



City of Sebastopol Design Review Board Staff Report

Meeting Date: December 21, 2022
Agenda Item: 7A
To: Design Review Board
From: John Jay, Associate Planner

Subject: Sign Exception
Recommendation: Approval with conditions
Applicant/Owner: Ainor Signs/David Key
File Number: 2022-014
Address: 250 Morris Street
CEQA Status: Exempt
General Plan: LI (Industrial Light)
Zoning: M (Industrial)

Introduction:

The applicant, Ainor Signs is proposing to add and update the signage at 250 Morris Street. The application includes adding three flat cut out letter wall signs, one address sign and three additional non-illuminated directional signs and two vinyl and banner signs. Of the new signage being proposed the Board will be deciding on the allowance for an additional wall sign to be added on site.

Project Description:

The project proposes to have three wall signs posted on the South, North, and East side of the building. Noted within the plan set the East and North elevation signs are 63 square feet and the South elevation sign measures 49 square feet. At the previous Design Review Board meeting held on October 5, 2022, the Board provided input to the applicant that the need for internal illumination was not something that was needed given the hours of operation and location of the project site and its proximity to the Laguna de Santa Rosa. The applicant has taken those comments received by the board and made the appropriate modifications to the plans as a part of this report.

Environmental Review:

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 on-premises signage.

General Plan Consistency:

The project is consistent with the General Plan in that it proposes signage in a district that allows for such and encourages the rehabilitation of existing commercial, office, and industrial buildings as noted in Policy EV 5-2 of the General Plan.

Zoning Ordinance Consistency:

The project site is located within the Industrial M district and per Sebastopol Municipal Code section 17.120, businesses are allowed to provide signage on site. As laid out in that section each building is allowed one monument sign; a maximum of two window, awning, wall or fascia business signs; and a maximum of two area identification signs per entry.

Should an applicant want to exceed these allowances a Sign Exception must be filed with the City, and is heard by the City’s Design Review Board. The intent behind the Exception is to allow flexibility to the sign regulations while still fulfilling the purpose of the regulations.

This application as proposed would require approval of two Sign Exceptions – one for the total square footage of allowed signage, and one to allow a third sign.

Public Comment:

As of writing this staff report the Planning Department has received no public comment.

City Departmental Comment:

Staff routed this application out to the various City departments and did not receive any comments.

Required Findings:

Per Chapter 17.120.020 B.3 Exceptions of the Sebastopol Municipal Code the following findings must be made.

- 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.

Analysis:

Project background:

The board first heard this request at their October 5, 2022, meeting and provided recommendations to staff and the applicant that removal of the monument sign as it was not needed for the site. The board also addressed the internal illumination request and made it clear to the applicant that internal illumination for this project did not feel appropriate for the site as the hours of operations for the repair shop would be closed when the lights would likely come on during the evening hours. It was also discussed at the meeting that granting the additional wall sign would possibly crowd the site with signage as it proposed 3 wall signs and a monument sign on the corner of Morris Street. The consideration that was provided by the Design Review Board was to either allow the additional wall sign and keep the monument sign or allow the additional wall sign and remove the monument sign. Lastly, the board provided direction to the

applicant to come back with a revised set of plans for the three wall signs to equate to the 175 total square feet and non-internal illumination signage.

The project now proposes three wall signs on the north, south, and eastern side of the building with the East and North elevation signs measuring 63 square feet and the South elevation sign measuring 49 square feet. in size. Table 17.120-1 provides the allowable sign area by building frontage; this property has two building frontages which face two public rights-of-way; both frontages are allowed to be calculated for the maximum allowed sign area. With that, the maximum allowed sign area is 175 Square feet of signage for this site. With the revisions made by the applicant the project now provides three wall signs that equate to 175 total square feet and are no longer internally illuminated. SMC section 17.120.060 states that all businesses located within the Industrial (M) district are allowed a maximum of two window, awning, wall, or fascia building identification signs. As the project still proposes to include three total wall signs, a sign exception is still required.

Recommendation:

Staff believes the proposed use is compatible with the site, and recommends approval, subject to the following key conditions:

- Allow the three signs but reduce the size of each of the three signs so that the overall square footage of these signs meets the 175 square foot limit.

If it is the consensus of the Design Review Board that the proposed use is compatible with the site and surrounding uses, 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, and any additional or modified conditions the Design Review Board determines is appropriate.

Attachments:

Exhibit A – Recommended Findings of Approval
Exhibit B – Recommended Conditions of Approval
Application documents

EXHIBIT A
RECOMMENDED FINDINGS OF APPROVAL

Sign Exception
250 Morris Street
APN 004-011-073, 2022-014

1. 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
 - a. *In that the project as conditioned will allow for better way finding of the building coming from multiple entrances to the building.*

2. 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
 - a. *In that the project as conditioned will provide updated signage to an older building façade.*

3. 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.
 - a. *In that the granting of an additional wall sign will not grant a special privilege as the total square footage of the signage will still be within the allowance of the sign ordinance.*

EXHIBIT B
RECOMMENDED CONDITIONS OF APPROVAL

Sign Exception
250 Morris Street
APN 004-011-073, 2022-014

1. Plans and elevations shall be in substantial conformance with plans prepared by Image National Signs, and stamped received on February 15, 2022, and on file at the City of Sebastopol Planning Department, except as modified herein:
 - a. Plans to show the three wall signs equate to the total of 175 square feet.
2. 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.
3. The Planning Director shall interpret applicable requirements in the event of any redundancy or conflict in conditions of approval.
4. Pursuant to section 17.120.100(c) of the Sign Regulations within the City of Sebastopol municipal Code, all signs shall be maintained in a safe, presentable and good structural material condition at all times. The owner of the sign, or authorized representative, shall be responsible for its proper maintenance, repair, and replacement of signs.
5. Approval is valid for three (3) years, except that the applicant may request a one (1) year extension of this approval from the Planning Director, pursuant to Section 17.400.100 of the Zoning Ordinance.
6. An Encroachment Permit may be required prior to sign installation. Please contact the Engineering Department at (707) 823-2151, prior to installation, if work will be performed or materials placed in the public right-of-way.



Conceptual Artwork
 Technically Verified

DESIGN SIGN STATUS - WALL SIGNS								COMPONENTS				
SIGN #	LOCATION	SIGN TYPE	CODE ALLOWANCE	PROPOSED SQ FT	TECHNICALLY VERIFIED	CUSTOMER EXCEPTION APPROVAL	COMMENTS	01- Steel	02- Digital	03- Electrical	04- Aluminum	05- Misc
1	SOUTH ELEVATION	CUSTOM - FCO LETTERS ON BACKER PANEL	125 SF	49.0 SF	X		TABLE ONLY GOES TO 76' - 100' = 125.0 SF					
2	EAST ELEVATION	CUSTOM - FCO LETTERS ON BACKER PANEL	73 SF	63.0 SF	X		TABLE: FRONTAGE 58'-3" = 73.0 SF					
3	NORTH ELEVATION	CUSTOM - FCO LETTERS ON BACKER PANEL	125 SF	63.0 SF	X		TABLE ONLY GOES TO 76' - 100' = 125.0 SF					

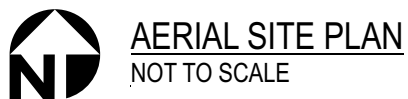
TOTAL WALL SIGN AREA ALLOWED - TABLE OF SF ALLOWED BASED ON FRONTAGE.
 TOTAL NUMBER OF WALL SIGNS ALLOWED - NO LIMIT FOLLOW SIZE

DESIGN SIGN STATUS - DIRECTIONALS/PANELS												
SIGN #	LOCATION	SIGN TYPE	CODE ALLOWANCE	PROPOSED SQ FT	TECHNICALLY VERIFIED	CUSTOMER EXCEPTION APPROVAL	COMMENTS	01- Steel	02- Digital	03- Electrical	04- Aluminum	05- Misc
5	NORTH ELEVATION	NON-ILLUMINATED OFFICE DIRECTIONAL	2.0 SF	12.0 SF	X		EXISTING DIRECTIONAL SIGN IS 12.0 SF					
6	EAST ELEVATION	ADDRESS FCO'S	2.0 SF	1.51 SF	X							
7	NORTH ELEVATION	NON-ILLUMINATED OFFICE PANEL	2.0 SF	1.5 SF	X							
8	NORTH ELEVATION	NON-ILLUMINATED PARTS DLVY. PANEL	2.0 SF	1.5 SF	X							

TOTAL DIRECTIONAL SIGNS ALLOWED - MAX 2 SF, 2 PER ENTRY, MAX HT. 5 FEET

DESIGN SIGN STATUS - VINYL AND BANNERS DO NOT SHOW THESE ON SITE MAP												
SIGN #	LOCATION	SIGN TYPE	CODE ALLOWANCE	PROPOSED SQ FT	TECHNICALLY VERIFIED	CUSTOMER EXCEPTION APPROVAL	COMMENTS	01- Steel	02- Digital	03- Electrical	04- Aluminum	05- Misc
9	S & SE ELEVATIONS	ACQ. BANNERS - QTY 2										
10	NORTH ELEVATION	D/F S/W BOARD										

TOTAL BANNER SIGNS ALLOWED - NOT STIPULATED; MUST BE INSTALLED ON THE BUILDING ONLY



It is the intent and purpose of this color rendering to provide a basic color representation of your sign finish and color. However, digital media and printed colors will vary from actual paint finish and color. Existing painted surfaces will have a perceptible difference in shade and sheen from your sign finish. Providing a sample of the paint you wish to match or a Matthews paint color formula will minimize the differences.

<p>16265 Star Road Nampa, ID 83687 - toll free: 800.592.8058 - tele: 208.345.4020 WWW.imagenational.com</p>	<p>NAMPA PLANT - UL #433195-001</p> <p>U.S. & P.R. - All signs conform to UL-48/2161 (labeled accordingly) & must comply with UL-41.1 install procedures. Canada - all signs must be CAS compliant. This sign(s) is intended to be installed in accordance with requirements of article 600 of the National Electrical Code and/or applicable local codes. This includes proper grounding and bonding of the sign.</p>	Client: CALIBER COLLISION	Design Number: TG-CS-1197-21	File Location: CCC-1275-SebastopolCA-120722-R2	Page No.
		Site: SITE # 1275 250 MORRIS ST. SEBASTOPOL, CA 95472	Date: 10/20/22	Drawing type: TECHNICAL	1 of 8
			Designer: SP/Sb	Rev:	
			Account Manager: MR		

EXISTING CONDITIONS



PROPOSED CONDITIONS



SOUTH ELEVATION

SCALE: 1/8" = 1'-0"

FABRICATION SPECIFICATIONS

1	PANEL	MATERIAL	1/8" ALUMINUM
		COLOR	PER COLOR KEY (P1)
		MOUNTING	1/4" x 6" STUDS
2	FCO LETTERS	MATERIAL	1/2" WHITE ACRYLIC
		COLOR	PER COLOR KEY (V1)(V2)
		MOUNTING	#10 x 3/8" C.S. SCREWS

NOTES

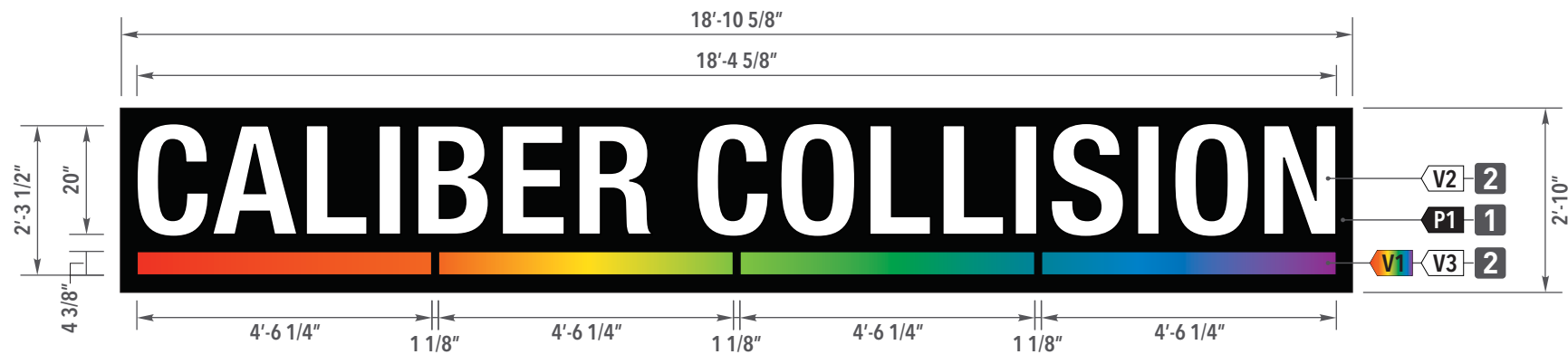
N	MOUNTING HARDWARE PAINTED TO MATCH BACKGROUND OF SIGN.
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COLOR KEY

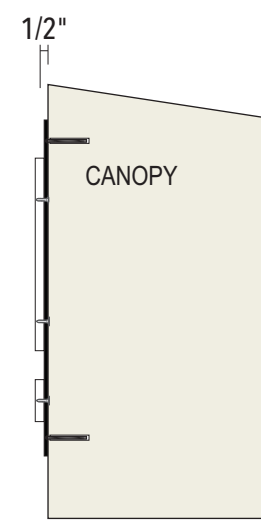
V1	VINYL	3M REFLECTIVE WHITE VINYL (TBD)
V2	VINYL	3M IJ5100R-10 REFLECTIVE WHITE
V3	VINYL	3M 3660M UV PROTECTIVE FILM- ENTIRE FACE
P1	PAINT	MP 923 BLACK SATIN FINISH

NOTE: THE COLORS DEPICTED ON THIS RENDERING REPRESENT COLOR INTENT ONLY AND MAY NOT MATCH ACTUAL COLORS ON FINISHED PRODUCT. PLEASE REFER TO COLOR CALL-OUTS AND SPECIFIED VENDOR SAMPLES FOR APPROVED COLOR SPECIFICATIONS.

Upon arrival at the job site, if you find any differences between the design and the physical characteristics of the building, which might require repositioning of the signs, OR if someone on the job site tells you to install the signs in a different position than is called for on the designs, stop immediately and call one of the following for authorization: **Image National, Inc.**
Melina Rojas: (208) 287-1953
Jenny Goossens: (208) 287-1908
 Failure to do so may result in the installer having to bear the expense of reinstalling the sign in the correct position.



1 **CUSTOM - FLAT CUT OUT LETTERS ON BACKER PANEL** AREA: 49.0 SQ. FT.
 SCALE: 3/8" = 1'-0"



It is the intent and purpose of this color rendering to provide a basic color representation of your sign finish and color. However, digital media and printed colors will vary from actual paint finish and color. Existing painted surfaces will have a perceptible difference in shade and sheen from your sign finish. Providing a sample of the paint you wish to match or a Matthews paint color formula will minimize the differences.

image national signs **in**
 16265 Star Road Nampa, ID 83687 - toll free: 800.592.8058 - tele: 208.345.4020
WWW.imagenational.com

UL UNDERWRITERS LABORATORIES ELECTRIC SIGN
 NAMPAL PLANT - UL #433195-001
 U.S. & P.R. - All signs conform to UL-48/2161 (labeled accordingly) & must comply with UL-41.1 install procedures. Canada - all signs must be CAS compliant. This sign(s) is intended to be installed in accordance with requirements of article 600 of the National Electrical Code and/or applicable local codes. This includes proper grounding and bonding of the sign.

Client: CALIBER COLLISION
Site: SITE # 1275
 250 MORRIS ST.
 SEBASTOPOL, CA 95472

Design Number: TG-CS-1197-21
Date: 10/20/22
Designer: SP/Sb
Account Manager: MR

File Location: CCC-1275-SebastopolCA-120722-R2
Drawing type: TECHNICAL
Rev:

Page No.
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EXISTING CONDITIONS



EAST ELEVATION

SCALE: 3/32" = 1'-0"

PROPOSED CONDITIONS



CURRENT ADDRESS NUMBERS SEEM OBSCURED.

RECOMMEND MFG. NEW FCO'S AND PLACING THEM HIGHER BECAUSE OF THE HEIGHT OF THE CURRENT BUILDING AND LANDSCAPING.

FABRICATION SPECIFICATIONS

1	PANEL	MATERIAL	1/8" ALUMINUM
		COLOR	PER COLOR KEY (P1)
		MOUNTING	1/4" x 6" STUDS
2	FCO LETTERS	MATERIAL	1/2" WHITE ACRYLIC
		COLOR	PER COLOR KEY (V1)(V2)
		MOUNTING	#10 x 3/8" C.S. SCREWS
3	FCO NUMBERS	MATERIAL	1/2" BLACK ACRYLIC
		COLOR	PER COLOR KEY (P1)
		MOUNTING	1/4" x 6" STUDS

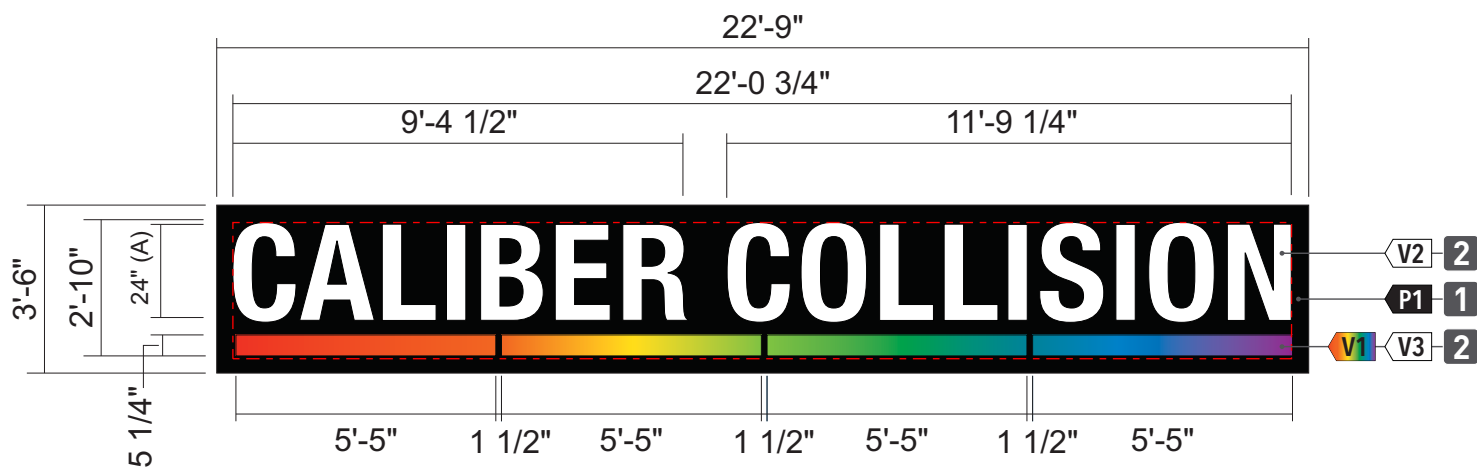
NOTES

- N** MOUNTING HARDWARE PAINTED TO MATCH BACKGROUND OF SIGN. REMOVE EXISTING ADDRESS DECALS FROM BUILDING WINDOWS

COLOR KEY

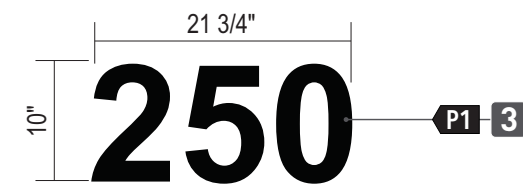
V1	VINYL	3M REFLECTIVE WHITE VINYL (TBD)
V2	VINYL	3M IJ5100R-10 REFLECTIVE WHITE
V3	VINYL	3M 3660M UV PROTECTIVE FILM- ENTIRE FACE
P1	PAINT	MP 923 BLACK SATIN FINISH

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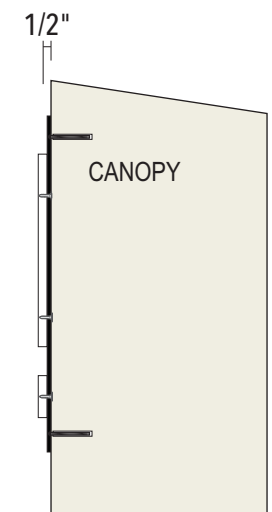
2 CUSTOM - FLAT CUT OUT LETTERS ON BACKER
SCALE: 1/4"=1'-0"

63.0 SF - BOXED



6 FCO ADDRESS NUMBERS
SCALE: 3/4"=1'-0"

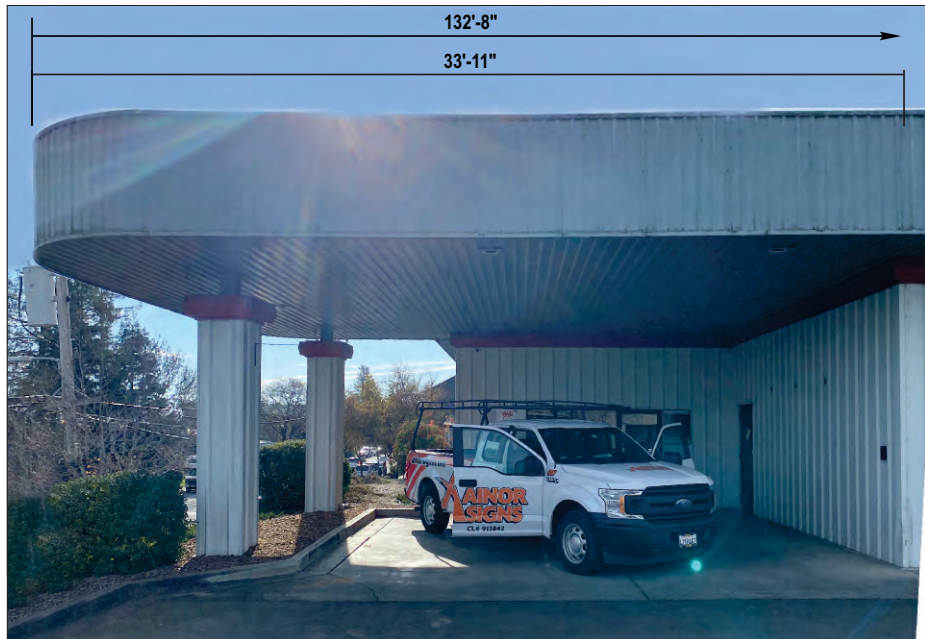
1.51 SF - BOXED



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		<p>Site: SITE # 1275 250 MORRIS ST. SEBASTOPOL, CA 95472</p>	<p>Date: 10/20/22</p>	<p>Drawing type: TECHNICAL</p>		
			<p>Designer: SP/Sb</p>			<p>Rev:</p>
			<p>Account Manager: MR</p>			

EXISTING CONDITIONS



NORTH ELEVATION

SCALE: 3/32" = 1'-0"

PROPOSED CONDITIONS



FABRICATION SPECIFICATIONS

1	PANEL	MATERIAL	1/8" ALUMINUM
		COLOR	PER COLOR KEY (P1)
		MOUNTING	1/4" x 6" STUDS
2	FCO LETTERS	MATERIAL	1/2" WHITE ACRYLIC
		COLOR	PER COLOR KEY (V1)(V2)
		MOUNTING	#10 x 3/8" C.S. SCREWS

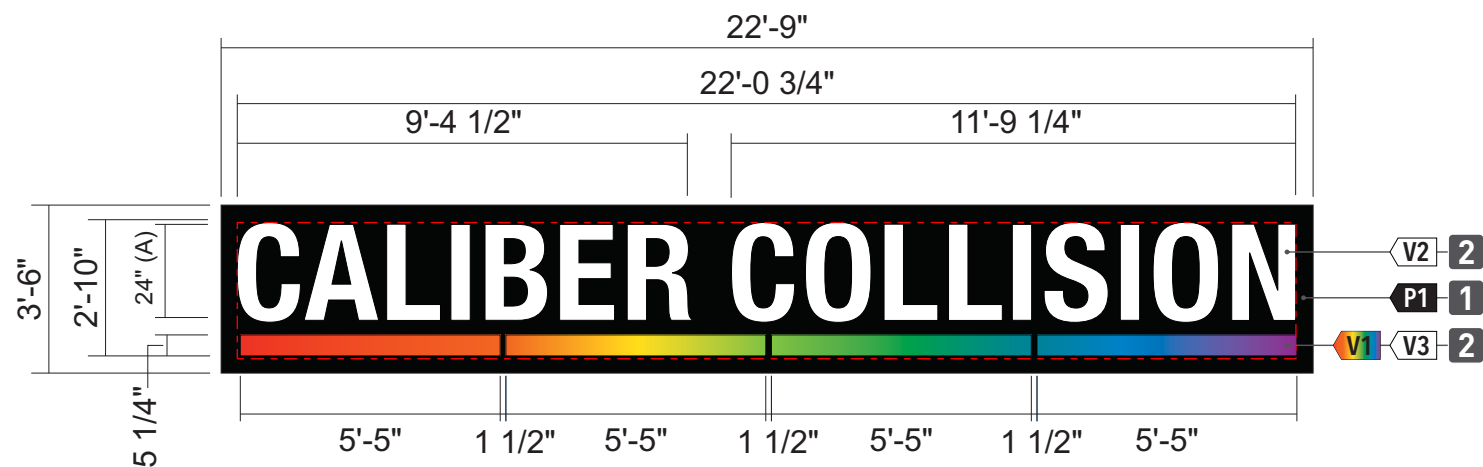
NOTES

N MOUNTING HARDWARE PAINTED TO MATCH BACKGROUND OF SIGN.

COLOR KEY

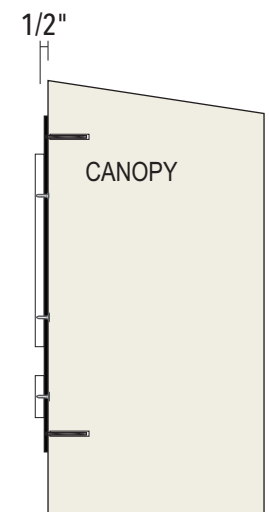
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V2	VINYL	3M IJ5100R-10 REFLECTIVE WHITE
V3	VINYL	3M 3660M UV PROTECTIVE FILM- ENTIRE FACE
P1	PAINT	MP 923 BLACK SATIN FINISH

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3 **CUSTOM - FLAT CUT OUT LETTERS ON BACKER**
SCALE: 1/4"=1'-0"

63.0 SF - BOXED



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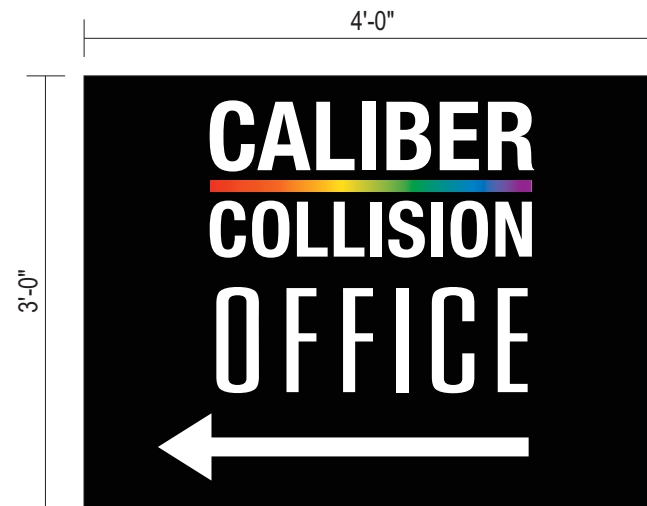
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			<p>Designer: SP/Sb</p>	<p>Rev:</p>	
			<p>Account Manager: MR</p>		



NORTH BUILDING ELEVATION - EXISTING
SCALE: NOT TO SCALE



NORTH BUILDING ELEVATION - PROPOSED
SCALE: NOT TO SCALE

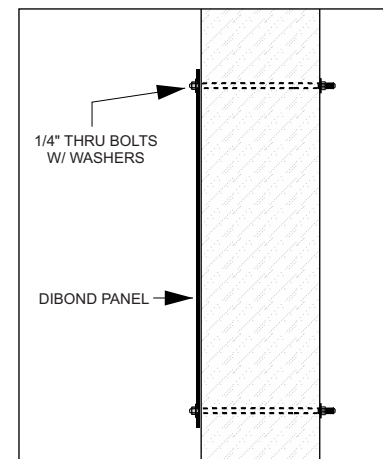


5 CUSTOM NON-ILLUMINATED PANEL SIGN

SCALE: 1" = 1'-0"

12.0 SF - BOXED

- FACE SUBSTRATE - 3mm DIBOND W/ DIGITALLY PRINTED GRAPHICS & U.V. PROTECTION



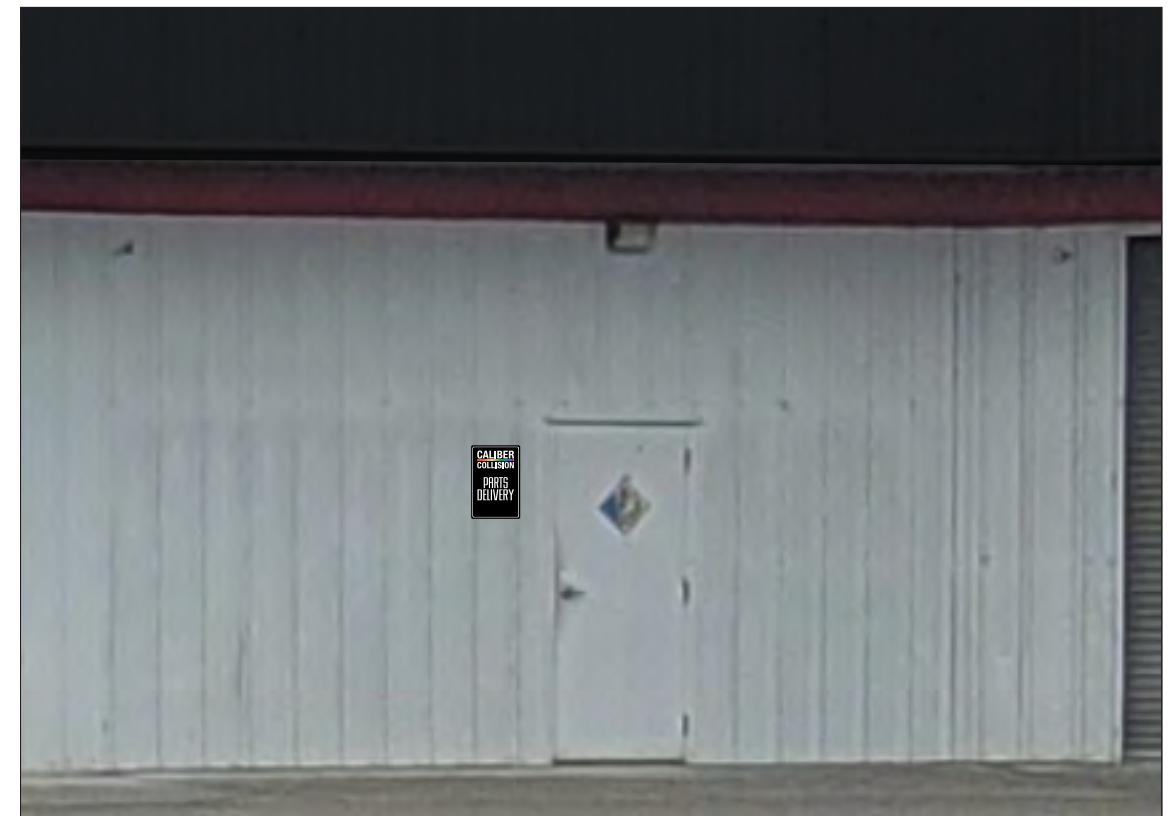
S/F PANEL - EIFS / METAL / BLOCK / STUCCO
THROUGH-BOLT WALL ATTACHMENT DETAIL
NTS

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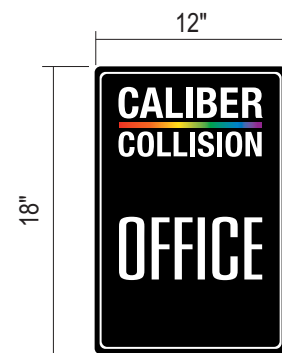
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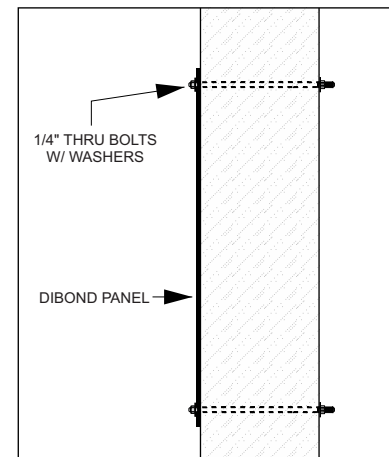
NORTH BUILDING ELEVATION - PROPOSED
SCALE: NOT TO SCALE



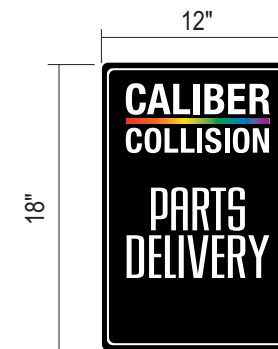
NORTH BUILDING ELEVATION - PROPOSED
SCALE: NOT TO SCALE



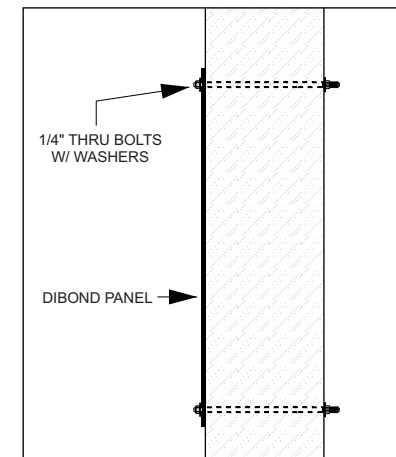
- 7 NON-ILLUMINATED PANEL SIGN**
SCALE: 1" = 1'-0"
1.5 SF - BOXED
- FACE SUBSTRATE - 3mm DIBOND W/ DIGITALLY PRINTED GRAPHICS & U.V. PROTECTION



S/F PANEL - EIFS / METAL / BLOCK / STUCCO
THROUGH-BOLT WALL ATTACHMENT DETAIL
NTS



- 8 NON-ILLUMINATED PANEL SIGN**
SCALE: 1" = 1'-0"
1.5 SF - BOXED
- FACE SUBSTRATE - 3mm DIBOND W/ DIGITALLY PRINTED GRAPHICS & U.V. PROTECTION



S/F PANEL - EIFS / METAL / BLOCK / STUCCO
THROUGH-BOLT WALL ATTACHMENT DETAIL
NTS

It is the intent and purpose of this color rendering to provide a basic color representation of your sign finish and color. However, digital media and printed colors will vary from actual paint finish and color. Existing painted surfaces will have a perceptible difference in shade and sheen from your sign finish. Providing a sample of the paint you wish to match or a Matthews paint color formula will minimize the differences.

<p>16265 Star Road Nampa, ID 83687 - toll free: 800.592.8058 - tele: 208.345.4020 WWW.imagenational.com</p>	UNDERWRITERS LABORATORIES ELECTRIC SIGN NANPA PLANT - UL #433195-001 <small>U.S. & P.R. - All signs conform to UL-48/2161 (labeled accordingly) & must comply with UL-41.1 install procedures. Canada - all signs must be CAS compliant. This sign(s) is intended to be installed in accordance with requirements of article 600 of the National Electrical Code and/or applicable local codes. This includes proper grounding and bonding of the sign.</small>	Client: CALIBER COLLISION	Design Number: TG-CS-1197-21	File Location: CCC-1275-SebastopolCA-120722-R2	Page No.	
		Site: SITE # 1275 250 MORRIS ST. SEBASTOPOL, CA 95472	Date: 10/20/22	Drawing type: TECHNICAL		6 of 8
			Designer: SP/Sb	Rev:		
			Account Manager: MR			

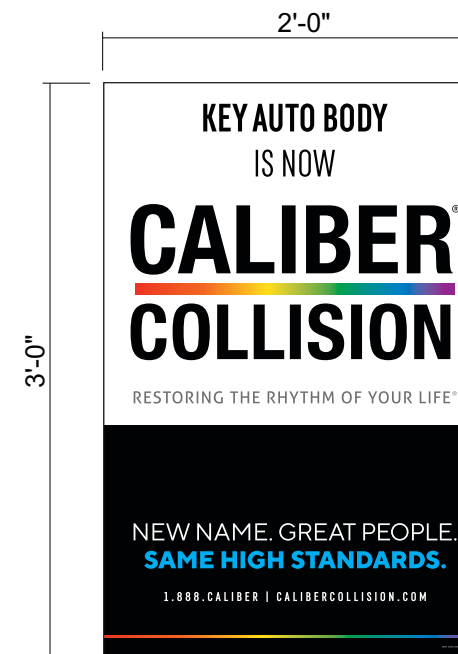
25'-0"



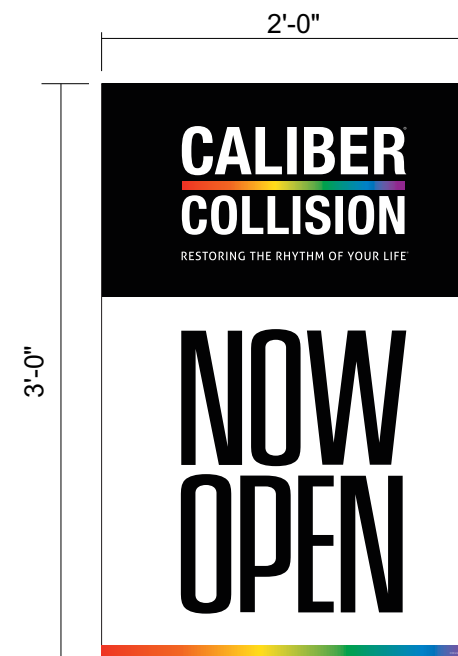
SOUTH ELEVATION



SOUTHEAST ELEVATION



SIDE 1



SIDE 2



9 TEMPORARY S/F WALL BANNER - QTY 2
SCALE: 1/4"=1'-0"

- 13 OZ SINGLE SIDED BANNER SUBSTRATE
- GRAPHICS - DIGITALLY PRINTED
- HEMMED W/ GROMMETS @ 24" O.C. ±
- UV LAMINATE CLEAR GLOSS

NOTE:
BANNER INSTALL BY IMAGE NATIONAL SIGNS.
BANNER REMOVAL AND PAINT BY CALIBER COLLISION CONTRACTOR.
PAINTING CONTRACTOR TO REHANG BANNER AFTER PAINTING.



NORTH ELEVATION

10 '1' D/F SANDWICH BOARD SIGN - '2' FACES REQ'D
SCALE: 1"=1'-0"


- GRAPHICS - DIGITALLY PRINTED 3/16" OR LESS COROPLAST

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