

STRAWBERRY DESIGN REVIEW BOARD

118 E. STRAWBERRY DRIVE, MILL VALLEY, CA 94941

March 7th, 2016 MEETING NOTES

SUMMARY

I. Vice-Chairman, Joe Scherer, called the meeting to order at 7:32 p.m.

Members present: Joe Scherer
Barbara Rowe
Penna Omega
Julie Brown

II. Agenda Items

<u>SUBJECT</u>	<u>APPLICANT</u>	<u>PLANNER</u>
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1.	Stevens Minor Design Review Sonnen Porsche	Kristina Tierney
	Project ID 2015-0384	

III. Administration and Other Business

- Draft minutes of January 18th Meeting were approved unanimously.
- There was a brief discussion of the appeal filed by NCLH of the Planning Department ruling requiring an amendment to the Strawberry Community Plan for the proposed project at the GGBTS.

IV. Comments to the Planning Staff

1. Recommend that project be continued - see motion recommendations below.
2. Mark Brumbaugh of Electrics, Matthias Sonnen, owner, and Jim Ring, architectural consultant, presented the project. Applicant presented plans and photographs of the project, surrounding area, and other Marin county auto dealerships.
3. Applicant presented history of auto dealership renovations up to the 2013 remodel resultant in the current design. Stated goal is to update and upgrade lighting to a level commensurate with both sleek new design and sales objectives. Current lighting is insufficient for sales and unsafe in some pedestrian traffic areas.
4. 118 residents and 64 parcels notified of application. There was no public attendance.
5. Property Zoned Level 2 with maximum allowable foot candles of 30 by code. It was noted that the adjacent shopping center parking lots are much darker than dealership proposal. The proposal stays below 30 at all locations.

6. Hours of operation were discussed for sales and service in addition to after hours browsing by potential customers. Applicant requested consideration of customers who remain on site after 7pm close for paperwork completion.
7. Various zones, their functions, service, accessibility and uses were discussed as related to proposed new lighting levels. Applicant presented visibility from freeway and frontage road traffic as well as of from surrounding residences on east and west side of 101.
8. Application increases number of fixtures distributed throughout property to create fewer dark spots and more consistent lighting levels throughout parking areas for increase in visibility, security and safety.
9. Color temperature of proposed fixtures was discussed as markedly cooler than existing area lighting. Applicant noted 5000k was requested by Porsche for max. color rendering of paint options. Applicant also noted that showroom color temperature was 4000k which is “warmer” than 5000k.
10. Applicant acknowledged glare from proposed fixtures (two types of which have already been installed and are visible to public). They are working with LED manufacturer on “Glare Guards” for LED lenses to improve the experience. The glare shield will be made available for public view when it arrives.
11. Applicant acknowledged glare intensified at black color condition as noted by all parties. Discussed possible means of addressing the problem by lowering, shielding and dimming. It was noted that the current fixtures are not dimming due to lack of installed control panels and concerns for security against theft as well as homeless activity. Dimmers are proposed as part of current project.
12. Discussed “industry standard” of dimming lights to 60% normal level after operating hours. Some period of total darkening of lights was discussed. Applicant asked for consideration of dimmed only lighting as theft deterrent.
13. Discussion of Reed Blvd rear frontage touched on both security concerns and lack of attractiveness of existing conditions. Lack of functioning sidewalk and street lighting was noted as well as poor condition of existing trees. Applicant must maintain lighting for security but does not present an attractive façade. Noted room for improvement and appearance upgrade in both planting and materials.
14. Thanked owner and architect’s willingness work with DRB toward lighting goals that meet the needs of dealership as well as community.

Motion to Deny a permit and CONTINUE PROJECT – at this stage.to a future meeting with the following recommendations:

1. All exterior lighting to be shielded or fitted with glare guards
2. All exterior lighting to be dimmed after at 9pm to a level TBD based upon final approval of glare guards/shields.
3. Add motion detectors to lighting for use after dimming hours for security needs.
4. Adjust color temp to 4000k to maintain consistency with adjacent shopping center lighting and other businesses on the east side of 101.

Barbara Rowe – Yes

Penna Omega – Yes

Julie Brown – Yes

Joe Sherer – Yes

V. The meeting adjourned at 9:45 p.m.