



City of Sebastopol
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APPROVED MINUTES

DESIGN REVIEW BOARD
CITY OF SEBASTOPOL
MINUTES OF SEPTEMBER 21, 2016

SEBASTOPOL CITY HALL
CONFERENCE ROOM
7120 BODEGA AVENUE
4:00 P.M.

DESIGN REVIEW BOARD:

The notice of the meeting was posted on September 15, 2016.

1. CALL TO ORDER: Vice Chair Bush called the meeting to order at 4:05 P.M.

2. ROLL CALL:

Present: Cary Bush, Vice Chair
Lynn Deedler, Board Member
Alexis Persinger, Board Member
Lars Langberg, Board Member

Absent: Ted Luthin, Chair (excused)
Christine Level, Board Member (excused)

Staff: Kenyon Webster, Planning Director

3. APPROVAL OF MINUTES: July 06, 2016

Board Member Persinger made a motion to approve the minutes as submitted.

Vice Chair Bush seconded the motion.

AYES: Vice Chair Bush and Board Member Persinger
NOES: None
ABSTAIN: Board Member Langberg and Board Member Deedler

4. PLANNING DEPARTMENT UPDATES:

Director Webster provided the following update:

- Welcomed Lars Langberg to the Board. Mr. Langberg was recently appointed to the Board by the City Council.
- The Planning Commission will consider various Use Permit and Zoning Amendment requests for Hotel Sebastopol at their meeting on September 27. The meeting will be held at the Youth Annex, 425 Morris Street, at 7:00 p.m.
- At the most recent City Council meeting, the Council:
 - Considered a final design for the wayfinding program.

- Continued their review of the draft General Plan.
- The Highway 12 bridge should be substantially completed by December.
- The current completion date for CVS is mid-December.
- Spencer's, a new restaurant occupying the former McDonald's space, should open momentarily.
- New restaurants, Handline and Revibe, are almost ready to open.
- A new Assistant Planner is expected to begin mid-October.

5. COMMENTS FROM THE PUBLIC ON ITEMS NOT ON AGENDA: There were none.

6. STATEMENTS OF CONFLICTS OF INTEREST: There were none.

7. CONSENT CALENDER: There were none.

8. REGULAR AGENDA:

A. SIGN REVIEW – Home Sweet Music; Ali Mann; File Number 2016-71; 7985 Valentine Avenue.

Director Webster presented the staff report and was available for questions.

The Board asked questions of staff.

The applicant, Ali Mann, gave a brief presentation and was available for questions.

The Board asked questions of Ms. Mann.

Vice Chair Bush asked if members of the public wished to speak on this item.

Hearing none, Vice Chair Bush brought it back to the Board for discussion.

Board Member Langberg commented:

- Understands need for signs on more than one side.
- A banner could be okay if well-designed.

Board Member Deedler commented:

- Banners are generally not good; they fade and degrade the image of town.
- Expressed being okay with a banner at the tennis court location.
- Including a web address and phone number on the banner is too much.
- Suggested a banner sign with an arrow directing to the building.
- Would not be in support of a banner remaining on the building for more than 90 days.
- The trellis is attractive and worth keeping.
- The sign is well proportioned for the trellis.
- The trellis should be repaired.

Board Member Persinger commented:

- Expressed being in agreement with Board Member Deedler.
- Banners are not exciting.
- Would be okay with an arrow directing to the building being posted on the fence.
- Tempted to go with staff regarding their banner recommendation and sandwich board sign.
- Signs are attractive.

Vice Chair Bush commented:

- Agreed with other comments.
- Liked the designs.
- Would be good to fix the trellis and put a sign on it.
- Expressed not being in support of the sandwich board sign.
- Expressed being okay with temporary use of a banner sign for no more than one year.

Committee Member Persinger commented:

- Agreed on not being in support of the sandwich board sign, however, he'd be okay with one for no more than 90 days.

Board Member Deedler made a motion to approve the application with the following:

- The banner may be installed on the building for up to one year.
- A banner at the tennis courts is okay, so long as it is the same size as the one on the building and only has the business name and an arrow on it.
- A sandwich board sign is not permitted.

Board Member Persinger seconded the motion.

AYES: Vice Chair Bush and Board Members Persinger, Deedler and Langberg

NOES: None

ABSTAIN: None

B. SIGN REVIEW – Community First Credit Union; Gary Finnan/Community First Credit Union; File Number 2016-67; 328 North Main Street.

Director Webster presented the staff report and was available for questions.

The Board asked questions of staff.

The applicant, Gary Finnan, gave a presentation and was available for questions.

The Board asked questions of Mr. Finnan.

The Board asked a clarifying question of staff.

Vice Chair Bush asked if members of the public wished to speak on this item.

Hearing none, Vice Chair Bush brought it back to the Board for discussion.

Board Member Persinger commented:

- The proposal looks appropriate.
- Likes that external illumination is being proposed.
- The window stickers seem to be too much.

Board Member Deedler commented:

- Agreed with comments made by Board Member Persinger.
- The signs look classy.
- Would like the sign to stand off of the building by 1½”.
- The window stickers are sign clutter and are not needed.
- The north side sign is not needed.

- Goosenecks are not appropriate for this newer building and should be replaced with inconspicuous fixtures.
- Likes the bike racks.

Board Member Langberg commented:

- Agreed with Board Member Deedler on the north side of the sign not really being needed.
- Liked Board Member Deedler's comment on the light fixtures and commented that a more modern approach may go better with the building.
- Asked a clarifying question of the Mr. Finnan on the decals.

Mr. Finnan responded.

Board Member Langberg commented:

- Seems like the applicant is requesting more decals than are needed.

Vice Chair Bush commented:

- The proposal is really nice.
- Expressed a concern with the decals as they are over-branding.

Board Member Deedler reiterated his comment about the north side of the sign not being needed.

Mr. Finnan responded that the north face sign is visible and useful and asked the Board to consider approval of it.

Vice Chair Bush asked to hear from the Board on the north side of the sign.

Vice Chair Bush expressed being in agreement with Mr. Finnan and expressed being okay with it as proposed.

Board Member Langberg agreed with Vice Chair Bush.

Board Member Persinger expressed understanding the point raised by Board Member Deedler, however, he was fine with the sign as proposed.

Board Member Deedler stated that his was not a major point, and expressed being okay with the request.

Vice Chair Bush asked to hear from the Board on the style of exterior lighting.

Vice Chair Bush and Board Members Langberg and Persinger agreed with Board Member Deedler's comment on lighting.

Board Member Langberg commented that goosenecks could work, but encouraged the applicant to consider an alternate fixture.

Mr. Finnan responded that their use of goosenecks was meant as a nod to images of historical Sebastopol.

Vice Chair Bush expressed being okay with the lights as proposed.

Board Member Persinger expressed being okay with the lights as proposed as well, however, he expressed being in support of Board Member Langberg's idea too.

Board Member Deedler commented that the outside of the building does not have a historical look and feel.

Board Member Langberg stated that he'd be willing to approve the lights as proposed while encouraging the applicant to look at alternative fixtures.

Vice Chair Bush asked to hear from the Board on the decals.

Board Member Persinger commented that he'd support not having any decals.

Mr. Finnan asked if decals on the doors only would be okay.

The Board expressed being in support of decals on the doors only.

The Board commented that they were in support of the bike rack.

Vice Chair Bush asked to hear from the Board on the monument sign.

Board Member Deedler commented:

- Having a hard time picturing it.
- Likes the concept.
- More information, such as the dimensions and material of the base, is needed.

Mr. Finnan responded that he could return with more information on the monument sign.

Board Member Langberg expressed being in agreement with Board Member Deedler.

Board Member Persinger commented:

- Agreed with other comments.
- The idea is cool but more information is needed.

Vice Chair Bush surmised that the Board is supportive of the idea.

Board Member Deedler made a motion to approve the application with the following:

- Decals are allowed on doors, not windows.
- Encourage consideration of alternate light fixtures.
- The monument sign is continued to a future meeting.

Board Member Langberg seconded the motion.

AYES: Vice Chair Bush and Board Members Deedler, Langberg and Persinger

NOES: None

ABSTAIN: None

9. DISCUSSION ITEMS: There were none.

10. REPORTS FROM THE BOARD/STAFF: There were none.

11. ADJOURNMENT: Vice Chair Bush adjourned the meeting of the Design Review Board

at 5:30 p.m. to the next Design Review Board meeting to be held October 05, 2016 at 4:00 p.m., at the Sebastopol City Hall, 7120 Bodega Avenue, Sebastopol, CA.

Respectfully Submitted By:

Kenyon Webster
Planning Director