### PROJECT SUMMARY

The applicant requests Sign Review approval to remove and install the following signs at an existing Citibank location in an unincorporated area of Mill Valley:

- Remove two existing wall-mounted signs and install two wall-mounted signs that would each measure 16.67 square feet in area (33.34 square feet total). One wall-mounted sign would be south-facing, internally illuminated, and consist of custom, face-lit blue channel letters as well as custom, face-lit red channel arches that would read “Citibank”, and that would be mounted on the existing building façade. The other wall-mounted sign would be west-facing, non-illuminated, and would consist of custom blue channel letters as well as custom red channel arches that would read “Citibank”, and that would be mounted on the existing building façade.

- Remove one existing internally illuminated free-standing sign and install one internally illuminated free-standing sign that would measure 28.3 square feet. The faces of the sign cabinet would be painted with a blue gradient background and include white and red letters that would read “Citibank”. The perimeter of the sign cabinet and the supporting...
The signpost would be painted silver. The sign would be mounted on top of a support post and the sign faces would be generally oriented east and west along Tiburon Boulevard.

Additional improvements would also be entailed in the proposed project including, the replacement of one business information sign, the replacement of plaque parking signs and post-panel parking signs, the replacement of the existing ATM face to reflect new branding, and the maintenance of two existing awnings.

Sign Review approval is required pursuant to Section 22.60.020.A.2 of the Marin County Development Code because the property exceeds the general standards for permanent signs, and the project proposes the removal and replacement of two internally illuminated wall-mounted signs, and the removal and replacement of one internally illuminated free-standing sign.

KEY ISSUES

The project was reviewed by the Strawberry Design Review Board (SDRB) on August 1, 2022, which issued the following determinations: the west-facing wall-mounted sign was approved without illumination, the south-facing wall-mounted sign was approved with the condition that it only be illuminated until 11:00 PM, the free-standing sign was approved with illumination, sign D2 was approved with the condition that it matches the color of the door frame, and all other non-illuminated parking signs, directional signs, and awnings improvements were approved as proposed. While the SDRB approved the project with conditions, it was noted that the proposal was unusual because the project is for a single entity, and the project includes multiple illuminated signs on a property that is not governed by a Master Sign Program.

A limited number of internally illuminated signs exist in the vicinity of the project site and additional illumination would be inconsistent with the character of the surrounding community. Further, the improvements proposed to the free-standing sign are not located on the subject property. Therefore, the improvements to the free-standing sign are not discussed in the findings below.

COUNTYWIDE PLAN CONSISTENCY

The proposed project is consistent with the Marin Countywide Plan (CWP) for the following reasons:

A. The project is consistent with the CWP woodland preservation policy (BIO-1.3) because the project would not entail the irreplaceable removal of a substantial number of mature, native trees.

B. The project is consistent with the CWP special-status species protection policy (BIO-2.2) because the subject property does not provide habitat for special-status species of plants or animals.

C. The project is consistent with the CWP natural transition and connection policies (BIO 2.3 and BIO 2.4) because the project would not substantially alter the margins along riparian corridors, wetlands, baylands, or woodlands.

D. The project is consistent with the CWP stream and wetland conservation policies (BIO-3.1 and CWP BIO-4.1) because the proposed development would not encroach into any Stream Conservation Areas or Wetland Conservation Areas.
E. The project is consistent with CWP water quality policies and would not result in substantial soil erosion or discharge of sediments or pollutants into surface runoff (WR-1.3, WR-2.2, WR-2.3) because the grading and drainage improvements would comply with the Marin County standards and best management practices required by the Department of Public Works.

F. The project is consistent with CWP seismic hazard policies (CWP Policies EH-2.1, EH-2.3, and CD-2.8) because it would be constructed in conformance with County earthquake standards, as verified during review of the Building Permit application and the subject property is not constrained by unusual geotechnical problems, such as existing fault traces.

G. The project is consistent with CWP fire hazard management policies (EH-4.1, EH-4.2, EH-4.5) because it would meet all fire safety requirements, as verified by the local fire protection district during review of the Building Permit application.

H. The project is consistent with CWP aesthetic policies and programs (DES-4.1 and DES-4.e) because it would protect scenic quality and views of ridgelines and the natural environment from adverse impacts related to development.

COMMUNITY PLAN CONSISTENCY

The proposed project is consistent with the Strawberry Community Plan for the following reasons:

A. The project is consistent with the Natural Resource Conservation policies, including policies 1.1 and 1.2 because it would not result in any Bay or wetland fill or affect any protect historical or archeological resources.

B. The project is consistent with the scale and character policies, including policies 2.1 and 2.2 because it would not be located on a slope exceeding 40 percent, interrupt a continuous view of a ridge crest, or interfere with a view of the Bay from any hilltop. A condition of approval will require that the wall-mounted signs are installed without illumination.

C. The project is consistent with the safety policies, including policies 3.1 through 3.4, because it would be built in conformance with all safety standards related to slope stability, subsidence, and seismic activity.

D. The project is consistent with the open space policies, including policies 4.1 through 4.35, because it would not adversely affect the access to or habitat quality of open space areas.

DEVELOPMENT CODE CONSISTENCY

Mandatory Findings for Sign Review (Marin County Code Section 22.60.040)

A. Exceeding the General Standards for Permanent Signs By Use (22.28.040) and/or the Standards for Specific Sign Types (22.28.050) is necessary to overcome a visibility disadvantage caused by an unfavorable orientation of the front wall to the public right-of-way or by an unusually large setback.

The project proposes to replace two wall-mounted signs and general way-finding signs with new signage to reflect new company branding. The two wall-mounted signs would each measure 16.67 square feet in area (33.34 square feet total) which exceeds the
maximum sign area of 24 square feet that is allowed for the upper floor of structures occupied with commercial uses.

The project site is located to the east of Highway 101 and situated immediately north and east of where Redwood Highway Frontage Road intersects Tiburon Boulevard in Mill Valley. A strip of mature vegetation is located at the northeast corner of this intersection and the vegetation blocks a portion of the project site from the view of traffic and pedestrians traveling eastbound on Tiburon Boulevard. Further, the public right-of-way known as Tiburon Boulevard exhibits a gentle curve as it approaches the property from either direction. In terms of visibility, the vegetation, and the orientation of the roadway as it passes in front of the property create an unfavorable situation when viewed from the right-of-way, and the proposed wall-mounted signs are necessary to overcome this disadvantage.

While the wall-mounted signs would exceed the maximum sign area of 24 square feet to overcome an unfavorable view from the right-of-way, a condition of approval will require that the new signs be installed without illumination. Therefore, the project is consistent with this finding.

B. The sign would be in proper scale with the uses and structures on the property and in the surrounding community.

The project proposes to replace two existing wall-mounted signs with two new wall-mounted signs of a similar scale that reflect Citibank’s new branding. Businesses in the immediate area have signs of varying height and scale. Therefore, the project is consistent with this finding.

C. The colors, contrast, typography, and materials used for the sign would be simple and attractive and compliment the architectural design found on the property and in the surrounding community.

The project proposes wall-mounted signs in simple shades of blue, white, red, and silver that appropriately contrast against the building’s white stucco façade and reflect new company branding. Properties in the immediate area include other commercial and roadside businesses that exhibit a mix of architectural designs and orientations along the right-of-way.

D. The location and appearance of the sign would be compatible with other signs in the vicinity and the character of the surrounding community.

The project initially proposed two internally illuminated wall-mounted signs. The Strawberry Design Review Board reviewed the project on August 1, 2022. The SDRB approved the west-facing wall-mounted sign without illumination and approved the south-facing wall-mounted sign with a condition that it only be illuminated until 11:00 PM.

While the SDRB approved the project with conditions, a limited number of internally illuminated signs exist in the vicinity of the project site and additional illumination would be inconsistent with the character of the surrounding community. The project will include a condition of approval requiring that the wall-mounted signs are installed without illumination. Further, a condition of approval will require that plans for a Building Permit include only those signs located on the property described as Assessor’s Parcel Number
The project described in condition of approval 1 below is authorized by the Marin County Planning Division and is subject to the conditions of project approval.

This planning permit is an entitlement to apply for construction permits, not a guarantee that they can be obtained, and it does not establish any vested rights. This planning permit is an entitlement to apply for construction permits, not a guarantee that they can be obtained, and it does not establish any vested rights. This decision certifies the proposed project’s conformance with the requirements of the Marin County Development Code and in no way affects the requirements of any other County, State, Federal, or local agency that regulates development. In addition to a Building Permit, additional permits and/or approvals may be required from the Department of Public Works, the appropriate Fire Protection Agency, the Environmental Health Services Division, water and sewer providers, Federal and State agencies.

CONDITIONS OF PROJECT APPROVAL

CDA-Planning Division

1. This Sign Review approval authorizes the removal of two existing wall-mounted signs and authorizes the installation of two non-illuminated wall-mounted signs at an existing Citibank branch located in an unincorporated area of Mill Valley. The two non-illuminated wall-mounted signs shall each measure 16.67 square feet (33.34 square feet total). The signs shall consist of custom blue channel letters as well as custom red channel arches that shall read, “Citibank” and that shall be mounted on the existing building façade. One sign shall be west-facing, and one sign shall be south-facing.

Additional improvements are also entailed in the approved project including, the replacement of one business information sign, the replacement of plaque parking and post-panel parking signs, the replacement of the existing ATM face to reflect new branding, and the maintenance of two existing awnings.

This Sign Review approval does not authorize the repair or replacement of the existing, internally illuminated free-standing sign.

2. Plans submitted for a Building Permit shall substantially conform to plans identified as Exhibit A, entitled “Branch ID: 13B49 – Mill Valley Tiburon,” consisting of 15 sheets prepared by Coast Sign, Incorporated, received in final form on August 23, 2022, and on file with the Marin County Community Development Agency, except as modified by the conditions listed herein.

BEFORE ISSUANCE OF A BUILDING PERMIT, the applicant shall modify the project to conform to the following requirements:

a. The wall-mounted signs shall be non-illuminated.

b. Only those signs located on the property described as Assessor’s Parcel Number 034-141-07, further identified at 101 Tiburon Blvd., Mill Valley, CA, shall be shown in the plan set and included in the Building Permit plan set.
c. The project shall conform to the Planning Division’s “Uniformly Applied Conditions 2022” with respect to all of the standard conditions of approval.

VESTING

Unless conditions of approval establish a different time limit or an extension to vest has been granted, any permit or entitlement not vested within three years of the date of the approval shall expire and become void. The permit shall not be deemed vested until the permit holder has actually obtained any required Building Permit or other construction permit and has substantially completed improvements in accordance with the approved permits, or has actually commenced the allowed use on the subject property, in compliance with the conditions of approval.

RIGHT TO APPEAL

This decision is final unless appealed to the Planning Commission. A Petition for Appeal and the required fee must be submitted in the Community Development Agency, Planning Division, Room 308, Civic Center, San Rafael, no later than eight business days from the date of this decision (December 2, 2022).

cc: {Via email to County departments and Design Review Board}
   CDA – Assistant Director
   CDA – Planning Manager
   DPW – Land Development
   Marin Water District
   Richardson Bay Sanitary District
   Southern Marin Fire Protection District
   Strawberry Design Review Board

Attachments:

1. Marin County Uniformly Applied Conditions 2022
2. Draft minutes from the Strawberry Design Review Board, dated August 1, 2022
STANDARD CONDITIONS

1. The applicant/owner shall pay any deferred Planning Division fees as well as any fees required for mitigation monitoring or condition compliance review before vesting or final inspection of the approved project, as determined by the Director.

2. The applicant/owner shall defend, indemnify, and hold harmless the County of Marin and its agents, officers, attorneys, or employees from any claim, action, or proceeding, against the County or its agents, officers, attorneys, or employees, to attack, set aside, void, or annul an approval of this application, for which action is brought within the applicable statute of limitations. The County of Marin shall promptly notify the applicant/owner of any claim, action, or proceeding that is served upon the County of Marin, and shall cooperate fully in the defense.

3. Exterior lighting for the approved development shall be located and shielded to avoid casting glare into the night sky or onto nearby properties, unless such lighting is necessary for safety purposes.

4. Building Permit applications shall substantially conform to the project that was approved by the planning permit. All Building Permit submittals shall be accompanied by an itemized list of any changes from the project approved by the planning permit. The list shall detail the changes and indicate where the changes are shown in the plan set. Construction involving modifications that do not substantially conform to the approved project, as determined by the Community Development Agency staff, may be required to be halted until proper authorization for the modifications is obtained by the applicant.

SPECIAL CONDITIONS

1. BEFORE ISSUANCE OF A BUILDING PERMIT, the applicant shall submit a signed Statement of Conformance prepared by a certified or licensed landscape design professional indicating that the landscape plan complies with the State of California’s Model Water Efficient Landscape Ordinance and that a copy of the Landscape Documentation Package has been filed with the Community Development Agency.

2. BEFORE ISSUANCE OF A BUILDING PERMIT, the applicant shall mark or call out the approved building setbacks on the Building Permit plans indicating the minimum distance of the building from the nearest property line or access easement at the closest point and any of the following features applicable to the project site: required tree protection zones, Wetland Conservation Areas, or Stream Conservation Areas.
3. BEFORE ISSUANCE OF A BUILDING PERMIT, the applicant shall revise the plans to depict the location and type of all exterior lighting for review and approval of the Community Development Agency staff. Exterior lighting visible from off-site shall consist of low-wattage fixtures, and shall be directed downward and shielded to prevent adverse lighting impacts to the night sky or on nearby properties. Exceptions to this standard may be allowed by the Community Development Agency staff if the exterior lighting would not create night-time illumination levels that are incompatible with the surrounding community character and would not shine on nearby properties.

4. BEFORE ISSUANCE OF A BUILDING PERMIT, the applicant shall record a Waiver of Public Liability holding the County of Marin, other governmental agencies, and the public harmless related to losses experienced due to geologic and hydrologic conditions and other natural hazards.

5. BEFORE ISSUANCE OF A BUILDING PERMIT, the applicant shall submit written confirmation that the property owner has recorded the “Disclosure Statement Concerning Agricultural Activities,” as required by Section 23.03.050 of the Marin County Code.

6. BEFORE ISSUANCE OF A BUILDING PERMIT for any of the work identified in the project approval, the applicant shall install 3-foot high temporary construction fencing demarcating established tree protection zones for all protected trees that are not being removed in the vicinity of any area of grading, construction, materials storage, soil stockpiling, or other construction activity. The applicant shall submit a copy of the temporary fencing plan and site photographs confirming installation of the fencing to the Community Development Agency. Acceptable limits of the tree protection zones shall be the dripline of the branches or a radius surrounding the tree of one foot for each one inch diameter at breast height (4.5 feet above grade) of the tree trunk. The fencing is intended to protect existing vegetation during construction and shall remain until all construction activity is complete. If encroachment into the tree protection zone is necessary for development purposes, additional tree protection measures shall be identified by a licensed arborist, forester, or botanist, and the tree specialist shall periodically monitor the construction activities to evaluate whether the measures are being properly followed. A report with the additional measures shall be submitted for review and approval by the Planning Division before any encroachment into a tree protection zone occurs.

7. BEFORE FINAL INSPECTION, if encroachments into a tree protection zone have been approved, then the tree specialist shall submit a letter to the Planning Division verifying that the additional tree protection measures were properly implemented during construction activities.

8. BEFORE ISSUANCE OF A BUILDING PERMIT, temporary construction fencing shall be installed on the subject property at edge of the Wetland Conservation Area and/or Stream Conservation Area, as applicable to the site. The applicant shall submit a copy of the temporary fencing plan and site photographs confirming installation of the fencing to the Community Development Agency. The construction fencing shall remain until all construction activity is complete. No parking of vehicles, grading, materials/equipment storage, soil stockpiling, or other construction activity is allowed within the protected area. If encroachment into the protected area is necessary for development purposes, additional protection measures shall be identified by a qualified biologist and the biologist shall periodically monitor the construction activities to evaluate whether the measures are being properly followed. A
report with the additional measures shall be submitted for review and approval by the Planning Division before any encroachment into a protected area occurs.

9. BEFORE FINAL INSPECTION, if encroachments into a protected area have been approved, then the biologist shall submit a letter to the Planning Division verifying that the additional protection measures were properly implemented during construction activities.

10. BEFORE ISSUANCE OF A BUILDING PERMIT, the applicant must provide written evidence that all appropriate permits and authorizations have been secured for this project from the Bay Conservation and Development Commission, the California Department of Fish and Game, the Regional Water Quality Control Board, the California Coastal Commission, the California State Lands Commission, the Bay Area Air Quality Management District, and/or the United States Army Corps of Engineers.

11. BEFORE CLOSE-IN INSPECTION, the applicant shall have a licensed land surveyor or civil engineer with proper surveying certification prepare and submit written (stamped) Floor Elevation Certification to the Planning Division confirming that the building’s finished floor elevation conforms to the floor elevation that is shown on the approved Building Permit plans, based on a benchmark that is noted on the plans.

12. BEFORE FINAL INSPECTION, the project shall substantially conform to the requirements for exterior materials and colors, as approved herein. Approved materials and colors shall substantially conform to the materials and colors samples shown in “Exhibit A” unless modified by the conditions of approval. The exterior materials or colors shall conform to any modifications required by the conditions of approval. All flashing, metalwork, and trim shall be treated or painted an appropriately subdued, non-reflective color.

13. BEFORE FINAL INSPECTION, the applicant shall install all approved landscaping that is required for the following purposes: (1) screening the project from the surrounding area; (2) replacing trees or other vegetation removed for the project; (3) implementing best management practices for drainage control; and, (4) enhancing the natural landscape or mitigating environmental impacts. If irrigation is necessary for landscaping, then an automatic drip irrigation system shall be installed. The species and size of those trees and plants installed for the project shall be clearly labeled in the field for inspection.

14. BEFORE FINAL INSPECTION, the applicant shall submit a Certificate of Completion prepared by a certified or licensed landscape design professional confirming that the installed landscaping complies with the State of California’s Model Water Efficient Landscape Ordinance and the Landscape Documentation Package on file with the Community Development Agency.

15. BEFORE FINAL INSPECTION, the applicant shall submit written verification from a landscape design professional that all the approved and required landscaping has been completed and that any necessary irrigation has been installed.

16. BEFORE FINAL INSPECTION, utilities to serve the approved development shall be placed underground except where the Director determines that the cost of undergrounding would be so prohibitive as to deny utility service to the development.

17. BEFORE FINAL INSPECTION, the applicant shall call for a Community Development Agency staff inspection of approved landscaping, building materials and colors, lighting and
compliance with conditions of project approval at least five business days before the anticipated completion of the project. Failure to pass inspection will result in withholding of the Final Inspection approval and imposition of hourly fees for subsequent reinspections.

**CODE ENFORCEMENT CONDITIONS**

1. Within 30 days of this decision, the applicant must submit a Building Permit application to legalize the development. Requests for an extension to this timeline must be submitted in writing to the Community Development Agency staff and may be granted for good cause, such as delays beyond the applicant’s control.

2. Within 60 days of this decision, a Building Permit for all approved work must be obtained. Requests for an extension to this timeline must be submitted in writing to the Community Development Agency staff and may be granted for good cause, such as delays beyond the applicant’s control.

3. Within 120 days of this decision, the applicant must complete the approved construction and receive approval of a final inspection by the Building and Safety Division. Requests for an extension to this timeline must be submitted in writing to the Community Development Agency staff and may be granted for good cause, such as delays beyond the applicant’s control.
SUMMARY (D R A F T)

- The meeting was called to order at 7:10 p.m. by Julie Brown, Chair

  Members present:  Julie Brown  
  Matt Williams  
  Penna Omega  
  Chad Sparks

- Review and approval of past minutes
  Motion was made to approve 6/6/22 minutes. Unanimously approved. Vote: 4-0

- Public comments for items not on the agenda:
  None

Item 1: Weihl Trust Sign Review (P3659)

  CitiBank Signage  
  101 Tiburon Blvd.,  
  Mill Valley Assessor's  
  Parcel 034-141-07  
  Project ID P3659  
  Applicant: Coast Sign -David Ford

  Presentation: New replacement signage for Citibank sign elements throughout including 2 illuminated building signs, one illuminated pylon sign and illuminated ATM fronts all with updated graphics. Additional signage also updated but not illuminated.

  Discussion:
  Julie: This project is before us due to the multiple illuminated signs without a master sign plan. It is unusual for a single entity to have so many illuminated elements and we will be looking to balance the needs of the location, visibility for patrons with the community compatibility. Additional considerations can be the hours of illumination, however, regulated safety requirements at ATM area lighting are not part of our consideration.

  Board Comments:
  For reference, the Site Plan (drawing 2 of 13) is attached. As proposed, the “Citibank” building mounted signs A1 (south) and A2 (west) are illuminated. Sign B is the illuminated pedestal out at the street. Sign D2 is a blank panel over the entrance door to cover an old sign. The ATMs with their sign panels are also illuminated – typically 24 hours.

  Chad: A2 signage should be non-illuminated due to adjacent homes directly above the West facing sign. A1 & B to be lit as planned.

  Julie: A2 should not be illuminated, A1 to only remain lit until 11pm. Pedestal “B” to remain lit for ATM visibility/accessibility.

  Matt: Agrees with A2 to not be illuminated. West facing tree blocks A2 from Tiburon Exit from freeway, so only residents above would see illuminated sign.

  Penna: D2 Sign should match door frame color (Black/Brown) in lieu of silver color as presented. A2 to be non-illuminated or both A2 & A1 to be illuminated only during business hours. Sign B to remain as planned.

MOTION: West building sign A2 is approved but shall not be illuminated. South building sign A1 is approved to be lit, but only until 11PM. Pedestal sign B is approved as illuminated 24 hours if desired. ATM signage is approved and assumed to be lit for safety 24 hours. Entrance panel D2 to match door frame color. All other signage and awnings are approved. M/S: MW/CS  Vote: 4-0
**Item 2: General Board Business Discussion**

- Vacant Board seat was discussed, it is more the Supervisor’s role to fill, but if we think of anyone, we should communicate that to her.
- Zoom meeting format status will remain for the foreseeable future. The Board likes being able to see and present the project more fully than with drawings or display boards. It is more helpful to the public and the Board.

**Item 3:** The meeting adjourned at 8:00 p.m.