



Town of Tiburon

STAFF REPORT

found that the previous sign design was not appropriate for the downtown area. While the sign complied with the basic rules of the Downtown Design Guidelines, the Board thought that it was not particularly attractive, and did not fit well with its surroundings. The current application incorporates changes from this initial sign design to make it more attractive and to fit better with its surroundings.

ANALYSIS:

Sign Number/Area

A maximum of two signs for each place of business in a building may be displayed at any given time according to the Sign Ordinance (Chapter 16A of the Tiburon Municipal Code). The applicant is requesting approval for the one subject sign.

The total sign area allowed for businesses is one square foot of signage for each four linear feet of building frontage. The building has approximately 70 feet of frontage, therefore 17.5 square feet of sign area is allowed for the business. The subject sign is 7.68 square feet in size, which meets the requirement for sign area.

Sign Design

The intent of the Sign Ordinance is to ensure signs are appropriate and compatible with the environment and character of the community, while having the flexibility to encourage variety and good design. The Downtown Design Handbook also states that signs in downtown Tiburon should be "classic" in nature, reflect timelessness, be durable, and should compliment the architecture of the building. It appears that the subject sign meets the intent of the Sign Ordinance, and of the Downtown Design Handbook.

When the Board reviewed the initial sign design in September of 2002, the Board thought that the design of the sign should be considered especially carefully because of the prominence of the subject building. During the review of the sign the Board offered several suggestions that would improve the sign's design. Specifically, the Board suggested the following: exposed fasteners should be eliminated; the sign should not be mounted on a background, but if it has to be on a background there should be a prominent border; a black background should not be used; gilded letters should be used instead of polished brass; the sign should be mounted on the mantle above the door. The minutes from the September 19, 2002, Design Review Board meeting are attached for reference.

The current sign design addresses some of the above suggestions. The design now incorporates a one inch green border, the lettering would be more substantial, and the fasteners would be hidden. However, the sign would still be on a black background, and it would not be mounted on the mantle above the door. Based on this information, the Board should consider whether the features of the new design would make the sign appropriate for its proposed location in downtown Tiburon.

Public Comment

No public comment has been received regarding the subject application.

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RECOMMENDATION:

It is recommended that the Board review this project with respect to the Sign Ordinance and the Downtown Design Handbook and determine that the project is exempt from the provisions of the California Environmental Quality Act (CEQA) as specified in Section 15301. If the Board determines that the proposed sign is consistent with the Sign Ordinance and Downtown Design Handbook, it is recommended that the Board approve the application with the attached Conditions of Approval.

EXHIBITS:

1. Conditions of Approval
2. Application and supplemental materials dated September 30, 2003.
3. Minutes from the September 19, 2002 Board meeting.
4. Plans for the proposed sign.

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EXHIBIT 1

CONDITIONS OF APPROVAL 55 Main Street FILE #50306

1. This sign permit shall be valid for 90 days following approval, and shall expire and become null and void unless the sign, as approved, is erected prior to that date or unless an extension, filed in writing with the Planning & Building Department, is granted by the Director.
2. The development of this project shall conform to the application dated by the Town of Tiburon on September 30, 2003, or as amended by these conditions of approval. Any modifications to the plans submitted must be reviewed and approved by the Design Review Staff or the Board.
3. The issuance of this sign permit shall not be valid if the approval constitutes a violation of the Town's Sign Ordinance (Chapter 16A of the Municipal Code). No permit presuming to give authority to violate or cancel the provisions of said chapter shall be valid.
4. The Town may at any time make such inspections as necessary to determine whether any sign is in compliance with this approval and other applicable regulations.
5. Permittee shall maintain the sign and all supporting components in good repair and finish. Substantially deteriorated, badly weathered, rusty, or otherwise poorly maintained signs shall be subject to public nuisance abatement or other available remedies.