

City Council

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Jonathan Atkinson

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Rebecca Mansour

## City of Sebastopol Design Review Board Staff Report

Meeting Date: May 18, 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 a number of years.

On April 6, 2016, the Design Review Board initiated its review of the project, which involved a wall sign with external illumination and a refaced freestanding pole sign with internal illumination. The Board was generally supportive of the project but found that the pole sign was incompatible with the wall sign in terms of design, and that its proposed internal illumination was incompatible with the Downtown Core. The Board continued the application for redesign.

The revised application was subsequently scheduled for Board review on May 4, 2016. However, the meeting was cancelled due to lack of a quorum.

### **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: “Thin Crust. Deep Dish. Organic. Hippizzazz Pizza. Locally Grown. Fired on Stone. Soup. Salad. Appetizers. Beer & Wine.” The sign will reface an existing sign structure, which has a height of 12 feet and 3 inches, cantilevers 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 external illumination through four LED flood lights, which will be situated at the top of the sign.

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

### **Environmental Review:**

The project is categorically exempt from the requirements of the California Environmental Quality Act (CEQA), pursuant to the following:

Section 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 to 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 four internal LED flood lights, which project directly onto its surface. 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.

Both of the signs will have external illumination. The project is consistent with Zoning Ordinance and Board preferences for illumination, particularly for sites located in the CD: Downtown Core District.

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 Board initiated its review of the project on April 6, 2016 and received comments from the following members of the public: Ila Benavidez-Heaster and Len Oaks. They both expressed support for the project, particularly the name of the business. Their comments are included as part of the minutes for the April 6, 2016 meeting.

**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 and pole sign will both have external illumination through LED flood lights, which is a Zoning Ordinance and Board preference. The Board will need to determine if the revisions adequately address their comments and whether or not the signs are appropriate for the site. 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.

While both signs contain external illumination and the same colors, font, and general design, as directed by the Board, the pole sign has a cluttered design in that it contains substantial text in addition to 'Hippizzazz Pizza.' This may detract from the aesthetics of the design, and reduce its effectiveness for the business. This design is similar to the existing pole sign for 'Main Street Deli.' However, the Board may wish to comment on this aspect and could add a condition of approval that requires the removal of some of the excessive text, if the Board is otherwise generally satisfied with the design.

Generally, the Board could find that the signs are appropriate for the site in that they will supplement greater improvement efforts to an older commercial building, particularly the freestanding sign, which would undergo a reface. 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 external 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 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.

**SIGN PERMIT: 2016-20**  
**Hippizzazz Pizzeria**  
**One Freestanding Pole Sign with External 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 and freestanding pole sign contain consistent colors, graphic design elements, and font in terms of style and spacing.
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: April 21, 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.

**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: \_\_\_\_\_  
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 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_





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## 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 #: 004-203-024-000  
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: 57.woodtr@mc.com  
Mailing Address: 102 Cambridge Rd # 306  
City, State, Zip: South Red, CA 95409  
Phone: 707 892 8119  
Fax: \_\_\_\_\_  
Business License #: \_\_\_\_\_  
Signature: [Signature]  
Date: 11/16/2015  
*I certify that this application is being made with my consent.*

### 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"/> 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 type="checkbox"/> N/A
SETBACKS:	<b>Existing:</b>	<b>Proposed:</b>
	<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: 11am Close: 3am

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 neighbors -</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



## **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 plexiglass 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 plexiglass in metal frame and has white lettering on a red background. Red background has a subtle paisley print. This sign is free standing on the east side of the property next to the side walk along Main Street. This sign is illuminated by 4: 12V 10 WATT MR16, 75 WATT equivalent LED lights mounted on top 4 corners of the sign.

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. Red background has a subtle paisley print. This sign is illuminated with 3: 12V 10 WATT MR16, 75 WATT equivalent LED 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 x 10" d, the bottom of the sign is 75" to the ground. The sign has 2 identical faces (one on each side) made of plexiglass mounted in a 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 2 faces that currently read "Main Street Deli, Mediterranean Californian, Sandwiches felafel gyros, Catering" to read " Hippizzazz Pizza, Thin Crust, Deep Dish, Organic, Locally grown Fired on Stone, Soups, Salads, Appetizers, beer and wine" with white lettering on a red background. Also, we would like to illuminate this sign with 4: 12V 10 WATT MR16, 75 WATT equivalent LED lights, mounted on the top 4 corners: 2 on the front and 2 on the back facing down on the sign.

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. Also, we would like to illuminate this sign with 3: 12V 10 WATT MR16, 75 WATT equivalent LED 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, and it will liven up an otherwise gloomy area at night.

Sign #1 Proposed:

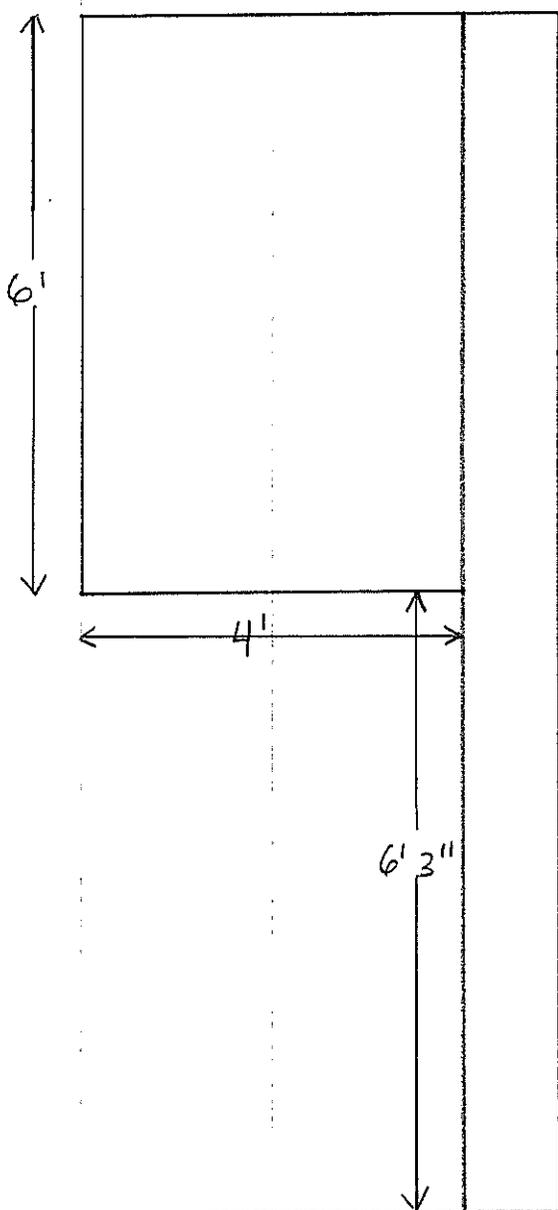
Material: Flexiglass, Painted



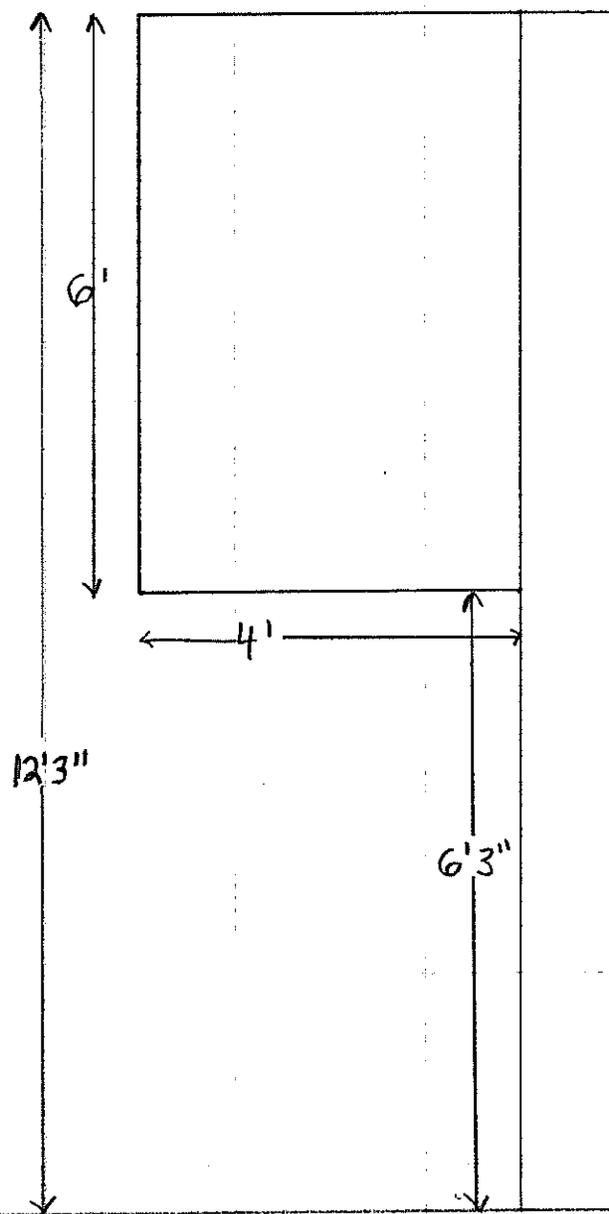
RECORDED  
APR 21 2016  
BY: JA

# Sign # 1 Elevations

Sign # 1 Existing  
Two Sided



Sign # 1 Proposed  
Two Sided

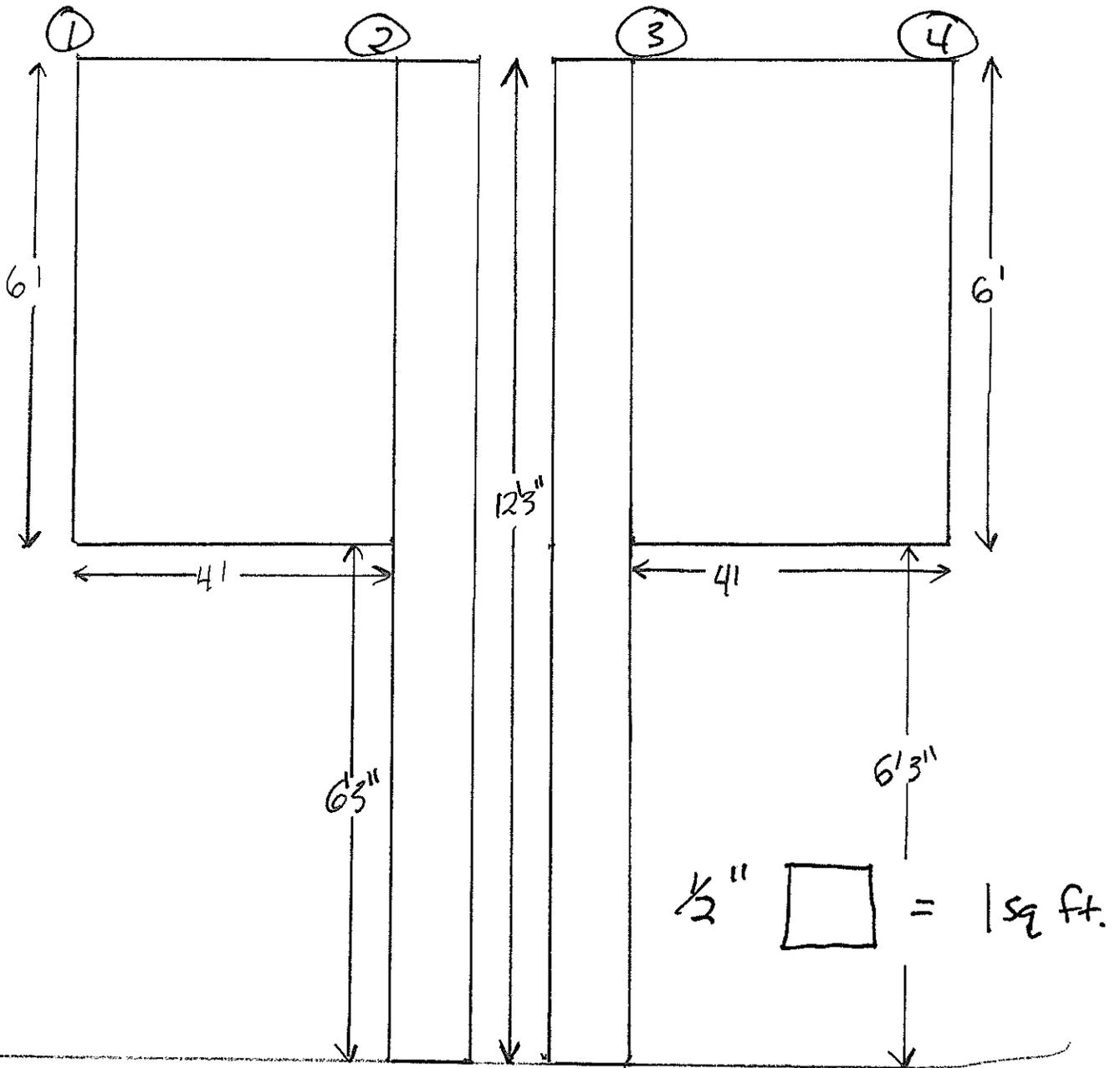


$\frac{1}{2}$ "  = 1 sq. ft.

# Proposed Lighting for Sign # 1

4 Exterior LED 100 watt equivalent flood lights

4 Flood lights will be mounted externally at 12' 3" high. at the top 4 corners.



Sign # 2 Proposed

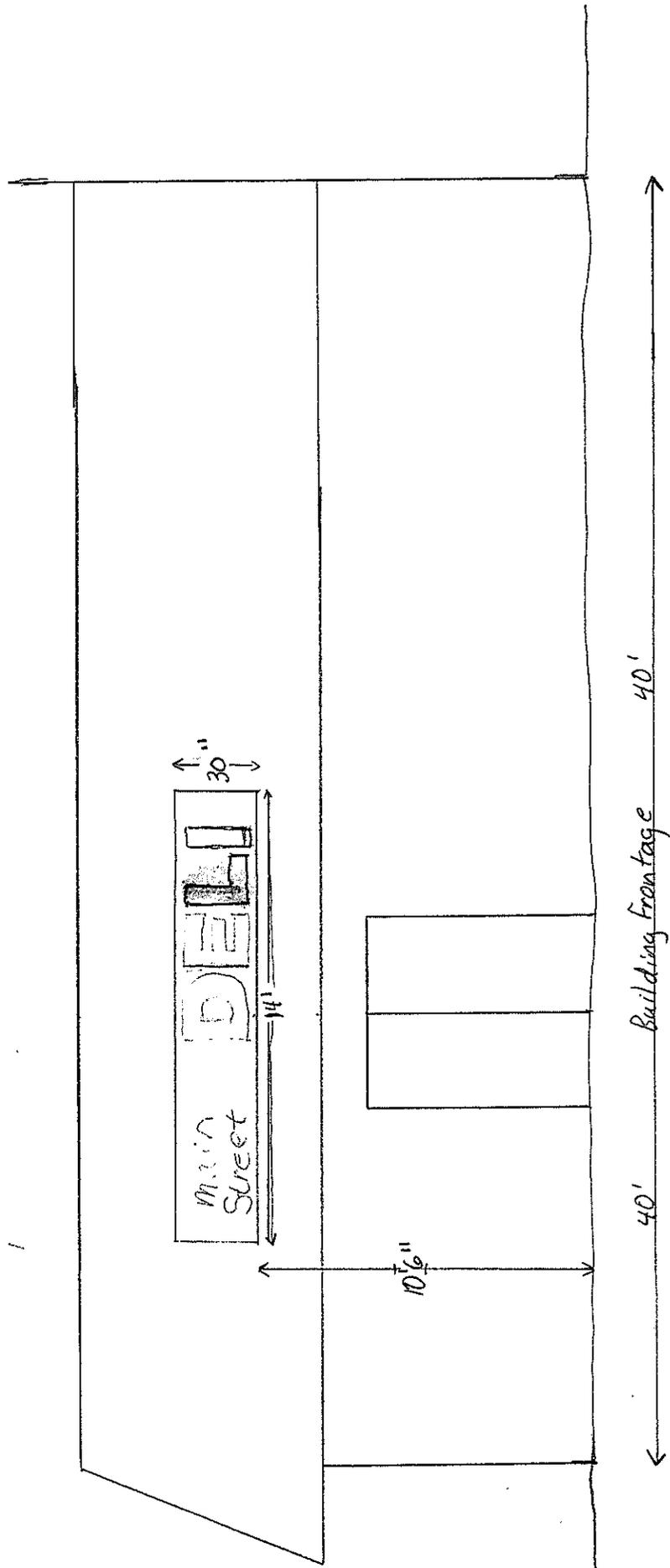
Materials: Ply wood, Painted



RECEIVED  
APR 21 2016  
BY: JA

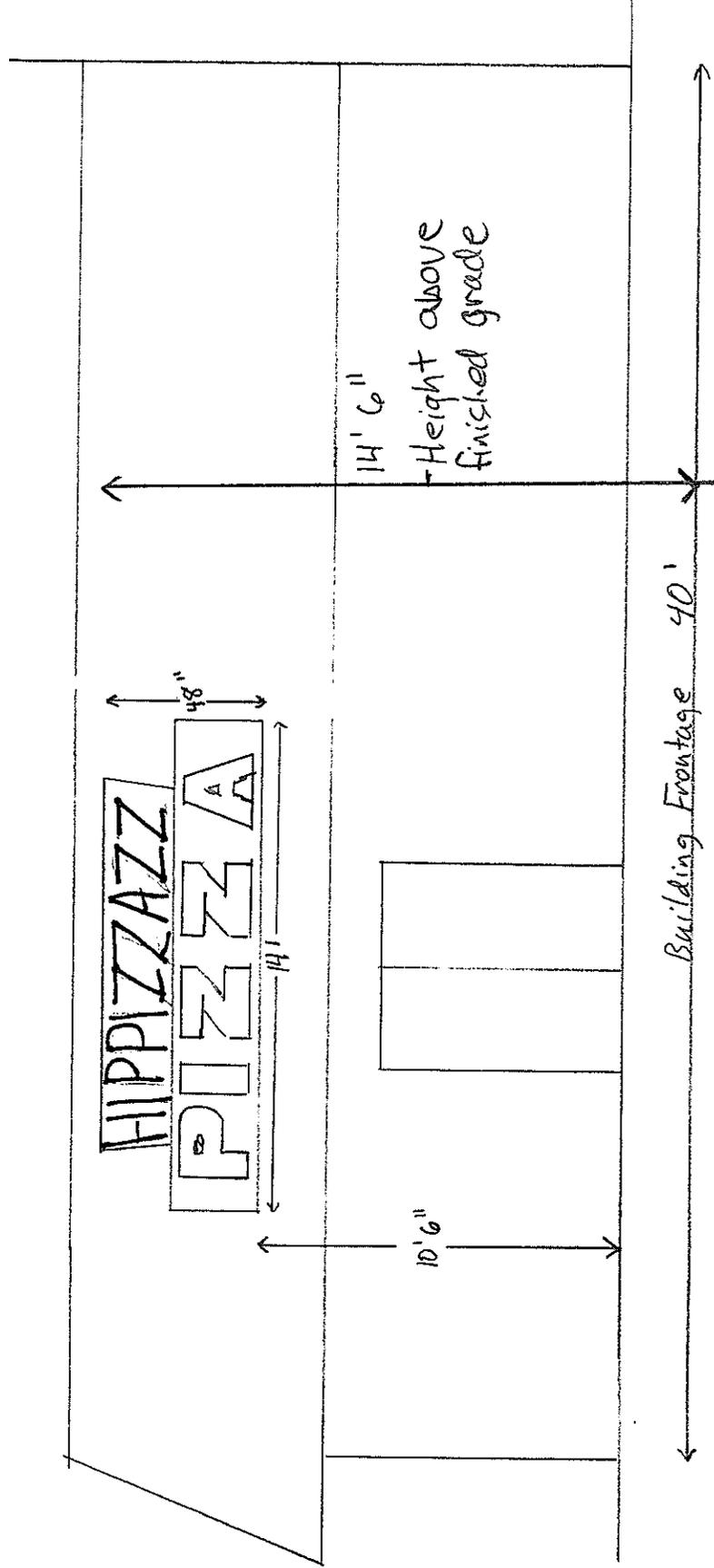
# Existing Sign #2 Wall Sign

1/4" = 1 ft.



# Proposed Sign #2 Wall Sign

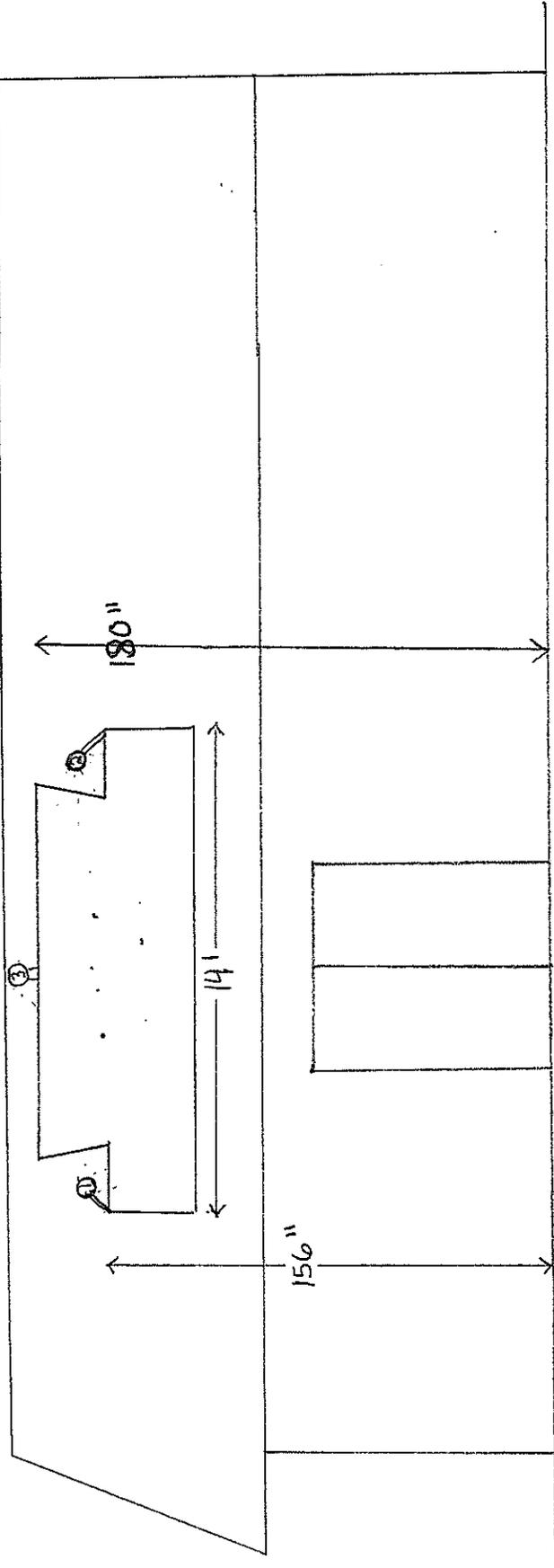
1/4" □ = 1 ft.



# 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.



~~DATE: 01/15/2019~~

# Proposed Lighting for Signs - Hippizzazz



## LED BULB OPTIONS SHOWN BELOW

OPTION #1: 12V 3 WATT MR16 20 WATT EQUIVALENT	OPTION #2: 12V 5 WATT MR16 35 WATT EQUIVALENT	OPTION #3: 12V 6 WATT MR16 40 WATT EQUIVALENT
 <p><b>MR16</b> 12V AC/DC</p> <p>OUTPUT: 3 WATTS EQUIVALENT: 20 WATTS LUMENS: 180 LUMENS BEAM SPREAD: 60° OR 30° CRI: &gt;75 DIMMABLE: NO LIFESPAN: 50,000+ HOURS WARRANTY: 10 YEARS WARM WHITE ONLY</p>	 <p><b>MR16</b> 12V AC/DC</p> <p>OUTPUT: 5 WATTS EQUIVALENT: 35 WATTS LUMENS: 300-330 LUMENS BEAM SPREAD: 30° CRI: &gt;80 DIMMABLE: NO LIFESPAN: 50,000+ HOURS WARRANTY: 10 YEARS WARM OR COOL WHITE</p>	 <p><b>MR16</b> 12V AC/DC</p> <p>OUTPUT: 6 WATTS EQUIVALENT: 40 WATTS LUMENS: 350-380 LUMENS BEAM SPREAD: 30° CRI: &gt;80 DIMMABLE: YES LIFESPAN: 50,000+ HOURS WARRANTY: 10 YEARS WARM OR PURE WHITE</p>
OPTION #4: 12V 8 WATT MR16 45-50 WATT EQUIVALENT	OPTION #5: 12V 10 WATT MR16 75 WATT EQUIVALENT	OPTION #6: 120V 8 WATT MR16 45 WATT EQUIVALENT
 <p><b>MR16</b> 12V AC/DC</p> <p>OUTPUT: 8 WATTS EQUIVALENT: 45-50 WATTS LUMENS: 390-420 LUMENS BEAM SPREAD: 30° CRI: &gt;80 DIMMABLE: YES LIFESPAN: 50,000+ HOURS WARRANTY: 10 YEARS WARM OR COOL WHITE</p>	 <p><b>MR16</b> 12V AC/DC</p> <p>OUTPUT: 10 WATTS EQUIVALENT: 65-75 WATTS LUMENS: 500-560 LUMENS BEAM SPREAD: 30° CRI: &gt;80 DIMMABLE: YES LIFESPAN: 50,000+ HOURS WARRANTY: 10 YEARS WARM OR COOL WHITE</p>	 <p><b>MR16</b> 120VAC FOR 120VAC LINE VOLTAGE USE ONLY!</p> <p>OUTPUT: 8 WATTS EQUIVALENT: 45 WATTS LUMENS: 400 LUMENS BEAM SPREAD: 30° CRI: &gt;80 DIMMABLE: NO LIFESPAN: 50,000+ HOURS WARRANTY: 10 YEARS WARM WHITE ONLY</p>

## LED LIGHT COLORS AVAILABLE

