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Planning Director  
Kenyon Webster  
Assistant Planner  
Jonathan Atkinson  
Administrative Assistant  
Rebecca Mansour

## City of Sebastopol Design Review Board Staff Report

Meeting Date: April 6, 2016  
Agenda Item: 8A  
To: Design Review Board  
From: Jonathan Atkinson, Assistant Planner  
Garrett Hosley, Planning Intern  
Subject: Sign Review  
Recommendation: Approval with Conditions  
Applicant/Owner: Alex Britton/ Talmadge Wood Trust  
File Number: 2016-20  
Address: 280 South Main 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 to install two signs for Hippizzazz, a proposed pizzeria, at 280 South Main Street. The site was formerly home to Main Street Deli, which closed in 2014, and was previously home to Em's Chevron Service Station for several years.

### **Project Description:**

The project involves the installation of the following signs:

- One wall sign, measuring 4 feet (height) by 14 feet and 6 inches (width), which will have a sign area of 58 square feet, and read: "Hippizzazz Pizza." The sign will be installed on the north elevation of the building and contain external illumination through three LED flood lights.
- One two-sided freestanding sign, measuring 6 feet (height) by 4 feet (width), which will have a total sign area of 48 square feet, and read: "280 S. Main Sebastopol: Hippizzazz Pizzeria." The sign will reface an existing sign structure, which has a height of 12 feet and 3 inches, cantilever over a landscaped area, and be set back 7½ feet from the back of the sidewalk with northbound and southbound visibility. The sign will contain internal illumination through two LED lightbulbs.

The applicant prepared a written statement, which is attached to this staff report.



**Environmental Review:**

15311: Signage: Class 11 exempts the installation of onsite signs.

The project is consistent with this categorical exemption in that it involves the installation of two signs.

**General Plan Consistency:**

The General Plan Land Use Designation for the site is Downtown Core. The project does not have any land use implications because it only involves the installation of signs for a proposed pizzeria.

The project is subject to the following General Plan goal and policy:

Land Use Element

- *Goal 8: Create opportunities for economic development and redevelopment.*
- *Policy 28: Rehabilitate Existing Commercial Buildings: Rehabilitate existing commercial buildings and retrofit them to meet current market needs and code requirements.*

The project is consistent with this General Plan goal and policy in that the installation of new signs contribute to greater improvement efforts of an existing commercial building on South Main Street.

**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

(3) The width of a building frontage on a public street or right-of-way, excluding alleys or service ways, shall be used to calculate the allowable sign area.

The maximum sign area permitted for 280 South Main Street is 83½ square feet, given that the building has a total frontage of 64 feet. This includes the north and east elevations of the building.

The project will have a total sign area of 106 square feet: The wall sign is 58 square feet and the freestanding sign is 48 square feet. The total sign area exceeds the allowable sign area by over 20 square feet. A Sign Exception is required. This allowance appears to be reasonable in that a portion of the sign area is attributed to the reface of the freestanding sign and that the size of the wall sign is appropriate, given that it will be installed on the north elevation, which has the most building frontage.

Section 17.230.050 B: Projection Limits and Sign Clearances

(1) Free-standing signs must be located a minimum of 5 feet behind the back of the sidewalk (or right-of-way if there is no sidewalk). Free-standing signs may not project into any public right-of-way.

The freestanding sign is located 7½ feet from the back of the sidewalk on South Main Street. The project is consistent with this provision.

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.

Both of the signs will contain illumination. The wall sign will be illuminated through three external LED flood lights, which will project directly onto its surface. The freestanding sign will be illuminated through two internal LED lightbulbs, which will illuminate the text and graphic design elements of the sign. The project appears to be consistent with this provision. A condition of approval has been added, requiring compliance with this provision and modification of the illumination intensity, if necessary.

(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 wall sign will have external illumination and the freestanding sign will have internal illumination. The site is located within the CD: Downtown Core District. The Zoning Ordinance does not explicitly restrict signs with internal illumination but does state that signs with external illumination are preferred in all Zoning Districts. The Board has approved some signs with internal illumination in the past but has recently expressed a strong preference for signs with external illumination. The sign has historically contained internal illumination but the Board will need to determine if this form of illumination is appropriate for this sign and location.

(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 freestanding sign is proposed to have backlit panels, which will be painted black. A condition of approval has been added, requiring the panels to be opaque, if the Board approves internal illumination. The project is consistent with this provision with this condition.

Section 17.230.060 C: Signs Permitted in Commercial and Office Districts

(1) Each building is permitted to have one free-standing business identification sign. This sign may not exceed 8 feet in height.

The height of the freestanding sign is 12 feet and 3 inches. The application requires a Sign Exception for this provision. A Sign Exception may be appropriate given that this is an existing sign structure.

(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 project involves the installation of two signs. The project is consistent with this provision.

**Public Comment:**

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

**City Departmental Comment:**

The Planning Department has not received any City departmental comments as of writing this staff report.

**Required Findings:**

Design Review: Section 17.310.030.B.2 of the Zoning Ordinance establishes the following Design Review Procedure: In considering an application for design review, the Design Review Board, or the Planning Director, as the case may be, shall determine whether:

- a) The design of the proposal would be compatible with the neighborhood or and with the general visual character of Sebastopol.
- b) The design provides appropriate transitions and relationships to adjacent properties and the public right of way.
- c) It would not impair the desirability of investment or occupation in the neighborhood,
- d) The design is internally consistent and harmonious.
- e) The design is in conformity with any guidelines and standards adopted pursuant to this Chapter.

Sign Exception: Section 17.230.020.B.2 of the Zoning Ordinance states that the Design Review Board may grant a Sign Exception based on the following criteria:

- a) The exception will allow a unique sign of exceptional design or style that will enhance the area or building, or that will be a visible landmark; or
- b) The exception will allow a sign that is more consistent with the architecture and development of the site; or site context; or is appropriate given the nature of the business; or
- c) The granting of the exception will not constitute the granting of a special privilege inconsistent with the sign limitations upon other properties in the same vicinity and Zone District.

**Analysis:**

The project involves the installation of two signs for Hippizzazz, which is located in the Downtown Core. The wall sign will have external illumination and the freestanding sign will have internal illumination. The Zoning Ordinance does not explicitly restrict signs with internal illumination but does state that signs with external illumination are preferred in all Zoning Districts. The Board has approved some signs with internal illumination in the past but has recently expressed a strong preference for signs with external illumination. The sign has historically contained internal illumination as it was constructed when the site was a gas station.

The Board will need to determine if internal illumination is appropriate for the freestanding sign, especially given its location in the Downtown Core. The Board will also need to determine if a Sign Exception is appropriate for the height of the freestanding sign and if the total sign area of both signs is appropriate for the site.

The Board could find that the signs are appropriate for the site in that they will supplement greater improvement efforts for an older commercial building, particularly the freestanding sign, which would undergo a reface and is generally reminiscent of the site's historical use as a gas station. The Board could also find that the signs are compatible with the neighborhood and general visual character of Sebastopol in that there are several properties, which contain large wall signs with external illumination, and freestanding pole signs with internal illumination to a lesser extent.

**Recommendation:**

Staff recommends that the Board approve the application based on the facts, findings, and analysis set forth and subject to the conditions of approval contained in this staff report, if there is a consensus that the signs are compatible with the site.

Alternatively, the Board may find that 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.

**SIGN PERMIT: 2016-20**  
**Hippizzazz Pizzeria**  
**One Freestanding Sign with Internal Illumination**  
**One Wall Sign with External Illumination**  
**280 South Main Street**

**Findings for Approval:**

1. That the project is categorically exempt from the requirements of CEQA, pursuant to Section 15311, Class 11, in that it involves the installation of onsite signage.
2. That the project is consistent with the General Plan in that the installation of new signs contribute to greater improvement efforts of an existing commercial building on South Main Street, which is a goal of the Land Use Element.
3. That the project is consistent with the applicable provisions of the Zoning Ordinance with the approval of a Sign Exception.
4. That the design of the project is architecturally compatible with the neighborhood and the general character of Sebastopol in that it involves the installation of a wall sign with external illumination, which is characteristic of existing signs in the Downtown Core, and also involves the reface of an existing freestanding pole sign, which is characteristic of signage throughout the community.
5. That the design provides appropriate transitions and relationships to adjacent properties and the public right-of-way in that the wall sign will be secured to the façade of the building 10½ feet above the walkway, and the existing freestanding sign cantilevers 6 feet and 3 inches over a landscaped area and is set back from the back of the sidewalk and southern property line.
6. That the project will not impair the desirability of investment or occupation in the neighborhood in that the signs will supplement greater improvement efforts for an older commercial building, particularly the freestanding sign, which would undergo a reface.
7. That the design of the project is internally consistent and harmonious in that the wall sign contains consistent colors, materials, and font in terms of size and spacing, and the freestanding sign will contain consistent colors, materials, graphic design elements, and font.
8. That the project is consistent with the adopted Design Guidelines in that it the signs will be constructed of durable materials to prevent them from quickly falling into a state of disrepair; the signs creatively express the character of the business; and the placement of the signs is sensitive to building elements with the freestanding sign maintaining building visibility, and the wall sign being located on the mansard roof above windows.
9. That the Sign Exception will allow signs that are more consistent with the architecture and development of the site in that the property has an existing freestanding structure, which is reminiscent of the site's historical use and would be refaced, and the building has a large frontage on its north elevation and that a larger wall sign is appropriate.

10. That the granting of the Sign Exception will not constitute the granting of a special privilege inconsistent with the sign limitations upon other properties in the same vicinity and Zone District in that the multiple properties in the Downtown Core and greater Sebastopol have been permitted to install large wall signs and reface existing pole signs of exceptional height with Design Review Board approval.

**Recommended 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 sign installation does not occur within the designated time frame, the approval will be considered null and void with no further action required on the part of the City.
2. The sign installation shall be consistent with the application materials date-stamped: March 9, 2016. 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 sign installation. Please contact the Engineering Department at (707) 823-2151, prior to installation, if work will be performed or materials placed in the public right-of-way.
4. A Building Permit is required for the installation of most signs. Please contact the Building and Safety Department for Building Permit application information at (707) 823-8597.
5. The signs shall not be illuminated with such intensity as to prevent normal perception of objects, buildings, streets and other signs in the immediate area. The Planning Director shall have the authority to require the modification of the illumination intensity, if necessary.
6. The background of the freestanding sign shall be opaque so that light only shines through the lettering and images, if internal illumination will be used.

**Attachments:**

- Master Planning Application Form
- Location Map
- Written Statement
- Site Photographs
- Sign Review Submittal



# City of Sebastopol

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

## MASTER PLANNING APPLICATION FORM

### PROJECT INFORMATION:

### FOR CITY USE ONLY

ADDRESS: <u>280 S. Main Street</u>	PLANNING FILE #: <u>2016/20</u>
PARCEL #: <u>004-203-024-000</u>	DATE FILED: <u>03-09-16</u>
PARCEL AREA: _____	TOTAL FEES PAID: <u>\$90</u>
	RECEIVED BY: <u>[Signature]</u>
	DATE APPLICATION DEEMED COMPLETE: <u>03/10/16</u>

### APPLICANT OR AGENT:

Name: Alex Britton  
 Email Address: laxpod@gmail.com  
 Mailing Address: P.O. Box 1711  
 City/State/Zip: Sebastopol, CA 95473  
 Phone: 707 553-3506  
 Fax: \_\_\_\_\_  
 Business License #: \_\_\_\_\_  
 Signature: [Signature]  
 Date: 2/17/2016

### OWNER OF PROPERTY

#### IF OTHER THAN APPLICANT:

Name: see attached ->  
 Email Address: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Business License #: \_\_\_\_\_  
 Signature: \_\_\_\_\_  
 I certify that this application is being made with my consent.  
 Date: \_\_\_\_\_

### 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: \_\_\_\_\_







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www.ci.sebastopol.ca.us

## MASTER PLANNING APPLICATION FORM

Planning File # \_\_\_\_\_  
Date Filed: \_\_\_\_\_  
Total Fee Paid = \$ \_\_\_\_\_  
Received by: \_\_\_\_\_  
Date Application Deemed Complete: \_\_\_\_\_

### PROJECT INFORMATION

ADDRESS: 280 Main Street  
ASSESSOR'S PARCEL #: 024-303-024-000  
PARCEL AREA: \_\_\_\_\_

### APPLICANT OR AGENT:

Name: Alex Britton  
Email Address: faxpod@gmail.com  
Mailing Address: P.O. Box 1711  
City, State, Zip: Sebastopol, CA 95473  
Phone: (707) 553-3506  
Fax: \_\_\_\_\_  
Business License #: \_\_\_\_\_  
Signature: [Signature]  
Date: \_\_\_\_\_

### OWNER OF PROPERTY, IF OTHER THAN APPLICANT:

Name: Admiral Wood Trust  
Email Address: 57woodtr@mr.com  
Mailing Address: 122 CHILSTOCK RD # 306  
City, State, Zip: SEASTOPOL, CA 95409  
Phone: 707 891 4119  
Fax: \_\_\_\_\_  
Business License #: \_\_\_\_\_  
Signature: [Signature]  
I certify that this application is being made with my consent.  
Date: 11/16/2015

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

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:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PROJECT DESCRIPTION:**

DESCRIBE IN DETAIL, the proposed project and permit request. (Attach additional pages, if needed):

We propose to change the signs at 280 S Main Street  
for new pizza restaurant. there are two existing signs.  
1. 14' x 31" on front wall above doors. 2. 6' x 4' street sign.  
- change to reflect business name Hippizzazz Pizza.

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.):

Sign Review

Please describe existing uses (businesses, residences, etc.) and other structures on the property:

Business - used to be Main Street Deli.

**DEVELOPMENT DATA:**

SQUARE FEET BUILDING EXISTING:	<u>1050</u>	<input type="checkbox"/> N/A
SQUARE FEET BUILDING DEMOLISHED:		<input checked="" type="checkbox"/> N/A
SQUARE FEET BUILDING NEW:		<input checked="" type="checkbox"/> N/A
NET CHANGE IN BUILDING SQUARE FEET:		<input checked="" type="checkbox"/> N/A
NUMBER OF DWELLING UNITS EXISTING:	<input type="checkbox"/> 0 Bedrooms <input type="checkbox"/> 2 Bedrooms <input type="checkbox"/> 4+ Bedrooms	<input type="checkbox"/> 1 Bedrooms <input type="checkbox"/> 3 Bedrooms <input checked="" type="checkbox"/> N/A
NUMBER OF DWELLING UNITS PROPOSED:	<input type="checkbox"/> 0 Bedrooms <input type="checkbox"/> 2 Bedrooms <input type="checkbox"/> 4+ Bedrooms	<input type="checkbox"/> 1 Bedrooms <input type="checkbox"/> 3 Bedrooms <input checked="" type="checkbox"/> N/A
NET CHANGE IN DWELLING UNITS:		<input type="checkbox"/> N/A
SETBACKS:	<u>Existing:</u> <input type="checkbox"/> Front Yard _____ <input type="checkbox"/> Side Yard _____ <input type="checkbox"/> Rear Yard _____ <input type="checkbox"/> N/A	<u>Proposed:</u> <input type="checkbox"/> Front Yard _____ <input type="checkbox"/> Side Yard _____ <input type="checkbox"/> Rear Yard _____ <input checked="" type="checkbox"/> N/A

EXISTING LOT DIMENSIONS:	Front: _____ Left: _____	Rear: _____ Right: _____	<input checked="" type="checkbox"/> N/A
PROPOSED LOT DIMENSIONS:	Front: _____ Left: _____	Rear: _____ Right: _____	<input checked="" type="checkbox"/> N/A
EXISTING LOT AREA:	_____ Square Feet		<input checked="" type="checkbox"/> N/A
PROPOSED LOT AREA:	_____ Square Feet		<input checked="" type="checkbox"/> N/A
BUILDING HEIGHT:	Existing: _____	Proposed: _____	<input checked="" type="checkbox"/> N/A
NUMBER OF STORIES:	Existing: _____	Proposed: _____	<input checked="" type="checkbox"/> N/A
PARKING SPACE (S):	Existing: _____	Proposed: _____	<input checked="" type="checkbox"/> N/A
ZONING	Existing: _____	Proposed: _____	<input checked="" type="checkbox"/> N/A

- 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  
*If yes, what is square footage of new or revised landscaping?*


- Will Signs be Changed or Added?  Yes  No

Business: Hours of Operation? Open: 11am Close: 2am

- Is alcohol service proposed?  Yes  No

If yes, what type of State alcohol license is proposed? Type 41

- If yes, have you applied to the State Alcoholic Beverage Control for a license?  Yes  No

If this is a restaurant, café or other food service, bar, or nightclub, please indicate total number of seats: 36

- Is any live entertainment proposed?  Yes  No

If yes, please describe: acoustic indoor, occasional, as per CUP.

# 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.

Alex Britton                      2/17/2014                      2016-20  
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

Email addresses or facsimiles will be used for sending out staff reports and agendas to applicants, their representatives, property owners, and others to be notified.

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

Alex Britton  
Signature

Alex Britton  
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:

<i>Personal communication w/ Business neighbours -</i>
<i>mass mailing to Residents in 500' radius of intentions</i>
<i>to sell alcohol.</i>

## WEBSITE REQUIRED FOR MAJOR PROJECTS

Applicants for major development projects (which involves 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 website in conjunction with submittal of an application for Planning approval (including but not limited to Subdivisions, Use Permits, Rezoning's, and Design Review). Required information may be provided on an existing applicant web site.

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

Such website 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

# COUNTY ASSESSOR'S PARCEL MAP

4-20

TAX RATE AREA  
5-001  
5-014

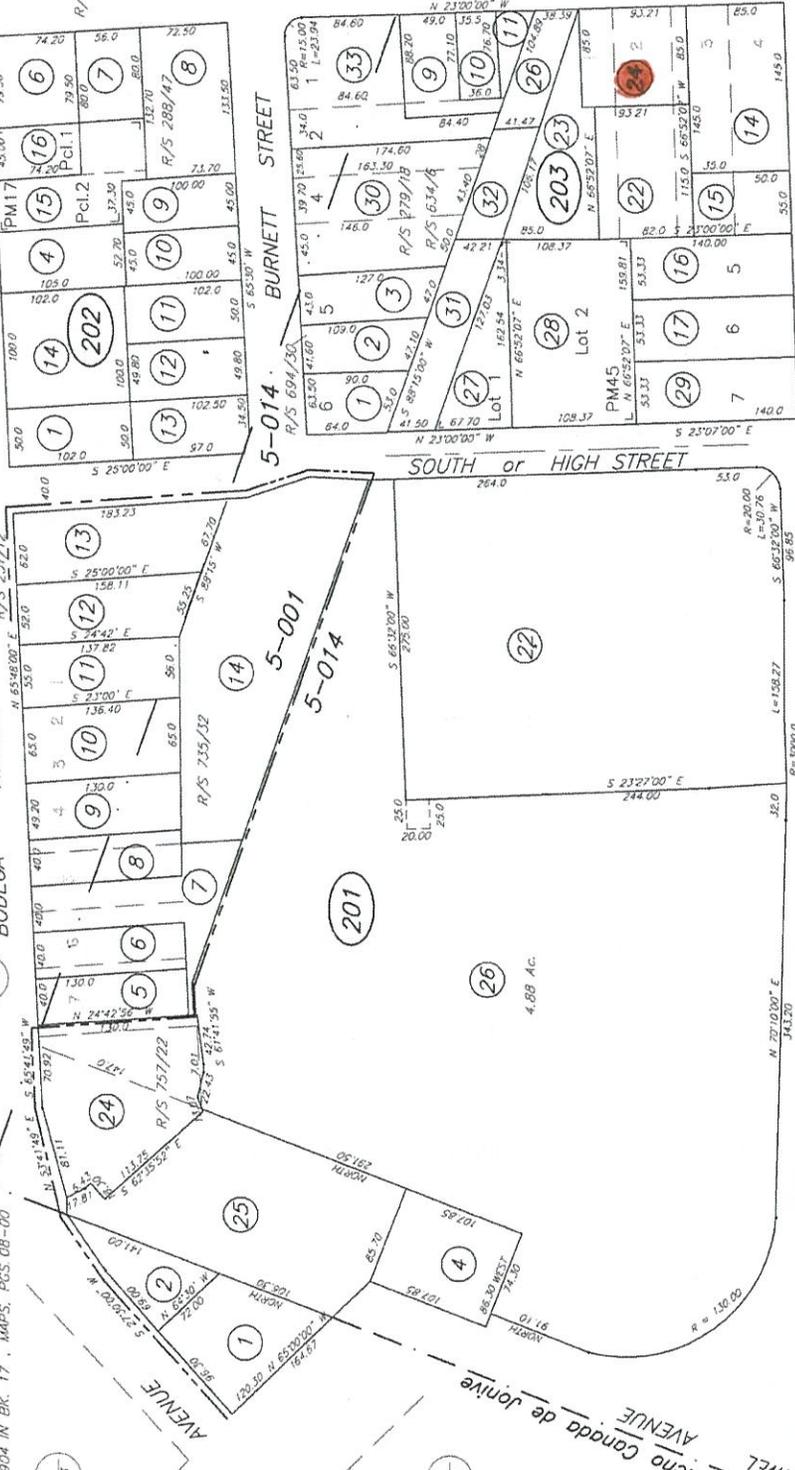
Ptn of CALDER'S ADDITION  
REC. 04-17-1902 IN BK. 14, MAPS, PGS. 21-00

Ptn of S.W. SEBASTOPOL  
REC. 09-21-1904 IN BK. 17, MAPS, PGS. 08-00

BODEGA AVENUE

BURNETT STREET

MAIN STREET



Block 1 of RAILROAD ADDITION

WILLOW STREET

Parcel 37  
SBE 859-49-9L

Parcel Map No. 17  
REC. 12-10-1971 IN BK. 164, MAPS, PGS. 41-00

Parcel Map No. 45  
REC. 01-28-1977 IN BK. 247, MAPS, PGS. 20-00

Ptn of CITY OF SEBASTOPOL  
REC. 04-14-1929 IN BK. 47, MAPS, PGS. 43-00

4-21

RECEIVED  
MAR 09 2016

NOTE: Assessor's parcels do not necessarily constitute legal lots. To verify legal parcel status, check with the appropriate city or county community development or planning division.

NOTE: This map was prepared for Assessment purposes only and does not indicate either parcel legality or a valid building site. No liability is assumed for the accuracy of the data reflected thereon. The Assessor is not responsible for information supplied to the Assessor (i.e. recorded survey maps, recorded deeds, prior assessment maps, etc.)

Assessor's Map Bk. 004, Pg. 20  
Sonoma County, Calif. (ACAD)

KEY 2-4-13 RB

REVISOR  
10-09-02=33(203)-LSL  
05-10-07=R/S-MH  
02-18-10=R/S-KB  
11-20-13=R/S-KB

SCALE: 1"=100'

4-05

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4-179

## Sign Inventory for Hippizzazz, LLC

### Existing Signs:

Sign #1: Free standing sign (existing), 24 square feet, 6'h x 4'w 10" d, the bottom of the sign is 75" to the ground. The sign is plastic in metal frame and has white lettering on a red background. This sign is not illuminated and is free standing on the east side of the property next to the side walk along Main Street.

Sign #2: Wall Sign (existing), 36.5 square feet, 2.5'h x 14.5'w x 1"d. the bottom of this sign is 126" to the ground. the sign is made of plywood and is mounted to the building above the front doors. It has white lettering on a red background. This sign is not illuminated.

### Proposed Signs:

Sign #1: Free Standing sign (proposed), 24 square feet, 6'h x 4'w 10" d, the bottom of the sign is 75" to the ground. The sign is plastic in metal frame and has red, blue and yellow lettering on a black background. This sign is free standing on the east side of the property next to the side walk along Main Street, and is illuminated by 2, 4' LED florescent bulbs behind the face inside the frame.

Sign #2: Wall Sign (proposed) 58 square feet, 4'h x 14.5'w x 3/4"d. the bottom of this sign is 126" to the ground. the sign is made of plywood and is mounted to the building above the front doors. It has white lettering on a red background and some red lettering with blank background. This sign is illuminated with 3 exterior LED 100 watt equivalent flood lights 2 mounted on each end and 1 on top in the middle.



## Written Statement of Sign Change For Hippizzazz, LLC.:

Hippizzazz proposes to change the signage that exists at 280 S Main Street in Sebastopol to identify the use of this property. What used to be the Main Street Deli is now going to be Hippizzazz Pizza. There are two signs existing at the site and it is our intention to only change the face of the signs and not to move them. The only change in size will be the height of the wall sign mounted on the front of the building from 2.5' tall to 4' tall.

Sign #1 Free standing sign (existing), 24 square feet, 6'h x 4'w 10" d, the bottom of the sign is 75" to the ground. The sign is plastic in metal frame and has white lettering on a red background. This sign is not illuminated and is free standing on the east side of the property next to the side walk along Main Street. We would like to change this sign by replacing the face that currently reads " Main Street Deli, Mediterranean Californian, Sandwiches felafel gyros, Catering" to read " Hippizzazz Pizzeria 280 S. Main Sebastopol" with red, blue and yellow lettering on a black background. Also we would like to illuminate the background of this sign with 2, 4' LED florescent bulbs behind the face inside the frame.

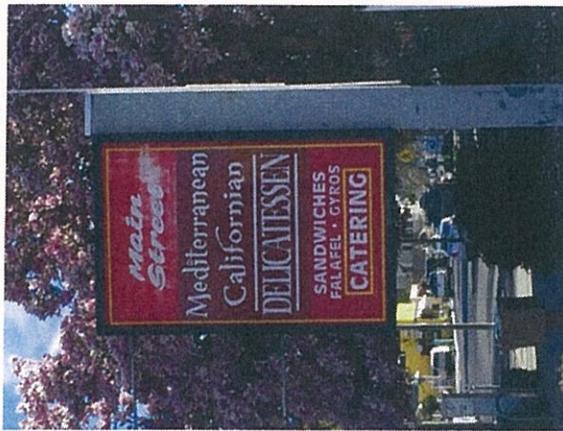
Sign #2 Wall Sign (existing), 36.5 square feet, 2.5'h x 14.5'w x 1"d. the bottom of this sign is 126" to the ground. the sign is made of plywood and is mounted to the building above the front doors. It has white lettering on a red background. This sign is not illuminated. We would like to change this sign by replacing the face that currently reads "Main Street Deli" to read "Hippizzazz Pizza" with white lettering on a red background and red lettering on a white background. Also, we would like to illuminate this sign with 3 LED 100 watt equivalent flood lights 2 on each end and 1 on top in the middle.

Hippizzazz simply wants to change the wording on the already existing signs to identify the establishment as a pizza restaurant. We feel it is necessary to illuminate our signs to accommodate our nighttime hours of operation.



Pic #1

Sign #1 Free Standing



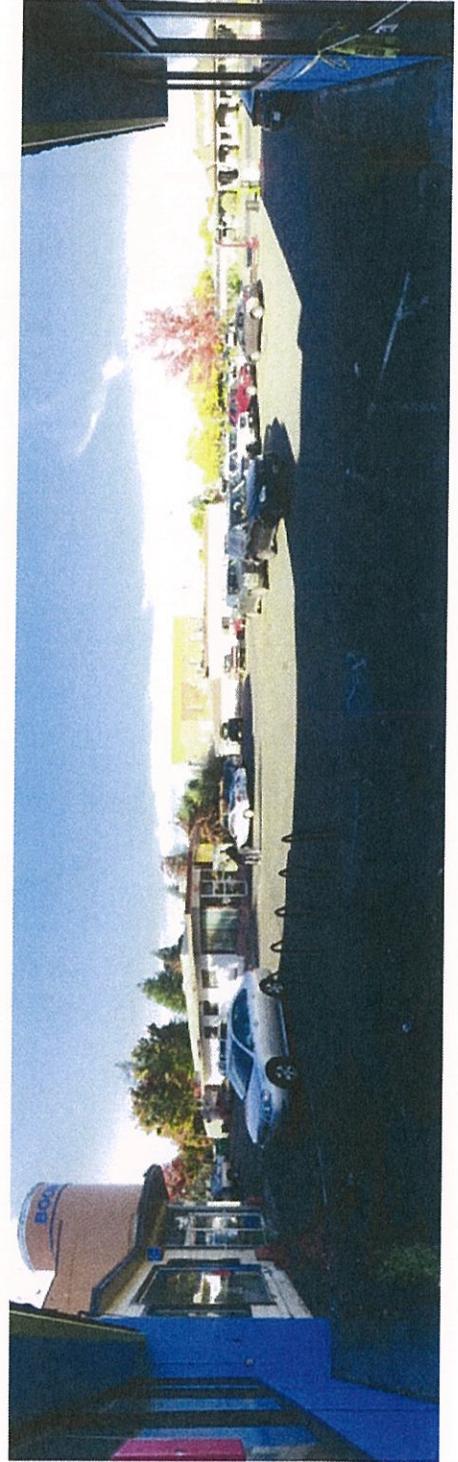
Pic #2

Sign #2 Wall sign

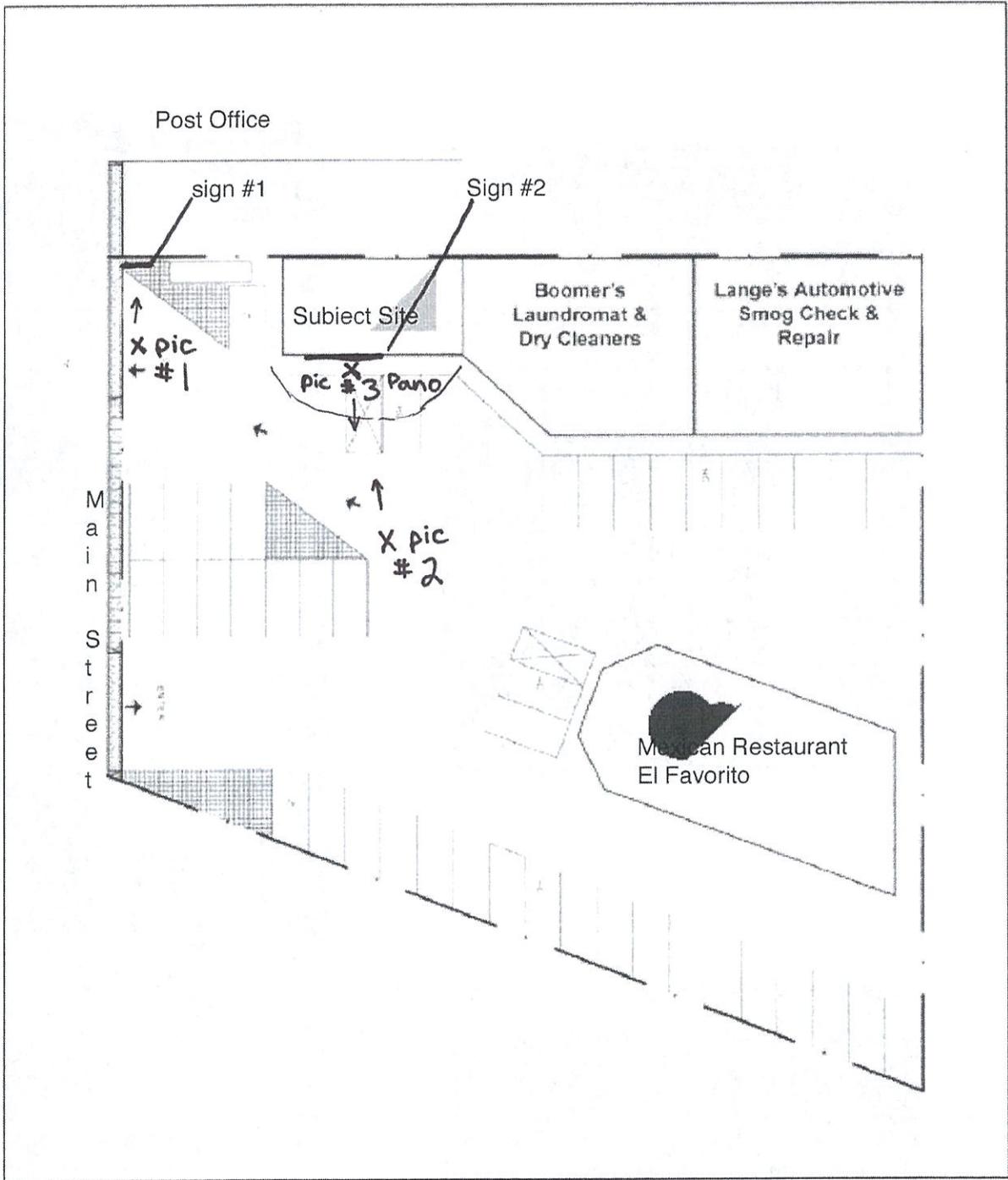


Pic #3

Panoramic view from under sign #2 on Building



RECEIVED  
 MAR 09 2016  
 BY: *[Signature]*



RECEIVED  
MAR 09 2016  
BY: *[Signature]*

# Sign Details

Sign # 1



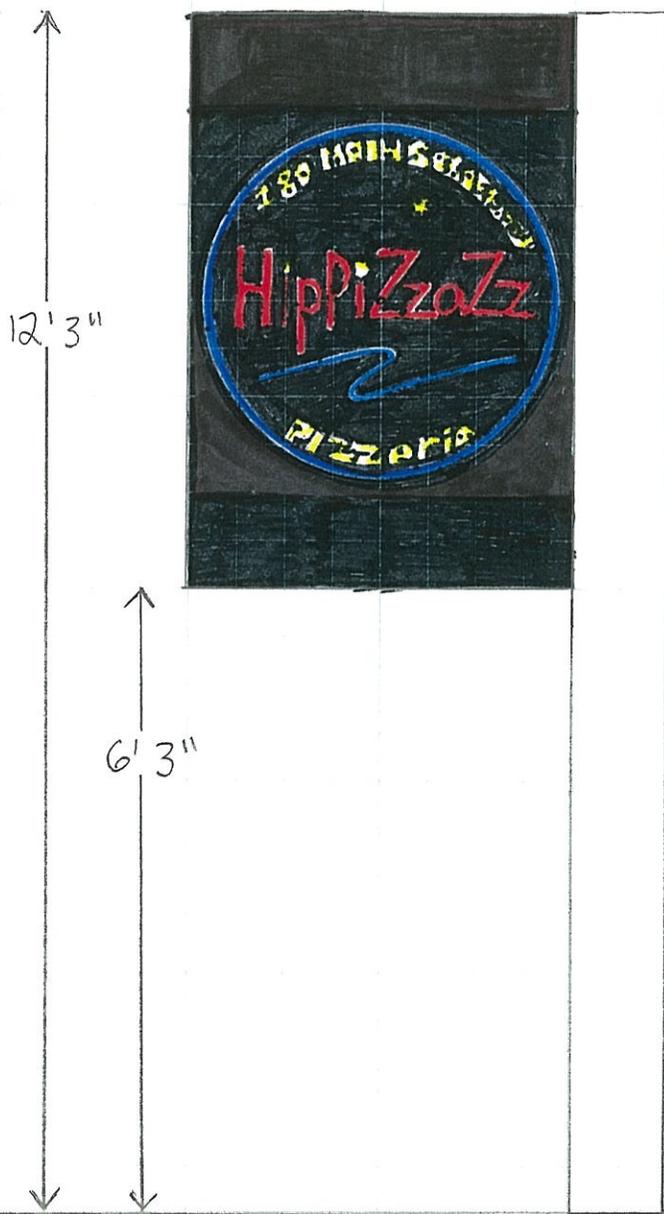
RECEIVED  
MAR 09 2016  
BY: *[Signature]*



# Sign #1 Proposed

Red, Yellow and Blue Lettering on Black Background.

Materials: Plexi-Glass (painted)



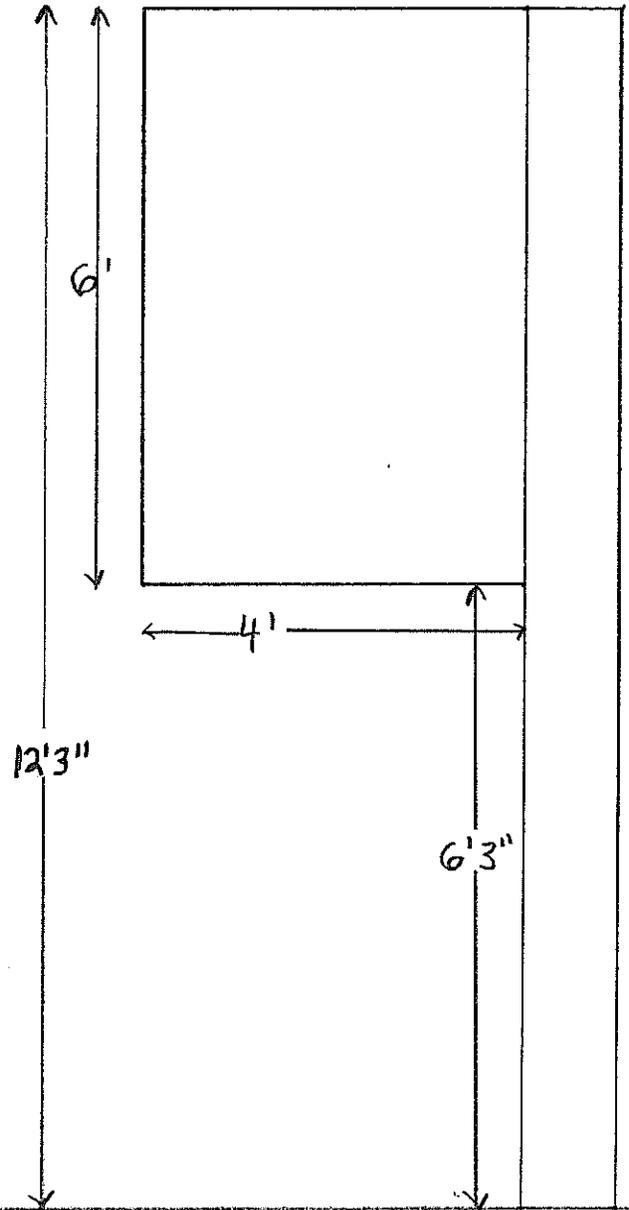
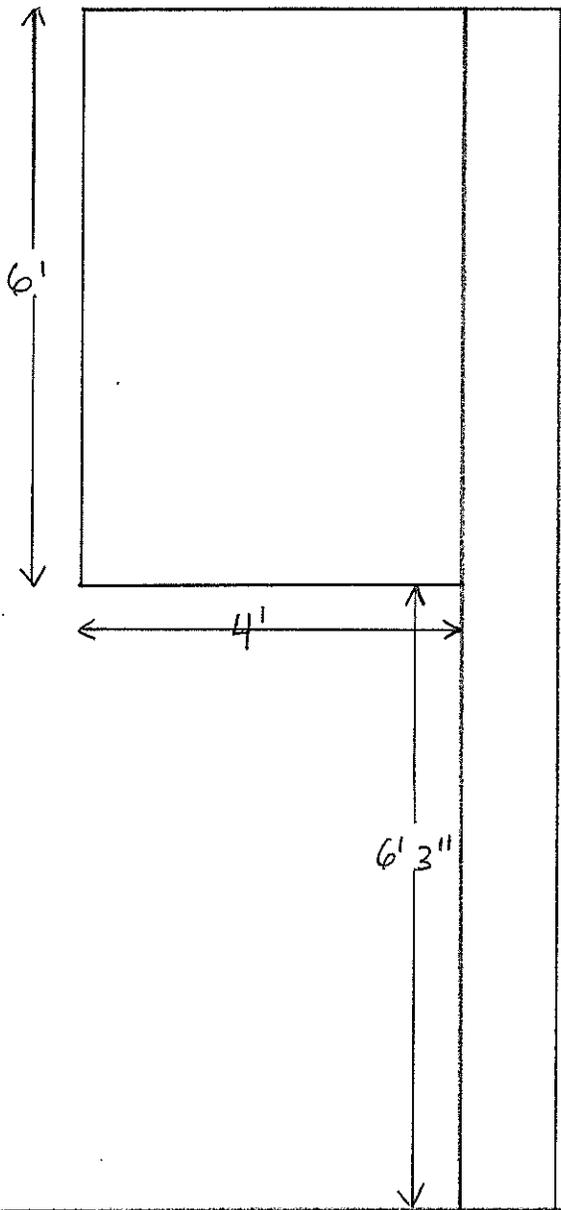
$\frac{1}{2}$ "  = 1 sq foot



# Sign # 1 Elevations

Sign # 1 Existing

Sign # 1 Proposed



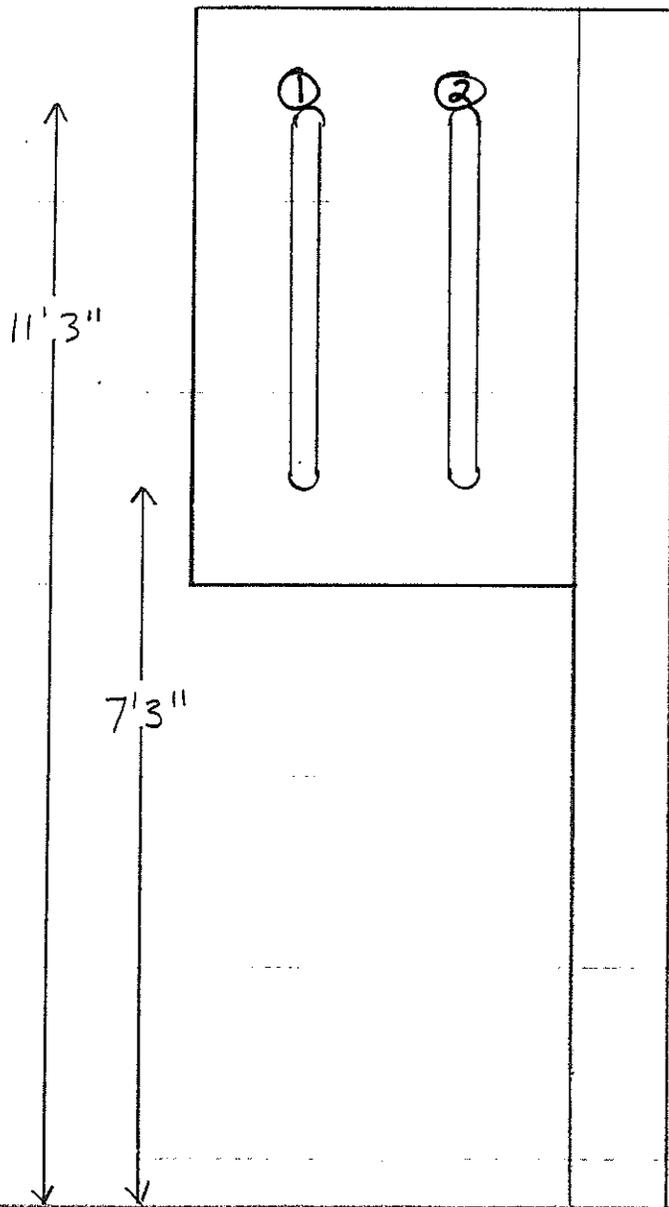
$\frac{1}{2}'' \square = 1 \text{ sq. ft.}$



# Proposed Lighting for Sign # 1

2 - 4 ft. LED Florescent Bulbs mounted behind the face inside the frame.

1, 2 Lights will be mounted 7'3" above ground.



$$\frac{1}{2}'' \square = 1 \text{ sq. Ft.}$$



Sign Details  
Sign # 2

HIPPIZZAZZ

PIZZA

21st Details  
21st # 2

Sign # 2 Proposed

Red lettering on white background, white lettering on Red Background.

Materials: Plywood (Painted)



14' 6"

10' 6"

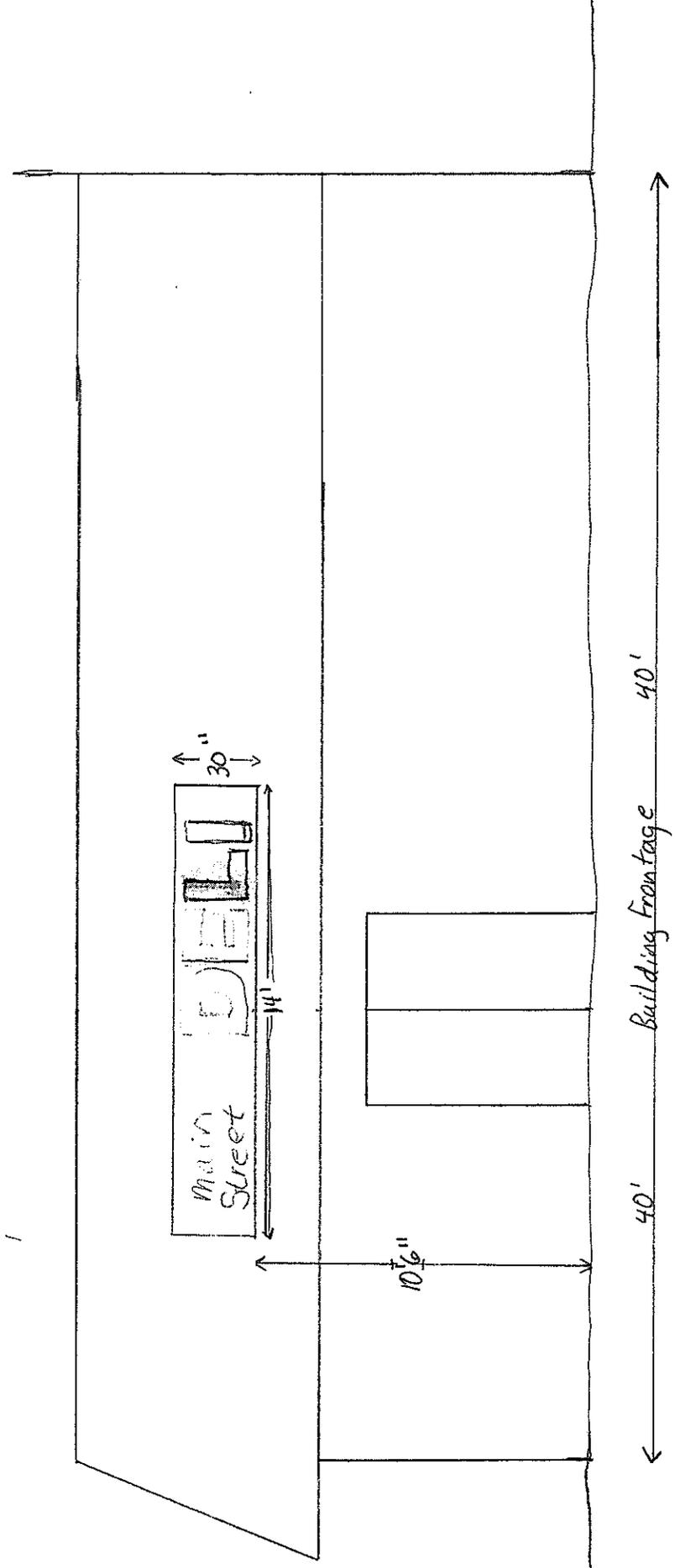
Height Above  
Finished Grade

$$\frac{1}{2}'' \square = 1 \text{ Sq Foot}$$



Existing Sign #2 Wall Sign

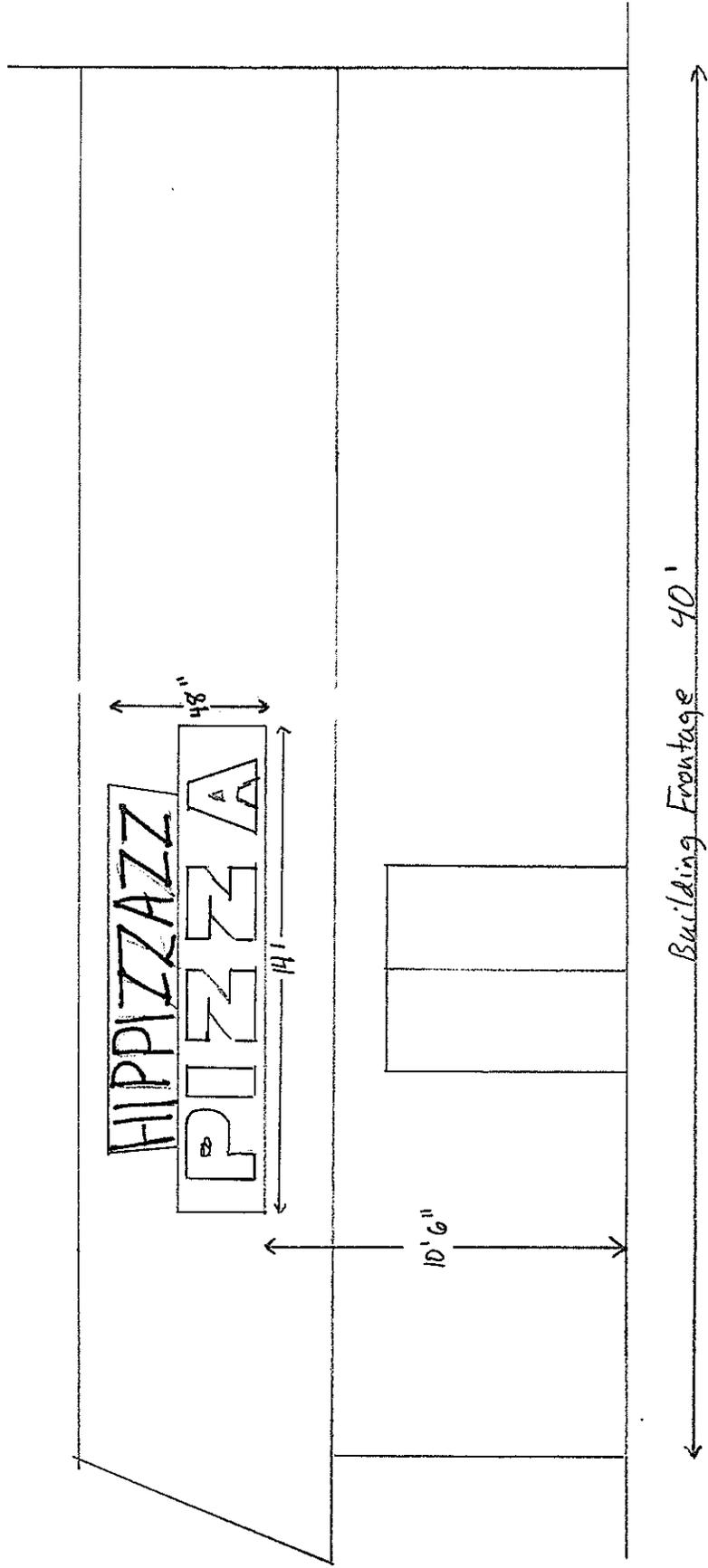
$$1\frac{1}{4} \square = 19\text{ft}$$





Proposed Sign #2 Wall Sign

1/4" □ = 1 ft.





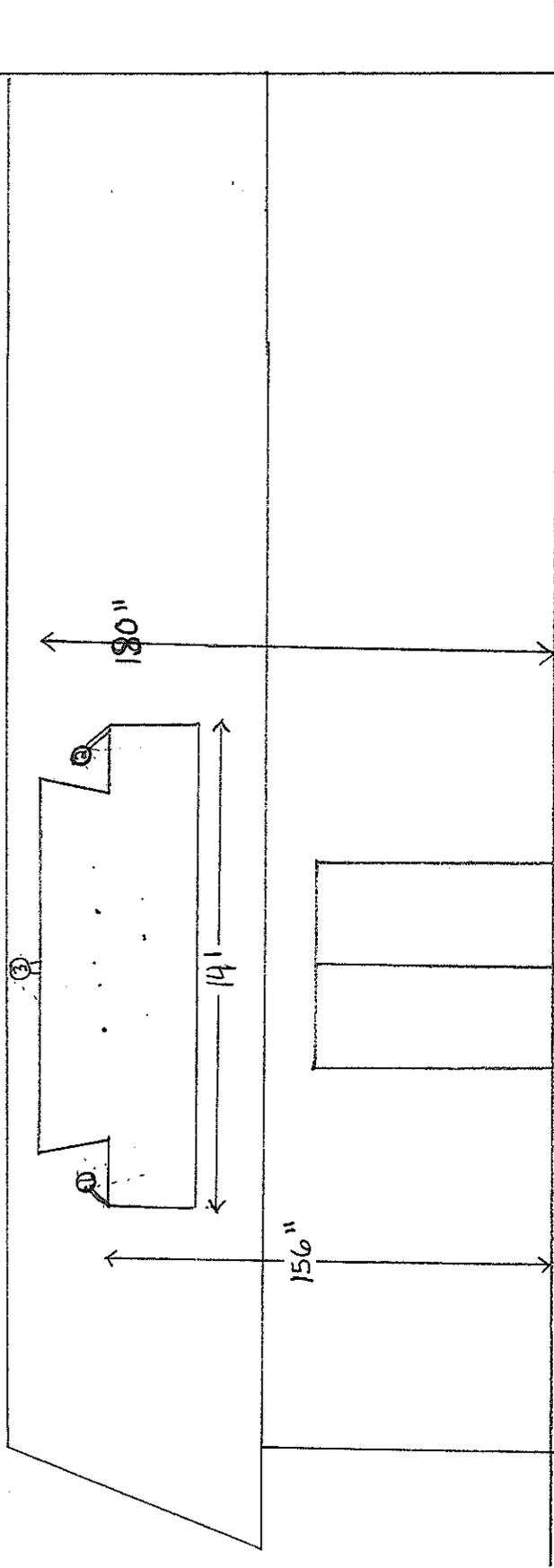
# Proposed Lighting for Sign # 2

$\frac{1}{4}'' \square = 1 \text{ ft.}$

3 Exterior 100 watt Equivalent Flood Lights

1, 2 mounted on sign at each end at 156" high.

3 mounted on the top center of sign at 180" high.



~~Drawn by [unclear] 2/2/00~~

