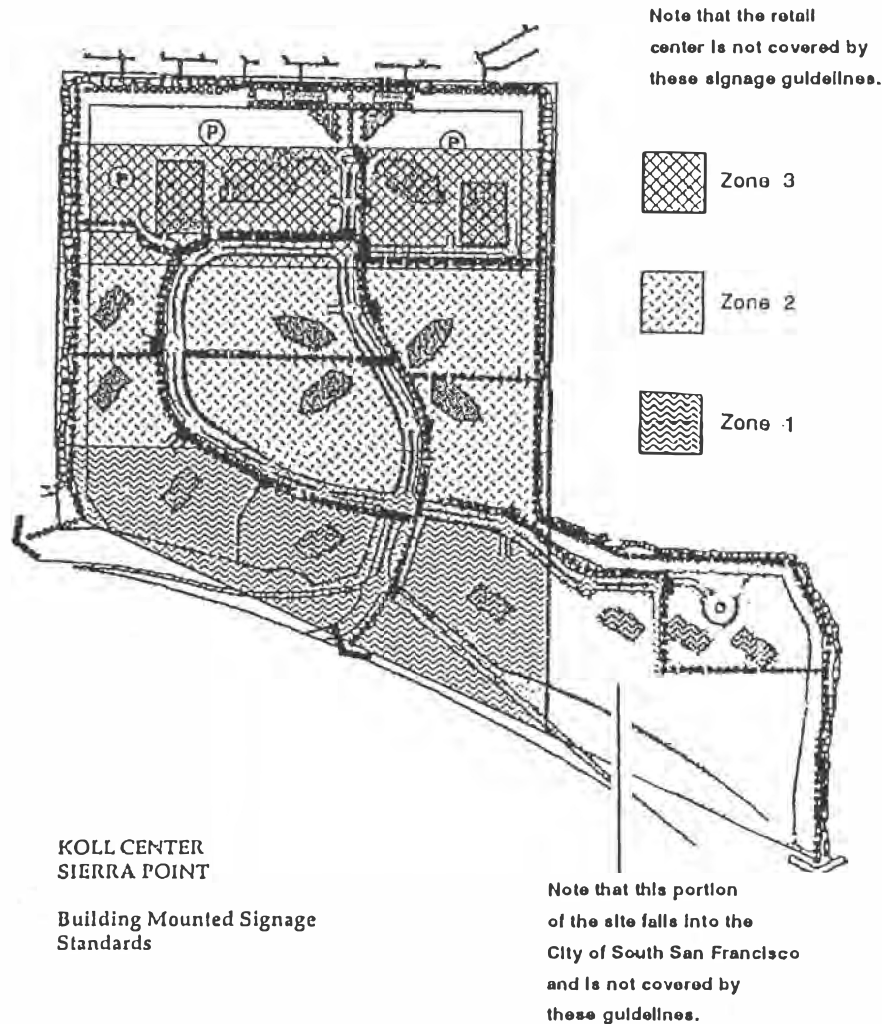


Diagram 6:
Building "zones"

Note that the maximum area permitted for the sides of hotels not visible from Highway 101 per Section 4.4 shall be not more than one-half (1/2) that permitted above.

The Planning Commission may approve exceptions to the maximum dimensions and area permitted above for hotel signage, if the Planning Commission determines that:

The larger size is necessary to provide adequate legibility of the signage; and

The signage is designed so as to substantially fit within the building's architectural elements or details.

Also note that, in permitting a secondary line of identification for hotels and restaurants, the Planning Commission may approve exceptions to the maximum vertical dimension permitted, subject to the following:

The sign fits within the building's architectural elements or details.

The sign complies with the maximum horizontal dimension and area permitted above.



Diagram 7:

Method for Measuring Sign Dimensions

Zone Location	Max Vertical	Max Horizontal	Area
Zone One	5'0"	35'3"	176.25'
Zone Two	6'0"	41'6"	249.00'
Zone Three	7'0"	48'0"	336.00'

ATTACHMENT 3

6.1.4. Views clear from all floors

All signs shall fit within the architectural features so that the letters do not extend above or below the spandrel glass so as to block views from any floor.

6.1.5. Method for measuring scale correctly

The vertical, horizontal and area standards set by section 6.1 shall be measured as follows: The vertical dimension shall be measured at the maximum height of any letter, excluding descenders or symbol (see **Diagram 7**). The horizontal dimension shall be measured at the maximum horizontal length

encompassing all pictorial and typographic elements (see **Diagram 7**). The area shall be measured as the product of the vertical and horizontal dimensions as measured above.

VII. Color

7.1. Review Authority

7.1.1. Consistent with established guidelines

Color shall be regulated by these standards, but shall be subject to the Owners' approval prior to submission to the Developer and City for review and approval of the color to insure conformance with those guidelines and other existing approval requirements.

7.2. Color shall be allowed under the following conditions

7.2.1. Tenant color standards

Color of sign elements shall be confined to a palette of red, blue, green, white and black. The City's Planning Department may refer sign permits to the City's Planning Commission for approval if the requested sign color is one other than those listed above. A final determination on the use of color shall be made by the Developer and the City of Brisbane consistent with the architectural design finishes of each building and the tenant's corporate identity program.

7.2.2. *As appropriate to building surface coloration*
In the event that the tenant identity program does not embrace specific color requirements, a color standard appropriate to the surface coloration of the building shall be developed and applied to the tenant sign in question. Such color standards shall be approved by the Developer and City of Brisbane.

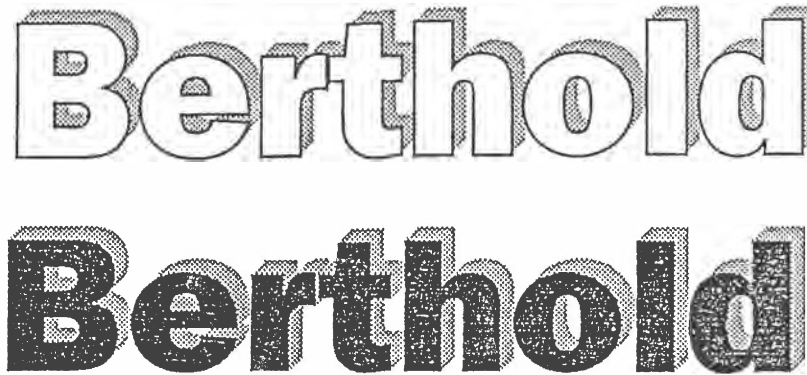


Diagram 8:
3-D Characters Mounted to Building Surface

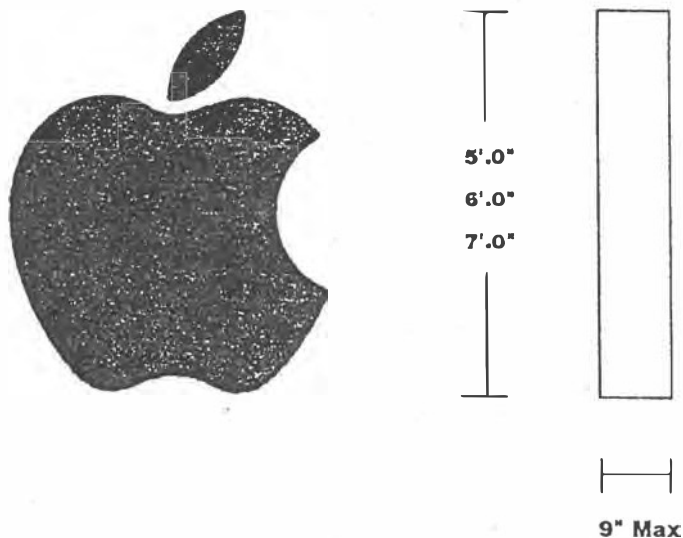


Diagram 9:
Maximum Symbol/Logotype Thickness

VIII. Materials

8.1. Sign Type

8.1.1. *Internally illuminated "can" characters. Plexiglass character faces Electrically illuminated for night visibility. Sheet metal with neutral anodized finishes*

Signs shall be fabricated of anodized sheet aluminum in two finish specifications: clear or grey

anodizing for light colored building surfaces and dark bronze anodizing for dark colored building surfaces. Characters and/or elements shall be three dimensional and shall conform to a maximum depth of 9 inches from face of sign to building surface. Signs may be internally illuminated and shall have acrylic faces which are reflective during the day and translucent at night. However, no flashing signs are permitted. Please see **(Diagram 8 & 9)** for further details.

8.1.2. Unacceptable sign types (Diagram 10)

Illuminated fields upon which characters rest. Under no condition will fields or areas be allowed as "buffers" upon which signage may be applied. Only the outline characters of the tenant identity are allowed.

Neon or exposed fluorescent elements

No exposed lighting fixtures, tubes, ballasts, wiring or other equipment shall be allowed.

Chrome or metallic characters

No metallic, polished or highly reflective characters shall be allowed.

Ancillary structures or features to support sign

(Diagram 11)

Frames, posts or any kind of structures which serve to elevate or project the sign from the building surface shall not be allowed.

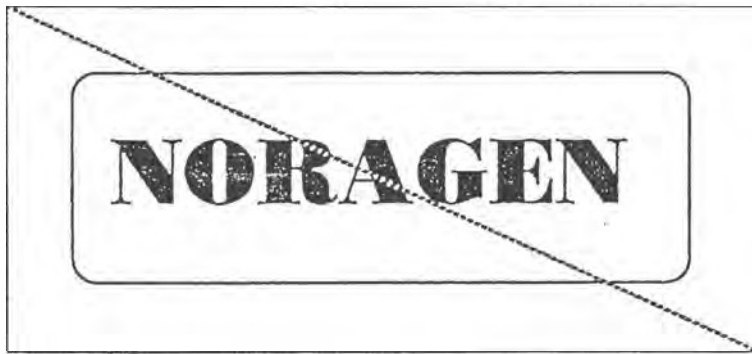


Diagram 10:

Fields Not Allowed

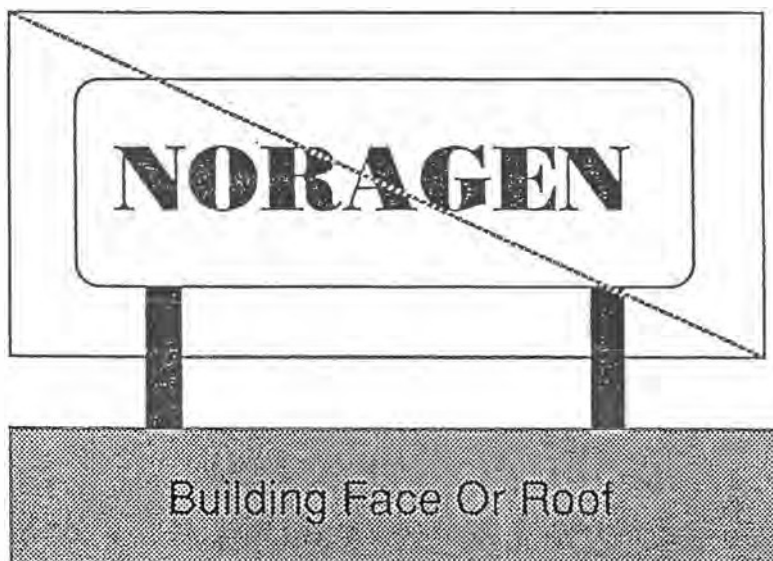


Diagram 11:

Ancillary Structures Not Allowed

Owners Installation

Criteria

1.1 Introduction

The owner installation criteria which follow have been provided as guidelines for signage installation. However, signs should be examined on an individual basis to determine how these guidelines apply to specific sign requirements, given the unique nature of each building structure.

1.2. Fabrication

1.2.1 Accepted standards and practices

Contractors, fabricators and installers shall submit 3 copies of shop drawings, finish specifications, structural and electrical details and installation plans to the building owner for approval before any work can proceed. Furthermore, the Tenant and/or the tenants' contractors shall maintain a minimum of \$1,000,000.00 in liability and \$500,000.00 incidental property damage insurance while installation of signage is underway on the building premises.

Proof of insurance and indemnification of the respective building owner against any claims, liens or legal actions resulting from the fabrication and installation shall be filed with the building owner before any installation work begins. Sign review and building permits must be approved by the City of Brisbane and filed with the Owner before any work can begin.

1.2.2 Electrical code requirements

Electrified signs shall meet all UBC, ULL and local building ordinances. All electrical components must be capable of sustained weathering and temperature extremes. Electrical component servicing must be accessible from a crane or lowered stage without penetrating curtain wall or fascia of building.

*1.2.3 Other requirements and restrictions***Wind load factors**

All building signage shall be capable of sustaining 85 mph winds without risk of damage or demounting of sign. Any damage or personal injuries caused as a result of damaged or lost signage shall be the responsibility of the contractor.

Weight limitations

Tenant's contractor shall submit for Owner's approval the weight and structural load calculations indicating the mounting method and loading factors before any signage is mounted to the building. The sign shall be designed to be as light as possible.

Engineering Specifications

The Tenant shall secure the services of a qualified structural engineer to verify that the proposed sign shall meet the conditions contained within this Installation Criteria and shall be structurally sound. Verification of wind load, weight and installation factors shall be made available to the building owner at the time the Tenant submits a permit application.

1.3 Installation

1.3.1 Installation methods acceptable

The Tenant and its contractors shall provide drawings to the Owner which indicate the method of installation prior to submission for permits. The Owner reserves the right to reject installation methods when those methods have a derogatory effect upon either the structural soundness or the appearance of the building.

1.4. Maintenance

1.4.1 Access for maintenance requirement

Periodic maintenance of signage shall be accommodated from the exterior of the building. Except for electrical feeds, all maintenance and repair shall be conducted from either a crane or a stage. All signs shall be maintained in a neat and orderly fashion. Periodic inspections shall be made by the Developer. Prompt correction of any deficiencies shall be made by the responsible party for the maintenance of the sign(s).

1.4.2 Acceptable response time for damage repair

Damaged signs shall be repaired within 30 working days from the date of the damage, or be removed entirely from the building facade within 60 days. Should removal become necessary, the Tenant shall repair the building surface where signage has affected either structural conditions or visual appearance.

1.4.3 Responsibility for damage

Damage to Tenant signage is entirely and solely the responsibility of the Tenant.