

## RESOLUTION NO. 1/2021

### A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF CORTE MADERA ACCEPTING THE TOWN PROJECT REPORT AND APPROVING THE TEMPLATE FOR TOWN PARK SIGNAGE FOR PUBLIC PARKS AND STAFF DELEGATION

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**WHEREAS**, on February 24, 2020 Town Staff and the Parks and Recreation Commissioners discussed a desire for all town park signs to have a unified look and based on the design created for Old Corte Madera Square by Alison Bricker, staff suggested adopting the design as a template for future park signs with the addition of park hours and “Town of Corte Madera” along the bottom of the sign; and

**WHEREAS**, on September 1, 2020 and September 15, 2020 the Town Council of Corte Madera review and approved Ordinance No. 999 establishing a new planning process for town projects; and

**WHEREAS**, on October 26, 2020, the Parks and Recreation Commission reviewed, discussed and approved the park sign template present at the February 24, 2020 public meeting; and

**WHEREAS**, also on October 26, 2020, the Parks and Recreation Commission requested that authority be delegated to Town staff to make final decisions related to dimensions and materials without the need to seek authority from a Commission or Council specific to each park sign location is to assure details are appropriate to the specific site and streamline the process of installing needed signage; and

**WHEREAS**, the Planning Department determined that the proposed action is not subject to the provisions of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15061 because the staff request for the Commission to make a recommendation to the Town Council regarding a proposed template for park signs can be seen with certainty to be an activity that would not have a significant effect on the environment; and

**WHEREAS**, on December 4, 2020 the Town posted a notice in the Town’s website and on the Town reader board announcing the December 8, 2020 Planning Commission meeting to review the Town Project Report and supplemental materials related to the template for town park signage and process; and

**WHEREAS**, on December 8, 2020, the Corte Madera Planning Commission held a public meeting on the Town Project Report, heard testimony from the Corte Madera Community as well as the general public and determined that the Park Signage Template and process furthers the public interest, is consistent with the Town’s General Plan; and

**WHEREAS**, the Corte Madera Planning Commission hereby forwards a recommendation of approval of the Town Project Report based on the project’s ability to meet the CMMC Zoning Criteria in regards to signage which is outlined in Section 5 of the report and that the project is exempt from any CEQA analysis pursuant to CEQA Guidelines Section 15061, as stated above; and

**WHEREAS**, by delegating the authority to Town staff to make final decisions related to sign dimensions and materials without the need to seek authority from a Commission or Council the process will be streamlined; and

**WHEREAS**, at the close of the public meeting of the Planning Commission on December 8, 2020 the Commission voted unanimously to adopt Resolution No. 20-015 recommending to the Town Council of the Town of Corte Madera that it approved the template for town park signage and process; and

**WHEREAS**, on January 8, 2021 the Town posted a notice in the Marin Independent Journal and three public places per Ordinance No. 999 announcing the January 19, 2021 Town Council Meeting to review the Town Project Report and supplemental materials related to the template and process; and

**WHEREAS**, on January 19, 2021, the Corte Madera Town Council held a public meeting on the Town Project Report, heard testimony from the Corte Madera Community as well as the general public and determined that the template and process furthers the public interest, is consistent with the Town’s General Plan; and

**NOW THEREFORE, BE IT RESOLVED**, on January 19, 2021, the Corte Madera Town Council held a public meeting and formally accepted the Town Project Report and approved the template for town park signage which is attached to the January 19, 2021 staff report.

1. Recitals

The foregoing recitals are true and correct and are incorporated into the findings herein.

2. Record

The Record of Proceedings (“Record”) upon which the Town Council makes its recommendation includes, but is not limited to: (1) the 2009 General Plan, (2) the FEIR certified for the 2009 General Plan, including the appendices and technical reports cited in and/or relied upon in preparing the FEIR, (3) all staff reports, Town files and records and other documents prepared for and/or submitted to the Council relating to the template, (4) all documentary and oral evidence received at public hearings or submitted to the Town relating to the project, and (5) all matters of common knowledge to the Council and the Town, including, but not limited to, Town, state, and federal laws, policies, rules, regulations, reports, records and projections related to development within the Town and its surrounding areas. The location and custodian of the Record is the Planning Director of the Town of Corte Madera, 300 Tamalpais Drive, Corte Madera, CA 94925.

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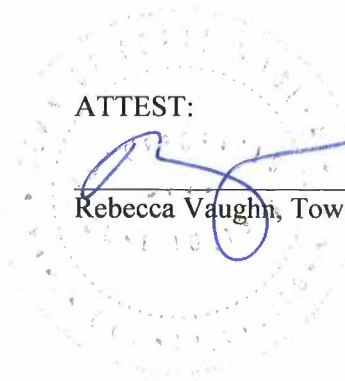
I hereby certify that the foregoing resolution was duly and regularly adopted by the Town Council of Corte Madera at a regular meeting held on the 19<sup>th</sup> day of January, 2021 by the following vote, to wit:

AYES: Councilmembers: Beckman, Casissa, Kunhardt, Lee, Ravasio  
NOES: Councilmembers: - None -  
ABSENT: Councilmembers: - None -

  
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Eli Beckman, Mayor


ATTEST:

  
\_\_\_\_\_  
Rebecca Vaughn, Town Clerk



# Town Project Report

**TO:** Corte Madera Planning Commissioners

**FROM:** Ashley Howe, Parks & Recreation Director 

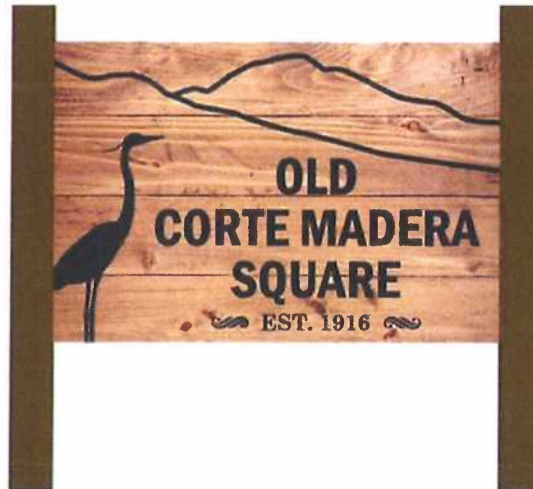
**PROJECT:** Template for Park Signage and Delegation of Authority to Town Staff to Make Final Decisions Related to Dimensions and Materials Specific to Each Park Location

**MEETING DATE:** January 19, 2021

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## 1. Description of Proposed Town Project

Request to adopt a design template for park signs that includes the park name, hours the park is open to the public and the inclusion of “Town of Corte Madera” along the bottom of the sign to indicate that the Town is the owner/operator of the park and related amenities. Most signs will consist of a wood panel approximately 3 feet tall by 5 feet wide (15 sq. ft.) mounted on posts that will elevate the sign itself off the ground.



Sample of Sign Installed for Old Corte Madera Square  
Used to Develop Template

Following the Parks and Recreation Commission’s approval for the sign at Old Corte Madera Square at the February 24, 2020, the Commission and staff discussed the desire for park signs to have a unified look. Based on the design created for Old Corte Madera Square by Alison Bricker, the Commission approved the design as a template for future park signs.

The request to delegate authority to Town staff to make final decisions related to dimensions and materials specific to each park sign location is to assure details are appropriate to the specific site and streamline the process of installing needed signage. Example: Staff recommends that the dimensions and material for the stand alone sign at Old Corte Madera Square (3'x5', wood) is fitting for that location being visible to driving traffic, but would not be ideal dimensions and material for Town Bark, which might be a smaller metal sign mounted on the fence or gate. Providing staff the authority to select the ideal dimensions and materials without the need to seek authority from a Commission or Council streamlines the process to install appropriate and needed signage.

## **2. Project Statement**

Developing a template for park signs creates a unified look that brands the Town's inventory of parks and is beneficial to the public. Communicating approved hours of use is both important to users as well as Central Marin Police Association regarding enforcement. Including "Town of Corte Madera" on the template provides ownership/management of the park and related amenities, making it possible for the public to report any concerns regarding type of use or maintenance.

## **3. Description of Project's Operational Components**

Once erected, the signs would be maintained by the Town's Public Works Department.

## **4. Entitlements that this title would require for a similar non-Town Project**

If this project application was brought before the Town from a private applicant and not the Town of Corte Madera each sign would require a Sign Permit Design Review approval for a freestanding sign by the Planning Commission. The majority of public parks in Town are zoned Parks Open Space and Natural Habitat (POS)<sup>1</sup> Chapter 18.16. Section 18.16.025 of the Corte Madera Municipal Code (CMMC) states that "no sign, outdoor advertising structure, or display of any kind shall be permitted except as prescribed in Chapter 18.22, Signs." The decision regarding the entitlement of a freestanding sign such as the ones proposed would be made by the Planning Commission with the option of an appeal to the Town Council.

## **5. Analysis of the Project's Conformity with the Zoning Criteria**

Construction of a sign or structure within a public park which is zoned POS is required to meet the criteria outlined in the sections of the CMMC that address both signs and the section that addresses setback requirements or the location of a structure (applicable sections of the CMMC are 18.16.035-Yard requirements, 18.22.020 –Signs and 18.22.060- Freestanding signs). Criteria within these sections stipulate the location of the sign in relation to property lines and adjacent properties; the requirement of a Sign Permit Design Review approval to assure that the design and materials of the sign are consistent and harmonious with the character of the surrounding buildings and site; and requirements for freestanding signs.

Chapter 18.22 of the Corte Madera Municipal Code (link [here](#)) stipulates regulations and standards for the location, height, construction, design, size and illumination of signs and sign structures. Section 18.22.050 General Provisions outlines regulations that apply to all signs. This section addresses the location of signs on buildings, rotating and/or movable signs, illuminated signs, signs that resemble or may impact traffic lights or signs, portable signs and signs advertising Town

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<sup>1</sup> One exception is Skunk Hollow Park (end of Paloma Dr.) which is a small park within a residential neighborhood and is zoned Medium Density Residential.

sponsored or endorsed events. The specifications and design of the proposed park sign template either is not applicable or meets the requirements listed in Section 18.22.050.

Section 18.22.060 - Freestanding Signs is the most applicable section of the code in relation to the proposed template for town park signage because most of the signs that are currently needed are freestanding and staff anticipate the majority of park signs in the future will be freestanding or mounted on a fence as is the case with the dog park sign. The table below lists each of requirements regarding freestanding signs and if the proposed template meets the requirement.

<p><b>18.22.060 Freestanding Signs and 18.22.150 Signs in the P/SP Public and Semipublic Facilities District</b></p>	<p><b>Code Requirement</b></p>	<p><b>Proposed Template for Town Park Signage</b></p>
<p>Number of Sides</p>	<p>Two sided</p>	<p>One and two sided</p>
<p>Area and Height of Sign if a CUP is required</p> <p>(Per the POS Zoning District a CUP is required for incidental and accessory structures – Section 18.16.310(8))</p>	<p>30 sq. ft.</p> <p>Max. 6 feet in height</p>	<p>15 sq. ft.</p> <p>6 feet</p>
<p>Location on Building</p>	<p>NA</p>	<p>NA</p>
<p>Location on Lot</p>	<p>Not allowed in the rear setback.</p> <p>Most town parks are in the POS District and are adjacent to R-1 Districts therefore rear setbacks are 25 feet.</p> <p>Cannot project over street</p> <p>At its discretion, the Planning Commission may authorize a freestanding sign in a required front or side yard.</p>	<p>Town park signs are most likely located near the front of the lot and not located in the rear setback.</p> <p>Signs will be freestanding and not project over a public or private street.</p> <p>At its December 8, 2020 public meeting the Planning Commission approved the location of the proposed freestanding signs in the front or side setbacks and given that</p>

		the front setback is most likely 20 feet and the side is 6 feet the Town will likely have the ability to not locate park signs in the front or side setbacks.
Number of Signs per lot	One	Most town parks have one sign, however there are large parks in town with multiple entrances such as Town Park that may have more than one sign.
Freestanding Signs vs. Building Mounted Sign	A freestanding sign is the only appropriate means by which the business conducted on the premises can have the same degree of identification to the traveling and shopping public as that available to businesses on neighboring premises;	In most cases there are no buildings on the park sites therefore, a freestanding sign is the only option.

**6. Project's Estimated Cost**

There is no cost associated with the request to adopt a design template for park signs.

**7. Description of Community Engagement**

The design of the sign for Old Corte Madera Square began with a presentation by the Beautification Committee Chair to the Parks and Recreation Commission on June 24, 2019. At that meeting the request to the Commission was to replace an existing sign at Menke Park with a new sign. The Commission reviewed and commented on the concept and design and directed the Committee to return to a future meeting with a final product for review and approval. The Committee returned to the Commission on February 24, 2020 after working with designer Alison Bricker to incorporate the Commission's feedback and the design was approved.

There have been two opportunities to hear public comment on the proposed design, during the Parks and Recreation Commission meeting on February 24, 2020 when the sign for Old Corte Madera Square was approved at the October 26, 2020 Commission meeting when the park sign template was introduced. No public comment was submitted.

A third opportunity to hear public comment will be during the Planning Commission Meeting on December 8, 2020.

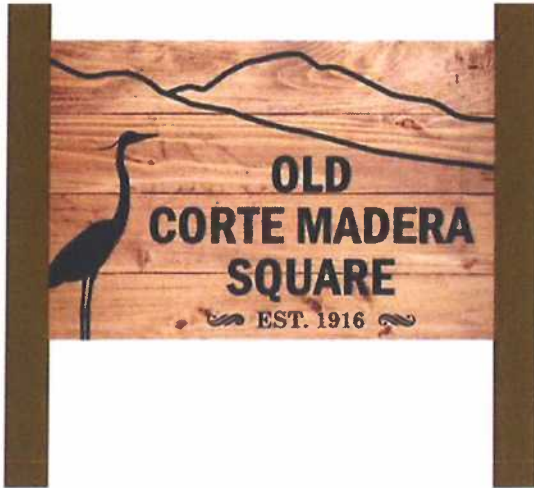
**8. Staff Recommendation regarding the project's environmental impacts (CEQA)**

The proposed action is not subject to the provisions of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15061 because the staff request for The Council to approve a template for town park signage and allow final detailed decision to be made by staff can be seen with certainty to be an activity that would not have a significant effect on the environment.

**9. Statement signed by the Department Director responsible for the Town Project**

Ashley Howe, Parks and Recreation Director recommends that the Town Project creating a template for town park signage be approved by the Town Council.

Sign installed for Old Corte Madera Square



Proposed Template Sign for Skunk Hollow Mini Park



Proposed Template Sign for Cove Park:



Proposed Template Sign for Town Bark (Dog Park):

