



TOWN OF TIBURON
1505 Tiburon Boulevard
Tiburon, CA 94920

Design Review Board Meeting
May 5, 2016
Agenda Item: **5**

STAFF REPORT

To: Members of the Design Review Board
From: Community Development Department
Subject: 1550 Tiburon Boulevard; File No. SIGN2016002;
Site Plan and Architectural Review for Consideration of a Sign Program
for a Shopping Center (Boardwalk Shopping Center)

PROJECT DATA

ADDRESS: 1550 TIBURON BOULEVARD
OWNER/APPLICANT: BELVEDERE LAND COMPANY
DESIGNER: TODD BARBEE, BE CREATIVE SERVICES
ASSESSOR'S PARCEL: 060-082-57 and 060-082-58
FILE NUMBER: SIGN2016002
ZONING: NC (NEIGHBORHOOD COMMERCIAL)
GENERAL PLAN: NC (NEIGHBORHOOD COMMERCIAL)
FLOOD ZONE: AE- SPECIAL FLOOD HAZARD AREA
DATE COMPLETE: APRIL 20, 2016
APPLICABLE REGULATIONS: CHAPTER 16A (SIGNS) AND DOWNTOWN DESIGN HANDBOOK

PROJECT DESCRIPTION

The applicant requests consideration of a sign program for the Boardwalk Shopping Center, located at 1550 Tiburon Boulevard. The Boardwalk Shopping Center is a multi-tenant commercial center that straddles the corporate boundary line separating the Town of Tiburon and the City of Belvedere. The existing center has three entrances into the parking lot; one off of Tiburon Boulevard and the two off of Beach Road.

The sign program for the shopping center is intended to modernize the signage for the center and individual tenants. The applicant has indicated that the program is necessary since there has been no change to the signage at the center for more than 50 years, and that the program would provide a themed unity between the tenants within the center and provide effective communication and traffic safety to the visitors of the center. The majority of the existing signs would be removed, except for seven (7) existing wall signs which would remain.

Section 16A.525 of the Sign Ordinance states that "*sign programs are specifically intended for properties with multiple establishments on one site or multiple signs for uses with special sign*

needs. Sign programs shall be used to achieve aesthetic compatibility among signs within a project, and may allow some flexibility in the number, size, height, type, setback, spacing, illumination, location, orientation, and placement of signs.

The proposed sign program would allow the following signs for the shopping center:

Parking Lot:

- Two (2) four-sided wooden monument signs identifying the center and listing the individual tenants. The main sign faces would be 16 feet tall and 8 feet, 8 inches wide, for a total area of 138.7 square feet. The sides of the signs would identify the center and be 2 feet 8 inches wide for an additional 42.7 square feet of sign area. The monument signs would be 23 feet tall and would have a 28 inch tall copper weathervane on top. The signs would be illuminated by 3 lights at the top of each main sign face, a single light at the top of the side faces and in-ground spotlights shining upwards.
- Three (3) one-sided freestanding parking information signs. Each sign would be 3 feet tall and 6 feet wide and have a maximum height of 5 feet, 6 inches. No lighting is proposed for these signs.

Courtyard:

- One (1) three-sided wooden under marquee sign identifying the central courtyard area of the center. The sign would be 2 feet, 3 inches tall, 12 feet, 8 inches wide in the front and have 8 foot wide sides, for a total of area of 64.5 square feet. Four lights would be mounted above the front face, with three lights above the side faces.
- One (1) three-sided courtyard wayfinding sign with individual sign panels for each of 5 tenants. Each sign would be 2 feet wide and 7¼ inches tall (1.2 square feet). The total sign area for the 3 sign faces for 5 tenants would be 18 square feet. No lighting is proposed for these signs.
- One (1) wall-mounted directory sign with a shopping center map and tenant names and suite numbers. The sign would be 8 feet, 1¼ inches wide and 4 feet, 5 inches tall and have a total sign area of 34.2 square feet. The sign would be illuminated by two gooseneck lamps).
- Miscellaneous signage on the courtyard ceiling joist with selected verses from mid-20th century poems (i.e. Emily Dickenson). Three joists are within Tiburon and the rest are in Belvedere. The signs would be 4 inches tall and 3 to 4 feet wide.

Individual Tenants:

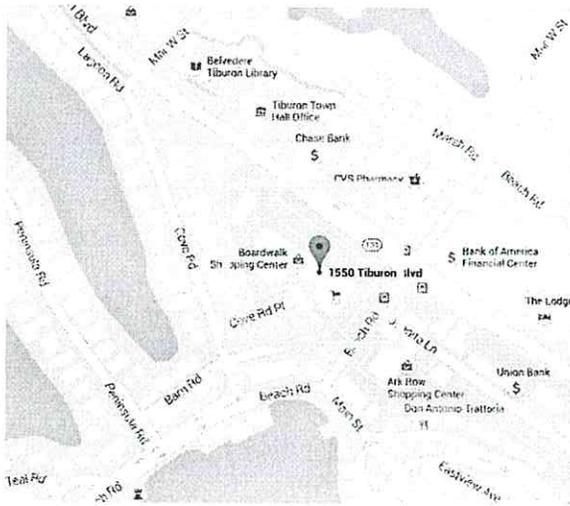
- One (1) double-faced overhead mounted hanging sign for each of 7 tenants located in the shopping center. Each sign would be 2 feet wide and 1 foot, 6 inches tall, with two faces, for a total area of 3 square feet per sign. No lighting is proposed for these signs.
- One (1) or two (2) wall signs above the windows for each tenant. The area of the existing signs for each tenant would be grandfathered into the sign program as follows:
 - Tiburon Spa: 20 square feet
 - The Ark: 36 square feet
 - Diana's of Tiburon (2 signs): 72 square feet

- Tiburon Mail Service: 30 square feet
- Pacific Union Real Estate: 24.5 square feet
- Holscher Architecture: 22.5 square feet

R & S Auto Repair:

- One (1) double-faced freestanding wooden sign. Each side of the sign would be 5 feet, 2 inches tall and 3 feet, 6 inches wide, for a total sign area of 18 square feet. The sign would be 11 feet tall, with no illumination.

PROJECT SETTING



The Boardwalk shopping center is located in the upper portion of Downtown Tiburon on Tiburon Boulevard. The center has a large parking lot in between the street and building. The building has one building frontage with multiple tenants towards Tiburon Boulevard.

ANALYSIS

Downtown Tiburon Design Handbook

The *Downtown Tiburon Design Handbook* states that buildings on Tiburon Boulevard are allowed wall-mounted projecting signs, freestanding project signs, overhead-mounted hanging (blade) signs, wall signs, signs with individual letters, icon signs, awning signs (single line of letters on valance only), and monument signs. The *Handbook* also includes the following guidelines:

- *Retail centers on the boulevard typically utilize two sign types: first, a monument sign, with minimal text and imagery, to identify the retail center for the motorist; and second, pedestrian-oriented signs, to identify the center's shops and/or office tenants.*
- *The signs of a center's individual shops and tenants understandably will reflect the particular "personality" of each business, while at the same time should respect the obvious need to achieve some degree of unity amount all the center's tenants.*

- *Sign programs shall be designed so that all signage has a consistent and common structural and physical design theme and placement, utilizing common material, colors, and illumination.*

The proposed sign program would include the types of signs allowed by the *Handbook* and would reflect individual tenant needs while demonstrating a common theme.

Sign Ordinance

The Tiburon Sign Ordinance allows one square foot of sign area for each four linear feet of established building frontage for individual businesses. A shopping center of this size may have up to three (3) freestanding signs, along with an additional sign listing the tenants within the center of no more than 80 square feet. As noted above, a sign program “may allow some flexibility in the number, size, height, type, setback, spacing, illumination, location, orientation, and placement of signs.”

The program would allow substantially more, larger and taller signs than allowed by the Sign Ordinance. Six (6) new freestanding signs would be allowed instead of three (3) such signs; the large monument signs would exceed the maximum allowable height of 18 feet and would be closer than the required 15 foot setback from the Tiburon Boulevard property line; the individual tenants would each substantially exceed the allowable sign area for each business, particularly when allowed the existing wall sign and a new hanging sign; and the courtyard area of the center would have a directional sign, under-marquee sign, and a three-sided wayfinding sign with individual tenant signs.

Section 16A.525 (d) of the Sign Ordinance states that the Design Review Board must make the following findings in rendering a decision on a sign program:

1. **All of the signs contained in the program have one or more common design element such as placement, colors, architecture, materials, illumination, sign type, sign shape, letter size and letter type.**

The sign program would provide more uniformity of signs for the shopping center, especially with the size and number of signs for each tenant.

2. **All of the signs contained in the program are in harmony and scale with the materials, architecture, and other design features of the buildings and property improvements they identify, and the program is consistent with the General Design Principles specified in Section 16A.620.**

Section 16A.620 states that “a uniform treatment of sign type, colors, materials, design and illumination is encouraged for shopping centers and multiple-tenant buildings. When new signs are proposed for existing buildings with multiple tenants and signs, such signs should reflect where possible the general sign type, colors, materials, design and illumination that is prominent on the building.” The sign design and materials would be uniform throughout the shopping center and would physically complement the architecture of the building. All new signs would be wood and natural colors, which would be similar to the overall design of

the center. However, the scale of the signs would be substantially increased relative to the design features of the existing buildings.

3. The amount and placement of signage contained in the program are in scale with the subject property and improvements, as well as the immediately surrounding area.

The amount and placement of the proposed signs would be inconsistent with the scale of the existing building and parking lot. The overall size of the monument signs is substantially greater than the existing signs and includes excessive lighting fixtures above and below each sign on four sides. The amount of signage devoted to each tenant also appears excessive, when combining the area of the existing wall signs, proposed hanging signs and the tenant names listed no fewer than seven (7) times on the various faces of the monument and courtyard signs. The parking information signs are also massive and add excessive visual impediments that could create safety hazards and visual clutter around the parking lot. Therefore, the amount and placement of signage would not be in scale with the subject property as well as the immediately surrounding area.

Staff finds that the overall number of signs would be excessive for the existing shopping center. Staff recommends that the Design Review Board consider substantially reducing the number and area of the proposed signs and reduce the amount of illumination for the freestanding signs in particular. The Board may wish to consider phasing out the larger nonconforming wall signs for each tenant and possibly allowing additional hanging signage for individual tenants only when the wall signs are removed.

PUBLIC COMMENT

As of the date of this report, no correspondence has been received regarding the subject application.

PRELIMINARY ENVIRONMENTAL DETERMINATION

Planning Division Staff has made a preliminary determination that this proposal would be exempt from the provisions of the California Environmental Quality Act (CEQA), as specified in Section 15311 (a) of the CEQA Guidelines.

RECOMMENDATION

Staff recommends that the Board review this project with respect to the Sign Ordinance (Chapter 16A) and the *Downtown Tiburon Design Handbook*, and determine that the project is exempt from the California Environmental Quality Act (CEQA) as specified in Section 15311 (a). If the Board can make the appropriate findings to approve the project as proposed, it is recommended that the attached draft conditions of approval be applied.

ATTACHMENTS

1. Conditions of approval
2. Application and supplemental materials
3. Submitted plans

ATTACHMENT 1

DRAFT CONDITIONS OF APPROVAL FILE NO. SIGN2016002 1550 TIBURON BOULEVARD

1. This permit approves signs for the business located at 1550 Tiburon Boulevard. The following Sign Program is hereby approved:

Parking Lot:

- Two (2) four-sided wooden monument signs identifying the center and listing the individual tenants. The main sign faces would be 16 feet tall and 8 feet, 8 inches wide, for a total area of 138.7 square feet. The sides of the signs would identify the center and be 2 feet 8 inches wide for an additional 42.7 square feet of sign area. The monument signs would be 23 feet tall and would have a 28 inch tall copper weathervane on top. The signs would be illuminated by 3 lights at the top of each main sign face, a single light at the top of the side faces and in-ground spotlights shining upwards.
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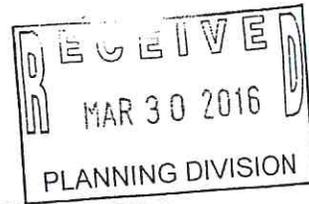
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R & S Auto Repair:

- One (1) double-faced freestanding wooden sign. Each side of the sign would be 5 feet, 2 inches tall and 3 feet, 6 inches wide, for a total sign area of 18 square feet. The sign would be 11 feet tall, with no illumination.
- 2. The construction shall conform with the application dated by the Town of Tiburon on March 30, 2016, or as amended by these conditions of approval. Any modifications to the plans of April 27, 2016, must be reviewed and receive Planning Division approval.
- 3. Prior to erection of the sign, permittee shall obtain all building, electrical, or structural permits required by the Town's adopted Uniform Building Code or Electrical Code.
- 4. The issuance of this sign permit shall not be valid if the approval constitutes a violation of the Tiburon Sign Ordinance (Chapter 16A of the Tiburon Municipal Code) and the Downtown Design Handbook. No permit presuming to give authority to violate or cancel the provisions of said chapter shall be valid.
- 5. The Town may at any time make such inspections as necessary to determine whether any sign is in compliance with this approval and other applicable regulations.
- 6. Permittee shall maintain the sign and all supporting components in good repair and finish. Substantially deteriorated, badly weathered, rusty, or otherwise poorly maintained signs shall be subject to public nuisance abatement or other available remedies.
- 7. This sign permit shall be valid for 90 days following approval, and shall expire and become null and void unless the signs, as approved, are erected prior to that date, unless an extension, filed in writing with the Planning Department, is granted by the Planning Director.
- 8. If this approval is challenged by a third party, the property owner/applicant will be responsible for defending against this challenge, with defense counsel subject to the Town's approval. The property owner/applicant agrees to defend, indemnify and hold the Town of Tiburon harmless from any costs, claims or liabilities arising from the approval, including, without limitations, any award of attorney's fees that might result from the third party challenge.



TOWN OF TIBURON LAND DEVELOPMENT APPLICATION

TYPE OF APPLICATION

- Conditional Use Permit
- Precise Development Plan
- Secondary Dwelling Unit
- Zoning Text Amendment
- Rezoning or Prezoning
- General Plan Amendment
- Temporary Use Permit
- Design Review (DRB)
- Design Review (Staff Level)
- Variance(s) _____ #
- Floor Area Exception
- Tidelands Permit
- Sign Permit
- Tree Permit
- Tentative Subdivision Map
- Final Subdivision Map
- Parcel Map
- Lot Line Adjustment
- Condominium Use Permit
- Seasonal Rental Unit Permit
- Other Sign Program

APPLICANT REQUIRED INFORMATION

SITE ADDRESS: 1550 Tiburon Blvd. **PROPERTY SIZE:** 4 acres
PARCEL NUMBER: APN: 060.082.57, 58, 59, 60 **ZONING:** Commercial

PROPERTY OWNER: Belvedere Land Company
MAILING ADDRESS: 83 Beach Road, Belvedere Tiburon, CA 94920

PHONE/FAX NUMBER: 415.435.4581 **E-MAIL:** jimallen94920@yahoo.com

APPLICANT (Other than Property Owner): _____
MAILING ADDRESS: _____

PHONE/FAX NUMBER: _____ **E-MAIL:** _____

ARCHITECT/DESIGNER/ENGINEER Todd Barbee, Be Creative Services
MAILING ADDRESS: 3001 Bridgeway #246, Sausalito, CA

PHONE/FAX NUMBER: 415.720.7277 (cell) **E-MAIL:** toddbarbee@comcast.net

Please indicate with an asterisk () persons to whom Town correspondence should be sent.*

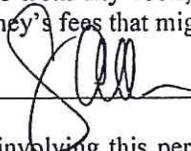
BRIEF DESCRIPTION OF PROPOSED PROJECT (attach separate sheet if needed):

The Boardwalk Shopping Center Sign Program

I, the undersigned owner (or authorized agent) of the property herein described, hereby make application for approval of the plans submitted and made a part of this application in accordance with the provisions of the Town Municipal Code, and I hereby certify that the information given is true and correct to the best of my knowledge and belief.

I understand that the requested approval is for my benefit (or that of my principal). Therefore, if the Town grants the approval, with or without conditions, and that action is challenged by a third party, I will be responsible for defending against this challenge, with the defense counsel subject to the Town's approval. I therefore agree to accept this responsibility for defense at the request of the Town and also agree to defend, indemnify and hold the Town harmless from any costs, claims or liabilities arising from the approval, including, without limitation, any award of attorney's fees that might result from the third party challenge.

Signature:*

 Partner

Date:

3/21/16

The property involving this permit request may be subject to deed restrictions called Covenants, Conditions and Restrictions (CC&Rs), which may restrict the property's use and development. These deed restrictions are private agreements and are NOT enforced by the Town of Tiburon. Consequently, development standards specified in such restrictions are NOT considered by the Town when granting permits.

You are advised to determine if the property is subject to deed restrictions and, if so, contact the appropriate homeowners association and adjacent neighbors about your project prior to proceeding with construction. Following this procedure will minimize the potential for disagreement among neighbors and possible litigation.

Signature:*

Date:

**If other than owner, must have an authorization letter from the owner or evidence of de facto control of the property or premises for purposes of filing this application*

NOTICE TO APPLICANTS

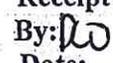
Pursuant to California Government Code Section 65945, applicants may request to receive notice from the Town of Tiburon of any general (non-parcel-specific), proposals to adopt or amend the General Plan, Zoning Ordinance, Specific Plans, or an ordinance affecting building or grading permits.

If you wish to receive such notice, then you may make a written request to the Director of Community Development to be included on a mailing list for such purposes, and must specify which types of proposals you wish to receive notice upon. The written request must also specify the length of time you wish to receive such notices (s), and you must provide to the Town a supply of stamped, self-addressed envelopes to facilitate notification. Applicants shall be responsible for maintaining the supply of such envelopes to the Town for the duration of the time period requested for receiving such notices.

The notice will also provide the status of the proposal and the date of any public hearings thereon which have been set. The Town will determine whether a proposal is reasonably related to your pending application, and send the notice on that basis. Such notice shall be updated at least every six weeks unless there is no change to the contents of the notice that would reasonably affect your application. Requests should be mailed to:

Town of Tiburon
Community Development Department
Planning Division
1505 Tiburon Boulevard
Tiburon, CA 94920
(415) 435-7390 (Tel) (415) 435-2438(Fax)
www.townoftiburon.org

DO NOT WRITE BELOW THIS LINE

DEPARTMENTAL PROCESSING INFORMATION		
Application No.: SIGN2016-002	GP Designation:	Fee Deposit: \$300
Date Received: 3/30/16	Received By: LS	Receipt #: R927
Date Deemed Complete: 4/20/16	Action:	By: 
Acting Body:		Date:
Conditions of Approval or Comments: _____		Resolution or Ordinance # _____