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City of Sebastopol Planning Department

Date: August 16, 2017
Agenda Item: 8A
To: Design Review Board
From: Dana Morrison, Assistant Planner
Subject: Major Sign Review with Amendments
Recommendation: Approval with Conditions
Applicant/Owner: Gordy Ross (Ross+Luthin Creative), The Barlow
File Number: 2017-55
Address: The Barlow, Sebastopol Ca
CEQA Status: Categorical Exemption: Section 15311: Class 11
General Plan: Industrial
Zoning: M: Industrial

Introduction:

This is a Major Sign Review application seeking to create further amendments to the existing Barlow Master Sign Program. This application follows a series of Board meetings from 2012 to 2014, which resulted in the approval of a Master Sign Program for The Barlow, and a number of subsequent amendments in 2015. The Board reviewed a preliminary application regarding the proposed changes to The Barlow Master Sign Program in June, 2017, during which the Board made comments and suggestions. This application took the Board's comments and the applicant is now presenting the final amendments for approval.

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, and finally, 5) Make The Barlow more engaging, vibrant and successful. The project includes specifically:

- A. Removing the large 'The Barlow – Sebastopol – Local – Food – Art – Wine' and 'The Barlow' lettering on Guayaki Building. Although it is a well-intentioned and attractive building feature, the large letters send a confusing message, often causing visitor to think that the Guayaki Building is 'The Barlow'. This would be the removal of two signs which measure approximately 604 square feet.
- B. Adding additional lettering to the Morris Corner Feature (**A1**). The project includes the addition of the words 'Market District' to the Morris corner feature to enhance the sense of arrival to 'The Barlow'. The letters are proposed to be 5" tall and match in

- color to the existing 12” letters which read “The Barlow”, the new letters will measure 5’-6” in length. This would be the addition of 2.5 square feet of signage.
- C. Installing a welcoming ‘Barlow Gateway’ (**BG**) element at the Sebastopol Avenue entry. The transformation is proposed to make it feel more like visitors are passing through a sets of gates that might have stood at the entry to an old plant or industrial area. This sign would consist of two, double-sided event banners, each measuring 112.5 square feet per side, for a total square footage of 450 square feet; and a spanning letter sign across the parking lot measuring 67.5 square feet.
 - D. Installing ‘Spanning Letters’ (**SL**) reading ‘The Barlow’ across the entrance at Morris Street, and at the entrance from McKinley (coming from downtown). This will create a similar gateway feeling to The Barlow, echoing the design of the main Gateway proposed along the Sebastopol Avenue front. Each spanning sign would consist of 2’6” tall letters and span 22’3”, for a total sign area of 55.625 square feet each. A total sign area of 111.25 square feet.
 - E. Installing a ‘Crate Stack’ (**CS**), as an entry feature, which will advertise The Barlow, the types of services offered and any events held on site. The crate stacks are a homage to the old apple packing industry which originally occupied the site. The sign will have 3 sides each measuring 8 feet tall by 4 feet long, for a total area sign area of 96 square feet; the bottom third of the crate stack will not be utilized for advertising or signage.
 - F. Adding a ‘Branded Stripe’ (**BS**) to the Guayaki Building. The stripe would be painted onto the building using gold paint and would contain lettering which will read “The Barlow”. The goal of the stripe is to help lead visitors to the center of The Barlow. In addition to this stripe the applicant is requesting to place the Barlow logo (“B”) below the signage. The “B” would measure 18.5 square feet and the lettering would measure 40.25 square feet (20’1” long by 24’ tall).
 - G. Adding ‘Pavement Graphics’ (**PG**) to various locations in the Barlow:
 - a. Gravenstein Court- striping down the drive aisle will make the parking area feel more like a street, while iconic graphics will advertise the types of goods and services offered at the end of the path. (**PG2**).
 - b. Morris Crosswalk- “B” branded striping is proposed for the crosswalk at Morris Street and McKinley Street. (**PG3** and **PG4**).
 - c. McKinley/Gravenstein Crosswalks- various artwork patterns are proposed for the crosswalks at the main Barlow intersection. (**PG1**).

Environmental Review:

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

Zoning Ordinance Consistency:

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

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

The current project signage of the Barlow does not meet this standard set above. Some of the existing signage actually creates confusion for visitors, with many people stating that they “cannot find The Barlow”. The proposed changes seek to rectify this issues and create a more distinct design which will help visitors define the areas which make up The Barlow and easily note which types of services can be found on site.

Currently there is no limitation on the square footage and types of signs which can used as “Project ID” signage. An exception would need to be created to permit the addition of the below listed changes to the Project Identification signs for The Barlow Master Sign Program. The Board will need to determine if all the proposed features are appropriate in size, scale and quantity for the site.

Corner Feature (A1):

Adding additional lettering to the Morris Corner Feature (A1): ‘Market District’. The letters are proposed to be 5” tall and match in color to the existing 12” letters which read “The Barlow” (2.5 square feet of signage).

Barlow Gateway (BG):

Adding a gateway feature to the Community Market entry, with two banners and a spanning element.

- 2, double-sided banners measuring 7’-6” long by 15’ tall = 112.5 square feet per side, for a total sign area of 450 sq. ft.
- 1 spanning sign reading The Barlow measuring 27’ long by 2’6” tall, for a total sign area of 67.5 sq. ft.

Crate Sign (CS):

Adding a three sided crate stack sign at the corner of McKinley and Morris Street, with each side measuring 4’ long by 8’ tall, for a total sign area of 96 sq. ft (32 sq. ft. x 3).

Spanning Letters (SL):

Adding 2 spanning features along McKinley (one next to the Theatre Building and one at the corner of Morris Street) each reading ‘The Barlow’ and each measuring 22’-3” long by 2’-6” tall for a total sign area of 111.25 sq. ft. total (55.625 sq. ft. x 2).

Pavement Graphics (PG):

Adding pavement graphics at 3 of The Barlow sidewalks along McKinley Street; one in front of the theater building, one at the main intersection of McKinley Street and Pink Lady/Gravenstein Court, and one at the intersection of McKinley Street and Morris Street. This project also includes the addition of a painted dotted line with pavement graphics featuring the types of services available in The Barlow to be added to the parking lot between the Guayaki Building and the Community Market Building.

It is the opinion of staff that these sign can be considered directional signs and do not count towards the overall signage square footage. However, the Board may wish to suggest changes in design or location where applicable.

Wall Signage: Section 17.230.050.A: The maximum sign area permitted for the Guayaki Building (6782 Sebastopol Avenue) is 175 square feet according to calculation guidelines set forth in this section. Sign Area = Total Allowable Sign Area (based on total building frontage) / Number of Tenant Spaces

Building Accent Paint and Logo (BA):

Adding The Barlow logo to the side of the Guayaki Building measuring 18.5, and the addition of black lettering reading ‘THE BARLOW’ measuring 24” tall by 20’1”, for a total sign area of 40.25 square feet.

Approval was given in the 2015 revision to permit a ‘Primary Project Wall Sign’ and ‘Secondary Project Wall Sign’. These two signs were approved to be placed on the eastern and western frontages of the Guayaki Building, this proposal requests approval to remove these two wall signs (604 square feet) and replace them with 58.75 square feet of signage along the eastern frontage. This effectively frees up 545.25 square feet of potential sign area to be utilized towards ‘Project ID’ signage.

In summation, the project is looking to remove 604 sq. feet of existing ‘Project ID’ signage and add 786 (plus Market District letter). This is a net change in signage which adds approximately 182 square feet to The Barlow’s permit Project ID signage; not including street art.

Sign Exception:

Pursuant to Section 17.230.020.B.2 of the Sign Ordinance, the Design Review Board may grant a Sign Exception for the following reasons:

1. The exception shall allow a unique sign of exceptional design or style that will enhance the area or building, or that will be a visible landmark; or
2. The exception will allow a sign that is more consistent with the architecture and development of the site; or site context; or is appropriate given the nature of the business; or
3. The granting of the exception will not constitute the granting of special privilege inconsistent with the sign limitations upon other properties in the same vicinity and Zone District.

Public Comment:

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

City Departmental Comment:

The following City departments reviewed the application: Building and Safety, and Engineering. The Building and Safety Department commented that the entry gateway would require a building permit. During preliminary review 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 states: In considering an application for design review, the Design Review Board, or the Planning Director, as the case may be, shall determine whether the design of the proposal would be compatible with the neighborhood and with the general visual character of Sebastopol; the design provides appropriate transitions and relationships to adjacent properties and the public right of way; it would not impair the desirability of investment or occupation in the neighborhood; the design is internally consistent and harmonious; and the design is in conformity with any guidelines and standards adopted

pursuant to this Chapter.

Analysis:

Each Master Sign Program amendment is analyzed individually:

Cover: This amendment would change the revision date to August 16, 2017 and update the index to reflect proposed revisions to the Master Sign Program. The index would only be revised if the “Corner Feature”, “Barlow Gateway”, “Crate Stack”, “Spanning Letters”, “Building Access Paint”, and “Pavement Graphics” are approved by the Board.

Project Sign Locations: This amendment would update the map to reflect the proposed addition of the “Corner Feature”, “Barlow Gateway”, “Crate Stack”, “Spanning Letters”, “Building Access Paint”, and “Pavement Graphics”. Staff recommends approval if the Board approves each of the above mentioned amendments.

Corner Feature sign addition: This amendment would allow for the addition of 2.5 square footage of signage to be added to this existing sign. New sign would read The Barlow Market District.

Barlow Gate: This amendment would allow for the addition of a Barlow Gateway, which includes spanning letters and 2, double-sided banner signs. The proposed gateway sign is significant in size but could be considered compatible with the proposed site in that the Guayaki Building and Community Market buildings are large structures, the water tower structure for the Gravenstein Station shopping center is of a similar scale, and in that this is the main access point for a majority of the visitors to The Barlow. The Board should determine if the approval for the gateway spanning letters and the two banners proposed are of an appropriate scale for the site. In general, staff is supportive of some type of feature at this location in helping to create a unique defining entry point to The Barlow; however the scale and the design for the banners should be specifically reviewed by the Board.

Crate Stack: This amendment would allow for the addition of a crate stack at the corner of Morris Street and McKinley Street. Three sides will be used to advertise events being held at The Barlow, and list the types of services to be found on site. The sign is creative and is reflective of the The Barlow’s history as an apple processing facility. Addition of the sign also helps call attention to the Morris Street entry to The Barlow.

Spanning Letters: This amendment would permit the addition of two spanning letter signs along McKinley Street (one to be located between the Theater Building and Foundry Building, and the other to be located at the corner of Morris Street). These signs would similar in design to the Barlow Gateway signage minus the banner signs. These two signs help to create a consistent entry design and helps to define the area which makes up The Barlow; something which is currently lacking. These signs help put the site in context and create a unifying feature.

Building Access Paint: This amendment would permit the removal of the existing Project Wall signage on the eastern and western frontages of the Guayaki Building, and would permit the placement of a branded stripe with the words ‘The Barlow’, with the branded Barlow “B” placed below, to be placed along the western frontage. As only the wording and logo are counted towards the sign area, this signage is substantially smaller than the wall signs it will be replacing. This is key directional sign which will help orient visitors towards the center of the Barlow.

Pavement Graphics: These directional signs are proposed to be placed along the road way between the Guayaki Building and the Community Market building. It is the hope of the applicant that the dotted line will help direct visitors, who enter from Sebastopol Avenue, into the center of The Barlow. Decals between the lines will feature the types of services which are contained within The Barlow. This signage also includes the addition of three decorative cross walks along McKinley Street. The crosswalks would be designed to reflect The Barlow logo colors.

As mentioned before, there is no limitation on the square footage and types of signs which can be used as 'Project ID' signage within The Barlow Master Sign Program. The above listed amendments require the approval of an additional 182 square feet of 'Project ID' Signage. The Board will need to determine if all the proposed features are appropriate in size, scale and quantity for the site. Based on the size and unique layout of The Barlow staff feels that the proposed signage changes and additions are not out of scale with site. The signage helps to create a unifying theme and clearly demarcates the boundaries of The Barlow, which is a feature currently lacking on the site.

Recommendation:

If it is the consensus of the Board that the proposed amendments to the Master Sign Program are compatible with the site, staff recommends that the application be approved based on the facts, findings, and analysis set forth in this staff report and subject to the conditions outlined.

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

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

Findings for Approval:

1. That the project is categorically exempt from the requirements of CEQA pursuant to Section 15311, Class 11, which exempts the installation of on-premise signs.
2. That the proposed project is consistent with the Zoning Ordinance with approval of a Sign Exception.
3. That the proposed project is consistent with Section 17.310.030.B.2 of the Zoning Ordinance in that the design of the proposal would be compatible with the neighborhood and with the general visual character of Sebastopol; the design provides appropriate transitions and relationships to adjacent properties and the public right of way; it would not impair the desirability of investment or occupation in the neighborhood; the design is in conformity with any guidelines and standards adopted pursuant to this Chapter in that the revisions to the Master Sign Program assist in the enhancement of The Barlow, which is a large and distinct area within Sebastopol. The proposed sign allowances are significant in size but appear to be compatible with the proposed site in that it consists of multiple buildings, roads, and parking lots.

4. That the granting of a Sign Exception allows a variety of signs of unique style that appear to be compatible with the neighborhood and greater Sebastopol in that it enhances the entry to the Barlow at all of its major access without being excessive in terms of color or design. The overall improvements help create and define The Barlow, without creating a separation from the rest of the town.
5. That the granting of a Sign Exception will allow signs that are more consistent with the site context in that the spanning signs, crate stack, and wall signs appear to be compatible with existing project identification signage throughout The Barlow in that they contain the same colors and font style.

Conditions of Approval:

1. Approval is granted for the Design Review submittal described in the application and the plans date-stamped July 31, 2017. This approval is valid for a period of three (3) years, except that the applicant may request one (1) year extension of this approval from the Planning Director, pursuant to Section 17.250.050 of the Zoning Ordinance.
2. The signs shall be installed consistent with the application materials date-stamped July 31, 2017. No other signs regulated by the Sign Ordinance shall be installed or displayed without the prior written approval of the Planning Department.
3. An encroachment permit may be required prior to installation of the signs. Please contact the Engineering Department prior to installation if work will be performed, or materials placed, in the public right-of-way. The phone number for the Engineering Department is 823-2151.
4. A Building Permit is required for the installation of most signs. Please contact the Building Department for Building Permit application information at 823-8597.

Attachments:

- Master Planning Application Form
- Sign Plans
- Old 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:	6780 Depot St.
PARCEL #:	
PARCEL AREA:	

FOR CITY USE ONLY

PLANNING FILE #:	2017 55
DATE FILED:	07.31.17
TOTAL FEES PAID: \$	245 ⁰⁰
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: July 26, 2017

OWNER OF PROPERTY

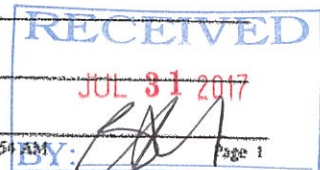
IF OTHER THAN APPLICANT:

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: *[Signature]*
 I certify that this application is being made with my consent.
 Date: 7/31/17

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

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

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



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 Sebstopol 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.):

Amendment to The Barlow Master Sign Program

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:	<u>Existing:</u> <input type="checkbox"/> Front Yard _____ <input type="checkbox"/> Side Yard _____ <input type="checkbox"/> Rear Yard _____ <input checked="" type="checkbox"/> N/A	<u>Proposed:</u> <input type="checkbox"/> Front Yard _____ <input type="checkbox"/> Side Yard _____ <input type="checkbox"/> Rear Yard _____ <input checked="" type="checkbox"/> N/A

EXISTING LOT DIMENSIONS:	Front: _____ Left: _____	Rear: _____ Right: _____	<input checked="" type="checkbox"/> N/A
PROPOSED LOT DIMENSIONS:	Front: _____ Left: _____	Rear: _____ Right: _____	<input checked="" type="checkbox"/> N/A
EXISTING LOT AREA:	_____ Square Feet		<input 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?

50 SF (+-) ()

Will Signs be Changed or Added? Yes No

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

Is alcohol service proposed? Yes No

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

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

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

Is any live entertainment proposed? Yes No

If yes, please describe: _____

INDEMNIFICATION AGREEMENT

As part of this application, applicant agrees to defend, indemnify, release and hold harmless the City, its agents, officers, attorneys, employees, boards and commissions from any claim, action or proceeding brought against any of the foregoing individuals or entities, the purpose of which is to attack, set aside, void or annul the approval of this application or the adoption of the environmental document which accompanies it or otherwise arises out of or in connection with the City's action on this application. This indemnification shall include, but not be limited to, damages, costs, expenses, attorney fees or expert witness fees that may be asserted by any person or entity, including the applicant, arising out of or in connection with the City's action on this application, whether or not there is concurrent passive or active negligence on the part of the City.

If, for any reason any portion of this indemnification agreement is held to be void or unenforceable by a court of competent jurisdiction, the remainder of the agreement shall remain in full force and effect.

Marie DeSanto 7/31/17 2017-55
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.

Marie DeSanto
Signature

Marie DeSanto
Printed Name

NOTE: It is the responsibility of the applicant and their representative to be aware of and abide by City laws and policies. City staff, Boards, Commissions, and the City Council will review applications as required by law; however the applicant has responsibility for determining and following applicable regulations.

NEIGHBOR NOTIFICATION

In the interest of being a good neighbor, it is highly recommended that you contact those homes or businesses directly adjacent to, or within the area of your project. Please inform them of the proposed project, including construction activity and possible impacts such as noise, traffic interruptions, dust, larger structures, tree removals, etc.

Many projects in Sebastopol are remodel projects which when initiated bring concern to neighboring property owners, resident and businesses. Construction activities can be disruptive, and additions or new buildings can affect privacy, sunlight or landscaping. Some of these concerns can be alleviated by neighbor-to-neighbor contacts early in the design and construction process.

It is a "good neighbor policy" to inform your neighbors so that they understand your project. This will enable you to begin your construction with the understanding of your neighbors and will help promote good neighborhood relationships.

Many times development projects can have an adverse effect on the tranquility of neighborhoods and tarnish relationships along the way. If you should have questions about who to contact or need property owner information in your immediate vicinity, please contact the Building and Safety Department for information at (707) 823-8597, or the Planning Department at (707) 823-6167.

I have informed site neighbors of my proposed project:

Yes

No

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

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:


APPLICANT SIGNATURE

Maria De Santo
PRINTED NAME

7/31/17
DATE



CITY OF SEBASTOPOL

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

MWELo: California Model Water Efficient Landscape Ordinance

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

MWELo 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 (MWELo) 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: Uma Desai Date: 7/31/17

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

848 Third Street, Studio B
Santa Rosa, California 95404

707.573.7359

Creative@RossLuthin.com

Date July 31, 2017

Project **The Barlow - Master Sign Program Amendment**

Description Dear Dana,

Following up on our successful and encouraging Preliminary Design Review, enclosed you will find drawings for a proposed amendment to The Barlow Master Sign Program. These enhancements seek to communicate the wide range of goods and services offered at The Barlow and encourage exploration. Most of the items proposed were part of the Preliminary Design Review package, but have been further refined and detailed. This application is formatted and page numbered so that, if approved, it can become part of the previously approved Master Sign Program.

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. Morris Corner Feature (A1) - To enhance the sense of arrival to The Barlow, we are proposing the addition of descriptive words to the existing wall lettering.
- C. 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.

- D. 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.
- E. 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 the East and West ends of McKinley Street with "The Barlow" lettering. Letters are unlit.
- F. Guayaki Building Branded Stripe (BA) - 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. 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.

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



THE BARLOW

MASTER SIGN PROGRAM

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

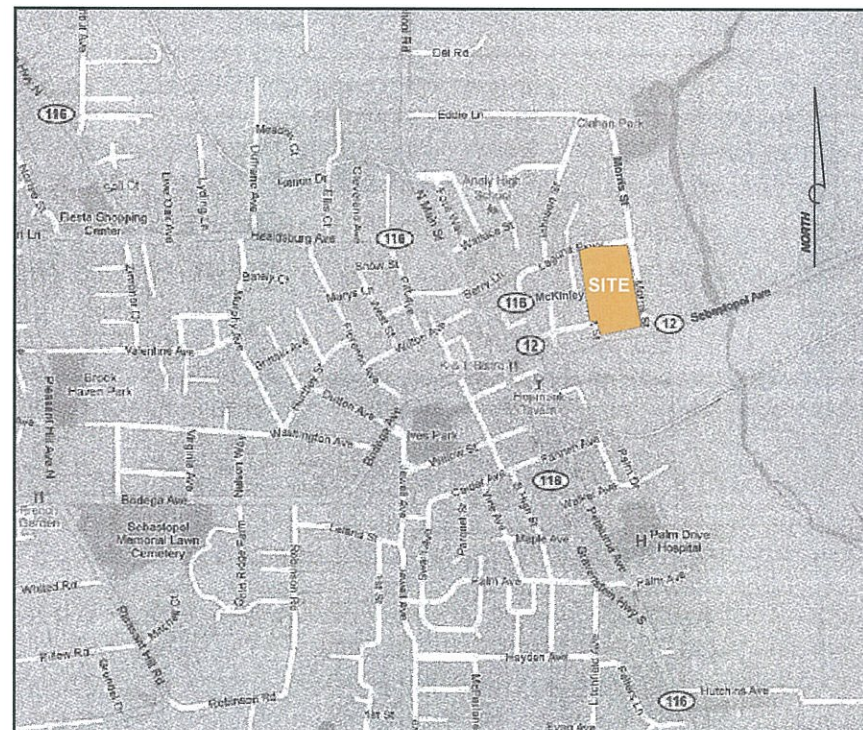
- 00 Sign Criteria
- 01 Existing Signage

PROJECT SIGNAGE

- P1-0 Site Plan
- P2.0 AI – Project Monument
- P2.1-3 AI – Details
- P3.0 B – Project Entry Sign
- P4.0 C – Secondary Entry Sign
- P5.0 D – Project Directionals
- P7.0 Project Directories

TENANT SIGNAGE

- T1.0 Tenant Sign Examples
- T2.0 Tenant Sign Zone Plan
- T3.0 T3 – Shop Tenant Wall Sign
- T4.0 T4 – Tenant Blade Sign
- T5.0 Typical Major Tenant Signage
- T5.1 Typical Major Tenant Examples
- 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



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BY: JA

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.

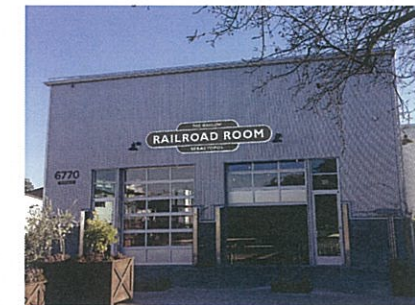
Signs at loading docks, employee entries, outdoor work areas, and dedicated parking spaces may be installed only if approved by the Owner.

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

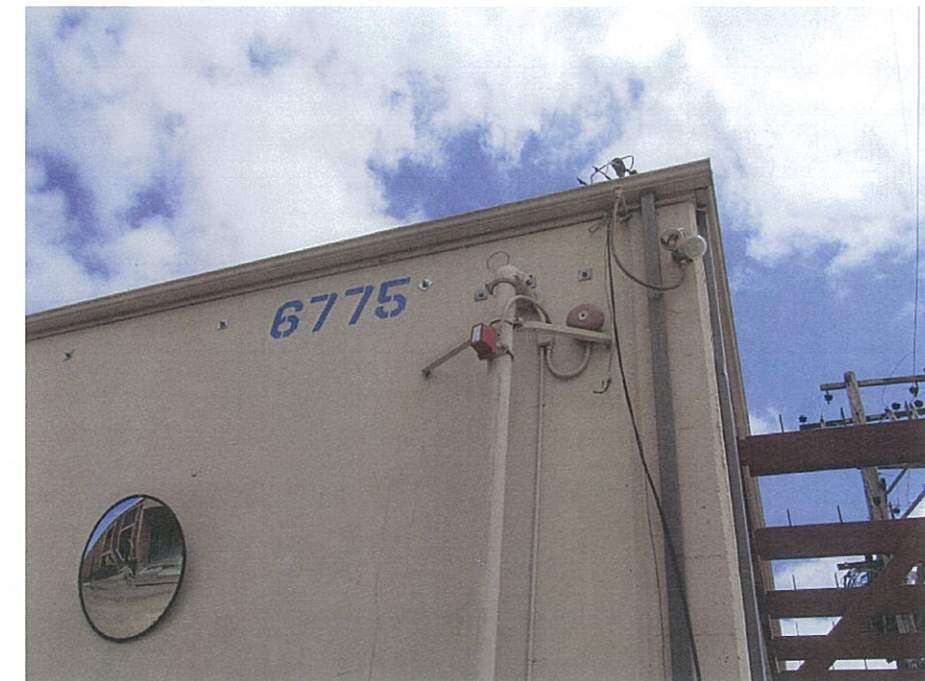
Signage at the The Barlow needs to address the historical roots of the project site and embrace the up to the minute marketing sensibilities of the diverse tenant mix at the project. Signage should be a marriage of old and new: materials, graphic design, texture, color and character.

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.



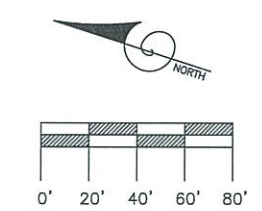
PROJECT SIGNAGE

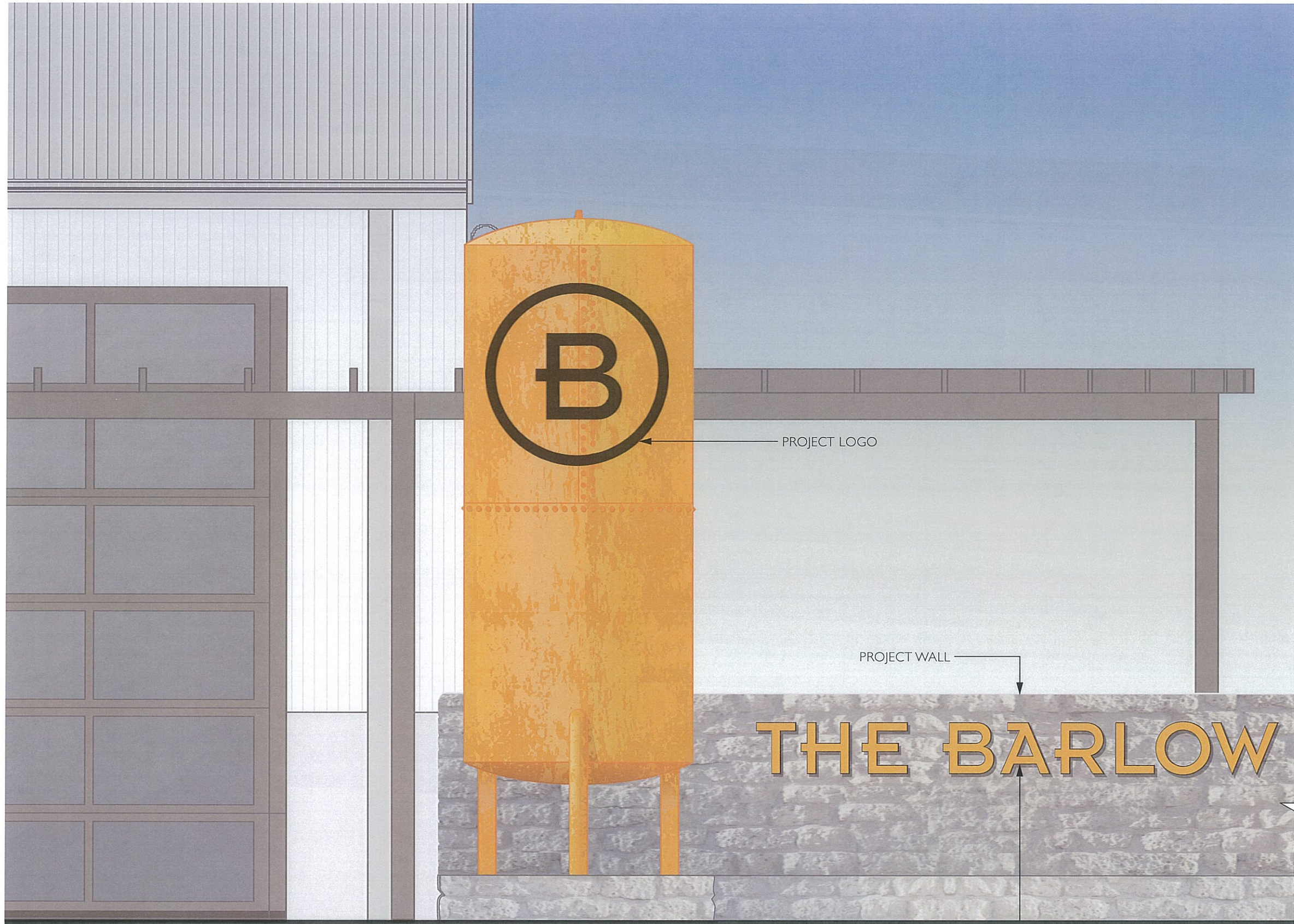


THE BARLOW



- 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





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

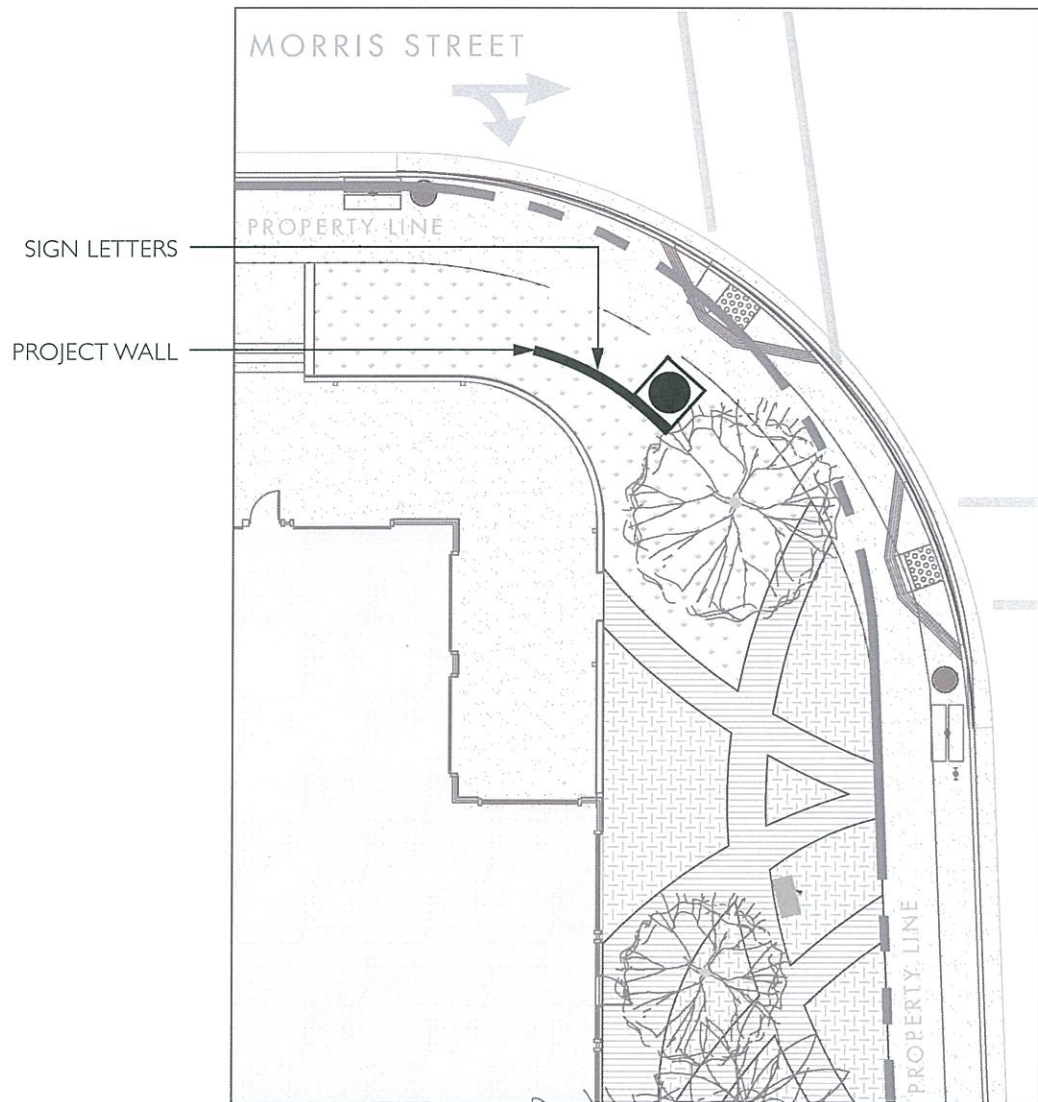
SIGN LETTERS



RECLAIMED CONCRETE WALL

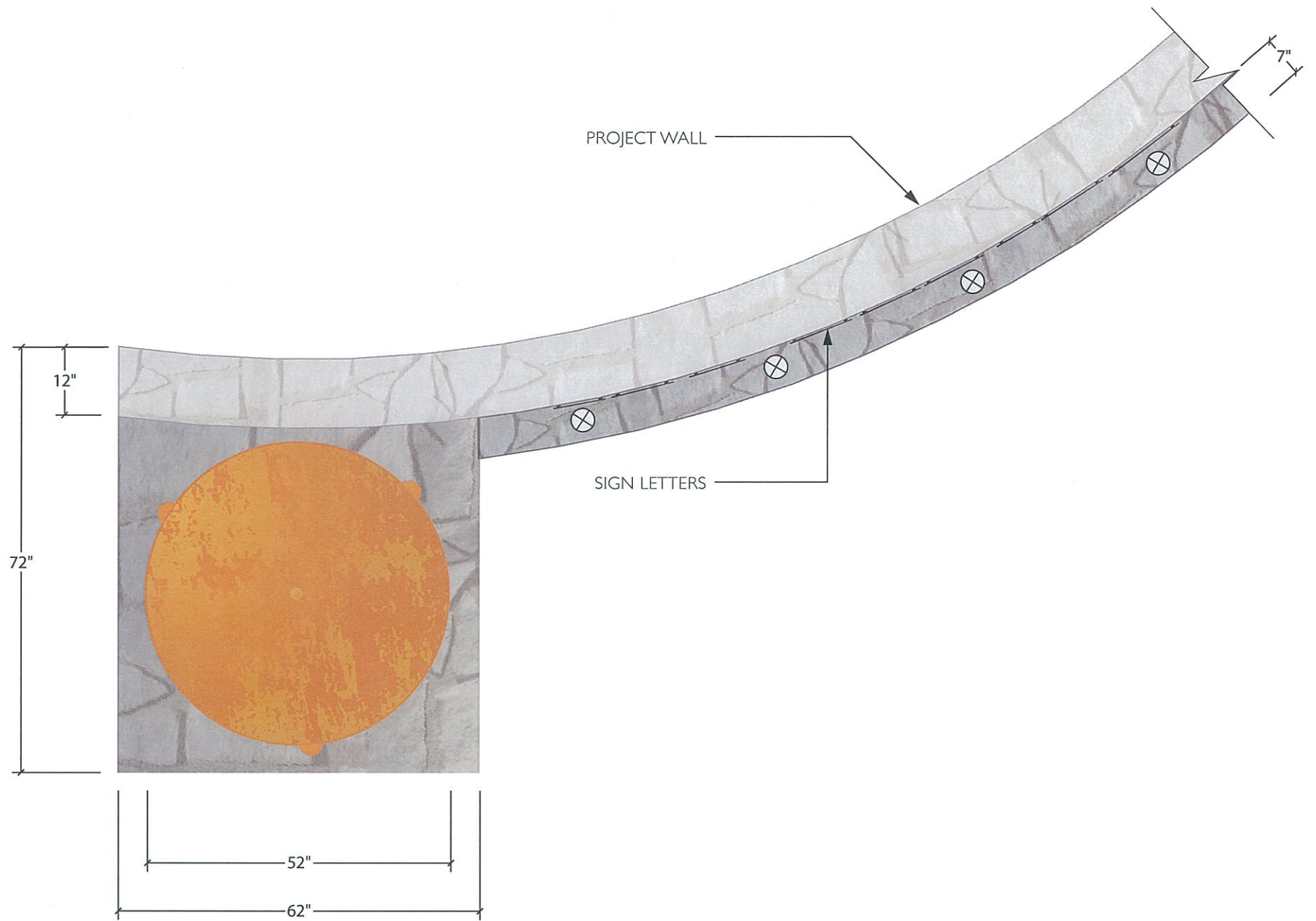


HISTORIC BOILER

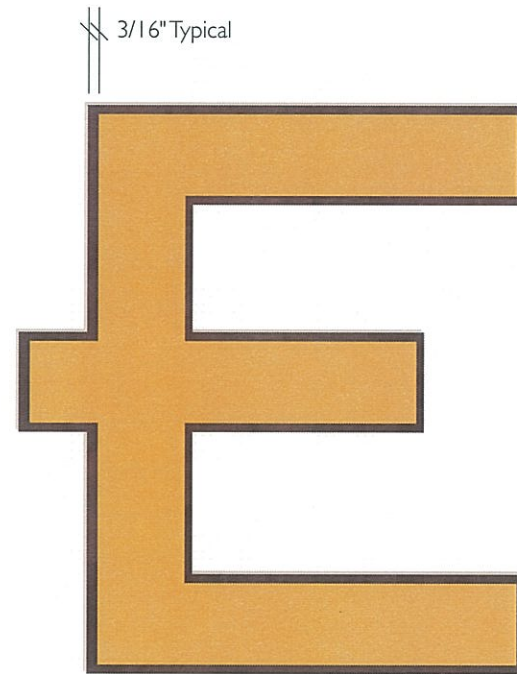


A1

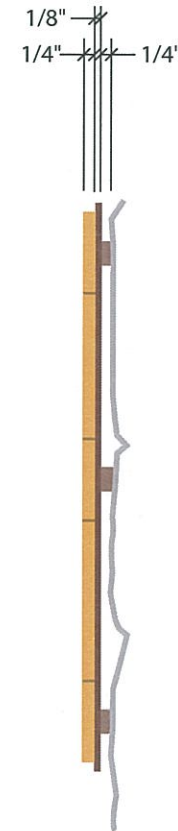
SPECIFIC LOCATION
Scale: 1" = 20'-0"



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



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



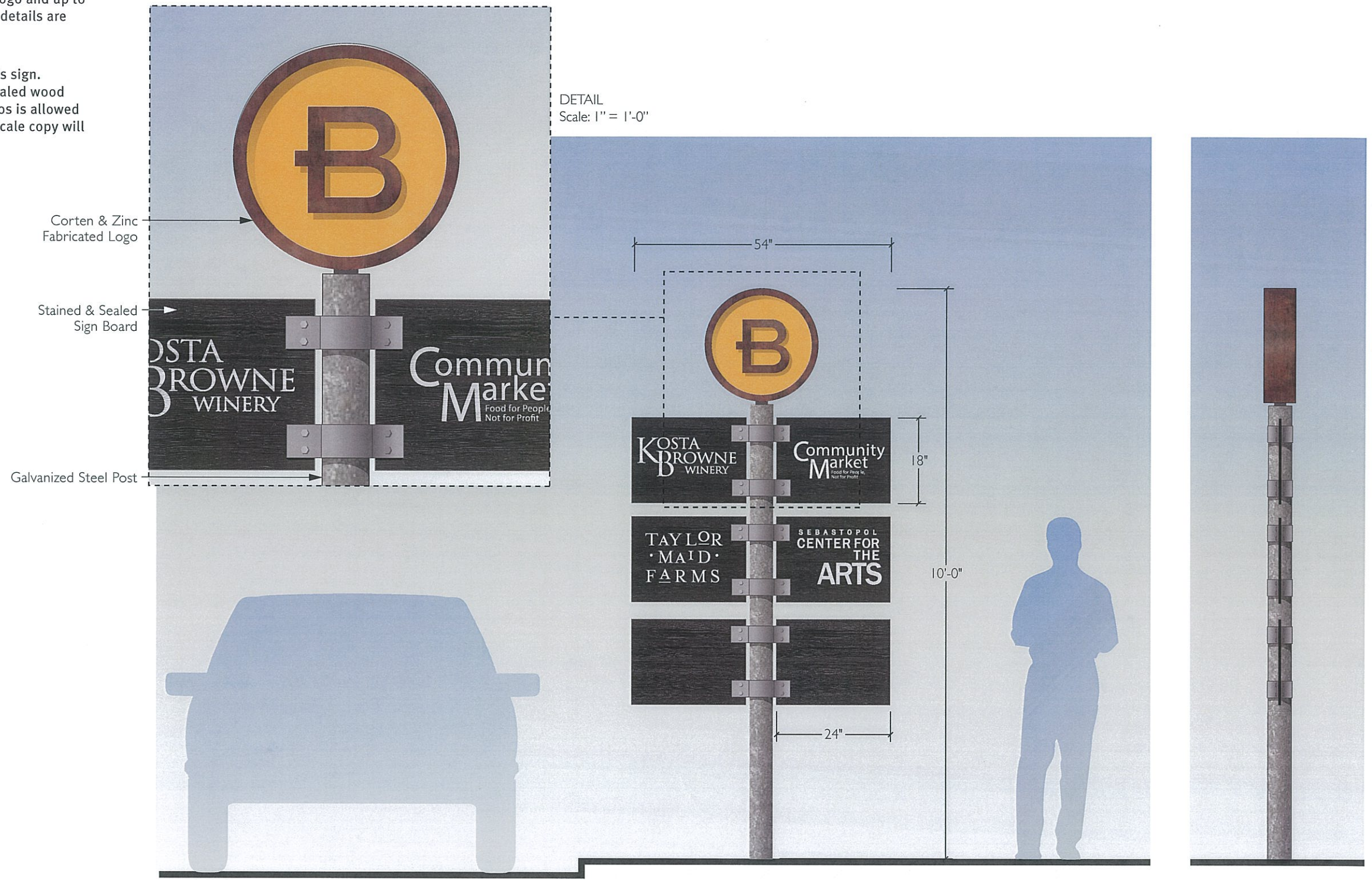
SIDEVIEW

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.



DETAIL
Scale: 1" = 1'-0"

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

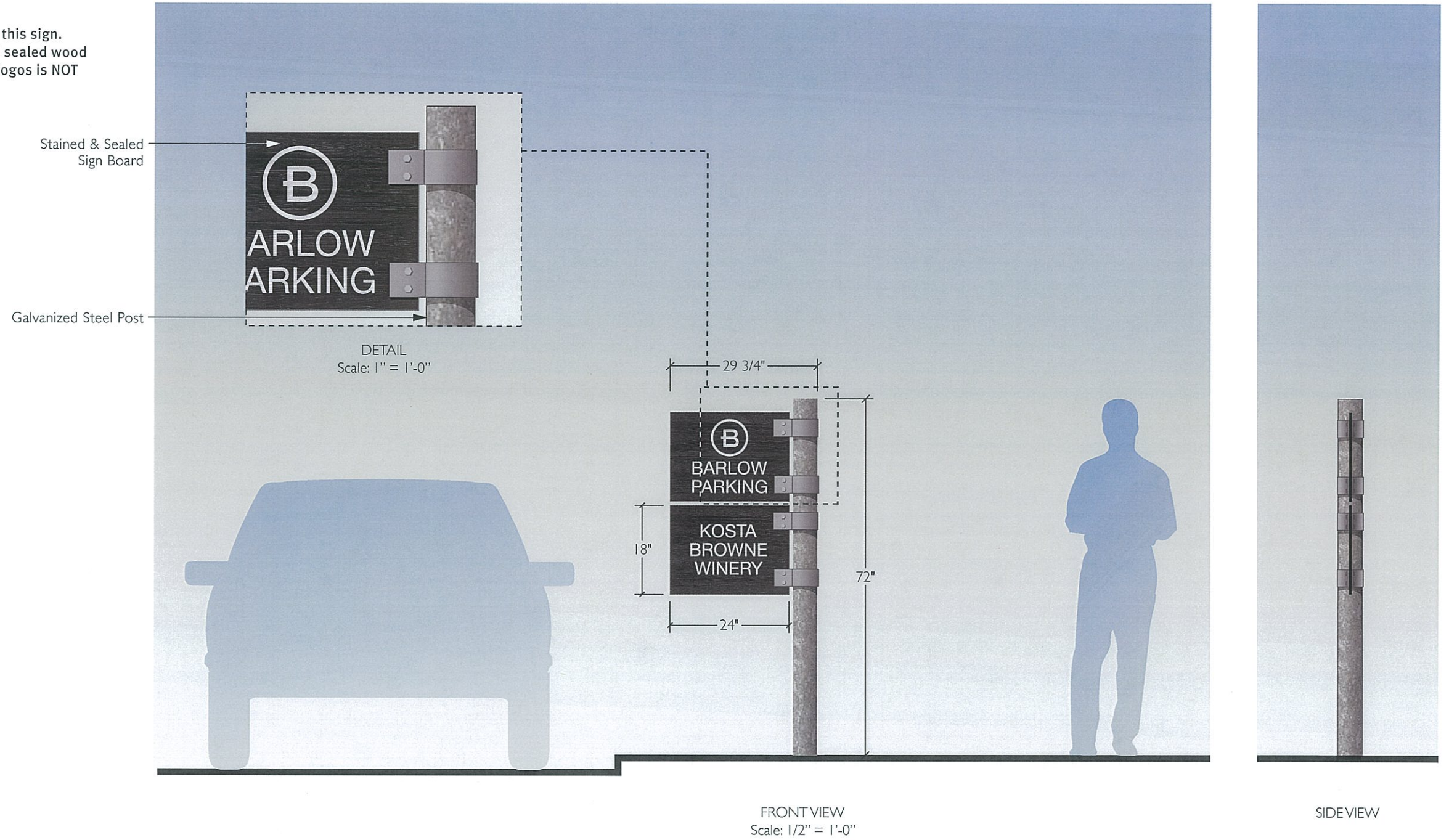
SIDEVIEW

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.

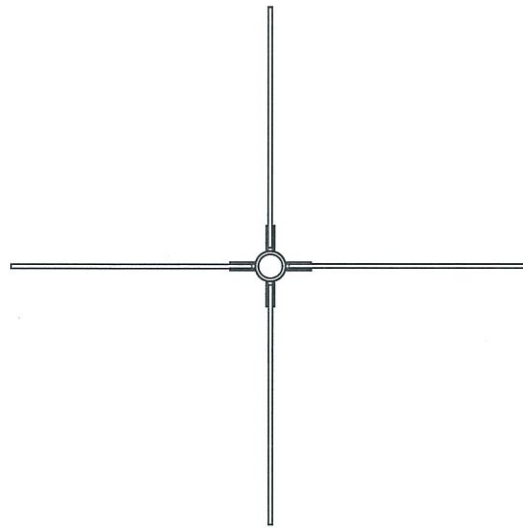


Project Directional Sign

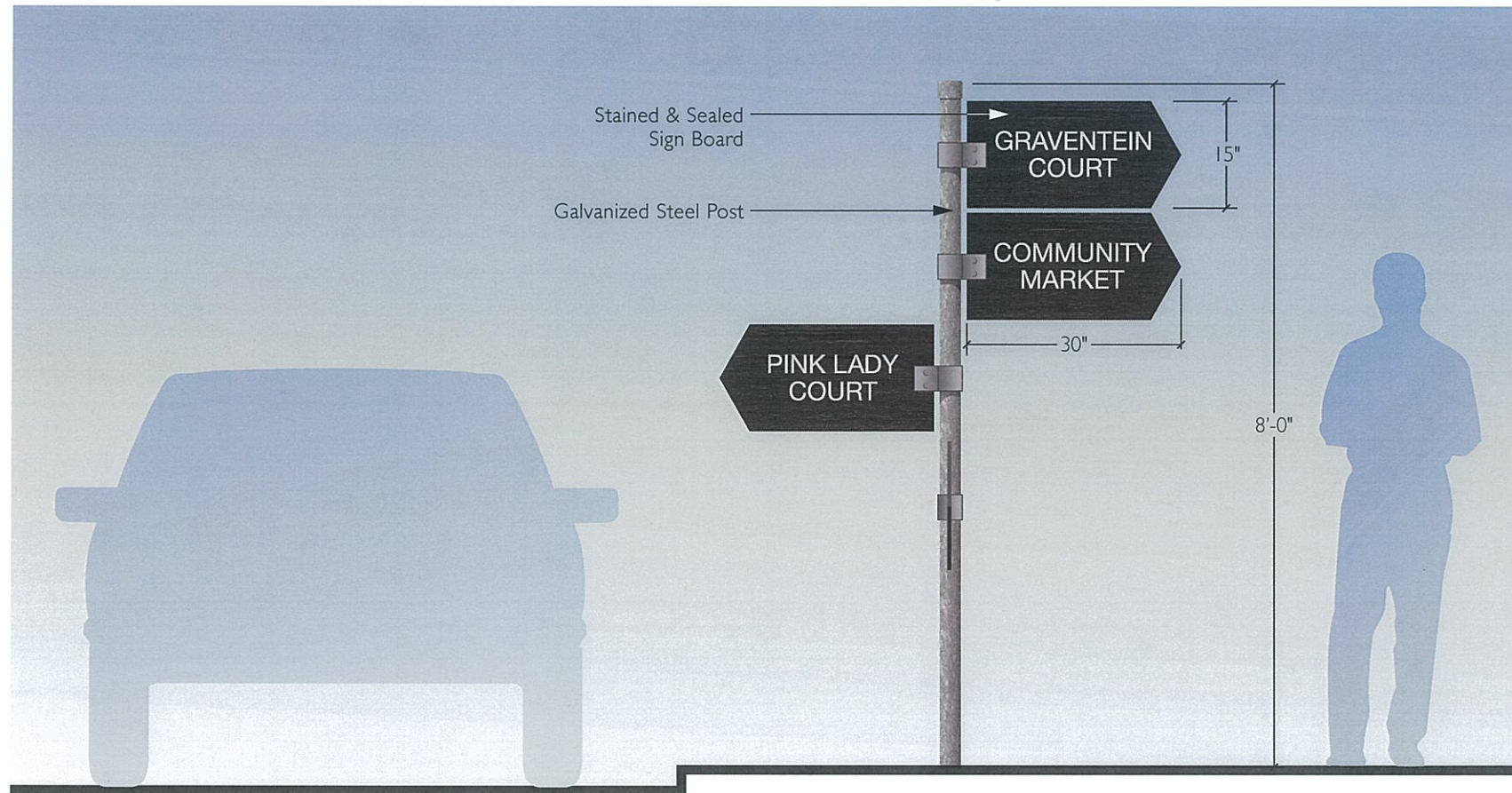
A Project Directional Sign may be installed at intersections and key wayfinding points within the project as outlined in the plan on Page P1.0. The sign may be up to 8'-0" in height and include four project directional panels. Copy may include, court names, addresses, tenant names, or local street names.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

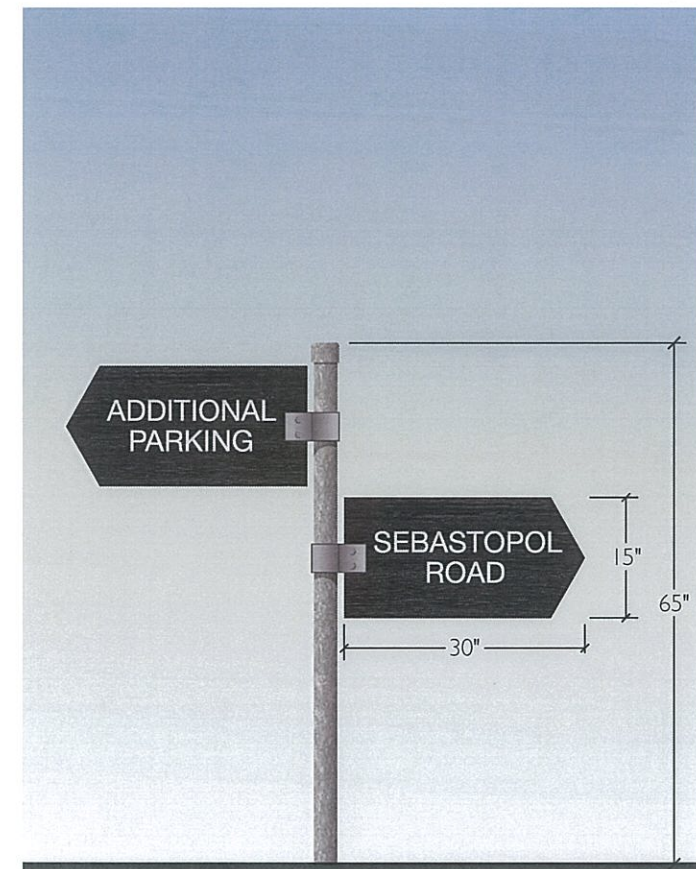
Sign is non-illuminated.



PLAN VIEW



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

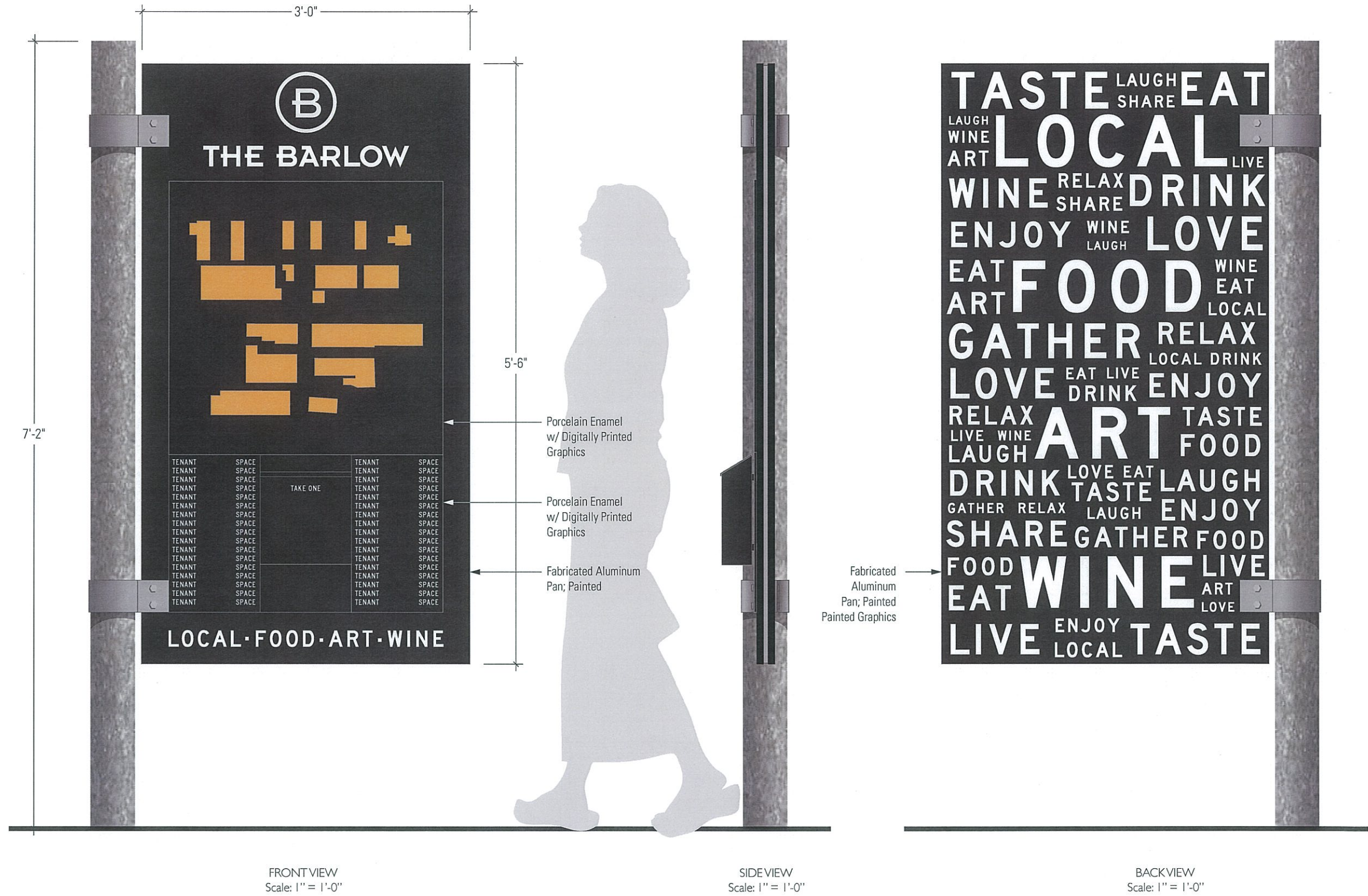


ALTERNATE SIZE

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





20 WINES BY THE GLASS
FRESH ITALIAN COFFEE
EXCITING MENU SERVED ALL WEEK
CONTINENTAL BEERS & REAL ALES

- 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:

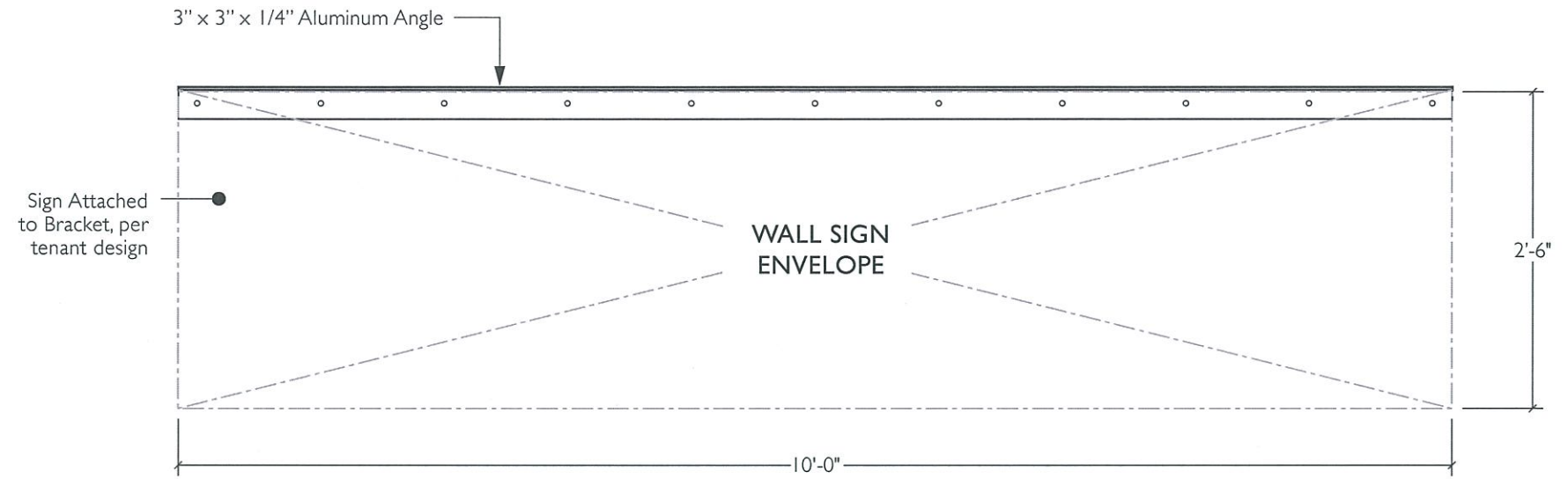
- Painted panels with screen printed, painted, plotter cut die-cast vinyl, individual cut-out or carved letters
- Wood or metal panels with screenprinted, painted, plotter cut die-cast vinyl, individual cut-out or carved letters

Signs may not include:

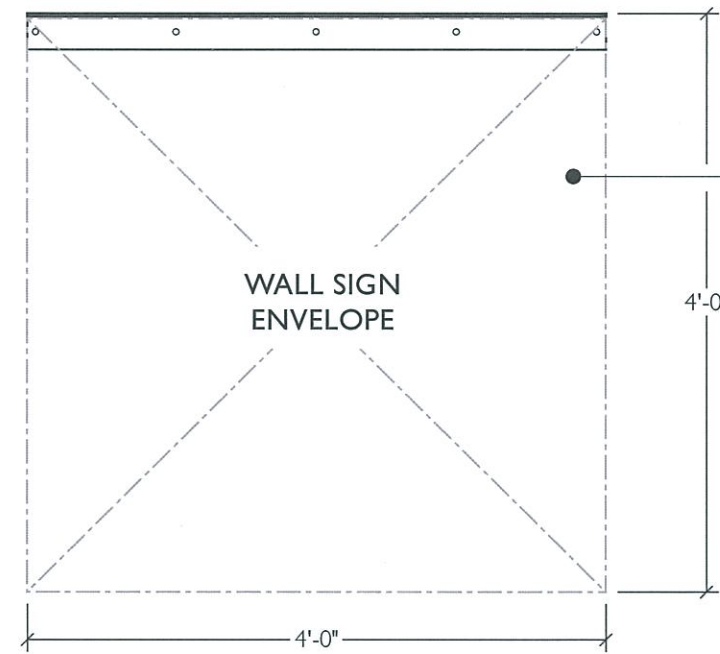
- Unpainted plastic
- Digitally printed vinyl graphics (unless used as a single creative element of a design with the express written permission of the Owner)
- External Illumination (unless approved by the Owner)
- Internal Illumination



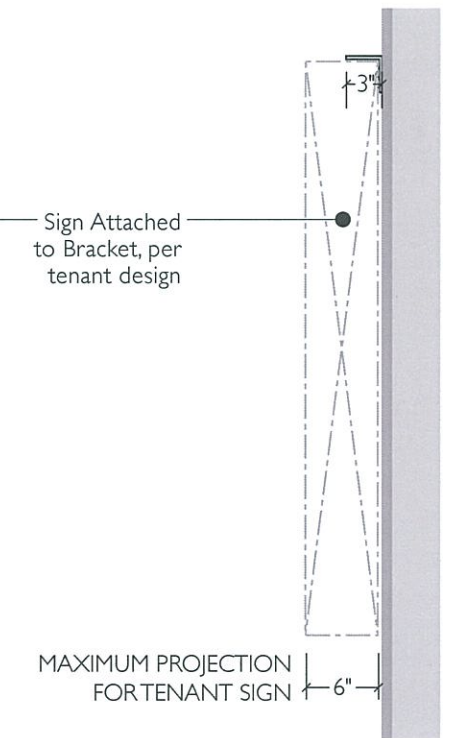
EXAMPLES OF CREATIVE APPROACH TO SIGNAGE



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



ALTERNATE SIZE
(Buildings F, G, H)



SIDEVIEW

DESIGN CRITERIA

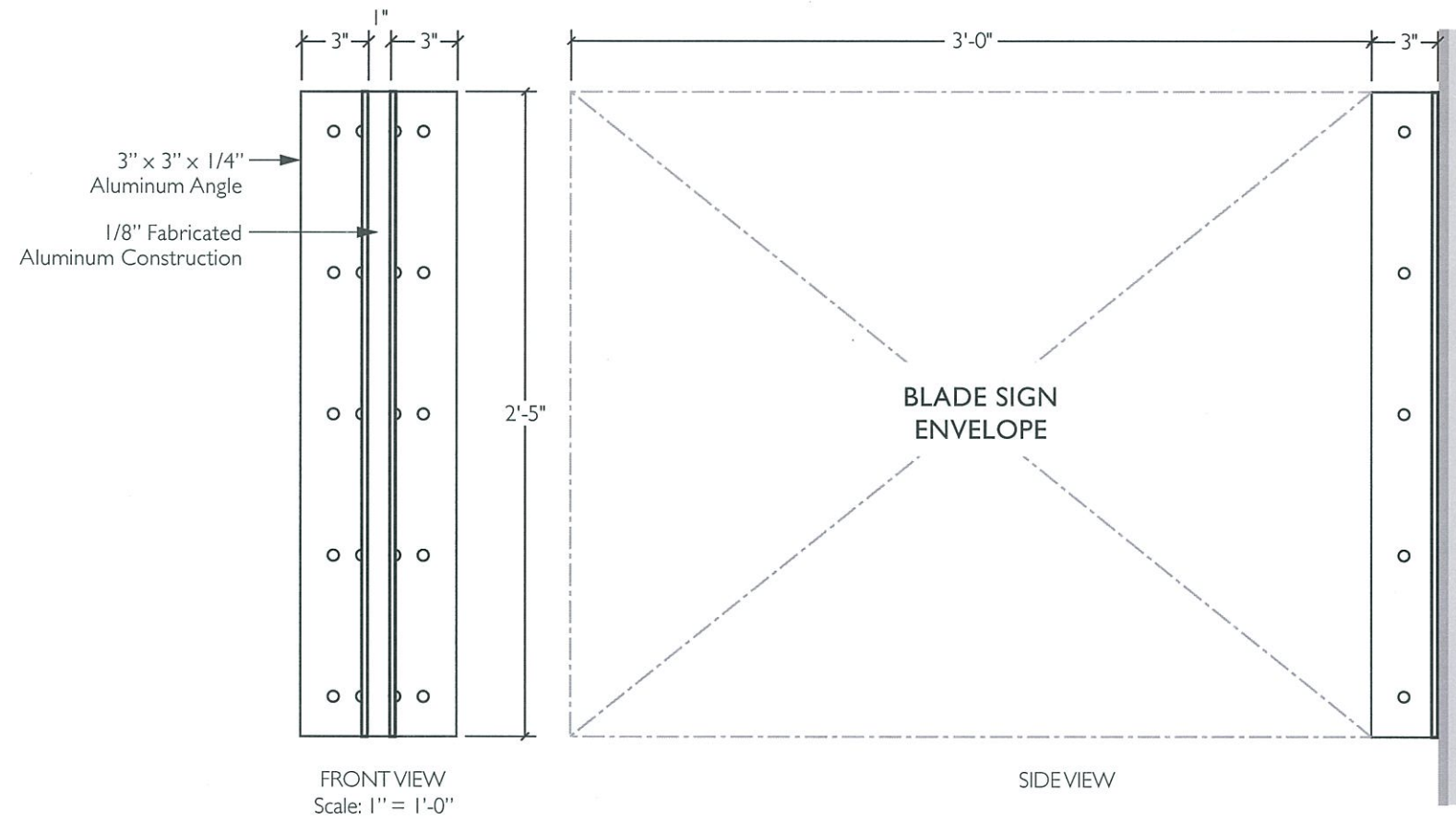
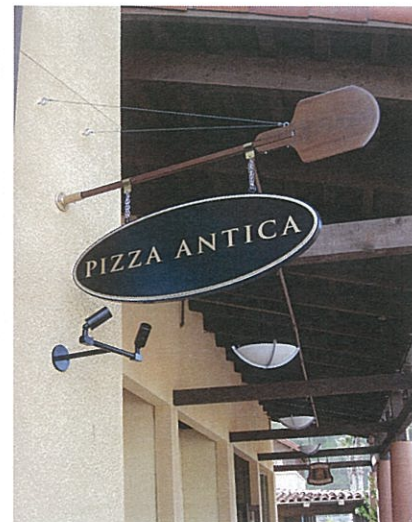
Each tenant may have a Tenant Blade Sign at for each customer entry to their space. Tenant blade sign brackets will be provided by the owner. Tenant blade signs must match the specification included here.

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

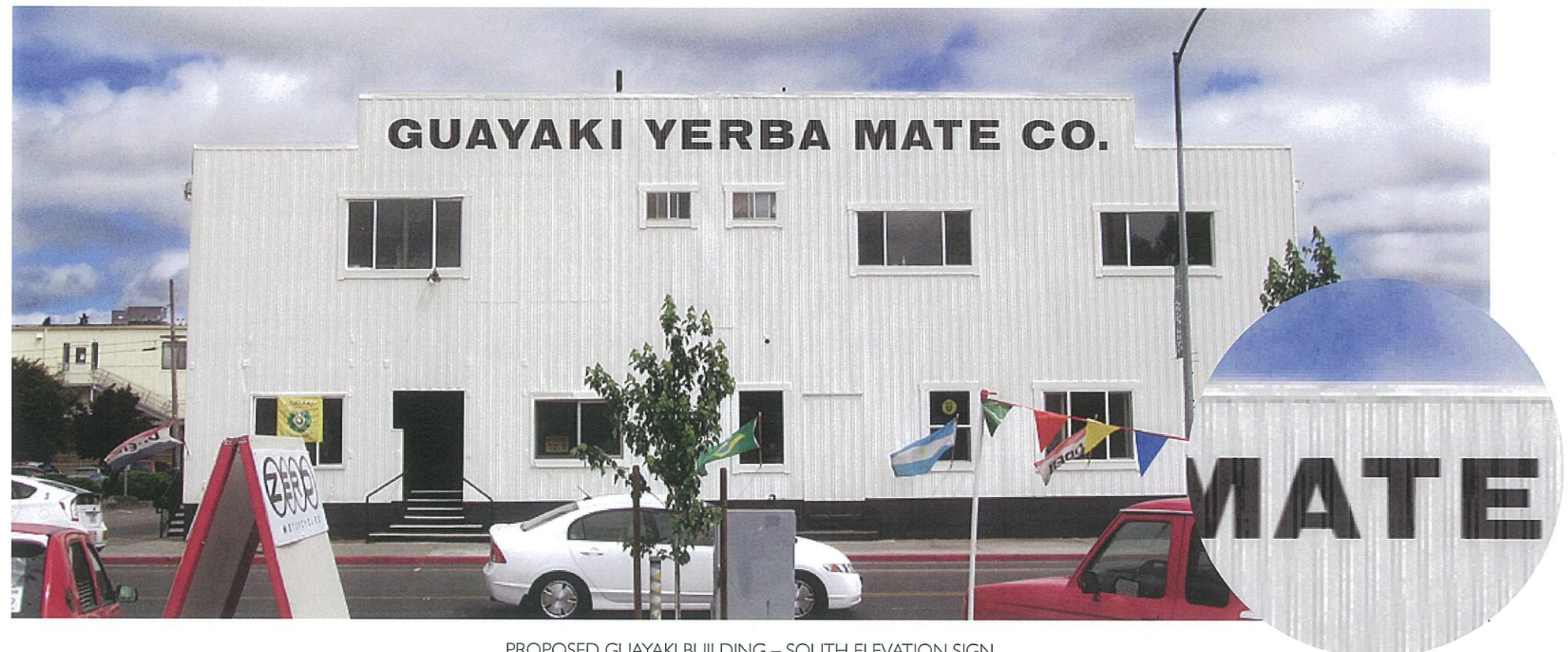
Each Major tenant will be allowed a Tenant Blade sign at each customer entrance. Refer to page T4.0



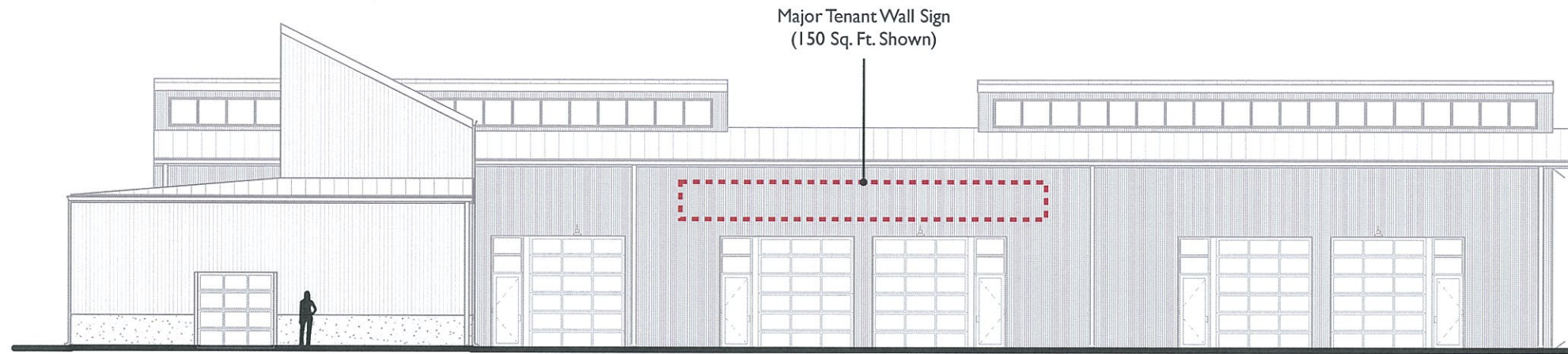
EXAMPLE OF TENANT MONUMENT SIGN



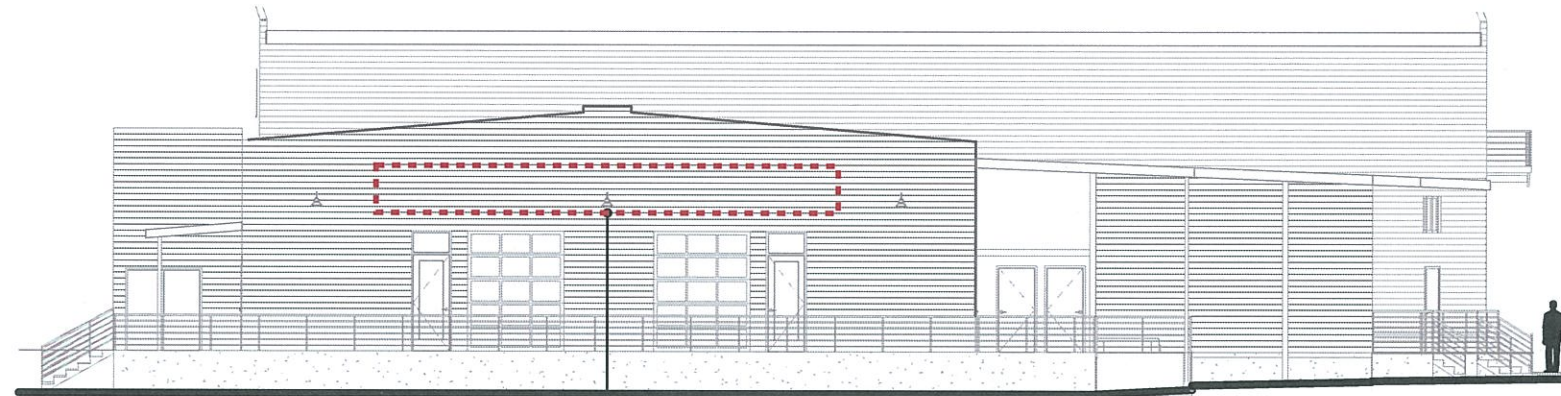
EXAMPLE OF TENANT BLADE SIGN



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

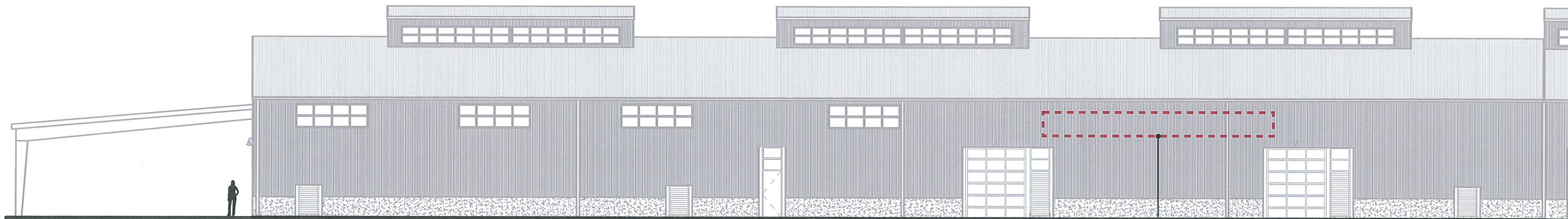


BUILDING A NORTH FRONT ELEVATION
Scale: 1/16" = 1'-0"



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

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



BUILDING B1 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

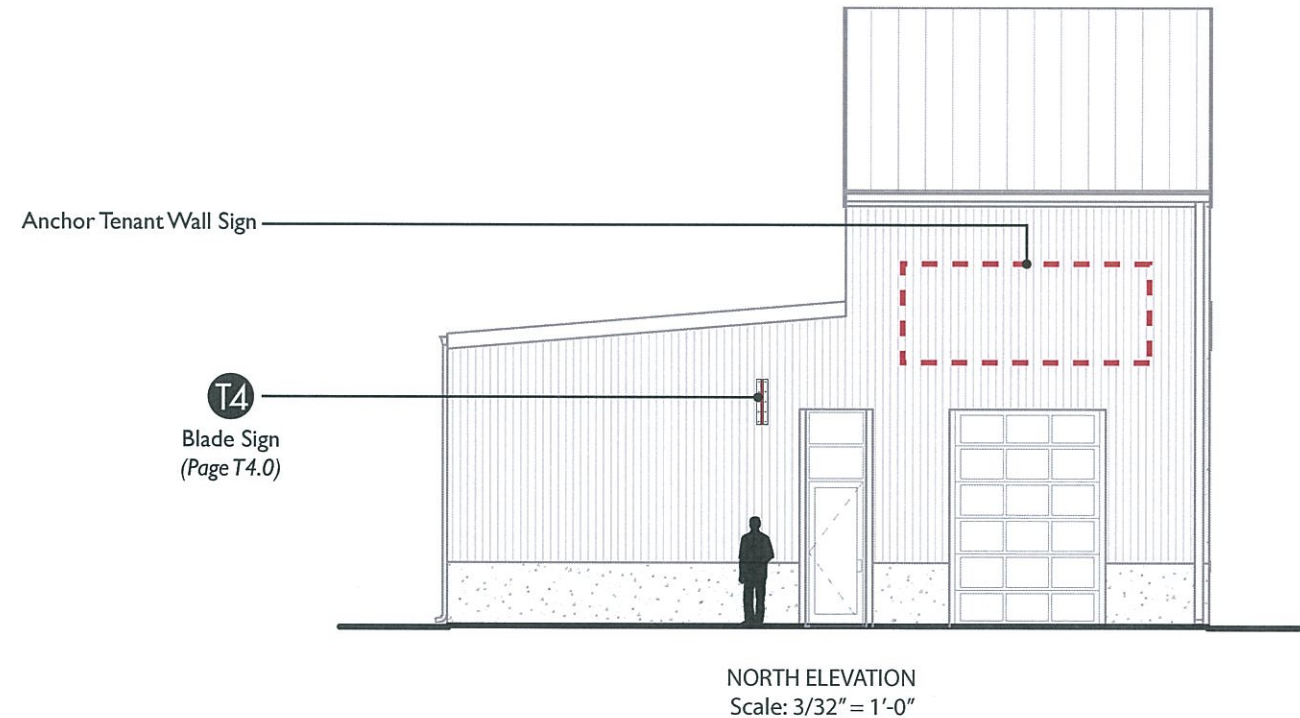
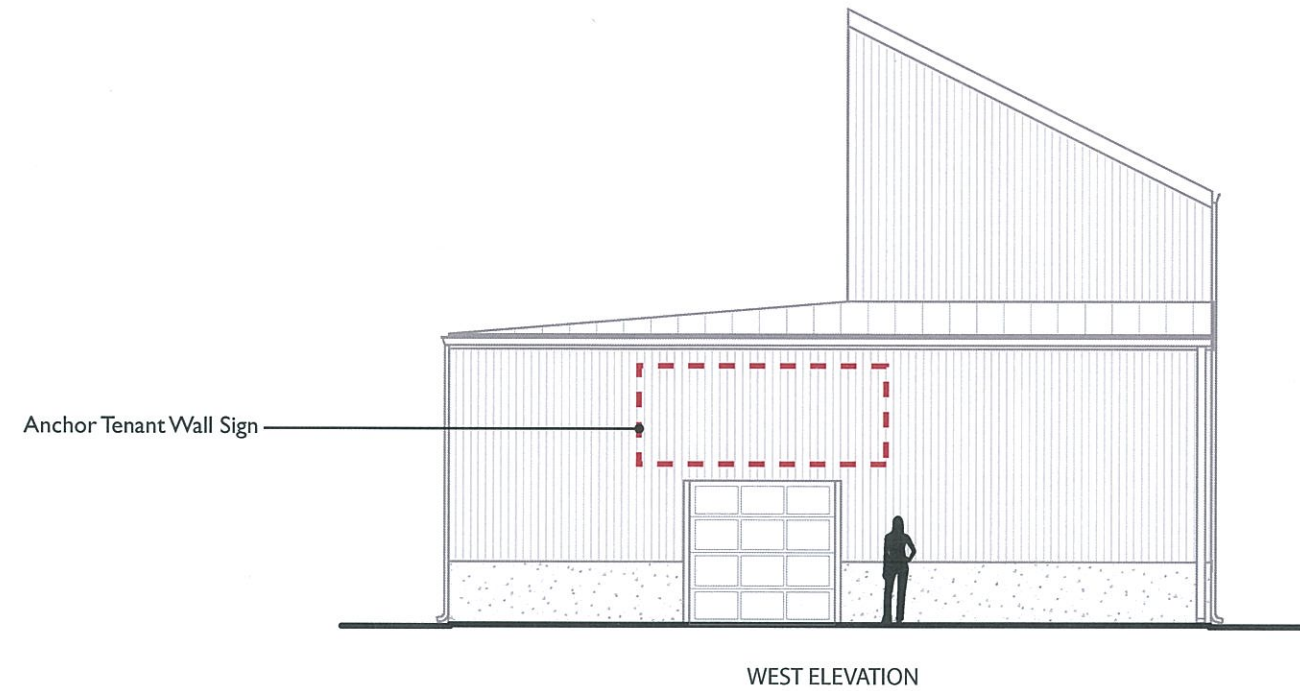
Signs may not include:

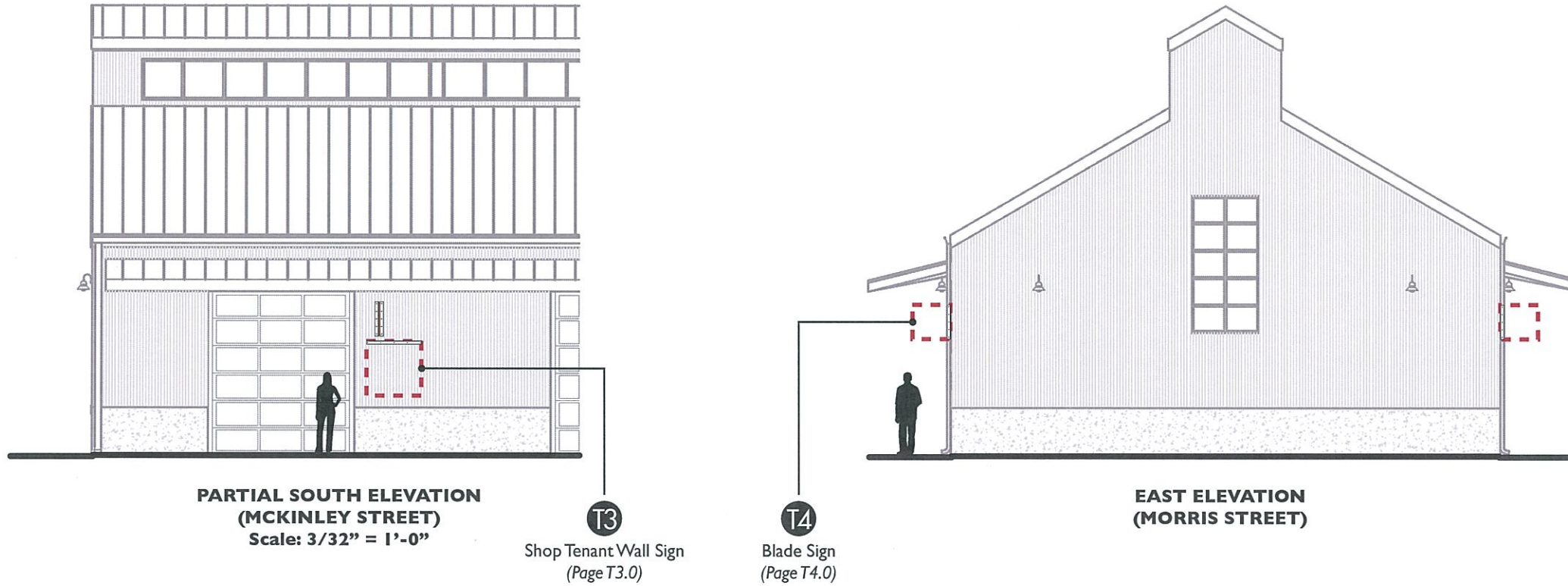
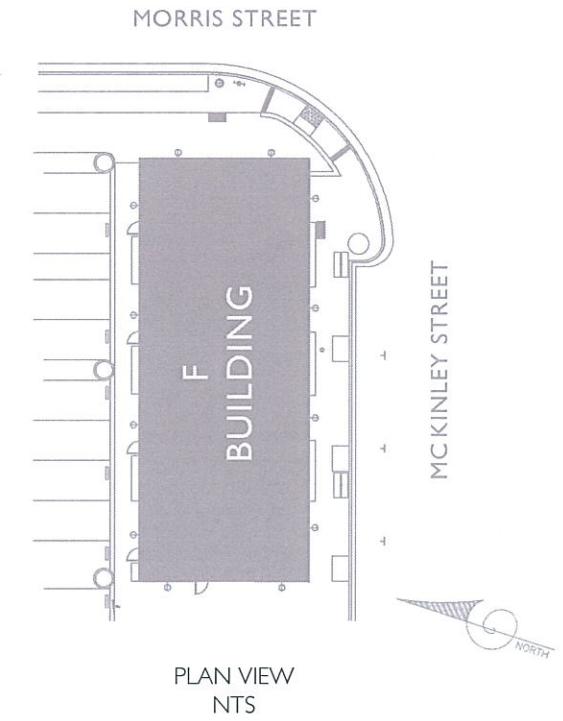
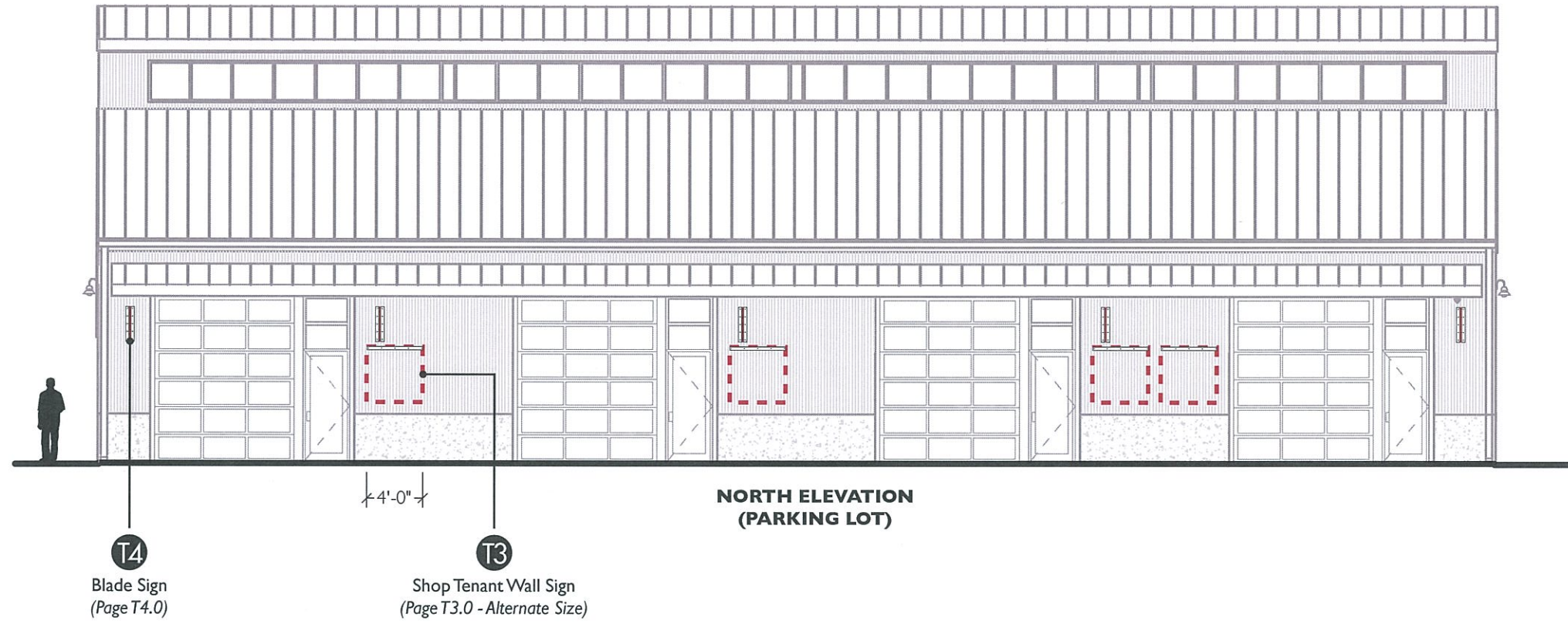
- Unpainted plastic
- Digitally printed vinyl graphics (unless used as a single creative element of a design with the express written permission of the Owner)
- External Illumination (unless approved by the Owner)
- Internal Illumination

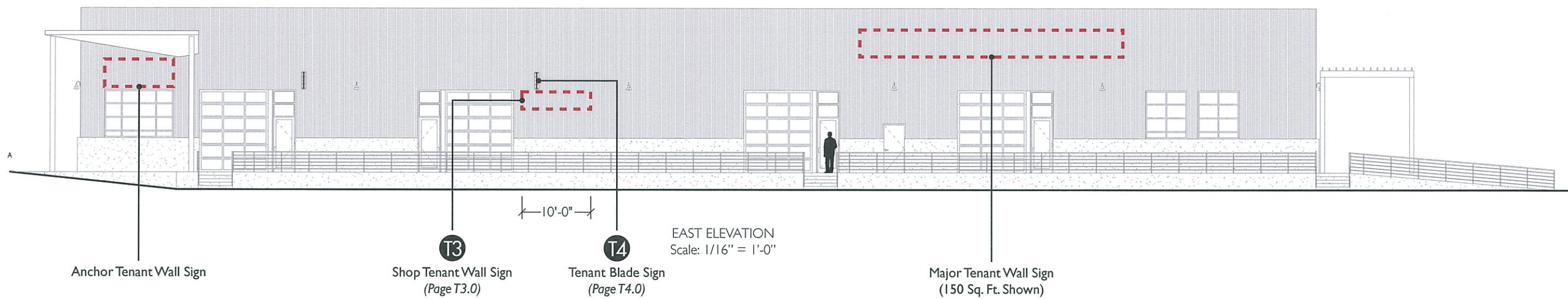
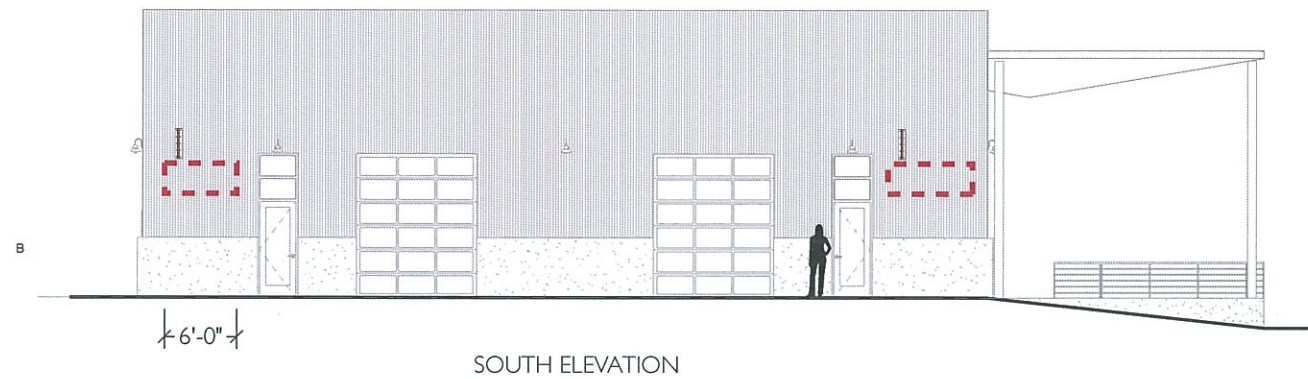
Each Anchor tenant will be allowed a Tenant Blade sign at each customer entrance.



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.

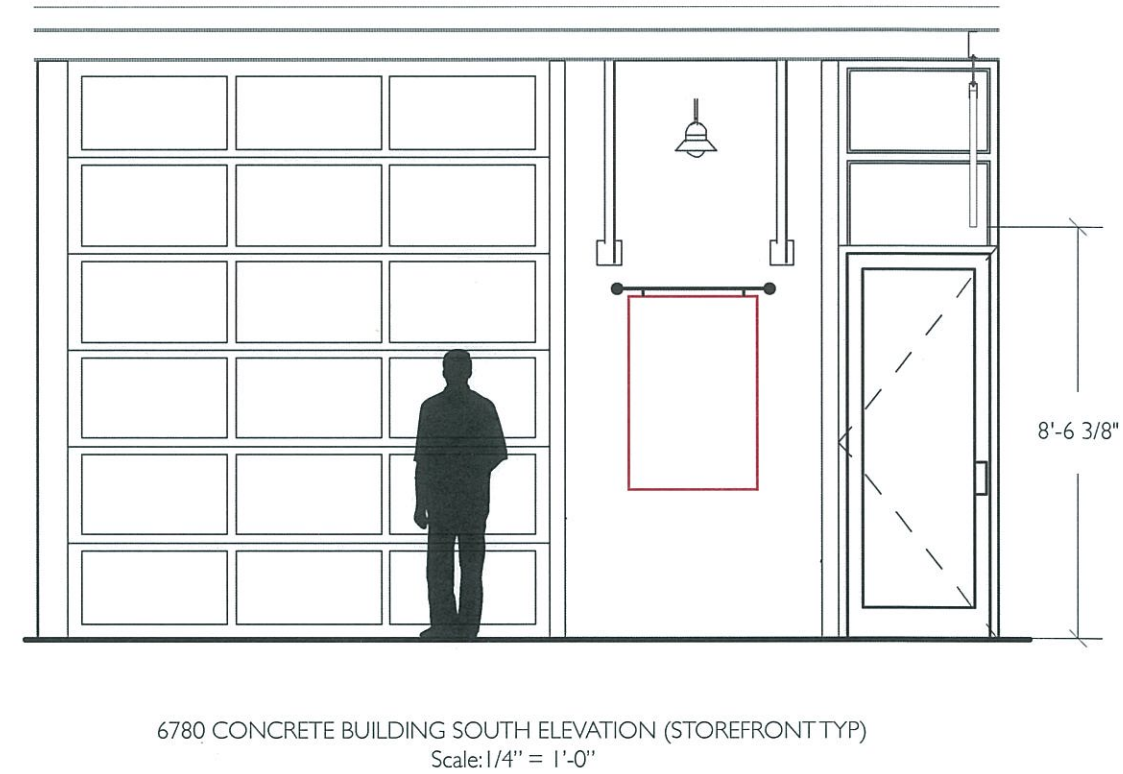
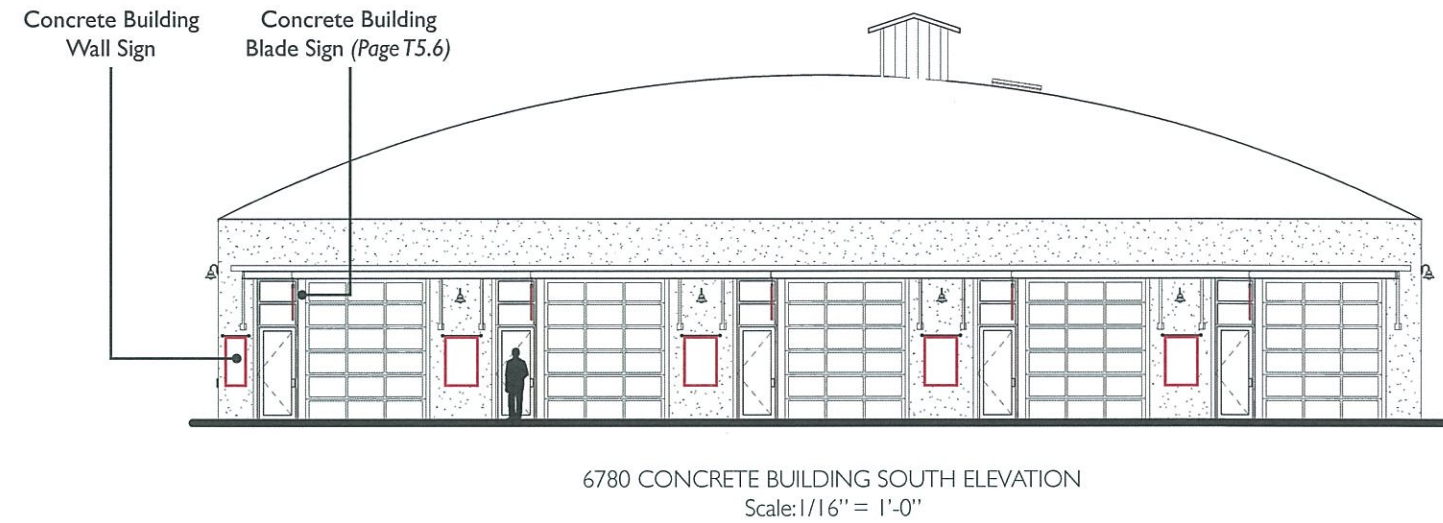
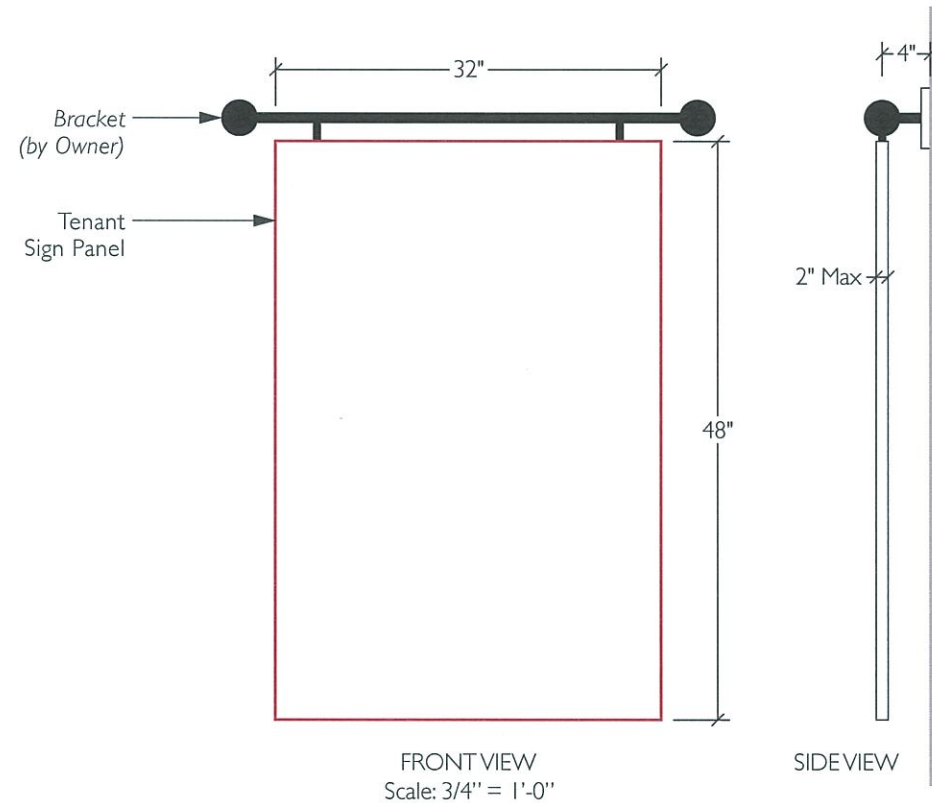
The Concrete Building Wall Sign will be 2'-8" wide by 4'-0" tall and 2" thick maximum. Sign will be fabricated aluminum or similar and weigh less than 25 pounds. The sign will be a panel with frame or border designed to client's specifications. Creative graphic design and bold clear copy are encouraged. 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



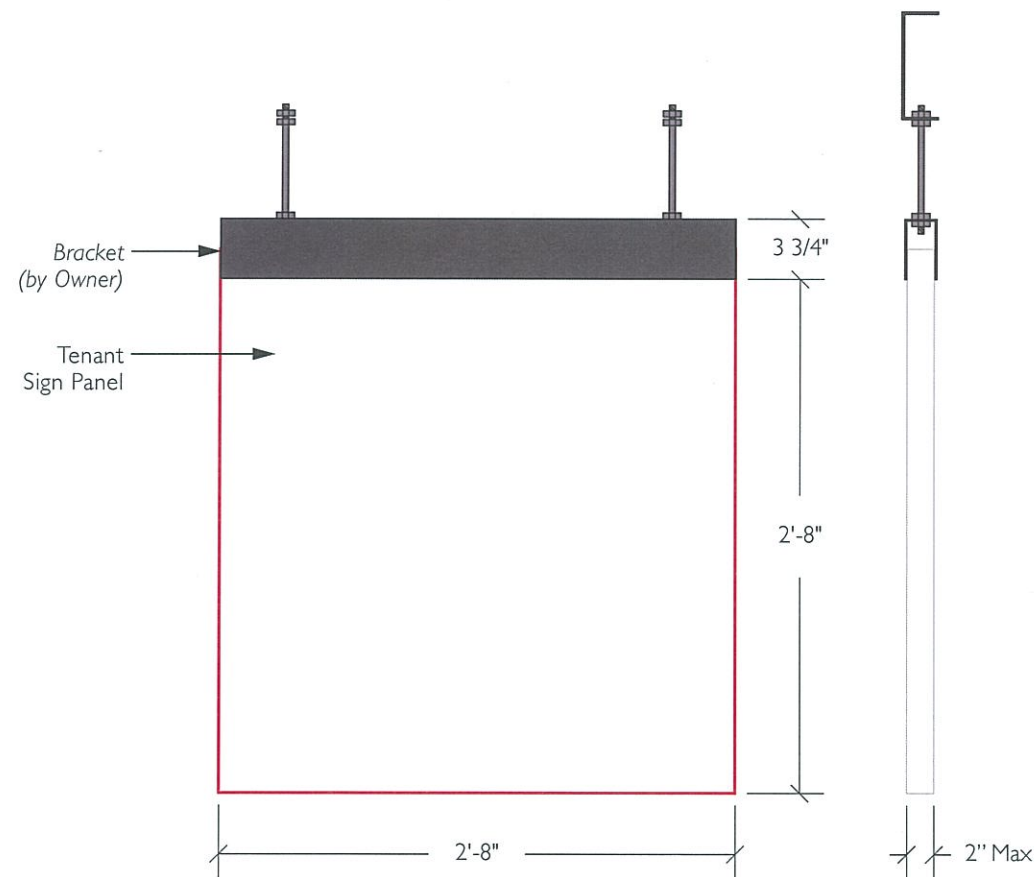
Concrete Building Blade Sign

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"

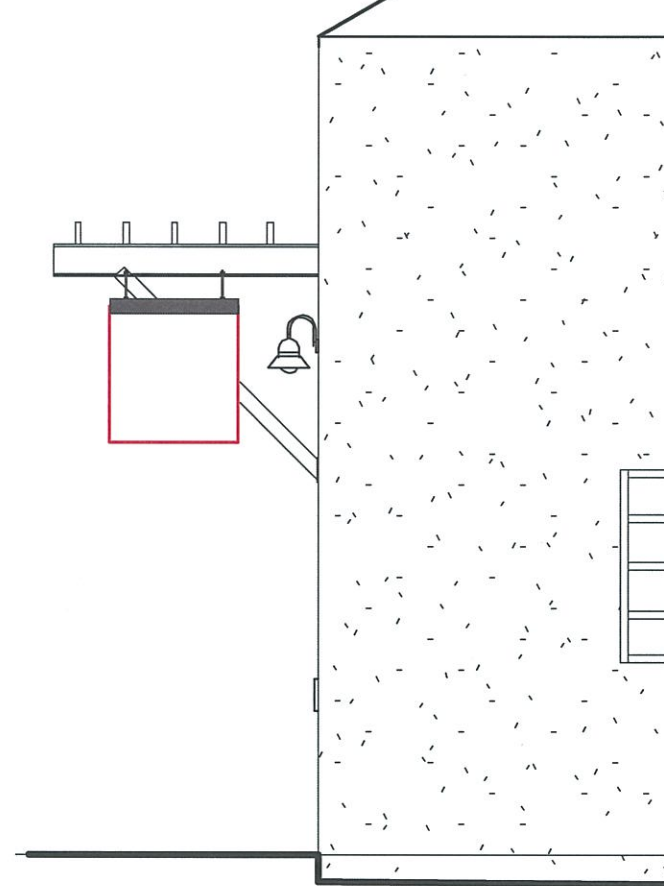
SIDE VIEW
Scale: 3/4" = 1'-0"

Concrete Building
Wall Sign (Page T5.5)

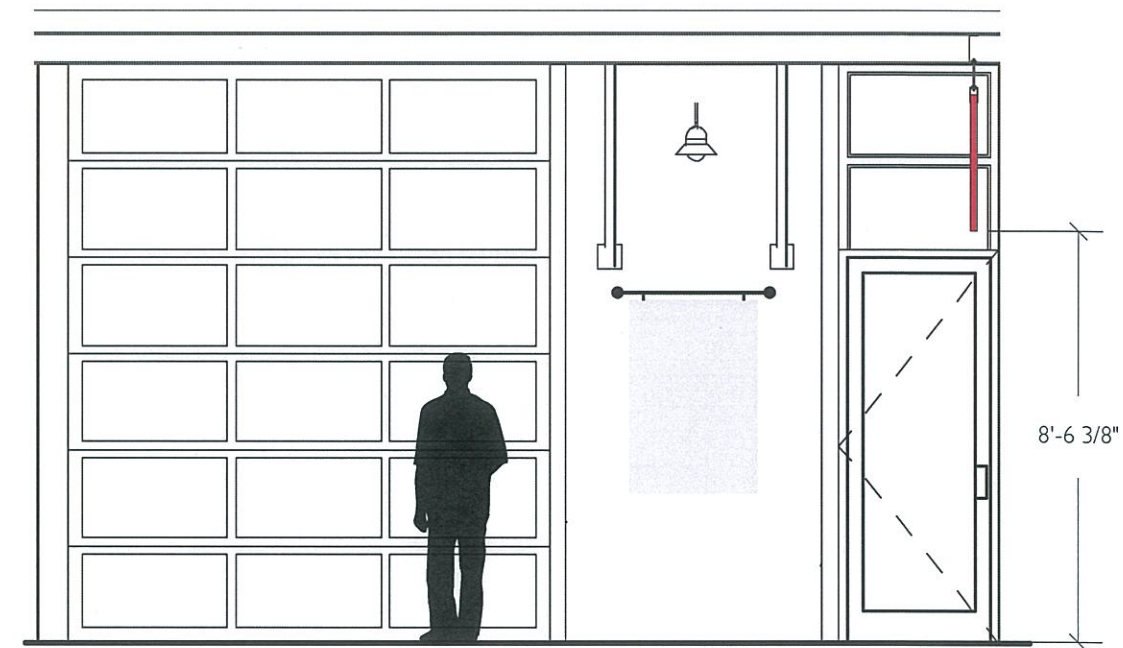
Concrete Building
Blade Sign



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



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



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

THEATER BUILDING BLADE SIGN

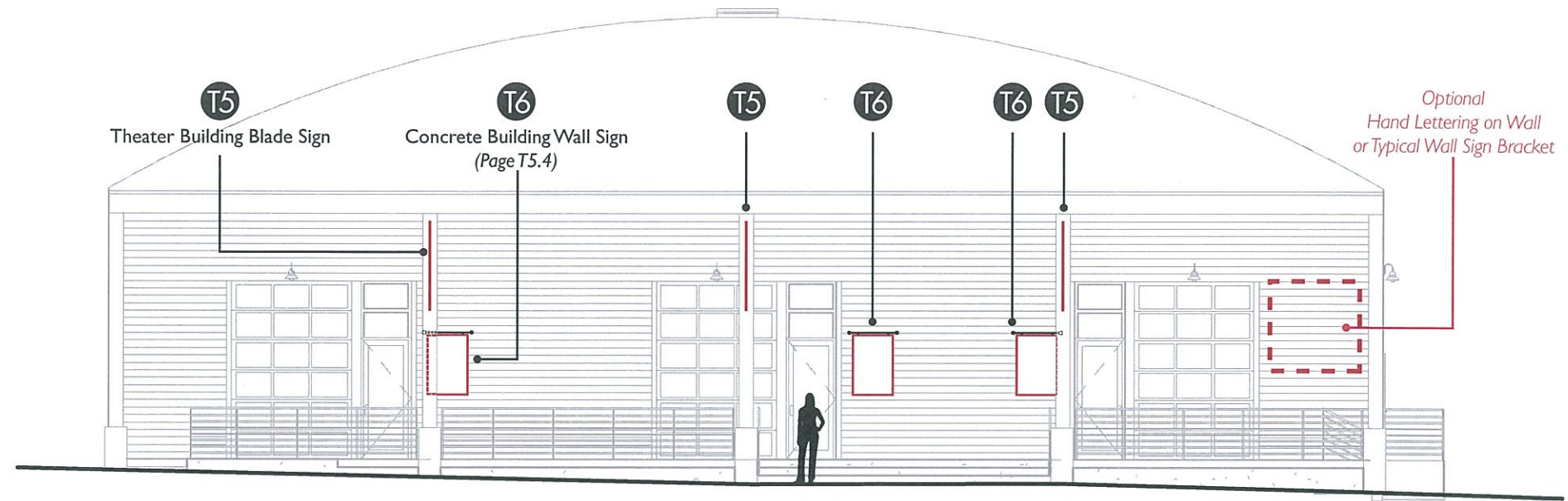
Tenant may design and install a blade sign for attachment to Columns as indicated in the elevation on this page.. Tenant must use at least 50% of the sign envelope area. Tenant may use as much of the sign envelope as desired. Signs may project up to 30" from the face of a column. Maximum sign size to 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:

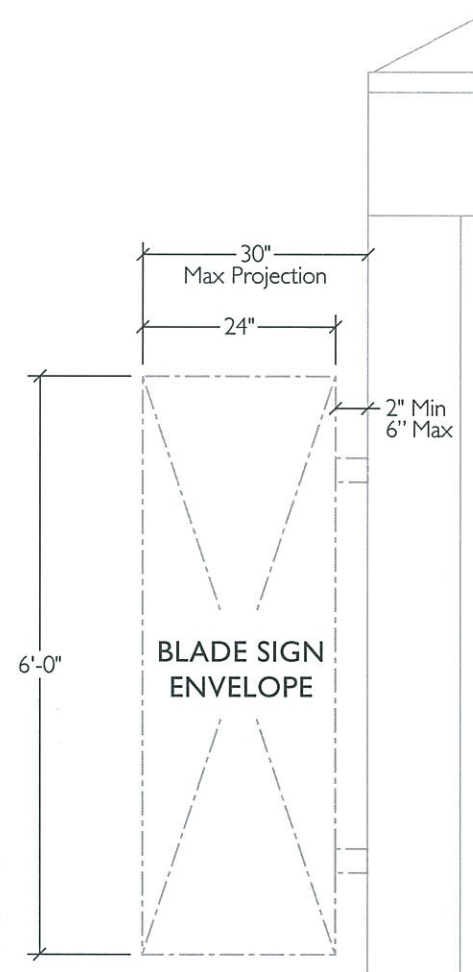
- Painted panels with screen printed, painted, plotter cut die-cast vinyl, individual cut-out or carved letters
- Wood or metal panels with screenprinted, painted, plotter cut die-cast vinyl, individual cut-out or carved letters

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



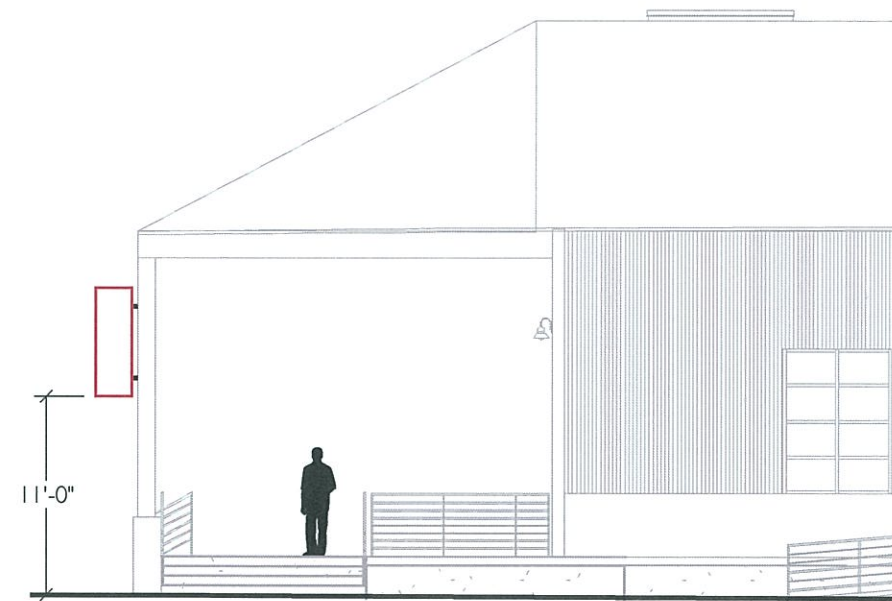
6790 THEATER BUILDING SOUTH ELEVATION
Scale: 3/32" = 1'-0"



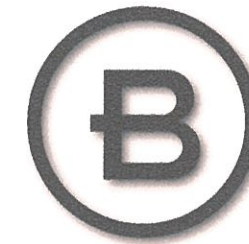
Attachment to column to be engineered and approved by Owner and City of Sebastopol

T5

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



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



THE BARLOW
MARKET DISTRICT

SEBASTOPOL • CA

MASTER SIGN PROGRAM

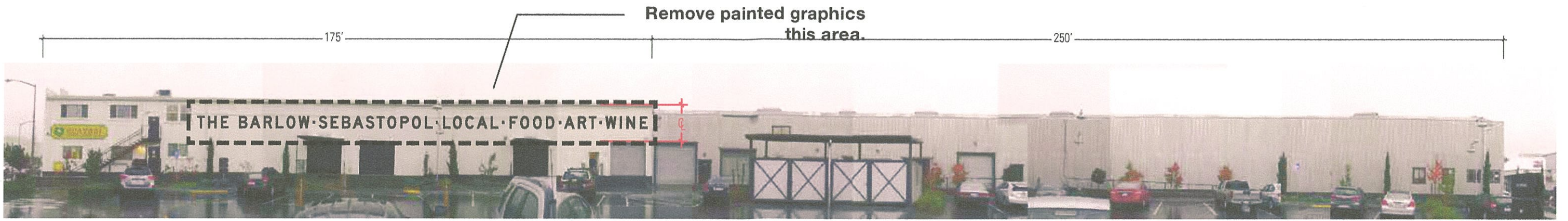
AMMENDMENT

DESIGN REVIEW

JULY 28, 2017

ROSS+LUTHIN CREATIVE





EUa
1

EAST ELEVATION
NTS

131'-6"

THE BARLOW-SEBASTOPOL-LOCAL-FOOD-ART-WINE

EUa
1

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



EUa
2

WEST ELEVATION
NTS

Remove painted graphics
this area.

33'-6"

THE BARLOW

3'-8" TYP

EUa
2

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

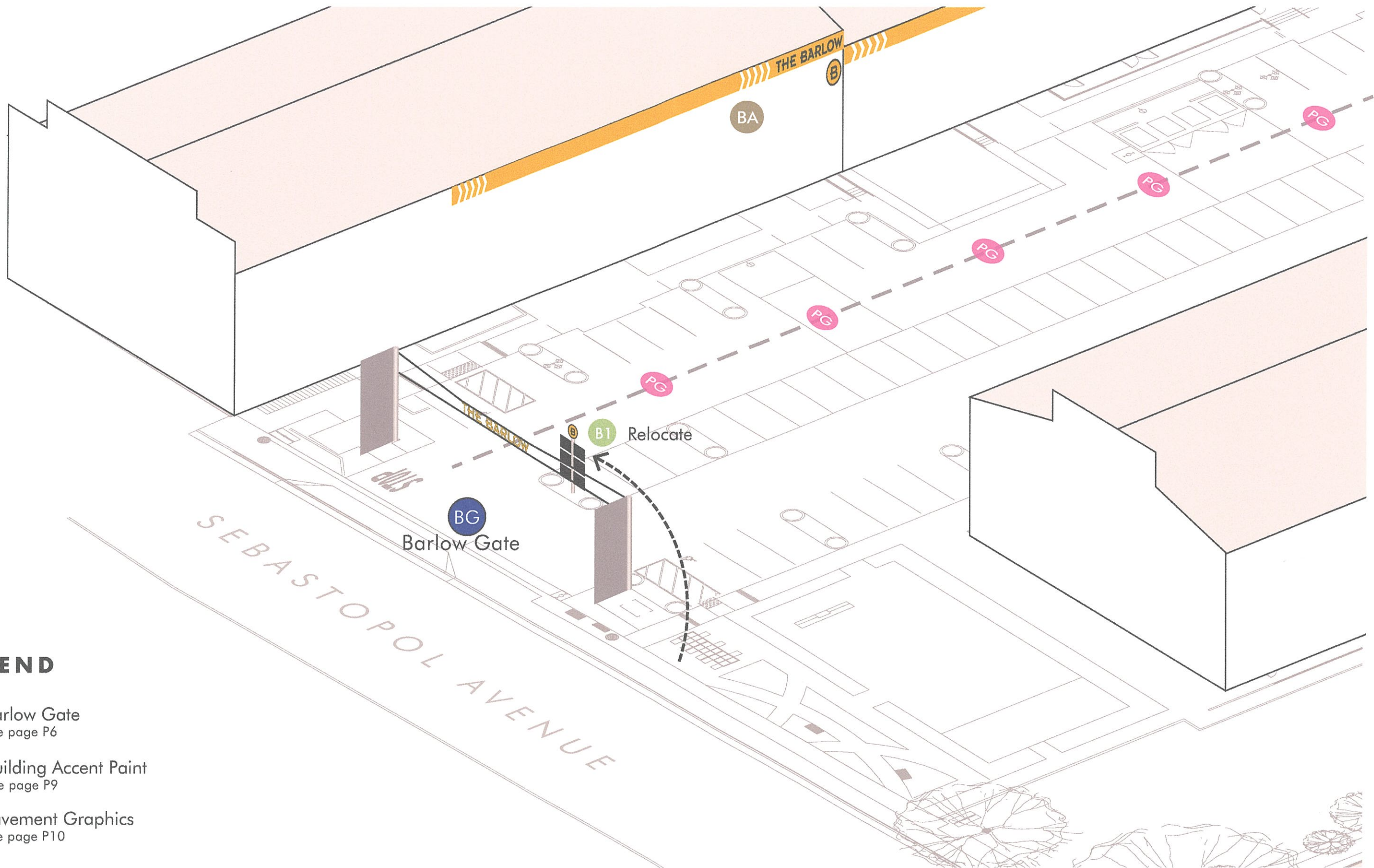


New split rail fence.

Tenant sign shown as example only.

Existing 12" tall letters.

New 5" tall letters.

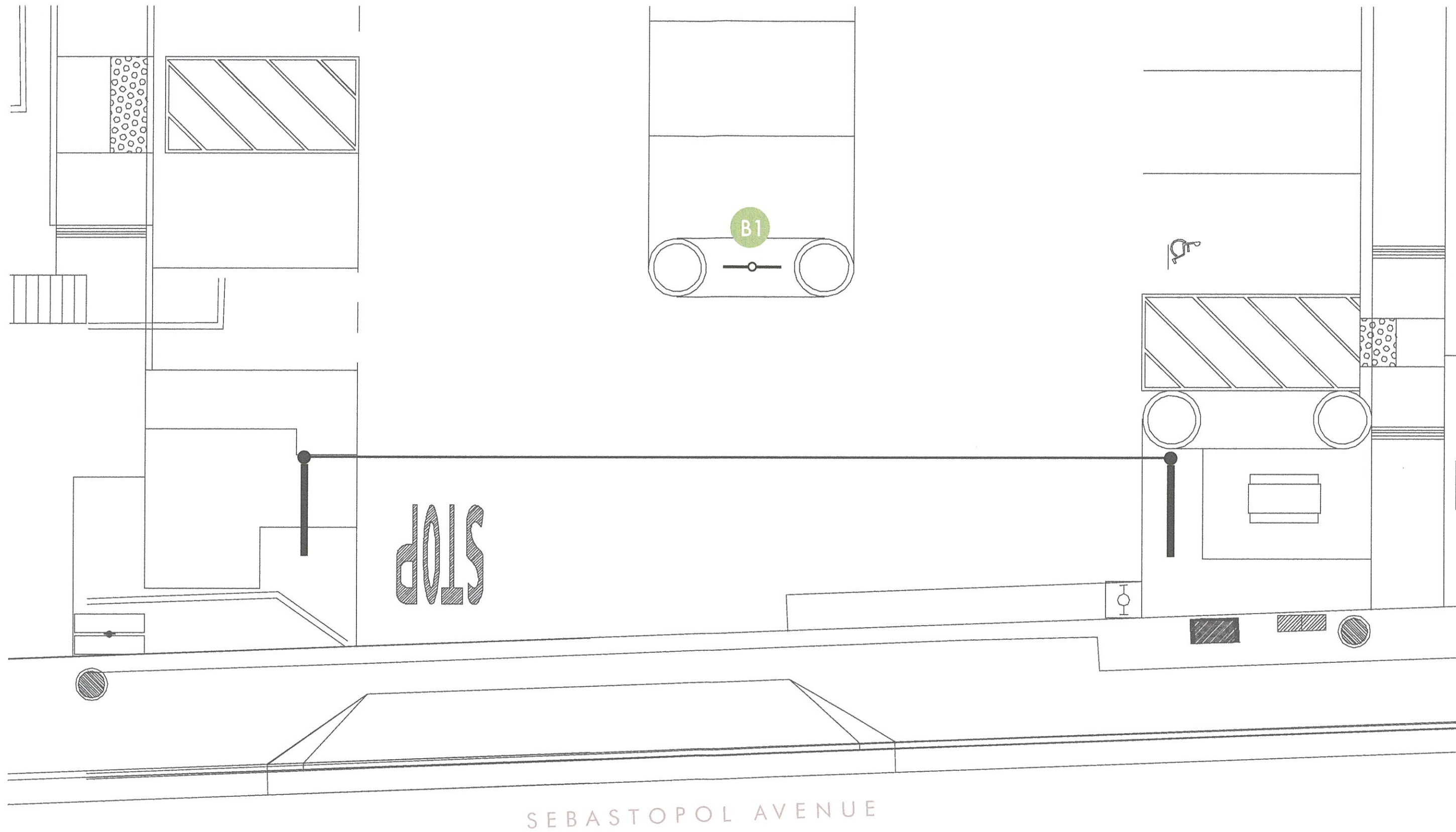


LEGEND

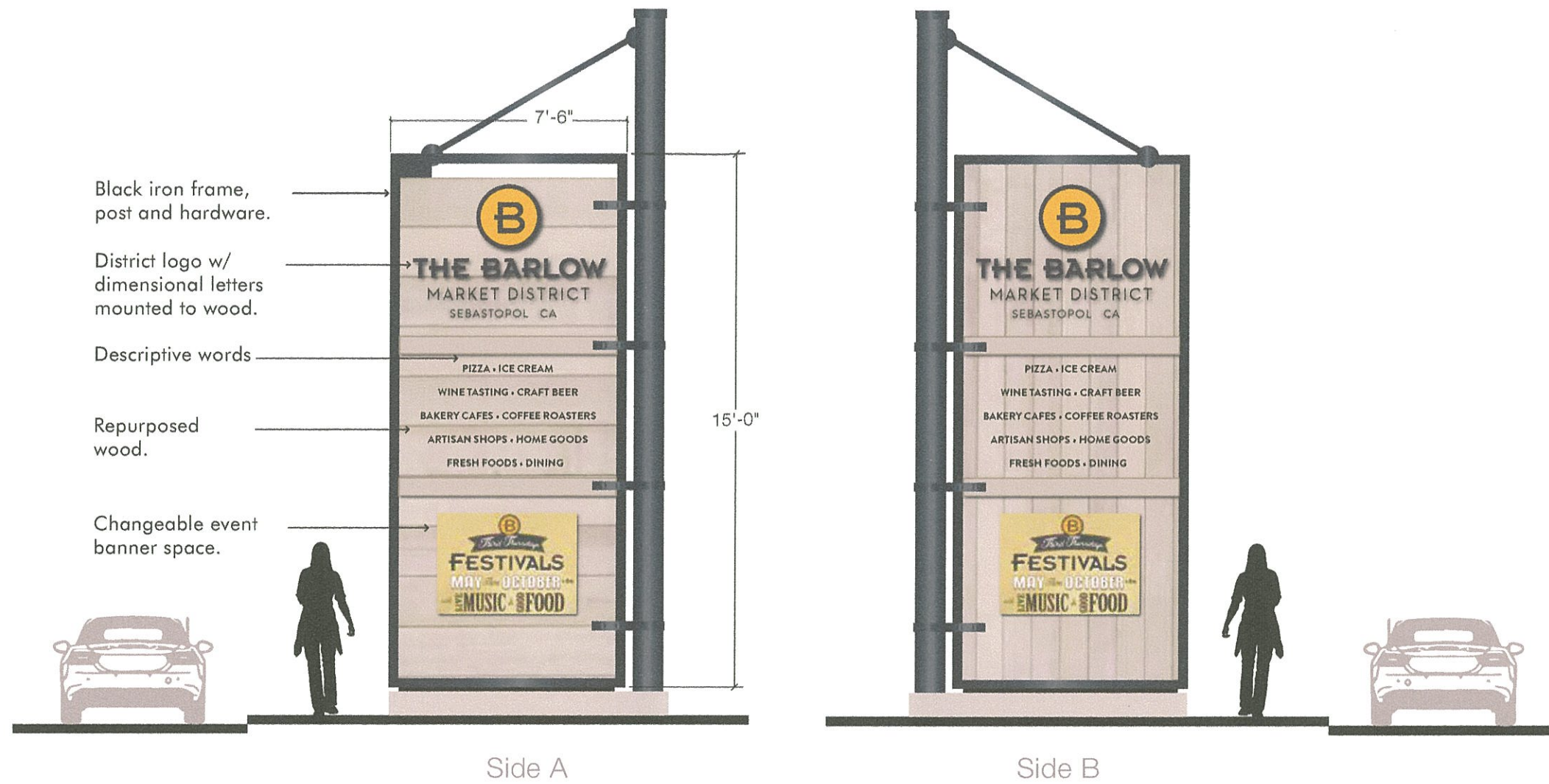
BG Barlow Gate
See page P6

BA Building Accent Paint
See page P9

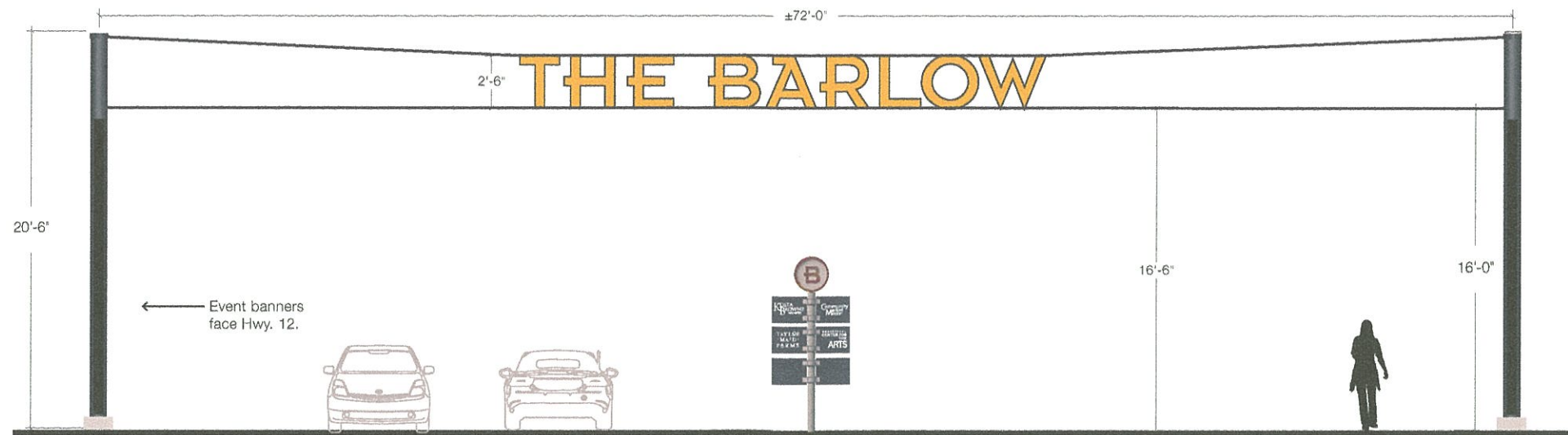
PG Pavement Graphics
See page P10



1/8"=1'-0"



Details
1/4" = 1'-0"



Elevation
1/8" = 1'-0"

Elevation
1/8" = 1'-0"



THE BARLOW

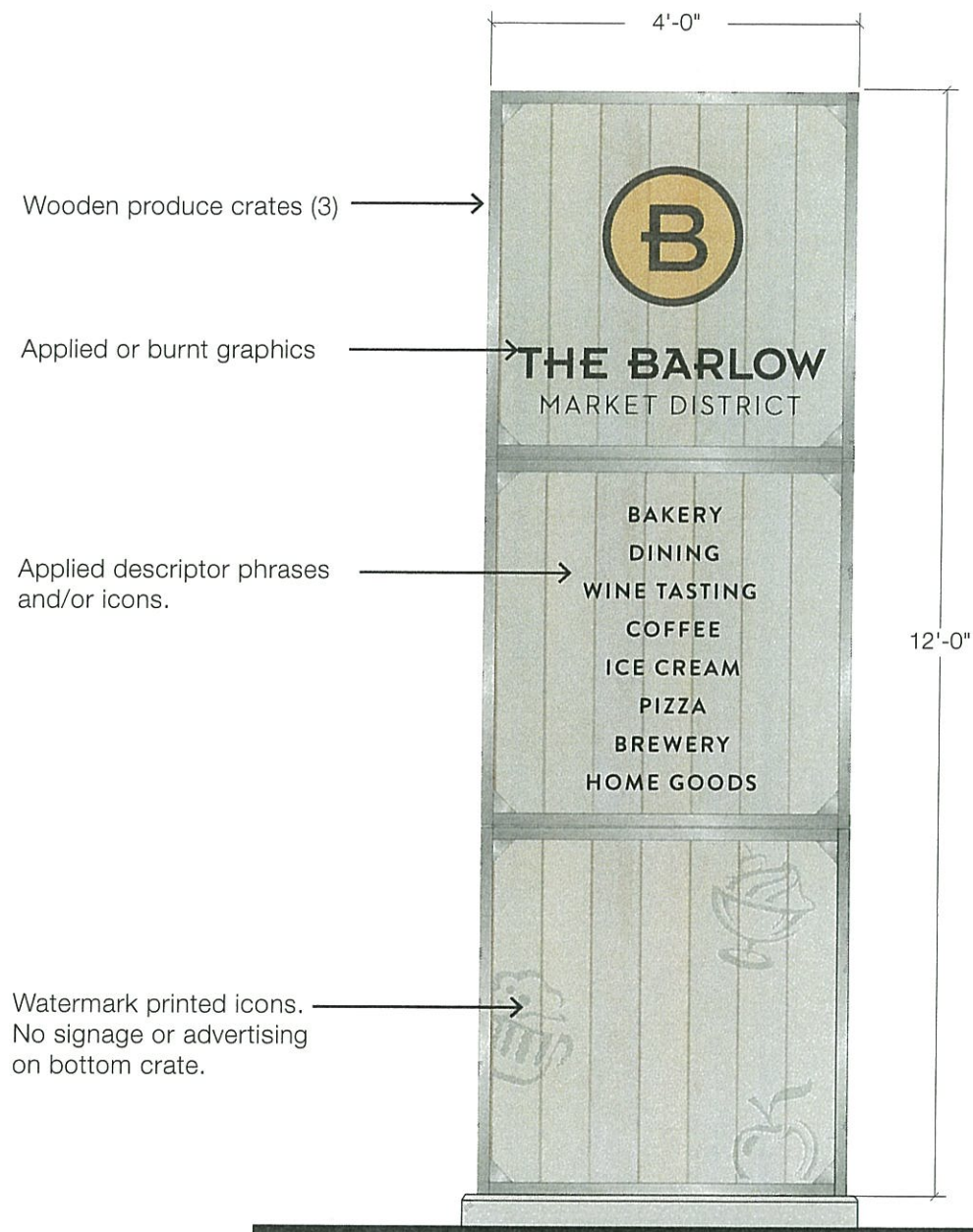
ROSS+LUTHINCREATIVE

Barlow Gate



Photo Rendering
Master Sign Program / July 28, 2017

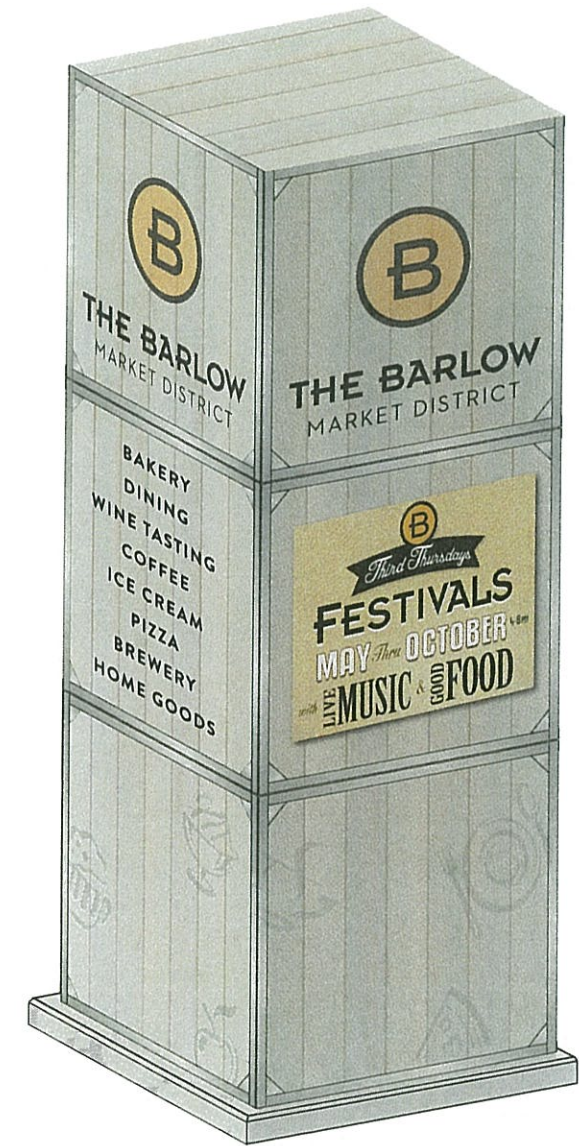
P6.3



Side A & C



Side B



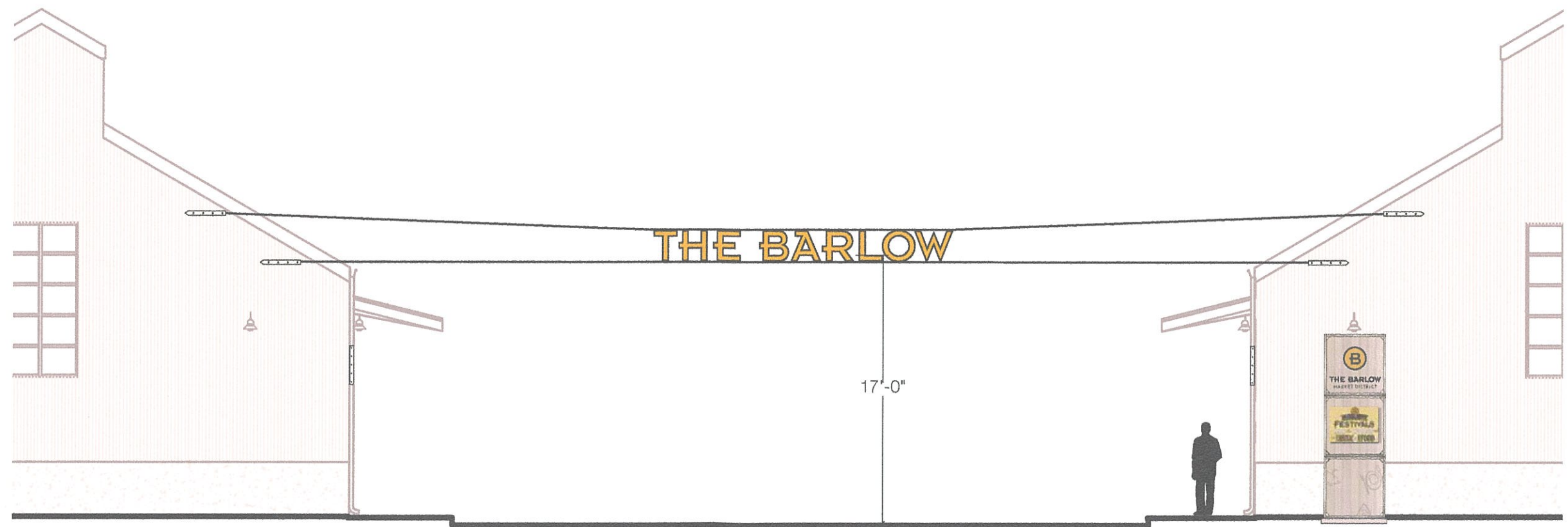
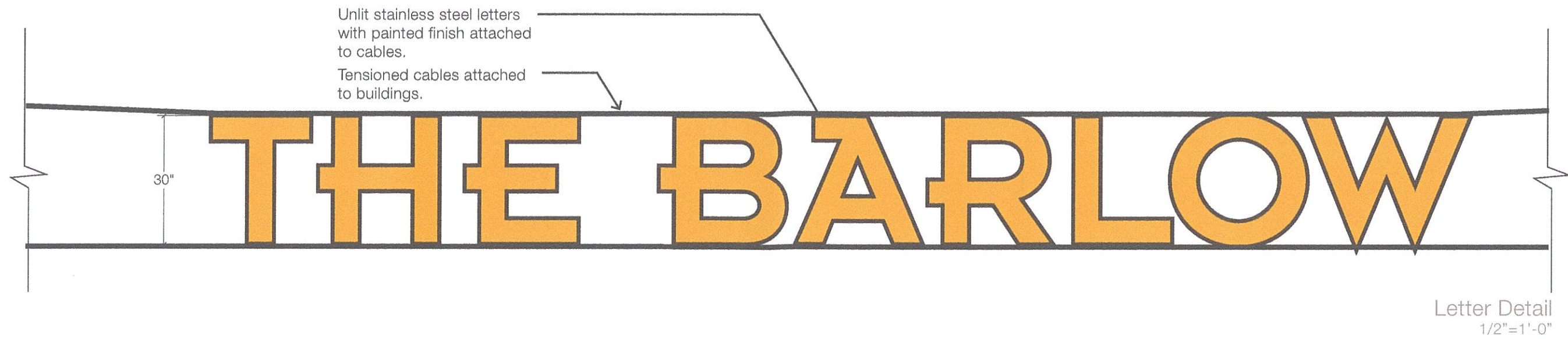
3D Model

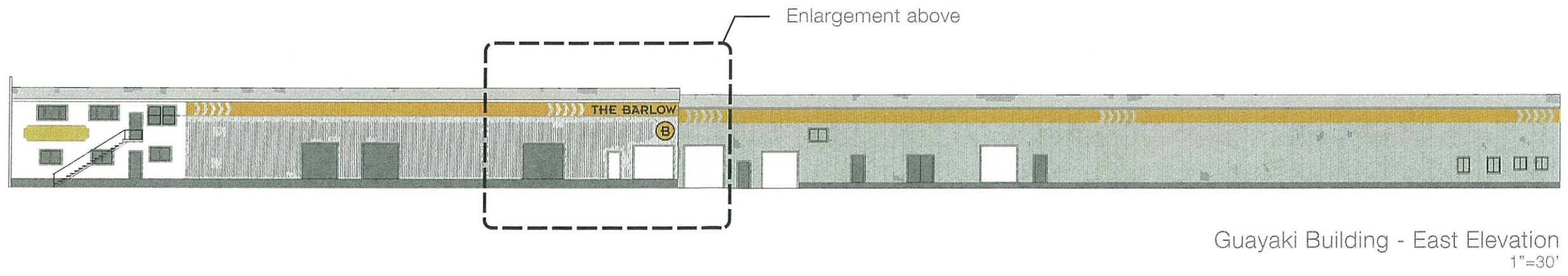
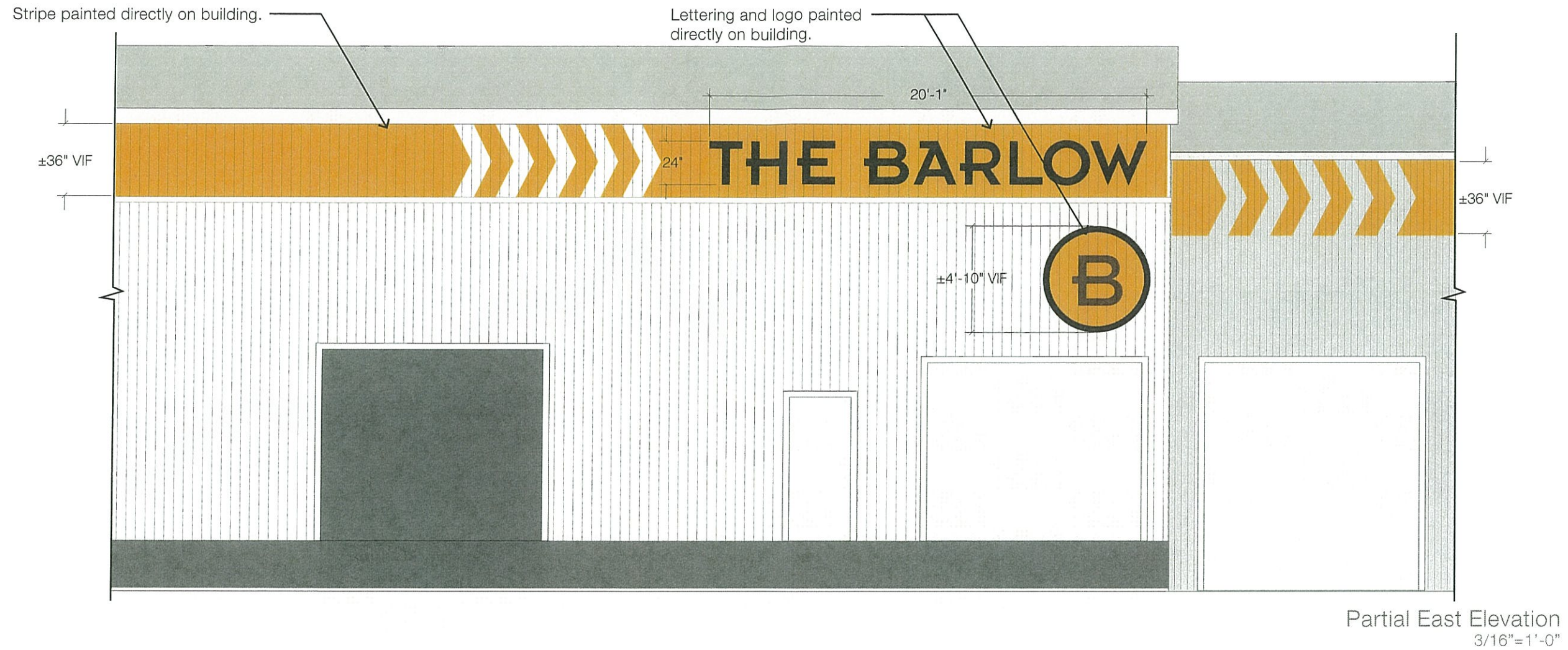


Spanning feature

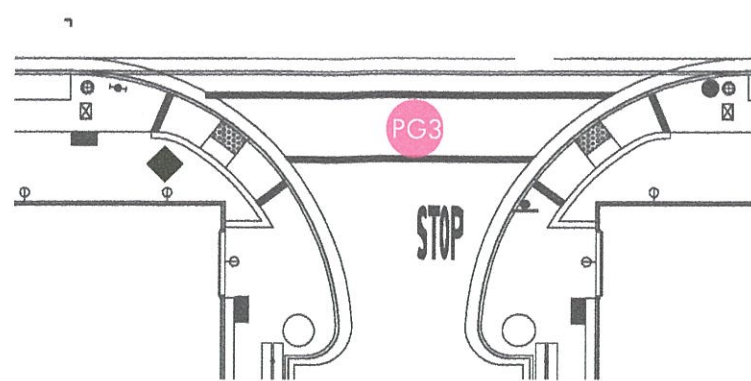
Stacked produce crates with branded graphics, tenant names, icons etc.

Pavement graphics

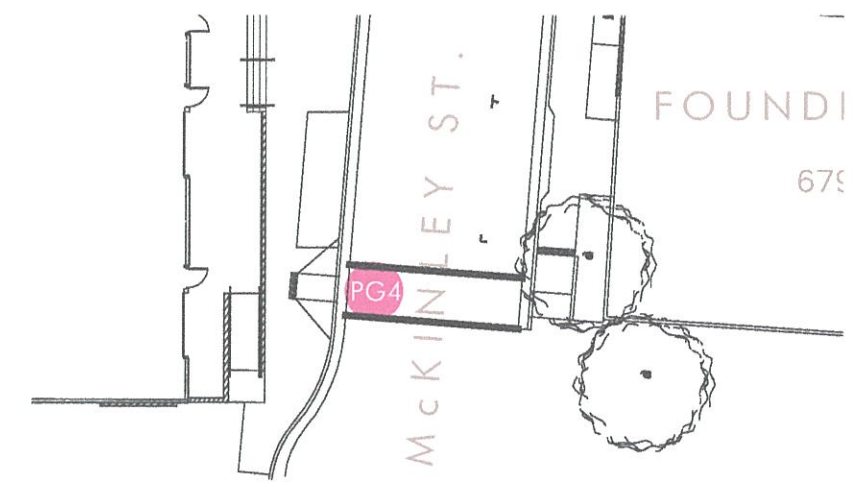




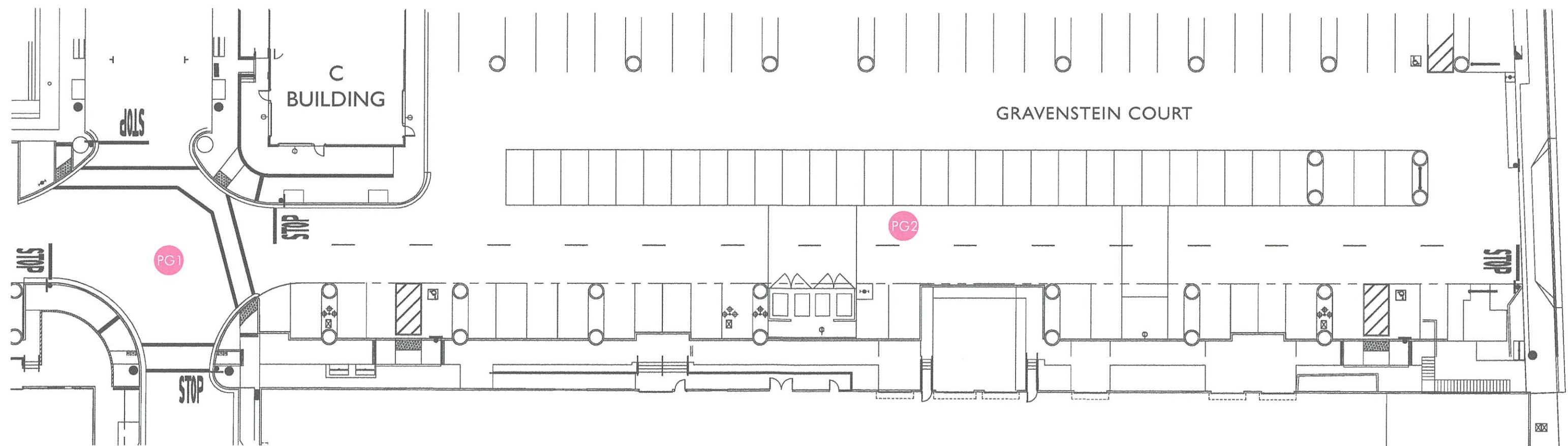
MORRIS STREET



Morris/McKinley
1"=30'



West End of McKinley
1"=30'



Gravenstein Court
1"=30'



THE BARLOW

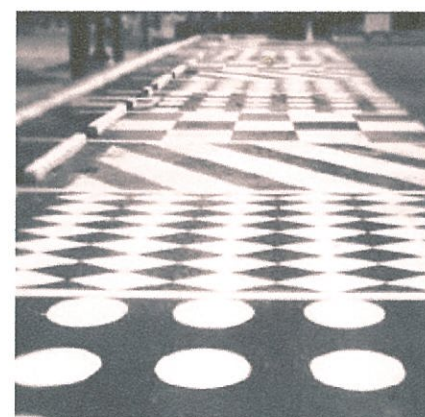
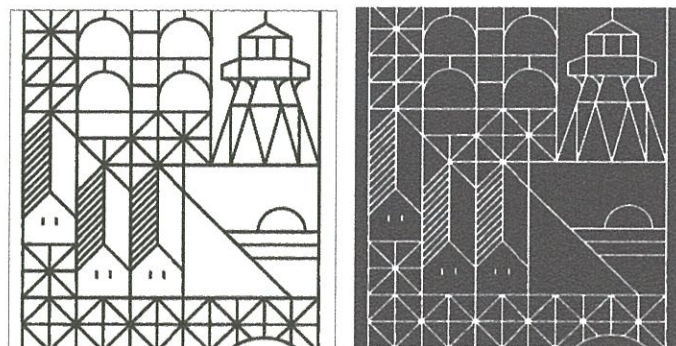
ROSS+LUTHINCREATIVE

Pavement Graphics 

Overview
Master Sign Program / July 28, 2017

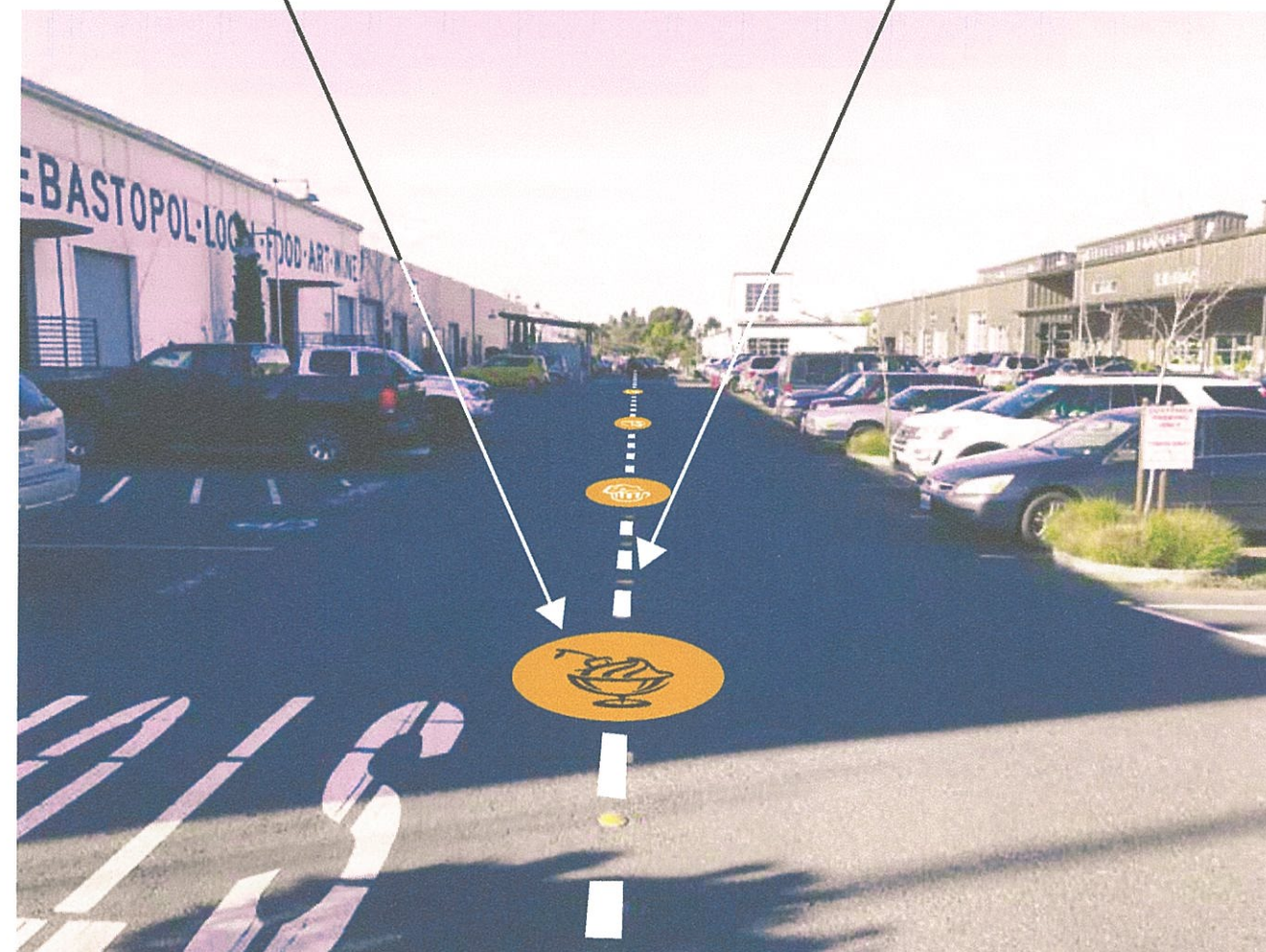
P10.0

Image Examples. Final Artwork TBD



Dotted line defines as a street

Descriptive icons entice visitors



Decorative at McKinley intersection
Branded at McKinley/Morris