



City of Sebastopol Design Review Board/Tree Board Staff Report

Meeting Date: April 25, 2023
Agenda Item: 7D
To: Design Review Board
From: John Jay, Associate Planner
Subject: Design Review of Signage and Sign Exemption for Chase bank, 231 Petaluma Ave
Recommendation: Approval with Conditions
Applicant/Owner: David Ford/Chase Bank
File Number: 2023-003
Address: 231 Petaluma Ave, Sebastopol CA, 95472
CEQA Status: Exempt
General Plan: Office Commercial
Zoning: General Commercial (CG)

Introduction:

This item is for Design Review Board consideration for a sign permit and sign exception for Chase bank, to be located at 231 Petaluma Ave. The applicant is proposing four non-illuminated signs identifying the business to be placed on the Northern, Southern, and Western sides of the building and one illuminated sign to be placed around the ATM.

Project Description:

As described above, the current project proposes three signs to be located on the Northern, Southern, and Western sides of the building. A sign program was approved for 231 Petaluma Ave and the first tenant, Peet's coffee, filed for a sign exception to allow for their proposed signs. The sign program, as approved in 2020, allows for only two signs per tenant. As proposed, a sign exemption will be required for the project. The signs included in the proposal are as follows:

- Three external signs identifying the business that will be 2' 2 3/8" by 11' 8 1/4" and will contain .090" thick black non-illuminated letters and a .090" thick blue non-illuminated octagon.
- One 4" wide and 2.5" thick blue illuminated profile surrounding the ATM, with the business name and logo inside the profile.

The total area of the signs is 76.8 square feet.

Environmental Review:

The project is categorically exempt from the requirements of CEQA pursuant to Section 15311, Class 11, which exempts the installation of signage of on-premises signs.

General Plan Consistency:

The General Plan Land Use Designation for the site is Office Commercial. The project does not have any land use implications because it only involves the installation of new wall signage. The application is subject to the following General Plan goals and policies:

Land Use Element

Policy 28: Rehabilitate Existing Commercial Buildings: Rehabilitate existing commercial buildings and retrofit them to meet current market need and code requirements
The project is consistent with this goal and policy in that it involves the revitalization of a commercial development through signage improvements.

Economic Vitality

Policy 2-1: Create an Economic Development Strategy that Sustains the Goals and Policies of the General Plan and Supports Sebastopol's Unique Identity and Sense of Place: Ensure that economic development and marketing for the City reflect the City's vision for the future and focus on attracting industries and businesses that are consistent with the City's values and goals.

Zoning Ordinance Consistency:

The site is located within the General Commercial (CG) zoning district. Chapter 17.120, Section 17.120.060 of the Sebastopol Municipal Code states the following for signs in the General Commercial area:

"2. A maximum of two window, awning, wall, or fascia business identification signs are permitted for each ground floor use or tenant. One of those two signs may be a projecting sign, providing that the sign does not exceed six square feet in area or 18 inches in height, and has a minimum clearance of seven and one-half feet above the sidewalk."

Public Comment:

As of writing this staff report, the Planning Department has not received any public comments.

City Departmental Comment:

The project was sent out to the various city agencies, such as the Sonoma County Environmental Health Division, and the City of Sebastopol Police, Building, Engineering, Public Works, and Fire Departments. The departments conditions have been added to the recommended conditions of approval.

Required Findings:

Section 17.450.030.B.2 of the Zoning Ordinance states that in considering an application for design review, the Design Review Board shall determine whether the project is consistent with the following:

- a) The design of the proposal would be compatible with the neighborhood and with the general visual character of Sebastopol.
- b) The design provides appropriate transitions and relationships to adjacent properties and the public right of way.
- c) It would not impair the desirability of investment or occupation in the neighborhood.
- d) The design is internally consistent and harmonious.
- e) The design is in conformity with any guidelines and standards adopted pursuant to this Chapter.

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.

Analysis:

The current proposed application is for four signs for a future Chase bank that will be going into the vacant building. The signs include:

- Three external signs identifying the business that will be 2' 2 3/8" by 11' 8 1/4" and will contain .090" thick black non-illuminated letters and a .090" thick blue non-illuminated octagon.
- One 4" wide and 2.5" thick blue illuminated profile surrounding the ATM, with the business name and logo inside the profile.

The application is subject to the following guidelines set by the sign program set forth in 2020:

3.1 Tenant Signage: *"Tenants are allowed one 1 sign per lease frontage, ie: an in-line tenant is allowed 1 sign on the front and 1 sign on the rear for a maximum of 2 signs per tenant. Each sign is limited to 75% of the storefront (horizontally) and each sign is to be centered horizontally over either an entry storefront door, or window bay. Signs are generally to be centered vertically on the façade, with exceptions for visual enhancement to be allowed only with written approval of the Landlord."*

The project as proposed will have three 2' 2 3/8" by 11' 8 1/4" identifying the business and one 4" wide and 2.5" thick profile sign surrounding the ATM. The profile sign will have the business logo inside it above the ATM. While the three signs identifying the business will not be illuminated, the profile sign will be illuminated. Due to the number of signs proposed by the applicant, a sign exemption will be required.

3.1 Tenant Signage: *"Sign area: The building is allowed a total of 175 square feet of sign area for all signs on the building. Each tenant, at the sole discretion of the landlord, may have a total of a minimum of 35 and a maximum of 85 square feet of sign area for all signs on all elevations of their lease space. With a maximum of 35 square feet for any sign or elevation. As long as the total of all signs for all tenants does not exceed 175 square feet. Signs that are not centered vertically on the façade will require written approval from both the Landlord and the Sebastopol Planning Department."*

Each of the signs that will be identifying the business will be 25.6 square feet, for a total of 76.8 square feet. The 25.6 square foot area for each sign, falls under the 35 square foot maximum set by the sign program. At the sole discretion of the landlord or landlady, the 76.8 total square foot area for all the signs also falls within the maximum area of 85 square feet set by the sign program.

3.1 Tenant Signage: *“Sign height: Signs are allowed to have letters up to 28” in height, with logo or other approved logo element at a maximum of 30” in height.”*

The three signs identifying the business will include 20” tall non-illuminated channel letters and a 2’ 2 3/8” non-illuminated tall logo. The previously mentioned parameters fall within the restrictions set by the sign program.

A sign program was approved in 2020 for 231 Petaluma Ave. The program outlined a series of parameters and requirements that any future tenant would have to follow. The first tenant of the building was a Peet’s coffee, and they filed for a sign exception due to the number of signs proposed in the application being greater than the number of signs allowed in the sign program. Due to the number of signs proposed by this project, the applicant is requesting an exception for the same reason.

Recommendation:

If it is the consensus of the Board that the proposed Chase 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 of Approval
- Exhibit B – Conditions of Approval
- Application materials

EXHIBIT A
RECOMMENDED FINDINGS OF APPROVAL

Sign Exception
213 Petaluma Avenue
APN 004-430-011, 2023-003

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
231 Petaluma Avenue
APN 000004-430-011, 2023-003

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 76.8 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.
7. A Building Permit is required for the installation of most signs. Please contact the Building and Safety Department for Building Permit application information at (707) 823-8597.



City of Sebastopol

Planning Department
7120 Bodega Avenue
Sebastopol, CA 95472
(707) 823-6167 (Phone) or (707) 823-1135 (Fax)
www.ci.sebastopol.ca.us

SIGN APPLICATION FORM

PROJECT INFORMATION:

ADDRESS:	231 Petaluma Ave.
PARCEL #:	
PARCEL AREA:	

FOR CITY USE ONLY

PLANNING FILE #: _____ / _____

DATE FILED: _____

TOTAL FEES PAID: \$ _____

RECEIVED BY: _____

DATE APPLICATION DEEMED COMPLETE: _____

APPLICANT OR AGENT:

Name: David Ford

Email Address: dave@allsignservices.com

Mailing Address: 124 Allimore Ct.

City/State/Zip: Roseville, CA 95747

Phone: 510-387-0546

Fax: _____

Business License #: _____

Signature: 

Date: 1/14/23

OWNER OF PROPERTY IF OTHER THAN APPLICANT:

Name: Chase

Email Address: _____

Mailing Address: 5800 Stoneridge Mall Rd.

City/State/Zip: Pleasanton, CA 94588

Phone: 415-828-5471

Fax: _____

Business License #: _____

Signature: See attached letter

I certify that this application is being made with my consent.

Date: _____

OTHER PERSONS TO BE NOTIFIED: (Include Agents, Architects, Engineers, etc.).

Name: _____

Email Address: _____

Mailing Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Name: _____

Email Address: _____

Mailing Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

PROJECT DESCRIPTION:

DESCRIBE IN DETAIL: the proposed sign project and permit request. (Attach additional pages, if needed):

Install (3) non-illuminated wall signs and (1) illuminated ATM surround sign for "Chase".

Please describe existing uses (businesses, residences, etc.) and other structures on the property:

DEVELOPMENT DATA:

SQUARE FEET BUILDING EXISTING:	
BUILDING FRONTAGE (IN FEET):	
# OF SIGNS CURRENTLY ON PROPERTY	0
EXISTING SIGN TYPE(S):	N/A
EXISTING SIGN LOCATION(S):	N/A
SIGN SIZE(S):	HEIGHT: HEIGHT: HEIGHT: HEIGHT: LENGTH: LENGTH: LENGTH: LENGTH:
# OF SIGNS PROPOSED	4
*PROPOSED SIGN TYPE(S):	Wall signs
PROPOSED SIGN LOCATION(S):	south, west, and north elevations
SIGN SIZE(S):	HEIGHT: HEIGHT: HEIGHT: HEIGHT: LENGTH: LENGTH: LENGTH: LENGTH:
	IS ILLUMINATION PROPOSED? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No NOTE: ILLUMINATED SIGNS ARE SUBJECT TO DESIGN REVIEW

***Types of signs: FREESTANDING, WALL, PROJECTING (HANGING), WINDOW, AWNING, FASCIA, SANDWICH; TEMPORARY SIGNS (LIMITED TO 30 DAYS): BANNER.**

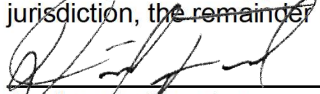
ADDITIONAL REQUIRED MATERIALS:

- LOCATION MAP:** INDICATE THE SUBJECT PARCEL(S) AND ADJACENT STREETS.
- SIGN INVENTORY:** DETAILS ON ALL THE PROPOSED SIGNS: INCLUDING TYPE, HEIGHT, WIDTH, DEPTH, AREA AND HEIGHT ABOVE FINISHED GRADE, LOCATIONS OF ALL EXISTING AND PROPOSED SIGNS, TYPE OF MATERIAL(S), AND ANY METHOD OF ILLUMINATION.
- SIGN DETAILS:** DETAILED SCALED DRAWINGS OF ALL PROPOSED SIGNS, INDICATING THE LETTER STYLE, COLOR SCHEME, CABINET COLORS, AND MATERIAL SPECIFICATIONS. HEIGHT ABOVE GRADE MUST ALSO BE SHOWN.
- SITE PHOTOGRAPHS:** CLEARLY SHOW THE VIEWS OF AND FROM THE PROJECT, INCLUDING EXISTING SIGNS. INCLUDE A KEY MAP INDICATING WHERE THE PICTURES WERE TAKEN FROM AND IN WHAT DIRECTION THEY WERE TAKEN. LABEL ACCORDINGLY.

INDEMNIFICATION AGREEMENT

As part of this application, applicant agrees to defend, indemnify, release and hold harmless the City, its agents, officers, attorneys, employees, boards 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.

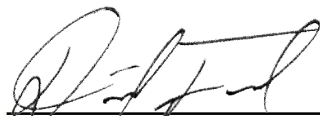
 _____	1/14/23 _____	_____ _____
Applicant's Signature	Date Signed	Planning File Number

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.

NOTICE OF MAILING:

Email addresses or facsimiles will be used for sending out staff reports and agendas to applicants, their representatives, property owners, and others to be notified.

Please sign and acknowledge you have been notified of the Notice of Mailing for applications and have provided an email address or fax number.

 _____	David Ford _____
Signature	Printed Name

NOTE: It is the responsibility of the applicant and their representative to be aware of an 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.

Joon Lee
MDRE

December 21, 2022

Re: Chase Bank –Sebastapol – 231 Petaluma Ave, Sebastapol, CA 95472
Sign Rendering Date 12.19.22 & Drawing #22-02316 R2, Signtech Electrical Advertising, Inc.

Enclosed for your review and approval is the color sign rendering package for the above referenced JPMorgan Chase Bank lease site. We will notify you if changes to this rendering are required as a result of the technical audit and/or permitting restrictions.

Signtech Electrical Advertising, Inc., on behalf of JPMorgan Chase Bank (“JPMC”), will secure all necessary permits and regulatory approvals, along with assuring that all elements are manufactured and installed to applicable codes and restrictions. The assigned JPMorgan Chase Project Manager will manage and supervise all work, including wall repairs and painting where applicable.

Please indicate your approval by signing below and returning via email to joon.x.lee@chase.com within seven (7) business days from the date of this letter. If you have any questions, please call me directly at 415-828-5471.

Thank you,

Joon Lee

Approved by: Mikol Maitland, Construction Project Manager

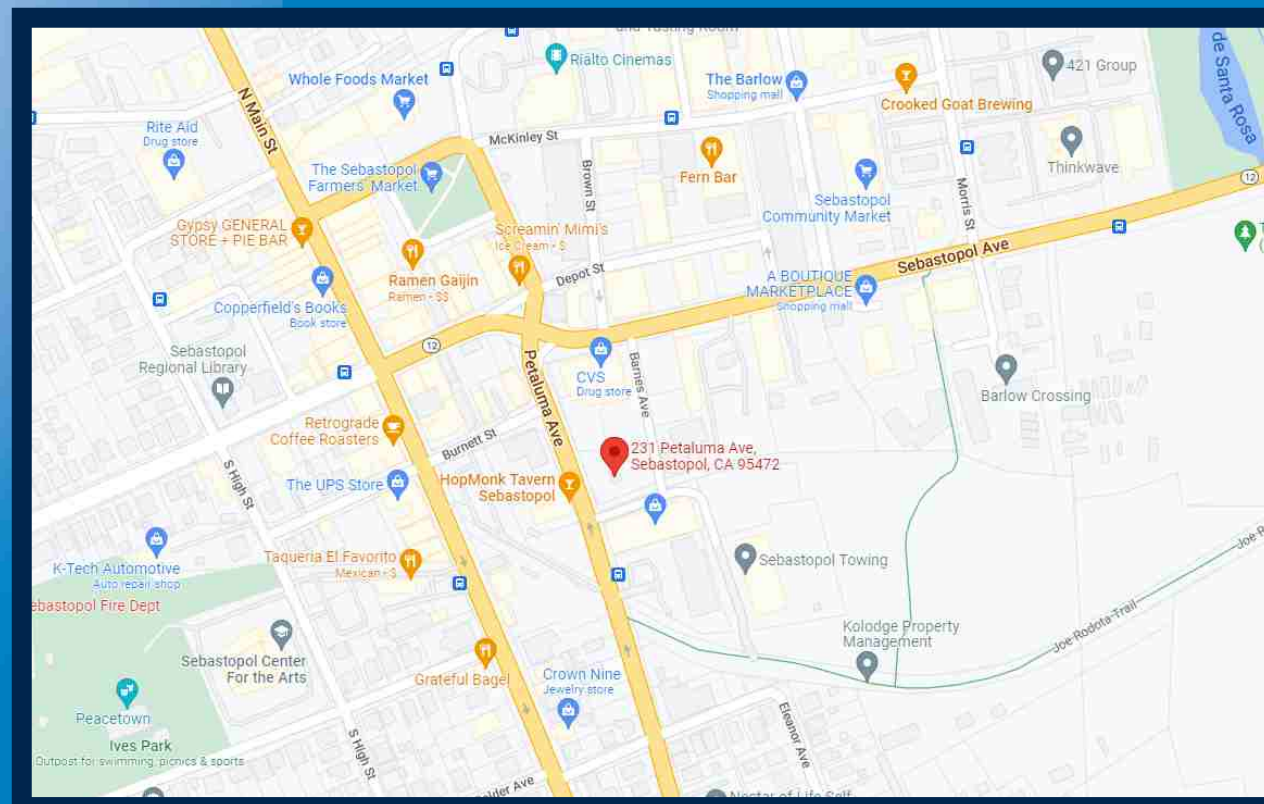
Signature: _____

Date: Jan 11, 2023

CHASE



#CHASE_48200R002597_1
Sebastopol
231 Petaluma Ave
Sebastopol, CA 95472



REVISION NOTES:

R4: Detail Drawing: Signs E1 and E2 updated to 20in sets. - AS - 02/20/23



Signtech™

4444 Federal Blvd. San Diego CA 92102
Phone: (619) 527-6100 / Fax: (619) 527-6111
signtech.com



**JP Morgan Chase Bank
#48200R002597**

Sebastopol
231 Petaluma Ave
Sebastopol, CA 95472

Initial Date: 11/23/22
Salesperson: Arthur Navarro
Coordinator: Lorena P Leon
Designer: ASena
Scale: As noted

CUSTOMER APPROVAL

Customer Signature _____ Date _____

COPY, COLORS & SIZES

Signtech does NOT provide primary electrical to sign location - **RESPONSIBILITY OF OTHERS!**

Customer Signature _____ Date _____

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Drawing Number: 22-02316

Project ID: CHASE_48200R002597_1

Revision: R4 - 02.20.23

Page:

DRC Page 1

EXTERIOR SIGN LEGEND - ALLOWED

Elevation	Sign No.	Sign Type	Description	Sq.Ft.
South	E.1	LNIC-BLK-20	20" Non-Illuminated Black Channel Letters and Logo	25.6
West	E.2	LNIC-BLK-20	20" Non-Illuminated Black Channel Letters and Logo	25.6
North	E.3	LNIC-BLK-20	20" Non-Illuminated Black Channel Letters and Logo	25.6
	E.4	SUR-TTW-U-4-TP	Universal Thin-Profile ATM Surround (Shown on Pg. 4)	
Total Proposed Sq Ft				76.8



SITE PLAN SCALE: 40' = 1'-0"



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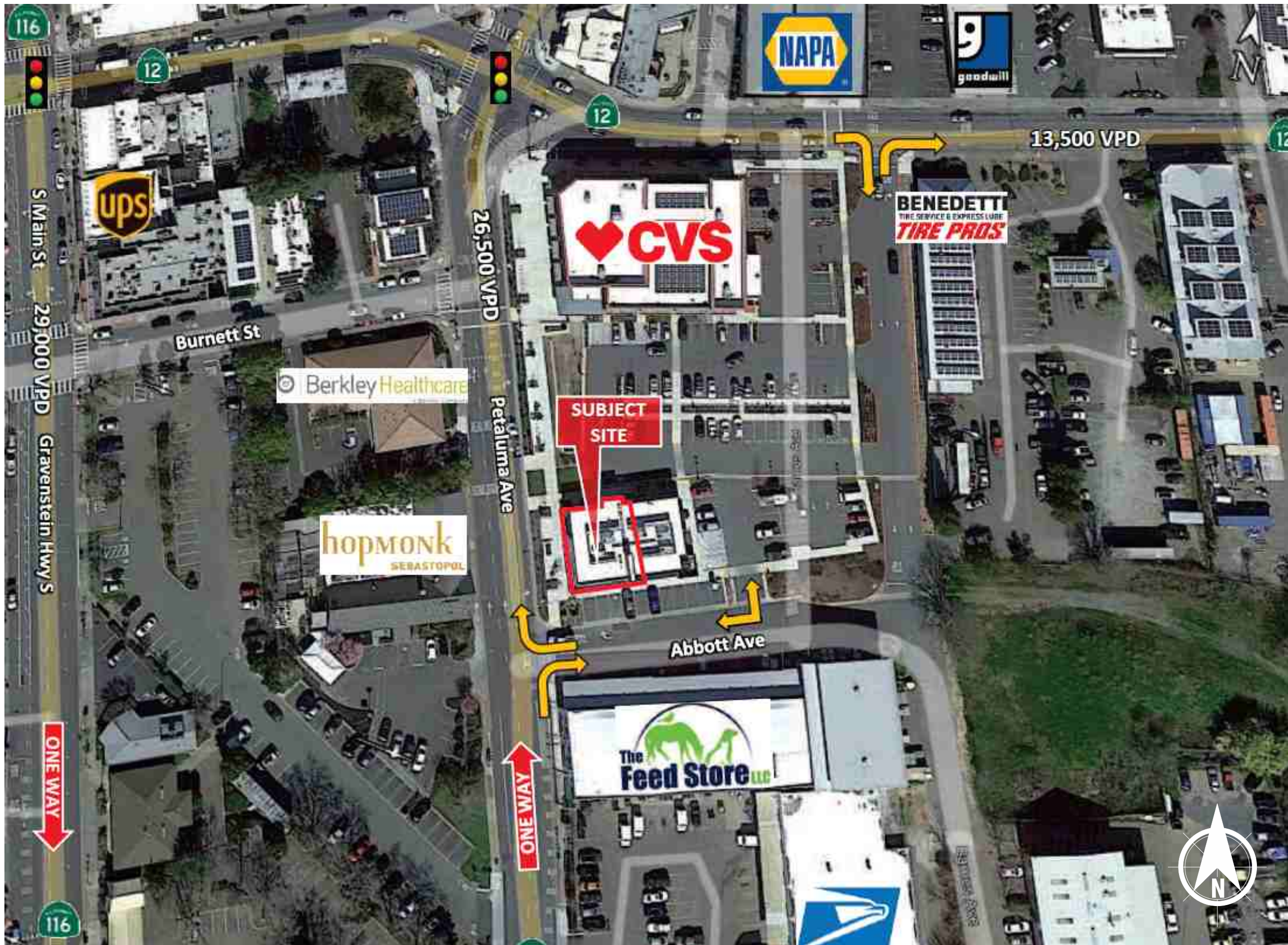
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Drawing Number: 22-02316

Project ID: CHASE_48200R002597_1

Revision: R4 - 02.20.23

Sign Legend / Site Plan



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 Project ID: CHASE_48200R002597_1
 Revision: R4 - 02.20.23

Enlarged Aerial Site

INTERIOR SIGN LEGEND

Elevation	Sign No.	Sign Type	Description	Sq.Ft.
E.4	SUR-TTW-U-4-TP		Universal Thin-Profile ATM Surround	
I.12	OCT-24-INT		Illuminated Blue Bitro Interior Octagon	



FLOOR PLAN

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

DATE	DESIGNER
10/11/2022	PM



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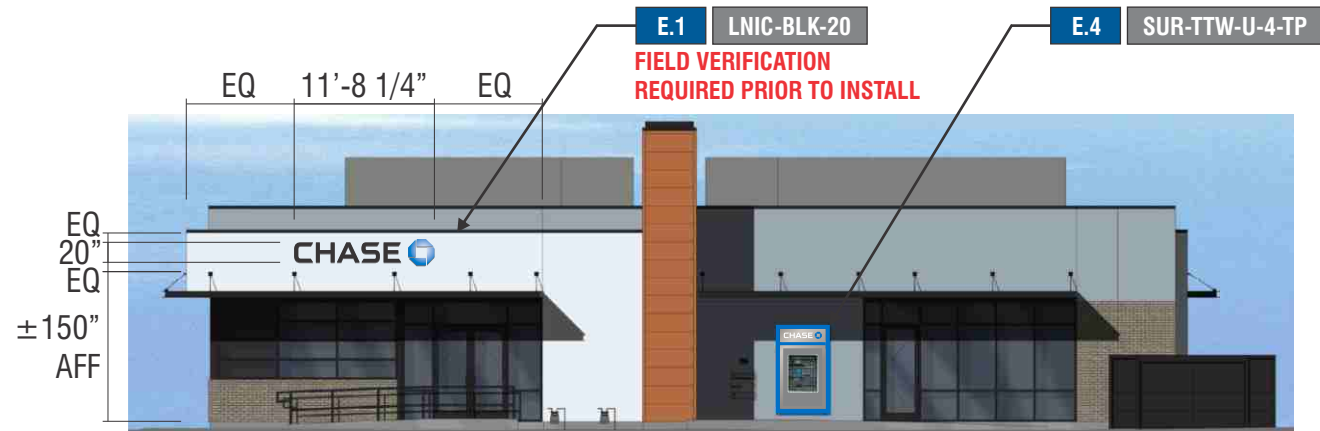
Revision: R4 - 02.20.23

Sign Legend / Floor Plan

Page:

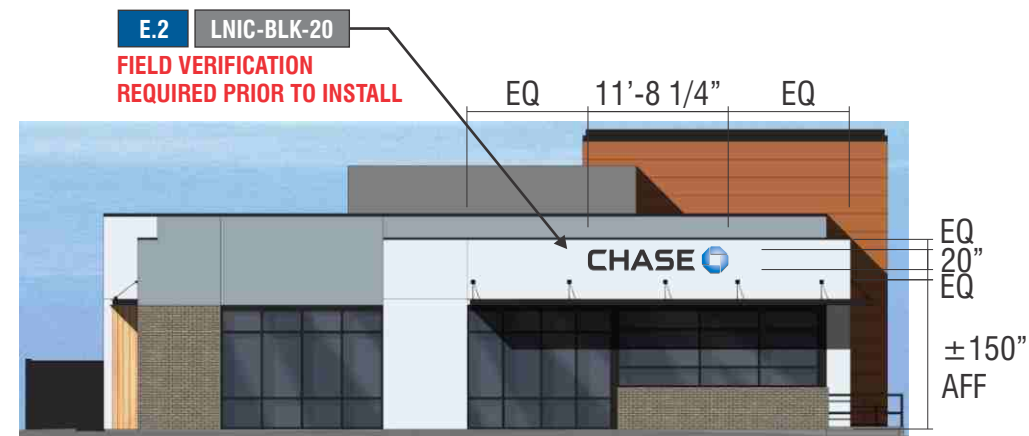
DRC Page 4

SIGNAGE OVERVIEW - ALLOWED



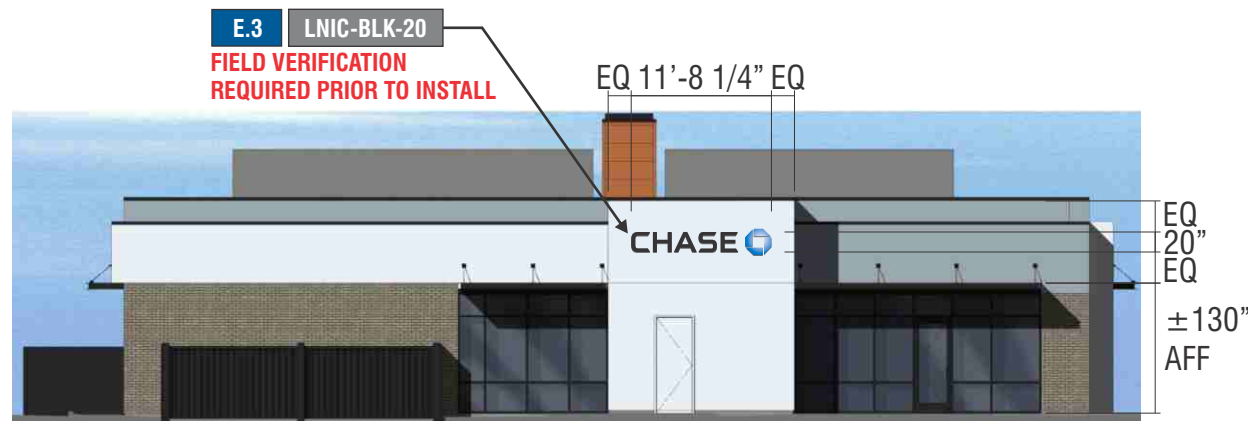
SOUTH ELEVATION

SCALE: 1/16" = 1'-0"



WEST ELEVATION

SCALE: 1/16" = 1'-0"



NORTH ELEVATION

SCALE: 1/16" = 1'-0"



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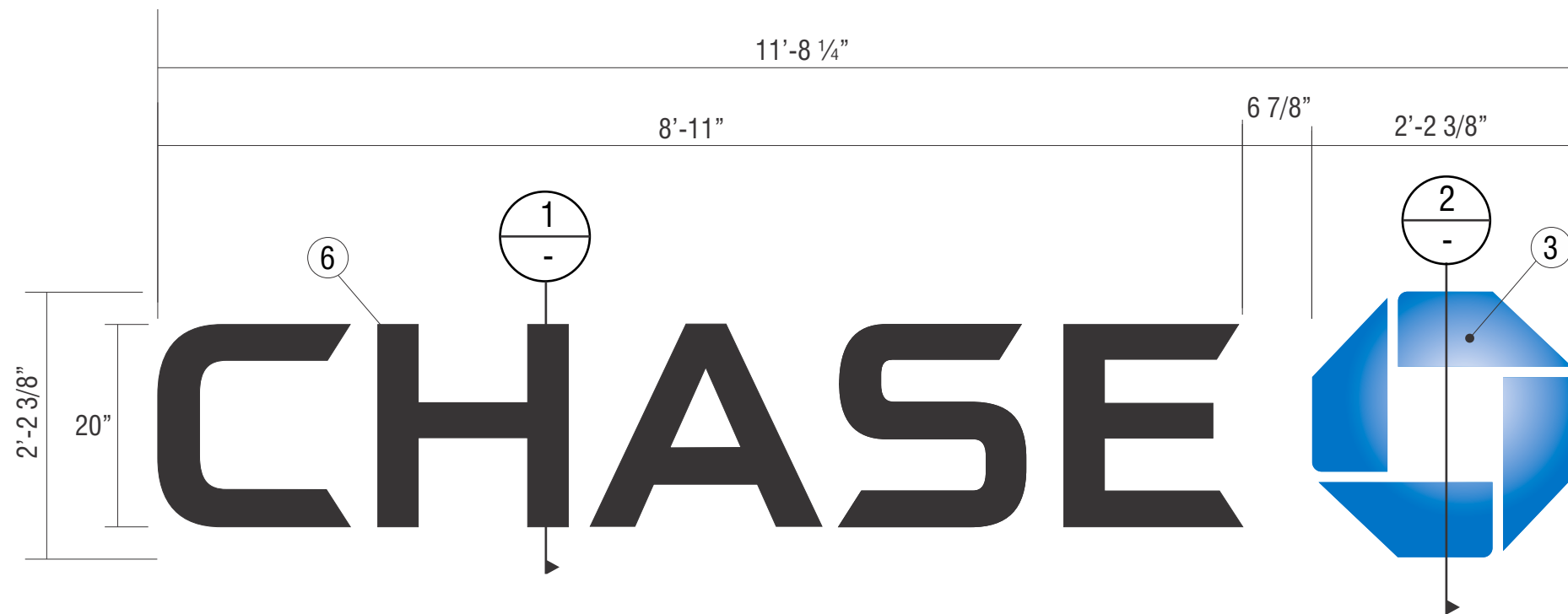
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Exterior Elevations

Page:



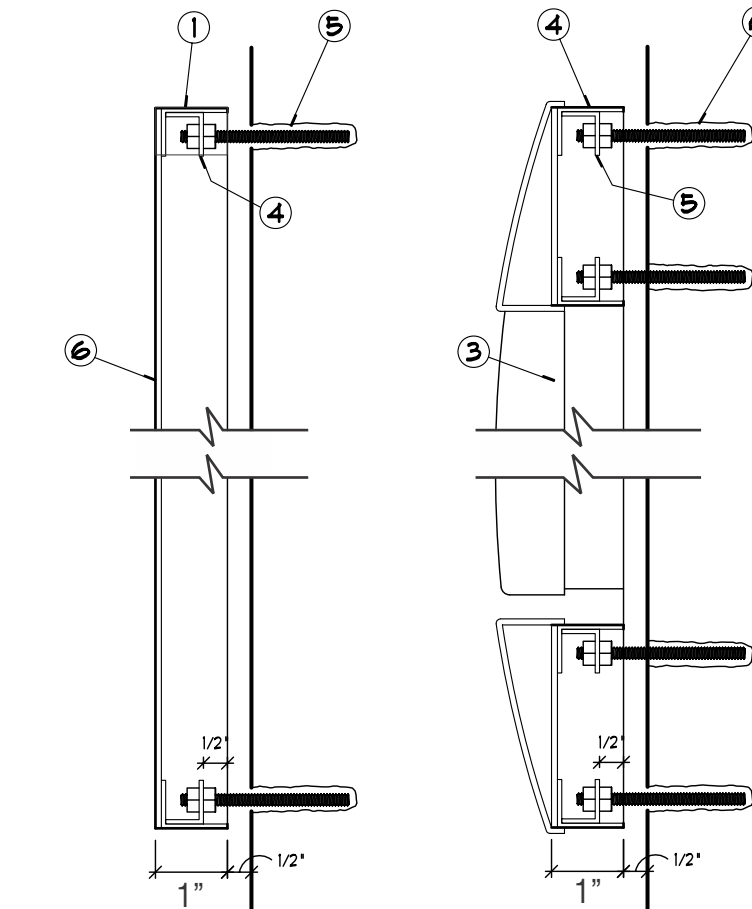
FRONT VIEW SCALE : 3/4" = 1'-0"

E.1 **E.2** **E.3**

SIGN TYPE LNIC-BLK-20

MANUFACTURE AND INSTALL THREE (3) NON-ILLUMINATED SET OF CHANNEL LETTERS

1. .090" ALUM. LETTER RETURN. FORM AS SHOWN. PAINT FINISH CHASE NICKEL MATTHEWS MP# 19891, GLOSS FINISH.
2. OCTAGON TO BE THERMOFORMED ACRYLIC. PAINT FINISH ALL EXPOSED SURFACES MATTHEWS MP# 00366 (PMS #300 BLUE), SEMI-GLOSS.
3. .090" ALUMINUM OCTAGON RETURN. FORM AS SHOWN. PAINT FINISH MATTHEWS MP# 00366 (PMS #300 BLUE), SEMI-GLOSS.
4. .090" ALUMINUM INTERMITTENT ATTACHMENT CLIPS AS REQ'D.
5. 1/4" THREADED ROD AS REQ'D FOR ATTACHMENT OF LETTERS TO WALL. DOUBLE MOUNT FASTEN THREADED ROD TO ATTACHMENT CLIP. SET LETTERS AT 1/2" STANDOFF FROM WALL. ATTACH LETTERS TO WALL WITH SILICONE CAULK AS REQUIRED FOR SECURE FASTENING.
6. LETTER FACE TO BE .125" ALUM. PAINT FINISH MATTHEWS MP# 41-306 SIGNAL JET BLACK.



① **DETAIL AT LETTER** ② **DETAIL AT OCTAGON**



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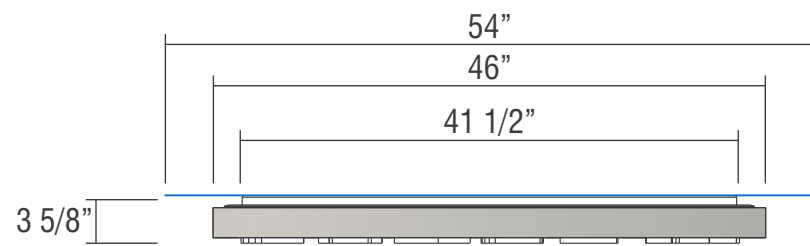
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TOP VIEW SUR-TTW-U-4
SCALE: 3/4" = 1'-0"

STIPPLE FINISH PAINT PROCESS FOR MATTHEWS #MP-18101 CHASE NICKEL:
BASE COAT:* 3-4 MEDIUM COATS OF MAP SVOC2471 FOR BASE COAT.
 ALLOW TO AIR DRY 12-24 HRS OR FORCE DRY AT 200 DEG. F. FOR 15MIN.
STIPPLE FINISH COAT:* MIX MAP SVOC1761 WITH CATALYST BUT_*NO*_REDUCER;
 SET PRESSURE POT AT 18-20 PSI TANK PRESSURE AND
 20-25 PSI ATOMIZING AIR AT THE PAINT GUN -
 USE 1.0 TO 1.2 FLUID NOZZLE.
 APPLY 5-6 PASSES OF A FINE TIGHT STIPPLE

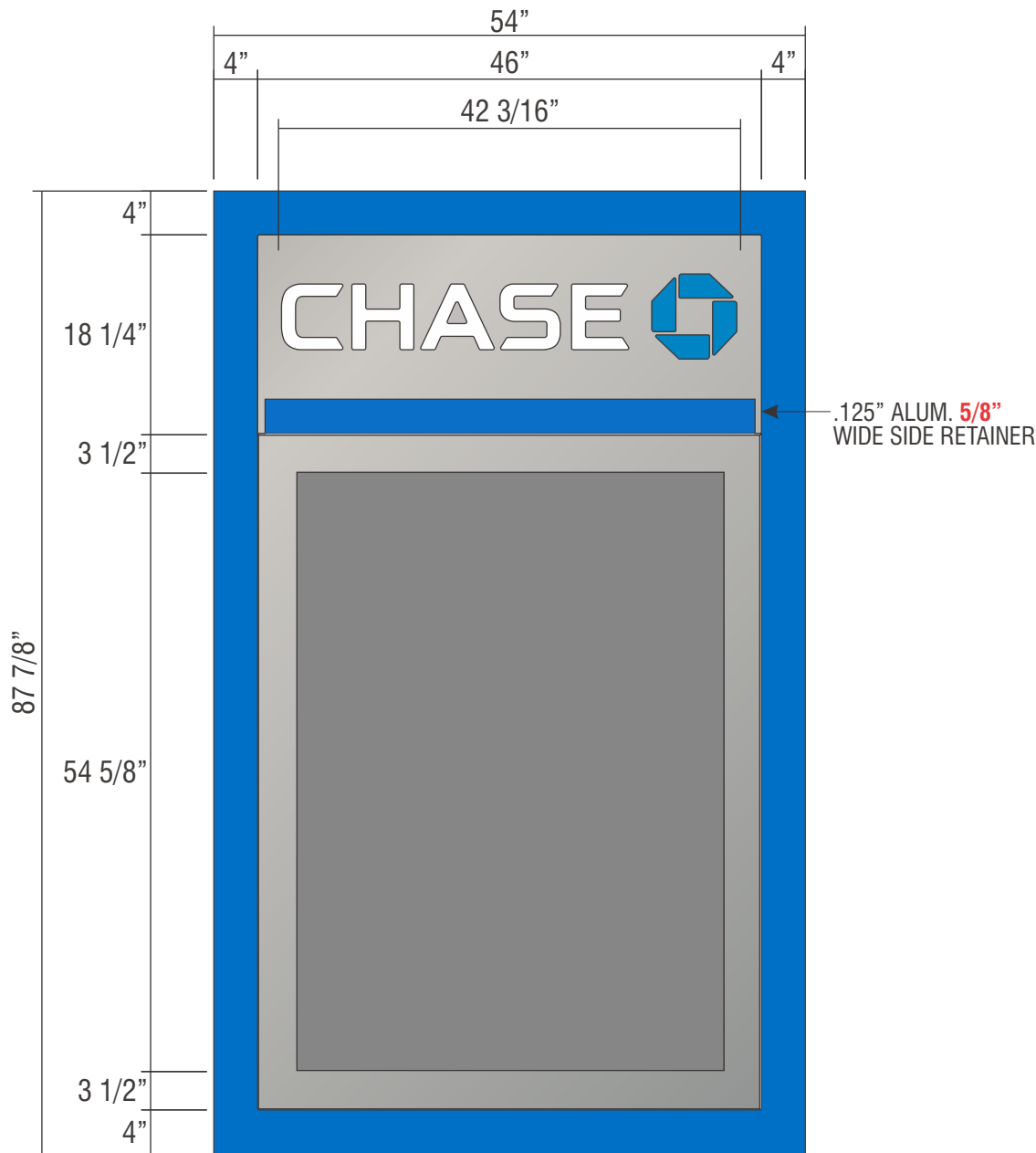
STIPPLE FINISH PAINT PROCESS FOR MATTHEWS #MP-49353 CHASE BLUE METALLIC:
BASE COAT:* 3-4 MEDIUM COATS OF SVOC2472 SP FOR BASE COAT.
 ALLOW TO AIR DRY 12-24 HRS OR FORCE DRY AT 200 DEG. F. FOR 15MIN.
STIPPLE FINISH COAT:* MIX MAP SVOC2049 SP WITH CATALYST BUT_*NO*_REDUCER;
 SET PRESSURE POT AT 18-20 PSI TANK PRESSURE AND
 20-25 PSI ATOMIZING AIR AT THE PAINT GUN -
 USE 1.0 TO 1.2 FLUID NOZZLE.
 APPLY 5-6 PASSES OF A FINE TIGHT STIPPLE

NOTE: PUSH-THRU ACRYLIC SHALL HAVE
A MILL FINISH ON ALL ROUNDED EDGES

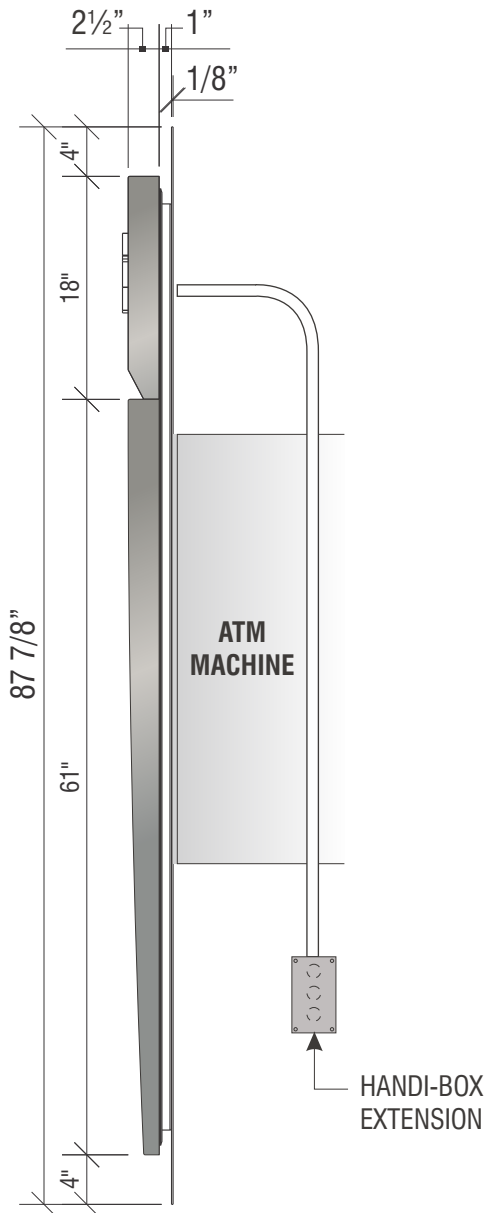
ALL EXPOSED FASTENER HEADS
SHALL BE PAINTED TO MATCH THE
EXTERIOR CABINET FINISH

SLOAN BLUE LED STRIPE AROUND
PERIMETER TO PROVIDE HALO-LIT
EFFECT AGAINST BACK PANEL

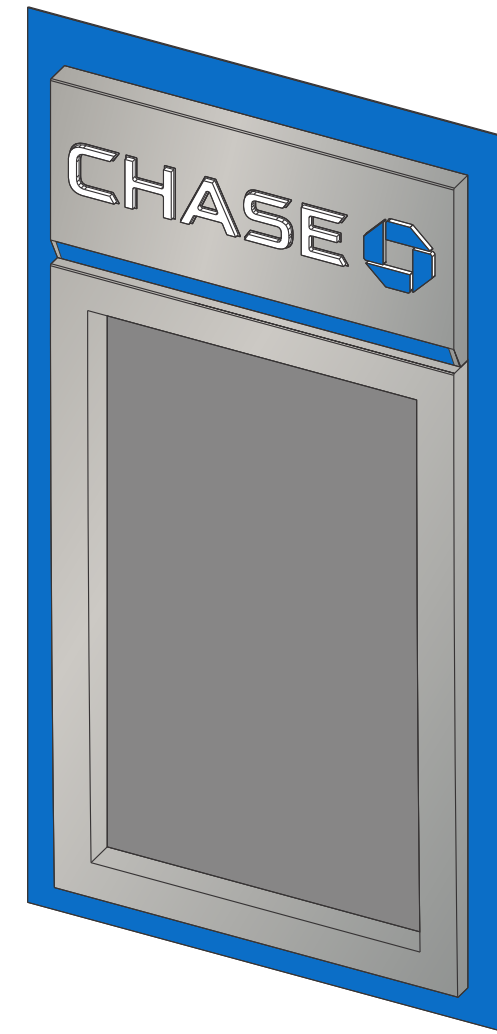
GRAPHICS DEPICTED ARE FOR I
LLUSTRATIVE PURPOSES ONLY!
USE ONLY APPROVED ARTWORK
FOR PRODUCTION.



FRONT VIEW SCALE: 3/4" = 1'-0"



SIDE VIEW



PERSPECTIVE VIEW



Signtech™

4444 Federal Blvd. San Diego CA 92102
 Phone: (619) 527-6100 / Fax: (619) 527-6111
 signtech.com



JP Morgan Chase Bank
 #48200R002597

Sebastopol
 231 Petaluma Ave
 Sebastopol, CA 95472

Initial Date: 11/23/22
 Salesperson: Arthur Navarro
 Coordinator: Lorena P Leon
 Designer: ASena
 Scale: As noted

CUSTOMER APPROVAL

Customer Signature _____ Date _____

COPY, COLORS & SIZES

Signtech does NOT provide primary
 electrical to sign location -
RESPONSIBILITY OF OTHERS!

Customer Signature _____ Date _____

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 and cannot be reproduced in whole or in part,
 without their prior written approval.

Drawing Number: 22-02316

Project ID: CHASE_48200R002597_1

Revision: R4 - 02.20.23

E.4 SIGN TYPE SUR-TTW-U-4-TP

MANUFACTURE AND INSTALL ONE (1) INTERNALLY ILLUMINATED THIN PROFILE ATM SURROUND



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Customer Signature _____ Date _____

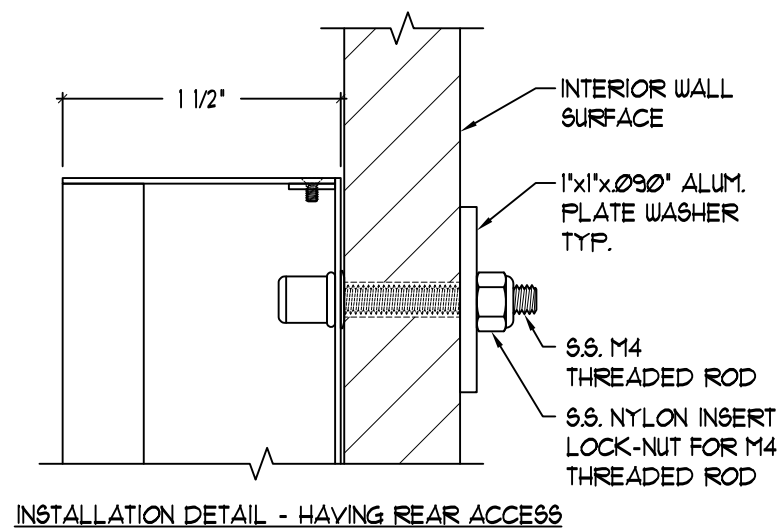
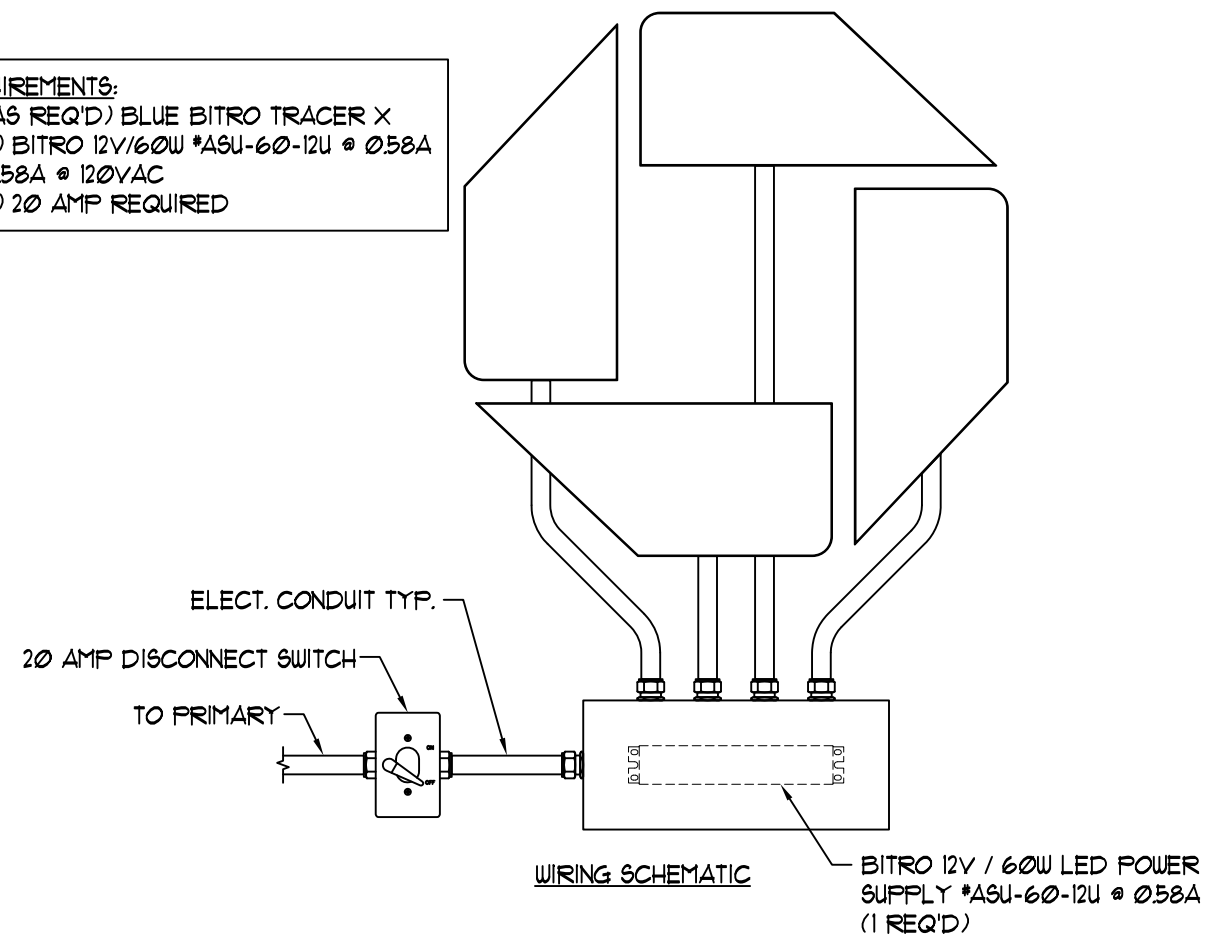
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Drawing Number: 22-02316

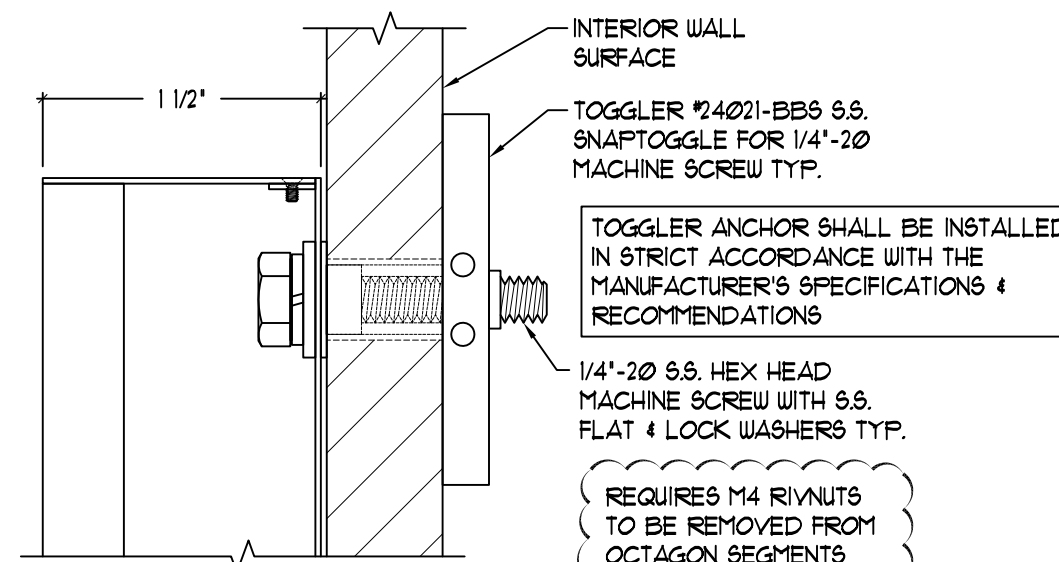
Project ID: CHASE_48200R002597_1

Revision: R4 - 02.20.23

ELECTRICAL REQUIREMENTS:
 LED: (AS REQ'D) BLUE BITRO TRACER X
 POWER SUPPLY: (1) BITRO 12V/60W *ASU-60-12U @ 0.58A
 TOTAL LOAD: 0.58A @ 120VAC
 CIRCUITS: (1) 20 AMP REQUIRED



INSTALLATION DETAIL - HAVING REAR ACCESS



INSTALLATION DETAIL - NO REAR ACCESS

TOGGLER ANCHOR SHALL BE INSTALLED IN STRICT ACCORDANCE WITH THE MANUFACTURER'S SPECIFICATIONS & RECOMMENDATIONS

1/4"-20 S.S. HEX HEAD MACHINE SCREW WITH S.S. FLAT & LOCK WASHERS TYP.

REQUIRES M4 RIVNUTS TO BE REMOVED FROM OCTAGON SEGMENTS

INTERIOR APPLICATION ONLY

ALL EXPOSED FASTENER HEADS SHALL BE PAINTED TO MATCH THE EXTERIOR CABINET FINISH

OCTAGON SHALL BE WIRED TO A REMOTELY MOUNTED POWER SUPPLY

EXISTING CONDITIONS



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Customer Signature _____ Date _____

COPY, COLORS & SIZES

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 electrical to sign location -
RESPONSIBILITY OF OTHERS!

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Drawing Number: 22-02316

Project ID: CHASE_48200R002597_1

Revision: R4 - 02.20.23

Existing Conditions

**ARMSTRONG SEBASTOPOL
SEBASTOPOL, CA**

**MASTER SIGN PROGRAM
For 231 Petaluma Blvd.**

Issued By

Armstrong Development

December 2020

ARMSTRONG SEBASTOPOL

Master Sign Program

CONTENTS

- 1.0 Design Guide -Purpose**
- 2.0 Design Specifications: All Tenants**
 - 2.1 General Construction Specifications**
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- 3.0 General Sign Provisions**
 - 3.1 Center Identification Sign**
 - 3.2 Tenant Signage**
 - 3.3 Permanent Window Graphics**
- 4.0 Submittals & Review**
 - 4.1 Prohibited Signs/Banners**
 - 4.2 Tenant Responsibilities**

Prepared by:

**David Randolph
United Signs Systems
Sacramento, California**

SEBASTOPOL: Retail Signage Design Requirements

1.0 Purpose

Signage is a crucial element for the identity of this project and its merchants. The purpose of this sign program is to ensure that the signage is presented with diversity and creativity while maintaining standards that achieve consistency throughout the center.

The guidelines established for tenants will provide a coordinated sign system to communicate information in a distinctive and aesthetically pleasing manner. The visual consistency that this criterion creates will minimize confusion and confirm an image of quality, uniting all the individual establishments within the center.

It shall be the responsibility of each tenant to submit design drawings of the proposed signage first to the Landlord for its written and/or stamped approval and subsequently to the City of Sebastopol for approval prior to the installation of any signage. The use of professional designers and/or sign companies to prepare these drawings will be required. The guidelines and requirements for the submittal process are located in section 4.0 "Submittals and Review".

2.0 Design Specifications / All Tenants

All signs, both permanent and temporary, shall be reviewed for conformance with these guidelines and overall design quality. Approval or disapproval of sign submittals shall remain the right of the Landlord and the City of Sebastopol.

The square footage of individually applied letters for primary tenant identification is defined as the area contained within the smallest rectangles that will enclose each letter or logo. Sign content shall be limited to the Tenant's name and primary graphic logo unless specifically provided for herein. Temporary signage may include specific grand opening or sale language as approved by the Landlord and City of Sebastopol Planning Department.

Notwithstanding the following Sign Provisions, Tenants may utilize standard corporate logos and/or prototypical signage graphics, subject to approval of the Landlord and City of Sebastopol.

All signage on the building fascia, with exception of certain logo/graphics, shall be of individual 2" deep reverse pan channel letters internally illuminated with 3200 to 3500 Kelvin LED lighting. All signs shall have opaque faces and be internally illuminated to create a halo around each letter or graphic element. No face lit channel letters or cabinet signs will be permitted. Signage illumination shall not include flashing, moving or scintillating effects.

All permanent signs must be dimensional. Signs painted directly onto the building will not be permitted. Temporary signs may be banners approved by the Landlord and the Sebastopol Planning Department and must maintain a minimum of seven feet six inches between grade and bottom edge of banner as measured from sidewalk or pavement.

Fascia signs shall be located above each storefront or building elevation centered on entry doors or window bays, or if no doors or windows, as approved by the Landlord and Sepastopol Planning Department. In no case may a sign extend beyond the roof parapet or adjacent building eave line. Signs are not allowed on or against any roof structures.

2.1 General Construction Specifications

Signs must be constructed and installed to meet or exceed all applicable codes and City requirements. All signs shall be constructed, installed, and maintained at the Tenant's expense.

All exterior signs shall be secured by concealed fasteners; bolts, fasteners, clips, and conduits shall be generally hidden from public view. If exposed, all sign fasteners shall be countersunk flush with the adjacent metal surface and are to be painted to match the exterior color of the surface on which they are mounted. Fasteners in the face of any letter or graphic element are not allowed.

All building fascia signs shall be attached and mounted directly to the wall. All penetrations of the building structure required for sign installation shall be neatly sealed and watertight. Color and finish of attachments and sealant shall match adjacent exterior finishes. Surfaces of all signage are intended to be flat without bulges, oil canning or other imperfections.

2.2 Electrical and Illumination

Fabrication and installation shall comply with all Underwriters Laboratories requirements and applicable state and local codes. All components shall bear the U.L. label indicating approval, and be manufactured and installed by a U.L. certified company.

All wiring, raceways, conductors, transformers, ballasts and other equipment shall be concealed from public view. Primary electrical service to all Tenants' signs shall be tied to Tenant's electrical service. Tenant shall provide time clocks for use in conjunction with the electrical service and be responsible for all associated costs.

The illumination of all sign components shall be uniform in intensity and meet the 3200 to 3500 Kelvin requirement noted previously.

Illumination and electrical specifications must appear on all shop drawings submitted for approval.

The external illumination of all Tenant signs shall not exceed that which is approved by the Landlord during the submission process. There shall be no excessive glare or coloration from lighting on surrounding areas or on Tenant facades.

2.3 Installation and Removals

All penetrations of any building structure required for sign installations shall be neatly sealed and continuously maintained in watertight condition.

All contractors used by Tenants for installation, removal or service calls on signage must be fully licensed and must provide Landlord with certificates of insurance prior to the commencement of any work.

All methods of attachment to any structure must be detailed on shop drawings and be approved by the Landlord.

Sign removals shall include the patching and repairing of the entire work area, plus the repainting of any "ghosted" areas as directed by the Landlord.

Tenant's Sign Contractor shall repair any damage caused by his work. Tenant's sign contractor must follow the rules and regulations for T.1, contractors provided in each Tenant lease. Damage to any structure or surface including but not limited to walls, ceilings, roofs, parapets, sidewalks, landscaping, or parking area, that is not repaired by the Contractor shall become the Tenant's responsibility to correct.

The Tenant's Sign Contractor shall be completely licensed by the State of California, carry Workers' Compensation and Public Liability insurance against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs.

Temporary banners, upon approval, may be displayed for ninety days with one extension allowed upon Planning Department assessment.

3.0 General Sign Provisions

3.1 Tenant Signage

The Landlord and City encourages the use of various letter styles and colors to achieve a unique and individual look. However, these signage guidelines limit the number of signs, sign sizes (including width) and overall letter heights. Internal-halo illumination is required as described below.

Notwithstanding the following Specific Provisions, Tenants may utilize standard corporate logos and/or prototypical signage graphics, subject to approval of the Landlord and City of Sebastopol.

Sign area: The building is allowed a total of 175 square feet of sign area for all signs on the building. Each tenant, at the sole discretion of the landlord, may have a total of a minimum of 35 and a maximum of 85 square feet of sign area for all signs on all elevations of their lease space. With a maximum of 35 square feet for any sign or elevation. As long as the total of all signs for all tenants

does not exceed 175 square feet. Signs that are not centered vertically on the façade will require written approval from both the Landlord and the Sebastopol Planning Department.

Sign height: Signs are allowed to have letters up to 28” in height, with logo or other approved logo element at a maximum of 30” in height.

The letters are to be 2” deep reverse pan-channel construction with aluminum faces and returns with 3200 – 3500 Kelvin white LED halo lighting.

Tenants are allowed one 1 sign per lease frontage, ie: an in-line tenant is allowed 1 sign on the front and 1 sign on the rear for a maximum of 2 signs per tenant. Each sign is limited to 75% of the storefront (horizontally) and each sign is to be centered horizontally over either an entry storefront door, or window bay. Signs are generally to be centered vertically on the façade, with exceptions for visual enhancement to be allowed only with written approval of the Landlord.

Illuminated signs as noted in the section(s) above. Illuminated signs shall be channel letters or reverse pan-channel letters constructed with aluminum returns.

National and regional tenants may utilize standard corporate sign packages and/or prototypical signage graphics subject to approval of the Landlord and City of Sebastopol.

3.3 Permanent Window Graphics

Permanent Window Graphics are those signs affixed to a storefront window. A standard font format shall be used for the Permanent Window Graphics that indicates hours of operation, suite or street address, open/closed and relevant information.

Signage is applied to the surface of door or window glass using vinyl graphics in one of the following colors: gold, aluminum, silver or copper leaf, and white.

All tenants shall affix suite or street address on at least one business storefront window. Maximum cap height for permanent identification letters shall be 2" with the exception for open/closed sign and suite/address identification which shall not exceed a 6" cap height. The aggregate square footage of all window signs shall not exceed twenty five (25) percent of the surface area of the window on which it is placed. Window graphics over 1 sq ft shall be counted against tenant's and the building's total sign area.

Window signs shall not be illuminated.

All window signs, both permanent and temporary, shall be approved in writing by the Landlord, with a copy to the City of Sebastopol Planning Department.

4.0 Submittals & Review

No signs, permanent or temporary, shall be fabricated or installed unless the following approvals have been obtained.

Landlord Approvals: Submit three (3) sets of plans, to scale, showing the sign elevation. This drawing must have all materials and colors specified. At least one drawing of the sign must be in color. The plans must also include the building elevation and the location(s) of the signs on the building, and a site plan indicating the location of the store in the shopping center.

Once these plans are stamped and approved, one set shall be retained by the landlord, one set shall be the tenant's copy, and the last set shall be submitted to the City of Sebastopol. If the plans submitted to the landlord are not acceptable or require revisions, they must be resubmitted unless they are approved "with conditions".

City of Sebastopol Permit Process: All signs are required to have a sign permit issued from the City of Sebastopol. Three (3) sets of plans, including the stamped and approved set from the landlord, are to be submitted to the Planning Department for approval. The next approval must be obtained from the building department, including all mounting details for the sign. All illuminated signs require an electrical permit.

4.1 Prohibited Signs / Banners

No Flashing, moving, or scintillating light bulbs or effects are permitted.

Window signs, other than the Permanent Window Graphics, will not be allowed. These signs include neon signs, fiber optic/neon simulated plastic signs and border neon.

The Landlord reserves the right to determine the acceptability of signs. Noncompliant signs are to be removed immediately upon request.

Promotional and temporary signs will not be permitted without written landlord approval and must be in accordance with Section 4-2-7 of the Sebastopol Municipal Code.

4.2 Tenant Responsibilities

Tenants shall be responsible for the fulfillment of all requirements of these Signage Guidelines and all applicable codes and ordinances. Each Tenant is responsible for the cost of design, fabrication, installation, maintenance, and electricity for their own sign(s). Tenants shall be responsible for the immediate repair of any sign or sign component or lighting, which is damaged or not illuminating properly, and the proper maintenance of all tenant signs. All permits required by the City of Sebastopol and associated fees, shall be obtained, and paid for by the Tenant or Tenant's representative. Tenants shall be required to perform or cause to have performed such necessary action to correct or repair signage within ten (10) days of written notice from Landlord.

All sign contractors employed or retained by Tenant must carry Workers' Compensation and Public Liability insurance per the lease, providing coverage against damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs, in an amount deemed appropriate by Lessor. Tenants shall indemnify and hold harmless the Landlord and the City of Sebastopol from any damages that arise from the installation, maintenance or use of Tenant's signage.

Upon the termination or conclusion of Tenant's lease, the tenant is responsible, at their sole cost, for the removal of all signs. All signs must be removed within 30 days of the lease's termination. The storefront fascia shall be patched, touch-up painted and otherwise repaired as detailed in previous section of these guidelines.