



**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: [jatkinson@cityofsebastopol.org](mailto:jatkinson@cityofsebastopol.org)

**APPROVED MINUTES**

DESIGN REVIEW BOARD  
CITY OF SEBASTOPOL  
MINUTES OF January 20, 2016

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

**DESIGN REVIEW BOARD:**

The notice of the meeting was posted on January 14, 2016.

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

**2. ROLL CALL:**

**Present:** Ted Luthin, Chair  
Lynn Deedler, Vice Chair  
Cary Bush, Board Member  
Bill Shortridge, Board Member

**Absent:** Christine Level, Board Member (excused)  
Alexis Persinger, Board Member (excused)

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

**3. APPROVAL OF MINUTES:** November 18, 2015 and December 2, 2015.

Board Member Bush made a motion to approve the minutes of November 18<sup>th</sup> as submitted.

Board Member Shortridge seconded the motion.

AYES: Chair Luthin and Board Members Bush and Shortridge

NOES: None

ABSTAIN: Vice Chair Deedler

Board Member Shortridge made a motion to approve the minutes of December 2<sup>nd</sup> as submitted.

Vice Chair Deedler seconded the motion.

AYES: Chair Luthin, Vice Chair Deedler and Board Member Shortridge

NOES: None

ABSTAIN: Board Member Bush

**4. PLANNING DEPARTMENT UPDATES:**

Assistant Planner Atkinson provided the following updates:

- The Planning Commission and City Council have two upcoming joint meetings, which are scheduled for February 9<sup>th</sup> and March 8<sup>th</sup> at the Youth Annex at 6:00 p.m. The purpose of these meetings will be to review each draft General Plan Element recommended by the General Plan Advisory Committee, and to hear any public comment. The form draft General Plan and Environmental Impact Report will be prepared for review following the meetings.

The Board asked questions of staff.

**5. COMMENTS FROM THE PUBLIC ON ITEMS NOT ON AGENDA: (None)**

**6. STATEMENTS OF CONFLICTS OF INTEREST:**

Board Member Bush recused himself from Item 8B due to a proximity conflict.

**7. SELECTION OF DESIGN REVIEW BOARD REPRESENTATIVE TO PUBLIC ARTS COMMITTEE:**

Vice Chair Deedler made a motion to reappoint Boardmember Persinger as the Design Review Board representative to the Public Arts Committee.

Boardmember Shortridge seconded the motion.

AYES: Chair Luthin, Vice Chair Deedler, and Board Members Bush and Shortridge

NOES: None

ABSTAIN: None

**8. CONSENT CALENDER: None**

## 9. REGULAR AGENDA:

- A. MINOR DESIGN REVIEW – Native Riders (Project 2015-124)** – This is an application, submitted by Kerald Mitchell, requesting approval to make façade improvements and install two signs for Native Riders, a retail shop that sells clothing, accessories, and art, at 851 Gravenstein Highway South.

Assistant Planner Atkinson presented the staff report.

The Board asked no questions of staff.

The applicant, Kerald Mitchell, gave a brief presentation and was available for questions.

The Board asked questions of Mr. Mitchell.

A woman named Myra Kirk, speaking on behalf of Native Riders as well, gave a brief presentation and was available for questions.

The Board asked additional questions of Mr. Mitchell.

Chair Luthin asked for comments from the Board.

Board Member Bush commented:

- Likes that it resembles a Trading Post.
- Likes the honesty of the log cabin as it relates to their brand.
- The details are important.
- Does not have any issues with the porch sign itself.
- The monument sign should be discussed.

Board Member Shortridge commented:

- Likes the porch sign.
- Expressed a concern with there being no signage to address northbound traffic.
- The monument sign needs work.
- The building looks much better.
- Likes the Trading Post theme.

Vice Chair Deedler commented:

- Regarding to the porch sign, the color works great, the portions are good, and the trim looks to be in the right place.
- The unique siding works because it is a small building and adds interest to the town.
- Appreciates the applicant's intent to do a really nice job with the building.
- With regards to the monument sign: expressed having a problem; the sign has some classic value; the sign is out of character with the project itself; suggested trimming the sign with the same materials on the building to make it fit, rather than removing it all together.

Chair Luthin commented:

- Likes the Hitching Post theme and that it connects the building to their brand.
- Agreed with most of what had been said by other Board Members.
- Agreed with Board Member Bush in that the details will be important.
- The porch sign and trim look great.
- Agreed that the monument sign needs work.

- Agreed with Board Member Shortridge’s concern over there being no signage to address northbound traffic.

Ms. Kirk asked if the Board had any suggestions on ways to address northbound traffic.

Chair Luthin commented that options could include: A mural, the Native Riders’ logo stained into the wood, or a sign on the edge of the roof.

Board Member Shortridge commented:

- The monument sign could work if trimmed the same as the building.
- Suggested placing an artifact of some kind under the sign to add interest and tie it into the building a bit more.

Vice Chair Deedler commented that he would be comfortable with giving the applicant the direction to trim the monument sign to match the building, rather than continuing it.

Board Member Shortridge commented that the matter should be continued because there is a landlord involved, and the landlord was not present. He added that it would be great to see plans for addressing northbound traffic as well.

Vice Chair Deedler stated that the consensus appeared to be to have the monument sign return.

The Board agreed.

Vice Chair Deedler made a motion to approve the application as submitted with following: The monument sign shall be continued.

Board Member Bush seconded the motion.

AYES: Chair Luthin, Vice Chair Deedler, and Board Members Bush and Shortridge

NOES: None

ABSTAIN: None

Board Member Bush excused himself from the meeting at 4:37 p.m.

**B. MINOR SIGN REVIEW – West County Coffee and Wine (Project 2016-01)** – This is an application, submitted by Adam Kliegman, requesting approval to install one sign for West County Coffee and Wine at 130 South Main Street, Suite 103.

Assistant Planner Atkinson presented the staff report.

The Board asked questions of staff.

The applicant, Adam Kliegman, gave a brief presentation and was available for questions.

The Board asked questions of Mr. Kliegman.

Vice Chair Deedler commented:

- Expressed being on the fence and felt that the sign was marginally acceptable.
- The sign is flat, drab and has no interest.
- The sign reads better in the picture than it does in reality.
- The sign needs accent trim around it.
- Raised letters would be nice.
- The sign is unadorned.
- The building is classy and deserves a classy sign.

Board Member Shortridge commented:

- Aesthetically, this sign is not elaborately designed.
- In this case, the sign does not need to be elaborately designed.
- The straightforwardness of this sign works for the venue.
- Always likes to see more design and agreed with Vice Chair Deedler but the proposed sign works in this case.

Chair Luthin commented:

- Shared thoughts expressed by Board Member Shortridge and Vice Chair Deedler.
- A Sign Exception requires an exceptional sign.
- This sign is a step up from a banner, but not a lot better than that.
- The sign sets the tone for what is inside.
- Questioned whether the sign really represents the company, from a business-planning standpoint.
- The sign is simple and straightforward.
- Expressed not having an issue with the scale.
- The business could use a sign that is perpendicular to the sidewalk so that it could be seen when walking along the sidewalk.
- The proposal was not super exciting, but he was okay with it.

Vice Chair Deedler commented that he liked the scale of the sign but felt that this was a missed opportunity.

Chair Luthin and Board Member Shortridge agreed that this was a missed opportunity.

Vice Chair Deedler asked if the consensus was to approve the sign as submitted.

Chair Luthin commented:

- The consensus seemed to be that yes, the Board could support the application as submitted.
- The Board has voiced its concern.
- The Board has said that they would encourage something a little more distinctive and creative.

Vice Chair Deedler made a motion to approve the application as submitted.

Boardmember Shortridge seconded the motion.

AYES: Chair Luthin, Vice Chair Deedler, and Board Member Shortridge

NOES: None

ABSTAIN: None

**10. DISCUSSION ITEMS:** None

**11. REPORTS FROM THE BOARD/STAFF:** None

**12. ADJOURNMENT:** Chair Luthin adjourned the meeting of the Design Review Board at 4:54 P.M. to the next Design Review Board meeting to be held February 03, 2016 at 4:00 P.M., at the Sebastopol City Hall, 7120 Bodega Avenue, Sebastopol, CA.

Respectfully Submitted By:

Jonathan Atkinson  
Assistant Planner