

STRAWBERRY DESIGN REVIEW BOARD
118 E. STRAWBERRY DRIVE, MILL VALLEY, CA 94941
December 3rd, 2018 MEETING NOTES

SUMMARY

I. Chairman, Joe Sherer, called the meeting to order at 7:37 p.m.

Members present: Joe Sherer
Julie Brown
Rebecca Lind
Matt Williams
Penna Omega

II. Open time for public comments. No comments.

III. Motion passed to accept July 2, 2018 meeting notes as drafted. Vote: Joe Sherer, Yes; Matt Williams, Yes; Penna Omega, Yes; Julie Brown and Rebecca Lind abstained, as they were absent during 7/2/18 meeting.

IV. Motion passed to accept August 6, 2018 meeting notes as drafted, correcting Julie Brown's name. Vote: Joe Sherer, Yes; Rebecca Lind, Yes; Penna Omega, Yes; Julie Brown and Matt Williams abstained, as they were absent during 8/6/18 meeting.

V. Agenda Item: SDRB recommends denial of proposed sign.

| <u>SUBJECT</u> | <u>APPLICANT</u> | <u>PLANNER</u> |
|-------------------------------|------------------|------------------------------------|
| 1. Signage at 1 Belvedere Pl. | West Coast Sign | Kathleen Kilgariff/Project Planner |

VI. Comments to the Planning Staff

1. West Coast Sign did not show/present to board.
2. Resident Sylvia Marino expressed objection of any illuminated signage. Noting that proposed sign violates the Master Design Plan (MDP) for 1 Blevedere Pl. which designated only up-lighting on ground level signage.
3. Resident Josh Sale also spoke on the same concerns and noted the approved signage size in MDP is 6 sq ft, unlike this proposed 18 sq ft. sign. Has no problem with the new low/ground-level signage that is already installed with up-lighting.
4. Resident Tom Yurch objected to the proposed lighting (size and style), concerned future tenants would demand equal representation.
5. Resident Kay Moore Harris was also in objection and agreed with the other residents of Strawberry.

SRDB COMMENTS

Julie Brown: Unclear on the purpose of the illuminated lettering and the scale of the signage overall (it is 15x larger than approved Master Design Plan signage) and requests review of Master Design Plan for approved sizes, designs, etc.

Rebecca Lind: Expressed concerns about such branding at that height, which is at the transition to residential housing along the hillside and does not want to set a precedent for competitive signage requests in the future, especially since building approval clearly rejected illuminated signage/lettering of this kind. Signage sizing/design has already been

approved at 6 square feet and should be adhered to. Notes that existing ground signage, was installed prior to our meeting.

Matt Williams: It seems that agreements were made when building was approved that there would be no additional signs. Changes to MDP should be made by building owner as a variance.

Penna Omega: Concerned that lit lettering is not congruent with the signage and design of the building, the size is much too large and not approved in MDP as well as is not needed for directional purposes like the existing ground signs.

Joe Sherer: Wouldn't object to backlit lettering, similar to Nordstrom and Acqua Hotel. The proposed sign is 3'9" x 25' or over 93 square feet, when the applicant states only 6 square feet is allowed per code.

In the context of the entire building, illuminated signs are not needed for directional purposes. The MDP regulates a 6 square foot maximum sizing and no illumination. We are also concerned about the white contrast of the sign when the only other sign on the building is muted, which was originally approved. We understand the agreements were made when building was approved—that there were to be no other signs and owner should come for variance for such requests. There are two monument signs that are already installed that are not in objection, but we note they were installed prior to our meeting.

Before recommending approval of any sign, SDRB would like the owner of 1 Belvedere Place to provide a master sign plan showing desired signage for all tenants and conformance with the original planning approval for the building and signs.

Motion recommending DENIAL of this project as submitted by Rebecca Lind, seconded by Julie Brown. Vote: Joe Sherer, Yes; Rebecca Lind, Yes; Penna Omega, Yes; Julie Brown, Yes; and Matt Williams, Yes.

VII. The meeting adjourned at 8:18 p.m.