



DESIGN REVIEW COMMITTEE STAFF REPORT

For Committee Discussion/
Majority Recommendation
AUGUST 17, 2023

600 Addison – Berkeley Commons COORDINATED SIGN PROGRAM

Design Review #DRCP2023-0002 for exterior building signage of an approved research and development (R&D) campus containing two buildings totaling 470,573 square feet of gross floor area and 943 parking spaces.

I. Introduction

The project site is comprised of two parcels and is in the MU-LI district in West Berkeley.

Final Design Review for both parcels was approved on December 16, 2021. There were no conditions or recommendations related to signage from that meeting.

The project is before the Design Review Committee this month for a Coordinated Sign Program. A Coordinated Sign Design Program (BMC 20.16.105) was established to create a streamlined sign review process for development projects, projects with multiple signs, and projects with multiple tenants.

II. Background

Proposed building signage is listed below:

Parcel A (600 Addison)

- Two ground signs on the North side of the project, one at the building entrance drop off point and one for vehicular wayfinding.
- One identified wall sign location for tenant signage on the North elevation
- Two identified wall sign locations for tenant signage on the West elevation
- One identified wall sign location for tenant signage on the East elevation
- One wall sign on the North façade over the entrance to the parking garage.

Parcel B (601 Bancroft)

- Two ground signs, one on the West side of the project for wayfinding and one on the South side of the project for vehicular wayfinding.
- Three identified wall sign locations for tenant signage on the West elevation

- One identified wall sign location for tenant signage on the East elevation
- One wall sign on the South façade over the entrance to the parking garage.

III. Project Setting

A. Neighborhood/Area Description:

The site is located in West Berkeley between Aquatic Park and the Union Pacific Railroad (UPRR) tracks. Land uses in West Berkeley are characterized by a wider range of activities than in any other section of Berkeley, including manufacturing, wholesale, and industrial type uses along with commercial and residential. The Project site is located south of the Fourth Street commercial area, and generally represents a shift from predominantly commercial uses to a greater mix of industrial and commercial.

The approximately 8.67-acre Project site is bounded by Addison Street to the north, the Union Pacific Railroad (UPRR) tracks to the east, Bancroft Way to the south, and Bolivar Drive and Aquatic Park to the west. Regional vehicular access to the Project site is provided by Interstate 80 (I-80) and I-580, access to which is provided approximately one block north via the University Avenue overpass. See Land Use table further below for more information.

Table 1: Land Use Information

Location		Existing Use	Zoning District	General Plan Designation
Subject Property		Warehouse, light manufacturing, research and development, and soil storage	MU-LI	Manufacturing
Surrounding Properties	North	Commercial and mixed-use residential	C-W	Avenue Commercial
	South	Manufacturing and research and development	MU-LI	Manufacturing
	East	UPRR rail corridor and light industrial/manufacturing/warehouse	MU-LI	Manufacturing
	West	Aquatic Park	U	Open Space

Figure 1: Vicinity Map

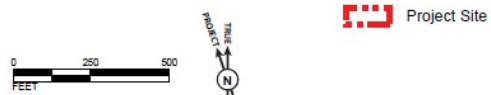
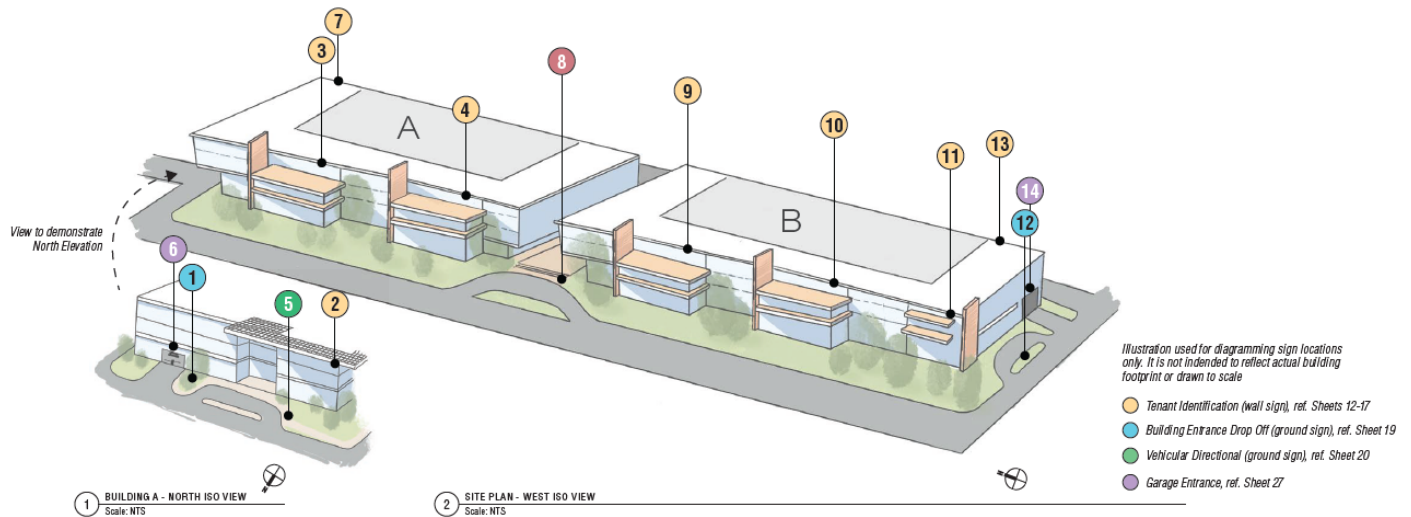


Figure 2: Signage Overview**IV. Consistency with Sign Ordinance and Design Guidelines**

This proposed sign program complies with the purposes of the Coordinated Sign Program (BMC 20.16.105) and enhances the overall building design. It also contains provisions to accommodate new tenants, up to the maximum number, square footage, and approximate location shown in the plans. It is consistent with all provisions of our Sign Ordinance (BMC Title 20) except for several minor changes to accommodate the unique size, and location of the project, which we note below:

Manufacturing District Regulations (BMC 20.32) While the number of total signs allowed, based on street frontages, does exceed the Ordinance, the maximum size of each sign proposed, as well as the total sign area for each parcel is significantly less than the maximum 2000 square feet allowed for each parcel. Refer to Sheet 04 in the plan set.

Height of Proposed Wall Signs (BMC 20.16.150) While the maximum height above grade for wall signs is 40' or the 3rd story, whichever is less, Building B exceeds this maximum height limit by 1' in order to remain coordinated with Building A and allow the tenant wall signage to be tucked under the horizontal sun shades and not extend too far down into the occupiable area of that third story.

Properties within Vicinity of Public Park (BMC 20.32.050) This Sign Program is consistent with the intent of the requirement in our Sign Ordinance that any sign within 100 feet of a park in our manufacturing districts be non-illuminated as the

face-lit wall signs, as measured from the park edge of Bolivar, are set back further on that 3rd floor under the horizontal canopy.

Design Guidelines Below are several key signage guidelines which relate closely to this project. Although the design guidelines we reference below are our Downtown Design Guidelines, we use these guidelines citywide as applicable, especially in our most pedestrian-intense areas.

- Signs should reflect the character of the building and its use.
- Coordinate the design and alignment of signs on multiple use buildings in order to achieve a unified appearance rather than visual confusion.
- Sign lighting, if any, should utilize spot-lighting, halo lighting, or exposed neon. *While the tenant signage that is located horizontally along the third floor does propose face-lit letters and logos, with dimmers, hours of shut-off, and review periods after installation, the proposed illuminated signage will have less visual impact than exposed neon, which is listed on our guideline above.*
- Locate signs for ground floor tenants at storefront level. Signs on the upper façade should be building identification signs only. *This multiple tenant project may not have one major tenant and is proposing a discreet horizontal line for them all to be located. While this is not consistent with the design guideline, in this case, it will allow a quieter ground-level area adjacent to Aquatic Park.*

V. Design Review Analysis

A. Design Review Issues:

Ground Signs The four ground signs will be fabricated aluminum cabinet signs with applied vinyl or push-through acrylic lettering. The ground signs at the building entrance drop-off points on the North (sign 1) and South (sign 12) sides of the project would be internally-illuminated with push through acrylic letters and logos. The vehicular directional sign at the Northwest corner (sign 5) and the tenant monument sign mid-block on Bolivar (sign 8) would be non-illuminated. Additional wayfinding signs are proposed at the Northeast and Southeast corners of the project and are also non-illuminated. See pages 18-23 for details.

Wall Signs Tenant signage is proposed primarily facing Aquatic Park and the highway to the West, as well as at the Addison and Bancroft corners of the project as seen from across the railway. To create some transparency of the overall sign area, individual letters, numbers, and/or logos shall be used without background panels. Approximately 40% of the total calculated sign area shall be empty space between letters and logos.

Tenant signs would be LED illuminated through channel letter faces, managed with a dimmer system and a required shutoff between 10pm to 5am. The City would have

a six-month review period after installation in order to adjust brightness if needed. Letter heights may not exceed 4'-0" tall and maximum sign areas have been designated for each identified location. See pages 12-16 for details.

Address Signs Non-illuminated acrylic address signs would be mounted over the entry doors for each parcel. These 1'-2" tall numerals would be mounted flush to the glass. Additional address signs will be installed on the fascia glass at the ground floor on the Northeast, Northwest, and Southwest corners of Parcel A and at the Northwest and Southeast corners of Parcel B.

Parking Signs LED illuminated parking signs would be installed over the entrances to the vehicular garages at the North and South facades. Face-lit channel letters would be managed by a dimmer system and a required shut-off between 10pm and 5am. Letter heights are proposed as 1'-6" with an overall sign area of 39 square feet. Parking entrances typically have face-lit letters for added safety, and these signs as well as the nearby ground signs at the north and south building entrances are well over 100 foot from the Aquatic Park edge.

VI. Recommendation

As this proposed Coordinated Sign Program complies with the purposes of BMC 20.16.105, Staff recommends that the DRC approve this Coordinated Sign Program with Staff follow-up as necessary.

Attachments:

1. Project Plans, received August 4, 2023
2. Applicant Statement, received July 24, 2023

Staff Planner: Anne Burns, aburns@ci.berkeley.ca.us, (510) 981-7410



Berkeley Commons

CAMPUS BRANDING & TENANT IDENTIFICATION / REVISED: 08-04-2023
COORDINATED SIGN PROGRAM

COLOR PALETTE

C1		C2		C3		C4		C5	
"WHITE"		"BLACK"		"FOREST"		"TERRACOTTA"		"GREY"	
Polyurethane Paint Color Shall Match (E) Building's Horizontal Metal Panel Color		Paint: MP 25595 <i>Black Mamba</i> Satin Ultra Low VOC Finish		Paint: PMS 627C Satin Ultra Low VOC Finish		Polyurethane Paint Color Shall Match (E) Building's GRFC Color		Paint: PMS Cool Grey 10 Satin Ultra Low VOC Finish	

TYPOGRAPHY

T1 Typeface 1: Acumin Pro Wide - Bold

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
1 2 3 4 5 6 7 8 9 0

T2 Typeface 2: Acumin Pro - Light

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
1 2 3 4 5 6 7 8 9 0

SYMBOLS / ARROWS

											
Bicycle Parking	Fire Extinguisher	No Smoking	In Case of Fire	ISA	Pedestrian	Up Arrow	Down Arrow	Left Arrow	Right Arrow	Up Left Arrow	Up Right Arrow

KEY : GROUND & GARAGE ENTRY SIGNAGE

- Tenant Monument
ref. Sheet 18

Vehicular Directional
ref. Sheet 20

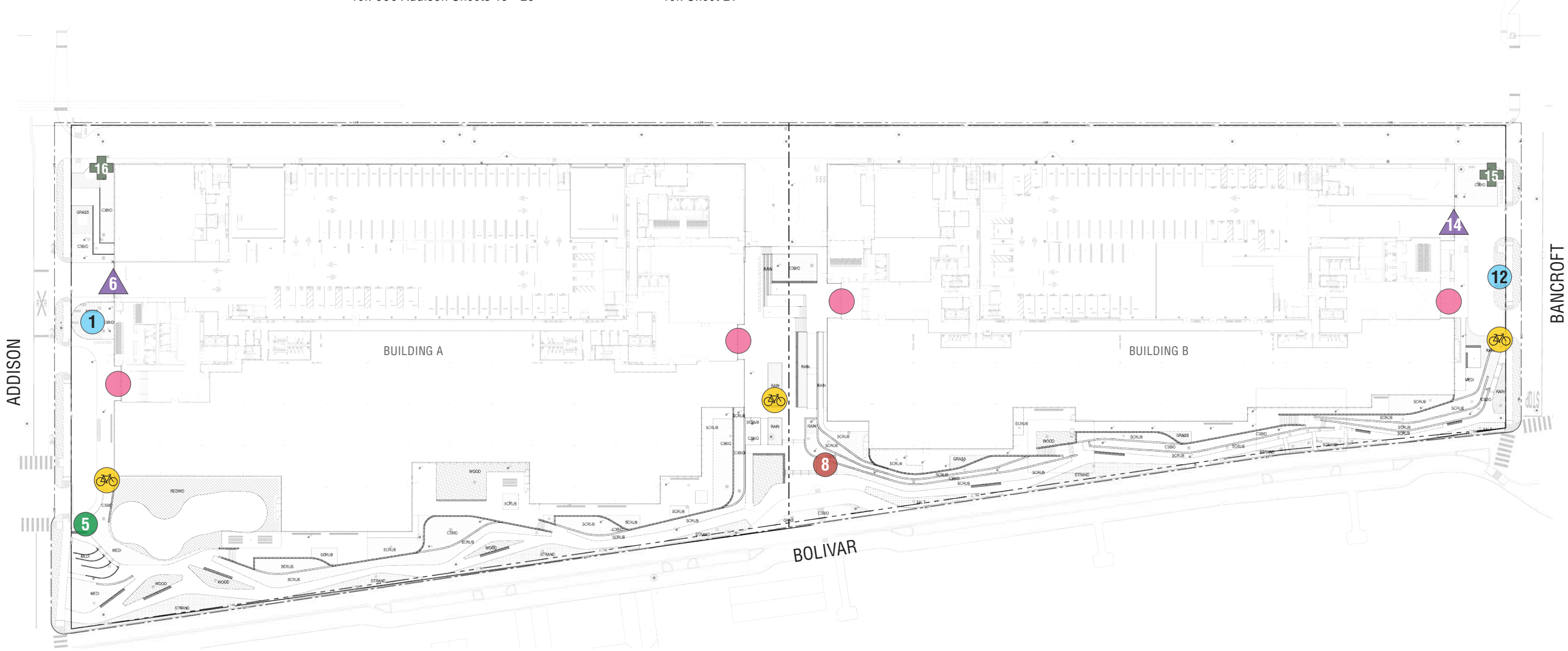
Garage Entrance
ref. Sheet 27

Amenity Directional
ref. Sheet 22

Sign locations still
need to be determined
QTY: 3 MAX
- Building Entrance Drop Off
ref. Sheet 19

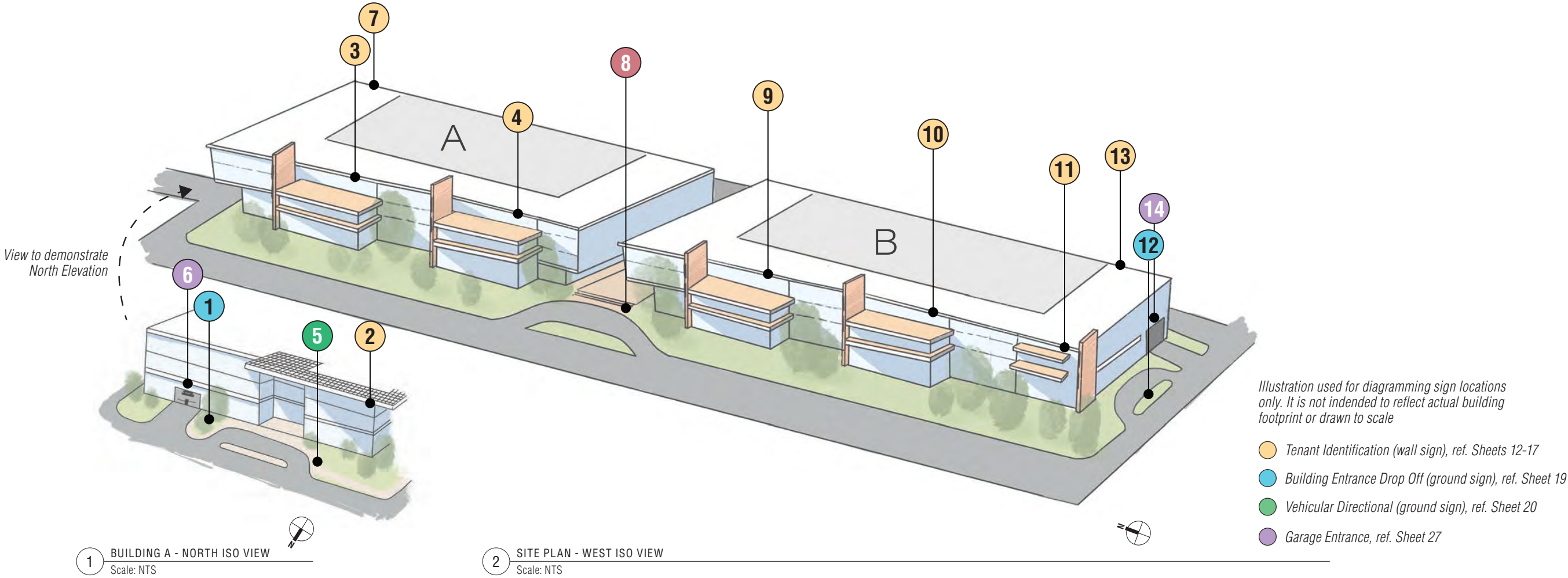
Building Entrance
ref. 600 Addison Sheets 19 - 20

Post & Panel Information
ref. Sheet 21



1 LOCATION PLAN
Scale:NTS





600 Addison "Building A" Parcel				
Addison Parcel Frontage: 402 lf // Bolivar Parcel Frontage: 575 lf				
Sign Location	Description	MU Zone	Special Park	Purpose
1	Ground Sign 4'x10', 40 sf area	1 per street frontage n.t.e. 150 sf*	n/a	Identifies building entrance dropoff, building address and occupants
2	Wall Sign 4'h max, 184 sf area	1 per street frontage n.t.e. 800 sf*	n/a	Opportunity for tenant identification
3	Wall Sign 4'h max, 240 sf area	1 per street frontage n.t.e. 800 sf*	n/a	Opportunity for tenant identification
4	Wall Sign 4'h max, 240 sf area	1 per street frontage n.t.e. 800 sf*	n/a	Opportunity for tenant identification
5	Ground Sign 3'x5', 15 sf area	1 per premises n.t.e. 150 sf*	n/a	Provides vehicular wayfinding for various entrances to the building
6	Wall Sign 1.5'h max, 39 sf area	1 per street frontage n.t.e. 800 sf*	n/a	Provides identification for garage entrance
7	Wall Sign 4'h max, 240 sf area	1 per street frontage n.t.e. 800 sf*	n/a	Opportunity for tenant identification

* 2000 sf maximum allowable for all signage

Aggregated Signage: 998 sf (50% of allowable area)

601 Bancroft "Building B" Parcel				
Bancroft Parcel Frontage: 242 lf // Bolivar Parcel Frontage: 569 lf				
Sign Location	Description	MU Zone	Special Park	Notes
8	Ground Sign 4'x10', 40 sf area	1 per premises n.t.e. 150 sf*	1 per premise 100sf total	Provides wayfinding and identification at a key decision-making point
9	Wall Sign 4'h max, 240 sf area	1 per street frontage n.t.e. 800 sf*	n/a	Opportunity for tenant identification
10	Wall Sign 4'h max, 240 sf area	1 per street frontage n.t.e. 800 sf*	n/a	Opportunity for tenant identification
11	Wall Sign 4'h max, 240 sf area	1 per street frontage n.t.e. 800 sf*	n/a	Opportunity for tenant identification
12	Ground Sign 4'x10', 40 sf area	1 per premises n.t.e. 150 sf*	n/a	Provides vehicular wayfinding for various entrances to the building
13	Wall Sign 4'h max, 240 sf area	1 per street frontage n.t.e. 800 sf*	n/a	Opportunity for tenant identification
14	Wall Sign 1.5'h max, 39 sf area	1 per street frontage n.t.e. 800 sf*	n/a	Provides identification for garage entrance

* 2000 sf maximum allowable for all signage

Aggregated Signage: 1079 sf (54% of allowable area)



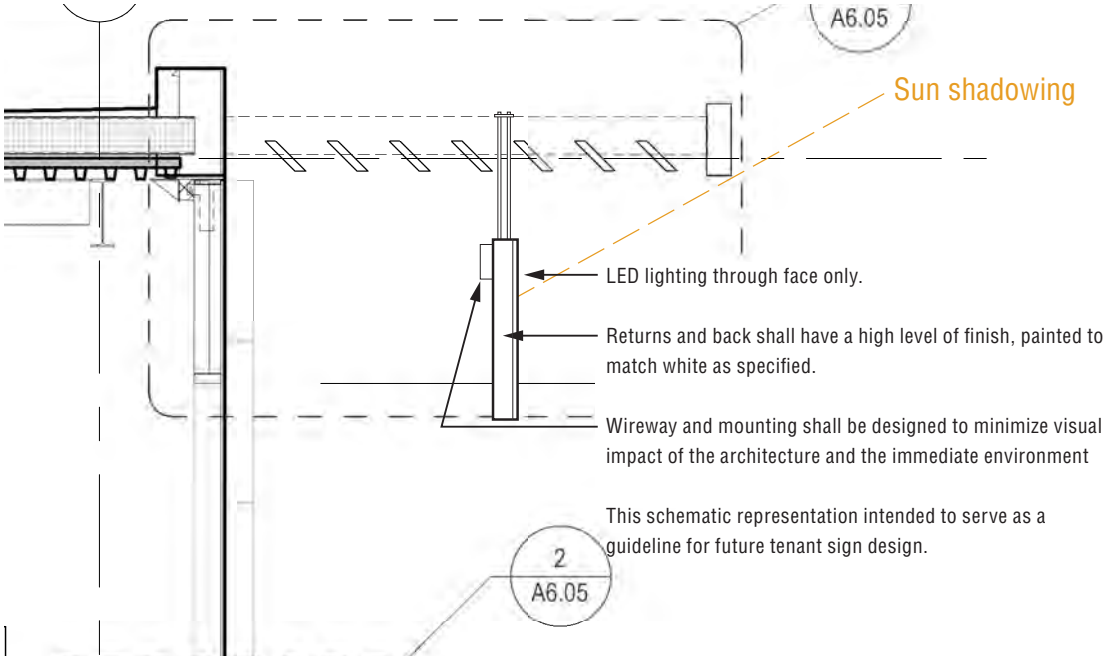
GENERAL SPECIFICATION

Custom logo and letterform shapes shall be fabricated with high finish on all exposed sides, color of logo to match project white.

Sign LED illuminated through channel letter face white at night, managed with a dimmer/timing system with shut-off between 10pm to 5am. Wireway for low voltage wiring of individual lettering shall be concealed within sunshade structure, or high up behind the letters.

Sign light output shall be controlled by dimmer. During the first six (6) months after final inspection, the City of Berkeley may demand brightness adjustments to ensure proper permanent light levels.

Sign attachment engineered to connect direct to building structure. All visible mounting structures shall be painted to match to surrounding architecture feature to hide its appearance.











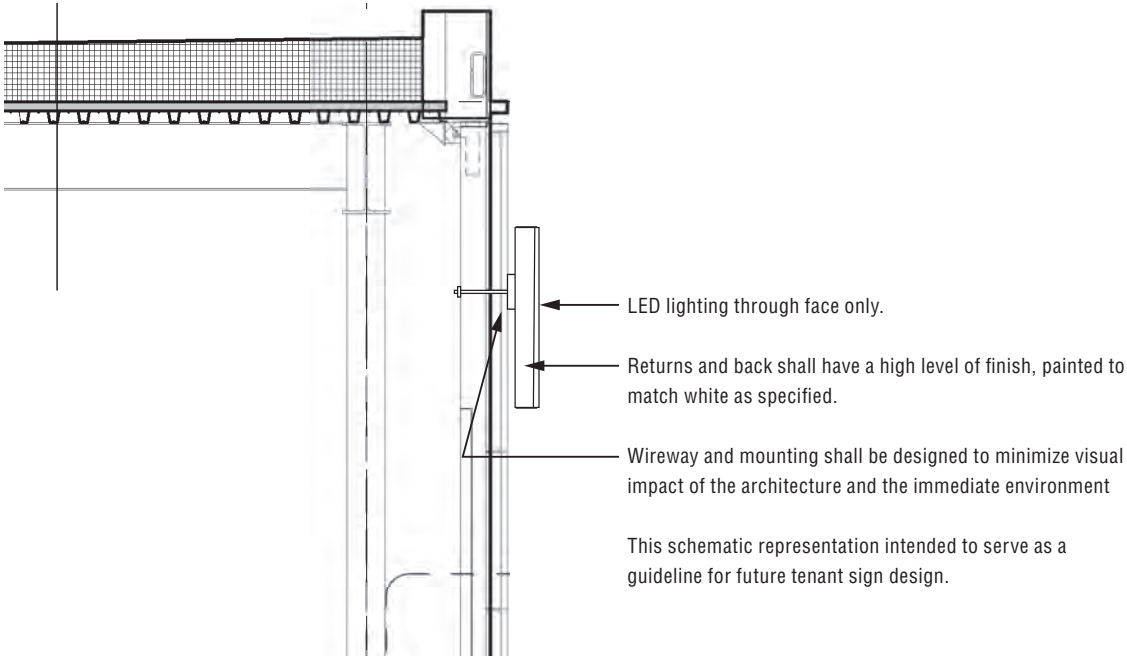
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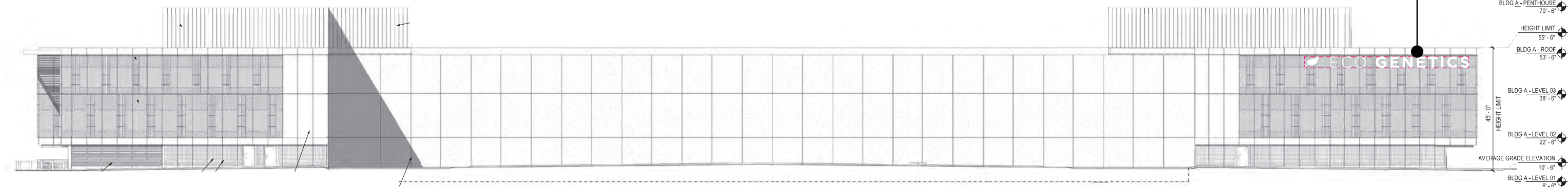




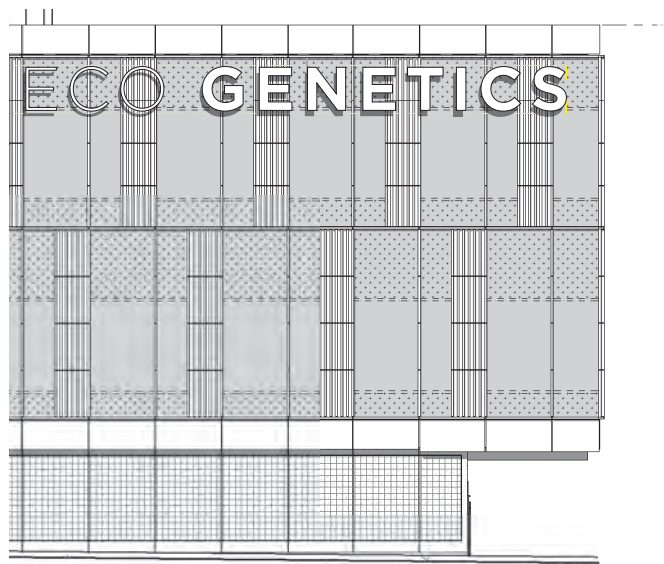


TENANT SIGN OPPORTUNITY
Sign maximum placement envelope shown dashed.
See below for Sign Area Specification
*For reference, fictitious logo represented
is approximately 240 sf*

7



1 BUILDING A - EAST ELEVATION
Scale: NTS



1A BUILDING A - DETAIL OF EAST ELEVATION
Scale: NTS

GENERAL SPECIFICATION

Custom logo and letterform shapes shall be fabricated with high finish on all exposed sides, color of logo to match project white.

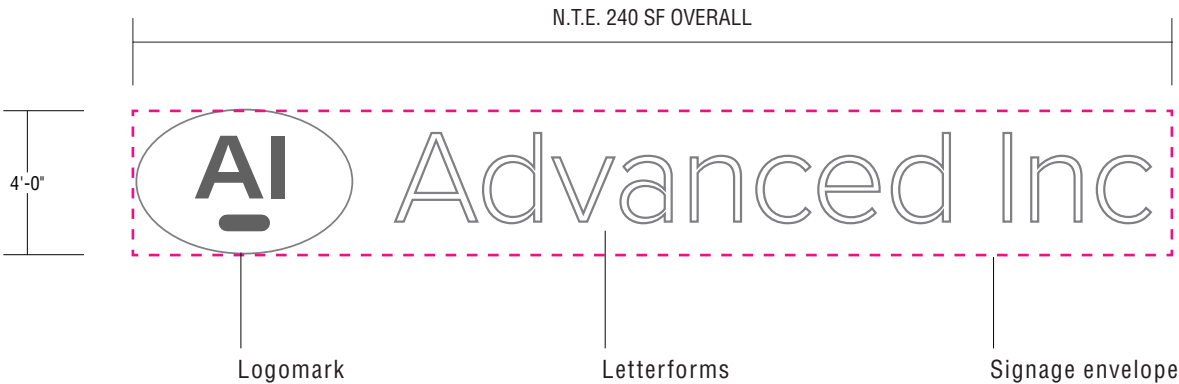
Sign LED illuminated through channel letter face white at night, managed with a dimmer/timing system with shut-off between 10pm to 5am. See Sheet 09 for additional requirements.

Sign attachment engineered to connect direct to building structure. See diagram on Sheet 09.

Tenant logo subject to Owner approval prior to submittal and review by City. Owner approval does not guarantee City approval.

SIGN AREA SPECIFICATION

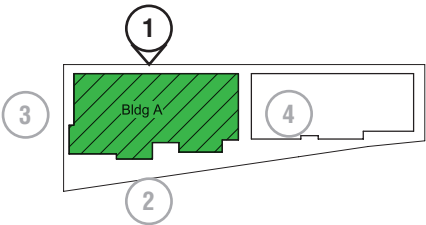
Overall logomark height n.t.e. 4'-0"
Overall sign area shall not exceed 240sf

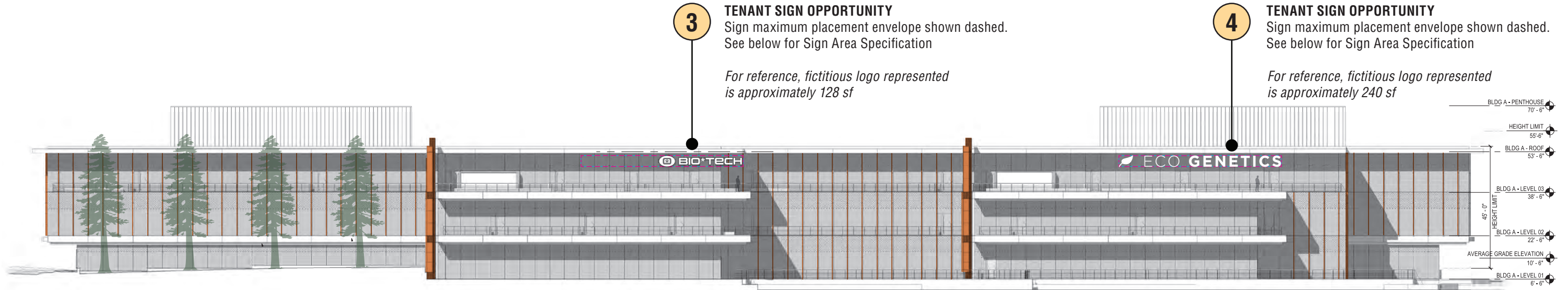


1B DETAIL TYP. TENANT SIGN
Scale: 3/16"=1'-0"

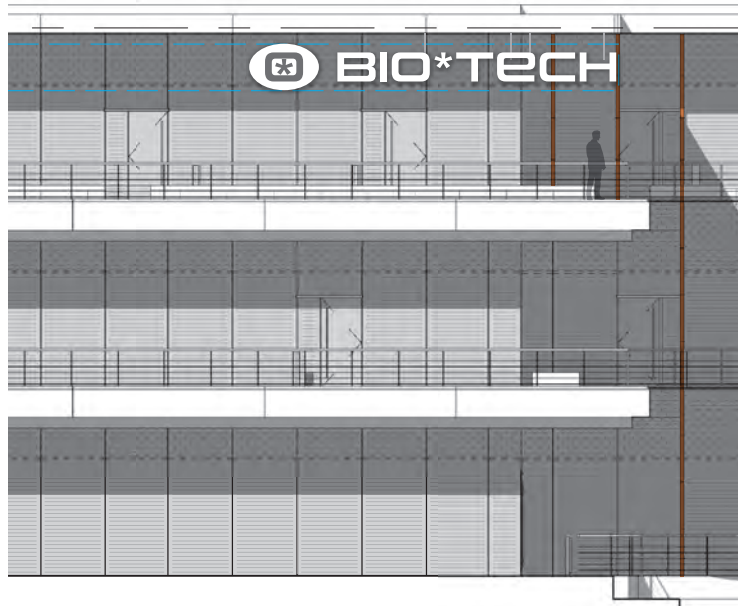
This fictitious logo is for mockup only

KEY PLAN





2 BUILDING A - WEST ELEVATION
Scale: NTS



2A BUILDING A - DETAIL WEST ELEVATION, TYP.
Scale: 1/16"=1'-0"

GENERAL SPECIFICATION

Custom logo and letterform shapes shall be fabricated with high finish on all exposed sides, color of logo to match project white.

Sign LED illuminated through channel letter face white at night, managed with a dimmer/timing system with shut-off between 10pm to 5am. See Sheet 05 for additional requirements.

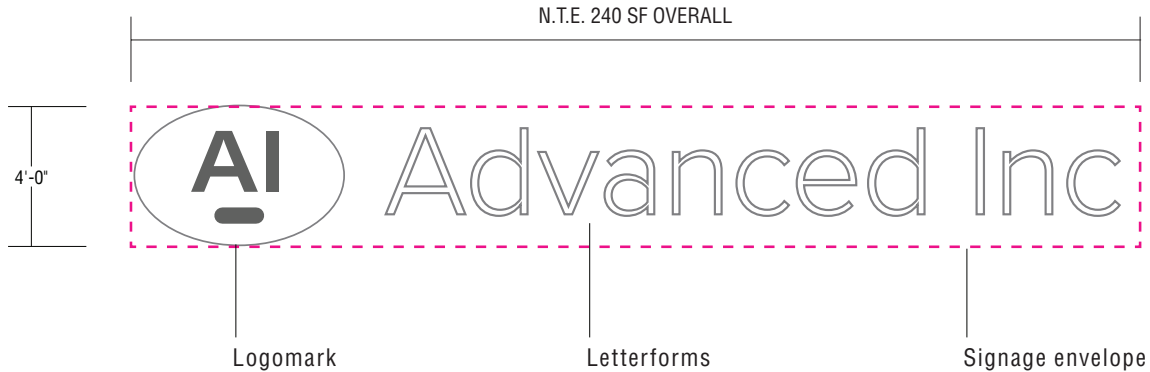
Sign attachment to suspend below sunscreen structure. See diagram on Sheet 05.

Base of logo panel shall not extend below the vision screen.

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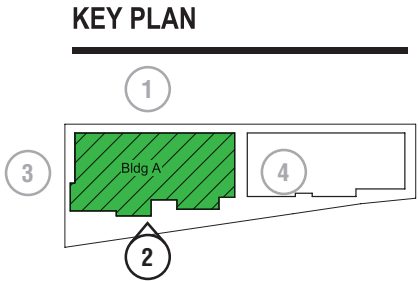
SIGN AREA SPECIFICATION

Overall logomark height n.t.e. 4'-0"
Overall sign area shall not exceed 240 sf



2B DETAIL TYP. TENANT SIGN
Scale: 3/16"=1'-0"

This fictitious logo is for mockup only

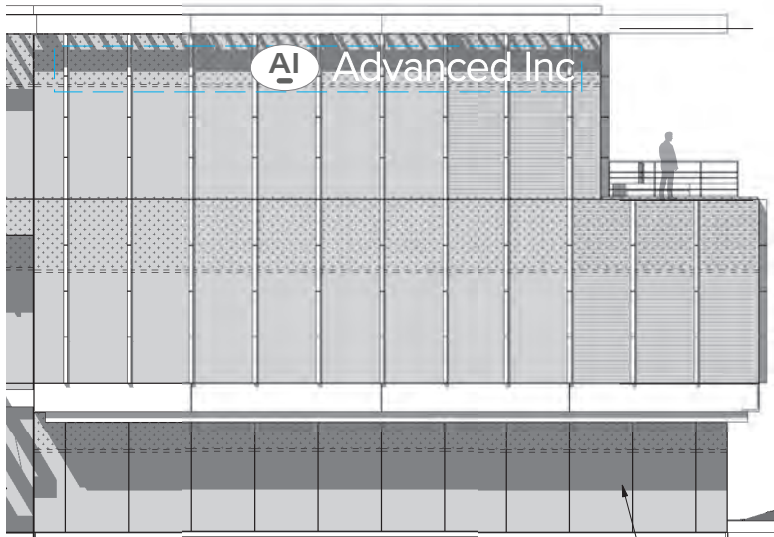




TENANT SIGN OPPORTUNITY
Sign maximum placement envelope shown dashed.
See below for Sign Area Specification

*For reference, fictitious logo represented
is approximately 113 sf*

3 BUILDING A - NORTH ELEVATION
Scale: NTS



3A BUILDING A - DETAIL NORTH ELEVATION
Scale: 1/16"=1'-0"

GENERAL SPECIFICATION

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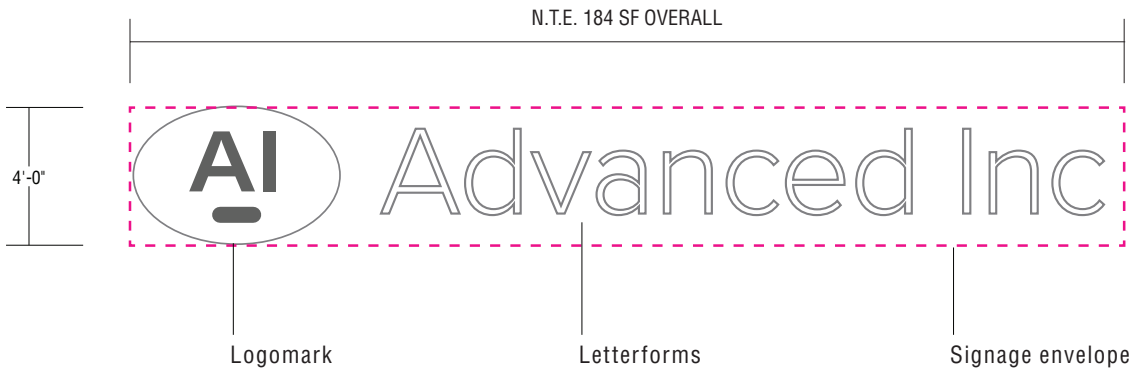
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SIGN AREA SPECIFICATION

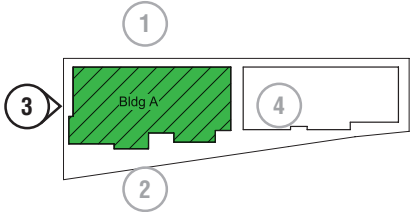
Overall logomark height n.t.e. 4'-0"
Overall sign area shall not exceed 184 sf



3B DETAIL TYP. TENANT SIGN
Scale: 3/16"=1'-0"

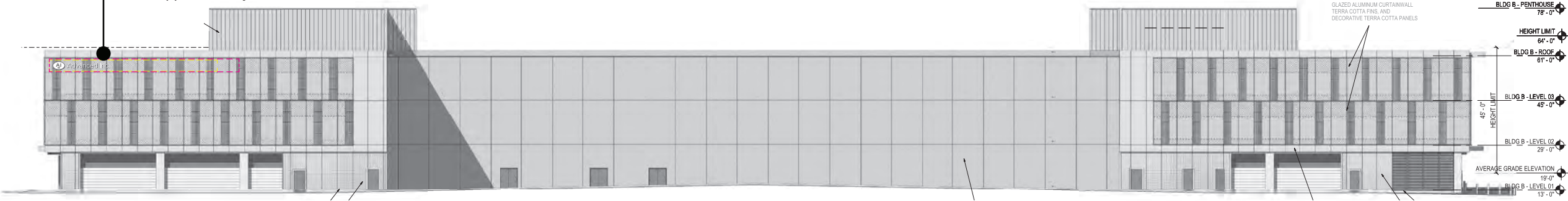
This fictitious logo is for mockup only

KEY PLAN

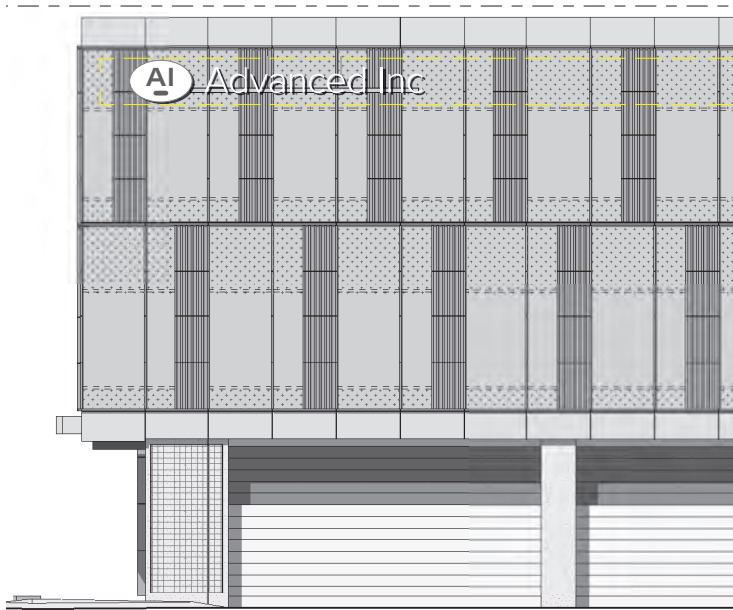


11

TENANT SIGN OPPORTUNITY
Sign maximum placement envelope shown dashed.
See below for Sign Area Specification
*For reference, fictitious logo represented
is approximately 113 sf*



1 BUILDING B - EAST ELEVATION
Scale: NTS



1A BUILDING B - DETAIL EAST ELEVATION, TYP.
Scale: NTS

GENERAL SPECIFICATION

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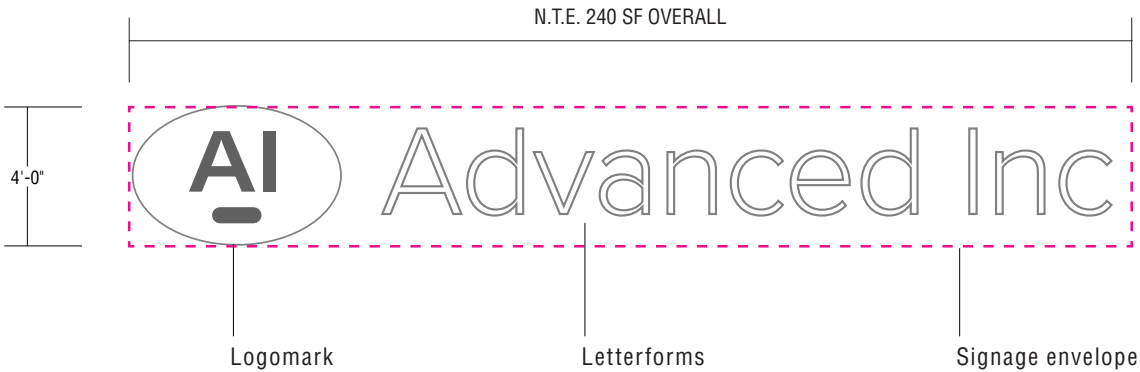
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Sign attachment engineered to connect direct to building structure. See diagram on Sheet 09.

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SIGN AREA SPECIFICATION

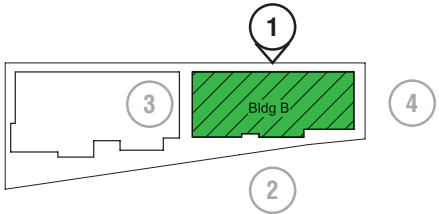
Overall logomark height n.t.e. 4'-0"
Overall sign area shall not exceed 240sf

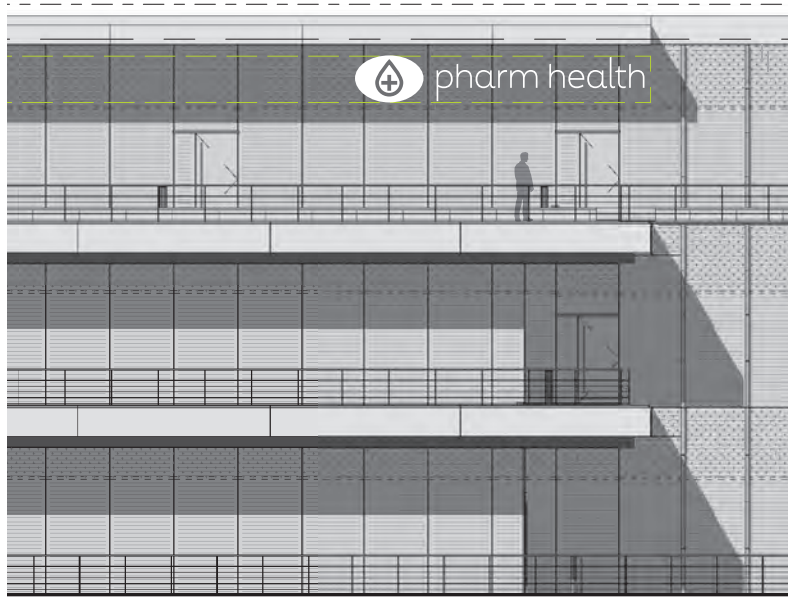
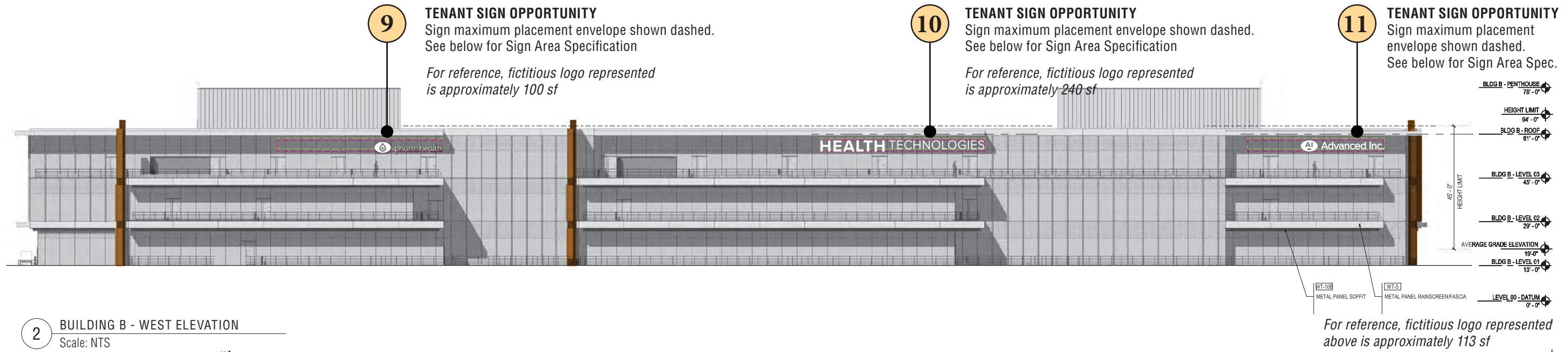


1B DETAIL TYP. TENANT SIGN
Scale: 3/16"=1'-0"

This fictitious logo is for mockup only

KEY PLAN





2A BUILDING B - DETAIL WEST ELEVATION, TYP.
Scale: 1/16"=1'-0"

GENERAL SPECIFICATION

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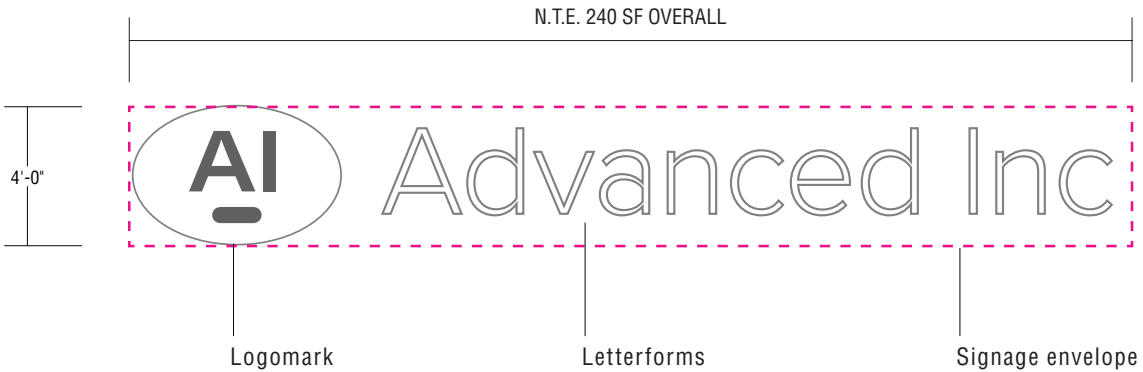
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SIGN AREA SPECIFICATION

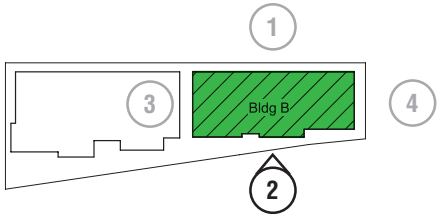
Overall logomark height n.t.e. 4'-0"
Overall sign area shall not exceed 240sf

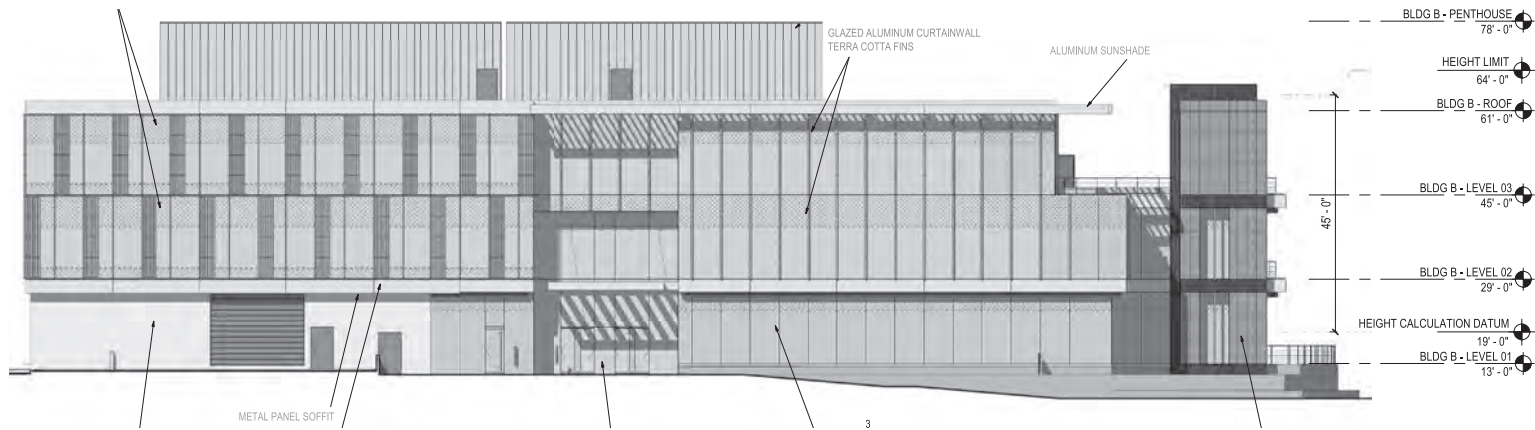


2B DETAIL TYP. TENANT SIGN
Scale: 3/16"=1'-0"

This fictitious logo is for mockup only

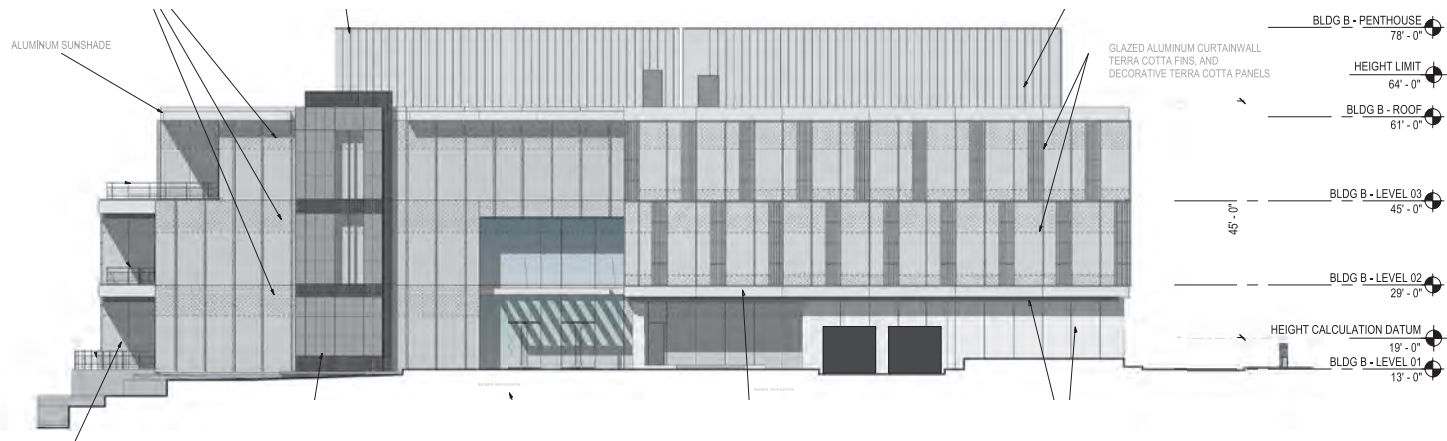
KEY PLAN





3 BUILDING B - NORTH ELEVATION
Scale: NTS

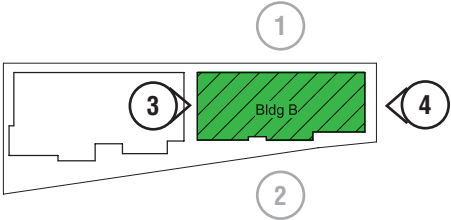
NO TENANT SIGNAGE ON THIS ELEVATION

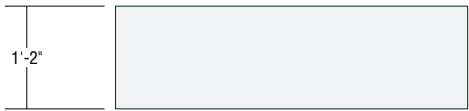


4 BUILDING B - SOUTH ELEVATION
Scale: NTS

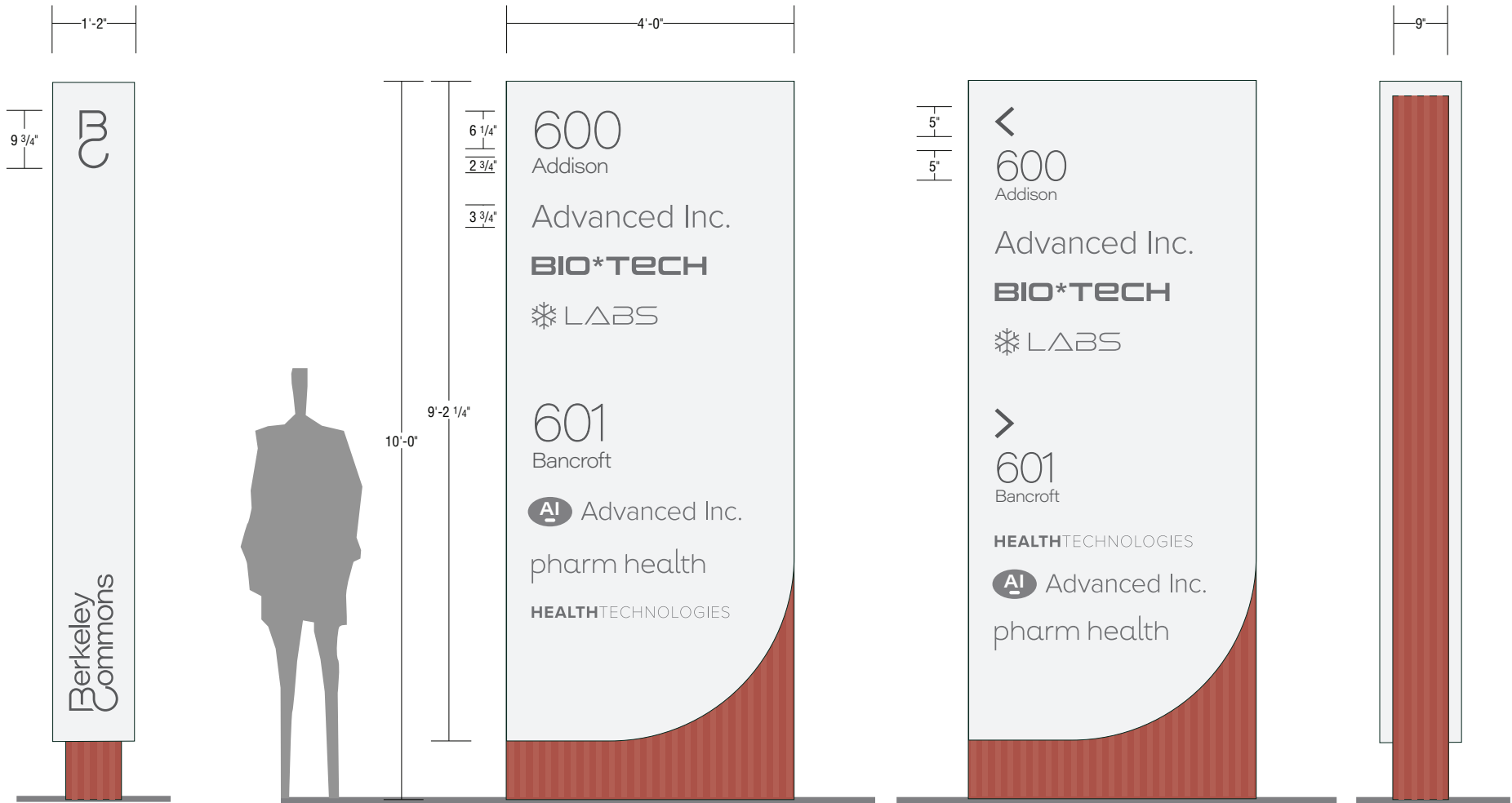
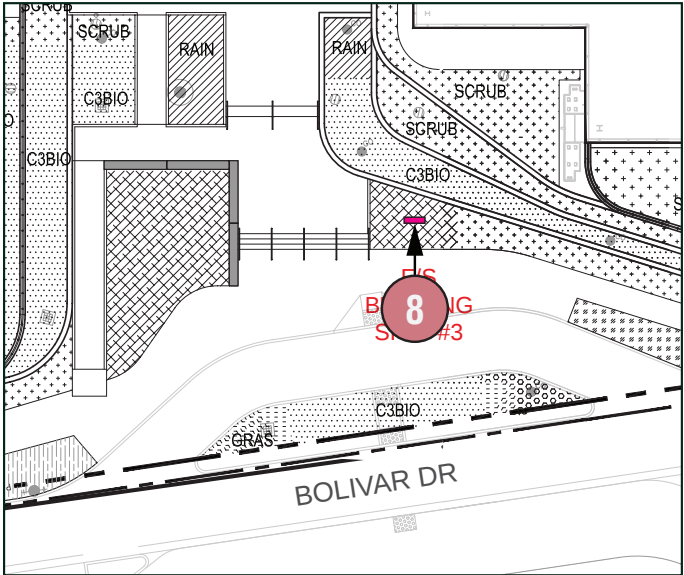
NO TENANT SIGNAGE ON THIS ELEVATION

KEY PLAN





1 TOP VIEW
Scale: 1/2" = 1'- 0"



2 SIDE VIEW
Scale: 1/2" = 1'- 0"

3 FRONT VIEW
Scale: 1/2" = 1'- 0"

4 ALTERNATE FRONT VIEW
Scale: 1/2" = 1'- 0"

5 SIDE VIEW
Scale: 1/2" = 1'- 0"

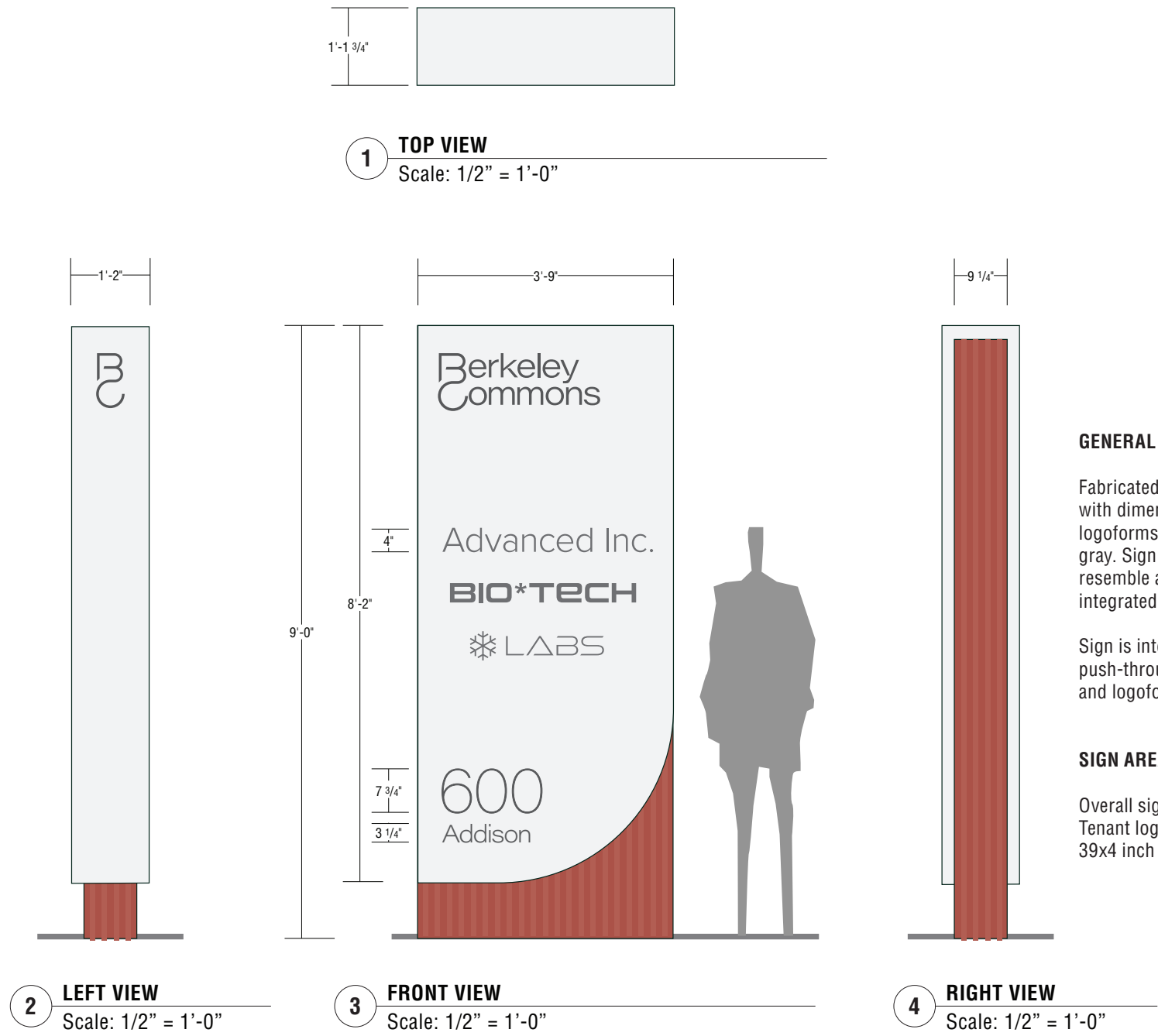
GENERAL SPECIFICATION

Fabricated aluminum sign cabinets with applied vinyl or dimensional letterforms and logoforms shown as project color gray. Sign finishes shall match or resemble architectural finishes for integrated look.

Sign is not illuminated.

SIGN AREA SPECIFICATION

Overall sign area: 40sf
Tenant logos shall be sized within a 36x3.5 inch envelope



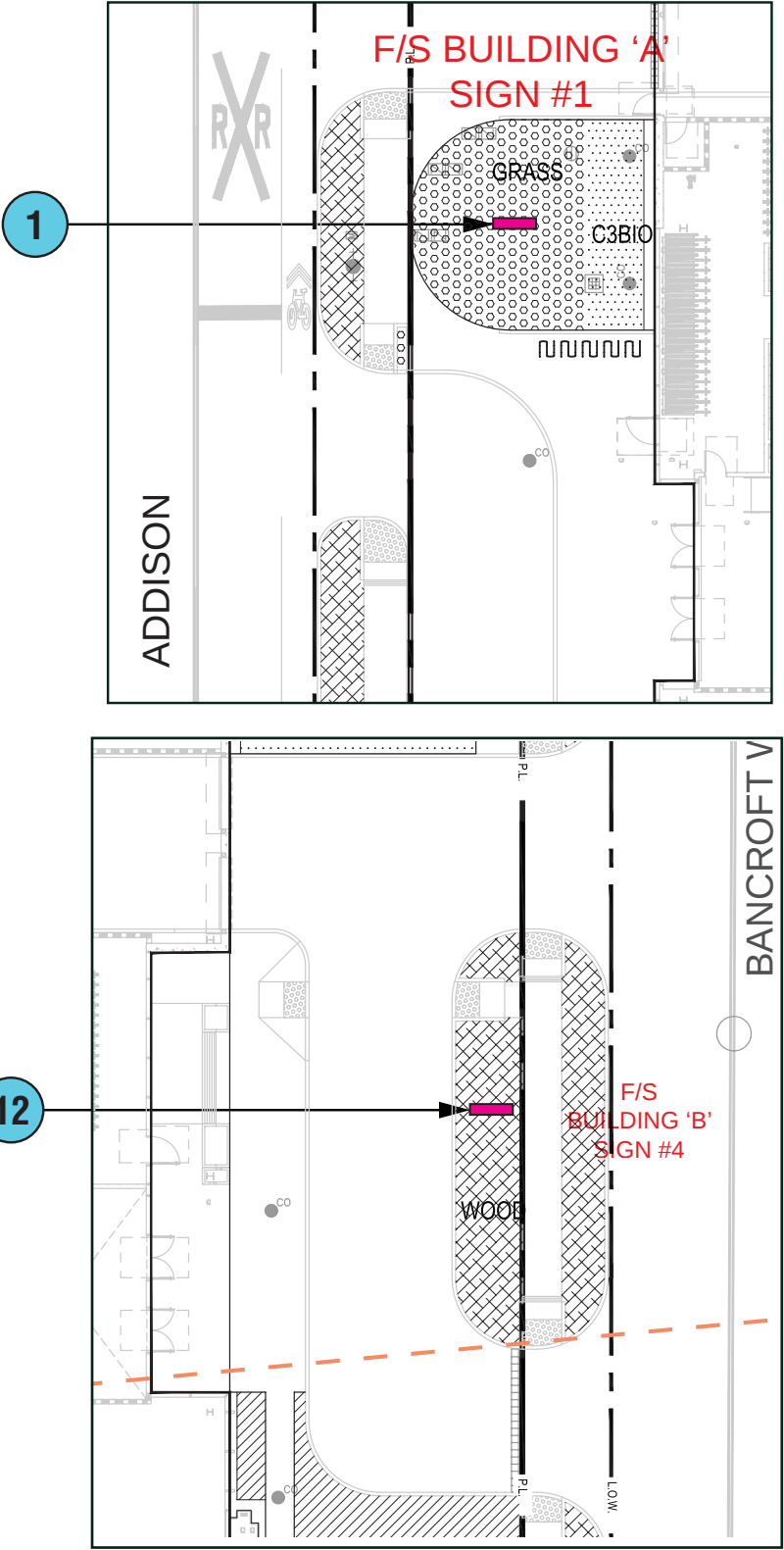
GENERAL SPECIFICATION

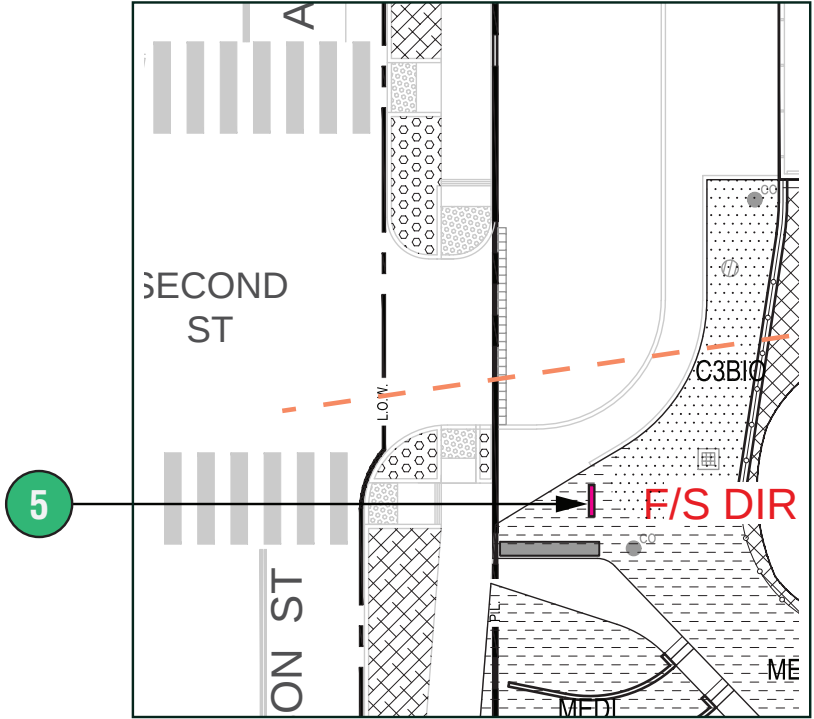
Fabricated aluminum sign cabinet with dimensional letterforms and logoforms shown as project color gray. Sign finishes shall match or resemble architectural finishes for integrated look.

Sign is internally illuminated with push-through acrylic letters and logoforms.

SIGN AREA SPECIFICATION

Overall sign area: 34sf
Tenant logos shall be sized within a 39x4 inch envelope





GENERAL SPECIFICATION

Fabricated aluminum sign cabinet with applied vinyl or dimensional letterforms and arrows shown as project color gray. Sign finishes shall match or resemble architectural finishes for integrated look.

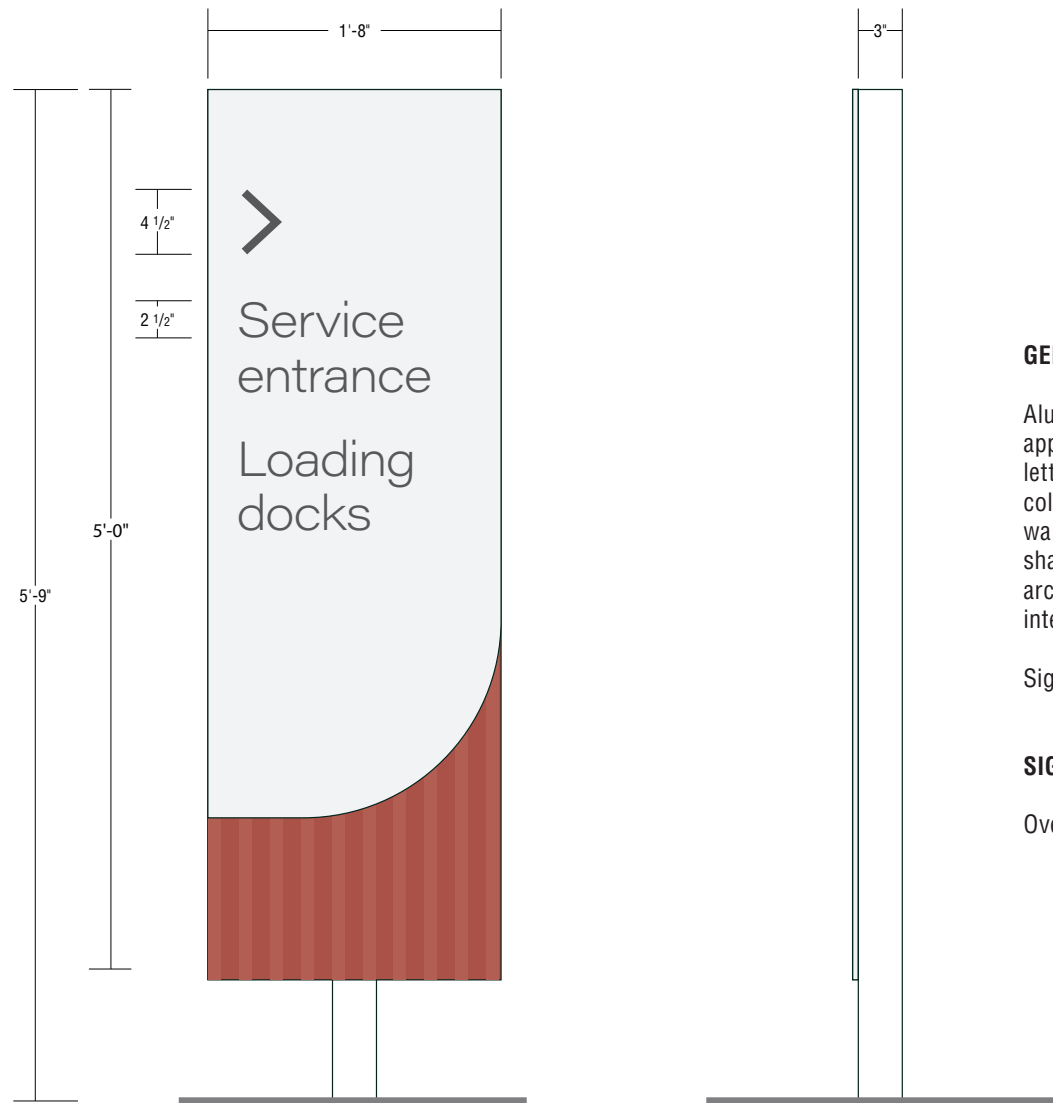
Sign is not illuminated.

SIGN AREA SPECIFICATION

Overall sign area: 15sf



1 TOP VIEW
Scale: 1" = 1'-0"



2 FRONT VIEW
Scale: 1" = 1'-0"

3 SIDE VIEW
Scale: 1" = 1'-0"

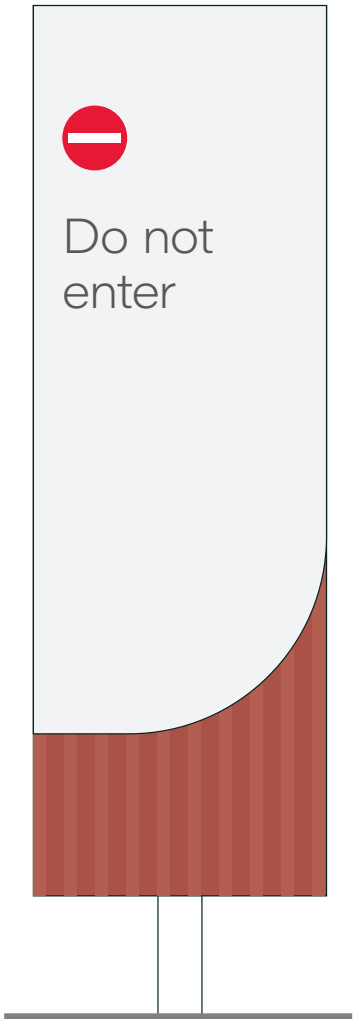
GENERAL SPECIFICATION

Aluminum sign panel with applied vinyl symbols and letterforms shown as project color gray, or with red warning color. Sign finishes shall match or resemble architectural finishes for integrated look.

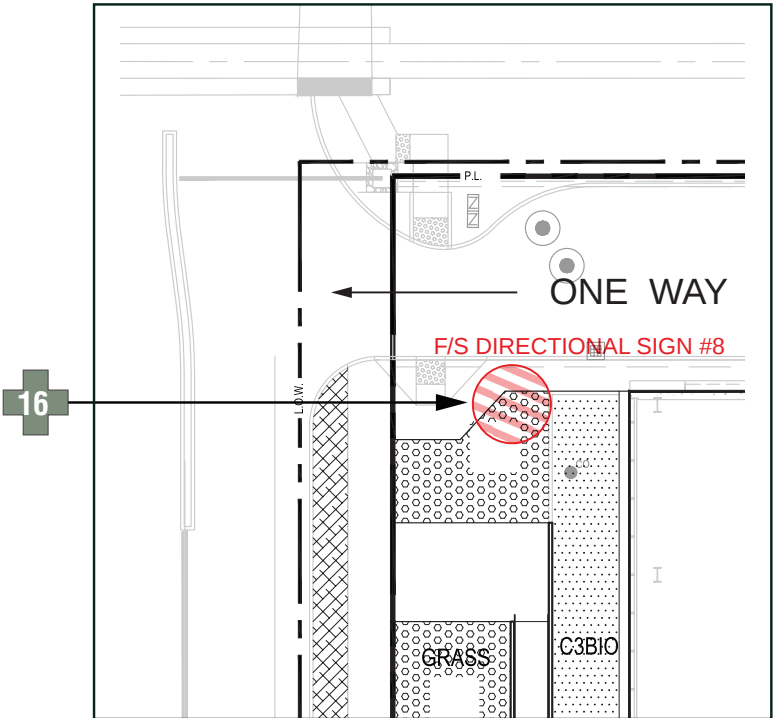
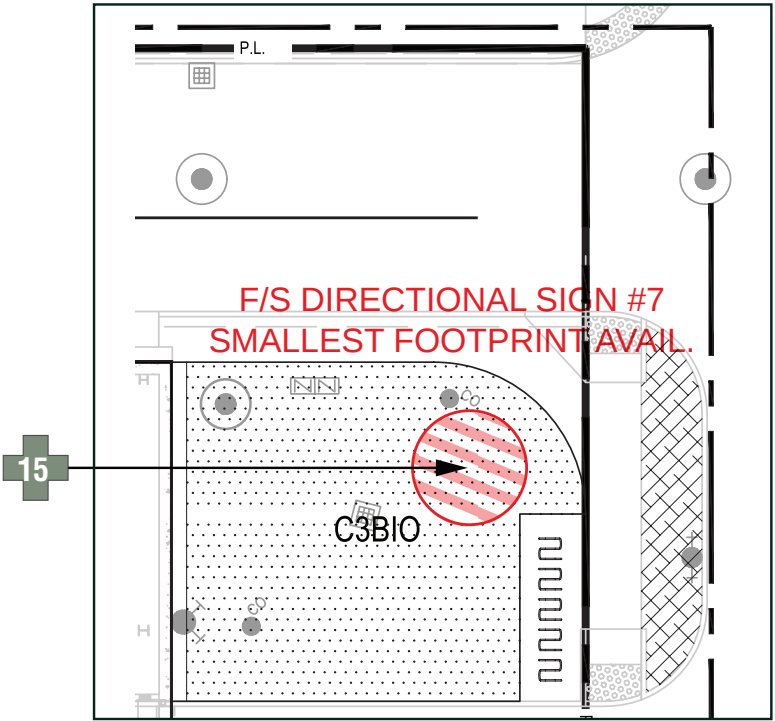
Sign is not illuminated.

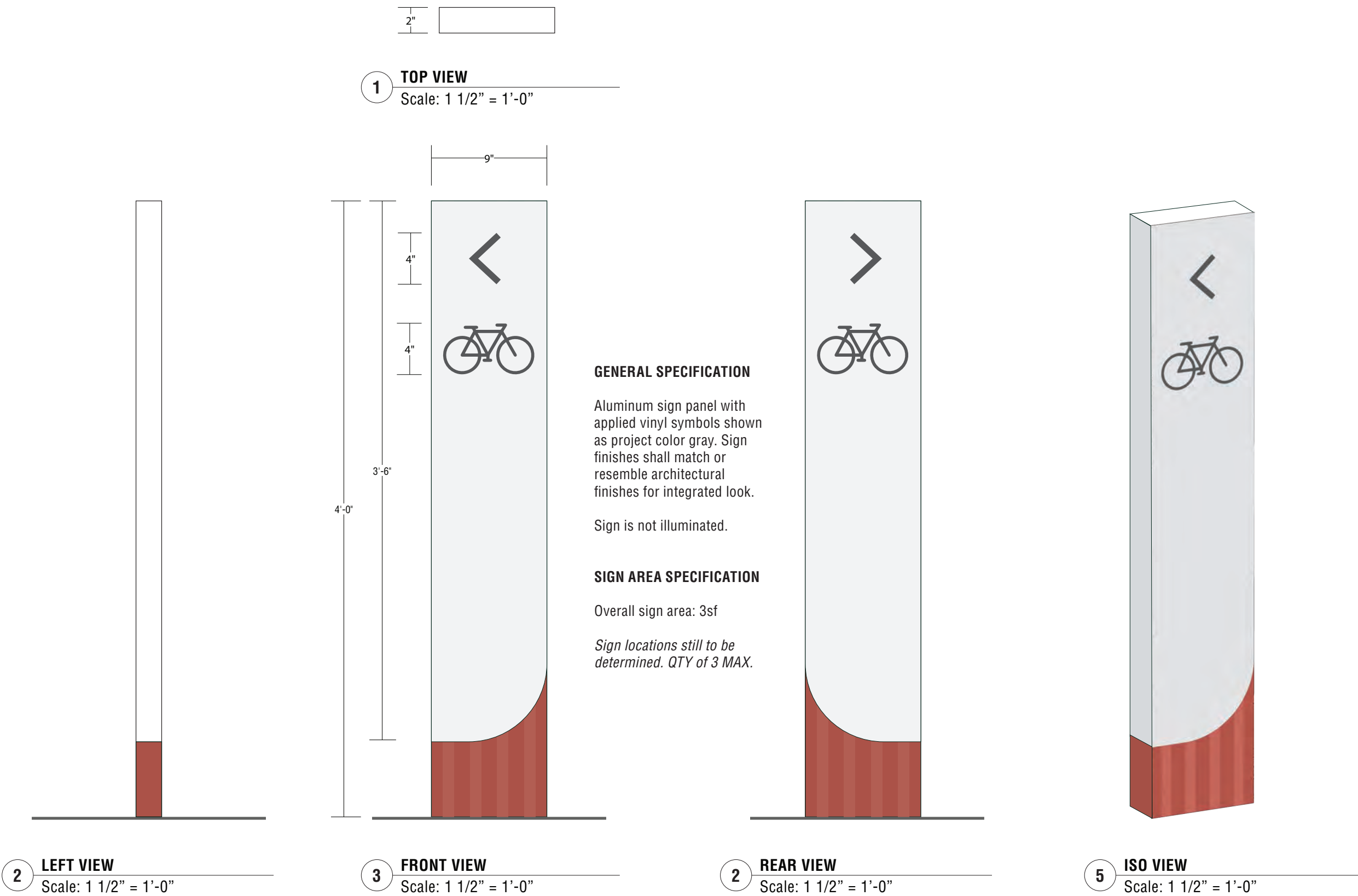
SIGN AREA SPECIFICATION

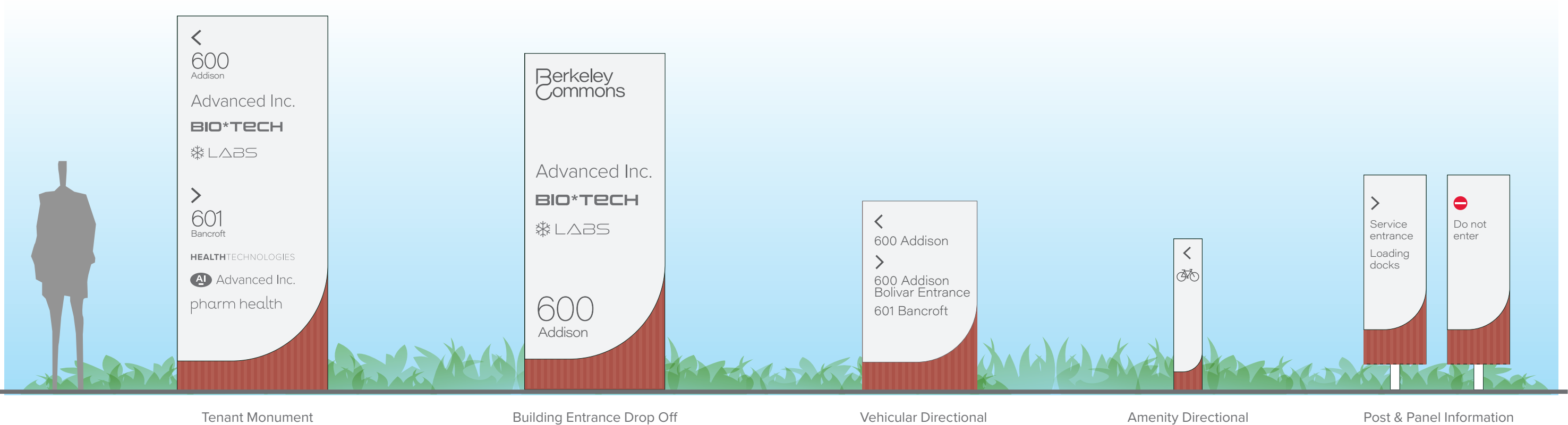
Overall sign area: 8.3sf



4 FRONT VIEW
Scale: 1" = 1'-0"







1 FREESTANDING SIGN SUMMARY
Scale: 3/8" = 1'-0"

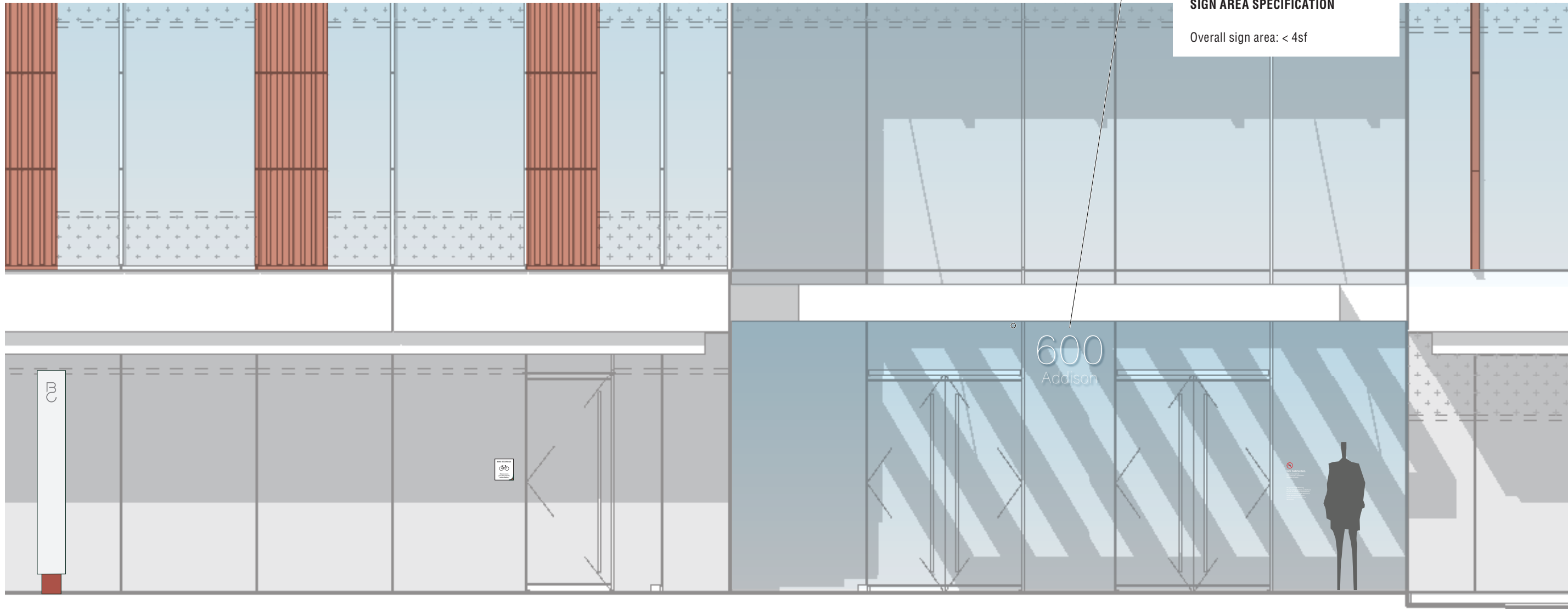
GENERAL SPECIFICATION

14" h x 1" thk acrylic numerals and 6" x 1" thk letters,
tape flush to glass, backed with shadow plate to tape mounting

Sign is not illuminated.

SIGN AREA SPECIFICATION

Overall sign area: < 4sf



1 FRONT VIEW - 600 ADDISON
Scale: 3/16" = 1'-0"

GENERAL SPECIFICATION

14" h x 1" thk acrylic numerals and 6" x 1" thk letters,
tape flush to glass, backed with shadow plate to tape mounting

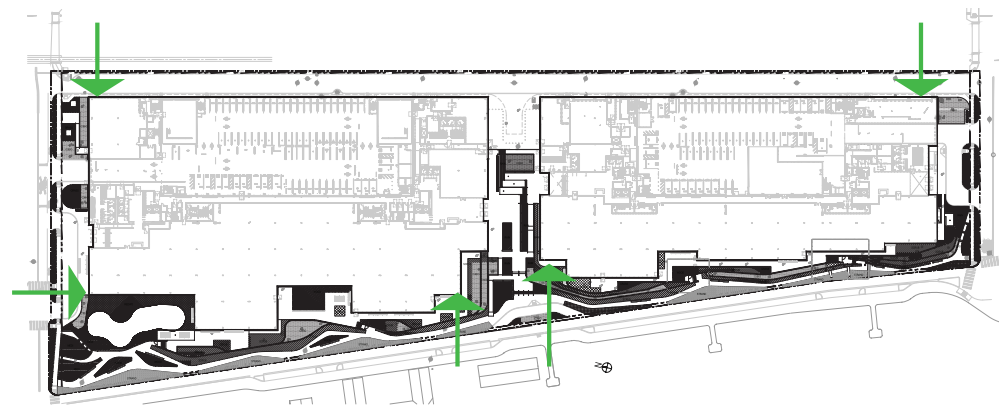
Sign is not illuminated.

SIGN AREA SPECIFICATION

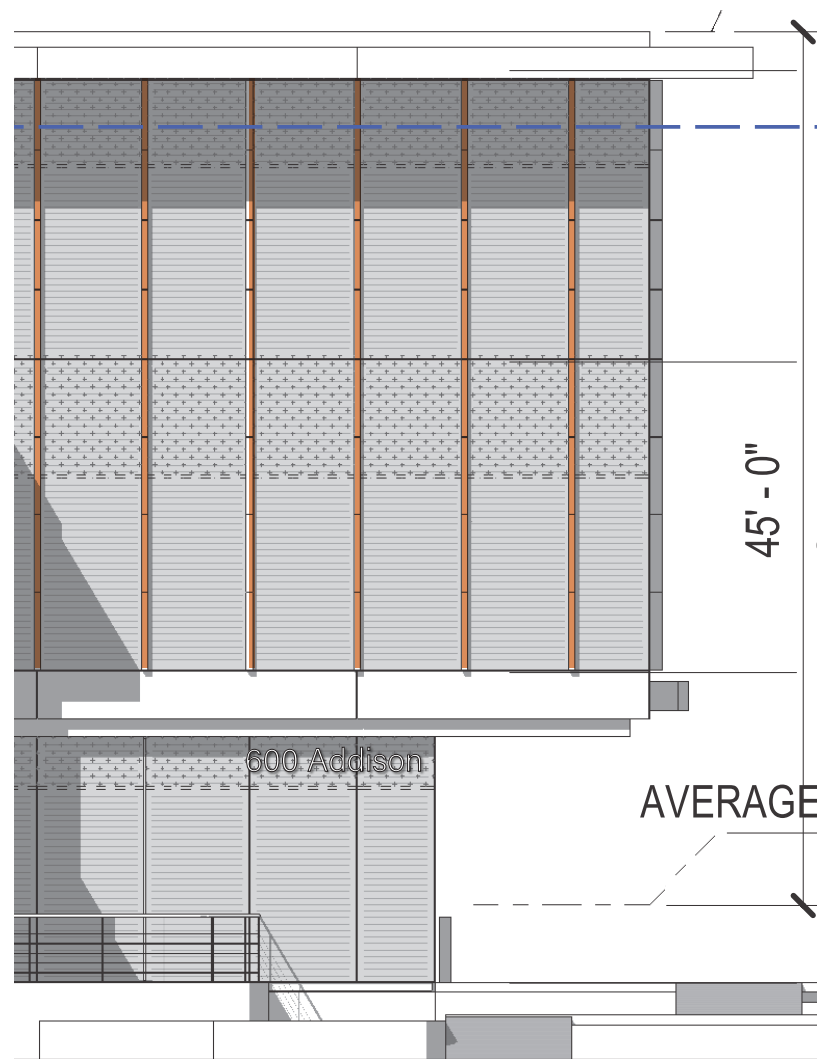
Overall sign area: < 4sf



1 FRONT VIEW - 601 BANCROFT
Scale: 3/16" = 1'-0"



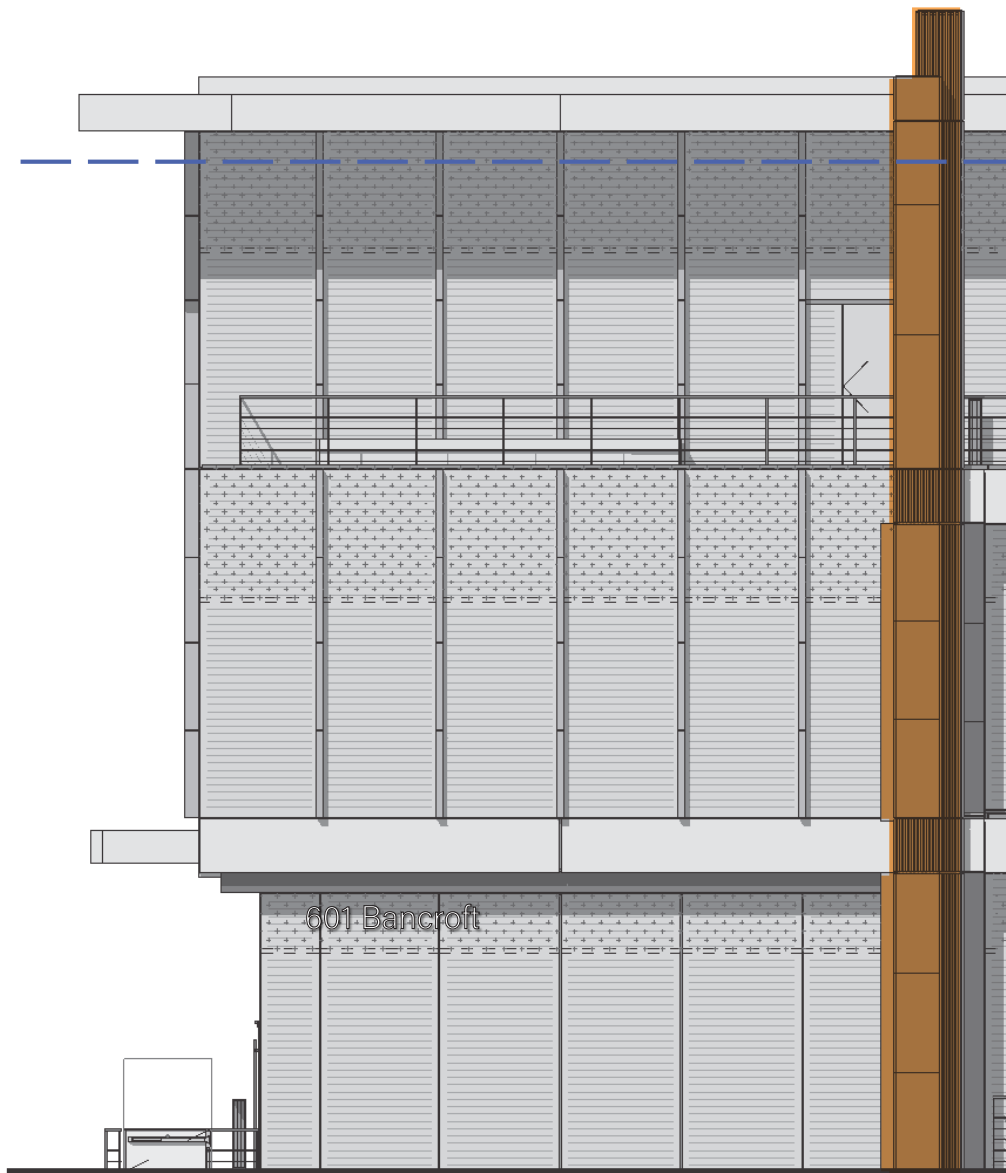
3 LOCATION PLAN DIAGRAM
Scale: N.T.S.



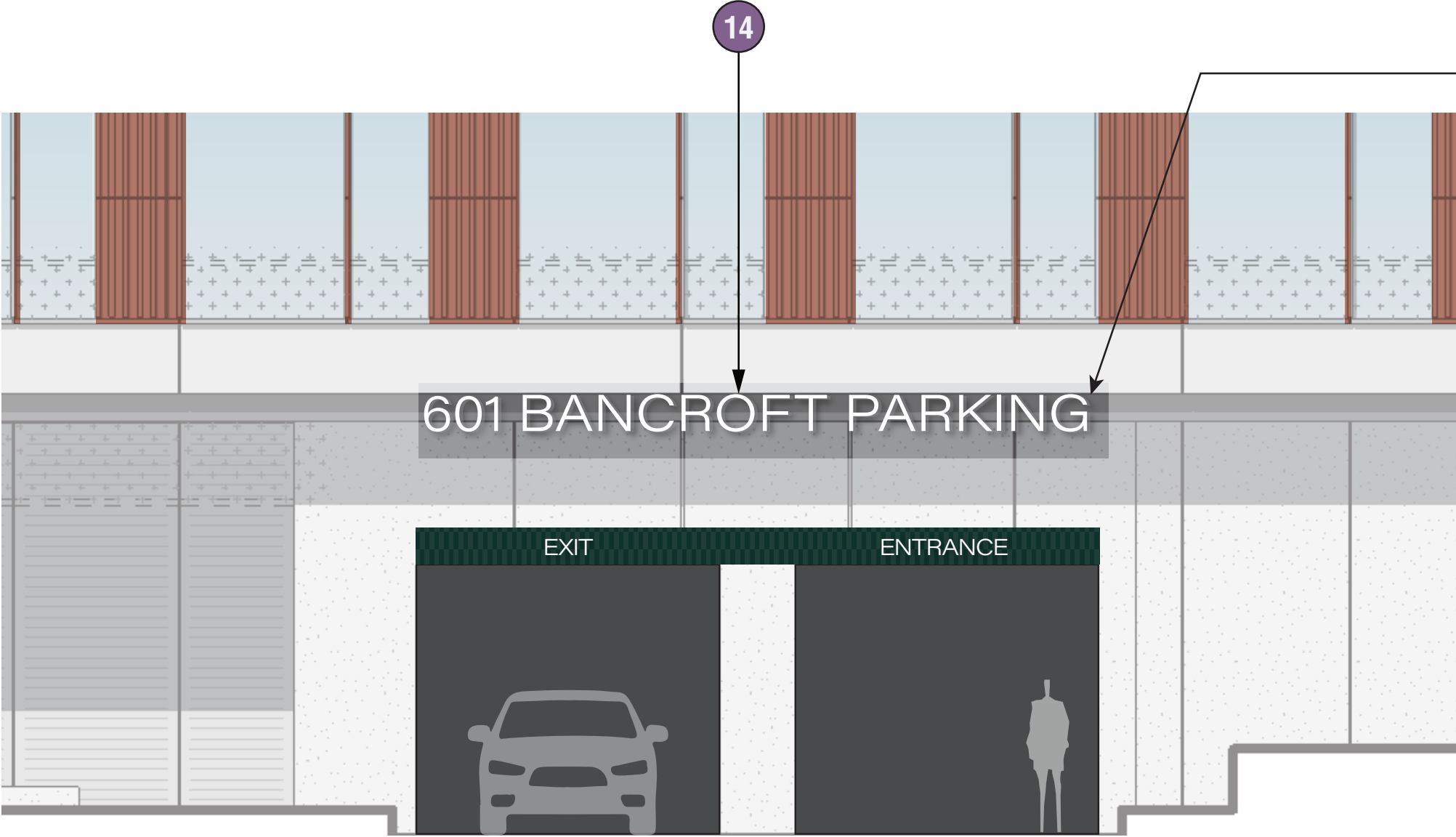
1 BUILDING A TYPICAL ELEVATION
Scale: 1/8"=1'-0"

600 Addison

1" deep fabricated numerals
mounted to glass fascia



2 BUILDING B TYPICAL ELEVATION
Scale: 1/8"=1'-0"



GENERAL SPECIFICATION

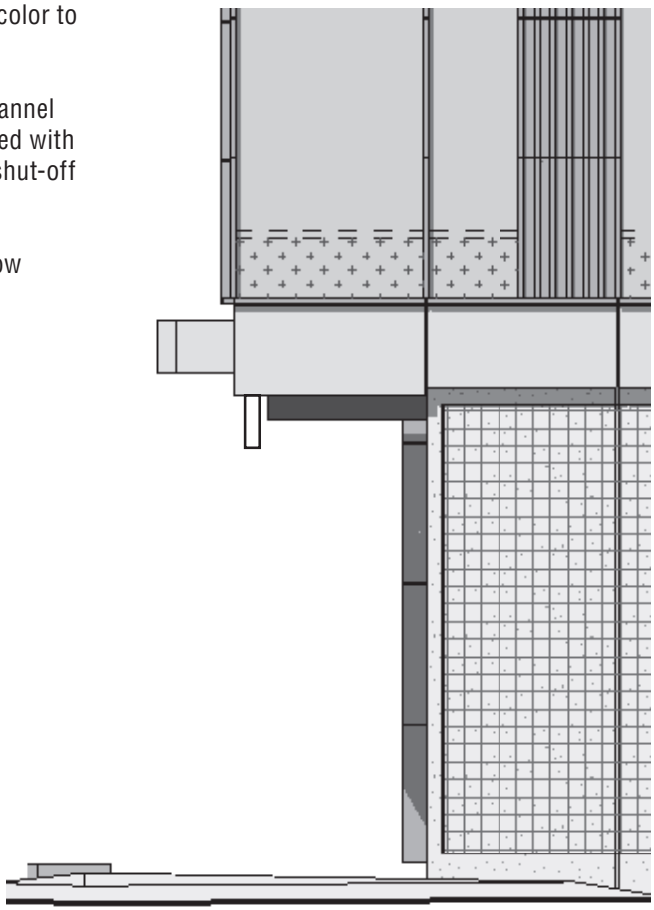
Letterforms shall be fabricated, color to match project white

Sign LED illuminated through channel letter face white at night, managed with a dimmer / timing system with shut-off between 10pm to 7am

Sign attachment to suspend below building fascia

SIGN AREA SPECIFICATION

Overall letter height n.t.e. 1'-6"
Overall sign area 39sf



Typical shown, layout similar for Building A **6**

1 PARKING ENTRY ELEVATION - BUILDING B
Scale: 3/16" = 1'-0"

2 PARKING ENTRY ELEVATION - SIDE VIEW BUILDING B
Scale: 3/16" = 1'-0"



Berkeley Commons
Sign Program Narrative / Applicant Statement
July 7th, 2023

Project Summary

A Coordinated Signage Program is proposed for Berkeley Commons, a Class A campus composed of two multi-story buildings on the western edge of Berkeley within the Manufacturing District, visible to travelers on the Interstate 80 corridor. This sign program seeks to set standards for the identification of Berkeley Commons, and its tenants, by defining design criteria for street level signs (ground signs) to service the two buildings, garage identification (building mounted) above garage entries, and tenant identification (building mounted sign) on the upper levels of the buildings.

The sign program has two main goals.

First, to adequately apply the proper amount of signage needed by the property, such as frequencies, scale, placement, and legibility. A one-way road and a railroad right-of-way border the parcels' longest frontage, and clarity in the signage is required for safely navigating and defining destinations. The adjoining parcels have two addresses with similarly structured buildings, and three entry points from the street. Ground level signage enhances the identity of each location by providing addresses and the businesses within. This is also critical when considering delivery trucks entering the site around the railroad tracks. Because of the proximity of the railroad tracks, Second Street, and project entries, clear and distinct signage is even more important for safety reasons.

The second goal is for visual harmony between the sign, buildings, and other components of the property through the use of a consistent design theme. The architectural features and language heavily influence the overall appearances of the proposed signage. The main body field color of the signage shall closely resemble the light coloring of the horizontal banding that defines each building story. The sign base terracotta color aligns with the terracotta vertical building fins and panels. All key typography is a dark neutral gray to deliver high contrast messaging against the background color.

Tenant identification is also proposed to be neutral in color, using the same dark gray on the ground signs, and exclusively white on building mounted zones. Restricting the use of individual logo colors helps to maintain the consistency of appearances.

Sign Summary

The following signage is proposed for each parcel of this two parcel development.

Parcel A (600 Addison):

One (1) ground sign, 4' wide x 10' high overall, identifies tenant occupants of the building, the development project's name and the address of the building. This sign shall be internally illuminated.

One (1) directional sign, 3' wide x 5' high overall, directs visitors and newcomers to the correct entrance drop off areas and parking garage. This sign shall contain no internal illumination.

Two (2) building mounted tenant sign opportunities on the west elevation frontage, one (1) opportunity on the north elevation, and one (1) on the east elevation. These sign positions



provide an allowance for a building occupant to project their presence at longer distances. To create some transparency of the overall sign area, individual letters, numerals, and/or a logoform, shall be used without background panels. Approximately 40% of the total calculated sign area shall be empty spaces between letters and logos. Placement of the sign shall be consistent across the third story of both buildings, as to maintain an evenly distributed appearance. Building A shall be placed no higher than 40 feet above the average ground plane as determined by the approved use permit.

One (1) garage entrance sign mounted to the building facade directly above vehicular entry to the garage.

One (1) set of address numerals are proposed above each main public entrance to the building, for a total of two.

Parcel B (601 Bancroft):

One (1) ground sign, 4' wide x 10' high overall, identifies tenant occupants of the building, the development project's name and the address of the building.

One additional ground sign is proposed for parcel "B" which will serve as address and tenant identification and directional information for both parcels.

Three (3) building mounted tenant sign opportunities on the west elevation frontage, and one (1) on the east elevation, provide an allowance for a building occupant to project their presence at longer distances. The sign shall be a set of individual letters, numerals, and/or a logoforms. Placement of the sign shall be consistent across the third story of both buildings, as to maintain an evenly distributed appearance. To be clear, only two wall signs will face east. With the location of existing structures at Takara Sake, and proposed structures at Steelwave, these signs will only be minimally visible from points further east of the project site (such as the Berkeley Hills).

Building B signs shall be placed no higher than 41 feet above the average ground plane as determined by the approved use permit. While it is noted that the BMC Ordinance (BMC 20.16.150.A) does not allow for signage mounted above 40 feet, an additional one foot is sought specifically for Parcel B as an accommodation to maintain clean, consistent appearances between both buildings. The reason for the one foot increase in height is due to the complexity of the grades associated with this building in relation to both the Aquatic Park elevation and the significant step up in grade to the building. This grade separation also allows for additional climate change building resilience. The one foot increase is de minimis and will not likely appear much different than the 40' high signs on the other building.

One (1) garage entrance sign mounted to the building facade directly above vehicular entry to the garage.

One (1) set of address numerals are proposed above each main public entrance to the building, for a total of two.



Sign Details

Ground Signs:

Signage is to be constructed of high-quality aluminum, paint applications, metal and acrylic dimensional letters, numerals, and logoforms. The signage shall contain high-efficiency LED modules for the purpose of illuminating translucent acrylic materials cut to form the lettering. The ground sign shall be mounted into the landscaping using concrete footers as required by a qualified Sign Engineer.

Building Mounted Tenant Signs:

Fabricated from high-quality industry standard materials and finishes. Each letterform shall be uniformly lighted through the front face only with warm white light temperature (3500K consistent for all tenants). Sign lighting shall be wired to dimmer controls in order to maintain a consistent light level output and may be adjusted to remain adequately visible. Sign lighting operation shall follow a schedule using an automated timer, which shall shut off illumination every day between 10pm to 5am. Sign shall be mounted to building fascia, or suspended from cantilevered steel sunshade, as required by a qualified Sign Engineer.

Garage Entrance Sign (Building Mounted):

Fabricated from high-quality industry standard materials and finishes. Each letterform shall be uniformly lighted through the front face only with warm white light temperature (3500K). Sign lighting shall be wired to dimmer controls in order to maintain a consistent light level output and may be adjusted to light levels that reduce light pollution but remain adequately visible. Sign lighting operation shall follow a schedule using an automated timer, which shall shut off illumination every day between 10pm to 5am. Sign shall be top mounted to bottom of building fascia, as required by a qualified Sign Engineer.

Directional Signs:

Signage is to be constructed of high-quality aluminum, paint applications, surface applied vinyl letters, numerals, and arrowforms. The ground sign shall be mounted into the landscaping using concrete footers as required by the Sign Engineer.

Address Sign:

Custom shapes cut from high grade acrylic, paint finishes and tape mounted to glass using very high bond adhesive tapes.