

City Council

Mayor Una Glass

Vice Mayor Patrick Slayter

Michael Carnacchi

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Neysa Hinton



Planning Director

Kenyon Webster

Assistant Planner

Dana Morrison

Administrative Assistant

Rebecca Mansour

City of Sebastopol Design Review Board

Meeting Date: June 7, 2017
Agenda Item: 8A
To: Design Review Board
From: Dana Morrison, Assistant Planner
Subject: Minor Sign Review with Sign Program Amendment
Recommendation: Approval with Conditions
Applicant/Owner: Gordy Ross/ Luthin Creative/ The Barlow
File Number: 2017-35
Address: 6770 McKinley Street #140
CEQA Status: Exempt
General Plan: Light Industrial
Zoning: M-Industrial

Introduction:

This is a Minor Sign Review application with a Sign Program Amendment, requesting approval to remove 4 signs and install 7 signs at 6770 McKinley Street. The current business, occupying unit #140, is rebranding and the owner is looking to update their street frontage signage. In June of 2016 an Administrative Permit was approved (2016-38) which permitted the installation of two tenant blade signs and two wall signs for Sebastopol Kitchen and Table. The project proposes to replace these existing signs with the newly rebranded company name; in addition the applicant is looking to add one anchor tenant sign (permitted in the Master Sign Program, with an amendment regarding location) and two awnings with lettering signage (currently not permitted under The Barlow Master Sign Program). The external illumination permitted under permit 2016-38 is no longer proposed to be used.

Project Description:

The project involves the installation of 4 replacement signs and the addition of one Anchor Tenant sign and two awnings with letter signage for the recently rebranded Sebastopol Kitchen & Table, now called The Barlow Supply Co. It is the hope of the applicant that the new signage will help to define and enhance the storefront to better reflect the new brand and product offerings. The proposed signage is consistent with the designated sign sizes for The Barlow's Master Sign Program, however, the Sign Program does not state a limit to the number of signs. The proposed sign placement of the anchor tenant sign is not within the designated envelope but instead places the sign where ½ of the sign will be visible from the southern frontage and the other ½ will be visible from the eastern frontage. The applicant is looking to replace the existing blade signs with newly rebranded blade signs, and replace the existing wall signs with smaller, newly rebranded wall signs. In addition, the applicant is hoping to add two awnings (one for each frontage) which will have letter signage, with each sign area measuring 5 square feet. To summarize, the applicant is looking to add the following signage:

- 1) Replace two wall signs (each at 3.2 square feet= 6.4 s.f.)
- 2) Replace two blade signs (each at 4.6 square feet= 9.2 s.f.)
- 3) One Anchor tenant sign at 37.6 square feet.
- 4) Two awning lettering signs (each at 5 square feet= 10 s.f.)

Environmental Review:

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

The project is consistent with this categorical exemption in that it involves the installation of two signs.

General Plan Consistency:

The General Plan Land Use Designation for the site is Light Industrial. The project does not have any land use implications because it only involves the installation of signs for an existing tenant located within the Barlow.

The project 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 General Plan goal and policy in that the installation of new signs and awning which contribute to greater improvement efforts of an existing commercial building located within The Barlow.

Sign Program Consistency:

The application is subject to the following provisions of The Barlow Master Sign Program.

The Master Sign Program allows each tenant to have a blade sign for each customer entry to their space. Blade signs are permitted to have a width of 3 feet and height of 2 feet and 5 inches. The project is consistent with this provision in that it involves the installation of one blade sign at each customer entry (2 total for tenant space #140), which will each measure 2 feet and 5 inches by 2 feet and 5 inches.

The business is located in the Railroad Building, which has 'Anchor/Shop Tenant Signage' allowances, as contained in the Master Sign Program. This allowance permits tenants to have 75 square feet of signage on their primary business elevation or 93.75 square feet for tenants, who have more than one primary business elevation. No single sign is permitted to exceed 75 square feet. The project is consistent with this provision in that the signs will have a total sign area of 63.2 square feet and will be split between the two business elevations. The proposed signs are as follows:

- 1) Two wall signs (each at 3.2 square feet= 6.4 s.f.) → permitted under permit (2016-38), consistent with Master Sign Program. Continuance of the external illumination is not proposed.

- 2) Two blade signs (each at 4.6 square feet= 9.2 s.f.) → permitted under permit (2016-38), consistent with the Master Sign Program. Continuance of the external illumination is not proposed.
- 3) One anchor tenant sign at 37.6 square feet. → consistent with the Master Sign Program baring location, though proposed location seems appropriate due to the split frontage of the tenant space.
- 4) Two awnings with letter signage (One 28 foot awning and one 18 foot awning each with letter signage measuring 5 square feet= 10 s.f.) → not permitted under the current Master Sign Program, will require an amendment.

The total sign area for the proposed signs is 63.2 square feet, well under the 93.75 square feet permitted for a primary business with more than one business elevation. The two wall signs and the two blade signs were approved as part of the June 2016 Administrative Permit 2016-38. The anchor tenant sign is consistent with the permitted size limited by the Master Sign Program, however the applicant is proposing to move the sign from its designated location envelope to a new location located a few feet to the left. This will allow for the sign to be visible from both the eastern and southern frontages.

The Barlow Master Sign Program does not state a specific limit for the number of signs permitted; only square footage. The proposed square footage is well under the allowed total sign area permitted for this tenant space. However, this project will require an amendment to the current Master Sign Program to allow for the addition of the two awnings with letter signage and to allow for the placement of the Anchor Tenant sign to be moved from its current designated location envelope. In general, the proposed signage appears consistent with The Barlow Master Sign Program for the Railroad Building. The proposed tenant blade signs, wall signs and anchor tenant signs are all in conformance with the existing sign program requirements regarding size and location (barring the placement of the anchor tenant sign). No illumination is proposed for any of the signs.

Public Comment:

The Planning Department has not received any comments from the public as of writing this staff report.

City Departmental Comment:

The Planning Department has not received any City departmental comments as of writing this staff report.

Required Findings:

Design Review: Section 17.310.030.B.2 of the Zoning Ordinance establishes the following Design Review Procedure: In considering an application for design review, the Design Review Board, or the Planning Director, as the case may be, shall determine whether:

- a) The design of the proposal would be compatible with the neighborhood or and with the general visual character of Sebastopol.
- b) The design provides appropriate transitions and relationships to adjacent properties and the public right of way.
- c) It would not impair the desirability of investment or occupation in the neighborhood,
- d) The design is internally consistent and harmonious.
- e) The design is in conformity with any guidelines and standards adopted pursuant to this Chapter.

Analysis:

The application involves the amendment of the approved master sign program for The Barlow to allow for the Anchor Tenant sign to be moved from its designated envelope, and to allow for the addition of two awnings with letter signage. The proposed amendments are reasonable and appear to be compatible with the site.

The project involves the installation of 7 signs (4 replacement signs and 3 new signs) for the Barlow Supply Co., which is located in the Light Industrial district of The Barlow. A Sign Program amendment will be required to allow for the addition of two awnings (with signage lettering located along the bottom) and an amendment to allow for the location of the Anchor Tenant Sign to be moved from its originally allocated envelope along the eastern frontage, to the new proposed location where the sign will be visible from both the eastern and southern frontages. Planning staff feels that the placement of the Anchor Tenant Sign at the corner of the building is justifiable based on the unique corner nature of the tenant space; the placement is also justifiable in that the neighboring corner tenant, Zazu, has a hogs head sign placed at the same location above their tenant space. The Board will need to determine if the addition of two awnings are appropriate. While The Barlow itself does not contain numerous awnings, Vignette has two awnings on its southern and eastern frontage. In addition to this the Downtown Core of Sebastopol is well known for containing a number of awnings. The addition of these awnings could help to better tie The Barlow to the Downtown Core.

Generally, the Board could find that the signs are appropriate for the site in that they will add vibrant, well designed, cohesive signage to an Anchor Tenant location. The sign design is reflective of the individual tenants business while also mimicking the overall sign design and color scheme of The Barlow itself. The Board could also find that the signs are compatible with the neighborhood and general visual character of Sebastopol and The Barlow in that there are several properties, which contain large wall signs, tenant blade signs, walls signs, and (in the case of the Downtown Core) awnings.

The Board could find that the proposed amendment will allow for the addition of a unique anchor tenant sign, and two awnings that will enhance the building, even allowing for the addition of an outdoor seating area which is protected from the elements. The amendment will allow for signage that is more consistent with the architecture the site in that the business faces two street frontages.

Recommendation:

If it is the consensus of the Board that the proposed sign program amendments are compatible with the site, staff recommends that the application be approved based on the facts, findings, and analysis, and subject to the condition of approval set forth in this staff report.

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

Attachments:

The Barlow Master Sign Program
Master Planning Application
Recued Set of Plans
Full size set of Plans
2016-38 Approval Letter

6770 McKinley Street: Suite 140
Two Replacement Double-Sided Blade Signs without Illumination
Two Replacement Wall Signs without Illumination
One Anchor Tenant Sign
Two awnings with letter signage

FINDINGS FOR APPROVAL

1. That the 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 multiple signs.
2. That the project is consistent with the applicable provisions of the Master Sign Program of The Barlow in that, with the amendment, the signs are in compliance with allowable sign dimensions and sign area.
3. That the design of the signs are compatible with the neighborhood and general visual character of Sebastopol in that they are blade signs, wall signs and anchor tenant sign, which are characteristic of several tenant signs in The Barlow and throughout the community; and the addition of the awning signs is reflective of signage commonly found within the Downtown Core.
4. That the design of the signs provide appropriate transitions and relationships to adjacent properties and the public right-of-way in that the signs will be secured to the façade at a height and location that will not obstruct the adjacent walkway, and the signs contain an appropriate distance from abutting tenant spaces and signage.
5. That the signs will not impair the desirability of investment or occupation in the neighborhood in that they will complement the façade of the existing structure and the signs will be constructed of durable materials, which will prevent them from quickly falling into a state of disrepair.
6. That the design of the signs are internally consistent and harmonious in that the signs utilizes the same font, color, and graphic design elements; the design also connects the tenant to overall Barlow color theme.
7. That the design is in conformity with the adopted Design Guidelines in that the signs express the character of the business and the sign placement is also sensitive to building elements in that they will be installed on blank portions of the façade or replacing existing signs and will not obstruct windows or doorways.

CONDITIONS OF APPROVAL

1. This Sign Permit is valid for a period of two (2) years. However the applicant may request one one-year extension of this approval from the Planning Director, pursuant to Zoning Ordinance Section 17.250.050. If the sign installation does not occur within the designated time frame, the approval will be considered null and void with no further action required on the part of the City.
2. The sign installation shall be consistent with the application materials date-stamped: May 18, 2017. No other signs regulated by the Sign Ordinance shall be installed or displayed without the prior written approval of the Planning Department.
3. The Barlow Master Sign Program is hereby amended to allow the tenant of 6770 McKinley Street #140 to install and relocate an anchor tenant sign from its designated location envelope to the corner of the tenant space, where ½ the sign can be viewed from both the eastern and southern business frontages; and is hereby amended to add two awnings with letter signage on the eastern and southern business frontages.
4. An Encroachment Permit may be required prior to sign installation. 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.
5. A Building Permit is required for the installation of most signs. Please contact the Building and Safety Department for Building Permit application information at (707) 823-8597.



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

SIGN APPLICATION FORM

PROJECT INFORMATION:

ADDRESS:	6770 McKinley Street	PLANNING FILE #:	2017 / 35
PARCEL #:		DATE FILED:	05/18/2017
PARCEL AREA:		TOTAL FEES PAID: \$	245
		RECEIVED BY:	<i>[Signature]</i>
		DATE APPLICATION DEEMED COMPLETE:	

APPLICANT OR AGENT:

Name: Gordy Ross, Ross+Luthin Creative
Email Address: creative@rossluthin.com
Mailing Address: 848 3rd Street, Suite B
City/State/Zip: Santa Rosa, CA 95404
Phone: (707) 573-7359
Fax: _____
Business License #: _____
Signature: *[Signature]*
Date: May 17, 2017

OWNER OF PROPERTY IF OTHER THAN APPLICANT:

Name: Brooks Griffin
Email Address: brooks@thebarlow.net
Mailing Address: 6770 McKinley Street
City/State/Zip: Sebastopol, CA 95472
Phone: (415) 350-5555
Fax: _____
Business License #: 963 0123
Signature: *[Signature]*
I certify that this application is being made with my consent.
Date: May 17, 2017

OTHER PERSONS TO BE NOTIFIED: (Include Agents, Architects, Engineers, etc.).

Name: _____	Name: Yolanda Mathew
Email Address: _____	Email Address: yolanda@thebarlow.net
Mailing Address: _____	Mailing Address: 6780 Depot Street
City/State/Zip: _____	City/State/Zip: Sebastopol, CA 95472
Phone: _____	Phone: (707) 824-5600
Fax: _____	Fax: _____

BY: *[Signature]*
MAY 18 2017
RECEIVED

ADDITIONAL REQUIRED MATERIALS:

- ☒ Location Map.....(indicate the subject parcels) and adjacent streets).
- ☒ Sign Inventory.....(details on the all the proposed signs: including type, height, width, depth, area and height above finished grade, locations of all existing and proposed signs, type of material(s), and any method of illumination).
- ☒ Sign Details.....(detailed scaled drawings of all proposed signs, indicating the letter style, color scheme, cabinet colors, and material specifications. Height above grade must also be shown).
- ☒ Site Photographs.....(Clearly show the views of and from the project, including existing signs. Include a key map indicating where the pictures were taken from and in what direction they were taken. Label accordingly).

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.

Brooks C. Griffin
Applicant's Signature

5/17/17
Date Signed

2017-35
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.

Brooks C. Griffin
Signature

BROOKS C. GRIFFIN
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.

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MAY 18 2017

DM

PROJECT DESCRIPTION:

DESCRIBE IN DETAIL: the proposed sign project and permit request (Attach additional pages, if needed):

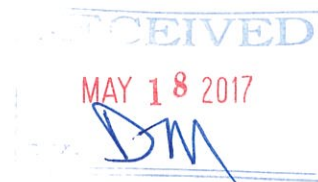
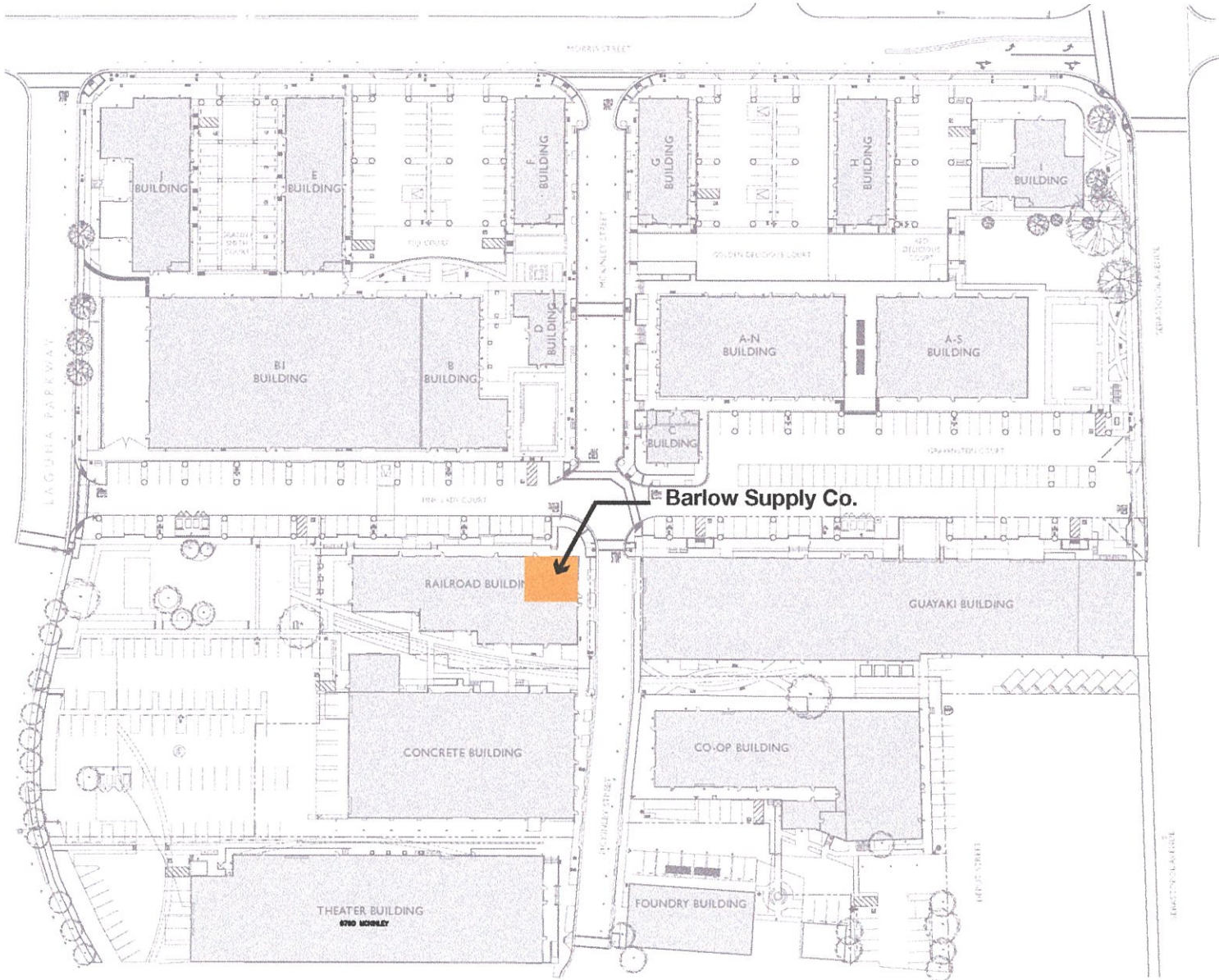
Sebastopol Kitchen & Table is in the process of rebranding and adjusting their merchandise mix to better appeal to both local and visiting shoppers. As part of that repositioning, we are proposing new signage that will define and enhance the storefront and better reflect the new brand and product offerings. After reviewing the approved Master Signage program for The Barlow, we believe that the proposed signage reflects the design intent of that document and is within the size limits of the sign program, but may exceed the allowable number of signs.

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

There is an existing retail store that sells dishware, kitchen, dining and home accessories. That store is repositioning it's merchandise and rebranding as The Barlow Supply Co.

DEVELOPMENT DATA:

SQUARE FEET BUILDING EXISTING:	1,550 s.f.			
BUILDING FRONTAGE (IN FEET):	35' on McKinley. 45' on Pink Lady Ct.			
# OF SIGNS CURRENTLY ON PROPERTY:	4			
* SIGN TYPE(S):	2 wall signs 2 blade signs			
SIGN LOCATION(S):	1 blade and 1 wall sign on East side 1 blade and 1 wall sign on South side			
SIGN SIZE(S):	Wall Sign 1 Height: 4' Length: 4'	Wall Sign 2 Height: 4' Length: 4'	Blade Sign 1 Height: 2'-5" Length: 2'-5"	Blade Sign 2 Height: 2'-5" Length: 2'-5"
	WILL SIGNS BE CHANGED OR ADDED? <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO			
# OF SIGNS PROPOSED FOR PROPERTY:	7			
* SIGN TYPE(S):	East Side: 1 blade sign, 1 wall sign, 1 awning sign, 1/2 Anchor Tenant sign South Side: 1 blade sign, 1 wall sign, 1 awning sign, 1/2 Anchor Tenant sign			
SIGN LOCATION(S):	See above			
	See attached drawings for sizes			
SIGN SIZE(S):	Height: Length:	Height: Length:	Height: Length:	Height: Length:
	IS ILLUMINATION PROPOSED? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO <small>Note: Illuminated signs are subject to Design Review</small>			
* Types of signs: Freestanding, wall, projecting (hanging), window, awning, fascia, sandwich; temporary signs (limited to 30 days); banner.				



Site Plan
NTS

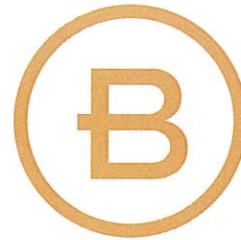
ROSS+LUTHINCREATIVE

707 573 7359
creative@rossluthin.com
848 Third Street Studio B
Santa Rosa CA 95404

Project

Barlow Supply Co.
Storefront Signage

1.0

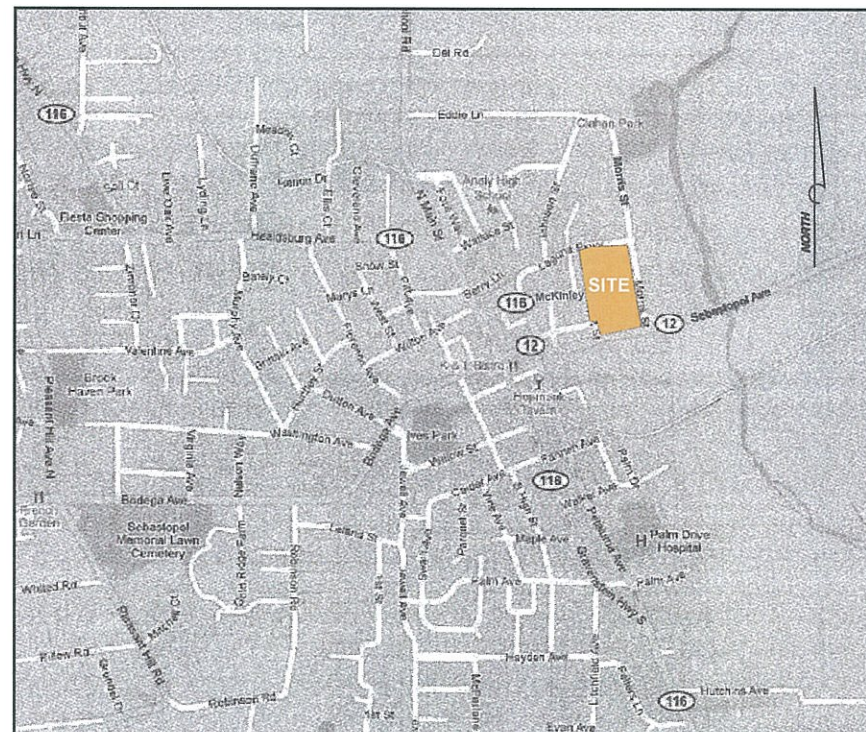


THE BARLOW

MASTER SIGN PROGRAM

DECEMBER 12, 2012 (revised 2/5/2015)

	PROJECT SIGNAGE	TENANT SIGNAGE
00 Sign Criteria	P1-0 Site Plan	T1.0 Tenant Sign Examples
01 Existing Signage	P2.0 AI – Project Monument	T2.0 Tenant Sign Zone Plan
	P2.1-3 AI – Details	T3.0 T3 – Shop Tenant Wall Sign
	P3.0 B – Project Entry Sign	T4.0 T4 – Tenant Blade Sign
	P4.0 C – Secondary Entry Sign	T5.0 Typical Major Tenant Signage
	P5.0 D – Project Directionals	T5.1 Typical Major Tenant Examples
	P7.0 Project Directories	T5.2 Typical Anchor-Tenant Signage
		T5.3 Typical Shop Tenant Signage
		T5.4 Railroad Building Signage
		T5.5 Concrete Building Wall Signage
		T5.6 Concrete Building Blade Signage
		T5.7 Theater Building Signage



1.1 INTENT AND PURPOSE

The following Master Sign Program is a requirement of the City of Sebastopol (City) and has been established for the purpose of assuring that all signage and related graphic elements within The Barlow (Project) are consistent with the Master Sign Program and shall serve as the singular guideline for all signage design on or around the project. The design of all signage elements shall draw upon materials, design and imagery related to the design of Project signage as outlined. Use of creative materials, recycled elements, metalwork, wood, professional graphic design, and indirect lighting will be incorporated. Imagery will give the impression of a combination of new and old. In all cases, signage or graphic elements must be designed, executed and installed as outlined in this document and be compatible with the overall architectural and environmental graphic design aesthetic.

1.2 APPROVALS AND COMPLIANCE

1.2.1 Review Process

All design and construction documents for signage, permanent or temporary, must be submitted to The Barlow management (Owner) and approved by the Owner in writing prior to submittal to the City for permits. **No sign permit application will be accepted by the City without an affidavit of approval from the Owner.**

1.2.2 Installation

All signage, permanent or temporary, must comply with applicable building codes and have the required City of Sebastopol Permits prior to installation.

1.3 DEFINITION OF TERMS

The Barlow: The entire development site known as The Barlow Shopping Center.

Project ID: Provides identity for the project consisting of the project logo and/or the words "The Barlow".

Tenant ID: Signs to identify the shop and restaurant tenants found within The Barlow. Message shall be limited to the tenant name, logomark, and minimal product offering list.

Street Frontage: The linear dimension of a Tenant space fronting a public street, per city of Sebastopol sign code.

Shop Frontage: The linear dimension of a Tenant space fronting a public street, parking area, sidewalk, or common area walk way.

Major Tenant: A tenant with over 5,000 sq.ft. of gross leasable area, and 100 L.F. or greater of frontage building.

Anchor Tenant: A tenant with between 4,999 and 3000 sq. ft. of gross leasable area.

Shop Tenant: A tenant with less than 2,999 sq.ft. of gross leasable area.

1.4 PROJECT SIGNS

- A Project Identity Sign
- B Project Entry Sign
- C Secondary Entry Sign
- D Project Directional Sign

1.4.1 TENANT SIGNS

- T1 Major Tenant Wall Sign
- T2 Anchor Tenant Wall Sign
- T3 Shop Tenant Wall Sign
- T4 Tenant Blade Sign
- T5 Theater Building Blade Sign
- T6 Concrete Building Wall Sign

1.5 UNSAFE OR INADEQUATELY MAINTAINED SIGNS

All sign materials will be constructed of noncorrosive materials or will have noncorrosive finishes unless designed to give a weathered impression. Such weathered signs shall be clear-coated to prevent further corrosion and staining of surrounding surfaces. All sign hardware is to be maintained in an "as-new" condition. Unsafe signs, as determined by ownership will be removed at the expense of the party responsible for the sign.

1.6 OPERATIONAL SIGNAGE

Tenants within the project may require specific directional and operational signage for the safe and efficient operation of their business.

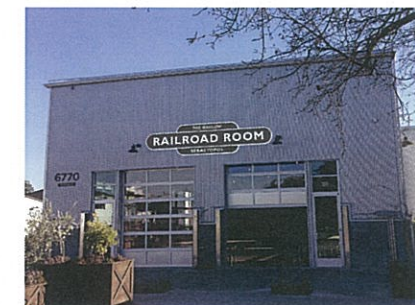
Signs at loading docks, employee entries, outdoor work areas, and dedicated parking spaces may be installed only if approved by the Owner.

Signs must be in keeping with the theme & character of the sign program as outlined in this document. Tenants must submit plans & drawings of signs and receive written approval from the Owner prior to installation.



1.7 BARLOW EVENT CENTER SIGNAGE

Barlow event center signs will be allowed sign area based on square footage of each event space. Sign designs to be submitted to planning director for approval.



Examples of Event Center signage

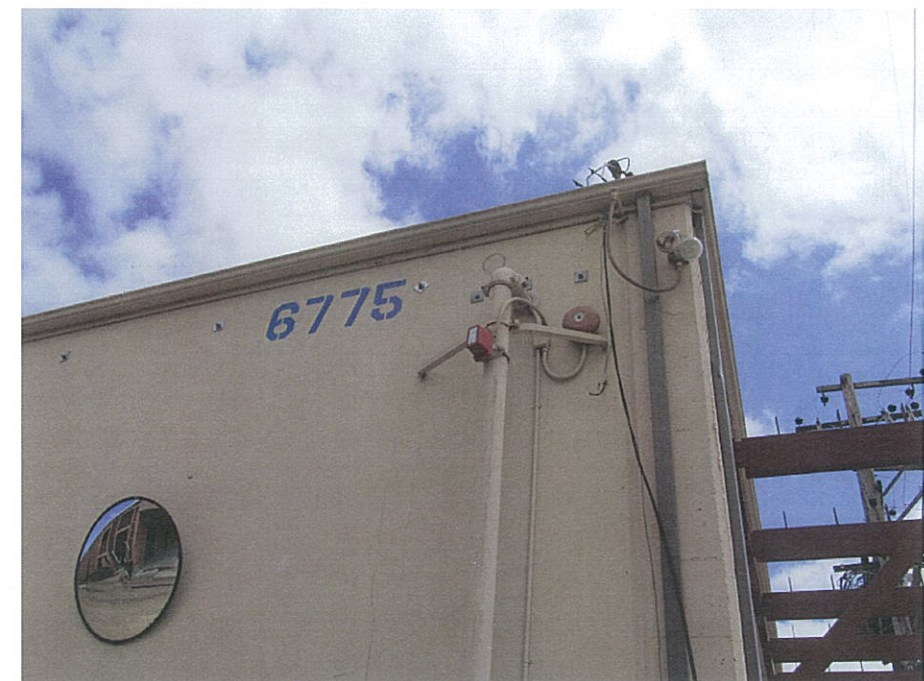
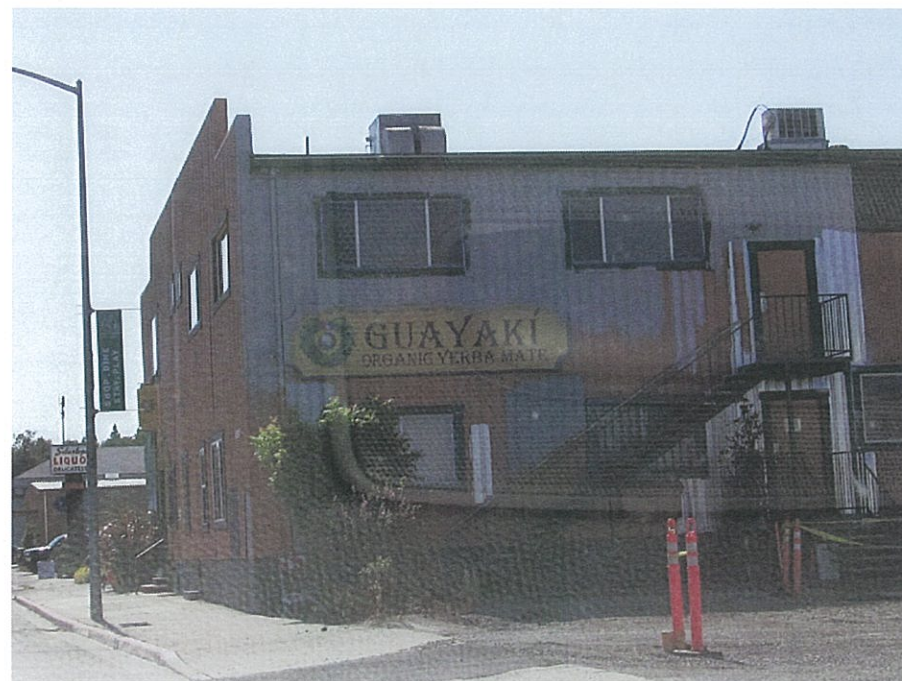
Signage at the The Barlow needs to address the historical roots of the project site and embrace the up to the minute marketing sensibilities of the diverse tenant mix at the project. Signage should be a marriage of old and new: materials, graphic design, texture, color and character.

Project signs for The Barlow are designed to complement the project's architectural character. Natural concrete and galvanized metal are in tune with the materials of the buildings. Corten steel and dyed wood panels add materiality and depth to the range of materials and textures. Project signs are intended to reinforce the project brand and provide basic directional information to visitors.

Tenant signage will be a combination of painted wall signs, creative graphic design, cut-out letters and various materials or sign elements attached to standard sign brackets and blade signs in a project-wide color scheme for clear visibility. Major and Anchor tenant signs may be hand painted in the character of the original BARLOW PACKING COMPANY sign. The vintage character and clear commercial message of these signs reflects the history of the site.

Outside of the signage noted above, most signs within the project prior to the new development were not in keeping with the character and design of the project today. The projects agricultural and industrial history led to a hodge-podge of functional and less attractive signs. The goal of the tenant sign program is to develop an eclectic mix of styles within an organized framework. This Master Sign Program outlines specific sign location standards to insure that all tenants have adequate representation and visibility. Common sign brackets for shop and anchor tenants insure a common starting point for placement of signs, but allows for creative use of the area provided for each tenant's sign.

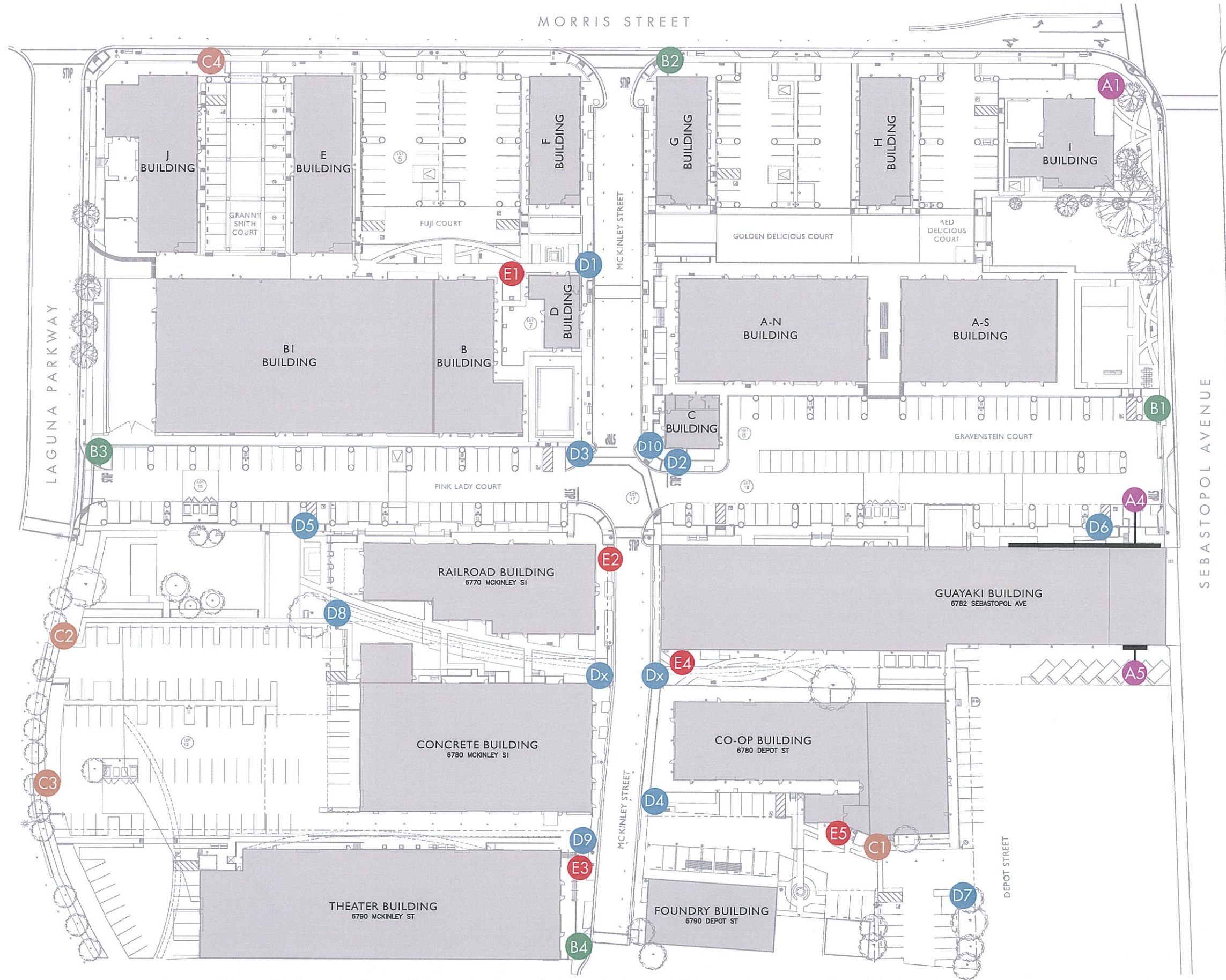
A variety of examples are shown on page T1.0 of signs which are clever, creative and legible. The tenant's of The Barlow will be encouraged to develop these types of signs for their benefit and the benefit of the overall character and aesthetic of the project.



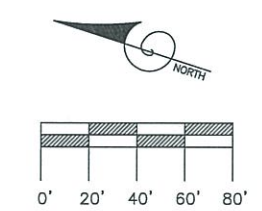
PROJECT SIGNAGE

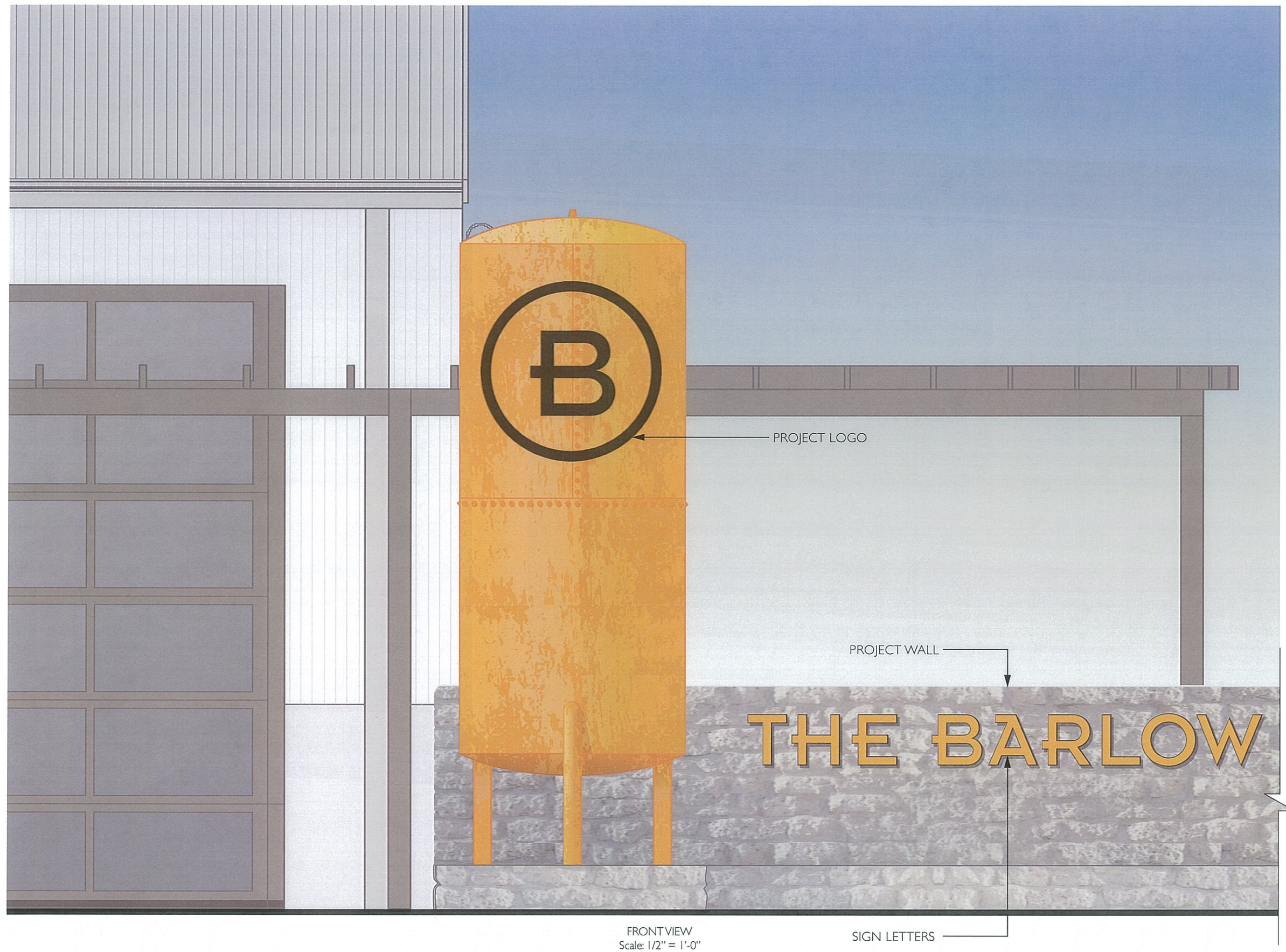


THE BARLOW



- PROJECT SIGNS**
- A1 Project Monument Sign
 - A4 Primary Project Wall Sign
 - A5 Secondary Project Wall Sign
 - B Project Entry Sign
 - C Secondary Entry Sign
 - D Project Directional Sign
 - E Project Directory



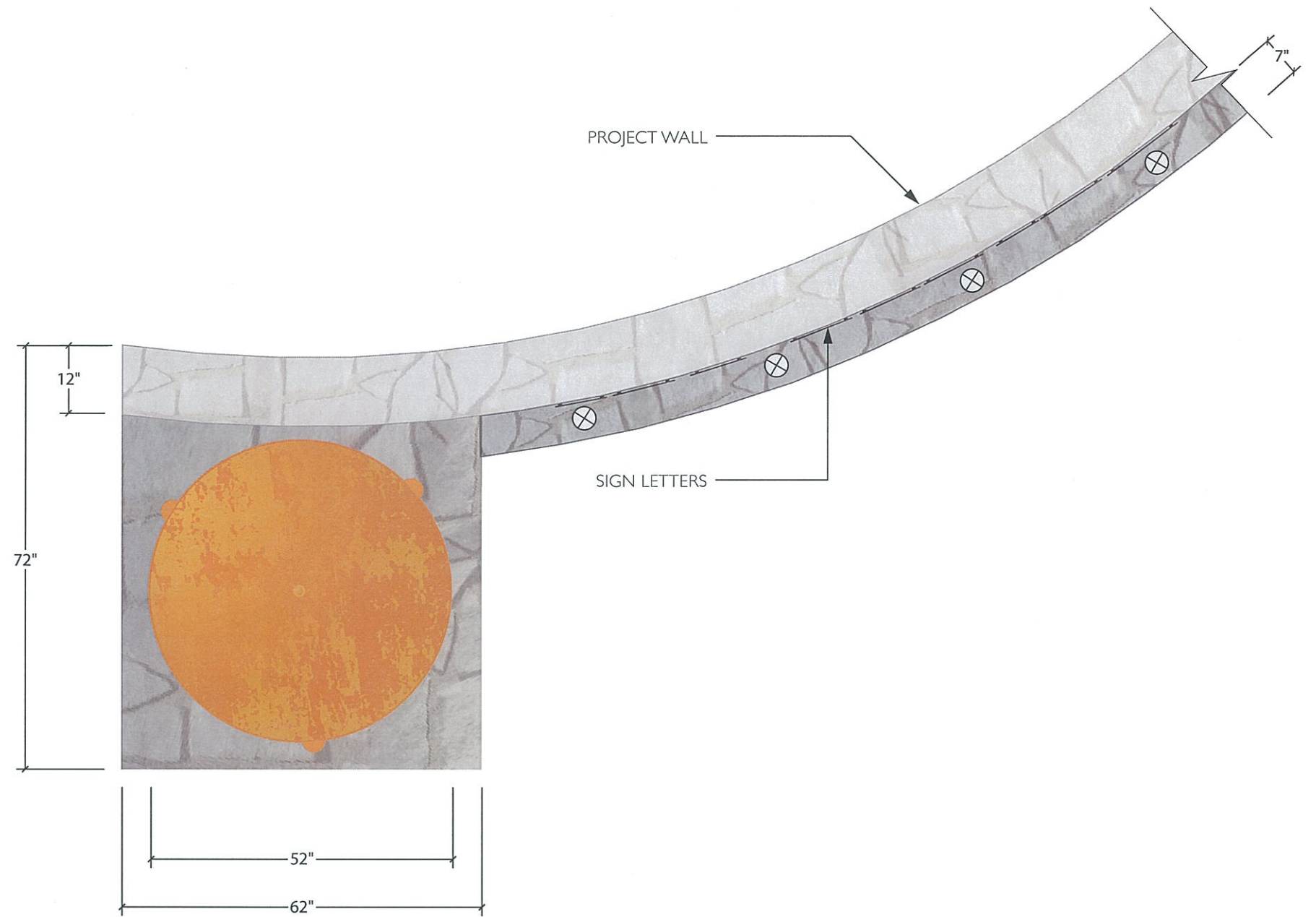
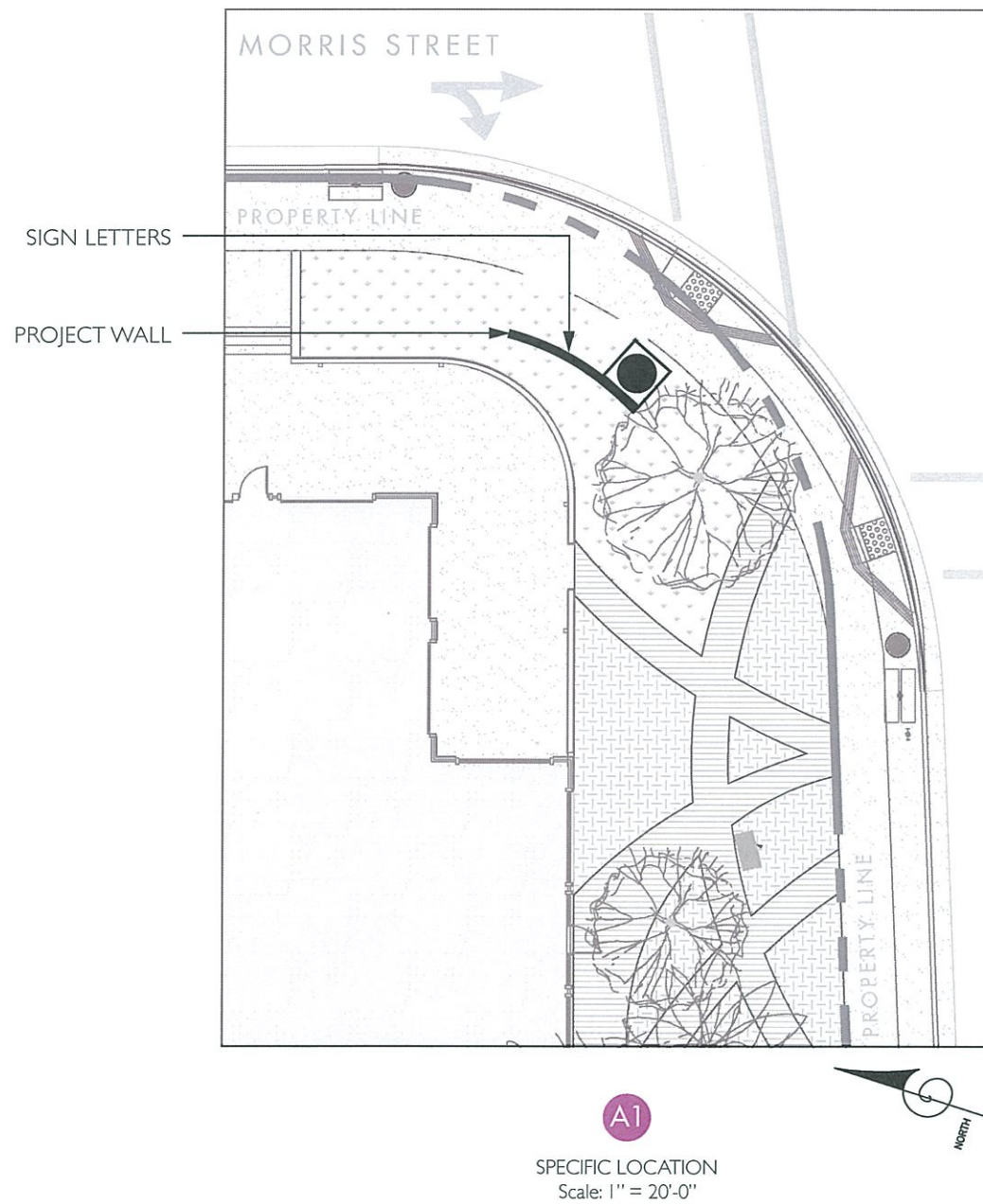


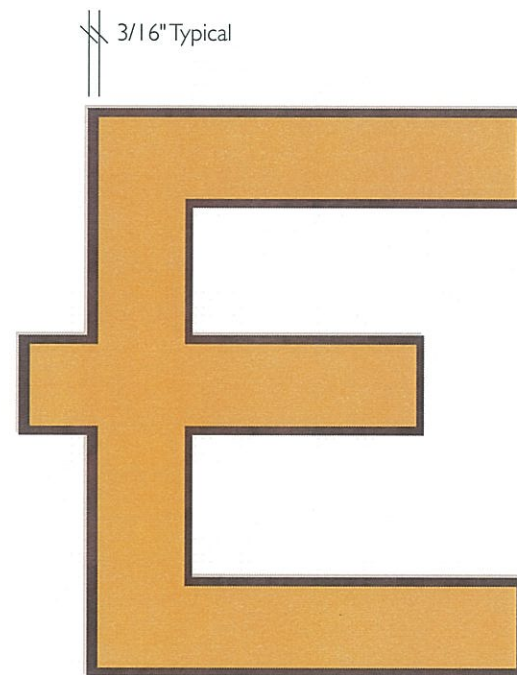


RECLAIMED CONCRETE WALL

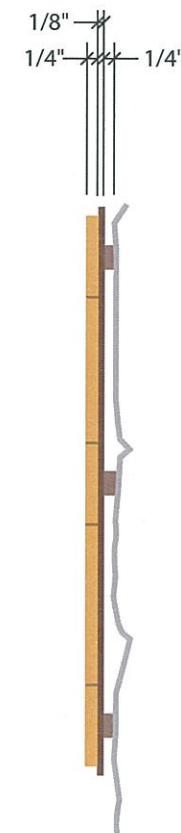


HISTORIC BOILER





LETTER DETAIL
Scale: 3" = 1'-0"



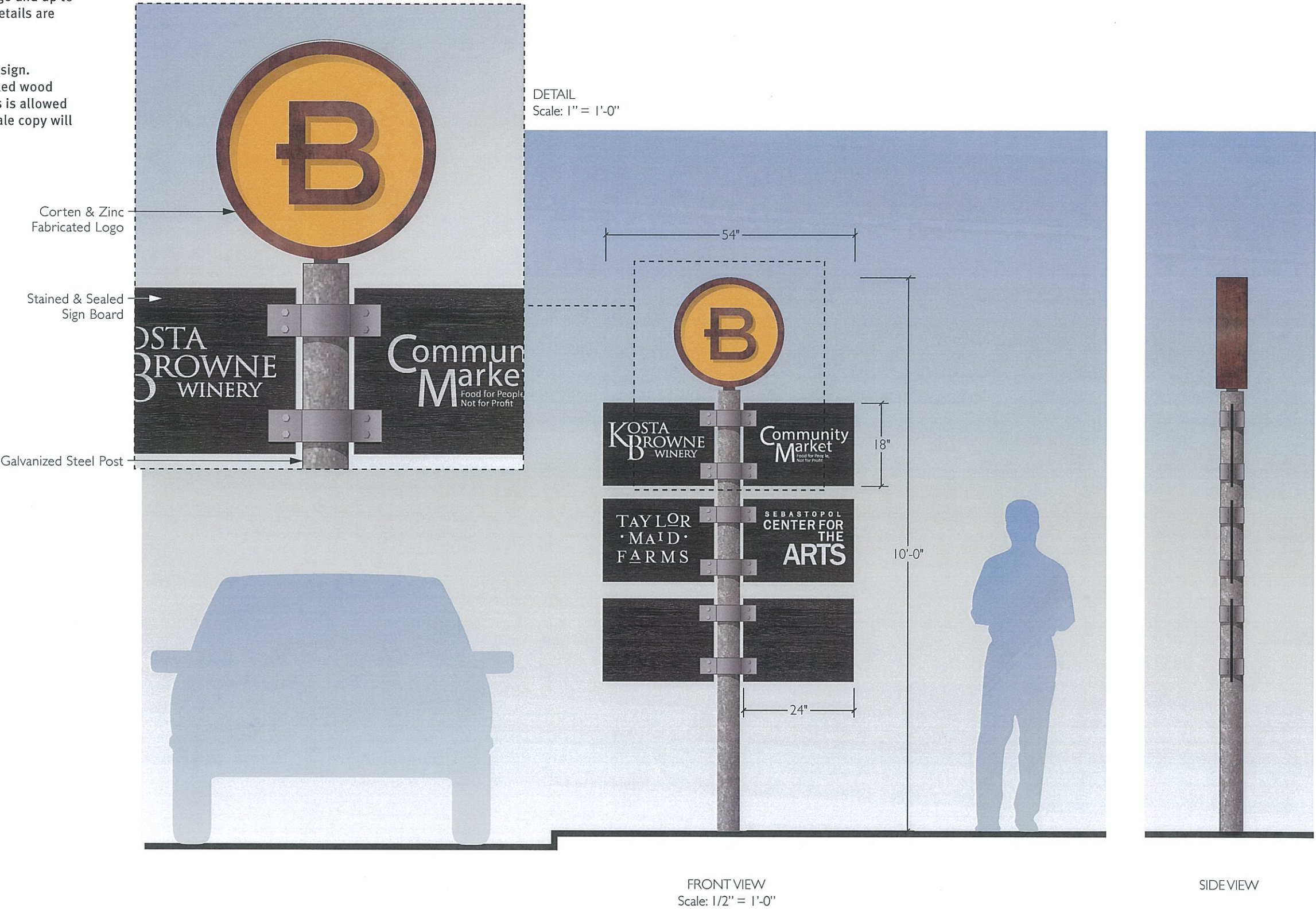
SIDE VIEW

Project Entry Sign

A Project Entry Sign may be installed at each primary project entry as outlined in the plan on Page P1.0. The sign may be up to 10'-0" in height and include the project logo and up to six(6) tenant logos. Materials, colors and sign details are indicated on this sheet.

The Owner will select tenants for display on this sign. Tenant sign panels will be black stained and sealed wood sign boards with white copy. Use of tenant logos is allowed but only in black and white. No, color or grayscale copy will be allowed.

The Barlow logo may include halo lighting.

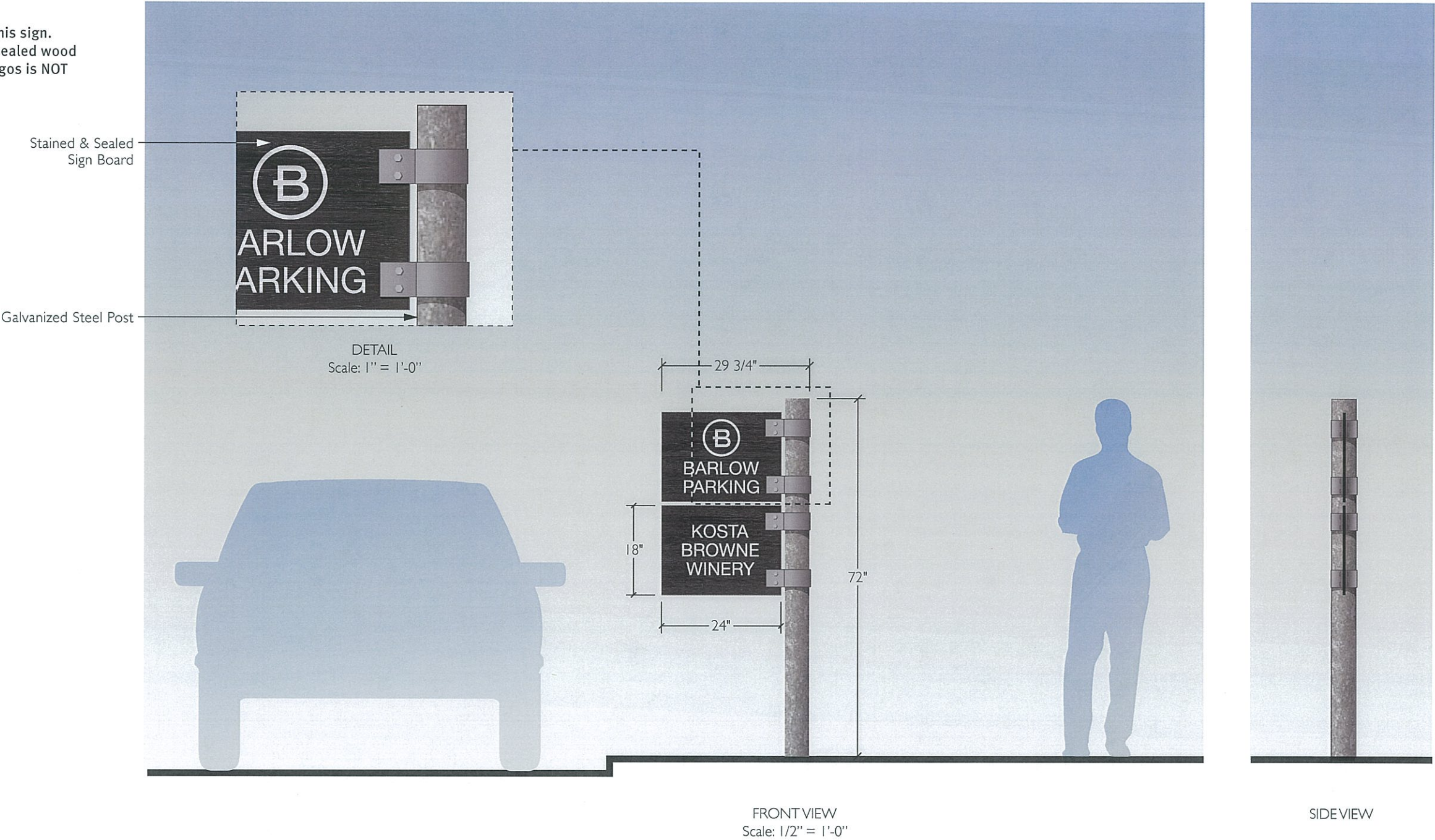


Secondary Project Entry Sign

A Secondary Project Entry Sign may be installed at each secondary project entry as outlined in the plan on Page P1.o. The sign may be up to 6'-0" in height and include the Barlow logo, project directional information up to three (3) tenant names Materials, colors and sign details are indicated on this sheet.

The Owner will select tenants for display on this sign. Tenant sign panels will be black stained and sealed wood sign boards with white copy. Use of tenant logos is NOT allowed.

Sign is non-illuminated.

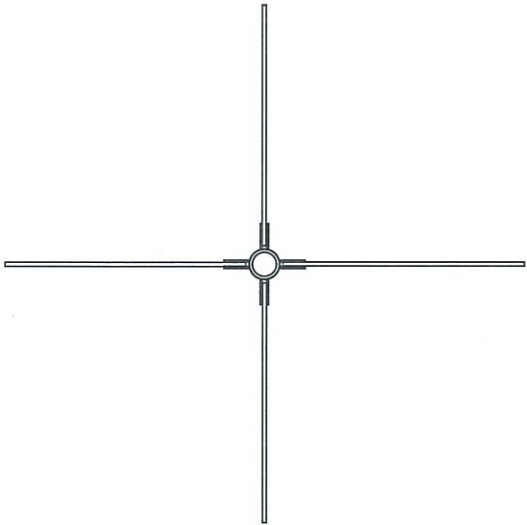


Project Directional Sign

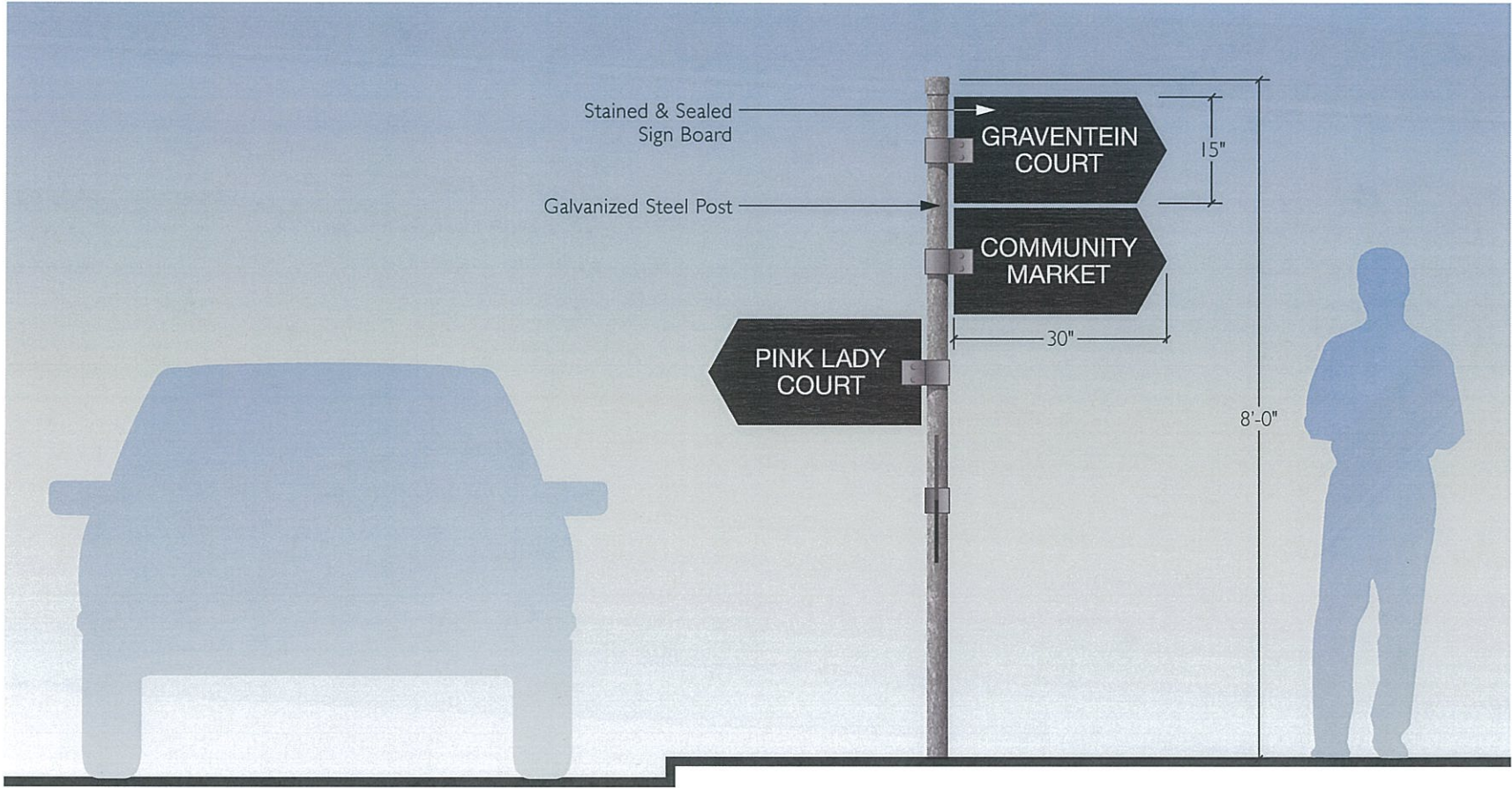
A Project Directional Sign may be installed at intersections and key wayfinding points within the project as outlined in the plan on Page P1.0. The sign may be up to 8'-0" in height and include four project directional panels. Copy may include, court names, addresses, tenant names, or local street names. Materials, colors and sign details are indicated on this sheet.

The Owner will select tenants for display on this sign. Tenant sign panels will be black stained and sealed wood sign boards with white copy. Use of tenant logos is not allowed.

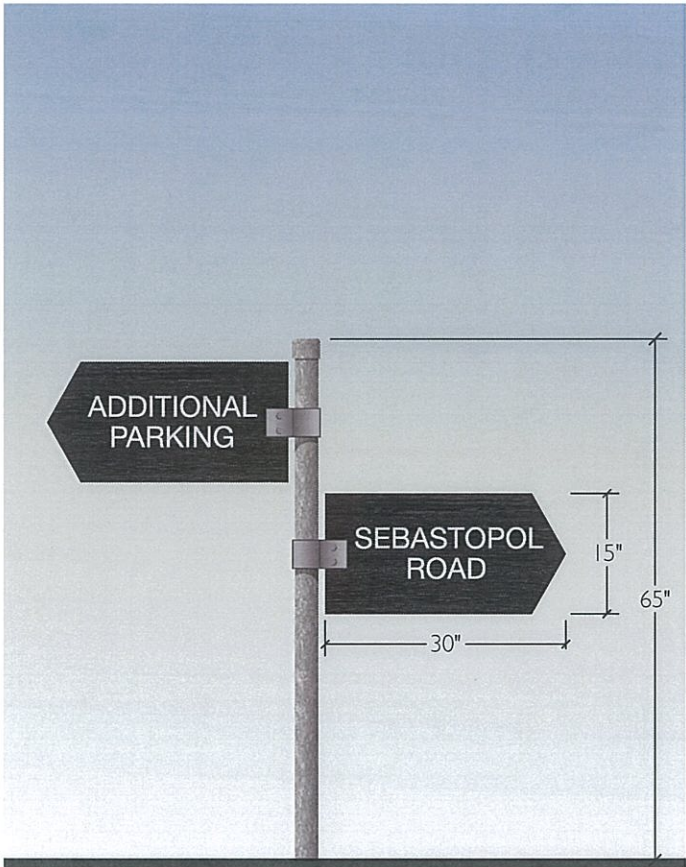
Sign is non-illuminated.



PLAN VIEW



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

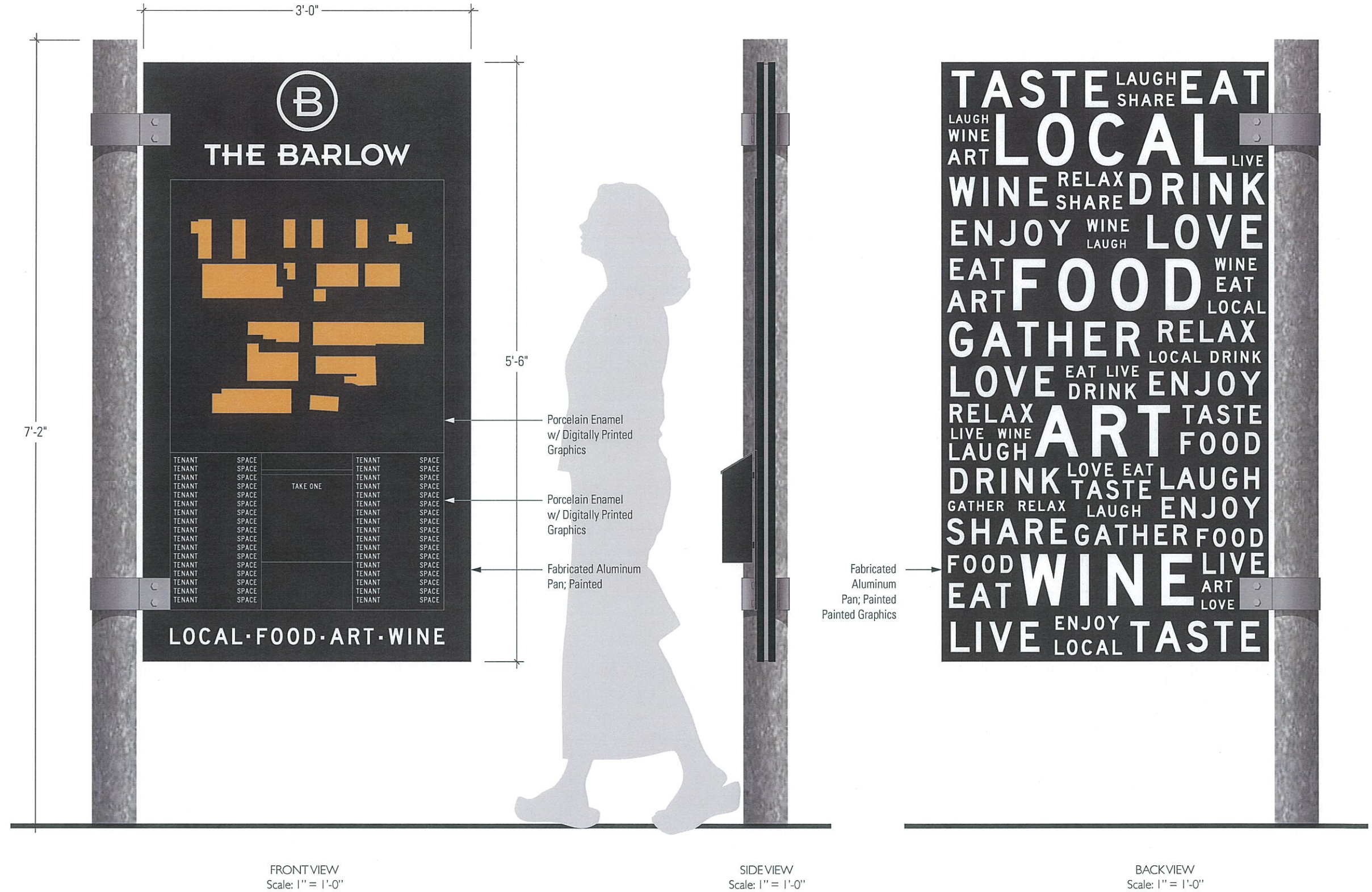


ALTERNATE SIZE

Project Directories

The Barlow directories will help guide pedestrian traffic through the Barlow and highlight the tent offering. The directories are placed at key pedestrian intersections.

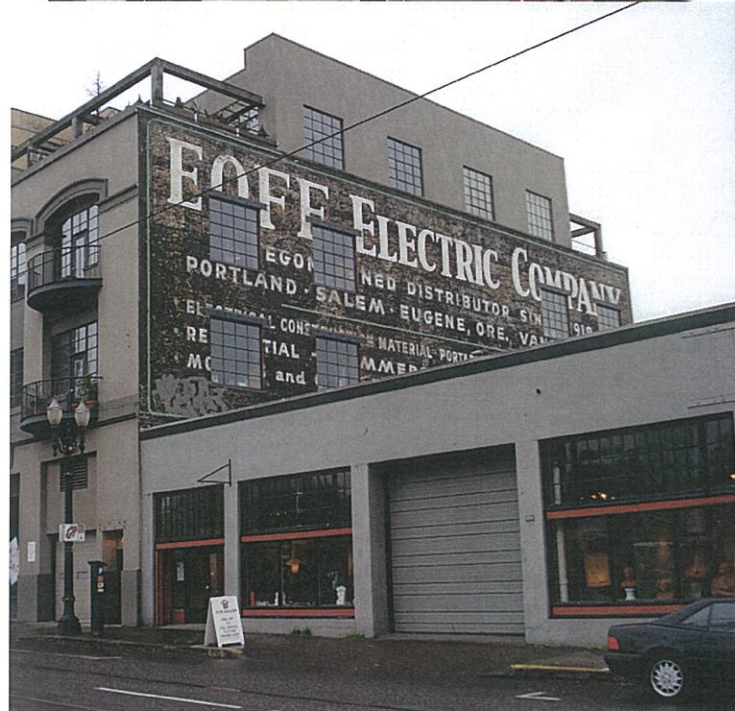
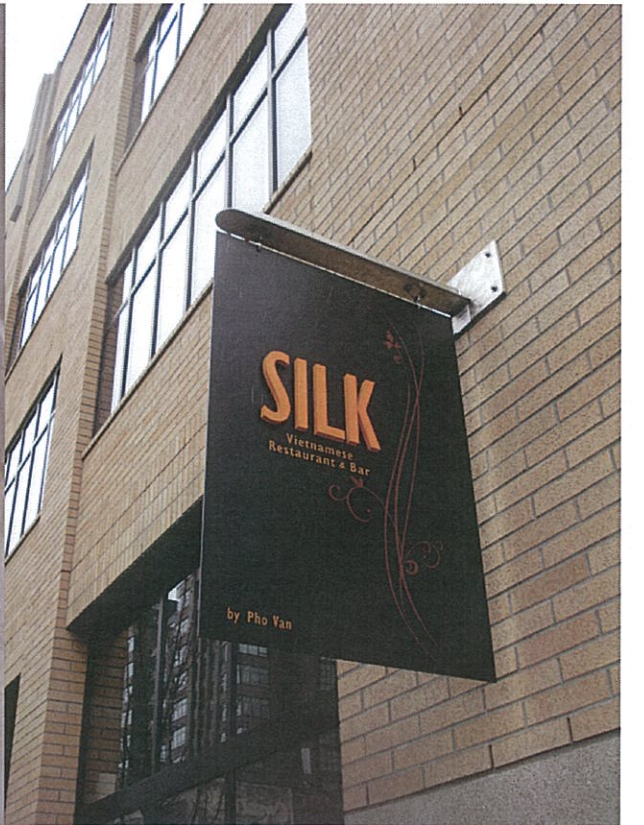
Directories are fabricated from galvanized steel and aluminum. Porcelain enamel panels carry the changeable map and tenant listings. A custom fabricated literature box allows passive distribution of a project map handout.



TENANT SIGNAGE



THE BARLOW



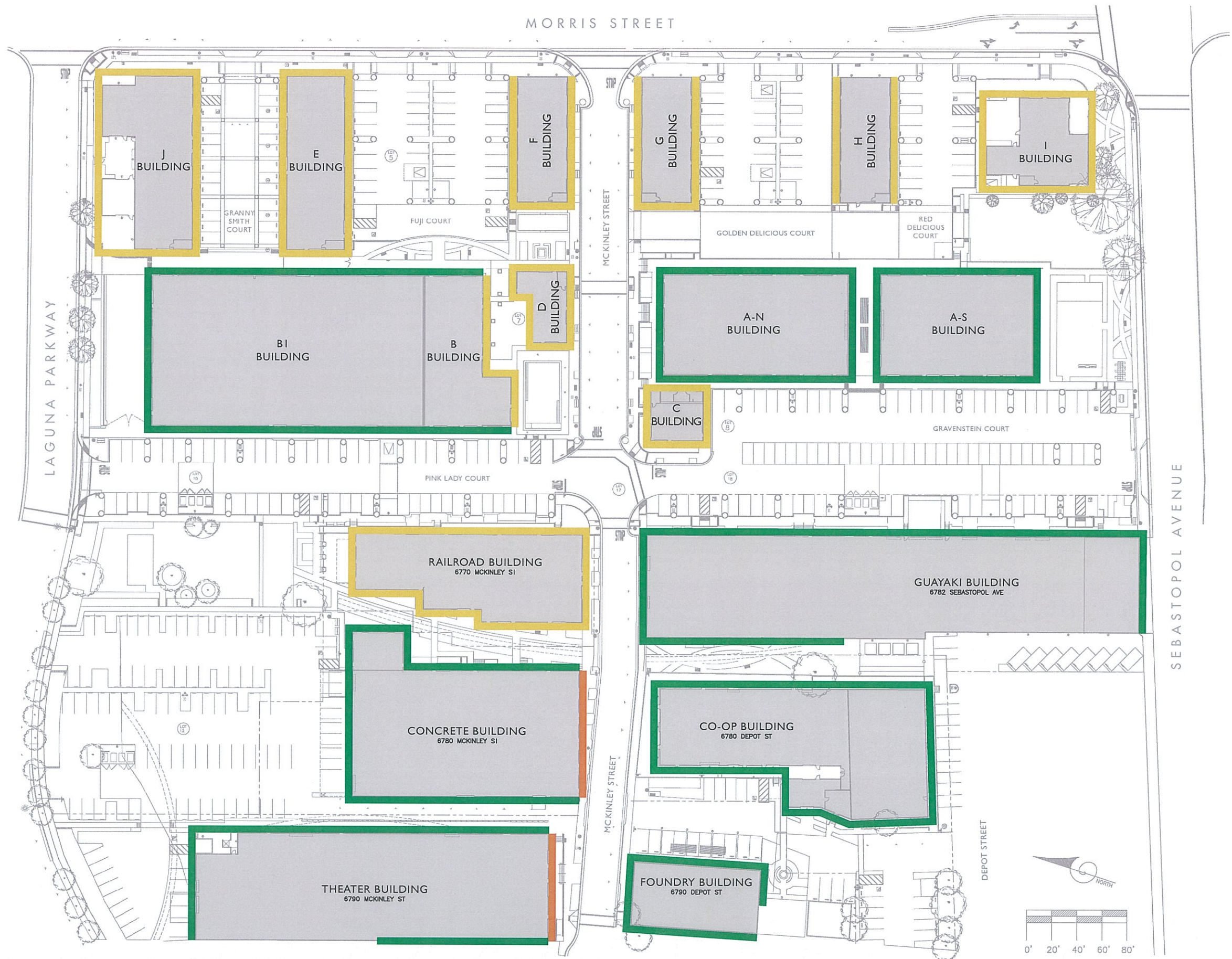
- Major Tenant Signage Allowed
- Anchor / Shop Tenant Signage Allowed
- Railroad/Theatre Building Sign Zones

Sign zones based on current tenant plan. Tenants will be allowed signage per their total gross leasable area.

Major Tenant: A tenant with over 5,000 sq.ft. of gross leasable area, and 100 L.F. or greater of frontage building.

Anchor Tenant: A tenant with between 4,999 and 3000 sq. ft. of gross leasable area.

Shop Tenant: A tenant with less than 2,999 sq.ft. of gross leasable area.



DESIGN CRITERIA

Tenant will provide a sign for attachment to Owner provided wall sign bracket. Tenant must use at least 50% of the sign envelope area. Tenant may use as much of the sign envelope as desired. Signs may project up to 6" from the surface of the wall. Any attachments to the building must be approved by the Owner. The use of creative materials and approaches is encouraged. Combinations of cut out letters, panels and unique objects are encouraged. Flat, painted, rectangular signs with limited design character are discouraged and will not be approved by the Owner.

Signs may include the following:

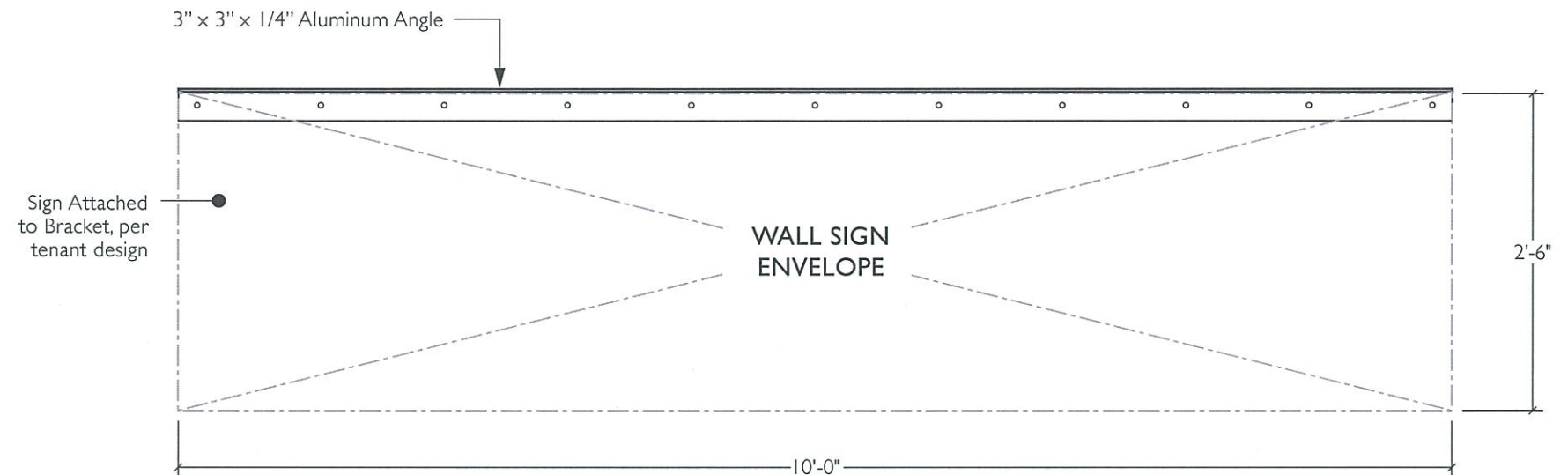
- Painted panels with screen printed, painted, plotter cut die-cast vinyl, individual cut-out or carved letters
- Wood or metal panels with screenprinted, painted, plotter cut die-cast vinyl, individual cut-out or carved letters

Signs may not include:

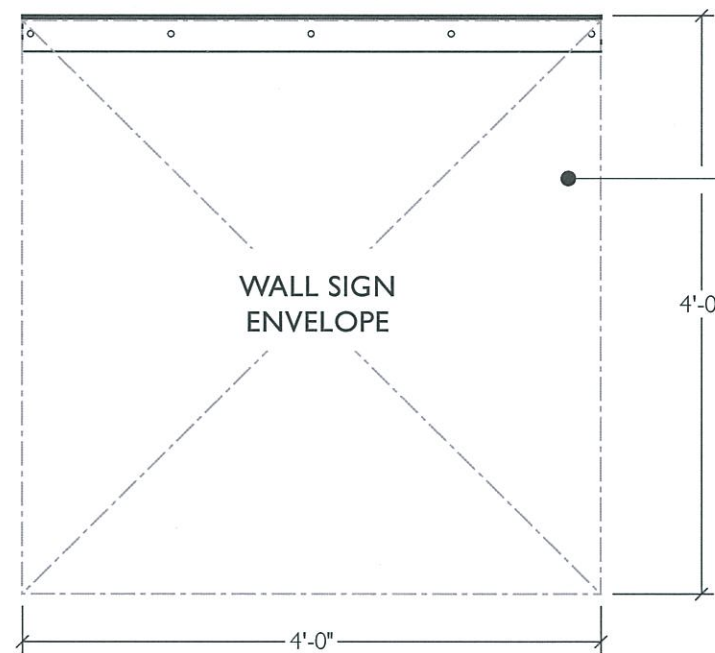
- Unpainted plastic
- Digitally printed vinyl graphics (unless used as a single creative element of a design with the express written permission of the Owner)
- External Illumination (unless approved by the Owner)
- Internal Illumination



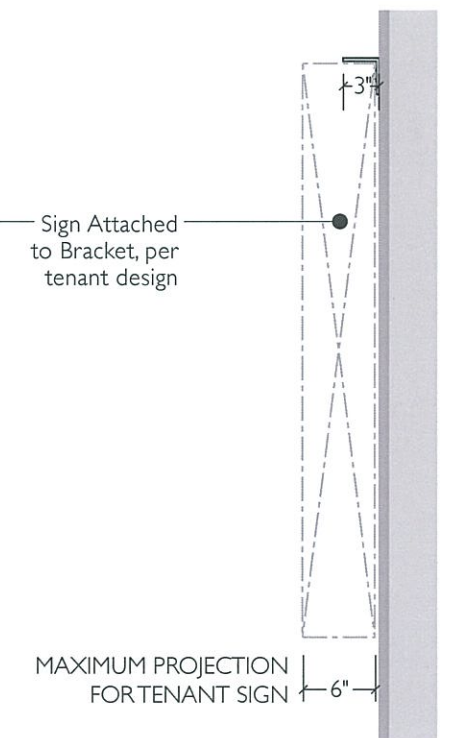
EXAMPLES OF CREATIVE APPROACH TO SIGNAGE



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



ALTERNATE SIZE
(Buildings F, G, H)



SIDEVIEW

DESIGN CRITERIA

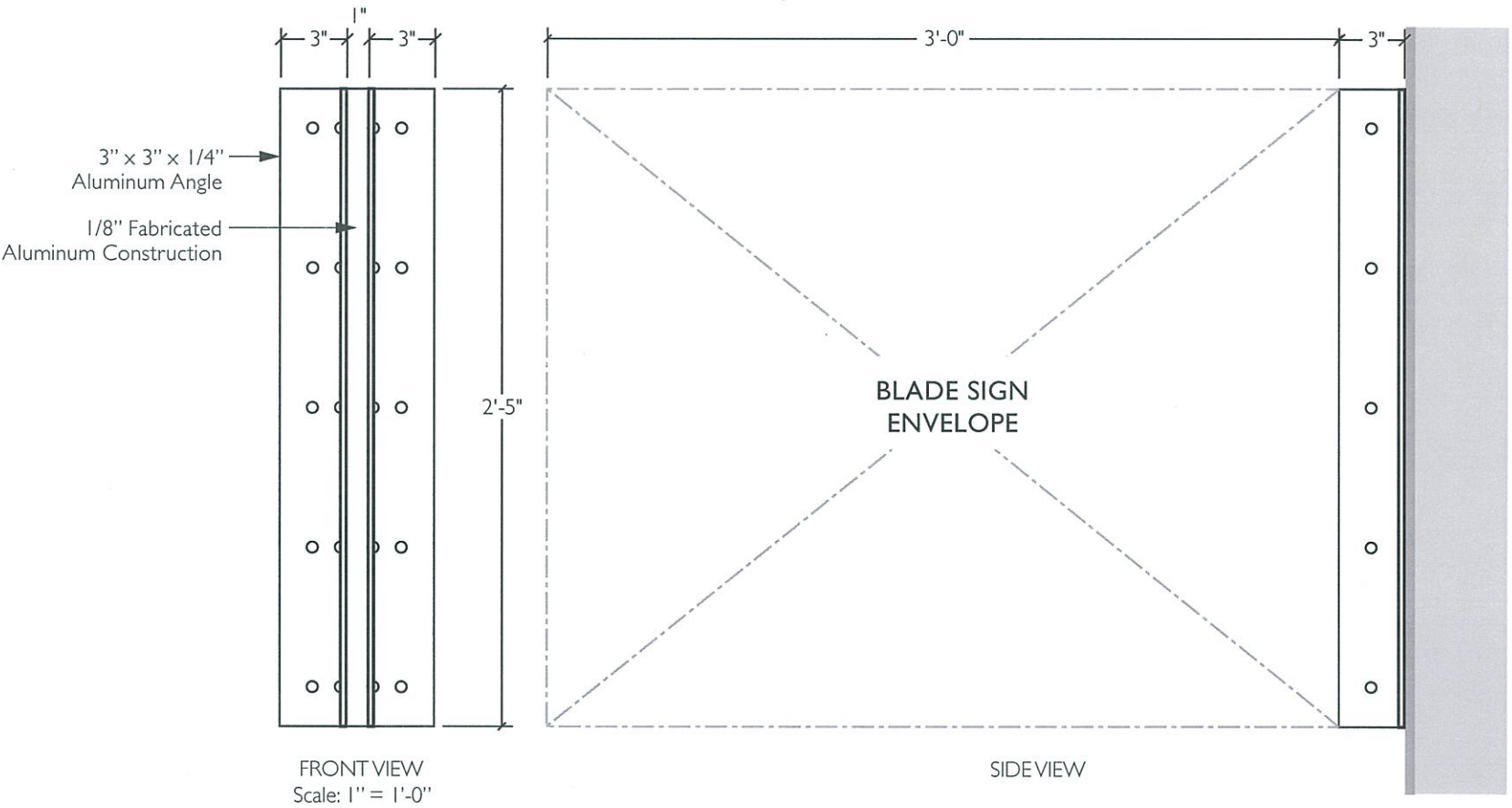
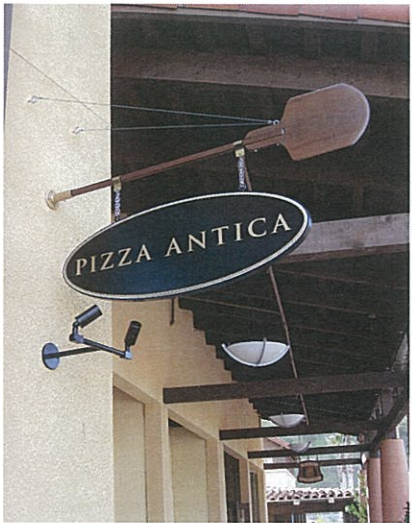
Each tenant may have a Tenant Blade Sign at for each customer entry to their space. Tenant blade sign brackets will be provided by the owner. Tenant blade signs must match the specification included here.

The tenant blade sign will fit within a 3'-0" wide by 2'-5" tall area. Sign or object may be up to 1" thick if a painted or screenprinted flat graphic. Sign or object may be up to 12" in width at widest points if dimensional in nature. The use of creative materials and approaches are encouraged. Combinations of cut out letters, panels and unique objects are encouraged. Flat, painted, rectangular signs with limited design character are discouraged and will not be approved by the Owner. The tenant's logo and a list of 2-3 products offered are the only messages allowed on the blade sign.

Blade signs will NOT be allowed at the south elevation of the concrete building and the south building wall of the theater building.

Signs may not include:

- Unpainted plastic
- Digitally printed vinyl graphics
- External Illumination
- Internal Illumination



MAJOR TENANT SIGNS

Major tenants will be allowed 250 sq.ft. of signage on their primary business elevation. Major tenants who have frontage on more than one primary street or project frontage may increase their sign allowance by 25% (312.5 sq.ft.) and split that allowance between the 2 frontages. No single sign shall be allowed over 250 sq.ft. without City of Sebastopol Design Review Board review and approval.

The preferred signs will be painted directly onto the building wall. Signs may only include the Tenant's business name and logo. Product offerings, taglines and marketing slogans will NOT be allowed. Signs may include painted borders, backgrounds and decorative motifs as approved by the Owner.

Major tenants located on Hwy 12 (Sebastopol Ave.) may also be allowed either a monument sign or a blade sign fronting on the street.

Blade sign:

- May be up to 10' in height
- Must not exceed the height of the building parapet. Must be mounted at least 10' above sidewalk grade.
- May be 30 sq. ft.
- May include indirect illumination
- Final design to be approved by the planning director.

Monument sign:

- May be up to 8' in height
- Must meet City of Sebastopol requirements for setback from property lines
- May be 30 sq. ft.
- May include indirect illumination or direct illumination (Lettering and logo elements only for direct illumination).
- Final design to be approved by the planning director.

The additional sign area of a blade or monument sign will be calculated as part of the tenant's total sign area as allowed in this master sign program.

* Examples shown on pages 5.0 & 5.1

Signs may include the following:

- Painted letters, individual cut-out or carved letters
- Metal panels with screenprinted, painted, plotter cut die-cast vinyl, individual cut-out or carved letters

Signs may not include:

- Unpainted plastic
- Digitally printed vinyl graphics (unless used as a single creative element of a design with the express written permission of the Owner)
- External illumination (unless approved by the Owner)
- Internal illumination

Each Major tenant will be allowed a Tenant Blade sign at each customer entrance. Refer to page T4.0



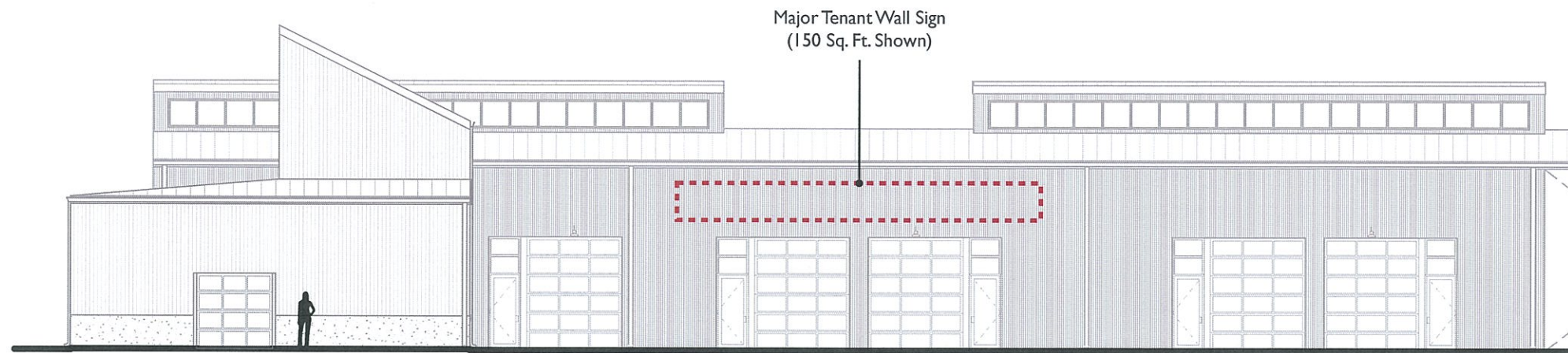
EXAMPLE OF TENANT MONUMENT SIGN



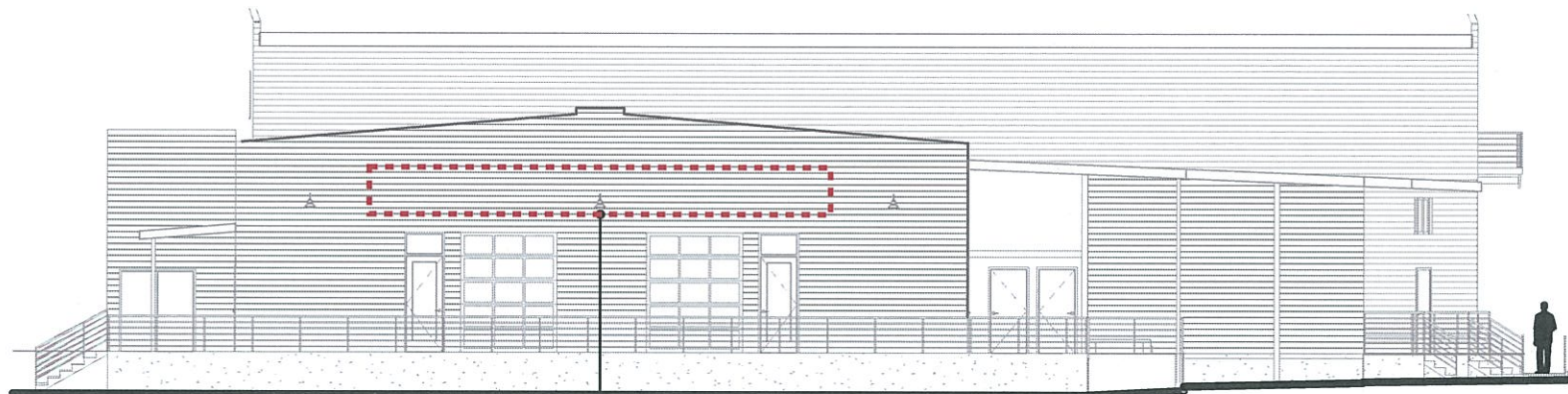
EXAMPLE OF TENANT BLADE SIGN



PROPOSED GUAYAKI BUILDING – SOUTH ELEVATION SIGN
150 SQ. FT.
2'-3" LETTER HEIGHT x 50'-5" LINE LENGTH

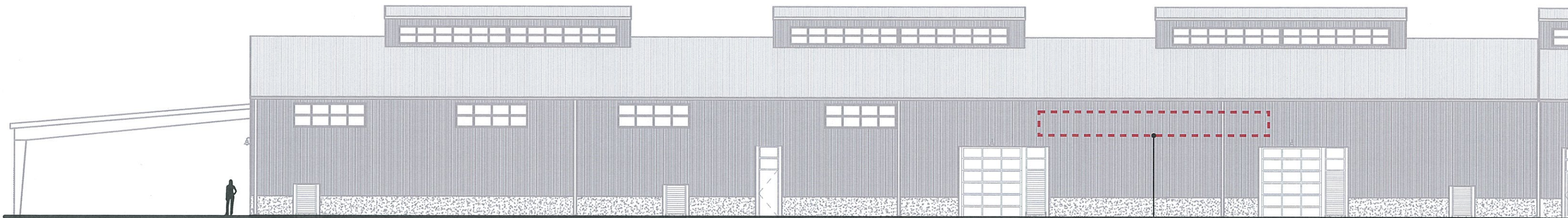


BUILDING A NORTH FRONT ELEVATION
 Scale: 1/16" = 1'-0"



Major Tenant Wall Sign
 (150 Sq. Ft. Shown)

CO-OP BUILDING NORTH ELEVATION
 Scale: 1/16" = 1'-0"



BUILDING BI WEST ELEVATION
 Scale: 1/16" = 1'-0"

Major Tenant Wall Sign
 (150 Sq. Ft. Shown)

ANCHOR TENANT SIGNS

Anchor tenants will be allowed 75 sq.ft. of signage on their primary business elevation. Anchor tenants who have frontage on more than one primary street or project frontage may increase their sign allowance by 25% (93.75 sq.ft.) and split that allowance between the 2 frontages. No single sign shall be allowed over 75 sq.ft.

The preferred signs will be painted directly onto the building wall. Signs may only include the Tenant's business name and logo. Product offerings, taglines and marketing slogans will NOT be allowed. Signs may include painted borders, backgrounds and decorative motifs as approved by the Owner

Signs may include the following:

- Painted letters, individual cut-out or carved letters
- Metal panels with screenprinted, painted, plotter cut die-cast vinyl, individual cut-out or carved letters

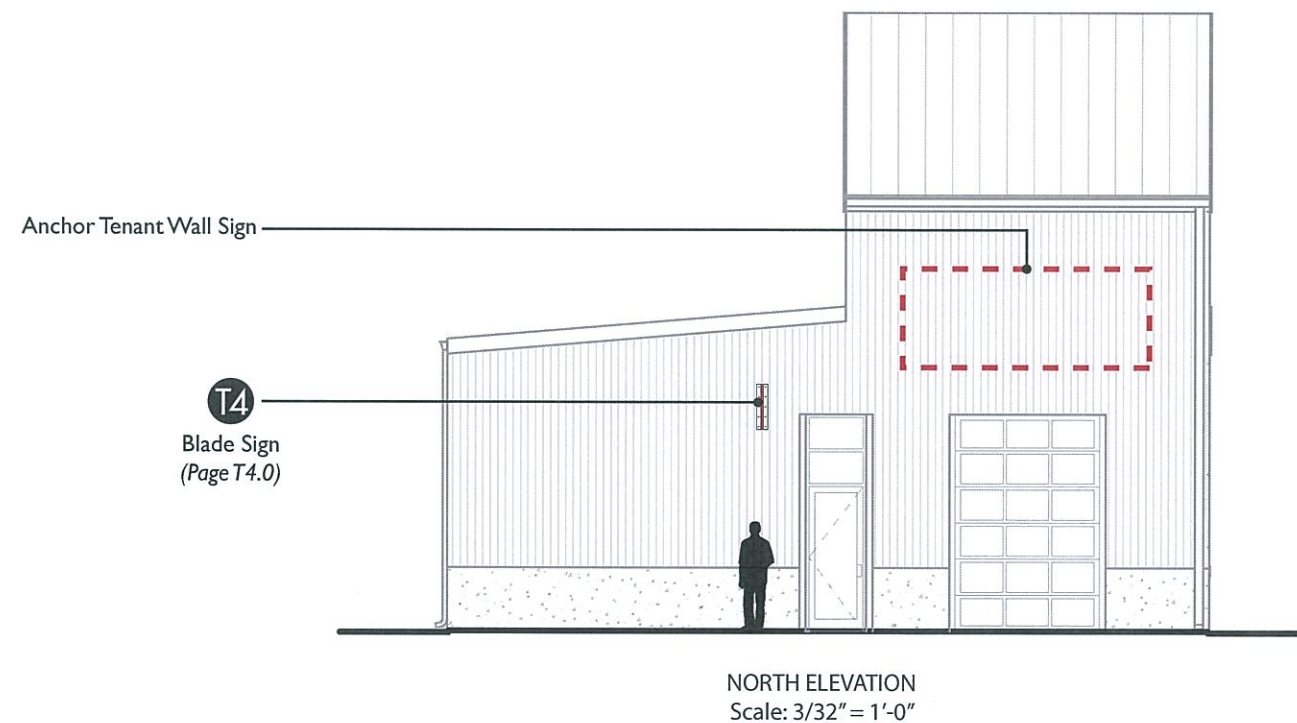
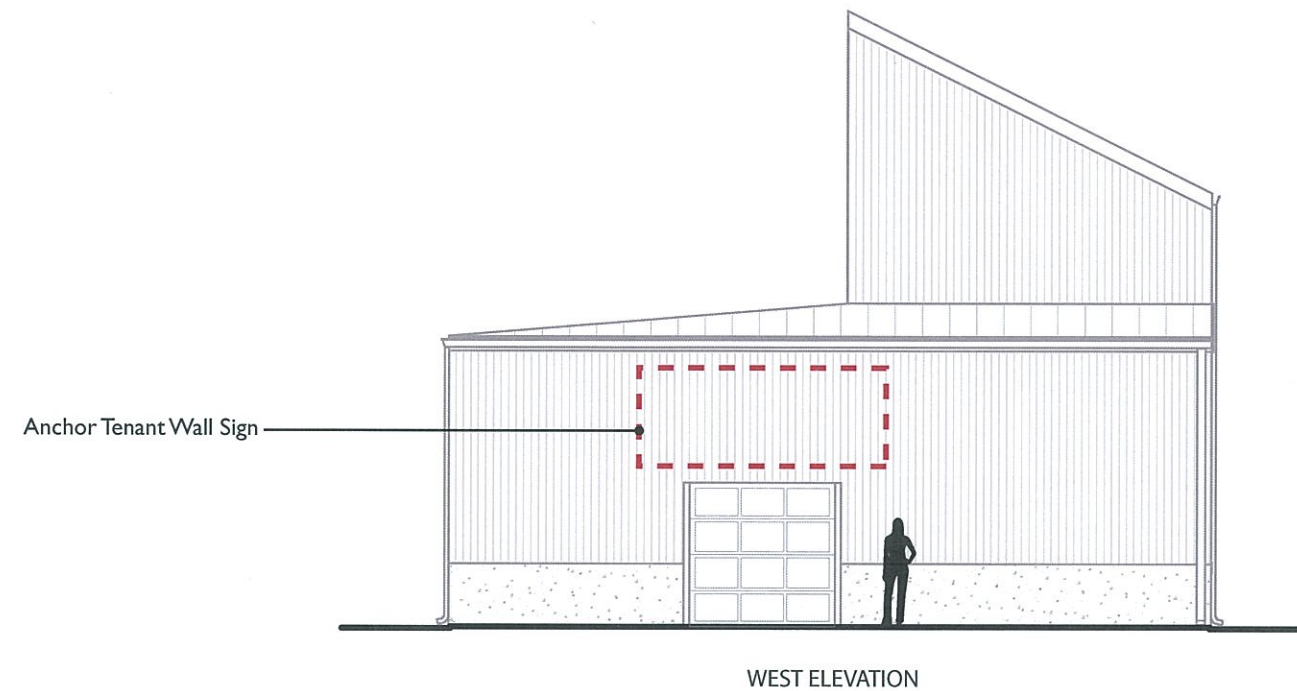
Signs may not include:

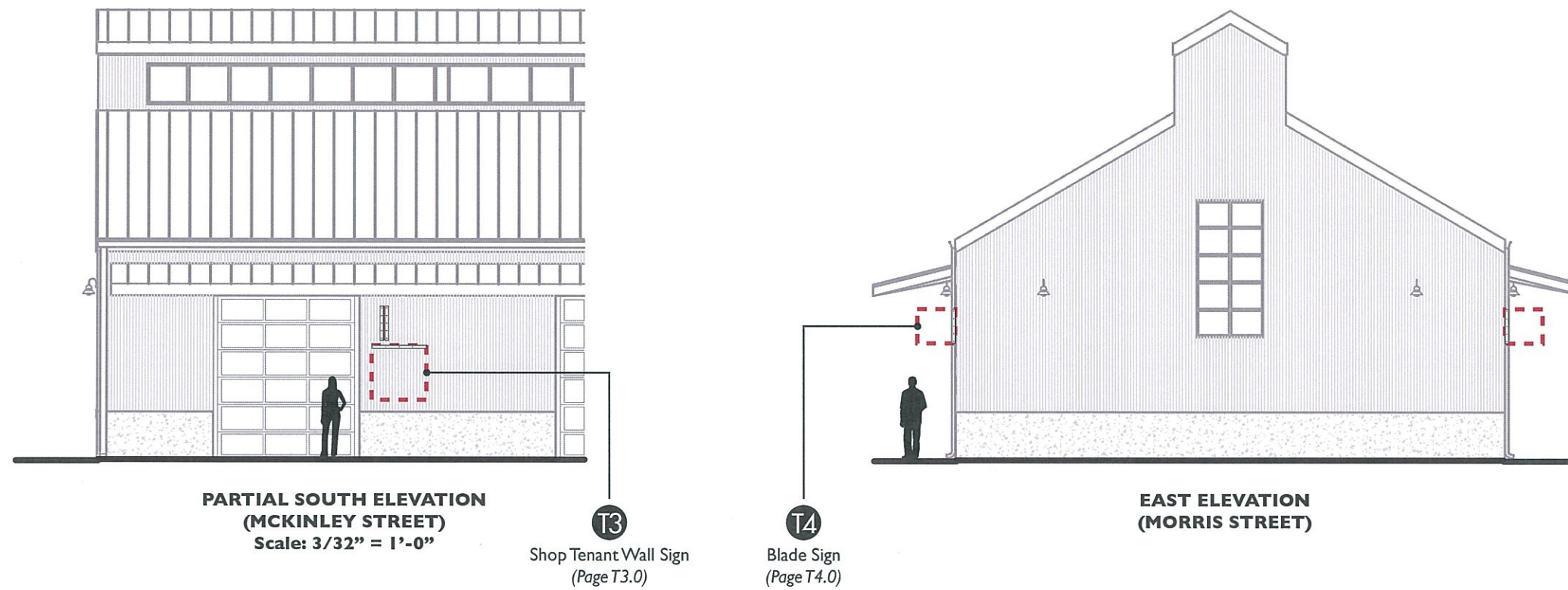
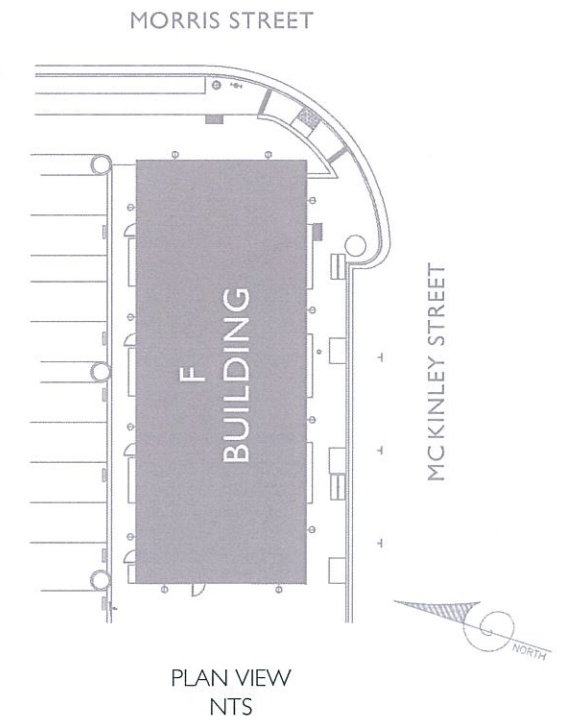
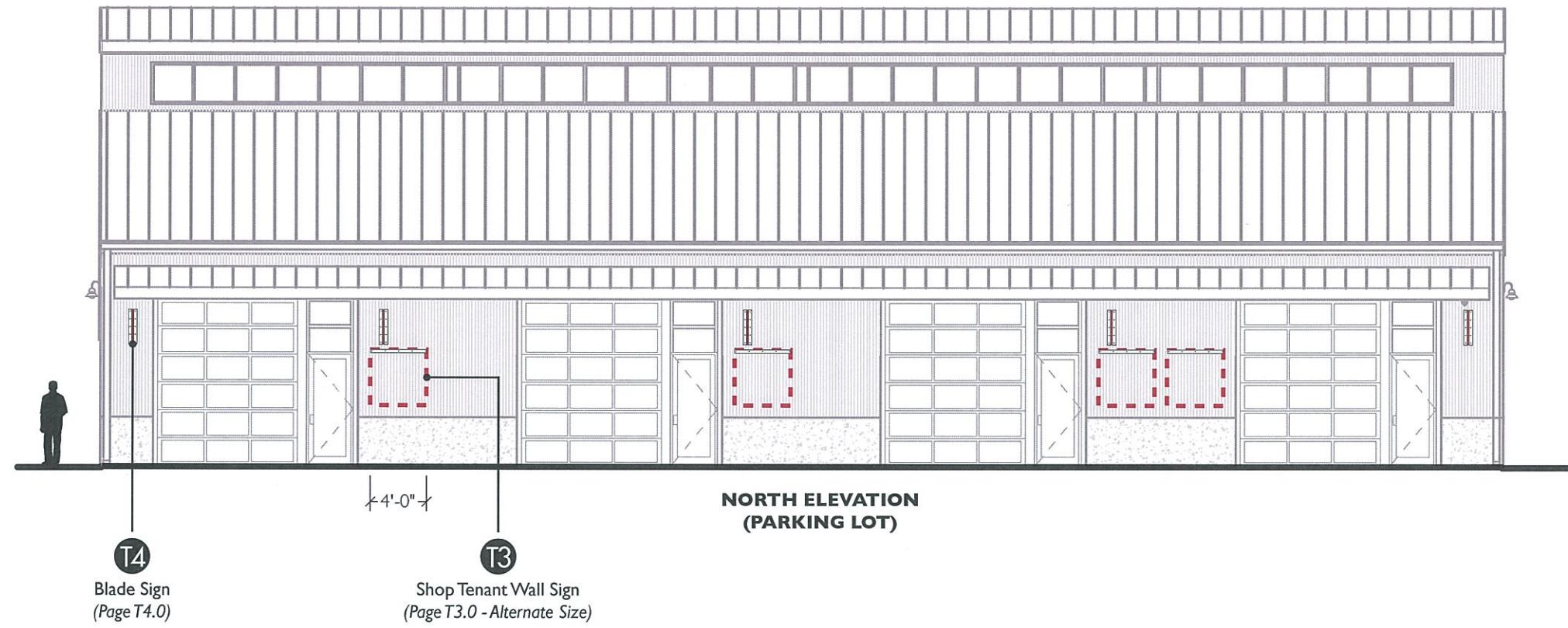
- Unpainted plastic
- Digitally printed vinyl graphics (unless used as a single creative element of a design with the express written permission of the Owner)
- External Illumination (unless approved by the Owner)
- Internal Illumination

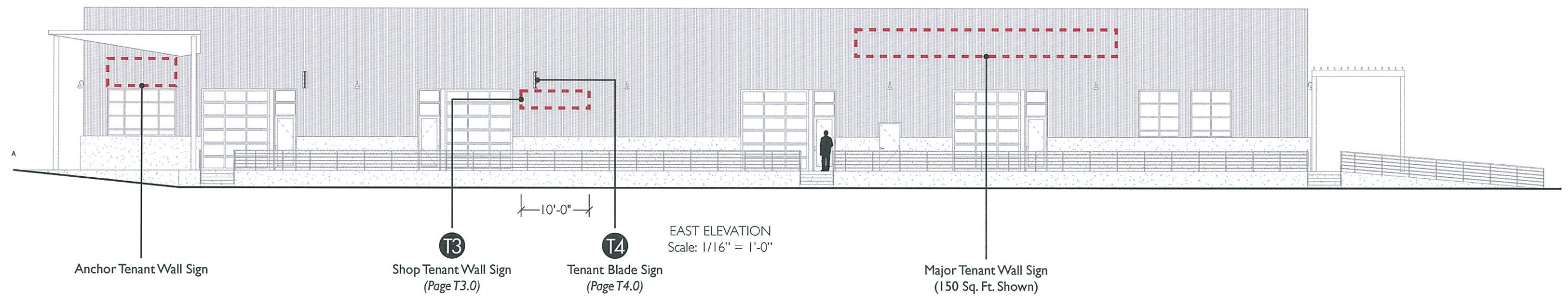
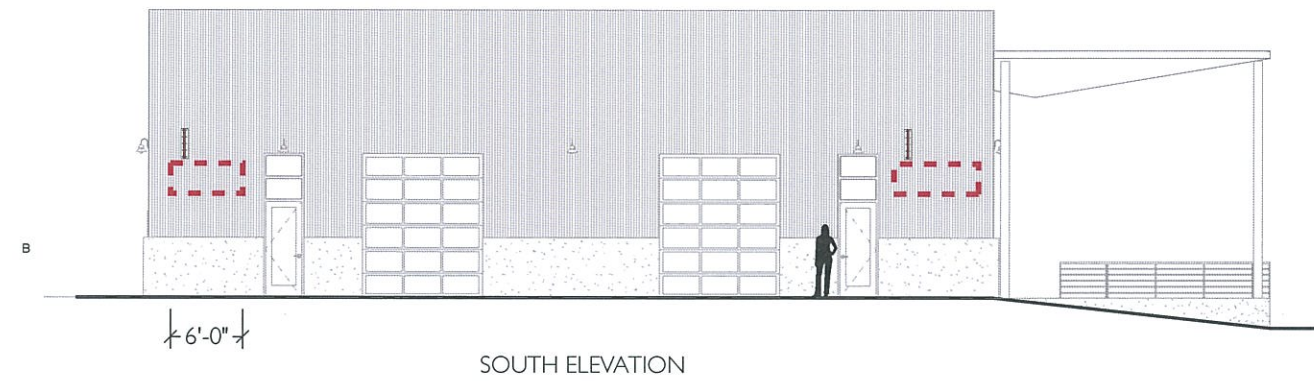
Each Anchor tenant will be allowed a Tenant Blade sign at each customer entrance.



EXAMPLE OF CREATIVE APPROACH TO SIGNAGE







Concrete Building Wall Sign

Each tenant may have one (1) Wall Sign at each customer entry to their space. The Concrete Building Wall Sign will hang from an Owner provided sign bracket. Concrete Building Wall Signs must be designed to the specifications included here.

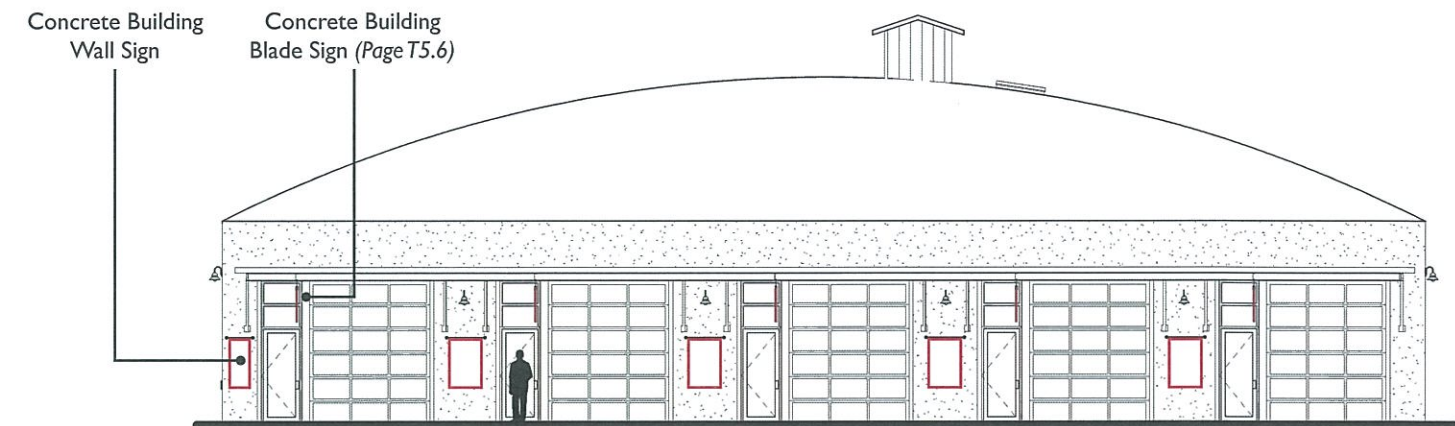
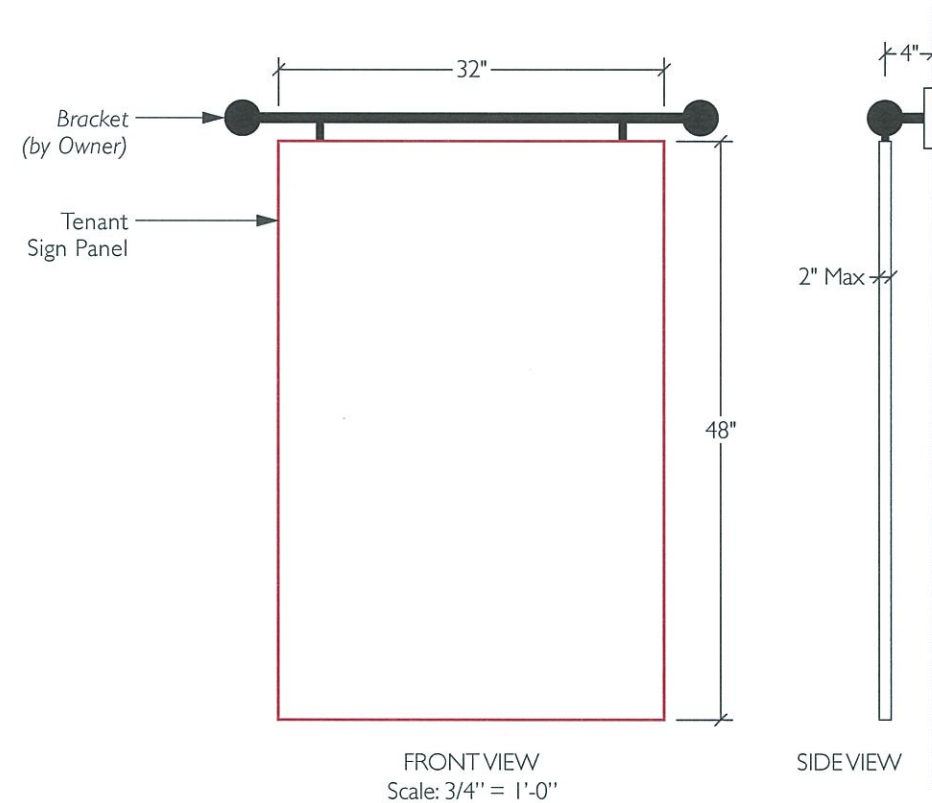
The Concrete Building Wall Sign will be 2'-8" wide by 4'-0" tall and 2" thick maximum. Sign will be fabricated aluminum or similar and weigh less than 25 pounds. The sign will be a panel with frame or border designed to client's specifications. Creative graphic design and bold clear copy are encouraged. The tenant's logo and a list of 2-3 products offered are the only messages allowed on the blade sign.

Signs may not include:

- Unpainted plastic
- Digitally printed vinyl graphics
- External Illumination
- Internal Illumination



SIGN EXAMPLE



6780 CONCRETE BUILDING SOUTH ELEVATION
Scale: 1/16" = 1'-0"



6780 CONCRETE BUILDING SOUTH ELEVATION (STOREFRONT TYP)
Scale: 1/4" = 1'-0"

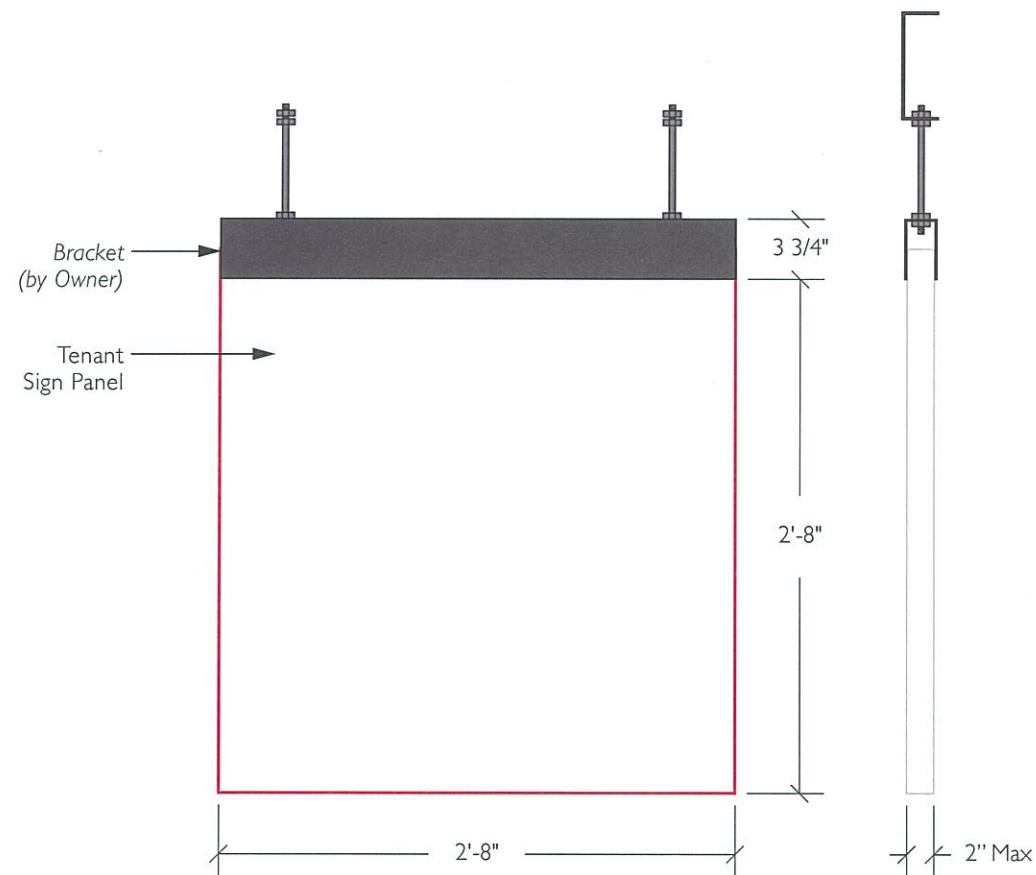
Concrete Building Blade Sign

Each tenant may have one (1) Blade Sign at each customer entry to their space. The Concrete Building Blade Sign will hang from an Owner provided sign bracket. Concrete Building Blade Signs must be designed to the specifications included here.

The Concrete Building Blade Sign will be 2'-8" wide by 2'-8" tall and 2" thick maximum. Sign will be fabricated aluminum or similar and weigh less than 25 pounds. The sign will be a panel with frame or border designed to client's specifications. Creative graphic design and bold clear copy are encouraged. The tenant's logo and a list of 2-3 products offered are the only messages allowed on the blade sign.

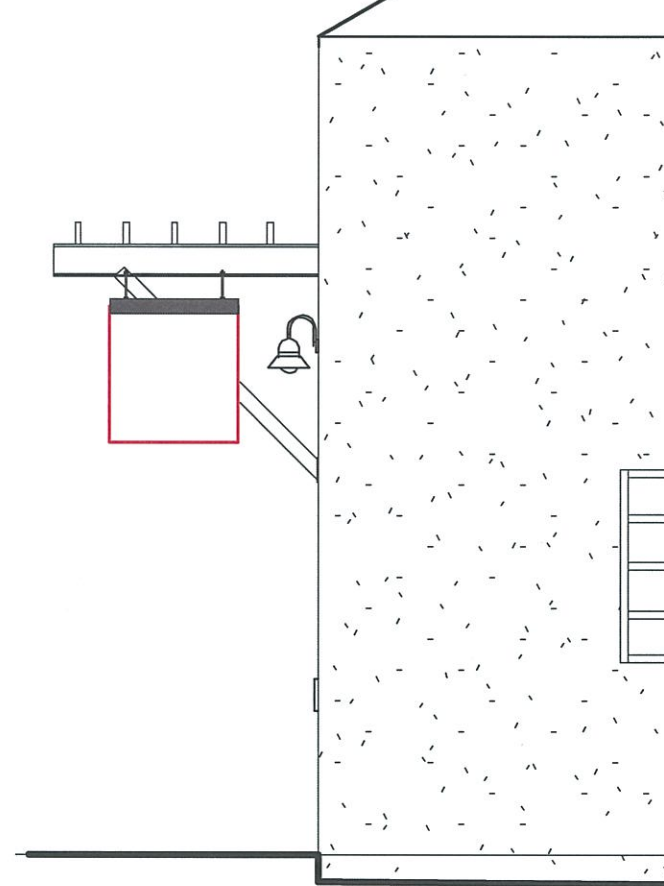
Signs may not include:

- Unpainted plastic
- Digitally printed vinyl graphics
- External Illumination
- Internal Illumination



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

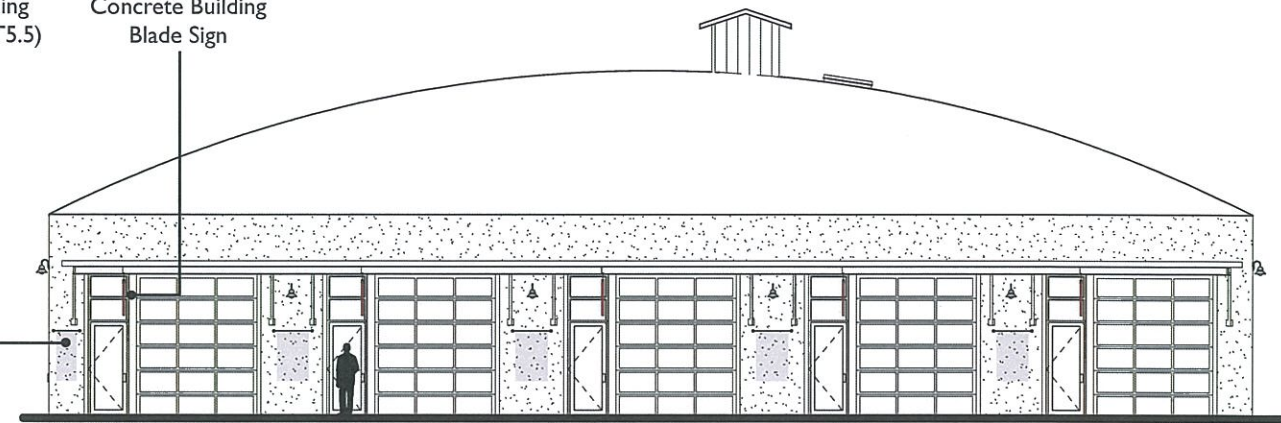
SIDE VIEW
Scale: 3/4" = 1'-0"



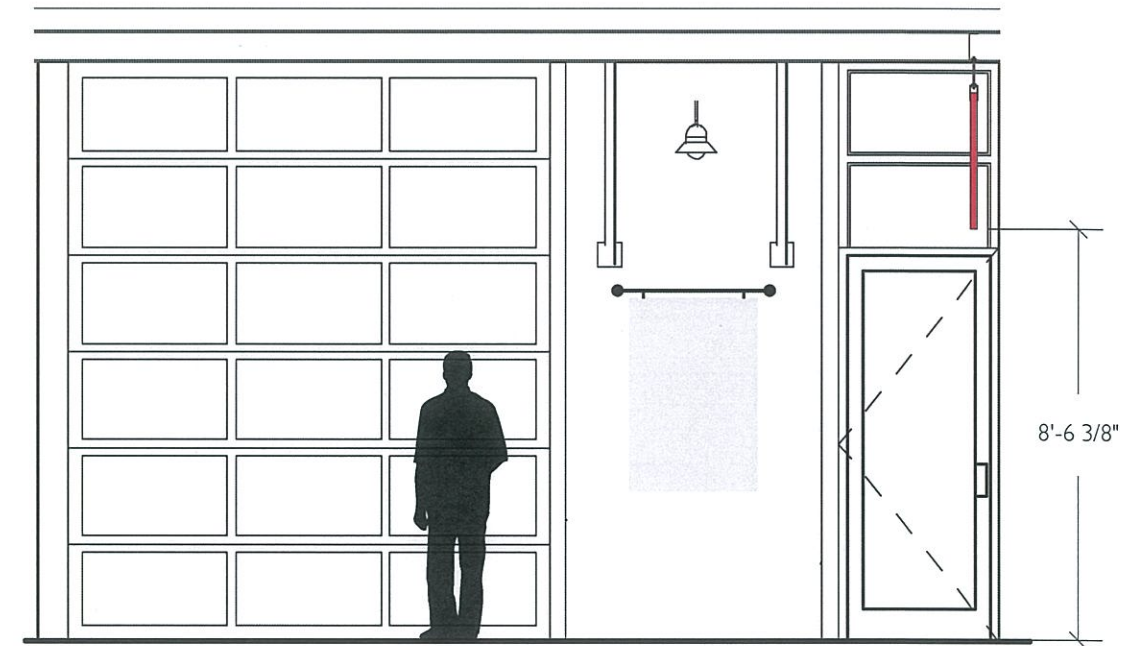
6780 CONCRETE BUILDING EAST ELEVATION (STOREFRONT TYP)
Scale: 1/4" = 1'-0"

Concrete Building
Wall Sign (Page T5.5)

Concrete Building
Blade Sign



6780 CONCRETE BUILDING SOUTH ELEVATION
Scale: 1/16" = 1'-0"



6780 CONCRETE BUILDING SOUTH ELEVATION (STOREFRONT TYP)
Scale: 1/4" = 1'-0"

THEATER BUILDING BLADE SIGN

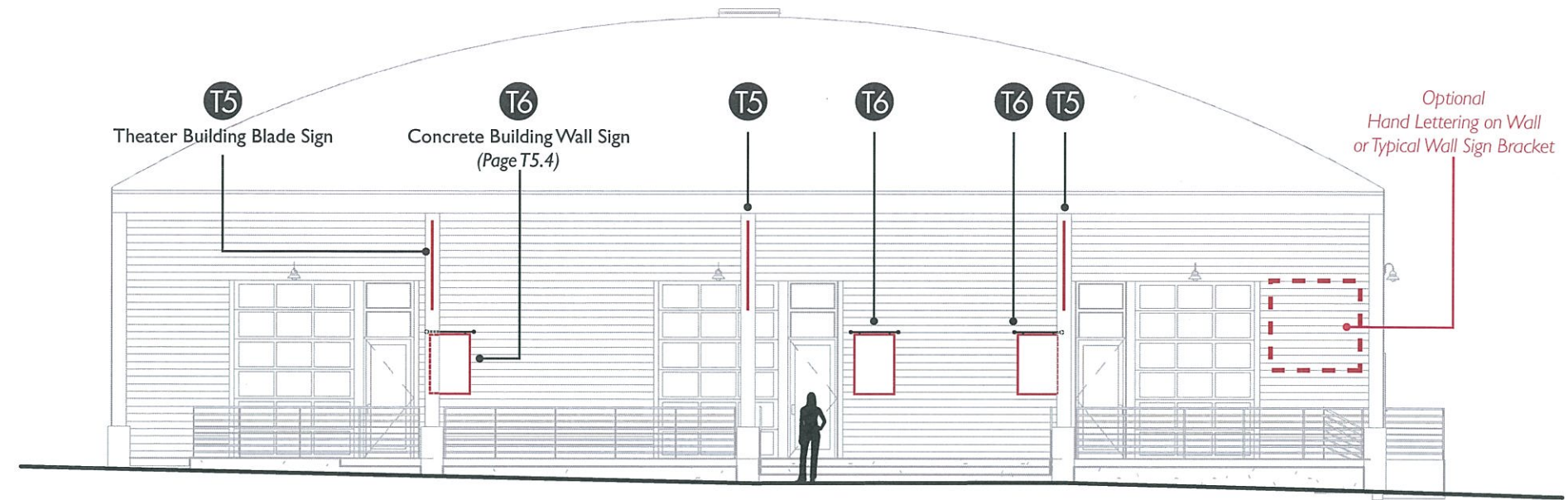
Tenant may design and install a blade sign for attachment to Columns as indicated in the elevation on this page.. Tenant must use at least 50% of the sign envelope area. Tenant may use as much of the sign envelope as desired. Signs may project up to 30" from the face of a column. Maximum sign size to be 2'-0" wide by 6'-0" tall. The use of creative materials and approaches is encouraged. Combinations of cut out letters, panels and unique objects are encouraged. Flat, painted, rectangular signs with limited design character are discouraged and will not be approved by the Owner. Attachment to column requires professional engineering, Owner approval and City of Sebastopol building permits.

Signs may include the following:

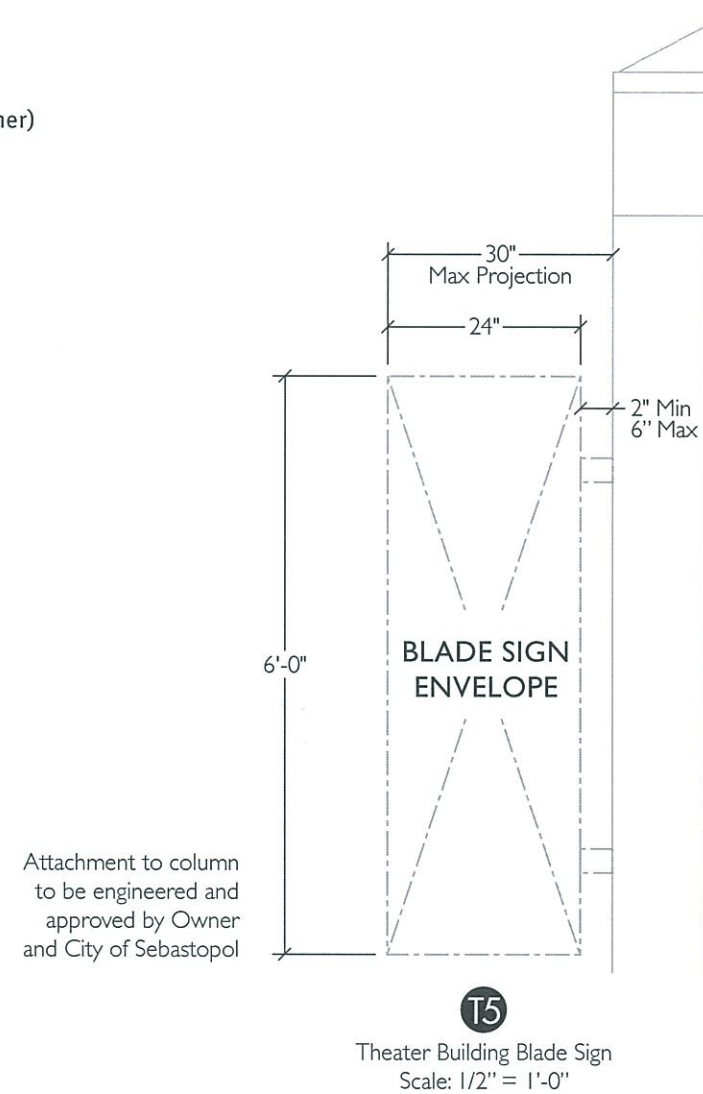
- Painted panels with screen printed, painted, plotter cut die-cast vinyl, individual cut-out or carved letters
- Wood or metal panels with screenprinted, painted, plotter cut die-cast vinyl, individual cut-out or carved letters

Signs may not include:

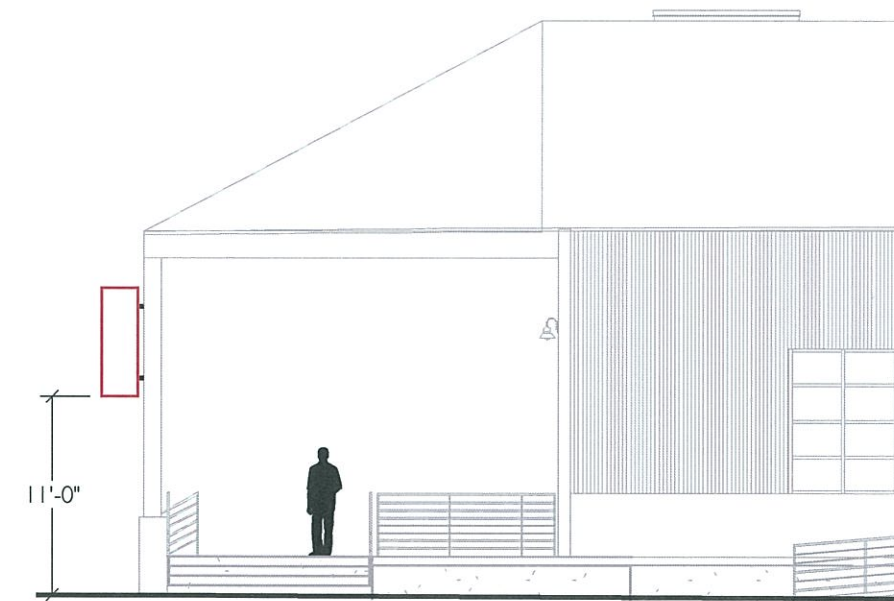
- Unpainted plastic
- Digitally printed vinyl graphics (unless used as a single creative element of a design with the express written permission of the Owner)
- External Illumination (unless approved by the Owner)
- Internal illumination



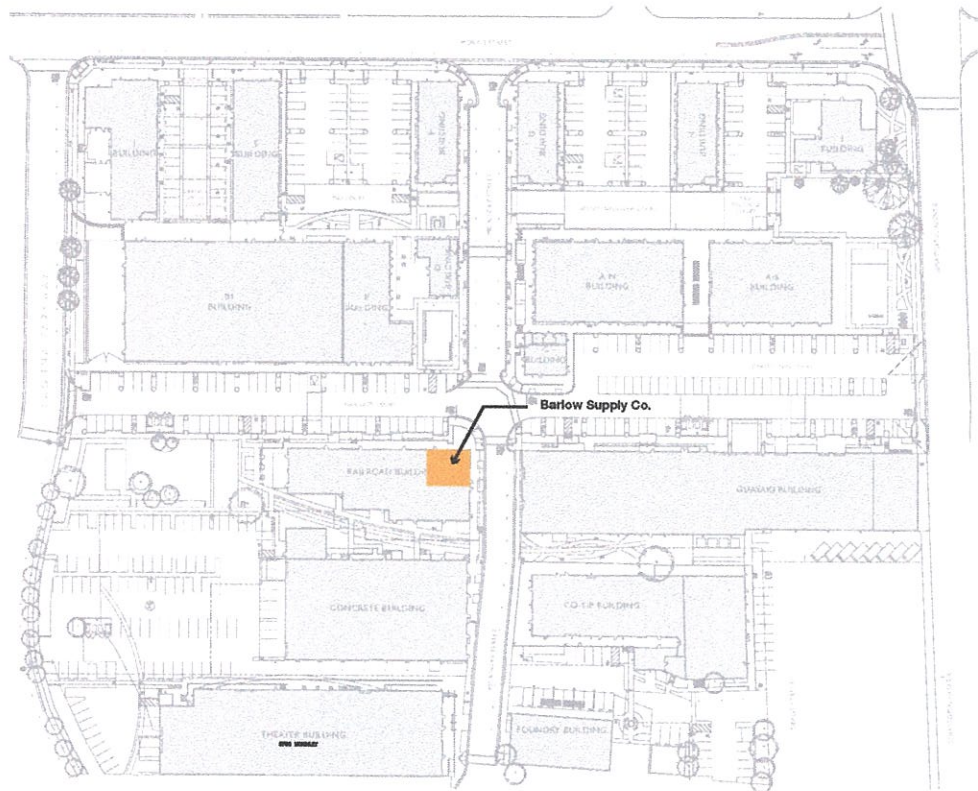
6790 THEATER BUILDING SOUTH ELEVATION
Scale: 3/32" = 1'-0"



T5
Theater Building Blade Sign
Scale: 1/2" = 1'-0"



6790 THEATER BUILDING EAST ELEVATION
Scale: 3/32" = 1'-0"



Site Plan
NTS

Blade sign to be removed
(5.8 s.f.)

Wall sign to be removed
(16 s.f.)



Blade sign to be removed
(5.8 s.f.)

Wall sign to be removed
(16 s.f.)

Existing Signage



Storefront Signage and Enhancements

Index

Site Plan	1.0
Exterior Elevations	2.0
Photo Rendering	3.0
Details	4.0

ROSS+LUTHIN CREATIVE

222 5th Street
Sebastopol, CA 95472
707.938.1111
ross+luthin.com

Client **Barlow Supply Co.**
6770 McKinley Ave.
Sebastopol, CA 95472

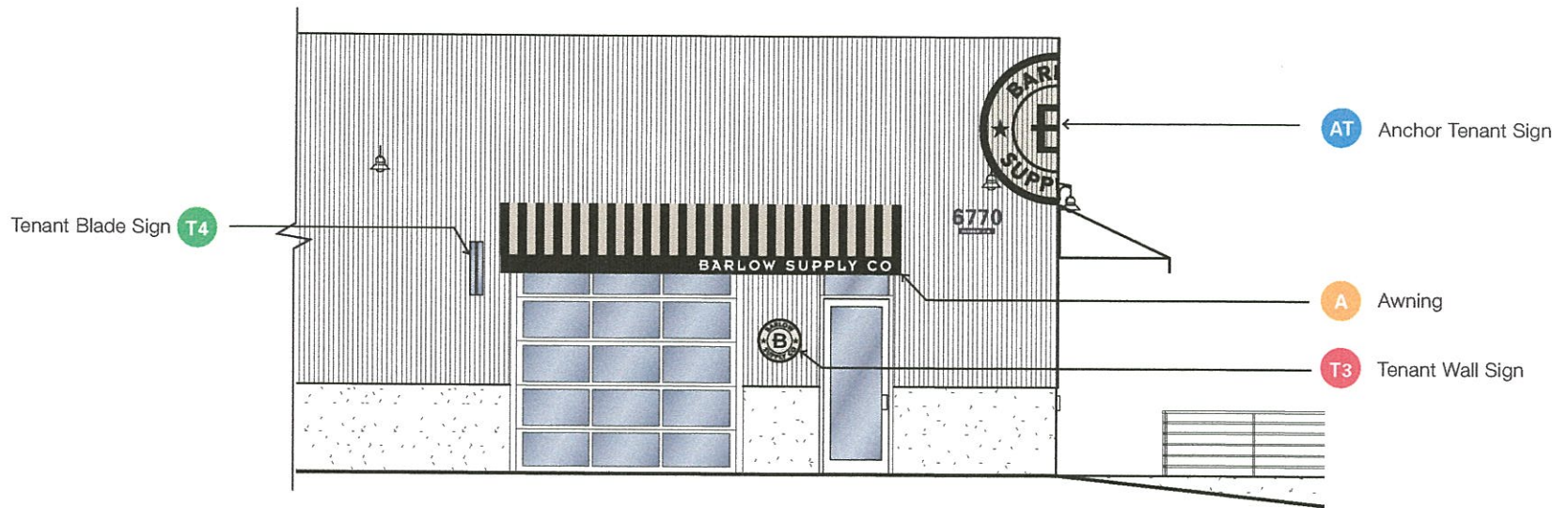
Project **Barlow Supply Co.**
Storefront Signage

05.17.17 NTS
Scale
Revision
Planning
Conceptual Design
Design Development
City Submittal

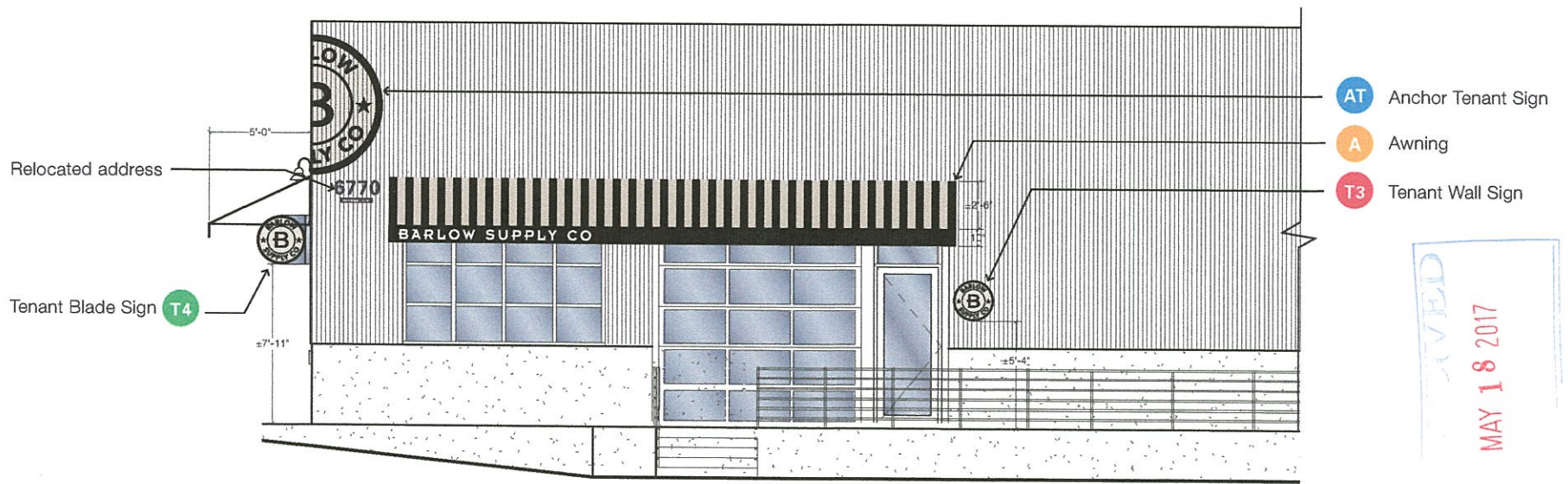
Title **Sign Locations**
Site Plan

Page **1.0**





Partial South Exterior Elevation
1/4" = 1'-0"



Partial East Exterior Elevation
1/4" = 1'-0"

APPROVED
MAY 18 2017



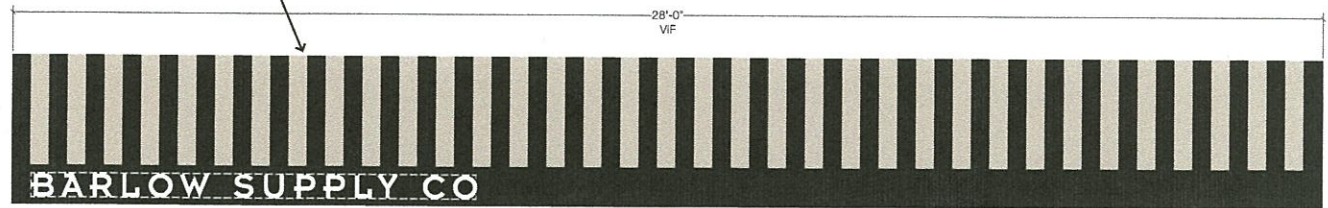
Logo hand painted directly on corrugated metal wall.
Colors: Barlow Black and Tan.



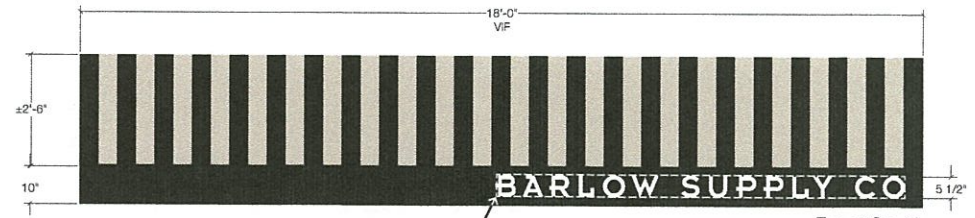
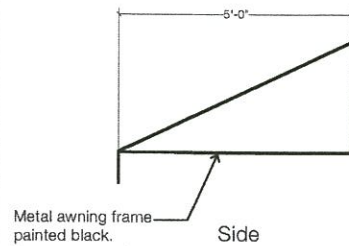
Sign Area
Proposed = 37.6 s.f.
Allowed = 50 s.f.

AT Anchor Tenant Sign
1/2" = 1'-0"

Sunbrella fabric.
Manhattan Stripe.



Front East



Front South

Logotype printed on skirt. White.

Letter Area (dashed line) = 5 s.f. each

A Awning
1/2" = 1'-0"



Top

Aluminum bracket with clear satin finish.
Lasercut acrylic letters and shapes with painted finish.
Color: Barlow Black



Face

Backer panel with painted finish.
Color: Tan

Sign Area
Proposed = 4.6 s.f.
Allowed = 4.6 s.f.

T4 Tenant Blade Sign
1" = 1'-0"



Top

Lasercut acrylic letters and shapes with painted finish.
Color: Barlow Black



Backer panel with painted finish.
Color: Tan

Sign Area
Proposed = 3.2 s.f.
Allowed = 16 s.f.

T3 Tenant Wall Sign
1" = 1'-0"

City Council

Mayor Sarah Glade Gurney
Vice Mayor Una Glass
John Eder
Robert Jacob
Patrick Slayter



Planning Director

Kenyon Webster
Assistant Planner
Jonathan Atkinson
Administrative Assistant
Rebecca Mansour

City of Sebastopol
Planning Department

June 21, 2016

Chris Norberg
Scott AG, LLC
1275 North Dutton Avenue
Santa Rosa, CA 95401

Re: Sign Review Application

Dear Mr. Norberg:

You submitted an Administrative Sign Review application (2016-38), requesting approval to install signs for Sebastopol Kitchen and Table, at 6770 McKinley Street, Suite 140 in Sebastopol, California. The application involves the installation of the following signs:

- Two non-illuminated, double-sided, blade signs, measuring 2 feet and 5 inches by 2 feet and 5 inches, which will each have an approximate sign area of 12 square feet, bear graphics of cooking utensils, and read: "Sebastopol Kitchen + Table." The signs will be installed on the south and east elevations of the building.
- Two non-illuminated wall signs, measuring 5 feet by 5 feet, which will each have a sign area of 25 square feet, bear graphics of cooking utensils, and read: "Sebastopol Kitchen + Table." The signs will be installed on the south and east elevations of the building.

The Barlow has a Master Sign Program, which was approved by the Design Review Board, and establishes sign provisions for its tenants. This letter contains an analysis of the application to ensure compliance with the Master Sign Program.

The Master Sign Program allows each tenant to have a blade sign for each customer entry to their space. Blade signs are permitted to have a width of 3 feet and height of 2 feet and 5 inches. The project is consistent with this provision in that it involves the installation of one blade sign at each customer entry, which will measure 2 feet and 5 inches by 2 feet and 5 inches.

The business is located in the Railroad Building, which has 'Anchor/Shop Tenant Signage' allowances, as contained in the Master Sign Program. This allowance permits tenants to have 75 square feet of signage on their primary business elevation or 93.75 square feet for tenants, who have more than one primary business elevation. No single sign is permitted to exceed 75 square feet. The project is consistent with this provision in that the signs will have a total sign

area of 74 square feet over two primary business elevations: Two wall signs (25 square feet each) and two blade signs (12 square feet each).

Sign Review applications are required to be consistent with the following Design Review findings as set forth in Zoning Ordinance 17.310.030.B.2:

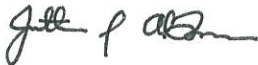
- a) The design of the proposal would be compatible with the neighborhood or and with the general visual character of Sebastopol.
- b) The design provides appropriate transitions and relationships to adjacent properties and the public right of way.
- c) It would not impair the desirability of investment or occupation in the neighborhood.
- d) The design is internally consistent and harmonious.
- e) The design is in conformity with any guidelines and standards adopted pursuant to this Chapter.

The application is approved. This approval is in accordance with the findings and subject to the conditions contained in this letter.

This approval is not effective until the Appeal Period has officially expired. Anyone dissatisfied with the decision of the Planning Department has the right to file an appeal to the Design Review Board within five (5) working days of the decision. This requires the submittal of a completed City Appeal Form, written statement, and payment of the applicable fee delivered to the Planning Department at 7120 Bodega Avenue, Sebastopol, California no later than 5:00 P.M. on Wednesday, June 29, 2016.

Please feel free to contact me if you have any questions.

Sincerely,



Jonathan Atkinson, Assistant Planner

cc:

Barlow Sebastopol, LLC
Building and Safety Department
Planning Department

SIGN PERMIT: 2016-38
Sebastopol Kitchen and Table
6770 McKinley Street: Suite 140
Two Double-Sided Blade Signs without Illumination
Two Wall Signs without Illumination

FINDINGS FOR APPROVAL

1. That the 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 multiple signs.
2. That the project is consistent with the applicable provisions of the Master Sign Program of The Barlow in that the signs are in compliance with allowable sign dimensions and sign area.
3. That the design of the signs are compatible with the neighborhood and general visual character of Sebastopol in that they are blade signs and wall signs, which are characteristic of several tenant signs in The Barlow and throughout the community.
4. That the design of the signs provide appropriate transitions and relationships to adjacent properties and the public right-of-way in that the signs will be secured to the façade at a height and location that will not obstruct the adjacent walkway, and the signs contain an appropriate distance from abutting tenant spaces and signage.
5. That the signs will not impair the desirability of investment or occupation in the neighborhood in that they will complement the blank façade of an existing structure and the signs will be constructed of durable materials, which would prevent them from quickly falling into a state of disrepair.
6. That the design of the signs are internally consistent and harmonious in that the signs utilizes the same font, color, and graphic design elements.
7. That the design is in conformity with the adopted Design Guidelines in that the signs creatively express the character of the business in that they depict graphics of cooking utensils. Sign placement is also sensitive to building elements in that they will be installed on blank portions of the façade and will not obstruct windows or doorways.

CONDITIONS OF APPROVAL

1. This Sign Permit is valid for a period of two (2) years. However the applicant may request one one-year extension of this approval from the Planning Director, pursuant to Zoning Ordinance Section 17.250.050. If the sign installation does not occur within the designated time frame, the approval will be considered null and void with no further action required on the part of the City.
2. The sign installation shall be consistent with the application materials date-stamped: May 24, 2016. 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 sign installation. 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.
4. A Building Permit is required for the installation of most signs. Please contact the Building and Safety Department for Building Permit application information at (707) 823-8597.