

New sign Ordinance Guidelines 11/22/25

Promote business

Conventional framed signs

Signs painted directly on buildings

Projecting signs

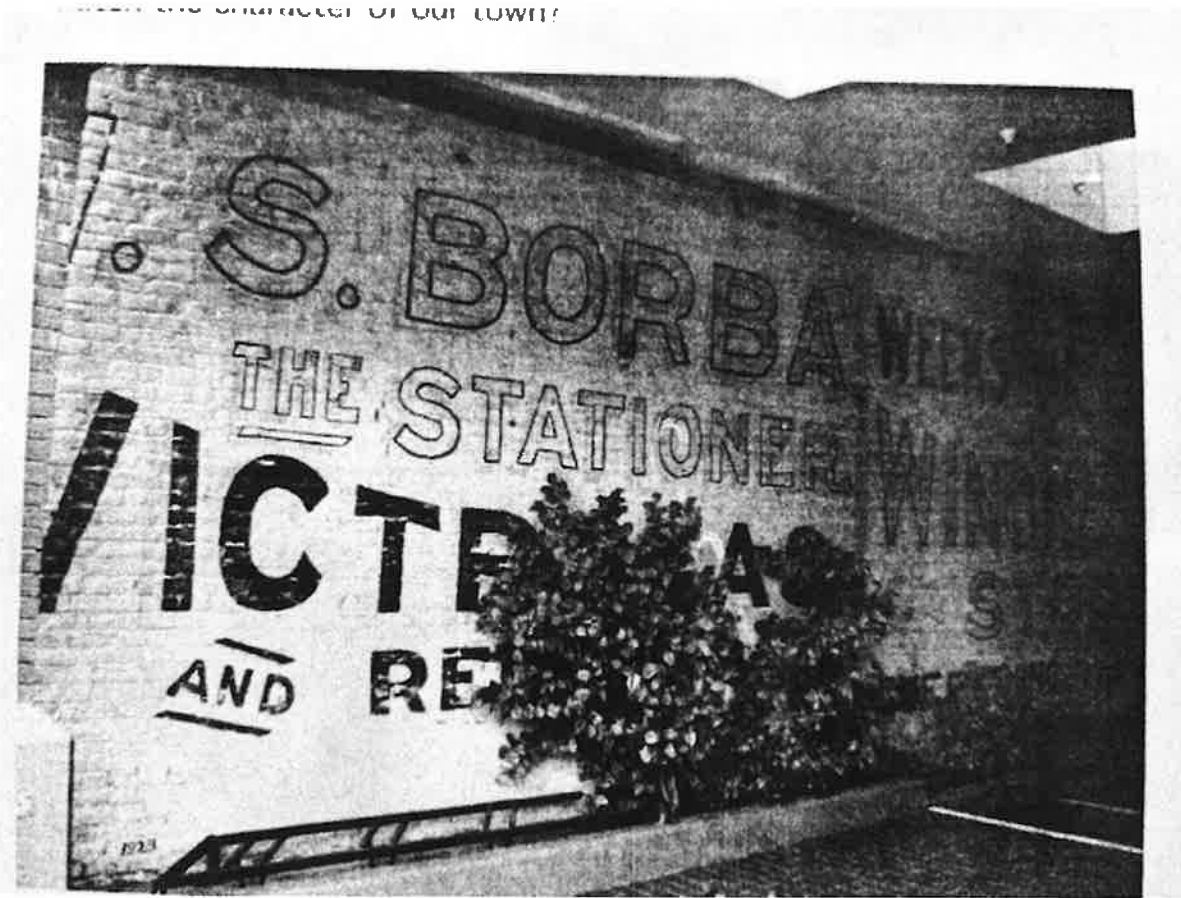
Sculptural signs

Monument signs

Roof top signs

Pole signs

Murals with business products



One of the last remaining readable signs in Sebastopol. The council required it to be preserved when the first Round Table Pizza was built.

Decades ago the Main Street businesses of Sebastopol lined the street with big and interesting signs. Main Street looked alive and attractive. However, in the 60's town fathers decided this gave our town an out of date look, so a new "sophisticated" ordinance was created.

Today's signage is dull by comparison, and it also lacks in serving important elements of making a business successful - the need to be seen, show the purpose of the business, looking attractive and be memorable.

The following is to address the concepts and goals for better signage, not all the details in the lengthy sign ordinance. The suggestions are to encourage more interesting and useful signage for businesses. This is written for people who are not familiar with design standards and would suffer some trying to find information in our current sign ordinance. Suggestions include larger signs, various shape and mountings, and the use of art and sculpture that reflect the business's product. Additionally, increasing the size limitation by counting only the word area on the sign - not the whole sign. It is also encourage accessories - designs, flowers, products, without affecting size limitation.

The finished design standards need to include numerous pictures of each of the types of signs. This more than anything else will help people see what is possible and aspire to produce a better sign.

General Signs Requirements

The allowable area

Only the signs word area and pictures or art that relate directly to the business are counted. This applies to wall mounted, projecting, and pole signs. Allowable area is calculated using a four sided polygon or circle enclosing the wording or pictures representing the business products.

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

***Letter size may not be less than six inches in height.

***All signs must be on a hard durable surface, or painted on a smooth building face.

*** Attached signs require a frame of at least three inches in width and one inch in thickness.

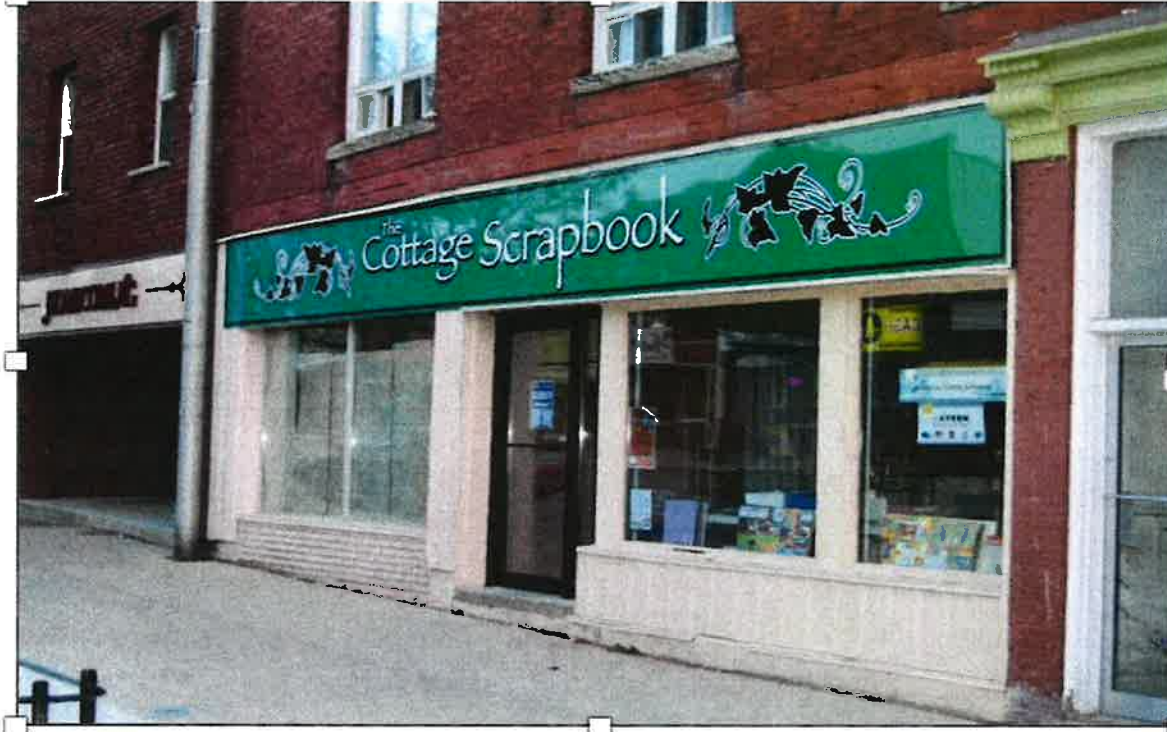
*** No restriction on frame size.

Recommend that the allowed sign areas for words, numbers, art representing the business be the only areas counted - not the open areas.

Suggestions: Pictures of products to make a sign memorable.

book, music notes, dress, scissors, paint brush, chain saw, ice cream cone, car tire, spaghetti and meat balls shoes, wine glass, martini glass, beer mug, coffee cup, cookies, pets, etc.

Wall Mounted Signs

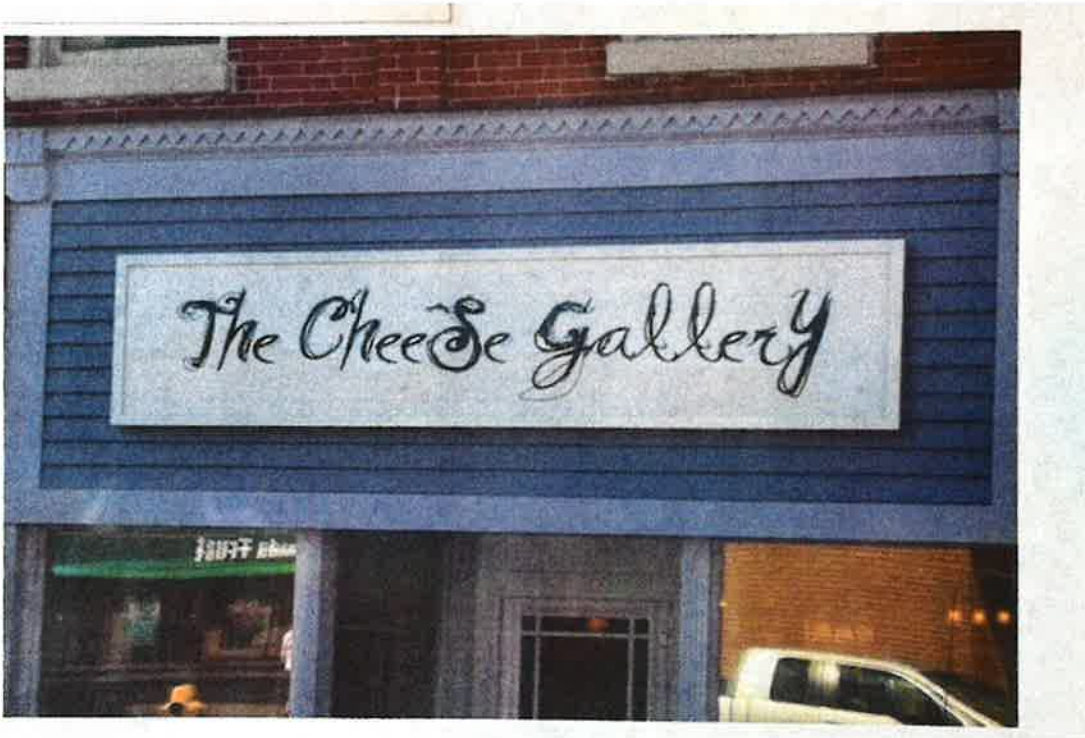


Using the width of the building for a sign, plus a touch of a



These businesses use the full frontages across their stores to display their signage.

This provides a large clean backdrop.



Sign with art that reinforces the signs intent and are memorable

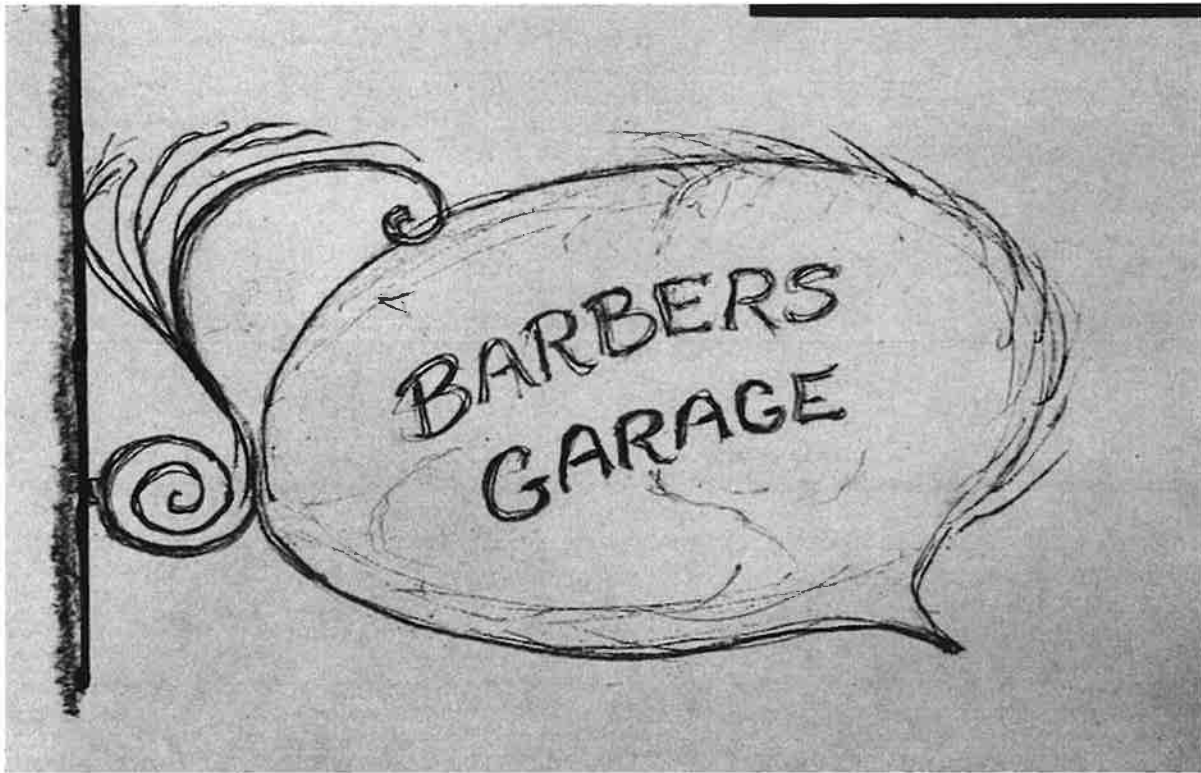


Projecting Signs

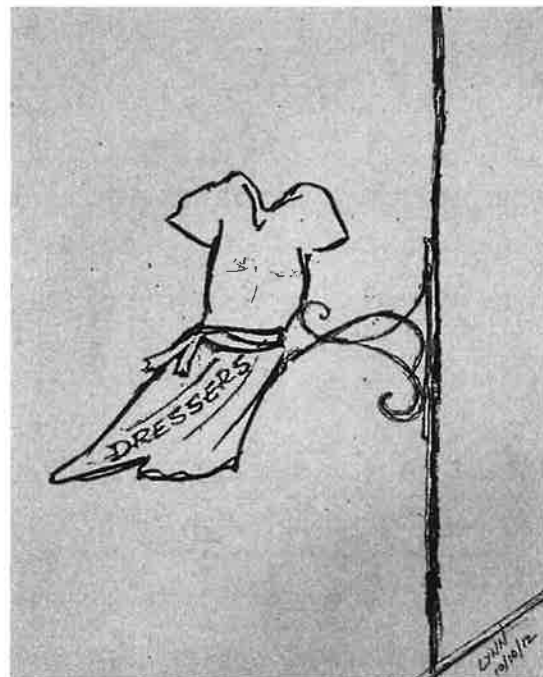
Once Main Street was lined with large projecting signs which contributed to an interesting and lively look. Below is one of the last. It currently looks forlorn and abandon.



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



These three projecting signs sketches were made for the owners of local businesses on Main Street. Two owners have small signs half hidden behind trees. Each owner expressed great interest in having this signage. Our current sign ordinance does not address projecting signs.



Projecting sign limitations

*** 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.

*** Size, some portion of the building face to be determined

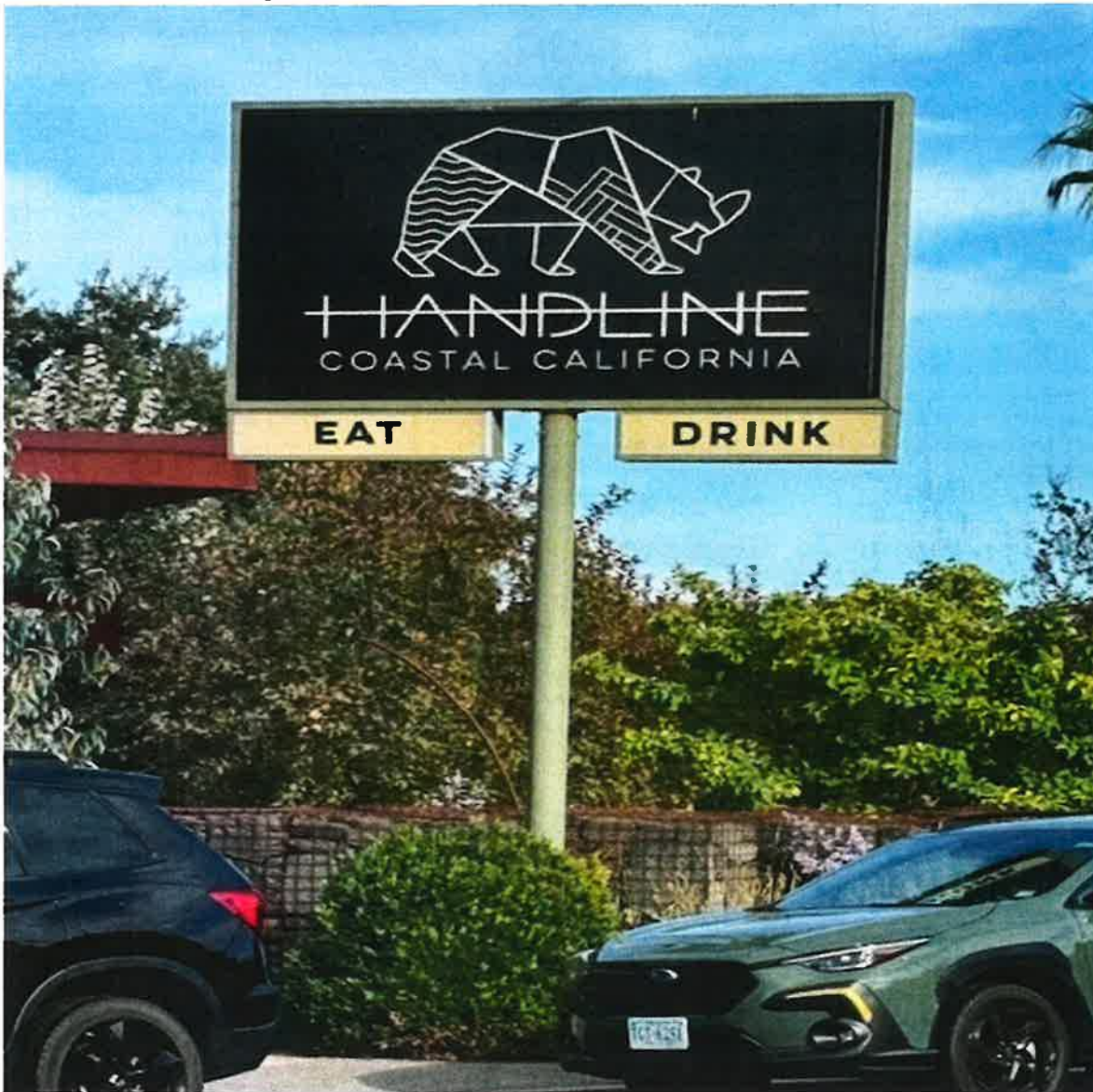
Pole Signs

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 and want a stronger presence. Also important, they are seen over parked cars which block the views of free standing signs. (The pole structure will likely cost more than the sign itself.)

Hand Line's sign dimensions are 9 ft wide and 4 ft high, 11 ft off ground.

Pole signs are not included in our sign guide lines.

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



Poll location requirements

Two feet back from the sidewalk,
four feet clear of parking areas

18 ft away buildings or structures

Requires engineering

(other standards to be determined)

Murals

Creative murals are encouraged on the many blank walls in the down town area. They add interest and maybe beauty to the area. The mural may also be used to show a business's products or services by incorporating these in the mural, however our current sign ordinance does not allow any kind of advertising. Murals are expensive. Advertising helps justify a murals cost. Suggestion, a 33 % allowance in a mural to show a business product or service. DRB approval required.

An attractive mural that includes that includes about 20% showing a product sold in this business.





Example:

To determine percentage of mural that could be considered advertising use a four sided polygon around the product(s) that appears as advertising

If Screamin Mimi's had a mural of a couple of girls walking through a park eating a double decker Ice cream painted on their buildings side the percentage of the girls and ice cream could not exceed 30%.

Question:

If a business covers a large portion of their window for advertising is this signage? How should it be addressed?



Roof top locations with art



Old unsightly signs

When is a sign so deteriorated it should be replaced or removed?

Who and how makes the determination?

What are the criteria to be used to make the determination?

Example

