



## City of Sebastopol Design Review Board/Tree Board Staff Report

Meeting Date: September 24<sup>th</sup>, 2024  
Agenda Item: 7A  
To: Design Review & Tree Board  
From: John Jay, Associate Planner

Subject: Sign Exception  
Recommendation: Approval with Conditions  
Applicant/Owner: Scott AG, LLC / Barney Aldridge  
File Number: 2024-031  
Address: 6700 Sebastopol Avenue, Building I  
CEQA Status: Exempt  
General Plan: Light Industrial (LI)  
Zoning: Commercial Industrial (CM)

### **Introduction:**

The applicant Scott AG is proposing signage for the new Cock Robin restaurant at 6700 Sebastopol Avenue located in the Barlow Marketplace.

### **Project Description:**

This project proposes to add new signage to the former Seismic Brewing restaurant. The applicants are proposing the following signage below:

- One externally-illuminated wall mounted sign – 12'-0" x 6'-5 3/4" (136.75 sf)
- One non-illuminated wall mounted sign: 4'-6" x 5'-6" (18.5 sf)
- One non-illuminated wall mounted sign: 4'-5" x 6'-0" (26.5 sf)
- One non-illuminated wall mounted sign: 9'-8" x 2'-0" (19.5 sf)

### **Environmental Review:**

This project is categorically exempt from the requirements of the California Environmental Quality Act, pursuant to Section 15311, Class 11, in that it involves the installation of on-premises signage.

### **General Plan Consistency:**

The General Plan Land Use Designation for the site is Light Industrial. The project does not have any land use implications because it only involves the installation of signage. 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 commercial development through signage improvements.



**Zoning Ordinance Consistency:**

**Signage Exceptions:**

As outlined in SMC section 17.120.020 sign exceptions are allowed provided that the application materials show that:

- 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.*

**Public Comment:**

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

**City Departmental Comment:**

The Planning Department routed this project to the various city departments, and those departments did not provide any comments for the project.

**Required Findings:**

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 applicant Scott AG, LLC submitted a Sign Permit application on behalf of Barney Aldridge on June 27, 2024, for four wall-mounted signs at 6700 Sebastopol Avenue, Building I, located at the Barlow Marketplace. The Barlow has a sign program in place that shows a demarcation that clearly marks Building I as an “Anchor Tenant” which is a tenant between 3000 and 4,999 sq. ft of gross leasable area. Anchor tenants are allowed 75 sq. ft. of signage on their primary business elevation and may increase sign allowance by 25% (93.75 sq. ft.) if they have more than two frontages, as this building is at the corner of Sebastopol Ave and Morris Street the additional 25% sign allowance is granted. The Sign Program also states that signs may only include the Tenant’s business name and logo while product offerings, taglines, and marketing slogans will not be allowed.



As stated within the approved sign program, no one sign shall be larger than 93.75 sq. ft. and this project includes a single sign of 136 sq. ft and thus would require approval from the Design Review Board.

Per Section 17.120.020(A)(3): *Replacement sign(s) which are part of an approved sign program for a shopping center or multi-tenant building, and which conform to said program. Replacement signs which do not conform to the approved sign program are subject to review by the Design Review Board.* There are also two wall-mounted signs titled “Burgers” and “Chicken” which conflict with the Barlow’s sign program’s guidelines that state signs with product offerings are not allowed. Staff feel that the approval of an exception may be appropriate due to signs bringing a visible landmark to the site and it is appropriate given the nature of the restaurant.

**Recommendation:**

Staff recommends that the Board either approve the sign exception based on the facts, findings, and analysis set forth in this staff report, and subject to the conditions of approval outlined.

Exceptions would include:

- (1) One wall-mounted sign – 136.75 sq. ft.
- (2) Two wall-mounted signs labeled “Burger” and “Chicken” respectively

Or request revisions to the proposed signage as listed in the Sign Program which would make the application eligible for administrative review as it would meet the parameters set in place by the Barlow Marketplace.

**Attachments:**

- Application Materials
- Sign Program
- Exhibit A – Findings for Approval
- Exhibit B – Conditions of Approval



**City of Sebastopol**  
 Planning Department  
 7120 Bodega Avenue  
 Sebastopol, CA 95472  
 (707) 823-6167

**MASTER PLANNING APPLICATION FORM**

**APPLICATION TYPE**

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Administrative Permit Review    | <input type="checkbox"/> Lot Line Adjustment/Merger | <input type="checkbox"/> Temporary Use Permit |
| <input type="checkbox"/> Alcohol Use Permit/ABC Transfer | <input type="checkbox"/> Preapplication Conference  | <input type="checkbox"/> Tree Removal Permit  |
| <input type="checkbox"/> Conditional Use Permit          | <input type="checkbox"/> Preliminary Review         | <input type="checkbox"/> Variance             |
| <input type="checkbox"/> Design Review                   | <input checked="" type="checkbox"/> Sign Permit     | <input type="checkbox"/> Other _____          |

This application includes the checklist(s) or supplement form(s) for the type of permit requested:  Yes  No

**REVIEW/HEARING BODIES**


- Staff/Admin  Design Review/Tree Board  Planning Commission  City Council  Other \_\_\_\_\_

**APPLICATION FOR**

Street Address: 6700 Sebastopol Ave Assessor's Parcel No(s): 004-750-001  
 Present Use of Property: Vacant Brewery Zoning/General Plan Designation: Commercial Industry (CM)

**APPLICANT INFORMATION**

Property Owner Name: Barney Aldridge  
 Mailing Address: 6780 Depot St. Suite #110 Phone: 707-484-8020  
 City/State/ZIP: Sebastopol, CA 95472 Email: Barney@aldrigdevelopment.net  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Authorized Agent/Applicant Name: Michael Burch  
 Mailing Address: 1275 N. Dutton Ave Phone: 707-545-4519  
 City/State/ZIP: Santa Rosa, CA 95401 Email: mburch@scotttag.com  
 Signature:  Date: 6/27/24  
 Contact Name (If different from above): \_\_\_\_\_ Phone/Email: \_\_\_\_\_

**PROJECT DESCRIPTION AND PERMITS REQUESTED (ATTACH ADDITIONAL PAGES IF NECESSARY)**

This application is being submitted to request a Planning Permit for signs at the above indicated address (6700 Sebastopol Ave). Signs included are (7) wall signs and (1) post sign.

**CITY USE ONLY**

<b>Fill out upon receipt:</b>	<b>Action:</b>	<b>Action Date:</b>
Application Date: _____	Staff/Admin: _____	Date: _____
Planning File #: _____	Planning Director: _____	Date: _____
Received By: _____	Design Review/Tree Board: _____	Date: _____
Fee(s): \$ _____	Planning Commission: _____	Date: _____
Completeness Date: _____	City Council: _____	Date: _____

**SITE DATA TABLE**

If an item is not applicable to your project, please indicate "Not Applicable" or "N/A" in the appropriate box; do not leave cells blank.

SITE DATA TABLE	REQUIRED / ZONING STANDARD	EXISTING	PROPOSED
Zoning	N/A	N/A	N/A
Use	N/A	N/A	N/A
Lot Size	N/A	N/A	N/A
Square Feet of Building/Structures <i>(if multiple structures include all separately)</i>	N/A	N/A	N/A
Floor Area Ratio (F.A.R)	__N/A__ FAR	__N/A__ FAR	__N/A__ FAR
Lot Coverage	__N/A__ % of lot	__N/A__ % of lot	N/A % of lot
	__N/A__ sq. ft.	N/A sq. ft.	N/A sq. ft.
Parking	N/A	N/A	N/A
Building Height	N/A	N/A	N/A
Number of Stories	N/A	N/A	N/A
Building Setbacks – Primary	N/A	N/A	N/A
<i>Front</i>			
<i>Secondary Front Yard (corner lots)</i>			
<i>Side – Interior</i>			
<i>Rear</i>			
Building Setbacks – Accessory	N/A	N/A	N/A
<i>Front</i>			
<i>Secondary Front Yard (corner lots)</i>			
<i>Side – Interior</i>			
<i>Rear</i>			
Special Setbacks <i>(if applicable)</i>	N/A	N/A	N/A
<i>Other ( _____ )</i>			
Number of Residential Units	N/A __ Dwelling Unit(s)	N/A __ Dwelling Unit(s)	N/A __ Dwelling Unit(s)
Residential Density	1 unit per _____ sq. ft.	1 unit per _____ sq. ft.	1 unit per _____ sq. ft.
Useable Open Space	N/A _____ sq. ft.	N/A _____ sq. ft.	N/A _____ sq. ft.
Grading	Grading should be minimized to the extent feasible to reflect existing topography and protect significant site features, including trees.	N/A	Total: _____ cu. yds Cut: _____ cu. yds. Fill: _____ cu. yds. Off-Haul: _____ cu. yds
Impervious Surface Area	N/A	_____ % of lot _____ sq. ft.	_____ % of lot _____ sq. ft.
Pervious Surface Area	N/A	_____ % of lot _____ sq. ft.	_____ % of lot _____ sq. ft.

**CONDITIONS OF APPLICATION**

1. All Materials submitted in conjunction with this form shall be considered a part of this application.
2. This application will not be considered filed and processing may not be initiated until the Planning Department determines that the submittal is complete with all necessary information and is "accepted as complete." The City will notify the applicant of all application deficiencies no later than 30 days following application submittal.
3. The property owner authorizes the listed authorized agent(s)/contact(s) to appear before the City Council, Planning Commission, Design Review/Tree Board and Planning Director and to file applications, plans, and other information on the owner's behalf.
4. The Owner shall inform the Planning Department in writing of any changes.
5. **INDEMNIFICATION AGREEMENT:** As part of this application, applicant agrees to defend, indemnify, release and hold harmless the City, its agents, officers, attorneys, employees, boards, committees 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.

**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.

6. **REPRODUCTION AND CIRCULATION OF PLANS:** I hereby authorize the Planning Department to reproduce plans and exhibits as necessary for the processing of this application. I understand that this may include circulating copies of the reduced plans for public inspection. Multiple signatures are required when plans are prepared by multiple professionals.
7. **NOTICE OF MAILING:** Email addresses will be used for sending out staff reports and agendas to applicants, their representatives, property owners, and others to be notified.
8. **DEPOSIT ACCOUNT INFORMATION:** Rather than flat fees, some applications require a 'Deposit'. The initial deposit amount is based on typical processing costs. However, each application is different and will experience different costs. The City staff and City consultant time, in addition to other permit processing costs, (i.e., legal advertisements and copying costs are charged against the application deposit). If charges exceed the initial deposit, the applicant will receive billing from the City's Finance department. If at the end of the application process, charges are less than the deposit, the City Finance department will refund the remaining monies. Deposit accounts will be held open for up to 90 days after action or withdrawal for the City to complete any miscellaneous clean up items and to account for all project related costs.
9. **NOTICE OF ORDINANCE/PLAN MODIFICATIONS:** Pursuant to Government Code Section 65945(a), please indicate, by checking the boxes below, if you would like to receive a notice from the City of any proposal to adopt or amend any of the following plans or ordinances if the City determines that the proposal is reasonably related to your request for a development permit:

- |   |   |
|---|---|
| <input type="checkbox"/> A general plan   | <input type="checkbox"/> A specific plan    |
| <input type="checkbox"/> An ordinance affecting building permits or grading permits | <input type="checkbox"/> A zoning ordinance |

**Certification**

*I, the undersigned owner of the subject property, have read this application for a development permit and agree with all of the above and certify that the information, drawings and specifications herewith submitted are true and correct to the best of my knowledge and belief and are submitted under penalty of perjury. I hereby grant members of the Planning Commission, Design Review Board and City Staff admittance to the subject property as necessary for processing of the project application.*

Property Owner's Signature:  Date: 6/27/2024

*I, the undersigned applicant, have read this application for a development permit and agree with all of the above and certify that the information, drawings and specifications herewith submitted are true and correct to the best of my knowledge and belief and are submitted under penalty of perjury.*

Applicant's Signature:  Date: 6-27-24

**NOTE:** It is the responsibility of the applicant and their representatives 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

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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, residents, 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

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Applicants for major development projects (which involves proposed development of 10,000 square feet of new floor area or greater, or 15 or more dwelling units/lots), 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, 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

**PROJECT INFORMATION**

ADDRESS: 6700 SEBASTOPOL AVE. SEBASTOPOL, CALIFORNIA 95472  
APN: 004-750-001  
ZONING: CM (COMMERCIAL DISTRICT)  
MSP REFERENCE: THE BARLOW MASTER SIGN PROGRAM (MAJOR TENANT)  
TOTAL SQUARE FOOTAGE: 6,529 SF



**CONTENTS**

- 0.0 Site Map / Sign Locations
- 0.1 Elevations / North + East
- 0.2 Elevations / South
- 0.3 Sign Matrix / Primary Exterior Signage
  
- 1.0 A - Primary Brand Wall Sign
- 2.0 B1 - Secondary Brand Directional Wall Sign
- 2.1 B2 - Secondary Brand Wall Sign
- 3.0 C - Burgers & Chicken Wall Sign

**PROJECT DESCRIPTION**

Cock Robin is a new restaurant at The Barlow Marketplace proposed by Aldridge Development.

The project is requesting specific signage to be in line with the brand and provide clear identification for vehicular and pedestrian traffic.

This document provides an outline of signage being proposed for proper functioning of the project at its opening and into the future. Project identification and wayfinding signage designs are included.



6700 Sebastopol Ave  
Sebastopol, California 95472

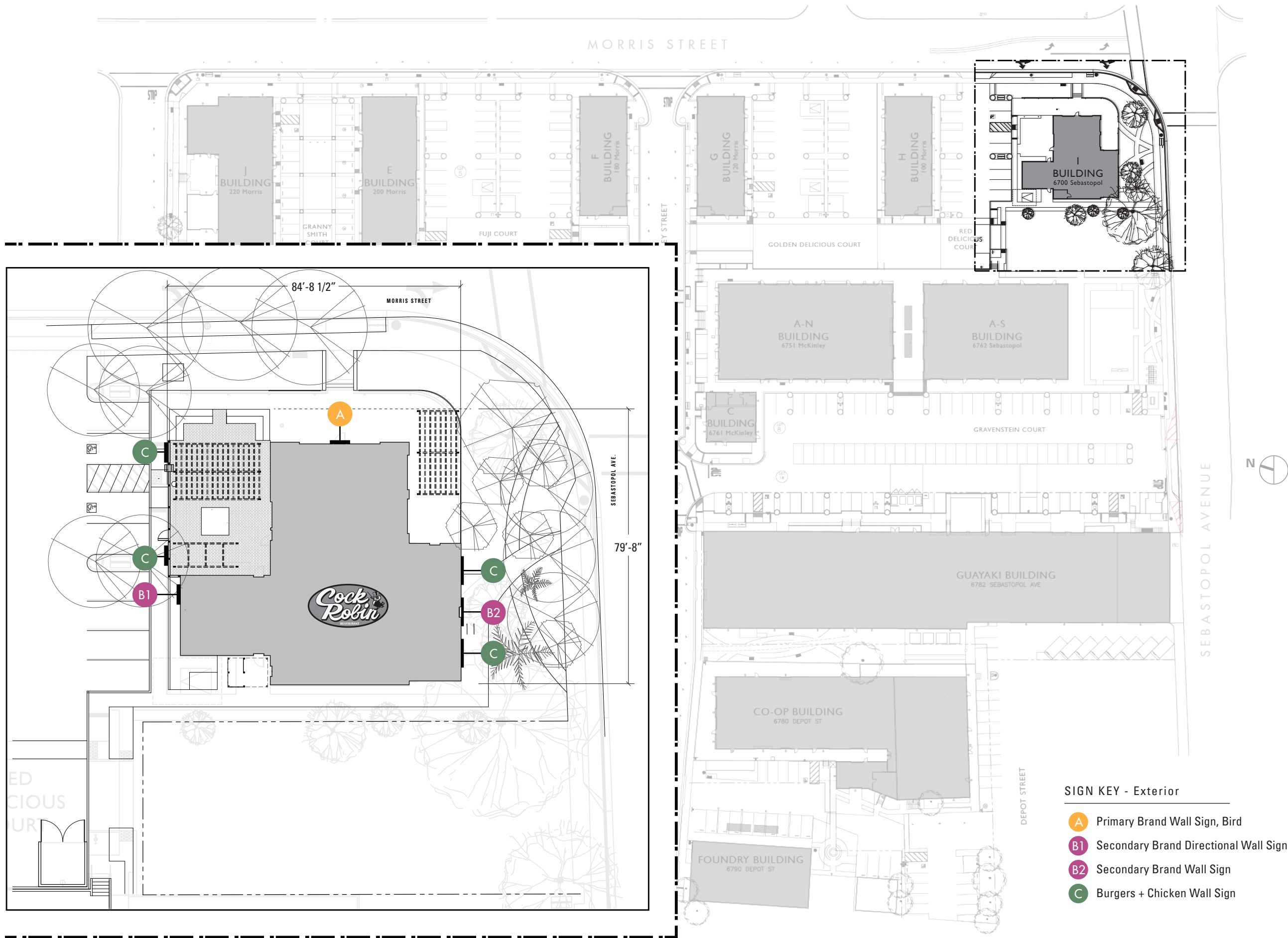
**City of Sebastopol  
PLANNING SUBMITTAL**

July 03, 2024

**SCOTT | AG**

SCOTT AG, LLC  
ENVIRONMENTAL GRAPHICS  
SCOTTAG.COM





**SIGN KEY - Exterior**

- A Primary Brand Wall Sign, Bird
- B1 Secondary Brand Directional Wall Sign
- B2 Secondary Brand Wall Sign
- C Burgers + Chicken Wall Sign

**PROJECT**



**COCK ROBIN RESTAURANT**  
6700 SEBASTOPOL AVE.  
SEBASTOPOL, CA 95472

SCOTTAG PROJECT #5656-200

**CLIENT**



Barney Aldridge  
Barney@aldrigdevelopment.net

**SIGNAGE CONTRACTOR**

**SCOTT | AG**

**SCOTT AG, LLC**  
**ENVIRONMENTAL GRAPHICS**  
1275 NORTH DUTTON AVE  
SANTA ROSA, CA 95401  
TEL 707.545.4519  
**Contractors License #972537**

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07/03/2024 KDW

**PHASE**

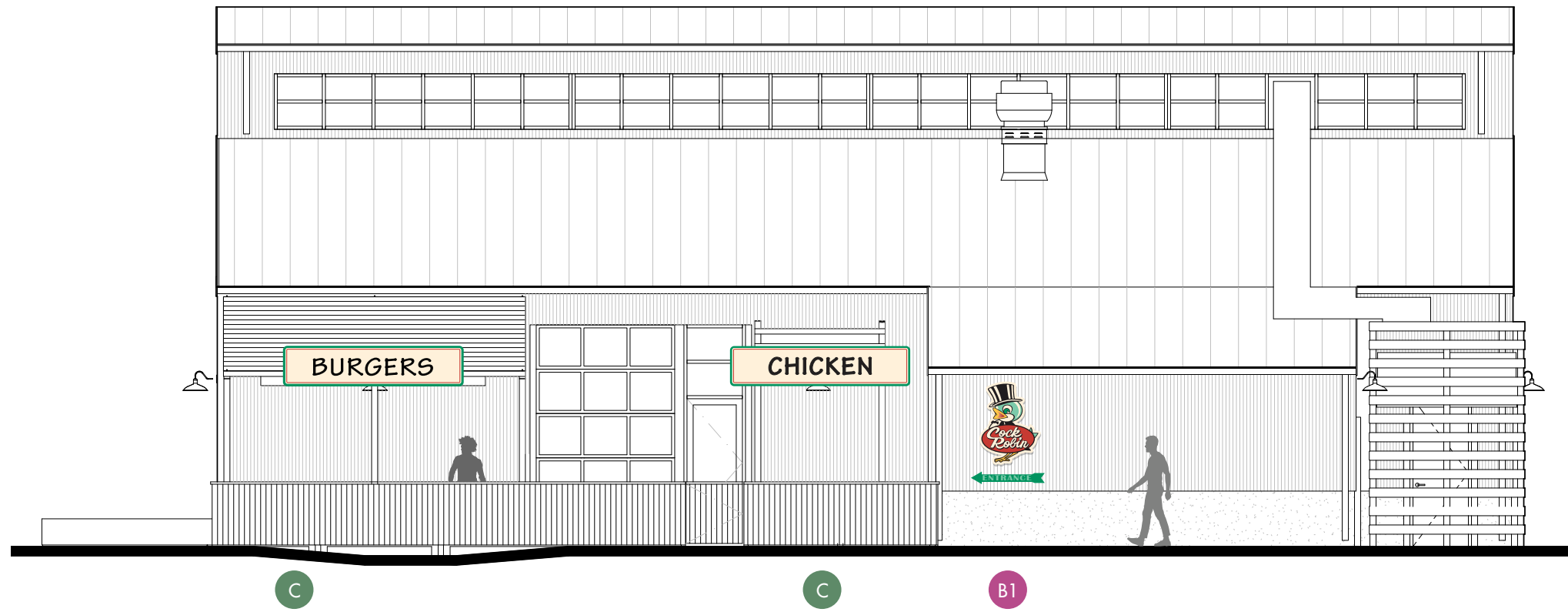
City Submittal, PLANNING

**SHEET TITLE**

**Site Plan**  
Sign Locations

**SHEET NUMBER**

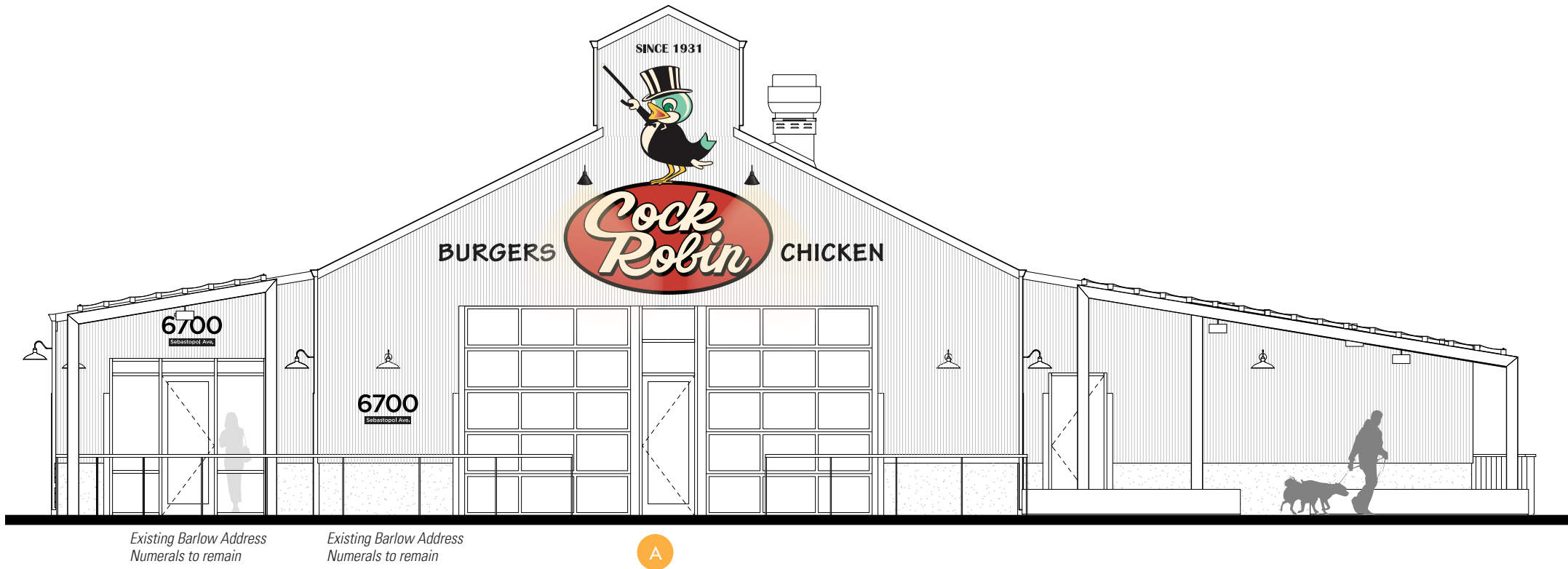
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1 - BUILDING ELEVATION / North  
Scale: 1/8" = 1'-0"

SIGN KEY - Exterior

- A Primary Brand Wall Sign, Bird
- B1 Secondary Brand Directional Wall Sign
- B2 Secondary Brand Wall Sign
- C Burgers + Chicken Wall Sign



2 - BUILDING ELEVATION / East  
Scale: 1/8" = 1'-0"

PROJECT



**COCK ROBIN RESTAURANT**  
6700 SEBASTOPOL AVE.  
SEBASTOPOL, CA 95472

SCOTTAG PROJECT #5656-200

CLIENT



Barney Aldridge  
Barney@aldridgedevelopment.net

SIGNAGE CONTRACTOR



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**ENVIRONMENTAL GRAPHICS**  
1275 NORTH DUTTON AVE  
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TEL 707.545.4519  
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07/03/2024 KDW

PHASE

City Submittal, PLANNING

SHEET TITLE

**Elevations**  
North / East

SHEET NUMBER

**0.1**

SIGN KEY - Exterior

- A Primary Brand Wall Sign, Bird
- B1 Secondary Brand Directional Wall Sign
- B2 Secondary Brand Wall Sign
- C Burgers + Chicken Wall Sign

PROJECT



**COCK ROBIN RESTAURANT**  
6700 SEBASTOPOL AVE.  
SEBASTOPOL, CA 95472

SCOTTAG PROJECT #5656-200

CLIENT



Barney Aldridge  
Barney@aldridgedevlopment.net

SIGNAGE CONTRACTOR

**SCOTT | AG**

**SCOTT AG, LLC**  
**ENVIRONMENTAL GRAPHICS**  
1275 NORTH DUTTON AVE  
SANTA ROSA, CA 95401  
TEL 707.545.4519  
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PHASE

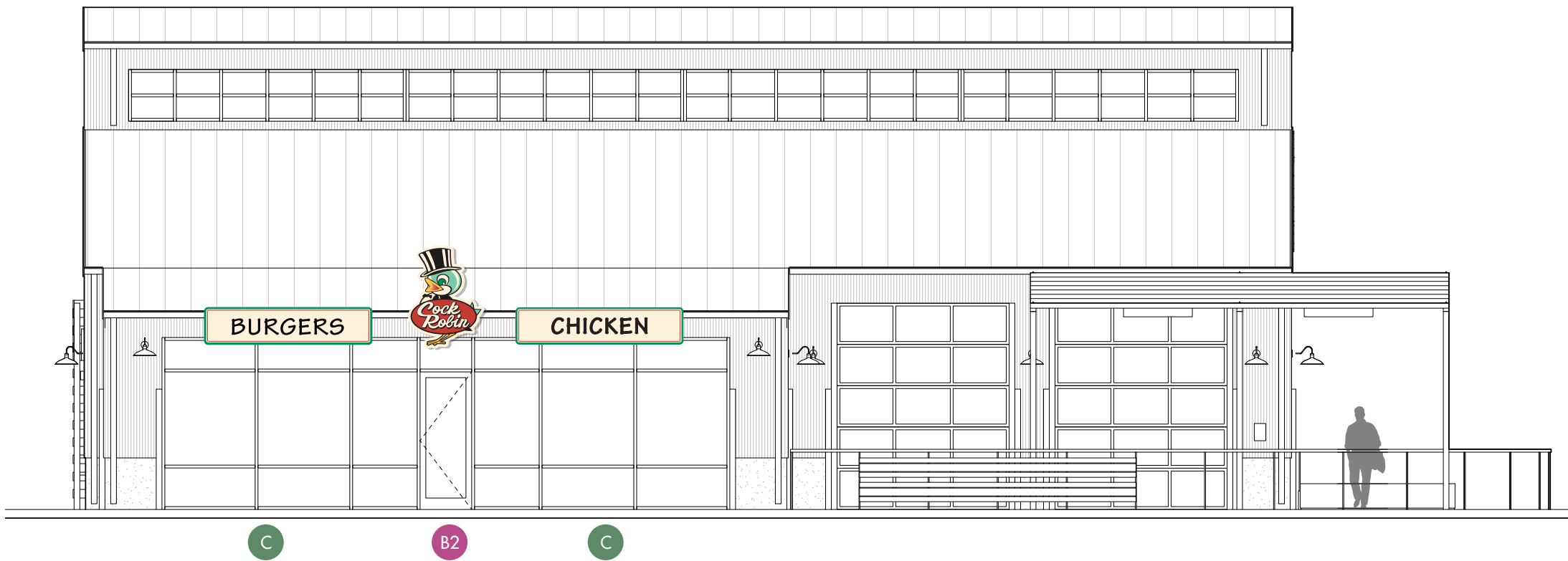
City Submittal, PLANNING

SHEET TITLE

**Elevations**  
South

SHEET NUMBER

**0.2**



1 - BUILDING ELEVATION / South  
Scale: 1/8" = 1'-0"



**PROJECT SIGNAGE / The Barlow Building I - 6700 Sebastopol**

Major Tenant at The Barlow: A tenant with over 5,000 square feet of leasable area.

SIGN NAME	PAGE	QTY	DESCRIPTION	ILLUMINATION	SIZE	SQ. FT.	TOTAL S.F.
<b>A</b> Primary Brand Wall Sign, Bird	1.0	1	wall sign	externally-illuminated	See page 1.1	136.75 s.f.	136.75 s.f.
<b>B1</b> Secondary Brand Directional Wall Sign	2.0	1	wall sign	non-illuminated	4'-6" x 5'-6"	18.5 s.f.	18.5 s.f.
<b>B2</b> Secondary Brand Directional Wall Sign	2.1	1	wall sign	non-illuminated	4'-5" x 6'-0"	26.5 s.f.	26.5 s.f.
<b>C</b> Burgers + Chicken Wall Sign	3.0	4	wall sign	non-illuminated	9'-8" x 2'-0"	19.5 s.f.	78 s.f.
<b>Total Proposed</b>							<b>259.75 s.f.</b>

**Total Allowed**  
 (Per The Barlow Master Sign Program, revised 07/24/2014  
 Planning File No. 2014-65) **312.5 s.f.**

*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.*

PROJECT



**COCK ROBIN RESTAURANT**  
 6700 SEBASTOPOL AVE.  
 SEBASTOPOL, CA 95472

SCOTTAG PROJECT #5656-200

CLIENT



Barney Aldridge  
 Barney@aldridgedev.com

SIGNAGE CONTRACTOR



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PHASE

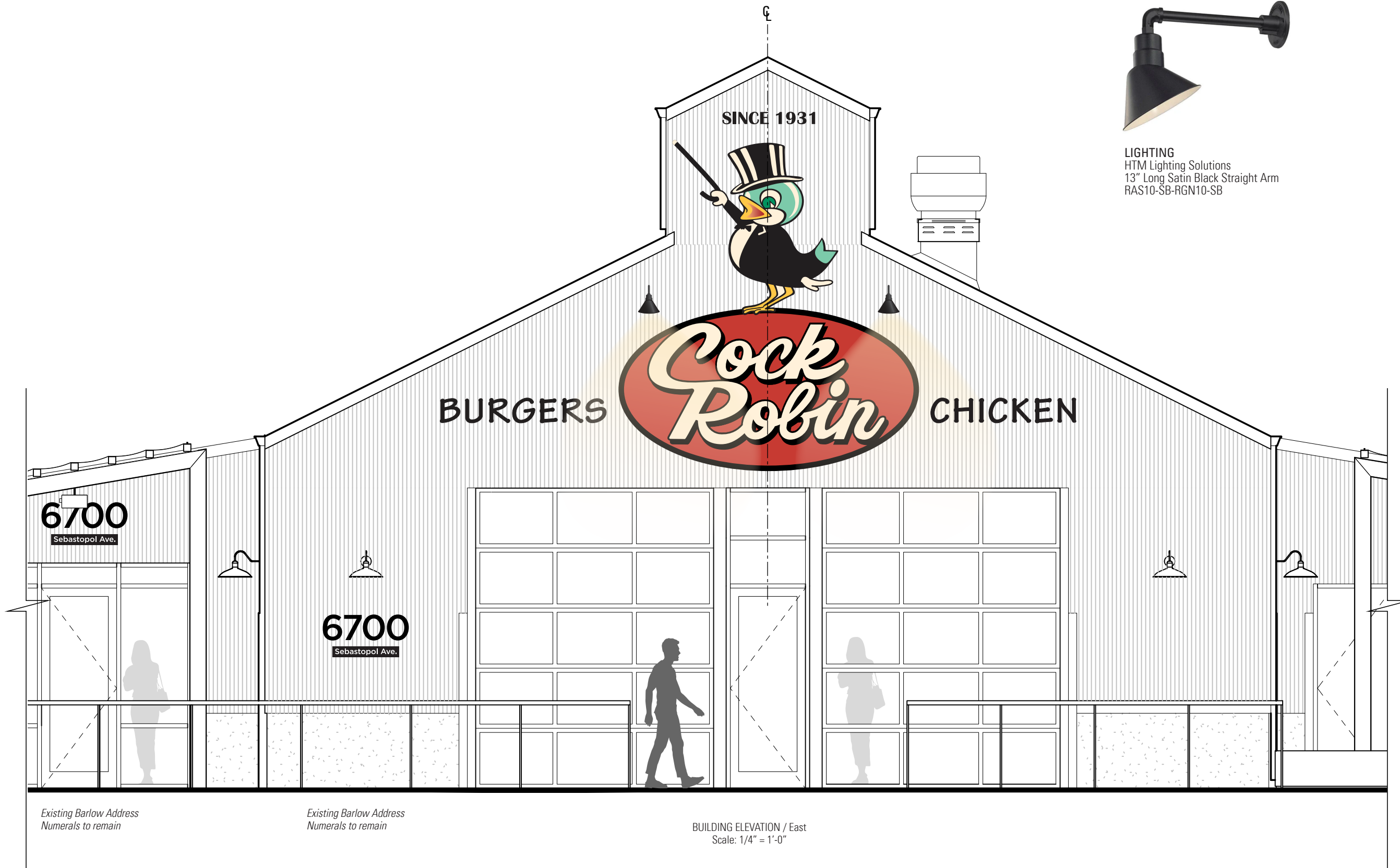
City Submittal, PLANNING

SHEET TITLE

**Sign Matrix**  
 Primary Exterior Signage

SHEET NUMBER

**0.3**



LIGHTING  
 HTM Lighting Solutions  
 13" Long Satin Black Straight Arm  
 RAS10-SB-RGN10-SB

Existing Barlow Address  
 Numerals to remain

Existing Barlow Address  
 Numerals to remain

BUILDING ELEVATION / East  
 Scale: 1/4" = 1'-0"

PROJECT



**COCK ROBIN RESTAURANT**  
 6700 SEBASTOPOL AVE.  
 SEBASTOPOL, CA 95472

SCOTTAG PROJECT #5656-200

CLIENT



Barney Aldridge  
 Barney@aldridgedev.com

SIGNAGE CONTRACTOR



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**ENVIRONMENTAL GRAPHICS**  
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 SANTA ROSA, CA 95401  
 TEL 707.545.4519  
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PHASE

City Submittal, PLANNING

SHEET TITLE

**A**  
 Primary Brand Wall Sign  
 East Elevation

SHEET NUMBER

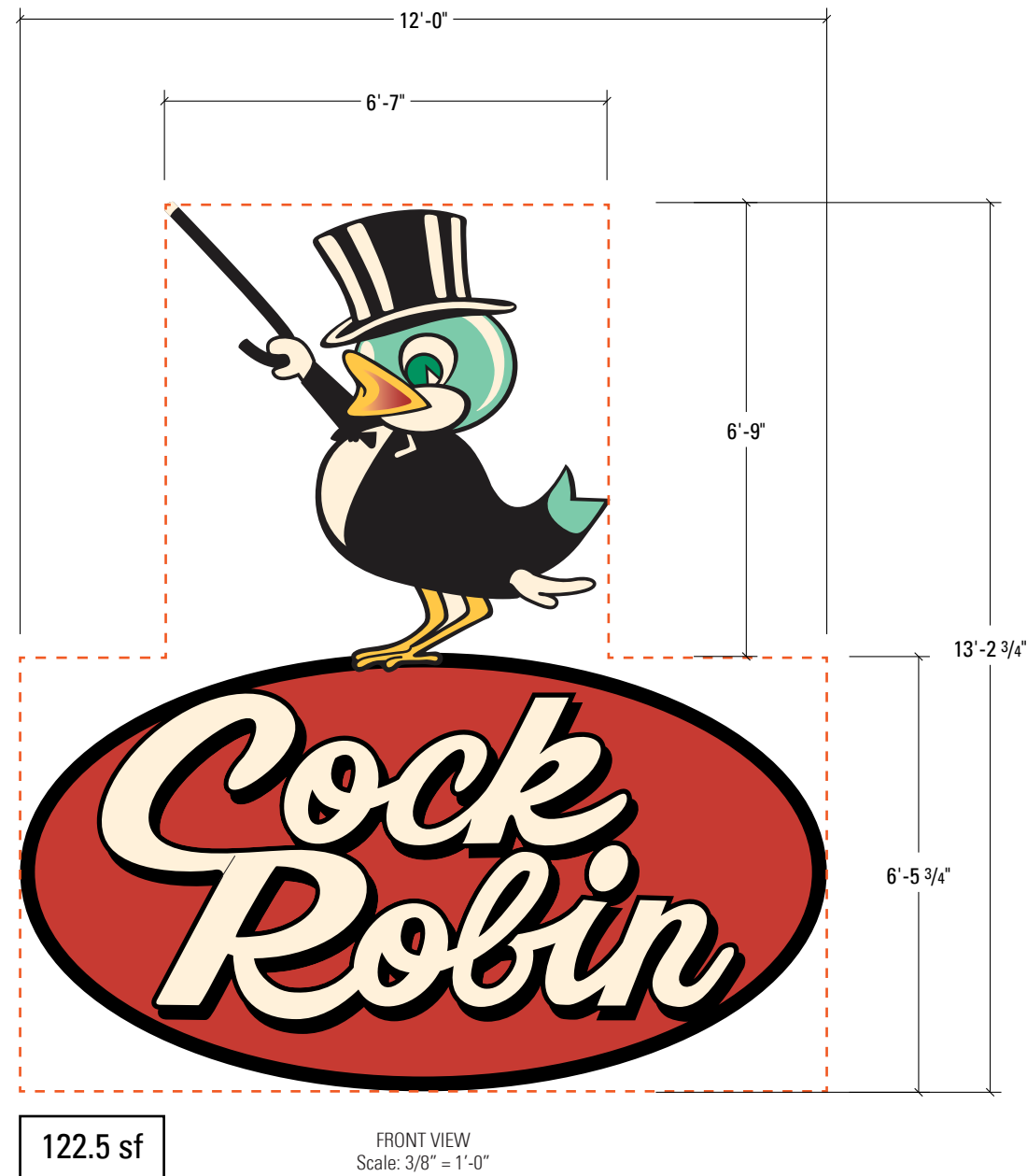
**1.0**

**BIRD**  
 1/8" aluminum, painted  
 various colors as shown

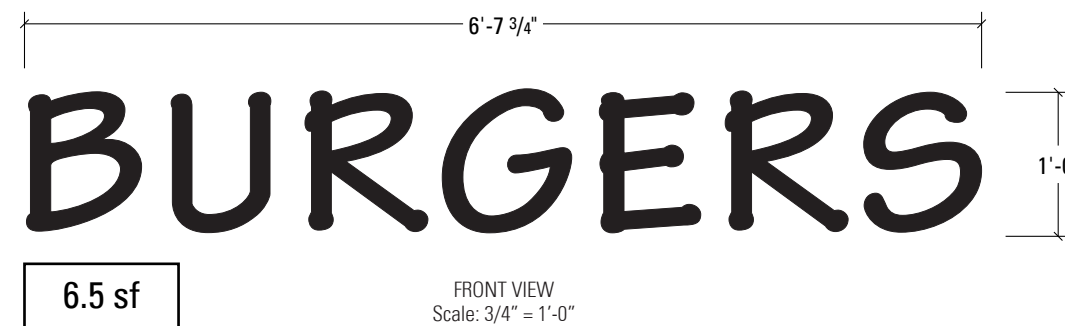
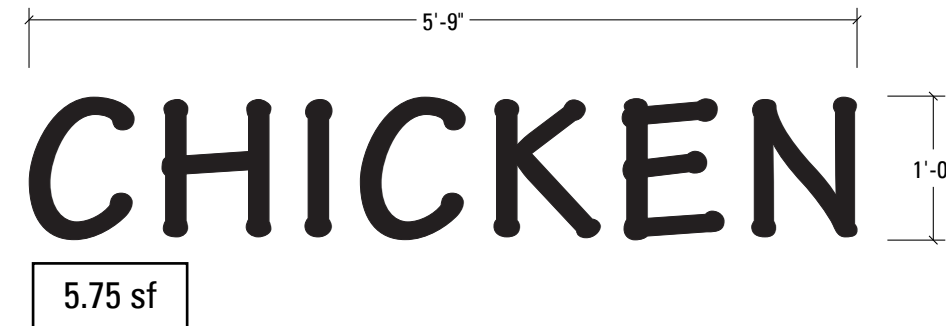
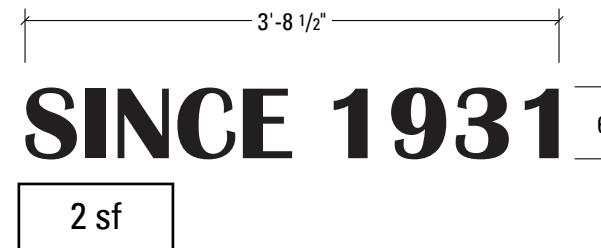
**LETTERS**  
 1" deep fabricated metal letters, painted PMS 7499 C  
 drop shade letters painted black on oval back panel

**OVAL**  
 1/8" aluminum, painted brand red  
 match to PMS 180 C  
 flush-mounted to corrugated metal siding

**TOTAL**  
**136.75 sf**



**LETTERS**  
 1/8" cut aluminum, painted  
 flush-mounted to corrugated metal siding



**PROJECT**



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 SEBASTOPOL, CA 95472

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**PHASE**

City Submittal, PLANNING

**SHEET TITLE**

**A**  
 Primary Brand Wall Sign  
 Details

**SHEET NUMBER**

**1.1**

**PANEL**  
 1/8" aluminum, painted  
 with 2-dimensional digitally printed graphics  
 clear coat over top

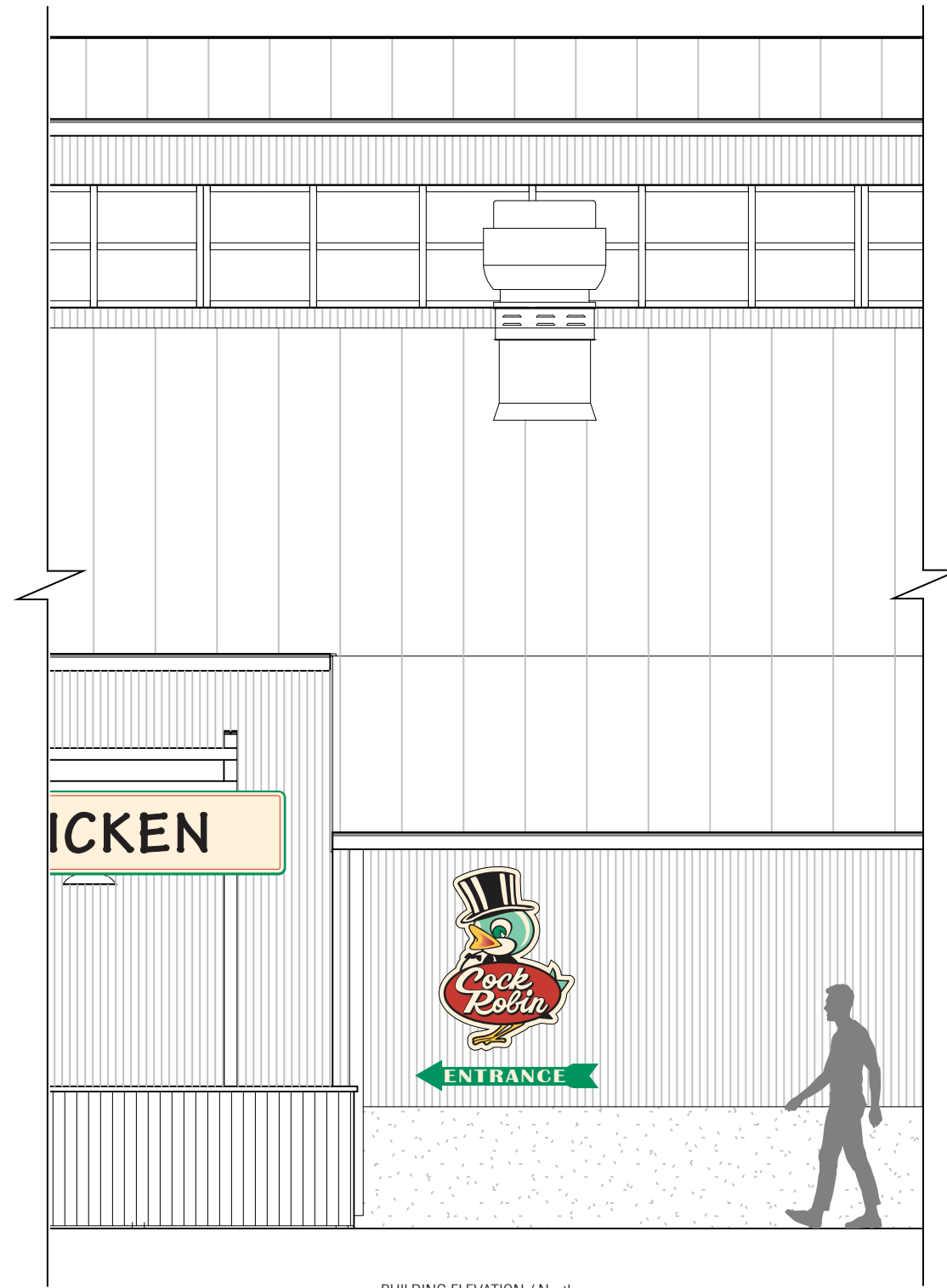
**RIDER**  
 1/8" aluminum, painted to match MPS 340 C  
 screenprinted or digitally printed copy

18.5 sf



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

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



BUILDING ELEVATION / North  
 Scale: 1/4" = 1'-0"

PROJECT



**COCK ROBIN RESTAURANT**  
 6700 SEBASTOPOL AVE.  
 SEBASTOPOL, CA 95472

SCOTTAG PROJECT #5656-200

CLIENT



Barney Aldridge  
 Barney@aldridgedev.com

SIGNAGE CONTRACTOR

**SCOTT | AG**

**SCOTT AG, LLC**  
**ENVIRONMENTAL GRAPHICS**  
 1275 NORTH DUTTON AVE  
 SANTA ROSA, CA 95401  
 TEL 707.545.4519  
**Contractors License #972537**

ISSUE/REVISION

07/03/2024 KDW

PHASE

City Submittal, PLANNING

SHEET TITLE

**B1**  
 Secondary Brand Directional  
 Wall Sign  
 North Elevation

SHEET NUMBER

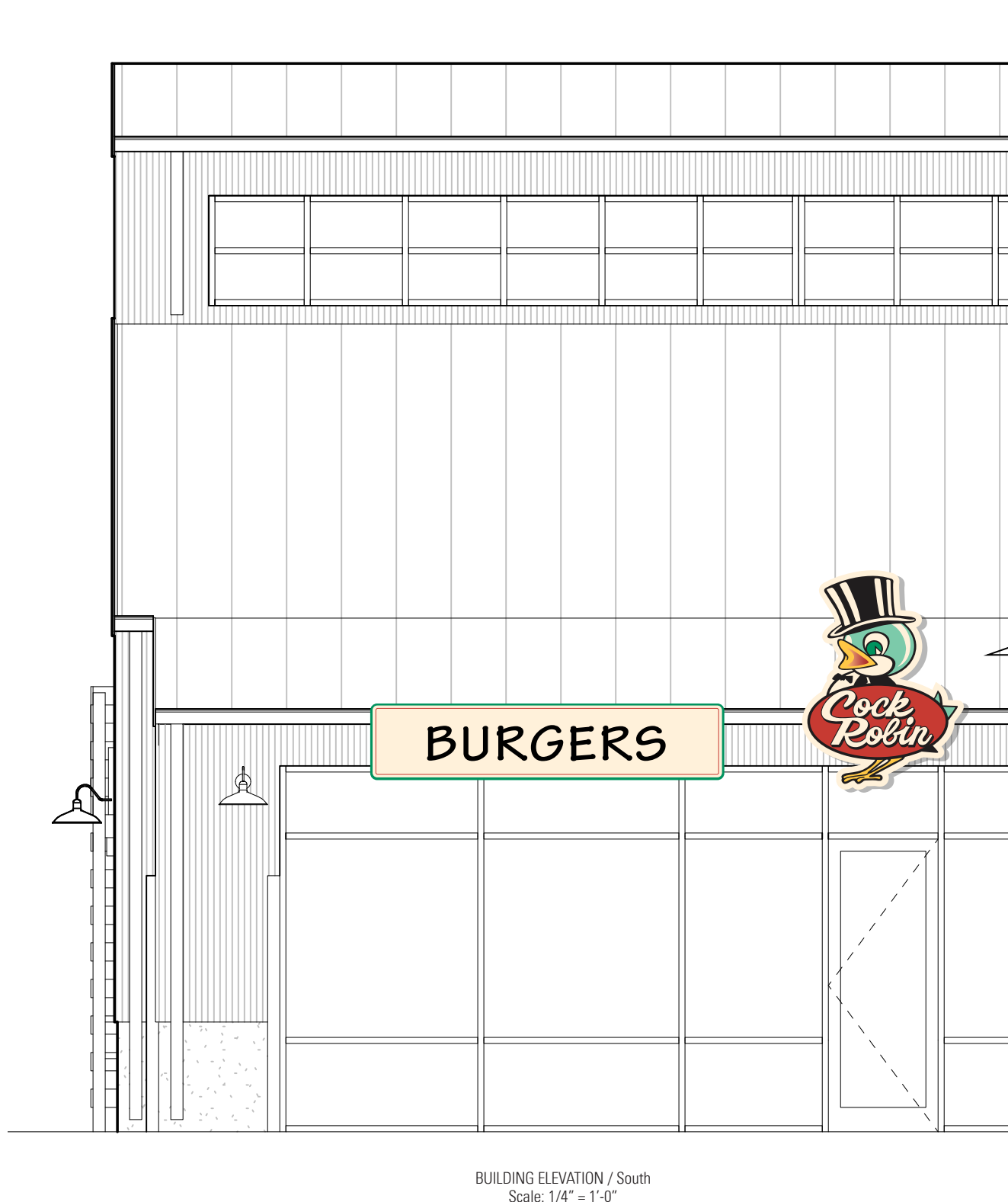
**2.0**

PANEL  
 1/8" aluminum, painted  
 with 2-dimensional digitally printed graphics  
 clear coat over top

26.5 sf



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



BUILDING ELEVATION / South  
 Scale: 1/4" = 1'-0"

PROJECT



**COCK ROBIN RESTAURANT**  
 6700 SEBASTOPOL AVE.  
 SEBASTOPOL, CA 95472

SCOTTAG PROJECT #5656-200

CLIENT



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ISSUE/REVISION

07/03/2024 KDW

PHASE

City Submittal, PLANNING

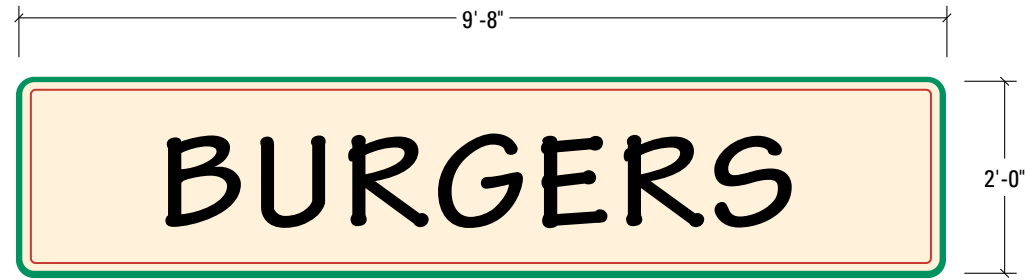
SHEET TITLE

**B2**  
 Secondary Brand Wall Sign  
 South Elevation

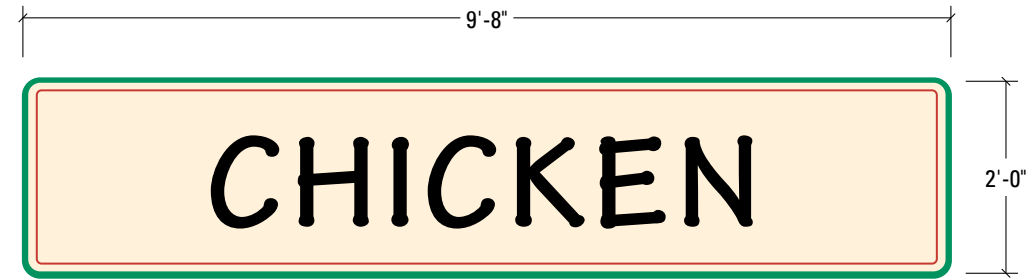
SHEET NUMBER

**2.1**





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



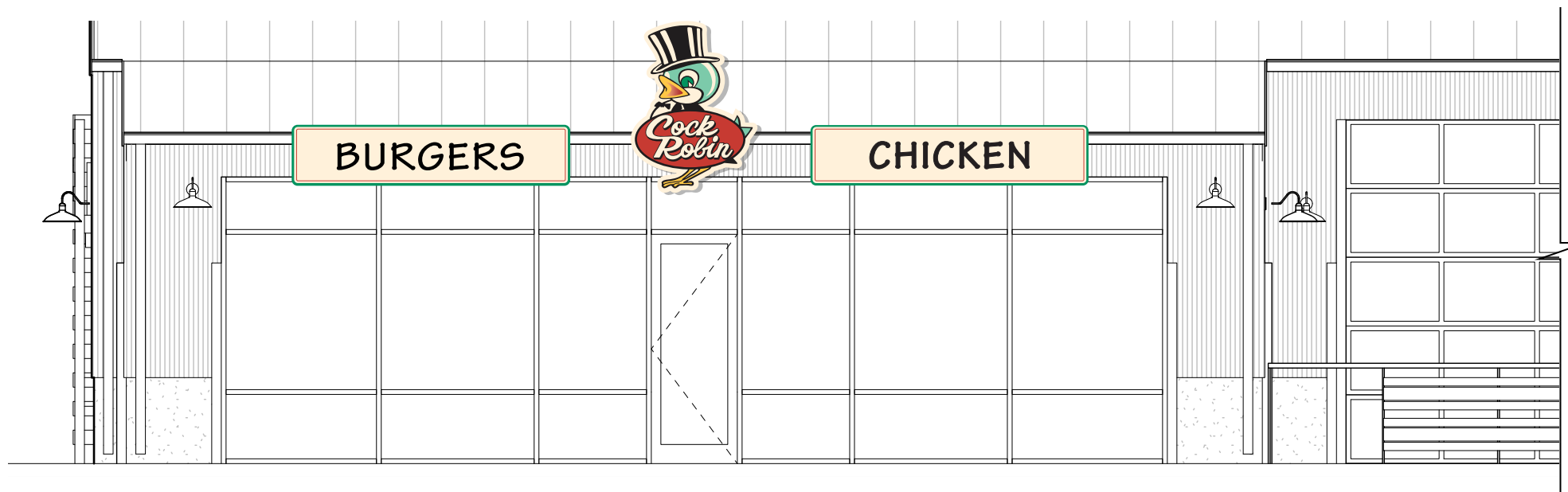
FRONT VIEW  
Scale: 1/2" = 1'-0"



BUILDING ELEVATION / North  
Scale: 3/16" = 1'-0"

PANEL  
1/8" aluminum, painted PMS 340 C  
face painted PMS 7499 C  
with spray & mask red border (180 C)  
black vinyl copy

19.5 sf each



BUILDING ELEVATION / South  
Scale: 3/16" = 1'-0"

PROJECT



**COCK ROBIN RESTAURANT**  
6700 SEBASTOPOL AVE.  
SEBASTOPOL, CA 95472

SCOTTAG PROJECT #5656-200

CLIENT



Barney Aldridge  
Barney@aldriggedevelopment.net

SIGNAGE CONTRACTOR

**SCOTT | AG**

**SCOTT AG, LLC**  
**ENVIRONMENTAL GRAPHICS**  
1275 NORTH DUTTON AVE  
SANTA ROSA, CA 95401  
TEL 707.545.4519  
**Contractors License #972537**

ISSUE/REVISION

07/03/2024 KDW

PHASE

City Submittal, PLANNING

SHEET TITLE

**C**  
Burgers + Chicken Wall Signs  
North / South Elevations

SHEET NUMBER

**3.0**

July 11, 2024

Nzuzi Mahungu  
Planning Technician  
City of Sebastopol  
7120 Bodega Ave.  
Sebastopol CA, 95472

Re: Cock Robin signage application (2024-031: 6700 Sebastopol Avenue)

Dear Nzuzi,

ScottAG has submitted a signage package on behalf of Barney Aldridge for the Cock Robin restaurant at 6700 Sebastopol Ave. located in The Barlow. Please accept this letter as a project description to accompany that application and drawing set.

Cock Robin will occupy the former Seismic Brewing space. While the previous use and the new use are both restaurants by definition – the new use will service customers in a very different way. An order counter, shorter visit duration and pick-up are all features of the new restaurant. The space is well over 5000 ft.<sup>2</sup> and has three distinct frontages making this a major tenant space per the Barlow MSP.

The primary identification sign (Sign type A) is a representation of the classic logo intended to communicate with westbound traffic on the highway. The sign is painted and screen printed. Lighting will be external.

Sign type B1 is a directional sign to move guest traffic from the parking area to the entry doors. The sign is painted and screen printed. The sign is non-illuminated.

Sign type B2 is a brand identification sign for the South elevation and is intended to communicate with eastbound traffic on the highway. The sign is painted and screen printed. The sign is non-illuminated.

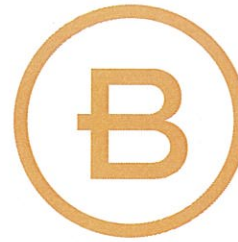
Sign type C provides identification of the restaurant offerings. These are painted and screen printed, non – illuminated panels.

If you have any questions regarding the information contained in this letter, please contact Michael J. Burch at 707-953-7157.

Thank you,



Michael J. Burch



# THE BARLOW

## MASTER SIGN PROGRAM

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

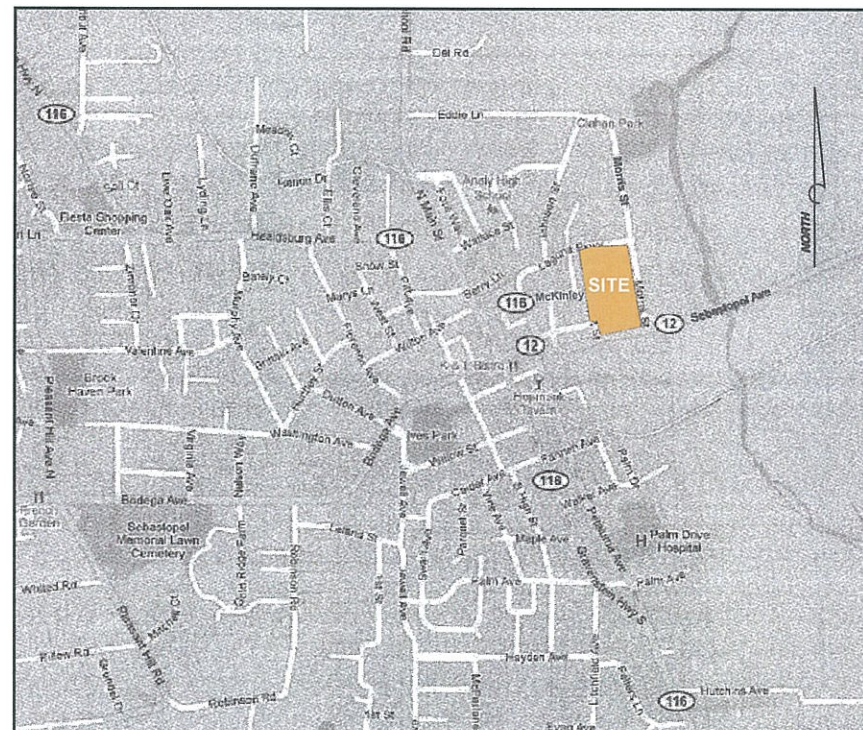
- 00 Sign Criteria
- 01 Existing Signage

### 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



RECEIVED  
FEB 09 2015  
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.

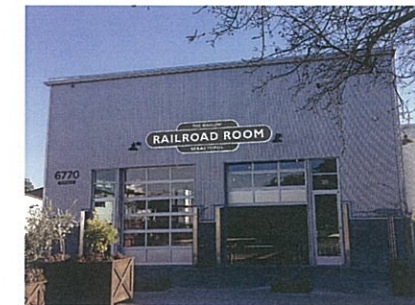
Signs at loading docks, employee entries, outdoor work areas, and dedicated parking spaces may be installed only if approved by the Owner.

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

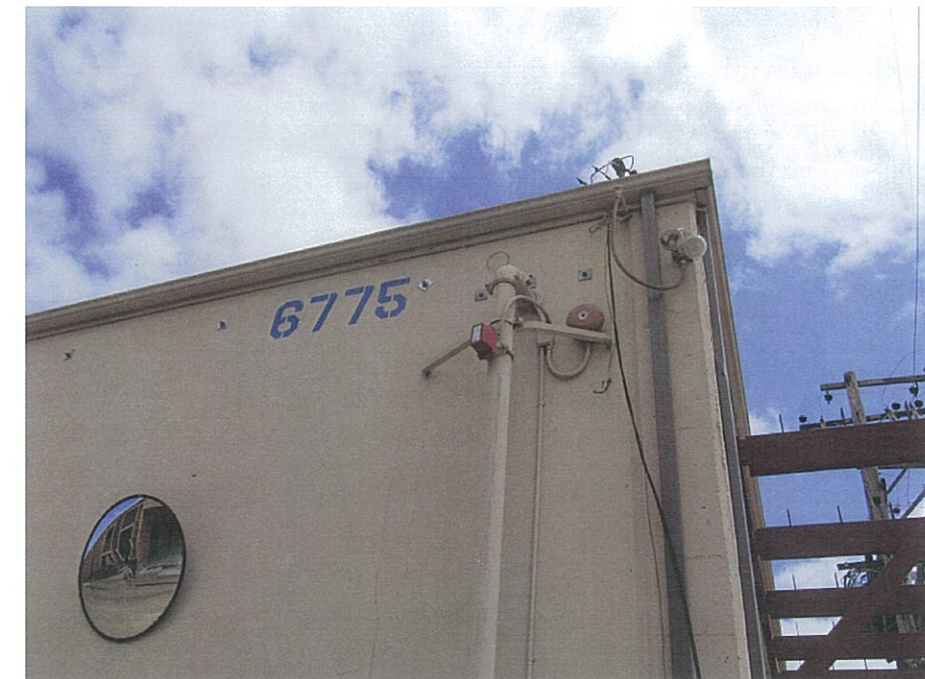
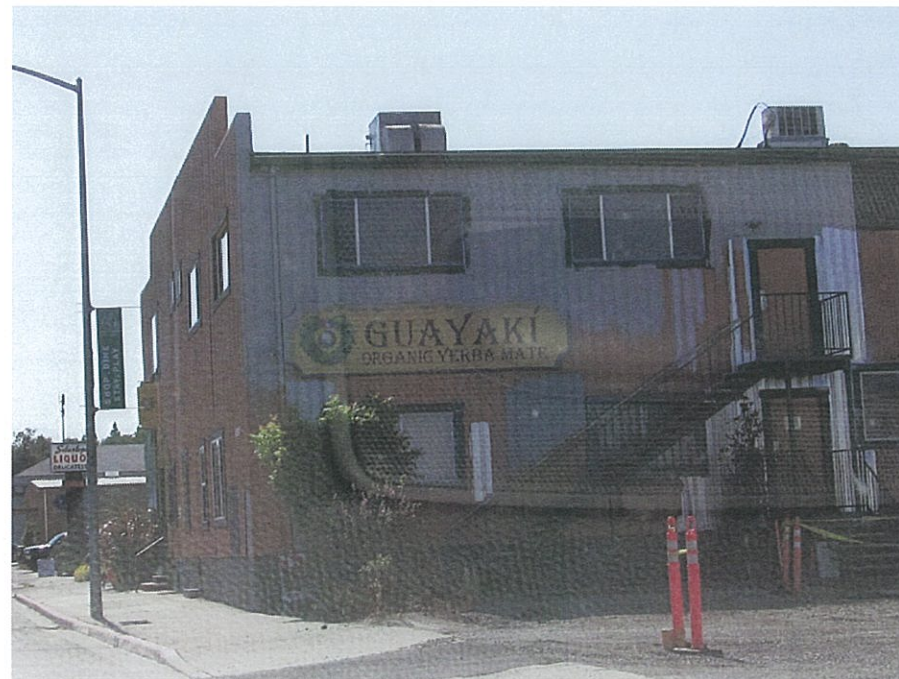
Signage at the The Barlow needs to address the historical roots of the project site and embrace the up to the minute marketing sensibilities of the diverse tenant mix at the project. Signage should be a marriage of old and new: materials, graphic design, texture, color and character.

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.



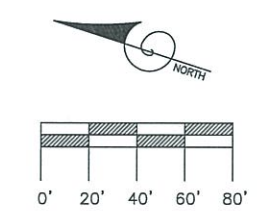
PROJECT SIGNAGE

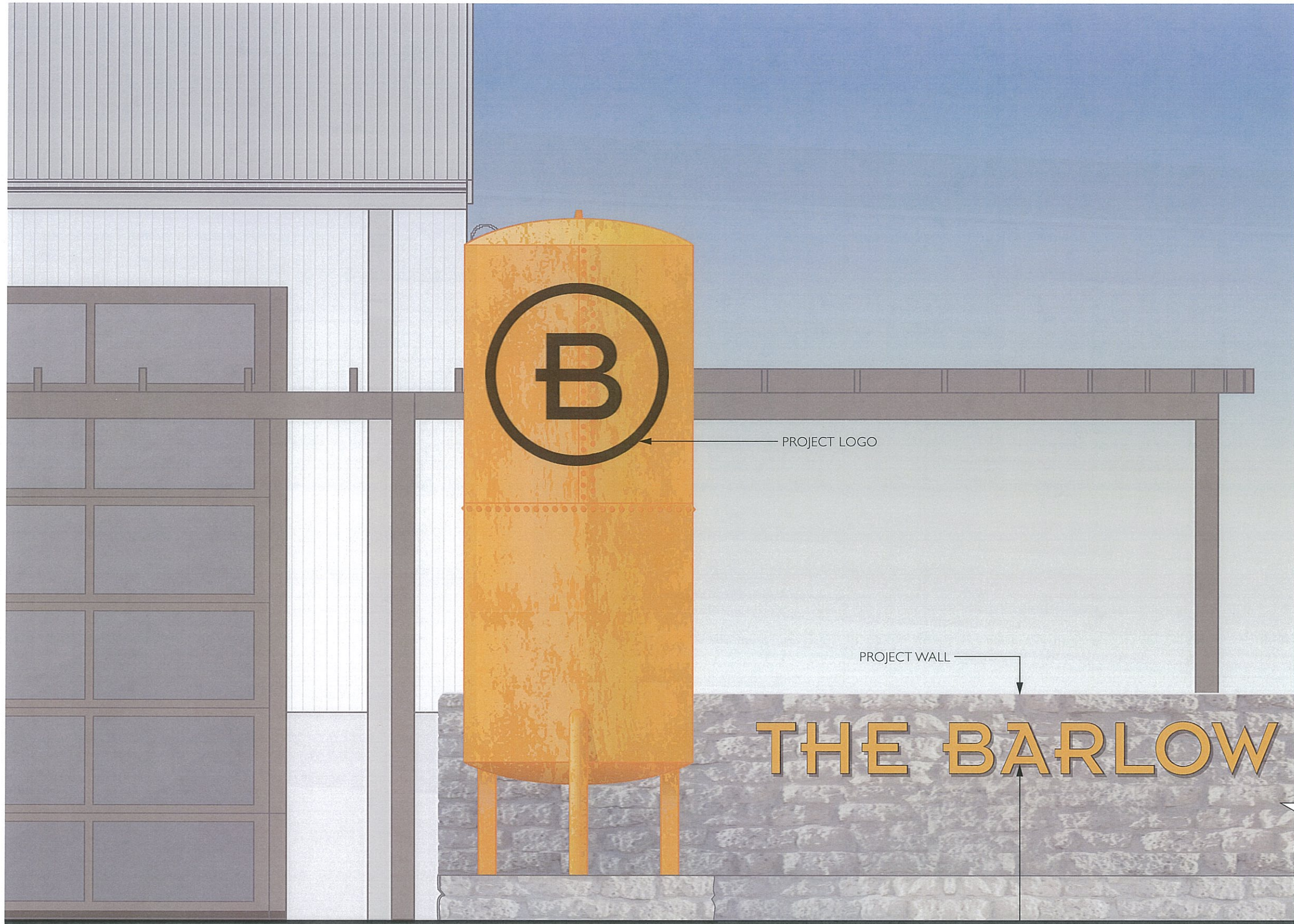


THE BARLOW



- 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

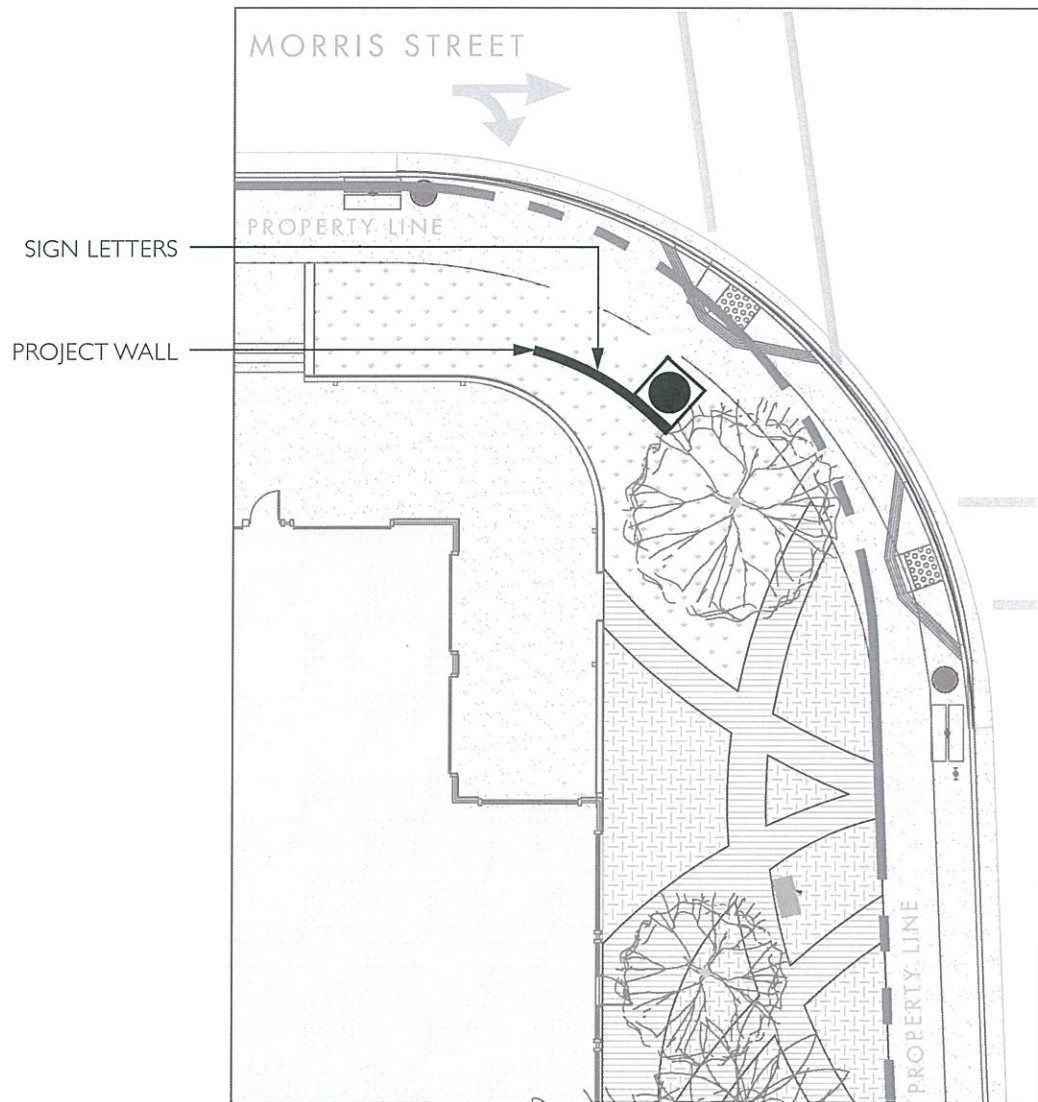




RECLAIMED CONCRETE WALL

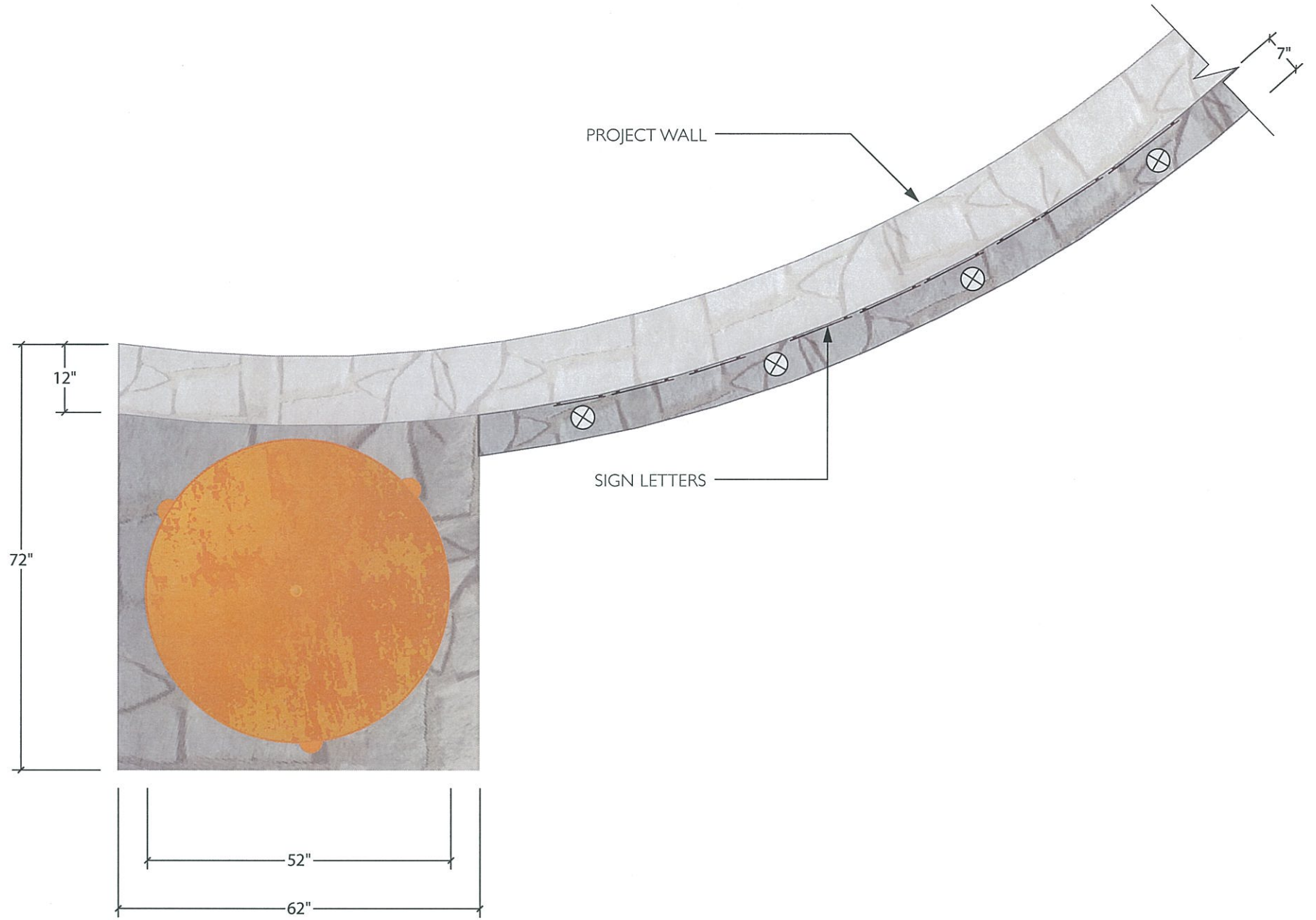


HISTORIC BOILER

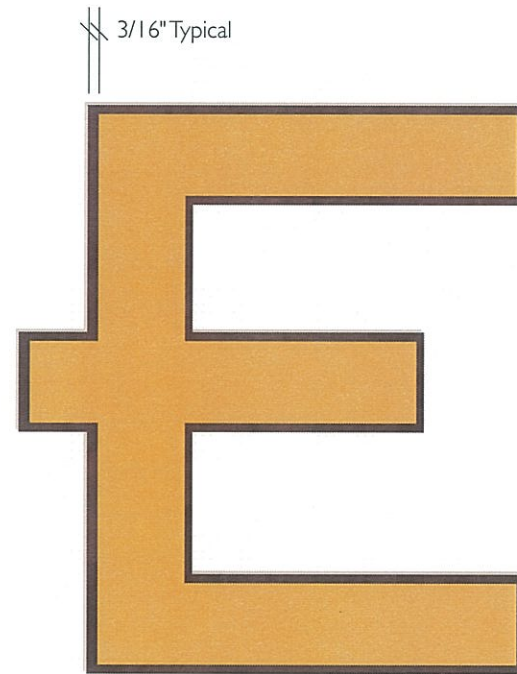


A1

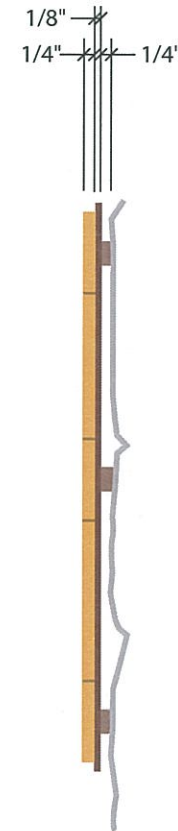
SPECIFIC LOCATION  
Scale: 1" = 20'-0"



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



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



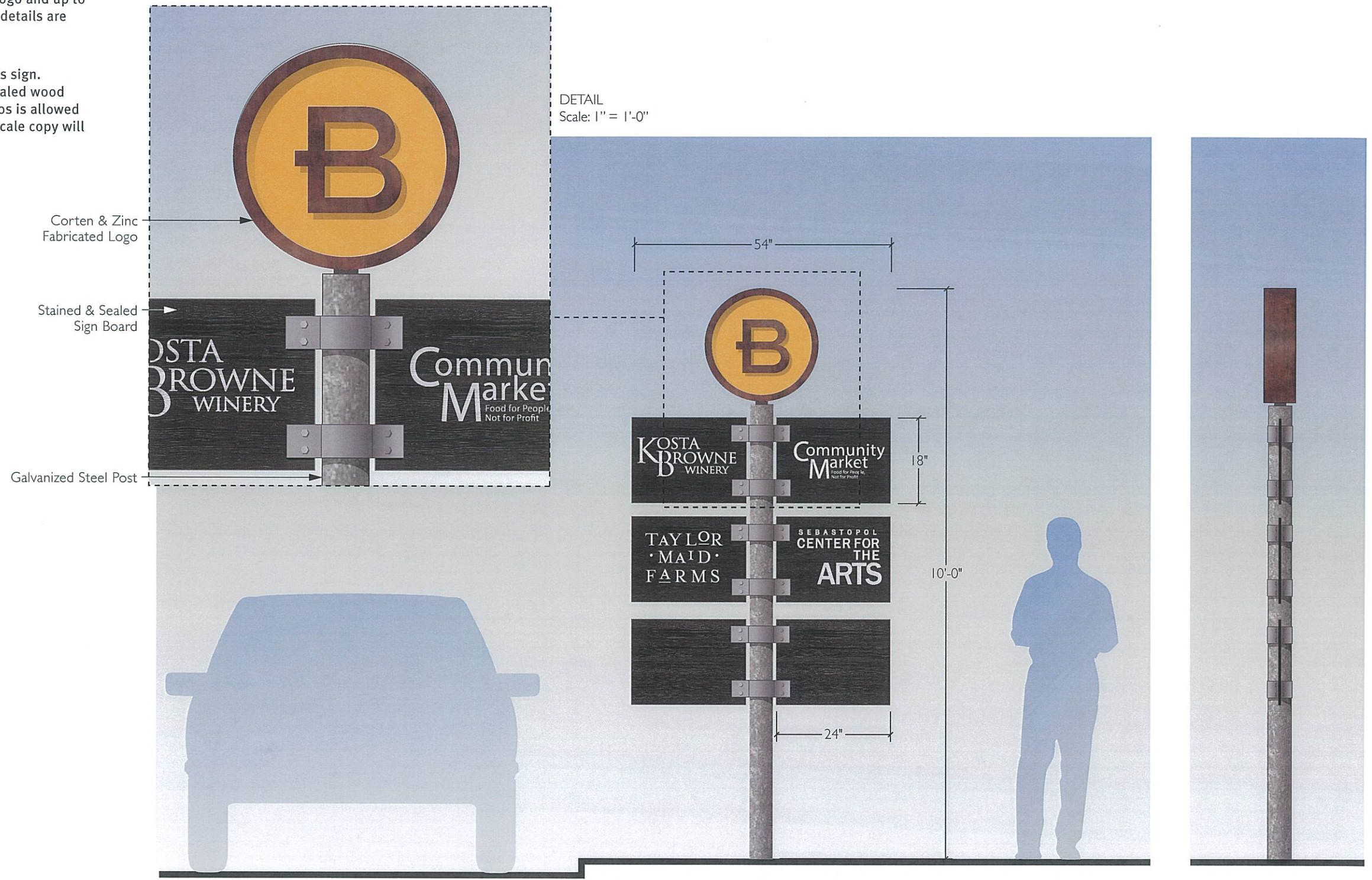
SIDEVIEW

**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"

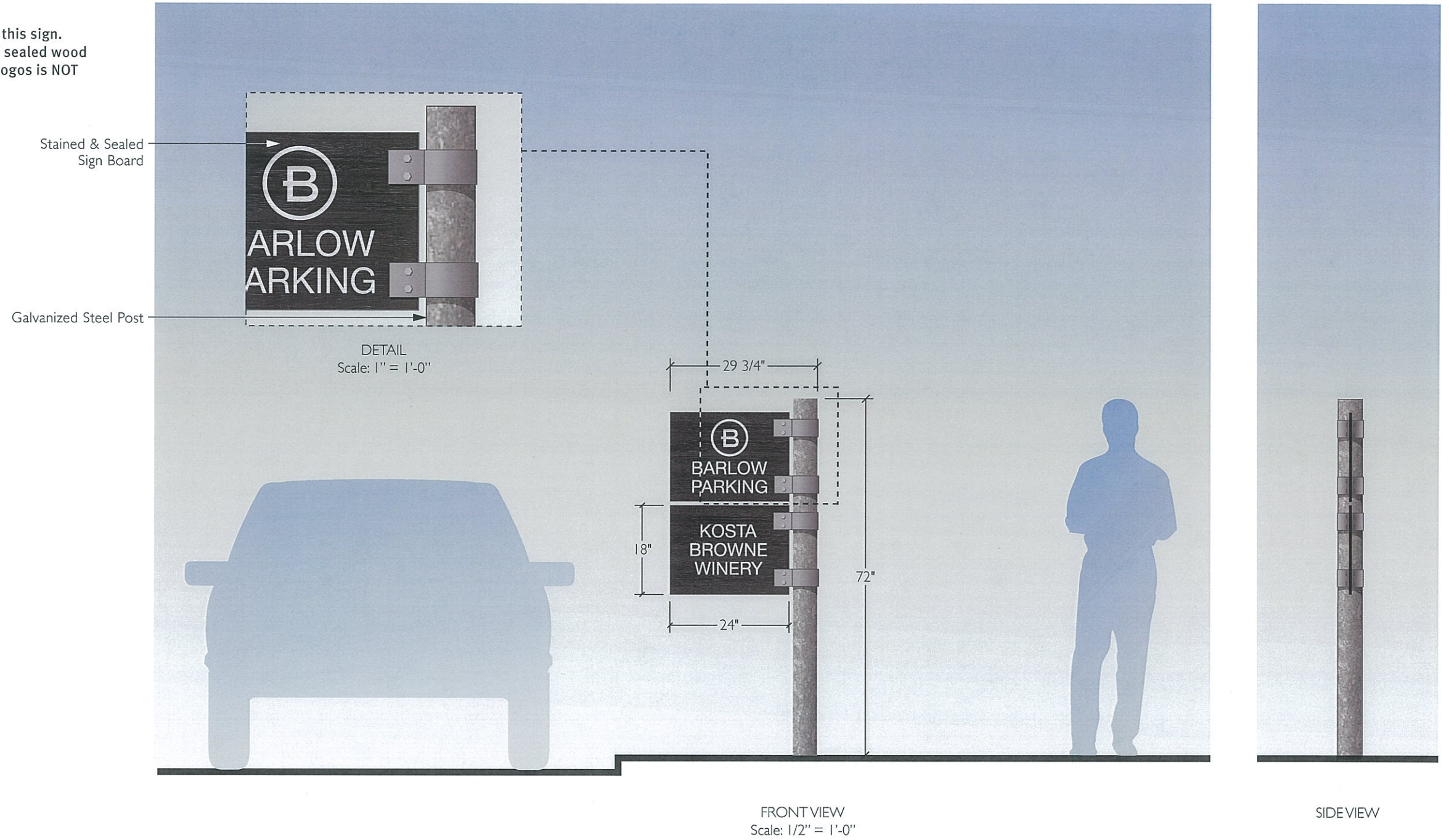
SIDEVIEW

**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.**

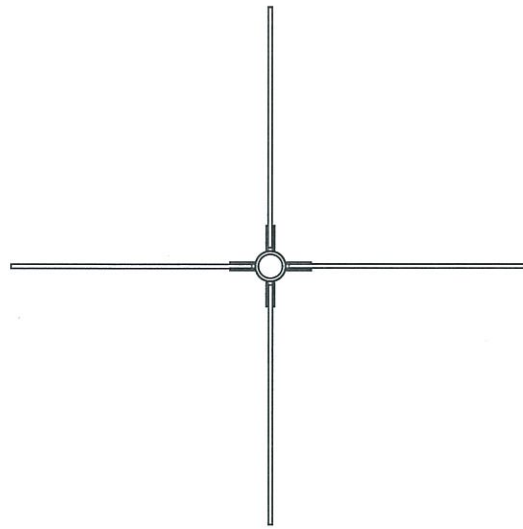


**Project Directional Sign**

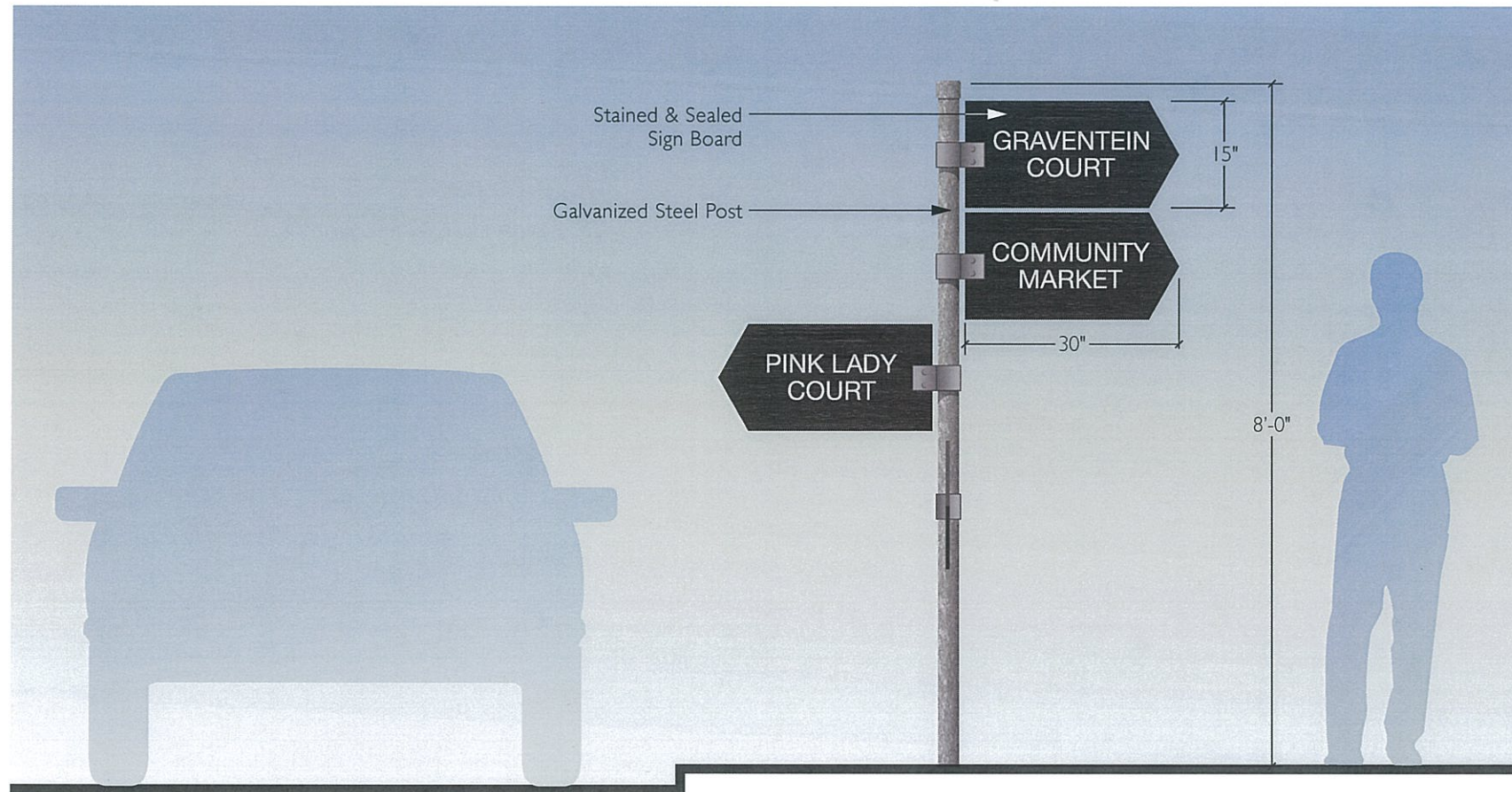
A Project Directional Sign may be installed at intersections and key wayfinding points within the project as outlined in the plan on Page P1.0. The sign may be up to 8'-0" in height and include four project directional panels. Copy may include, court names, addresses, tenant names, or local street names.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

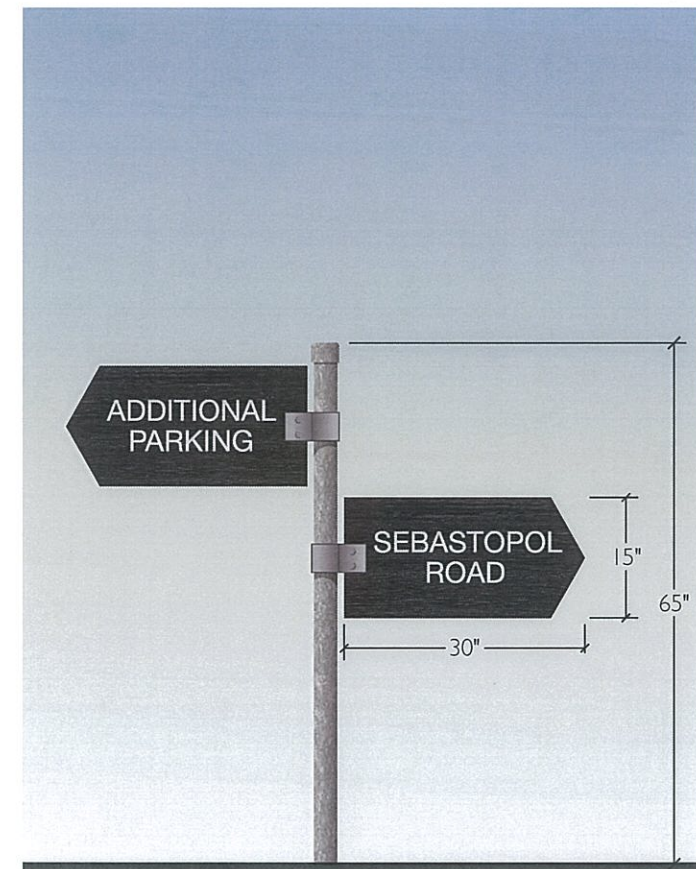
**Sign is non-illuminated.**



PLAN VIEW



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

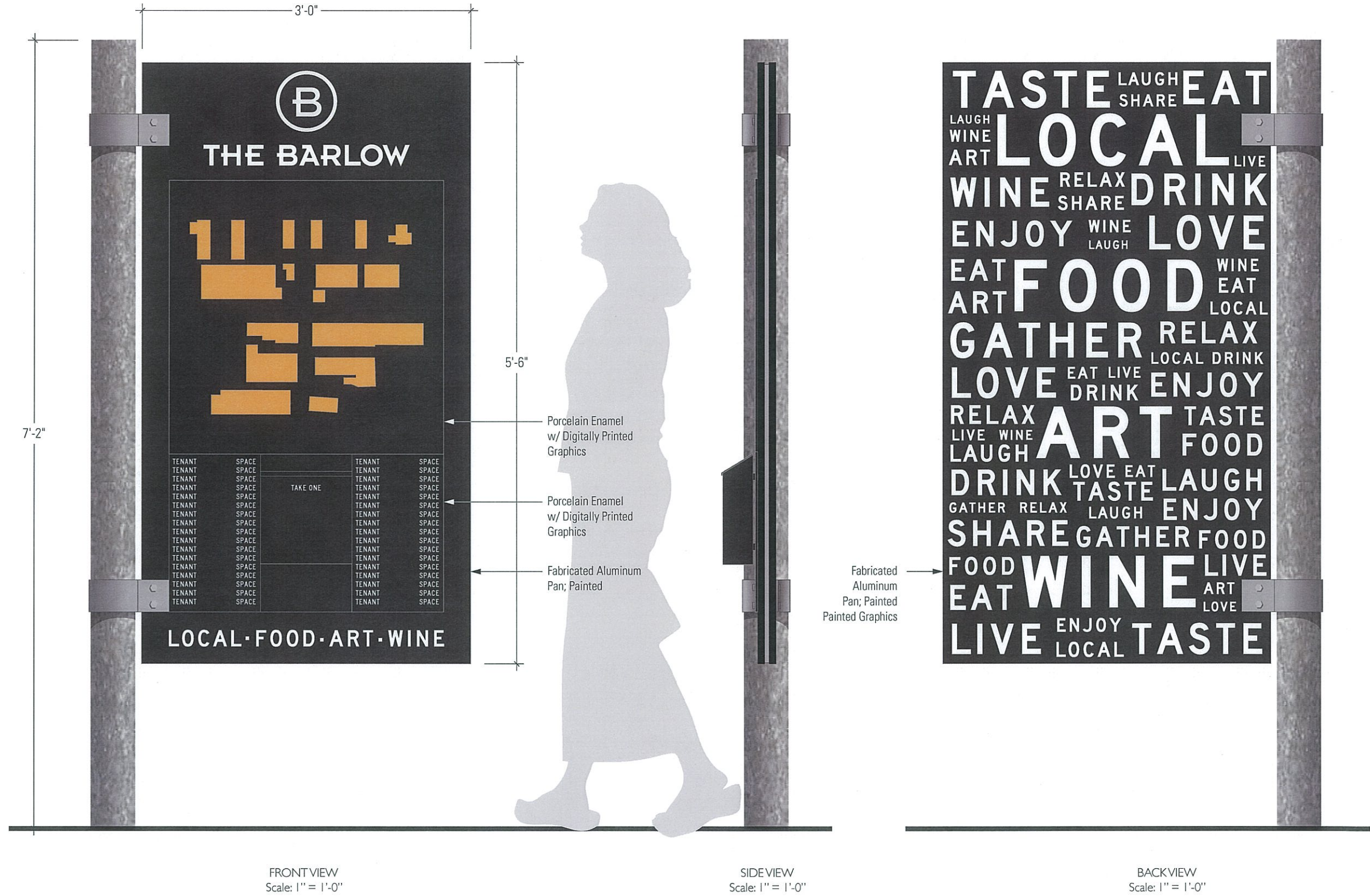


ALTERNATE SIZE

**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.



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

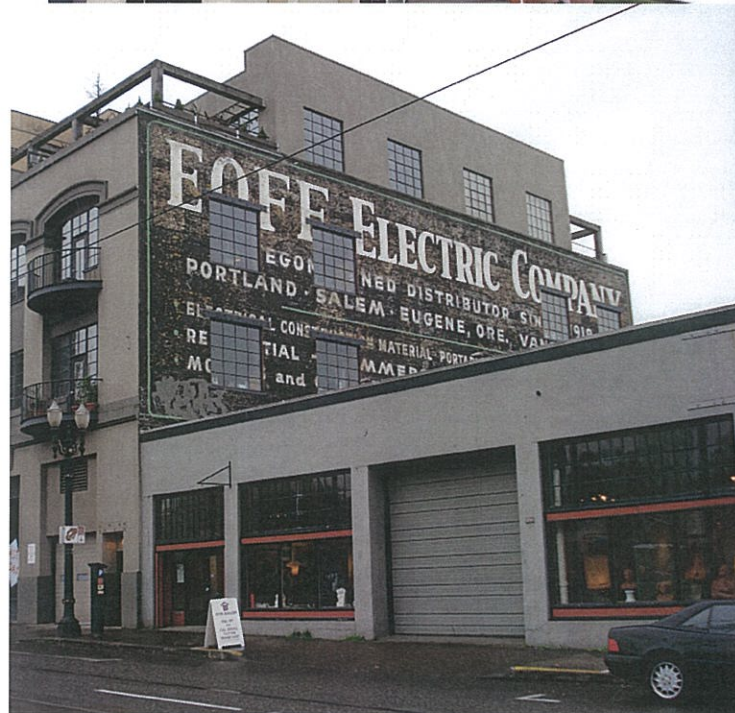
SIDE VIEW  
Scale: 1" = 1'-0"

BACK VIEW  
Scale: 1" = 1'-0"

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:**

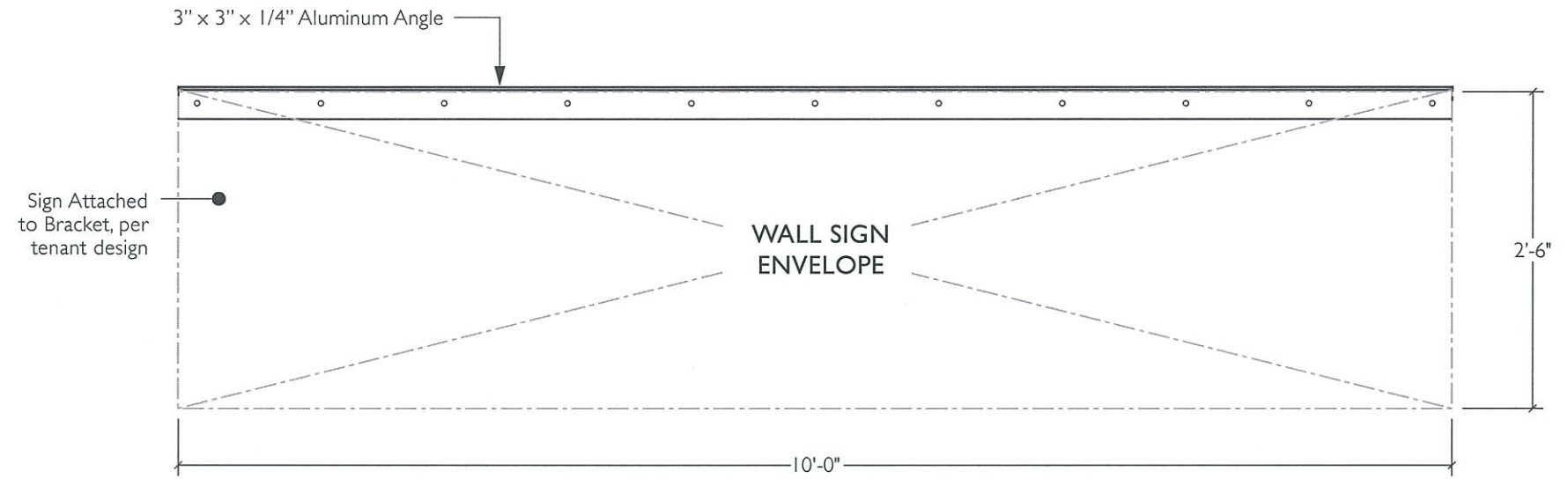
- Painted panels with screen printed, painted, plotter cut die-cast vinyl, individual cut-out or carved letters
- Wood or metal panels with screenprinted, painted, plotter cut die-cast vinyl, individual cut-out or carved letters

**Signs may not include:**

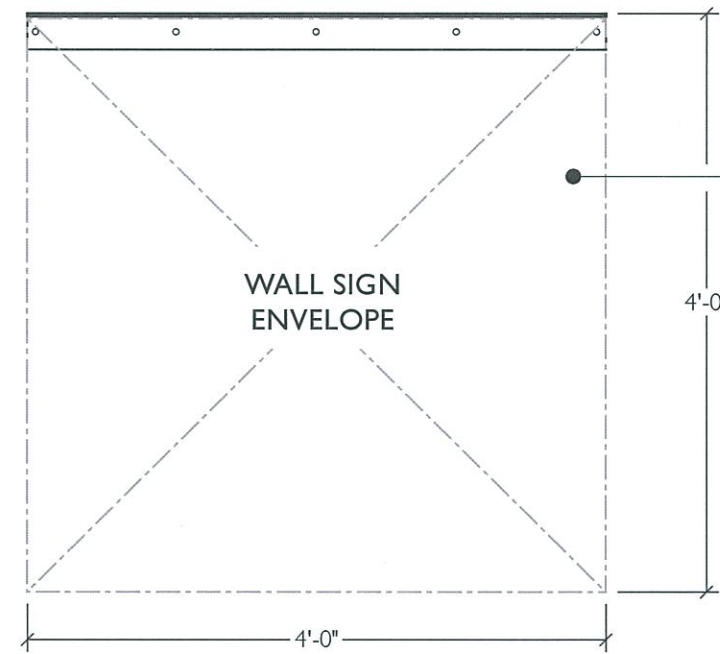
- Unpainted plastic
- Digitally printed vinyl graphics (unless used as a single creative element of a design with the express written permission of the Owner)
- External Illumination (unless approved by the Owner)
- Internal Illumination



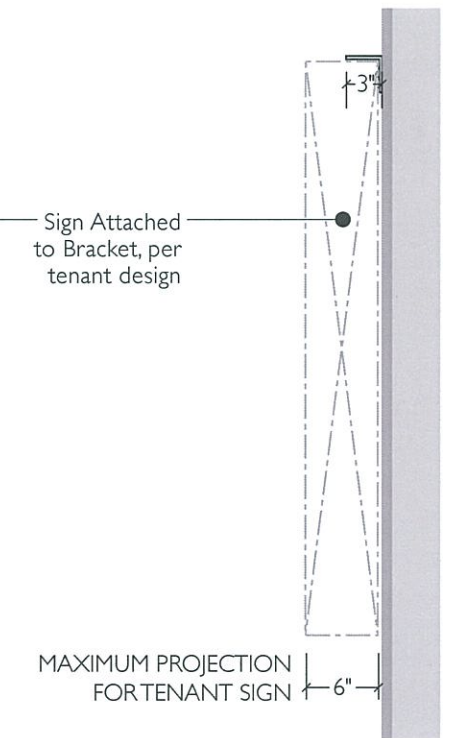
EXAMPLES OF CREATIVE APPROACH TO SIGNAGE



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



ALTERNATE SIZE  
(Buildings F, G, H)



SIDEVIEW

**DESIGN CRITERIA**

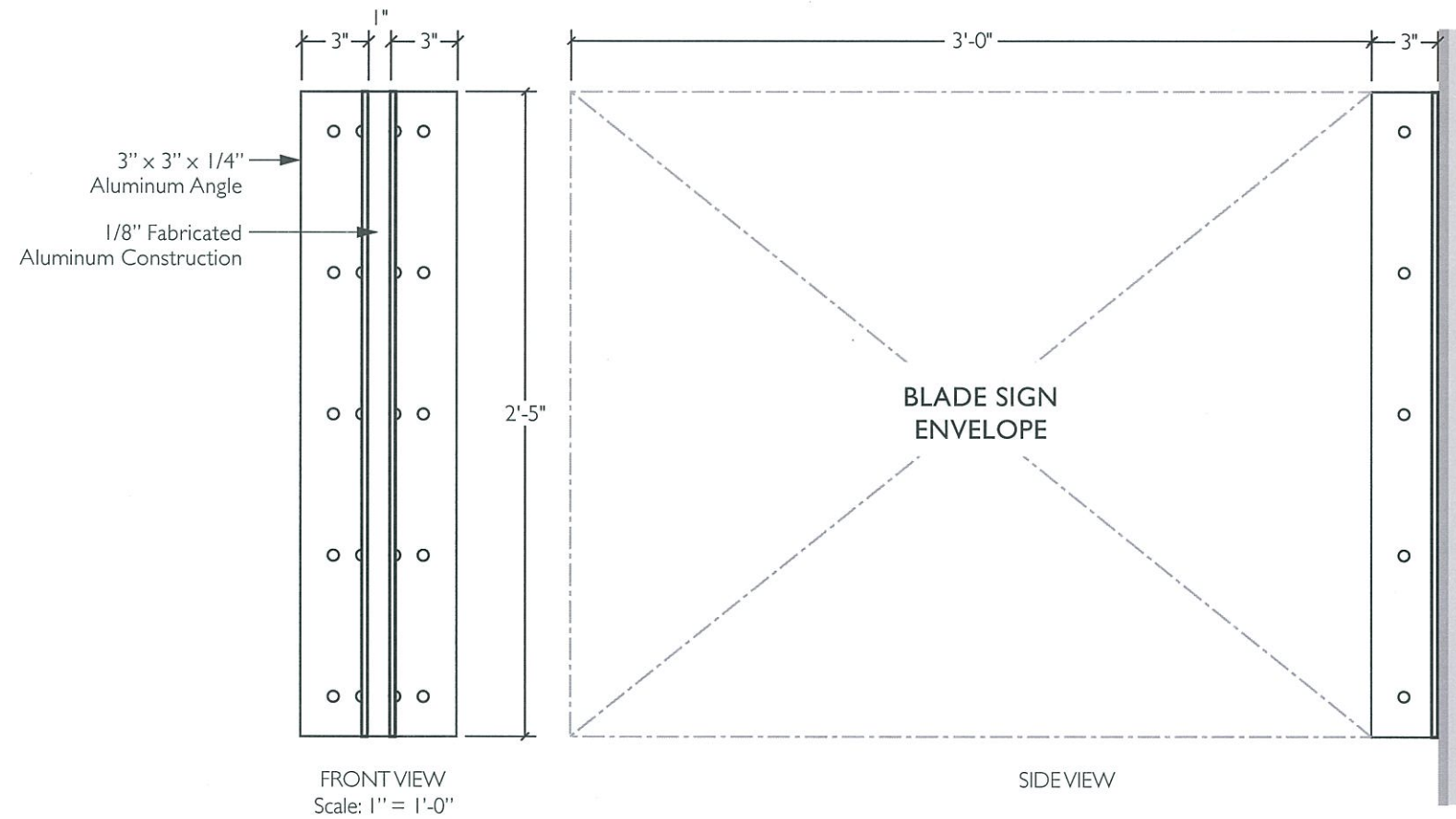
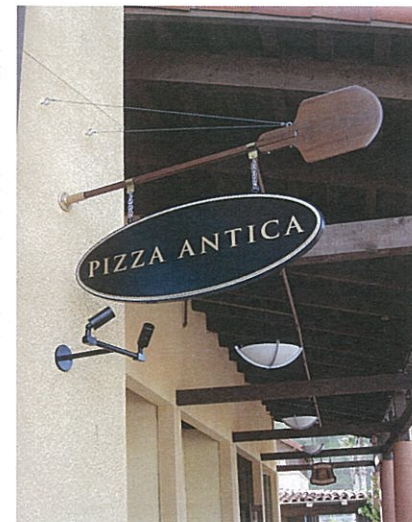
Each tenant may have a Tenant Blade Sign at for each customer entry to their space. Tenant blade sign brackets will be provided by the owner. Tenant blade signs must match the specification included here.

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

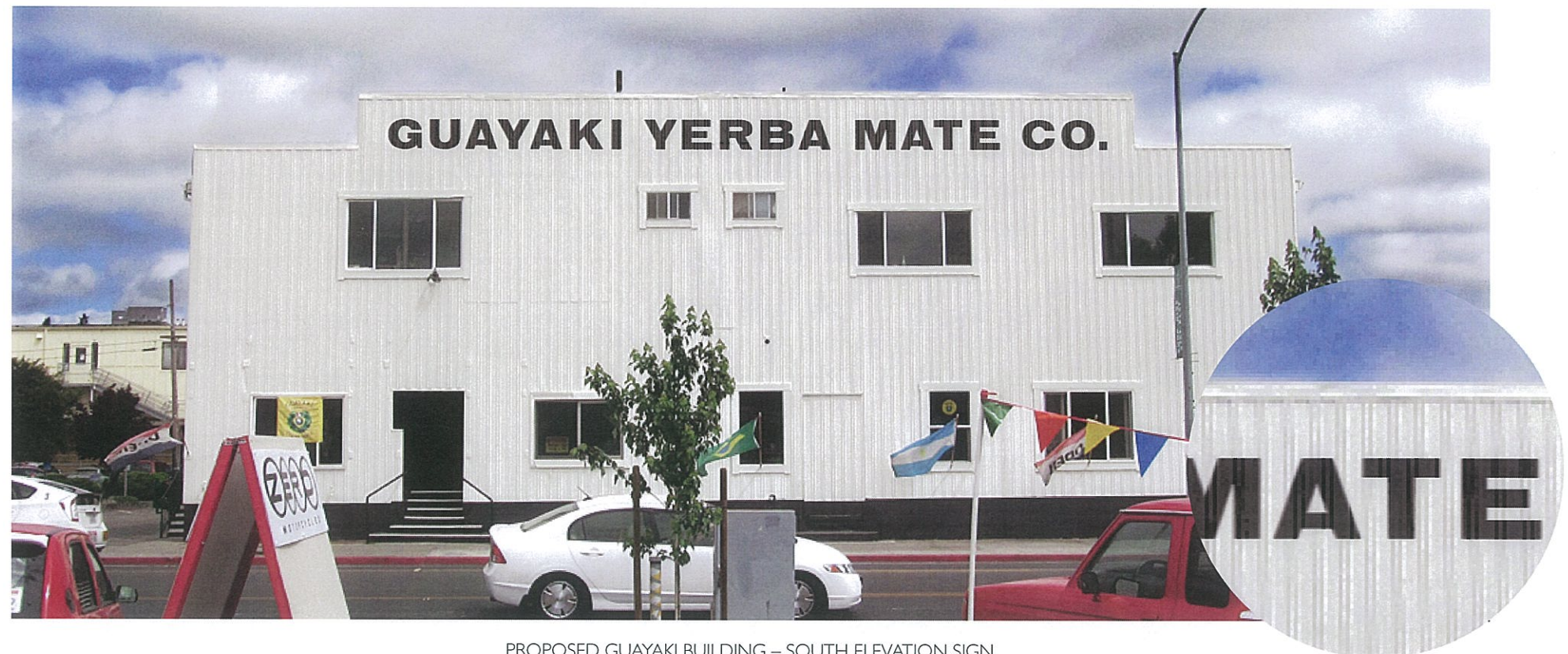
Each Major tenant will be allowed a Tenant Blade sign at each customer entrance. Refer to page T4.0



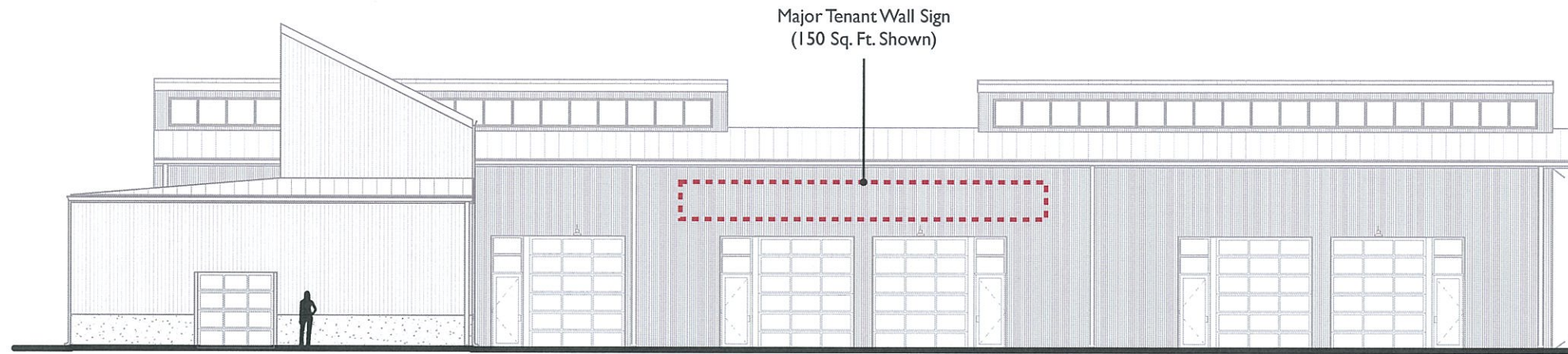
EXAMPLE OF TENANT MONUMENT SIGN



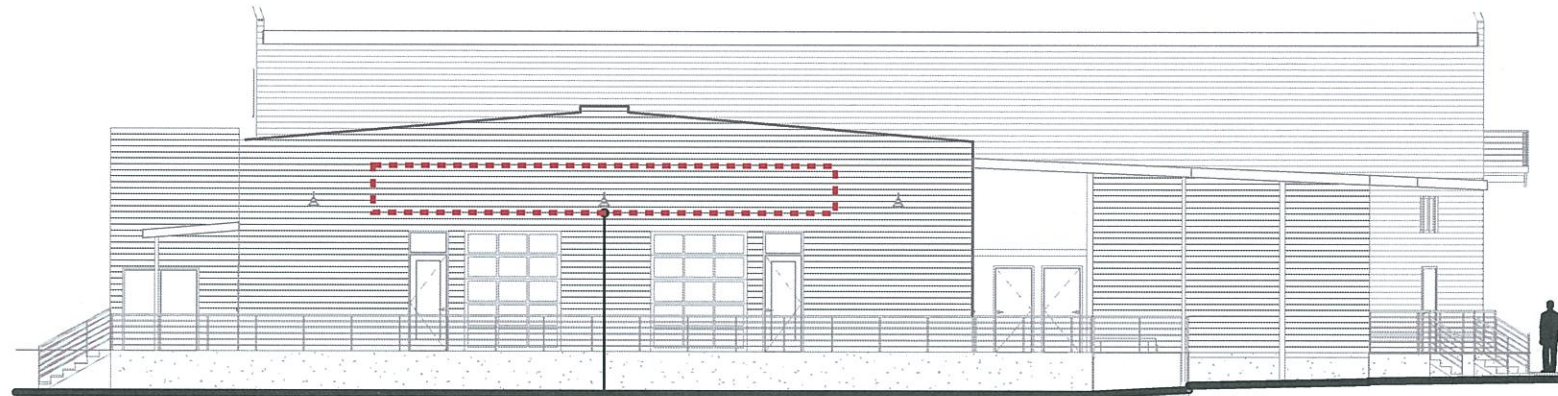
EXAMPLE OF TENANT BLADE SIGN



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

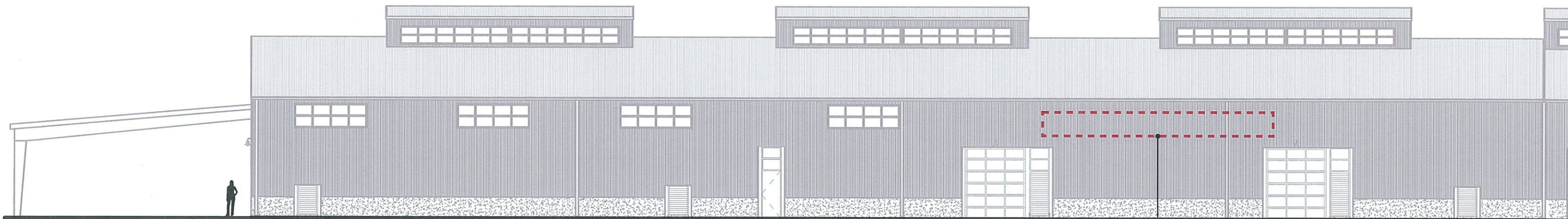


**BUILDING A NORTH FRONT ELEVATION**  
 Scale: 1/16" = 1'-0"



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

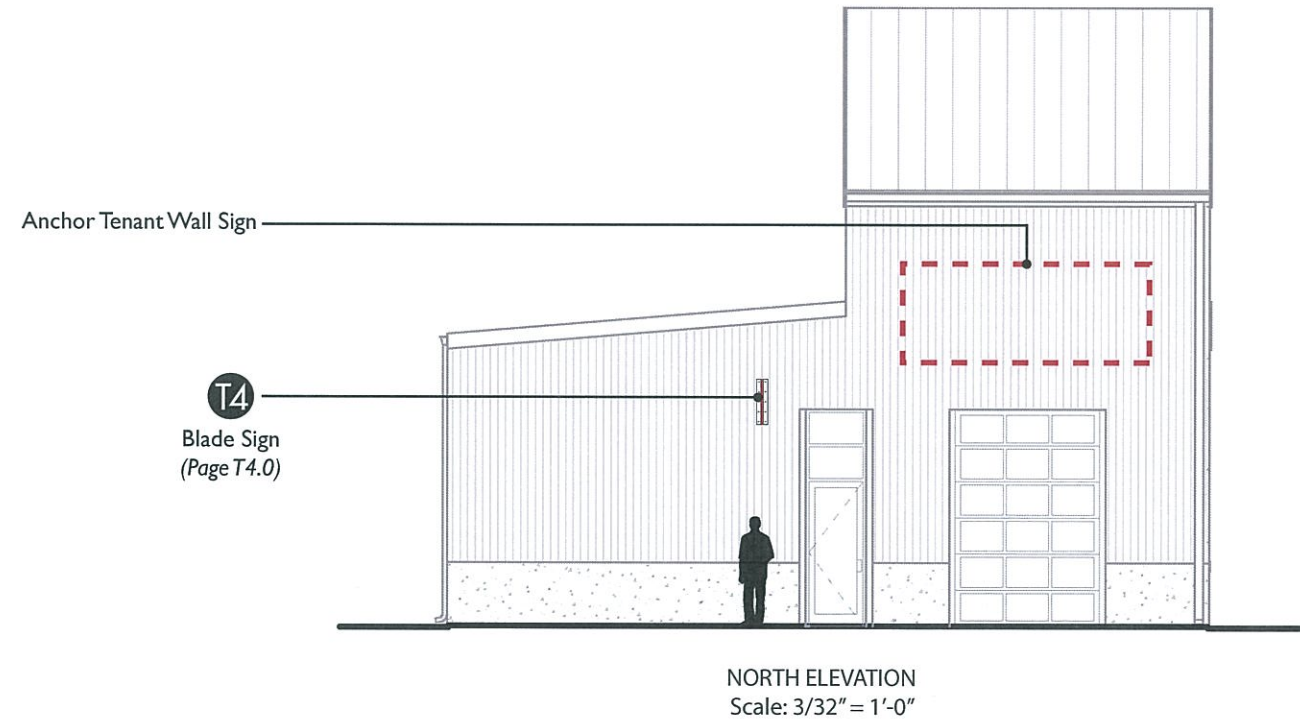
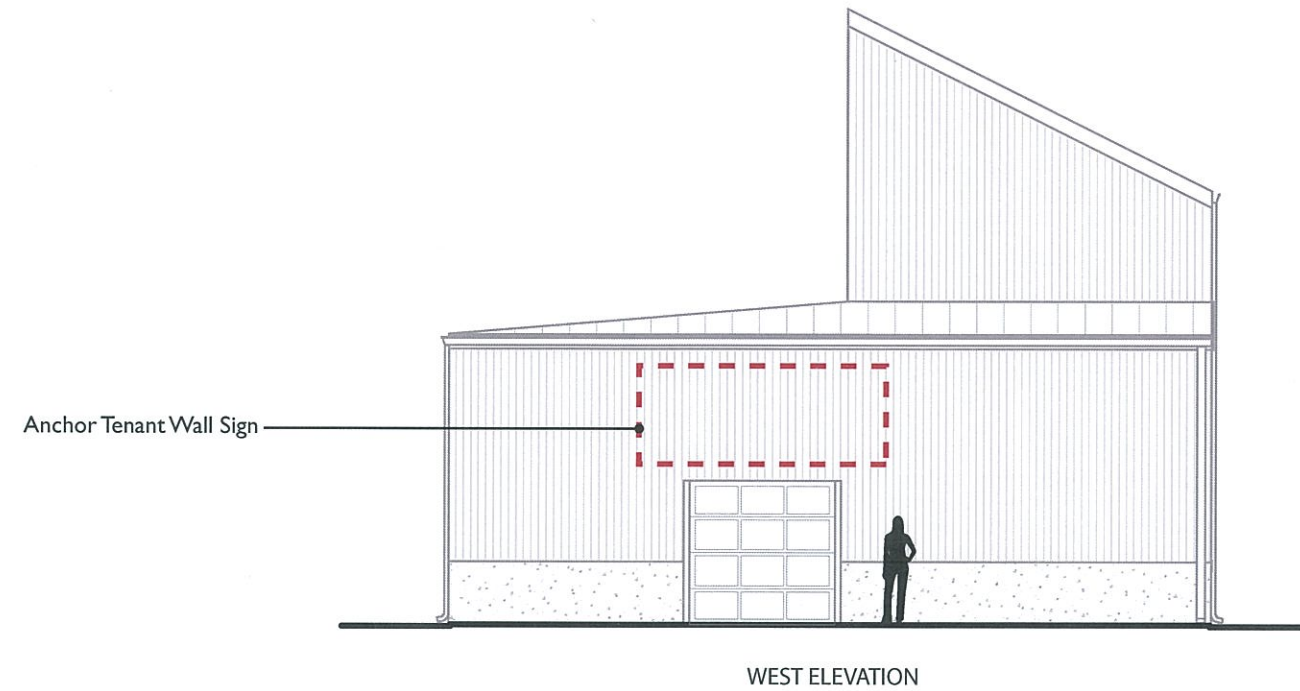
#### Signs may not include:

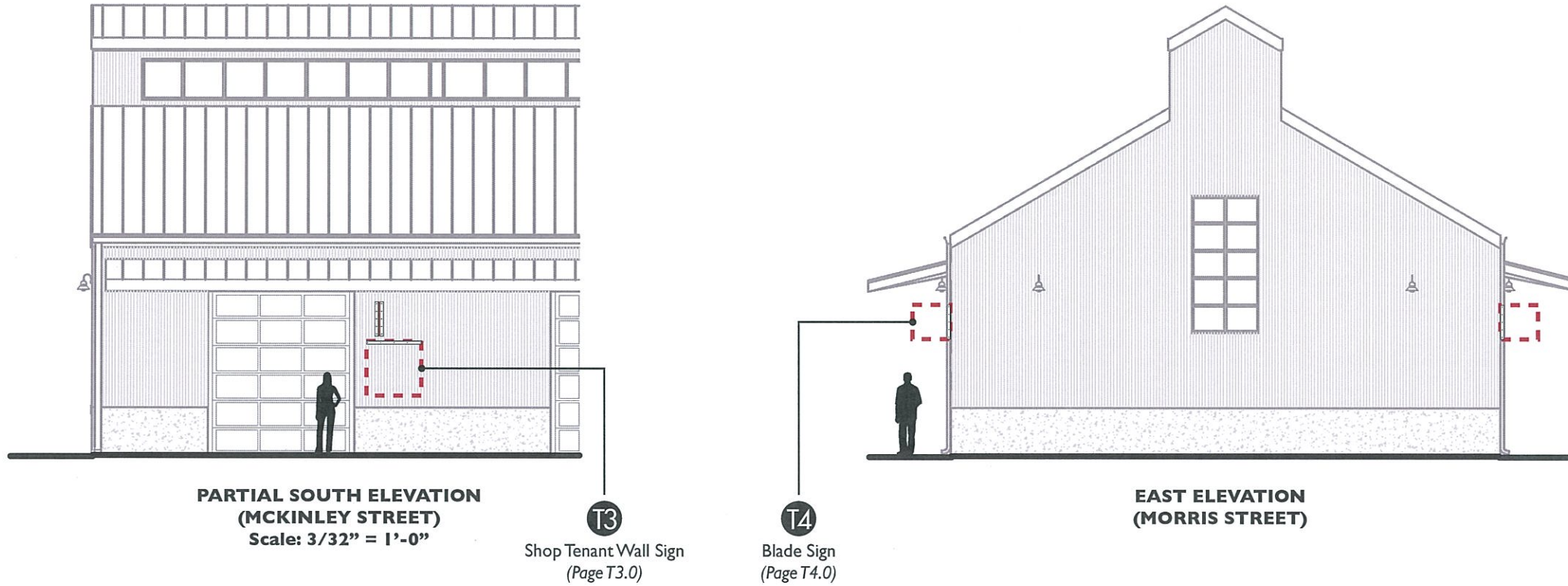
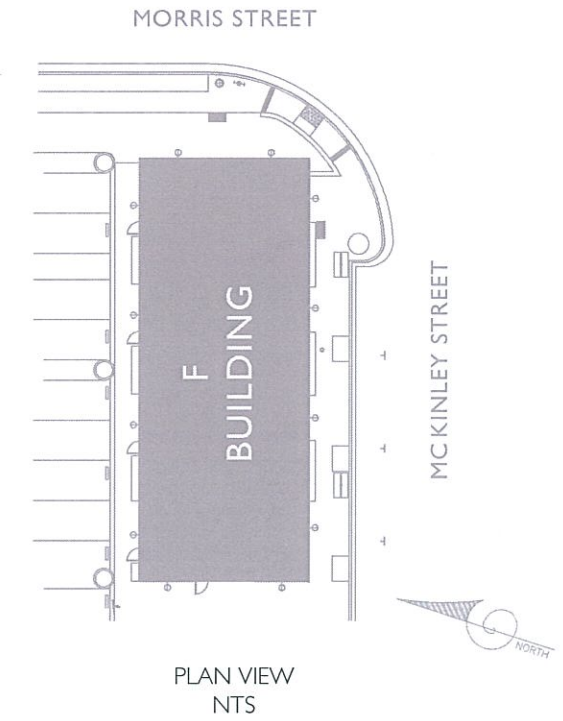
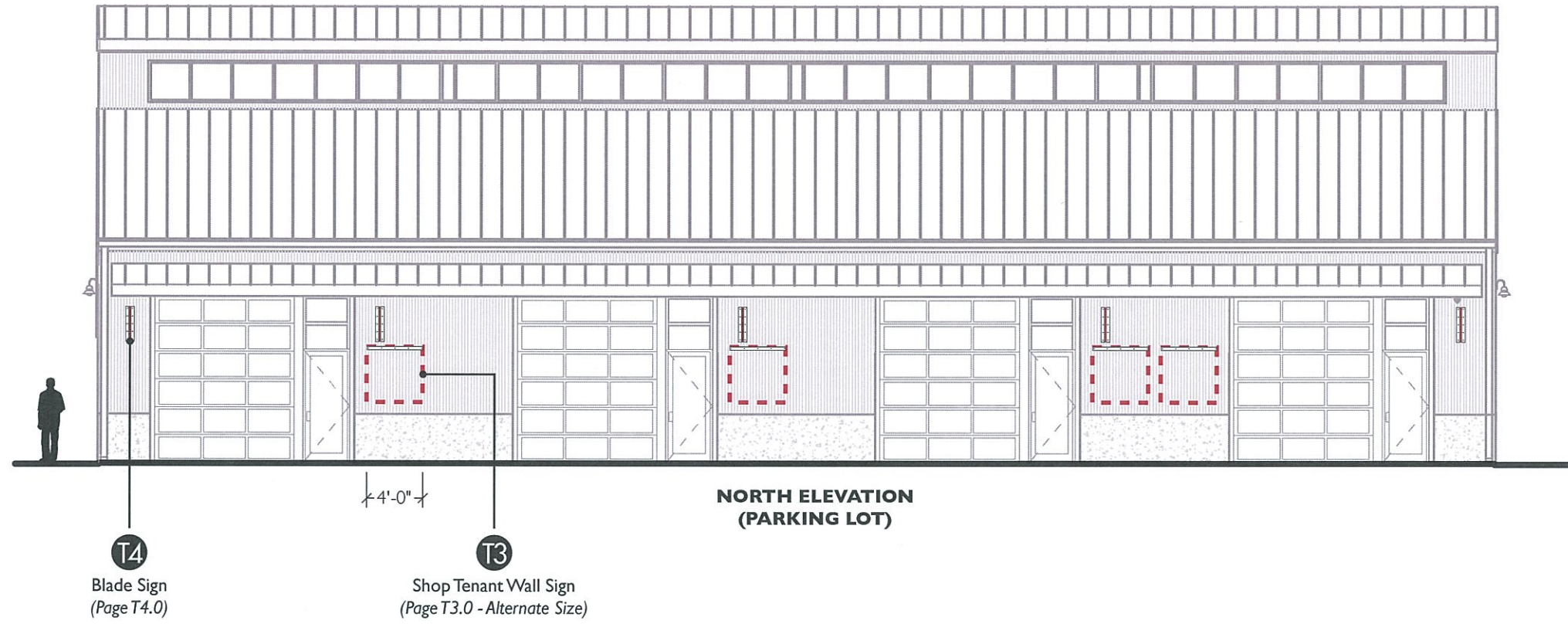
- Unpainted plastic
- Digitally printed vinyl graphics (unless used as a single creative element of a design with the express written permission of the Owner)
- External Illumination (unless approved by the Owner)
- Internal Illumination

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

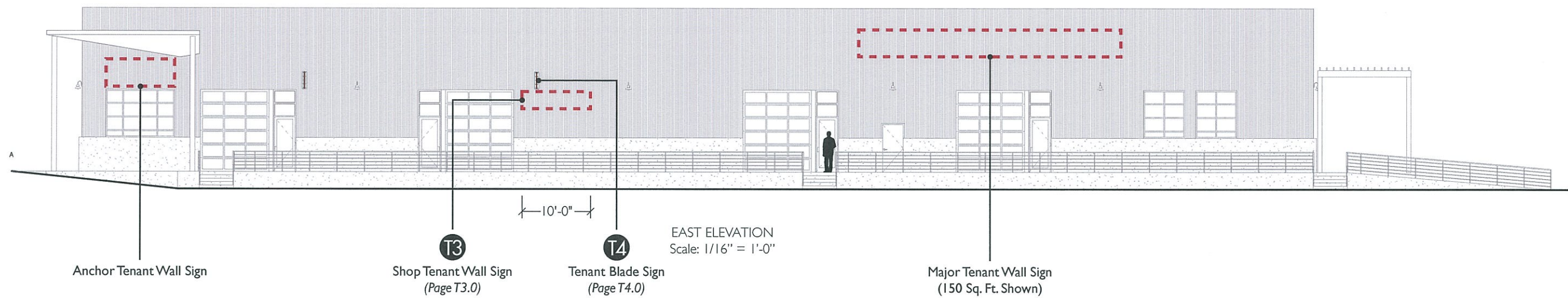
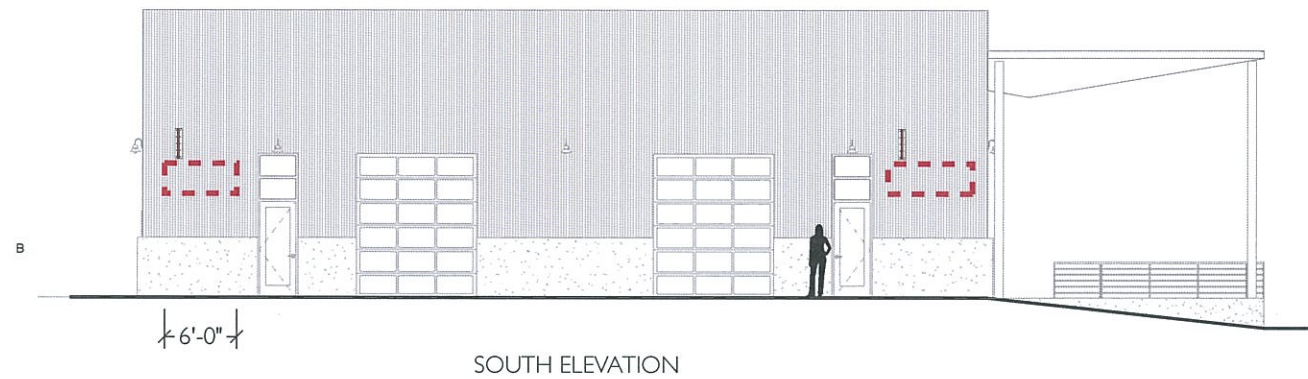


EXAMPLE OF CREATIVE APPROACH TO SIGNAGE









**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.

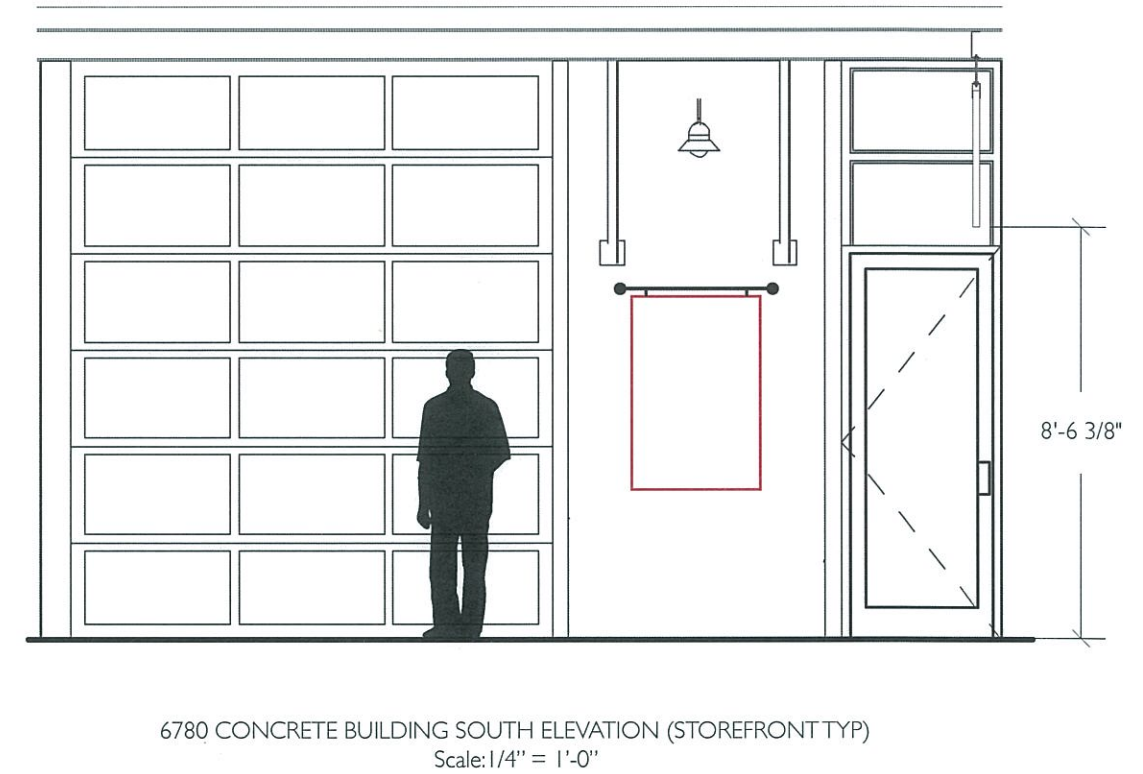
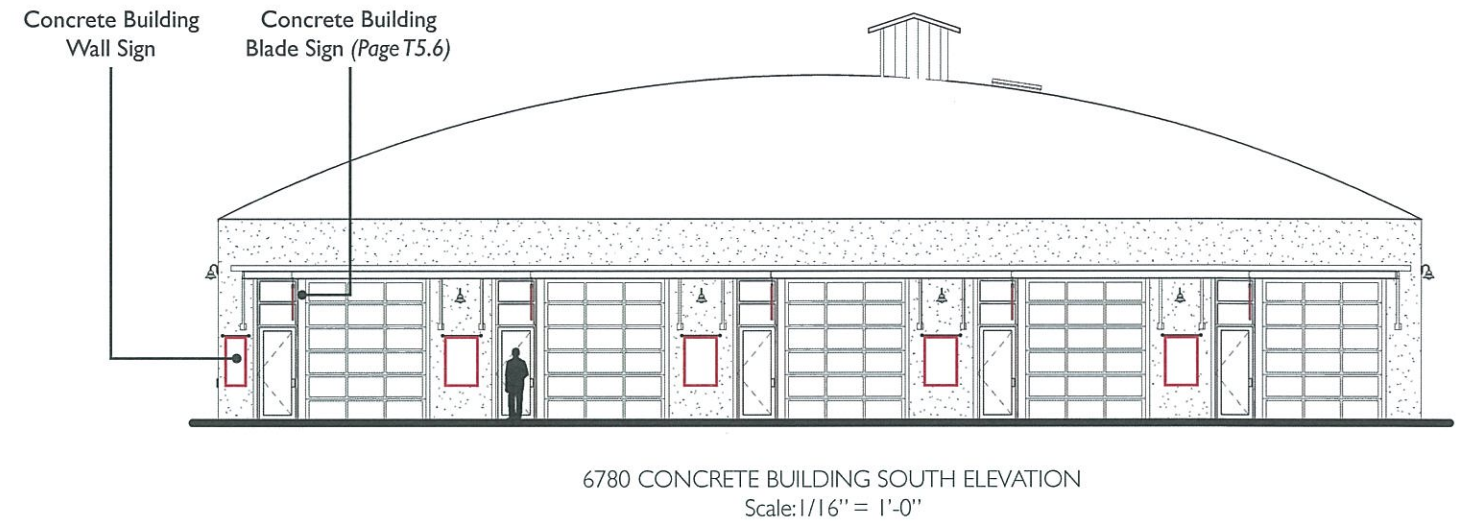
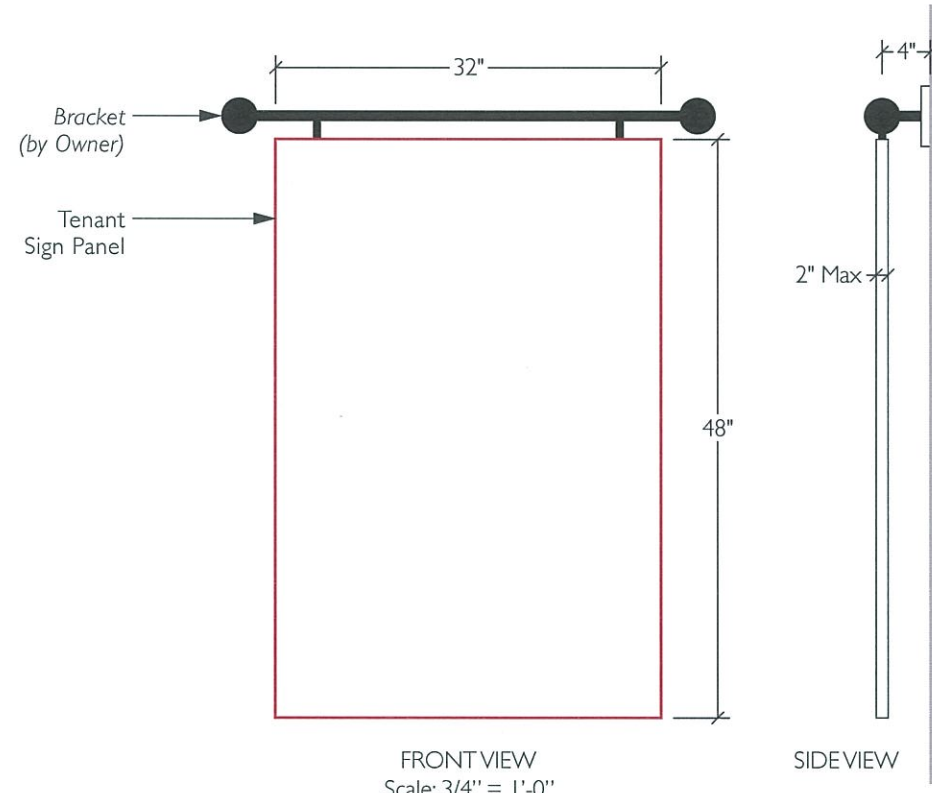
The Concrete Building Wall Sign will be 2'-8" wide by 4'-0" tall and 2" thick maximum. Sign will be fabricated aluminum or similar and weigh less than 25 pounds. The sign will be a panel with frame or border designed to client's specifications. Creative graphic design and bold clear copy are encouraged.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



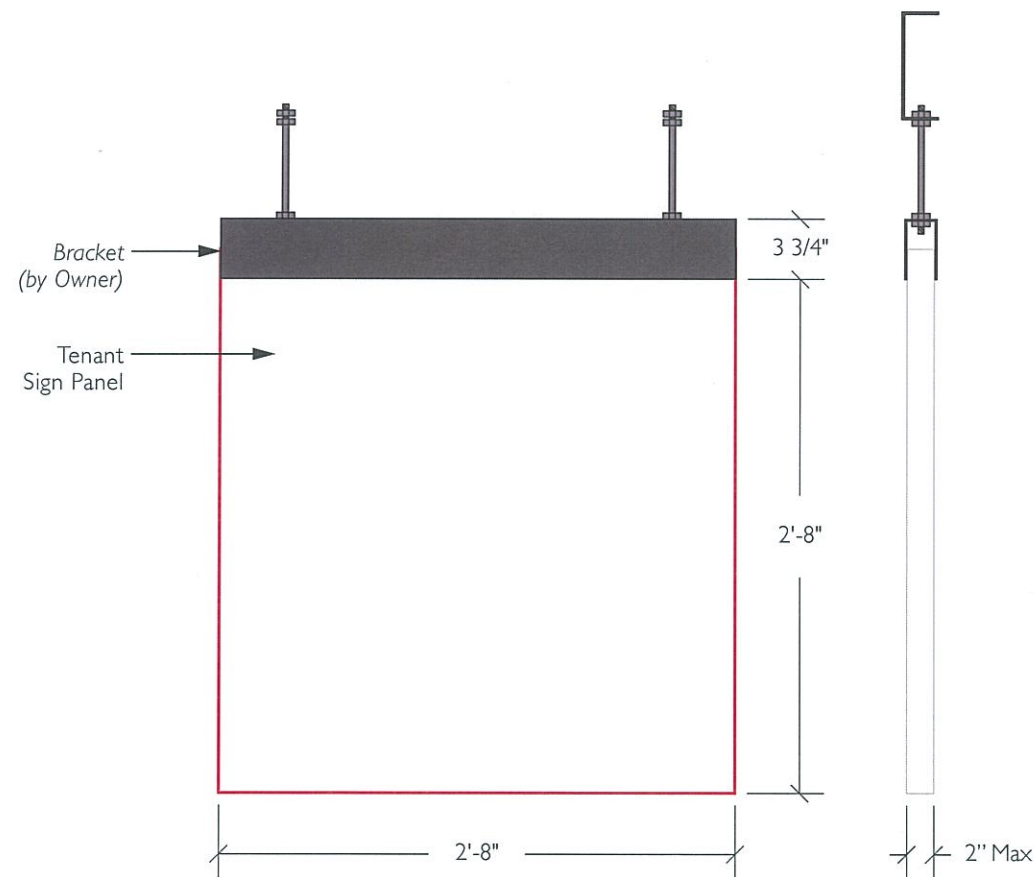
**Concrete Building Blade Sign**

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"

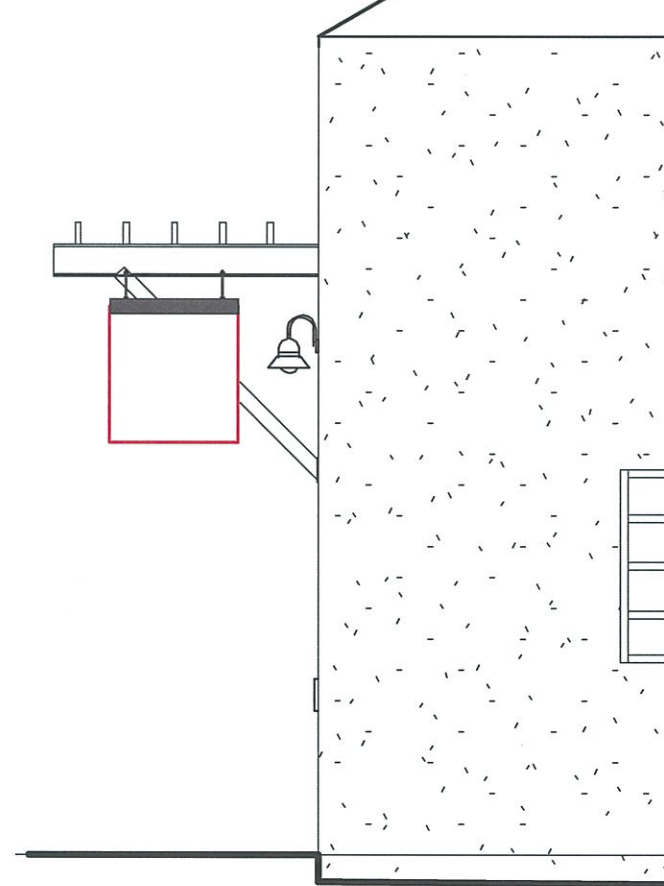
SIDE VIEW  
Scale: 3/4" = 1'-0"

Concrete Building  
Wall Sign (Page T5.5)

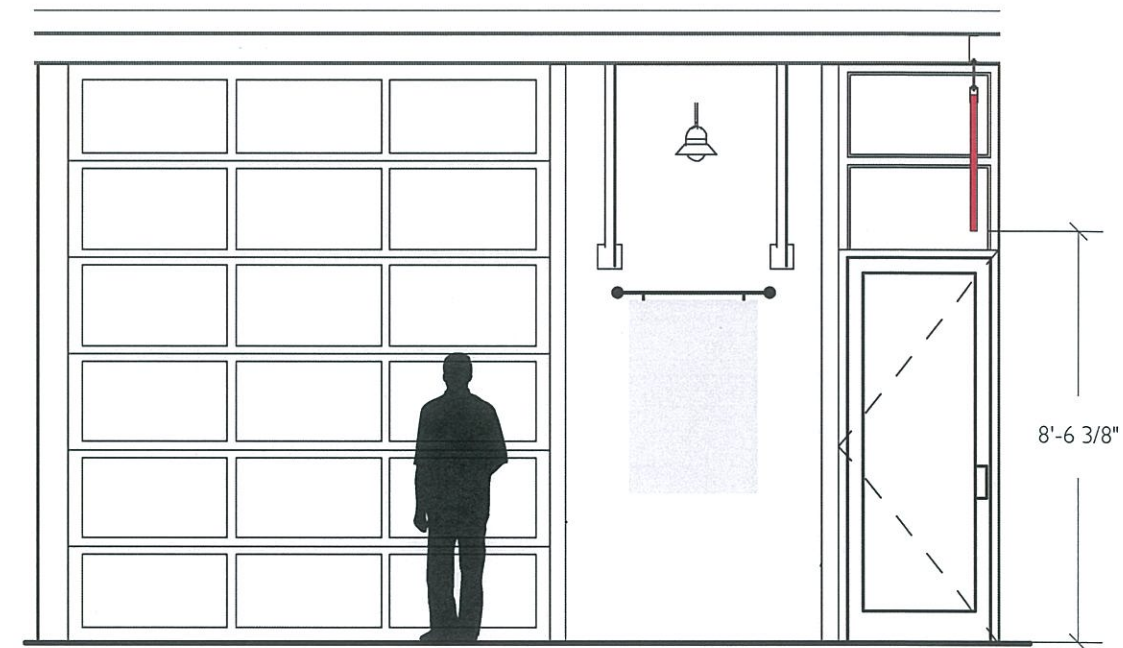
Concrete Building  
Blade Sign



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**

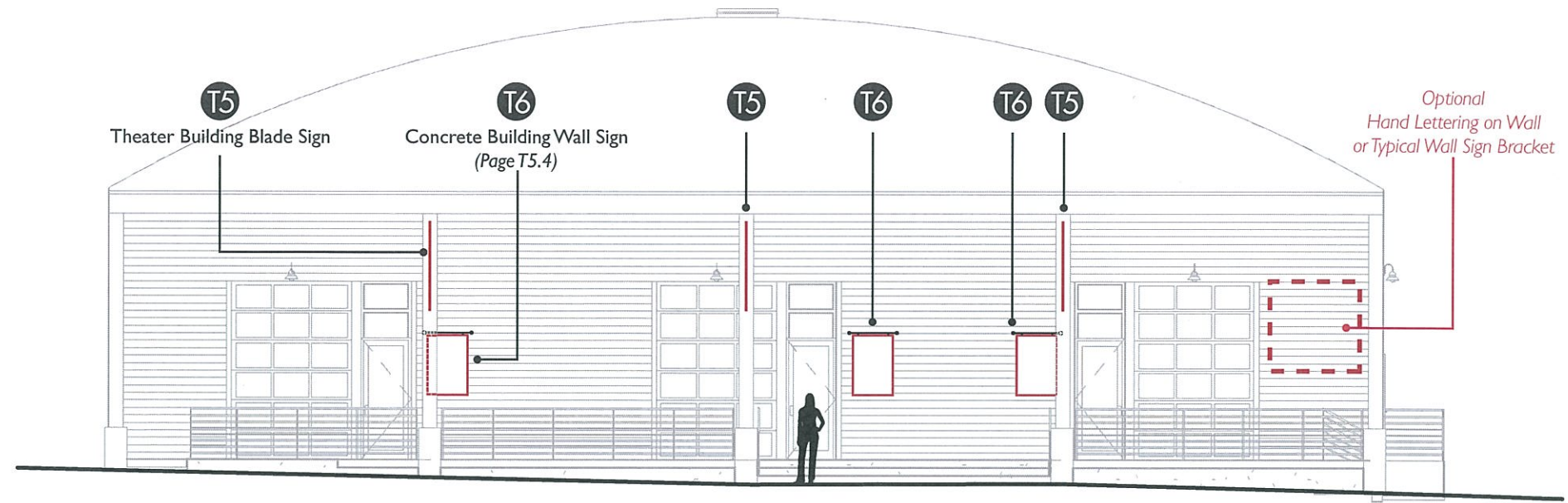
Tenant may design and install a blade sign for attachment to Columns as indicated in the elevation on this page.. Tenant must use at least 50% of the sign envelope area. Tenant may use as much of the sign envelope as desired. Signs may project up to 30" from the face of a column. Maximum sign size to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

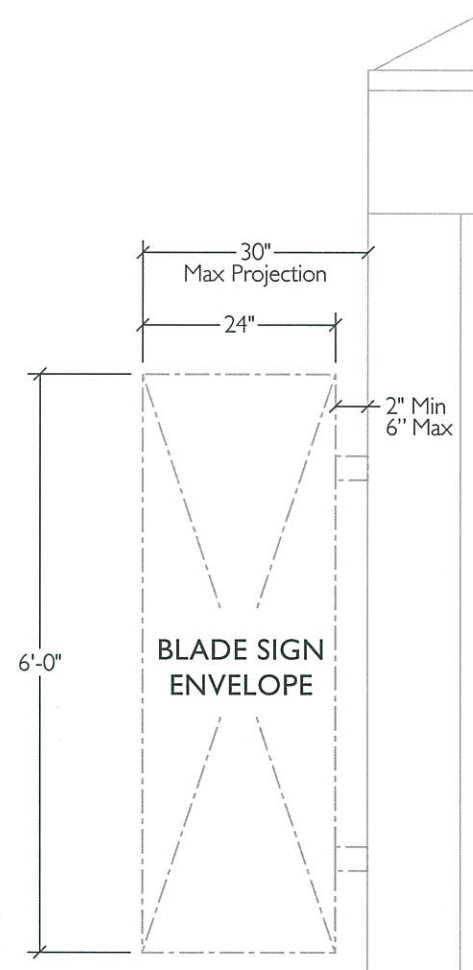
- Painted panels with screen printed, painted, plotter cut die-cast vinyl, individual cut-out or carved letters
- Wood or metal panels with screenprinted, painted, plotter cut die-cast vinyl, individual cut-out or carved letters

**Signs may not include:**

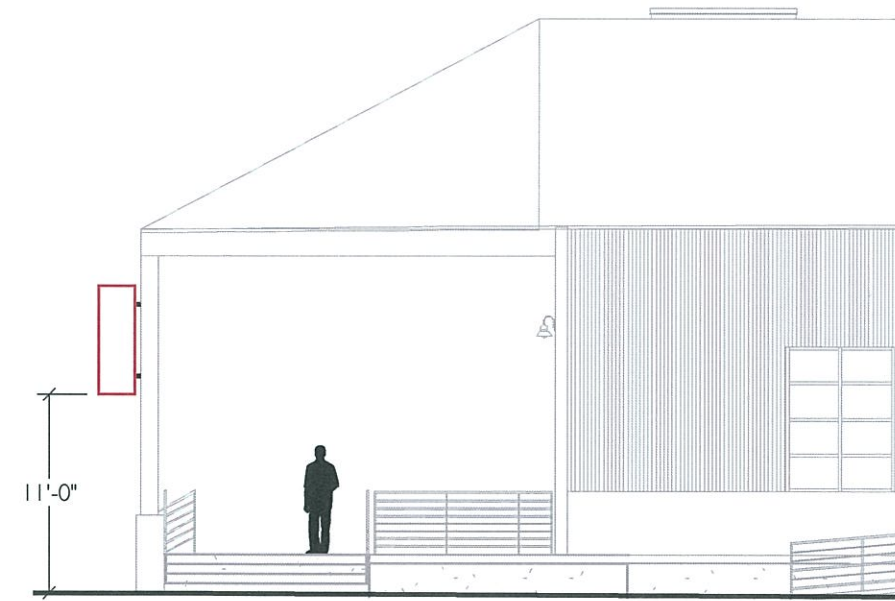
- Unpainted plastic
- Digitally printed vinyl graphics (unless used as a single creative element of a design with the express written permission of the Owner)
- External Illumination (unless approved by the Owner)
- Internal illumination



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



**T5**  
Theater Building Blade Sign  
Scale: 1/2" = 1'-0"



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

**EXHIBIT A**  
**RECOMMENDED FINDINGS OF APPROVAL**

Cock Robin Restaurant  
6700 Sebastopol Avenue, Building I  
APN 004-750-001, File #2024-031

Based on the evidence in the public record, the Design Review Board finds that:

1. This project is categorically exempt from the requirements of the California Environmental Quality Act, pursuant to Section 15311, Class 11, in that it involves the installation of on-premises signage.
2. The Design Review Board has determined the project is consistent with the criteria found in Section 17.130.020.B.3 of the Zoning Ordinance, which requires that signage meet one or more of these criteria for the granting of a Sign Exception as follows:
  - 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. This criterion is met. This criterion is met, in that that the logo is unique in its style and will create 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. This Criterion is met, in that it is appropriate given the nature of the business as the logo adds visibility to the site and is consistent with its intended use.*
  - 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, in that the signage exception is based on allowing additional square footage that is still consistent with the site context and surrounding development and approving signage displaying product offerings.*

**EXHIBIT B**  
**RECOMMENDED CONDITIONS OF APPROVAL**

Cock Robin Restaurant  
6700 Sebastopol Avenue, Building I  
APN 004-750-001, File #2024-031

1. Plans and elevations shall be in substantial conformance with plans prepared by David Ford, and stamped received on June 27, 2024, and on file at the City of Sebastopol Planning Department.
2. All construction shall conform to the approved plans, unless the design is modified by the Design Review Board. The applicant shall obtain a Building Permit prior to the commencement of construction activities.
3. 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.
4. The Planning Director shall interpret applicable requirements in the event of any redundancy or conflict in the conditions of approval.
5. An Encroachment Permit may be required prior to signs installations. 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. Approval is valid for three (3) 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.