



City of Sebastopol Design Review Board Staff Report

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[Assistant Planner](#)
Jonathan Atkinson
[Administrative Assistant](#)
Rebecca Mansour

Meeting Date: November 18, 2015
Agenda Item: 8A
To: Design Review Board
From: Jonathan Atkinson, Assistant Planner
Subject: Minor Sign Review: Wall Sign for Whole Body
Recommendation: Approval with Conditions
Applicant/Owner: Ad Art / Bruce Friend
File Number: 2015-103
Address: 6960 McKinley Street
CEQA Status: Categorical Exemption: Section 15311: Class 11
General Plan: Downtown Core
Zoning: CD: Downtown Core

Introduction:

This is a Minor Sign Review application, requesting approval for a sign that was installed without a Sign Permit for Whole Body at 6960 McKinley Street. The site was formerly home to Box Office Video, a video store, which closed after years of operation in Sebastopol. Whole Food Market expanded into the adjacent tenant space to operate Whole Body, a department that offers personal care products, which opened in October 2015.

On November 4, 2015, the Board reviewed plans for an internally illuminated wall sign that consisted of channel letters on a raceway. A consensus of the Board felt that internal illumination and the raceway were inappropriate for the site, and subsequently continued the application for redesign.

Project Description:

The application involves the following revised sign: One externally illuminated wall sign that measures 11 inches by 12 feet and 4 inches, has an approximate sign area of 11 square feet, bears the image of leaves, and reads: "Whole Body." The sign consists of channel letters and is illuminated via three-gooseneck light fixtures.

Environmental Review:

The application is categorically exempt from the requirements of the California Environmental Quality Act (CEQA) pursuant to Section 15311, Class 11, which exempts the installation of on-premise signs.



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Zoning Ordinance Consistency:

The application is subject to the following provisions of the Zoning Ordinance:

Section 17.230.050.A: General Sign Standards and Regulations

The maximum sign area permitted for 6960 McKinley Street is 32 ½ square feet.

The sign has an approximate sign area of 11 square feet, which is substantially below the maximum allowable sign area. The application is consistent with this requirement.

Section 17.230.050 C: Lighting of Signs

(1) No sign shall be illuminated with such intensity as to prevent normal perception of objects, buildings, streets and other signs in the immediate area.

The application involves a sign that faces a small parking lot in the Downtown Core. The revised sign is externally illuminated and perception within the immediate area is maintained in that the light fixtures faces inward. The application is consistent with this requirement.

(2) External illumination is preferred over internal illumination in all Zoning Districts. Internally illuminated signs must be reviewed and approved by the Design Review Board, and are generally not allowed within the CD: Downtown Core district, within any residential district, or in proximity to an existing residential use.

The sign was redesigned to contain external illumination via gooseneck light fixtures per Board direction. The application is consistent with Zoning Ordinance and Board preferences for external illumination.

(3) No backlighting of the panel(s) is allowed on internally illuminated signs unless the background has been rendered opaque, allowing light through the letters and logo only. This limitation does not apply to theater marquee signs or similar signs, as determined by the Planning Director.

The sign only consists of externally illuminated channel letters. The application is consistent with this requirement.



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Section 17.230.060 C: Signs Permitted in Commercial and Office Districts

(2) A maximum of 2 window, awning, wall, or fascia business identification signs are permitted for each ground floor use or tenant. One of those 2 signs may be a projecting sign, providing that the sign does not exceed 6 square feet in area or 18" in height, and has a minimum clearance of 7 1/2 ' above the sidewalk.

The application involves the installation of one sign. The application is consistent with this requirement.

Public Comment:

The Planning Department has not received any comments on the application from the public as of writing this report.

City Departmental Comment:

The Planning Department has not received any City department comments on the application as of writing this report.

Required Findings:

Design Review: Section 17.310.030.B.2 of the Zoning Ordinance states the following: "In considering an application for design review, the Design Review Board, or the Planning Director, as the case may be, shall determine whether the design of the proposal would be compatible with the neighborhood and with the general visual character of Sebastopol; the design provides appropriate transitions and relationships to adjacent properties and the public right of way; it would not impair the desirability of investment or occupation in the neighborhood; the design is internally consistent and harmonious; and the design is in conformity with any guidelines and standards adopted pursuant to this Chapter."

Analysis:

The application initially involved a request to approve an internally illuminated wall sign for Whole Body, which was installed without a Sign Permit. Ad Art submitted an application on behalf of Whole Body in an effort to bring the sign into compliance with the Sign Ordinance. The Board determined that the sign was inappropriate for the site in that it is located in the CD District and contains internal illumination. The applicant revised the sign to include external illumination and removed the raceway per Board direction. The revised sign appears to be appropriate for the site in that it enhances the façade of an ex-



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isting building in the Downtown Core, and contains external illumination, which is generally desired over other forms of illumination.

Recommendation:

If it is the consensus of the Board that revised sign is compatible with the site, staff recommends that the application be approved based on the facts, findings, and analysis, and subject to the condition of approval set forth in this staff report.

Alternatively, the Board may find that further revisions are necessary and a continuance is appropriate. Staff recommends that the Board provide specific direction for redesign to the applicant in the event of a continuance or rationale in the event of a denial.

Findings for Minor Sign Review (Application 2015-103) approval to install one externally illuminated wall sign for Whole Body at 6960 McKinley Street:

1. That the sign is categorically exempt from the requirements of CEQA pursuant to Section 15311, Class 11, which exempts the installation of on-premise signs.
2. That the sign is consistent with the Zoning Ordinance in that it complies with the applicable provisions set forth in the Sign Ordinance.
3. That the sign is compatible with the site and neighborhood in that it enhances the facade of an existing building in the Downtown Core, and is similar to existing signage within proximity, which contain channel letters.
4. That the sign is internally consistent and harmonious in that it contains the same font, graphic design elements, and colors.
5. That the sign provides appropriate transitions and relationships to the site and adjacent tenant spaces in that the sign is appropriately proportional to the building frontage and is of similar size to wall signs in the Downtown Core.

Conditions of Approval:

1. This Sign Permit is valid for a period of two (2) years. However the applicant may request one one-year extension of this approval from the Planning Director, pursuant to Zoning Ordinance Section 17.250.050. If the signs are not installed within the designated time frame, the approval will



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be considered null and void with no further action required on the part of the City.

2. The sign(s) shall be installed consistent with the application materials date-stamped November 12, 2015. No other signs regulated by the Sign Ordinance shall be installed or displayed without the prior written approval of the Planning Department.
3. An Encroachment Permit may be required prior to installation of the sign. Please contact the Engineering Department prior to installation if work will be performed, or materials placed, in the public right-of-way. The phone number for the Engineering Department is (707) 823-2151.
4. A Building Permit is required for the installation of most signs. Please contact the Building Department for Building Permit application information at (707) 823-8597.

Attachments:

- Master Planning Application Form
- Sign Review Submittal



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Planning Department
7120 Bodega Avenue
Sebastopol, CA 95472
(707) 823-6167 (Phone) or (707) 823-1135 (Fax)
www.ci.sebastopol.ca.us

MASTER PLANNING APPLICATION FORM

Planning File # 2015 - 103
Date Filed: 10/21/15
Total Fee Paid = \$ 115 -
Received by: JA
Date Application Deemed Complete: 10/21/15

PROJECT INFORMATION

ADDRESS: 6910 McKinley St.
ASSESSOR'S PARCEL #: 004-051-043
PARCEL AREA: City of Sebastopol

APPLICANT OR AGENT:

Name: AdArt
Email Address: David@adart.com
Mailing Address: 150 Executive Park Blvd, Ste. 2100
City, State, Zip: S.F., CA, 94134
Phone: 559-225-2181
Fax: 559-367-0381
Business License #:
Signature: [Signature]
Date: 10/19/15

OWNER OF PROPERTY, IF OTHER THAN APPLICANT:

Name: Bruce Friend
Email Address: frienda@aol.com
Mailing Address: P.O. Box 143
City, State, Zip: Albany, CA 94507
Phone: 925-944-0077
Fax: 925-942-0277
Business License #: N/A
Signature: [Signature]
I certify that this application is being made with my consent.
Date: 10/19/15

OTHER PERSONS TO BE NOTIFIED: (Include Agents, Architects, Engineers, etc.)

Name:
Email Address:
Mailing Address:
City, State, Zip:
Phone:
Fax:
Name:
Email Address:
Mailing Address:
City, State, Zip:
Phone:
Fax:

Project Description (attach additional pages if needed): DESCRIBE IN DETAIL the proposed project and permit request: Add one (1) 11.2 sq. ft. sign onto the WB

expansion to be similar in size, shape, type, & color of adjacent tenants.

Sign Inventory

- * Existing N/A
* Proposed:

wall sign, 11.2 sq. ft., 11" tall x 12'-4" wide x 5" deep. Sign to be made of fabricated painted aluminum with custom ptd. film elements & green letter faces w/ teal logo. Sign is LED (white) illuminated. Sign will be mounted on front of building next to main entrance to business.

Note: Proposed sign is 13' above finished grade



This application includes the checklist for the type of application requested: Yes No

Please indicate the type(s) of application that is being requested (example: Use Permit, Design Review, Variance, Planned Community Rezone, etc): Design Review

Please describe existing uses (businesses, residences, etc) and other structures on the property: Retail, Bank, Pizza Restaurant, Grocery Store

Square Feet Building Existing: _____
Square Feet Building Demolished: _____
Square Feet Building New: _____
Net Change in Building Square Feet: _____

Number of Dwelling Units Existing:
_____ 0 Bedrooms _____ 1 Bedroom _____ 2 Bedrooms _____ 3 Bedrooms _____ 4+ Bedrooms

Number of Dwelling Units Proposed:
_____ 0 Bedrooms _____ 1 Bedroom _____ 2 Bedrooms _____ 3 Bedrooms _____ 4+ Bedrooms

Net Change in Dwelling Units: _____

Existing: Front Yard Setback _____ Side Yard Setback _____ Rear Yard Setback _____

Proposed: Front Yard Setback _____ Side Yard Setback _____ Rear Yard Setback _____

Existing Lot Dimensions: Front _____ Left Side _____
Rear _____ Right Side _____

Proposed Lot Dimensions: Front _____ Left Side _____
Rear _____ Right Side _____

Existing Lot Area: _____ Square Feet
Proposed Lot Area: _____ Square Feet

Building Height: _____ Existing Number Stories: _____ Existing
_____ Proposed _____ Proposed

Parking Spaces: _____ Existing _____ Proposed

Existing Zoning: _____

Proposed Zoning: _____

Will the project involve a new curb cut or driveway? _____ Yes _____ No

Are there existing easements on the property? _____ Yes _____ No

Will Trees be removed? _____ Yes* _____ No

*If yes, please describe (example; type, size, location on property, etc)

Will Existing Landscaping be revised? _____ Yes _____ No

Will Signs be Changed or Added? Added Yes _____ No

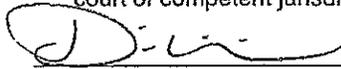
Hours of operation: _____ Is alcohol service proposed? _____ Yes _____ No

If restaurant, cafe, bar or nightclub, number of seats: _____

INDEMNIFICATION AGREEMENT

As part of this application, applicant agrees to defend, indemnify, release and hold harmless the City, its agents, officers, attorneys, employees, boards and commissions from any claim, action or proceeding brought against any of the foregoing individuals or entities, the purpose of which is to attack, set aside, void or annul the approval of this application or the adoption of the environmental document which accompanies it or otherwise arises out of or in connection with the City's action on this application. This indemnification shall include, but not be limited to, damages, costs, expenses, attorney fees or expert witness fees that may be asserted by any person or entity, including the applicant, arising out of or in connection with the City's action on this application, whether or not there is concurrent passive or active negligence on the part of the City.

If, for any reason any portion of this indemnification agreement is held to be void or unenforceable by a court of competent jurisdiction, the remainder of the agreement shall remain in full force and effect.

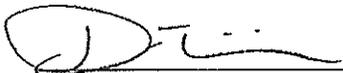
	10/19/15	2015 - 103
Applicant's Signature	Date Signed	Planning File Number

NOTE: The purpose of the indemnification agreement is to allow the City to be held harmless in terms of potential legal costs and liabilities in conjunction with permit processing and approval.

NOTICE OF MAILING:

Effective immediately, email addresses or facsimiles will be used for sending out of staff reports and agendas to applicants, their representatives, property owners, and others to be notified if an email address or facsimile number is available.

Please sign and acknowledge you have been notified of the Notice of Mailing for applications and have provided an email address or fax number.


Signature

David Esajian
Printed Name

NOTE: It is the responsibility of the applicant and their representative to be aware of and abide by City laws and policies. City staff, Boards, Commissions, and the City Council will review applications as required by law; however the applicant has responsibility for determining and following applicable regulations.

NEIGHBOR NOTIFICATION

In the interest of being a good neighbor, it is highly recommended that you contact those homes or businesses directly adjacent to, or within the area of your project. Please inform them of the proposed project, including construction activity and possible impacts such as noise, traffic interruptions, dust, larger structures, tree removals, etc.

Many projects in Sebastopol are remodel projects which when initiated bring concern to neighboring property owners, resident and businesses. Construction activities can be disruptive, and additions or new buildings can affect privacy, sunlight or landscaping. Some of these concerns can be alleviated by neighbor-to-neighbor contacts early in the design and construction process.

It is a "good neighbor policy" to inform your neighbors so that they understand your project. This will enable you to begin your construction with the understanding of your neighbors and will help promote good neighborhood relationships.

Many times development projects can have an adverse effect on the tranquility of neighborhoods and tarnish relationships along the way. If you should have questions about who to contact or need property owner information in your immediate vicinity, please contact the Building and Safety Department for information at (707) 823-8597, or the Planning Department at (707) 823-6167.

I have informed site neighbors of my proposed project: Yes No

If yes, or if you will inform neighbors in the future, please describe outreach efforts: As part of the
TI Permit

WEB SITE REQUIRED FOR MAJOR PROJECTS

Applicants for major development projects (involving proposed development of 25,000 square feet of new floor area or greater, or 25 or more dwelling units) are required to create a project web site in conjunction with submittal of an application for Planning approval (including but not limited to Subdivisions, Use Permits, Rezoning, and Design Review). Required information may be provided on an existing applicant web site.

The web site address shall be provided as part of the application. The web site shall be maintained and updated as needed until final discretionary approvals are obtained for the project.

Such web site shall include, at a minimum, the following information:

- Project description
- Contact information for the applicant, including address, phone number, and email address
- Map showing project location
- Photographs of project site
- Project plans and drawings



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Exemption Questionnaire

Storm Water Low Impact Development

Purpose: This questionnaire will determine *whether* or *not* you need to submit the 'Storm Water Low Impact Development Determination Worksheet' as part of this application. Any application that does not contain this questionnaire OR the Determination Worksheet will be deemed incomplete.

Project Address

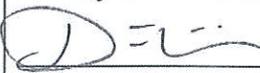
6910 McKinley Street

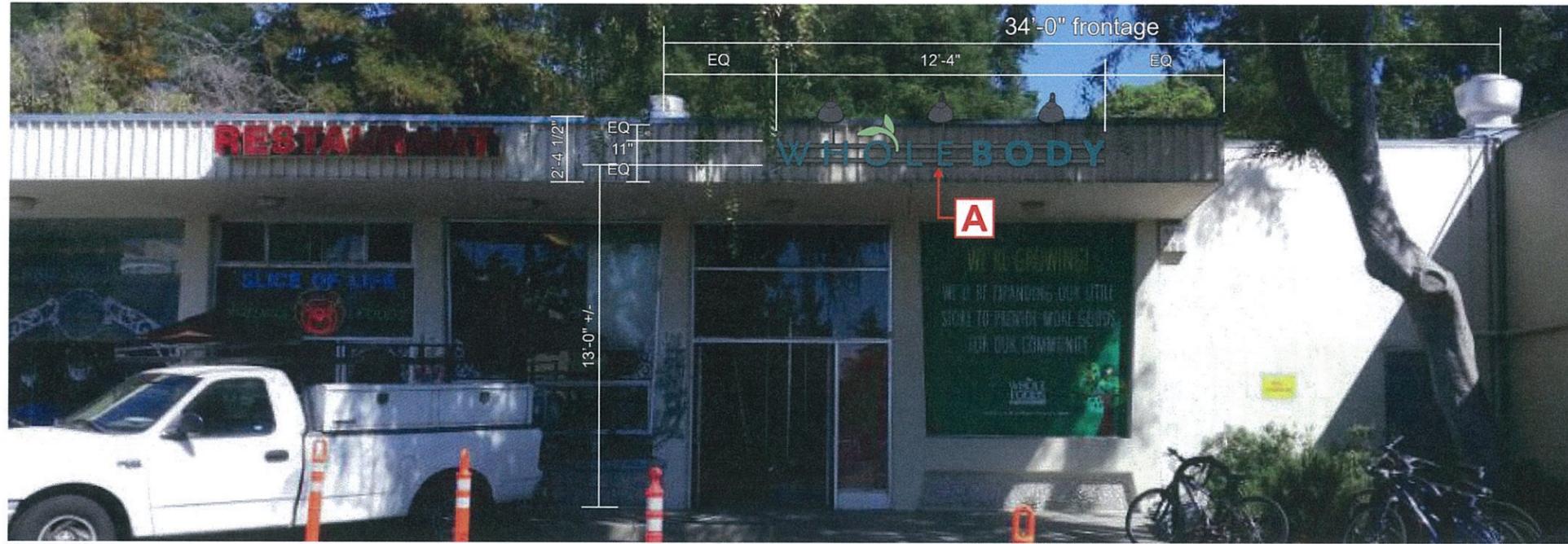
Type of Application

Your project is exempt from the 'Determination Worksheet' submittal requirement if it falls under any of the following application categories. However, City Staff may still require the submittal of a 'Determination Worksheet' as determined on a case-by-case basis.

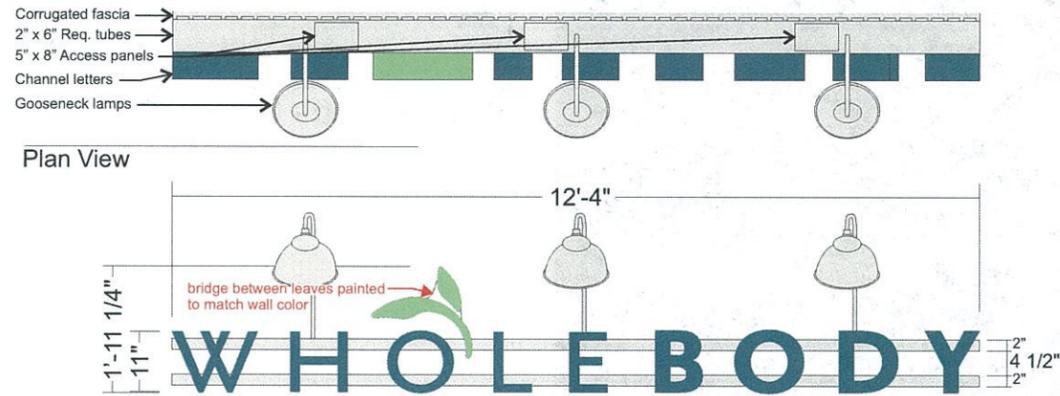
- Administrative Review (Interior Improvements or Use)
- Sign Review
- Temporary Use Permit
- Tree Removal Permit

The project is exempt from the 'Storm Water Low Impact Development Determination Worksheet' submittal requirement as determined by City Staff.

I certify this information:		
	David Esajian	10/19/15
Applicant Signature	Printed Name	Date



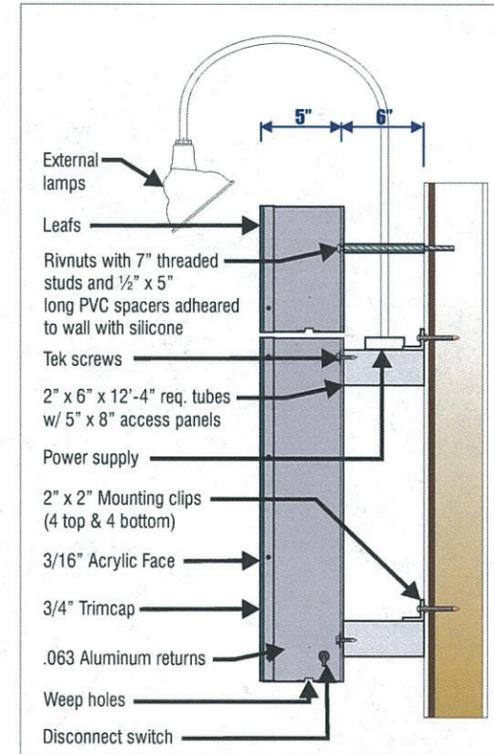
South Elevation - Scale: 3/16" = 1'-0"
 11" x 12'-4" = 11.2 sq. ft. shown



A PAN CHANNEL LETTER SPECIFICATIONS Scale: 3/8" = 1'-0"
 Description: Manufacture and install one (1) set of externally-illuminated channel letters with leaf logo.

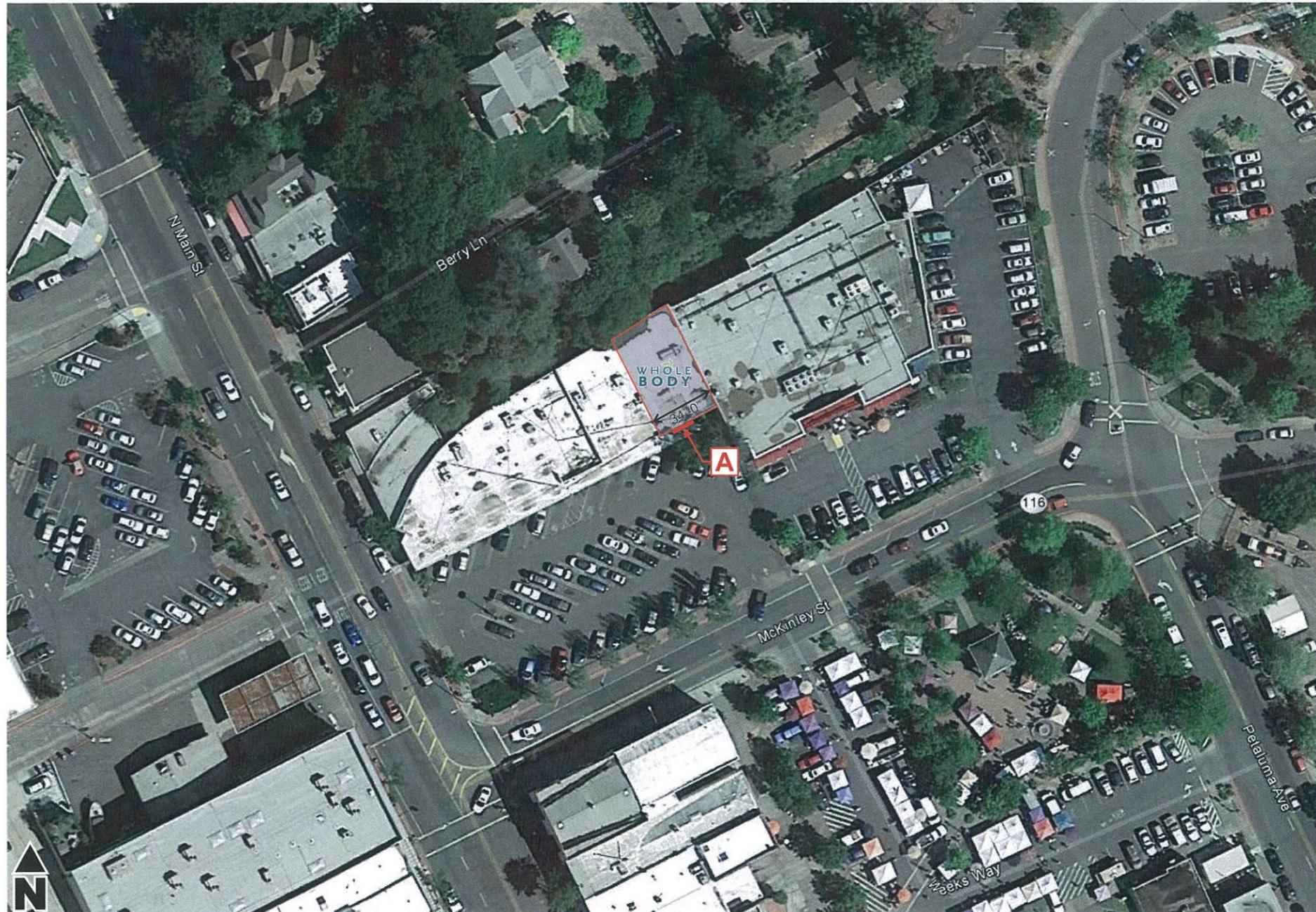
Component	Type	Specifications	Color / Finish
Faces	3/16" White Plex	Vinyl applied 1st surface	Letters = 3M Teal Green 3630-246 Leaf = 3M Brilliant Green 3630-106 (bridge between leaves will be opaque vinyl painted to match wall color)
Trimcaps	3/4" Trimcap	Jewelite	Letters = PMS 321 C Leaf = PMS 376 C
Returns	.063 Aluminum	Paint	Letters = PMS 321 C Leaf = PMS 376 C
Illumination	External Gooseneck Lamp	American Classic Standard	SW 6385 Dover White
Supports	2" x 6" Req. tubes	Paint	SW 6385 Dover White

* Letter color on artwork is PMS 323 C but PMS 321 C is used as it is the closest vinyl match.
 * Leaf color on artwork is PMS 370 C but PMS 376 C is used as it is the closest vinyl match.

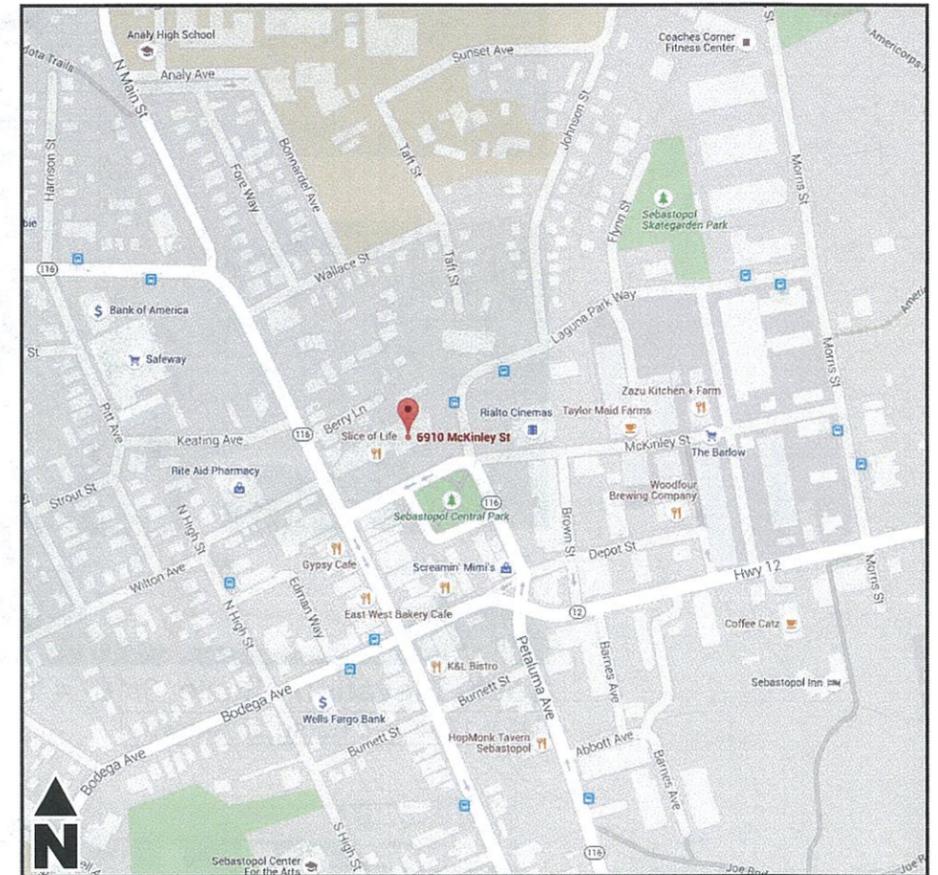


Section Detail - Scale: NTS

RECEIVED
 NOV 12 2015
 BY: JA



Site Plan - Scale: NTS



Vicinity Map - Scale: NTS

PROJECT:	REVISION	DATE	DESCRIPTION
CUSTOMER: Whole Foods Market	2	10-30-15	Change to external illumination
LOCATION: 6910 McKinley St. - Sebastopol, CA 95472	3	11-6-15	Remove raceway
DATE: 8/10/2015			
SALES: David Esajian			
DESIGNER: James Franks			

APPROVALS
SALES:
CUSTOMER:
LANDLORD:

CONCEPTUAL DRAWINGS ONLY:
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