

City Council  
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Vice Mayor Una Glass  
Michael Carnacchi  
Sarah Glade Gurney  
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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: September 16, 2020  
Agenda Item: 7B  
To: Design Review Board  
From: Alan Montes, Associate Planner  
Subject: Sign Permit  
Recommendation: Approval of Sign Permit  
Applicant/Owner: Crispin Zamorano / Robert H. Schwab  
File Number: 2020-050  
Address: 218 N. Main St.  
CEQA Status: Categorical Exemption: Section 15311: Class 11  
General Plan: Central Core (CC)  
Zoning: Downtown Commercial (CD)

### **Introduction:**

The application under consideration is a sign permit for Rite Aid at 218 North Main Street. The project is required to be reviewed by the Design Review Board (Board) as the sign is illuminated and exceeds 25 sq. ft.

### **Project Description:**

The project is requesting a sign review for one halo lit, individual channel letter signs to be located on the West elevation (facing North Main St.). The sign will include Rite Aid's Logo and read "Rite Aid". The sign measures 4'-9.375" by 22'-0.125", for a total sign area of approximately 105.78 sq. ft. The sign will utilize white, blue, and green colors and is proposed to have 5000K (daylight) halo illumination.

### **Zoning 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.).*

The subject building has only one tenant and a building frontage exceeding 125 sq. ft. (facing the right-of-way). This allows for a maximum sign area of 175 sq. ft. The applicant has proposed a total of 105.75 sq. ft. of signage, which is consistent with this regulation.

2. §17.120.050(C)(2) - Lighting of Signs. *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.*

The application has proposed individual channel letters with halo illumination. The illumination will be achieved through LED lights that will shine behind and around the letters with a 5000K (daylight) hue.

3. §17.120.060(C)(2) - Permitted Signs. *A maximum of two window, awning, wall, or fascia business identification signs are permitted for each ground floor use or tenant.*

The application has proposed one sign for the building, which is consistent with this standard.

**Environmental Review:**

The project is categorically exempt from the requirements of the California Environmental Quality Act, pursuant to Section 15311, Class 11, in that it involves the installation of an on-premise sign.

**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 following City departments reviewed the application: Building and Safety, Fire, and City Manager. The only Department comment that was received was from the City Manager's office stating that any work done within the sidewalk will require an encroachment permit.

**Required Findings:**

Sign Review Findings:

- 1) *The design of the proposal would be compatible with the neighborhood and with the general visual character of Sebastopol;*
- 2) *The design provides appropriate transitions and relationships to adjacent properties and the public right-of-way;*
- 3) *It would not impair the desirability of investment or occupation in the neighborhood;*
- 4) *The design is internally consistent and harmonious;*
- 5) *The design is in conformity with any guidelines and standards adopted pursuant to this chapter.*

**Analysis:**

The sign is consistent with the number of signs and square footage allotted to signs. The sign is large but is in scale with the building. Staff would recommend requiring the LED lights to be 2700K, to be consistent with the precedent set by the City Council and Board, and also consistent with other signage in the downtown area.

While the size of the sign is large, the site and elevation are also large, and the building is significantly set back from the street. The proposed sign (105.75) is slightly larger than the existing sign (104.84), but is comparable which leads staff to believe the size is acceptable. Additionally, while the graphics are 'corporate' and not unique to Sebastopol, the signage does provide updated graphics which staff believes will enhance and improve the exterior.

**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 as found in Exhibit A -Recommended Findings of Approval, and subject to the Recommended Conditions of Approval found in Exhibit B (requiring the halo illumination be limited to 2700K (warm white light).), and any additional or modified conditions the Board determines is appropriate.

**Exhibits:**

- A. Recommended Findings of Approval
- B. Recommended Conditions of Approval

**Attachments:**

- 1) Application Documents

**RECOMMENDED FINDINGS OF APPROVAL**  
**Sign Permit**  
**218 North Main Street**  
**File #2020-050**

**Recommended Findings of Approval for Sign Permit:**

1. That the project is categorically exempt from the requirements of the California Environmental Quality Act, pursuant to Section 15311, Class 11, in that it involves the installation of one on-premises sign.
2. That the design, as conditioned, will be compatible with the neighborhood and the general visual character of Sebastopol in that the signs are consistent in design, color, size, and number of signs to other wall signs found throughout Sebastopol.
3. That the design of the signs provides appropriate transitions and relationships to adjacent properties and the public right of way in that the sign will be mounted directly on the building façade and will not inhibit pedestrian or vehicular traffic on adjacent walkway or roadways.
4. That the project, as conditioned, will not impair the desirability of investment or occupation in the neighborhood in that it involves the installation of one high quality wall sign that is consistent with the City's Sign Ordinance, in that it involves the installation of one wall sign.
5. That the design, as conditioned, will be internally consistent and harmonious in that the wall mounted signs will have consistent and harmonious style, color and theme to other surrounding businesses.
6. That the design, as conditioned, will be in conformity with the guidelines and standards adopted pursuant to this chapter, in that; 1) the project as conditioned complies with the allowed number of signs; 2) the sign is consistent with the maximum signage area.; and 3) the illumination has been reviewed by the Design Review Board and has been appropriately conditioned in order to be compatible with the vicinity in which the project is located.

**RECOMMENDED CONDITIONS OF APPROVAL**  
**Sign Permit**  
**218 North Main Street**  
**File #2020-050**

**Recommended Conditions of Approval:**

1. Approval is granted for the Sign Permit described in the application and project plans dated July 23, 2020 and revised on August 24, 2020, except as modified by these conditions of approval.
2. This approval permits one 105.33 sq. ft. halo illuminated sign facing North Main Street.
3. The signs shall be a reverse pan channel letter sign (the face of the sign will not let light shine through the face of the sign) and that the illumination shall be limited to 2700 Kelvin.
4. 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.
5. 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.
6. The Planning Director shall interpret applicable requirements in the event of any redundancy or conflict in conditions of approval.
7. This approval is valid for a period of three (3) years during which time the rights granted must be exercised. However, the applicant may request one (1) one-year extension of this Use Permit from the Planning Director, pursuant to Zoning Ordinance §17.400.100.
8. The City of Sebastopol and its agents, officers and employees shall be defended, indemnified, and held harmless from any claim, action or proceedings against the City, or its agents, officers and employees to attach, set aside, void, or annul the approval of this application or the environmental determination which accompanies it, or which otherwise arises out of or in connection with the City's action on this application, including but not limited to, damages, costs, expenses, attorney's fees, or expert witness fees.



# 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:	218 N. Main St Sebastopol, CA 95472
PARCEL #:	
PARCEL AREA:	

### FOR CITY USE ONLY

PLANNING FILE #:	20201050
DATE FILED:	07.23.20
TOTAL FEES PAID: \$	395
RECEIVED BY:	<i>[Signature]</i>
DATE APPLICATION DEEMED COMPLETE:	

### APPLICANT OR AGENT:

Name: Crispin Zamorano  
 Email Address: cris@visiblegraphics.com  
 Mailing Address: 9736 Eton Ave  
 City/State/Zip: Chatsworth, CA 91311  
 Phone: 818-402-5447  
 Fax: \_\_\_\_\_  
 Business License #: 745555  
 Signature: *[Signature]*  
 Date: 7/8/2020

### OWNER OF PROPERTY

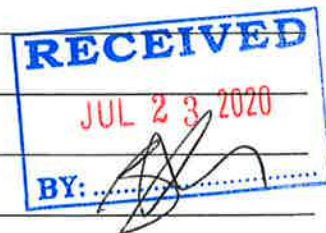
#### IF OTHER THAN APPLICANT:

Name: Robert H. Schwab  
 Email Address: \_\_\_\_\_  
 Mailing Address: 10940 Wilshire Blvd #2250  
 City/State/Zip: Los Angeles, CA 90024  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Business License #: \_\_\_\_\_  
 Signature: SEE ATTACHED  
*I certify that this application is being made with my consent.*  
 Date: 7/8/2020

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

Name: Jeannette Diaz  
 Email Address: jeannette@visiblegraphics.com  
 Mailing Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: 818-787-0477  
 Fax: \_\_\_\_\_

Name: \_\_\_\_\_  
 Email Address: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_





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## SIGN APPLICATION FORM

### PROJECT INFORMATION:

ADDRESS:	218 N. Main St., Sebastopol, CA 95472
PARCEL #:	
PARCEL AREA:	

### FOR CITY USE ONLY

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

### APPLICANT OR AGENT:

Name: CRISPIN ZAMORANO

Email Address: CRIS@VISIBLEGRAPHICS.COM

Mailing Address: 9736 ETON AVE.  
CHATSWORTH, CA 91311

City/State/Zip: CHATSWORTH, CA 91311

Phone: 818-402-5447

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

Business License #: 745555

Signature: *Crispin Zamorano*

Date: 8/20/2020

### OWNER OF PROPERTY IF OTHER THAN APPLICANT:

Name: ROBERT H. SCHWAR

Email Address: \_\_\_\_\_

Mailing Address: 10940 WILSHIRE BLVD #2250  
LOS ANGELES, CA 90024

City/State/Zip: LOS ANGELES, CA 90024

Phone: \_\_\_\_\_

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

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

Signature: *Robert H. Schwarz*

Date: 8/20/20

**SIGN HERE**

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

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

Name: JEANNETTE DIAZ

Email Address: JEANNETTE@VISIBLEGRAPHICS.COM

Mailing Address: 9736 ETON AVE.  
CHATSWORTH, CA 91311

City/State/Zip: CHATSWORTH, CA 91311

Phone: 818-787-0477

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):

Replacement of current signage, propose new set of channel letters, wall mounted, illuminated

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

RITE AID

**DEVELOPMENT DATA:**

<b>SQUARE FEET BUILDING EXISTING:</b>	104.86 SQ. FT			
<b>BUILDING FRONTAGE (IN FEET):</b>	154'			
<b># OF SIGNS CURRENTLY ON PROPERTY</b>	1			
<b>EXISTING SIGN TYPE(S):</b>	RITE AID			
<b>EXISTING SIGN LOCATION(S):</b>	FRONT BUILDING			
<b>SIGN SIZE(S):</b>	HEIGHT: 25'-2" LENGTH: 4'-2"	HEIGHT: LENGTH:	HEIGHT: LENGTH:	HEIGHT: LENGTH:
<b># OF SIGNS PROPOSED</b>	1			
<b>*PROPOSED SIGN TYPE(S):</b>	RITE AID			
<b>PROPOSED SIGN LOCATION(S):</b>	FRONT BUILDING			
<b>SIGN SIZE(S):</b>	HEIGHT: LENGTH: 4'-9 3/8 x 22'-1/8"	HEIGHT: LENGTH:	HEIGHT: LENGTH:	HEIGHT: LENGTH:
	Is ILLUMINATION PROPOSED? <input checked="" 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.

**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

8/20/2020

Date Signed

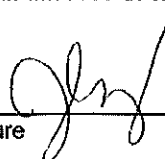
Planning File Number

**NOTE:** The purpose of the indemnification agreement is to allow the City to be held harmless in terms of potential legal costs and liabilities in conjunction with permit processing and approval.

**NOTICE OF MAILING:**

Email addresses or facsimiles will be used for sending out staff reports and agendas to applicants, their representatives, property owners, and others to be notified.

Please sign and acknowledge you have been notified of the Notice of Mailing for applications and have provided an email address or fax number.

  
Signature

JEANNETTE DIAZ

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.



Store #06031  
218 N. Main St.  
Sebastopol, CA 95472  
08-24-2020

Reimage Sign  
Company:



NATIONAL SIGN FABRICATION,  
PROJECT MANAGEMENT AND DESIGN  
LICENSE# 745555 TYPE C-45 EXP: 07/31/2020

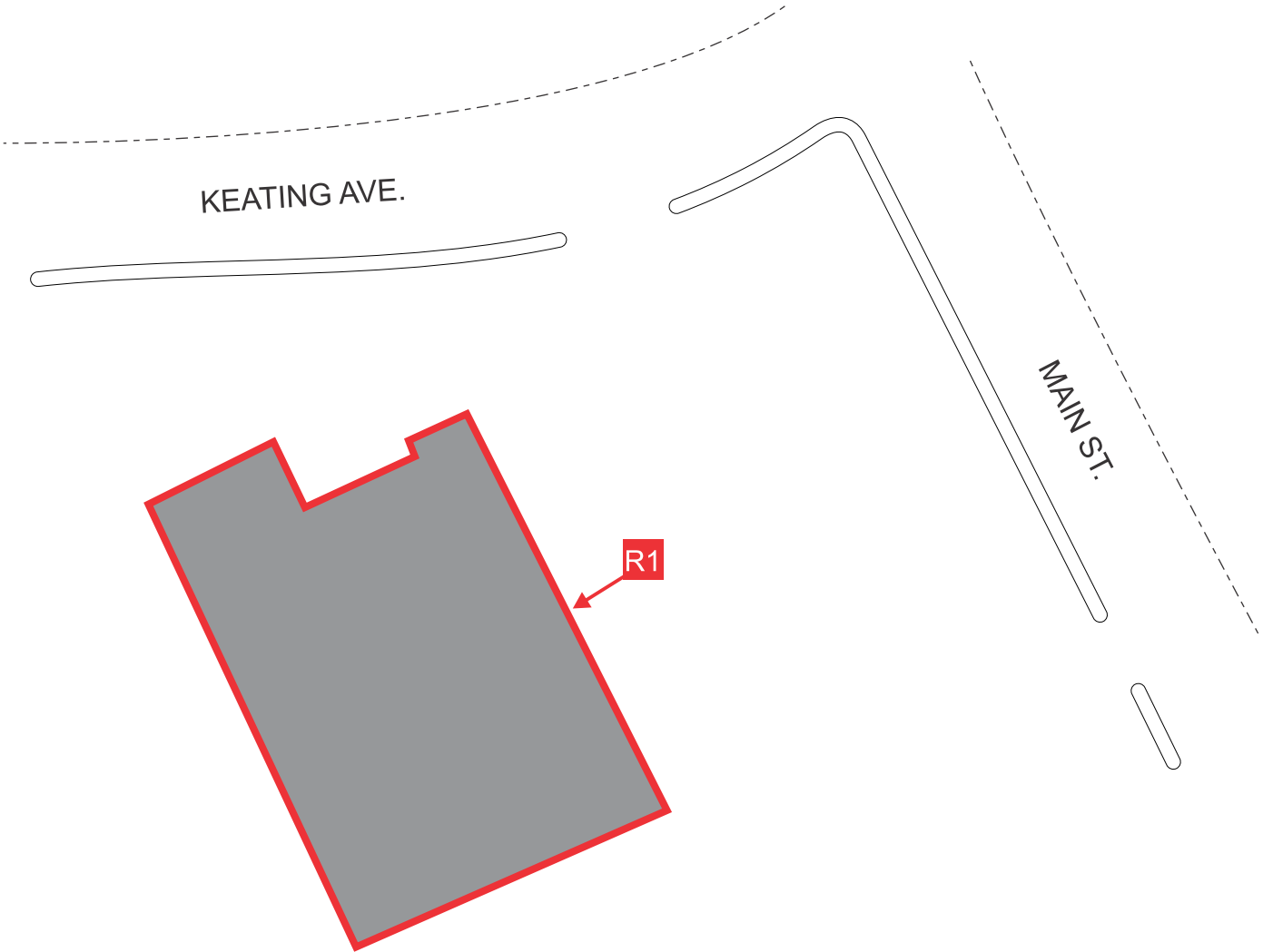
V I S I B L E G R A P H I C S

9736 Elon Avenue, Chatsworth, CA 91311  
T 818.787.0477 Fax 818.787.0415 www.visiblegraphics.com

Rite Aid  
R. Adair

date:  
05/02/2020

SITE OVERVIEW



Store #06031  
218 N. Main St.  
Sebastopol, CA 95472  
Project

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# EAST ENTRANCE

## EXISTING



## PROPOSED



### EXISTING SIGNAGE

E1: Main Entrance ID #1 - 25'-2" x 4'-2"

Existing Sq Ft: 104.86

### PROPOSED SIGNAGE

R1: NEW 40" RITE AID Halo Illuminated Channel Letter Set. Internally LED Illuminated. Logo Blue & Green/Day & White Halo/Night. Letterset Blue & Green/Day & White Halo/Night. Faces & Returns painted White, PMS 376c & PMS 293c (Semi Gloss). Direct Mount with Stand-Offs. **BOXED SQ. FT.: 105.33**

NOTE: NEW signs to include all power supplies.

Proposed Sq Ft: 105.33

Allowable Sq Ft:



Store #06031  
218 N. Main St.  
Sebastopol, CA 95472




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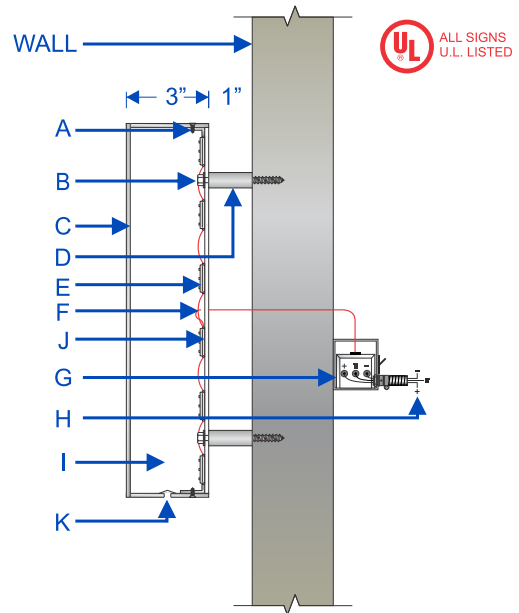
# EAST ENTRANCE



## Halo Illuminated Channel Letter Set Stand-Off Mounted

- A** #6 SCREW, PAINTED TO MATCH TRIM CAP
- B** FOR USE WITH WOOD OR EIFS WALL SYSTEMS  
1-1/2" MIN PENETRATIONS (EXCL. TIP)
- C** ALUMINUM FACE
- D** ALUMINUM SPACER
- E** SLOAN PRISM 500k WHITE LEDs
- F** LOW VOLTAGE WIRE (12V DC) THROUGH WALL
- G** 12V DC LED POWER TRANSFORMER  
W/ DISCONNECT SWITCH AS REQUIRED
- H** 20A CIRCUIT AT 120 V POWER FEED  
(PROVIDED BY OTHERS)
- I** .040 ALUMINUM RETURNS,  
PRE-FINISHED SEMI-WHITE ALUMINUM
- J** CLEAR ACRYLIC BACKER
- K** (2) 1/4" WEEP HOLES W/ INTERNAL LIGHT BAFFLE

COLOR KEY	
	WHITE
	3M 3630-157 SULTAN BLUE 3M 3635-157 SULTAN BLUE
	PMS 367 C 3M 3630-5357 GREEN



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