



City of Sebastopol
 Incorporated 1902
 Planning Department
 7120 Bodega Avenue
 Sebastopol, CA 95472
 707-823-6167
 707-823-1135 (Fax)
www.ci.sebastopol.ca.us

Email: jatkinson@cityofsebastopol.org

APPROVED MINUTES

DESIGN REVIEW BOARD
 CITY OF SEBASTOPOL
 MINUTES OF MAY 18, 2016

SEBASTOPOL CENTER FOR THE ARTS
 DINING ROOM
 282 SOUTH HIGH STREET
 4:00 P.M.

DESIGN REVIEW BOARD:

The notice of the meeting was posted on May 12, 2016.

1. CALL TO ORDER: Chair Luthin called the meeting to order at 4:06 P.M.

2. ROLL CALL:

Present: Ted Luthin, Chair
 Christine Level, Board Member
 Bill Shortridge, Board Member
 Cary Bush, Board Member

Absent: Lynn Deedler, Board Member (excused)
 Alexis Persinger, Board Member (excused)

Staff: Jonathan Atkinson, Assistant Planner
 Rebecca Mansour, Planning Technician

3. APPROVAL OF MINUTES: April 06, 2016 and April 20, 2016

Board Member Shortridge made a motion to approve the minutes of April 6th and April 20th as submitted.

Board Member Bush seconded the motion.

AYES: Chair Luthin and Board Members Shortridge and Bush
 NOES: None
 ABSTAIN: Board Member Level

4. PLANNING DEPARTMENT UPDATES:

Assistant Planner Atkinson provided the following updates:

- The City received over thirty responses to a Request for Qualifications (RFQ) for a public art project on City property. The Public Arts Committee will initiate review of the responses at their June 1st meeting, which will start at 10:30 a.m. at City Hall.

The Board had no questions for staff.

5. COMMENTS FROM THE PUBLIC ON ITEMS NOT ON AGENDA: There were none.

6. STATEMENTS OF CONFLICTS OF INTEREST: Board Member Bush recused himself from Item 8A due to a proximity conflict.

7. CONSENT CALENDER: There were none.

8. REGULAR AGENDA:

Board Member Bush excused himself from the meeting at 4:09 p.m.

A. MINOR SIGN REVIEW – Hippizzazz (Project 2016-20) – This is an application, submitted by Alex Britton, requesting approval to install two signs for Hippizzazz, a proposed pizzeria, at 280 South Main Street. This is a continuation from the April 6, 2016 Design Review Board meeting.

Assistant Planner Atkinson presented the staff report.

The Board had no questions for staff.

The applicant, Alex Britton, gave a brief presentation and was available for questions.

The Board asked questions of Mr. Britton.

Chair Luthin asked to hear from the Board on this application.

Board Member Shortridge commented:

- Likes the connection between the two signs.
- The wall sign looks great.
- The pole sign is too cluttered and won't be easily read.
- 'Organic' and 'Gluten-Free' will be a huge draw.
- The sign should be redesigned in a readable way.
- Likes that external illumination is proposed.
- Loves the logo.

Board Member Level commented that she was fine with the application as submitted.

Chair Luthin commented:

- Thanked the applicant for returning to the Board.
- Really likes the revisions.
- Agreed with Board Member Shortridge.
- 'Organic' is important.
- Liked, 'Locally Grown' and 'Fired On Stone'.
- The sign should be redesigned in a readable way.
- It's the space around things that make things readable.

The applicant expressed being amenable to the suggested revisions.

Chair Luthin asked if members of the public wished to speak on this item.

Ila Benavidez-Heaster, 7777 Bodega Avenue, commented:

- The recommendations are great.
- 'Gluten-Free' would be a nice addition to the sign as well.

Darrin Batch, a resident of Sebastopol, commented:

- Suggested adding reference to parking being available around back.

Chair Luthin commented that that was a good idea, however, he did not think that that would be necessary at this stage.

Hearing nothing further, Chair Luthin closed the Public Hearing.

Board Member Level made a motion to approve the application as submitted with a recommendation to simplify and reorient the wording on the pole sign.

AYES: Chair Luthin, and Board Members Shortridge and Level

NOES: None

ABSTAIN: None

The Board applauded the applicant's effort and commented that it will be a great business.

9. DISCUSSION ITEMS:

Board Member Bush returned to the meeting at 4:33 p.m.

A. Portable Signs – This is a Design Review Board discussion regarding portable signs in Sebastopol, and related Zoning Ordinance regulations.

Assistant Planner Atkinson presented the staff report.

The Board asked questions of staff.

Chair Luthin asked if members of the public wished to speak on this item.

Darrin Batch, a resident of Sebastopol, commented:

- Portable signs make the town look cluttered and trashy.
- Portable signs make the stores feel like they're in competition with each other.
- Portable signs are needed when the original signage is inadequate.

Hearing nothing further, Chair Luthin closed the Public Hearing and brought it back to the Board for discussion.

Comments from the Board included:

- Portable signs are meant to attract pedestrians as well as people passing by in cars.
- Portable signs are usually placed in a highly visible place in the public right of way, which can present a safety issue.
- There are two kinds of signs; signs meant to announce special events and signs meant to grab attention.
- Consider allowing one portable sign per business, rather than per parcel.
- The Board could stipulate materials that are not allowed.
- Could require that portable signs be within a certain proximity to the front door of the business.

- Favored the idea of only allowing chalkboard portable signs.
- Consider requiring a permit for every portable sign.
- Consider prohibition of portable signs.
- Due to their portability, enforcement may be difficult.
- Code could stipulate that portable signs be used for 'temporary/short-term promotions' only.
- Consider a permit to allow off-site directional signage for businesses that may not have a highly visible frontage.
- Portable signs present a liability issue.
- The downtown is for people, not signage.

The Board agreed to continue this discussion to a future meeting to allow them additional time to consider the viewpoints expressed.

Per a request by the Board, Assistant Planner Atkinson agreed to return with information on how other City's in the County handle sandwich board signs as well.

10. REPORTS FROM THE BOARD/STAFF: There were none.

11. ADJOURNMENT: Chair Luthin adjourned the meeting of the Design Review Board at 4:56 p.m. to the next Design Review Board meeting to be held June 01, 2016 at 4:00 p.m., at the Sebastopol City Hall, 7120 Bodega Avenue, Sebastopol, CA.

Respectfully Submitted By:

Jonathan Atkinson
Assistant Planner