



City of Sebastopol Design Review Board Staff Report

Meeting Date: September 15, 2021
Agenda Item: 7A
To: Design Review Board
From: Kari Svanstrom, Planning Director
Jeffrey Setterlund, Contract Planner
Subject: Major Sign review, Sign Program Update, and Sign Exception for the Redwood Marketplace
Recommendation: Approve with Conditions
Applicant/Owner: Signarama, SR
File Number: 2021-42
Address: 700 Gravenstein Highway North
CEQA Status: Exempt
General Plan: General Commercial
Zoning: General Commercial (CG)

Introduction:

The application under consideration is a Sign Review, Major (Sign Program) for the multi-tenant commercial shopping center located at 700 Gravenstein Highway North. Previous planning entitlements for the Redwood Marketplace include the original Sign Program, approved by the Design Review Board (2015-87) on March 16, 2016. The previous approval included a Sign Exception to allow a second freestanding monument sign at the frontage of the subject property, where normally only one (1) is allowed. However, the Sign Program was never implemented due to significant cost implications and a change in direction by the project proponents.

Project Description:

The project will update the Sign Program for the Redwood Marketplace shopping center contained within Design Review Application (2016-87) and previously approved by the Design Review Board on March 16, 2016. The project also includes updating the existing monument sign at the entrance of the Redwood Marketplace shopping center, existing tenant wall signs, and a request to install a new monument sign at the northeast corner of the subject property.

The Sign Program - Retail Signage Design Guidelines (attached) contains an overview of the review process for all signage.

Environmental Review:

The proposed project is categorically exempt from the requirements of CEQA pursuant to Section 15311, Class 11, which exempts the installation of on-premise signs. The project is consistent with this categorical exemption in that it involves the installation of freestanding signs and the development of sign standards as part of a new program for an existing shopping center.

General Plan Consistency:

The General Plan Land Use Designation for the site is General Commercial. The project does not have any land use implications because it only involves the installation of new freestanding signage and a new sign program for an existing shopping center. The application is subject to the following General Plan goal and policy:

Land Use Element

Policy 28: Rehabilitate Existing Commercial Buildings: Rehabilitate existing commercial buildings and retrofit them to meet current market needs and code requirements

The project is consistent with this goal and policy in that it involves the revitalization of a large commercial development through signage improvements.

Zoning Ordinance Consistency:

The project site is located within the General Commercial (CG) Zoning District. The project is not subject to any specific development standards required in the CG District in that it only involves signage improvements for an existing shopping center. The application also requires a Sign Exception because it exceeds the maximum allowance of one monument sign.

The sign program is subject to the following provisions of the Zoning Ordinance:

Section 17.120.020 B: Permits, fees, and exceptions.

Sign exceptions are intended to allow flexibility to the sign regulations while still fulfilling the purpose of the regulations. Creative design is encouraged by the provisions of this chapter, therefore an exception from these regulations may be approved consistent with the following findings. The findings below allow for modifications to address unusual site conditions, and/or allow signs that enhance the overall character of an area or building or are appropriate for a particular business.

a. The exception will allow a unique sign of exceptional design or style that will enhance the area or building, or that will be a visible landmark; or

b. 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

c. The granting of the exception will not constitute the granting of a special privilege inconsistent with the sign limitations upon other properties in the same vicinity and district.

The request for Sign Exception approval from the Board appears to be reasonable in regards to Criteria C, given the long length of the property frontage (over 700 feet along Gravenstein Highway) and multiple entries to the site, which is an unusual site condition in Sebastopol, and therefore staff believes the Sign Exception would not set a precedent for other properties or grant a special privilege based upon other properties within the area.

However, the Board should review the signage to ensure it will enhance the area and building and is consistent with development of the site.

Section 17.120.050 A: Shopping Center Signs

(1) Individual business frontage shall be considered as "building frontage" for the purposes of establishing maximum sign area pursuant to Table 1. The sign area for the "major" or "anchor" tenant(s) may be increased by the Design Review Board.

The following table provides the total allowable sign area for each tenant based on approximate building frontage per Section 17.230.050 of the Sign Ordinance:

Address	Building Frontage	Allowable Sign Area
700	82 ft.	125 sq. ft.
704	60 ft.	77.5 sq. ft.
708	23 ft.	25 sq. ft.
720	45 ft.	55 sq. ft.
724	23 ft.	25 sq. ft.
728	68 ft.	72 sq. ft.
732	20 ft.	25 sq. ft.
736	23 ft.	25 sq. ft.
740	15 ft.	25 sq. ft.
744	15 ft.	25 sq. ft.
748	45 ft.	25 sq. ft.
776	195 ft.	55 sq. ft.
780	30 ft.	175 sq. ft.
784	30 ft.	32.5 sq. ft.
788	210 ft.	175 sq. ft.
790	45 ft.	55 sq. ft.
800	98 ft.	125 sq. ft.

(2) In addition to the individual tenant signage, there may be one free-standing sign identifying the center and its tenants. Such sign shall not exceed 8 feet in height.

The sign program involves the installation of a monument sign for Redwood Marketplace, which will have a maximum height of 5 feet. The application is consistent with the maximum height requirement, but needs a Sign Exception as there is a second monument sign proposed, which exceeds the maximum allowance of one monument sign.

If the Board does not find that a Sign Exception is approvable for a second monument sign, it should still review the updated design for the existing monument sign at the intersection of Gravenstein Highway and Hurlbut Avenue.

Section 17.120.050 B: Projection Limits and Sign Clearances

(1) Freestanding signs must be located a minimum of five feet behind the back of the sidewalk (or right-of-way if there is no sidewalk). Freestanding signs may not project into any public right-of-way.

The sign program would result in the update of multiple existing freestanding signs, if approved. Each of the signs would be located more than 5 feet from the public right-of-way. The application is consistent with this provision.

(2) The height of a freestanding sign shall be measured from the natural grade at the base of the sign to the highest portion of the sign.

The sign program provides height dimensions for each freestanding sign, which were measured from the natural grade at the base of the sign to the highest point. The application is consistent with this provision.

(3) Projecting signs (hanging signs) may not exceed six square feet in area, and may not project more than three feet from the wall of a building. The bottom of projecting signs shall be at least seven and one-half feet above the ground.

The sign program would allow each tenant to have one projecting sign that is required to comply with the provisions of the Sign Ordinance. The application is consistent with this provision.

Section 17.120.050 C: Lighting of Signs

(1) No sign shall be illuminated with such intensity as to prevent normal perception of objects, buildings, streets and other signs in the immediate area.

This sign program would permit internal and external illumination and contains provisions, which would set limitations on the extent of the light intensity. The application is consistent with this requirement.

(2) External illumination is preferred over internal illumination in all zoning districts. Internally illuminated signs must be reviewed and approved by the Design Review Board, and are generally not allowed within the CD Central Core District, within any residential district, or in proximity to an existing residential use.

The sign program would result in two externally-illuminated monument signs and allow tenants to have signs with either internal or external illumination. Redwood Marketplace's current sign program permits internally-illuminated signs for its tenants. The Board should determine if internal illumination is appropriate for the sign program, or if a transition to externally illuminated sign, which is the City's preference, could be accommodated.

Section 17.120.060 B: Permitted Signs

An integrated sign program, which provides for a consistency and continuity of materials, design, location, and manner of attachment for tenant signs, is required for all office or light industrial centers or parks, multi-tenant commercial or industrial buildings, or shopping centers. Individual tenant signs proposed as part of a multi-tenant sign shall include the business name and not more than three additional words to identify the purpose of the business, for example "SMITH'S Bar and Grill" or "LENS CRAFTERS one hour service"

For sign programs that include a monument sign, the maximum square footage of the sign shall be limited to 50 square feet for signs representing five or fewer tenants, and 100 square feet for signs representing six or more tenants. The monument sign square footage shall be in addition to the maximum allowable sign square footage per Table 17.120-1. The sign program shall be consistent with the standards defined below for the zoning district in which the development is located, and shall be approved by the Design

Review Board prior to the approval of any individual sign within said center, park, or building.

The project involves the update of an existing sign program for Redwood Marketplace. The application is consistent with this requirement. The sign program includes two monument signs that do not list tenants and have an approximate sign area of 60 square feet and 20 square feet.

Section 17.120.060 C: Signs Permitted in Commercial and Office Districts

- (1) Each building is permitted to have one free-standing business identification sign. This sign may not exceed 8 feet in height.*

The sign program would allow 'Single Pad Tenants' to each have one monument sign with a height of 4 feet. The application is consistent with this provision.

- (2) A maximum of 2 window, awning, wall, or fascia business identification signs are permitted for each ground floor use or tenant. One of those 2 signs may be a projecting sign, providing that the sign does not exceed 6 square feet in area or 18" in height, and has a minimum clearance of 7½' above the sidewalk.*

The sign program would allow each tenant to have a total of two signs. 'Single Pad Tenants' would be allowed to have a total of 4 signs: Two fascia signs, one projecting sign, and a monument sign. The application requires a Sign Exception for this provision. However, this allowance appears reasonable because the two 'Single Pad Tenants' have multiple frontages, which would require more than 2 signs.

- (6) A maximum of 2 area identification signs per entry, with a maximum height of 8 feet and maximum total area of 32 square feet.*

The sign program would result in the installation of 2 directional identification signs that will have a maximum height of 4 feet and 6 inches and total sign area of approximately 7 square feet each. The application is consistent with this provision.

City Departmental Comment:

The Planning Department circulated the application to the following City departments for review: Building and Safety, Engineering, and Fire. Based upon comments received from the Building Department, Staff added a condition of approval that requires clarification and revision during the Building Permit Application process.

Public Comment:

The Planning Department did not receive any comments from the public when the Design Review Board initiated its review of the application on March 16, 2016 and has not received any comments as of writing this staff report.

Required Findings:

Section 17.450.030.B.2 of the Zoning Ordinance states that in considering an application for design review, the Design Review Board shall determine whether the project is consistent with the following:

- a) The design of the proposal would be compatible with the neighborhood and with the general visual character of Sebastopol.*

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

Section 17.230.020.B.2 of the Zoning Ordinance states that the Design Review Board may grant a Sign Exception based on the following criteria:

- a) *The exception will allow a unique sign of exceptional design or style that will enhance the area or building, or that will be a visible landmark;*
- b) *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;*
- c) *The granting of the exception will not constitute the granting of a special privilege inconsistent with the sign limitations upon other properties in the same vicinity and Zone District.*

Analysis

The project involves signage improvements and an update to the existing sign program for Redwood Marketplace. Staff finds that the design of the project is somewhat simple. However, the design is generally compatible with the existing design, so that transitions in the signage can happen over time and as new tenants evolve. The signage is generally compatible with the neighborhood and the general character of Sebastopol in that it would result in the development of freestanding signage and improvement of existing freestanding and tenant wall signage that would enhance a large aging shopping center that has a highly-visible location on Gravenstein Highway North.

As proposed, the currently existing internally illuminated signage will remain on the existing tenant spaces but will be updated to be more internally consistent with newly proposed freestanding signage. The proposed monument sign (Sign F as noted within the application materials) is proposed to be externally illuminated. Generally, the Design Guidelines prefer that internal illumination of proposed signage be avoided and that external lighting be used for signs. However, where internal illumination currently exists within the shopping center, the background of the signage is opaque so that light shines through the lettering and images only, as preferred by the City's Design Guidelines. The project will also result in the gradual replacement of existing internally-illuminated signs with new signs that could be internally-illuminated, or externally-illuminated, which the Zoning Ordinance and Board prefer. Staff recommends that the illumination systems include a timer so that lights will be turned off during late night and early morning hours as may be determined by the Design Review Board. The Board should also consider whether internal illumination is a suitable option for tenant signs or not, and if the review process for the sign program is suitable. The application will require a Sign Exception for the proposed number of monument signs.

Furthermore, staff finds the design provides appropriate transitions to adjacent properties in that the dormers, fascia/wall signs and freestanding signs are proportional to the building frontage for each tenant space and do not encroach onto public sidewalks or roadways.

The design does not impair the desirability of investment or occupation in that it enhances an older and highly visible shopping center through a number of signage improvements.

Finally, Staff finds that the design of the project is internally consistent and harmonious in that all of the fascia/wall signs will be installed on dormers or the existing roofline with external illumination, the freestanding signs all have the same height and share uniform text and graphic design elements, and are consistent throughout the shopping center.

Staff is supportive of the sign exception for the Redwood Marketplace shopping center as the space has highly visible public entrances and the additional signage would be consistent with the architecture and development of the site.

Recommendation:

Staff recommends that the Board review the sign exception and determine if a sign exception for a second monument sign meets the criteria listed above. Staff further recommend that the Board approve the Major Sign Permit and Sign Program update application based on the facts, findings, and analysis set forth and subject to the conditions of approval contained in this staff report, if there is a consensus that the proposed signage and sign program are compatible with the site.

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

Sign Review, Major (Sign Program): 2021-42
Signrama, SR
Redwood Marketplace
700 Gravenstein Highway North

Recommended Findings for Approval:

1. That the project is categorically exempt from the requirements of CEQA, pursuant to Section 15311, Class 11, in that it involves the installation of freestanding signs and the development of sign standards as part of a new sign program for an existing shopping center.
2. That the project is consistent with the General Plan as it will not change the use on site and involves the improvement of a large existing shopping center, which is a goal of the Land Use Element.
3. That the sign program is consistent with the applicable provisions of the Zoning Ordinance for 17.120 Sign Regulations.
4. That the design of the project is compatible with the neighborhood and the general character of Sebastopol in that it would result in the development of freestanding signs and improvement of existing freestanding and tenant wall signage, which is characteristic of other large commercial developments throughout Sebastopol.
5. That the design provides appropriate transitions and relationships to adjacent and the public right-of-way in that the dormers, fascia/wall signs and freestanding signs are proportional to the building frontage for each tenant space and do not encroach onto public sidewalks or roadways.
6. That the project would not impair the desirability of investment or occupation in the neighborhood in that enhances an older and highly visible shopping center through a number of signage improvements.
7. That the design of the project is internally consistent and harmonious in that all of the fascia/wall signs will be installed on dormers or the existing roofline with external illumination, the freestanding signs all have the same height and share uniform text and graphic design elements, and are consistent throughout the shopping center.
8. That the design of the project is in conformity with the adopted Design Guidelines in that it would reestablish a unified architectural design through a new sign program.
9. That the Sign Exception will allow signs that are more consistent with the architecture and development of the site in that it is appropriate for multiple monument signs and business identification signs to be installed because Redwood Marketplace is a large commercial development on a major highway with multiple frontages.
10. That the granting of the Sign Exception will not constitute the granting of special privileges inconsistent with the sign limitations upon other properties in the same vicinity and Zone District in there are large commercial developments of comparable size throughout Sebastopol that have multiple identification signs.

Recommended Conditions of Approval:

1. Approval is granted for the Design Review submittal described in the application and plans date-stamped August 16, 2021. This approval is valid for two (2) years, except that the applicant may request a one (1) year extension of this approval from the Planning Director, pursuant to Section 17.400.100 of the Zoning Ordinance.
2. All improvements shall conform to the plans date-stamped August 16, 2021, unless the design is modified herein.
3. All conditions of approval as originally contained in Design Review (2016-087) shall apply.
4. No other signs regulated by the Sign Ordinance shall be installed or displayed without the prior written approval of the Planning Department.
5. An Encroachment Permit may be required prior to sign installation. Please contact the Engineering Department at (707) 823-2151, prior to installation, if work will be performed or materials placed in the public right-of-way.
6. A Building Permit is required for the installation of most signs. Please contact the Building and Safety Department for Building Permit application information at (707) 823-8597.
7. The City of Sebastopol and its agents, officers and employees shall be defended, indemnified, and held harmless from any claim, action or proceedings against the City, or its agents, officers and employees to attach, set aside, void, or annul the approval of this application or the environmental determination which accompanies it, or which otherwise arises out of or in connection with the City's action on this application, including but not limited to, damages, costs, expenses, attorney's fees, or expert witness fees.
8. The Planning Director shall interpret applicable requirements in the event of any redundancy or conflict in conditions of approval.

Attachments:

1. Application Submittal Material
2. Conditions of Approval of original Design Review Permit (2016-087)



City of Sebastopol

Planning Department
7120 Bodega Avenue
Sebastopol, CA 95472
(707) 823-6167 (Phone) or (707) 823-1135 (Fax)
www.ci.sebastopol.ca.us

SIGN APPLICATION FORM

PROJECT INFORMATION:		FOR CITY USE ONLY	
ADDRESS:	Gravenstein Hwy N / Tocchini St.	PLANNING FILE #:	_____ / _____
PARCEL #:	004-430-041	DATE FILED:	_____
PARCEL AREA:	4.6 acres	TOTAL FEES PAID: \$	_____
		RECEIVED BY:	_____
		DATE APPLICATION DEEMED COMPLETE:	_____

APPLICANT OR AGENT:

Name: Germaricorp, Inc DBA: Signarama, SR

Email Address: aaron@sr-signs.com

Mailing Address: 915 Piner Rd., STE C

City/State/Zip: Santa Rosa, CA 95403

Phone: 707-523-0606

Fax: _____

Business License #: _____

Signature: [Handwritten Signature]

Date: 6/24/2021

OWNER OF PROPERTY

IF OTHER THAN APPLICANT:

Name: Mike Wright

Email Address: JCerri@wrightcontracting.com

Mailing Address: P.O. Box 1270

City/State/Zip: Santa Rosa, CA 95402

Phone: 707-528-1172

Fax: _____

Business License #: _____

Signature: _____

I certify that this application is being made with my consent.

Date: _____

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: _____





City of Sebastopol

Planning Department
7120 Bodega Avenue
Sebastopol, CA 95472
(707) 823-6167 (Phone) or (707) 823-1135 (Fax)

www.ci.sebastopol.ca.us

SIGN APPLICATION FORM

PROJECT INFORMATION:

ADDRESS:	Gravenstein Hwy N / Tocchini St.
PARCEL #:	004-430-041
PARCEL AREA:	4.6 acres

FOR CITY USE ONLY

PLANNING FILE #: 2021 / 042
 DATE FILED: 07-06-21
 TOTAL FEES PAID: \$ 600
 RECEIVED BY: [Signature]
 DATE APPLICATION DEEMED COMPLETE: _____

APPLICANT OR AGENT:

Name: Germaricorp, Inc DBA: Signarama, SR

Email Address: aaron@sr-signs.com

Mailing Address: 915 Piner Rd., STE C

City/State/Zip: Santa Rosa, CA 95403

Phone: 707-523-0606

Fax: _____

Business License #: _____

Signature: [Signature]

Date: 6/21/2021

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Name: Mike Wright

Email Address: JCerri@wrightcontracting.com

Mailing Address: P.O. Box 1270

City/State/Zip: Santa Rosa, CA 95402

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Fax: _____

Business License #: _____

Signature: [Signature]

I certify that this application is being made with my consent.
Date: 6/24/2021

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 sign project and permit request. (Attach additional pages, if needed):

Redwood Marketplace Shopping Center Sign Program Update

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

Existing use is multi-tenant shopping center, retail business

DEVELOPMENT DATA:

SQUARE FEET BUILDING EXISTING:	90,146 SF			
BUILDING FRONTAGE (IN FEET):	730'			
# OF SIGNS CURRENTLY ON PROPERTY	18			
EXISTING SIGN TYPE(S):	Internally Lit Can Signs Parking Directionals			
EXISTING SIGN LOCATION(S):	Various Placement in complex			
SIGN SIZE(S):	HEIGHT: LENGTH:	HEIGHT: LENGTH:	HEIGHT: LENGTH:	HEIGHT: LENGTH:
# OF SIGNS PROPOSED	20			
*PROPOSED SIGN TYPE(S):	Two new Monuments added to sign program Sign program update			
PROPOSED SIGN LOCATION(S):	Main Entrance Secondary Entrance			
SIGN SIZE(S):	HEIGHT: LENGTH:	HEIGHT: LENGTH:	HEIGHT: LENGTH:	HEIGHT: LENGTH:
	IS ILLUMINATION PROPOSED? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO NOTE: ILLUMINATED SIGNS ARE SUBJECT TO DESIGN REVIEW			

*Types of signs: FREESTANDING, WALL, PROJECTING (HANGING), WINDOW, AWNING, FASCIA, SANDWICH; TEMPORARY SIGNS (LIMITED TO 30 DAYS): BANNER.

ADDITIONAL REQUIRED MATERIALS:

- LOCATION MAP:** INDICATE THE SUBJECT PARCEL(S) AND ADJACENT STREETS.
- SIGN INVENTORY:** DETAILS ON ALL THE PROPOSED SIGNS: INCLUDING TYPE, HEIGHT, WIDTH, DEPTH, AREA AND HEIGHT ABOVE FINISHED GRADE, LOCATIONS OF ALL EXISTING AND PROPOSED SIGNS, TYPE OF MATERIAL(S), AND ANY METHOD OF ILLUMINATION.
- SIGN DETAILS:** DETAILED SCALED DRAWINGS OF ALL PROPOSED SIGNS, INDICATING THE LETTER STYLE, COLOR SCHEME, CABINET COLORS, AND MATERIAL SPECIFICATIONS. HEIGHT ABOVE GRADE MUST ALSO BE SHOWN.
- SITE PHOTOGRAPHS:** CLEARLY SHOW THE VIEWS OF AND FROM THE PROJECT, INCLUDING EXISTING SIGNS. INCLUDE A KEY MAP INDICATING WHERE THE PICTURES WERE TAKEN FROM AND IN WHAT DIRECTION THEY WERE TAKEN. LABEL ACCORDINGLY.

INDEMNIFICATION AGREEMENT

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

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

Applicant's Signature

02/21/2021

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.

Signature

Aaron Friedman

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.



SIGN PROGRAM
Revision 2021

Parcel 004-430-431

Redwood Marketplace - Gravenstein Hwy & Tocchini St. - Sebastopol, CA

SIGN PROGRAM

Signarama
The way to grow your business

707-523-0606 **SR-SIGNS.COM**
915 PINER RD, STE C, SANTA ROSA, CA 95403 **CA LIC. #726900**

REDWOOD MARKETPLACE SHOPPING CENTER

SIGN PROGRAM - RETAIL SIGNAGE DESIGN GUIDELINES

1 DESIGN GUIDE RATIONAL

- 1.1 The purpose of this sign program is to maintain standards throughout the Marketplace.
- 1.2 It shall be the responsibility of each tenant to submit proposed design drawings to the landlord for approval and then to the Sebastopol planning and building department to obtain a building permit. Section 15 has further submittal & review details.

2 DESIGN SPECIFICATIONS: ALL TENANTS

- 2.1 All signs shall be reviewed for conformance with this program. Approval shall remain the right of the Landlord and the City of Sebastopol.
- 2.2 The sign area is defined as the area of a rectangle drawn around the outermost area of sign copy, graphics, background materials and borders or frames. It does not include the backing structure required by RMP as shown on the attached exhibits.
- 2.3 For every tenant 1 square foot of sign area is allowed for every linear square foot of building frontage. See exhibits for frontage measurement.
- 2.4 Anchor tenants may apply for larger sign area and addition sign numbers only by exception, approved by the Landlord and the City of Sebastopol Design Review Board.

3 GENERAL CONSTRUCTION SPECIFICATIONS

- 3.1 Signs must be constructed and installed to meet or exceed all applicable codes and City requirements. All signs shall be constructed, installed and maintained at the Tenant's expense.
- 3.2 All exterior signs shall be secured by concealed fasteners; bolts, fasteners, clips and conduits shall be generally hidden from public view. If exposed, all sign parts shall be painted to match the exterior color of the surfaces on which they are mounted.
- 3.3 All penetrations of the building structure required for sign installation shall be neatly sealed and watertight. Color and finish of attachments and sealant shall match adjacent exterior finishes.
- 3.4 Surfaces of all signage visible components shall be flat without bulges, oil canning or other imperfections.

4 ELECTRICAL & ILLUMINATION

- 4.1 Fabrication and installation shall comply with all UL requirements and applicable City and State codes. All components to bear UL label indicating approval. All wiring, raceways, conduct, transformers, ballasts and other equipment shall be concealed from public view in Landlord approved locations.
- 4.2 Primary electrical service to all Tenant's signs shall be tied to Tenant's electrical service. Tenant shall provide time clock(s) for use in conjunction with the electrical service and be responsible for associated costs.
- 4.3 The illumination of all sign components shall be uniform in intensity over all the illuminated surface.

4.4 The external or internal illumination of all Tenant signs shall not exceed that which is approved by the Landlord during the submission process. There shall be no excessive glare or coloration from lighting on surrounding areas or on Tenant facades.

5 GENERAL SIGN PROVISIONS:

- 5.1 **MONUMENT SIGNS**
Main property monument located at Gravenstein Hwy main entrance providing 12 Tenant Sign Panels. Secondary monument located at north corner of property entrance providing 8 Tenant Sign Panels. Tenant panel assignments are determined by property owner/manager.
 - 5.2 **TENANT SIGNAGE**
The use of various letter styles and colors to achieve a unique and individual look are encouraged. Internally illuminated signs are preferred by the Marketplace.
 - 5.3 **ANCHOR TENANTS** (Greater than 25,000 sf or as appointed by the landlord)
Anchor Tenants are allowed up to three signs; must include primary dormer sign (Type A) and up to two signs (Type D, E or F). The total sign area of these signs shall not exceed the allowable sign area based on City of Sebastopol Sign Regulations.
 - 5.4 **LARGE TENANTS** (Greater than 2,500 sf)
Large Tenants are allowed one hanging lit sign (type B or C) and up to two signs (Type D, E or F)
 - 5.5 **SHOP TENANTS** (up to 2,500 sf)
Shop Tenants are allowed one hanging lit sign (type B or C) and up to two signs (Type D, E or F)
 - 5.6 **SINGLE PAD TENANTS**
Tenant is allowed up to two fascia signs (Type B or C), one sign (Type E or F).
 - 5.7 **TENANT MATRIX FOR ALLOWABLE SIGNAGE**
Refer to Exhibit 01
 - 5.8 **SECONDARY HANGING/PROJECTING SIGNS**
Tenant shall have the option of installing one projecting/blade sign on a frontage wall or in covered pedestrian walkway. The sign area shall be deducted from the maximum allowable sign area calculation. Sign copy may be provided on each face of the sign and be counted once for the allowable sign area calculation. Location of sign to be approved by landlord and City of Sebastopol if different than location shown on Exhibit attached.
- NON-CONFORMING SIGNS**
Signs that do not conform the approved program and are based on a national architectural brand compliance may be submitted for approval. These must still follow City of Sebastopol sign regulations and are at the discretion of property management/ownership.

6 SUBMITTALS & REVIEW

No signs shall be fabricated or installed unless the following approvals have been obtained.
Landlord approval
Submit 3 sets of plans, to scale & dimensioned; showing the sign elevation, materials, color, sign copy, sign construction & method of fixing. If externally lit submit light fixture specification and location. The drawings must also include the building elevation and the location(s) of the signs on the building. A site plan showing the store location in the Marketplace is also required.
When the plans have been determined acceptable they shall be stamped and signed by the Landlord's Representative. One set shall be retained by the Landlord, one set is the tenants copy and one set shall be submitted to the City of Sebastopol as part of any permit application.

Refer to the City of Sebastopol for full details of their permit process. All tenant signs shall be required to go through the City's Design Review process. Typically smaller tenant spaces shall be subject to a review by the planning department staff. Larger anchor tenants may require Design Review Board approval.

7 PROHIBITED SIGNS AND BANNERS

As listed in the City of Sebastopol municipal ordinance 17.230.040.

8 TENANT RESPONSIBILITIES

Tenant shall be responsible for the fulfillment of all requirements of this signage program and all applicable codes and ordinances. Tenant is responsible for the cost of the design, permitting, construction, installation and maintenance of the signage and associated lighting, power & controls. Tenant responsibility regarding signage shall be as per the lease agreement.

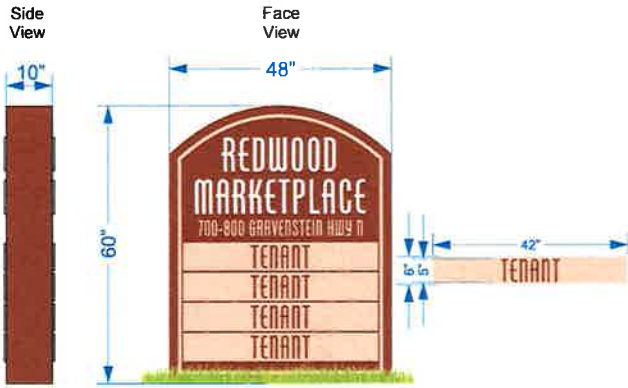
Redwood Marketplace - Gravenstein Hwy & Tocchini St. - Sebastopol, CA

SIGN PROGRAM

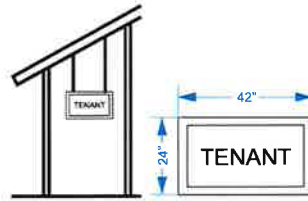
Signarama
The way to grow your business

707-523-0606
915 PINER RD, STE C, SANTA ROSA, CA 95403

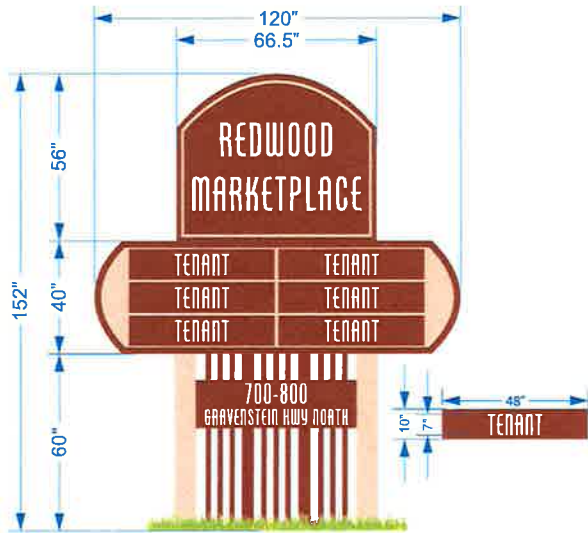
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Sign Type F - Secondary Entrance Monument



Sign Type D - Hanging / Projecting Tenant Sign



Sign Type E - Main Entrance Monument



Sign Type A - Primary Dormer Sign - Internally Lit - Raceway Required



Sign Type C - Small Hanging Tenant Sign - Internally Lit



Sign Type B - Large Hanging Tenant Sign - Internally Lit

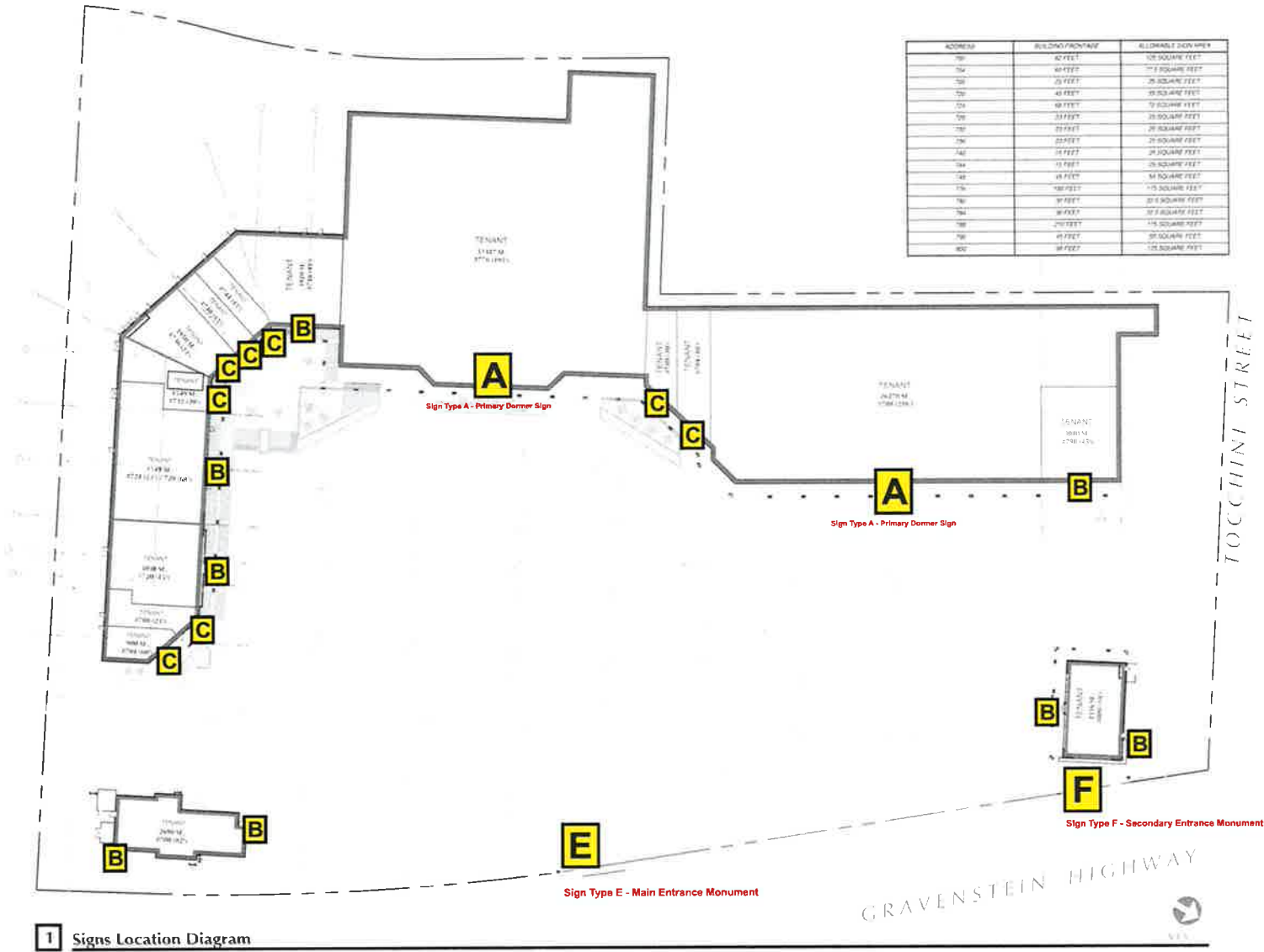
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1 Signs Location Diagram

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Rebecca Mansour

From: Aaron Friedman <aaron@sr-signs.com>
Sent: Monday, August 16, 2021 3:28 PM
To: Jeff Setterlund
Cc: Jon Hicks; Bret Gave; Justin Cerri; Ashley Fehrmann; Ashley Fehrmann; Rebecca Mansour; Kari Svanstrom
Subject: Re: Redwood Marketplace Shopping Center Sign Program Update
Attachments: 52320_Redwood Marketplace_Sign Program 2021_Working_simple.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Good Afternoon Jeff,

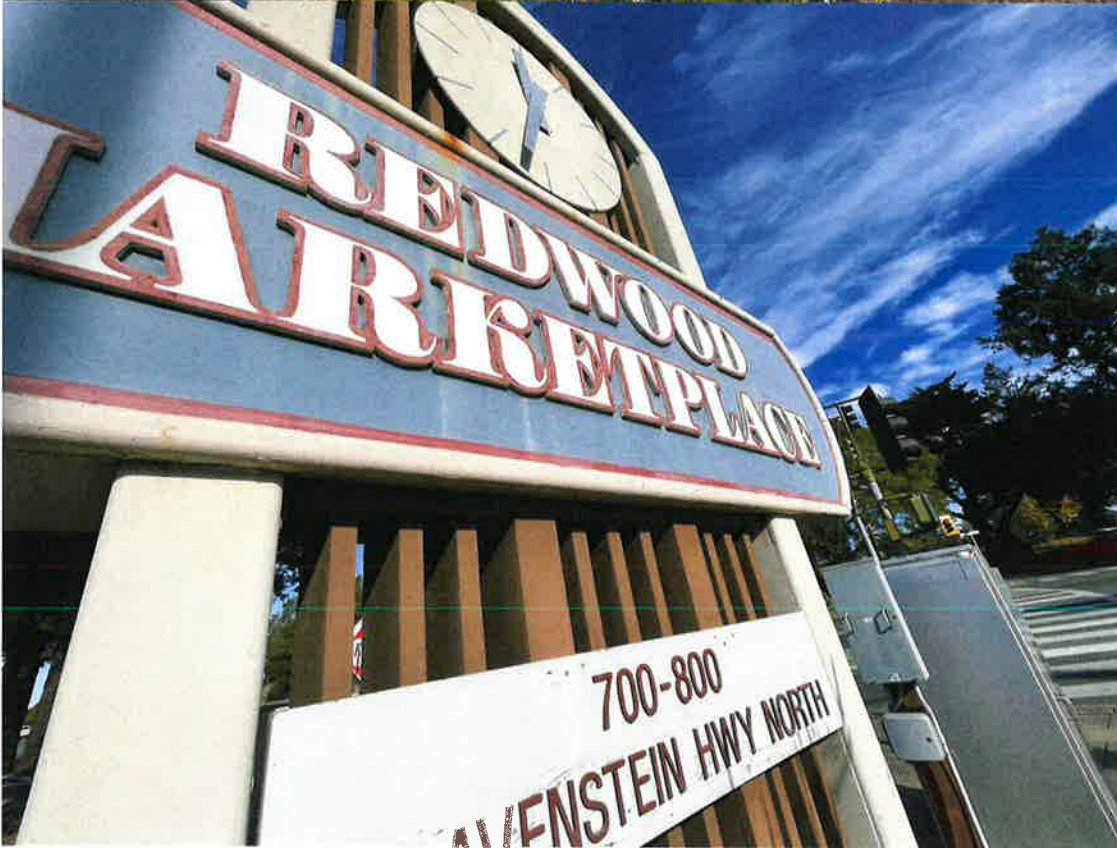
Attached is the revised Sign Program with the signs dimensioned.

Thanks for working with us on this.

Also attached are the current signs, and you can see that we are only adding the small monument and refacing the old out-dated main monument faces. These are non-lit, all lighting is external and in the landscaping. Please let me know if you have any questions.







Aaron Friedman

CEO, Germaricorp, Inc.

Owner, Signarama, SR



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SR Metro Chamber, Chair 2021



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