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Planning Director  
Kari Svanstrom  
Associate Planner  
Alan Montes  
Senior Administrative Assistant  
Rebecca Mansour

## City of Sebastopol Design Review Board Staff Report

Meeting Date: October 7, 2020  
Agenda Item: 7B  
To: Design Review Board  
From: Alan Montes, Associate Planner  
Subject: Sign Program and Sign Exception  
Recommendation: Review the staff report and provide a recommendation to the City Council  
Applicant/Owner: United Sign Systems (David Randolph)/Armstrong Development (Charlene Westbrook)  
File Number: 2020-037  
Address: 231 Petaluma Ave.  
CEQA Status: Categorical Exemption: Class 11: Section 15311  
General Plan: Central Core (CC)  
Zoning: Downtown Commercial (CD)

### **Introduction**

The application under consideration is a Sign Program and Sign Exception for 231 Petaluma Avenue, a three-tenant commercial building between the Feed Store and CVS.

### **Background:**

The subject project is being referred to the Design Review Board (Board) by the City Council for review and recommendation of a sign program and sign exception for a commercial center at 231 Petaluma Ave. The structure at 231 Petaluma Ave. is part of the larger CVS project and settlement agreement. The agreement states that the City Council is the Design Review body for any design review items required for both the CVS building and the adjacent multi-tenant building at 231 Petaluma Ave. The CVS Subcommittee has requested that the Board review the application and provide a recommendation to them and the City Council.

### **Project Description and Direct Analysis:**

The applicant is requesting a Sign Program and Sign Exception. The purpose of a Sign Program is to create consistency and continuity of materials, design, location while allowing flexibility for a multitenant building within what is allowed by the Sign Ordinance. Sign programs also allow for signs that are consistent with the sign program to be approved at a staff level.

A Sign Exception allows for unique signage of exceptional design that will enhance the area/building or to allow for signage that is more consistent with the architecture and development of the site, or site context, or is appropriate given the nature of the business. The application has requested a Sign Exception to allow a third sign on the endcap tenant spaces that have three frontages with entrances.

The sign program proposes the following signage regulations:

**Tenant Signage:**

1. All signs are to be 2" deep reverse pan-channel construction with aluminum faces and returns, with 2700 Kelvin white LED Halo Lighting (externally illuminated with no light shining through the sign faces).
2. The Building is restricted to a maximum of 175 sq. ft. of signage.
3. No individual sign/lease frontage may exceed 35 sq. ft. in area.
4. Each tenant may have a total of a minimum of 35 sq. ft. and a maximum of 85 sq. ft. of sign area for all signs on all elevations of their lease space.
5. The lettering for the signs may be up to 28" in height, while logos may be up to 30" in height.
6. Sign length may not exceed 75% of the horizontal storefront.
7. Signs are to be centered above an entry storefront door, or window bay.
8. Signs are generally to be centered vertically on the façade, with exceptions for visual enhancement to be allowed only with written approval of the Landlord.
9. Tenants are allowed one 1 sign per lease frontage, i.e.: an in-line tenant is allowed 1 sign on the front and 1 sign on the rear. The end cap tenants are allowed an additional sign on the end cap frontage, as long as the total area for their signs does not exceed the maximum allowed per tenant and they have an entrance on that elevation.

**Staff Analysis:**

The current proposal is consistent with the approved signage for the site (Peet's Coffee and Supercuts), in that the approved signs are 2" deep reverse pan-channel construction with aluminum faces and returns; 2700 Kelvin white LED Halo Lighting; the individual signs are less than 35 sq. ft. in area; the signs are horizontally centered either above window bays or the entry doors; the signs are centered vertically on facades; and comply letter/copy heights.

The main changes to the sign regulations are that the Sign Program:

- a. Establishes a maximum sign size of 35 sq. ft. per individual sign/lease frontage.
- b. Establishes a minimum (35 sq. ft.) and a maximum (85 sq. ft.) sign area per tenant.
- c. Signs cannot exceed 75% of the width of the lease frontage.
- d. Establishes a maximum height for logos and copy.
- e. Allows the two endcap tenants with entrances on each side to have a third sign (subject to approval of the Sign Exception request).

Staff generally finds the proposal appropriate, but would recommend modifying Item 8 and 9, listed above, as follows:

*8. Signs are generally to be centered vertically on the façade, with exceptions for visual enhancement to be allowed only with written approval of the Landlord and Planning Department.*

*9. Tenants are allowed 2 signs, with exception of the endcap tenant on the west elevation which is permitted 3 signs.*

Staff is supportive of the Sign Exception for the endcap tenant on the west elevation (currently Peet's Coffee) due to the architectural design of this tenant space, which has publicly accessible entrances at each of the elevations where signs are proposed, and are on a highly visible location. This is differentiated from the east endcap tenant space, which does not have an entry or window bays on the north elevation where a third sign / Sign Exception is proposed.

Window Signs:

- Window signs may be used to indicate hours of operation, suite or street address, open/closed, and relevant information.
- Maximum letter height shall be 2” with exception for open/closed signs and suite address identification which shall not exceed a 6” cap height.
- The aggregate square footage of all window signs shall not exceed 25% of the surface area of the window on which it is placed.
- Window signs shall be vinyl graphics and in one of the following colors: gold, aluminum, silver, copper leaf, or white.
- Window signs shall not be illuminated.

**Staff Analysis:**

The Sign Ordinance exempts permanent window signs which are clearly incidental to the conduct of business, such as the days and hours of operation, and payment decals; provided, that the signs are not illuminated and are no more than one square foot in size.

Staff would recommend the following modifications: 1) establishing a maximum size of 1 sq. ft. per window sign; and 2) modifying the first bullet point to say “...and relevant information that does not involve advertisement of goods and services, including business names and brands”.

**Sign Ordinance Consistency:**

1. §17.120.050(A)(3) - General sign standards and regulations. *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. (See Table 17.120-1.) If a building houses more than one tenant space, the total sign area permitted for each tenant space shall be calculated as follows:*

$$\text{Sign Area} = \frac{\text{Total Allowable Sign Area (based on total building frontage)}}{\text{Number of Tenant Spaces}}$$

*Example: If a building has 50 feet of frontage and four tenant spaces, including two on the ground floor area and two on the second story, the sign area for each tenant space would be calculated as follows: 15.625 square feet/tenant space. The proportional distribution of sign area that is allowed for each individual tenant space may be modified through a comprehensive approved sign program.*

The applicant has requested a sign program to allow more flexibility with the distribution of sign square footage amongst the tenants. Under the Sign Ordinance each tenant space is allotted 1/3 (58.33 sq. ft.) of the total sign allowance for the building (175 sq. ft.), regardless of the size of the frontage.

This proposed Sign Program would maintain the same sign allowance (175 sq. ft.), but will establish parameters that will limit the signage throughout the building, such as: 1) establishing a minimum tenant signage requirement of 35 sq. ft. and a maximum of 85 sq. ft.; 2) limiting signage to no more than 75% of the horizontal tenant frontage; 3) restricting the letter heights to maximum of 28” and 30” for logos; and 4) establishing a maximum individual sign limit of 35 sq. ft.

Staff is supportive of this proposal but is seeking the Board’s input on whether: 1) a minimum sign height should be established to create a more uniform design throughout

the center, or whether the potential variety would be better; and 2) whether the program should explicitly establish a sign allotment per tenant space or allow the more flexible distribution of signage amongst tenants.

Examples:

The in-line tenant (Supercuts) has a store frontage of 14.5'. The 75% restriction limits the maximum length of the sign is 10.875'. Assuming the sign does not have a logo and is utilizing the maximum letter height (28"), the maximum sq. ft. on a single elevation would be 25.375 sq. ft. The sign on the reverse elevation would be required to be a minimum 9.625 sq. ft., to comply with the minimum sign area, and would be restricted to a maximum of 25.375 sq. ft.

The Peet's Coffee tenant space has three frontages with entrances, the largest sign that this tenant space may have is 35 sq. ft. Should they desire to have three identical signs on each frontage, each sign would be restricted to 28.33 sq. ft. for a total sign area of 85 sq. ft., this is assuming the Building's overall sign area does not exceed 175 sq. ft.

2. §17.120.050(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. 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 Central Core District, within any residential district, or in proximity to an existing residential use. 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 program proposes to allow halo lighting with a warm white (2700 Kelvin) glow around the opaque letters. The Peet's Coffee and Supercuts sign applications were required to be illuminated with 2700K.

Staff is seeking the Board's recommendation on whether the illumination should be restricted to 2700K or if a range of Kelvins should be established. Staff, and prior City Council review, desired a consistent lighting within the building.

3. §17.120.060(B) - Sign Program. *An integrated sign program, which provides for a consistency and continuity of materials, design, location, and manner of attachment for tenant signs, is required for all office or light industrial centers or parks, multi-tenant commercial or industrial buildings, or shopping centers. Individual tenant signs proposed as part of a multi-tenant sign shall include the business name and not more than three additional words to identify the purpose of the business, for example "SMITH'S Bar and Grill" or "LENS CRAFTERS one hour service".*

*For sign programs that include a monument sign, the maximum square footage of the sign shall be limited to 50 square feet for signs representing five or fewer tenants, and 100 square feet for signs representing six or more tenants. The monument sign square footage shall be in addition to the maximum allowable sign square footage (175 sq. ft.).*

*The sign program shall be consistent with the standards defined below for the zoning district in which the development is located, and shall be approved by the Design Review Board prior to the approval of any individual sign within said center, park, or building.*

The project involves the creation of a new sign program for the three-tenant commercial building. No Monument signs are proposed.

4. §17.120.060(C)(2) - Permitted Signs. This section allows for a maximum of two window, awning, wall, or fascia business identification signs are permitted for each ground floor use or tenant.

The sign program as proposed would allow the tenants to have one sign per leased frontage with an entrance. This request will require a sign exception for the sign program as it would allow more than two signs for a tenant. As proposed, this would only allow the Peet's Coffee tenant space to have a third sign. However, endcap tenant on the east elevation (vacant) could be allowed an additional sign should they add an entrance on their north elevation.

Staff is supportive of allowing three signs for the Peet's Coffee tenant space as the tenant space has three well designed elevations, each with a public entrance and would fit the architecture of the building. However, staff has concern with the proposed language in that the endcap tenant on the east elevation would be allowed additional signage if an entrance were added to the north elevation. Additionally, the north elevation by this tenant space is currently where the dumpster located and does not appear to fit the architecture of the building.

5. §17.120.020(B) – Permits, fees, and exceptions. The purpose of the exceptions section is *to allow flexibility to the sign regulations while still fulfilling the purpose of the regulations. Creative design is encouraged by the provisions of this chapter, therefore an exception from these regulations may be approved consistent with the following findings:*
  - 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 district.*

It is important to note that the required findings "a" through "c" end in "or", which means that the Board needs to determine at least one of the required findings is met for the exception to be approved; the sign does not need to meet all three criteria.

The applicant has provided their finding, which has been abbreviated below and provided as an attachment

*We feel the request meets finding B which states: 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.*

*This building is a multi-tenant building and at least one of the corner tenant spaces has a public entrance on all sides. As of the writing of this letter, the other space is unoccupied. The sign plan is written so that if this tenant has an entrance on the end, they may add a sign over that entrance. The architecture of the building is designed for signage on these elevations, and the signs are being placed over the entrances or facing street or parking lot frontages, which will mark the parking areas and entrances for the public.*

Staff is supportive of allowing three signs for the Peet's Coffee tenant space as the tenant space has three well designed elevations, each with a public entrance and would fit the architecture of the building. However, staff has concern with allowing the east elevation endcap tenant to have signage on the north elevation as it does not appear to be consistent with the current architecture of the building, in that this is where the dumpster. Additionally, staff has concerns that the current language is rather broad in that an "entrance" is the determining factor for the third sign, which could be misconstrued to include a service door. At the very least staff would encourage modifying the language to clarify that the entrance shall be a publicly accessible entrance.

**Public Comment:**

No public comments on the application have been received as of writing this report.

**City Departmental Comment:**

No comments or concerns on the application have been received from City departments as of writing this report.

**Environmental Review:**

This project is categorically exempt from the requirements of CEQA pursuant to Section 15311, Class 11, which exempts the installation of on-premise signs.

**Required Findings:**

Design Review/Sign Program: Section 17.450.030(B) 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 17.120.020(B)(3) 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:**

**Sign Program:**

Staff finds that the Sign Program is generally acceptable, but specifically requests the Board's input on the following items, as well as any other items the Board has concern with:

1. Whether the language regarding vertical placement of signs should require Planning approval.  
 Ex: "Signs are generally to be centered vertically on the façade, with exceptions for visual enhancement to be allowed only with written approval of the Landlord and Sebastopol Planning Department".
2. Whether the language regarding the number of allowed signs should be modified to restrict the number of signs based on the current architecture.  
 Ex: "Tenants are allowed 2 signs, with exception of the endcap tenant on the west elevation who is permitted 3 signs".
3. Whether the sign program should establish a minimum sign height.
4. Whether the proposed illumination is appropriate or if a range of Kelvins should be allowed.
5. Whether a maximum a maximum window sign size should be established.  
 Ex: Window signs shall be limited to 1 sq. ft. per window sign.
6. Whether the window sign section should be modified to further detail what is "relevant information".  
 Ex: "Window signs may be used to indicate hours of operation, suite or street address, open/closed, and relevant information that does not involve advertisement of goods and services".

**Sign Exception:**

Staff is supportive of the ign exception for the Peet's Coffee tenant space as the space has three highly visible public entrances and the additional signage would be consistent with the architecture and development of the site. However, as previously discussed staff has concerns with allowing the third sign for the vacant tenant space (located along the east side of the building), as there is currently no public entrance or window bays along the north elevation of this tenant space and that the sign would be above the dumpsters. Staff is seeking the Board's input on the appropriateness of the sign exception and whether the proposed language is appropriate or whether the language should be revised to restrict the additional signage to the Peet's Coffee tenant space only.

**Conclusion:**

The Board should review the application and staff report, address staff's identified concerns, as well as any concerns of the Board, and provide a recommendation to the City Council.

**Attachments:**

- Site Photos
- Master Planning Application
- Sign Program

Sign Exception Findings  
Approved Signage

North Elevation



East Elevation



South Elevation



West Elevation





# 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](http://www.ci.sebastopol.ca.us)

## SIGN APPLICATION FORM

### PROJECT INFORMATION:

ADDRESS:	231 Petaluma, Sebastopol, CA 95473
PARCEL #:	
PARCEL AREA:	

### FOR CITY USE ONLY

PLANNING FILE #:	<u>2020 / 037</u>
DATE FILED:	<u>04.30.20</u>
TOTAL FEES PAID: \$	<u>395<sup>00</sup></u>
RECEIVED BY:	
DATE APPLICATION DEEMED COMPLETE:	_____

### APPLICANT OR AGENT:

Name: United Sign Systems

Email Address: David@UnitedSign.net

Mailing Address: 5201 Pentecost Dr.

City/State/Zip: Modesto, CA 95356

Phone: 209-543-1320

Fax: \_\_\_\_\_

Business License #: \_\_\_\_\_

Signature: David Randolph

Date: April 17, 2020

### OWNER OF PROPERTY IF OTHER THAN APPLICANT:

Name: Armstrong Development

Email Address: Charlene Westbrook

Mailing Address: 2400 Del Paso Avenue

City/State/Zip: Sacramento, CA 95834

Phone: (916) 643-9610

Fax: \_\_\_\_\_

Business License #: \_\_\_\_\_

Signature: Charlene Westbrook

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

Date: 4/21/2020

### 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):

Master Sign Program for the shopping center at 231 Petaluma

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

Small retail shopping center.

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**DEVELOPMENT DATA:**

<b>SQUARE FEET BUILDING EXISTING:</b>	
<b>BUILDING FRONTAGE (IN FEET):</b>	
<b># OF SIGNS CURRENTLY ON PROPERTY</b>	
<b>EXISTING SIGN TYPE(S):</b>	Channel letters, matching the proposed new sign program criteria. Including Peet's Coffee, and Supercuts. Drawings for both included with this submittal.
<b>EXISTING SIGN LOCATION(S):</b>	Storefronts
<b>SIGN SIZE(S):</b>	HEIGHT:            HEIGHT:            HEIGHT:            HEIGHT: LENGTH:            LENGTH:            LENGTH:            LENGTH:
<b># OF SIGNS PROPOSED</b>	Unknown
<b>*PROPOSED SIGN TYPE(S):</b>	Channel letters
<b>PROPOSED SIGN LOCATION(S):</b>	Storefronts.
<b>SIGN SIZE(S):</b>	HEIGHT:            HEIGHT:            HEIGHT:            HEIGHT: LENGTH:            LENGTH:            LENGTH:            LENGTH:
	IS ILLUMINATION PROPOSED? <input type="checkbox"/> YES <input 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.



**ARMSTRONG SEBASTOPOL**  
**SEBASTOPOL, CA**

**MASTER SIGN PROGRAM**  
**For 231 Petaluma Blvd.**

**Issued By**

**Armstrong Development**

**March 2020**

# **ARMSTRONG SEBASTOPOL**

## **Master Sign Program**

### **CONTENTS**

- 1.0 Design Guide -Purpose**
- 2.0 Design Specifications: All Tenants**
  - 2.1 General Construction Specifications**
  - 2.2 Electrical and Illumination**
  - 2.3 Installation and Removals**
- 3.0 General Sign Provisions**
  - 3.1 Tenant Signage**
  - 3.3 Permanent Window Graphics**
- 4.0 Submittals & Review**
  - 4.1 Prohibited Signs/Banners**
  - 4.2 Tenant Responsibilities**

**Prepared by:**

**David Randolph  
United Signs Systems  
Sacramento, California**

# **SEBASTOPOL: Retail Signage Design Requirements**

## **1.0 Purpose**

Signage is a crucial element for the identity of this project and its merchants. The purpose of this sign program is to ensure that the signage is presented with diversity and creativity while maintaining standards that achieve consistency throughout the center.

The guidelines established for tenants will provide a coordinated sign system to communicate information in a distinctive and aesthetically pleasing manner. The visual consistency that this criterion creates will minimize confusion and confirm an image of quality, uniting all the individual establishments within the center.

It shall be the responsibility of each tenant to submit design drawings of the proposed signage first to the Landlord for its written and/or stamped approval and subsequently to the City of Sebastopol for approval prior to the installation of any signage. The use of professional designers and/or sign companies to prepare these drawings will be required. The guidelines and requirements for the submittal process are located in section 4.0 "Submittals and Review".

## **2.0 Design Specifications / All Tenants**

All signs, both permanent and temporary, shall be reviewed for conformance with these guidelines and overall design quality. Approval or disapproval of sign submittals shall remain the right of the Landlord and the City of Sebastopol.

The square footage of individually applied letters for primary tenant identification is defined as the area contained within the smallest rectangles that will enclose each letter or logo. Sign content shall be limited to the Tenant's name and primary graphic logo unless specifically provided for herein. Temporary signage may include specific grand opening or sale language as approved by the Landlord and City of Sebastopol Planning Department.

Notwithstanding the following Sign Provisions, Tenants may utilize standard corporate logos and/or prototypical signage graphics, subject to approval of the Landlord and City of Sebastopol.

All signage on the building fascia, with exception of certain logo/graphics, shall be of individual 2" deep reverse pan channel letters internally illuminated with 2700 Kelvin LED lighting. All signs shall have opaque faces and be internally illuminated to create a halo around each letter or graphic element. No face lit channel letters or cabinet signs will be permitted. Signage illumination shall not include flashing, moving or scintillating effects.

All permanent signs must be dimensional. Signs painted directly onto the building will not be permitted. Temporary signs may be banners approved by the Landlord and the Sebastopol Planning Department and must maintain a minimum of seven feet six inches between grade and bottom edge of banner as measured from sidewalk or pavement.

Fascia signs shall be located above each storefront or building elevation centered on entry doors or window bays, or if no doors or windows, as approved by the Landlord and Sepastopol Planning Department. In no case may a sign extend beyond the roof parapet or adjacent building eave line. Signs are not allowed on or against any roof structures.

## **2.1 General Construction Specifications**

Signs must be constructed and installed to meet or exceed all applicable codes and City requirements. All signs shall be constructed, installed and maintained at the Tenant's expense.

All exterior signs shall be secured by concealed fasteners; bolts, fasteners, clips, and conduits shall be generally hidden from public view. If exposed, all sign fasteners shall be countersunk flush with the adjacent metal surface and are to be painted to match the exterior color of the surface on which they are mounted. Fasteners in the face of any letter or graphic element are not allowed.

All building fascia signs shall be attached and mounted directly to the wall. All penetrations of the building structure required for sign installation shall be neatly sealed and watertight. Color and finish of attachments and sealant shall match adjacent exterior finishes. Surfaces of all signage are intended to be flat without bulges, oil canning or other imperfections.

## **2.2 Electrical and Illumination**

Fabrication and installation shall comply with all Underwriters Laboratories requirements and applicable state and local codes. All components shall bear the U.L. label indicating approval, and be manufactured and installed by a U.L. certified company.

All wiring, raceways, conductors, transformers, ballasts and other equipment shall be concealed from public view. Primary electrical service to all Tenants' signs shall be tied to Tenant's electrical service. Tenant shall provide time clocks for use in conjunction with the electrical service and be responsible for all associated costs.

The illumination of all sign components shall be uniform in intensity and meet the 2700 Kelvin requirement noted previously.

Illumination and electrical specifications must appear on all shop drawings submitted for approval.

The external illumination of all Tenant signs shall not exceed that which is approved by the Landlord during the submission process. There shall be no excessive glare or coloration from lighting on surrounding areas or on Tenant facades.

### **2.3 Installation and Removals**

All penetrations of any building structure required for sign installations shall be neatly sealed and continuously maintained in watertight condition.

All contractors used by Tenants for installation, removal or service calls on signage must be fully licensed and must provide Landlord with certificates of insurance prior to the commencement of any work.

All methods of attachment to any structure must be detailed on shop drawings and be approved by the Landlord.

Sign removals shall include the patching and repairing of the entire work area, plus the repainting of any "ghosted" areas as directed by the Landlord.

Tenant's Sign Contractor shall repair any damage caused by his work. Tenant's sign contractor must follow the rules and regulations for T.1, contractors provided in each Tenant lease. Damage to any structure or surface including but not limited to walls, ceilings, roofs, parapets, sidewalks, landscaping, or parking area, that is not repaired by the Contractor shall become the Tenant's responsibility to correct.

The Tenant's Sign Contractor shall be completely licensed by the State of California, carry Workers' Compensation and Public Liability insurance against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs.

Temporary banners, upon approval, may be displayed for ninety days with one extension allowed upon Planning Department assessment.

### **3.0 General Sign Provisions**

#### **3.1 Tenant Signage**

The Landlord and City encourages the use of various letter styles and colors to achieve a unique and individual look. However, these signage guidelines limit the number of signs, sign sizes (including width) and overall letter heights. Internal-halo illumination is required as described below.

Notwithstanding the following Specific Provisions, Tenants may utilize standard corporate logos and/or prototypical signage graphics, subject to approval of the Landlord and City of Sebastopol.

Sign area: The building is allowed a total of 175 square feet of sign area for all signs on the building. Each tenant, at the sole discretion of the landlord, may have a total of a minimum of 35 and a maximum of 85 square feet of sign area for all signs on all elevations of their lease space. With a

maximum of 35 square feet for any sign or elevation. As long as the total of all signs for all tenants does not exceed 175 square feet.

Sign height: Signs are allowed to have letters up to 28” in height, with logo or other approved logo element at a maximum of 30” in height.

The letters are to be 2” deep reverse pan-channel construction with aluminum faces and returns with 2700 Kelvin white LED halo lighting.

Tenants are allowed one 1 sign per lease frontage, ie: an in-line tenant is allowed 1 sign on the front and 1 sign on the rear. The end cap tenants are allowed an additional sign on the end cap frontage, as long as the total area for their signs does not exceed the maximum allowed per tenant and they have an entrance on that elevation. Each sign is limited to 75% of the storefront (horizontally) and each sign is to be centered horizontally over either an entry storefront door, or window bay. Signs are generally to be centered vertically on the façade, with exceptions for visual enhancement to be allowed only with written approval of the Landlord.

Illuminated signs as noted in the section(s) above. Illuminated signs shall be channel letters or reverse pan-channel letters constructed with aluminum returns.

National and regional tenants may utilize standard corporate sign packages and/or prototypical signage graphics subject to approval of the Landlord and City of Sebastopol.

### **3.3 Permanent Window Graphics**

Permanent Window Graphics are those signs affixed to a storefront window. A standard font format shall be used for the Permanent Window Graphics that indicates hours of operation, suite or street address, open/closed and relevant information.

Signage is applied to the surface of door or window glass using vinyl graphics in one of the following colors: gold, aluminum, silver or copper leaf, and white.

All tenants shall affix suite or street address on at least one business storefront window. Maximum cap height for permanent identification letters shall be 2" with the exception for open/closed sign and suite/address identification which shall not exceed a 6" cap height. The aggregate square footage of all window signs shall not exceed twenty five (25) percent of the surface area of the window on which it is placed.

Window signs shall not be illuminated.

All window signs, both permanent and temporary, shall be approved in writing by the Landlord, with a copy to the City of Sebastopol Planning Department.

#### **4.0 Submittals & Review**

No signs, permanent or temporary, shall be fabricated or installed unless the following approvals have been obtained.

Landlord Approvals: Submit three (3) sets of plans, to scale, showing the sign elevation. This drawing must have all materials and colors specified. At least one drawing of the sign must be in color. The plans must also include the building elevation and the location(s) of the signs on the building, and a site plan indicating the location of the store in the shopping center.

Once these plans are stamped and approved, one set shall be retained by the landlord, one set shall be the tenant's copy, and the last set shall be submitted to the City of Sebastopol. If the plans submitted to the landlord are not acceptable or require revisions, they must be resubmitted unless they are approved "with conditions".

City of Sebastopol Permit Process: All signs are required to have a sign permit issued from the City of Sebastopol. Three (3) sets of plans, including the stamped and approved set from the landlord, are to be submitted to the Planning Department for approval. The next approval must be obtained from the building department, including all mounting details for the sign. All illuminated signs require an electrical permit.

#### **4.1 Prohibited Signs / Banners**

No Flashing, moving, or scintillating light bulbs or effects are permitted.

Window signs, other than the Permanent Window Graphics, will not be allowed. These signs include neon signs, fiber optic/neon simulated plastic signs and border neon.

The Landlord reserves the right to determine the acceptability of signs. Noncompliant signs are to be removed immediately upon request.

Promotional and temporary signs will not be permitted without written landlord approval and must be in accordance with Section 4-2-7 of the Sebastopol Municipal Code.

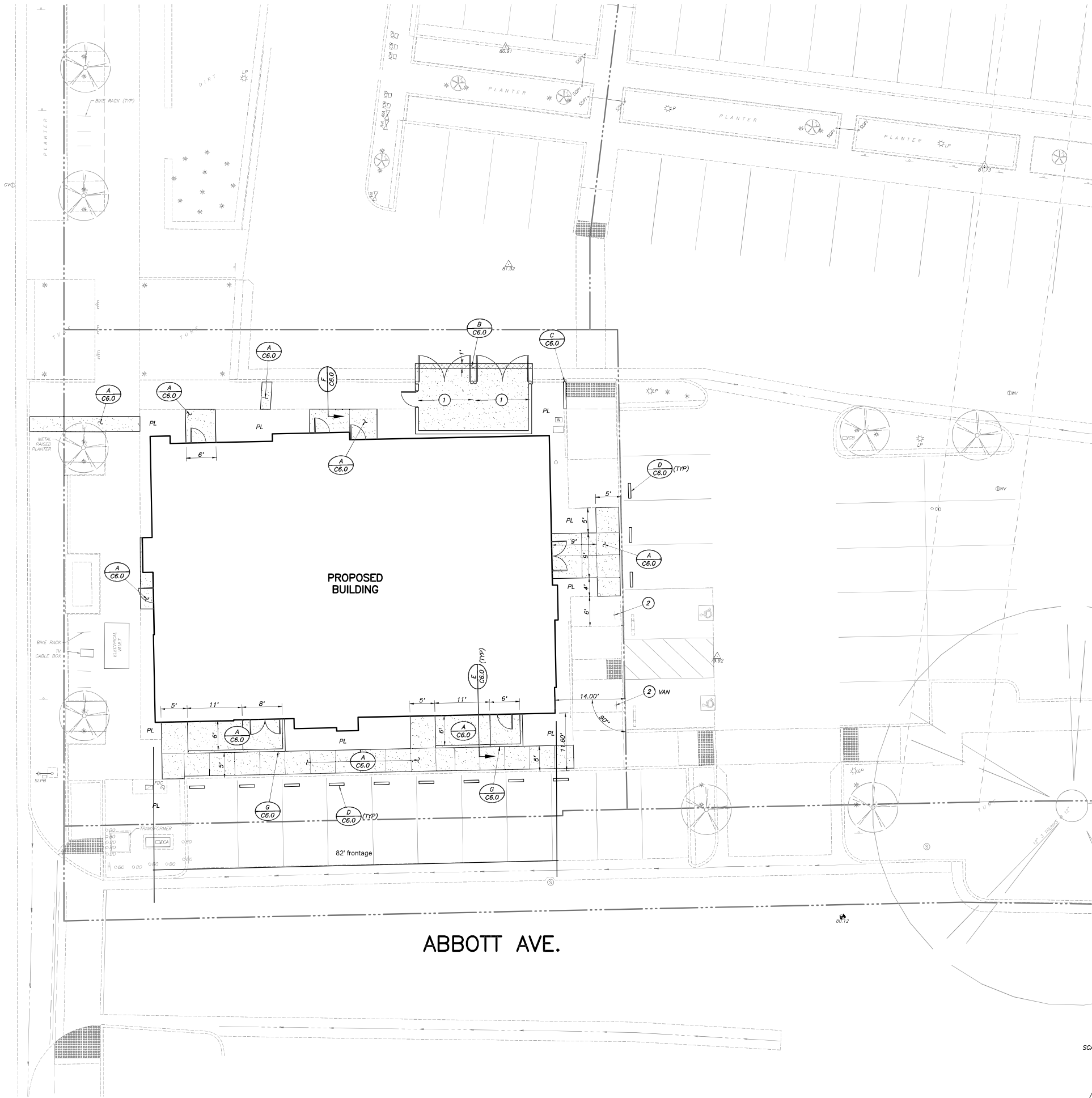
#### **4.2 Tenant Responsibilities**

Tenants shall be responsible for the fulfillment of all requirements of these Signage Guidelines and all applicable codes and ordinances. Each Tenant is responsible for the cost of design, fabrication, installation, maintenance, and electricity for their own sign(s). Tenants shall be responsible for the immediate repair of any sign or sign component or lighting, which is damaged or not illuminating properly, and the proper maintenance of all tenant signs. All permits required by the City of Sebastopol and associated fees, shall be obtained, and paid for by the Tenant or Tenant's representative. Tenants shall be required to perform or cause to have performed such necessary action to correct or repair signage within ten (10) days of written notice from Landlord.



All sign contractors employed or retained by Tenant must carry Workers' Compensation and Public Liability insurance per the lease, providing coverage against damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs, in an amount deemed appropriate by Lessor. Tenants shall indemnify and hold harmless the Landlord and the City of Sebastopol from any damages that arise from the installation, maintenance or use of Tenant's signage.

Upon the termination or conclusion of Tenant's lease, the tenant is responsible, at their sole cost, for the removal of all signs. All signs must be removed within 30 days of the lease's termination. The storefront fascia shall be patched, touch-up painted and otherwise repaired as detailed in previous section of these guidelines.

PETALUMA AVE.



**SITE LEGEND:**

-  LIMITS OF STANDARD DUTY CONCRETE IMPROVEMENTS
-  LIMITS OF ASPHALT PLUG IMPROVEMENTS
- PL PLANTER
- ① CONSTRUCT TRASH ENCLOSURE PER ARCHITECTURAL PLANS
- ② EXISTING ACCESSIBLE STALL SIGN

**NOTES:**

1. ALL CONCRETE MOWSTRIPS, RAMP AND SIDEWALKS SHALL HAVE WEAKENED PLANE JOINTS AT 15 FEET MAXIMUM ON CENTER AND ONE HALF INCH EXPANSION JOINTS AT 45 FEET MAXIMUM ON CENTER PER DETAIL [A/C6.0]
2. NO CONCRETE MAY BE POURED UNTIL THE FORMS HAVE BEEN REVIEWED AND APPROVED BY THE PROJECT INSPECTOR.
3. ALL BURIED METALLIC OBJECTS SHALL HAVE A PROTECTIVE COATING OR BE WRAPPED WITH APPROVED PROTECTIVE WRAP.
4. ADJUST EXISTING SPRINKLER HEADS AND LATERAL LINES AS REQUIRED FOR NEW IMPROVEMENTS.
5. DIMENSIONS ARE TO CENTER OF FENCE POSTS, FACE OF BUILDINGS, FACE OF WALLS OR EDGE OF CONCRETE.
6. 2 WORKING DAYS BEFORE COMMENCING EXCAVATION OPERATIONS WITHIN THE STREET RIGHT-OF-WAY AND/OR UTILITY EASEMENTS, ALL EXISTING UNDERGROUND FACILITIES SHALL HAVE BEEN LOCATED BY UNDERGROUND SERVICES ALERT (USA). CALL 1-800-642-2444
7. ANY SURVEY MONUMENTS WITHIN THE AREA OF CONSTRUCTION SHALL BE PRESERVED OR RESET BY A PERSON LICENSED TO PRACTICE LAND SURVEYING IN THE STATE OF CALIFORNIA
8. DOWEL ALL NEW CONCRETE TO EXISTING CONCRETE PER DETAIL [H/C6.0]
9. BLAIR, CHURCH AND FLYNN MUST REVIEW AND APPROVE ALL ASPHALTIC CONCRETE AND PORTLAND CEMENT CONCRETE MIX DESIGNS.

**ARMSTRONG DEVELOPMENT PROPERTIES, INC.**  
 2400 DEL PASO ROAD, SUITE 140  
 SACRAMENTO, CA 95834  
 TEL (916) 643-9610  
 FAX (916) 643-9613

**Blair, Church & Flynn**  
 CONSULTING ENGINEERS  
 481 Oak Avenue, Suite 200  
 Davis, California 95612  
 Tel (530) 926-0400  
 Fax (530) 926-1300

**CONSULTANT:**

**DEVELOPER:**

**SEAL:**

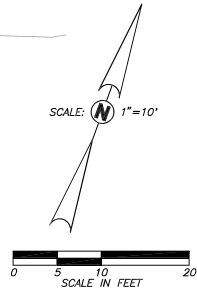


8/7/18 Date Signed:

**REVISIONS:**

DRAWING BY: AVC  
 DATE: 08/07/2018  
 JOB NUMBER: 209-0196  
 TITLE: **SITE AND DIMENSION PLAN**  
 SHEET NUMBER:

**C3.0**  
 COMMENTS:



Drawing: P:\209-0196\209-0196.dwg Production: Drawing\209-0196.dwg Layout: 1 - 8/7/18  
 Plot: By: lmc Aug 07, 2018 9:30am

David Randolph  
United Sign Systems  
525 Morse Ave., ste 202  
Sacramento, CA 95864  
916-363-3200

August 10, 2020

Alan Montes  
Associate Planner  
City of Sebastopol  
7120 Bodega Avenue  
Sebastopol, CA 95472

Alan;

This is to request an exception for corner tenants to have an additional sign, as part of the sign program request for the center at 231 Petaluma.

We feel the request meets finding B which states: 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.

This building is a multi-tenant building and at least one of the corner tenant spaces has a public entrance on all sides. As of the writing of this letter, the other space is unoccupied. The sign plan is written so that if this tenant has an entrance on the end, they may add a sign over that entrance. The architecture of the building is designed for signage on these elevations, and the signs are being placed over the entrances or facing street or parking lot frontages, which will mark the parking areas and entrances for the public.

Therefore, since we meet the findings for architectural consistency and the appropriateness given the nature of the business, we ask for approval to this exception as part of the sign program.

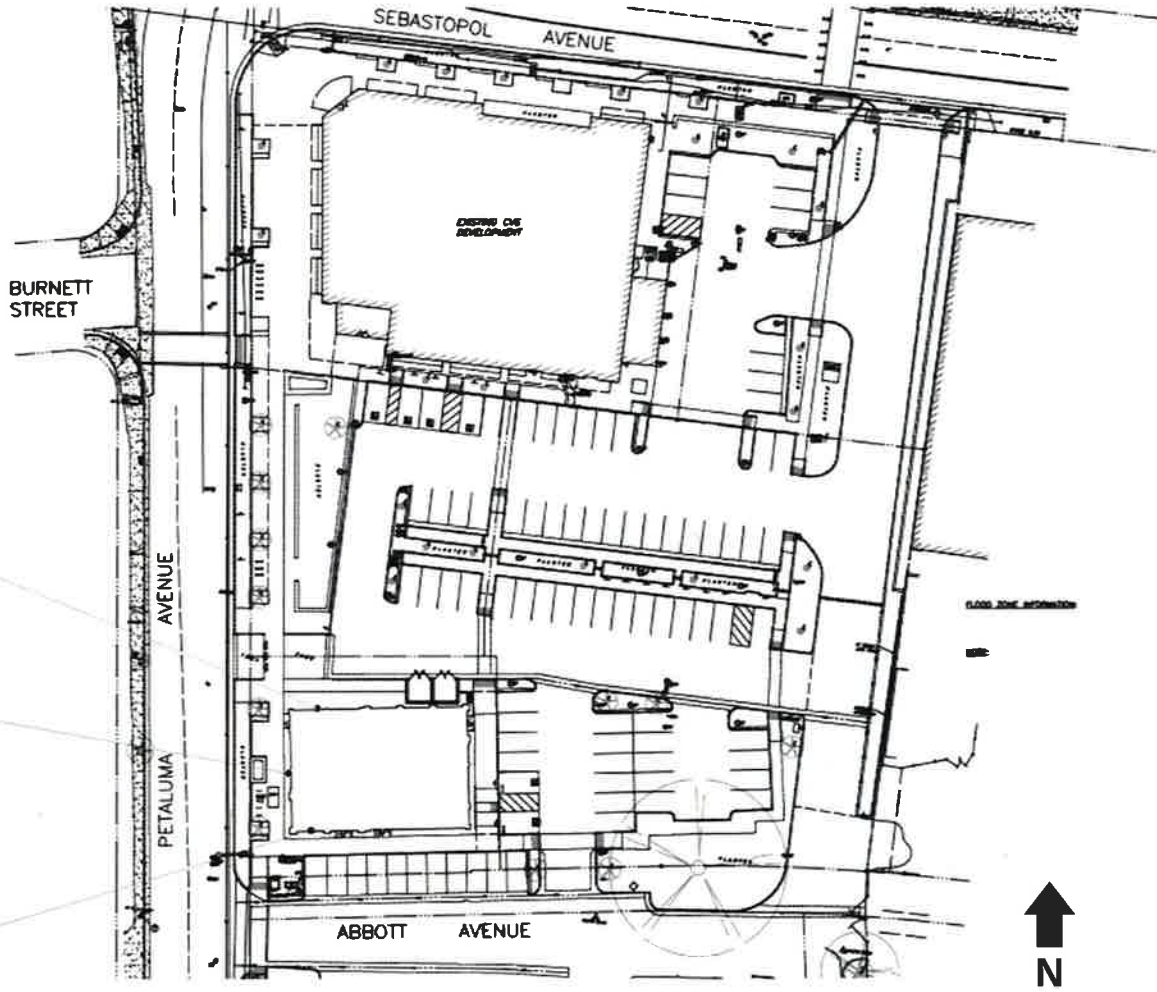
Thank you,

David Randolph



Peet's  
COFFEE





Customer: PEET'S COFFEE

Description: SITE MAP

Customer Approval: General and colors on the web site shall remain the property of Everbrite LLC. Use of or duplication in any matter without express written permission of Everbrite LLC is prohibited.

PAGE 1 OF 9

Project No: 388812

Scale: NTS

Location & Site No: PETALUMA & ABBOTT SEBASTOPOL, CA

DESIGNER SIGNATURE

DATE

Date: 08.13.18

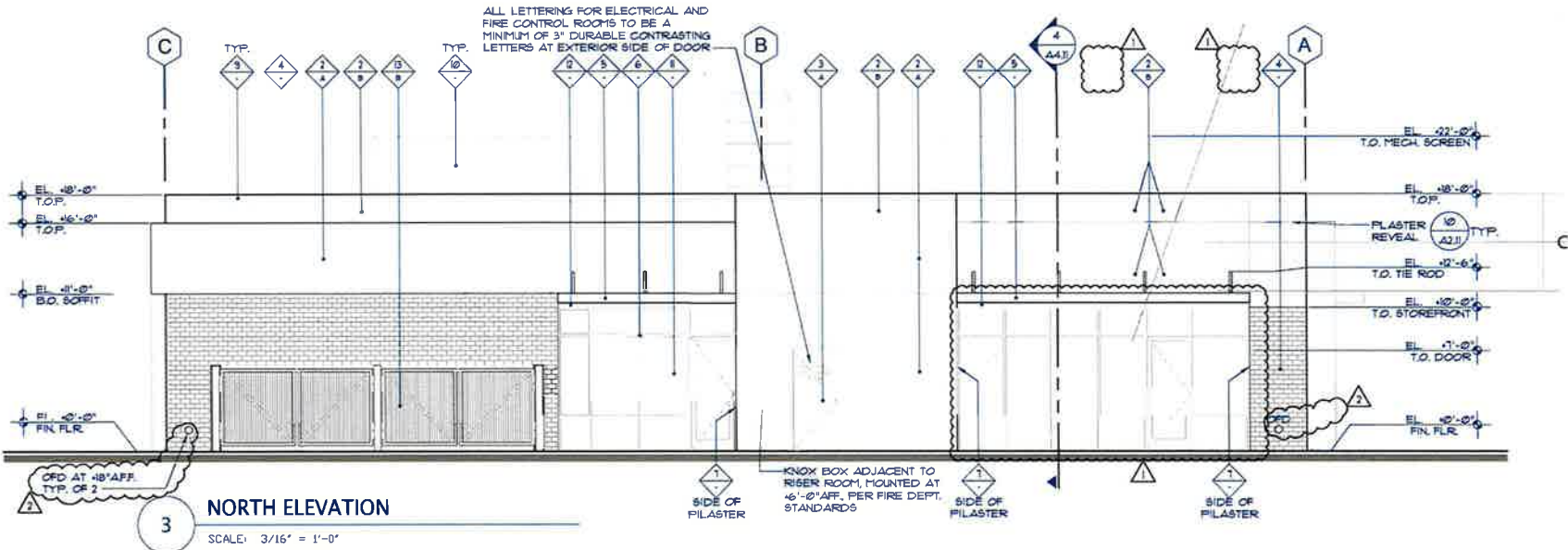
Drawn By: LC

Revised: 08.27.18 Revised: 06.06.19 Revised: 11.06.19  
 Revised: 05.28.18 Revised: 07.25.19 Revised: 01.08.20

CHECKED SIGNATURE

DATE

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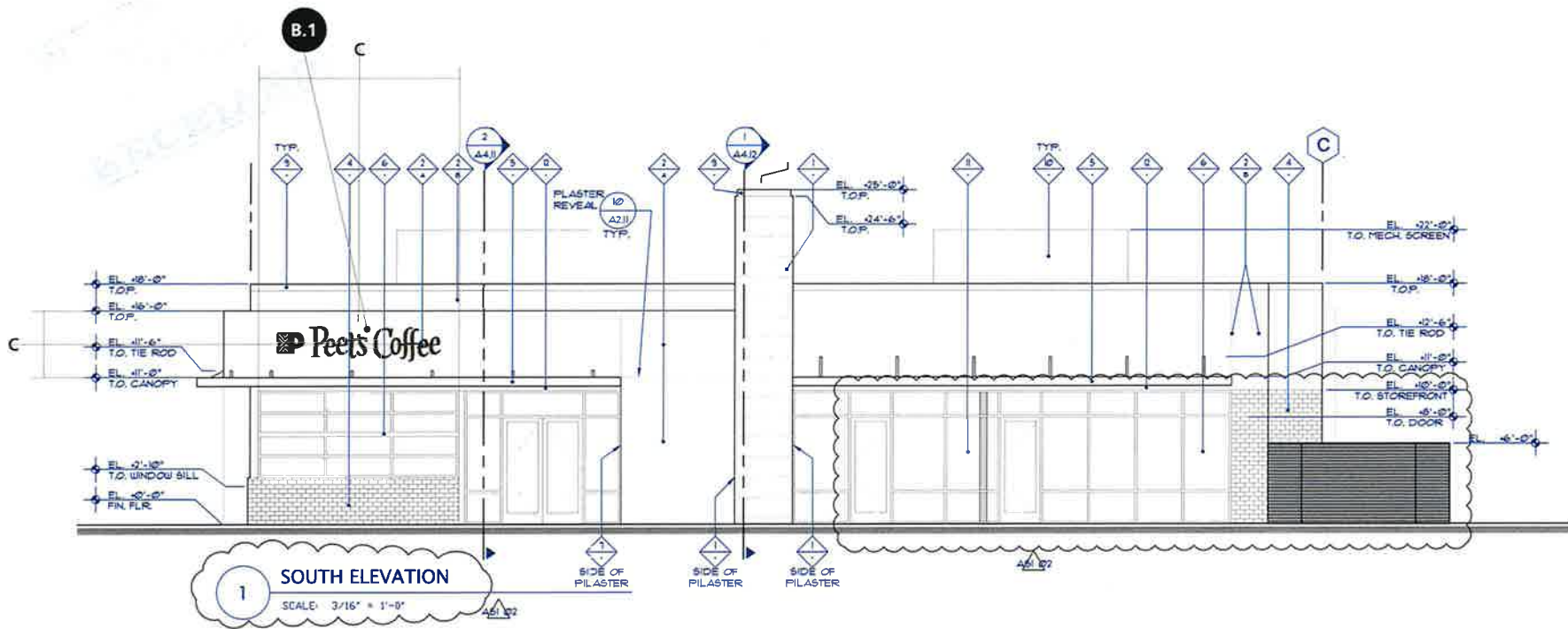


**RECEIVED**  
 APR 30 2020  
 BY: *[Signature]*



Customer: PEET'S COFFEE	Description: PROPOSED REAR ELEVATION	Customer Approval: <input type="checkbox"/> Approved <input type="checkbox"/> Not Approved	DATE: _____
Project No: 388812	Location & Site No: PETALUMA & ABBOTT SEBASTOPOL, CA	Customer Signature: _____	DATE: _____
Date: 08.13.18	Drawn By: LC	DATE: _____	DATE: _____
	Revised: 08.27.18	Revised: 06.06.19	Revised: 11.06.19
	Revised: 05.29.19	Revised: 07.25.19	Revised: 01.08.20

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Customer: PEET'S COFFEE

Project No: 388812

Date: 08.13.18

Scale: 1/8" = 1'

Drawn By: LC

Description: PROPOSED FRONT ELEVATION

Location & Site No: PETALUMA & ABBOTT SEBASTOPOL, CA

Revised: 08.27.18

Revised: 05.28.19

Revised: 06.06.19

Revised: 07.25.19

Revised: 11.06.19

Revised: 01.08.20

Customer Approval: Copy and return to us with your signature. We will be using photos, drawings, and other information you provide to create your project. Please return signed copy back to Everbrite.

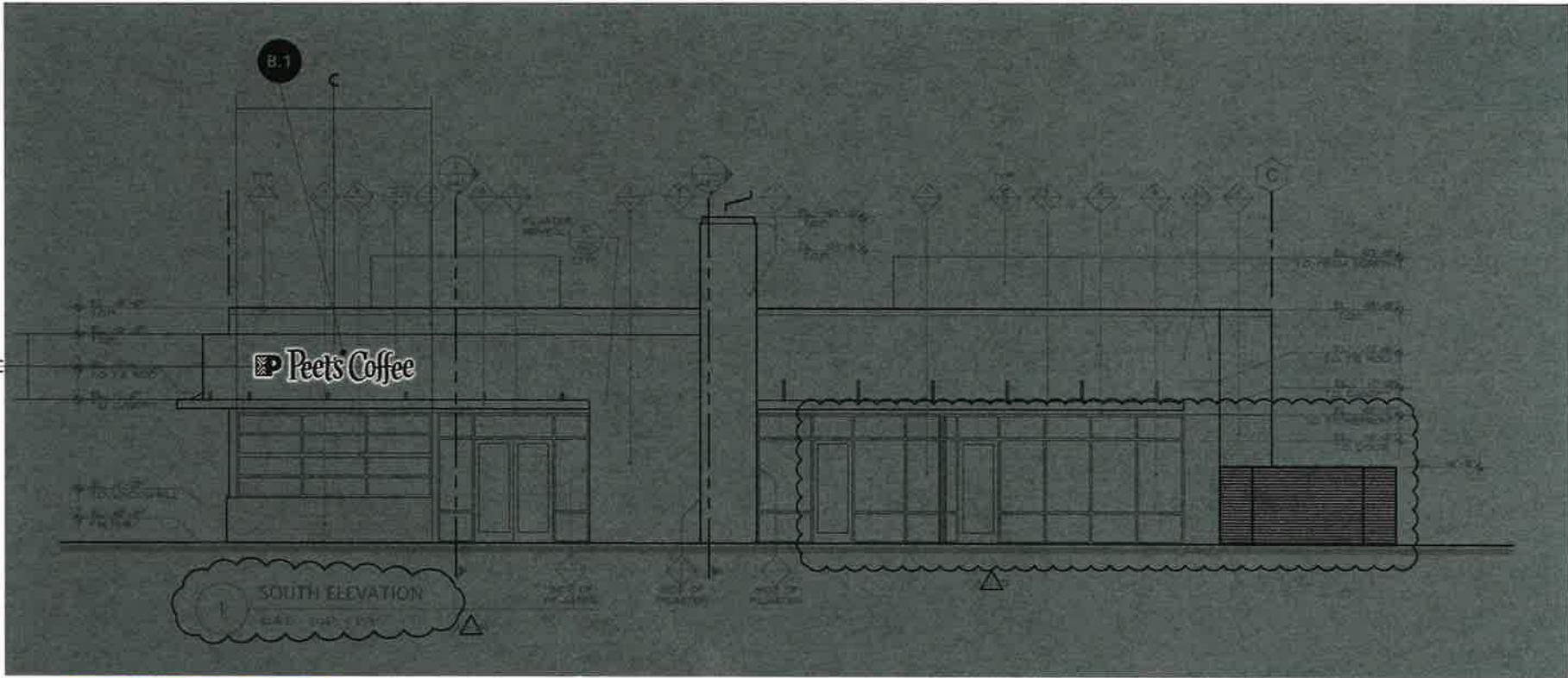
CUSTOMER SIGNATURE

LANDSCAPE SIGNATURE

DATE

DATE

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SIMULATED NIGHT VIEW



Customer: PEET'S COFFEE

Project No: 388812

Scale: 1/8" = 1'

Description: PROPOSED FRONT ELEVATION

Location & Site No: PETALUMA & ABBOTT SEBASTOPOL, CA

Customer Approval: Drawings shown on this set are prepared in accordance with the terms of the contract between the client and Everbrite LLC. The client agrees to provide all necessary information and to be bound by the terms of the contract. The client's signature and date are required for approval.

Date: 08.13.18

Drawn By: LC

Revised: 08.27.18

Revised: 05.28.19

Revised: 06.06.19

Revised: 07.25.19

Revised: 11.06.19

Revised: 01.08.20

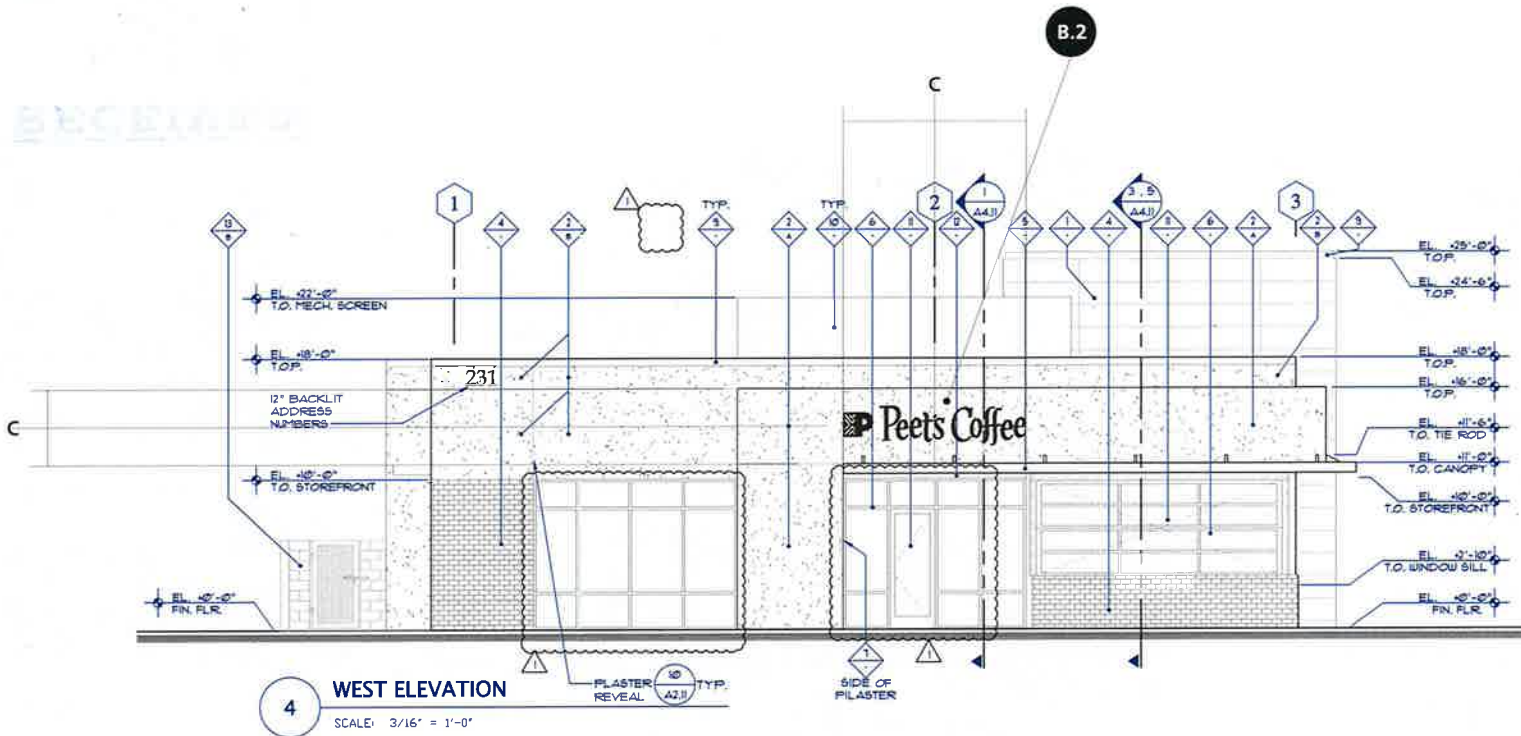
DEVELOPER SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

OWNER SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

SECRET

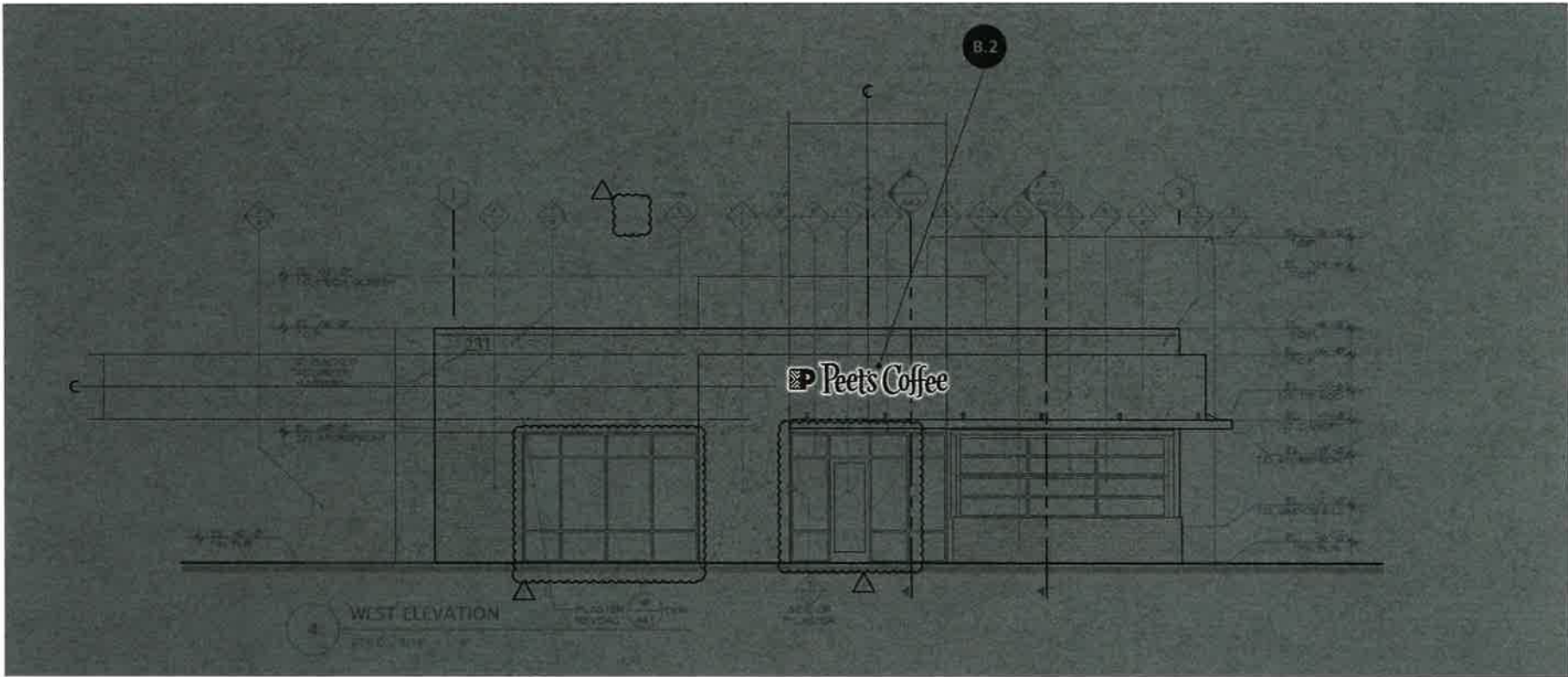


4 WEST ELEVATION  
SCALE: 3/16" = 1'-0"



Customer: PEET'S COFFEE	Description: PROPOSED RIGHT ELEVATION	Customer Approval: Drawings and values of PE will be used unless otherwise specified in conditions. Please review, mark, sign, and date. If you agree to graphics as shown above, send to location of digital print. Please email signed copy back to Everbrite.	
Project No: 388812	Location & Site No: PETALUMA & ABBOTT SEBASTOPOL, CA	CUSTOMER SIGNATURE	DATE
Date: 08.13.18	Drawn By: LC	LANDSCAPE SIGNATURE	DATE
Scale: 1/8" = 1'	Revised: 08.27.18	Revised: 06.06.19	Revised: 11.06.19
	Revised: 05.28.19	Revised: 07.25.19	Revised: 01.08.20

PAGE 6 of 9  
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**RECEIVED**  
 APR 30 2020  
 BY: *[Signature]*

SIMULATED NIGHT VIEW



Customer: PEET'S COFFEE		Description: PROPOSED RIGHT ELEVATION			<small>Customer Approval: Graphics and colors on this sheet are used unless otherwise specified by customer. Please notify Everbrite LLC by email if you agree to proceed as stated above, will be dated 07/20/20 at 11:00 AM unless stated otherwise. (07/20/20)</small>	
Project No: 388812	Scale: 1/8" = 1'	Location & Site No: PETALUMA & ABBOTT SEBASTOPOL, CA			DESIGNER'S SIGNATURE	DATE
Date: 08.13.18	Drawn By: LC	Revised: 08.27.18	Revised: 05.05.19	Revised: 11.06.19	LANDLORD'S SIGNATURE	DATE
		Revised: 05.28.19	Revised: 07.25.19	Revised: 01.08.20		

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A



5.308 SQ FT

SCALE: 1" = 1' 0"

**WINDOW GRAPHICS**

FABRICATE & INSTALL ONE (1) SET OF VINYL WINDOW GRAPHICS



Customer: PEET'S COFFEE

Description: VINYL

Customer Approval: Graphics and colors on the wall are used as-is unless specified by customer. Please review drawings carefully. By placing their order, you agree to graphics as shown above, and to scale (unless specified). Please email signed copy back to Everbrite.

Project No: 388812

Scale: 1 1/2" = 1' - 0"

Location & Site No: PETALUMA & ABBOTT SEBASTOPOL, CA

Date: 08.13.18

Drawn By: LC

Revised: 08.27.18	Revised: 06.06.19	Revised: 11.06.19
Revised: 05.28.19	Revised: 07.25.19	Revised: 01.08.20

CUSTOMER SIGNATURE

DATE

LANDSCAPE SIGNATURE

DATE

B.1 B.2



SCALE: 3/4" = 1' 0"

28.3 SQ FT

**HALO ILLUMINATED REVERSE CHANNEL LETTERS**

**COPY:**  
2" DEEP ALUMINUM REVERSE CHANNEL;  
ALUMINUM FACES; PMS BLACK 4C FINISH

**LOGO:**  
2" DEEP ALUMINUM REVERSE CHANNEL; ROUTED &  
BACKED w #2477 RENEWABLE MATTE WHITE ACRYLIC;  
FACES & RETURNS TO BE PMS BLACK 4C

HALO ILLUMINATION w WHITE LED  
(2700K)

CLEAR POLYCARBONATE BACKS; MOUNT w STUDS & SPACERS  
MOUNT TO WALL AT 1" STAND OFF

WEEP HOLES REQUIRED

QTY. 2



# SUPERCUTS

#90374  
 231 Petaluma Ave  
 Sebastopol, CA 95472



## → SCHEDULE ←

N1 - New Sign  
 N2 - New Sign  
 N3 & N4- Window & door(s) vinyl

## → Code Description ←

### CODE DESCRIPTION:

H x W x 25% (68.80 sq. ft.)  
 NTE: Max combined (35.00 sq. ft.)

## → LEGEND ←

- N1** New proposed sign
- R1** Existing sign to be refaced
- A1** Awnings

## → SIGN AREA ←

CODE/LL CRITERIA	PROPOSED
South-North NTE: 35.00 sq. ft. combined	South: 17.92 sq. ft. North: 17.92 sq. ft. (combined 35.84 sq. ft.)



Vicinity/Site Plan NTS



Yakima Office  
 2323 W. Washington Ave  
 Yakima, WA 98902  
 509.469.8186  
 800.562.2854  
 Fax 509.469.8211

10534  
 Customer Number  
**136910**  
 Quote Number  
**SC90374-SebastopolCA-910**  
 File Name

Paul Genge™  
 Salesperson  
**Todd Hamilton**  
 Drawn By  
 Checked By

September 12 2019 .75  
 Date  
**Rev-1: 9/18/19** .25  
**Rev-2: 10/14/19** .25  
**Rev-3: 10/14/19** .75  
**Rev-4: 10/14/19** .25  
**Rev-5: 10/14/19** .25  
 Revisions T: 2.5

Approved  
 Approved With Changes Noted

Customer Signature Landlord Signature  
 Date Date

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**SUPERCUTS**  
 #90374  
 231 Petaluma Ave  
 Sebastopol, CA 95472



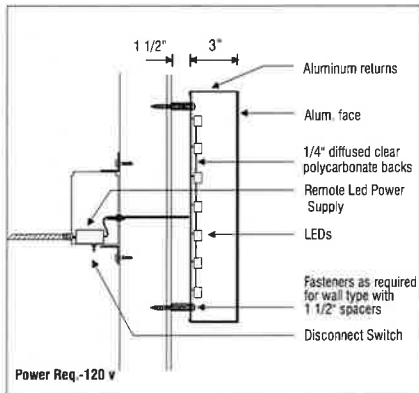
Elevation-South  
Scale: 1/2" = 1'-0"

SC-20-R-FM (17.92 sq. ft.)

**NI** Manufacture and install one (1) set of reverse pan halo illuminated letters.

3" deep reverse pan fabricated letters with GE White LED Halo illumination.  
Letters to be pegged off surface at 1 1/2"  
Paint letters to : **Red PMS 711c**

All components are U.L. listed items with installation conforming to U.L. standards



Existing Conditions  
NTS



New  
NTS



Yakima Office  
2323 W. Washington Ave  
Yakima, WA 98902  
509.469.8186  
800.562.2854  
Fax 509.469.8211

10534  
Customer Number  
136910  
Quote Number  
SC90374-SebastopolCA-910  
File Name

Paul Genge  
Salesperson  
Todd Hamilton  
Drawn By  
Checked By

September 12 2019 .75  
Date  
Rev-1: 9/18/19 .25  
Rev-2: 10/14/19 .25  
Rev-3: 10/14/19 .75  
Rev-4: 10/14/19 .25  
Rev-5: 10/14/19 .25  
Revisions T: 2.5

Approved  
 Approved With Changes Noted  
Customer Signature Landlord Signature  
Date Date

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**SUPERCUTS**  
#90374  
231 Petaluma Ave  
Sebastopol, CA 95472



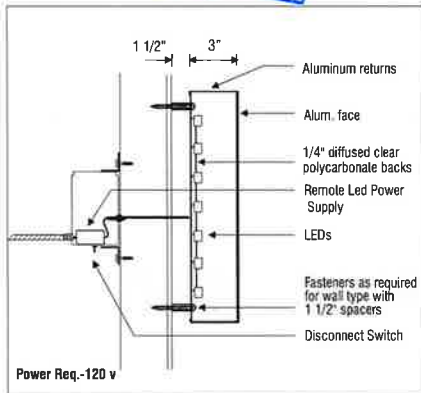
Elevation-North  
Scale: 1/2" = 1'-0"

SC-20-R-FM (17.92 sq. ft.)

**N2** Manufacture and install one (1) set of reverse pan halo illuminated letters.

3" deep reverse pan fabricated letters with GE White LED Halo illumination.  
Letters to be pegged off surface at 1 1/2"  
Paint letters to : **Red PMS 711c**

All components are U.L. listed items with installation conforming to U.L. standards



Existing Conditions  
NTS



New  
NTS



Yakima Office  
2323 W. Washington Ave  
Yakima, WA 98902  
509.469.8186  
800.562.2854  
Fax 509.469.8211

10534  
Customer Number  
136910  
Quote Number  
SC90374-SebastopolCA-910  
File Name

Paul Genge  
Salesperson  
Todd Hamilton  
Drawn By  
Checked By

September 12 2019 .75  
Date  
Rev-1: 9/18/19 .25  
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Rev-3: 10/14/19 .75  
Rev-4: 10/14/19 .25  
Rev-5: 10/14/19 .25  
Revisions T: 2.5

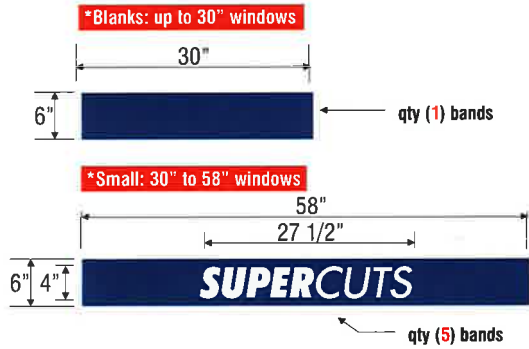
Approved  
 Approved With Changes Noted

Customer Signature Landlord Signature  
Date Date

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This drawing is intended to provide a reasonable representation of the final manufactured article. Fasteners and seams in materials may not be represented exactly as they will be fabricated. Colors on prints may not accurately depict specific colors.

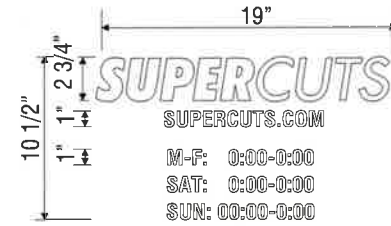
**SUPERCUTS**  
#90374  
231 Petaluma Ave  
Sebastopol, CA 95472



Store Front Window Bands  
Scale: 1/2"=1'

**N3** Manufacture and install a total of (6) first surface 3M custom Blue (PMS 541) white window bands.

Apply graphic band to center of window, trim ends as needed.  
Top of graphic band to be at 3'-0" above finished floor (AFF).

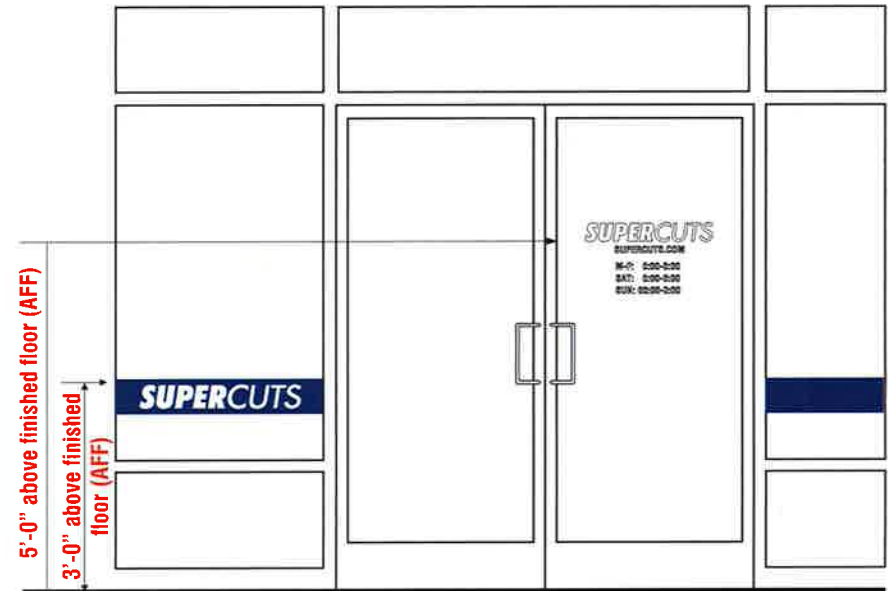


Store Front Door Graphics  
Scale: 1"=1'

**N4** Manufacture and install (2) first surface 3M white opaque door vinyl.

Bottom of "SUPERCUTS" to be 5'-0" above finished floor (AFF).

**\*Actual Store Hours Required**



Store Front Window Graphics  
Scale: NTS

(sample layout only)