

ITEM NO. 4A

502-518 TAMALPAIS DRIVE

**Planning Commission Meeting
December 8, 2009**

This is continued item from the last Planning Commission hearing held on November 24, 2009. The Commission expressed concerns about the lighting effects of the proposed Master Identification Sign when lit at night and asked to look at other similar signs with that are internally-illuminated with white background and black lettering. The applicant provided examples signs for the Commission to look at after dark. The Commission should discuss their thoughts on the signs that they visited and assess if the added Conditions of Approval adequately address their concerns.

BACKGROUND:

Below is a chronological listing of events pertaining to this application:

September 15, 2009

A Design Review application was filed by the applicant for an amended Master Sign Program.

September 25, 2009

The application was deemed incomplete for submittal of additional project information.

September 30, 2009

A revised Master Sign Program was submitted.

October 2, 2009

Revised plans were submitted.

October 9, 2009

The Planning Department determined that the application was complete and recommends that the Planning Commission determine that the project qualifies for categorical exemption under Section 15301, Class 1, of the California Environmental Quality Act (CEQA) Guidelines.

October 16, 2009

Public hearing notices were mailed to property owners/property managers within 300 feet of the subject property.

October 27, 2009

Staff requested Corte Madera Planning Commission continue the item to a date uncertain.

November 3, 2009

Staff requested a number of changes on the plans and text from the applicant.

November 12, 2009

Revised Master Sign Program text and plans were submitted.

November 12, 2009

Staff requested corrections to the revised plans.

November 13, 2009

Revised plans were submitted.

November 13, 2009

Public hearing notices were mailed to property owners/property managers within 300 feet of the subject property.

November 18, 2009

Staff requested corrections to the sheet S-4.

November 19, 2009

A corrected sheet A-4 was submitted.

November 24, 2009

Planning Commission holds a public hearing. The Commission expressed concerns about the lighting effects of the proposed Master Identification Sign when lit at night and asked to look at other similar signs with that are internally-illuminated with white background and black lettering.

November 25, 2009

The applicant provided the Planning Commission with internally-illuminated sign examples to view at night per the Commission's request.

December 8, 2009

Planning Commission holds a public hearing.

**PROJECT
DESCRIPTION:**

The following is brief description of the components of the Master Sign Program for Park Madera Center. All of the proposed signs either meet or are below the maximum allowances for signs per Chapter 18.22, Signs, of the Zoning Ordinance.

- Master Identification Sign – 100 sq. ft., double-sided, internally-illuminated sign at driveway entrance.
- Elevation A-1 – one internally-illuminated sign for each tenant; total sign area for each tenant is 1 sq. ft. of sign area for each linear foot of building frontage with primary access.
- Elevation A-2 – one non-illuminated sign for each tenant; total sign area for each tenant is 1 sq. ft. of sign area for each linear foot of building frontage with primary access.
- Freestanding Sign for "Tamalpais Travel" – as approved on February 22, 1994,

individual tenant sign shall be limited to the 506 Tamalpais Drive address in the location currently existing, not to exceed 16 sq. ft. in area, 5' ft. in height, with updated colors, materials, and design; internally-illuminated.

- Elevation B-1 – one 32 sq. ft. internally-illuminated sign (Pet Club Food & Supplies)
- Elevation B-2 – one 12 sq. ft. non-illuminated sign (Pet Club Food & Supplies)
- Elevation C-1 – one double-sided, under-canopy, non-illuminated blade sign per tenant not to exceed 3 sq. ft.
- Elevation C-2 – one non-illuminated sign for each tenant; total sign area for each tenant is 1 sq. ft. of sign area for each linear foot of leased frontage providing primary public access.
- Directional Sign – single-sided, non-illuminated sign at rear of complex, not to exceed 12 sq. ft. in area, 5'-6" in height.
- Any sign that is not part of this Master Sign Program or is not listed in Corte Madera Municipal Code §18.22.030, Exempt Signs, must be removed prior to a final Planning Department inspection of this project.

ANALYSIS:

On November 24, 2009, the Commission expressed concerns about the lighting effects of the proposed Master Identification Sign when lit at night and asked to look at other similar signs with that are internally-illuminated with white background and black lettering. The applicant provided examples signs for the Commission to look at after dark, including the master identification sign at Bahia Corners at the corner of Bellam and Kerner in San Rafael, and the Tamalpais Bank sign at 71 Casa Buena Drive. The Commission should discuss their thoughts on the signs that they visited and assess if the added Conditions of Approval adequately address their concerns.

DESIGN REVIEW/SIGN PERMIT

Please see the attached Resolution with responses to all of the required Findings.

ADDITIONAL CONDITIONS OF APPORVAL ADDRESSING LIGHTING

In order to minimize potential lighting effects of the proposed Master Identification Sign and other internally-illuminated signs, staff has added Conditions 4, 5, and 6 to the Resolution to address these concerns:

4. The internally-illuminated Master Identification Sign shall have a lighting dimmer switch installed.
5. To ensure unnecessary lighting does not spill beyond the immediate area of the internally-illuminated Master Identification Sign, the applicant shall contact the Planning Department after the lighting has been installed so that

the Planning Commission may review sign at night and select the appropriate lighting intensity.

6. The lighting for the Master Identification Sign must be turned off by 9:30 p.m., and all other internally-illuminated signs must be turned off by 9 p.m.

CONCLUSION:

Staff believes the proposed Design Review for the amended Master Sign Program will provide more contemporary and up-to-date look. The size, design, and location of the signs are appropriate for the site and the updated designs will be visually harmonious with one another and the surrounding area. As conditioned, the lighting will provide for adequate identification and will not harshly glare to the surrounding area.

**RECOMMENDED
COMMISSION ACTION:**

Staff recommends that the Planning Commission **approve** Design Review Application No. 09-019 and Sign Permit 09-001 for an amended Master Sign Program at Park Madera Center by adopting the attached Resolution with Findings and conditions.

- ATTACHMENTS:
1. Resolution
 2. Email to Planning Commission Regarding Sign Examples, sent November 25, 2009
 3. Master Sign Program Text, Site Plan, & Sign Exhibits

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