



Town of Tiburon

STAFF REPORT

the posts and backing, pine green for the end-caps and aluminum nameplates, with gold lettering 1¾ inches tall. Larger lettering would be used for the “Historical Ark Row” and “Shops and Restaurants” text at the top of the sign (see **Exhibit 2**, sign elevation). No sign lighting is proposed. A post representing the sign height has been erected in the proposed location of the new sign.

ANALYSIS:

Sign Number/Area

The Ark Row property constitutes a “shopping center” as defined by the Sign Ordinance. Shopping Center signs may be up to 100 square feet in area, much larger than the proposed 18 square feet. It is likely that another similar sign will be requested in the future for those tenants on Lower Ark Row. That sign would probably be proposed for a strategic location in the Main Street Parking Lot. Staff believes that due to the unusual physical characteristics and layout of Ark Row, a formal Sign Program would be appropriate to provide flexibility for the number, type, and area of multi-tenant signs that are likely to be proposed for the Ark Row complex. Individual business signs would not be a part of the sign program.

Sign Design

The intent of the Sign Ordinance is to ensure that signs are appropriate and compatible with the environment and character of the community, while having the flexibility to encourage variety and good design. Staff finds that the quality, materials, appearance, size, and height of this multi-tenant sign are appropriate and compatible with the surrounding area. The sign will be a significant upgrade over the existing directory sign which it replaces. The sign relates well to the pedestrian scale and is understated as freestanding signs are encouraged to be.

The Downtown Design Handbook focuses primarily on “building and storefront signs” and provides no specific recommendations for freestanding shopping center signs identifying the center and its multiple tenants. The general thrust of the Downtown Guidelines is that attractive, high-quality design and materials, and improvements which achieve a high degree of compatibility with their surroundings, are desirable. Staff believes that this sign achieves those goals in a tasteful and understated fashion.

Sign Location

Staff finds the location of the sign appropriate to inform and guide drivers and pedestrians as to the businesses along Upper Ark Row. Upper Ark Row businesses have the unusual circumstance of little or no visibility from the main parking lot that serves them. There is also a lengthy “gap” in business storefronts between lower Main Street and upper Main Street which discourages some visitors from continuing on to Ark Row from lower Main Street. This sign may serve to encourage visitors to continue on to Ark Row and visit its many businesses.

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RECOMMENDATION:

1. Staff recommends that the Board find the project exempt from the provisions of the California Environmental Quality Act (CEQA) as specified in Section 15301.
2. Staff recommends approval of the application subject to the conditions listed below.

EXHIBITS:

1. Location Map.
2. Proposed Sign Elevation Drawing.
3. Sign Permit Application Forms.

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CONDITIONS OF APPROVAL—SIGN PERMIT 72-130 Main Street FILE #50503

1. The project shall conform to the application materials dated by the Town of Tiburon as "Received April 27, 2005", 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.
2. 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 Division, is granted by the Director.
3. Prior to erection of the sign, the permit holder shall obtain any necessary building, electrical, or structural permits required by the Town's adopted Uniform Building Code or Electrical Code. The permit holder shall also obtain any required encroachment permits.
4. 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.
5. 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.
6. The permit holder 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.
7. This sign shall be incorporated into a formal sign program at such time as additional multi-tenant directory signs are proposed for the Ark Row complex.