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City of Sebastopol Design Review Board Staff Report

Meeting Date: September 16, 2020
Agenda Item: 7A
To: Design Review Board
From: Alan Montes, Associate Planner
Subject: Sign Permit
Recommendation: Approval of Sign Permit
Applicant/Owner: Kathleen Escamilla / Southport Land + Co
File Number: 2020-046
Address: 110 N. Main St.
CEQA Status: Categorical Exemption: Section 15311: Class 11
General Plan: Central Core (CC)
Zoning: Downtown Commercial (CD)

Introduction:

The application under consideration is a sign permit for Portico at 110 North Main Street. The project is required to be reviewed by the Design Review Board (Board) as the sign exceeds 25 sq. ft.

Project Description:

The project is requesting a sign review for a nonilluminated vinyl sign on a backboard located above the front entrance. The sign will read "Portico Italian Social Food". The sign measures 3' by 10', for a total sign area of 30 sq. ft. The sign will utilize brown, cream, orange, and red colors. The sign will have a brown background and utilize the cream colors for the copy. The red and orange will be used for the logo and to create an arched border around the copy and logo.

Zoning Ordinance Consistency:

1. §17.120.050(A)(3) - General sign standards and regulations. *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. (See Table 17.120-1.). If a building houses more than one tenant space, the total sign area permitted for each tenant space shall be calculated as follows:*

$$\text{Sign Area} = \frac{\text{Total Allowable Sign Area (based on total building frontage)}}{\text{Number of Tenant Spaces}}$$

The subject building has two tenants and a total building frontage of approximately 49' (facing the right-of-way). This allows for a maximum building sign area of 61 sq. ft and a maximum individual tenant sign area of 30.5 sq. ft. The applicant has proposed a total of

30 sq. ft. of signage and the adjacent tenant has an approved 5 sq. ft. of sign area, which is consistent with this regulation.

2. §17.120.060(C)(2) - Permitted Signs. *A maximum of two window, awning, wall, or fascia business identification signs are permitted for each ground floor use or tenant.*

The application has proposed one sign for the building, which is consistent with this standard.

Environmental Review:

The project is categorically exempt from the requirements of the California Environmental Quality Act, pursuant to Section 15311, Class 11, in that it involves the installation of an on-premise sign.

Public Comment:

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

City Departmental Comment:

The following City departments reviewed the application: Building and Safety, Fire, and City Manager. The only Department comment that was received was from the City Manager's office stating that any work done within the sidewalk will require an encroachment permit.

Required Findings:

Sign Review Findings:

- 1) *The design of the proposal would be compatible with the neighborhood and with the general visual character of Sebastopol;*
- 2) *The design provides appropriate transitions and relationships to adjacent properties and the public right-of-way;*
- 3) *It would not impair the desirability of investment or occupation in the neighborhood;*
- 4) *The design is internally consistent and harmonious;*
- 5) *The design is in conformity with any guidelines and standards adopted pursuant to this chapter.*

Analysis:

The sign is consistent with the number of signs and square footage allotted to signs.

Recommendation:

If it is the consensus of the Board that the proposed sign is compatible with the site, staff recommends that the application be approved based on the facts, findings, and analysis set forth in this staff report and as found in Exhibit A -Recommended Findings of Approval, and subject to the Recommended Conditions of Approval found in Exhibit B, and any additional or modified conditions the Board determines is appropriate.

Exhibits:

- A. Recommended Findings of Approval
- B. Recommended Conditions of Approval

Attachments:

- 1) Application Documents

RECOMMENDED FINDINGS OF APPROVAL
Sign Permit
110 North Main Street
File #2020-046

Recommended Findings of Approval for Sign Permit:

1. That the project is categorically exempt from the requirements of the California Environmental Quality Act, pursuant to Section 15311, Class 11, in that it involves the installation of one on-premises sign.
2. That the design as conditioned is compatible with the neighborhood and the general visual character of Sebastopol in that the signs are consistent in design, color, size, and number of signs to other wall signs found throughout Sebastopol.
3. That the design of the sign provides appropriate transitions and relationships to adjacent properties and the public right of way in that the sign will be mounted directly on the building façade and will not inhibit pedestrian or vehicular traffic on adjacent walkway or roadways.
4. That the project as conditioned will not impair the desirability of investment or occupation in the neighborhood in that it involves the installation of one professional quality wall sign that is consistent with the City's Sign Ordinance, in that it involves the installation of one wall sign.
5. That the design is internally consistent and harmonious in that the wall mounted sign will have consistent and harmonious style, color and theme to other surrounding businesses.
6. That the design is in conformity with any guidelines and standards adopted pursuant to this chapter, in that: 1) the project complies with the allowed number of signs; and 2) the sign is consistent with the maximum sign area.

RECOMMENDED CONDITIONS OF APPROVAL
Sign Permit
110 North Main Street
File #2020-046

Recommended Conditions of Approval:

1. Approval is granted for the Sign Permit described in the application and project plans dated July 06, 2020, except as modified by these conditions of approval.
2. This approval permits one 30 sq. ft. nonilluminated sign facing North Main Street.
3. An Encroachment Permit may be required prior to installation of the sign. Please contact the Engineering Department prior to installation if work will be performed, or materials placed, in the public right-of-way. The phone number for the Engineering Department is (707) 823-2151.
4. A Building Permit is required for the installation of most signs. Please contact the Building Department for Building Permit application information at (707) 823-8597.
5. The Planning Director shall interpret applicable requirements in the event of any redundancy or conflict in conditions of approval.
6. This approval is valid for a period of three (3) years during which time the rights granted must be exercised. However, the applicant may request one (1) one-year extension of this Use Permit from the Planning Director, pursuant to Zoning Ordinance §17.400.100.
7. The City of Sebastopol and its agents, officers and employees shall be defended, indemnified, and held harmless from any claim, action or proceedings against the City, or its agents, officers and employees to attach, set aside, void, or annul the approval of this application or the environmental determination which accompanies it, or which otherwise arises out of or in connection with the City's action on this application, including but not limited to, damages, costs, expenses, attorney's fees, or expert witness fees.



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

SIGN APPLICATION FORM

PROJECT INFORMATION:

ADDRESS:	110 N. Main St	PLANNING FILE #	2020 1046
PARCEL #:	004-243-007	DATE FILED:	07-06-20
PARCEL AREA:		TOTAL FEES PAID:	\$ 135 ⁰⁰⁰
		RECEIVED BY:	<i>[Signature]</i>
		DATE APPLICATION DEEMED COMPLETE:	

FOR CITY USE ONLY

APPLICANT OR AGENT:

Name: Kathleen Escamilla
 Email Address: info@porticoscentral.com
 Mailing Address: 110 N. Main St
 City/State/Zip: Sebastopol CA 95472
 Phone: 707 888 9136
 Fax: _____
 Business License #: 2066
 Signature: Kathleen Escamilla
 Date: 6/30/20

OWNER OF PROPERTY

IF OTHER THAN APPLICANT:

Name: Southport Land & Co
 Email Address: southport-land.com
 Mailing Address: P O Box 1997
 City/State/Zip: Martinez, CA 94553
 Phone: 707-350 7719
 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: _____



PROJECT DESCRIPTION:

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

We wish to install our sign on our building facade. It is vinyl print on back-board. 10'0" x 3'0"

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

Restaurant
No other sign is applied at this time to our facade of our restaurant

DEVELOPMENT DATA:

SQUARE FEET BUILDING EXISTING:	~ 1700 sq. ft			
BUILDING FRONTAGE (IN FEET):	22 ft L x 16 ft H		wall facade for sign 22' x 6' H	
# OF SIGNS CURRENTLY ON PROPERTY	Ø			
EXISTING SIGN TYPE(S):	Ø			
EXISTING SIGN LOCATION(S):	Ø			
SIGN SIZE(S):	HEIGHT: LENGTH: 3' 10'	HEIGHT: LENGTH: 3' 10'	HEIGHT: LENGTH:	HEIGHT: LENGTH:
# OF SIGNS PROPOSED	1			
*PROPOSED SIGN TYPE(S):	(vinyl print on board back) wall			
PROPOSED SIGN LOCATION(S):	Fascia/ building facade			
SIGN SIZE(S):	HEIGHT: 3' LENGTH: 10'	HEIGHT: LENGTH:	HEIGHT: LENGTH:	HEIGHT: LENGTH:
IS ILLUMINATION PROPOSED?	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO			
NOTE: ILLUMINATED SIGNS ARE SUBJECT TO DESIGN REVIEW				

RECEIVED
JUL 06 2020
BY: 

*Types of signs: FREESTANDING, WALL, PROJECTING (HANGING), WINDOW, AWNING, FASCIA, SANDWICH; TEMPORARY SIGNS (LIMITED TO 30 DAYS): BANNER.



ADDITIONAL REQUIRED MATERIALS:

- LOCATION MAP:** INDICATE THE SUBJECT PARCEL(S) AND ADJACENT STREETS.
- SIGN INVENTORY:** DETAILS ON ALL THE PROPOSED SIGNS: INCLUDING TYPE, HEIGHT, WIDTH, DEPTH, AREA AND HEIGHT ABOVE FINISHED GRADE, LOCATIONS OF ALL EXISTING AND PROPOSED SIGNS, TYPE OF MATERIAL(S), AND ANY METHOD OF ILLUMINATION.
- SIGN DETAILS:** DETAILED SCALED DRAWINGS OF ALL PROPOSED SIGNS, INDICATING THE LETTER STYLE, COLOR SCHEME, CABINET COLORS, AND MATERIAL SPECIFICATIONS. HEIGHT ABOVE GRADE MUST ALSO BE SHOWN.
- SITE PHOTOGRAPHS:** CLEARLY SHOW THE VIEWS OF AND FROM THE PROJECT, INCLUDING EXISTING SIGNS. INCLUDE A KEY MAP INDICATING WHERE THE PICTURES WERE TAKEN FROM AND IN WHAT DIRECTION THEY WERE TAKEN. LABEL ACCORDINGLY.

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.

Kathleen Escamilla 4/30/20 2020-044
Applicant's Signature Date Signed Planning File Number

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

NOTICE OF MAILING:

Email addresses or facsimiles will be used for sending our 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.

Kathleen Escamilla Kathleen Escamilla
Signature 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.



SIDE WALK

SCALE $\frac{1}{4}'' = 1'0''$

Sign dimension 10'0" x 3'0"
Printed vinyl over $\frac{1}{4}''$ backing, framed
Wall mounted with approved anchors
Earth tone colors: brown, cream, orange, red
See PDF for specs.



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JUL 06 2020
BY: *[Signature]*

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BY: *[Signature]*

MUSIC

ESPRESSO

OPEN

↑ Plaza
The Barlow
Laguna
Preserve
Community Ctr
← City Hall
Library

MAIN STREET





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BY: *[Signature]*