

**TOWN OF SAN ANSELMO
PLANNING COMMISSION STAFF REPORT**

For the meeting of October 22, 2012

Agenda Item D-4

Project Address::

Red Hill Shopping Center
850 Sir Francis Drake Boulevard
San Anselmo, CA 94960
APN 006-061-23

Case No.

RZ-1201, DR-1207

Property Owner

Tom Arntz
19 Pamaron Way
Novato,CA 94949

Project Location

Red Hill Shopping Center, 834-916 Sir Francis Drake Boulevard, APN 006-061-23

Request

Specific Plan Development (SPD) amendment and design review for proposed changes to the *Red Hill Shopping Center Signage and Storefront Design Guidelines 2010*. The proposal includes the addition of guidelines for junior anchor tenant signs and tenant entry signs. The project site is located in the SPD zoning district.

Recommendation

Conditional Approval

I. PROJECT SUMMARY

Environmental Determination

Categorically Exempt: Section 15302 – Replacement or reconstruction of an existing commercial structure.

Authority

San Anselmo Municipal Code: Article 9 - Preliminary and Specific Planned Development Districts and Article 15 - Design Review.

Timing

A determination must be made within 60 days of the project being deemed complete. The decision deadline for this project is December 4, 2012.

Previous Action

- September 2010 Planning Commission approval of the *Red Hill Shopping Center Signage and Storefront Design Guidelines 2010* and exterior improvements including two new plazas, landscaping, exterior lighting, benches and accessible pathways.
- 1973 to 2010 Various approvals for new tenants and exterior modifications to retail spaces and storefronts.
- 1973 Town Council approved rezoning from C-3 to SPD

II. STAFF ANALYSIS

Project Description

The proposed project is a Specific Plan Development (SPD) amendment and design review to add two new sign options to the guidelines that were approved by the Planning Commission in September 2010. The proposal includes new guidelines for a Panel Sign C for junior anchor tenants and tenant entry signs.

Currently the center is comprised of two major tenants (CVS and Safeway) and numerous smaller tenants. The Panel Sign C will give Junior Anchor Tenants the option to have a larger sign, approximately twice the size of the previously approved Panel Sign A. A junior anchor tenant is defined as a space with between 6,700 and 11,000 square feet of floor area. A tenant over 11,000 square feet is considered a major tenant. Junior anchor tenants also must have at least 65 lineal feet of store frontage. Below is a table showing the different size limits for the two panel signs.

Sign Type	Tenant Space (sq. ft.)	Maximum Sign Area (sq. ft.)	Maximum Height and Width
Panel Sign A (existing)	0 to 6,699	18 to 24	Height - 2.5 feet Width - 10 feet
Panel Sign C (proposed)	6,700 to 11,000	80	Height - 3 to 4 feet Width - 24 feet

Panel signs are graphics or fonts, typically conveying the name of the store, that are affixed to the building. Panel signs are to be mounted above the arcade roof of the center. Individual pin mounted letters and/or applied letters, logos or iconography, attached directly to a decorative panel are permitted. Letters and logos may be fabricated from wood, metal and/or acrylic. A Panel Sign C may be either externally illuminated with spotlights, gooseneck lights, a linear light source, or by halo-illumination.

Tenant entry signs are proposed at the two un-signalized Sir Francis Drake Boulevard vehicular entry points on either side of the main entrance to the shopping center. The signs consist of curved metal sign panels that are mounted on a concrete curb. The design for both signs is identical. The sign panel is oxidized bronze to match the “Red Hill” letters at the main entry sign. The signs have a gradual curve similar to the main Red Hill Entry Signs. The signs are externally illuminated by uplights. The intent is to provide secondary signage for select tenants at the property frontage that also blends in with the landscaping.

Project Analysis

Pursuant to the Town of San Anselmo’s Municipal Code, the SPD zoning district is intended to accommodate various types of development such as neighborhood and district shopping centers. The SPD for the Red Hill Shopping Center was originally established in 1973 with Safeway and Longs Drugs Store as the major tenants. In 2010 the SPD was amended with the current 2010 Signage and Storefront Design Guidelines.

The process for sign review will not change with the proposed amendments. Applications for new or modifications to existing signs will be reviewed and approved by the shopping center landlord and the landlord’s architect prior to building permit submittal.

The new Panel Sign C sign guidelines permit junior anchor tenants to have signs that are proportional to the size of their stores without compromising the overall sign design of the center. The new guidelines provide more options for a variety of tenants in the future.

The tenant entry signs will give greater visibility from Sir Francis Drake Boulevard to smaller tenants and the center as a whole. The design and location of the signs have been reviewed by the Department of Public Works and the Ross Valley Fire Department and will not inhibit vehicle access or visibility.

III. REQUIRED FINDINGS

Design Review

1. *The project is functionally and aesthetically compatible with the existing improvements and the natural elements in the area.*

The proposed amendments to the *Red Hill Shopping Center Signage and Storefront Design Guidelines 2010* are functionally and aesthetically compatible with the

existing shopping center. The new sign designs, colors and lighting proposed are aesthetically compatible with the existing center and the natural elements in the area.

2. *The project provides for protection against noise, odors, and other factors, which may make the environment less desirable.*

The project will not make the environment less desirable in terms of noise, odors or other factors. No changes in the allowed uses are proposed. Construction noise is expected to be relatively short term.

3. *The project will not tend to cause the surrounding area to depreciate materially in appearance or value or otherwise discourage occupancy, investment, or development in the area.*

The proposed improvements are intended and appear to improve the appearance and value of the center.

4. *The project will not create unnecessary traffic hazards due to congestion, distraction of motorists, or other factors and provides for satisfactory access by emergency vehicles and personnel.*

The proposed amendment has been reviewed by the Town's Department of Public Works and is not expected to generate traffic hazards because of congestion, distraction of motorists, or other factors. The proposed amendment has also been reviewed by the Ross Valley Fire Department to ensure the ability to provide proper access for emergency services.

5. *The project will not adversely affect the health or safety of persons using the improvement or endanger property located in the surrounding area.*

The project will not adversely affect the health or safety of persons in the surrounding area. All applicable signs will be required to obtain a building permit from the Town of San Anselmo. The Tenant Entry Signs have been reviewed by the Department of Public Works and the Ross Valley Fire Department and will not inhibit vehicle access or visibility.

IV. CONDITIONS OF APPROVAL

1. Planning approval is based on the materials date stamped received by the San Anselmo Planning Department on September 26, 2012, by SZFM Design Studio.
2. The previous guidelines - *Red Hill Shopping Center Signage and Storefront Design Guidelines 2010* approved in September 2010 remain in full force and effect.

3. The property owner shall indemnify and hold harmless the Town of San Anselmo and its officers and/or employees in the event of any legal action related to or arising from the granting of this approval and shall cooperate with the Town in the defense of any such action, and shall indemnify the Town for any award of damages and/or attorneys' fees and associated costs that may result.

Prepared By:

Phil Boyle
Senior Planner

Attachments:

1. Application and attachments
2. Amendment pages to the *Red Hill Shopping Center Signage and Storefront Design Guidelines 2010*
3. Red Hill Shopping Center Signage and Storefront Design Guidelines 2010

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1. SZFM Design Studio, 601 Fourth St. Loft 211, San Francisco, CA 94107

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