



City of Sebastopol Design Review Board/Tree Board Staff Report

Meeting Date: July 28, 2026
Agenda Item: 7A
To: Design Review & Tree Board
From: Tori Henkel, Planning Technician

Subject: Sign Application with Exception
Recommendation: Approval with Conditions
Applicant/Owner: Steve Steinberg with Pacific Signs & Lighting LLC
File Number: 2026-029
Address: 6957 Sebastopol Avenue (APN 004-054-016)
CEQA Status: Exempt
General Plan: Central Core (CC)
Zoning: Downtown Core (CD)

Introduction:

The applicant, Steve Steinberg with Pacific Signs & Lighting LLC, is proposing internally illuminated façade signage for Kindred at 6957 Sebastopol Avenue.

Background:

The applicant, Pacific Signs & Lighting LLC, submitted a Sign Permit application on behalf of Kindred on June 23, 2026, for one (1) total replacement sign. Due to the sign being entirely illuminated with no words and exceeding 25 sq ft, the sign requires an exception and needs review by the Design Review Board. Internally illuminated signage in the Downtown (CD) requires an exception per Section 17.120.050.C.2 of the Zoning Code.

Project Description:

The project proposes to install five (5) horizontal rows of 24 Volt white LED bars, which is described as the Kindred logo along the main building frontage. The five (5) bars are derived from the five lines of a music staff. The new sign will replace the externally illuminated sign from the previous tenant, "Jasper's Bar," with this illuminated logo sign.

Each of the five (5) white LED bars will be 96 inches (8 feet) in length, within a total sign area of 96 inches wide by 52 inches tall (34 total square feet). The bars will be evenly spaced and internally illuminated. The application states that the bars will be dimmable and will not flash, scroll, animate, or change. It produces a steady, white glow.

Internal illumination within the Downtown Core.

The sign is proposed to be internally illuminated, which is not normally allowed within the Downtown Core. When internal illumination is approved for signs, the sign background must be opaque such that the light shines through letters and graphics only. An exception to the Code's

lighting requirements for signs in the Downtown Core would need to be made to approve the proposed lighted sign.

Options for Consideration and Discussion.

- This sign would be unique, in that it consists of only horizontal lights without any words.
- This is the company's logo, and is intended to depict the nature of the business.
- External illumination is the preferred method of sign lighting in all zoning districts.
- Internal illumination is 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.
- Other considerations. The Design Review Board should discuss other considerations that apply to this site that do not apply to other sites within the Downtown Core.

Findings Necessary for Exceptions.

Sign exceptions are intended to allow flexibility to the sign regulations while still fulfilling the purpose of the regulations. Creative design is encouraged, and exceptions to the strict sign regulations may be approved if certain findings can be made. The findings allow for modifications to address unusual site conditions and/or allow signs that enhance the overall character of an area or building or are appropriate for a particular business.

- 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; and
- 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.

If the Design Review Board determines that the findings can be made to grant the necessary exceptions and approve the proposal, they should provide direction to staff to prepare a resolution to come back for adoption at the next DRB meeting. The DRB can also discuss and agree to a modified proposal and direct staff to bring a resolution back for adoption. If the DRB does not feel that exceptions can be made, they may either continue the application and provide direction to the applicant, or they may provide direction and deny the proposal without prejudice, allowing the applicant to reapply within one year.

Environmental Review:

This project is categorically exempt from the requirements of the California Environmental Quality Act, pursuant to Section 15311, Class 11, because it is an accessory or appurtenant commercial use involving the installation of on-premises signage only.

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

Attachments:

Exhibit A – Draft Resolution

Exhibit B – Draft Conditions of Approval

Application Materials

RESOLUTION NO. 26-XX

RESOLUTION OF THE DESIGN REVIEW BOARD OF THE CITY OF SEBASTOPOL SIGNAGE EXCEPTION FOR 'KINDRED,' A NEW LISTENING VENUE (2026-029) AT 6957 SEBASTOPOL AVENUE (APN 004-054-016)

WHEREAS, on June 23, 2026, an application was submitted to the City of Sebastopol for a Sign permit exception located at 6957 Sebastopol Avenue (APN 004-054-016); and

WHEREAS, the application was reviewed by City staff for compliance with the Sebastopol Municipal Code and applicable planning regulations; and

WHEREAS, the project is consistent with the General Plan, in that it conforms to the following: *Policy 28: Rehabilitate Existing Commercial Buildings: Rehabilitate existing commercial buildings and retrofit them to meet current market needs and code requirements.*

WHEREAS, pursuant to the California Environmental Quality Act (CEQA, codified at Public Resources Code § 21000 et seq.) and the State CEQA Guidelines (14 CCR, § 15000 et seq.), the project fits the Categorical Exemption of Section 15301, "*Class 11: Existing Facilities, which provides an exemption for accessory structures, including the installation of on-premises signage.*" in that this is an existing restaurant structure, with a new owner, applying for a signage exception; and

WHEREAS, the project is consistent with SMC 17.120.020 Sign Regulations Findings 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; the business location is along a commercial corridor with no other open late-night destinations, and the illuminated sign will signal to pedestrians, cars, and bicyclists that a late-night destination is open for business.*
- 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; the proposed signage is the business logo, which intends to depict the nature of the listening venue business, as well as the site being along a commercial corridor, with no residential uses in close proximity.*
- 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; the Design Review Board has approved other internally illuminated signs in the downtown core zone, and with that would not constitute a special privilege.*

WHEREAS, the Design Review Board held a duly noticed regular meeting on July 28, 2026; and

WHEREAS, the Design Review Board considered the staff report, all written and oral testimony, and all other evidence presented.

NOW, THEREFORE, BE IT RESOLVED that the Design Review Board of the City of Sebastopol hereby approves the project subject to the Conditions of Approval attached hereto as Exhibit B.

This Resolution shall become effective immediately upon adoption.

PASSED AND ADOPTED by the Design Review Board of the City of Sebastopol at a regular meeting held on July 28, 2026, by the following vote:

VOTE:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST: _____

Lars Langberg

Chair, Design Review Board

Certified: _____

Victoria Henkel

Permit Technician

EXHIBIT B
DRAFT CONDITIONS OF APPROVAL

SIGN PERMIT: 2026-029
6957 Sebastopol Avenue (APN 004-054-016)

Applicant: Pacific Signs & Lighting LLC
Kindred

1. Plans and elevations shall be in substantial conformance with plans prepared by Pacific Signs & Lighting, on behalf of Kindred, and stamped received on June 23, 2026, 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 Planning 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 receive 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 Planning 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

Received 6/23/2026

MASTER PLANNING APPLICATION FORM

APPLICATION TYPE

- | | | |
|--|---|---|
| ☐ Administrative Permit Review | ☐ Lot Line Adjustment/Merger | ☐ Temporary Use Permit |
| ☐ Alcohol Use Permit/ABC Transfer | ☐ Preapplication Conference | ☐ Tree Removal Permit |
| ☐ Conditional Use Permit | ☐ Preliminary Review | ☐ Variance |
| ☐ Design Review | ☒ Sign Permit | ☐ Other _____ |

This application includes the checklist(s) or supplement form(s) for the type of permit requested: ☐ Yes ☐ No

REVIEW/HEARING BODIES

- ☒ Staff/Admin ☐ Design Review/Tree Board ☐ Planning Commission ☐ City Council ☐ Other _____

APPLICATION FOR

Street Address: 6957 Sebastopol Ave.

Assessor's Parcel No(s):

Present Use of Property:

Zoning/General Plan Designation:

APPLICANT INFORMATION

Property Owner Name: 6957 Sebastopol LLC

Mailing Address: 580 2nd Street Suite 290

Phone: 510 839 4000

City/State/ZIP: Oakland, CA 94607

Email: tony@metrovation.com

Signature: Signed by: *Anthony Seiler*

Date: 6/9/2026

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Authorized Agent/Applicant Name: Pacific Signs & Lighting LLC.

Mailing Address: 3195 Cleveland Ave

Phone: 707-579-5488

City/State/ZIP: Santa Rosa Ca., 95403

Email: sales@pac-signs.com

Signature: *Steve Steinberg*

Date: 5/8/26

Contact Name (If different from above):

Phone/Email:

PROJECT DESCRIPTION AND PERMITS REQUESTED (ATTACH ADDITIONAL PAGES IF NECESSARY)

5 row of 24 Volt LED Strips, per Kindred logo
Planning approval and Building permit Requested.

CITY USE ONLY

Fill out upon receipt:

Application Date: _____
Planning File #: _____
Received By: _____
Fee(s): \$ _____
Completeness Date: _____

Action:

Staff/Admin: _____
Planning Director: _____
Design Review/Tree Board: _____
Planning Commission: _____
City Council: _____

Action Date:

Date: _____
Date: _____
Date: _____
Date: _____
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	N/A		
Square Feet of Building/Structures <i>(if multiple structures include all separately)</i>	N/A		
Floor Area Ratio (F.A.R)	N / A FAR	_____ FAR	_____ FAR
Lot Coverage	N/A _____ % of lot	_____ % of lot	_____ % of lot
	N/A _____ sq. ft.	_____ sq. ft.	_____ sq. ft.
Parking	N/A		
Building Height	N/A		
Number of Stories	N/A		
Building Setbacks – Primary			
<i>Front</i>	N/A		
<i>Secondary Front Yard (corner lots)</i>	N/A		
<i>Side – Interior</i>	N/A		
<i>Rear</i>	N/A		
Building Setbacks – Accessory			
<i>Front</i>	N/A		
<i>Secondary Front Yard (corner lots)</i>	N/A		
<i>Side – Interior</i>	N/A		
<i>Rear</i>	N/A		
Special Setbacks (if applicable)			
<i>Other (_____)</i>	N/A		
Number of Residential Units	N/A _____ Dwelling Unit(s)	_____ Dwelling Unit(s)	_____ Dwelling Unit(s)
Residential Density	1 unit per N/A _____ sq. ft.	1 unit per _____ sq. ft.	1 unit per _____ sq. ft.
Useable Open Space	N/A _____ 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 trees.	N/A	Total: _____ cu. yds. Cut: _____ cu. yds. Fill: _____ cu. yds. Off-Haul: _____ cu. yds
Impervious Surface Area	N/A	_____ % of lot	_____ % of lot
		_____ sq. ft.	_____ sq. ft.
Pervious Surface Area	N/A	_____ % of lot	_____ % of lot
		_____ sq. ft.	_____ 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.
3. 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.
7. **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. **DEPOSIT ACCOUNT INFORMATION:** 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.
9. **NOTICE OF ORDINANCE/PLAN MODIFICATIONS:** Pursuant to Government Code Section 65945(a), please indicate, by checking the boxes below, if you would like to receive a notice from the City of any proposal to adopt or amend any of the following plans or ordinances if the City determines that the proposal is reasonably related to your request for a development permit:

☐ A general plan

☐ A specific plan

☐ An ordinance affecting building permits or grading permits

☐ A zoning ordinance

Certification

I, the undersigned owner of the subject property, have read this application for a development permit and agree with all of the above and certify that the information, drawings and specifications herewith submitted are true and correct to the best of my knowledge and belief and are submitted under penalty of perjury. I hereby grant members of the Planning Commission, Design Review Board and City Staff admittance to the subject property as necessary for processing of the project application.

Signed by:

Property Owner's Signature:

Anthony Seiler

Date: 6/9/2026

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I, the undersigned applicant, have read this application for a development permit and agree with all of the above and certify that the information, drawings and specifications herewith submitted are true and correct to the best of my knowledge and belief and are submitted under penalty of perjury.

Applicant's Signature:

[Signature]

Date: 7/7/2026

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:

N/A

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
- ✓ Contact information for the applicant, including address, phone number, and email address
- ✓ Map showing project location
- ✓ Photographs of project site
- ✓ Project plans and drawings

Written Statement - Sign Permit Application

Description of Proposed Signage

Kindred Sebastopol LLC is requesting a sign permit for one new exterior wall sign at 6957 Sebastopol Avenue. The sign will be the primary business identification for Kindred, a restaurant, listening bar, and vinyl record shop opening at this location.

The proposed sign consists of five horizontal white LED bars, each 96 inches (8 feet) in length, within a total sign area of 96 inches wide by 52 inches tall, mounted to the upper facade above the storefront windows. The bars are evenly spaced and horizontally oriented. The sign is internally illuminated (LED), dimmable per City Planning recommendations, and does not flash, scroll, animate, or change. It produces a steady, warm white glow.

The five bars are the central element of Kindred's visual identity, designed by Patrick Corrigan of Airlift Creative in collaboration with Kei, a strategic creative agency. The mark comes from the five lines of a music staff. In music, the staff is a framework that holds any composition. For Kindred, the lines carry that same idea: a place that changes night to night but is held together by a recognizable structure. The lines frame the wordmark, house event details, and appear across all of Kindred's materials, from posters and merchandise to the building exterior. On the facade, the mark reads clearly from the street and signals what the business is about before someone walks through the door.

Kindred's owner, Kevin Farnham, has spent his career in design. Farnham founded Method, a design agency with studios in San Francisco, New York, and London, and is a founding partner of Kei, the agency behind Kindred's brand and identity system.

The sign is wall-mounted and does not project beyond the building face. It does not reduce the width of any pedestrian sidewalk or right-of-way and is not located within the public right-of-way. Illumination levels are consistent with the

Downtown Core district and will not interfere with traffic visibility or create glare for adjacent properties.

There is currently no other existing signage on the premises.

Consistency with Design Guidelines

The proposed sign is consistent with the City of Sebastopol's design guidelines for the Downtown Core district. The design is restrained, contemporary, and works with the building's existing dark-painted facade. The sign uses high-quality LED tubing that closely replicates the look and warmth of traditional glass neon while offering dimmability and a longer service life. The dimmability also responds directly to City Planning's recommendation for controllable illumination levels.

Illuminated signage like this adds to a walkable downtown in the evening hours. A lit sign on a commercial building tells people that something is open, that the street is active, that the area is worth exploring after dark. Kindred will be one of the few evening-oriented hospitality businesses in the Downtown Core, and the sign will help make the building visible and welcoming at night without overpowering the surrounding streetscape.

The sign does not use oversized lettering, excessive brightness, flashing elements, or any features that would detract from the visual character of the district.

The background is not separately illuminated. Light is emitted only through the LED tubes themselves, in compliance with the requirement that internally illuminated signs in the CD district use opaque backgrounds with light visible only through the sign's graphic elements.

COVER PAGE

Kindred

6957 Sebastopol Ave.

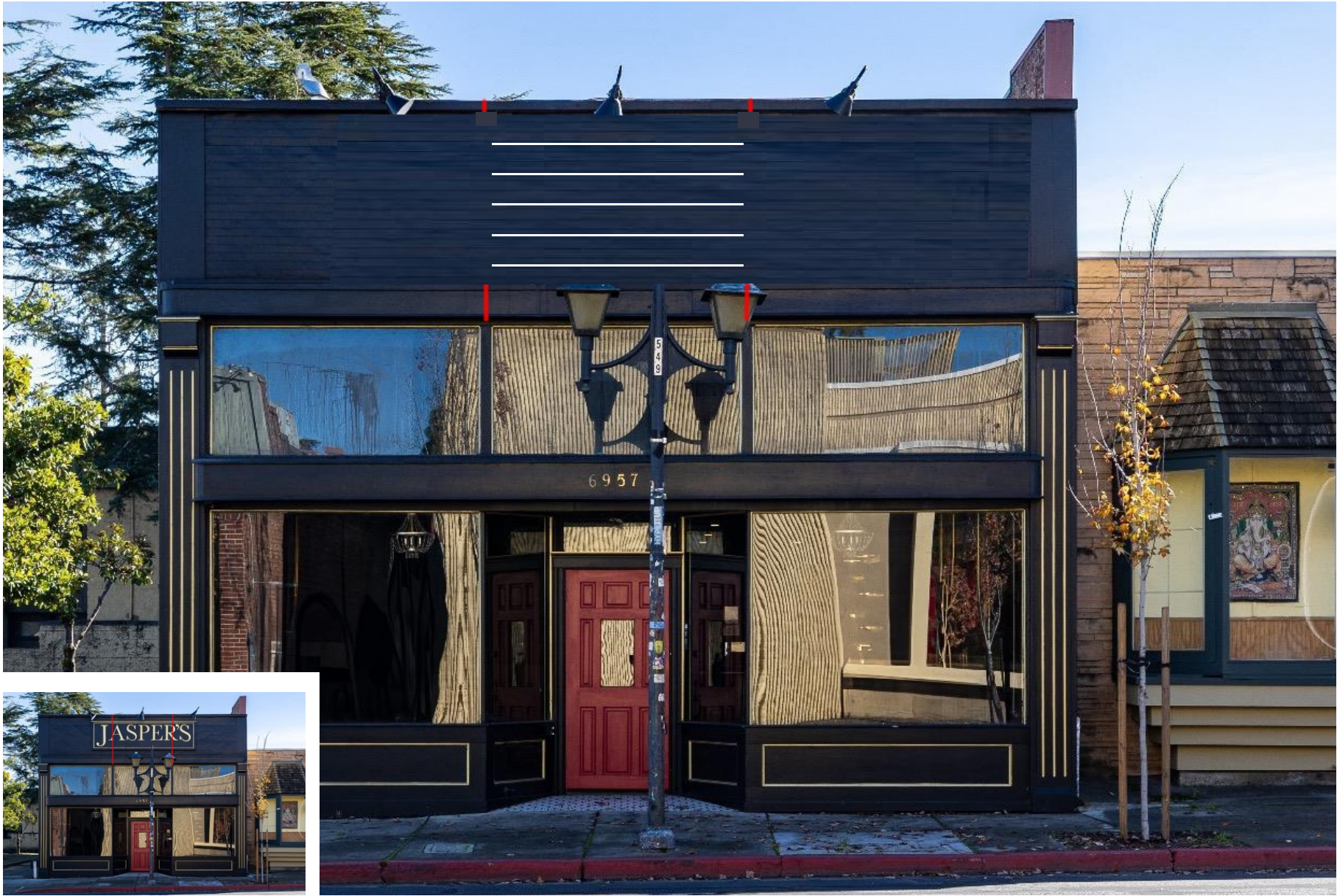
PACIFIC

SIGNS & LIGHTING

MANUFACTURING • INSTALLATION • SERVICE

3195 Cleveland Ave.
Santa Rosa, Ca. 95403

Phone: (707) 579-5488
Lic# 874463



Kindred

Property Owner
Approval

I hereby approve of all
specifications on this
drawing

6 . 1 . 26

Signed

Date

These drawings are for the sole use
of Pacific Signs & Lighting. Any
unauthorized distribution of drawings
will result in drawing fees @ \$150
per hour.

PACIFIC
SIGNS & LIGHTING

3195 Cleveland Ave.
Santa Rosa, Ca. 95403

Phone: (707) 579-5488
Lic# 874463

Five rows 24 Volt White LED strips

96"

52"

Kindred

Property Owner
Approval

I hereby approve of all
specifications on this
drawing

Signed 

Date 6.1.26

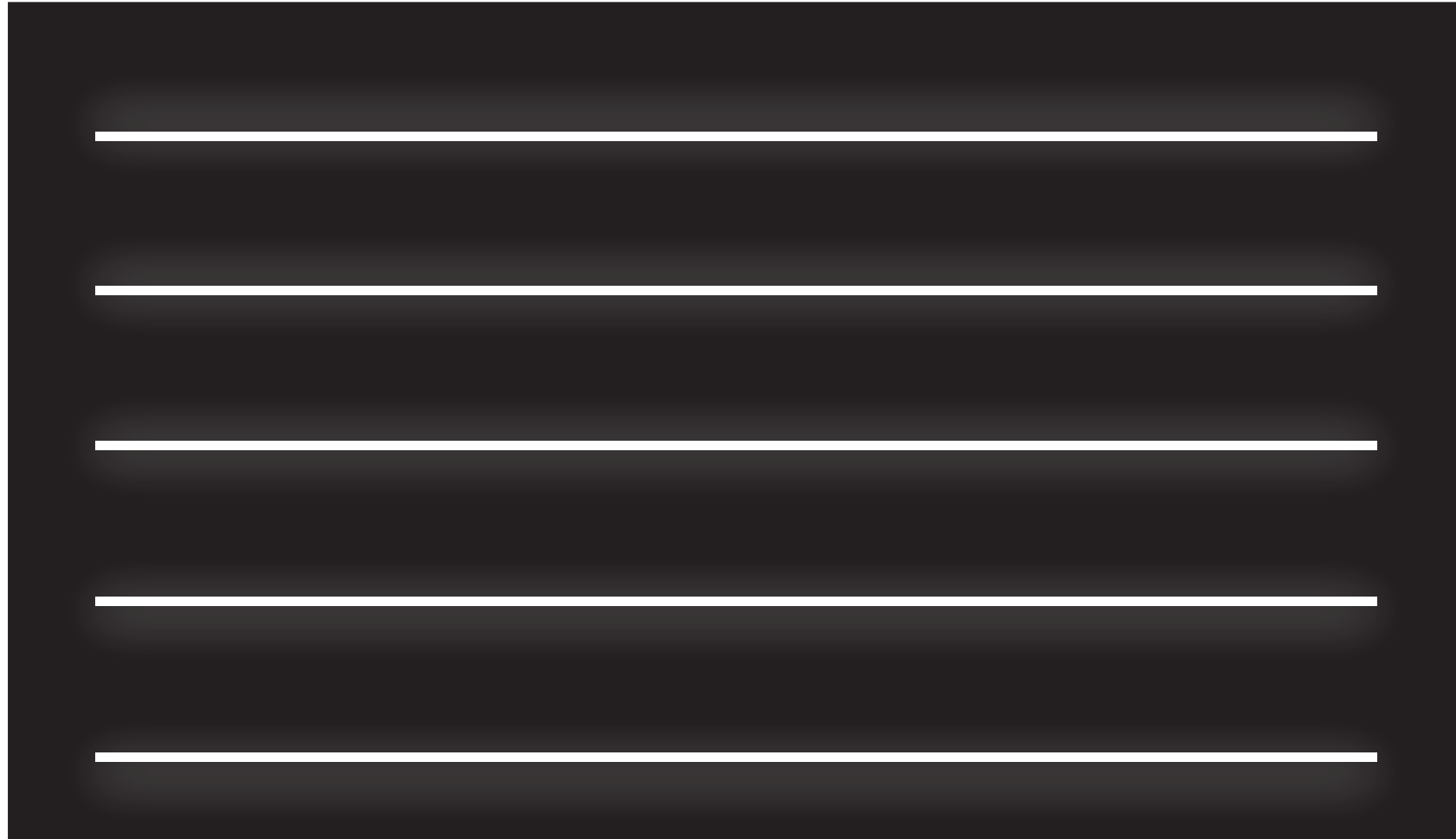
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per hour.

PACIFIC
SIGNS & LIGHTING

3195 Cleveland Ave.
Santa Rosa, Ca. 95403

Phone: (707) 579-5488
Lic# 874463

Night Time



Kindred

Property Owner
Approval

I hereby approve of all
specifications on this
drawing

Signed

Date 6.1.26

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PACIFIC
SIGNS & LIGHTING

3195 Cleveland Ave.
Santa Rosa, Ca. 95403

Phone: (707) 579-5488
Lic# 874463