



Town of Tiburon

STAFF REPORT

ANALYSIS:

The subject sign could be considered an off-site sign or a directional sign. Off-site signs are prohibited by the Sign Ordinance (section 16A-8), and directional signs are encouraged to have reasonable uniformity with other such signs.

An off-site sign is defined in the Sign Ordinance as “an advertising sign which is not located on the property or premises of the use, business, profession, commodity, service, or entertainment for which it advertises. Certain signs, such as directional signs, shall not be automatically deemed off-site signs.”

A directional sign is defined in the Sign Ordinance as “a sign which gives direction to, or the location of, a point of general interest or a public or quasi-public building or institution such as a school, church, library, museum, or civic center. Directional sign shall also include signs which facilitate or control the efficient or safe movement of pedestrians or vehicles. Reasonable uniformity of such signs is strongly encouraged.”

The subject sign is technically an off-site sign that could be considered directional if an arrow or directional language was added. The addition of a directional detail could more closely qualify the sign as a permissible directional sign as defined by the Sign Ordinance. Additionally, to be a reasonably uniform directional sign, it would seem that attaching the sign to an existing monument sign would not be uniform with other free standing metal, post-mounted directional signs along Tiburon Boulevard (such as those indicating the location of churches).

Sign Design

The design of signs should be reviewed by using the criteria as outlined in the Sign Ordinance. The Sign Ordinance states that signs should be designed to be consistent with the architecture of the building on which they are located, to be in “harmony” with their surroundings, and to compliment the character of the Town. Since the sign is not located on a building, but instead attached to an existing monument sign, it should be consistent with the design of the monument sign. The metal material and style of the subject sign do not appear to be in “harmony” with the wood monument sign. However, if independently mounted on a pole, the sign would be consistent with other directional signs along Tiburon Boulevard.

Public Comment

No public comment has been received regarding the subject application.

RECOMMENDATION:

If the subject sign is to be attached to the Boardwalk monument sign, the proposed sign material should be changed to wood. If the proposed sign was instead located on a metal post it would be more in uniform with other freestanding directional signs and the proposed metal material would be more appropriate.

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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 is inclined to approve the subject sign, it is recommended that the Board formulate findings as to how the subject sign is consistent with the Sign Ordinance and the Downtown Design Handbook. If the Board is inclined to approve the subject sign then it is recommended that the attached Conditions of Approval be adopted.

EXHIBITS:

1. Conditions of Approval
2. Application and supplemental materials dated June 21, 2005
3. Excerpt from the Sign Ordinance and Downtown Design Handbook.
4. Letter from Jim Allen of Belvedere Land Company, received March 1, 2005
5. Letter from Jon Rankin, received March 14, 2005
6. Letter from Jon Rankin, received June 20, 2005

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EXHIBIT 1

CONDITIONS OF APPROVAL 1550 TIBURON BOULEVARD FILE #50504

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 June 21, 2005, 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.