

Z O N I N G
A D J U S T M E N T S
B O A R D
S T A F F R E P O R T

FOR BOARD ACTION
OCTOBER 26, 2023

600 ADDISON STREET

Appeal of Design Review Committee Decision to approve the Coordinated Sign Program #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. Background

A. Land Use Designations:

- General Plan: Manufacturing
- West Berkeley Plan: Mixed Use-Light Industrial (MULI)
- Zoning: Mixed Use-Light Industrial (MULI)

B. Permits Required:

- Committee Level Design Review for a Coordinated Sign Design Program pursuant to Berkeley Municipal Code (BMC) Section 20.16.105

C. **CEQA Determination:** It is staff's recommendation to the Zoning Adjustments Board (ZAB) that the project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA, Public Resources Code Section 21000, et seq. and California Code of Regulations, Section 15000, et seq.) pursuant to section 15311 ("Accessory Structures"). The determination is made by ZAB.

D. Parties Involved:

- Applicant Berkeley Commons, LLC, 644 Menlo Avenue, Menlo Park, CA 94025
- Appellant Steven Finacom

Figure 1: Vicinity Map

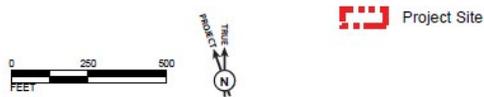


Figure 2: Signage Overview

G:\LANDUSE\Projects by Address\Addison\0600 - aka 91 Bolivar, 2222 3rd\DRCP2023-0002 Coordinated Sign Program\2023-10-26_ZAB Appeal SR_600 Addison.docx

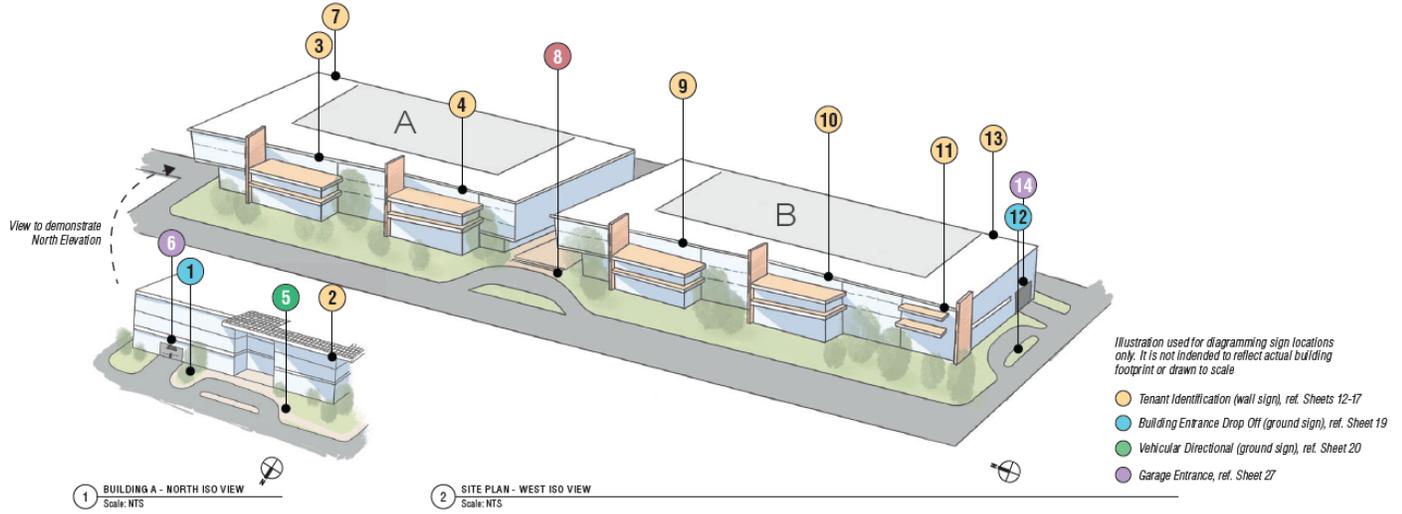


Table 1: Land Use Information

Location		Existing Use	Zoning District	General Plan Designation
Subject Property		Warehouse, Manufacturing, R&D, and Outdoor Storage/Wholesale	Mixed Use Light Industrial (MULI)	Manufacturing
Surrounding Properties	North	Mixed Commercial Uses	West Berkeley Commercial (C-W)	Avenue Commercial
	South	Manufacturing and R&D	MULI	Manufacturing
	East	UPRR rail corridor, Mixed Light Industrial, Manufacturing/Warehouse beyond	MULI	Manufacturing
	West	Aquatic Park	Unclassified (U)	Open Space

Table 3: Project Chronology

Date	Action
February 2, 2023	Application Submitted
August 10, 2023	Post Notice for August Design Review Committee Meeting
August 17, 2023	Design Review Committee Approval
August 31, 2023	Design Review Committee Decision Appealed
October 12, 2023	Public Hearing Notices Mailed/posted
October 26, 2023	ZAB Hearing

I. Project Setting

- A. Neighborhood/Area Description:** The project site is located in the West Berkeley area 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.
- B. Site Conditions:** 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 Table 1, Land Use Information, above for more information regarding surrounding land uses.

II. Proposed Project Description

The project proposed to include on-site signage on Parcel A, located at 600 Addison Street, and Parcel B, located at 601 Bancroft Way. Refer to the attached sign drawings and applicant statement for more detailed information (Attachments 1 and 2). Proposed building signage is listed below:

Parcel A (600 Addison Street)

- 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 Way)

- 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. Community Discussion

A. Neighbor/Community Concerns: Staff received two letters in opposition to the project, both which expressed concern with the illumination of the signage in such close proximity to Aquatic Park. The letters were received after the packet was assembled and delivered to Design Review Committee (DRC) members, but before the cutoff for late correspondence (5 pm, two days before the meeting). The correspondence received was uploaded to the Design Review Committee (DRC) webpage and a link provided to Committee members via email prior to the meeting. The letters are attached herein for reference. (Attachment 6).

B. Design Committee Review: A Coordinated Sign Design Program (BMC Section 20.16.105) was established to create a streamlined sign review process for development projects, projects with multiple signs, and projects with multiple tenants. The DRC has responsibility for review. The proposed Coordinated Sign Program went before the DRC on August 17, 2023. The majority of the DRC members were supportive of the sign program. The DRC approved the Coordinated Sign Program as presented with constraints and conditions already proposed by the applicant and Staff. The DRC also requested that Staff add a condition of approval requiring review of the signage illumination at 3000 Kelvin¹ at installation, and that DRC members assist Staff with review of the illuminated signage after installation. 3000 Kelvin lighting is a recommendation in the Draft Dark Sky Ordinance². DRC Staff Report and associated attachments are included for your reference (Attachments 1, 2, and 3), as well as the DRC Summary from that same meeting (Attachment 4). The DRC decision was appealed on August 31, 2023 (Attachment 5).

IV. Compliance with Berkeley Municipal Code and Design Guidelines

A. Consistency with Sign Ordinance

The proposed sign program complies with the purposes of the Coordinated Sign Program (BMC Section 20.16.105) by ensuring a consistent design, quality, and display of signs that 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. The Coordinated Sign Program includes specific exceptions to the standards of the Sign Ordinance (BMC Title 20) as allowed when demonstrating why that is necessary or desirable. Minor exceptions to the Sign

¹ The Kelvin scale is used to measure the color temperature that a bulb will produce. Color temperatures of 3500K or higher are generally considered cooler temperatures, while lower temperatures are warmer.

² Draft Dark Sky Ordinance was on City Council's November 12, 2019 agenda where they placed it on the Planning Commission's work plan with Bird Safety. It was discussed by the Planning Commission, but was not included in the final Ordinance changes.

Ordinance (BMC Title 20) requested by the applicant to accommodate the unique size and location of the project are included below in B, C, and D.

- B. Manufacturing District Regulations** (BMC Chapter 20.32): The number of total wall signs proposed exceeds the Ordinance. While only one wall sign for each street frontage is allowed in the Ordinance, the maximum size proposed for each wall sign is significantly less than the maximum 800 square feet and the total sign area for each parcel is significantly less than the maximum 2,000 square feet allowed for each parcel. Refer to Sheet 04 in the plan set.
- C. Height of Proposed Wall Signs** (BMC Section 20.16.150): The maximum height above grade for wall signs is 40 feet or the third story, whichever is less. Building B exceeds this maximum height limit by 1 foot in order to remain coordinated with Building A and allow the tenant wall signage to be mounted closer to and under the horizontal sun shades and not extend further down than necessary. It is staff's determination that the close dimension to the horizontal shades help to reduce light spillage.
- D. Properties within Vicinity of Public Park** (BMC Section 20.32.050): Our Sign Ordinance requires that any sign within 100 feet of a park in our manufacturing districts be non-illuminated. The face-lit wall signs, as measured from the western edge of Bolivar Drive, are set back approximately 100 feet and located under the 3rd floor horizontal canopy. We note this as a requested exception since the true property line between the project site and Aquatic Park is on the east side of the street, not the west. Staff does note that other parks located in the City are often bordered by City streets, and in the case of Bolivar Drive, while that street is within the Park's property, vehicles, bicycles, and pedestrians use this street to access both the project and the park.
- E. 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, Staff believes that the design as proposed, with the tenant wall signage located under the horizontal sun shades at the 3rd floor, keeps the ground level*

quieter with only wayfinding signage proposed nearer to pedestrians, bicyclists, and park visitors.

V. Response to Appeal Issues

- A. Placement of lit signage within 100 feet of a park space:** The face-lit wall signs, as measured from the western edge of Bolivar Drive, are set back approximately 100 feet and located under the 3rd floor horizontal canopy. We note this as a requested exception since the true property line between the project site and Aquatic Park is on the east side of the street, not the west. Staff does note that other parks located in the City are often bordered by City streets, and in the case of Bolivar Drive, while that street is within the Park's property, vehicles, bicycles, and pedestrians use this street to access both the project and the park.
- B. Signage as proposed will be a detriment to the public park and its environs, and is for the purposes of private commercial profit:** The proposed signage is intended for the commercial tenants in the project, as allowed in our Sign Ordinance. The square footage proposed is roughly half of what is allowed in the Manufacturing district allowances. The project will not have one tenant, but many. Our design guidelines recommend that the building name only be located higher on the building, and the tenant signage located lower where entry points are. Staff believes that the design as proposed, with the tenant wall signage located under the horizontal sun shades at the 3rd floor, keeps the ground level quieter with only wayfinding signage proposed nearer to pedestrians, bicyclists, and park visitors.

While illuminated signage is included in this sign program, the design of the face lit letters and logos will be consistent in colors and materials. The signage will be installed with dimmers, a six-month review period after installation for review by both the DRC and Staff, and wall sign lighting will be turned off from 10:00 pm until 5 am.

- C. Number of signs exceed the total allowed for a project of this type in the Manufacturing District and also violates the City-wide ban on signage above a certain height:** The number of total wall signs proposed exceeds the Ordinance. While only one wall sign for each street frontage is allowed in the Ordinance, the maximum size proposed for each wall sign is significantly less than the maximum 800 square feet and the total sign area for each parcel is significantly less than the maximum 2,000 square feet allowed for each parcel. Refer to Sheet 04 in the plan set.

The maximum height above grade for wall signs is 40 feet or the third story, whichever is less. Building B exceeds this maximum height limit by 1 foot in order to remain coordinated with Building A and allow the tenant wall signage to be mounted closer to and under the horizontal sun shades and not extend further down than necessary. It is staff's determination that the close dimension to the horizontal shades help to reduce light spillage.

VI. **Recommendation**

Because of the project's consistency with the intent and findings of the Coordinated Sign Program (BMC Section BMC 20.16.105), staff recommends that the Zoning Adjustments Board:

- A. UPHOLD the Design Review Committee's decision to approve the Coordinated Sign Program DRCP2023-0002 and subject to the attached Design Review Committee's Conditions (see Attachment 4) and DISMISS the Appeal.

Attachments:

1. Proposed Signage Drawings, received August 4, 2023
2. Applicant Statement, received July 24, 2023
3. Design Review Committee Staff Report, August 17, 2023
4. Design Review Committee Summary for 600 Addison, August 17, 2023
5. Appeal Letter, received August 31, 2023
6. Correspondence Received

Staff Planner: Anne Burns, ABurns@berkeleyca.gov, (510) 981-7415



Berkeley Commons

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

COLOR PALETTE



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

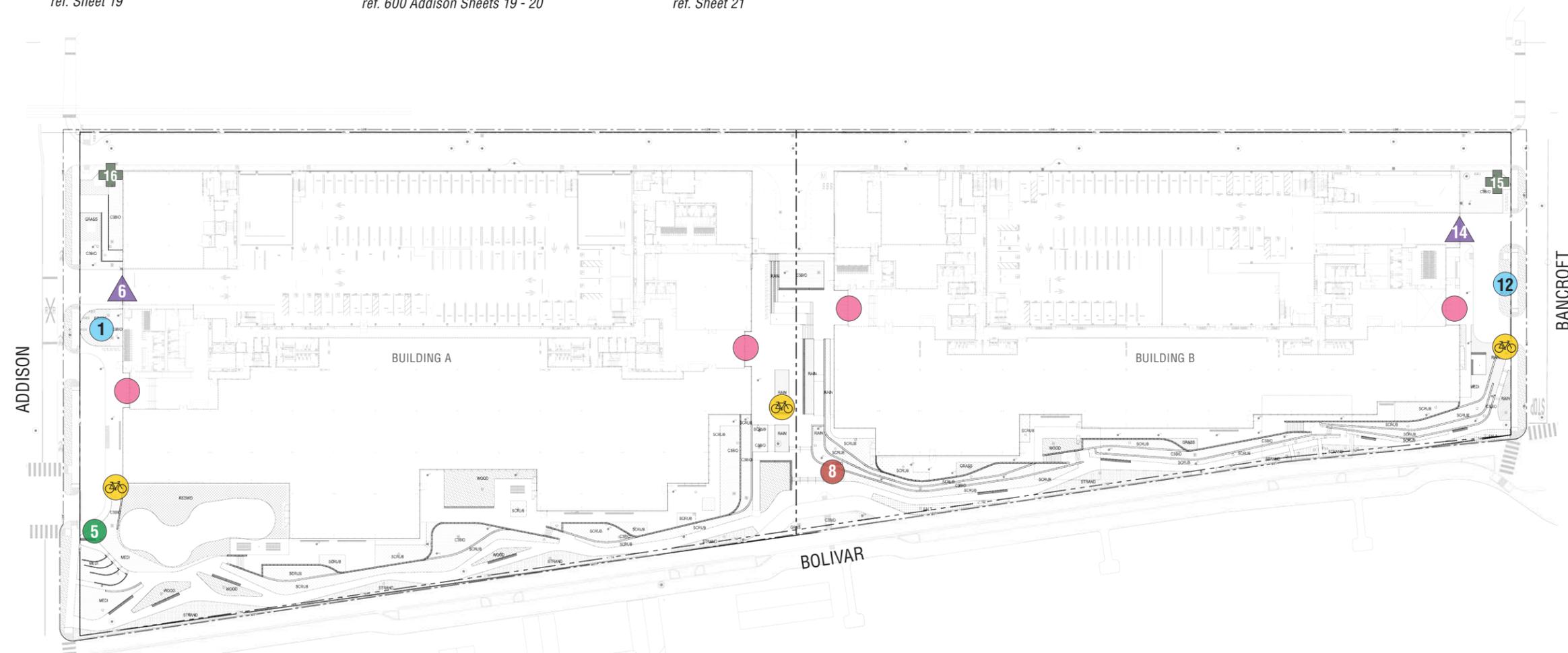
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

SYMBOLS / ARROWS



KEY : GROUND & GARAGE ENTRY SIGNAGE

- | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  Tenant Monument
<i>ref. Sheet 18</i> |  Vehicular Directional
<i>ref. Sheet 20</i> |  Garage Entrance
<i>ref. Sheet 27</i> |  Amenity Directional
<i>ref. Sheet 22</i>
<i>Sign locations still need to be determined</i>
<i>QTY: 3 MAX</i> |
|  Building Entrance Drop Off
<i>ref. Sheet 19</i> |  Building Entrance
<i>ref. 600 Addison Sheets 19 - 20</i> |  Post & Panel Information
<i>ref. Sheet 21</i> | |



1 LOCATION PLAN
 Scale:NTS



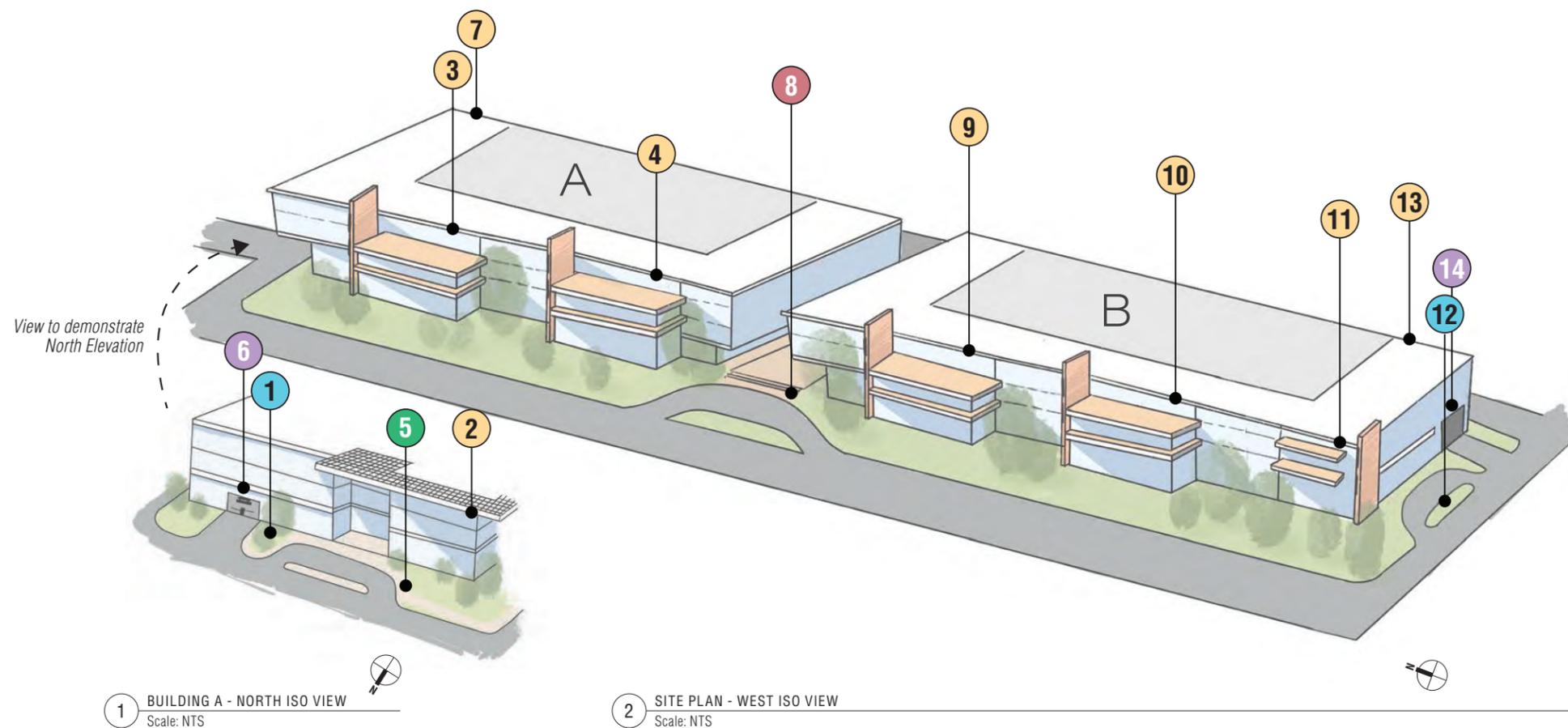


Illustration used for diagramming sign locations only. It is not intended to reflect actual building footprint or drawn to scale

- Tenant Identification (wall sign), ref. Sheets 12-17
- Building Entrance Drop Off (ground sign), ref. Sheet 19
- Vehicular Directional (ground sign), ref. Sheet 20
- Garage Entrance, ref. Sheet 27

1 BUILDING A - NORTH ISO VIEW
Scale: NTS

2 SITE PLAN - WEST ISO VIEW
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)



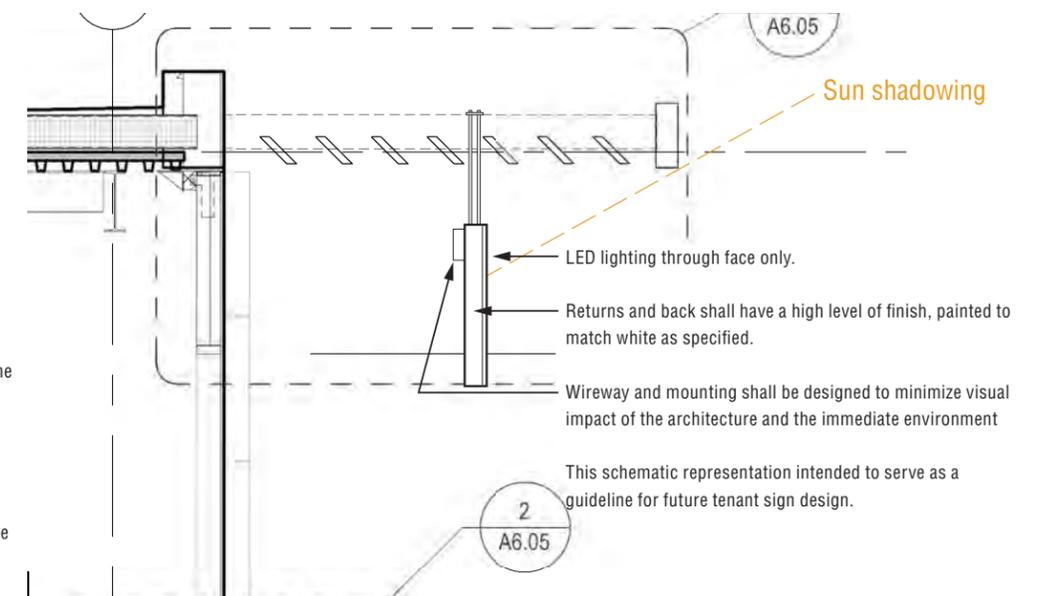
GENERAL SPECIFICATION

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.











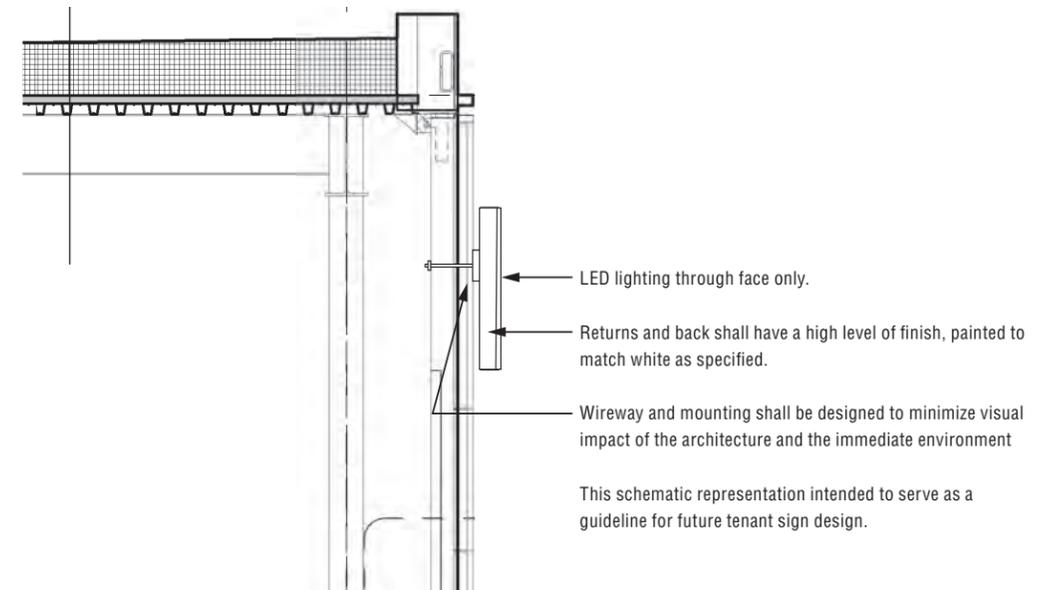
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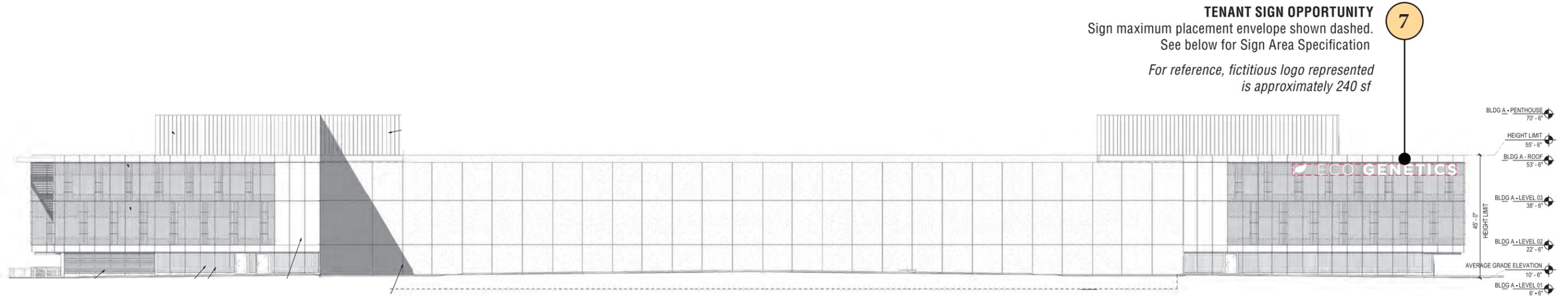
Sign attachment engineered to connect direct to building structure. All visible mounting structures shall be painted to match to surrounding architecture feature to hide its appearance.



This schematic representation intended to serve as a guideline for future tenant sign design.

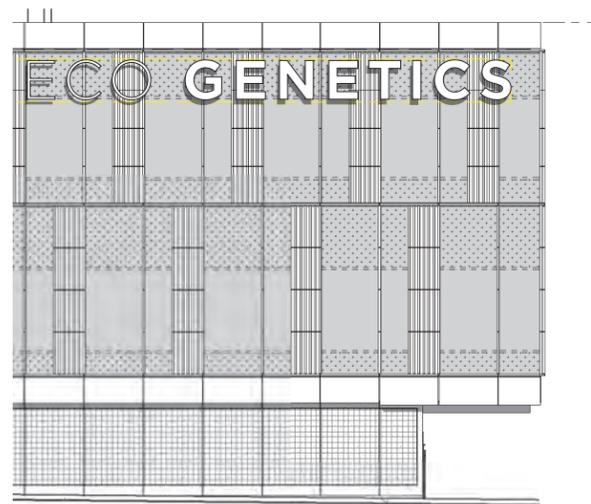






TENANT SIGN OPPORTUNITY
 Sign maximum placement envelope shown dashed.
 See below for Sign Area Specification
 For reference, fictitious logo represented
 is approximately 240 sf

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.

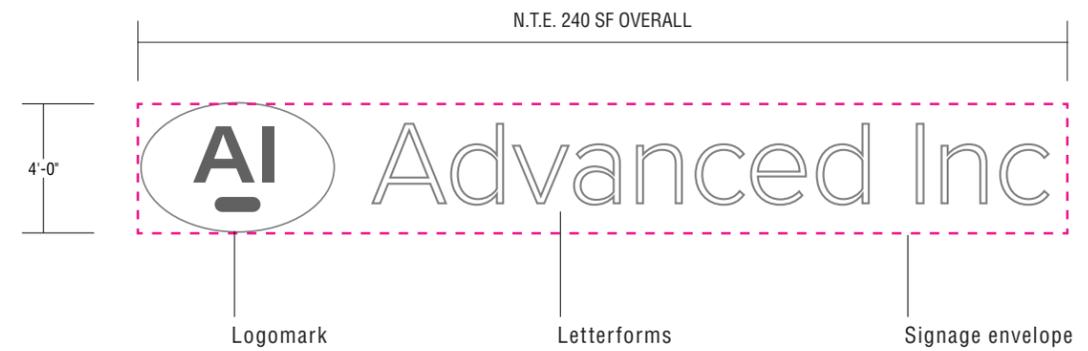
Sign LED illuminated through channel letter face white at night, managed with a dimmer/timing system with shut-off between 10pm to 5am. See Sheet 09 for additional requirements.

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

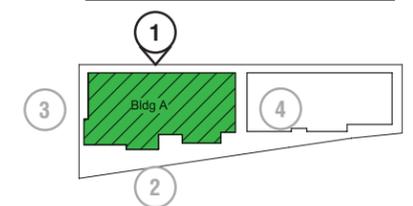
Overall logomark height n.t.e. 4'-0"
 Overall sign area shall not exceed 240sf

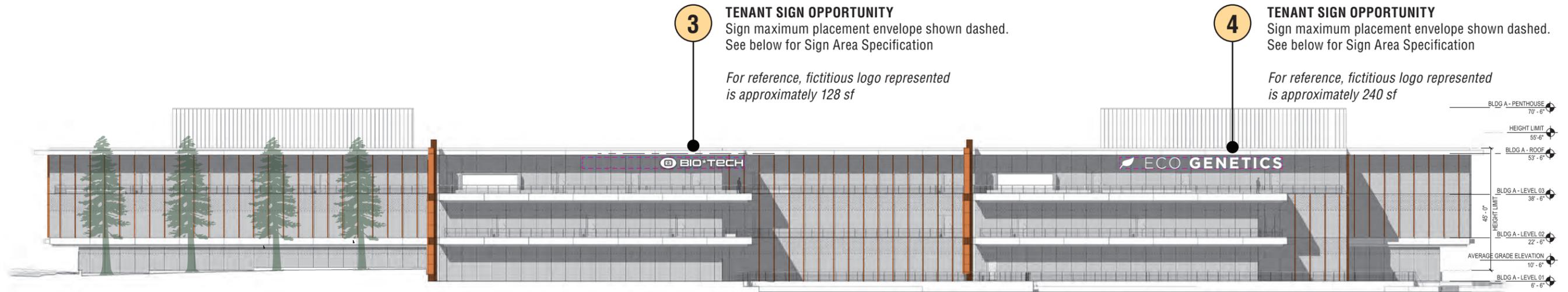


1B DETAIL TYP. TENANT SIGN
 Scale: 3/16"=1'-0"

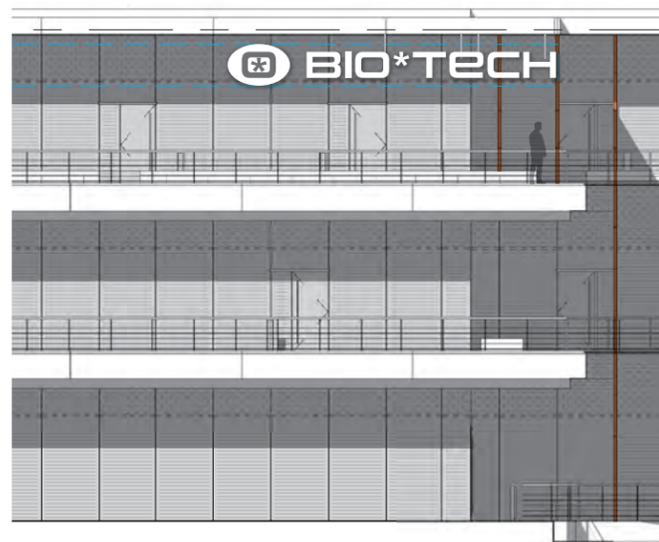
This fictitious logo is for mockup only

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.

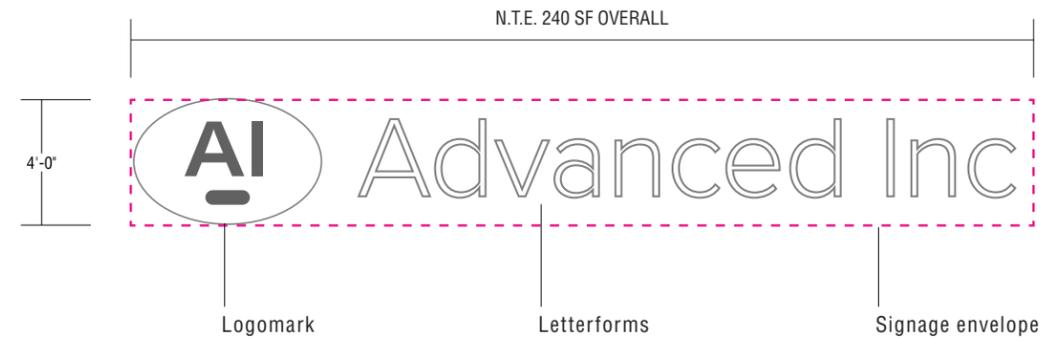
Sign attachment to suspend below sunscreen structure. See diagram on Sheet 05.

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

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SIGN AREA SPECIFICATION

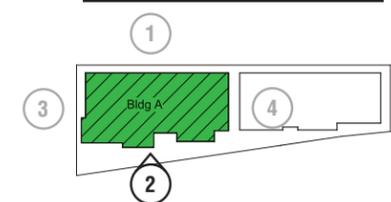
Overall logomark height n.t.e. 4'-0"
Overall sign area shall not exceed 240 sf



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

This fictitious logo is for mockup only

KEY PLAN

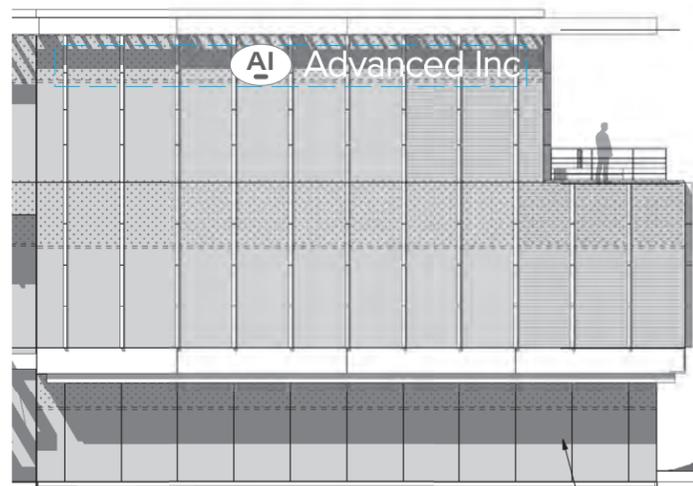




TENANT SIGN OPPORTUNITY
 Sign maximum placement envelope shown dashed.
 See below for Sign Area Specification

For reference, fictitious logo represented is approximately 113 sf

3 BUILDING A - NORTH ELEVATION
 Scale: NTS



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.

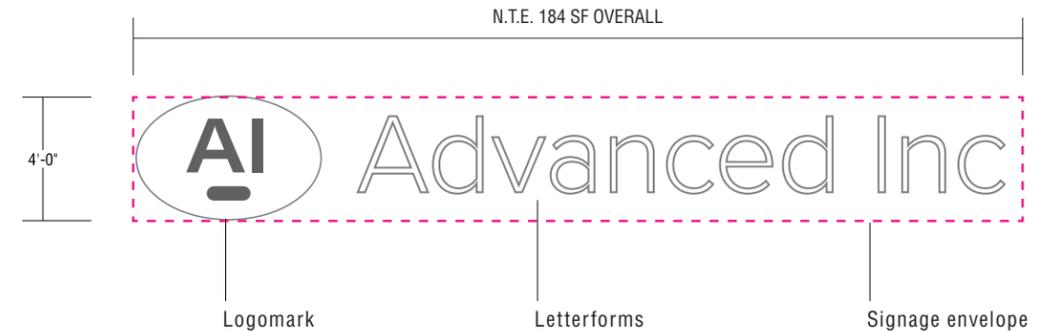
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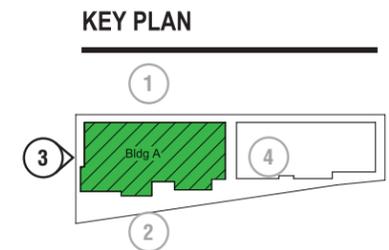
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 Overall sign area shall not exceed 184 sf

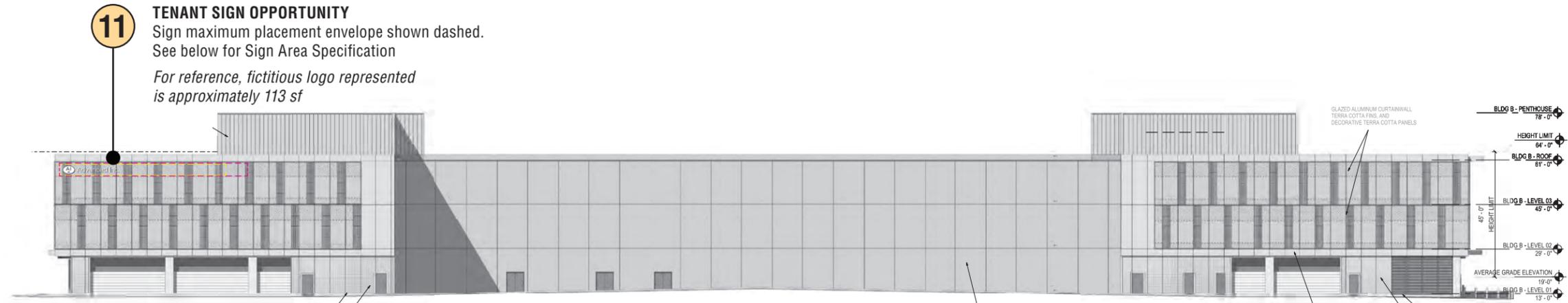


3B DETAIL TYP. TENANT SIGN
 Scale: 3/16"=1'-0"

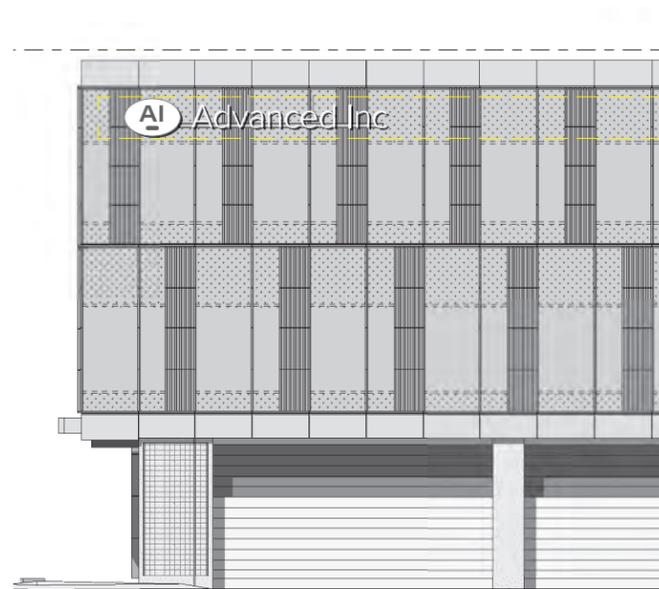
This fictitious logo is for mockup only

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





1 BUILDING B - EAST ELEVATION
 Scale: NTS



1A BUILDING B - DETAIL EAST ELEVATION, TYP.
 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.

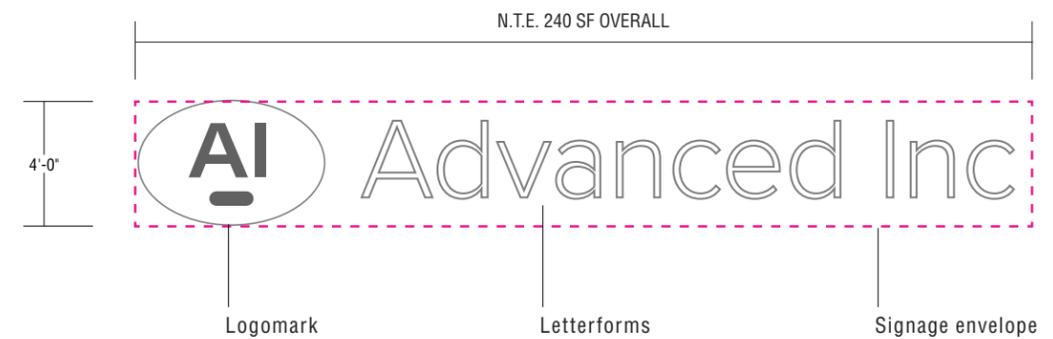
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SIGN AREA SPECIFICATION

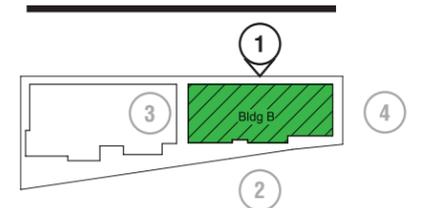
Overall logomark height n.t.e. 4'-0"
 Overall sign area shall not exceed 240sf

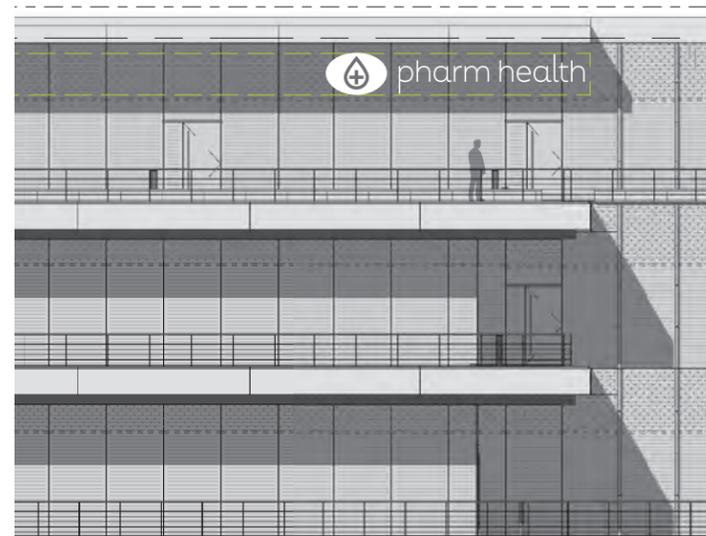
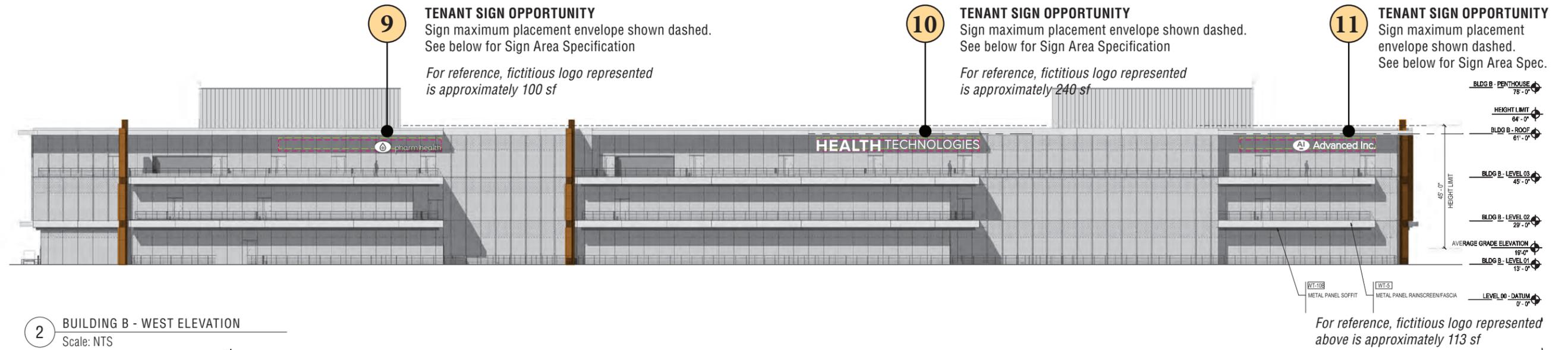


1B DETAIL TYP. TENANT SIGN
 Scale: 3/16"=1'-0"

This fictitious logo is for mockup only

KEY PLAN





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

GENERAL SPECIFICATION

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.

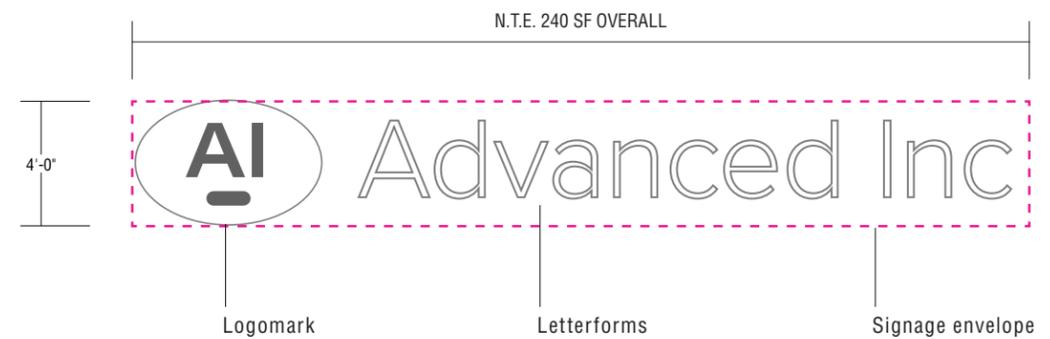
Sign attachment to suspend below sunscreen structure. See diagram on Sheet 05.

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

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

SIGN AREA SPECIFICATION

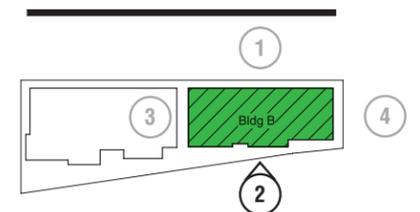
Overall logomark height n.t.e. 4'-0"
Overall sign area shall not exceed 240sf

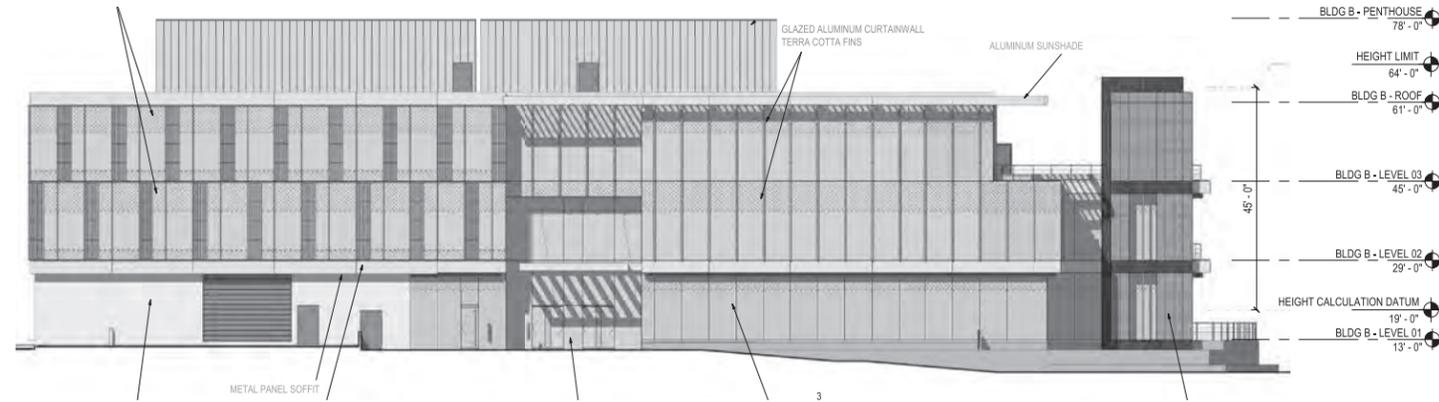


2B DETAIL TYP. TENANT SIGN
Scale: 3/16"=1'-0"

This fictitious logo is for mockup only

KEY PLAN





3 BUILDING B - NORTH ELEVATION
 Scale: NTS

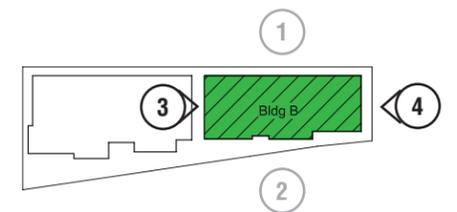
NO TENANT SIGNAGE ON THIS ELEVATION



4 BUILDING B - SOUTH ELEVATION
 Scale: NTS

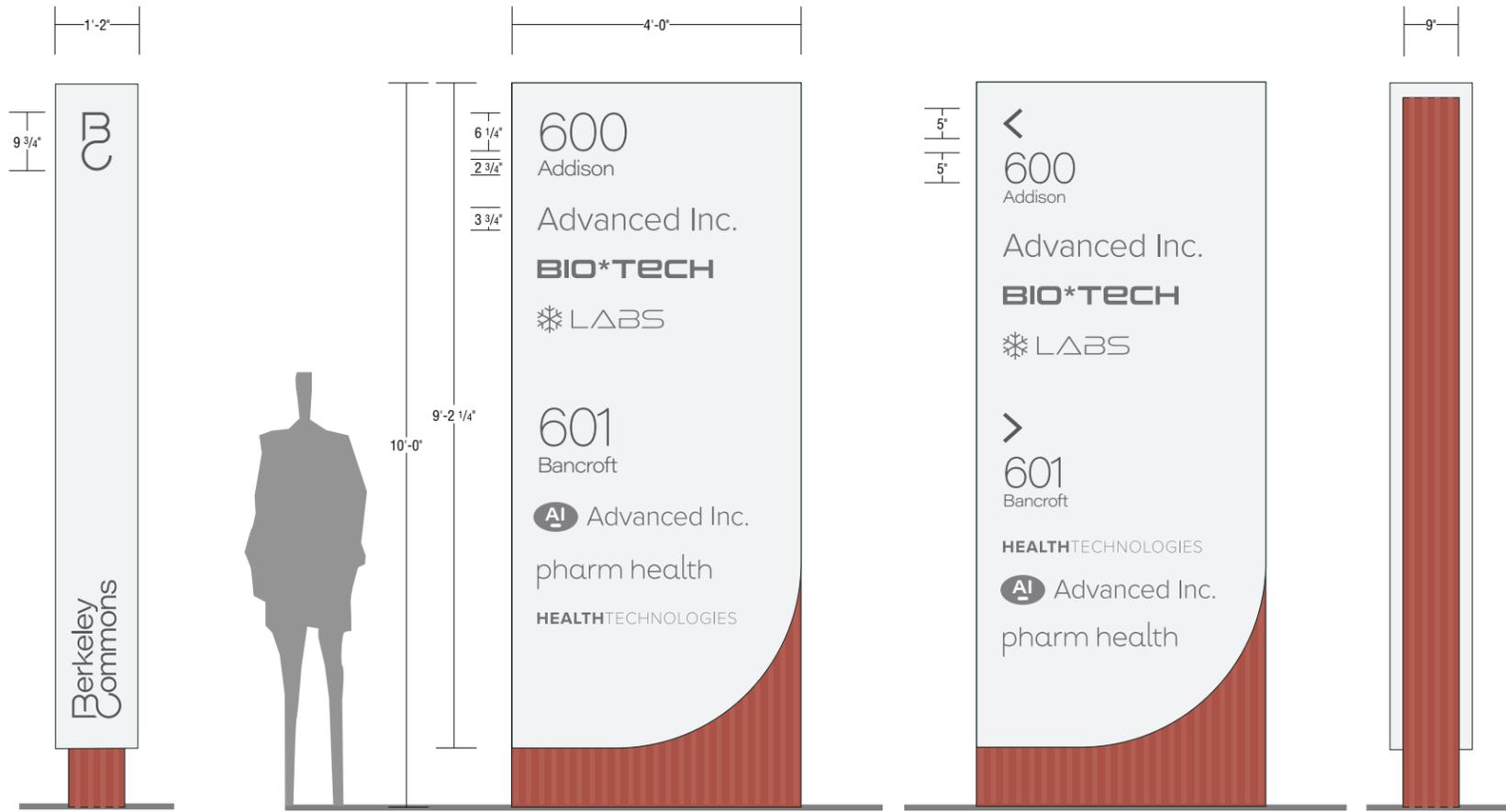
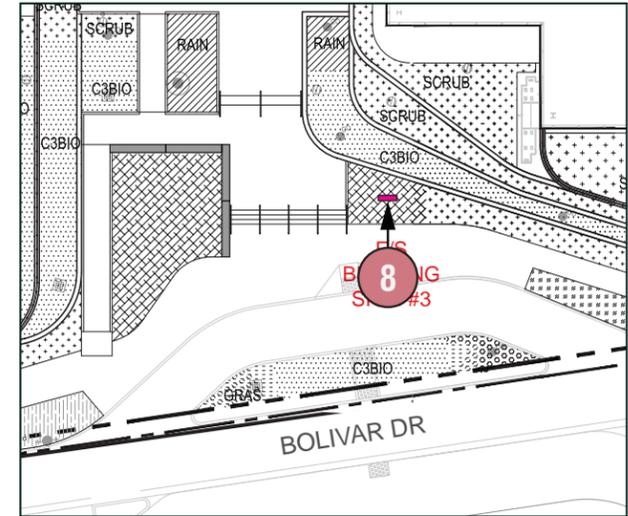
NO TENANT SIGNAGE ON THIS ELEVATION

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"

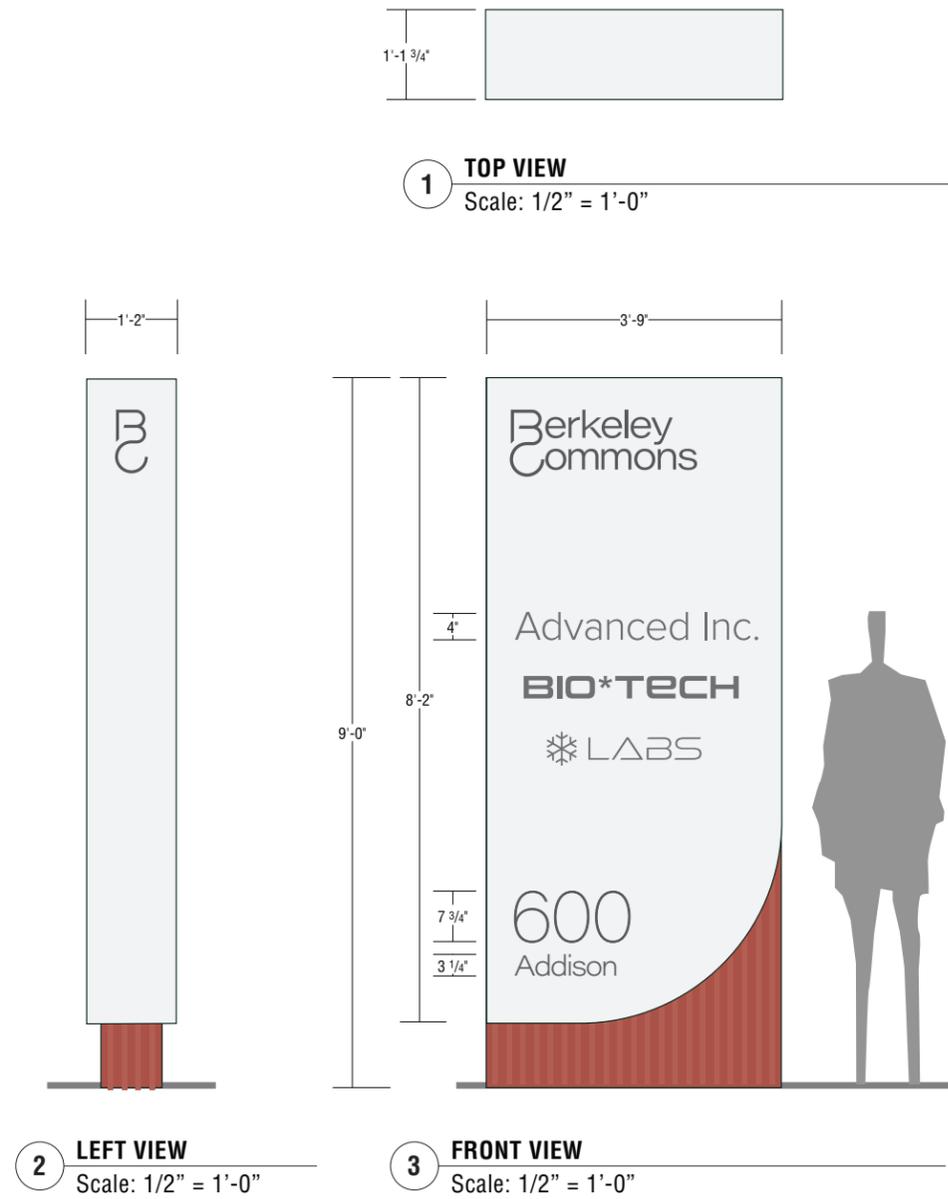
GENERAL SPECIFICATION

Fabricated aluminum sign cabinets with applied vinyl or dimensional letterforms and logofoms 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



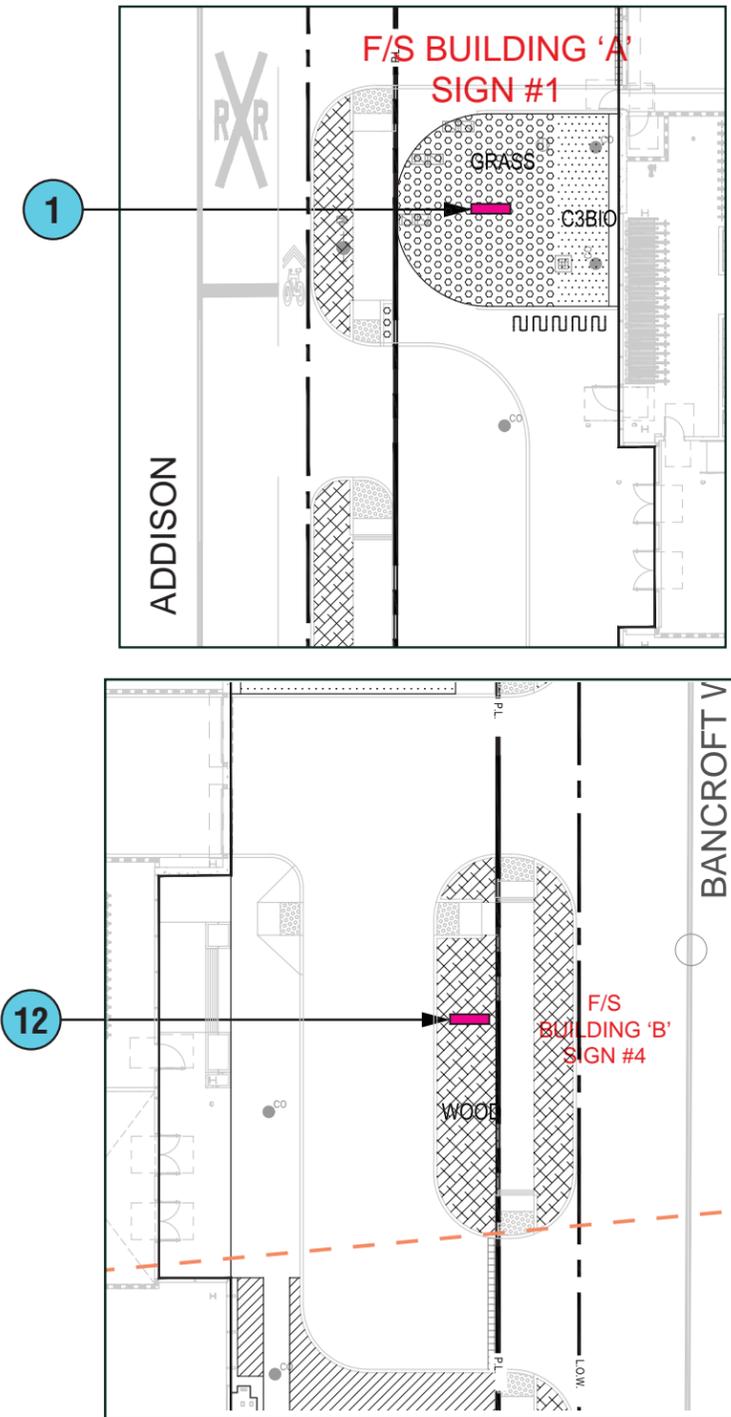
GENERAL SPECIFICATION

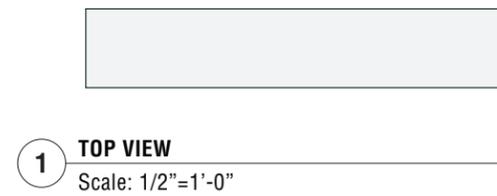
Fabricated aluminum sign cabinet with dimensional letterforms and logoforms shown as project color gray. Sign finishes shall match or resemble architectural finishes for integrated look.

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

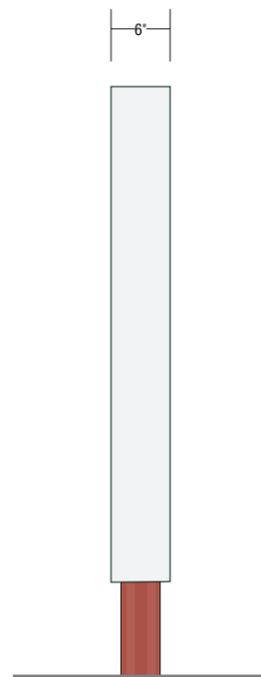
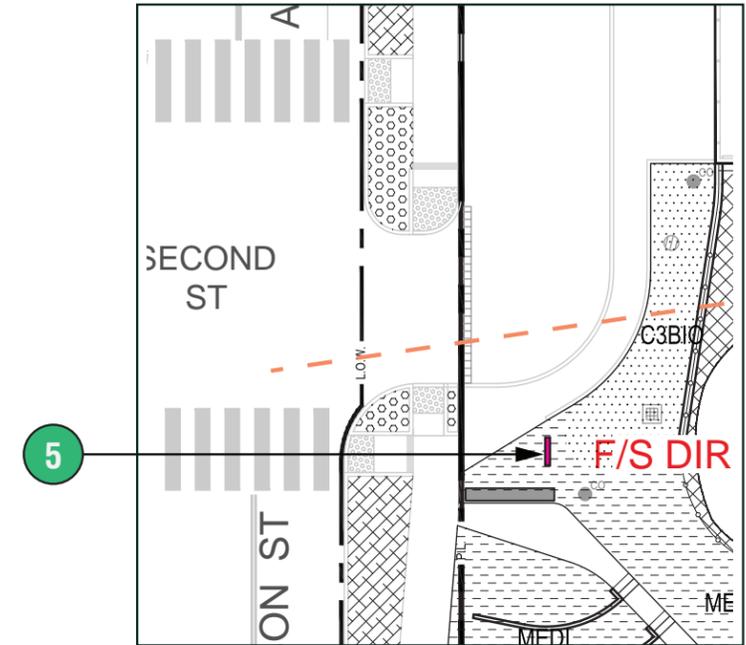
SIGN AREA SPECIFICATION

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

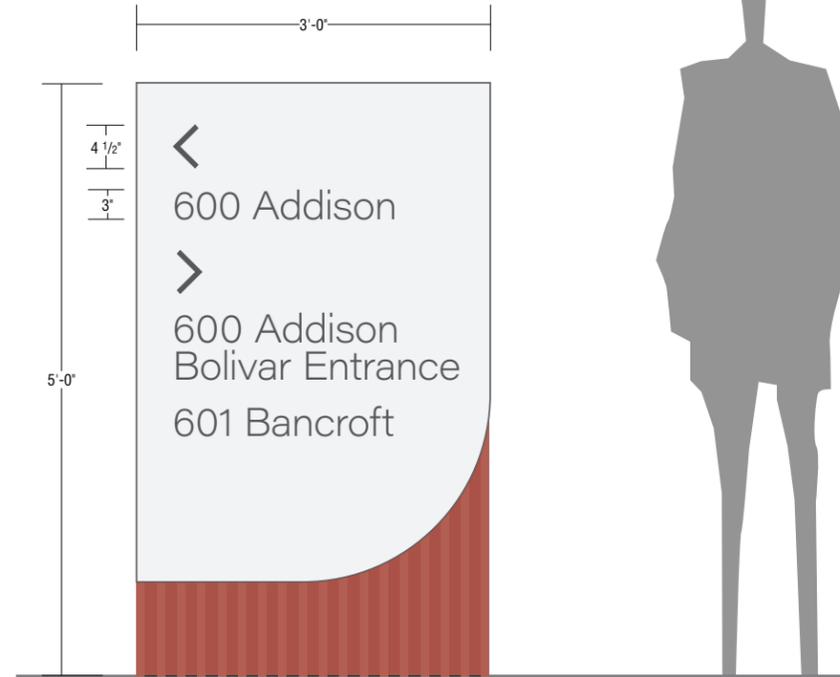




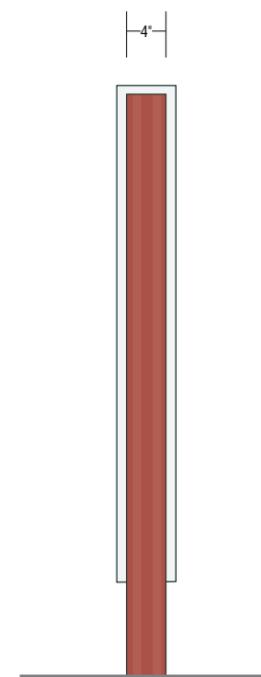
1 TOP VIEW
 Scale: 1/2"=1'-0"



3 LEFT VIEW
 Scale: 3/4"=1'-0"



2 FRONT VIEW
 Scale: 3/4"=1'-0"



4 RIGHT VIEW
 Scale: 3/4"=1'-0"

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.

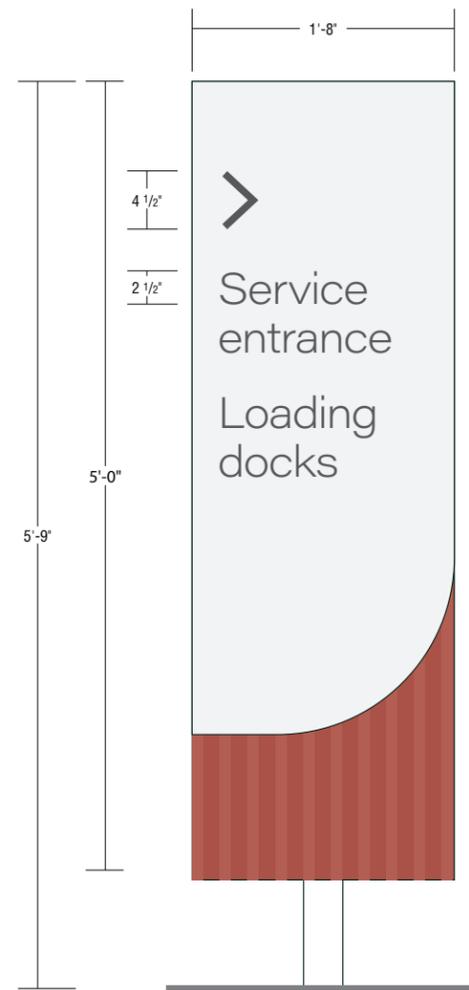
Sign is not illuminated.

SIGN AREA SPECIFICATION

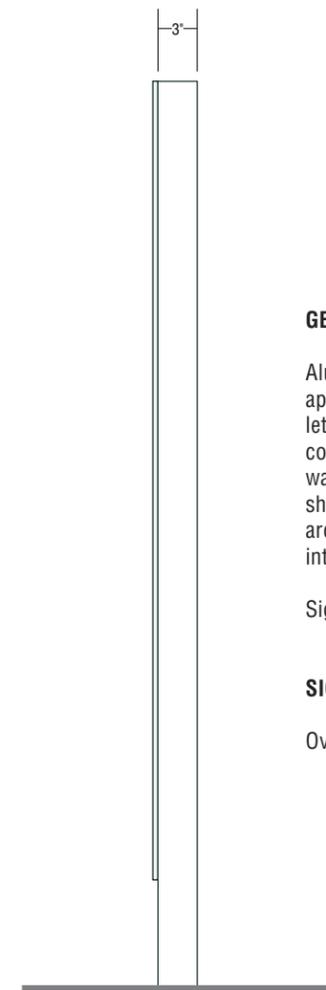
Overall sign area: 15sf



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.

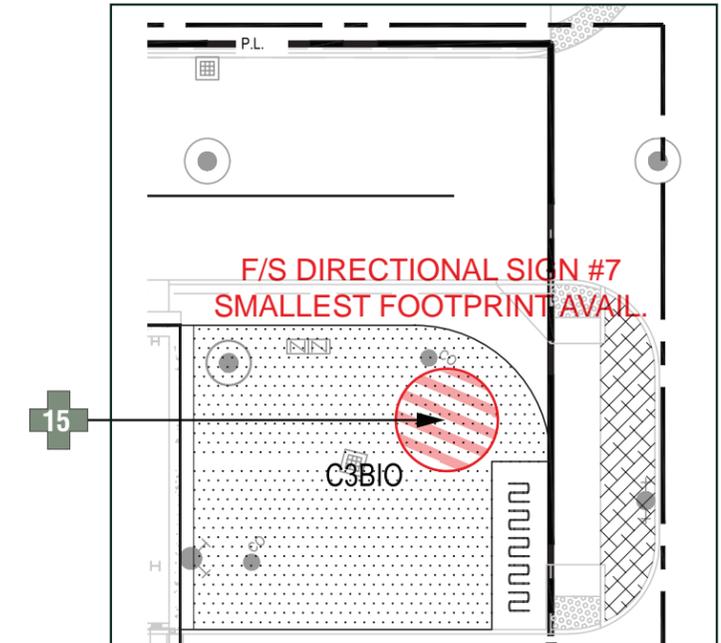
Sign is not illuminated.

SIGN AREA SPECIFICATION

Overall sign area: 8.3sf

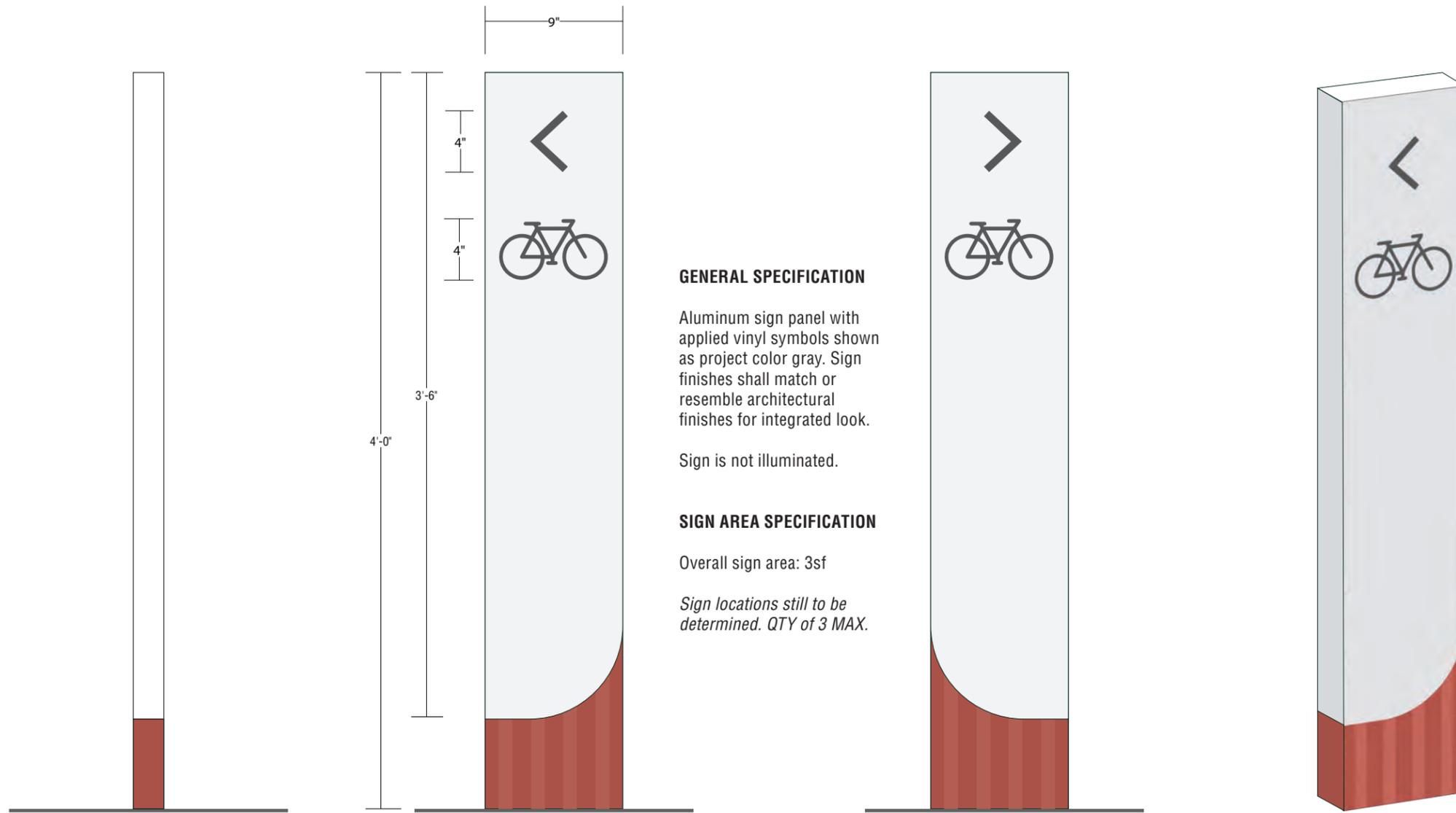


4 FRONT VIEW
 Scale: 1" = 1'-0"





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



GENERAL SPECIFICATION

Aluminum sign panel with applied vinyl symbols 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: 3sf

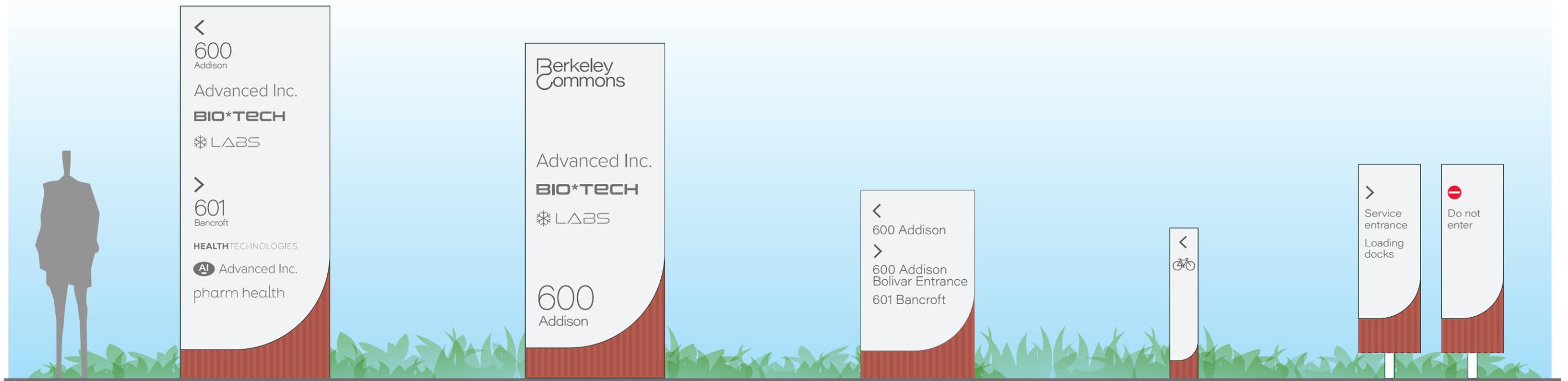
Sign locations still to be determined. QTY of 3 MAX.

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

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

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

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



Tenant Monument

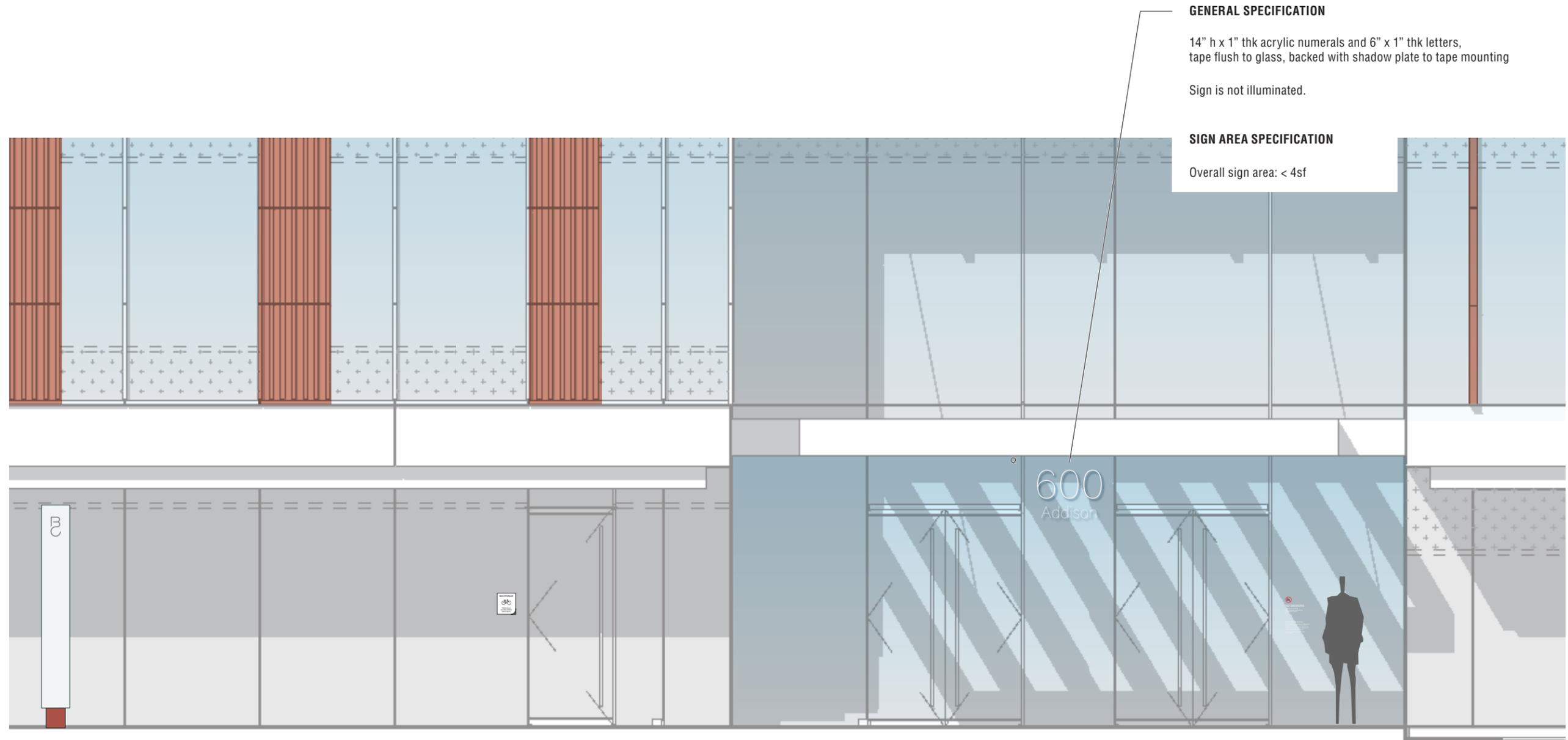
Building Entrance Drop Off

Vehicular Directional

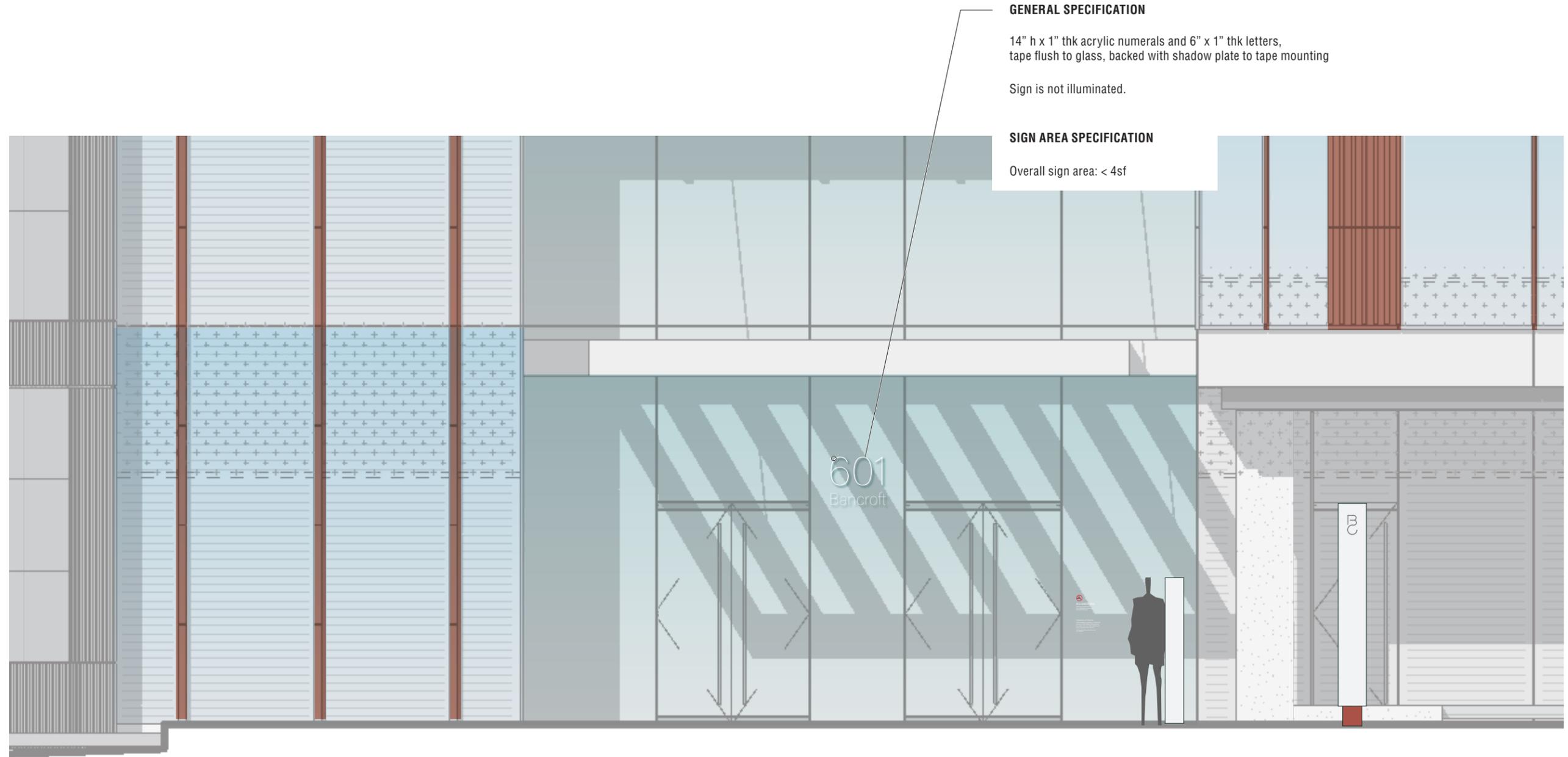
Amenity Directional

Post & Panel Information

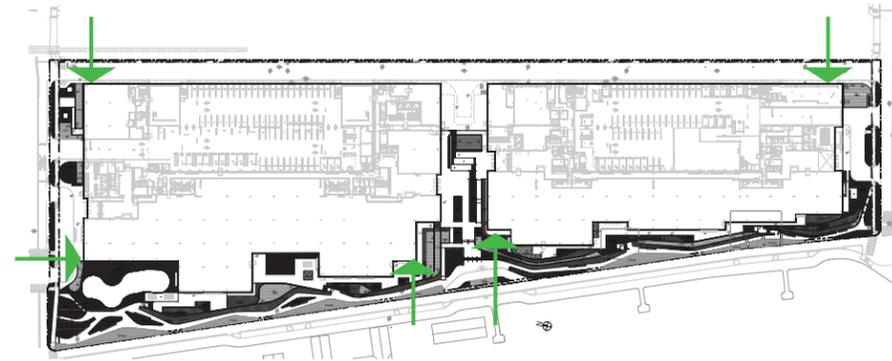
1 FREESTANDING SIGN SUMMARY
Scale: 3/8" = 1'-0"



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



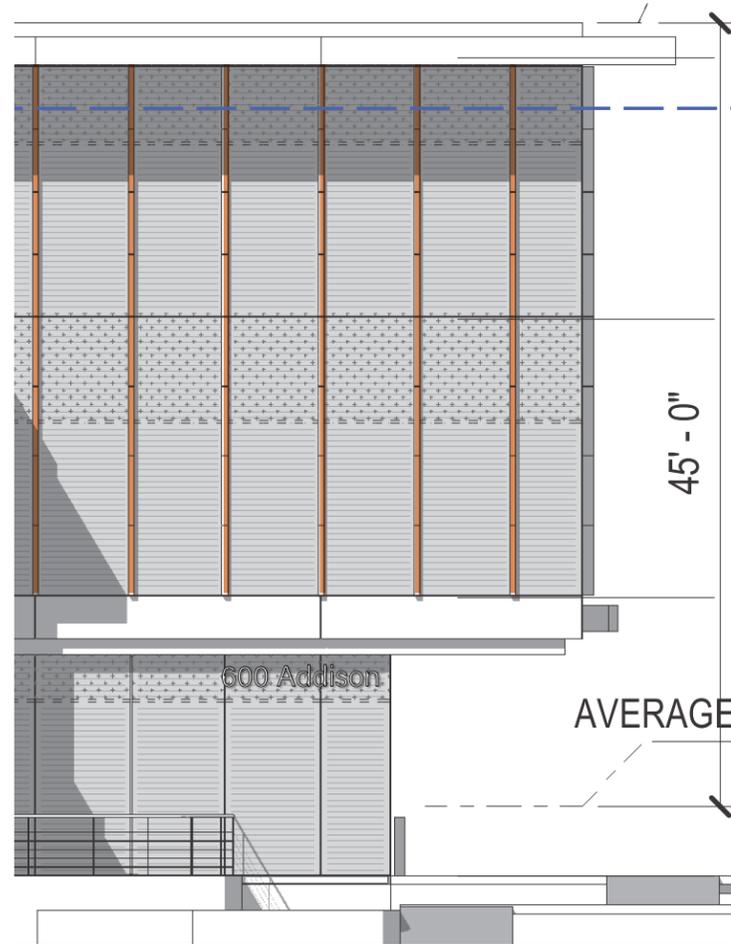
1 FRONT VIEW - 601 BANCROFT
Scale: 3/16" = 1'-0"



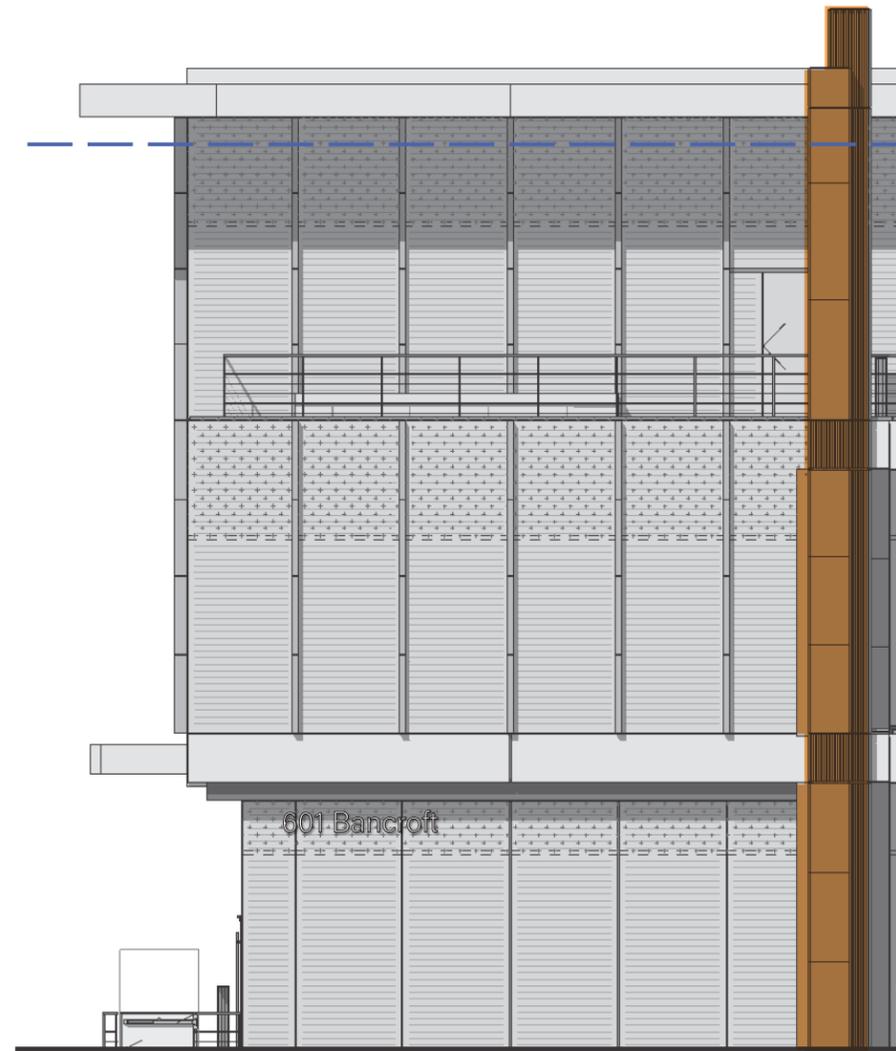
3 LOCATION PLAN DIAGRAM
Scale: N.T.S.

600 Addison

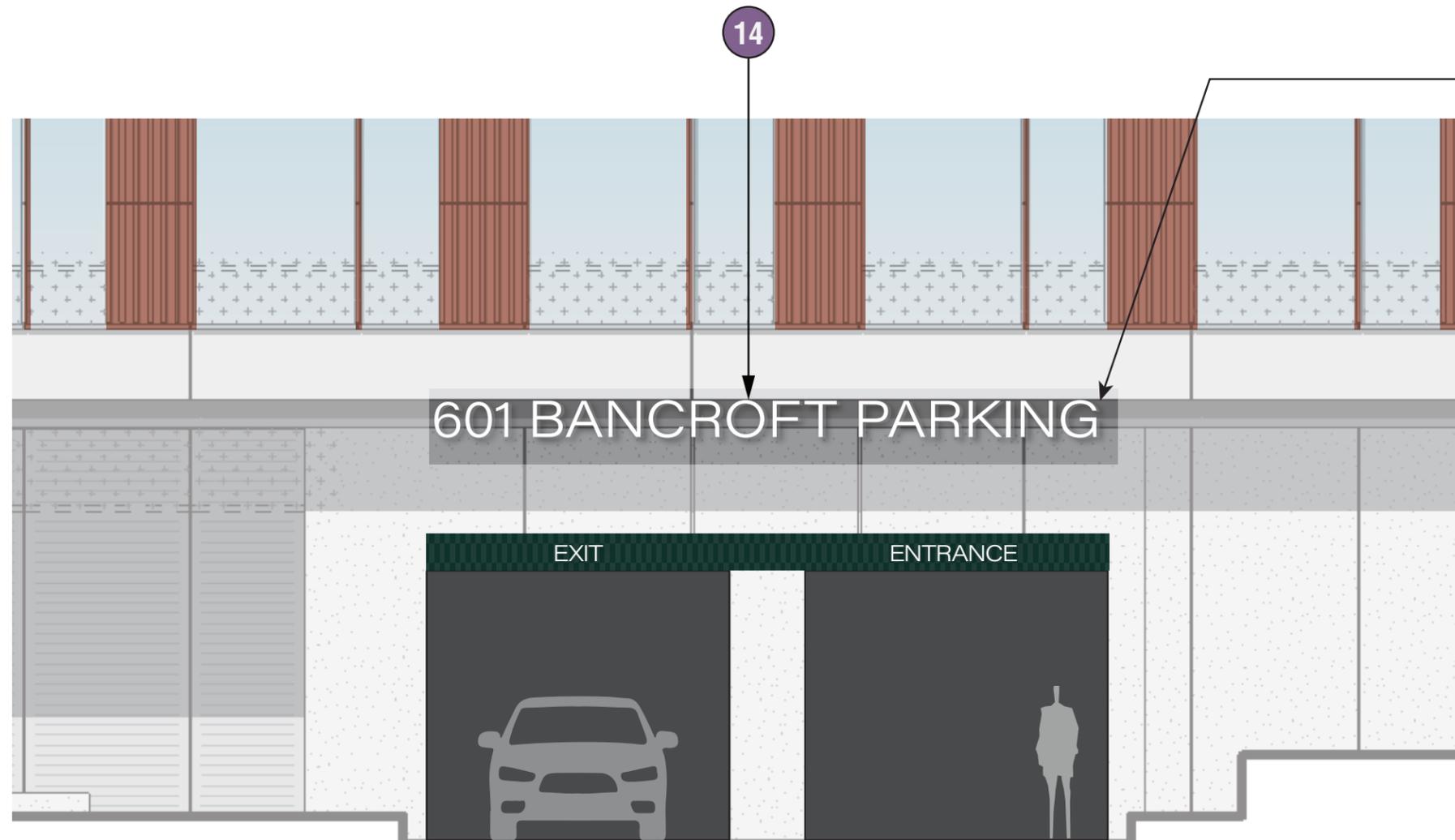
1" deep fabricated numerals
mounted to glass fascia



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



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



GENERAL SPECIFICATION

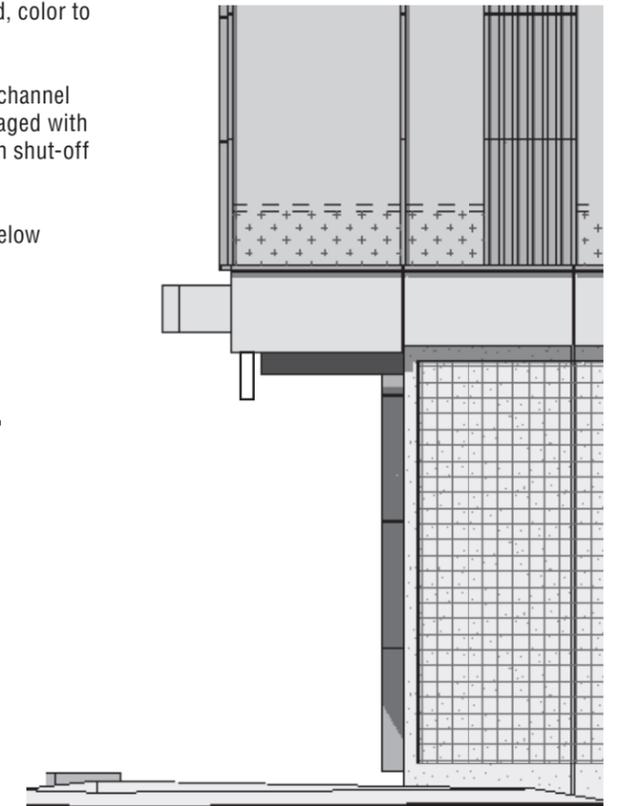
Letterforms shall be fabricated, color to match project white

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):

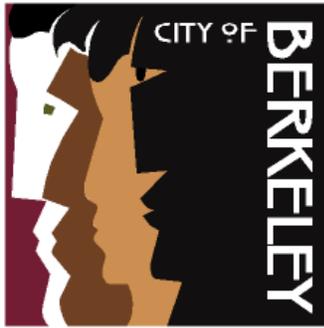
Fabricated from high-quality industry standard materials and finishes. Each letterform shall be uniformly lighted through the front face only with warm white light temperature (3500K). Sign lighting shall be wired to dimmer controls in order to maintain a consistent light level output and may be adjusted 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.



D E S I G N
R E V I E W
C O M M I T T E E
S T A F F R E P O R T

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:

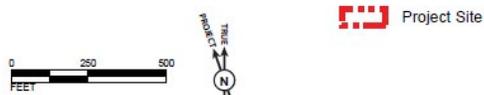
The site is located in West Berkeley between Aquatic Park and the Union Pacific Railroad (UPRR) tracks. Land uses in West Berkeley are characterized by a wider range of activities than in any other section of Berkeley, including manufacturing, wholesale, and industrial type uses along with commercial 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

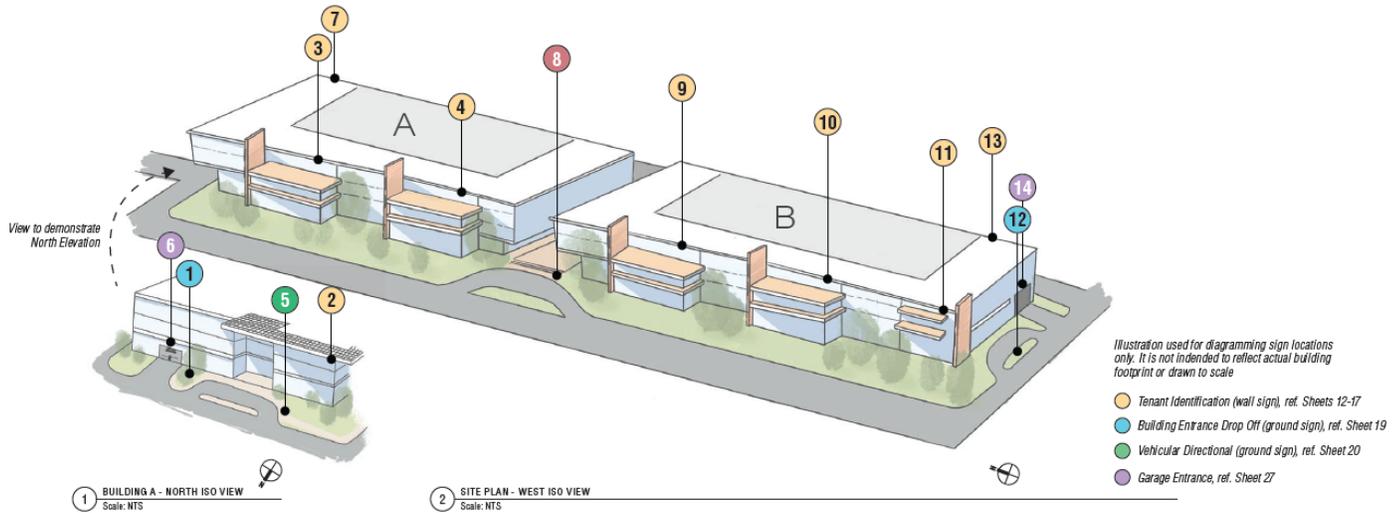
Location		Existing Use	Zoning District	General Plan Designation
Subject Property		Warehouse, light manufacturing, research and development, and soil storage	MU-LI	Manufacturing
Surrounding Properties	North	Commercial and mixed-use residential	C-W	Avenue Commercial
	South	Manufacturing and research and 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



 Project Site

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

Public

DRC SUMMARY – August 17, 2023

600 ADDISON STREET [at Bolivar] (DRCP2023-0002): Coordinated Sign Program 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. (Project plans, received August 4, 2023)

Coordinated Sign Program was approved as submitted with the following conditions and recommendations to be reviewed by Staff with Committee assistance as required: MOTION: (Kahn, Tam) VOTE (5-1-0-1) Finacom –no; Gaffney – absent.

ALTERNATE MOTION (Finacom, Woo) – No lit signage on the West side VOTE (1-5-0-1) Woo, Mitchell, Tam, Muszynski, Khan – no; Gaffney – absent.

Condition

- *Although 3500K lighting is in the approved project, 3000K lighting will also be required at the initial 6 month review for comparison and feedback. Committee members will be notified at installation for review.*

Recommendations

- *Consider adjusting the hierarchy of the address and tenant names on the ground signs.*
- *There was some question about the distance of the signage from the actual property line of the park (minority).*

RECEIVED

AUG 31 2023

LAND USE PLANNING

August 31, 2023

**Members of the Zoning Adjustments Board
City of Berkeley**

**Re: 600 Addison Street - "Berkeley Commons". Appeal of Design Review
#DRCP2023-0002 for exterior building signage of an approved research and
development campus.**

Dear ZAB Members:

I am writing to appeal the approval of a signage package for the above-referenced project at the August 17, 2023, Design Review Committee meeting.

The project involves two enormous laboratory buildings currently under construction adjacent to Aquatic Park.

The basic grounds for the appeal are discussed below. Since the DRC summary was not available at the time I was drafting this appeal (August 30, 2023), there may be issues and detail that I will add to the appeal later.

A further, more detailed, description of the reasons for the appeal and explication of its arguments will be submitted to the ZAB before its hearing on this topic.

In brief summary, here are reasons for the appeal:

(A) The placement of some of the lighted advertising signs for Berkeley Commons tenants may violate the City's firm prohibition on commercial advertising signage within 100 feet of a park space.

BMC 20.32.050 states that any sign within 100 feet of a park in our manufacturing districts be non-illuminated. The western facing signs of this project are proposed to be illuminated at night.

The staff report for the project stated that the signage will be placed at least 100 feet back from the western edge of Bolivar Drive. Specifically, *"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."*

However, Bolivar Drive is within Aquatic Park. It is a park road, not a conventional city street, and its upkeep and maintenance is funded by City parks and recreation funds, not the general Public Works budget. The eastern edge of Bolivar Drive is the property line / edge of the park, not the western edge.

Bolivar Drive is perhaps 20-30 feet wide within the property line of the park. That makes a big difference for calculating the required signage setback.

Neither the applicant nor the staff are entitled to conveniently “adjust” the property line and location of the actual park edge to suit the sign setback limitation.

I ask that the applicant and staff prove that the proposed signs are 100 feet or more back from the actual property line of the park.

(B) The signage, as proposed, will be a detriment to the public Park and its environs, a detriment justified by the applicants as being for the purposes of private commercial profit.

The applicants were quite frank in several statements at the Design Review Hearing. They describe the signage as “campus branding & tenant identification” signage. In their submittals, five of the signs are described as “opportunity for tenant identification.”

The western-facing signage they are proposing is advertising / “branding” signage for building tenants, not “building identification signage” for the building or overall project. In fact, the name of their development project—“Berkeley Commons” appears to have no signage on the west proposed in their signage package.

The signage which will be visible from the west is, purely and simply, an advertising opportunity for tenants, taking advantage of the expansive undeveloped sweep of Aquatic Park to publicize their businesses and diminishing the Park in the process. This advertising will enable the building owners to make more money off leasing the project.

In presenting to the DRC, the applicants stated they wished to have the signage requirements resolved early because it will be a financial benefit to them in marketing the space to tenants. They said that possible tenants have asked about visibility of signage on the building from the west.

They stated that the signage is designed / placed to be prominently visible from the I-80 Freeway, and that is the intent of its location. They want people driving past Berkeley to look over and see, not the Park or the city, but prominent commercial signage for their tenants.

The signage is proposed to be lit from dusk until 10:00 PM at night, and after 5:00 PM until dawn in the morning. Coincidentally, as one of the other DRC members observed at the hearing, those are the hours of heaviest commute traffic on I-80. The illuminated signage is specifically to advertise businesses occupying the building, specifically at the busiest freeway traffic times of the day.

The staff report supported the applicant intent, stating *“tenant signage is proposed primarily facing Aquatic Park and the highway to the West...”*

Because the lighted signage will also be reflected in the still waters of the Aquatic Park lagoon, the signage will have an outsized impact on those viewing it from the west.

In addition, Aquatic Park is a nesting and feeding ground for numerous bird species. It is well established that excessive night lighting has a negative effect on the behavior and health of birds. Unnecessary night lighting projected into the Park should be avoided.

The signage approval should be revised to disallow any illuminated signage on the west.

(C) The proposed number of signs exceeds the total allowed for a project of this type in the Manufacturing District Regulations (BMC 20.32) and also violate the City-wide ban on commercial or building identification signage above a certain height. The staff acknowledged this in their staff report. However, the justifications given for this violation does not provide sufficient grounds for exceeding the limit.

Some of the signs exceed the maximum city-wide limit on signage *“above grade for wall signs (of) 40’ or the 3rd story, whichever is less...”* (BMC 20.16.150). The staff report and applicants acknowledge this, but don’t seem to be concerned about the violation.

Ironically, the staff report states that the excessive height is desirable to *“allow the tenant wall signage to...not extend too far down into the occupiable area of that story.”*

Translation: having lower signage might inconvenience the views of people looking out from the building towards the expansive Bay views to the west. It is the objective of City policy to protect views towards parks and buildings from public spaces; this justification turns that principle on its head.

(D) After further review of the meeting summary and the records of the DRC hearing, other issues may be added to this appeal in subsequent correspondence.

Sincerely,



Steven Finacom
Berkeley, California

October 18, 2023

To: Members of the Zoning Adjustments Board
Fr: Steven Finacom

Re: 600 Addison Appeal of Commercial Signage

Today is the deadline for submitting material for the regular packet. You have a copy of my initial appeal document in the packet.

I've decided not to submit a lengthy supplement to my appeal at the moment, since I have not yet seen the staff report / response to the appeal.

It is possible that the staff have accepted and corrected some of the factual errors that led to the mistaken approval of the signage. If so, there's no need for me to add more evidence to the argument that those mistakes occurred.

But the staff response may also raise new arguments and new contentions, claims, or conclusions that weren't presented at the DRC meeting, that I'll need to respond to in a further supplement.

We just don't know at present. So I'm going to wait until the packet is released, and then see if I need to write a supplement for you for the first "Late Communications" packet.

In the meantime, since a picture is worth a thousand words, I offer this photograph, on the next page.

I also strongly encourage you to go down to Aquatic Park and look at the existing conditions in person, before the appeal hearing. There is access to walk (or cycle or drive) along the entire west frontage of the project site.

Keep in mind that the appeal is, in part, based on the proposed signage violating the City's requirement of a 100 foot minimum setback from the edge of a public park, and on the signage proposed being hung higher than 40 feet above grade—the maximum allowed.

Now look at the picture, below. **The public park includes the road at center, and everything to the left.** The private project buildings are at right, partially constructed, and fully framed out. Some of the proposed signage would be hung from the partially constructed projecting roof awnings at the top floor at various points along the facade.

Are the outer edges of those awnings where the signage will be hung, at least 100 feet back from the park boundary? The boundary is either along the line of the construction fence (behind the Do Not Enter sign) or possibly even further to its right.

Are those awnings 40 feet or less above grade? That's the city's requirement for display of commercial signage. Keep in mind that the floor-to-floor height of each floor of the building is 16 feet. So those three floors visible, alone, rise a minimum of 48 feet (3 x 16) above the building podium, and even higher above the actual grade.



I don't have the means to exactly measure those distances / dimensions on my own. But you have the means to require that the City staff and applicant provide you with proof of the distances / dimensions they contend exist to justify the proposed signage locations.



H. T. HARVEY & ASSOCIATES

Ecological Consultants

50 years of field notes, exploration, and excellence

Memorandum

October 17, 2023

Project #4510-01

To: Nick Menchel, Lane Partners & Curt Setzer, LB2 Partners

From: Scott Terrill and Jeff Smith

Subject: Berkeley Commons Project – Response to Citizen Appeal Concerning Potential for Signage Lighting Effects on Birds of Berkeley Aquatic Park

Per the request of Lane Partners and LB2 Partners, we prepared this memorandum in response to the citizen appeal filed with the City of Berkeley Zoning Adjustments Board (ZAB) on August 31, 2023, which concerned the potential for night-time signage lighting associated with the Berkeley Commons development project at 600 Addison Street in Berkeley, California to adversely affect birds that occur in the adjacent Berkeley Aquatic Park. H. T. Harvey & Associates previously assisted this project by analyzing bird collision hazards associated with the proposed project and providing recommendations for appropriate bird-safe measures designed to satisfy California Environmental Quality Act (CEQA) mitigation requirements, gain the support of the Golden Gate Audubon Society (GGAS), and minimize bird collisions for the project (H. T. Harvey & Associates 2021). Since that time, the ZAB approved the project and it is currently under construction. Recently on August 17, 2023, the ZAB Design Review Committee approved the signage package for the project (GNU Group 2023), which then stimulated the appeal.

The appellant presents three specific reasons for his appeal, which argues that the approved package of exterior, lighted signs that identify the companies that will ultimately occupy the new research and laboratory facilities violates certain City regulations concerning commercial advertising, and could have deleterious effects on the birds that nest and feed in Berkeley Aquatic Park. The park lies immediately west of the project site on the other side of Bolivar Drive and is known to attract a variety of waterfowl, shorebirds, herons and egrets, and terrestrial birds that rest on and feed within the park's lacustrine aquatic environment, forage along its shorelines, and nest, roost, and feed within the emergent aquatic and terrestrial vegetation located around the fringes of the waterbody. Our intent herein is to respond specifically to the appellant's statement regarding excessive night lighting having a negative effect on the behavior and health of birds.

We do not expect the very small amount of additional illumination projected from the approved identification signs across the northern sector of the park will result in a significant, demonstrable effect on the birds of Berkeley Aquatic Park.

Personnel Qualifications

Dr. Scott Terrill is a company vice president and senior ornithologist. He received his PhD in Avian Ecology from the State University of New York, where he conducted research on the effects of environmental variables

on the migratory behavior of birds. He has conducted research on the behavior and ecology of birds for more than five decades. Scott has provided lighting analyses and input on potential avian issues associated with lighting design and management for numerous projects in the United States, Europe, and Australia. He has provided input on “bird-safe” lighting for projects including buildings, bridges, communication towers, stadiums, airports, outdoor artwork, illuminated signs, and others. Examples of local projects (Oakland) for which Scott has provided input on lighting effects on birds include the Bay Bridge Bay lights display and the proposed Oakland A’s new stadium. He also serves on a “bird-safe” lighting technical advisory committee for project planning and design for a large high-tech company. Scott has published more than 40 scientific papers on ecology and behavior of birds. He served as an elected member of the California Bird Records Committee for more than 20 years and was the Northern California Regional Editor for *North American Birds* for 10 years.

Dr. Jeff Smith is a company associate ecologist and ornithologist with more than 35 years of experience. He primarily serves as our company’s senior raptor specialist, but his 35+ year background includes projects focused on a variety of other birds, including PhD research on colonial wading birds in a lacustrine environment. Among Jeff’s company experiences are designing and implementing several large general bird and bat monitoring projects, coordinating a variety of projects for large corporate clients focused on managing and minimizing the impacts of development on birds and other wildlife, and contributing to bird-safe design projects in the San Francisco Bay Area. In addition, in the local area (Oakland), he managed a multi-year experimental effort to encourage herons and egrets nesting in downtown Oakland to relocate back to Lake Merritt, and he provided input on the effects of lights and fireworks on nesting peregrine falcons for the proposed Oakland A’s new stadium. Jeff has published more than 60 peer-reviewed papers in a variety of scientific disciplines.

Background and Assessment

As summarized in the report previously prepared for this project by our colleagues in 2021 (H. T. Harvey & Associates 2021), artificial night lighting can indeed have dramatic adverse impacts on a variety of bird species in some circumstances. For example, it is extensively documented in the scientific and conservation literature that night-migrating birds can be strongly and detrimentally attracted to elevated artificial light sources emitted from tall buildings, communication towers, and light houses, especially during inclement weather (e.g., see Longcore and Rich 2000, Gauthreaux and Belser 2006, Bolshakov et al. 2013). Excessive artificial night-lighting can disorient such birds and cause them to fatally collide with the lighted structures, sometimes leading to mass mortality, especially at tall, well-lit buildings with expansive glass facades in the Midwest and eastern North America. As a result, many effective mitigation measures have been formulated and applied successfully to reduce this mortality factor. In this case, the project adopted design features to minimize risk to night-migrating birds that resulted in it being DarkSky Approved by Dark Sky International (<https://darksky.org/what-we-do/darksky-approved>). These measures include the relevant identification signs being placed under sun shades that prevent those and all other building lights from shining upwards into the sky. The identification signs will be turned off between 10 p.m. and 5 a.m., which meets general bird-safe building lighting management guidelines for migrant birds (e.g., see Sheppard and Phillips 2019), as well as being off for a significant amount of the nighttime. A number of city governments

have enacted requirements or programs for minimizing light escape from buildings during periods of bird migration (e.g., San Francisco, Oakland, New York, and Chicago, among many others). In addition, this building comprises only three floors and the signs should not stand out as isolated light sources due to the amount of development and other infrastructure in the vicinity of the project. Hence, the lit signage follows standard bird-safe measures based on research and should not pose a threat to nocturnally migrating birds.

For the following reasons, the proposed five identification signs to be located on the upper western faces of the project's main buildings (see Figures 1 and 2) also should pose no significant risk for birds that nest and feed on and around Berkeley Aquatic Park.

- 1) Night-time illumination of the identification of the five approved west-side identification signs will be turned off between 10 p.m. and 5 a.m., limiting the potential for deleterious effects on resident and transient birds in conformance with common standards for minimizing effects on night-migrating birds (Schmid et al. 2013, Sheppard and Phillips 2019), including migratory shorebirds that use the park.
- 2) The white light emanating from the approved signs will not significantly add to the overall illumination emanating from the project buildings. Other necessary exterior security lighting and the generally high level of existing ambient lighting in this already well-developed sector of Berkeley will further diminish the added impact of the lighted identification signs.
- 3) Because the approved signs will be located both under extended sun shades and above lower building projections (see Figure 1), direct light emanating from them will not be visible from above nor from below out to a distance encompassing the eastern margin of Aquatic Park, thereby having minimal potential for impacting birds that occupy the eastern shoreline of the park.
- 4) The approved signs will be visible from the western margin of Aquatic Park and immediately adjacent I-80/580 corridor. Although the resulting illumination from the signs may add slightly to the overall illumination of the central and western margins of the park, it is our professional opinion that any birds that occupy the northern sector of the park adjacent to the project site will already be very accustomed to substantial illumination emanating from the I-80/580 corridor in the form of freeway lighting, the presence of a lighted pedestrian overpass directly across from the site, and the abundant headlights constantly traversing this busy stretch of freeway at all hours of the night.
- 5) Although a wide variety of birds are known to utilize the resources of Aquatic Park at various times and seasons, the habitats of Aquatic Park are not particularly unique or scarce outside of, or limited to, the park and birds likely commute between Aquatic Park and other nearby wetland and terrestrial habitats. In fact, close by Aquatic Park, to the northwest, are open bay waters and adjacent wetland habitats, shorelines, and terrestrial habitats that also provide important foraging and nesting habitat for most if not all of the birds that are likely to occur at Aquatic Park. Accordingly, we do not expect that the very small amount of additional illumination projected from the approved identification signs across the northern sector of the park will have any significant, demonstrable effect on the birds of Berkeley Aquatic Park.

- 6) All of the proposed identification signs meet the City of Berkeley's maximum size and illumination standards (GNU Group 2023).

References

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- Gauthreaux, S. A., and C. G. Belser. 2006. Effects of artificial night lighting on migrating birds. Pages 67–93 *in* C. Rich and T. Longcore (Editors), *Ecological Consequences of Artificial Night Lighting*. Island Press, Covelo, California.
- GNU Group. 2023. Berkeley Commons Campus Branding & Tenant Identification Coordinated Sign Program. Revised 08-04-2023. Pleasant Hill, California.
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- Schmid, H., W. Doppler, D. Heynen, and M. Rössler. 2013. *Bird-Friendly Building with Glass and Light*. Revised Edition. Swiss Ornithological Institute, Sempach, Switzerland.
- Sheppard, C., and G. Phillips. 2019. *Bird-Friendly Building Design*, 2nd edition. The American Birds Conservancy, The Plains, Virginia.

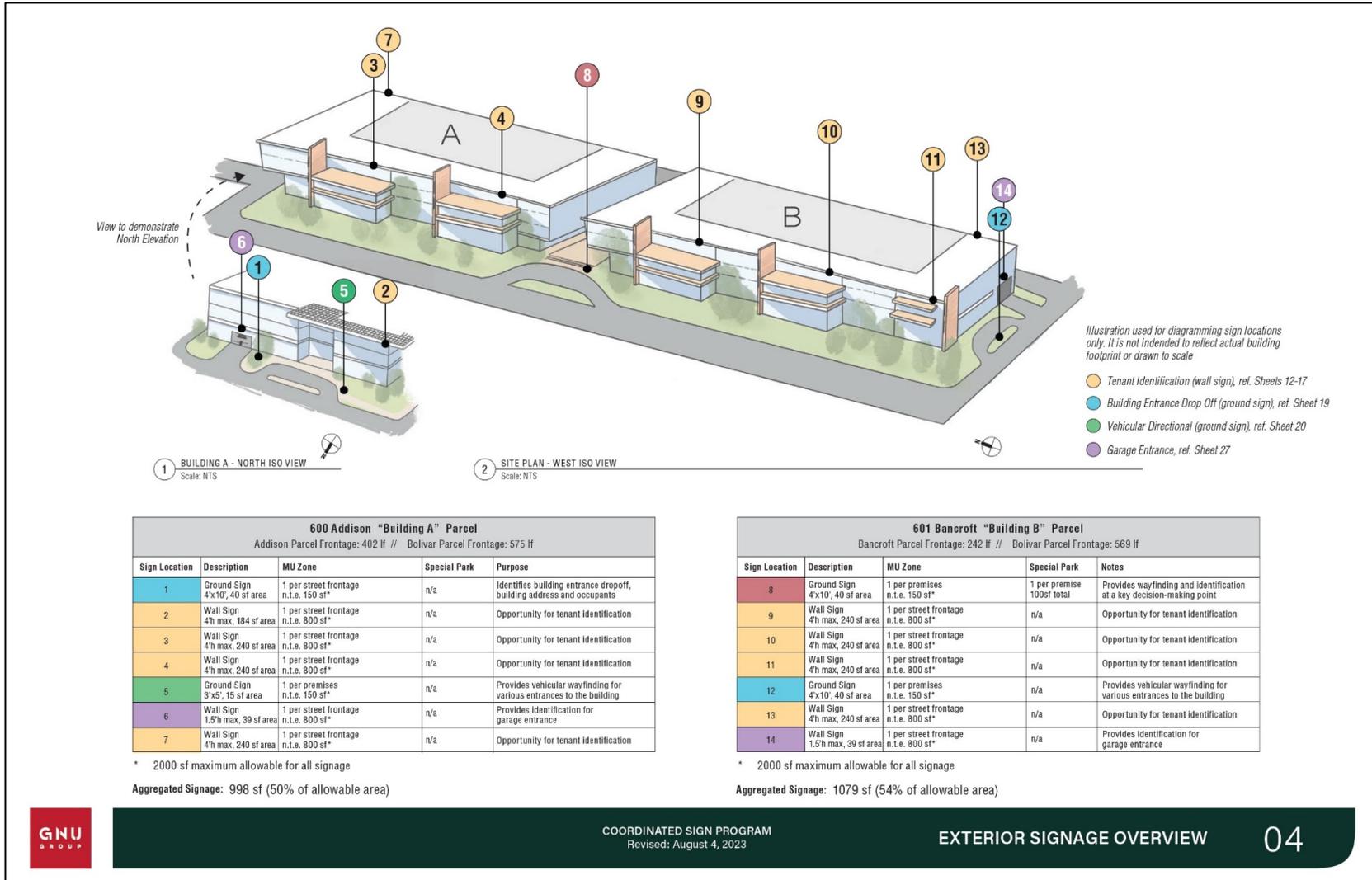


Figure 1. Approved signage plan (GNU Group 2023) for Berkeley Commons showing the locations of five Identification signs relevant to this assessment as marked points numbers 3, 4, 9, 10, and 11, noting that all are placed under the buildings sun shades and above lower building projections to limit visibility from ground level.



Figure 2. Approved signage plan (GNU Group 2023) for Berkeley Commons illustrating the five proposed signage locations.

Jacob, Melinda

Subject: FW: Comments for August 17, 2023 DRC projects

From: kelly hammargren <kellyhammargren@gmail.com>
Sent: Friday, August 11, 2023 11:28 PM
To: Burns, Anne M <ABurns@berkeleyca.gov>
Subject: Comments for August 17, 2023 DRC projects

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Dear Members of the DRC and Secretary Anne Burns,

I am sorry, I will not be able to attend the August 17, 2023 DRC Meeting. Here are my comments on the three Projects.

1. 600 Addison - signage - please note that white LED light with blue light tone is the most detrimental to nature and wildlife. 600 Addison abuts Aquatic Park, an important habitat site for resident and migrating birds. Aquatic Park additionally is a location for annual butterfly counts. With these considerations, night lighting on 600 Addison must be considered carefully to minimize night light pollution. Here is the link to Dark Sky for outdoor lighting and LED lighting, (the recommendations are on the bottom of the page) <https://darksky.org/news/the-promise-and-challenges-of-led-lighting-a-practical-guide/>

2. 1652 University at Jefferson - no landscape plan was submitted. Please design the landscaping using native California plants and use permeable paving in all possible locations.

This is an excerpt from my January 8, 2023 Activist's Diary:

In 1923, a permit was taken for the West Gate Masonic Association to build a building on that corner (University and Jefferson) for the Masonic Lodge for African Americans. Objections arose from the neighbors who did not want African Americans at this site in any form and went so far as to pressure the City to change the zoning. The City Council did not approve the zoning change, but the construction stopped and the lot sat vacant for twenty-four years until the current commercial building was constructed in 1947.

Commissioner Finacom asked for a plaque to be at the site to commemorate the history, but was met with pushback and objections from Commission Chair Enchill, "So I think we can find those type of histories and stories throughout the city, and I don't think there's enough for me to that that's a particularly unique story that the developer should be required to provide a plaque here."

Commissioner Chair Enchill's statement that there is nothing particularly unique about the history of 1652 – 1658 University seems to be all the more reason to memorialize how racism ended building a Masonic Lodge for African Americans at the corner of University and Jefferson. How many other stories need to be told and memorialized?

<https://www.berkeleydailyplanet.com/issue/2023-01-08/article/50141?headline=A-BERKELEY-ACTIVIST-S-DIARY-week-ending-January-8--Kelly-Hammargren>

I strongly support a plaque commemorating the history of this site and request that such a plaque be included in the conditions.

In my Activist's Diary I reference the article in the Atlantic on lessons for America from Holocaust Remembrance.

<https://www.theatlantic.com/magazine/archive/2022/12/holocaust-remembrance-lessons-america/671893/>

3. 2538 Durant - thank you for selecting native plants for the project.

The second level plantings appear to be only accessible through unit 212. Who and how will the plantings be maintained if the only access is through one of the dwelling units?

2538 Durant is a bonus density project (SB 330) which was submitted prior to the passage of the Bird Safe Glass Ordinance. Bird Safe glass was recommended. **The highest risk areas for bird glass collisions are the**

areas of the building in the front to the height of the trees and including eventual growth height and the windows and doors in proximity to the 2nd floor and rooftop plantings. It would be ideal to have bird safe glass/features for the entire building, but **at the very least bird safe features are needed for these high risk areas.** Remember, **exterior insect screens over windows are a bird safe feature** and satisfy the conditions for bird safe glass/features.

kelly hammargren

Jacob, Melinda

Subject: FW: DRC August 17 Item IV #1, 600 Addison lighted exterior signs

From: Erin Diehm <erindiehm@hotmail.com>
Sent: Saturday, August 12, 2023 4:10 PM
To: Burns, Anne M <ABurns@berkeleyca.gov>
Cc: Kelly Hammargren <kellyhammargren@gmail.com>
Subject: DRC August 17 Item IV #1, 600 Addison lighted exterior signs

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear DRC,

Unfortunately I will not be able to attend the meeting on August 17th so am writing now, quickly, to express my deep concern about the signage planned for 600 Addison. Given the close proximity to our park I am shocked by the proposed and unnecessary illumination of signage and ask you to deny this Artificial Light At Night (ALAN) especially on the west facing signs up high near the roofline and also the ground level backlit signs. Illumination of the signage along the roofline violates the spirit of our own BMC mentioned in the Staff Report:

From pg 6:

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.

It may be true that the signs are very slightly further away than 100' from the park edge but they can't be that much further and, if illuminated, they will be completely visible and will violate our community's goals to promote a peaceful experience by minimizing the commercialized branding of our public parks.

I AM ESPECIALLY DISTURBED BY THE EXCESSIVE LIGHT POLLUTION CAUSED BY THIS BUILDING AS ILLUSTRATED ON PAGE 6 of 27.

Look at all that light reflecting off the top of the water!! This is ALAN and is very very bad for aquatic and other species who depend on the dark nights for survival, and this includes insects. This light pollution - from interior spaces and exterior signage- must not be allowed in such close proximity the park.

ALAN

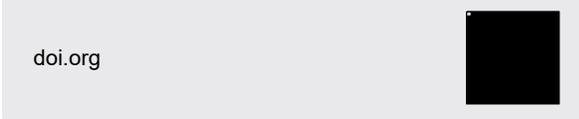


Artificial Light at Night: State of the Science 2022
Report
darksky.org

It is not enough for the property owners to promise to turn the signs off from 10pm-5am. And it is not enough to promise dimmers. Who will monitor these parameters over the long term?! Will staff have time over the next years? Or will it fall on the shoulders of community members?!

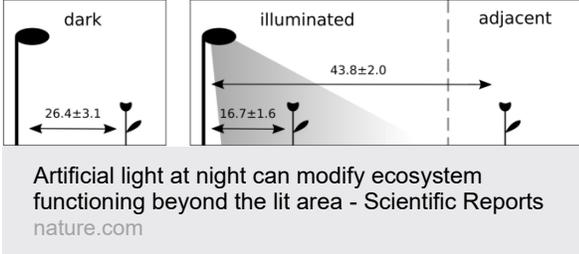
Light pollution is a significant contributor to insect declines, interferes with plants life cycles, and causes cancer in humans, to name just a few serious negative impacts. For example,

“Light Pollution is a Driver of Insect Declines”



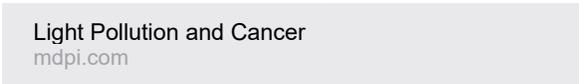
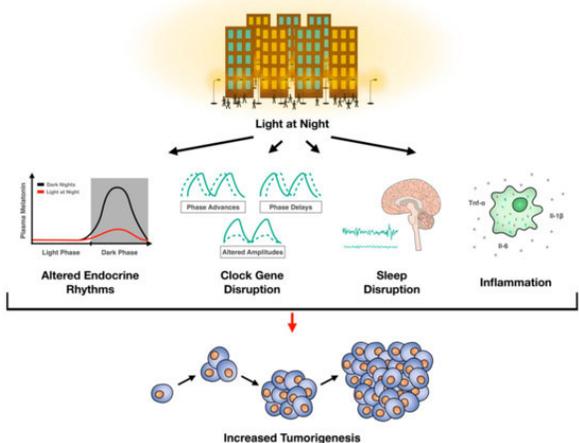
“Insects around the world are rapidly declining. Concerns over what this loss means for food security and ecological communities have compelled a growing number of researchers to search for the key drivers behind the declines. Habitat loss, pesticide use, invasive species, and climate change all have likely played a role, but we posit here that artificial light at night (ALAN) is another important—but often overlooked—bringer of the insect apocalypse.”

“Artificial Light At Night Can Modify Ecosystem Functioning Beyond the Lit Area”



“We conclude that ALAN can also affect ecosystem functioning in areas not directly illuminated, thereby having ecological consequences at a much larger scale than previously thought.”

“Light Pollution and Cancer”



“Although initially assumed to be innocuous, exposure to artificial light at night (ALAN) is associated with several disorders, including increased incidence of cancer,”

Night light spreads in all directions. Please demonstrate Berkeley's goal to lead on protecting the health of the public and wildlife and do not allow illuminated signs along the top of the building.

In addition, do not allow the ground level signs on Bancroft and Addison to be illuminated, as described (bolding and underline added)

From page 9 of 27:

“GENERAL SPECIFICATION

Fabricated aluminum sign cabinet with dimensional letterforms and logofoms 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

12 and logofoms.”

Please enforce the spirit of BMC 20.32.050.

Please protect human and ecosystem health.

Please reject all illuminated signage at 600 Addison which directly borders one of our most wildlife-rich parks, Aquatic Park.

Thank you for your consideration.

Respectfully,

Erin

Sent from my iPhone