



INTERAGENCY REFERRAL OF PLANNING APPLICATION
McDonald's Sign Review
Project ID P2821

June 15, 2020

The Marin County Planning Division is requesting that public agencies with regulatory authority over the McDonald's Sign Review provide us with written comments on the project by June 26, 2020. The property is located at 600 Redwood Highway, Mill Valley, further identified as Assessor's Parcel 043-241-18. The applicant's name and contact information is provided below.

David Ford
dave@allsignservices.com
510-387-0546

The applicant requests Sign Review approval to install the following signs at an existing McDonald's in Mill Valley:

- Two internally illuminated yellow "M" arch logos, measuring 14 square feet in area (28 square foot total).
- Two internally illuminated white "McDonald's" signs, measuring approximately 26.5 square feet in area (53 square foot total)
- One drive-thru canopy, measuring 10 feet, 8 inches in height, and 8 feet, 8 inches in width, with a "Drive-Thru, Clearance 9 feet" sign atop. The proposed sign measures approximately 15 square feet in area.
- One canopy, measuring 11 feet, 5 inches in height, 9 feet, 4 inches in width, with a small "Order Here" sign atop.
- One "Pay Here" and one "Pick Up Here" drive-thru sign, measuring 2.5 square feet in area (5 square feet total)
- Three internally illuminated ground mounted directional signs, measuring four feet in height, 1 foot 11 inches in width.

Sign materials include painted acrylic, aluminum, and pvc board. Colors include yellow, white, and gray.

Sign Review approval is required due to the number of signs and sign area, and because the project entails free standing, illuminated signs as outlined in Section 22.60.020.A.2.

Zoning: BFC-CP (Bayfront Conservation Combing District, Planned Commercial)
Countywide Plan Designation: GC (General Commercial / Mixed Use, F.A.R. = 0.10 to 0.20)
Community Plan (if applicable): Strawberry Community Plan

For more information about the McDonald's Sign Review please visit the Planning Division's website at: <https://www.marincounty.org/depts/cd/divisions/planning/projects> (by searching under "Alto Strawberry"). Project plans, technical reports, and other documents related to the application are available on the project's webpage, where you can subscribe to receive email notifications and updates.

In your response to this referral, please provide the following information:

1. Indicate whether the application materials contain enough information for you to determine whether the applicant can readily comply with your agency's standards.
2. If the application does not contain enough information for you to determine whether the project can readily comply with your agency's standards, please list the information that you will need to make this determination.
3. If the application contains sufficient information for your review, please indicate whether the project is feasible as proposed or needs substantial modifications to comply with your agency's standards.
4. If the project needs to be substantially modified to comply with your agency's standards, please describe the scope of those modifications.

In your response, please indicate whether you would like to impose requirements on the project. We will forward your comments to the applicants/owners so they are aware of your agency's requirements.

Please contact me at (415) 473.7173 or kkilgariff@marincounty.org if you have any questions. Thank you.

Kathleen Kilgariff
Planner