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APPROVED MINUTES

DESIGN REVIEW BOARD
 CITY OF SEBASTOPOL
 MINUTES OF August 16, 2017

SEBASTOPOL CITY HALL
 CONFERENCE ROOM
 7120 BODEGA AVENUE
 4:00 P.M.

DESIGN REVIEW BOARD:

The notice of the meeting was posted on August 10, 2017.

1. CALL TO ORDER: Board Member Langberg called the meeting to order at 5:47 P.M.

2. ROLL CALL:

Present:	Cary Bush, Vice Chair Christine Level, Board Member Lars Langberg, Board Member Lynn Deedler, Board Member Gregory Beale, Board Member
Absent:	Ted Luthin, Chair (excused)
Staff:	Dana Morrison, Assistant Planner Rebecca Mansour, Planning Technician

3. APPROVAL OF MINUTES: July 19, 2017

Board Member Level made a motion to approve the minutes as submitted.

Board Member Langberg seconded the motion.

AYES: Board Members Langberg, Level, Deedler and Beale
 NOES: None
 ABSTAIN: Vice Chair Bush

4. PLANNING DEPARTMENT UPDATE ON MATTERS OF GENERAL INTEREST: There were none.

5. COMMENTS FROM THE PUBLIC REGARDING ITEMS NOT ON THE AGENDA: There were none.

6. STATEMENTS OF CONFLICT OF INTEREST: Chair Luthin was absent due to a conflict with Agenda Item 8A.

7. CONSENT CALENDAR: There were none.

8. REGULAR AGENDA:

- A. MAJOR SIGN REVIEW WITH SIGN AMENDMENT:** 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.

Assistant Planner Morrison presented the staff report.

The Board asked questions of staff.

The applicant, Gordy Ross, gave a presentation and was available for questions.

Vice Chair Bush asked if members of the public wished to speak on this item.

ila Benavidez-Heaster, Bodega Avenue, commented:

- There is a simplicity and an elegance to what is being proposed.
- Appreciates the changes.
- Wondered about the separation between the Barlow's Market District and the greater downtown.
- The Sebastopol Downtown Association should think more about branding for the downtown.
- The application is more focused than the prior.
- The applicant has done nice work.
- Thanked the Board for their time.

Hearing nothing further, Vice Chair Bush closed the public comment period and brought it back to the Board.

The Board asked questions of Mr. Ross and staff.

Hearing nothing further, Vice Chair Bush brought it back to the Board for discussion.

Vice Chair Bush and Board Member Beale reiterated their continued support for the split-rail fence concept along the frontage, which was not part of the current request.

Board Member Beale commented:

- The presentation and connection of The Barlow to Sebastopol Avenue would be significantly improved with the split-rail fence, it would also be consistent with what the applicant is currently proposing.
- Likes Ms. Benavidez-Heaster's use of the word elegant in describing the request.
- A more consistent and purposeful message is coming across.
- It is common to see words. The previously proposed symbols were more uniquely unifying.
- The symbols were catchy, memorable, and current.
- Likes the changes to the Sebastopol Avenue gateway. Proportionally, the overall massing of it feels more appropriate for its location.
- Likes the consistency of the overhead spanning letter signs.

- Likes the smaller, more simplified signage as shown. See B1 on P6.1.
- The addition of smaller directional arrows could help too.

Mr. Ross interjected with a clarifying comment.

Board Member Beale comments continued:

- Appreciates clarification on the liability issue with stacking the crates perfectly as opposed to doing so in a more haphazard way.
- Overall he expressed being really happy with the direction.

Board Member Level commented:

- Overall she expressed not having any problems with the design, with the exception of one point.
- Appreciates that the Morris Street corner feature identifies it as being a market district within The Barlow. Discouraged any specific reference to Sebastopol because we're not advertising market districts in Sebastopol.
- The Barlow is a business entity that is a shopping center.
- There are other market areas in Sebastopol.
- Expressed having a huge issue with the gateway signs along Sebastopol Avenue. The signs are fantastically huge, excessively out of scale, and unnecessary.
- Approval of these gateway signs will set a bad precedent.
- Cannot buy into the idea that people are unable to find The Barlow.
- Likes the directional arrows.
- Cannot support the gateway signs along Sebastopol Avenue.

Staff asked a clarifying question of Board Member Level.

Board Member Level commented that B1 on P6.1 is not in a good location.

Board Member Beale asked a clarifying question of Board Member Level.

Board Member Level reiterated that the gateway feature is totally out of scale.

Board Member Bush asked a question of Mr. Ross.

Mr. Ross responded that their intent is to keep it back far enough to not impede traffic and/or create a hazardous situation.

Board Member Deedler commented:

- The entire package is appropriate, interesting and creative.
- Could approve the package as submitted.
- Has a few minor issues with it, but all in all it is pretty good.
- Hopes that the applicant will consider using real apple bins and commented that they are readily available.
- Likes the idea of stacking the apple bins off-kilter as it would seem a little bit more real.
- Suggested variation between the numbers of bins being stacked as five identical stacks, in different locations, are currently being proposed.
- As for the liability concerns with stacking the apple bins off-kilter, he commented that there are ways to solve the climbing issue which is outside of the Board's purview.

Mr. Ross responded that the owner would be open to that so long as something off-kilter could be sufficiently created without cause for concern with regards to liability.

Board Member Deedler comments continued:

- With regards to the corner feature sign structure at Morris Street and Sebastopol Avenue, he commented:
 - The flowers are a great enhancement surrounding the structure and sign
 - The structure and sign are too low-slung at present.
 - The sign and structure should be raised up two or three feet.
 - Doing so could be done artistically and would make the structure and sign more prominent.
- With regards to the building access paint across Guayaki, he commented:
 - The words, 'The Barlow' as well as the stripe and logo are very modest, even timid.
 - The Barlow is seventeen massive buildings on seventeen acres and this is at the entryway to it.
 - That sign, across a four-hundred foot face, should be twice as big.
 - Encouraged the applicant to go big.

Board Member Langberg commented:

- Did not have much to add.
- The proposal looks great.
- Expressed being in disagreement with Board Member Level on the scale of the gateway signs along Sebastopol Avenue.
- The scale of the gateway signs along Sebastopol Avenue is awesome.
- This proposal is a nice distillation from what was brought before the Board previously.
- Expressed struggling with the painted graphic a bit.
- The previously proposed split-rail fence was a really nice element.

Vice Chair Bush commented:

- Echoes Board Member Langberg
- Agrees with Ms. Benavidez-Heaster's comment on there being a simplicity and elegance to the program.
- The applicant has done a great job.
- The gateway needs to be significant.
- Based on the mass and scale of the buildings, the proposed gateway signs along Sebastopol Avenue are appropriate.
- Likes reference to 'Sebastopol California' on the apple bins, not so much on the corner sign.
- The reference to 'The Barlow Market District' at the corner defines it well.
- There is an overall cleanliness to it that he likes.
- It works well with what is existing.
- The spanning letters are great.
- Likes Board Member Deedler's suggestion about the juxtaposition of the apple bins.
- Loves the building access paint although he felt it could be bigger.

Board Member Level asked questions of staff.

Board Member Level reminded her fellow Board members that The Barlow is and has been for sale. She added that the new owner could come in and change the signs drastically, specifically the large gateway signs.

Vice Chair Bush made a clarifying comment.

Board Member Langberg commented:

- Regardless of ownership, the scale and structure of the gateway signs is appropriate for the site.

Vice Chair Bush concurred with Board Member Langberg.

Board Member Beale asked a clarifying question of staff.

Board Member Langberg commented that the future branding of the gateway signs is not up for debate by the Board.

Board Member Level commented that she understood that, however, with that large of scale, whatever it is will brand the gateway to Sebastopol.

The Board expressed understanding Board Member Level's point.

Board Member Deedler commented that he'd heard two comments in support of enlarging the building access paint on the Guayaki building and asked if other members supported that as well.

Board Member Level asked Mr. Ross if ownership would be interested in enlarging the building access paint on the Guayaki building.

Mr. Ross responded that he believed that he would.

Board Member Beale commented:

- Several people have used the term, 'elegant'.
- Expressed a concern over losing some of that elegance if the building access paint is enlarged too much.
- Agreed that a larger sign could fit in that space.
- Expressed being indifferent about it.

Mr. Ross commented that their intent would be to retain that elegance while going larger.

Board Member Beale commented that he would support giving the applicant the option of enlarging the building access paint, not requiring it.

Board Member Level expressed being in agreement with Board Member Beale.

Board Member Deedler commented:

- The statement from the applicant indicates that part of the goal is to relate to the history of the building.
- The building accent paint can be much bigger.

Vice Chair Bush echoed Board Member Beale in that he would support giving the applicant the option of enlarging the building access paint, not requiring it.

Board Member Beale commented:

- To Board Member Level's point, it may be appropriate to set a limit in case the applicant does want to go larger with the building access paint.

- He has a lot of confidence in the applicant to do what is appropriate there.

Board Member Deedler made a motion to approve the application as submitted, with the following:

- The applicant has the option of increasing the signage by up to 33% in size.

Staff asked Board Member Deedler a clarifying questions.

Board Member Deelder commented that he was referring to the stripe, signage and logo to be located on the Guayaki building.

Board Member Langberg seconded the motion.

AYES: Vice Chair Bush and Board Members Langberg, Deedler and Beale

NOES: Board Member Level

ABSTAIN: None

9. DISCUSSION ITEMS: None

10.REPORTS FROM THE BOARD/STAFF: There were none.

11. ADJOURNMENT: Vice Chair Bush adjourned the meeting of the Design Review Board at 7:09 p.m. to the next Design Review Board meeting to be held September 06, 2017 at 4:00 p.m., at the Sebastopol City Hall, 7120 Bodega Avenue, Sebastopol, CA.

Respectfully Submitted By:

Dana Morrison
Assistant Planner