



NOTICE AND REFERRAL OF PLANNING APPLICATION
Belvedere Place Property Owner LLC Master Sign Program
Project ID P2892

The Marin County Planning Division is requesting that organizations and individuals interested in the Belvedere Place Property Owner LLC Master Sign Program provide us with written comments on the project by November 2, 2020. The applicant for the project is Rob Anderson, and property is located at 1 Belvedere Place, Mill Valley, further identified as Assessor's Parcel 043-151-32.

The applicant requests Master Sign Program approval to allow an existing office complex in Mill Valley to establish envelopes, materials, and size standards for signage on the property. Signage is limited to the western façade of the northernmost office building, the retaining wall north of the subject office structure, and two free standing signs at the western entrance to the parking garage and the southern pedestrian entrance of the subject office building.

A previously approved Sign Permit application authorized the installation of a landlord sign that measures 34 feet, 5 inches in length and 2 feet, 5 inches in height. This brushed aluminum sign identifies the office complex as 'Belvedere Place'. This sign area is included in the proposed Master Sign Program and remains unchanged from the currently permitted dimensions.

Also included in the previous application are the existing, free standing monument signs, which are incorporated into the Master Sign Permit proposal. These signs measure 4 feet, 2 inches in length by 5 feet in height and 4 feet, 11 inches in length by 4 feet in height, respectively. The Master Sign Program indicates that the maximum permitted height for a free standing directory sign could reach a maximum height of 6 feet, consistent with the Marin County Code.

One primary sign per main tenant is permitted. The sign envelope for Tenant Sign One is located at the northwestern corner of the office building and measures 15 feet in length by 2 feet, 9 inches in height. The sign envelope for Tenant Sign Two is located south of the Tenant Sign One envelope and measures 15 feet in length by 2 feet, 9 inches in height

All signage shall be reverse aluminum channel letters made of aluminum. The existing signs, as well as any future sign in their locations, would be natural brushed aluminum while the proposed tenant signs would be white aluminum. Letter height shall be limited to a maximum height of 24 inches, and no illumination is proposed. Graphic image logos may exceed the maximum letter height up to 40 percent.

For more information about the Belvedere Place Property Owner LLC Master Sign Program, please visit the Planning Division's website at: https://www.marincounty.org/depts/cd/divisions/planning/projects/alto-strawberry/belvedere-place_msp_p2892_mv (or by searching for "Belvedere Place Property Owner LLC Master Sign Program"). Project plans and other documents related to the application are available on the project's webpage, where you can subscribe to receive email notifications and updates. Hard copies of all of the application materials, including project plans and any technical reports, are available at the Planning Division's public service counter, which is normally open from 8 AM until 4 PM, Mondays through Thursdays.

October 12, 2020

Kathleen Kilgarriff
Planner