

City Council

Mayor Una Glass

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Planning Director

Kenyon Webster

Assistant Planner

Dana Morrison

Administrative Assistant

Rebecca Mansour

City of Sebastopol Design Review Board

Meeting Date: May 17, 2017
Agenda Item: 8A
To: Design Review Board
From: Dana Morrison, Assistant Planner
Subject: Minor Sign Review: Wall Sign for Slice of Life
Recommendation: Approval with Conditions
Applicant/Owner: Johnston Sign Co. / Slice of Life
File Number: 2017-23
Address: 6970 McKinley Street
CEQA Status: Categorical Exemption: Section 15311: Class 11
General Plan: Central Core
Zoning: CD: Downtown Core

Introduction:

This is a Minor Sign Review application requesting approval to remove one internally illuminated channel letter sign and replace it with a new internally illuminated channel letter sign. The sign is proposed to replace the existing "RESTAURANT" sign for Slice of Life located at 6970 McKinley Street. The existing restaurant sign is internally illuminated and the replacement sign is looking to maintain the allowance for internal illumination.

Umpqua Bank, located at 201 North Main Street, was recently permitted to replace an internally lit sign at the beginning of 2017. Upon researching the history of the property staff located documentation indicating that "one wall sign, measuring 29'6" X 29.5", at 201 North Main Street that is illuminated and reads 'UMPQUA BANK' " was previously approved as part of a sign program for the subject property, as such staff determined that the sign could be approved administratively. The replacement sign was nearly identical to the original sign, with the same lettering, color and logo; with a reduction in the size of the sign as the only change.

While the sign proposed in this application is not an identical replacement sign there is a precedent to allow for the applicant to maintain the internal illumination as an internally illuminated channel letter sign for Slice of Life, measuring approximately 9 square feet, was approved in June 1995. This 1995 approval included a 16.3 square foot neon window sign. The business has been located in the shopping center for over 22 years and the applicant is looking to replace the red 'RESTAURANT' letters with a more updated sign which better reflects the food service being offered, and helps modernize the store front to match to newer signs of 'UMPQUA' and 'WHOLE BODY'.

Project Description:

The applicant proposes the installation of the following sign: One internally illuminated wall sign with channel letters measuring 22 inches by 112 inches, has an approximate sign area of 17.1 square feet, bears the image of pizza shaped circle with a section cut out (reminiscent of a pizza slice), and reads: "Slice of Life." The sign consists of channel letters illuminated via low voltage LEDs, with a white background panel. Only the letters would be illuminated, not the white background.

This sign would replace the previous illuminated channel letter 'RESTAURANT' sign which was approved in 1995. The original 1995 approval included a 16.3 square foot neon window sign, in addition to the 9 square foot wall sign. The neon window sign has since been removed, and it is not proposed to be replaced.

Environmental Review:

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

Zoning Ordinance Consistency:

The application is subject to the following provisions of the Zoning Ordinance:

Section 17.230.050.A: General Sign Standards and Regulations

The maximum sign area permitted for 6970 McKinley Street is 25 square feet.

The existing window neon sign advertising Slice of Life has already been removed from the premises. This is due to the fact that neon sign had a sign area of 16.3 square feet and with the addition of the newer, larger wall sign (measuring 17.1 square feet) would put the applicant over the permitted sign area of 25 feet; which is based on the length of the suites building frontage of 20 feet. Permitting the proposed sign, in addition to the neon sign would put the sign area for the suite at 33.4 square feet. With the neon sign removed, the 17.1 square foot size of the proposed wall sign falls well under the permitted sign area and is consistent with this provision.

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.
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The application involves a sign that faces a small parking lot in the Downtown Core. The proposed sign is internally illuminated as was the previously existing sign that it is replacing. The application is consistent with this requirement.

(2) External illumination is preferred over internal illumination in all Zoning Districts. Internally illuminated signs must be reviewed and approved by the
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Design Review Board, and are generally not allowed within the CD: Downtown Core district, within any residential district, or in proximity to an existing residential use.

The sign is replacing a pre-existing, approved internally lit restaurant sign. The proposed sign is looking to replace the existing “RESTAURANT” sign with new channel letters reading “Slice of Life” with the company logo (a triple layered circle with a triangular section, akin to a pizza slice, being removed) located at the beginning of the sign.

(3) No backlighting of the panel(s) is allowed on internally illuminated signs unless the background has been rendered opaque, allowing light through the letters and logo only. This limitation does not apply to theater marquee signs or similar signs, as determined by the Planning Director.

The sign only consists of internally illuminated channel letters lit by low voltage LEDs, the white background will not be illuminated. The application is consistent with this requirement.

Section 17.230.060 C: Signs Permitted in Commercial and Office Districts

(2) A maximum of 2 window, awning, wall, or fascia business identification signs are permitted for each ground floor use or tenant. One of those 2 signs may be a projecting sign, providing that the sign does not exceed 6 square feet in area or 18” in height, and has a minimum clearance of 7 1/2 ’ above the sidewalk.

The application involves the installation of one wall sign. The application is consistent with this requirement.

Public Comment:

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

City Departmental Comment:

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

Required Findings:

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

Analysis:

This application involves a request to approve an internally illuminated wall sign for Slice of Life, which is seeking to replace an existing internally illuminated sign, located in the Downtown Core. The Zoning Ordinance does not explicitly restrict signs with internal illumination but does state that signs with external illumination are preferred in all Zoning Districts. The Board has approved some signs with internal illumination in the past but has recently expressed a strong preference for signs with external illumination, and has shown a reticence for approving internally illuminated signs located in the Downtown Core. Staff feels that permitting the grandfathering of this internally illuminated sign is appropriate, as the store use and business is not changing. This sign change would allow for an updated sign which better reflects the food options being offered on site.

The Board could find that the sign is appropriate for the site in that it will help update the façade to better match the newer signs of 'UMPQUA' and 'WHOLE BODY'. 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. Finally, the Board could find that the design of the sign is appropriate in that it will be constructed of durable materials which will ensure that it does 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 Minor Sign Review (Application 2017-23) approval to install one internally illuminated wall sign for Slice of Life at 6970 McKinley Street:

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

in the Downtown Core.

Conditions of Approval:

1. This Sign Permit is valid for a period of two (2) years. However the applicant may request one one-year extension of this approval from the Planning Director, pursuant to Zoning Ordinance Section 17.250.050. If the signs are not installed within the designated time frame, the approval will be considered null and void with no further action required on the part of the City.
2. The sign(s) shall be installed consistent with the application materials date-stamped April 25, 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
- 1995 Sign Approval

City of Sebastopol

Planning Department
714 Johnson Street
Sebastopol, CA 95472
(707) 823-6167 (Phone) or (707) 823-4721 (Fax)
www.ci.sebastopol.ca.us

MASTER PLANNING APPLICATION FORM

Planning File # 2017-23
Date Filed: 04.25.17
Total Fee Paid = \$ 145
Received by: BA
Date Application Deemed Complete: _____

PROJECT INFORMATION

ADDRESS: 6970 McKinley St.
ASSESSOR'S PARCEL #: _____
PARCEL AREA: _____

APPLICANT OR AGENT:

Name: Johnston Sign Co.
Email Address: johnstonsigns@comcast.net
Mailing Address: 3595 Gravenstein Hwy So.
City, State, Zip: Sebastopol
Phone: 829-7332
Fax: 829-9059
Business License #: _____
Signature: [Signature]
Date: _____

OWNER OF PROPERTY, IF OTHER THAN APPLICANT:

Name: BRUCE J. FRIED
Email Address: FRIEDAC@AOL.COM
Mailing Address: P.O. Box 143
City, State, Zip: Sebastopol CA 94507
Phone: (707) 941-0077
Fax: (707) 941-0277
Business License #: N/A
Signature: [Signature]
I certify that this application is being made with my consent.
Date: 4/24/17

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

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

Project Description (attach additional pages if needed): **DESCRIBE IN DETAIL** the proposed project and permit request: Remove existing internally illuminated letters and install new internally illuminated letters.

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





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

SIGN APPLICATION FORM

PROJECT INFORMATION:

ADDRESS:	6970 McKinley St.	FOR CITY USE ONLY
PARCEL #:		PLANNING FILE #: 2017 / 23
PARCEL AREA:		DATE FILED: 04.25.17
		TOTAL FEES PAID: \$ 145
		RECEIVED BY: BJA
		DATE APPLICATION DEEMED COMPLETE:

APPLICANT OR AGENT:

Name: Johnston Sign Co
Email Address: johnstonsigns@comcast.net
Mailing Address: 3595 Grav. Hwy So.
City/State/Zip: Sebastopol / CA / 95472
Phone: 829-7332
Fax: _____
Business License #: _____
Signature: [Signature]
Date: _____

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: _____

See attached sheet


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

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

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.


Applicant's Signature

5-8-17
Date Signed

2017-23
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

Todd Johnston
Printed Name

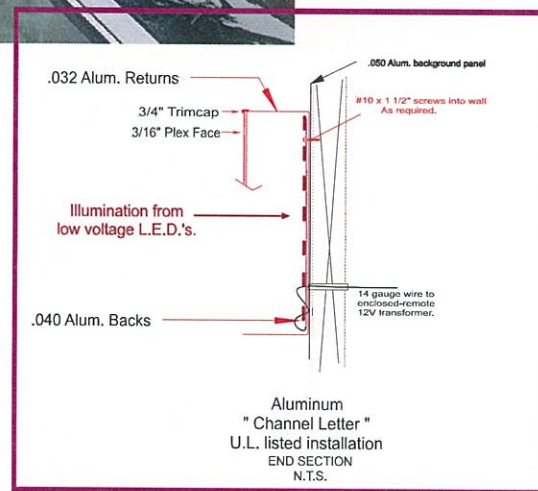
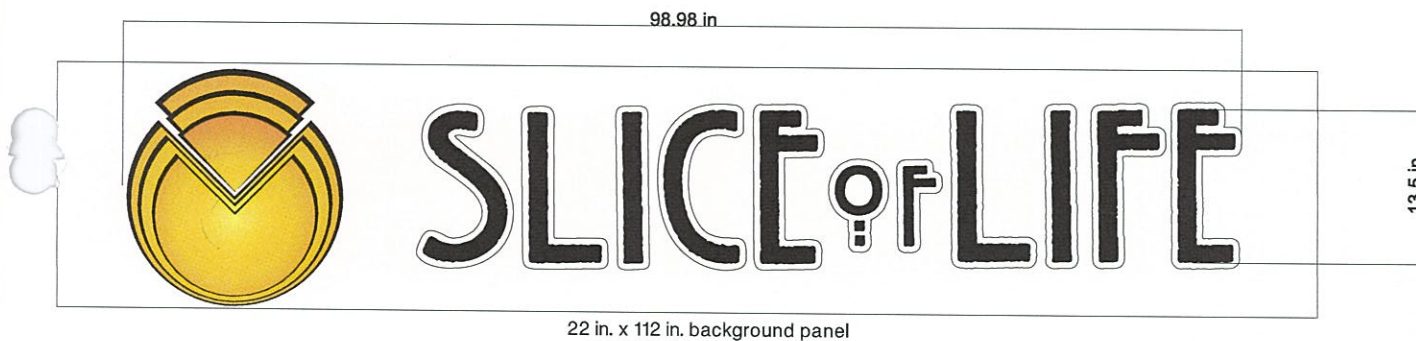
NOTE: It is the responsibility of the applicant and their representative to be aware of and abide by City laws and policies. City staff, Boards, Commissions, and the City Council will review applications as required by law; however the applicant has responsibility for determining and following applicable regulations.



existing



proposed



CUSTOMER APPROVAL

L.L. APPROVAL

Customer Signature
Copy, Colors & Sizes

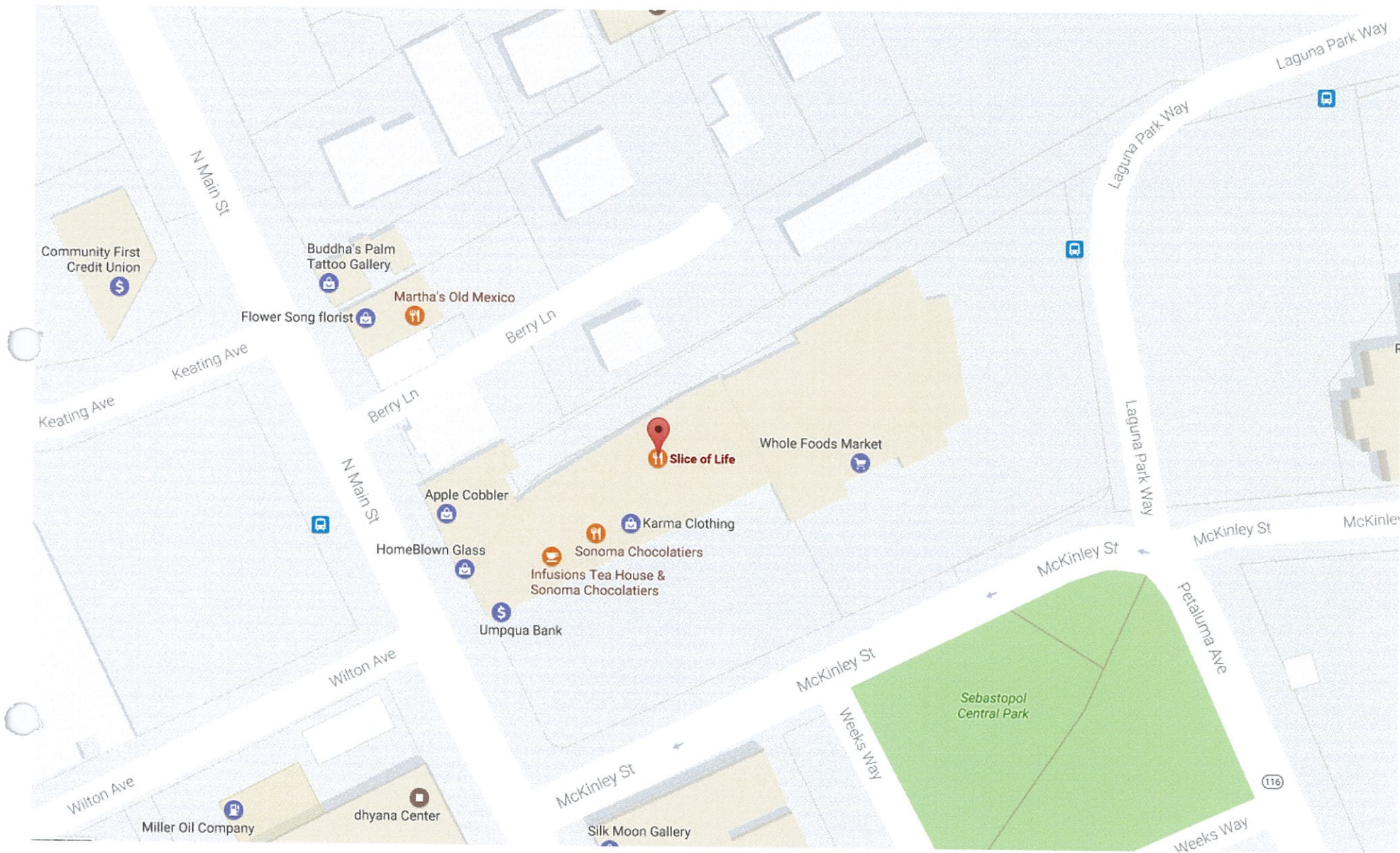
By _____
Co. _____



3595 Hwy. 116 So. Sebastopol CA. 95472
Phone 707-829-7332 fax 707-829-9059

JOB NAME: **Slice Of Life**
ADDRESS: **6970 McKinley St,**

Scale AS NOTED	Drawn By TODD	Revision
Date	Approved by	Drawing#











FILE

City of Sebastopol

PLANNING DEPARTMENT
7120 BODEGA AVENUE
P.O. BOX 1776
SEBASTOPOL, CA 95473
(707) 823-6167
FAX 823-1135

PLANNING DIRECTOR
RICHARD SPITLER

June 9, 1995

David Burns
Slice of Life
6970 McKinley Street
Sebastopol, CA 95472

Dear Mr. Burns:

This letter is to inform you that at its June 7, 1995 regular meeting the Design Review Board approved your application as submitted for one, nine (9) square foot illuminated facade sign, with red block letters, located at 6970 McKinley Street (Formerly known as Nancy's Vegetarian Cafe), subject to the following condition of approval:

1. That the sign be installed in accordance with the plan submitted on March 7, 1995.

If you are dissatisfied with the decision of the Design Review Board, you have the right to appeal their decision to the City Council within five (5) working days of the decision. This is by Wednesday, at 5:30 p.m. on June 14, 1995. This must be in the form of a letter and a \$150.00 processing fee delivered to the Planning Department, 7120 Bodega Avenue.

Please let me know if you have any questions.

Sincerely,

for Mary Gounley
Richard Spitler
Planning Director



RESTAURANT

2'10"

— 9'½' —

SLICE OF LIFE



NATURAL

7'

FOODS

ENTRANCE

1
6'½'
1

— 3' —

20'

1
9'
1



MAR 7 1995