

City Council

Mayor Una Glass

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Sarah Glade Gurney

Neysa Hinton



Planning Director

Kenyon Webster

Assistant Planner

Dana Morrison

Administrative Assistant

Rebecca Mansour

City of Sebastopol Design Review Board

Meeting Date: July 19, 2017
Agenda Item: 8B
To: Design Review Board
From: Dana Morrison, Assistant Planner
Subject: Major Sign Review: Sebastopol Community Cultural Center
Recommendation: Approval with Conditions
Applicant/Owner: Diana Rich/ Sebastopol Community Cultural Center
File Number: 2017-50
Address: 390 Morris Street
CEQA Status: Categorical Exemption: Section 15311: Class 11
General Plan: Community Facility
Zoning: CF: Community Facility/W: Wetlands Combining District/ SOS: Scenic Open Space Combining District.

Introduction:

This is a Major Sign Review application submitted by the Sebastopol Community Cultural Center requesting approval to install one large wall sign and one area identification sign at their facility located at 390 Morris Street, Sebastopol Ca.

The large wall sign proposed in this application is similar in size and location to a previously approved sign which was removed at the beginning of this year. While the sign proposed in this application is not an identical replacement there is a precedent to allow for the applicant to maintain the sign size exception which would allow for a 93.5 square foot sign size to be installed along the building frontage, exceeding the permitted sign area square footage by 63.5 square feet. This is due to the fact the Design Review Board approved the installation of a 100 square foot channel letter wall sign for the Community Center in 1989. The proposed location of the sign is a slightly different from the originally approved location along the building frontage, which is why the sign requires Design Review Board approval. The business has been located at 390 Morris Street for over 30 years and the applicant is looking to replace the removed sign with a newer sign and place it in on a more prominent location, while adding an area identification sign (with a logo) to the building frontage as well.

Project Description:

The applicant proposes the installation of the following signs:

1. One wall sign with channel letters measuring 612 inches by 22 inches, for a total sign area of 93.5 square feet, which reads "SEBASTOPOL COMMUNITY CULTURAL CENTER" in black letters. No illumination is proposed.

2. One area identification sign to be located to the right of the main entrance. The proposed sign will be made of aluminum composite, measure 43 inches by 48 inches, for a total sign area of 14.33 square feet, and will read "Sebastopol Community Cultural Center" with the SCCC logo in black with a white background. No illumination is proposed.

As stated above the large wall sign is proposing to replace an older, approved 100 square foot wall sign, however the location of the sign is proposed to be moved to a location which is more prominent. This is due to the fact that an addition has been added to the building frontage since the original sign was approved in 1989.

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 17.230.060.F: Signs permitted in CF Community Facility District

- | |
|--|
| <i>1. Each building is permitted to have one freestanding business identification sign</i> |
|--|

Currently, there is one existing freestanding business identification located on this site. This was approved in 1989. No changes are proposed to be made to this existing sign. Application is consistent with this requirement.

- | |
|--|
| <i>2. Each business is permitted to have one wall or fascia sign which does not exceed 30 square feet in area.</i> |
|--|

The proposal includes a request to permit the installation of one wall sign with a sign area of 93.5 square feet, which will require an exception. Note that the Design Review Board approved the installation of a 100 square foot sign in 1989, so there is a precedent to approve this exception. The 100 square foot sign was located along the same building frontage but was located on what is now the rear section of the building, the 'replacement' sign is proposed to be placed along an addition which now serves as the main frontage. A sign exception will be required for this sign.

- | |
|--|
| <i>4. A maximum of two area identification signs per entry, with maximum height of eight (8) feet, and maximum total area of 32 square feet are permitted.</i> |
|--|

The application includes a request to install one area identification sign which has a height of 48 inches with a total sign area of 14.33 square feet to the right of the Community Center's main entry. The request is consistent with the requirement.

Section 17.230.050 C: Lighting of Signs

- | |
|---|
| <i>(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.</i> |
|---|

No illumination is proposed.

Sign Ordinance Exception: Pursuant to §17.230.020.B.2, the Design Review Board may grant a Sign Ordinance Exception for the following reasons:

- 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;*

Granting the exception for the large wall sign will allow for a sign that will enhance the building and creates a visible landmark which marks the area as a Community Facility.

- 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;*

Granting the exception for the large wall sign will allow the SCCC to have signage which is more consistent with the architecture of the site in that the building is large and has multiple frontages which are utilized by many members of the community.

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 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:

- c) 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
- d) 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
- e) 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:

This application involves a request to approve the installation of one channel letter wall sign (which exceeds the size limit) and one area identification sign (which is consistent with the provisions of the sign ordinance). A wall sign measuring 100 square feet in size was approved by the Board in 1989 and, the sign was approved to be placed along the top of the main building facing Morris Street. Since that application was approved, the Community Center has added an addition to that section of the building, and that addition is now the main building frontage. The sign, which was approved in 1989, was removed 4 months ago. The new sign is proposed to be located on the newer building frontage. Staff feels that permitting the sign size exception for the large wall (similar in design and size to the one approved in 1989) and allowing the placement of the sign along the newer building frontage is acceptable. This sign change would allow for a more updated façade for the Sebastopol Community Cultural Center.

The Board could find that the sign is appropriate for the site in that it will help update the façade of the SCCC, which currently only has the marquee sign. 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 channel letter wall signs located above the business entrance, and area identification signs. Finally, the Board could find that the design of the signs are appropriate in that they will be constructed of durable materials which will ensure that they do not quickly fall into a state of disrepair.

Recommendation:

If it is the consensus of the Board that the proposed sign is compatible with the site, staff recommends that the application be approved based on the facts, findings, and analysis set forth in this staff report, and that the applicant be subject to the conditions of approval set forth below.

Alternatively, the Board may find that further 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.

Findings for Major Sign Review (Application 2017-50) approval to install one large wall sign and one area identification sign at 390 Morris 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 proposed project is consistent with the Zoning Ordinance with approval of a Sign Exception.
3. In that granting the exception for the large wall sign will allow for a sign that will enhance the building and creates a visible landmark which marks the area as a Community Facility consistent with *Sign Ordinance Exception §17.230.020.B.2 (A)*.
4. In that granting the exception for the large wall sign will allow the SCCC to have signage which is more consistent with the architecture of the site in that the building is large and has multiple frontages which are utilized by many members of the community consistent with *Sign Ordinance Exception §17.230.020.B.2 (B)*.

5. That the signs are compatible with the site and neighborhood in that they enhances the facade of an existing building in the Community Facilities District, and is similar to existing signage within proximity, which contain channel letters and area identification signs.
6. That the sign is internally consistent and harmonious in that it contains the same font, graphic design elements, and colors as the business which it is advertising.
7. That the sign provides appropriate transitions and relationships to the site and adjacent tenant spaces in that the signs are appropriately proportional to the building frontage and are of a similar size to wall sign which it is replacing.

Conditions of Approval:

1. This Sign Permit is valid for a period of three (3) 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 July 6, 2017. 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
- 1989 Sign Approval



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:	390 Morris Street Sebastopol CA 95472
PARCEL #:	
PARCEL AREA:	

FOR CITY USE ONLY

PLANNING FILE #: 2017 / 50
DATE FILED: 7/6/2017
TOTAL FEES PAID: \$ waived - term (see pencils at end)
RECEIVED BY: [Signature]
DATE APPLICATION DEEMED COMPLETE: _____

APPLICANT OR AGENT:

Name: Diana Rich
Sebastopol Community Center
Email Address: diana@seb.org
Mailing Address: P.O. Box 2028
City/State/Zip: Sebastopol CA 95473
Phone: 707 419-1717
Fax: 707 823-2549
Business License #: SEB0067
Signature: [Signature]
Date: 5-31-2017

OWNER OF PROPERTY

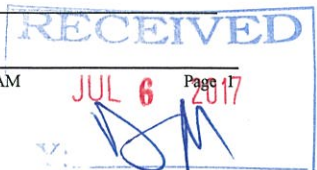
IF OTHER THAN APPLICANT:

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: Ron Blair
Email Address: ronsigns @ seabglobal.net
Mailing Address: 2661 Gravenstein Hwy
North Suite E
City/State/Zip: Sebastopol CA 95472
Phone: 707 824-1845
Fax: _____

Name: _____
Email Address: _____
Mailing Address: _____
City/State/Zip: _____
Phone: _____
Fax: _____



PROJECT DESCRIPTION:

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

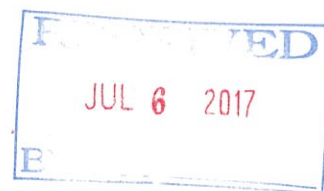
Install new Sebastopol Community Cultural Center
sign on south (front) of main Building, with
logo displayed below. Sign + logo to be
installed by Ron Blair. Details attached.

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

This property has two buildings, the Main
Building and the Annex. They are used for
classes, programs, concerts, and events offered
to the public.

SQUARE FEET BUILDING EXISTING:	The Main Building is 7600 sq ft			
BUILDING FRONTAGE (IN FEET):	78' west side on Morris St, 100' south on parking lot.			
# OF SIGNS CURRENTLY ON PROPERTY	1			
*SIGN TYPE(S):	Existing: 1 Freestanding Marquee Style Sign Proposed: 2 wall signs			
SIGN LOCATION(S):	Existing: west side of property, on lawn at Morris St Proposed: south side of building, both intended to identify the building.			
SIGN SIZE(S):	Existing: 2 HEIGHT: 26" LENGTH: 52"	Proposed A) HEIGHT: 22" LENGTH: 612"	Proposed B) HEIGHT: 48" LENGTH: 43"	HEIGHT: LENGTH:
IS ILLUMINATION PROPOSED?	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO			
NOTE: ILLUMINATED SIGNS ARE SUBJECT TO DESIGN REVIEW				

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



ADDITIONAL REQUIRED MATERIALS:

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

INDEMNIFICATION AGREEMENT

As part of this application, applicant agrees to defend, indemnify, release and hold harmless the City, its agents, officers, attorneys, employees, boards and commissions from any claim, action or proceeding brought against any of the foregoing individuals or entities, the purpose of which is to attack, set aside, void or annul the approval of this application or the adoption of the environmental document which accompanies it or otherwise arises out of or in connection with the City's action on this application. This indemnification shall include, but not be limited to, damages, costs, expenses, attorney fees or expert witness fees that may be asserted by any person or entity, including the applicant, arising out of or in connection with the City's action on this application, whether or not there is concurrent passive or active negligence on the part of the City.

If, for any reason any portion of this indemnification agreement is held to be void or unenforceable by a court of competent jurisdiction, the remainder of the agreement shall remain in full force and effect.

Dan Gardner Rich 6/22/2017
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.

Dan Gardner Rich
Signature

Diana Gardner Rich
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.



Location map and Site Plan

Proposed Sign
B
SCCC Logo

Proposed Sign
A
"Sebastopol Community
Cultural Center"

MAIN BUILDING

MORRIS
STREET

PARKING LOT

Existing Sign
#1
"Sebastopol Community
Cultural Center"

JUL 6 2017

RECEIVED



June 22, 2017

Planning Department
Attn: Dana Morrison
City of Sebastopol
7120 Bodega Avenue
Sebastopol CA 95472

**SCCC Application for Approval of New Exterior Signage for Main Building
Written Statement**

SCCC does not currently have an exterior sign identifying the building at 390 Morris Street as the Sebastopol Community Cultural Center. (SCCC's former signage, consisting of large wooden lettering along the top edge of the building, was removed approximately 4 months ago. The new signage proposed here would replace the old signage.)

Ron Blair of Ron Blair Signs has designed new signage. Images and information regarding the new signage are attached. The new signage includes two elements. The first is a horizontal series of individual letters spelling out "Sebastopol Community Cultural Center," spanning 612 inches, with each letter 22 inches high, to be placed approximately 12 feet above grade, along the top edge of the classroom unit that faces south toward the parking lot. The second element is a logo, to be placed below the larger sign, at eye level at the left edge of the classroom wall. Both signs will face the parking lot, but be visible from Morris Street.

Funding to pay for the new signage has been provided by the Sebastopol Sunrise Rotary Club.

Existing signage at 390 Morris Street is limited to a marquee style sign on the west side of the property, positioned to be visible from Morris Street.

An inventory and photographs of the existing signage and the proposed signage are attached here.

JUL 6 2017

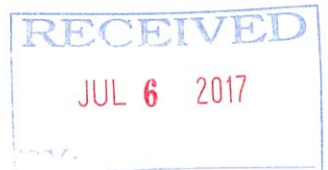
We have recently repainted the exterior of the building, and are completing a small front area landscaping project. Installation of this new signage would be the final touch in our efforts to beautify the front of our building.

We are hopeful that our request will be approved. We are of course open to any suggestions or input the Design Review Board or Planning Department might offer us.

Thank you for your consideration of our application.



Diana Gardner Rich, Executive Director
diana@seb.org, 707 479-1717



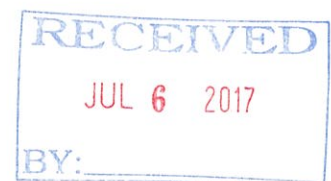
**Sebastopol Community Cultural Center
Sign Inventory (June 22, 2017)**

PROPOSED NEW SIGNAGE

	Sign Text	Type of Sign	Location/Details	Size	Material
A	SEBASTOPOL COMMUNITY CULTURAL CENTER	Wall	South Facing: Large sign to be placed along the top edge of the classrooms facing the parking lot. Visible from Morris Street and the parking lot. The sign, 612" wide and 22" high, will be centered above the classroom within the top trim which is 720" wide and 57" high. This trim is positioned 10' 6" above grade. This will place the bottom of the sign at 11' 11.5" above grade.	612" long x 22" high (33 separate letters each 11.9" long x 22" high, and 1/8" thick)	This total sign is composed of 33 individual matte black letters, made of aluminum composite material.
B	SCCC LOGO	Wall	South Facing: Medium sized sign to be placed below the large sign identifying SCCC (A above), at eye level, 4'6" above grade.	43" long x 48" high	The sign is made of aluminum composite material, black design on white background.

EXISTING SIGNAGE

	Sign Text	Type of Sign	Location/Details	Size	Material
1	"Sebastopol Community Center" plus 2-3 event titles and dates that change weekly	Freestanding	West Side. Large marquee sign at west side of property, on lawn at Morris Street sidewalk edge	52" long x 126" high	Green metal frame with clear plastic cover over changeable lettering portion, which is 4'4" wide and 6'8" high. Two sided.



Existing Sign #1 Sebastopol Community Center

with date

Sebastopol Community Center



RECEIVED

JUL 6 2017

BY:

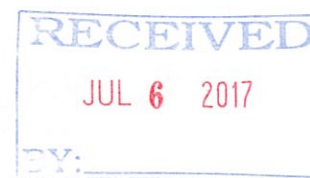
SEBASTOPOL COMMUNITY CULTURAL CENTER



RECEIVED
JUL 6 2017
BY: _____

Proposed Sign

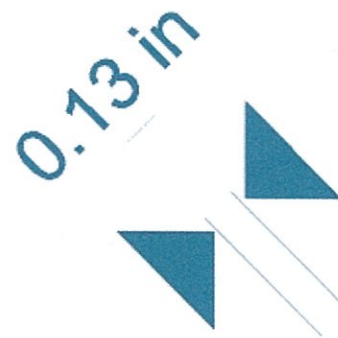
22 in 612 in
SEBASTOPOL COMMUNITY CULTURAL CENTER



Proposed Sign A

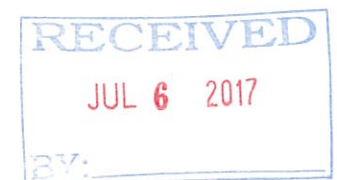


**ALUMINUM
COMPOSITE
MATERIAL**



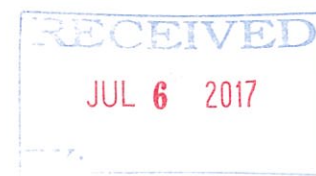
**THICKNESS
1/8 INCH**

**COLOR IS
MATTE BLACK**





ALUMINUM SIGN
SINGLE SIDED
ATTACHED TO BUILDING
NEAR ENTRANCE
SIZED AT 43" X 48"
1/8" ALUMINUM PANEL
WITH VINYL LETTERING
AND LOGO (BLACK)



Proposed Sign P

Proposed
Sign B

SEBA

SIGN
LOCATION



RECEIVED
JUL 6 2017

CITY OF SEBASTOPOL - DESIGN REVIEW BOARD AGENDA REPORT

D.R.B. MEETING OF: November 15, 1989

AGENDA ITEM NO: 1

APPLICANT: MFR Associates, on behalf of City of Sebastopol

OWNER: City of Sebastopol

DEVELOPER: Same

DESIGNER: MFR Associates

LOCATION: 390 Morris Street

PROPOSAL: Free-Standing Sign ("Youth Park")

TECHNICAL/CODE/POLICY ISSUES:

Site within "CF" District; Sign Ordinance would allow for a sign area of up to 62.5 square feet for a free-standing sign, and a maximum 32 square feet attached sign. Design Review Board granted an exception to the Sign Ordinance in December, 1986 approving a 100 square foot wall sign for the Community Center. Staff has determined that that exception was to Section VII (F) (2). Section VI (F)(1) allows, in addition to a wall sign, a free standing sign of up to 62.5 square feet. Proposed sign - approximately 40 square feet in area is within that maximum sign area.

SITE PLAN COMMENTS:

5 foot setback provided, pursuant to Sign Ordinance requirements.

SIGN DESIGN COMMENTS:

Sign design is handsomely done, utilizing a redwood board as the sign board, with routed letters, painted white. The sign is not illuminated. A single 4'x11' redwood board seems a bit extravagant to staff; staff would request the Board to review possible alternatives, if appropriate.

RECOMMENDATION:

Approve the application as submitted