

City of Sebastopol Design Review Board/Tree Board Staff Report

Meeting Date: April 22, 2025

Agenda Item: 7A

<u>To</u>: Design Review & Tree Board From: Tori Henkel, Planning Technician

Subject: Sign Exception

Recommendation: Approval with Conditions

Applicant/Owner: West Coast Sign

File Number: 2025-015

Address: 6809 Sebastopol Avenue (APN 004-063-029)

CEQA Status: Exempt

General Plan: Central Core (CC)
Zoning: Downtown Core (CD)

Introduction:

The applicant, Alex Webster with West Coast Sign, is proposing signage for Big Brand Tires & Service at 6809 Sebastopol Avenue.

Project Description:

The project proposes to install one (1) wall-mounted and illuminated remote channel letter sign, 24.8 square feet in size, along the main building frontage. The new sign will replace the existing sign from the previous tenant ("Benedetti") with this updated illuminated sign.

Environmental Review:

This 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 General Plan Land Use Designation for the site is Central Core. The project does not have any land use implications because it only involves the installation of signage. The application is subject to the following General Plan goal and policy:

Land Use Element

Policy 28: Rehabilitate Existing Commercial Buildings: Rehabilitate existing commercial buildings and retrofit them to meet current market needs and code requirements.

The project aligns with this goal and policy by supporting the revitalization of commercial development through updated signage when new tenants move into existing commercial spaces.

Zoning Ordinance Consistency:

Central Core/Downtown Core. The CD District is intended to create, preserve, and enhance the downtown area as the historic retail core of Sebastopol. This district provides for a range of uses, including office, retail, restaurant, service, and other commercial uses, while allowing for residential growth, including mixed-use and affordable housing development, with the intent of increasing the vibrancy of the City's central downtown area, and it is noted that the CD District is not applied to the entire downtown.

This is an existing building frontage with a new tenant needing to update the signs to incorporate the new business.

Public Comment:

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

City Departmental Comments:

The Community Development Department circulated the project to all relevant City departments for review. No comments or concerns were received in response.

Background:

The applicant Alex Webster of West Coast Sign submitted a Sign Permit application on behalf of Big Brand Tires & Service on March 3, 2025, for six (6) total replacement signs. Five (5) of the signs were administratively approved as they did not propose new illumination or square footage. The Administrative Approval for the non-illuminated signs was approved on Wednesday, April 9, 2025. However, one of the signs (Referred to as Sign #1 in the project plans) is proposing illumination. Illuminated signage requires review from the Design Review Board, as it would need an exception per Section 17.120.050.C.2 of the Zoning Code.

Analysis:

External illumination is the preferred method of sign lighting in all zoning districts. Internally illuminated signs require review and approval by the Design Review Board and are generally prohibited within the CD Central Core District, residential districts, or in close proximity to existing residential uses. In this case, the surrounding properties are exclusively commercial, with no nearby residential uses. Given these conditions, staff believes the requested exception for internal illumination is appropriate. The proposed lighting will be dimmed to minimize glare for oncoming traffic, and any displayed messages will remain static—further reducing potential distractions for motorists. If approved, the new signage would replace outdated sign technology with a more modern alternative, enhancing the overall visual character of the area.

Required Findings:

Section 17.230.020.B.2 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;
- 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;

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.

Recommendation:

If it is the consensus of the Board that the proposed signage 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 subject to the conditions of approval outlined.

Alternatively, the Board may find that revisions are necessary, and a continuance is appropriate. Staff recommends that the Board provide direction for redesign to the applicant in the event of a continuance or rationale in the event of a denial.

Attachments:

Exhibit A – Findings for Approval

Exhibit B – Conditions of Approval

Exbibit C – Application Materials

EXHIBIT A DRAFT FINDINGS OF APPROVAL

SIGN PERMIT: 2025-015 6809 Sebastopol Avenue (APN 004-063-029)

Applicant: Alex Webster, West Coast Sign Big Brand Tires & Service

Based on the evidence in the public record, the Design Review Board finds that:

- 1. This 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 onpremises signage.
- 2. The Design Review Board has determined the project is consistent with the criteria found in Section 17.130.020.B.3 of the Zoning Ordinance, which requires that signage meets one or more of these criteria for the granting of a Sign Exception as follows:
 - 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. This criterion is met.
 - 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. This criterion is met, in that it is appropriate given the nature of the business as the location of the signage increases the visibility due to the street-front position.
 - 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, in that the signage exception is based on allowing additional illumination that is still consistent with the site context and surrounding development.

EXHIBIT B DRAFT CONDITIONS OF APPROVAL

SIGN PERMIT: 2025-015 6809 Sebastopol Avenue (APN 004-063-029)

Applicant: Alex Webster, West Coast Sign Big Brand Tires & Service

- 1. Plans and elevations shall be in substantial conformance with plans prepared by Cima, on behalf of West Coast Sign, and stamped received on March 26th, 2025, and on file at the City of Sebastopol Planning Department.
- 2. All construction shall conform to the approved plans, unless the design is modified by the Design Review Board. The applicant shall obtain a Building Permit prior to the commencement of construction activities.
- 3. 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.
- 4. The Community Development Director shall interpret applicable requirements in the event of any redundancy or conflict in the conditions of approval.
- 5. An Encroachment Permit may be required prior to sign installations. 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.
- 6. The applicant shall get any permits that may be required by Caltrans if work is to be done along State Route 12.
- 7. This approval is valid for three (3) years, except that the applicant may request a one (1) year extension of this approval from the Community Development Director, pursuant to Section 17.400.100 of the Zoning Ordinance.



City of Sebastopol
Planning Department
7120 Bodega Avenue
Sebastopol, CA 95472
(707) 823-6167

MASTER PLANNING APPLICATION FORM

APPLICATION TYPE

☐ Administrative Pe			ustment/Merger	☐ Tempor	rary Use Permit
☐ Alcohol Use Perm☐ Conditional Use F			on Conference		moval Permit
☐ Design Review	remme	☐ Preliminary ☐ Sign Permit	Review	☐ Varianc	e
	ides the checklist(s)	7-	orm(s) for the type of p	☐ Other	
		or supplement je	nin(s) joi the type of p	permit requested	d: ☐ Yes ☐ No
REVIEW/HEARING I	30DIES				
☐ Staff/Admin [☐ Design Review	/Tree Board □	Planning Commission	on 🗆 City Co	ouncil Other
APPLICATION FOR					
Street Address: 6809	9 sebastapol av ————	re	Assessor's Parcel	No(s):	
Present Use of Prope	rty: tire shop		Zoning/General Pl	an Designation:	
APPLICANT INFORMA	ATION				
Property Owner Nam	ne: bmp 6809 llc				
Mailing Address: 872)	Phone:707-291	-2085	
_City/State/ZIP:savita	rosa ca 95409		Email: hpolley@	Damail com	
Signature:	my Tol	Cen 1	Date: 3 - 1	1-2025	
Authorized Agent/Ap	plicant Name:wes	t coast sign			
Mailing Address: 143	7 herndon ave		Phone:925 250	5080	
City/State/ZIP:confc	yd ca(9452,		Email:alex@we		
Signature:	Les Webster		Date: 2/27/25		
Contact Name (If diffe	erent from above):		Phone/Email:		
PROJECT DESCRIPTIO	N AND PERMITS	REQUESTED (AT	TACH ADDITIONAL PAGES	IE NECESCADY)	
			The state of the s	ii NECESSART	
remove old signs for	or bendetti tire	pros and inst	all new signs for	Rira brand ti	res & service
z sets of new chan	nei letters, 1 w	all panel for c	oil change 1 face	change on a	wall sign and
reface monument s	sign		0		. Wall olgin, and
	-				
CITY USE ONLY					
Fill out upon receipt:		Action:			Action Date:
Application Date:		Staff/Admin:			Date:
Planning File #:		Planning Direc	ctor:		Date:
Received By:		Design Review			Date:
Fee(s): Completeness Date:	\$	Planning Com	mission:		Date:
completeness Date:		City Council:			Date:

SITE DATA TABLE

If an item is not applicable to your project, please indicate "Not Applicable" or "N/A" in the appropriate box; do not leave cells blank.

SITE DATA TABLE	REQUIRED / ZONING STANDARD	Existing	PROPOSED
Zoning	N/A		
Use	N/A		
Lot Size			
Square Feet of Building/Structures (if multiple structures include all separately)			
Floor Area Ratio (F.A.R)	FAR	FAR	. FA
Lot Coverage	% of lotsq. ft.	% of lot	% of lo
Parking		sq. ft.	sq. ft
Building Height			
Number of Stories			
Building Setbacks – Primary			
Front			
Secondary Front Yard (corner lots)			
Side – Interior			
Rear			
Building Setbacks – Accessory			
Front			
Secondary Front Yard (corner lots)			
Side – Interior			
Rear			
Special Setbacks (if applicable)			
Other ()			
Number of Residential Units			
	Dwelling Unit(s)	Dwelling Unit(s)	Dwelling Unit(s)
Residential Density	1 unit per sq. ft.	1 unit per sq. ft.	1 unit per sq. ft.
Useable Open Space	sq. ft.	sq. ft.	sq. ft.
Grading	Grading should be minimized to the extent feasible to reflect existing topography and protect significant site features, including	N/A	Total: cu. yds Cut: cu. yds. Fill: cu. yds. Off-Haul: cu. yds
	trees.		
Impervious Surface Area	N/A	% of lot	% of lot
Pervious Surface Area		sq. ft. % of lot	sq. ft.
Cividas Surface Area	N/A		% of lot sq. ft.

CONDITIONS OF APPLICATION

- 1. All Materials submitted in conjunction with this form shall be considered a part of this application.
- 2. This application will not be considered filed and processing may not be initiated until the Planning Department determines that the submittal is complete with all necessary information and is "accepted as complete." The City will notify the applicant of all application deficiencies no later than 30 days following application submittal.
- The property owner authorizes the listed authorized agent(s)/contact(s) to appear before the City Council, Planning Commission, Design Review/Tree Board and Planning Director and to file applications, plans, and other information on the owner's behalf.
- 4. The Owner shall inform the Planning Department in writing of any changes.
- 5. INDEMNIFICATION AGREEMENT: As part of this application, applicant agrees to defend, indemnify, release and hold harmless the City, its agents, officers, attorneys, employees, boards, committees 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.

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.

- 6. REPRODUCTION AND CIRCULATION OF PLANS: I hereby authorize the Planning Department to reproduce plans and exhibits as necessary for the processing of this application. I understand that this may include circulating copies of the reduced plans for public inspection. Multiple signatures are required when plans are prepared by multiple professionals.
- NOTICE OF MAILING: Email addresses will be used for sending out staff reports and agendas to applicants, their representatives, property owners, and others to be notified.
- 8. <u>DEPOSIT ACCOUNT INFORMATION</u>: Rather than flat fees, some applications require a 'Deposit'. The initial deposit amount is based on typical processing costs. However, each application is different and will experience different costs. The City staff and City consultant time, in addition to other permit processing costs, (i.e., legal advertisements and copying costs are charged against the application deposit). If charges exceed the initial deposit, the applicant will receive billing from the City's Finance department. If at the end of the application process, charges are less than the deposit, the City Finance department will refund the remaining monies. Deposit accounts will be held open for up to 90 days after action or withdrawal for the City to complete any miscellaneous clean up items and to account for all project related costs.

49. NOTICE OF ORDINANCE/PLAN MODIFICATIONS: Pursuant to Government Code checking the boxes below, if you would like to receive a notice from the City of a following plans or ordinances if the City determines that the proposal is reasonal development permit:	Section 65945(a), please indicate, by
A general plan	A specific plan
An ordinance affecting building permits or grading permits	A zoning ordinance
Certification	The state of the s
I, the undersigned owner of the subject property, have read this application for a development of the subject property, have read this application for a development of the subject property of perjury. I hereby grant mem Review Board and City Staff admittance to the subject property as necessary for processory for property Owner's Signature:	ed are true and correct to the best of my abers of the Planning Commission, Design essing of the project application.
, the undersigned applicant, have read this application for a development permit and the information, drawings and specifications herewith submitted are true and correct are submitted under peqalty of perjury.	agree with all of the above and certify that to the best of my knowledge and belief and
Applicant's Signature: Les Webster Date: 2/2	27/25

NOTE: It is the responsibility of the applicant and their representatives 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.

Neighbor Notification

In the interest of being a good neighbor, it is highly recommended that you contact those homes or businesses directly adjacent to, or within the area of your project. Please inform them of the proposed project, including construction activity and possible impacts such as noise, traffic interruptions, dust, larger structures, tree removals, etc.

Many projects in Sebastopol are remodel projects which when initiated bring concern to neighboring property owners, residents, and businesses. Construction activities can be disruptive, and additions or new buildings can affect privacy, sunlight, or landscaping. Some of these concerns can be alleviated by neighbor-to-neighbor contacts early in the design and construction process.

It is a "good neighbor policy" to inform your neighbors so that they understand your project. This will enable you to begin your construction with the understanding of your neighbors and will help promote good neighborhood relationships.

Many times, development projects can have an adverse effect on the tranquility of neighborhoods and tarnish relationships along the way. If you should have questions about who to contact or need property owner information in your immediate vicinity, please contact the Building and Safety Department for information at (707) 823-8597, or the Planning Department at (707) 823-6167.

I have informed site neighbors of my proposed project:	☐ Yes	□ No	
If yes, or if you will inform neighbors in the future, please describe outreach efforts:			

Website Required for Major Projects

Applicants for major development projects (which involves proposed development of 10,000 square feet of new floor area or greater, or 15 or more dwelling units/lots), are required to create a project website in conjunction with submittal of an application for Planning approval (including but not limited to Subdivisions, Use Permits, Rezoning, and Design Review). Required information may be provided on an existing applicant web site.

The website address shall be provided as part of the application. The website shall be maintained and updated, as needed until final discretionary approvals are obtained for the project.

Such website shall include, at a minimum, the following information:

- Project description
- $oldsymbol{\mathsf{V}}$ Contact information for the applicant, including address, phone number, and email address
- Map showing project location
- V Photographs of project site
- V Project plans and drawings



LETTER OF AUTHORIZATION

DATE: February 26, 2025

City of Sebastopol Planning Department

To whom it may concern,

I, Harry E Polley, owner of the property located at 6809 Sebastopol Ave., Sebastopol, California, do hereby authorize CIMA Network Inc., and/or their agents, to obtain all permits to install signage on the property listed above.

Property Owner Information:

Name: BMP 6809, LLC

Address: 8722 Oakmont Drive, Santa Rosa, CA,95409

Phone: 707.291.2085

Email: hpolley@gmail.com

Signature:

_Date:<u>2-26-2025</u>

office: 267.308.0575

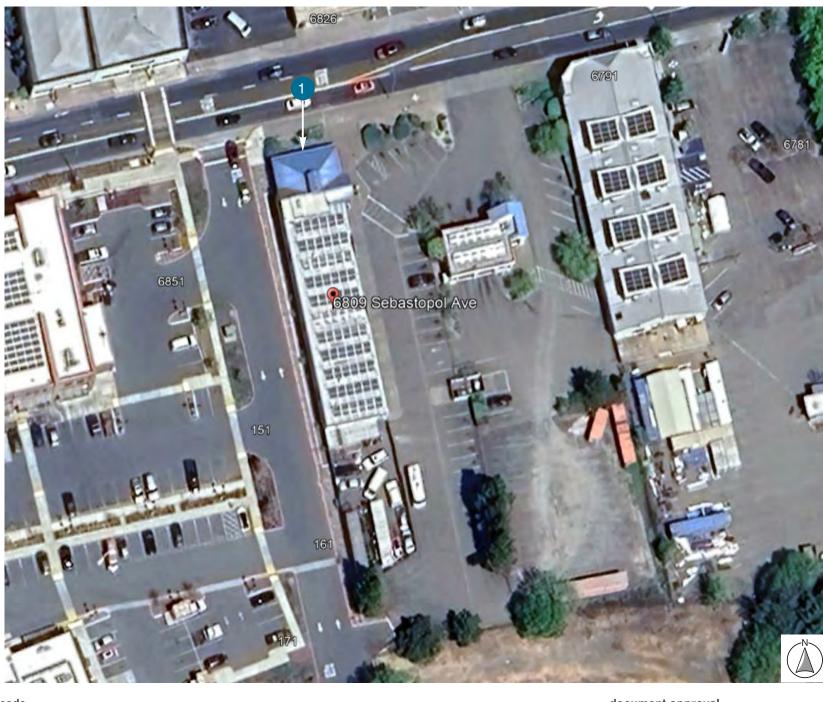
toll free: 888.355.cima





works sign#	description	notes
1	Remote Channel Letters (Linear Lockup)	Part #: CUSTOM
	Sign #1	
E	BIGBRANDTIRE & SERVICE	

*Sign #1 - FOR DRB TO REVIEW



Allowance based on city provided chart.

BUILDING FRONTAGE - MAIN BUILDING: 35FT SQ FT ALLOWANCE 40 SQ FT

BUILDING FRONTAGE - EXPRESS LUBE BUILDING: 42FT SQ FT ALLOWANCE 50.5 SQ FT

document approval This drawing is based on the provided resources: Architect: Project: The general contractor, client, architect, etc. are responsible for suppling updates to Cima as they occur. If there are drawing inaccuracies or questions concerning clarification on signage or signage requirements such as electrical & blocking, please contact: Stan Stanley - Project Manager



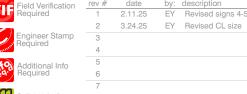
















sstanley@cimanetwork.com



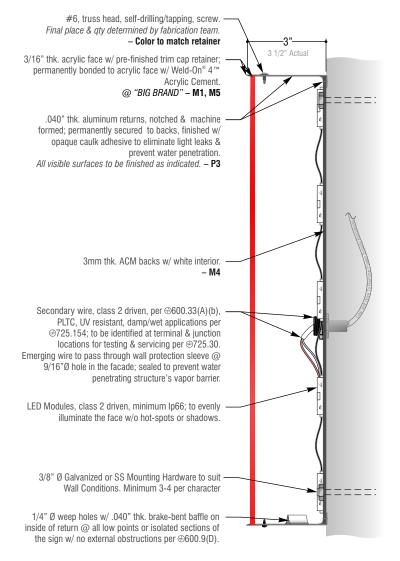


Proposed Front Elevation Scale: nts

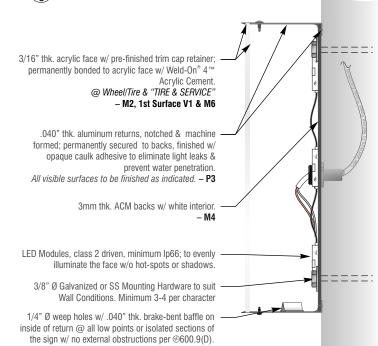
Remote Channel Letters - Linear Lockup (24.8 Sq. Ft.)

3 | Scale: 3/8" = 1'-0"

Custom Size Letterset



3 Big Brand - Section Detail



4 Tire Logo & Tires & Service - Section Detail

STANDARD

finish specifications

P1 PMS BlackC w/ Matte finish P2 PMS WhiteC w/ Matte finish P3 Painted to Match #2283 Red Acrylic

V1 3m[™] 3635-22 Film Black Dual-Color Film M1 3/16" thk. #2283 Red Acrylic

3/16" thk. #2447 White Acrylic M3 _____ .040" pre-finished White/Black letter coil

M4 3mm pre-finished White/Black ACMsheet

M5 1" Trim-Cap pre-finished Red w/ alum. reinforcement
M6 1" Trim-Cap pre-finished Black w/ alum. reinforcement

technical specifications

Signage Specifications:

Square Footage: **SEE CHART** Approx. Weight: Varies per part #

Location: Exterior

Type of Illumination: LED Location of Power Supply: Self Contained within Raceway

Wall Composition: (Anticipated) Varies per site

Power Specifications:

Amps Req'd: ## @ 120 Volts

Circuits Req'd: #

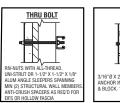
Primary Whip - @ Remote Power Supply Enclosure Type: 12/2 w/ Bare Ground in Weather-Tite Flexible conduit Length: 15' Per Raceway

- Sign Installer Notes:

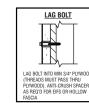
 Verify dedicated supply circuit is capable of providing sufficient power to meet the load of the proposed signage.
- Seal all penetrations in facade w/ appropriate sealant to meet wall construction & climate exposure.
 Supply/utilize appropriate installation hardware to meet
- actual wall conditions; determined @ survey or time of
- Complete final hookup to signage; if local code allows & supply circuit is provided @ time of installation.
 No wiring is to be visible @ completion of installation w/o consulting w/ Cima's PM; unless noted within this drawing
- DO NOT Penetrate roofing membrane w/o consulting w/Cima's PM; unless noted within this drawing package.

TYPICAL APPROVED MOUNTING **OPTIONS PER WALL CONDITION**

ALL HARDWARE MUST BE NON-CORROSIVE









EXPANSION ANCHOR



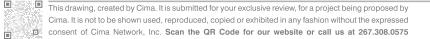




Size

CUSTOM











workscope			
sign#	description	notes	
0	Corres ACM Percel (Ob. 4)		
2	3mm ACM Panel (Qty. 1)	-	
3	3mm ACM Panel (Qty. 1)		
4	3mm ACM Panel (Qty. 1)		
5	Lexan Face Replacement (Qty. 1)		
6	Lexan Face Replacements (Qty. 2 each / 2 versions)		

*Signs #2-6 - Administratively approved on April 9, 2025. (NOT for DRB Review)

GBIGBRANDTIRE & SERVICE

Sign #2

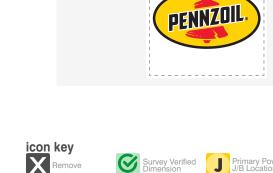
Sign #4

	Sign #3
BIGBRANDTIRE & SERVICE	E

B EXPRESS LUBE **B**







	VERIFIED	Su Dir
As-Is	CODE	Co Vei



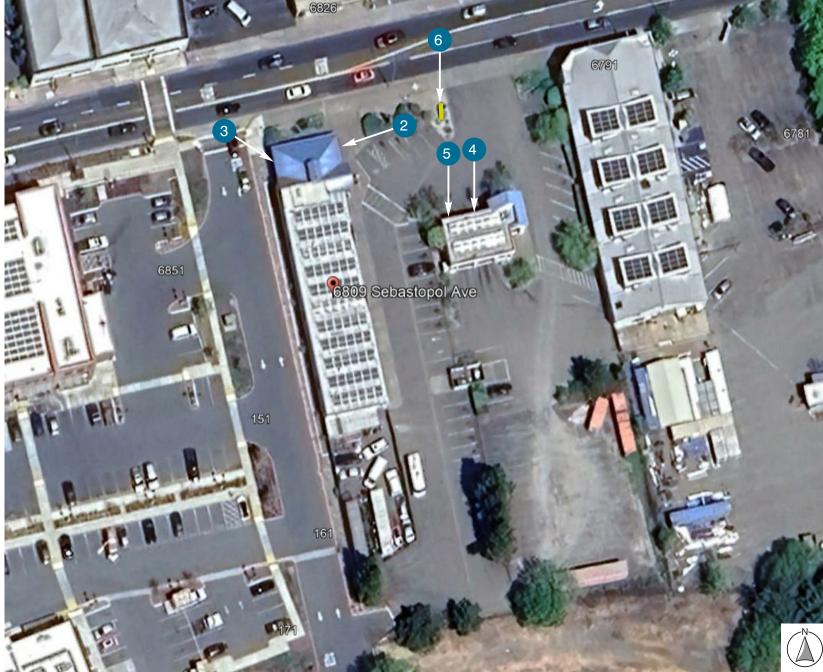












Allowance based on city provided chart.

BUILDING FRONTAGE - MAIN BUILDING: 35FT SQ FT ALLOWANCE 40 SQ FT

BUILDING FRONTAGE - EXPRESS LUBE BUILDING: 42FT SQ FT ALLOWANCE 50.5 SQ FT

document approval

Architect: Project:

The general contractor, client, architect, etc. are responsible for suppling updates to Cima as they occur. If there are drawing inaccuracies or questions concerning clarification on signage or signage requirements such as electrical & blocking, please contractions are contracted.

This drawing is based on the provided resources:









Stan Stanley - Project Manager sstanley@cimanetwork.com





Proposed Front Elevation Scale: nts

180" Cut Size

specifications

COLORS & FINISHES

V1. 3M 3630-53 Cardinal Red Translucent Vinyl Film

V2. 3M 3630-22 Black Translucent Vinyl Film

1. 3mm White ACM panel with first surface vinyl graphics.

GBIGBRANDTIRE & SERVICE

3mm acm face replacement // 15 sq. ft.

Scale: 1/2" = 1'-0" Qty. (1)



Existing Proposed



180" Cut Size

GBIGBRANDTIRE & SERVICE

3mm acm face replacement // 15 sq. ft.

Scale: 1/2" = 1'-0" Qty. (1)







Proposed

✓ STANDARD

CUSTOM

specifications

COLORS & FINISHES

V1. 3M 3630-53 Cardinal Red Translucent Vinyl Film

V2. 3M 3630-22 Black Translucent Vinyl Film

1. 3mm White ACM panel with first surface vinyl graphics.

INFO REQUIRED





Verify Cut Size

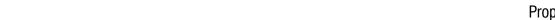
GB EXPRESS LUBE **GB**

Existing

3mm acm face replacement // TBD sq. ft.

Scale: 1/2" = 1'-0" Qty. (1)







Proposed

specifications

SIGN CONSTRUCTION

COLORS & FINISHES
P1. PMS 288 C Blue w/ Satin Finish

V1. 3M 3630-53 Cardinal Red Translucent Vinyl Film V2. 3M 3630-22 Black Translucent Vinyl Film

1. 3mm White ACM panel with first surface vinyl graphics.



specifications

COLORS & FINISHES
V1. 4-color process digitally printed graphics

SIGN CONSTRUCTION

1. White Tuffak SL Polycarbonate face with first surface vinyl graphics.

49 1/4" Cabinet Size 46.75" VO 49" Cabinet Size

lexan face replacement // 16.7 sq. ft.

Scale: 1/2" = 1'-0" Qty. (1)







✓ STANDARD

CUSTOM

INFO REQUIRED





72.50" Cut Size Verify VO **EXPRESS LUBE**

lexan face replacement // 8.1 sq. ft.

Scale: 1/2" = 1'-0" Qty. (2)



lexan face replacement // 18.4 sq. ft.

Scale: 1/2" = 1'-0" Qty. (2)



Existing

COLORS & FINISHES

specifications

P1. SW 6811 Honorable Blue w/ Satin Finish @ Field Paint 3M 3630-53 Cardinal Red Translucent Vinyl Film

V2. 3M 3630-22 Black Translucent Vinyl Film
V3. 3M 3630-157 Sultan Blue Translucent Vinyl Film

SIGN CONSTRUCTION

1. White Tuffak SL Polycarbonate face with first surface vinyl graphics.

Repaint cabinet and pole SW 6811 Honorable Blue (Satin Finish)



Proposed

✓ STANDARD

CUSTOM

INFO REQUIRED

41820 R2



