

City Council

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Vice Mayor Neysa Hinton
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Sarah Glade Gurney
Una Glass



Planning Director

Kenyon Webster
Assistant Planner
Dana Morrison
Administrative Assistant
Rebecca Mansour

City of Sebastopol Design Review Board

Meeting Date: May 16, 2018
Agenda Item: 8A
To: Design Review Board
From: Dana Morrison, Assistant Planner
Subject: Minor Sign Review: Monument Sign for Fairfield Inn and Suites-Marriot
Recommendation: Approval with Conditions
Applicant/Owner: Fluoresco Services, LLC/Cynthia Lok
File Number: 2018-41
Address: 1101 Gravenstein Highway South
CEQA Status: Categorical Exemption: Section 15311: Class 11
General Plan: Commercial Office
Zoning: CG: General Commercial

Introduction:

This is a Minor Sign Review application requesting approval to replace, redesign and relocate the existing monument sign for the Fairfield Inn and Suites (Marriot). The current sign is sitting on top of PG&E equipment and they have requested that the sign be relocated to address the issue. The applicant is using this as an opportunity to reface the sign as well.

Existing signage on site includes an internally illuminated wall sign located at the south end of the building. No changes are proposed for this sign.

Project Description:

The applicant proposes the replacement, redesign and relocation of the following sign: one, double-sided, freestanding monument sign.

The proposed sign will be designed to match the existing building frontage, using a wood trellis (stained to match) and column masonry with stone veneer. The sign itself will be made with 25" thick aluminum flat cut-out copy. The refaced sign will read the same as the existing sign: "Fairfield Inn and Suites – Marriot".

The sign will measure 45 ¾" tall by 71" long, a sign area of 22.56 per side, for a total sign area of 45.12 square feet. The stone base will measure 48" wide at the base, and 24" wide at the top, will be 16" deep, and will stand 10' above grade (an additional 8 ½" of wood trellis will be on top of the stone base).

The proposed sign will be located 10 feet to the east of the current signage.

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 1101 Gravenstein Highway South is 175 square feet.
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The application involves the installation of one, two-sided, freestanding monument sign with a total sign area of 45.12 square feet (22.56 square feet per side). The existing wall sign (not proposed to be changed) measures 5'-5" by 10'-9" for a total sign area of 58.23 square feet. The total signage square footage of 103.35 (58.23 + 45.12) is significantly less than the 175 square foot maximum sign area permitted. The application is consistent with this requirement.

Please also note that if this was part of a Sign Program - monument signs do not count toward the total allotted maximum sign area.

Section 17.230.050 B: Signs Permitted in Commercial and Office Districts

(1) Freestanding signs must be located a minimum of five feet behind the back of the sidewalk. Freestanding signs may not project into any public right-of-way.

The application involves the installation of one replacement monument sign which has a 15+ foot setback from the public-right-way. The application is consistent with this requirement.

Section 17.230.060 C: Signs Permitted in Commercial and Office Districts

(1) Each building is permitted to have one freestanding business identification sign. This sign may not exceed eight feet in height.
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The application involves a monument sign which measures 10'- 8 ½" high. The proposed sign exceeds the height limit by 2'-8 ½". The application is not consistent with this requirement. As such, a sign exception is required to permit the additional sign height.

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 routed the application to the Fire Department, Public Works Department, and Building and Safety Department. Fire and Building/Safety had no comments,

however the Public Works Department commented that an encroachment permit is required for any work done in the public right-of-way.

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."

Sign Exception:

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

- a) The exception shall 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 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 replacement, redesign and relocation of the Fairfield Inn and Suites Monument sign, located at 1101 Gravenstein Highway South.

The proposed sign height exceeds the total height limit imposed for monument signs in the Commercial and Office Districts. The proposed signage appears consistent with the architecture and scale of the site and appears appropriate given the large scale nature of the site and building; as such staff feels the extra height could be merited. If the Board concurs they could grant a sign exception to allow for the monument sign exceed the required 8 foot height limit. In 1998 (when the monument sign was originally approved) the Board required that the height be limited to 8 feet.

The Board could find that the sign is compatible with the neighborhood and general visual character of Sebastopol in that there are several properties with monument signs located at the primary business frontage. 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; and is significantly similar to the sign it is replacing. 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, is of similar size to monument sign which it is replacing, and has an appropriate setback from the public right-of-way. 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 and sign exception 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 Approval
Minor Sign Review (Application 2018-41)
Approval to remove and replace/redesign/relocate an existing monument sign
1101 Gravenstein Highway South**

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 with the granting of a sign exception (detailed below).
3. That the sign is compatible with the site and neighborhood in that it enhances the facade of an existing building in the General Commercial district, and is similar to existing signage within proximity.
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; and is significantly similar to the sign it is replacing and contains the same font, color and wordings as the wall sign existing on site.
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 monument which it is replacing and has appropriate setback from the public right-of-way.
6. 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.

Sign Exception:

- a) The exception shall 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 special privilege inconsistent with the sign limitations upon other properties in the same vicinity and Zone District.

Granting a sign exception to increase the allowed monument sign height will not constitute a special privilege in that the proposed signage is consistent with the architecture and scale of the site and is appropriate given the large scale nature of the site and building. The proposed signage is well designed and the proposed materials allows for creative, unique and quality signage.

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 April 18, 2018. 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
- Existing Signage on Site
- Sign Review Submittal
- Photos



Existing Wall Sign: Not to be replaced or refaced



Existing Monument Sign: Proposed to be replaced, redesigned and moved X feet to the XXXX.



APR 18 2018

SW



APR 18 2018

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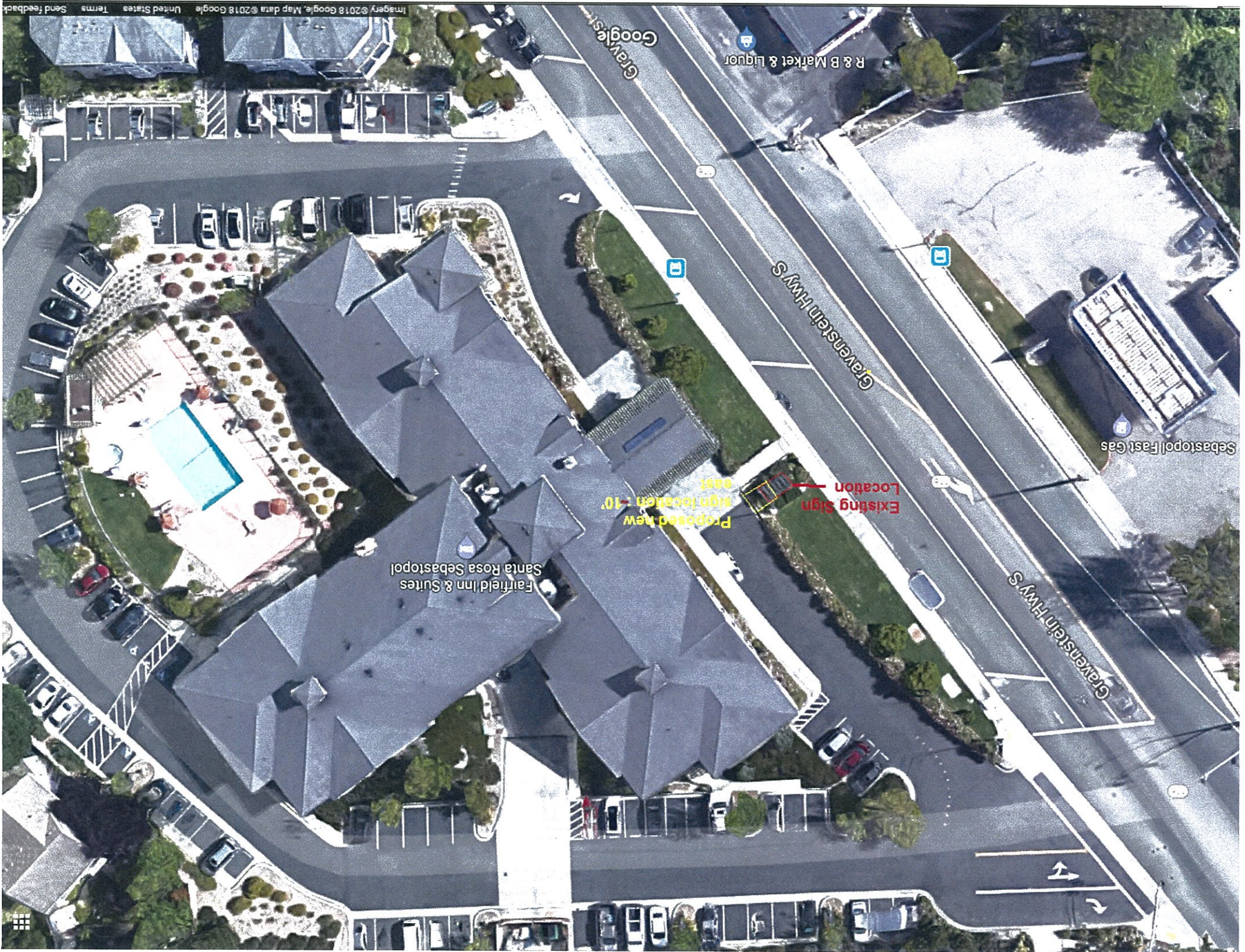
APR 18 2018

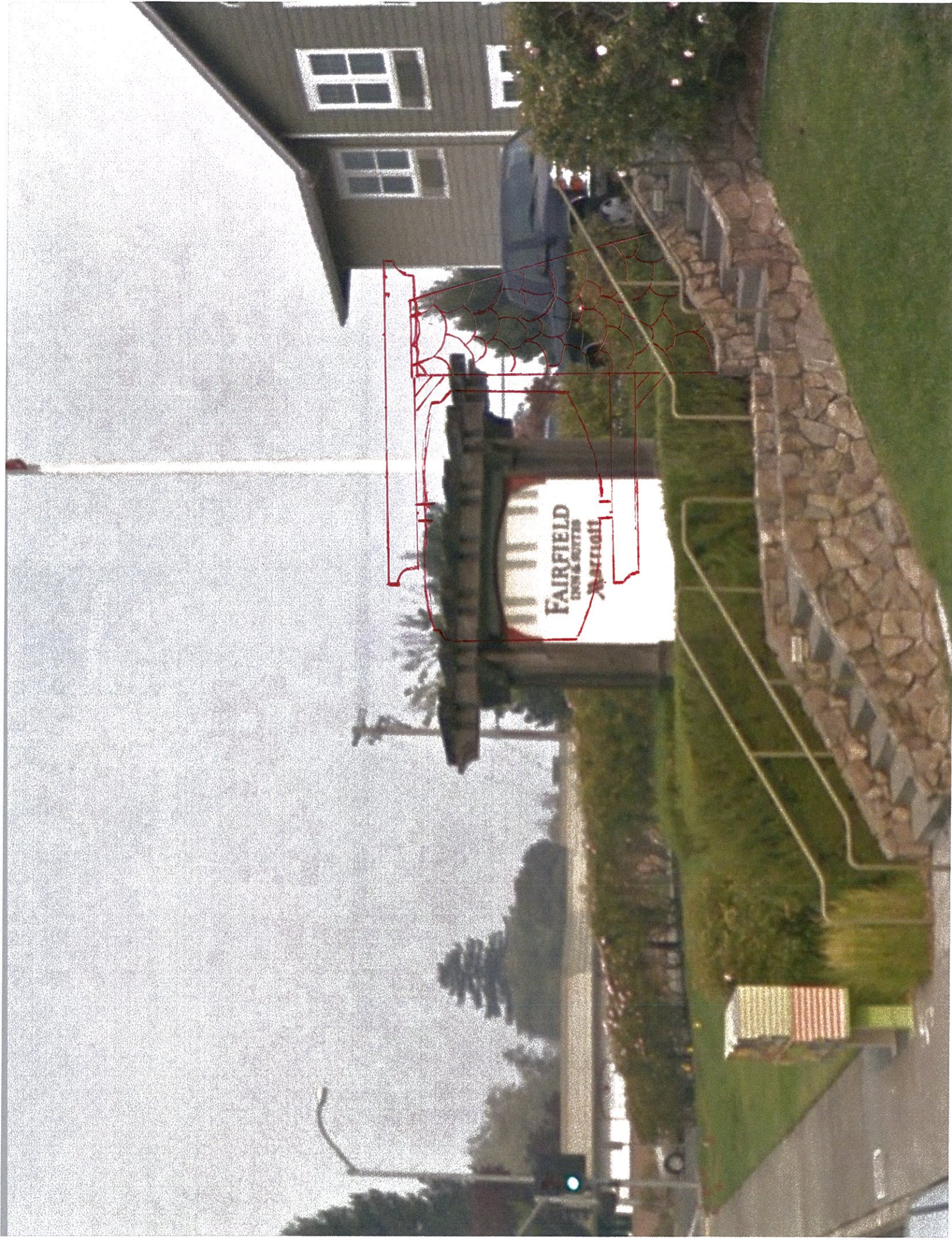
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SW







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:	1101 Gravenstein S Hwy
PARCEL #:	060090025
PARCEL AREA:	562 PG 31 Lot 1

FOR CITY USE ONLY

PLANNING FILE #: 2018 / 41
DATE FILED: 4-18-2018
TOTAL FEES PAID: \$ \$220
RECEIVED BY: DM
DATE APPLICATION
DEEMED COMPLETE: _____

APPLICANT OR AGENT:

Name: Fluoresco Services, LLC
Email Address: jbrandolino@fluoresco.com
Mailing Address: 8469 Pardee Drive
City/State/Zip: Oakland, CA 94621
Phone: 510-394-6646
Fax: _____
Business License #: _____
Signature: [Signature]
Date: 4/18/18

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

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: _____

APR 18 2018



City of Sebastopol

Planning Department
7120 Bodega Avenue
Sebastopol, CA 95472
(707) 823-6167 (Phone) or (707) 823-1135 (Fax)
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SIGN APPLICATION FORM

PROJECT INFORMATION:

ADDRESS:	1101 Gravenstein S Hwy
PARCEL #:	060090025
PARCEL AREA:	562 PG 31 Lot 1

FOR CITY USE ONLY

PLANNING FILE #:	_____ / _____
DATE FILED:	_____
TOTAL FEES PAID: \$	_____
RECEIVED BY:	_____
DATE APPLICATION DEEMED COMPLETE:	_____

APPLICANT OR AGENT:

Name: Fluoresco Services, LLC
Email Address: jbrandolino@fluoresco.com
Mailing Address: 8469 Pardee Drive
City/State/Zip: Oakland, CA 94621
Phone: 510-394-6646
Fax: _____
Business License #: _____
Signature: _____
Date: _____

OWNER OF PROPERTY

IF OTHER THAN APPLICANT:

Name: CYNTHIA LOK
Email Address: clok@THELOKGROUP.COM
Mailing Address: 5050 PETALUMIA HILL ROAD
City/State/Zip: SANTA ROSA, CA 95404
Phone: 707-584-8280 X106
Fax: -0
Business License #: H0L0008
Signature: Cynthia Lok
I certify that this application is being made with my consent.
Date: 4-11-18

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

Remove existing monument sign (PGE request) and install (1) new
Non-Illuminated monument sign.

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

No change (hotel)

DEVELOPMENT DATA:

SQUARE FEET BUILDING EXISTING:	
BUILDING FRONTAGE (IN FEET):	260
# OF SIGNS CURRENTLY ON PROPERTY	2
EXISTING SIGN TYPE(S):	(1) Monument Sign (1) Illuminated Channel Letters
EXISTING SIGN LOCATION(S):	Monument sign in front planter, channel letters on South Fascia, left side.
SIGN SIZE(S):	HEIGHT: 12' HEIGHT: 5' 6" HEIGHT: HEIGHT: LENGTH: 12' LENGTH: 10' 9" LENGTH: LENGTH:
# OF SIGNS PROPOSED	1 double-sided
*PROPOSED SIGN TYPE(S):	(1) new Non- Illuminated monument sign
PROPOSED SIGN LOCATION(S):	10' ^{east} west of current location
SIGN SIZE(S):	HEIGHT: HEIGHT: HEIGHT: HEIGHT: LENGTH: LENGTH: LENGTH: 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.

APR 18 2018

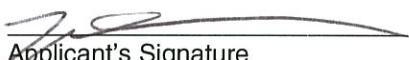
ADDITIONAL REQUIRED MATERIALS:

- ☒ **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.


Applicant's Signature

4/18/18
Date Signed

2018-41
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

Jason Brandlie
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.



OPTION B

FABRICATE & INSTALL ONE (1) DOUBLE FACE, FREE-STANDING MONUMENT SIGN TO REPLACE EXISTING

STRUCTURE TO BE WOOD - ALL STAINED TO MATCH PORTE COCHERE
COLUMN MASONRY w STONE VENEER
LOGO REVERSE PANS w .25" THICK ALUMINUM FLAT CUT-OUT COPY

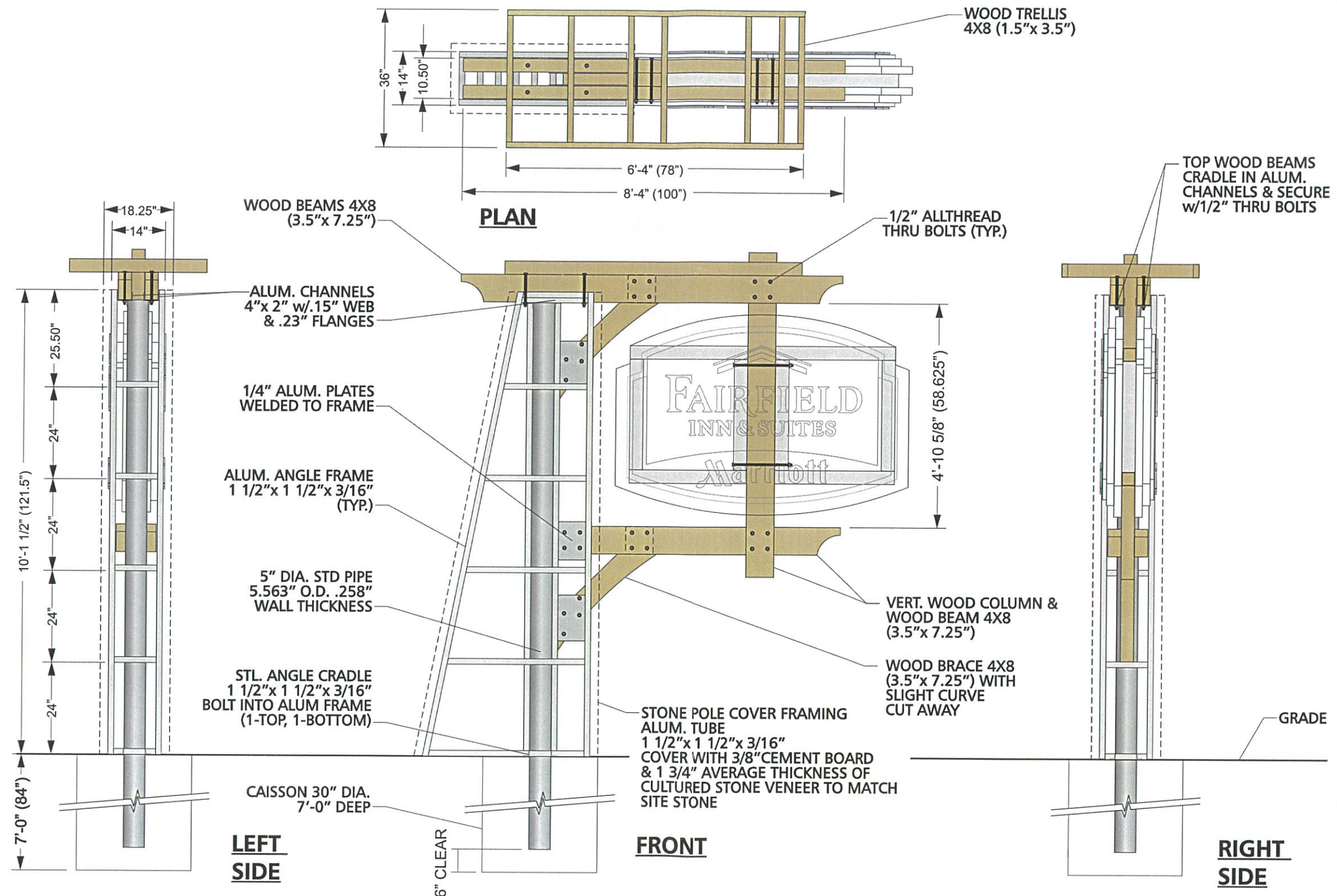
SCALE: 1/2" = 1' 0"

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PROJECT	BJORK - MARRIOTT	2	
LOCATION	1101 GRAVENSTEIN HIGHWAY SEBASTOPOL CA	3	
SCALE	AS NOTED	4	
DATE	3 JAN 17	5	
<p>DESIGNER: BEARD</p>		7	
<p>SALES/PERSON: BEARD</p>		8	
<p>FILE NAME: BJORK MARRIOTT 1.CDR</p>		9	
		PAGE 2 OF 3	



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PROJECT: BJORK - MARIOTT
LOCATION: 1101 GRAVENSTEIN HIGHWAY SEBASTOPOL CA
SCALE: 1/2"=1'-0"
DATE: 8/1/17
FILE NAME: BJORK MARIOTT ENG

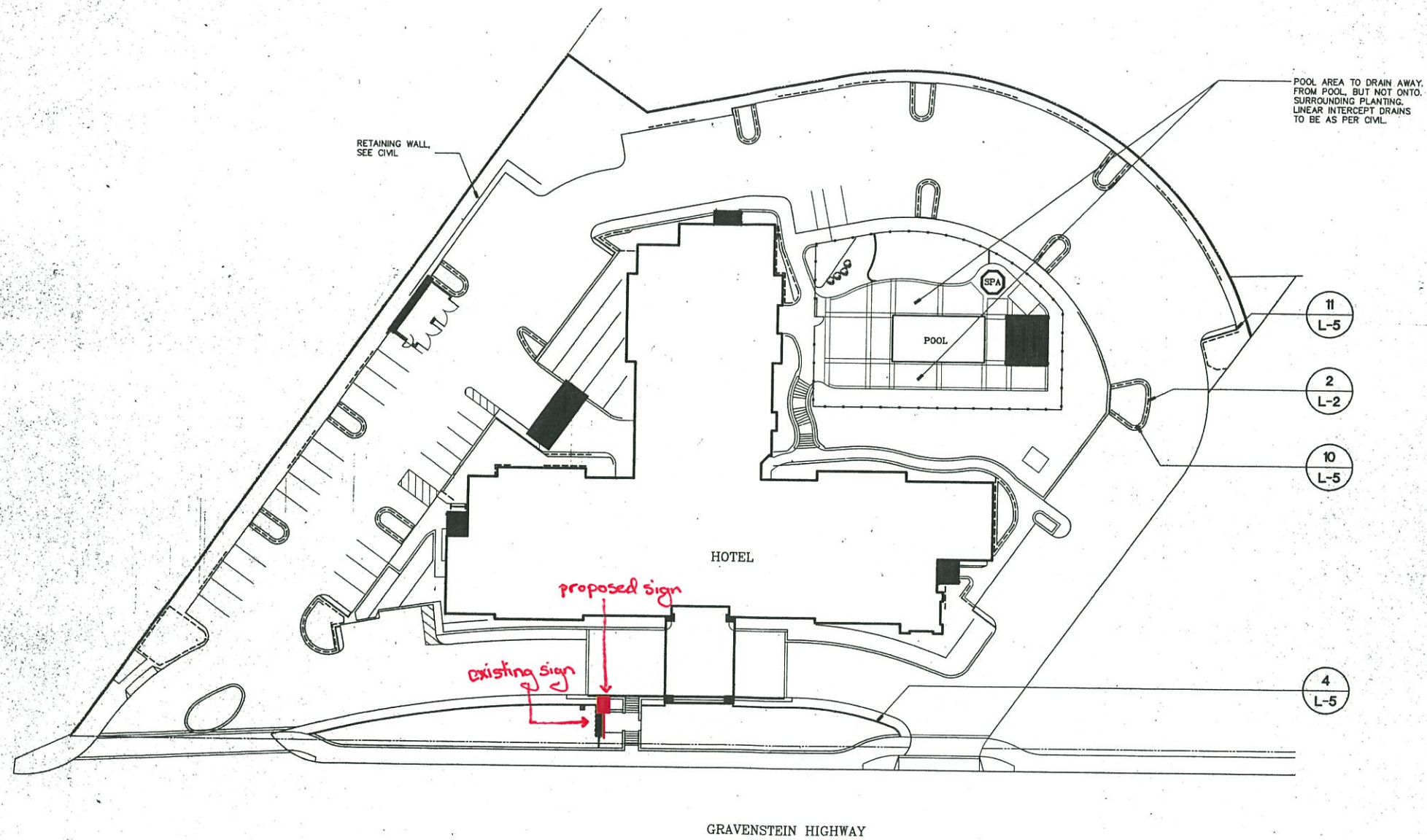
REVISED: 6
2
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DWG # 363761
DESIGNER: MACKIN

PAGE 1 OF 1

fluoresco
SERVICES
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KEY

LANDSCAPE DRAINAGE	_____
ROOT BARRIER	_____
REDWOOD HEADER	_____
CONCRETE MOW STRIP	_____

DRAINS TO TIE INTO CIVIL STRUCTURES PER CIVIL PLANS AND LANDSCAPE DETAILS



HOLIDAY EXPRESS
SEBASTOPOL, CALIFORNIA

MAISHA RUTH
LANDSCAPE ARCHITECTS



LANDSCAPE
SITE
FEATURES



COUNTY ASSESSOR'S PARCEL MAP

TAX RATE AREA

60-09

155-009
155-015
5-011
5-012

