

Strawberry Design Review Board
 118 E. Strawberry Drive, Mill Valley, CA 94941
July 6, 2015

SUMMARY

I. The meeting was called to order at 7:35pm

Members present were:

Penna Omega
 Barbara Rowe
 Joe Sherer, Vice-Chair
 Isis Spinola-Schwartz, Chair

II. Administration:

Moved, seconded and passed to approve minutes of May 18, 2015, meeting.

Moved, seconded and passed to approve minutes of June 15, 2015, meeting.

III. Agenda Items:

<u>Subject</u>	<u>Applicant</u>	<u>Planner</u>	<u>Recommendation</u>
BevMo Design Rev	Liz Zaninovich	Jocelyn Drake	Deny application as presented.

IV. Comments to Planner

Greg Endom of BevMo presented the plan and design to the SDRB and audience of community members. After questions and discussion the following motion was made by Joe Sherer, seconded by Barbara Rowe and passed by vote of the SDRB.

Motion:

To deny the application as presented and to request resubmission with traffic and parking study.

Agenda Item:

Greg Endom of BevMo presented the plan and design for BevMo to use the space in the Strawberry Shopping Center previously occupied by Ideal Stationary. He stated that BevMo had been approached by the shopping center about using the location. There are three other BevMo locations in Marin County. He expects a huge business from the southern Marin area based on zip code records of Club Bev members who travel to Greenbrae and San Rafael stores. Strawberry would be a smaller store with no changes to exterior other than movement of entry door and cart corral.

Board Members raised questions:

Traffic Concerns: No traffic study was provided. Endom stated that peak daily traffic would be 4:00-5:30pm. That is the time of peak commute traffic on Redwood frontage road.

Tastings: Planned for late afternoon and early evenings twice/week for 2-3 hours. This will additionally add to traffic and parking congestion on Redwood frontage road during commute hours.

Rollup Door in back for deliveries not included in drawings.

Parking concerns: Endom said that many employees would use public transportation or ride bikes to work. However, based on salary of most (\$12/hour), they would not be able to afford to live in Marin and are likely to drive from other counties to work.

Public Community Comments/Questions:

Concern about traffic especially commute hours.

Traffic would not be similar to Ideal Stationary Store.

Concern about impacting local businesses selling similar products (Telford Cigars, Spanish Table, etc)

Belvedere Drive resident left messages for Strawberry Shopping Center to speak about her concerns. Calls were not returned. With current changes (Urgent Care, Bentley Medical Offices, etc) concerned about traffic short-cutting down Belvedere Drive behind Strawberry Shopping Center.

Has Traffic Study done by Mill Valley, Cal Trans and MTC in April 2014 been reviewed in relation to this proposal?

Traffic would be increased at holiday time by BevMo in this location.

BevMo should not be in residential neighborhood and so near where teens/youth go to In/Out Burger.

Middle School parent concerned about neighborhood children riding bikes to/from Mill Valley Middle School along frontage road especially in late afternoon heavy traffic of BevMo customers. Kids from Tam High frequent In/Out Burger. BevMo is too close.

Concern that BevMo might want to enlarge the store in this location when adjoining space comes available.

Ask county to review parking and traffic situation.

SDRB members comments:

Joe Sherer – needs traffic and parking study

Barbara Rowe – Marin County is first in the state in good health in many categories.

However, there are a high number of residents who drink to excess. Survey in 2013 reported that 25% of Marin residents drink to excess compared to statewide average of 17% and national benchmark of 7%. (University of Wisconsin Population Health Institute and the Robert Wood Johnson Foundation study). Marin County does not need another liquor store.

Penna Omega – concerned about competition with other local small businesses.

Agency Response:

- 1) Materials incomplete
- 2) Needs traffic and parking study
- 3) Project does not comply with Strawberry Community Plan, specifically the community goal to “Stem the increasing rate of traffic congestion...”
- 4) Modification of project is not likely to solve the problems raised by the Board.

Audience was reminded that they could additionally make their concerns known to the Planning Department who would make the final decisions on this project.

Motion made by Joe Sherer and seconded by Barbara Rowe:
To deny the application as presented and to request resubmission with traffic and parking study.

Penna Omega - abstain
 Barbara Rowe - yes
 Joe Sherer – yes
 Isis Spinola-Schwartz - yes

V. Other Administrative Business:

Communication of SDRB meeting Agenda to the community.

It was agreed to:

- 1) Post Agenda in glass cabinet at Strawberry Recreation Center
 Barbara Rowe will post.
- 2) Publicize website link to the agenda on the Marin County website.

<http://www.marincounty.org/depts/cd/divisions/planning/boards-commissions-and-public-hearings/drb/strawberry-drb>

Minimally include it on:

- a) Strawberry Recreation District website
- b) Nextdoor Strawberry website
- c) Seminary Neighbors site
- d) Strawberry Community site
- e) The Ark Newspaper

VI. Meeting adjourned at 9:30pm.

Minutes provided by Barbara Rowe

Strawberry Design Review Board meets 1st and 3rd Mondays at 7:00pm at the Strawberry Recreation Center on the first floor. Agenda is available several days before meeting at:

<http://www.marincounty.org/depts/cd/divisions/planning/boards-commissions-and-public-hearings/drb/strawberry-drb>

If there are no agenda items scheduled, meeting will be cancelled.