

City Council

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Kenyon Webster

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Jonathan Atkinson

Administrative Assistant

Rebecca Mansour

City of Sebastopol Design Review Board Staff Report

Meeting Date: January 20, 2016
Agenda Item: 9B
To: Design Review Board
From: Jonathan Atkinson, Assistant Planner
Subject: Minor Sign Review
Recommendation: Consider Request
Applicant/Owner: Adam Kliegman/Tombe Realty
File Number: 2016-01
Address: 130 South Main Street: Suite 103
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 one sign for West County Coffee and Wine at 130 South Main Street, Suite 103 in The Nonella Building. This application requires Design Review Board approval because it involves the installation of a sign that has a sign area greater than 25 square feet per Section 17.230.020.A (3) (b) of the Zoning Ordinance.

Project Description:

The application involves the installation of the following sign: One wall sign that measures 1 foot and 11 inches by 18 feet, has a sign area of 34½ square feet, and reads: "West County Coffee & Wine." While West County Coffee and Wine has exterior lighting that illuminates its storefront, the sign does not involve any form of illumination.

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 Nonella Building currently has a sign program, which was adopted in 1988. Sign programs establish signage standards for individual buildings, shopping centers, development areas, and districts. Staff reviewed the sign program and found that it lacks sufficient detail to make a determination in terms of allowable sign area.

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.

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

The maximum sign area permitted for each tenant at 130 South Main Street is approximately 15 square feet, given that the site has a total building frontage of 204 feet between South Main Street and Burnett Street and has a total of 12 tenant spaces.

$$\text{Sign Area} = \frac{175 \text{ Square Feet}}{12 \text{ Tenant Spaces}} = 15 \text{ Square Feet}$$

The application involves the installation of a wall sign with a sign area of 34½ square feet, which exceeds the maximum allowable sign area for individual tenants. A Sign Exception is required for this provision. This appears to be acceptable, given that West County Coffee and Wine has a more prominent presence than smaller tenants in the building because it is located on South Main Street.

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 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 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:

West County Coffee and Wine opened in January 2016, and the sign was subsequently installed prior to City approval. Staff informed the applicant upon application submittal that the sign would need to be removed if the Design Review Board does not find it suitable for the site. The applicant understands that this could be a possibility. The Board could find that the sign is suitable for the site in that it does not include internal illumination, which is a Zoning Ordinance and Board preference for signage, especially in the Downtown Core. The Board could also find that the sign is suitable for the site in that it is internally consistent and harmonious, as it contains uniform colors and lettering in terms of font, size, and spacing. The application does require a Sign Exception because it exceeds the maximum allowance for sign area, which is reasonable given the business's prominent location on South Main Street as opposed to smaller tenant spaces in the building.

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 sign is 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.

SIGN PERMIT: 2016-01
West County Coffee and Wine
130 South Main Street: Suite 103
One Wall Sign without Illumination

Findings for Approval:

1. That the project 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 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 building and is more consistent with the site context in that the sign is for West County Coffee and Wine, which has a more prominent presence than smaller tenants in the building with its location on South Main Street.
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 Board has approved large signs when appropriate, and other businesses within the Downtown Core have the ability to request a Sign Exception in the future, if necessary
5. That the project is compatible with the neighborhood and with the general visual character of Sebastopol in that involves a sign that enhances an existing tenant space along Main Street, and is similar in design to several wall signs throughout the community.
6. That the project design provides appropriate transitions and relationships to adjacent properties and the public right of way in that the sign is of a similar size to existing signage along Main Street and is secured to the building's façade, which maintains accessibility for pedestrians.
7. That the project would not impair the desirability of investment or occupation in the neighborhood in that the sign is constructed of durable materials and protected from the elements by an existing awning, helping to ensure that it does not quickly fall into a state of disrepair.
8. The project design is internally consistent and harmonious in that it contains uniform colors and lettering in terms of font, size, and spacing.
9. That the project design is in conformity with guidelines and standards adopted pursuant to the Design Guidelines in that the sign is constructed of natural materials, proportionate to building elements, proportionate to the existing building's dimensions, and does not contain internal illumination.

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 January 4, 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.

Attachments:

- Master Planning Application Form
- Location Map
- 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

MASTER PLANNING APPLICATION FORM

PROJECT INFORMATION:

ADDRESS:	130 S MAIN ST #103
PARCEL #:	
PARCEL AREA:	

FOR CITY USE ONLY

PLANNING FILE #:	2016 / 01
DATE FILED:	01/04/16
TOTAL FEES PAID: \$	115 Fee
RECEIVED BY:	JA
DATE APPLICATION DEEMED COMPLETE:	01/04/16

APPLICANT OR AGENT:

Name: Adam Klegman
Email Address: westcountycoffeeandwine@gmail.com
Mailing Address: 321 S MAIN ST #510
City/State/Zip: SEBASTOPOL CA 95472
Phone: 516-404-6914
Fax: _____
Business License #: _____
Signature: [Signature]
Date: 12/28/15

OWNER OF PROPERTY

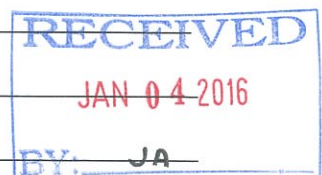
IF OTHER THAN APPLICANT:

Name: Chris Reflaugni, Tomba Realty
Email Address: tomba@gte.net
Mailing Address: 127 N MAIN ST
City/State/Zip: SEBASTOPOL CA 95472
Phone: 707-823-6475
Fax: _____
Business License #: _____
Signature: [Signature]
I certify that this application is being made with my consent.
Date: 12/29/2015

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 project and permit request. (Attach additional pages, if needed):

New Sign

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 (Minor)

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

Commercial

DEVELOPMENT DATA:

SQUARE FEET BUILDING EXISTING:		☒ N / A
SQUARE FEET BUILDING DEMOLISHED:		☒ N / A
SQUARE FEET BUILDING NEW:		☒ N / A
NET CHANGE IN BUILDING SQUARE FEET:		☒ N / A
NUMBER OF DWELLING UNITS EXISTING:	☐ 0 Bedrooms ☐ 2 Bedrooms ☐ 4+ Bedrooms	☐ 1 Bedrooms ☐ 3 Bedrooms ☒ N / A
NUMBER OF DWELLING UNITS PROPOSED:	☐ 0 Bedrooms ☐ 2 Bedrooms ☐ 4+ Bedrooms	☐ 1 Bedrooms ☐ 3 Bedrooms ☒ N / A
NET CHANGE IN DWELLING UNITS:		☐ N / A
SETBACKS:	Existing: ☐ Front Yard _____ ☐ Side Yard _____ ☐ Rear Yard _____ ☐ N / A	Proposed: ☐ Front Yard _____ ☐ Side Yard _____ ☐ Rear Yard _____ ☒ N / A

EXISTING LOT DIMENSIONS:	Front: _____ Left: _____	Rear: _____ Right: _____	☒ N / A
PROPOSED LOT DIMENSIONS:	Front: _____ Left: _____	Rear: _____ Right: _____	☒ N / A
EXISTING LOT AREA:	_____ Square Feet		☒ N / A
PROPOSED LOT AREA:	_____ Square Feet		☒ N / A
BUILDING HEIGHT:	Existing: _____	Proposed: _____	☒ N / A
NUMBER OF STORIES:	Existing: _____	Proposed: _____	☒ N / A
PARKING SPACE (S):	Existing: _____	Proposed: _____	☒ N / A
ZONING	Existing: _____	Proposed: _____	☒ 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: 7am

Close: 5p

Is alcohol service proposed?

☒ Yes

☐ No

If yes, what type of State alcohol license is proposed? Type 41 - approved already

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: 25

Is any live entertainment proposed?

☐ Yes

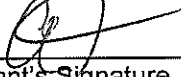
☒ No

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.

	12/28/15	2016-01
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.

	12/28/15
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.

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:

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

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:

130 S Main St #103 Sebastopol CA 95472

TYPE OF APPLICATION

Your project is exempt from the 'Determination Worksheet' submittal requirement, if it falls under any of the below listed application categories. However, the City Staff may 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
- ☐ Time Extension Request
- ☐ Tree Removal Permit
- ☐ Zoning Determination or Interpretation

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

Adam Elzerman

PRINTED NAME

12/28/15

DATE

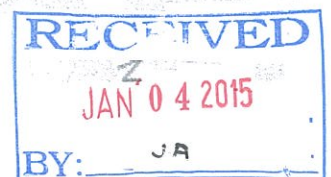
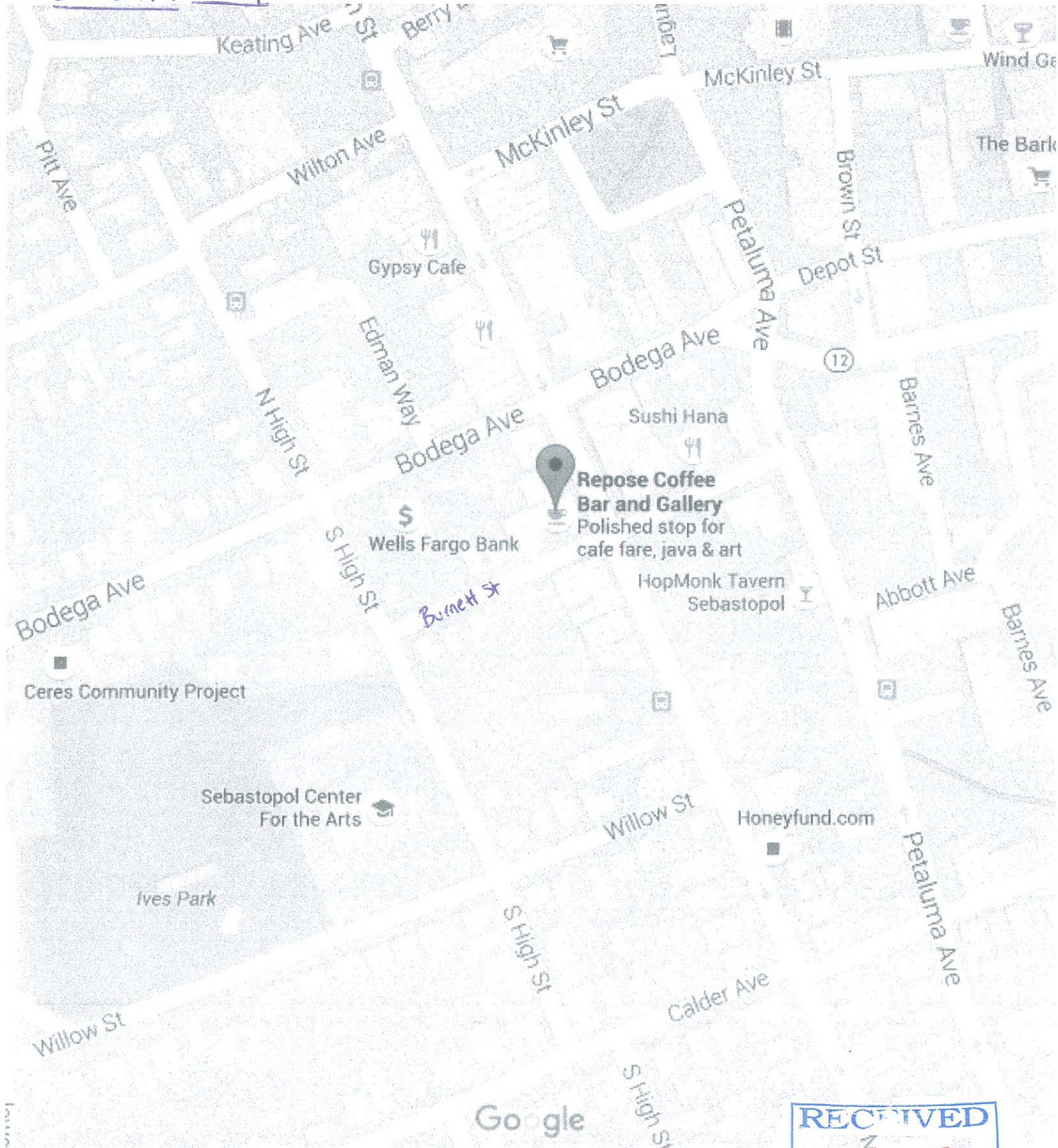
SITE PHOTOGRAPH



MAIN STREET

RECEIVED
JAN 04 2015
BY: JA

Location Map



23"

West County Coffee & Wine

216"

