



City of Sebastopol Design Review Board/Tree Board Staff Report

Meeting Date: July 23, 2024
Agenda Item: 7B
To: Design Review & Tree Board
From: John Jay, Associate Planner

Subject: Sign Exception
Recommendation: Approval with Conditions
Applicant/Owner: Aaron Friedman
File Number: 2024-020
Address: 7355 Healdsburg Avenue
CEQA Status: Exempt
General Plan: Office Commercial (CO)
Zoning: General Commercial (CG)

Introduction:

The applicant Aaron Friedman is proposing signage for the new Campanella restaurant at 7355 Healdsburg Avenue.

Project Description:

This project proposes to add new signage, one projecting wall sign, for the restaurant located at 7365 Healdsburg Avenue. Previously this restaurant was called Flavors and had two approved signs: one non-illuminated wall sign and one non-illuminated awning sign. The applicant is proposing the following signage below:

- One double-sided projecting logo sign – 20 SF each

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 General Commercial. 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 is consistent with this goal and policy in that it involves the revitalization of a commercial development through signage improvements.



Zoning Ordinance Consistency:

Signage Exceptions:

As outlined in SMC section 17.120.020 sign exceptions are allowed provided that the application materials show that:

- 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; or*

- 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.*

City Departmental Comment:

The Planning Department routed this project to the various city departments, and those departments did not provide any comments for the project.

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.

Analysis:

Project background:

The applicant Aaron Friedman submitted a Sign Permit application on March 28th, 2024, for one wall mounted sign which hangs over the front entrance of the building. However, due to the size of the signage it requires review from the Design Review Board as it would need an exception per Section 17.120.060.C.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.7



As double-faced signage is counted for each face, this project exceeds the maximum allowed square footage by 34 square feet and thus requires the approval for an exception. Staff feels that the granting of this exception the sign would be appropriate as the position of the sign would make it easier to read from all sides of the street. It also would make a visible landmark and enhance the building as the design of the sign is to be consistent with the nature of the business.

Public Comment:

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

Recommendation:

If it is the consensus of the Board that the proposed Campanella 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:

- Application Materials
- Exhibit A – Findings for Approval
- Exhibit B – Conditions of Approval



City of Sebastopol

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

MASTER PLANNING APPLICATION FORM

APPLICATION TYPE

- Administrative Permit Review
Alcohol Use Permit/ABC Transfer
Conditional Use Permit
Design Review
Lot Line Adjustment/Merger
Preapplication Conference
Preliminary Review
Sign Permit
Temporary Use Permit
Tree Removal Permit
Variance
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: 7365 Healdsburg Ave Assessor's Parcel No(s): 004-251-029-000
Present Use of Property: Restaurant Zoning/General Plan Designation:

APPLICANT INFORMATION

Property Owner Name: William Abrams, Revibe Properties LLC
Mailing Address: 625 MacDonald Avenue Phone: 707-397-5727
City/State/ZIP: Santa Rosa, CA 95404 Email: willabrams@gmail.com
Signature: [Signature] Date: 5/28/2024
Authorized Agent/Applicant Name: Germaricorp Inc, DBA Signarama
Mailing Address: 915 Piner Rd, STE C Phone: 707-523-0606
City/State/ZIP: Santa Rosa, CA 95403 Email: aaron@sr-signs.com
Signature: Aaron Friedman Date: 05/17/24
Contact Name (If different from above): Aaron Friedman Phone/Email:

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

Sign Permit
Non-Lit Box sign with Dimensional Graphics
80"L x 36"H
20 Sq Ft.

CITY USE ONLY

Table with 3 columns: Fill out upon receipt, Action, Action Date. Rows include Application Date, Planning File #, Received By, Fee(s), Completeness Date, Staff/Admin, Planning Director, Design Review/Tree Board, Planning Commission, City Council.

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	0	1
Use	N/A		Sign
Lot Size		n/a	n/a
Square Feet of Building/Structures <i>(if multiple structures include all separately)</i>		2046	2046
Floor Area Ratio (F.A.R)	<u> </u> n / <u> </u> a FAR	<u> </u> n / <u> </u> a FAR	<u> </u> n / <u> </u> a FAR
Lot Coverage	<u> </u> n/a % of lot	<u> </u> n/a % of lot	<u> </u> n/a % of lot
	<u> </u> n/a sq. ft.	<u> </u> n/a sq. ft.	<u> </u> n/a sq. ft.
Parking	n/a	n/a	n/a
Building Height	n/a	n/a	n/a
Number of Stories	n/a	n/a	n/a
Building Setbacks – Primary			
Front	n/a	n/a	n/a
Secondary Front Yard (corner lots)	n/a	n/a	n/a
Side – Interior	n/a	n/a	n/a
Rear	n/a	n/a	n/a
Building Setbacks – Accessory			
Front	n/a	n/a	n/a
Secondary Front Yard (corner lots)	n/a	n/a	n/a
Side – Interior	n/a	n/a	n/a
Rear	n/a	n/a	n/a
Special Setbacks (if applicable)			
Other (<u> </u>)	n/a	n/a	n/a
Number of Residential Units	<u> </u> n/a Dwelling Unit(s)	<u> </u> n/a Dwelling Unit(s)	<u> </u> n/a Dwelling Unit(s)
Residential Density	1 unit per <u> </u> n/a sq. ft.	1 unit per <u> </u> n/a sq. ft.	1 unit per <u> </u> n/a sq. ft.
Useable Open Space	<u> </u> n/a sq. ft.	<u> </u> n/a sq. ft.	<u> </u> n/a 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: <u> </u> cu. yds. Cut: <u> </u> cu. yds. Fill: <u> </u> cu. yds. Off-Haul: <u> </u> cu. yds
Impervious Surface Area	N/A	<u> </u> % of lot	<u> </u> % of lot
		<u> </u> sq. ft.	<u> </u> sq. ft.
Pervious Surface Area	N/A	<u> </u> % of lot	<u> </u> % of lot
		<u> </u> sq. ft.	<u> </u> 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.

Property Owner's Signature: _____  Date: 5/24/24

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: Aaron Friedman Date: 05/17/24

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:

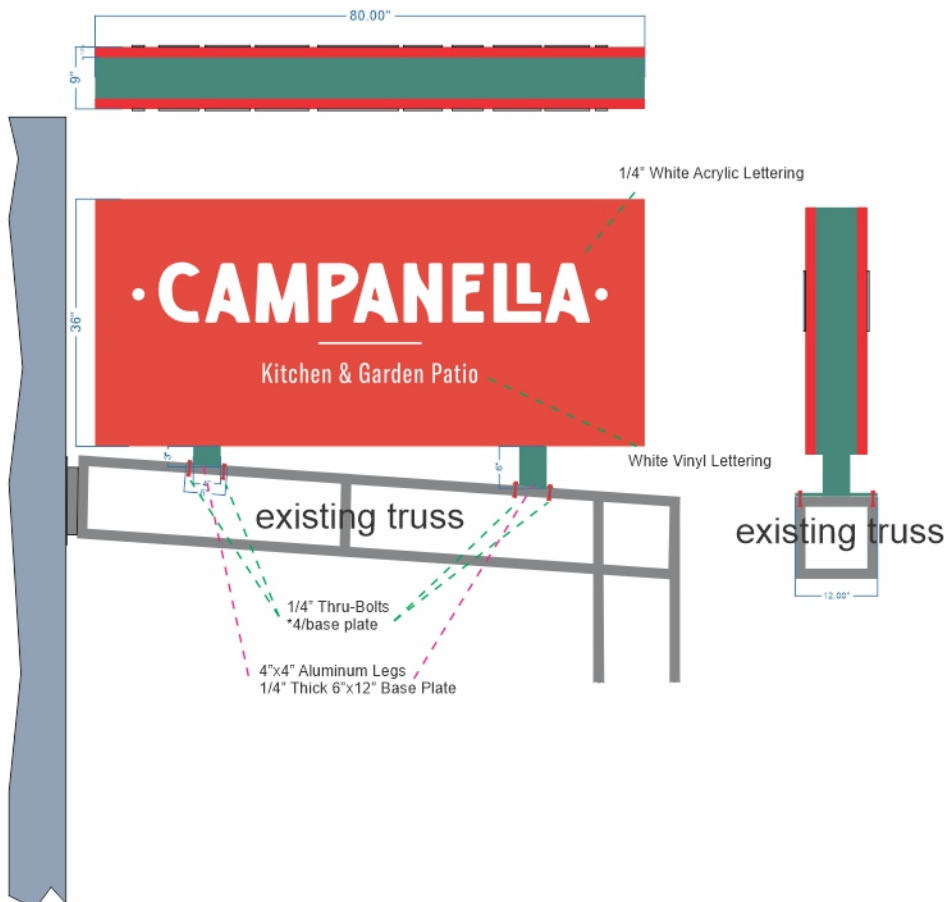
- ✓ Project description
- ✓ Contact information for the applicant, including address, phone number, and email address
- ✓ Map showing project location
- ✓ Photographs of project site
- ✓ Project plans and drawings

Location Address:

7355 Healdsburg Ave

1 QUANTITY 80" WIDTH 36" HEIGHT

Details:
80"L x 36"H x 9"D
Custom Aluminum Box
Red Faces / Green Surround and Brackets
1/4" White Acrylic Logo
White Vinyl Sub-text
Angled base brackets
Affixed to existing truss
Double Sided
20 sq ft
Weight: <50lbs



Additional revisions may incur a fee

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orders. FAILURE TO DO THIS MAY RESULT IN ADDITIONAL FEES. ALL PROOFS MUST BE APPROVED THROUGH OUR ONLINE PROOFING SYSTEM. ALL ORDERS ARE ON HOLD UNTIL CONFIRMED RECEIPT OF APPROVAL.

Location Address:

7355 Healdsburg Ave

1	80"	36"
QUANTITY	WIDTH	HEIGHT

Details:
80"L x 36"H x 9"D
Custom Aluminum Box
Red Faces / Green Surround and Brackets
1/4" White Acrylic Logo
White Vinyl Sub-text
Angled base brackets
Affixed to existing truss
Double Sided
20 sq ft
Weight: <50lbs



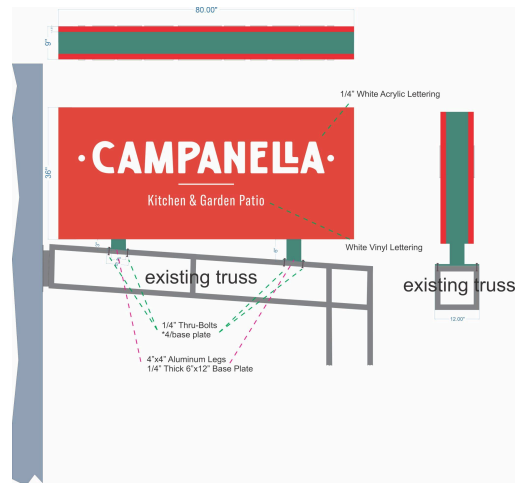
Additional revisions may incur a fee

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05/28/24

To: City of Sebastopol Planning Department
From: Germaricorp, Inc. DBA: Signarama, SR
Subject: Campanella, 7365 Healdsburg Ave

Campanella is a new restaurant revamping and taking over the location formerly housing Flavor Bistro. The current project we are submitting is for a new main overhead sign. There has been in the past a sign in this location, but at the current time, it has already been taken down and so a void has been left. We are proposing a new non-internally lit architectural box with the Campanella Kitchen & Garden Patio logo in 1/4" dimensional acrylic and the box itself in the colors of the brand and showcasing the Italian style with Red and Green.

This sign will be made out of aluminum so weight is kept down and longevity is key. This is the only main sign and will be easily read from all sides of the street. Since there is an existing steel truss that is strong and in great shape, we will be utilizing the top of the bars to affix the base legs of the sign.

We feel this look will fit perfectly with the renovation and architecture that is being implemented and have a welcoming feel for all patrons.

The sign is 80"L x 36"H x 9"D and just barely sits above the truss, but below the roof line.

Thank you for your consideration

Aaron Friedman

A handwritten signature in black ink, appearing to read "Aaron Friedman".

EXHIBIT A
RECOMMENDED FINDINGS OF APPROVAL

Campanella Restaurant
7355 Healdsburg Avenue
APN 004-251-029, File #2024-020

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 on-premises 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 meet 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 Campanella Restaurant's 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 square footage that is still consistent with the site context and surrounding development.*

EXHIBIT B
RECOMMENDED CONDITIONS OF APPROVAL

Campanella Restaurant
7355 Healdsburg Avenue
APN 004-251-029, File #2024-020

1. Plans and elevations shall be in substantial conformance with plans prepared by David Ford, and stamped received on March 28th, 2024, 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 signs 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. 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.