

TO: Planning Commission
From: Dana Dillworth
RE: Sign Program The Shore, Sierra Point
Meeting of 7/22/21

Thank you for the opportunity to comment on planning issues in Brisbane.

The former Community and Planning Director of Brisbane, Bill Prince once said of a questionable land use that “our General Plan doesn’t specifically prevent it” as a reason to approve it. This comment echoes when I see the approval process being 100% subject to the Planning Director and Zoning Administrator, with no requirement for public notice or right to appeal.

You who are lawyers know there is a constitutional right to referendum and redress. However, as designed, this sign program bypasses opportunities for notice and appeal. Please correct this deficiency.

I am concerned when the city has guidelines for energy efficiency, light pollution control, prohibition of billboard blight, but it is not specifically mentioned here. Only through the design review process of the planning commission did we understand the impacts when Bank of America wanted blaring red signs on every facade of their building to honor their new advertising campaign. Tenant branding is not always desirable, there has to be a provision for limits and appeal.

Since this peninsula of land is in the flight path, there might be regulations that Airport Planning needs to review. Certain colors of light or strobing may not be desirable to pilots or migrating animals. Some colors may be more desirable, you don’t know without review. Since this project is visible from US 101, regional transit agencies might want to review signage for the potential of distraction to drivers. Even environmentalists would steer you toward Dark Sky Ordinances, (setting time limits) which is absent here. For these reasons, signage should not be categorically exempt.

Things to consider not specified either way are the pulsing lights at the top of the SAP building. Holiday colors, nice but distracting. You have added hallways that some artistic person could have some fun with... Walls might hold murals. No mention of anything other than illuminated plastic boxes. My concern is that someone may ask to skin the building with video, even holographic displays, and you don’t have adequate direction within this program. “It’s not specifically denied...”

Where’s the vision here? In the Crocker Trail Plan, there was signage in the walkways, on benches, on garbage cans. There is opportunity for art and environmentally sensitive solutions in way-making, but no vision here. Please send this back for something that improves the development... a water feature or wind-driven double helix signage. Something special, please.

Delivery signage must be clear. This is a dead-end campus. There will not be places for semi-trucks to turn around. You don’t want people wandering around looking for buildings or parking, they become a hazard.

Thank you for the opportunity to speak on this issue.