

City Council

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Jonathan Atkinson

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City of Sebastopol Design Review Board Staff Report

Meeting Date: April 20, 2016
Agenda Item: 8A
To: Design Review Board
From: Jonathan Atkinson, Assistant Planner
Subject: Sign Review
Recommendation: Approval with Conditions
Applicant/Owner: Jayme and Jennifer Patterson
File Number: 2016-29
Address: 720 South Main Street
CEQA Status: Categorical Exemption: Section 15311: Class 11
General Plan: General Commercial
Zoning: CG: General Commercial

Introduction:

This is a Minor Sign Review application, requesting approval to install two sign for Patterson Automotive, a repair and service shop, at 720 South Main Street. The site was formerly home to a gas station that offered various automotive services, which closed several years ago. The site was contaminated but environmental remediation has since addressed hazardous materials.

On January 26, 2016, the Planning Commission approved a Use Permit application, requesting approval to operate an automotive repair and service shop at the site.

Project Description:

The project involves the installation of the following signs:

One wall sign, measuring 3 feet (height) by 16 feet (width), which will have a sign area of 48 square feet, and read: "Patterson Automotive." The sign will be installed on the north elevation of the building above the garage door and will not contain illumination.

One single-sided monument sign, measuring 8 feet (height) by 8 feet (width), which will have a total sign area of 64 square feet, and read: "Patterson Automotive." The sign will reface an existing sign structure, which is located on the northern corner of the property. The sign will not contain illumination but will be surrounded by some landscaping and vegetation.

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

Environmental Review:

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 General Commercial. The project does not have any land use implications because it only involves the installation of signs for an automotive repair and service shop.

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 of 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 720 South Main Street is 125 square feet, given that the building has a total frontage of 98 feet. This includes the north, east, and west elevations of the building.

The project will have a total sign area of 112 square feet. The wall sign is 48 square feet and the monument sign is 64 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 monument sign is located more than 5 feet from the back of sidewalk on both South Main Street and Litchfield Avenue. The project is consistent with this provision.

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 will have one monument sign with a maximum height of 8 feet. The project is consistent with this provision.

(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 Planning Department has not received any comments from the public as of writing this staff report.

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.

Analysis:

The project involves the installation of two signs for Patterson Avenue, which is located at the corner of South Main Street and Litchfield Avenue. The Board could find that the signs are appropriate for the site in that they will supplement greater improvement efforts for an older commercial building, particularly the monument sign, which would undergo a reface and is generally reminiscent of the site's historical use as a gas station. 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 with wall signs and monument signs. Finally, the Board could find that the design of the signs is appropriate in that they will be constructed of durable

materials through the use of reclaimed wood and metal letters, which will ensure that they do not quickly fall into a state of disrepair.

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: 2016-29
Patterson Automotive
One Monument Sign without Illumination
One Wall Sign without Illumination
720 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 as contained in the Sign Ordinance.
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 and monument sign, which are characteristic of signs along South Main Street, Gravenstein Highway South, and 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 above the garage door, and the monument sign will be set back from the back of the sidewalk.
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 monument sign, which would undergo a reface.
7. That the design of the project is internally consistent and harmonious in that the wall sign and monument sign both contain consistent colors, materials, and font in terms of size and spacing.
8. That the project is consistent with the adopted Design Guidelines in that the signs will be constructed of durable materials to prevent them from quickly falling into a state of disrepair,

and the placement of the signs is sensitive to building elements with the wall sign located directly above the garage door and the monument sign maintaining building visibility.

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 14, 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
- Written Statement
- Location Map
- Site Plan
- Neighbor Notification Letter
- 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: <u>720 South Main St</u> <u>Sebastopol Ca 95472</u>
PARCEL #: <u>004-102-017-000</u>
PARCEL AREA: <u>0.23 acres (ev)</u> <u>10,000 sq ft</u>

FOR CITY USE ONLY

PLANNING FILE #:	<u>2016 / 29</u>
DATE FILED:	<u>04/14/16</u>
TOTAL FEES PAID:	<u>\$ 115 -</u>
RECEIVED BY:	<u>JA</u>
DATE APPLICATION DEEMED COMPLETE:	<u>04/14/16</u>

APPLICANT OR AGENT:

Name: Jayne Patterson
Email Address: jupiterfruit@yahoo.com
Mailing Address: 1971 yellow rose lane
City/State/Zip: Santa Rosa Ca 95407
Phone: 415-446-8927
Fax: na
Business License #: TDD
Signature: [Signature]
Date: 4/14/16

OWNER OF PROPERTY

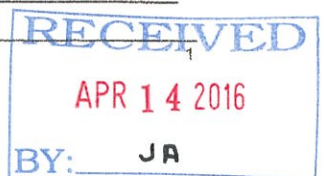
IF OTHER THAN APPLICANT:

Name: _____
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: _____
City/State/Zip: _____
Phone: _____
Fax: _____



PROJECT DESCRIPTION:

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

updating exterior signage using existing
mounts. Materials will include reclaimed
wood, plywood, copper nails, & metal
lettering.

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 - Signs.

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

Auto Repair Shop

DEVELOPMENT DATA:

SQUARE FEET BUILDING EXISTING:	1200 sq ft	<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"/> 2 Bedrooms <input type="checkbox"/> 4+ Bedrooms	<input type="checkbox"/> 1 Bedrooms <input type="checkbox"/> 3 Bedrooms <input checked="" type="checkbox"/> N/A
NUMBER OF DWELLING UNITS PROPOSED:	<input type="checkbox"/> 0 Bedrooms <input type="checkbox"/> 2 Bedrooms <input type="checkbox"/> 4+ Bedrooms	<input type="checkbox"/> 1 Bedrooms <input type="checkbox"/> 3 Bedrooms <input checked="" type="checkbox"/> N/A
NET CHANGE IN DWELLING UNITS:		<input checked="" type="checkbox"/> N/A
SETBACKS:	<u>Existing:</u> <input type="checkbox"/> Front Yard _____ <input type="checkbox"/> Side Yard _____ <input type="checkbox"/> Rear Yard _____ <input type="checkbox"/> N/A	<u>Proposed:</u> <input type="checkbox"/> Front Yard _____ <input type="checkbox"/> Side Yard _____ <input type="checkbox"/> Rear Yard _____ <input checked="" type="checkbox"/> N/A

EXISTING LOT DIMENSIONS:	Front: <u>40 ft</u> Left: <u>90 ft</u>	Rear: <u>158 ft</u> Right: <u>163 ft</u>	<input type="checkbox"/> N/A
PROPOSED LOT DIMENSIONS:	Front: <u>X</u> Left: <u>X</u>	Rear: <u>X</u> Right: <u>X</u>	<input checked="" type="checkbox"/> N/A
EXISTING LOT AREA:	<u>10,000</u> Square Feet		<input type="checkbox"/> N/A
PROPOSED LOT AREA:	_____ Square Feet		<input checked="" type="checkbox"/> N/A
BUILDING HEIGHT:	Existing: <u>14 ft</u>	Proposed: <u>X</u>	<input type="checkbox"/> N/A
NUMBER OF STORIES:	Existing: <u>1</u>	Proposed: <u>X</u>	<input type="checkbox"/> N/A
PARKING SPACE (S):	Existing: <u>10</u>	Proposed: <u>X</u>	<input type="checkbox"/> N/A
ZONING	Existing: <u>Commercial</u>	Proposed: <u>X</u>	<input type="checkbox"/> N/A

Will the project involve a new curb cut or driveway? ☐ Yes ☒ No

Are there existing easements on the property? above ground electrical utility ☒ 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: 9am Close: 6pm m-Sat

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: _____

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.

	4/14/16	2016-29
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.


Signature

Jayne Patterson
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:

letters have been mailed to all
neighbors within 600 ft.

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.

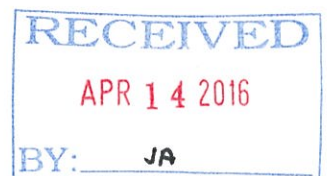
The website address shall be provided as part of the application. The website shall be maintained and updated, as needed until final discretionary approvals are obtained for the project.

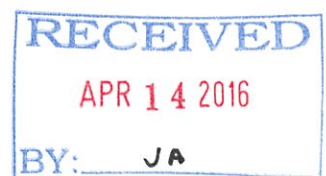
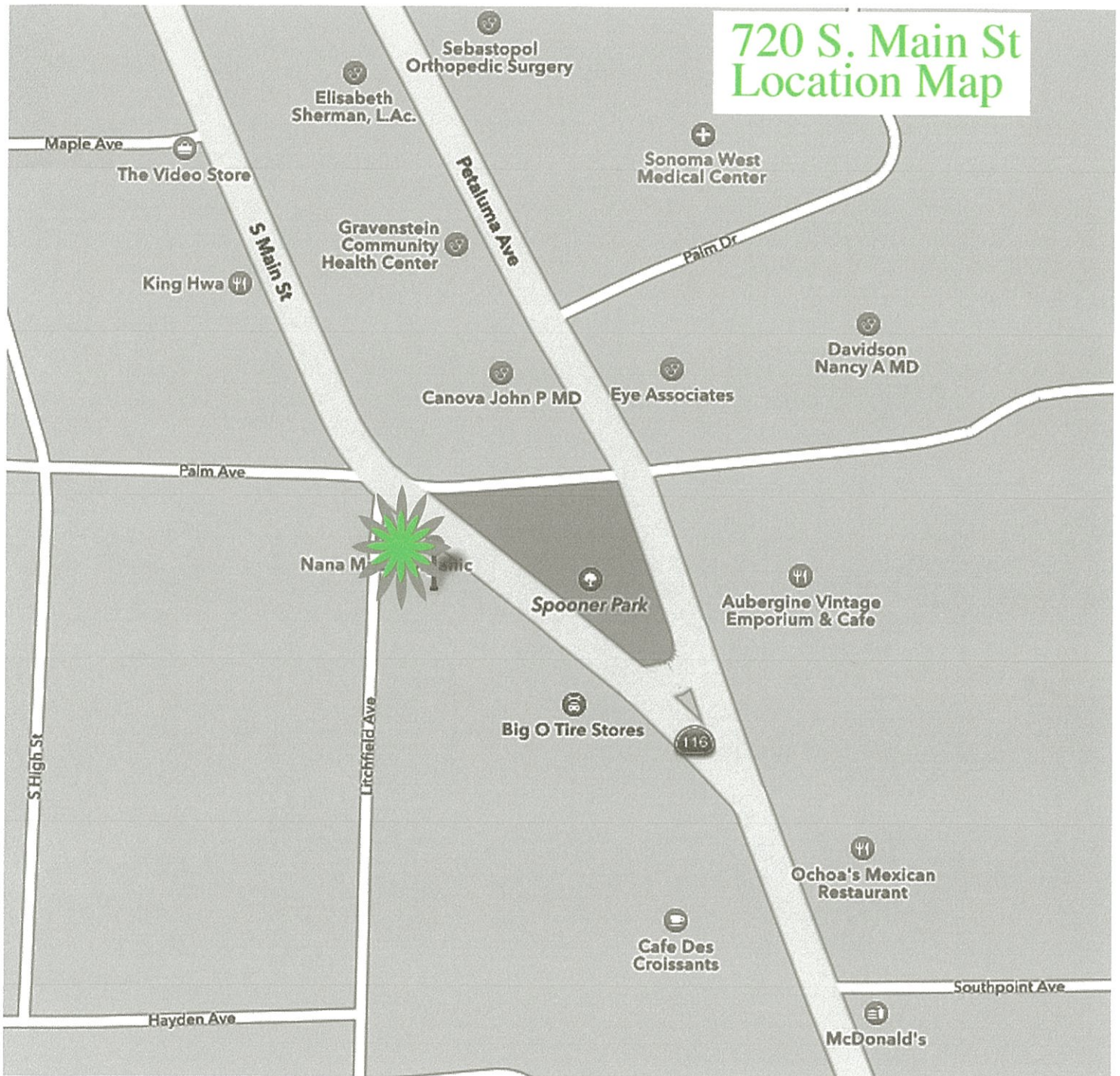
Such website shall include, at a minimum, the following information:

- ✓ 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

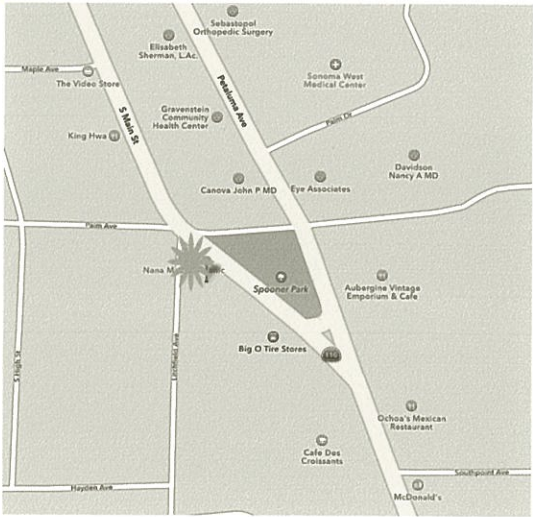
- Sign Inventory and Details -

- Sign 1: Wall Sign, (proposed), 48 square feet, 3' x 16'. Sign is made of reclaimed wood and is mounted on a weather resistant plywood base. Lettering is made of 12 inch metal, painted white and nailed to place. Sign is not illuminated. Sign is mounted directly over the garage door.
- Sign 2: Monument Sign, (proposed), 64 square feet, 8' x 8'. Sign is made of reclaimed wood and weather resistant plywood, this will be mounted on the existing metal base. Lettering is made of 12 inch metal, painted white and nailed to place. Sign is not illuminated. Sign is mounted on the northern most corner of the property facing main street.

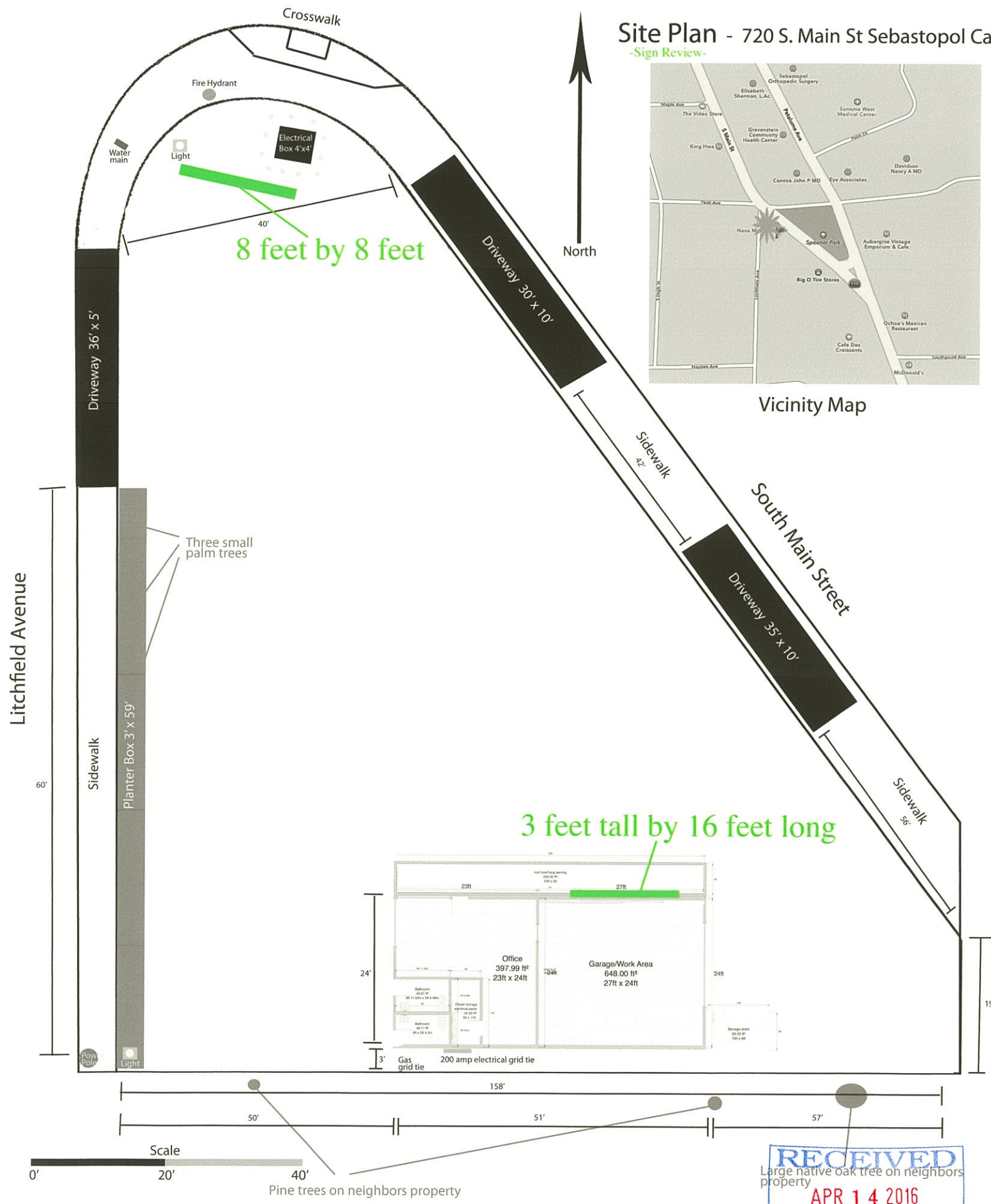




Site Plan - 720 S. Main St Sebastopol Ca
-Sign Review-



Vicinity Map



RECEIVED
Large native oak tree on neighbors property
APR 14 2016
BY: JA

April 14, 2016

Hi Neighbor,

This is Jen from Patterson Automotive at 720 South Main Street in Sebastopol. I'm just taking a moment to reach out and touch base.

You may have seen me and my husband Jayme working on the shop grounds in preparation of opening for business. We have had the pleasure of meeting many of our neighbors and we are so proud to join your community and appreciate your warm welcome. We have been greeted with homemade cupcakes, handshakes, hugs, and a wealth of knowledge about our properties history. Your time and energy means so much to us.

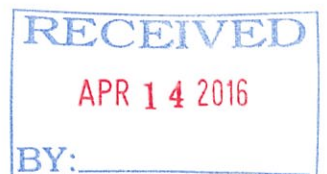
In the coming weeks we will be doing some painting on the exterior of the building, hanging new signs, and adding some new plants and trees.

If you see us out there and would like to chat or have a couple questions, please feel free to holler or wave, we really want to meet each and every one of our new neighbors.

Warmest Regards,

A handwritten signature in black ink that reads "Jen Patterson". The signature is fluid and cursive, with the first name "Jen" being more prominent than the last name "Patterson".

Jen Patterson
Patterson Automotive





RECEIVED
APR 14 2016
BY: JA