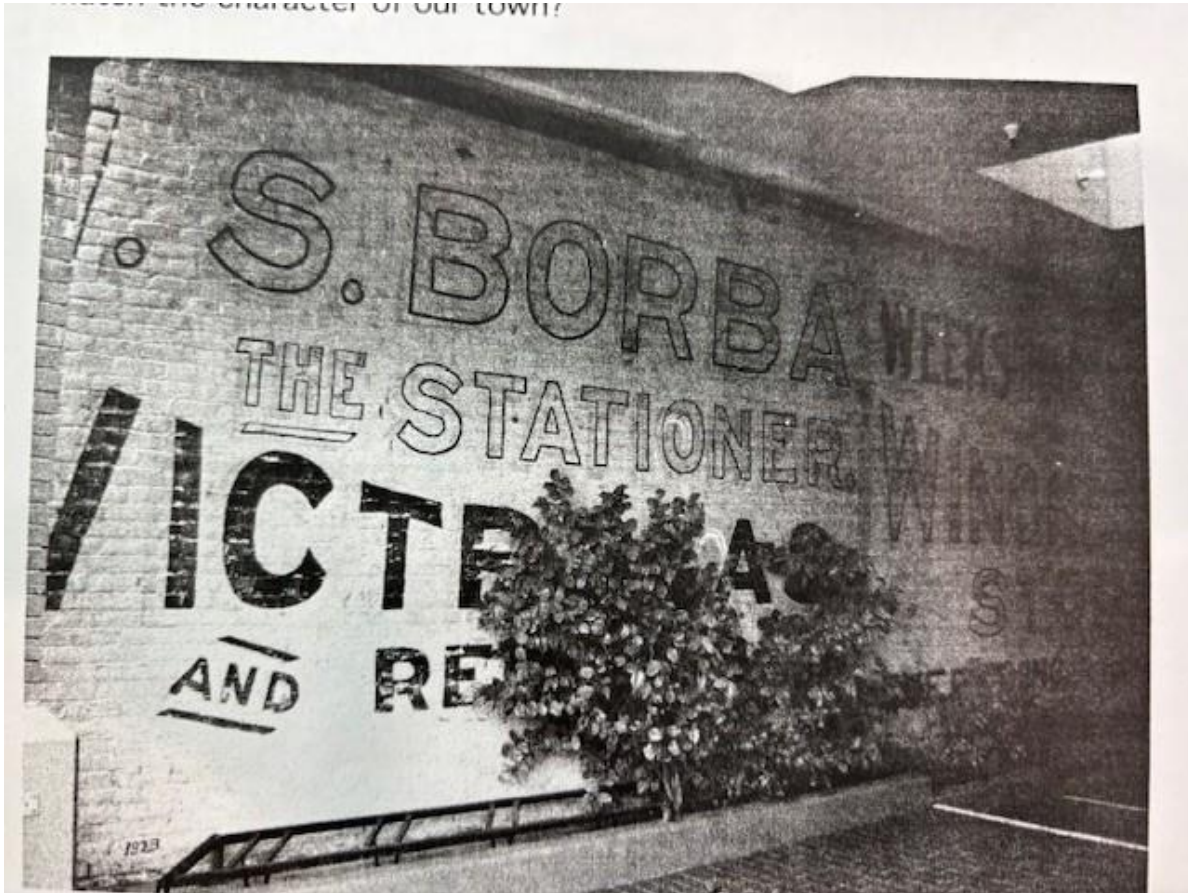


New sign Ordinance Guidelines 11/16/25



One of the last remaining readable signs prior to a sign ordinance. The council required it to be preserved when the first Round Table Pizza was built.

Decades ago the main streets of Sebastopol were decked out with a varied of big interesting signs on nearly every business. Main Street looked alive and attractive. Some where in the 60's town fathers decides this gave the town an out of date look.

They created a sign ordinance that was considered more sophisticated.

Compared to the 50's today's signage is dull. Many businesses however, want to have signage that can be seen, that is attractive, that will make the community know they are there. Residents would like this too. The suggestions that follow are a step in that direction. This is written for people who are not familiar with design standards and would suffer some trying to find essential information in the current sign ordinance. Also, it is written to encourage more attractive and memorable signs.

The sign is one of the first things one sees in a new business. The first impression should be a good one. The importance of creating an attractive and interesting signage is often overlooked with the time and cost pressures of opening a new business. It should be a high priority. Interesting attractive signs reenforce one's memory of your business, and get more people in the door.

These standards allow for a several types of signs and ways of enhancing them. This includes larger sizes, your choice of shape, various mountings, artistic background, sculpture for a background, and including pictures that reflect the business's product.

Signs can be round, oval, or any shape. They can be surrounded by flowers or designs. Such enhancements do not count against the allowable sign size. Display of business products on the sign **do** count against the allowable area, however, pictures attract more and are remembered more than words.

These standards are intended to facilitate attractive and interesting signs with only staff approval. Sign designs that fall outside these standards need approval of the Design Review Board. You may get the Board's whole hearted support for your unique design. Also, if one has concerns about a design approval or is considering several ideas one can request an informal DRB review.

General: Signs Requirements

The allowable area is only for the sign word area and pictures or art that relate directly to the business. This applies to all wall mounted, projecting, and pole signs. Sign word area is calculated using a four sided polygon or circle enclosing the wording. If pictures or sculptures are added representing the business products, they may be calculated the same way or with the area of a circle around the picture or sculpture. Separate areas can be calculated separately and added together.

***Wording is limited to the business name and four words.

***Letter size may not be less than four inches for primary signs

***All signs must be on a hard durable surface.

Conventional rectangular signs require:

*** a frame of at least three inches in width and one inch in height.

*** no restriction on frame size.

Suggestions:

Pictures of product to make a sign more memorable.

book, music notes, dress, scissors, comb and lock of hair, paint brush, chain saw, ice cream cone, car tire, spaghetti and meat balls on a plate, shoes, wine glass, martini glass, beer mug, coffee cup, cookies, pet do

Wall Mounted Signs

***The overall size of the sign has no restrictions.

***Signs may be attached to overhanging roof or shade structures.



Adding art to the perimeter of the sign



Using the width of the building for a sign, plus a touch of art.



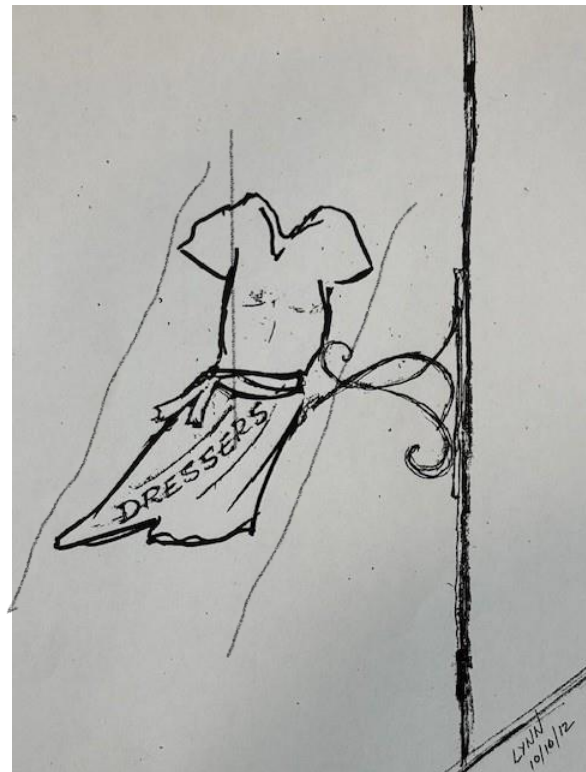
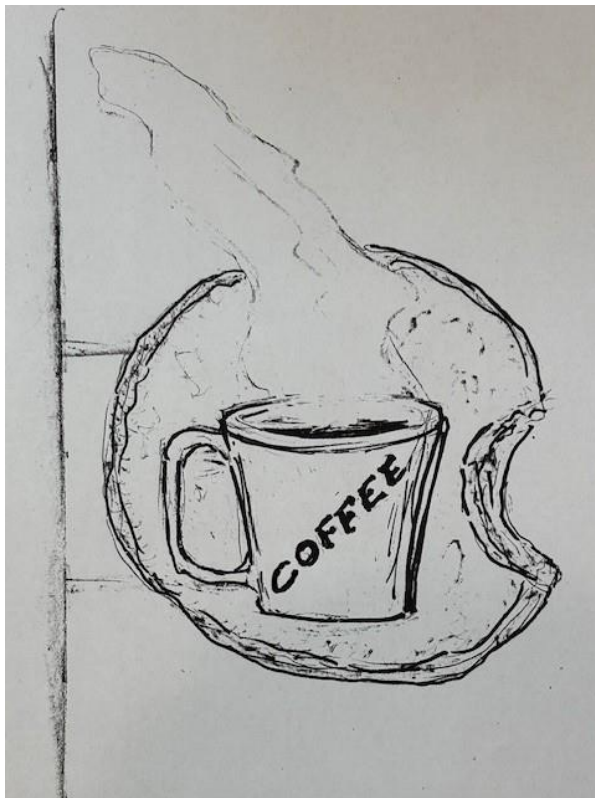
These businesses use the full frontages across their stores to display their signage. This provides a large clean backdrop.



Projecting Signs

Projecting business signs are generally more readable when a business is located close to the sidewalk or street. They are usually two sided which in effect makes the sign larger as signs size allowance is the area of just one side.

Projecting signs can accommodate artistic shapes and enhancements. The sign can be a piece of art or sculpture used as a background for lettering.





Projecting sign requirements:

*** Must be separated from the building a minimum of 6 inches.

*** Extend no more than 7 ft from the building.

Sign elevations must be between 11 and 22 ft.



Once Main Street was lined with large projecting signs which contributed to an interesting and lively look. This above is one of the last. It currently looks forlorn and abandon.

Pole Signs

Pole signs were common in Sebastopol fifty + years ago, but now the town has only one, **Handline Restaurant**. Pole Signs can be appropriate for businesses that are set back or want a stronger presence. They can also be seen over parked cars which block the view of many free standing signs. (The pole structure will likely cost more than the sign itself.)

Pole location:

- two feet back from the sidewalk

- four feet clear of parking area

- 18 ft away buildings or structures

(other standards to be determined)



Originally this pole and frame were for the Foster Freeze at this location. The Design Review Board approved the reuse of this sign for Handline.

Monument Signs

Monument signs are commonly use with multi-unit commercial areas to identify the tenants. They are typically placed close to the road for good visibility. Often these signs are crowded and allocate just small areas for each tenant. Individual sign space for each tenant is highly desirable at street area. Stores that are far back or in corners suffer from little recognition.

Suggestion

Either on or immediately adjacent to the primary commercial sign individual businesses may have their own framed space .

*** All smaller individual frames must match.

***Up to 5 sq ft. per individual frame all within a common frame.

*** The total sign area including the business centers name and basic info may not exceed 80 sq ft and or 12 feet in width or height.

*** Individual signs content is limited to business name and four supporting words.



This sign comes close to giving all tenants street recognition.

Murals

Creative murals are encouraged on the many blank walls in the down town area. They add interest and charm to the area. The mural may also be used to show a business's products and services by incorporating these

in the mural. Large murals are expensive This can help justify their costs.

*The Mural area that is displaying products of a business is limited to 30% of the mural area. This advertising area on the mural is determined by inclosing the commercial area within a four sided irregular polygon.

Example:

If a mural near a bike store features a couple of people riding a bike through a park the ice cream and people are advertising.

A mural of less than 50 sq ft requires no approvals
Murals with an area exceeding 50 square feet require
with advertising require DRB approval.

*A historic mural like sign measuring 14 x 40 ft. The City required
this sign be saved when the old Round Table Pizza was built on
the corner of Main and Burnett.*



A very attractive mural that includes that includes about 20% showing a product they sell.



This is an interesting mural but the product takes half the space. Over the 25% limit.



The small ice cream murals on the front columns require no approvals.



Down town Sebastopol has many blank wall ripe for murals. This wall calls for two girls walking down a path each eating a big ice cream.





