



Memorandum

Date: July 21, 2020
To: Advisory Design Review Group
From: Matthew Weintraub, Planner
Subject: Marin Art & Garden Center, 30 Sir Francis Drake Boulevard

The Marin Art & Garden Center (MAGC) requests Conceptual Advisory Design Review to install a new temporary facing on the existing primary sign located on Sir Francis Drake Boulevard. Per Town Council Resolution No. 1990, prospective applicants may seek Conceptual Advisory Design Review to elicit preliminary design related feedback early in the process and prior to formal submittal of any discretionary land use permits. In this case, no permits are required to install the temporary sign facing and the applicant seeks a courtesy review.

The applicant's Project Description and Project Plans are included as **Attachment 1** and **Attachment 2**, respectively.

Recommendation

That the ADR Group discuss the merits of the project and provide preliminary design related feedback to the applicant.

Attachments

1. Project Description
2. Project Plans

Project Description

Marin Art and Garden Center Temporary Signage

July 15, 2020

Marin Art and Garden Center is celebrating its 75th anniversary in 2020, and we have been preparing for this occasion in a number of important ways. In 2019, the board of trustees approved a master plan for our site, which envisions numerous improvements to visitor access and enjoyment, as well as repair of critical infrastructure, some of which dates to our founding in 1945. With the COVID19 pandemic impacting our operations in so many ways, we have postponed the capital fundraising campaign needed to realize this vision for the future of the site.

However, we have been able to move ahead with an important project to update and expand our communications in order to improve our service to the community and our mission to inspire visitors through their experience in the gardens. Working with San Francisco design firm, Studio Scott, we have developed a fresh visual identity and messages to share our purpose and goals and reach a broader audience in the coming years.

This new identity will be unveiled on our anniversary date, which is August 3, 2020. A refreshed website, new visitor map and guide, and other features will enhance the visitor experience and increase awareness of all we have to offer on these beautiful 11 historic acres.

A key element of our interface with the public is the sign at our entry on Sir Francis Drake Boulevard. In the course of our many conversations with stakeholders in the community, we were told that people simply didn't know what Marin Art & Garden Center was, and that this sign appeared to be for a private facility. It is also dated in appearance and not up to the aesthetic standard we aspire to today. We'd like to correct that impression, and make a clear and engaging statement of welcome at the entry.

Studio Scott has designed an effective temporary banner with our new logo and opening information, which will be wrapped around the existing sign. No new construction will be required, and the dimensions will remain the same. We anticipate having this banner in place for a period of at least 2 years, as we complete our master planning process. During that time, we will be consulting with the Planning Department about the overall plan, to include changes in our signage.



Existing Signage Location

ABBREVIATIONS

TS	TOP OF STAIRS
TB	TOP OF BENCH
TW	TOP OF WALL
TG	TOP OF GRATE
FL	FLOWLINE
CDR	CEDAR
DGWD	DOGWOOD
LCST	LOCUST
LRL	LAUREL
MAD	MADRONE
MLBY	MULBERRY
MPL	MAPLE
JMPL	JAPANESE MAPLE
MRTL	CREPE MYRTLE
MANZ	MANZANITA
MAG	MAGNOLIA
PODO	PODOCARPUS
PNPL	PINEAPPLE GUAVA
GVA	PINEAPPLE GUAVA
RWD	REDWOOD
SYC	SYCAMORE

Marin Art and Garden Center Temporary Signage



Existing Signage Location

Marin Art and Garden Center Temporary Signage



Existing Signage



Temporary Signage Overlay

Signage to be fabricated and installed by Blue Pond Sign in San Rafael.
13 oz. digitally printed banner with material to allow banner to be wrapped around existing sign. Grommets to allow attachment to rear of existing wood sign with nails or screws.
Sign will be pulled tight/smoothly over existing signage.
Existing sign is approximately 168"x 60".



Marin Art and Garden Center
Temporary Signage