

City Council

Mayor Una Glass

Vice Mayor Patrick Slayter

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Neysa Hinton



Planning Director

Kenyon Webster

Assistant Planner

Dana Morrison

Administrative Assistant

Rebecca Mansour

City of Sebastopol
Planning Department
Design Review Board

Date: June 7, 2017
Agenda Item: 8B
To: Design Review Board
From: Dana Morrison, Assistant Planner
Subject: Preliminary Design Review
Recommendation: Provide Comments
Applicant/Owner: Gordy Ross/ Luthin Design / The Barlow
File Number: 2017-36
Address: 6780 Depot Street/ The Barlow
General Plan: Light Industrial
Zoning: M: Industrial

Introduction:

This is a Preliminary Design Review application, requesting Design Review Board comments on a proposed amendment to the existing Barlow Master Sign Program. The Barlow already has an existing sign program, however the applicant is looking to add to the existing permitted signs to better help visitors locate the entrance to the Barlow area.

Project Description:

The project involves a number of changes and additions to the Barlow Master Sign Program. According to the applicant, the goals of the changes are to; 1) Welcome the community and visitors to The Barlow, 2) Increase awareness of The Barlow as a distinct district of Sebastopol, 3) Encourage arrivals at Sebastopol Avenue, 4) Promote the goods and services available at The Barlow, 5) Make The Barlow more engaging, vibrant and successful. The project includes specifically:

- A. Removing the large 'The Barlow' lettering on Guayaki Building.
- B. Introducing a welcoming Barlow Gateway element at the Sebastopol Avenue entry.
- C. Installation of thematic fencing along the street in front of Community Market.
- D. Installation of pavement graphics at Gravenstein Court, Morris Crosswalk, and McKinley/Gravenstein Crosswalks.
- E. New color scheme for the Guayaki Building
- F. Addition of a branded stripe for the Guayaki Building.
- G. Addition of street letters.
- H. Installation of a crate stack monument sign.
- I. Addition of graphics and lettering on Morris Corner Feature Boiler.
- J. Installation of pedestrian wayfinding signs along the side alleys.

City Departmental Comment:

The following City departments reviewed the application: Building and Safety, Engineering, Fire, and Public Works. The Building and Safety Department commented that the entry gateway would require a building permit. The Public Works Department commented that all signage and pavement signage shall be maintained by the property owner of The Barlow.

Required Findings:

Section 17.310.030.B.2 of the Zoning Ordinance will be the formal finding required for final Design Review. It states the following: "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."

Recommendation:

The applicant is presenting the project for Preliminary Review at this time. This gives the applicant an opportunity to identify design options under consideration so that the Board can provide feedback. This also gives the Board the opportunity to make comments on the application and seek clarification on any project components that may be unclear.

The Board does not take any votes under Preliminary Review. However, it would be helpful if the Board articulated a general consensus or majority perspective on the proposed project, to the extent feasible. This would allow the applicant to gain a general understanding, regarding the design of the proposed project and any recommended revisions that should be considered.

Staff recommends that the Board receive a presentation from the applicant, hear from any interested members of the public, and provide comments on the proposed project.

Attachments:

- Master Planning Application Form
- Preliminary Design Review Plans
- Existing Barlow Master Sign Program



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:	6770 McKinley / 6780 The Barlow Depot St.
PARCEL #:	
PARCEL AREA:	

FOR CITY USE ONLY


PLANNING FILE #:	2017 / 36
DATE FILED:	5/18/2017
TOTAL FEES PAID: \$	1515
RECEIVED BY:	DM
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: 
Date: May 17, 2017

OWNER OF PROPERTY

IF OTHER THAN APPLICANT:

Name: Barney Aldridge
Email Address: barney@thebarlow.net
Mailing Address: 6780 Depot Street
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: 5-17-17

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

Name: _____
Email Address: _____
Mailing Address: _____
City/State/Zip: _____
Phone: _____
Fax: _____

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

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PROJECT DESCRIPTION:

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

We are proposing to make improvements to the entries to The Barlow at Sebastopol Avenue, Morris Street and McKinley Street, augment the existing pedestrian wayfinding and add graphic and landscape features to enhance the onsite experience of the district for both locals and visitors.

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.):

Preliminary Project Review

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

Production, food service, commercial, retail and light manufacturing.

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

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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 checked="" 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 checked="" 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.)

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: _____

MAY 18 2017
[Signature]

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.

Gordon Ross 5/18/17 2017-36
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.

Gordon Ross
Signature

Gordon Ross
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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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

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Exemption Questionnaire

STORM WATER LOW IMPACT DEVELOPMENT

PURPOSE: This questionnaire will determine *whether or not* you need to submit the 'Storm Water Low Impact Development Determination Worksheet' as part of this application. Any application that does not contain this questionnaire OR the Determination Worksheet will be deemed incomplete.

PROJECT ADDRESS:

6780 Depot Street

TYPE OF APPLICATION

Your project is exempt from the 'Determination Worksheet' submittal requirement, if it falls under any of the below listed application categories. However, the City Staff may require the submittal of a 'Determination Worksheet', as determined on a case-by-case basis.

- ☐ Administrative Review (Interior Improvements or Use)
- ☒ Sign Review
- ☐ Temporary Use Permit
- ☐ Time Extension Request
- ☐ Tree Removal Permit
- ☐ Zoning Determination or Interpretation

The project is exempt from the 'Storm Water Low Impact Development Determination Worksheet' submittal requirement as determined by City Staff.

I certify this information:

Gordon Ross
APPLICANT SIGNATURE

Gordon Ross
PRINTED NAME

5/18/17
DATE





CITY OF SEBASTOPOL

7120 Bodega Avenue, Sebastopol, California 95472 707-823-6167

MWEO: California Model Water Efficient Landscape Ordinance

Permit applicants are required to complete this form, or applications may be incomplete.

MWEO PRELIMINARY APPLICABILITY DETERMINATION CHECKLIST

Applicant Information:

Name: Gordy Ross, Ross+Luthin Creative

Phone: (707)573-7359

Address: 848 3rd Street, Suite B Santa Rosa, CA 95404

Email: creative@rossluthin.com

Project Information:

Site Address: 6780 Depot Street

Project Type (new dwelling, commercial, remodel, etc.): 6780 Depot Street

- A. ☒ Currently, this project **does not include new or rehabilitated landscaping**. I am aware that future landscape installations may be required to comply with the Model Water Efficient Landscape Ordinance (MWEO) requirements per California Code of Regulations, Municipal code 15.36 Title 23, Division 2, Chapter 2.7.
- B. ☐ This project is **not** a homeowner project and will include new or rehabilitated landscaping of **2,500 sq. ft. or greater in area**.
- C. ☐ This project is for a **homeowner-provided or homeowner hired single-family or multi-family residential project** with new or rehabilitated landscaping of **more than 5,000 sq. ft.**

*If you checked Item B. or C. above, please provide the information below specific to the new or rehabilitated landscape area which will be completed as part of this project **and** specify the compliance method to be used (ask Planning staff for compliance options, if you have questions):*

Total Landscape Area (sq. ft.): _____ Turf Area (sq. ft.): _____

Non-Turf Plan Area (sq. ft.): _____ Special Landscape Area (sq. ft.): _____

Water Type (potable, recycled, well): _____

Name of water purveyor (If not served by private well): _____

Compliance Method (anticipated):

- ☐ Performance (Items required in Performance Checklist to be included on final plans)
- ☐ Prescriptive (Items required in Prescriptive Checklist to be included on final plans)

Signature: Gordon Date: 5/18/17

I certify the above information is correct and agree to comply with the applicable requirements of the MWEO.

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PLANNING FEES – FY 2016/17

CHECK ALL THAT APPLY	PERMIT TYPE	FEE TYPE	AMOUNT	SUPPLIES AND MAILING LIST PREPARATION FEE*	TOTAL
<input type="checkbox"/>	Adjustment	Fee	\$290.00	\$155.00	\$445.00
<input type="checkbox"/>	Administrative Permit Review	Fee	\$240.00	\$15.00	\$255.00
<input type="checkbox"/>	Administrative Permit Review – Minor	Fee	\$90.00	\$15.00	\$105.00
<input type="checkbox"/>	Administrative Time Extension	Fee	\$110.00	\$15.00	\$125.00
<input type="checkbox"/>	Annexation Request – Preliminary	Deposit	\$2,565.00	\$15.00	\$2,580.00
<input type="checkbox"/>	Annexation/Pre-zone Request	Deposit	\$5,100.00	\$175.00	\$5,275.00
<input type="checkbox"/>	Antenna Permit – Administrative	Fee	\$500.00	\$155.00	\$655.00
<input type="checkbox"/>	Appeal of Board, Commission or Staff Decisions	Fee	\$400.00	\$175.00	\$575.00
<input type="checkbox"/>	Building Permit Review Fee – Major	Fee	\$170.00	N/A	\$170.00
<input type="checkbox"/>	Building Permit Review Fee – Minor	Fee	\$60.00	N/A	\$60.00
<input type="checkbox"/>	Business License Application Review	Fee	\$25.00	N/A	\$25.00
<input type="checkbox"/>	Certificate of Compliance	Deposit	\$1,400.00	\$15.00	\$1,415.00
<input type="checkbox"/>	Design Review – Administrative	Fee	\$140.00	\$15.00	\$155.00
<input type="checkbox"/>	Design Review – Major Project	Deposit	\$1,100.00	\$35.00	\$1,135.00
<input type="checkbox"/>	Design Review – Minor Amendment	Deposit	\$145.00	\$15.00	\$160.00
<input type="checkbox"/>	Design Review – Minor Project	Fee	\$300.00	\$15.00	\$315.00
<input type="checkbox"/>	Development Agreement	Deposit	\$10,500.00	\$175.00	\$10,675.00
<input type="checkbox"/>	Environmental Impact Report Review	Deposit	\$6,800.00	\$175.00	\$6,975.00
<input type="checkbox"/>	Filming Permit	Fee	\$530.00	\$15.00	\$545.00
<input type="checkbox"/>	Filming Permit – Non-Profit or Student	Fee	\$100.00	\$15.00	\$115.00
<input type="checkbox"/>	Filming Permit – Still	Fee	\$395.00	\$15.00	\$410.00
<input type="checkbox"/>	General Plan Map or Text Amendment	Deposit	\$3,255.00	\$175.00	\$3,430.00
<input type="checkbox"/>	Historic Interest Site	Fee	\$485.00	\$155.00	\$640.00
<input type="checkbox"/>	Initial Study Preparation	Deposit	\$2,545.00	\$175.00	\$2,720.00
<input type="checkbox"/>	Landmark Designation	Fee	\$565.00	\$155.00	\$720.00
<input type="checkbox"/>	Lot Line Adjustment or Voluntary Merger	Deposit	\$1,555.00	\$155.00	\$1,710.00
<input type="checkbox"/>	Medical Cannabis Administrative Exception	Fee	\$100.00	\$15.00	\$115.00
<input type="checkbox"/>	Photocopying (per copy)	Fee	\$0.25	N/A	\$0.25
<input checked="" type="checkbox"/>	Preliminary Review	Deposit	\$1,500.00	\$15.00	\$1,515.00
<input type="checkbox"/>	Public Art Review	Deposit	\$905.00	\$15.00	\$920.00
<input type="checkbox"/>	Reasonable Accommodation Request	Fee	\$400.00	\$15.00	\$415.00
<input type="checkbox"/>	Research Fee	Deposit	\$50.00/hourly	N/A	\$50.00/hourly
<input type="checkbox"/>	Rezone or Zoning Text Amendment	Deposit	\$3,100.00	\$175.00	\$3,275.00
<input type="checkbox"/>	Sandwich Board Sign/Banner Review	Fee	\$25.00	N/A	\$25.00
<input type="checkbox"/>	Sign Removal	Fee	\$25.00	N/A	\$25.00
<input type="checkbox"/>	Sign Review – Administrative/Staff	Fee	\$95.00	\$15.00	\$110.00

CHECK ALL THAT APPLY	PERMIT TYPE	FEE TYPE	AMOUNT	SUPPLIES AND MAILING LIST PREPARATION FEE*	TOTAL
<input type="checkbox"/>	Sign Review – Individual/Minor	Fee	\$130.00	\$15.00	\$145.00
<input type="checkbox"/>	Sign Review – Major	Fee	\$230.00	\$15.00	\$245.00
<input type="checkbox"/>	Sign Variance	Fee	\$55.00	\$15.00	\$70.00
<input type="checkbox"/>	Site Inspection	Fee	\$90.00	N/A	\$90.00
<input type="checkbox"/>	Subdivision – Tentative Major	Deposit	\$5,450.00	\$175.00	\$5,625.00
<input type="checkbox"/>	Subdivision – Tentative Minor	Deposit	\$4,900.00	\$175.00	\$5,075.00
<input type="checkbox"/>	Subdivision Ordinance Exception	Fee	\$985.00	\$15.00	\$1,000.00
<input type="checkbox"/>	Time Extension Request	Fee	\$130.00	\$15.00	\$145.00
<input type="checkbox"/>	Transfer of Alcoholic Beverages/in Same Building	Fee	\$90.00	\$15.00	\$105.00
<input type="checkbox"/>	Tree Protection Plan	Fee	\$380.00	N/A	\$380.00
<input type="checkbox"/>	Tree Removal – City Arborist	Fee	\$250.00	\$15.00	\$265.00
	Plus Refundable Replacement Deposit of \$150 Per Tree				
<input type="checkbox"/>	Tree Removal Request – Tree Board	Fee	\$300.00	\$15.00	\$315.00
	Plus Refundable Replacement Deposit of \$150 Per Tree				
<input type="checkbox"/>	Use Permit – Major	Deposit	\$1,280.00	\$175.00	\$1,455.00
<input type="checkbox"/>	Use Permit – Minor	Deposit	\$895.00	\$155.00	\$1,050.00
<input type="checkbox"/>	Use Permit – Temporary	Fee	\$185.00	\$155.00	\$330.00
<input type="checkbox"/>	Variance	Deposit	\$795.00	\$175.00	\$970.00
<input type="checkbox"/>	Water Efficient Landscape Plan Review	Fee	\$375.00	\$15.00	\$390.00
<input type="checkbox"/>	Zoning Determination	Fee	\$80.00	\$15.00	\$95.00
<input type="checkbox"/>	Zoning Ordinance Interpretation	Fee	\$375.00	\$15.00	\$390.00

In addition, such fees as required by Local Agency Formation Commission and State Board of Equalization are to be paid to City of Sebastopol by the applicant prior to City filing annexation documents with Local Agency Formation Commission.

** For multiple applications (in most cases), only one supplies and/or mailing list preparation fee per application.*

DEPOSIT ACCOUNT INFORMATION: Rather than flat fees, some applications require a 'Deposit'. The initial deposit amount is based on typical processing costs. However, each application is different and will experience different costs. The City staff and City consultant time, in addition to other permit processing costs, (i.e., legal advertisements and copying costs are charged against the application deposit). If charges exceed the initial deposit, the applicant will receive billing from the City's Finance department. If at the end of the application process, charges are less than the deposit, the City Finance department will refund the remaining monies.

848 Third Street, Studio B
Santa Rosa, California 95404

707.573.7359

Creative@RossLuthin.com

Date May 17, 2017

Project **The Barlow Gateways and District Enhancements - Preliminary Design Review**

Description Dear Kenyon,

Enclosed you will find conceptual drawings for proposed enhancements to The Barlow. These enhancements seek to communicate the wide range of goods and services offered at The Barlow and encourage exploration. We are requesting Preliminary Project Review to gain input and direction from the City and community.

The goals of this project are:

1. Welcome the community and visitors to The Barlow.
2. Increase awareness of The Barlow as a distinct district of Sebastopol.
3. Encourage arrivals at Sebastopol Avenue.
4. Promote the goods and services available at The Barlow.
5. Make The Barlow more engaging, vibrant and successful.

To accomplish these goals, we are proposing a number of changes and additions that are reflected in this package:

- A. Remove the large letters on the Guayaki Building. Although well intentioned and attractive building features, these large letters send a confusing message, often causing visitors to think that the Guayaki Building is "The Barlow".
- B. Barlow Gateway (BG) - Introduce a welcoming Barlow Gateway element at the Sebastopol Avenue entry. Currently this entry appears as a driveway to a parking lot. We propose a transformation to make it feel more like you are passing through a set of gates that might have stood at the entry to an old plant or industrial area.

This feature is intentionally designed to relate to the scale of the large surrounding industrial buildings. It needs to have a significant presence along the visually loaded highway corridor. The water tower at Gravenstein Station across the street utilizes a similar scale concept.

Materials proposed include iron and distressed wood. Both relate well to the agrarian and industrial nature of the area.



- C. Thematic Fencing (TF) - To enhance the edge, provide some buffer from the street and increase security for families enjoying the space in front of Community Market, we are proposing the addition of thematic fencing. These fence panels will be loosely spaced to allow people to pass through them and include vertical panels that are perpendicular to the road with panels that offer changeable, clever, messaging to passing travelers. This fencing will be utilized at other key locations as well. Materials are again, iron and wood.
- D. Pavement Graphics (PG) - A number of pavement graphics are proposed:
 - A. Gravenstein Court - striping down the drive aisle will make the parking area feel more like a street, while iconic graphics speak to the goods and services offered along the path.
 - B. Morris Crosswalk - "B" branded striping is proposed for the crosswalk at Morris and McKinley.
 - C. McKinley/Gravenstein Crosswalks - Various artwork patterns are proposed for the crosswalks at the main Barlow intersection.
- E. Guayaki Building Paint - To make the Guayaki Building feel distinct and unique, a new color scheme is proposed for the South end of the building. This will enhance the Guayaki brand while making their building distinct from The Barlow.
- F. Guayaki Building Branded Stripe - A gold painted "Barlow" stripe is proposed at the upper Eastern edge along the Northern end of the building to lead visitors to the center of The Barlow.
- G. Street Letters (SL) - Similar to districts in other cities like the Gaslamp District of San Diego, or the Murphy Street District in Sunnyvale, we are proposing to span cables over McKinley Street with "The Barlow" lettering. Letters are unlit.
- H. Crate Stack (CS) - Recalling the stacked produce crates that used to occupy the large Barlow lot along Morris, we propose to use a stack of packing crates as an entry feature at Morris and McKinley. Currently, this intersection looks very similar to the other driveways that line Morris. This, along with the overhead letters will make this feel more like a gateway to a special district.
- I. Morris Corner Feature (CF) - To enhance the sense of arrival to both Sebastopol and The Barlow, we are proposing some enhancements to the existing features. Enhancements include larger, sculptural letter forms and additional graphics on the existing boiler.
- J. Pedestrian Wayfinding (PW) - There are a number of side alleys at The Barlow and many of the tenants down those alleys currently place sandwich boards out on the main streets. To encourage exploration while reducing signage clutter, we are proposing freestanding poles at each alley with unique tenant blades attached to them. Tenants creativity will be encouraged.

The Barlow is a wonderful community amenity, and with these additions, we think it will become more vibrant, successful and engaging.

We welcome your comments or suggestions and look forward to receiving input from staff, the design Review Board and the community.

Best Regards,



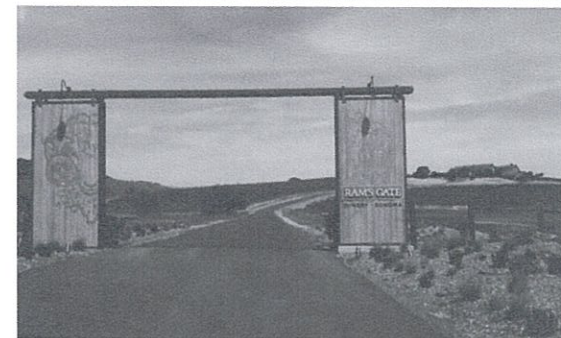
Gordy Ross



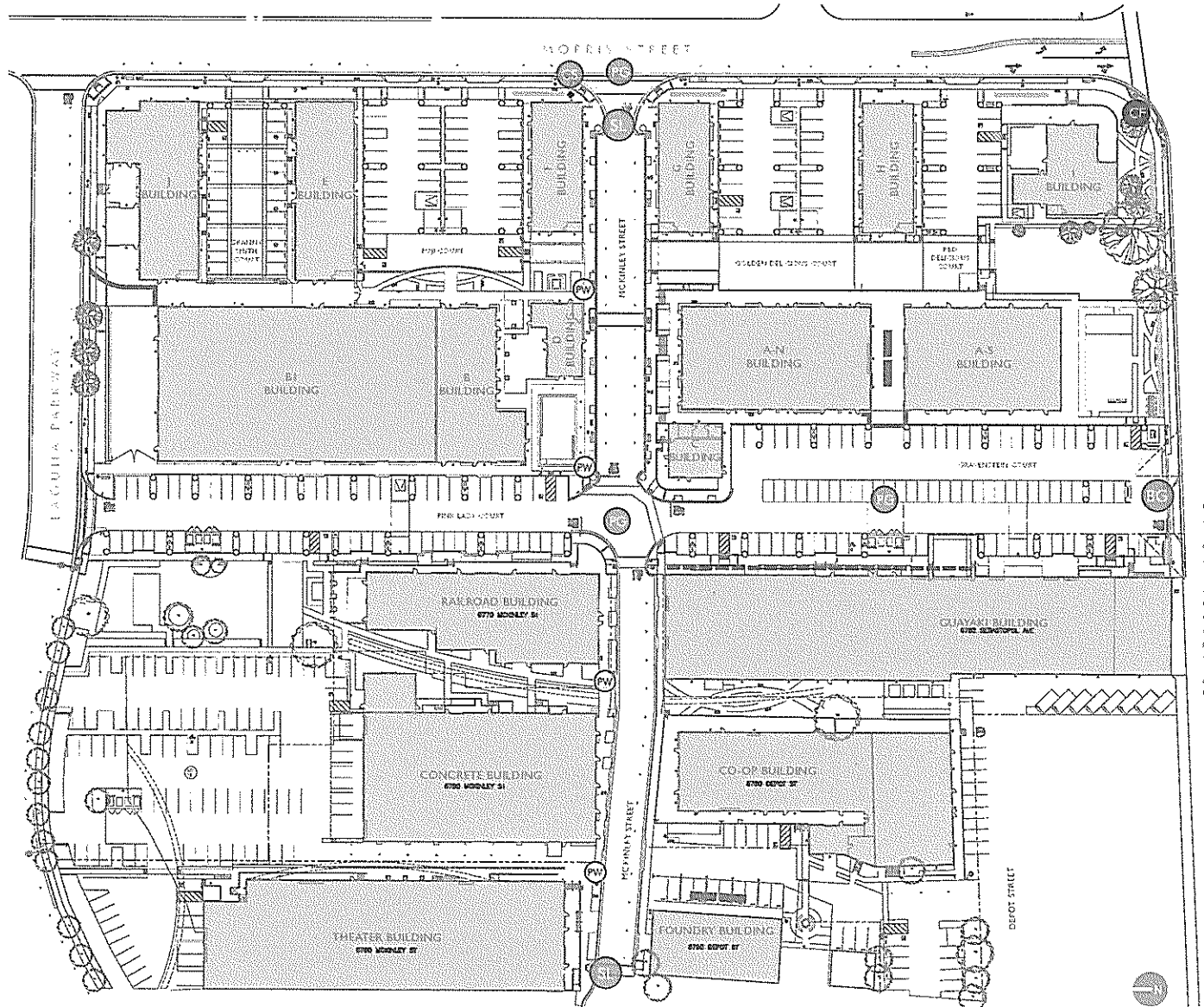
Precedence



District Gateways



Inspiration



LEGEND

Barlow Gate See page 7

Goals

- Create building scale gateway
- "Gates" to the district as opposed to traditional signs
- Encourage exploration
- Promote events

Spanning Letters See page 11

Goals

- Welcome guests to The Barlow
- Create gateway
- Define district entry points
- Distinction from other driveways

Signature Fence See page 8

Goals

- Create a distinctive Barlow edge
- Add whimsical element
- Offer more security from 12

Crate Stack See page 12

Goals

- Define the Morris Gateway
- Introduce branded materials and messaging
- Describe goods & services

Pedestrian Wayfinding See page 14

Goals

- Encourage exploration
- Promote alley tenants
- Reduce need for sandwich boards

Pavement Graphics See page 9

Goals

- Enhance Grav. Ct. as a street
- Encourage exploration
- Create distinctive Barlow crosswalks
- Add art/whimsical/fun elements

Building Accent Paint See page 6

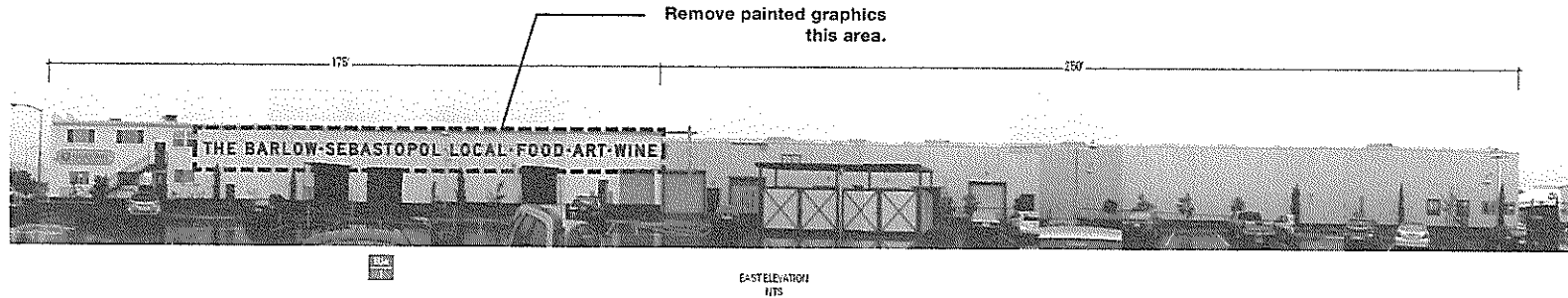
Goals

- Encourage exploration

Corner Feature See page 13

Goals

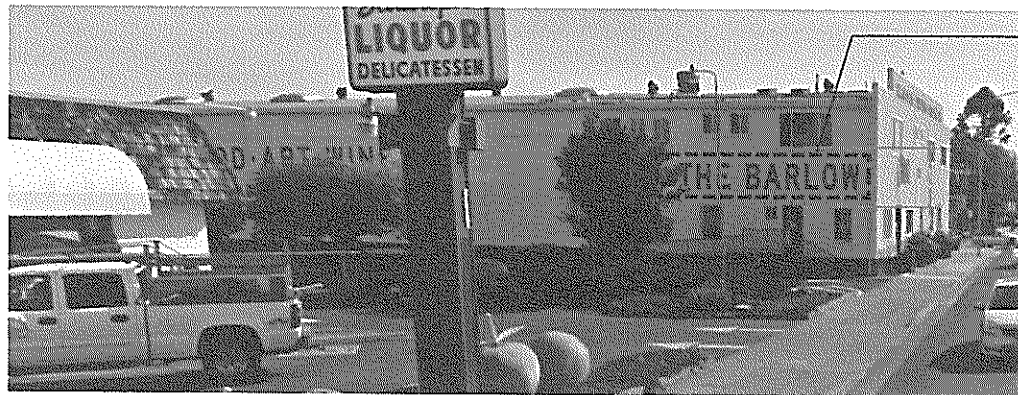
- Welcome visitors
- Introduce branded materials and messaging
- Create distinctive Barlow look



ELEVATION
175

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

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



ELEVATION
175

Remove painted graphics
this area.

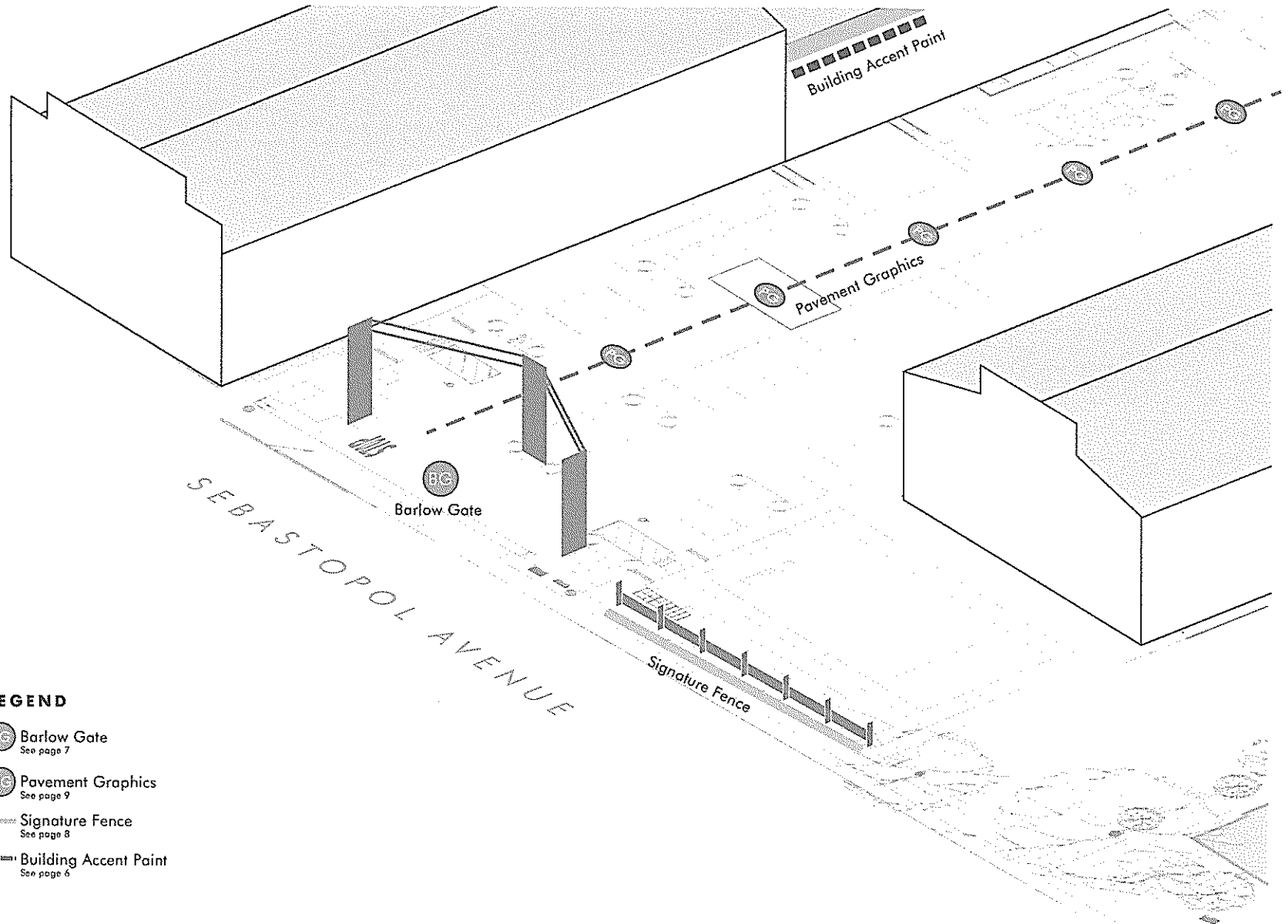
THE BARLOW

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

Summary of Signage to be Removed

West Sign Area = 123 s.f.
East Sign Area = 482 s.f.

Total Sign Area Removed = 605 s.f.



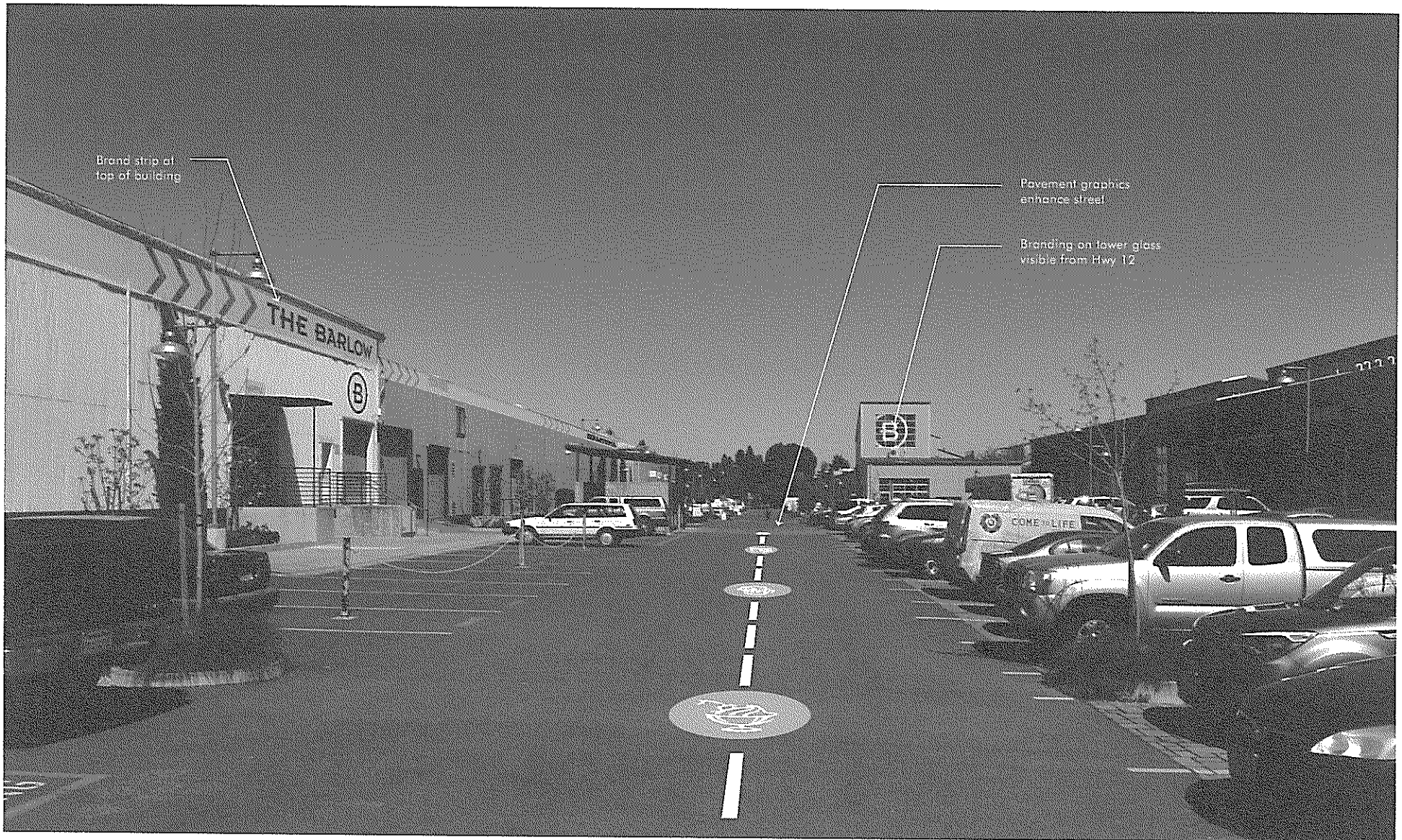
LEGEND

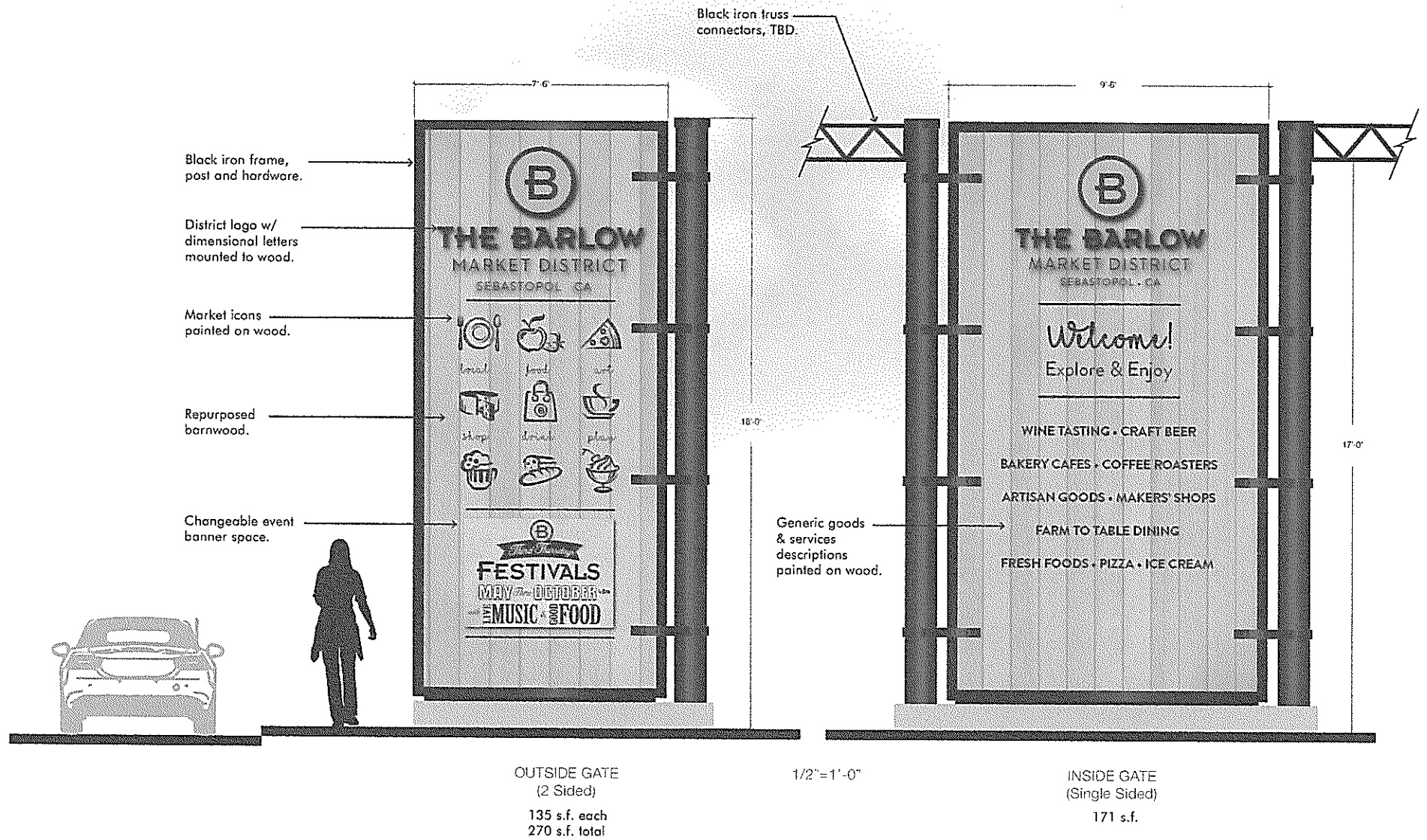
-  Barlow Gate
See page 7
-  Pavement Graphics
See page 9
-  Signature Fence
See page 8
-  Building Accent Point
See page 6

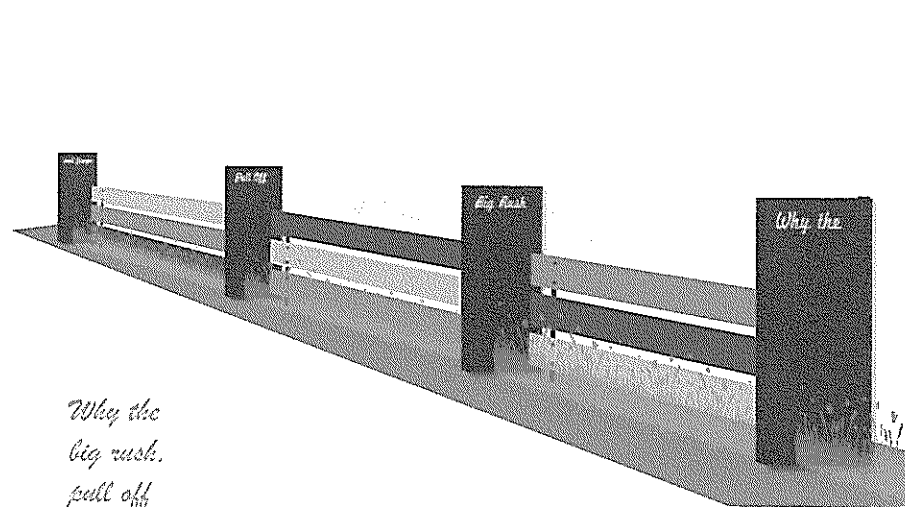




Create thematic fence to define edge.
Berma-Shave messaging.

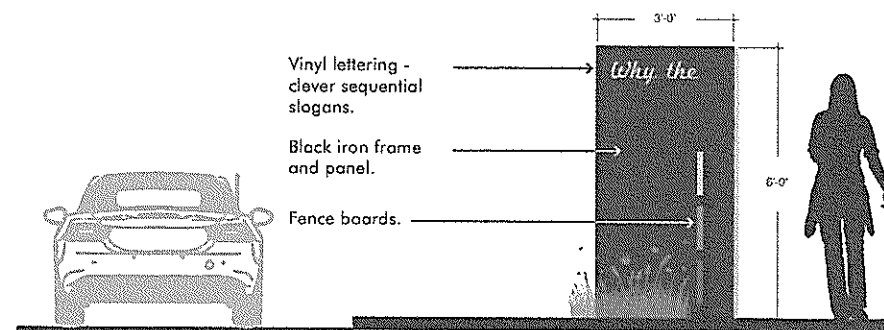




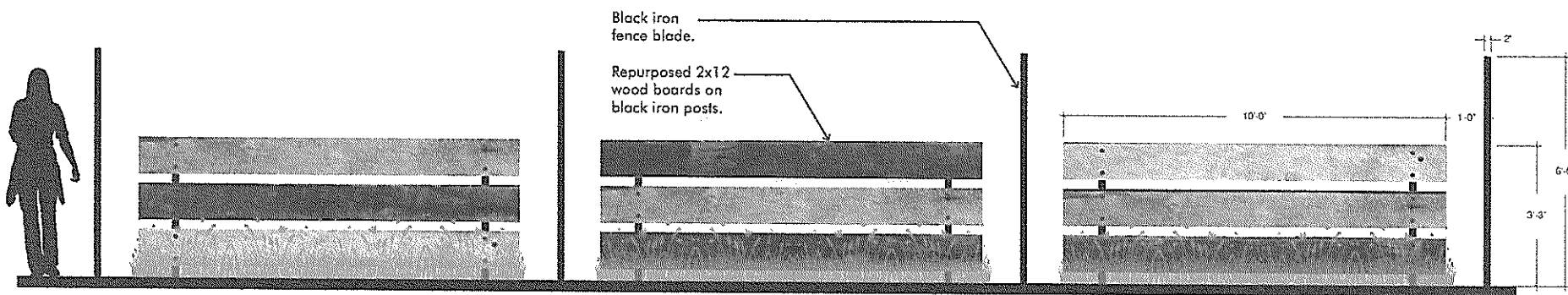


3D VIEW
(NTS)

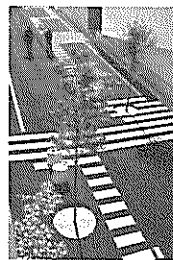
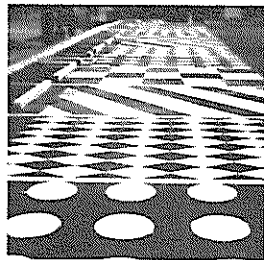
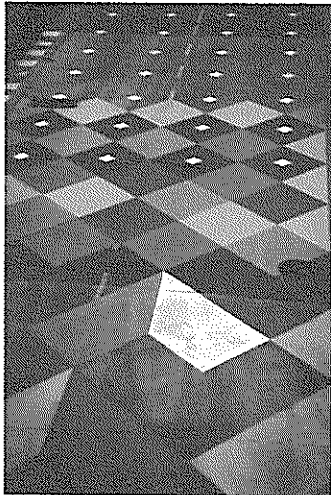
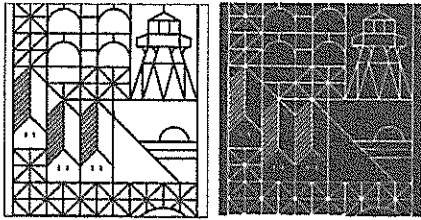
*Why the
big rush,
pull off
and escape
the crash*



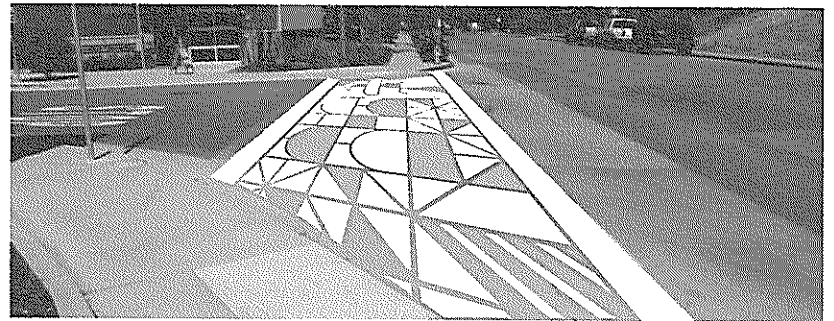
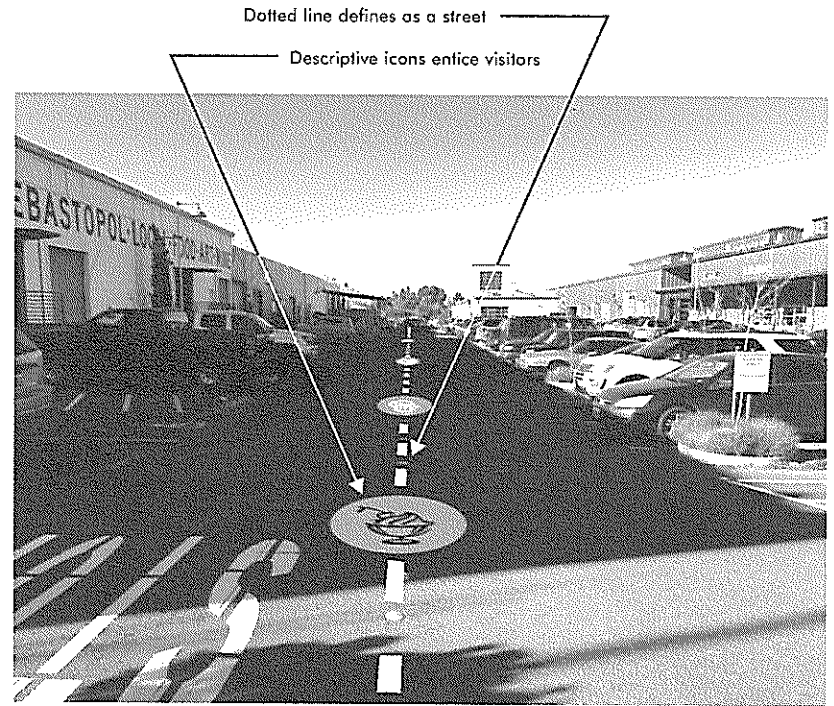
FENCE BLADE
(perpendicular to street)
1/2"=1'-0"



PERIMETER FENCE
(parallel to street)
1/2"=1'-0"



Example Images

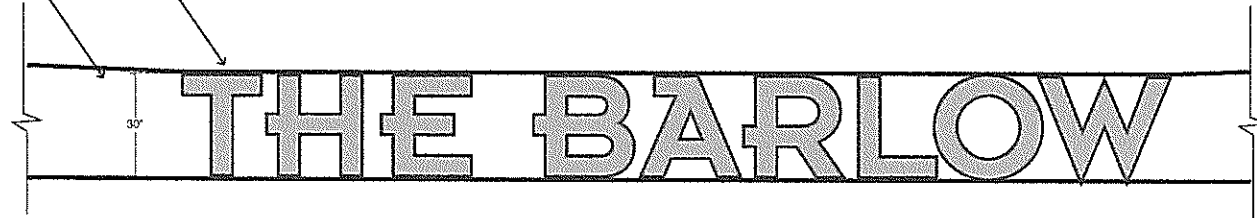


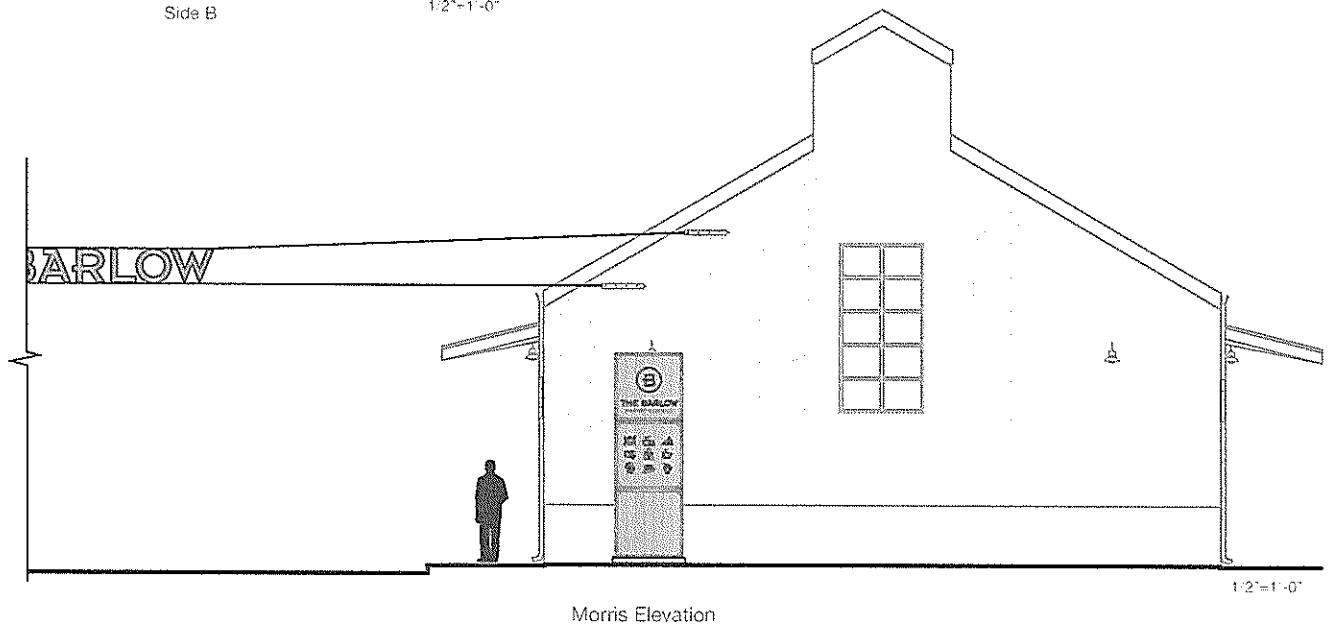
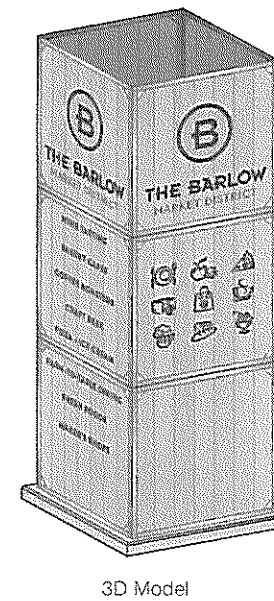
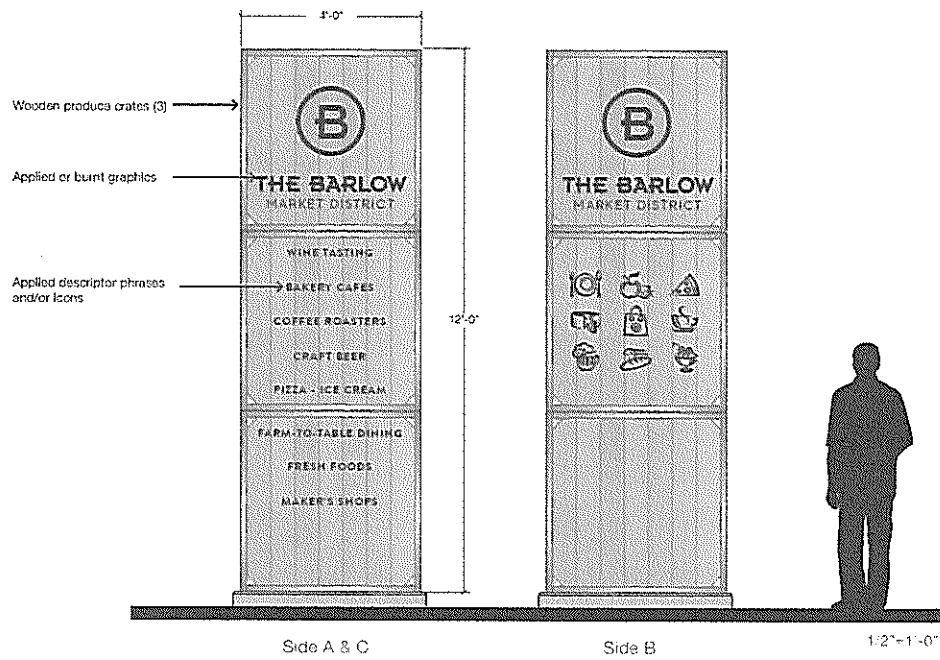
Decorative at McKinley intersection
Branded at McKinley/Morris



Unlit letters attached to cables.

Tensioned cables attached to buildings.





New graphics on tank



New lettering on wall



Corner of Hwy 12 & Morris Street

Fabricated metal
logo capital

Unique directional panels
designed by tenant.

Galvanized steel post

