

[City Council](#)  
Mayor Patrick Slayter  
Vice Mayor Neysa Hinton  
Michael Carnacchi  
Sarah Glade Gurney  
Una Glass



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

## City of Sebastopol Planning Department

Date: March 7, 2018  
Agenda Item: 8A  
To: Design Review Board  
From: Dana Morrison, Assistant Planner  
Subject: Barlow Sign Program Minor Amendments  
Recommendation: Approval with Conditions  
Applicant/Owner: Michael Burch / Scott AG / The Barlow  
File Number: 2018-19  
Address: The Barlow  
CEQA Status: Categorical Exemption: Section 15311: Class 11  
General Plan: Industrial  
Zoning: M: Industrial

### **Introduction:**

This is a Minor Design Review application with an Amendment seeking to make a minor amendment to the recently updated and approved Barlow Master Sign Program. This application follows a series of Board meetings from 2012 to 2014, which resulted in the approval of a Master Sign Program for The Barlow, and a number of subsequent amendments in 2015 and 2017. The Board reviewed a preliminary application regarding the proposed changes to The Barlow Master Sign Program in June, 2017, during which the Board made comments and suggestions. In August, 2017 the Board approved the proposed Amendments. Further minor changes were approved on December 6, 2017. This amendment is seeking to permit external illumination of The Barlow entry gateway banners located along Sebastopol Avenue.

### **Project Description:**

The project involves the installation of external illumination, using Ellipitar S172 light fixtures, for the Barlow Gateway. The proposal still involves installing a welcoming 'Barlow Gateway' (BG) element at the Sebastopol Avenue entry. No changes are proposed to be made to the size of the gateway signs, artwork, lettering and layout. The application is only seeking to add 8 LED Ellipitar light fixtures. Two would be located in front of each side of the banners, illuminating upwards; for a total of 8 externally illuminated light fixtures. According to the applicant, these are very high end wall wash lights, and they will be placed at grade close to the sign to eliminate any light spill. The lights will be placed 2 feet 3 inches from the banners and 1 foot 8 inches from each other.

### **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).

This proposed change to the approved Master Sign Program for The Barlow, to add external illumination solely to the Gateway sign, is in keeping with the approved design and seeks to rectify visibility issues and ensure that The Barlow entry is noticeable at night.

**Public Comment:**

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

**City Departmental Comment:**

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

**Required Findings:**

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

**Analysis:**

The proposed signage change to add external lighting to The Barlow Gateway Banner sign is minor and in keeping the approved sign program; and that the granting of the amendment allows for an overall improvement which will help to increase the main Barlow entry sign’s visibility and inform visitors of The Barlow’s entrance.

**Recommendation:**

If it is the consensus of the Board that the proposed amendment to the Barlow Master Sign Program aid 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 2018-19) approval to amend the Master Sign Program for The Barlow:**

**Findings for Approval:**

1. That the project is categorically exempt from the requirements of CEQA pursuant to Section 15311, Class 11, which exempts the installation of on-premise signs.
2. That the proposed project is consistent with Section 17.310.030.B.2 of the Zoning Ordinance in that the design of the proposal would be compatible with the neighborhood and with the general visual character of Sebastopol; the design provides appropriate transitions and relationships to adjacent properties and the public right of way; it would not impair the desirability of investment or occupation in the neighborhood; the design is in conformity with any guidelines and standards adopted pursuant to this Chapter in that the revisions to the Master Sign Program assist in the enhancement of The Barlow, which is a large and distinct area within Sebastopol. The proposed sign amendment is minor and involves the addition of external illumination to an approved sign.
3. That the granting of the Sign Program Amendment allows for an overall improvement which will help to increase signs visibility and help notify visitors of The Barlow's entrance.

**Conditions of Approval:**

1. Approval is granted for the Design Review submittal described in the application and the plans date-stamped February 15, 2018. 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 February 15, 2018. No other signs regulated by the Sign Ordinance shall be installed or displayed without the prior written approval of the Planning Department.
3. An encroachment permit may be required prior to installation of the signs. Please contact the Engineering Department prior to installation if work will be performed, or materials placed, in the public right-of-way. The phone number for the Engineering Department is 823-2151.
4. A Building Permit is required for the installation of most signs. Please contact the Building Department for Building Permit application information at 823-8597.

**Attachments:**

- Master Planning Application Form
- Newly proposed Master Sign Program Amendments- see page e4.0-3 for lighting specs.



# 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](http://www.ci.sebastopol.ca.us)

## MASTER PLANNING APPLICATION FORM

### PROJECT INFORMATION:

ADDRESS:	THE BARLOW <del>6742/6</del> 6780 McKinley
PARCEL #:	THE BARLOW
PARCEL AREA:	THE BARLOW

### FOR CITY USE ONLY

PLANNING FILE #:	208 / 19
DATE FILED:	02.15.18
TOTAL FEES PAID: \$	250
RECEIVED BY:	<i>[Signature]</i>
DATE APPLICATION DEEMED COMPLETE:	

### APPLICANT OR AGENT:

Name: Scott AG / Michael Burch  
 Email Address: MBURCH@SCOTTAG.COM  
 Mailing Address: 1275 N. DUTTON AVE  
 City/State/Zip: SANTA ROSA, CA, 95401  
 Phone: 707-515-4519  
 Fax: 707-571-7802  
 Business License #: 21349  
 Signature: *[Signature]*  
 Date: 2/15/18

### OWNER OF PROPERTY

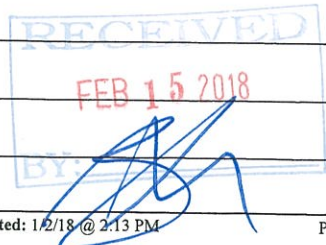
#### IF OTHER THAN APPLICANT:

Name: BARNEY ALDRIDGE  
 Email Address: BARNEY@ALDRIDGEDEVELOPMENT.COM  
 Mailing Address: 6780 McKinley  
 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: 2/15/2018

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

Name: \_\_\_\_\_  
 Email Address: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_

Name: \_\_\_\_\_  
 Email Address: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_



**PROJECT DESCRIPTION:**

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

ADDITION OF EXTERIOR LIGHTING FOR SIGN TYPE BL.

---



---



---

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.):

DESIGN REVIEW

---



---

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

BUYAKI / COMMUNITY MARKET.

---



---

**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"/> 1 Bedrooms
	<input type="checkbox"/> 2 Bedrooms	<input type="checkbox"/> 3 Bedrooms
	<input type="checkbox"/> 4+ Bedrooms	<input checked="" type="checkbox"/> N/A
NUMBER OF DWELLING UNITS PROPOSED:	<input type="checkbox"/> 0 Bedrooms	<input type="checkbox"/> 1 Bedrooms
	<input type="checkbox"/> 2 Bedrooms	<input type="checkbox"/> 3 Bedrooms
	<input type="checkbox"/> 4+ Bedrooms	<input checked="" type="checkbox"/> N/A
NET CHANGE IN DWELLING UNITS:		<input type="checkbox"/> N/A
SETBACKS:	<b>Existing:</b>	
	<input type="checkbox"/> Front Yard _____	<input type="checkbox"/> Front Yard _____
	<input type="checkbox"/> Side Yard _____	<input type="checkbox"/> Side Yard _____
	<input type="checkbox"/> Rear Yard _____	<input type="checkbox"/> Rear Yard _____
	<input checked="" type="checkbox"/> N/A	<input checked="" type="checkbox"/> N/A

EXISTING LOT DIMENSIONS:	Front: _____	Rear: _____	<input checked="" type="checkbox"/> N / A
	Left: _____	Right: _____	
PROPOSED LOT DIMENSIONS:	Front: _____	Rear: _____	<input checked="" type="checkbox"/> N / A
	Left: _____	Right: _____	
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: \_\_\_\_\_

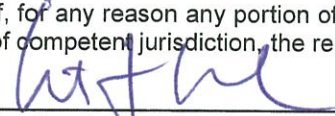
Is any live entertainment proposed?  Yes  No

If yes, please describe: \_\_\_\_\_

# 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.

  
Applicant's Signature

2/15/18  
Date Signed

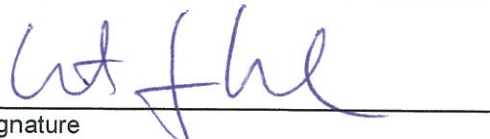
2018-19  
Planning File Number

**NOTE:** The purpose of the indemnification agreement is to allow the City to be held harmless in terms of potential legal costs and liabilities in conjunction with permit processing and approval.

## NOTICE OF MAILING:

Email addresses or facsimiles will be used for sending out staff reports and agendas to applicants, their representatives, property owners, and others to be notified.

**Please sign and acknowledge you have been notified of the Notice of Mailing for applications and have provided an email address or fax number.**

  
Signature

Michael J. Burch  
Printed Name

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

# NEIGHBOR NOTIFICATION

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

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

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

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

I have informed site neighbors of my proposed project:

Yes



No

If yes, or if you will inform neighbors in the future, please describe outreach efforts:


## WEBSITE REQUIRED FOR MAJOR PROJECTS

Applicants for major development projects (which involves proposed development of 25,000 square feet of new floor area or greater, or 25 or more dwelling units), are required to create a project website in conjunction with submittal of an application for Planning approval (including but not limited to Subdivisions, Use Permits, Rezoning's, and Design Review). Required information may be provided on an existing applicant web site.

The website address shall be provided as part of the application. The website shall be maintained and updated, as needed until final discretionary approvals are obtained for the project.

Such website shall include, at a minimum, the following information:

- ✓ Project description
- ✓ Contact information for the applicant, including address, phone number, and email address
- ✓ Map showing project location
- ✓ Photographs of project site
- ✓ Project plans and drawings

# 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:**

*THE BARLOW / 6780 MCKINLEY - SEBASTOPOL, CA*

**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:

*[Handwritten Signature]*  
APPLICANT SIGNATURE

Michael S. Burch  
PRINTED NAME

2/15/18  
DATE

**Materials**

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

**Colors**

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

**Typstyles**

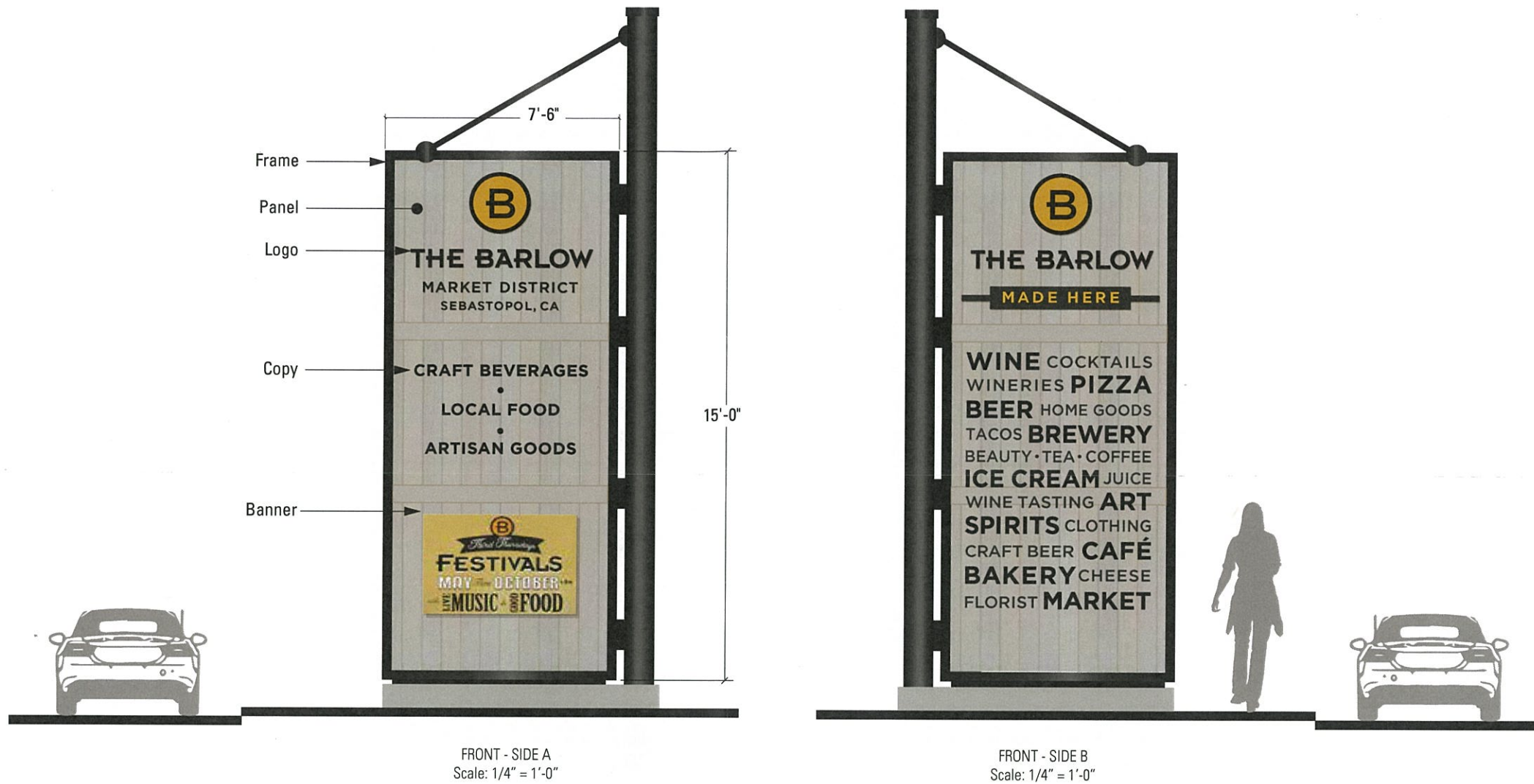
Logo/Letters: Per logo  
 Copy: TBD

**Letter Heights**

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

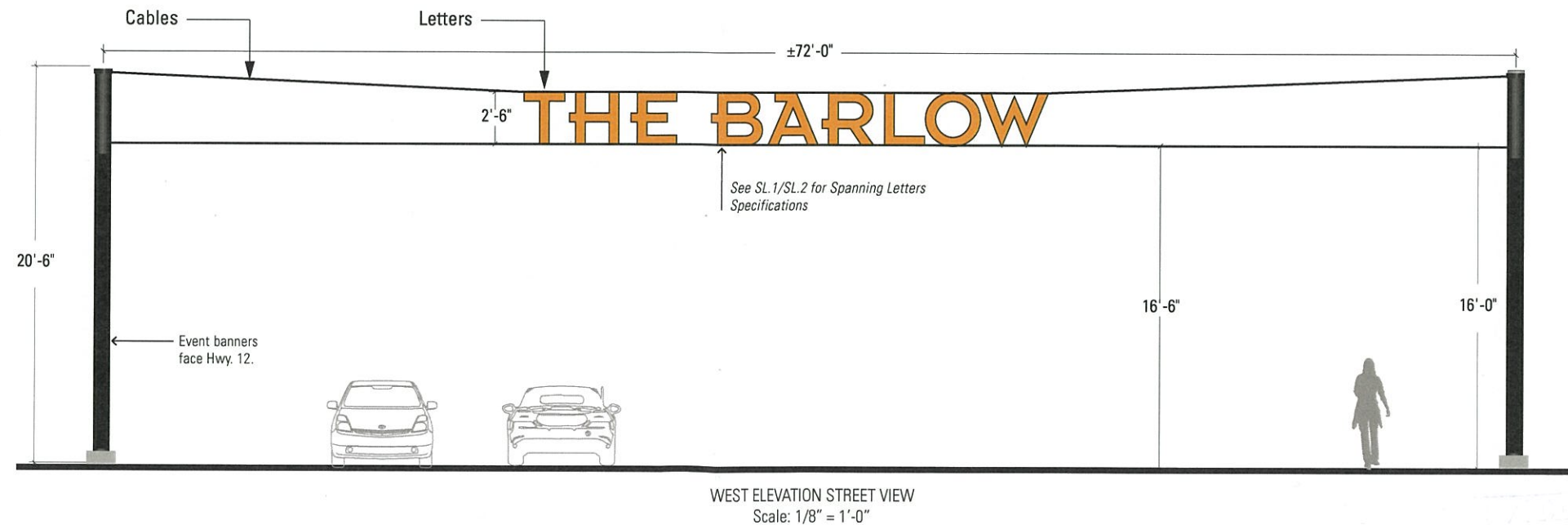
**Illumination**

Qty 2 Elliptipar S172 light fixture per side. See page e4.0-3 for additional details.



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

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



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

FEB 15 2018  
*[Signature]*

**THE BARLOW**

SEBASTOPOL, CALIFORNIA  
 #5040-208

**ISSUE/REVISION**

10/2/2017	MW
11/14/2017	SK
11/28/2017	SK
2/15/2018	MW

**PHASE**

Design Development

**SIGN TYPE**

**BG**  
 Barlow Gate Entry Feature

**SHEET**

**e4.0-0**

**THE BARLOW**

SEBASTOPOL, CALIFORNIA  
#5040-208



ELEVATION STREET VIEW  
Not To Scale

ISSUE/REVISION

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

PHASE

Design Development

SIGN TYPE

**BG**  
Barlow Gate Entry Feature

SHEET

**e4.0-1**

**THE BARLOW**

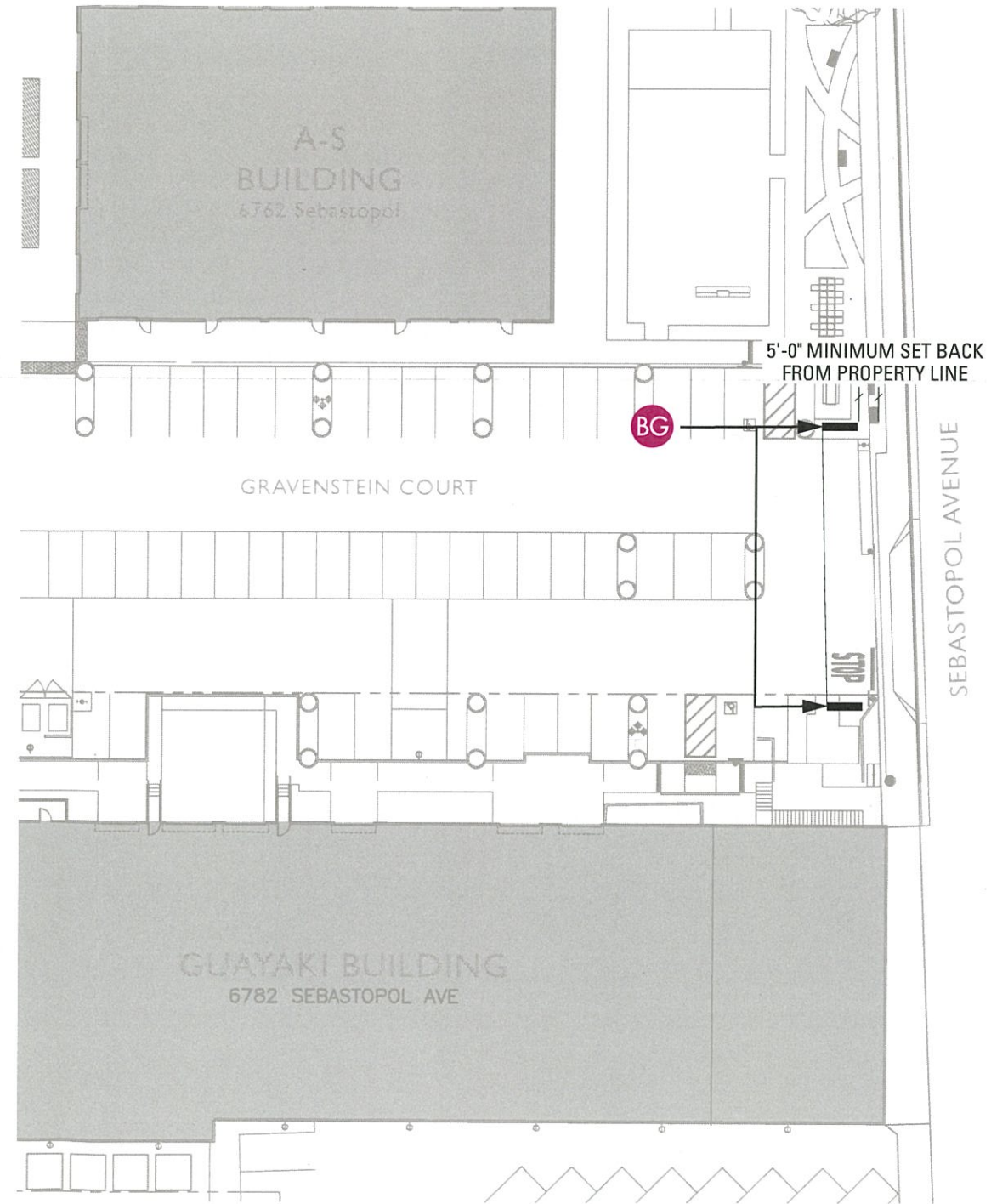
SEBASTOPOL, CALIFORNIA  
 #5040-208



EXISTING CONDITION - WEST SIDE OF DRIVEWAY  
 NOT TO SCALE



EXISTING CONDITION - EAST SIDE OF DRIVEWAY  
 NOT TO SCALE



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



ISSUE/REVISION

10/4/2017 MW

PHASE

Design Development

SIGN TYPE

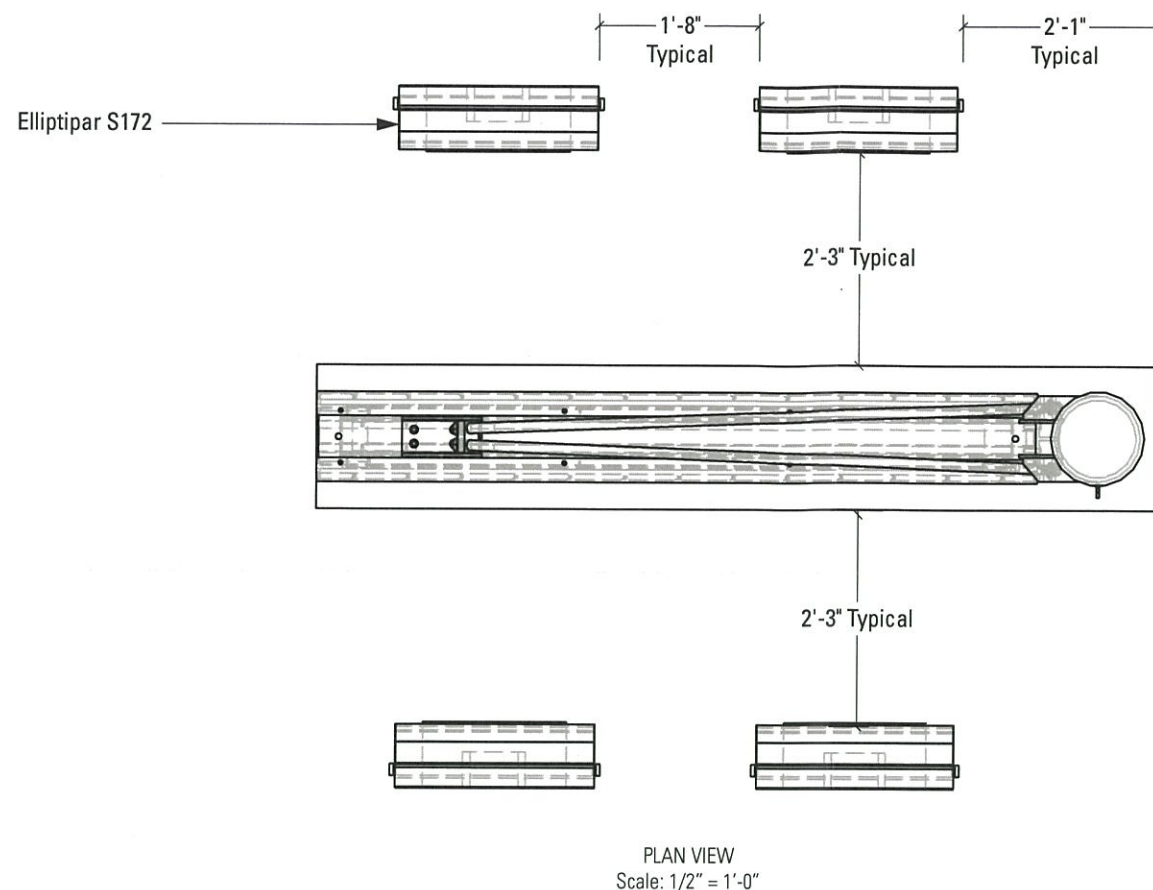
**BG**  
 Barlow Gate Entry Feature  
 -Detail Sign Plan

SHEET

**e4.0-2**

THE BARLOW

SEBASTOPOL, CALIFORNIA  
#5040-208



ELLIPTIPAR LIGHT FIXTURE SPECIFICATIONS

**Lighting the Ground** Large outdoor, integral driver

**Style 172**

**1 Mount** 1:10 Scale

**Mounting Plate (B Mount)**

**Side-Mount Slipfitter** 1:10 Scale

**Slipfitter Double**

**Specifications**

**Optic Assembly:**

**Finish:**

**Performance**

**Mounting:**

**Electric:**

**Standards:**

**Features**

**Lighting facts**

**elliptipar with fraglit™ LED**

**To Order**

**Style 172**

**Accessories**

**7 Option**

**8 Destination Requirement**

**9 Color Temperature**

**10 Dimming**

**Example**

**Lighting facts**

**elliptipar with fraglit™ LED**

**LED Dimming Drivers and Controls**

**LED Drivers - Remote Distance**

**LED Drivers - Minimum Starting Temperatures**

**elliptipar**

ISSUE/REVISION

2/15/2018 MW

PHASE

Design Development

SIGN TYPE

BG  
Barlow Gate Entry Feature  
-Light Fixture Layout (Typical)

SHEET

e4.0-3