

City Council

Mayor Sarah Glade Gurney
Vice Mayor Una Glass
John Eder
Robert Jacob
Patrick Slayter



Planning Director

Kenyon Webster

Administrative Assistant

Rebecca Mansour

City of Sebastopol Design Review Board Staff Report

Meeting Date: September 21, 2016
Agenda Item: 8A
To: Design Review Board
From: Kenyon Webster, Planning Director
 Jonathan Atkinson, Planning Consultant
Subject: Sign Review: Community First Credit Union
Recommendation: Approval with Conditions
Applicant/Owner: Gary Finnan / Community First Credit Union
File Number: 2016-67
Address: 328 North Main Street
CEQA Status: Categorical Exemption: Section 15311: Class 11
General Plan: Downtown Core
Zoning: CD: Downtown Core

Introduction:

This is a Sign Review application, requesting approval to install new signage for Community First Credit Union at 328 North Main Street. The site was formerly home to Citibank, which closed in 2016.

Project Description:

The project involves the installation of the following signs:

Wall Signs: Two wall signs, measuring 2 feet and 7 inches (height) by 10 feet and 6 inches (width), which will each have a sign area of approximately 27 square feet, and read: "Community First Credit Union." The signs will contain external illumination with gooseneck light fixtures.

ATM Signs: Two non-illuminated ATM signs, measuring 1 foot and 6 inches (height) by 5 feet and 8 inches (width), which will each have a sign area of approximately 8.5 square feet, and read: "Community First Credit Union."

Directional Signs: One non-illuminated directional sign, measuring 2 feet and 8 inches (height) by 2 feet and 8 inches (width), which will have a sign area of approximately 7 square feet, and reads: "First Credit Union: Drive Thru ATM." The sign will bear an arrow and be attached to the facade.

One non-illuminated directional sign, measuring 1 foot (height) by 1 foot and 6 inches (width), which will have a sign area of 1.5 square feet, and reads: Drive Thru ATM. The sign will bear

the Community First logo and an arrow and be located in a landscaped area near the drive thru lane. The height of the signpost is not provided.

Monument Sign: Community First intends to install a monument sign, which will include several Patrick Amiot sculptures. This sign is somewhat conceptual, in that the particular sculptures have not been fully designed.

Window Signs: Four non-illuminated window sign decals, measuring 11.5 inches (height) by 1 foot (width), which will each have a sign area of 1 square feet, and read: "Community First Credit Union."

Miscellaneous Signage: The project involves ADA directional signage and informational signage, such as contact information for Community First. This form of signage is not considered business signage for the purposes of Zoning Ordinance limitations.

The applicant prepared a written statement, which is attached to the 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 credit union.

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 contributes to greater improvement efforts to an existing commercial building on North 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 328 North Main Street is 125 square feet, given that the building has a total frontage of 95 feet. This includes the north and east elevations of the building.

The total sign area is less than 125 square feet. The project is consistent with this provision.

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 signs do not project into the public right-of-way and a condition of approval has been added requiring that they have at least a five (5) foot setback. This does not apply to the existing ADA directional signage.

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.

A condition of approval has been added which would allow the Planning Director to require the 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.

Two of the wall signs will contain external illumination through gooseneck light fixtures. This form of illumination is consistent with Zoning Ordinance and Board preferences for sign illumination, especially in the Downtown Core.

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 project involves the installation of one freestanding sign, which will identify the business and direct customers to the ATM. The height of the sign is less than 8 feet. The project is consistent with this provision.

The project also presents a monument sign in concept for Board consideration. The project will require a Sign Exception, if the monument sign is considered for approval.

(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 exceeds the maximum allowable number of signs. A Sign Exception is required for this provision. This may be a reasonable request in that the building is freestanding with multiple frontages.

Public Comment:

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

City Departmental Comment:

The Planning Department has not received any City departmental comments as of writing the 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 multiple signs for Community First, which is relocating to an existing building on North Main Street from its current location on Petaluma Avenue. Overall, the Board may find that the project is appropriate for the site in that it involves new signs, which will supplement greater improvements to an existing commercial building. The Board may also find the project to be appropriate in that it involves the installation of signs with external illumination, which is a Board and Zoning Ordinance preference for signage, especially in the Downtown Core. The project does require a Sign Exception because it exceeds the maximum number of allowable signs. The Board should consider whether or not this request is merited, as well as the visual impact of several signs at the site. The Board should also provide feedback on the concept of a monument sign, which also depicts several Patriot Amiot sculptures.

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 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: 2016-67
Community First Credit Union
328 North Main Street
Two Wall Signs with External Illumination
Two ATM Signs without Illumination
Two Directional Signs without Illumination
Window Signs without Illumination**

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 North 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 wall signs with gooseneck light fixtures, window signs, and directional signs, which is consistent with several commercial properties in the Downtown Core and throughout Sebastopol.
5. That the design provides appropriate transitions and relationships to adjacent properties and the public right-of-way in that the signs will be secured to the building facade and/or set back

from all property lines, ensuring that a harmonious relationship between surrounding properties is maintained.

6. That the project will not impair the desirability of investment or occupation in the neighborhood in that the signs supplement reinvestment efforts for a visible property in the Downtown Core and are constructed of durable materials, ensuring they do not quickly fall into disrepair.
7. That the design of the project is internally consistent and harmonious in that the signs utilize the same colors, materials, font, and graphic design elements.
8. That the project is consistent with the adopted Design Guidelines in that it contains signs with external illumination, which is preferred over internal illumination.
9. That the Sign Exception will allow signs that are more consistent with the architecture and development of the site in that it is appropriate for freestanding building with multiple frontages to have an increased number of signs.
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 Board has approved projects that exceed the maximum number of allowable signs when appropriate in the Downtown Core and throughout Sebastopol.

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: August 22, 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. All freestanding signs shall be located at least five (5) feet from the public right-of-way.
6. 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
- Written Statement
- 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:

FOR CITY USE ONLY

ADDRESS: <u>328 N. MAIN ST</u>	PLANNING FILE #: <u>2016 / 67</u>
PARCEL #:	DATE FILED: <u>08.22.16</u>
PARCEL AREA:	TOTAL FEES PAID: <u>\$185-</u>
	RECEIVED BY: <u>[Signature]</u>
	DATE APPLICATION DEEMED COMPLETE: _____

APPLICANT OR AGENT:

Name: GARY FRUMAN

Email Address: GARY@GARYFRUMAN.COM

Mailing Address: PO BOX 12005

City/State/Zip: WINDSOR CA 95492

Phone: 707-975-9761

Fax: _____

Business License #: _____

Signature: [Signature]

Date: 08/22/16

OWNER OF PROPERTY

IF OTHER THAN APPLICANT:

Name: GEORGE O. POLLEY

Email Address: HPOLLEY@PACBELL-NET

Mailing Address: 8050 HWY 12N

City/State/Zip: CA 95472

Phone: 707-291-2085

Fax: _____

Business License #: _____

Signature: GFC AGENT

I certify that this application is being made with my consent.

Date: _____

OTHER PERSONS TO BE NOTIFIED: (Include Agents, Architects, Engineers, etc.).

Name: HEALDSBURG SIGNS

Email Address: Jim@HEALDSBURGSIGNS

Mailing Address: 1200 HRY AVE #A

City/State/Zip: HEALDSBURG 94948

Phone: 707-433-7446

Fax: _____

AUG 22 2016
BY: [Signature]

PROJECT DESCRIPTION:

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

SIGNAGE FOR NEW CREDIT UNION

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:

FINANCIAL INSTITUTION

DEVELOPMENT DATA:

SQUARE FEET BUILDING EXISTING:	<u>95 LF FRONTAGE</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 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 type="checkbox"/> N/A
NET CHANGE IN DWELLING UNITS:		<input type="checkbox"/> N/A
SETBACKS:	Existing:	Proposed:
	<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 type="checkbox"/> N/A

EXISTING LOT DIMENSIONS:	Front: <u>120'</u> Left: <u>120'</u> ^x	Rear: _____ Right: _____	<input type="checkbox"/> N/A
PROPOSED LOT DIMENSIONS:	Front: _____ Left: _____	Rear: _____ Right: _____	<input checked="" type="checkbox"/> N/A
EXISTING LOT AREA:	_____ Square Feet		<input type="checkbox"/> N/A
PROPOSED LOT AREA:	_____ Square Feet		<input checked="" type="checkbox"/> N/A
BUILDING HEIGHT:	Existing: <u>14'</u>	Proposed: _____	<input type="checkbox"/> N/A
NUMBER OF STORIES:	Existing: <u>1</u>	Proposed: _____	<input type="checkbox"/> N/A
PARKING SPACE (S):	Existing: <u>9</u>	Proposed: _____	<input type="checkbox"/> N/A
ZONING	Existing: <u>COMMERCIAL</u>	Proposed: _____	<input 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.)

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Will Existing Landscaping be revised? Yes No

If yes, what is square footage of new or revised landscaping?

<p style="font-size: 1.2em; margin: 0;">INCLUSION OF 10x10 BIKE RACK AREA AND Monument SIGN.</p>
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Will Signs be Changed or Added? Yes No

Business: Hours of Operation? Open: 10AM Close: 5PM

Is alcohol service proposed? Yes No

If yes, what type of State alcohol license is proposed? _____

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: _____

Is any live entertainment proposed? Yes No

If yes, please describe: _____

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:

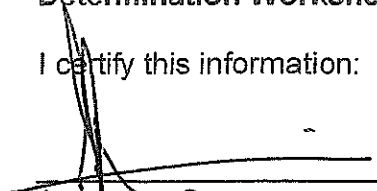
TYPE OF APPLICATION

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

GARY FINNAN

PRINTED NAME

08/22/16

DATE

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



CFCU Sebastopol Signage Application

The attached scope of work is submitted for review in alignment with the City of Sebastopol administrative sign review application check list.

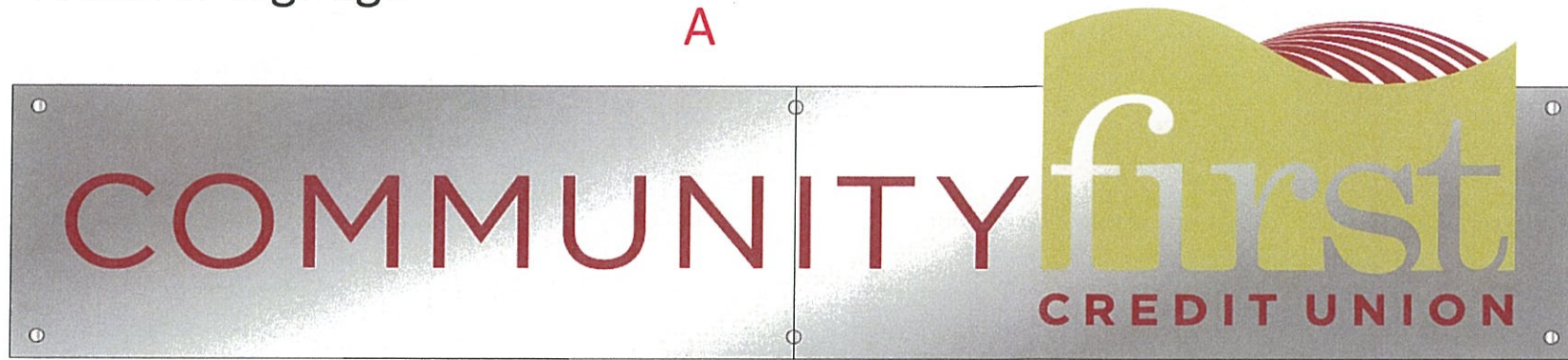
The signage is designed to replace existing site building brand and directional signage including ADA for the new business Community First Credit Union.

All signage is made from high quality durable aluminum and plex with direct lighting from a secondary source and totals 114SqFt of area on a frontage of 95 Lft.

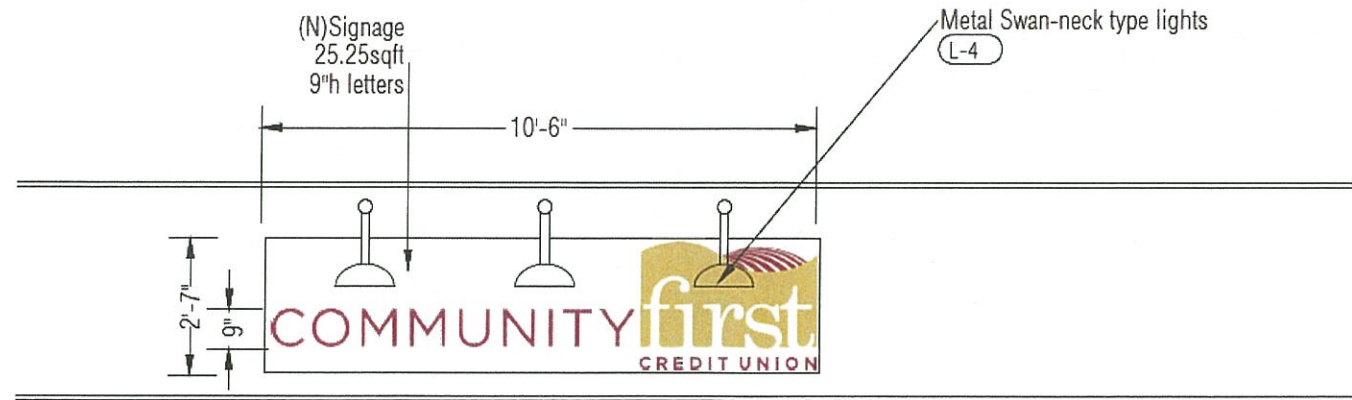
An additional request is submitted for approval for a "Community" monument sign that will include a bike parking rack and a collection of "Local" sculptor Patrick Amiot characters waving to passers by.



Exterior Signage



2'7" tall x 10'6" 1/4 " brushed aluminum background with 1/2" Acrylic Copy



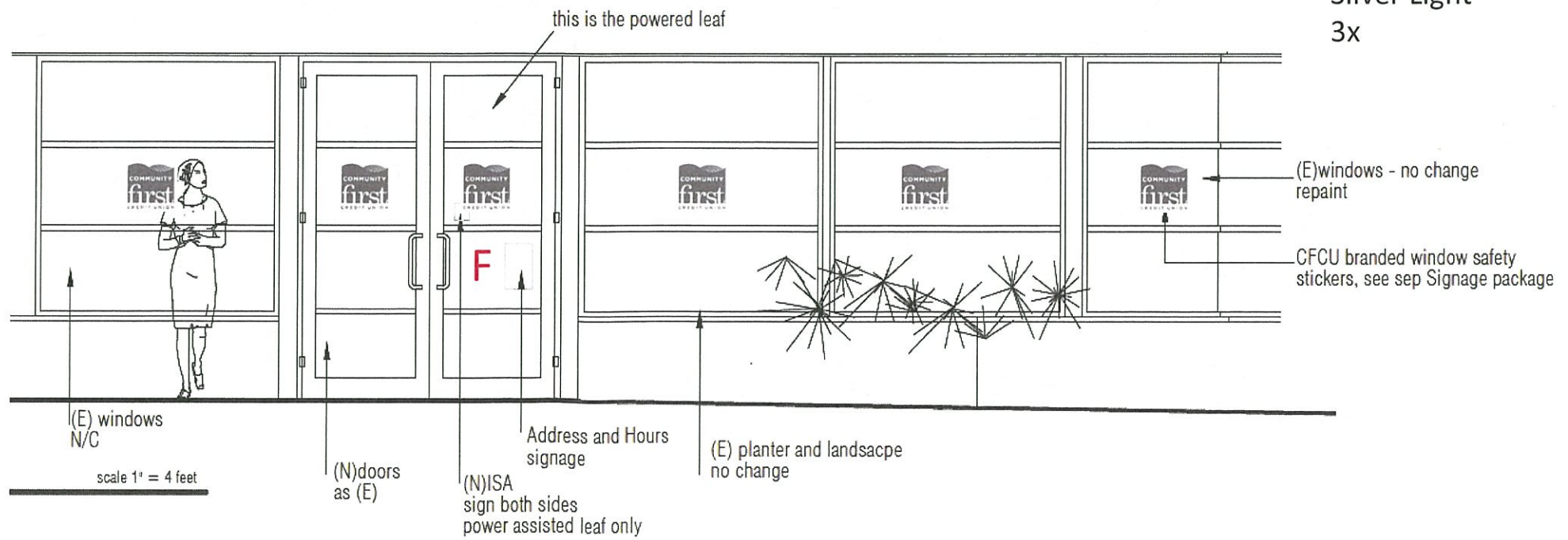
Exterior Gooseneck Silver Light 3x

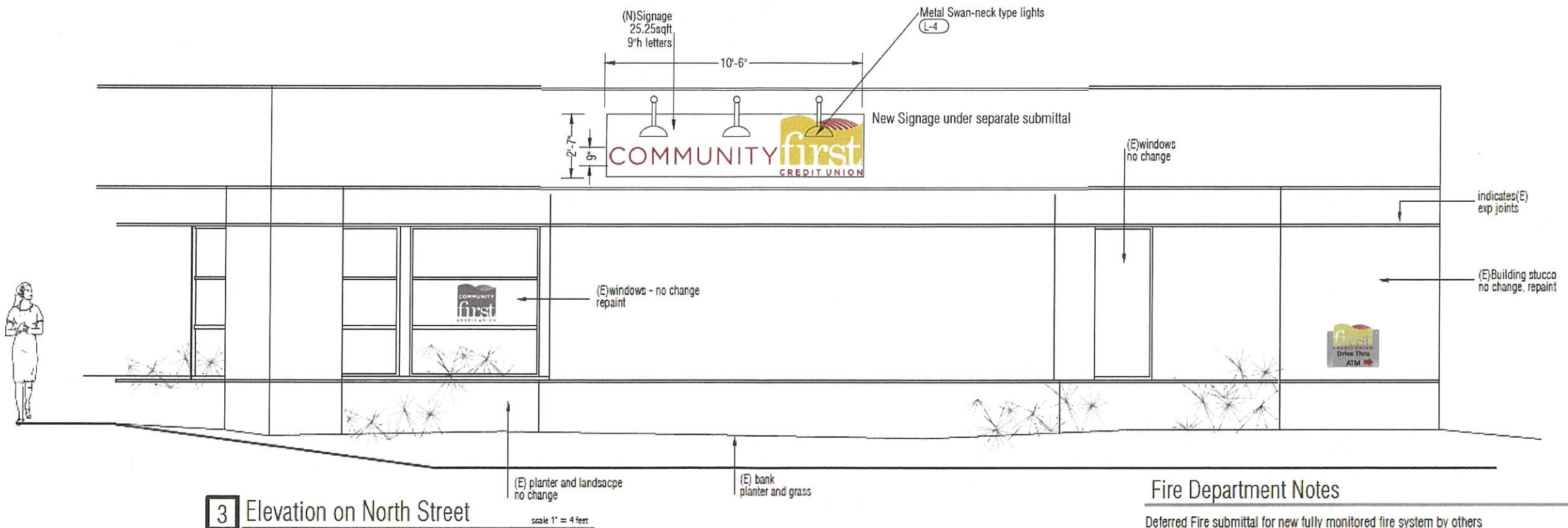
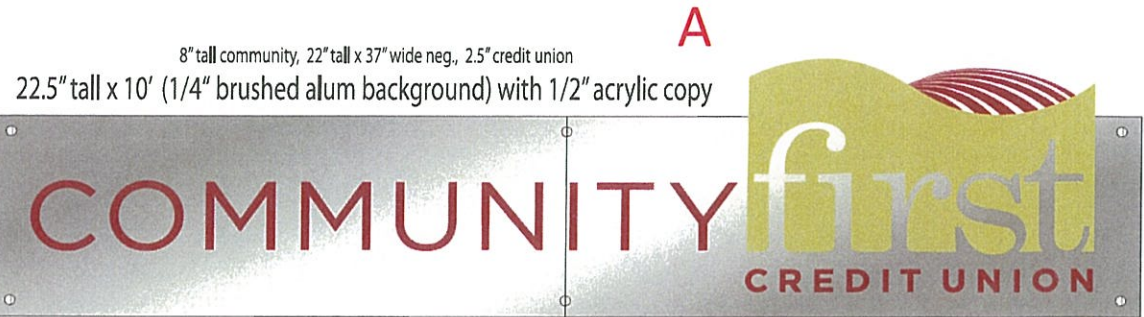
(4) 11.5" tall x 12" wide front window decals

frosted vinyl on glass



F





Fire Department Notes
Deferred Fire submittal for new fully monitored fire system by others

(4) 11.5" tall x 12" wide front window decals

frosted vinyl on glass



F

12"X18" 1/4" Brushed alum background with vinyl copy & Logo Decal - Incl 3/4" stand offs

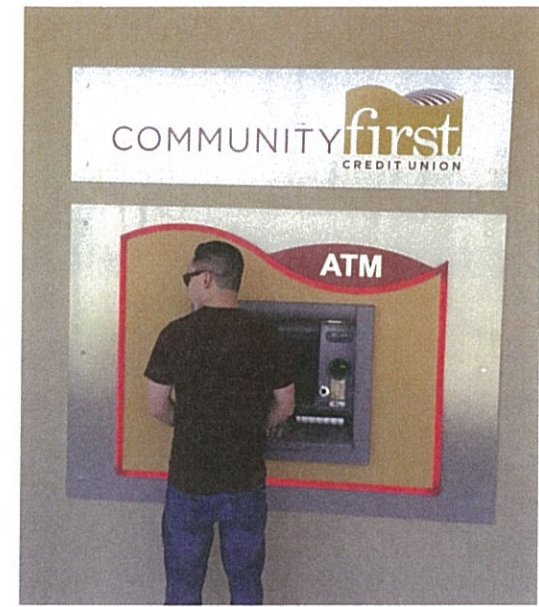
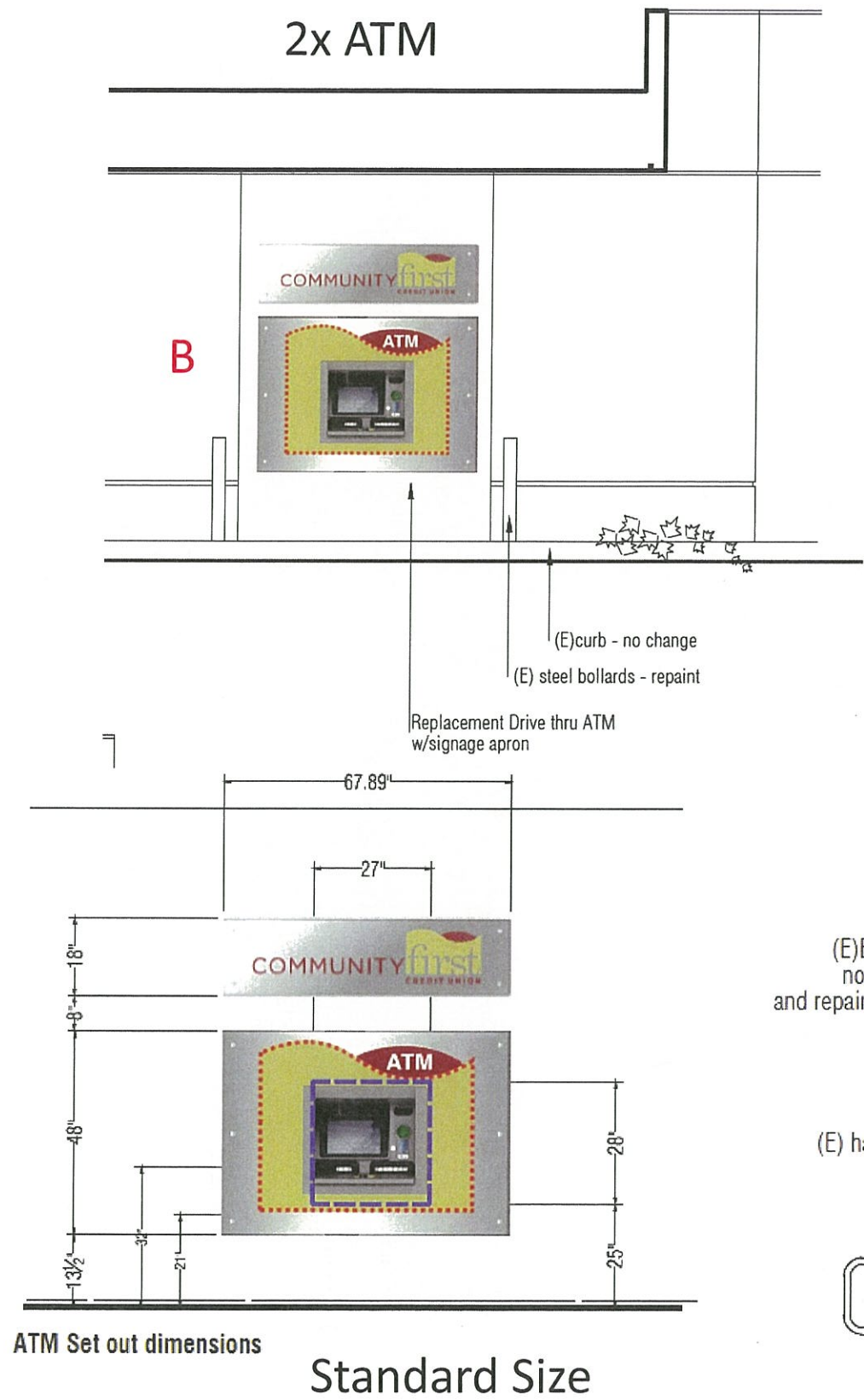


D

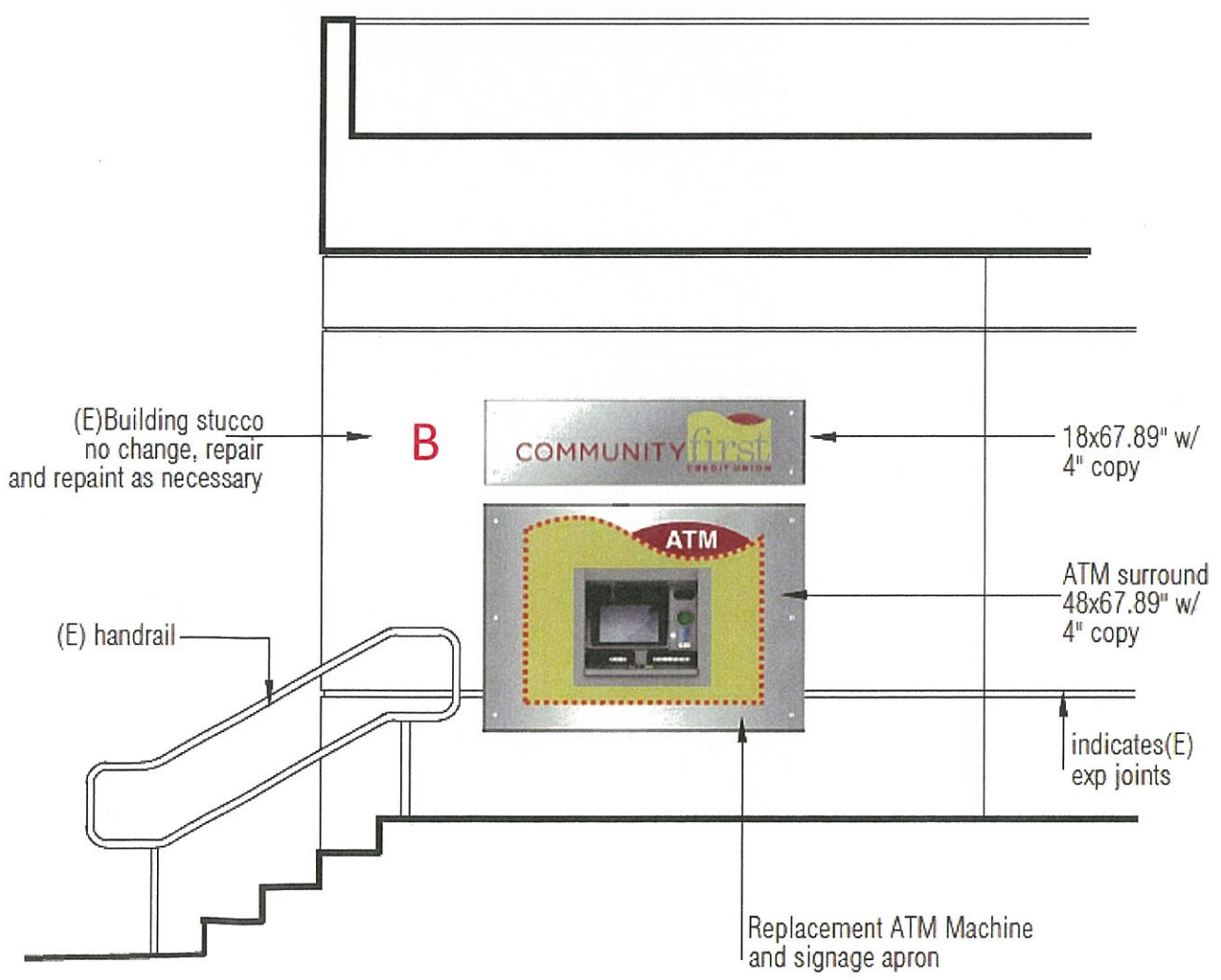


C

32"X32" 1/4" Brushed alum background with 1/2" acrylic copy Incl 3/4" stand offs

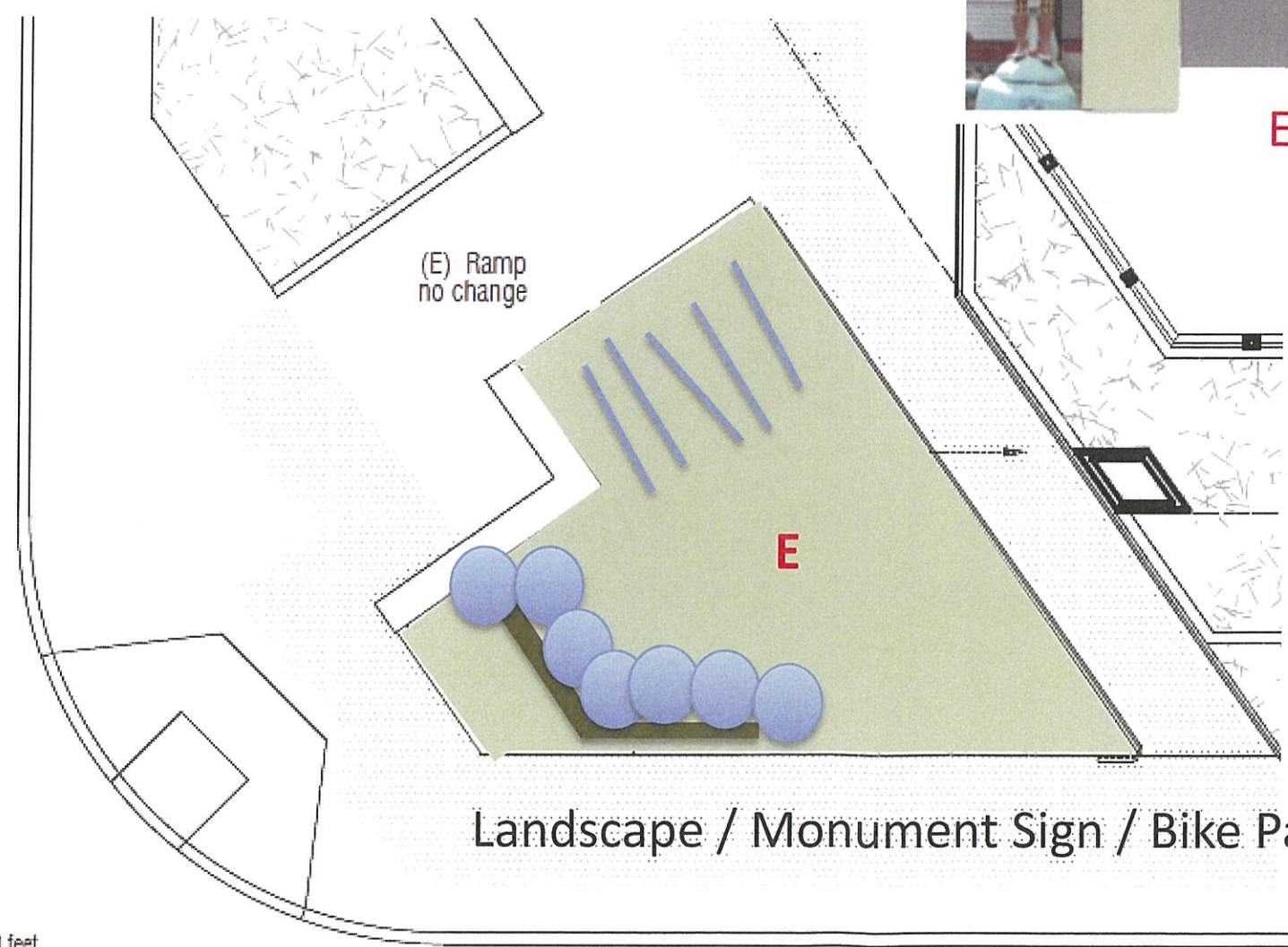


1/4 " brushed aluminum background with 1/2" Acrylic Copy and cover plate



K E A T I N G A V E N U E

Concept:
Community – Community
All the characters of
Sebastopol in one place at
the Community first Credit
Union Bike Parking Lot



36"X48" ¼" Brushed alum background with ½" acrylic copy Incl ¾" stand offs

Steel Bike Rack – Sample Photo

Landscape / Monument Sign / Bike Parking / Local Sculpture

scale 1" = 10 feet

N . M A I N S T R E E T

brushed alum on plex with
silver edge vineyard
pin-mounted 1.2" off the wall

4.2" X 60"

HERE FOR GOOD

1X Set

2X Sets

8" tall community, 22" tall x 37" wide neg., 2.5" credit union
22.5" tall x 10' (1/4" brushed alum background) with 1/2" acrylic copy



10X Sets

(4) 11.5" tall x 12" wide
front window decals

frosted vinyl on glass



2x Sets

interior
11"x11" window panes??????

frosted vinyl on glass



Manager & Loans



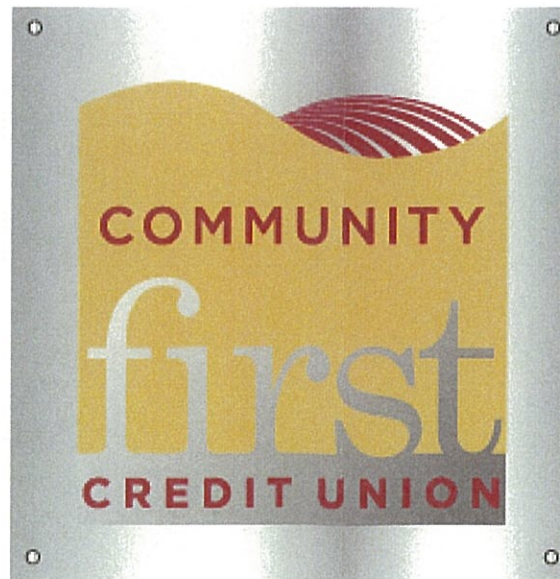
Exterior
Gooseneck
Silver Light
3x



1x Set Hours / Address
TBD



Monument TBD



INTERIOR 4'X4' SEE DETAILS THIS FOLDER
FOR MAIN OFFICE

INTERIOR WALL approx 7'x8' (MATTE) digital to go
directly on sheetrock wall
WALL TO BE PAINTED IN SEMI OR FULL GLOSS

