



**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](http://www.ci.sebastopol.ca.us)

Email: [dmorrison@cityofsebastopol.org](mailto:dmorrison@cityofsebastopol.org)

**APPROVED MINUTES**

DESIGN REVIEW BOARD  
 CITY OF SEBASTOPOL  
 MINUTES OF October 04, 2017

SEBASTOPOL CITY HALL  
 CONFERENCE ROOM  
 7120 BODEGA AVENUE  
 4:00 P.M.

**DESIGN REVIEW BOARD:**

The notice of the meeting was posted on September 28, 2017.

**1. CALL TO ORDER:** Chair Luthin called the meeting to order at 4:00 P.M.

**2. ROLL CALL:**

<b>Present:</b>	Ted Luthin, Chair Cary Bush, Vice Chair Lars Langberg, Board Member Lynn Deedler, Board Member Gregory Beale, Board Member
<b>Absent:</b>	Christine Level, Board Member (excused)
<b>Staff:</b>	Dana Morrison, Assistant Planner Rebecca Mansour, Planning Technician

**3. APPROVAL OF MINUTES:** August 16, 2017

Vice Chair Bush made a motion to approve the minutes as submitted.

Board Member Langberg seconded the motion.

AYES: Chair Luthin, Vice Chair Bush and Board Members Langberg, Deedler and Beale  
 NOES: None  
 ABSTAIN: None

**4. PLANNING DEPARTMENT UPDATE ON MATTERS OF GENERAL INTEREST:**

Assistant Planner Morrison updated the Board on the following:

- Zoning Ordinance changes are currently being worked on and are expected to be before the Council sometime in November.
- A Zoning Ordinance interpretation for medical cannabis support uses is currently being worked on as well. Hopes to bring to Commission for their consideration in either late October or early November.

- The City has received an application for 385 Morris Street.
  - The application is for a solar and parking related use.
  - The City is currently reviewing proposals from agencies after having sent out a RFP (request for proposals) due to the property being in a scenic open space district.

The Board asked questions of staff.

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

**6. STATEMENTS OF CONFLICT OF INTEREST:** There were none.

**7. CONSENT CALENDAR:** There were none.

**8. REGULAR AGENDA:**

**A. SIGN PROGRAM APPROVAL:** This is a Major Sign Review application for the approval of a Sign Program for 961 Gravenstein Highway South a mixed use project that includes two double-sided blade signs (externally illuminated) and window signs.

Assistant Planner Morrison presented the staff report.

The Board asked questions of staff.

The applicant's agent, Steve Bourns of Econoline Signs, gave a presentation and was available for questions.

The Board asked questions of Mr. Bourns.

Chair Luthin asked for Board discussion.

Board Member Langberg commented:

- Appreciates conservative lighting.
- This is a nice, simple approach overall and it works well.
- Expressed being fine with granting the requested exception.
- The vinyl part of it works fine.
  - Storefronts can look really cluttered.
  - Likes the consistent approach of the vinyl.
  - The designated area for the vinyl is low enough so people will still be able to see into the businesses.

Board Member Deedler commented:

- There are good and bad things about this application.
- The blade signs are small for these locations.
- The majority of their parking places for customers are in the back.
  - It appears as though the rear will be the main entrance for customers coming to these businesses.
  - 1' signs is too small against a 12' face on the back of the building.

Mr. Bourns responded to Board Member Deedler's comments.

Board Member Deedler commented:

- Expressed being okay with it if that is what the applicant is happy with.
- Would support the applicant's request for a great exception there.
- The signs along the front are effectively highway signs.
  - The signs are small compared to the mass of the front of the building.
  - The front of the building could carry slightly larger signs, perhaps 42"
  - Slightly larger signs would look appropriate and harmonious.

Mr. Bourns responded to Board Member Deedler's comments.

Board Member Deedler commented:

- The blade signs are being placed on the face of very nice aluminum frames.
  - The building has very crisp and nice storefront material with inset glass.
  - It would be harmonious to add an aluminum frame with inset signs. Doing so would look sophisticated and in tune with the building.
  - Would like to see a frame around each blade sign.

Mr. Bourns responded to Board Member Deedler's comments.

Board Member Deedler commented:

- Some people use an ability to put vinyl across a storefront window to cutoff visibility from passersby.
- It is important to be able to see life inside these buildings.
- The allowance for vinyl should not be used to shield sun or visibility.

Vice Chair Bush commented:

- Appreciates the application as well as the program that the applicant brought forward.
- In general he's always liked blade signs as they can be clean and lovely.
- Questioned the signs attachment to the frame and suggested that there may be a better way of revealing the aluminum.

Board Member Beale commented:

- Expressed having no issue with the program as presented.
- There is an aesthetic appeal to blade-type signs when they are without a frame.
- If the applicant prefers a frameless sign, perhaps alternatives that feel more finished could be explored.

Chair Luthin commented:

- Agreed with Board Member Beale on a more finished look being desired for attachment of the blade signs.
  - Hates to see screws in a sign face.
  - Feels similarly to other Board members.
  - Would really like to see clean edges and no fasteners.
  - Expressed having no real preference as far as the sign face goes.
  - Agreed with Board Member Deedler that an inset sign would provide a cleaner look.
- Expressed having no problem with the designated area for vinyl.
  - Some tenants may want the privacy that the vinyl can provide.
  - The bulk of the window will remain open.
  - The number of tenants that may want to obscure will probably be few.
  - Most tenants will probably want to fill the area with individual cut things which are more transparent.

Chair Luthin comments continued:

- The applicant may find that they'll need a directional sign program or larger signs at some point in the future, in which case they can return to the Board with an application to amend the sign program.
- The Board needs to respond to what the applicant has said that they want.
- It is hard to anticipate what the future needs of the applicant may be.
- Seems like the proposed sign program will work for the tenants who plan to be there.
- The building has a nice pedestrian scale at the street level.

Board Member Langberg commented that the scale feels appropriate.

Chair Luthin commented that he could be okay with approving the application as submitted.

Board Member Deedler commented that the Board should look to mitigate the potential for tenants to block out their windows with vinyl as doing so would not be consistent with our Design Review Guidelines.

Chair Luthin, Vice Chair Bush and Board Members Beale and Langberg expressed being okay with the designated vinyl area as requested.

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

There were none.

Board Member Deedler made a motion to approve the application as submitted with the following:

- The vinyl cannot occupy more than 20% of the designated area.

Board members commented that that would be tricky to enforce.

Board Member Deedler expressed being open to other percentages.

Board Member Langberg commented:

- Depending on the use, some tenants may want the screening that the vinyl can offer.
- The restriction suggested by Board Member Deedler is unnecessary.

Chair Luthin commented:

- Agreed with Board Member Langberg.
- The vinyl is a tradeoff for not having a wall sign.

Board Member Beale commented:

- Agreed with Board Member Langberg and Chair Luthin.
- The vinyl area represents an opportunity for expression of each tenant's individuality.
- The vinyl area can help provide necessary information to prospective patrons as well.
- The limitation that has been offered by the applicant is fairly conservative already.

Board Member Deedler withdrew his motion.

Vice Chair Bush made a motion to approve this application as submitted.

Board Member Beale seconded the motion.

AYES: Chair Luthin, Vice Chair Bush and Board Members Langberg and Beale  
NOES: Board Member Deedler  
ABSTAIN: None

**9. DISCUSSION ITEMS:** There were none.

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

**11. ADJOURNMENT:** Chair Luthin adjourned the meeting of the Design Review Board at 5:01 p.m. to the next Design Review Board meeting to be held October 18, 2017 at 4:00 p.m., at the Sebastopol City Hall, 7120 Bodega Avenue, Sebastopol, CA.

Respectfully Submitted By:

Dana Morrison  
Assistant Planner