



Legislation Details (With Text)

File #:	23-178	Name:	
Type:	Staff Report	Status:	Public Hearing
File created:	2/27/2023	In control:	Planning Commission
On agenda:	3/16/2023	Final action:	
Title:	Master Sign Program and Design Review for two previously approved life science buildings located at 480/490 Forbes Boulevard (aka 440 Forbes Boulevard) in the Business and Technology Park (BTP) Zoning District in accordance with Title 20 of the South San Francisco Municipal Code and determination that the project is categorically exempt from CEQA. (Christy Usher, Senior Planner)		

Sponsors:

Indexes:

Code sections:

Attachments: 1. Attachment 1 - DRB Comment Letter, 2. Attachment 2 - Project Plans, 3. Attachment 3 - Draft Findings and Conditions of Approval

Date	Ver.	Action By	Action	Result
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Master Sign Program and Design Review for two previously approved life science buildings located at 480/490 Forbes Boulevard (aka 440 Forbes Boulevard) in the Business and Technology Park (BTP) Zoning District in accordance with Title 20 of the South San Francisco Municipal Code and determination that the project is categorically exempt from CEQA. (*Christy Usher, Senior Planner*)

RECOMMENDATION

Staff recommends that the Planning Commission determine that the Master Sign Program (SIGNS22-0019) for two life science buildings located at 480/490 Forbes Boulevard is categorically exempt from CEQA per Section 15311, Class 11 and approve the project based on the proposed findings and subject to the proposed conditions of approval.

MOTION TO ADOPT STAFF RECOMMENDATION

(1) Move to determine the project is exempt from CEQA and approve the Master Sign Program subject to the attached findings and conditions of approval.

BACKGROUND

The Planning Commission and City Council previously approved the entitlements for two new life science buildings at the Vantage Healthpeak life sciences campus located 480/490 Forbes Boulevard. The buildings are currently under construction.. Conditions of Approval for the project required that any future signage for these projects was subject to separate review and approval.

DISCUSSION/ZONING CONSISTENCY ANALYSIS

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 proposed Master Sign Program is consistent with the high-quality materials, design, and character of the building. The signs will be constructed of architectural grade glass and metals such as stainless steel, aluminum and blackened steel. Wood and stone are also proposed. The proposed signage will be well-integrated into the project components and will provide clear wayfinding to and within the site for multiple modes of transportation. The proposed signage in the Master Sign Program will be of an appropriate scale and location, and will be consistent with the character and quality of the campus and wayfinding signage.

In summary, the applicant is proposing the following sign program for 480/490 Forbes Boulevard (aka Vantage Healthpeak life science campus). The Master Sign Program Project Plans are included as Attachment 2 to this staff report. In summary, the proposed signage includes:

Monument Signage

The applicant is proposing one monument sign located at the building entrances along primary roads to direct visitors to building entrances. Dimensions of the monument sign are 12 feet long by 45 inches tall and will not exceed 55 square feet in area.

High Rise Signage

High rise identification signage is also proposed at the building roofline to identify the major building occupants from a greater viewing distance. Fabricated stainless steel individual internally illuminated channel letters are proposed. The proposed high rise identification signage is 39 feet long by 8 feet tall and will not exceed 327 square feet in area.

Various directional, identification and regulatory signage is also proposed such as:

- Vehicular Directional Signage to direct visitors to major campus destinations and visitor parking.
- Plaza Identification Signage located at the entry plaza outside of the building.
- Regulatory Signage to direct visitors to major campus designations and visitor parking.

DESIGN REVIEW BOARD

The Design Review Board (DRB) considered the master sign program on October 18, 2022 and on January 17, 2023. The DRB recommended the application for approval by the Planning Commission at the January DRB meeting after the applicant addressed their questions and concerns regarding the proposed signage from the October 2022 DRB meeting.

GENERAL PLAN CONFORMANCE

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 signage material, color, style, and placement will be functional, informational and compatible with 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 an existing approved and CEQA cleared project. A categorical exemption for onsite signage per CEQA Section 15311, Class 11 applies to this Master Sign Program.

CONCLUSION

The applicant has worked with staff and the DRB to create a thoughtful, balanced and high-quality Master Sign Program for the Business and Technology Park at 480/490 Forbes Boulevard that is in scale with the building, compatible with the urban setting and functional for those visiting and utilizing the campus. Staff recommends that the Planning Commission approve the Master Sign Program application, per the draft Findings and Conditions of Approval.

Attachments

1. Design Review Board Comment Letter
2. Submitted Plan Set
3. Draft Findings and Conditions of Approval