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City of Sebastopol Design Review Board Staff Report

Meeting Date: January 20, 2016
Agenda Item: 9A
To: Design Review Board
From: Jonathan Atkinson, Assistant Planner
Subject: Minor Design Review: Façade Improvements and Signage
Recommendation: Consider Request
Applicant/Owner: Kerald Mitchell/Daniel Smith
File Number: 2015-124
Address: 851 Gravenstein Highway South
CEQA Status: Categorical Exemption: Section 15301: Class 1
Categorical Exemption: Section 15311: Class 11
General Plan: General Commercial
Zoning: CG: General Commercial

Introduction:

This is a Minor Design Review application, requesting approval to make façade improvements and install two signs for Native Riders, a retail shop that sells clothing, accessories, and art, at 851 Gravenstein Highway South. Native Riders was formerly located in unincorporated Sonoma County at 2836 Gravenstein Highway South but recently relocated to its new location within Sebastopol City limits.

Project Description:

Façade Improvements: The building will undergo minor façade improvements, which will consist of 1 inch by 7 inch cedar log tongue and groove siding secured to a frame made of 1 inch by 2 inch pine. The improvements will cover the entire west elevation, 8 feet of the north elevation, and 14 feet of the south elevation. The improvements will not require demolition or major construction.

Wall Sign: One wall sign will be installed that measures 3 feet by 8 feet, has a sign area of 24 square feet, and reads: "Native Riders: Designs from the Road Less Traveled." The sign is not proposed to contain illumination.

Freestanding Sign: The existing freestanding sign will be refaced on both sides with a business identification sign that measures 2 feet by 3 feet, has a total sign area of 12 square feet, and reads: "LF: Tandy Leather Company." The existing freestanding sign frame has a height of 5 feet and 9 inches. The sign is not proposed to contain illumination.

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

Environmental Review:

The application involves façade improvements and the installation of new signs, which is categorically exempt from the requirements of the California Environmental Quality Act (CEQA) pursuant to the following:

Façade Improvements: Section 15301: Class 1 includes the operation, repair, maintenance, permitting, leasing, licensing, or minor alteration of existing public or private structures, facilities, mechanical equipment, or topographical features, involving negligible or no expansion of use beyond that existing at the time of the lead agency’s determination. The application is consistent with this categorical exemption in that it involves the attachment of cedar siding to an existing structure, which is a minor alteration.

Wall Sign and Freestanding Sign: Section 15311: Class 11 exempts the installation of on-premise signs.

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 851 Gravenstein Highway South is 31 square feet, given that the site has a total building frontage of 29 feet on Gravenstein Highway South.

The application involves the installation of a wall sign with a sign area of 24 square feet and a double-sided freestanding sign with a total sign area of 12 square feet. The total sign area is 36 square feet, which slightly exceeds the maximum allowable sign area by 5 square feet. A Sign Exception is required for this provision.

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 site is located on a section of Gravenstein Highway South, which has an irregular development pattern, as there are large sidewalk gaps and existing structures have varying setbacks. 851 Gravenstein Highway South does not have a sidewalk connection, and the structure is located, where a sidewalk would theoretically be if it extended to the site. The existing freestanding sign is located at approximately 4 feet from the public right-of-way. A Sign Exception is required for this provision. This may be appropriate because it is an existing sign and only involves a reface.

(2) The height of a free-standing sign shall be measured from the natural grade at the base of the sign to the highest portion of the sign.

The existing freestanding sign was measured from the base to its top. The application is consistent with this provision.

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 application involves the reface of an existing freestanding sign, which has a height of 5 feet and 9 inches. The application is consistent with this provision.

(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 two signs: One wall sign and the reface of one existing freestanding sign. The application is consistent with this provision.

Public Comment:

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

City Departmental Comment:

The following City departments reviewed the application: Building and Safety, Engineering, and Fire. The Planning Department has not received any City department comments on the application 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 application involves façade improvements and new signage for an existing commercial building located on Gravenstein Highway South. The building was vacant for some time prior to Native Riders relocating from its previous location just outside Sebastopol City limits. The building is currently characterized by a brick and wooden exterior that has been painted white, and is overall mundane. The improvements would make the building stand out with the addition of colorful signage and cedar siding, making it appear as if it were a log cabin. Alternatively, the style of the improvements is not necessarily reflective of Sebastopol's built environment.

The Board could find that the improvements are compatible with the neighborhood and greater Sebastopol in that they enhance an existing building that was recently vacant and is located along a busy commercial corridor. The improvements also appear to maintain the desirability of investment and occupation in the neighborhood in that they do not permanently alter the building, and could be easily removed if a different business or use wanted to occupy the site in the future.

The application also requires a Sign Exception because the proposed sign area exceeds the maximum allowance and the existing freestanding sign, which will be refaced, is not located at least 5 feet from the public right-of-way. The Sign Exception appears reasonable in that the proposed sign area for the signs only exceeds the maximum allowance by 5 square feet, and is mainly the result of the existing freestanding sign being refaced. The Sign Exception also appears to be reasonable in that the freestanding sign will only be refaced and not enlarged, and its reuse will not obstruct accessibility.

The Board will ultimately need to determine if the façade improvements and signage are compatible and a Sign Exception is appropriate.

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 façade improvements are suitable, and 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.

DESIGN REVIEW PERMIT: 2015-124
Native Riders
851 Gravenstein Highway South
Façade Improvements: Cedar Siding Attachment
One Wall Sign and Reface of One Freestanding Sign without Illumination

Findings for Approval:

1. That project is categorically exempt from the requirements of CEQA, pursuant to Section 15301: Class 1, which includes the operation, repair, maintenance, permitting, leasing, licensing, or minor alteration of existing public or private structures, facilities, mechanical equipment, or topographical features, involving negligible or no expansion of use beyond that existing at the time of the lead agency's determination. This categorical exemption is also pursuant to Section 15311: Class 11, which exempts the installation of on-premise signs.
2. That the project is consistent with the Zoning Ordinance in that it complies with the applicable provisions set forth in the Sign Ordinance with the approval of a Sign Exception.
3. That the Sign Exception will allow a style that will enhance the area and is more consistent with the site context in that the project utilizes existing structures through the reface of a blank freestanding sign.
4. 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 request involves the reface of an existing freestanding sign structure, and other properties would have the same right to request Design Review Board approval of a Sign Exception.
5. That the project design would be compatible with the neighborhood and with the general visual character of Sebastopol in that it enhances an existing structure that is mundane through the addition of cedar siding and colorful signage.
6. That the project design provides appropriate transitions and relationships to adjacent properties and the public right of way in that it involves the addition of new signage and cedar siding to an existing structure and does not expand the existing footprint or obstruct accessibility.
7. That the project would not impair the desirability of investment or occupation in the neighborhood in that the improvements do not permanently alter the building, and could be easily removed if a different business or use wanted to occupy the site in the future.
8. That the design is internally consistent and harmonious in that the wood siding is constructed of the same materials and colors, as it is cedar.
9. That the project design is in conformity with guidelines and standards adopted pursuant to the Design Guidelines in that the signs and siding are constructed of natural materials, proportionate to building elements, and proportionate to the existing building's dimensions.

Recommended Conditions of Approval:

1. Approval is granted for the Design Review submittal described in the application and plans date-stamped December 23, 2015. This approval is valid for two (2) years, except that the applicant may request a one (1) year extension of this approval from the Planning Director, pursuant to Section 17.250.050 of the Zoning Ordinance.
2. The sign installation shall be consistent with the application materials date-stamped December 23, 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 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 Department for Building Permit application information at (707) 823-8597.
5. Building Official approval is required prior to the installation of the wood siding. Please contact the Building and Safety Department at (707) 823-8597 for information, regarding permit requirements.
6. A Standard Fire and Life Safety Inspection is required as part of the Business License application.

Attachments:

- Master Planning Application Form
- Location Map
- Written Statement
- Design 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

MASTER PLANNING APPLICATION FORM

PROJECT INFORMATION:

ADDRESS:	851 GRAVENSTEIN Hwy, SO Sebastopol, CAL. 95472
PARCEL #:	
PARCEL AREA:	

FOR CITY USE ONLY

PLANNING FILE #:	2015/124
DATE FILED:	12-23-15
TOTAL FEES PAID: \$	315
RECEIVED BY:	<i>[Signature]</i>
DATE APPLICATION DEEMED COMPLETE:	12/28/15

APPLICANT OR AGENT:

Name: Keralee Lee Mitchell

Email Address: Kmloneeagle@aol.com
- Kmloneeagle@aol.com

Mailing Address: 5777 Blank Road

City/State/Zip: Sebastopol, CAL. 95472

Phone: 707, 486, 2902

Fax: 707, 829, 8544

Business License #: SUBMITTED AP-12-7-15

Signature: *[Signature]*

Date: 12-18-15

OWNER OF PROPERTY

IF OTHER THAN APPLICANT:

Name: Daniel Smith

Email Address: -

Mailing Address: 851 Gravenstein Hwy S

City/State/Zip: Sebastopol, CA, 95472

Phone: 707-843-6225

Fax: -

Business License #: -

Signature: *[Signature]*

I certify that this application is being made with my consent.

Date: 12/9/15

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

Name: N/A

Email Address: -

Mailing Address: -

City/State/Zip: -

Phone: -

Fax: -

Name: -

Email Address: -

Mailing Address: -

City/State/Zip: -

Phone: -

Fax: -



PROJECT DESCRIPTION:

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

Change front of building appearance to resemble the look of a log cabin, by working only with the outer facade of building. No demolition or heavy construction to take place. / Sign approval as well.

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:

COMMERCIAL

DEVELOPMENT DATA:

SQUARE FEET BUILDING EXISTING:	<u>1500</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 checked="" type="checkbox"/> 1 Bedrooms
	<input type="checkbox"/> 2 Bedrooms	<input type="checkbox"/> 3 Bedrooms
	<input type="checkbox"/> 4+ Bedrooms	<input checked="" type="checkbox"/> N/A
NUMBER OF DWELLING UNITS PROPOSED:	<input type="checkbox"/> 0 Bedrooms	<input type="checkbox"/> 1 Bedrooms
	<input type="checkbox"/> 2 Bedrooms	<input type="checkbox"/> 3 Bedrooms
	<input type="checkbox"/> 4+ Bedrooms	<input checked="" type="checkbox"/> N/A
NET CHANGE IN DWELLING UNITS:		<input checked="" type="checkbox"/> N/A
SETBACKS:	Existing:	Proposed:
	<input type="checkbox"/> Front Yard _____	<input type="checkbox"/> Front Yard _____
	<input type="checkbox"/> Side Yard _____	<input type="checkbox"/> Side Yard _____
	<input type="checkbox"/> Rear Yard _____	<input type="checkbox"/> Rear Yard _____
	<input type="checkbox"/> N/A	<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: 9 AM Close: 6 PM

Is alcohol service proposed? Yes No

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

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: _____

Is any live entertainment proposed? Yes No

If yes, please describe: _____

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.

Ronald Mitchell 12-17-15 2015-124
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.

Ronald Mitchell
Signature

RONALD MITCHELL
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:

In Person

WEBSITE REQUIRED FOR MAJOR PROJECTS

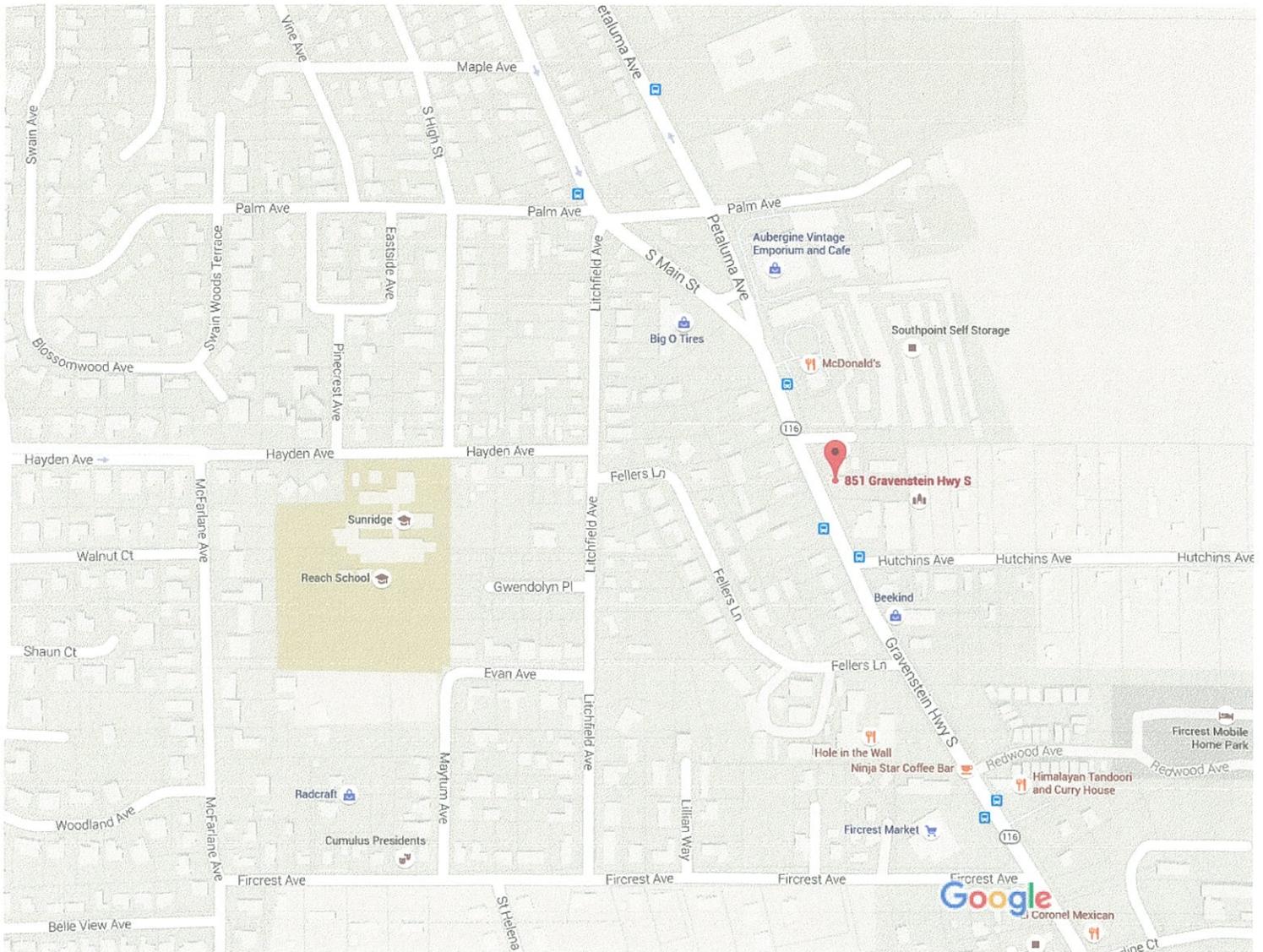
Applicants for major development projects (which involves proposed development of 25,000 square feet of new floor area or greater, or 25 or more dwelling units), are required to create a project website in conjunction with submittal of an application for Planning approval (including but not limited to 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

Google Maps 851 Gravenstein Hwy S



Map data ©2015 Google 200 ft

851 Gravenstein Hwy S

Sebastopol, CA 95472

At this location

Exit West

Home Goods Store · Gravenstein Hwy S



#4 WRITTEN STATEMENT

12-10-15

CURRENT CONDITION OF BUILDING IS; EMPTY
SQUARE FOOTAGE; 1580 SQ.F.

WE WILL BE MOVING IN ON JAN 2 2016
WE HOPE TO OPEN BY JAN 8 2016

OUR SOLE PURPOSE FOR BUILDING USE
IS RETAIL SALES OF NATIVE AMERICAN
AND GLOBAL INDIGENOUS PEOPLE (ARTS & CRAFTS)
EXACTLY THE SAME AT OUR PRESENT STORE
FRONT AT 2836 HWY 116 SO. SEBASTOL.

THIS A FAMILY BUSINESS OF 45 YEARS

SINCERELY

KERRY MITCHELL
"NATIVE RIDERS"



#8 SITE PLANS

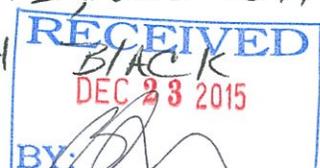
THE FOLLOWING PROPOSED CHANGES TO THE FRONT AND SIDES OF BUILDING ARE COSMETIC ONLY, NO HEAVY OR EVEN DEMOLITION WILL TAKE PLACE.

WE WILL BE ATTACHING 1" X 2" PINE TO FRONT OF EXISTING BUILDING, THEN SECURING 1" X 7" TONGUE AND GROOVE LOG (CEDAR) LOOKING PLANKS TO THE 1" X 2" PINE ~~FRAME~~ FRAME ON FRONT WALL AND 8' FT ON NORTH WALL, THEN 14 FT ON SOUTH WALL (SEE PHOTOS)
TIME FOR THIS 1-2 DAYS MAX.

#13 SIGNS

WILL CONSIST OF ALUMINUM WITH A PLYWOOD BACKING. SIGN WILL BE 3' X 8' OR 24 SQFT, AND WILL BE ATTACHED TO OVERHANG, SAME AS PHOTO EXCEPT FOR LOG LOOK FRAME

SMALL SIGN OUT FRONT BE 2' X 3' SAYING TANDY LEATHER PRODUCTS, AND WILL BE YELLOW BACK ~~GROUND~~ WITH LETTERING





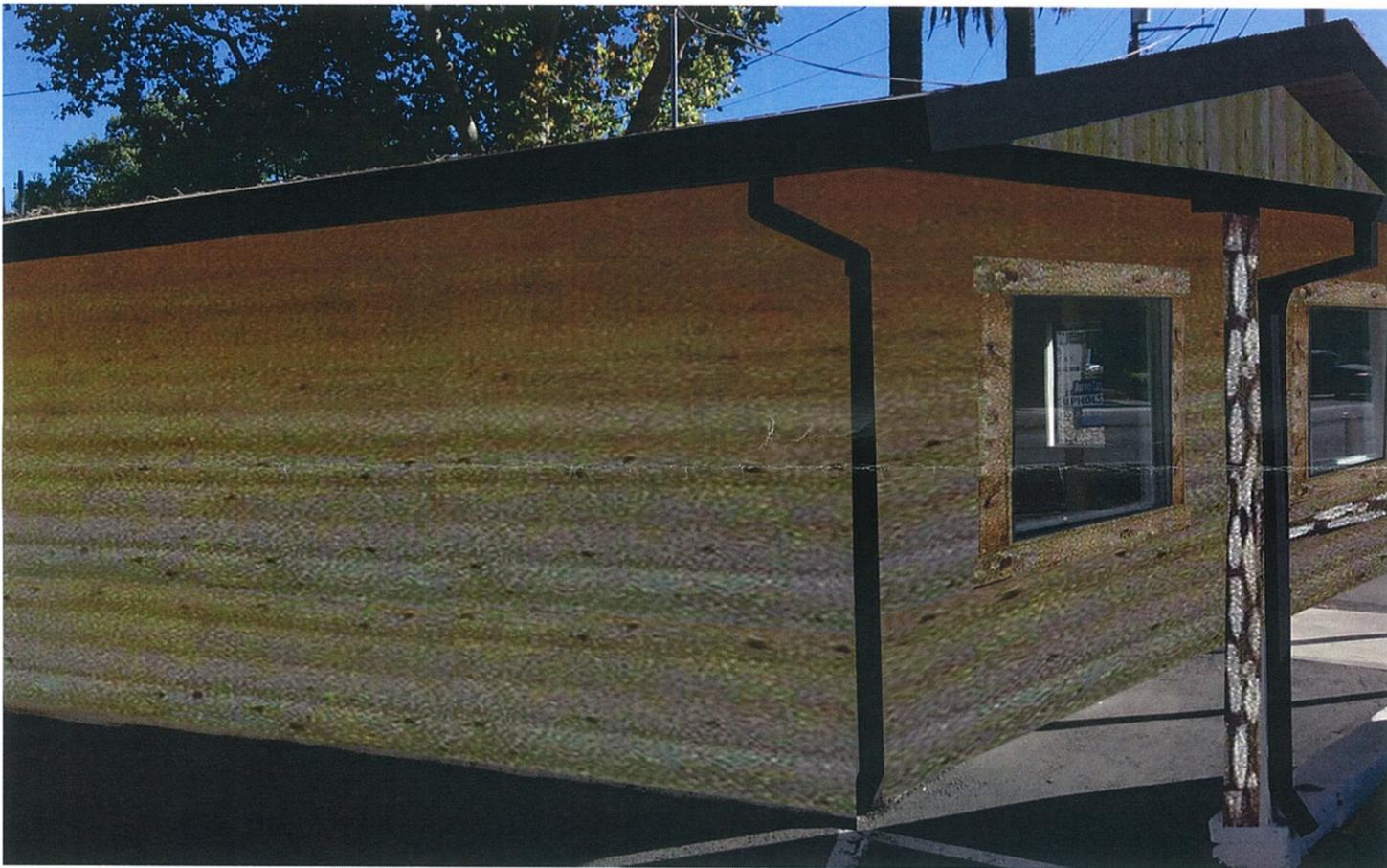






Native Riders proposed exterior building front/east view

12/21/15



Native Riders proposed exterior building north view

12/21/15



Native Riders proposed exterior building south view

12/21/15

RECEIVED
 DEC 23 2015
 BY: [Signature]