



## Legislation Text

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**File #: 24-100, Version: 1**

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Report regarding determination under the California Environmental Quality Act (CEQA) and consideration of Master Sign Program and Design Review for Phase 1 of Southline Campus at 50 Tanforan Avenue in the Southline Campus (S-C) Zoning District in accordance with Title 20 of the South San Francisco Municipal Code (SSFMC). (*Victoria Kim, Associate Planner*)

### **RECOMMENDATION**

Staff recommends that the Planning Commission take the following action:

1. Determine that the proposed Master Sign Program is categorically exempt from CEQA per Section 15311(a), Class 11, On-premise Signs. And approve the entitlements request for Project (P23-0127) including Master Sign Program (SIGNS23-0032) and Design Review (DR23-0028) for Southline Campus located at 50 Tanforan Avenue.

### **MOTION TO ADOPT STAFF RECOMMENDATION**

**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/DISCUSSION**

On July 13, 2022, the City Council approved a Specific Plan, General Plan Amendment, Zoning Map and Ordinance Amendments, Design Review, Transportation Demand Management Plan, Vesting Tentative Map, and Environmental Impact Report for the Southline Campus to redevelop a 28.5-acre industrial site with up to 2.8 million square feet of transit-oriented office / R&D and amenity uses.

The applicant is proposing a Master Sign Program for the southern portion (Phase 1) of Southline Campus that will form an integrated appearance. The Master Sign Program includes the following sign types: Monument, Wall Mounted, Shingle, Projecting, Awning and Canopy, and Skyline Signs (all detailed in Attachment 3, Master Sign Program Plan Set). Phase 1 of the Southline Campus is currently under construction, with a new commercial building, amenity building, and parking structure all underway.

### **Monument Signage:**

The monuments signs would consist of Property and Building ID, Wayfinding, Parking Stall ID and Interpretative Landmark signs.

- Property and Building ID Signs - The Master Sign Program includes property (Sign Type S1, S2, and S3) and building monument signs (Sign Type S4) which will identify primary entries for vehicle drivers and walking visitors in southern portion of the Southline Campus. The primary and tertiary property

signs are located at the intersections of Southline Avenue and Huntington Avenue, and the secondary property sign is at the junction of Southline Avenue and Dollar Avenue. Three building signs are distributed along Southline Avenue with tenant lists to direct pedestrian visitors.

- Wayfinding Signs - The vehicular directional signs (Sign Type V1 and V2) are located along the vehicular connector from Southline Avenue to Dollar Avenue. Pedestrian directory signs (Sign Type P1 and P2) are located near the amenities building at the crossroads of Southline Avenue and Huntington Avenue and these signs would be non-illuminated.
- Parking Stall ID Signs - Rules and Regulations signs (Sign Type R2) would be located at parking stalls and the signs would be non-illuminated.
- Interpretative Landmark Signs - Two landmark signs (Sign Type L1) are made of aluminum sheet, and they will be located in landscape areas near the amenities building.

#### **Wall Mounted Signage:**

Building address signs (Sign Type B3) are proposed for all buildings on the campus and four parking ID signs (Sign Type B4) will be mounted at the parking entrances (Building D). Restaurant ID (Sign Type A1) are proposed on the amenity building wall for restaurant entries and amenity ID wall mounted signs (Sign Type A3) will be on the building pilaster next to the primary entry or on the amenity building wall.

#### **Shingle Signage:**

Shingle signs (Sign Type A2) for individual tenants may vary on three layouts, but will not vary in total mass and sign area for full identification and navigating effectiveness. The total area of each shingle sign will be approximately 25 square feet with internal illumination.

#### **Projecting Signage:**

Two ID signs (Sign Type A4) from building pilasters are located near the amenity building entry. Placement, orientation, and dimensions may vary, depending on each location and architectural conditions. The total area of each proposed sign will be approximately eight square feet.

#### **Awning and Canopy Signage:**

Tenant entry signs (Sign Type B2) are proposed atop the building entries and centered at the leading canopy edge. Three awning and canopy signs will be fabricated aluminum channel logos and letters with internal illumination, with a maximum of 50 square feet in each sign area (two and a half feet tall, and 20 feet long).

#### **Skyline Signage:**

Individual tenant ID signs may vary on tenants' logos and font styles, but with no more than 220 square feet in size. Layout will be designed for maximum recognition and visibility. The Tenant ID signs (Sign Type B1) are proposed to indicate major tenants for identification from a prominent viewing distance and/or campus-wide view. The proposed skyline tenant signs will be fabricated aluminum reverse pan channel letters.

### ZONING CONSISTENCY

South San Francisco Municipal Code (SSFMC) Section 20.360.010 (Master Sign Program) describes 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.

### DESIGN REVIEW BOARD

The Design Review Board (DRB) considered the Master Sign Program on January 16, 2024. The DRB recommended the application for approval and recommended approval with minor comments (Ref. Attachment 4).

### GENERAL PLAN CONFORMANCE

The project property is located within the Southline Campus Specific Plan, and the General Plan designation is Business and Professional Office. The Master Sign Program supports the intent of the Specific Plan and General Plan, as it helps to create an integrated signage plan for a new commercial campus, which is redeveloping underutilized warehouse and industrial buildings.

### ENVIRONMENTAL REVIEW

It is staff's evaluation that the proposed project is categorically exempt from environmental review under the provision of CEQA, Section 15311(a), On-premise Signs, as the Master Sign Program seeks to install on-premise signage as described above.

### CONCLUSION

The Master Sign Program would create integrated signs for Phase 1 of the Southline Campus, to help support overall campus design and character. Staff recommends that the Planning Commission approve the Master Sign Program, based on the attached Findings and Conditions of Approval.

#### Attachments:

1. Draft Findings
2. Draft Conditions of Approval
3. Master Sign Program Plan Set
4. Design Review Board Comment Letter