



# City of Sebastopol

## Design Review Board Staff Report

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Jonathan Atkinson  
[Administrative Assistant](#)  
Rebecca Mansour

<u>Meeting Date:</u>	November 4, 2015
<u>Agenda Item:</u>	8A
<u>To:</u>	Design Review Board
<u>From:</u>	Jonathan Atkinson, Assistant Planner
<u>Subject:</u>	Minor Sign Review: Wall Sign for Whole Body
<u>Recommendation:</u>	Continue for Redesign
<u>Applicant/Owner:</u>	Ad Art / Bruce Friend
<u>File Number:</u>	2015-103
<u>Address:</u>	6960 McKinley Street
<u>CEQA Status:</u>	Categorical Exemption: Section 15311: Class 11
<u>General Plan:</u>	Downtown Core
<u>Zoning:</u>	CD: Downtown Core

### **Introduction:**

This is a Minor Sign Review application, requesting approval for a sign that was installed without a Sign Permit for Whole Body at 6960 McKinley Street. The site was formerly home to Box Office Video, a video store, which closed after years of operation in Sebastopol. Whole Food Market expanded into the adjacent tenant space to operate Whole Body, a department that offers personal care products, which opened in October 2015.

On September 1, 2015, a representative of Ad Art called the Planning Department, regarding Sign Permit requirements for an internally illuminated wall sign for Whole Body. Staff informed the representative via phone and email that a sign with internal illumination requires Design Review Board approval of a Sign Review application.

On September 28, 2015, staff noticed that Whole Body installed an internally illuminated wall sign without a Sign Permit. On October 7, 2015, staff issued a letter informing Whole Body that they are in violation of the Sign Ordinance. Ad Art submitted an application for Sign Review on behalf of Whole Body, as a result.

### **Project Description:**

The application involves the following sign: One internally illuminated wall sign that measures 11 inches by 12 feet and 4 inches, has an approximate sign area of 11 square feet, bears the image of leaves, and reads: "Whole Body." The sign consists of channel letters.



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### **Environmental Review:**

The application is categorically exempt from the requirements of the California Environmental Quality Act (CEQA) pursuant to Section 15311, Class 11, which 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

The maximum sign area permitted for 6960 McKinley Street is 32 ½ square feet.

The sign has an approximate sign area of 11 square feet, which is substantially below the maximum allowable sign area. The application is consistent with this requirement.

#### 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.

The application involves a sign that faces a small parking lot in the Downtown Core. The sign is internally illuminated but perception within the immediate area is maintained. The application is consistent with this requirement.

(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 Sign Ordinance does not explicitly restrict signs with internal illumination but does state that signs with external illumination are preferred in all Zoning Districts, and the site is located in the CD: Downtown Core District. 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 Board will need to determine if internal illumination is suitable for the sign and location. Given prior Board discussion, the Board may wish to provide



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direction for redesign without internal illumination. Alternatively, the Board may feel that the sign with internal illumination is acceptable.

(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 sign only consists of internally illuminated channel letters. The application is consistent with this requirement.

### Section 17.230.060 C: Signs Permitted in Commercial and Office Districts

(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 one sign. The application is consistent with this requirement.

### **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 Planning Department has not received any City department comments on the application as of writing this report.

### **Required Findings:**

Design Review: Section 17.310.030.B.2 of the Zoning Ordinance states the following: "In considering an application for design review, the Design Review Board, or the Planning Director, as the case may be, shall determine whether the design of the proposal would be compatible with the neighborhood and with the general visual character of Sebastopol; the design provides appropriate transitions and relationships to adjacent properties and the public right of way; it would not impair the desirability of investment or occupation in the neighborhood; the design is internally consistent and harmonious; and the



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design is in conformity with any guidelines and standards adopted pursuant to this Chapter.”

### **Analysis:**

The application involves a request to approve an internally illuminated wall sign for Whole Body, which was installed without a Sign Permit. Ad Art submitted an application on behalf of Whole Body in an effort to bring the sign into compliance with the Sign Ordinance. While the Zoning Ordinance does not restrict internal illumination, it is discouraged in the Downtown Core, and within and in proximity to residential areas. The Board has approved some signs with internal illumination in the past but has recently expressed a strong preference for signs with external illumination.

### **Recommendation:**

Staff recommends continuation of the application for redesign given that the Board has expressed a strong desire for externally illuminated signage, especially in the Downtown Core.

Alternatively, the Board may find that the sign is suitable for the site and wish to approve the application. Staff has prepared findings and conditions of approval in the event that the Board wishes to approve the application.

### **Findings for Minor Sign Review (Application 2015-103) approval to install one illuminated wall sign for Whole Body at 6960 McKinley Street:**

1. That the sign is categorically exempt from the requirements of CEQA pursuant to Section 15311, Class 11, which exempts the installation of on-premise signs.
2. That the sign is consistent with the Zoning Ordinance in that it complies with the applicable provisions set forth in the Sign Ordinance.
3. That the sign is compatible with the site and neighborhood in that it enhances the facade of an existing building in the Downtown Core, and is similar to existing signage within proximity, which contain channel letters.
4. That the sign is internally consistent and harmonious in that it contains the same font, graphic design elements, and colors.
5. That the sign provides appropriate transitions and relationships to the site and adjacent tenant spaces in that the sign is appropriately proportional to the building frontage and is of similar size to wall signs in the Down-



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town Core.

### **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 signs are not installed 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(s) shall be installed consistent with the application materials date-stamped October 21, 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 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.

### **Attachments:**

- Master Planning Application Form
- 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

### MASTER PLANNING APPLICATION FORM

Planning File # 2015 - 103  
Date Filed: 10/21/15  
Total Fee Paid = \$ 115 -  
Received by: JA  
Date Application Deemed Complete: 10/21/15

#### PROJECT INFORMATION

ADDRESS: 6910 McRanley St.  
ASSESSOR'S PARCEL #: 004-051-043  
PARCEL AREA: CITY OF SEBASTOPOL

#### APPLICANT OR AGENT:

Name: AdArt  
Email Address: David@adart.com  
Mailing Address: 150 Executive Park Blvd, Ste. 2100  
City, State, Zip: S.F., CA 94134  
Phone: 559-225-2181  
Fax: 559-367-0381  
Business License #:   
Signature: [Signature]  
Date: 10/19/15

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

Name: Bruce Friend  
Email Address: friend@acol.com  
Mailing Address: P.O. Box 143  
City, State, Zip: ALamy, CA 94507  
Phone: 925-944-0077  
Fax: 925-942-0277  
Business License #: N/A  
Signature: [Signature]  
I certify that this application is being made with my consent.  
Date: 10/19/15

#### 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 (attach additional pages if needed): DESCRIBE IN DETAIL the proposed project and permit request: Add one (1) 11.2 sq. ft. sign onto the WB

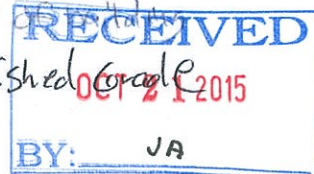
expansion to be similar in size, shape, type, & color of adjacent tenants.

#### Sign Inventory

\* Existing N/A

\* Proposed: Wall sign, 11.2 sq. ft., 11" tall x 12'-4" wide x 5" deep. Sign to be made of fabricated painted Aluminum with custom ptd. film elements & Green Letter faces w/ teal Logo. Sign is LED (white) illuminated. Sign will be mounted on front of building next to main entrance to business.

Note: Proposed sign is 13' above finished grade





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): Design Review

Please describe existing uses (businesses, residences, etc) and other structures on the property: Retail, Bank, Pizza Restaurant, Grocery Store

Square Feet Building Existing: \_\_\_\_\_  
Square Feet Building Demolished: \_\_\_\_\_  
Square Feet Building New: \_\_\_\_\_  
Net Change in Building Square Feet: \_\_\_\_\_

Number of Dwelling Units Existing: \_\_\_\_\_  
\_\_\_\_\_ 0 Bedrooms \_\_\_\_\_ 1 Bedroom \_\_\_\_\_ 2 Bedrooms \_\_\_\_\_ 3 Bedrooms \_\_\_\_\_ 4+ Bedrooms

Number of Dwelling Units Proposed: \_\_\_\_\_  
\_\_\_\_\_ 0 Bedrooms \_\_\_\_\_ 1 Bedroom \_\_\_\_\_ 2 Bedrooms \_\_\_\_\_ 3 Bedrooms \_\_\_\_\_ 4+ Bedrooms

Net Change in Dwelling Units: \_\_\_\_\_

Existing: Front Yard Setback \_\_\_\_\_ Side Yard Setback \_\_\_\_\_ Rear Yard Setback \_\_\_\_\_

Proposed: Front Yard Setback \_\_\_\_\_ Side Yard Setback \_\_\_\_\_ Rear Yard Setback \_\_\_\_\_

Existing Lot Dimensions: Front \_\_\_\_\_ Left Side \_\_\_\_\_  
Rear \_\_\_\_\_ Right Side \_\_\_\_\_

Proposed Lot Dimensions: Front \_\_\_\_\_ Left Side \_\_\_\_\_  
Rear \_\_\_\_\_ Right Side \_\_\_\_\_

Existing Lot Area: \_\_\_\_\_ Square Feet  
Proposed Lot Area: \_\_\_\_\_ Square Feet

Building Height: \_\_\_\_\_ Existing Number Stories: \_\_\_\_\_ Existing  
\_\_\_\_\_ Proposed \_\_\_\_\_ Proposed

Parking Spaces: \_\_\_\_\_ Existing \_\_\_\_\_ Proposed

Existing Zoning: \_\_\_\_\_

Proposed Zoning: \_\_\_\_\_

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

Will Signs be Changed or Added? ☒ Added Yes \_\_\_\_\_ No

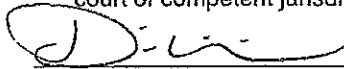
Hours of operation: \_\_\_\_\_ Is alcohol service proposed? \_\_\_\_\_ Yes \_\_\_\_\_ No

If restaurant, cafe, bar or nightclub, number of seats: \_\_\_\_\_

## 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.

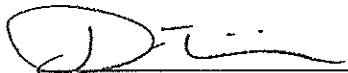
	10/19/15	2015 - 103
Applicant's Signature	Date Signed	Planning File Number

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:

Effective immediately, email addresses or facsimiles will be used for sending out of staff reports and agendas to applicants, their representatives, property owners, and others to be notified if an email address or facsimile number is available.

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

  
Signature

David Esajian  
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: As part of the  
TL Permit

## WEB SITE REQUIRED FOR MAJOR PROJECTS

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

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

Such web site 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



**City of Sebastopol**  
**Exemption Questionnaire**  
**Storm Water Low Impact Development**

**Purpose:** This questionnaire will determine *whether or not* you need to submit the 'Storm Water Low Impact Development Determination Worksheet' as part of this application. Any application that does not contain this questionnaire OR the Determination Worksheet will be deemed incomplete.

**Project Address**

6910 McKinley Street

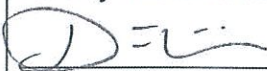
**Type of Application**

Your project is exempt from the 'Determination Worksheet' submittal requirement if it falls under any of the following application categories. However, City Staff may still require the submittal of a 'Determination Worksheet' as determined on a case-by-case basis.

- ☐ Administrative Review (Interior Improvements or Use)
- ☒ Sign Review
- ☐ Temporary Use Permit
- ☐ Tree Removal Permit

**The project is exempt from the 'Storm Water Low Impact Development Determination Worksheet' submittal requirement as determined by City Staff.**

I certify this information:



Applicant Signature

David Esajian

Printed Name

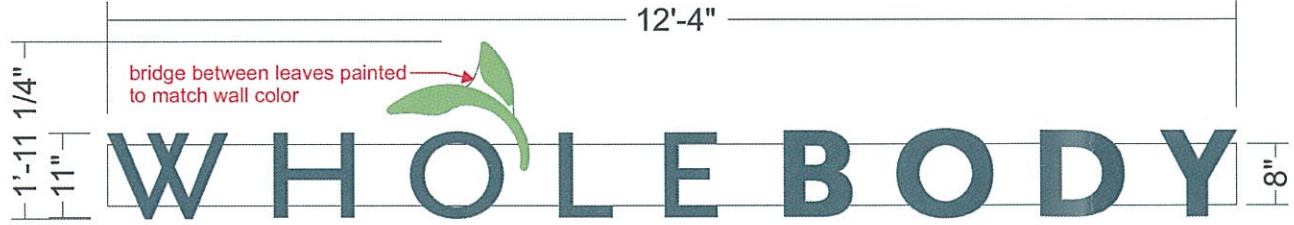
10/19/15

Date





South Elevation - Scale: 3/16" = 1'-0"  
11" x 12'-4" = 11.2 sq. ft. shown

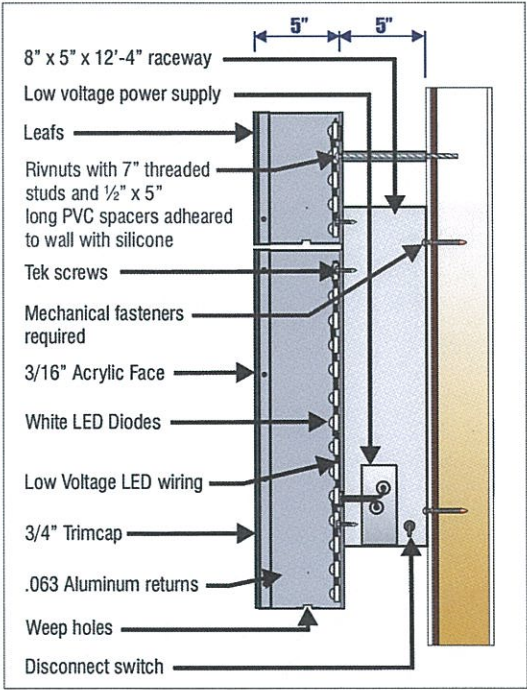


**A** PAN CHANNEL LETTER SPECIFICATIONS Scale: 1/2" = 1'-0"

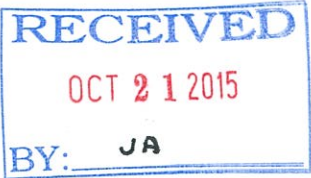
Description: Manufacture and install one (1) set of internally-illuminated channel letters with leaf logo on background panel.

Component	Type	Specifications	Color / Finish
Faces	3/16" White Plex	Vinyl applied 1st surface	Letters = 3M Teal Green 3630-246 Leaf = 3M Brilliant Green 3630-106 (bridge between leaves will be opaque vinyl painted to match wall color)
Trimcaps	3/4" Trimcap	Jewelite	Letters = PMS 321 C Leaf = PMS 376 C
Returns	.063 Aluminum	Paint	Letters = PMS 321 C Leaf = PMS 376 C
Illumination	LED		White
Raceway	Fabricated alum.	Paint	Match wall color

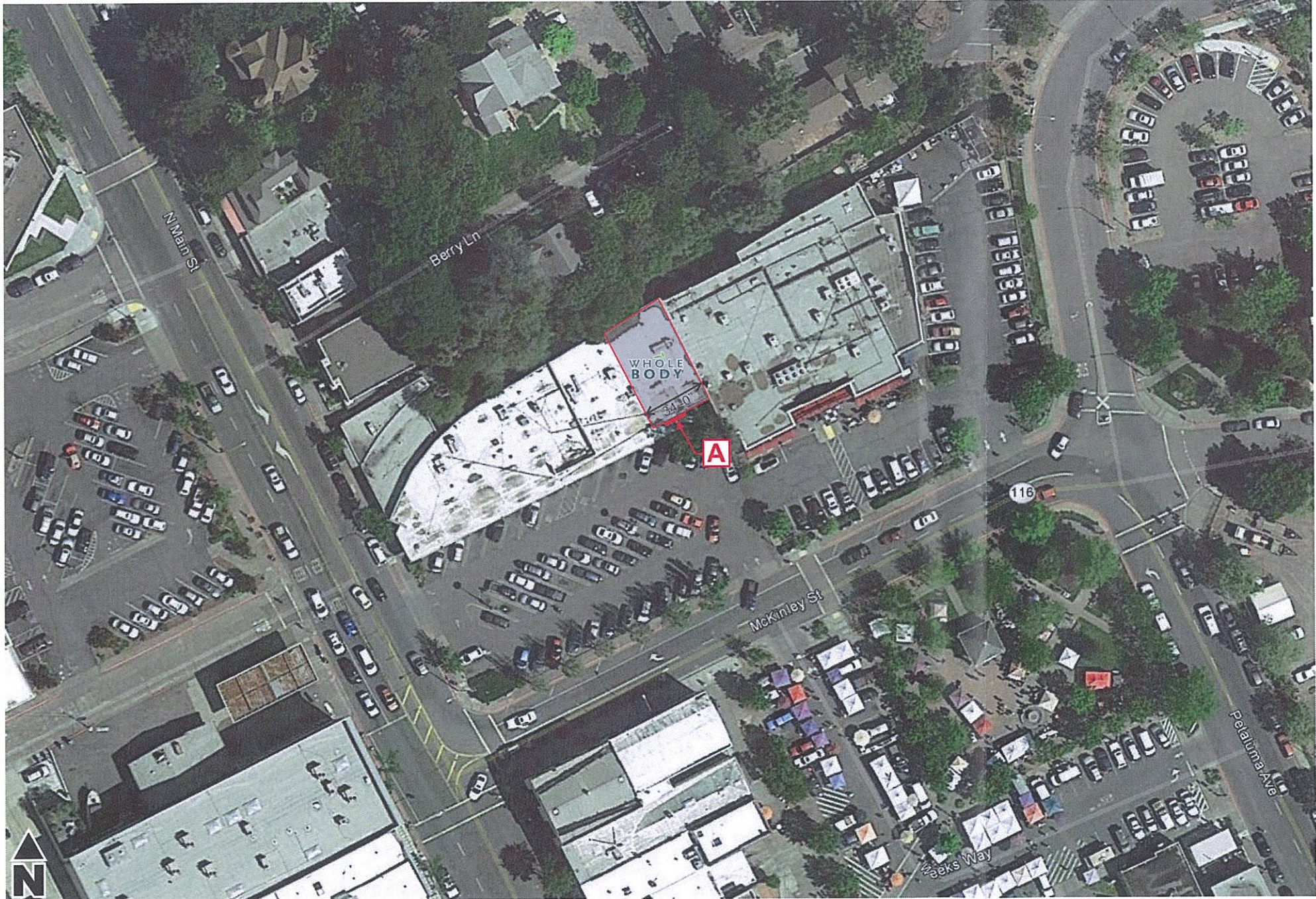
\* Letter color on artwork is PMS 323 C but PMS 321 C is used as it is the closest vinyl match.  
\* Leaf color on artwork is PMS 370 C but PMS 376 C is used as it is the closest vinyl match.



Section Detail - Scale: NTS







Site Plan - Scale: NTS



Vicinity Map - Scale: NTS

PROJECT:
CUSTOMER: Whole Foods Market
LOCATION: 6910 McKinley St. - Sebastopol, CA 95472
DATE: 8/10/2015
SALES: David Esajian
DESIGNER: James Franks

REVISION	DATE	DESCRIPTION

APPROVALS
SALES:
CUSTOMER:
LANDLORD:

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