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Mayor Una Glass
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[Planning Director](#)
Kenyon Webster
[Assistant Planner](#)
Dana Morrison
[Administrative Assistant](#)
Rebecca Mansour

City of Sebastopol Planning Department

Date: December 6, 2017
Agenda Item: 8A
To: Design Review Board
From: Dana Morrison, Assistant Planner
Subject: Barlow Sign Program Minor Amendments
Recommendation: Approval with Conditions
Applicant/Owner: Michael Burch / Scott AG / The Barlow
File Number: 2017-88
Address: The Barlow, Sebastopol Ca
CEQA Status: Categorical Exemption: Section 15311: Class 11
General Plan: Industrial
Zoning: M: Industrial

Introduction:

This is a Minor Design Review application with Amendments seeking to make further, minor, amendments to the recently updated and approved Barlow Master Sign Program. This application follows a series of Board meetings from 2012 to 2014, which resulted in the approval of a Master Sign Program for The Barlow, and a number of subsequent amendments in 2015. The Board reviewed a preliminary application regarding the proposed changes to The Barlow Master Sign Program in June, 2017, during which the Board made comments and suggestions. In August, 2017 the Board approved the proposed Amendments. Since the approval some minor changes have been made to the proposed location and facings of some of the sign amendments approved in August. The Barlow is seeking DRB approval for these changes.

Project Description:

The project involves a number of minor changes in the location and the sign faces of the Barlow Gate Entry, the Community Market Sign, the existing Entry Sign, the proposed Crate Stack sign and the addition of Market lights to the McKinley Street/Morris Street Spanning Letter Signs.

- A. The proposal still involves installing a welcoming 'Barlow Gateway' (**BG**) element at the Sebastopol Avenue entry. No changes are proposed to be made to the size of the gateway signs. Instead, the proposed changes involve the artwork and lettering on the two banner signs. The signage layouts have been adjusted to avoid repetition of information for traffic travelling in each direction.
- B. The project still involves moving the existing Community Market Sign (**B2**). The approved August, 2017 placement of the sign was at the entry island (in the middle of the Community Market parking lot). However, this proposed location presents visibility issues, and the applicant is requesting to move the sign to the location of the

- existing Barlow Entry Sign (**B1**), which is located directly in front of the Community Market building along Sebastopol Avenue.
- C. The Barlow Entry Sign (**B1**) is proposed to be moved from its existing location to the corner of Sebastopol Avenue and Morris Street, in the approximate location of the old boiler sign. Currently, the sign is located in front of Community Market, and the applicant feels that the sign would be better suited if moved. The applicant is also proposing to reface the sign to match the design of the Gateway signage, further ensuring continuity throughout the properties signage.
 - D. The project still involves installing 'Spanning Letters' (**SL1 and SL2**) reading 'The Barlow' across the entrance at Morris Street, and at the entrance from McKinley Street (coming from downtown). However, the applicant is proposing to add market lights to both of the signs, to match similar lighting found at other locations within The Barlow.
 - E. The final change proposed involves the 'Crate Stack' (**CS**) entry feature at the corner of Morris Street and McKinley Street. This sign was proposed to replace an existing entry sign (same design as the existing Barlow Entry Sign [**B1**]). However, while the proposed crate stack worked on paper, The Barlow has since realized that the scale of the crate stack sign will not work with the existing space due to existing utility lines, setbacks and vision triangle requirements. As such, the applicant is proposing to reface the existing sign to mimic the banner panels of the Barlow Gateway (**BG**) sign, and to match to the refacing proposed for the Barlow Entry Sign (**B1**). The new sign will be referred to as **BG.1**.

Environmental Review:

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

Zoning Ordinance Consistency:

The application is subject to the following provisions of the Sign Program:

"Signage at The Barlow needs to address the historical roots of the project site and embrace the up to the minute marketing sensibilities of the diverse tenant mix at the project. Signage should be a marriage of old and new: materials, graphic design, texture, color and character. Project signs for The Barlow are designed to complement the project's architectural character...Project signs are intended to reinforce the project brand and provide basic directional information to visitors." (Barlow Master Sign Program, 2015 amended version, page 0.1).

The proposed changes to the approved Master Sign Program for The Barlow are in keeping with the approved design and seeks to rectify visibility issues, constraints with available space, and ensure continuity and clarity among the signs found throughout the property.

In summation, there is only a minor net change in the signage square footage, in that the crate stack signage is being replaced by a smaller two sided sign, designed to be consistent with other Entry Sign along Sebastopol Avenue and the approved banners for the Barlow Gateway.

Public Comment:

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

City Departmental Comment:

No City Departmental comments on the application have been received as of writing this staff report.

Required Findings:

Section 17.310.030.B.2 of the Zoning Ordinance states: In considering an application for design review, the Design Review Board, or the Planning Director, as the case may be, shall determine whether the design of the proposal would be compatible with the neighborhood and with the general visual character of Sebastopol; the design provides appropriate transitions and relationships to adjacent properties and the public right of way; it would not impair the desirability of investment or occupation in the neighborhood; the design is internally consistent and harmonious; and the design is in conformity with any guidelines and standards adopted pursuant to this Chapter.

Analysis:

Each Master Sign Program amendment is analyzed individually:

Cover: This amendment would change the revision date to August 16, 2017 and update the index to reflect proposed revisions to the Master Sign Program.

Project Sign Locations: This amendment would update the map to reflect the proposed addition of the movement of the Community Market Sign (**B2**), the Barlow Entry Sign (**B1**), and the removal and replacement of the “Crate Stack” sign with a refaced Entry Sign (**BG.1**).

Barlow Gate: This amendment would allow for minor changes to the graphics and wording displayed on the banner portions of the Gateway sign.

Barlow Entry Sign (B1): This amendment would allow for the refacing of the existing Barlow Entry Sign. The refaced sign is proposed to match the Barlow Gate Banners and former Crate Stack Sign (now BG.1), in style, design and size.

BG.1 (formerly ‘Crate Stack’): This amendment would allow for the refacing of the existing entry sign to match Entry Sign (B1) and the Barlow Gate Banners. The amendment no longer proposes a crate stack sign. The sign will be double sided.

Spanning Letters: This amendment would permit the addition of market lights to both spanning letter signs located along McKinley Street.

Staff feels that the proposed signage changes and additions are minor and in keeping the approved sign program. The changes to the signage help to further create a unifying theme and avoid issues pertaining to visibility and setbacks.

Recommendation:

If it is the consensus of the Board that the proposed amendments to the Barlow Master Sign Program are 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 outlined.

Alternatively, the Board may find that revisions are needed and that a continuance is appropriate. Staff recommends that the Board provide direction to the applicant for revisions in the event of a continuance or rationale, in the event of a denial of any elements.

Findings for Major Sign Review (Application Number 2017-55) approval to amend the Master Sign Program for The Barlow:

Findings for Approval:

1. That the project is categorically exempt from the requirements of CEQA pursuant to Section 15311, Class 11, which exempts the installation of on-premise signs.
2. That the proposed project is consistent with Section 17.310.030.B.2 of the Zoning Ordinance in that the design of the proposal would be compatible with the neighborhood and with the general visual character of Sebastopol; the design provides appropriate transitions and relationships to adjacent properties and the public right of way; it would not impair the desirability of investment or occupation in the neighborhood; the design is in conformity with any guidelines and standards adopted pursuant to this Chapter in that the revisions to the Master Sign Program assist in the enhancement of The Barlow, which is a large and distinct area within Sebastopol. The proposed sign amendments are minor and involve the movement or refacing of approved signage.
3. That the granting of the Sign Program Amendments allows for overall improvements which help to unify the Barlow Signage and addresses issues of sign visibility and placement.
4. That the granting of the Sign Program Amendments will allow for signs that are more consistent with the site context in terms of available space, visibility, and sign consistency; and that the changes, involving: the movement of the Community Market Sign, replacement of the Crate Stack sign with a refaced Entry Sign, the refacing of the Gateway Banners, and the movement of the Barlow Entry Sign appear to be compatible with changes approved at the August 2017 Design Review Board meeting.

Conditions of Approval:

1. Approval is granted for the Design Review submittal described in the application and the plans date-stamped November 28, 2017. This approval is valid for a period of three (3) years, except that the applicant may request one (1) year extension of this approval from the Planning Director, pursuant to Section 17.250.050 of the Zoning Ordinance.
2. The signs shall be installed consistent with the application materials date-stamped November 28, 2017. No other signs regulated by the Sign Ordinance shall be installed or displayed without the prior written approval of the Planning Department.
3. An encroachment permit may be required prior to installation of the signs. Please contact the Engineering Department prior to installation if work will be performed, or materials placed, in the public right-of-way. The phone number for the Engineering Department is 823-2151.
4. A Building Permit is required for the installation of most signs. Please contact the Building Department for Building Permit application information at 823-8597.

Attachments:

- Master Planning Application Form
- Newly proposed Master Sign Program Amendments
- August 2017 Approved Master Sign Program Amendments



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

MASTER PLANNING APPLICATION FORM

PROJECT INFORMATION:

ADDRESS:	6780 MCKINLEY / THE BARLOW
PARCEL #:	THE BARLOW
PARCEL AREA:	THE BARLOW

FOR CITY USE ONLY

PLANNING FILE #:	2017 / 88
DATE FILED:	11-28-17
TOTAL FEES PAID: \$	250
RECEIVED BY:	
DATE APPLICATION DEEMED COMPLETE:	

APPLICANT OR AGENT:

Name: SCOTT AG / MICHAEL BURCH
 Email Address: MBURCH@SCOTTAG.COM
 Mailing Address: 1275 N. DUTTON
 City/State/Zip: SANTA ROSA, CA 95401
 Phone: (707) 545-4519
 Fax: (707) 571-7802
 Business License #: 21349
 Signature:
 Date: 11/28

OWNER OF PROPERTY

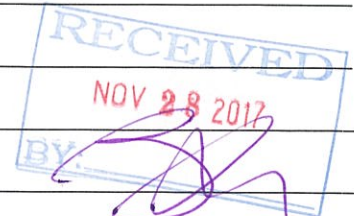
IF OTHER THAN APPLICANT:

Name: Maria De Santo
 Email Address: maria@thebarlows.net
 Mailing Address: 6780 Depot St. Ste 110
 City/State/Zip: Sebastopol, CA 95472
 Phone: 707-824-5600
 Fax:
 Business License #: SEB0118
 Signature:
 I certify that this application is being made with my consent.
 Date: 11/28/17

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 project and permit request. (Attach additional pages, if needed):

SEE ATTACHED LETTER

This application includes the checklist for the type of application requested: Yes No

Please indicate the type(s) of application that is being requested (example: Use Permit, Design Review, Variance, Planned Community Rezone, etc.):

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

MULTI TENANT- RETAIL- ENTRY SIGNAGE

DEVELOPMENT DATA:

SQUARE FEET BUILDING EXISTING:		<input checked="" type="checkbox"/> N / A
SQUARE FEET BUILDING DEMOLISHED:		<input checked="" type="checkbox"/> N / A
SQUARE FEET BUILDING NEW:		<input checked="" type="checkbox"/> N / A
NET CHANGE IN BUILDING SQUARE FEET:		<input checked="" type="checkbox"/> N / A
NUMBER OF DWELLING UNITS EXISTING:	<input type="checkbox"/> 0 Bedrooms <input type="checkbox"/> 2 Bedrooms <input type="checkbox"/> 4+ Bedrooms	<input type="checkbox"/> 1 Bedrooms <input type="checkbox"/> 3 Bedrooms <input checked="" type="checkbox"/> N / A
NUMBER OF DWELLING UNITS PROPOSED:	<input type="checkbox"/> 0 Bedrooms <input type="checkbox"/> 2 Bedrooms <input type="checkbox"/> 4+ Bedrooms	<input type="checkbox"/> 1 Bedrooms <input type="checkbox"/> 3 Bedrooms <input checked="" type="checkbox"/> N / A
NET CHANGE IN DWELLING UNITS:		<input checked="" type="checkbox"/> N / A
SETBACKS:	Existing: <input type="checkbox"/> Front Yard _____ <input type="checkbox"/> Side Yard _____ <input type="checkbox"/> Rear Yard _____ <input checked="" type="checkbox"/> N / A	Proposed: <input type="checkbox"/> Front Yard _____ <input type="checkbox"/> Side Yard _____ <input type="checkbox"/> Rear Yard _____ <input checked="" type="checkbox"/> N / A



EXISTING LOT DIMENSIONS:	Front: _____ Left: _____	Rear: _____ Right: _____	<input checked="" type="checkbox"/> N / A
PROPOSED LOT DIMENSIONS:	Front: _____ Left: _____	Rear: _____ Right: _____	<input checked="" type="checkbox"/> N / A
EXISTING LOT AREA:	_____ Square Feet		<input type="checkbox"/> N / A
PROPOSED LOT AREA:	_____ Square Feet		<input checked="" type="checkbox"/> N / A
BUILDING HEIGHT:	Existing: _____	Proposed: _____	<input checked="" type="checkbox"/> N / A
NUMBER OF STORIES:	Existing: _____	Proposed: _____	<input checked="" type="checkbox"/> N / A
PARKING SPACE (S):	Existing: _____	Proposed: _____	<input checked="" type="checkbox"/> N / A
ZONING	Existing: _____	Proposed: _____	<input type="checkbox"/> N / A

- Will the project involve a new curb cut or driveway? Yes No
- Are there existing easements on the property? Yes No
- Will Trees be removed? Yes No

If yes, please describe (Example: Type, Size, Location on property, etc.)

N/A

- Will Existing Landscaping be revised? Yes No
- If yes, what is square footage of new or revised landscaping?

- Will Signs be Changed or Added? Yes No

Business: Hours of Operation? Open: _____ Close: _____

- Is alcohol service proposed? Yes No

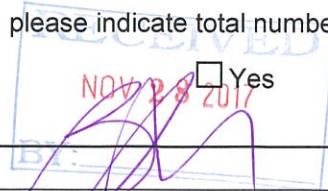
If yes, what type of State alcohol license is proposed? _____

- If yes, have you applied to the State Alcoholic Beverage Control for a license? Yes No

If this is a restaurant, café or other food service, bar, or nightclub, please indicate total number of seats: _____

- Is any live entertainment proposed? Yes No


If yes, please describe: _____



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.

 11/27/17 2017-88
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.


Signature

Michael J. Buser
Printed Name

NOTE: It is the responsibility of the applicant and their representative 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, resident 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 25,000 square feet of new floor area or greater, or 25 or more dwelling units), 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's, 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



City of Sebastopol

Attn: Dana Morrison

7120 Bodega Ave.

Sebastopol CA, 95472

November 27 2017

The Barlow – Master Sign Program modifications

ScottAG prepared the original MSP for the Barlow in 2013. The document has been modified several times over the past 5 years as the project has evolved. Most recently Ross + Luthin prepared updated designs which were approved as additions and modifications to the MSP on July 28th.

ScottAG is tasked with completing the design and fabrication of the new signs. As we developed the final package for permits there are a handful of minor variations from the approved MSP amendments proposed this year. Budget, buildability at certain sign locations, and the relocation of one item.

Following is a summary of the changes by street location:

Sebastopol Ave.

BG – Barlow Gate

Artwork has been updated to accurately reflect Barlow offerings. Signage layouts have been adjusted to avoid repetition of information for traffic travelling in each direction.

B1 – Community Market Sign

Rather than move this sign to the entry center island we propose moving East on Sebastopol Ave. to the current position of the Barlow entry sign. The proposed location is not available due to traffic and parking circulation and visibility for cars parked in the adjacent spaces. The Community Market sign was originally located in the position we propose and is most appropriate for the market's identification.

SCOTT AG, LLC

1275 NORTH DUTTON AVENUE SANTA ROSA CALIFORNIA 95401

707.545.4519 FAX 707.571.7802 SCOTTAG.COM



SCOTT | AG

B1 at corner of Sebastopol Ave. and Morris Street

We are proposing moving the existing B1 sign east from the front of the Community Market space to the corner to complement the stone wall and Barlow Market District signage which was approved in the previous application. The design of the sign has been updated to complement the Gate sign and carry the same information. This sign has been included in the sign program from the start and we feel that the move to this location is natural to replace the boiler which originally did the bulk of the work to communicate to the street.,

Morris Street

BG1 to replace approved CS – Crate Stack

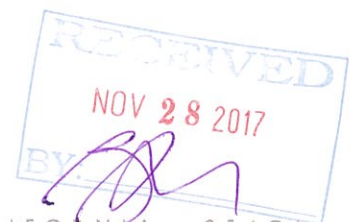
The Crate Stack does not fit in the proposed location due to utilities, setbacks and vision triangle requirements. We are proposing updating the design of the existing entry sign to match the proposed b1 at the Sebastopol Ave. and Morris corner. This sign in combination with the approved SL2 – Spanning Letter sign will create an identifiable and interesting point of entry off Morris Street.

Thank you for your time. Please do not hesitate to call or email with any questions.

SCOTT AG, LLC

1275 NORTH DUTTON AVENUE SANTA ROSA CALIFORNIA 95401

707.545.4519 FAX 707.571.7802 SCOTTAG.COM





THE BARLOW

Sebastopol, California
#5040-208

Project Branding & Entry Signage

City of Sebastopol
Planning Dept. Submittal

November 28, 2017



SCOTT | AG

THE BARLOW

SEBASTOPOL, CALIFORNIA
 #5040-208

SIGN TYPE KEY

- **A1** Monument Corner Feature
- **B1** Relocate Existing Entry Sign to Corner of Morris & Sebastopol
- **B2** Relocate Community Market Sign
- **BG** Barlow Gate Entry Feature
- **BG.1** Modify Existing Entry Sign at Morris
- **SL.1** Street Spanning Letters at Morris East
- **SL.2** Street Spanning Letters at Morris West

ISSUE/REVISION

10/2/2017 MW
 10/4/2017 MW

PHASE

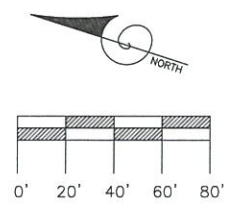
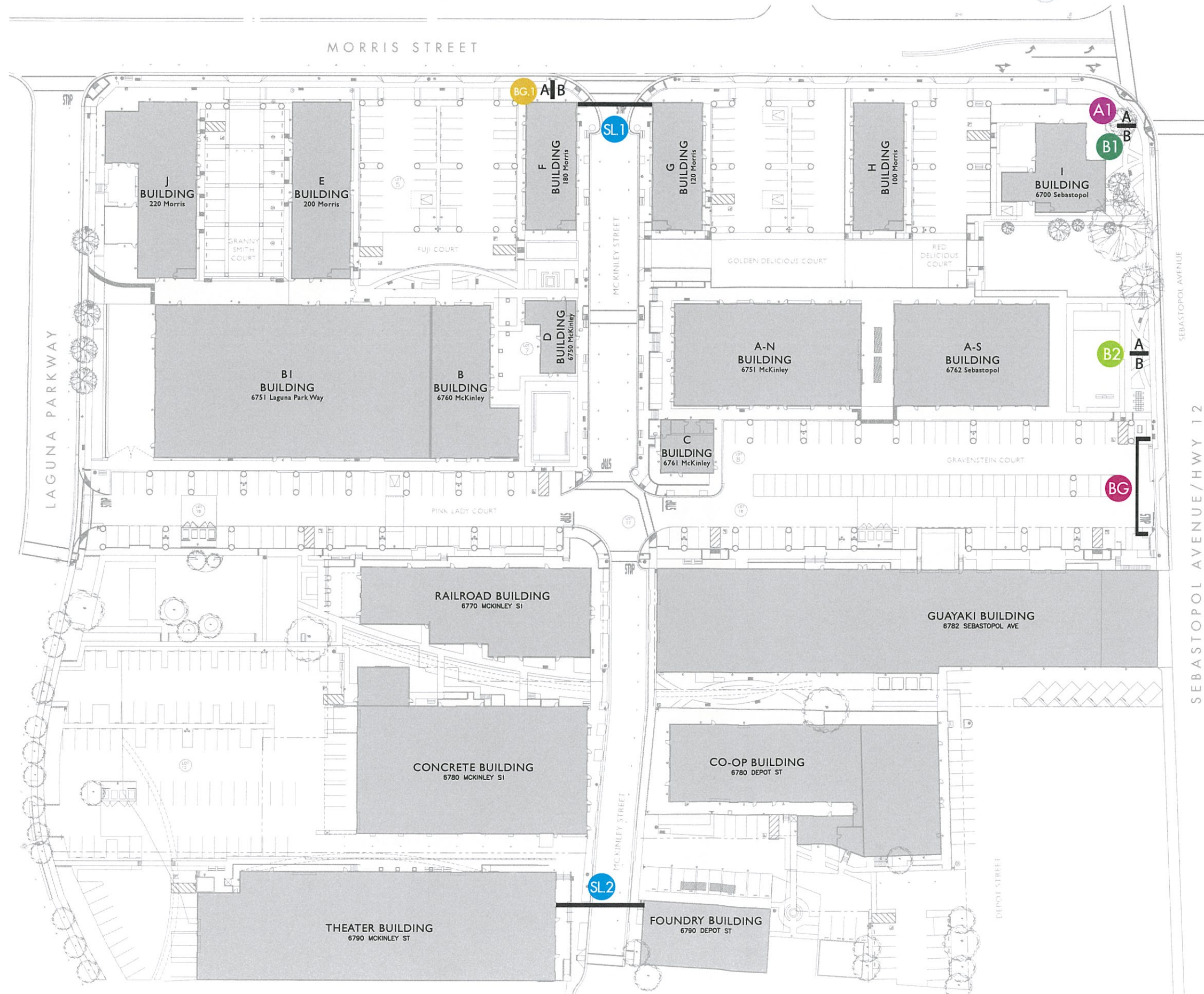
Design Development

SIGN LOCATION PLAN

Site Plan

SHEET

PLAN 1.0-0



Materials

Letter Face: 1/4" Aluminum, painted, attached with studs
Letter Back: 1/8" Plasma-cut corten, mount to wall with 1/4" painted standoffs

Colors

Letter Face: MP match to PMS 137
Letter Back: Corten finish
Paint standoffs to match wall TBD

Typstyles

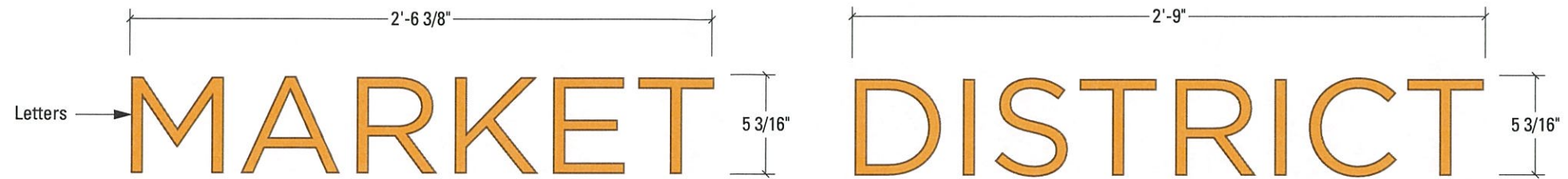
Letter Face/Letter Back: TBD

Letter Heights

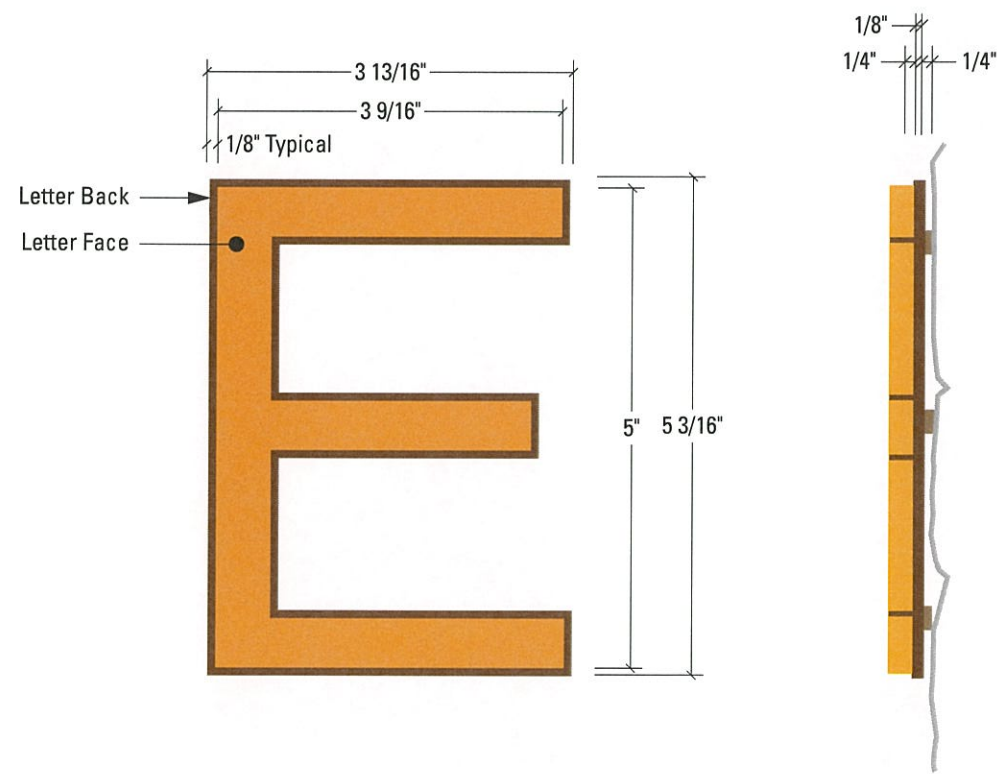
Letter Face: 5"
Letter Back: 5-3/16"

Notes

1. Apply new copy on existing wall with existing copy "The Barlow".



FRONT VIEW
Scale: 1-1/2" = 1'-0"



DETAIL
Scale: 6" = 1'-0"

SIDE VIEW
Scale: 6" = 1'-0"



ELEVATION
Not To Scale

THE BARLOW

SEBASTOPOL, CALIFORNIA
#5040-208

ISSUE/REVISION

10/2/2017 MW

PHASE

Design Development

SIGN TYPE

A1
Monument Corner Feature

SHEET

e1.0-0

EXISTING SIGN - RELOCATION ONLY

Materials

Cabinet: Aluminum construction, painted face & returns
 Trim Ring: 1/4" corten steel applied to both sides of cabinet
 Letter: 1/4" Plasma-cut corten steel; mount to both sides of cabinet with painted standoffs
 Post: 5" O.D. Galvanized steel post with 2 1/2" O.D. collar
 Clamp: Custom fabricated aluminum
 Panel: 1/2" marine-grade plywood, paint treatment to reveal grain; fasten between clamp with visible fasteners TBD
 Copy: 3M Reflective vinyl

Colors

Cabinet: MP custom match to PMS137c Yellow (face)
 MP 56389 Gray, heavy suede
 Trim Ring: Natural corten finish
 Letter: Natural corten finish
 MP custom match to PMS137c Yellow (standoffs)
 Post: Natural finish
 Color TBD - MP 56389 Gray? (collar)
 Clamp: MP 18149 Dark Nickel Adj.
 Panel: MP Black - get finish specifics from Chris
 Copy: #280-85 White

Type Styles

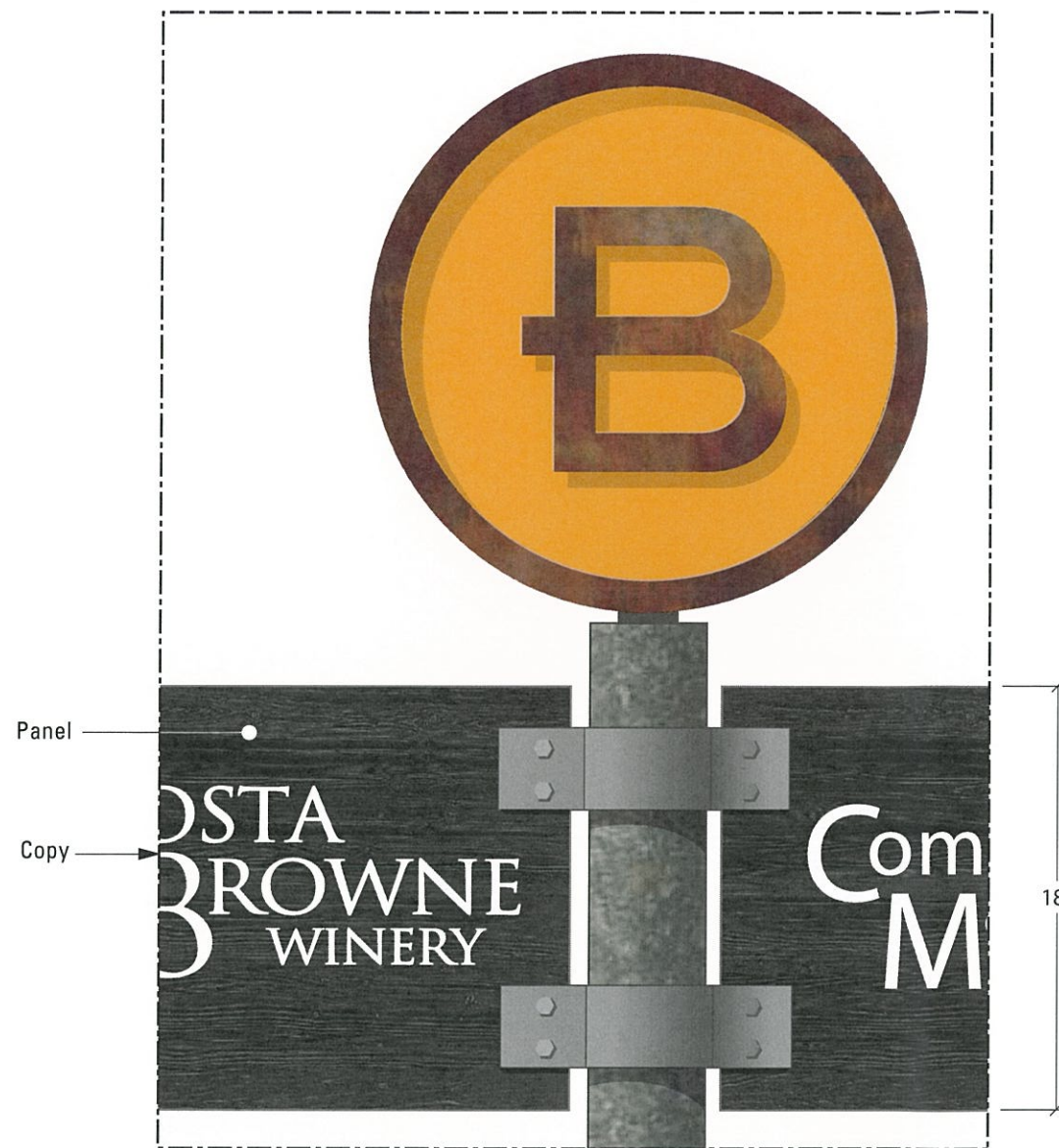
Letter: Per logo
 Panel: Per tenant

Letter Heights

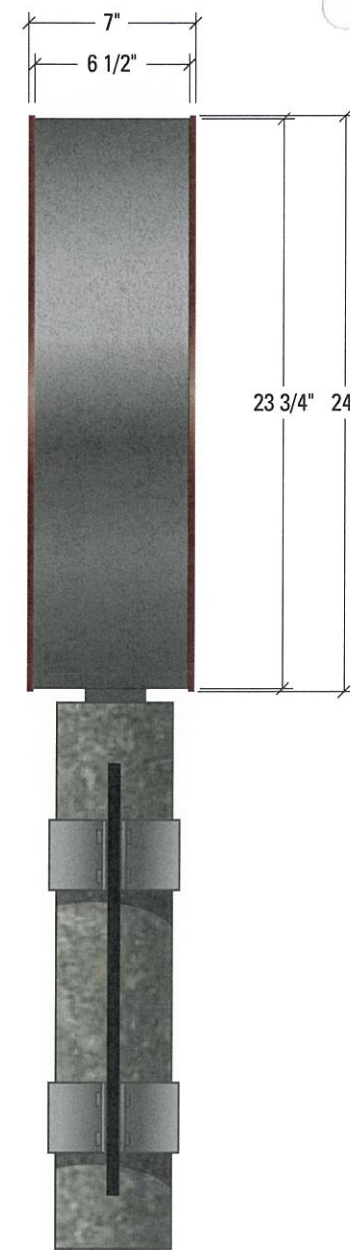
Letter: 11 1/4"
 Panel: Varies

Notes

1. Double-sided
2. Reference sheet E2.0-1 for details
3. Only single-color (white) tenant logos allowed



FRONT - DETAIL
 Scale: 1 1/2" = 1'-0"



SIDE - DETAIL



FRONT VIEW
 Scale: 3/8" = 1'-0"

THE BARLOW

SEBASTOPOL, CALIFORNIA
 #5040-208

ISSUE/REVISION

10/2/2017 MW
 11/14/2017 SK

PHASE

Design Development

SIGN TYPE

B1
 Project Entry Sign
 -Relocation Only

SHEET

e2.0-0

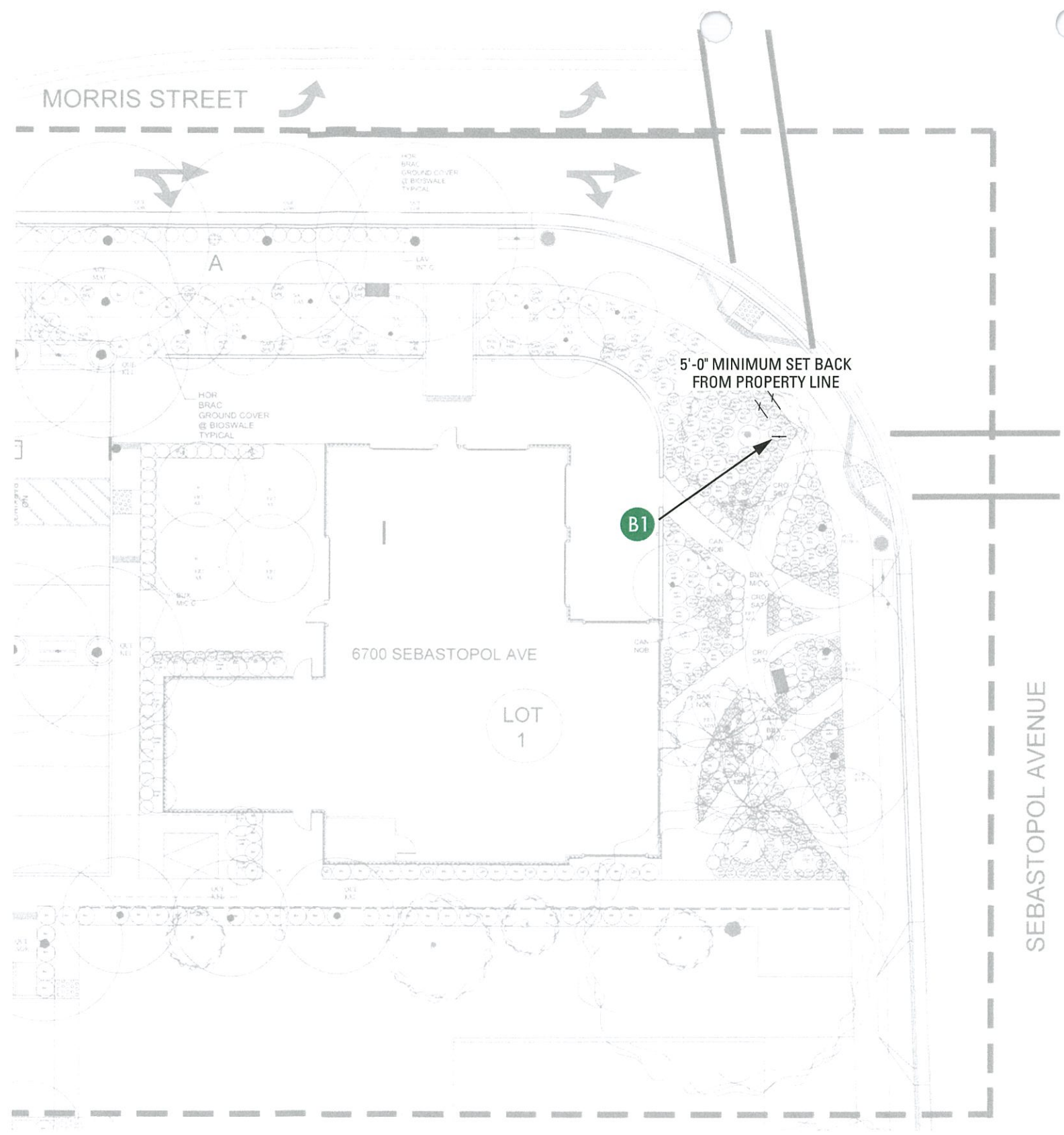
THE BARLOW

SEBASTOPOL, CALIFORNIA
 #5040-208



Center B1 sign between tree and traffic light but staying with 5' min from property line.

EXISTING CONDITION
 NOT TO SCALE



DETAIL SITE PLAN
 Scale: 1" = 40'-0"

ISSUE/REVISION

10/4/2017 MW

PHASE

Design Development

SIGN TYPE

B1
 Project Entry Sign
 -Location Detail

SHEET

e2.0-1

EXISTING SIGN - RELOCATION ONLY

Materials

Bracket: 295A double-bolt pipe clamp
 Post: 4" O.D. Galvanized steel post with closed top;
 Connected with 1/4" aluminum tabs; set in
 concrete footings
 Copy: 1/4" Acrylic; painted & surface mount
 Pan: 1/4" Fabricated aluminum out-turned pan; painted

Colors

Bracket: MP 18149 Dark Nickel Adj
 Post: Natural galvanized finish
 Copy: MP White
 Pan: MP 11618 Party Green to Match PMS 356 C

Type Styles

Logo provided by Client
 Big Caslon Medium

Letter Heights

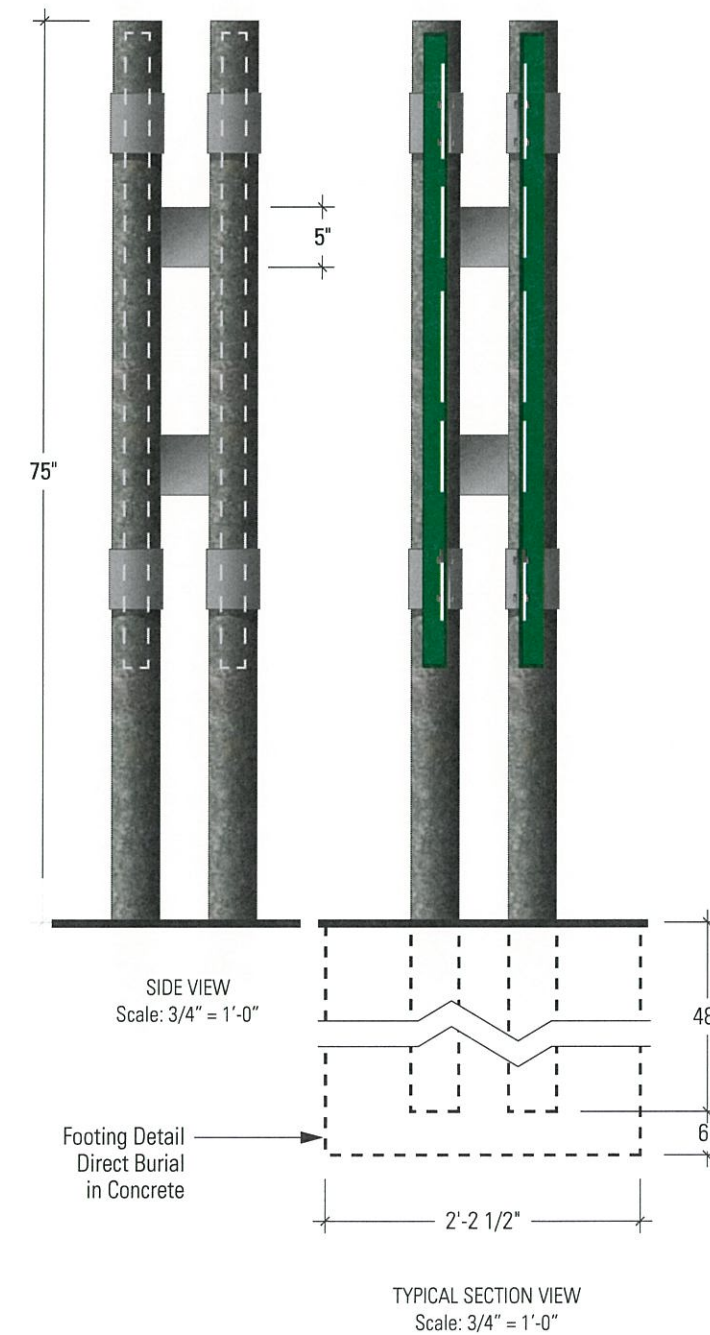
6 1/4" (COMMUNITY)
 9" (MARKET)
 5" (ORGANIC GROCERY)



PLAN VIEW
 Scale: 1" = 1'-0"



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



SIDE VIEW
 Scale: 3/4" = 1'-0"

TYPICAL SECTION VIEW
 Scale: 3/4" = 1'-0"

THE BARLOW

SEBASTOPOL, CALIFORNIA
 #5040-208

ISSUE/REVISION

10/2/2017 MW

PHASE

Design Development

SIGN TYPE

B2
 Community Market Monument
 -Relocation Only

SHEET

e3.0-0

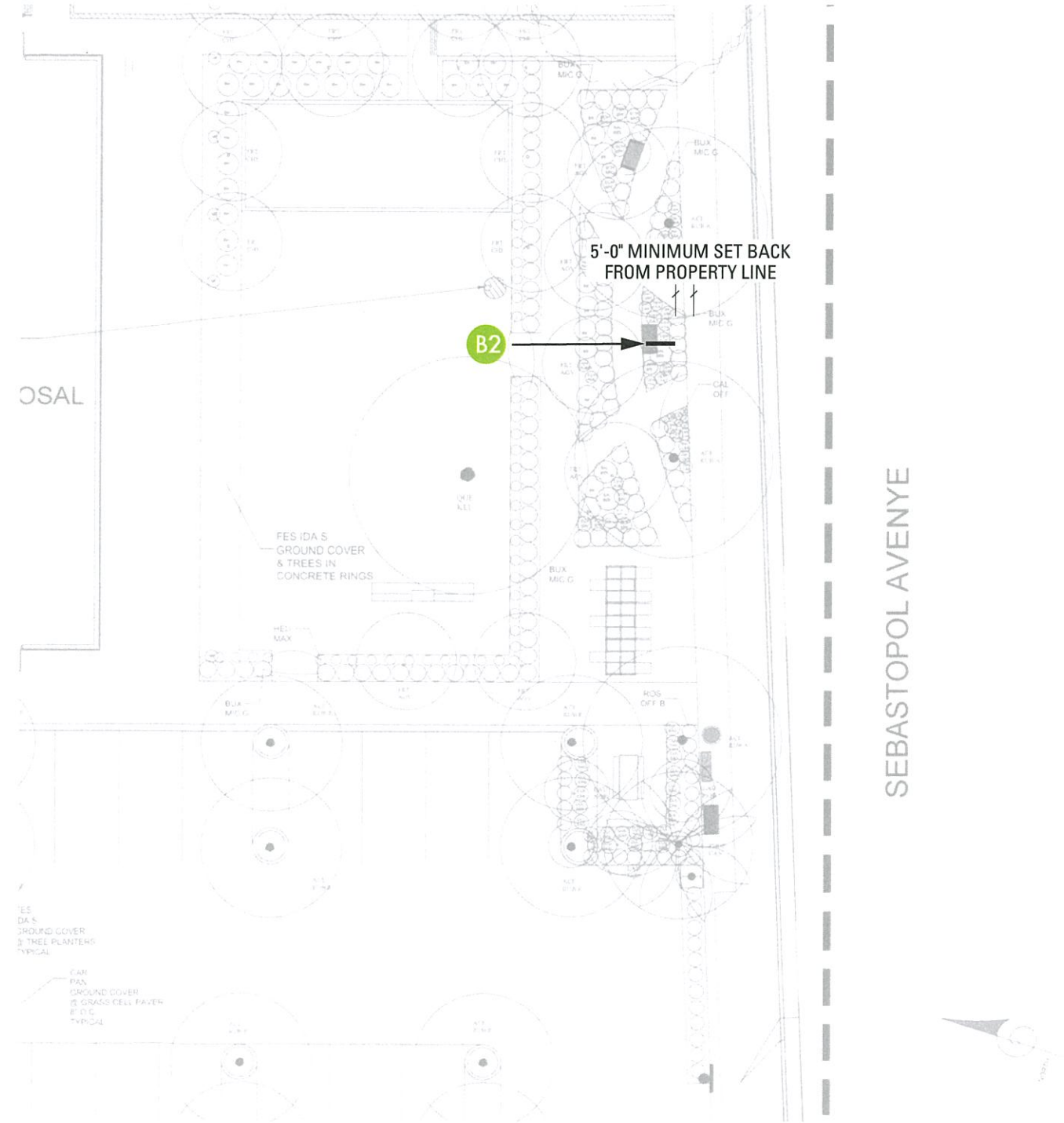
THE BARLOW

SEBASTOPOL, CALIFORNIA
 #5040-208



Existing B1 sign (shown) to be relocated. Existing Community Market sign to be relocated to this location.

EXISTING CONDITION
 NOT TO SCALE



DETAIL SITE PLAN
 Scale: 1" = 40'-0"

ISSUE/REVISION

10/4/2017 MW
 11/14/2017 SK

PHASE

Design Development

SIGN TYPE

B2
 Community Market Monument
 -Detail Site Plan

SHEET

e3.0-1

Materials

Frame: Black iron post and hardware
 Panel: Repurposed wood TBD
 Logo: Dimensional letters
 Copy: Mask and paint
 Banner: TBD
 Cables: Tension cables
 Letters: Stainless steel letters, painted attached to cables

Colors

Frame: Black TBD
 Panel: TBD
 Logo/Letters: MP Black
 MP match to PMS 137c Yellow
 Copy: MP Black
 Banner: TBD

Typestyles

Logo/Letters: Per logo
 Copy: TBD

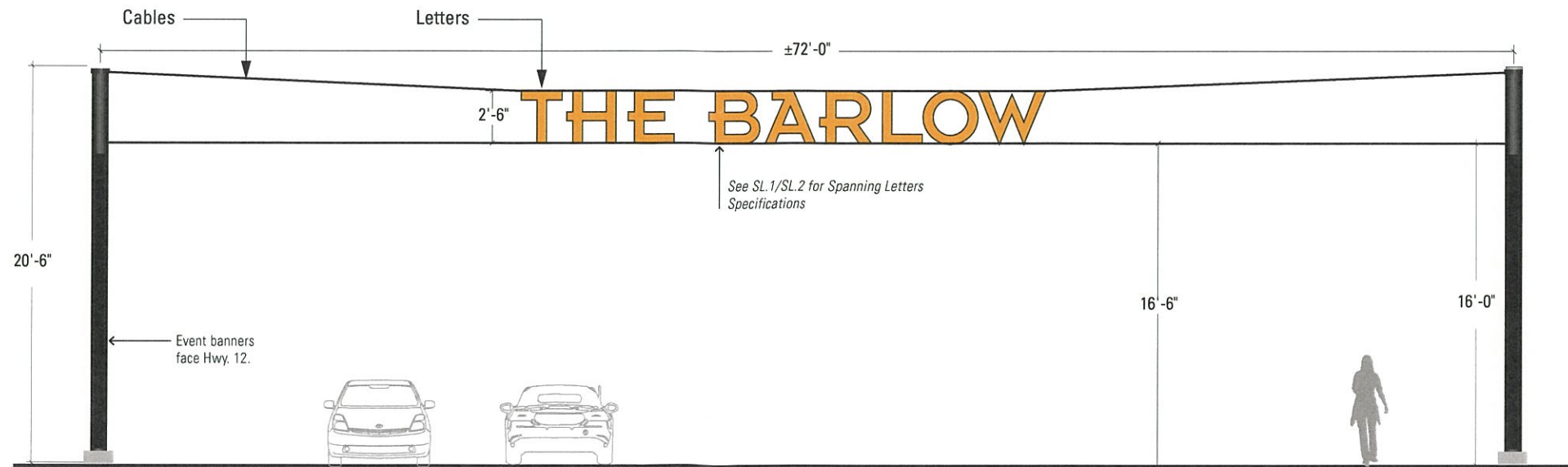
Letter Heights

Logo: 22" (circle with B)
 6-7/16" (The Barlow)
 Copy: 2-3/8"
 Letters: 30"



FRONT - SIDE A
 Scale: 1/4" = 1'-0"

FRONT - SIDE B
 Scale: 1/4" = 1'-0"



WEST ELEVATION STREET VIEW
 Scale: 1/8" = 1'-0"

THE BARLOW

SEBASTOPOL, CALIFORNIA
 #5040-208

ISSUE/REVISION

10/2/2017 MW
 11/14/2017 SK
 11/28/2017 SK

PHASE

Design Development

SIGN TYPE

BG
 Barlow Gate Entry Feature

SHEET

e4.0-0

THE BARLOW

SEBASTOPOL, CALIFORNIA
#5040-208



ELEVATION STREET VIEW
Not To Scale

ISSUE/REVISION

11/14/2017 SK
11/28/2017 SK

PHASE

Design Development

SIGN TYPE

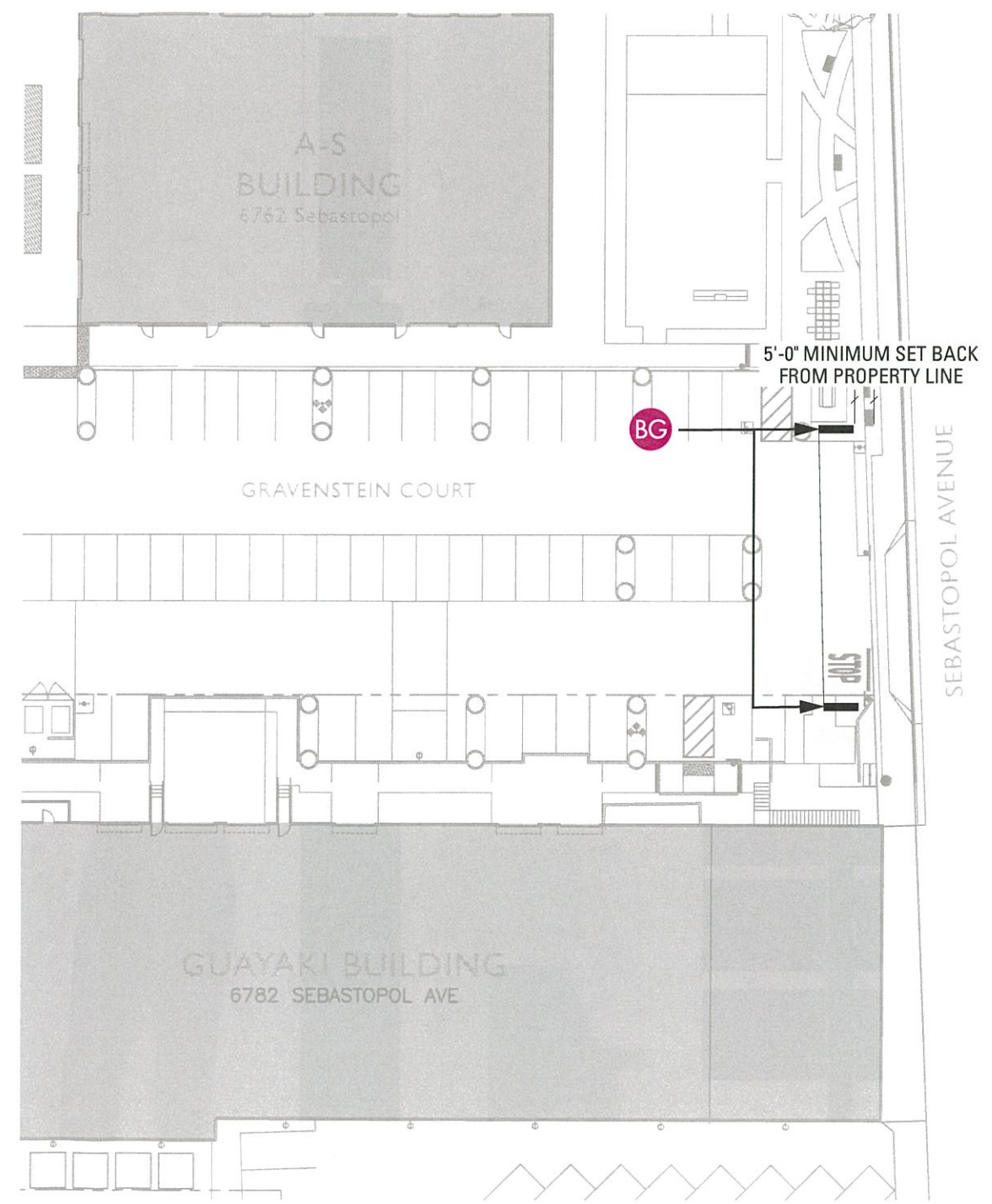
BG
Barlow Gate Entry Feature

SHEET

e4.0-1

THE BARLOW

SEBASTOPOL, CALIFORNIA
 #5040-208



DETAIL SITE PLAN
 Scale: 1" = 40'-0"



EXISTING CONDITION - WEST SIDE OF DRIVEWAY
 NOT TO SCALE



EXISTING CONDITION - EAST SIDE OF DRIVEWAY
 NOT TO SCALE

ISSUE/REVISION

10/4/2017 MW

PHASE

Design Development

SIGN TYPE

BG
 Barlow Gate Entry Feature
 -Detail Sign Plan

SHEET

e4.0-2

Materials

Cables: Tension cables
Letters: Stainless steel letters, painted,
attach to cables

Colors

Cables: TBD
Letters: MP Black
MP match to PMS 137c Yellow

Typstyles

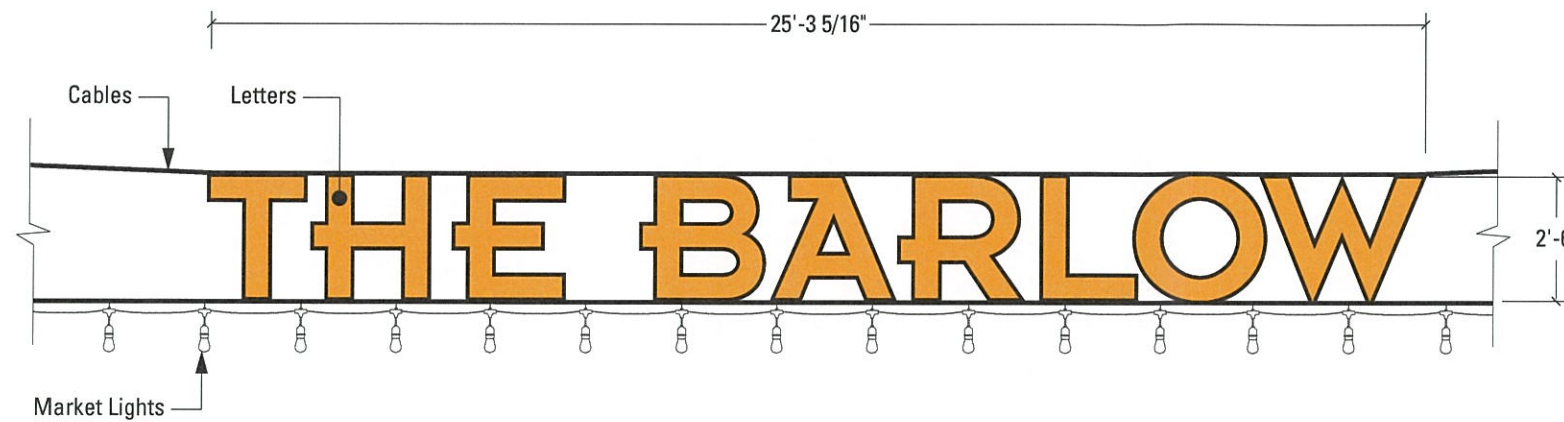
Letters: Per logo

Letter Heights

Letters: 30"

Notes

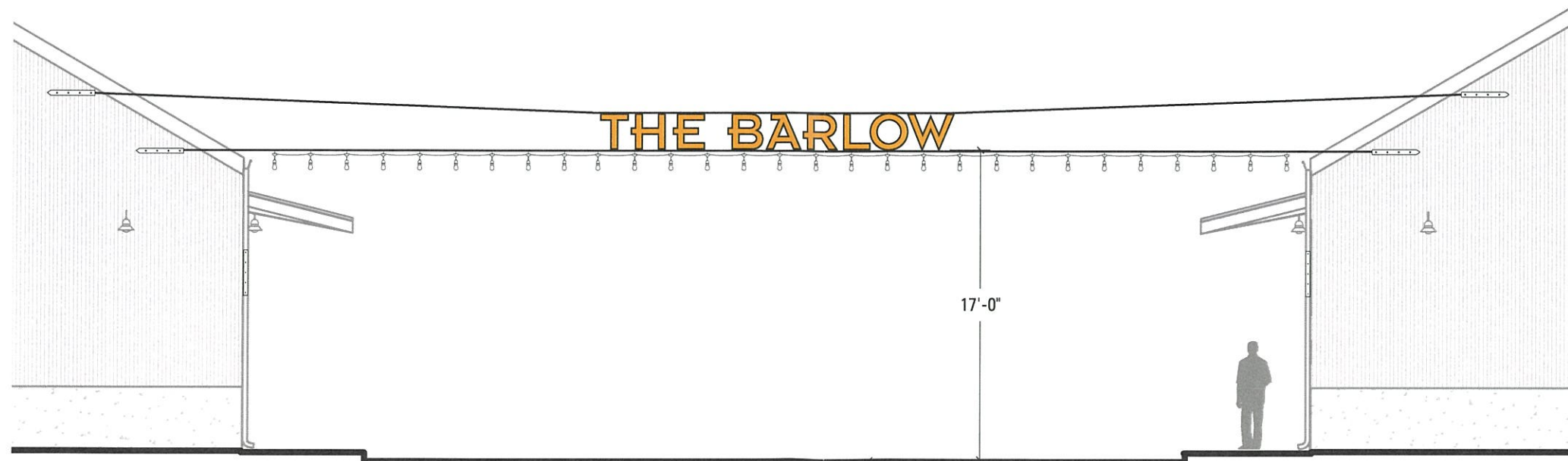
1. Attach cables to buildings.



FRONT VIEW
Scale: 1/4" = 1'-0"



EAST ELEVATION STREET VIEW
Not To Scale



ELEVATION STREET VIEW
Scale: 1/8" = 1'-0"

THE BARLOW

SEBASTOPOL, CALIFORNIA
#5040-208

ISSUE/REVISION

10/2/2017	MW
10/4/2017	MW
11/17/2017	SK
11/20/2017	SK

PHASE

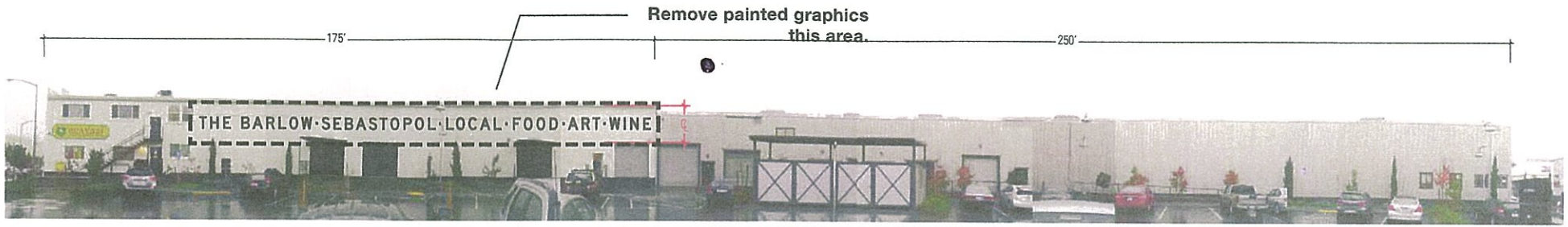
Design Development

SIGN TYPE

SL.1 / SL.2
Street Spanning Letters

SHEET

e6.0-0



Remove painted graphics
this area.

175'

250'

THE BARLOW·SEBASTOPOL·LOCAL·FOOD·ART·WINE

EUA
1

EAST ELEVATION
NTS

131'-6"

THE BARLOW·SEBASTOPOL·LOCAL·FOOD·ART·WIN

EUA
1

FRONT VIEW
Scale: 1/8" = 1'-0"



Remove painted graphics
this area.

33'-6"

THE BARLOW

3'-8" TYP

EUA
2

FRONT VIEW
Scale: 1/8" = 1'-0"

EUA
2 WEST ELEVATION
NTS



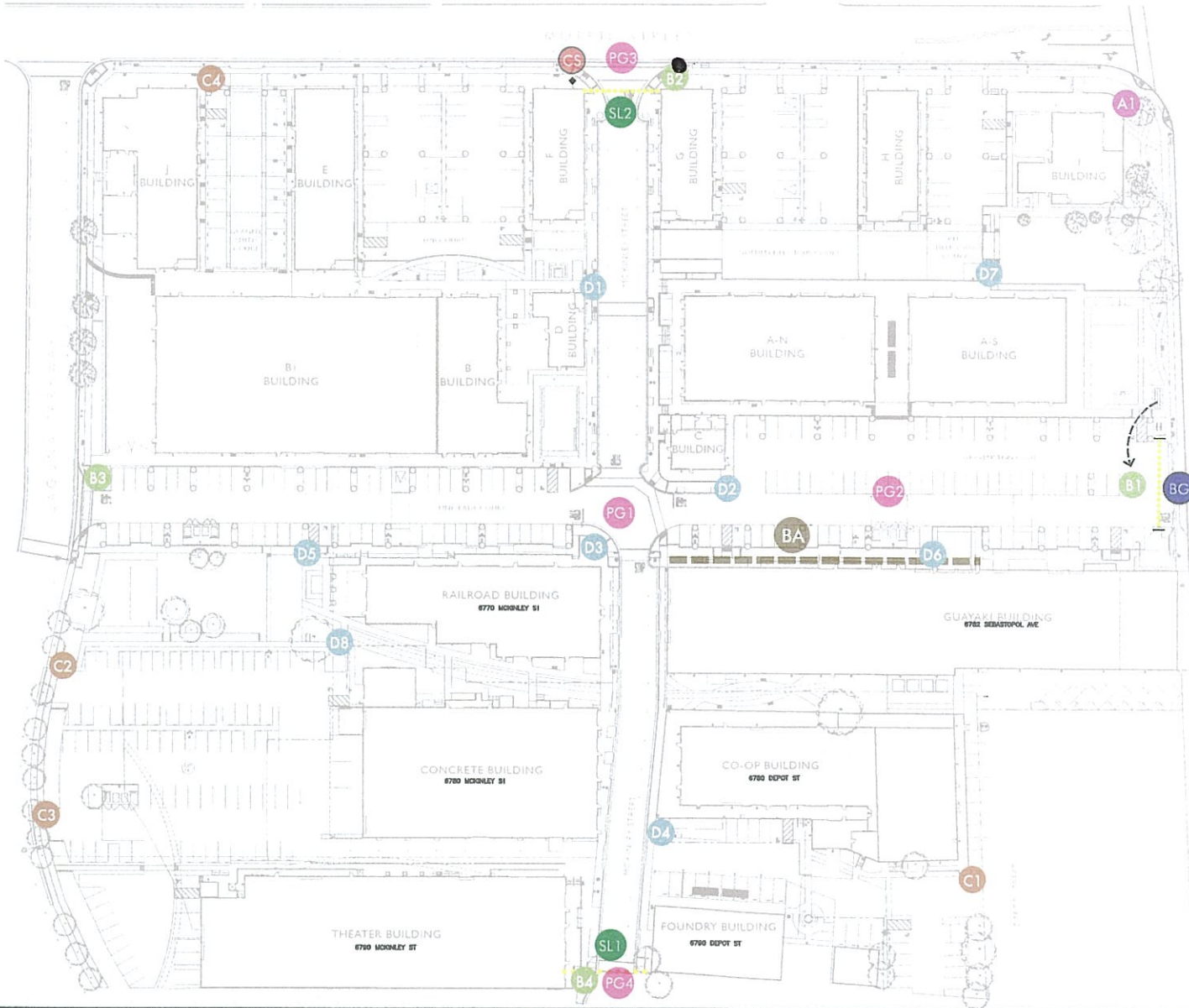
THE BARLOW

ROSS+LUTHINCREATIVE

Existing Signage to be Removed
Master Sign Program / July 28, 2017

i.1

August 2017
Approved
Sign Amendments



LEGEND

- **A1** Corner Feature
See page P2
- **B** Project Entry Sign
See page P3
- **C** Secondary Entry Sign
See page P4
- **D** Project Directional
See page P5
- **BG** Barlow Gate
See page P6
- **CS** Crate Stack
See page P7
- **SL** Spanning Letters
See page P8
- **BA** Building Accent Paint
See page P9
- **PG** Pavement Graphics
See page P10





New split rail fence.

Tenant sign shown as example only.

Existing 12" tall letters.

New 5" tall letters.



THE BARLOW

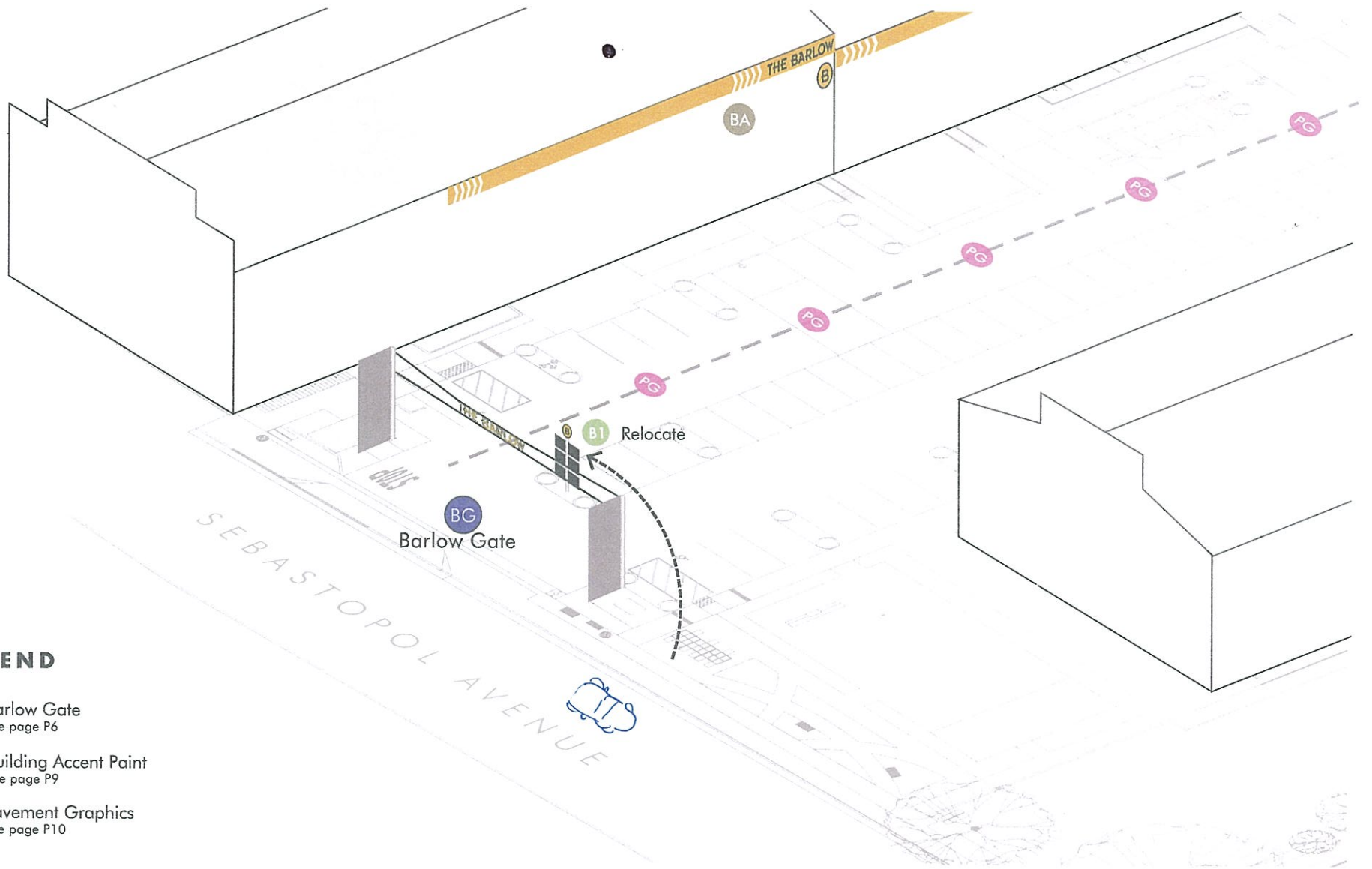
ROSS+LUTHINCREATIVE

Hwy 12 & Morris - Corner Feature



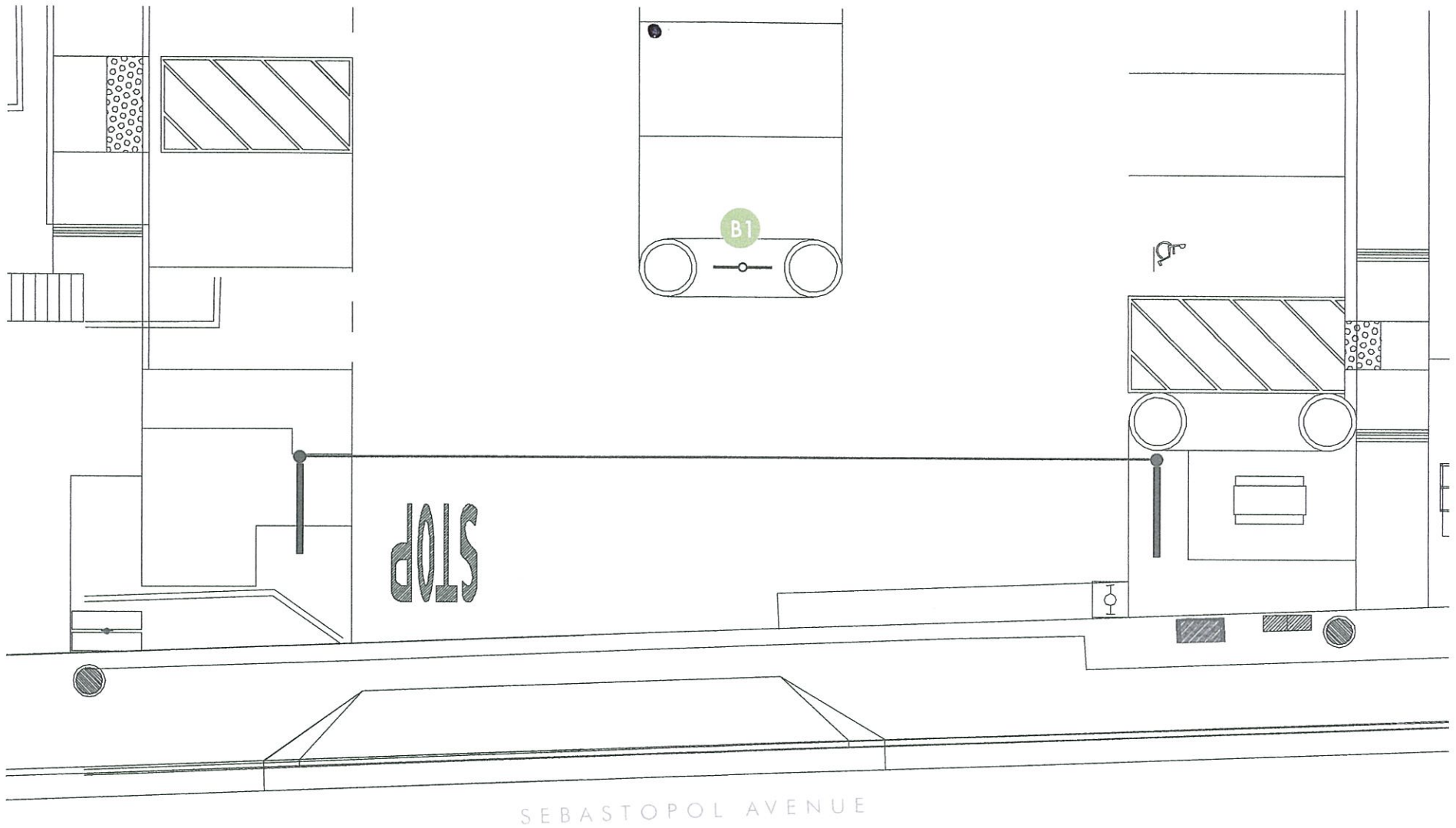
Detail Plan
Master Sign Program / July 28, 2017

P2.0



LEGEND

- BG** Barlow Gate
See page P6
- BA** Building Accent Point
See page P9
- PG** Pavement Graphics
See page P10



1/8" = 1'-0"



THE BARLOW

ROSS+LUTHINCREATIVE

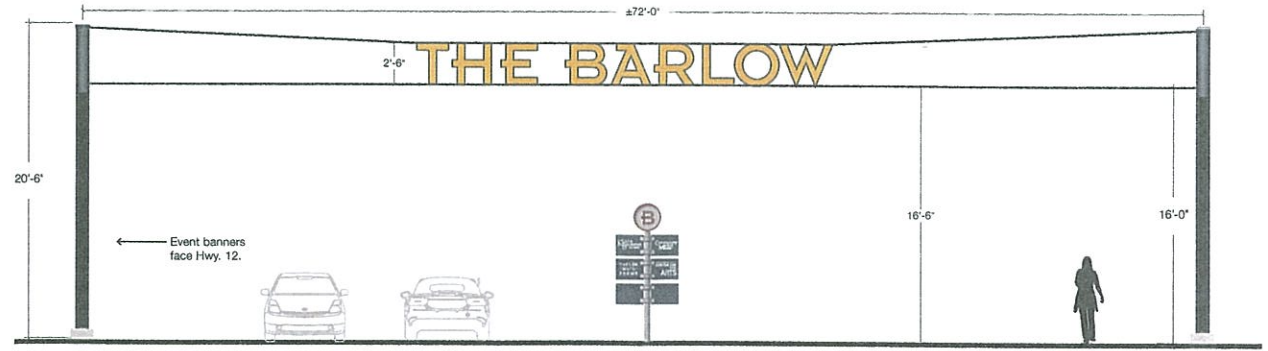
Barlow Gate 

Detail Plan
Master Sign Program / July 28, 2017

P6.1



Details
1/4" = 1'-0"



Elevation
1/8" = 1'-0"

Elevation
1/8" = 1'-0"



THE BARLOW

ROSS+LUTHINCREATIVE

Barlow Gate 

Photo Rendering
Master Sign Program / July 28, 2017

P6.3



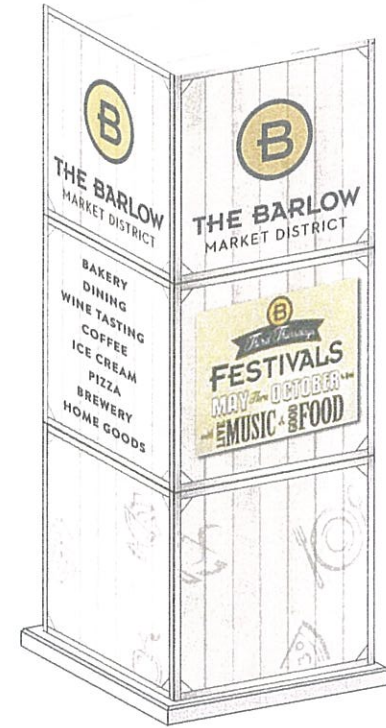
Side A & C



Side B



1/2" = 1'-0"



3D Model



THE BARLOW

ROSS+LUTHINCREATIVE

Crate Stack 

Design Details & 3D Model
Master Sign Program / July 28, 2017

P7.0



Spanning feature

Stacked produce crates with branded graphics, tenant names, icons etc.

Pavement graphics



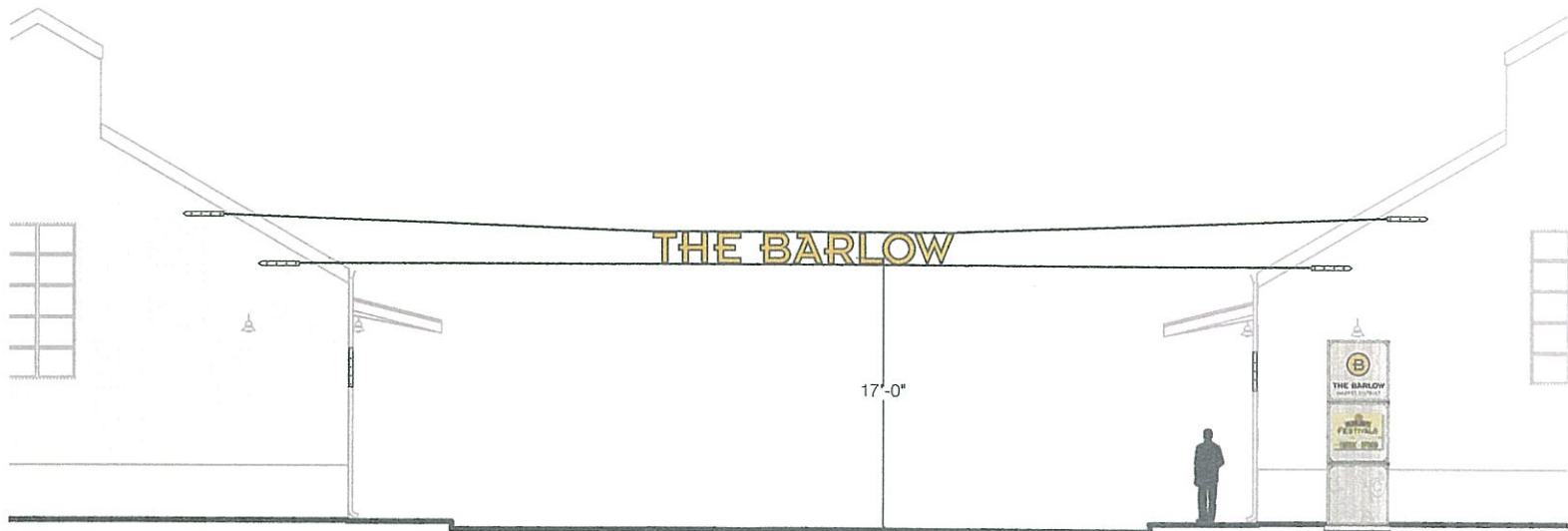
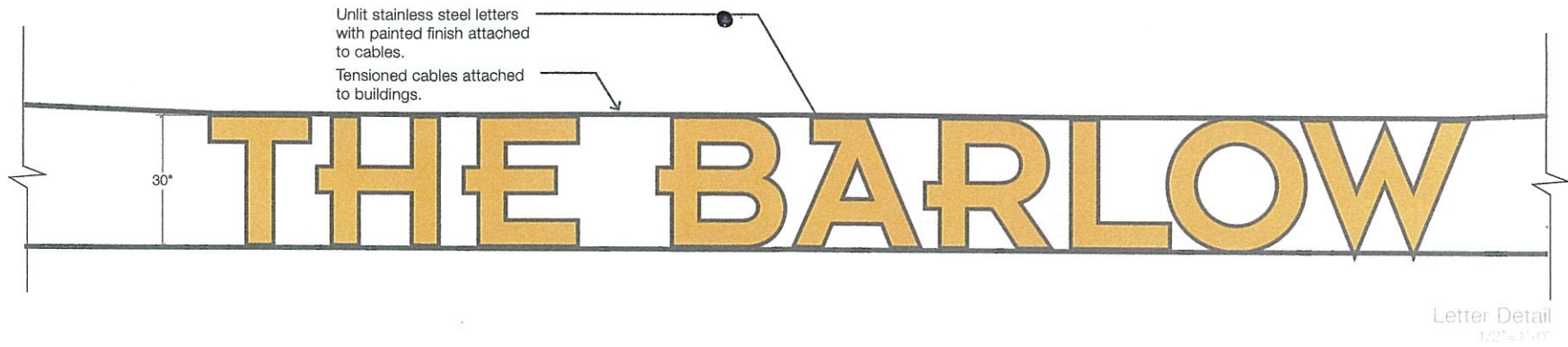
THE BARLOW

ROSS+LUTHINCREATIVE

Crate Stack


Photo Rendering
Master Sign Program / July 28, 2017

P7.1



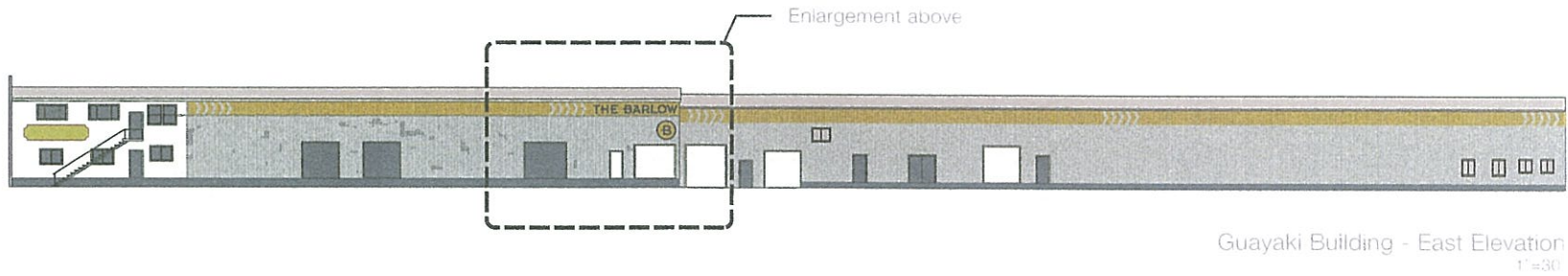
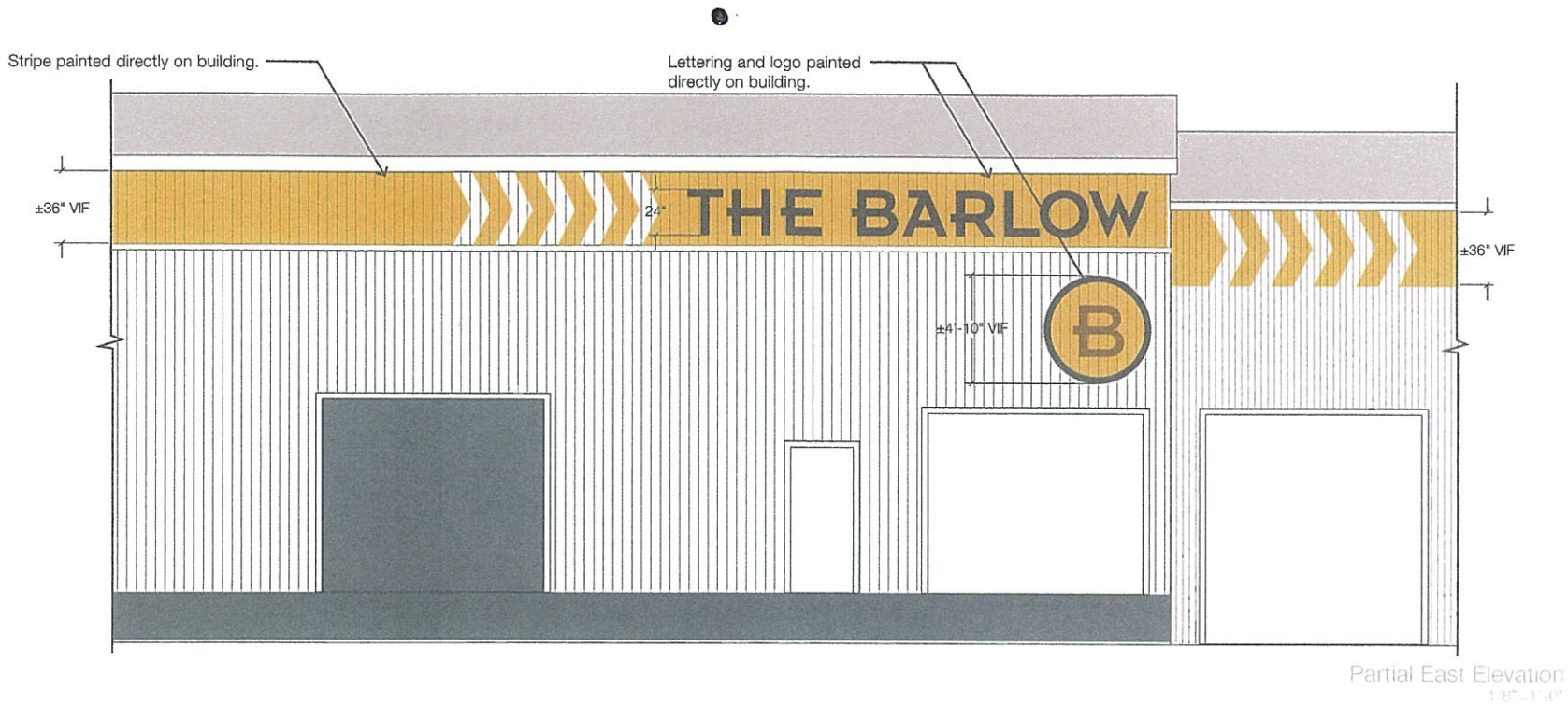
THE BARLOW

ROSS+LUTHINCREATIVE

Street Spanning Letters 

Design Details & 3D Model
Master Sign Program / July 28, 2017

P8.0



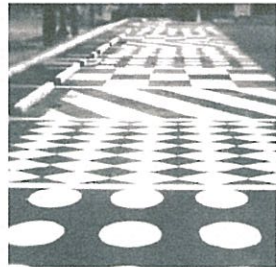
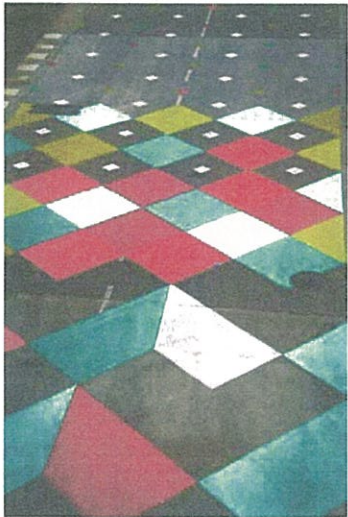
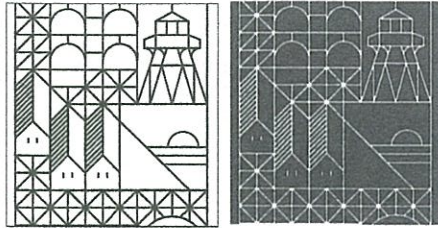
ROSS+LUTHINCREATIVE

Building Accent Paint 

Design Details
Master Sign Program / July 28, 2017

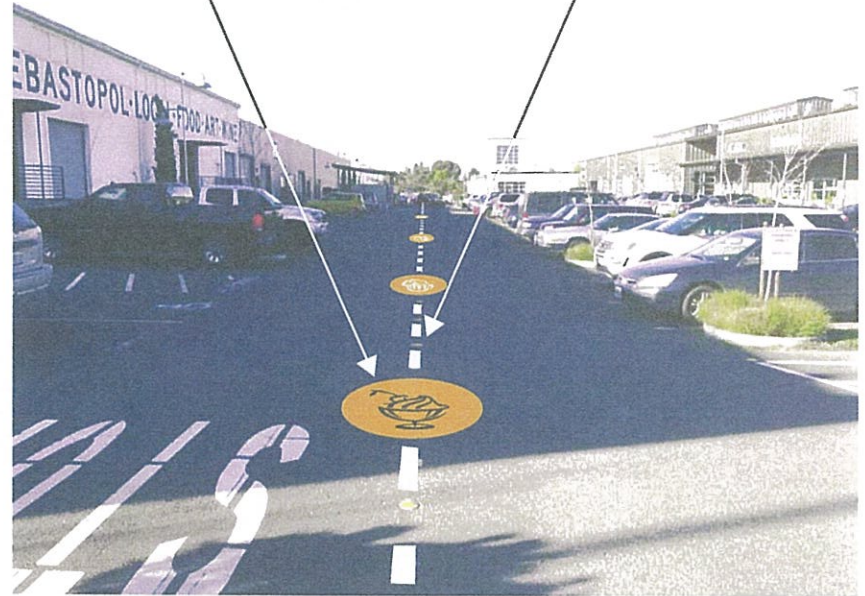
P9.0

Image Examples. Final Artwork TBD



Dotted line defines as a street

Descriptive icons entice visitors



Decorative at McKinley intersection
Branded at McKinley/Morris



THE BARLOW

ROSS+LUTHINCREATIVE

Pavement Graphics PG

Image Concepts
Master Sign Program / July 28, 2017

P10.1