



Legislation Details (With Text)

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Title:	Amendment to the Master Sign Program at the Alexandria Vista Point project in the Business and Technology Park Zoning District in accordance with Title 20 of the South San Francisco Municipal Code and determination that the project is categorically exempt from CEQA. (Adena Friedman, Principal Planner)		
Sponsors:			
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Attachments:	1. Attachment 1 ARE MSP - Draft findings.pdf, 2. Attachment 2 - ARE MSP PC Conditions Draft.pdf, 3. Attachment 3 ARE MSP Amended.pdf		

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Amendment to the Master Sign Program at the Alexandria Vista Point project in the Business and Technology Park Zoning District in accordance with Title 20 of the South San Francisco Municipal Code and determination that the project is categorically exempt from CEQA. (*Adena Friedman, Principal Planner*)

RECOMMENDATION

Staff recommends that the Planning Commission determine that the amended Master Sign Program at the Alexandria Vista Point project is categorically exempt from CEQA, and approve the amended Master Sign Program (SIGNS21-0007) based on the attached draft Findings and subject to the attached draft Conditions of Approval.

BACKGROUND/DISCUSSION

Project Overview

On April 15, 2021, The Planning Commission approved a Master Sign Program for Alexandria Vista Point, which is an office / R&D development located at 201 Haskins Way and 400-450 E. Jamie Court. The approved Master Sign Program focused on campus identification and wayfinding signage, and includes consistent colors, materials, and branding for all signage throughout the project site. In June, 2021, the project applicant (Alexandria Real Estate, or ARE), submitted an application to amend the Master Sign Program, to incorporate tenant signage for the site.

Amended Master Sign Program

The Master Sign Program Plan Set (Attachment 3 to this staff report) consists of the campus signage that the Planning Commission previously approved, and includes the following new tenant signage, shown on sheets

T.0 - T.3:

High-rise Identification Signs (Sheet T.1.0)

The purpose of the high-rise identification signs is to identify major building tenants, and they may be located at the tops of buildings that are at least four stories in height. There are two high-rise identification signs proposed for the uppermost story of the 201 Haskins north elevation. The maximum size of the lettering is 75% of the fascia height, and the maximum size of the logo is 80% of the fascia height (in this case, 12').

Tenant Parapet Wall Signage (Sheet T.2.0)

This signage is located at the parapet level, for the purpose of identifying major building tenants. One tenant parapet sign is permitted per tenant frontage, and the Master Sign Program includes one each for the 400 and 450 E. Jamie Court north elevations. The lettering size for the shall not exceed 80% of parapet height, and the logo size shall not exceed 90% of parapet height.

Tenant Entry Wall Signage (Sheet T.3.0)

These signs consist of wall signage at building entries, for the purpose of identifying tenants using names and logos. Two tenant entry wall signs are proposed adjacent to the building entries on the south elevation of 201 Haskins. The maximum permitted size for each of these signs is 100 sq. ft.

DESIGN REVIEW BOARD

The Design Review Board (DRB) considered the amended Master Sign Program at its meeting of July 20, 2021 and recommended approval of the updated application.

ZONING CONSISTENCY

South San Francisco Municipal Code (SSFMC) Section 20.360.010 (Master Sign Program) states that the purpose of a Master Sign Program is to provide a method for an applicant to integrate the design and placement of signs within a project with the overall development design to achieve a more unified appearance. The inclusion of tenant signage in the Master Sign Program for Alexandria Vista Point will ensure that tenant signage will be of an appropriate scale and location, and will be consistent with the character and quality of the campus and wayfinding signage. Amending the Master Sign Program to incorporate tenant signage is consistent with the zoning direction for campus signage.

GENERAL PLAN CONFORMITY

The Project site is part of the East of 101 Planning Sub-Area as defined by the City of South San Francisco's General Plan. The site's General Plan designation is Business Technology Park/Coastal Commercial.

The Project is consistent with the guiding and implementing policies in the General Plan as it has been designed to promote campus-style uses, such as biotechnology, high-technology and research and development uses. The site layout and overall architecture would help shape the urban character of the East of 101 Area. The Master Sign Program will not result in any substantive changes, and the overall project will remain consistent with the intent and purpose of the East of 101 Area Plan.

ENVIRONMENTAL REVIEW

The project proposes signage for a previously project with CEQA clearance. A categorical exemption for onsite signage per CEQA (Class 11, Section 15311(a): On-premise signs) applies to this amended Master Sign Program.

CONCLUSION

Amending the previously approved Master Sign Program to include tenant signage will help to ensure that all campus signage will be cohesive and consistently designed. The proposed Master Sign Program complies with all development standards and design principles and will create a unified signage palette for Alexandria Vista Point. Therefore, staff recommends that the Planning Commission determine the project is exempt from CEQA and approve the amended Master Sign Program (SIGNS21-0007) based on the attached draft Findings and subject to the attached draft Conditions of Approval.

Attachments:

1. Draft Findings of Approval- Master Sign Program/Design Review
2. Draft Conditions of Approval
3. Plan Set: Alexandria Vista Point Amended Master Sign Program