



## 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)  
*Continued from May 5, 2016*

### BACKGROUND

At the May 5, 2016 Design Review Board meeting, the Board considered an application for a sign program for the Boardwalk Shopping Center, on property located at 1550 Tiburon Boulevard. During the meeting, the applicant indicated that the signage at the shopping center would need to be modernized and updated for public safety, preserve the character of the building, and to conform better to the Town's sign ordinance. The store owner of Corner Bookstore expressed their support of the updated signs at the shopping center, especially for the additional signs for the courtyard portion of the existing shopping center.

The Design Review Board determined that the proposed sign program would be appropriate to the existing shopping center and have a positive impact to the downtown area and welcomed the proposal in general. However, the Board could not reach a consensus regarding the number of tenant signs, especially whether each tenant could keep their existing wall sign and have a new bracket sign. The majority of the Board determined that the parking signs and freestanding signs needed to be reduced in scale and the number of lighting be reduced. The Board provided direction to the applicant and continued the project to the June 2, 2016 Design Review Board meeting.

The applicant has now submitted revised plans for the application which include the following modifications to the sign program:

- Reduced the height of one freestanding sign from 23 feet (plus 28 inch weathervane) to 20 feet, 6 inches (plus 28 inch weathervane); the area of sign remains unchanged and the other freestanding sign to 18 feet, 4 inches (plus 28 inch weathervane); the area of the sign would be reduced to 7 feet, 6 inches wide, 13 feet, 10 inches tall, which would be smaller than other freestanding sign.
- Reduced the size of the courtyard under marquee sign; the three-sided wooden sign would be 2 feet, 1 ¼ inches tall, 11 feet, 6 inches wide in front and have 8 foot wide sides, for a total of area of 58.5 square feet, which is below the original

- total area of 64.5 square feet. Three lights would be mounted above the front face, with three lights above the side faces (reduced the lighting by one fixture on front).
- The height from grade of the parking signs would be reduced from 13 inches to 12 inches with a total height of 4 feet tall. The sign area would remain the same, which would be 36 inches tall and 6 feet wide.
  - The courtyard wayfinding sign, the overhead mounted hanging signs, directory sign, ceiling joist signage, existing wall signs, R & S Auto freestanding sign would remain the same as the original submittal.

## ANALYSIS

The modifications made by the applicant would appear to slightly respond to the issues raised by the Design Review Board. The two large freestanding signs were reduced in height, but would still exceed the maximum allowable height of 18 feet and would continue to be closer than the required 15 foot setback from the Tiburon Boulevard property line. The parking signs would be reduced in height by one inch, but sign area would remain the same. Even with the minor revisions, the program would continue to allow substantially more, larger and taller signs than allowed by the Sign Ordinance. The applicant did not address the existing and proposed individual tenant signs or reduce any of the lighting on the freestanding signs.

## Sign Ordinance

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 freestanding signs is 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 still 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.

#### **PUBLIC COMMENT**

As of the date of this report, one letter 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. Draft Conditions of Approval
  2. Application and Supplemental Materials
  3. Design Review Staff Report dated May 5, 2016
  4. Minutes from the May 5, 2016 Design Review Hearing
  5. Letter dated May 24, 2016 from Barry and Roberta McMullan
  6. 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 sign (1) 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 main sign faces of sign (2) would be 13 feet, 10 inches tall and 7 feet, 6 inches wide, for a total area of 103.7 square feet. The signs of the sign would be 2 feet wide. The monument signs would be (1) 20 feet, 6 inches tall and (2) 18 feet, 4 inches 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 4 feet. 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, 1 1/4 inches tall, 11 feet, 6 inches wide in the front and have 8 foot wide sides, for a total of area of 58.5 square feet. Three 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-20<sup>th</sup> 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.

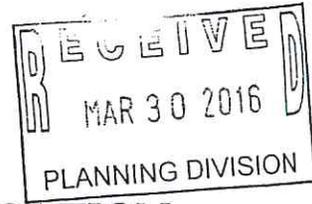
Individual Tenants:

- 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.
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 May 24, 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

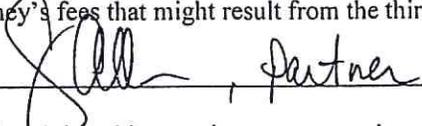
*Please indicate with an asterisk (\*) persons to whom Town correspondence should be sent.*

**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](http://www.townoftiburon.org)

**DO NOT WRITE BELOW THIS LINE**

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



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-20<sup>th</sup> 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:

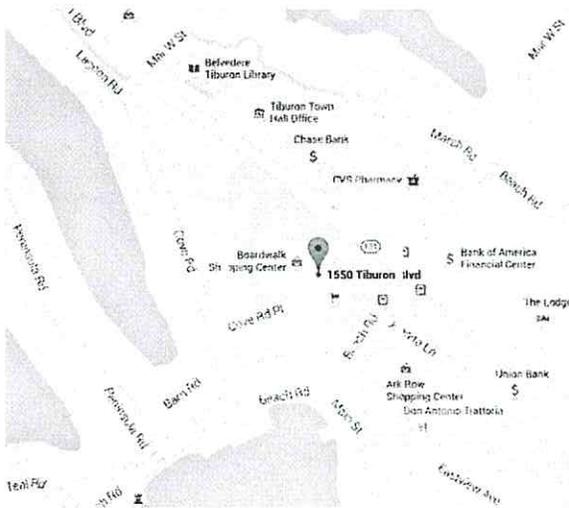
- One (1) double-faced overhead mounted hanging sign for each of 7 tenants located in the shopping center. Each sign would be 2 feet wide and 1 foot, 6 inches tall, with two faces, for a total area of 3 square feet per sign. No lighting is proposed for these signs.
- One (1) or two (2) wall signs above 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

5. **1550 TIBURON BOULEVARD:** File No. SIGN2016002; Belvedere Land Company, Owner; Sign permit for a Sign Program for signage for tenants of a shopping center (Boardwalk Shopping Center). The sign program would allow 6 freestanding signs, multi-tenant, wayfinding and directory signs, and signs for individual tenants. Assessor's Parcel Nos. 060-082-57 and 060-082-58.

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.

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

Parking Lot:

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- 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.
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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-20<sup>th</sup> 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.

Todd Barbee, designer, said the Boardwalk Shopping Center has been updated, but the signage needs to be modernized. He said that the proposed sign program would increase public safety, conform better to the sign ordinance, and preserve the original design of the building. He described the freestanding signs that would replace the existing signs and better identify the center entries. He said that the proposed signs would be almost identical in size to the existing signs except that for being positioned vertically as opposed to the existing horizontal signs. He described the signage for the Courtyard area, including a three-sided way-finding sign to help patrons find stores inside the courtyard area, which would replace existing signs and also remove the need for the hodgepodge of A-frame signs that merchants place in the area. He stated that each merchant would be allowed both wall signs and blade signs to allow pedestrians to better navigate the center and provide continuity and visibility from Tiburon Boulevard. He said that they also propose to remove the service station awning, signage, and architecture and install a new freestanding sign. He said that they would install "no parking" signage at northern, western, and southern areas of the parking lot and remove all A-frame signage and the parking kiosk. He described a new directory sign and signage on the joists leading to Corner Books.

Jim Allen, one of the owners of the Boardwalk Center, said that he showed the sign plan to many of the tenants and gotten feedback. He read highlights from letters from the merchants in support

of the signage. He also stated that Rustic Bakery almost did not come to the center because of the poor signage.

The public hearing was opened.

Glen Isaacson said Corner Books asked him to appear and state that the Library Foundation fully supports the efforts to make the Courtyard more identifiable.

The public hearing was closed.

Boardmember Cousins said the Town has been doing a lot to rejuvenate the downtown area, and the arrival of Rustic Bakery will have a big impact. He stated that signage is very important for retailers and he welcomed this proposal. He stated that the freestanding signs would be big and he believed that the vertical design would compete with trees. He noted that the signs would be three feet taller than allowed by the sign ordinance. He felt that it was important to have the lettering big enough to be able to be visible and he thought that the lettering on the sides of the freestanding signs would be useful, but he questioned whether ten extra lights were necessary. He said that it would be nice to see under the freestanding signs. He liked the courtyard sign and the hanging signs and said that he had no problem with tenants keeping their existing signs. He welcomed the removal of the old service station architecture and signage. He said he did not like exclamation points on the customer parking signs, but noted that he may not be able to comment on the sign content.

Vice Chair Kricensky said the no parking signs seemed rather large. He liked the service station sign. He noted that the wall signs were previously approved, but thought that those signs should only include the name of the business and not include phone numbers and email addresses. He was unsure whether the signs would be visible from Tiburon Boulevard, but would be visible from the parking lot. He thought the blade signs were acceptable and typical of a small town and that emphasizing the Courtyard was important. He said that the freestanding signs felt out of scale and too tall. He said that for a pedestrian, the sign does not start until it is a foot overhead, and the signs would loom overhead. He suggested keeping the signs lower and keeping the landscaping more decorative and low.

Boardmember Emberson said that the no parking signs appeared rude and suggested that the size of the sign did not matter to people who would park there anyway. She loved the overall design of the sign plan and believed that this would be a great addition to the Boardwalk Center, but felt that no one can read every sign while driving down Tiburon Boulevard. She stated that the freestanding signs were too tall, but she liked the weather vane on top. She said that the Courtyard sign was large and she suggested it could be a little smaller and not so looming. She liked the directional sign. She noted that there would be too many lights. She suggested that it might look too busy to have both the wall signs and the blade signs. She liked the service station sign and the directory sign.

Chair Tollini said that he largely agreed with Boardmember Emberson's comments. He understood why the shopkeepers and property manager want more signage, but stated that the sign ordinance is intended to restrain that. He agreed that the existing signage is ineffective and

camouflaged. He said that the freestanding signs would be too tall and out of scale. He said that he would like to avoid putting the name of every store in the center on the sign, but recognized that desire. He said that it did not feel right to be able to walk under the signs. He appreciated that the wall signs were previously approved, but he did not want to add to those signs and believed that the signs needed to be revisited. He said that the great-looking signs are for Rustic Bakery and Wells Fargo and he encouraged the wall sign program to follow that format along with the blade signs. He said that the no parking signs should just have less text and smaller fonts with no exclamation points. He noted that almost all the signs would be lighted, including signs for businesses that are not open at night, so the lighting should be reduced. He said that the wall signs have not stood the test of time and he felt that there should not be additions to large signs.

Boardmember Emberson noted that since the sign program is being proposed, the wall signs can be changed as well. Chair Tollini and Vice Chair Kricensky agreed. Boardmember Cousins stated that every store needs to be able to have its own sign and identity. All of the boardmembers agreed that the information on the wall signs could be better conformed, and that the entire sign program needed to be revisited.

**ACTION:** It was M/S (Emberson/Kricensky) to continue the application for 1550 Tiburon Boulevard to the June 2, 2016 meeting. Vote: 4-0.

**F. APPROVAL OF MINUTES #6 OF THE APRIL 21, 2016 DESIGN REVIEW BOARD MEETING**

Boardmember Emberson requested the following changes:

Page 5, second paragraph, last sentence: The sentence should read: “He said they had a survey done to be sure they were within the setback.”

Page 5, second paragraph, second sentence: The sentence should read: “...Mr. Sabetian said the intent was to not overstep the setback but to get close to it.”

Page 5, sixth paragraph, fourth sentence: The sentence should read: “He considered the architecture of the house to be overbuilt...”

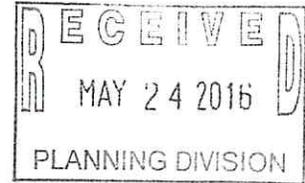
**ACTION:** It was M/S (Cousins/Emberson) to approve the minutes of the April 21, meeting, as amended. Vote: 4-0.

**G. ADJOURNMENT**

The meeting was adjourned at 10:30 p.m.

Barry and Roberta McMullan

33 Cove Road



Re: Belvedere Land sign program-1550 Tiburon Blvd.

We feel that the appropriate size for signs in our town is as small and understated as possible.

Thank you

Sincerely

Barry and Roberta McMullan

A handwritten signature in cursive script, appearing to read "Barry R. McMullan". The signature is written in dark ink and is positioned below the typed name.